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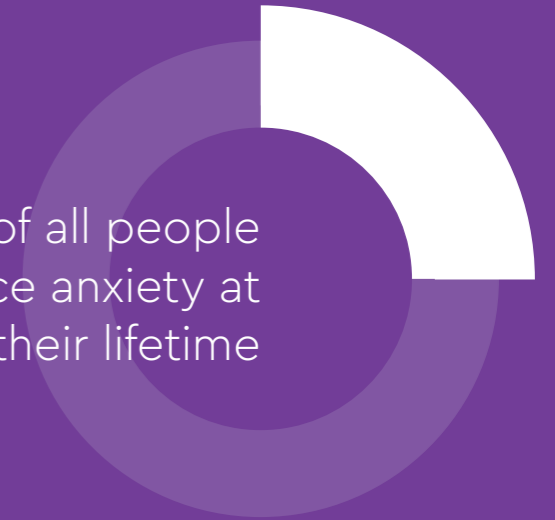
anxiety

Concern or solicitude respecting some thing or event, future or uncertain,
which disturbs the mind, and keeps it in a state of painful uneasiness.

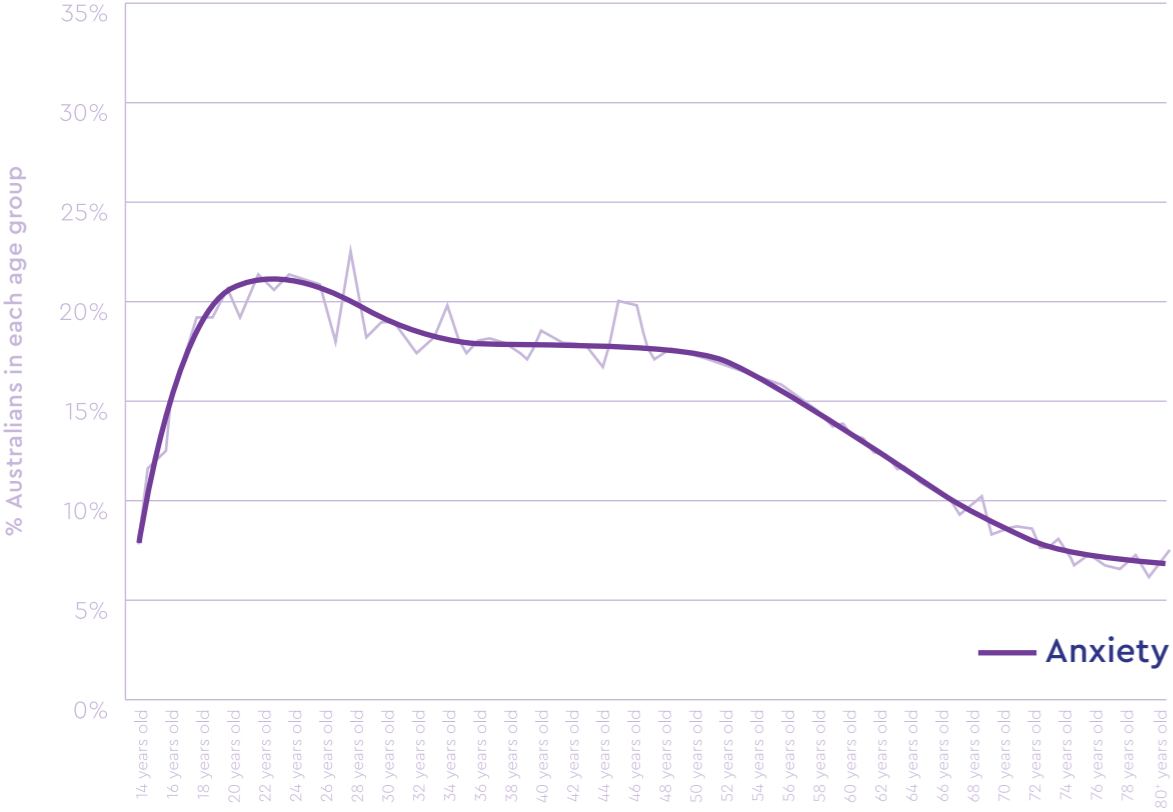


Market & Demographics

Over a quarter of all people
will experience anxiety at
some stage in their lifetime



Anxiety is the most common mental health condition in Australia



According to the 2019 Roy Morgan report, anxiety peaks at 22.9% for 28 year olds and above 20% for those aged 20–28 years of age.

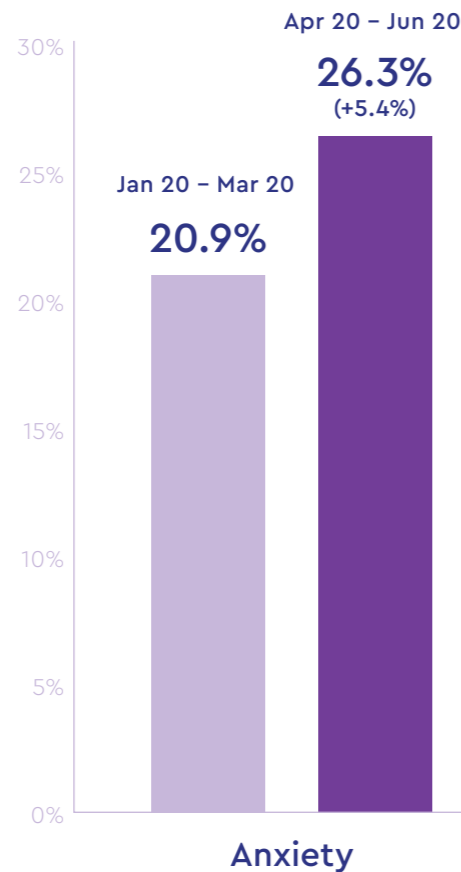
Declining for people in their 30s and then re-appearing above 20% for those in their mid-40s before trending downwards past that age.

Anxiety has doubled since 2011 – from 2.3 million to over 4.3 million Australians, an increase of 108.3%.

Source: Roy Morgan Single Source Australia.



Anxiety prevalence during the COVID-19 pandemic



Anxiety was experienced by **5.5 million Australians** (26.3%) in the lockdown period – surging by over 1.1 million Australians pre COVID-19 period during the March quarter.

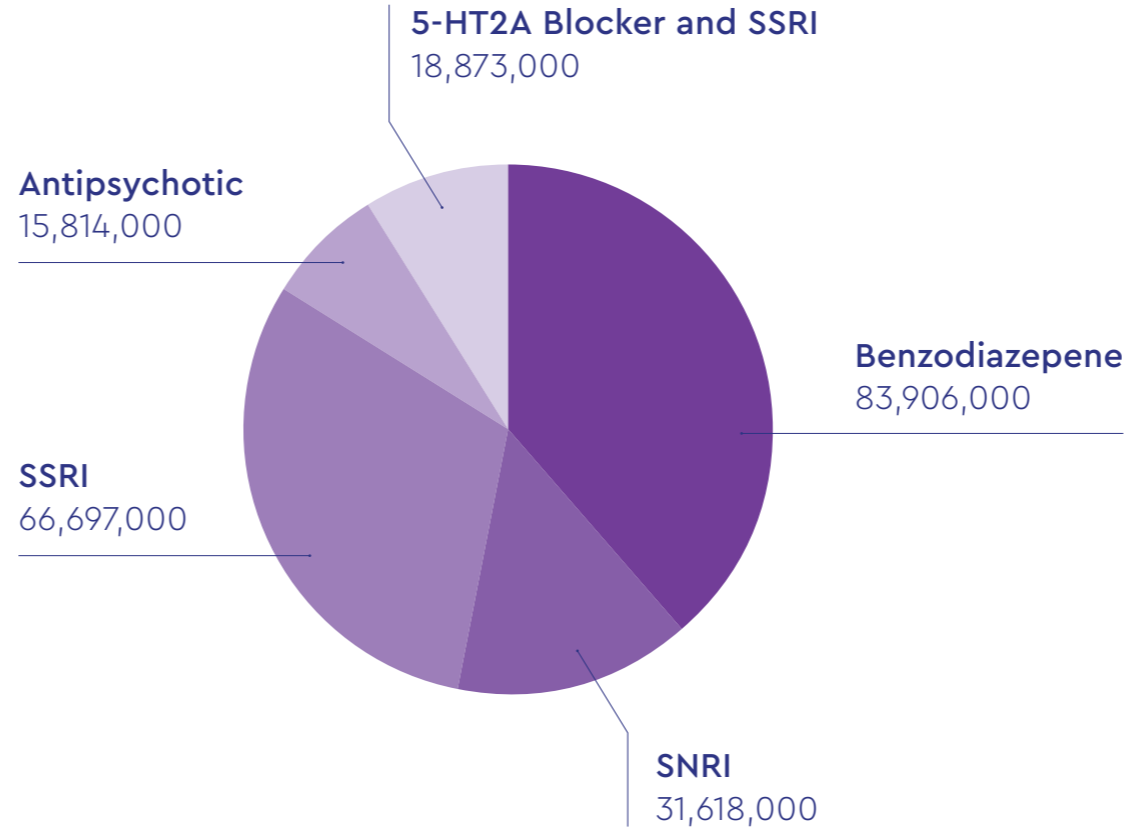
30.8% of Generation Z, **30.6%** of Millennials and **28.2%** of Generation X reported experiencing anxiety compared to only 12.6% of Pre-Boomers and 18% of Baby Boomers.

Current Treatments



Most prevalent prescribed psychiatric drugs

Benzodiazepines are issued frequently – for every 100 adults that visit a doctor, 27 will result in a prescription of benzodiazepine.



This means 73% have a non-clinical condition.
These visitors to the doctor are looking for assistance with a trait or state anxiety issue

Situational Anxiety

The word 'anxiety' describes a wide range of emotional and mental health experiences.

Anxiety Disorders are diagnosed by a professional according to the DSM-5 (Diagnostic and Statistical Manual of Mental Disorders). Anxiety disorders do not go away & persist over time

Trait Anxiety is more of a fixed part of a personality - 'a personality trait'. An individual tends to judge a wide range of environmental situations as potentially threatening.

Situational or State Anxiety is a form of anxiety that shows up when facing a potential threat or frightening situation.

Goodspace Anxiety Aid will target those with trait anxiety and state anxiety to support individuals through situations triggered by specific and immediate events.

These moments will be referred to as situational anxiety.

Examples of situational anxiety:

- Dealing with conflict/difficult conversations
- Moments of feeling overwhelmed (environmental anxiety, reading the news, Covid anxiety)
- Speeches/public speaking
- Speaking up in class/work meeting
- Receiving an injection/admission to hospital
- Managing a phobia (flying, heights, blood)
- Too much caffeine/feeling 'wired'
- Exams



Introducing...





Goodspace

Anxiety aid

The World's first therapeutic chewing gum, targeted
at relieving the symptoms of situational anxiety

FIND YOUR Goodspace

Chewing gum
formulated
to aid in the
relief of anxiety



Passionflower



Ashwagandha



L-Theanine



Reishi Mushroom



L-Tyrosine

Gum and then some

Goodspace Gum:

Fast releasing

Our water soluble active ingredients are quickly released into the oral mucosa (mouth) within minutes of chewing

Fast absorption

Our active ingredients are absorbed directly into the systemic circulation (whole body blood supply) via the buccal cavity (cheeks, gums, inner lips)

Optimum oral bioavailability preserved

Our active ingredients bypass the gastrointestinal tract & are therefore not exposed to, and degraded by, the aggressive GI medium and stomach enzymes

Convenient

No food or water is required, gum can be administered anywhere, anytime



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Carefully selected ingredients that are readily available and correlated to easing anxiety and promoting healthy brain function.



Ashwagndha

- May assist in reducing blood sugar levels
- Reduce cortisol levels
- Reduce stress & anxiety
- Improve brain function
- Ashwagndha acts as an adaptogen to assist the body adapt to stress

In a 6-week clinical study, 88% of people who took ashwagandha reported a reduction in anxiety, compared with 50% of those who took a placebo (18). Ashwagandha has been shown to reduce stress and anxiety in both animal and human studies

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4270108/>

Passionflower

- Boosts GABA levels
- Promotes relaxation
- Ease generalized anxiety
- Calms nervous system

Passionflower has also been found trusted source to be a successful treatment for the symptoms of generalized anxiety disorder (GAD) with less side effects compared to benzodiazepines. Passionflower works by increasing levels of a chemical called gamma aminobutyric acid (GABA) in the brain. GABA lowers the activity of some brain cells, making you feel more relaxed.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2941540/>
<https://pubmed.ncbi.nlm.nih.gov/21294203/>
<https://onlinelibrary.wiley.com/doi/abs/10.1002/ptr.5578>



L-Tyrosine:

- Enhances cognitive performance in short-term stressful situations
- Helps boost dopamine levels (feel good chemical)
- Helps maintain a healthy nervous system function
- Helps boost mental alertness, focus and energy

L-Tyrosine is a non-essential amino acid, meaning that it is not essential except during times of stress or illness. L-Tyrosine is an effective enhancer of cognition when neurotransmitter function is intact and dopamine and noradrenaline are temporarily depleted, such as in times of situational anxiety.

<https://pubmed.ncbi.nlm.nih.gov/26424423/>

Reishi Mushroom

- Enhance immune system
- Reduce stress
- Lessen fatigue
- Alleviate high blood pressure & high cholesterol

Reishi mushrooms bring the body and its nervous systems back into balance. Reishi mushrooms assist in soothing, relaxing and aid the body to unwind. It also supports the body to regulate calm within the body which can be hard to achieve for those suffering from anxiety. An excellent choice for calming the racing mind and easing anxiety

Isaka, M., Chinthanom, P., Sappan, M., Supothina, S., Vichai, V., Danwisetkanjana, K., Boonpratuang, T., Hyde, K.D. and Choeyklin, R. (2017). Antitubercular Activity of Mycelium-Associated Ganoderma Lanostanoids. *Journal of Natural Products*, 80(5), pp.1361-1369.

Sissi WG, John Y, John AB, Iris FFB. *Ganoderma lucidum* (Lingzhi or Reishi): A Medicinal Mushroom. In: *Herbal Medicine: Biomolecular and Clinical Aspects*

L-Theanine

- Increased Alertness
- Enhanced Focus
- Elevated Mood
- Lower Cortisol

L-Theanine is a unique amino acid found naturally in the tea plant (*Camellia sinensis*). L-Theanine promotes relaxation while maintaining alertness and promotes healthy cognitive function

<https://pubmed.ncbi.nlm.nih.gov/22326943/>

When
anxiety
bites.
Chew.



Chewing gum
formulated
to aid in the
relief of anxiety



Goodspace
Chewing gum





Gum and then some

Chewing gum formulated
to aid in the relief of anxiety



Westfield

The chew that calms you

Chewing gum formulated
to aid in the relief of anxiety



Goodspace
Chewing gum

Westfield

Feel good gum



Chew away a bad day

Chewing gum formulated to aid in the relief of anxiety



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Instagram

g goodspacegum

Good day to you



Relieves symptoms of mild anxiety
Calms the mind and reduces nervous tension


Chewing Gum
15 Pieces
MENTHOL LIFT

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Instagram interaction icons: heart, comment, share, bookmark

Instagram navigation icons: home, search, post, heart, camera


Take a minute for your mind



g

Instagram

g goodspacegum



Find your good space

g

Instagram interaction icons: heart, comment, share, bookmark

Instagram navigation icons: home, search, post, heart, camera

g

The light chew for a heavy mind



Relieves symptoms of mild anxiety
Calms the mind and reduces nervous tension

Chewing Gum
15 Pieces
MENTHOL LIFT

Advertising & Marketing 2022

Our Advertising and marketing strategy relies on simplicity. We have three key pillars for the plan, which will keep us focused and avoid costly marketing distractions:

Advertising Partnerships Promotions



Advertising



We will engage in paid advertising to drive awareness and mental availability of our brand. Paid advertising is the most reliable way of ensuring potential customers are aware of us and is the first step towards gaining a sale.

Digital Outdoor Media (OOH): Digital OOH allows us to target key outdoor locations in close proximity to points of distribution. We can also run dynamic creative, meaning we can change our messaging on the billboards throughout the day – this will keep us contextually relevant and provide better impact. Finally, Outdoor media provides us with social proof – using billboards gives us the perception of being a big brand which will make consumers feel safe to try us for the first time. We will map store locations where consumers can buy the product against digital panels and as our distribution grows we will add more OOH locations. The measure of success for this investment will be growth in brand awareness – we will track our organic search volume and complete brand health studies.

Social Media Advertising: We will run paid advertising across Instagram, Facebook and TikTok. These platforms give us incredible targeting capabilities and an ability to connect at key times of the day (such as commuting) when our target market is likely to experience any form of anxiety. The cost of entry is low for social media advertising and we can optimise each channel, working out exactly which creative performs best for each audience group. The measure of success for this investment will be growth in brand awareness – we will track our organic search volume and complete brand health studies.

Digital Video (YouTube): We will also use YouTube pre-roll advertising for brand growth. YouTube allows us to be contextually relevant to the content – we will target anyone that is researching anxiety, depression, mental health. Having our brand in this contextually relevant environment will make each Ad dollar work harder for us. The measure of success for this investment will be growth in brand awareness – we will track our organic search volume and complete brand health studies.

Programmatic Advertising: We will use simple digital Ad servers for re-targeting purposes only. This is a low cost of entry and simply allows us to gain extra frequency of our message. Put simply, anyone that visits our website will be served digital adverts for Goodspace around their web journey. The measure of success for this investment will be incremental web traffic – we will track our click through metrics.

Partnerships

To ensure that we have a meaningful social presence, we will engage in credible partnerships. This will help drive consideration of purchase from our target market. Being a new brand with an innovation means that we can 'borrow' credibility from others that are already known in the mental health arena.

Influencers – We will carefully select social media influencers to review and discuss our product. Each influencer will already have a relevant following in mental health and their own significant following. This means we benefit from their reach in addition to the credibility. We will send samples for them to engage with. We will ensure that we can use their content to share and post on our social channels, meaning we have less reliance on creating large volumes of posts for Goodspace

Foundations – We have close relationships with Raise & Black Dog. These foundations are closely linked to mental health and provide us with a contextually relevant partnership. We will leverage partnerships with each of these to gain additional credibility and co-promote across their audiences

University Project – To further advance our credibility we will require third party endorsement from a quality source. We will engage a University to run trials within their psychology department, helping to understand the efficacy of our product. We have relationships with Sydney Uni & Oxford Uni.

Promotions

We will drive conversion at the point of purchase with savvy promotions. We will avoid pure pricing promotions as these rarely work in the long run, instead we will look to add value to our customers with our promotional activity.

\$ Off partners – we will create affiliate partnerships with relevant companies in the mental health space. This will allow us to offer \$ Off things APPs such as "Calm" and "Headspace"

Enter to win – we will offer entry mechanics driven by purchase. Winning items will always remain relevant to mental health and quality living, such as Neptune Matt, Theragun, Foam Roller and health retreats.

Paid search

Finally, we will make a small investment into Paid Search and SEO. There is a huge volume of monthly Google traffic questioning about anxiety and mental health. Ensuring Goodspace appear in these high intent searches will capture very relevant customers to our site, grow our brand and ensure we have a vibrant online sales function.

Flighting of channels over 2022

| CHANNEL | Q1 | Q2 | Q3 | Q4 |
|-------------|----|----|----|----|
| DOOH | ● | ● | | ● |
| SOCIAL | ● | ● | ● | ● |
| YOUTUBE | | ● | ● | |
| RETARGETING | ● | ● | ● | ● |
| INFLUENCER | ● | ● | | ● |
| SEARCH | ● | ● | | ● |
| PROMOTIONAL | | ● | ● | |

Projected campaign reach

| CHANNEL | CHANNEL INVESTMENT | BLENDED CPM | REACH |
|-------------|---------------------|-------------|-------------------|
| DOOH | \$450,000.00 | \$24 | 18,750,000 |
| SOCIAL | \$120,000.00 | \$10 | 5,000,000 |
| YOUTUBE | \$30,000.00 | \$18 | 1,250,000 |
| RETARGETING | \$20,000.00 | \$3 | 833,333 |
| INFLUENCER | \$50,000.00 | \$30 | 2,083,333 |
| SEARCH | \$25,000.00 | N/A | |
| PROMOTIONAL | \$30,000.00 | N/A | |
| | \$725,000.00 | | 27,916,667 |



Projected spend by QTR

| CHANNEL | Q1 | Q2 | Q3 | Q4 |
|-------------|---------------------|---------------------|--------------------|---------------------|
| DOOH | \$150,000.00 | \$150,000.00 | | \$150,000.00 |
| SOCIAL | \$30,000.00 | \$30,000.00 | \$30,000.00 | \$30,000.00 |
| YOUTUBE | \$15,000.00 | \$15,000.00 | | |
| RETARGETING | \$5,000.00 | \$5,000.00 | \$5,000.00 | \$5,000.00 |
| INFLUENCER | \$20,000.00 | \$20,000.00 | | \$10,000.00 |
| SEARCH | \$10,000.00 | \$10,000.00 | | \$50,000.00 |
| PROMOTIONAL | | \$15,000.00 | \$15,000.00 | |
| | \$230,000.00 | \$245,000.00 | \$50,000.00 | \$245,000.00 |

Additional marketing expenses

| | |
|---|--------------------|
| Internal management resource or agency management fee | \$75,000 |
| Creative production fees | \$100,000 |
| Total Yr 1 Marketing Investment | \$1,000,000 |



New Product Development

Gum — and then some[®]



Therapeutic chewing gum for modern life

New product development

LAUNCHING SPRING 2022

Goodspace Allergy aid

Scientists agree that our immune system and our general health is affected by our environment. A changing lifestyle with a focus on cleanliness and the rise in environmental pollution are believed to be responsible for growth of the antihistamine relief OTC market. "Too clean too dirty theories"

Target Market:

Adults seeking a remedy for allergic rhinitis (hay fever) &/or pet allergy.

LAUNCHING SUMMER 2022

Goodspace Travel aid

Approximately 30% of people travelling in boats, buses or planes will suffer from some form of travel sickness – from feeling a bit off all the way to completely wretched; pale, sweaty, staggering, and vomiting.

Target Market:

Teens/adults suffering nausea due to travel.

LAUNCHING AUTUMN 2023

Goodspace Inflammation aid

The desire for anti-inflammatory therapeutics has risen post Covid due to the inflammatory nature of the virus. Consumer interest in managing inflammation is high, and they see natural products including food and dietary supplements as a big part of the solution.

Target Market:

Adults seeking support with mild osteo/arthritis issues, joint stiffness or seeking health in longevity as part as their overall wellness strategy.

Therapeutic Goods Administration (TGA)

As part of the Department of Health,
the TGA safeguards and enhances
the health of the Australian community
through the effective and timely
regulation of therapeutic goods.



Australian Government
Department of Health
Therapeutic Goods Administration

Goodspace gum products are considered a 'listed medicine' by the TGA, this means **our products have been assessed by the TGA for quality and safety.**

Listed medicines, including **Goodspace gum**, use well-known low-risk ingredients with a long history of use.



