

# EXECUTIVE SUMMARY

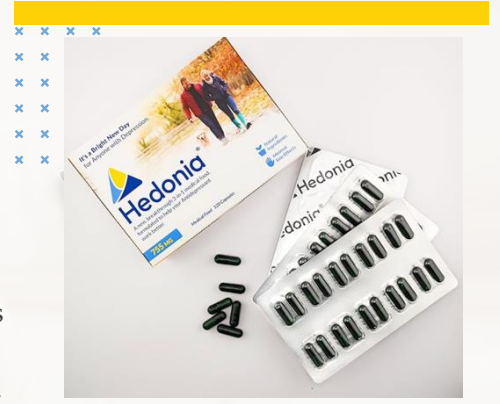


Get more out of your depression therapy...

## VALUE PROPOSITION

Hedonia is a revolutionary product, an all-natural, first-of-its-kind medical food. It is specially formulated to address the unique nutritional needs of people suffering from depression, without the need for a prescription and without the side effect profile associated with pharmacological agents.

Hedonia® is not a drug. It is not a supplement. It is a unique patented 3-in-1 product classified as a medical food. Hedonia is specifically formulated to address the unique nutritional imbalances and or deficiencies of people with depression, which cannot be managed by an ordinary diet alone. The nutrients (Omega-3, SAME, and L-Methylfolate) occur naturally in your body but may be out of balance in your brain if you suffer from depression. Hedonia works by raising the levels of these critical nutrients to normal, healthy levels. Medical foods have been used since the 1950s. They have been developed for many diseases, such as Crohn's, ulcerative colitis, gastroesophageal reflux, insomnia, Alzheimer's, and Parkinson's. Examples of Medical foods include Pedialyte, Ensure, Glucerna, and Pulmocare.



## LEADERSHIP TEAM

**Alexander Vuckovic, M.D.** Founder, Inventor & Chief Scientific Officer

**Dany Sfeir**, Chief Executive Officer

**Gary Schwartz**, Chief Financial Officer (*In Role*)

**Bengt Persson**, Global VP of Manufacturing and R&D

## SCIENTIFIC BOARD OF ADVISORS

**Alexander Vuckovic, MD** Founder & CSO

**Dr. Joseph Firth, PhD** University of Manchester, United Kingdom

**Derek Tobin, PhD** Clinical Science Manger Epax, Norway

**Prof. Jerome Sarris, PhD** Psychae Institute, Australia

## COMPANY BACKGROUND

Hedonia USA, Inc. was incorporated in January 2021 in the State of Delaware. The company was founded by Dr. Alex Vuckovic, a Harvard Medical School Psychiatrist and Pscopharmacologist, based upon his over 40 years of treating patients with depression as well as substantial published research by many practitioners.

## COMPETITION



There has never been a product like Hedonia on the market and as we sit here today there is no competition. It is believed that we will not have a direct competition for a long time because of our patent protection and willingness to defend it.

## DISTRIBUTION CHANNELS



We launched Hedonia in Q3 2024 and will initially be marketed as medical food and sold as direct to consumer (D2C) via our website. After the launch of the medical food product, we will add Hedonia to select retailers in while growing the DTC channel. Within 2 years we will execute our full retail strategy, working with pharmacies and large retailers to sell Hedonia both as a medical food and in alternate formulation with a family of supplements to address the 80 million USA residents who take supplements daily.

## PATENTS



Hedonia has patents that protect the product through 2037 both domestically and internationally as well as in an supplement version. In addition, the company has a patent on its special dual capsule delivery system.



## ADDRESSABLE MARKET

The World Health Organization (WHO) estimates there are one billion people globally suffering from depression, or about 1 in every 5 people. In the United States, 31 million people have mild to intermittent depression. At an average cost of \$2,200 for a one-year supply of Hedonia would be a \$6.82 billion in market just in the USA.

### Rolling BUSINESS UPDATES (April 2026)

Hedonia is currently selling \$620K+ on [Hedonia.com](https://hedonia.com) with growing daily sales since December 2024. Subscription renewals is on the rise 60%+, cancelations are a mere single digit number and returns are a fraction of a percent.



## ASK

Hedonia USA, Inc. has raised \$5.2 million to date both in seed capital and a Series A round. Currently, we are seeking up to \$20 million in financing. The capital will be used as follows:

Marketing & Media	52%
Manufacturing & Raw Material	22%
Talent Acquisition	11%
Research & Development	15%
<b>Total</b>	<b>100%</b>

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