



incanthera

Innovative Products for Dermatology and Oncology

A black and white photograph of a woman's face and hands. She is resting her chin on her hands, which are adorned with rings. The image is partially obscured by the 'SMART SKINCARE' text.

**SMART
SKINCARE**

AQUIS SHOWCASE
19 NOVEMBER 2025

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Incanthera plc

- Incanthera is a specialist company dedicated to innovative technologies in dermatology and oncology.
- Established in 2010 as a spin out from the Institute of Cancer Therapeutics, University of Bradford.
- Listed UK Aquis Stock Exchange (INC:AQSE), Feb 2020
- Incanthera's recent focus has been on dermatological delivery technology and formulations.
- On 11 August 2025, Incanthera launched a unique luxury skincare brand Skin+CELL to the global marketplace, through a Direct To Consumer (DTC) campaign.



What is Skin+CELL?

- A revolutionary new skincare range utilising Incanthera's unique cutting-edge delivery technology to deliver bioactive ingredients across the skin barrier
- Independent studies have shown our targeted bioactive B3 formulations fortify the skin's ability to protect itself and facilitate self-repair - fundamental processes that are the foundations to healthy skin
- There is now a widely recognised demand for truly innovative skin care products with proven ability to reach critical cellular level to effect action and change
- The skincare market (beauty and personal care): estimated revenue of US\$677 bn.



B3 Serum

BIOACTIVE
VITAMIN + ANTI-AGING
PEPTIDE COMPLEX



DTC Campaign to date

- Skin+CELL; establishing a new brand
- Immediate positive feedback from Skin+CELL customers
- SALES: achieved across product range, multiple hits across all the media platforms, valuable proprietary data and purchasing habits
- Advisory group: DTC beauty/branding, pricing e-commerce/industry experts

Shop: www.skinandcell.com

Instagram: [instagram.com/skin_and_cell](https://www.instagram.com/skin_and_cell)

TikTok: [tiktok.com/@skin_and_cell](https://www.tiktok.com/@skin_and_cell)

Facebook: <https://www.facebook.com/skinandcell>

YouTube: [youtube.com/@skin_and_cell](https://www.youtube.com/@skin_and_cell)



Looking Forward

- Active discussions ongoing to establish multiple routes to global markets for Skin + CELL through
 - DTC
 - Retail/Wholesale
 - Territorial Licensing
 - Collaboration with global high-profile celebrities
- Introducing new products with different active ingredients utilising the unique delivery system, including a suncare range (currently in development)
- Licence our technologies to commercial partners to develop their own skincare products under their own branding.
- Pursue selective pharmaceutical development



Previous Growth on Aquis

- Deliver the newsflow and explain the potential for growth
- Proactive relationships with Aquis Exchange on IR/PR initiatives
- Promotion to Apex (top tier) segment of Aquis 10 June 2024 (since returned to Access)
- Share Price: 6.5p (Jan 2024) to 26.5p (June 2024)
- Share Volume traded: 55m (Jan 2024- June 2024)



Investment Summary



incanthera

- Skin + CELL available through global DTC network and expanding into additional routes to market
- First time revenues; attractive margins; cash generation
- Potential for significant uplift in Company valuation and future shareholder returns