



AIR FOR LIFE®
TOMORROW'S TECHNOLOGY TODAY

CLEAN FOOD CLEAN WATER CLEAN AIR

Mountain fresh air for indoor spaces.
Filterless Air Sanifier® Products.

TR TechRound

MK
CITIZEN

BUSINESS
INSIDER

Good Housekeeping

B B C

STYLIST

platinum
MAGAZINE



THE PROBLEM

The air inside is more polluted than outside



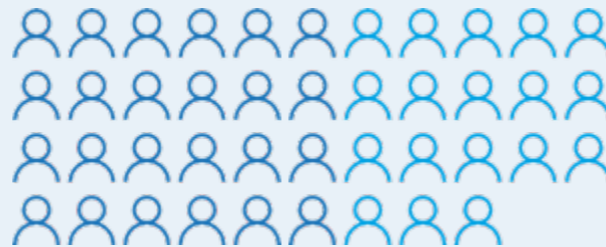
U.S. Environmental Protection Agency. 1987. The total exposure assessment methodology (TEAM) study: Summary and analysis. EPA/600/6-87/002a. Washington, D.C.

Allergies affect **10-30%** of the world population



HALF A BILLION

Suffer from respiratory disease



Asthma affects **262 Million** people and caused **455,000 deaths**



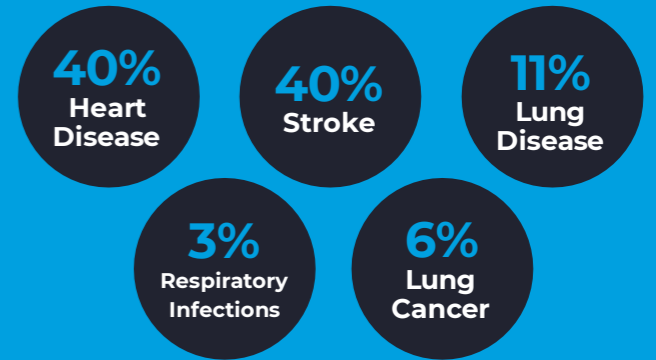
<https://www.who.int/news-room/fact-sheets/detail/asthma>
Institute of Medicine. 2000. Clearing the air: Asthma and indoor air exposures. Washington, D.C.: National Academies Press.



AIR POLLUTION with **PM2.5/10** is Category 1 **Carcinogen***

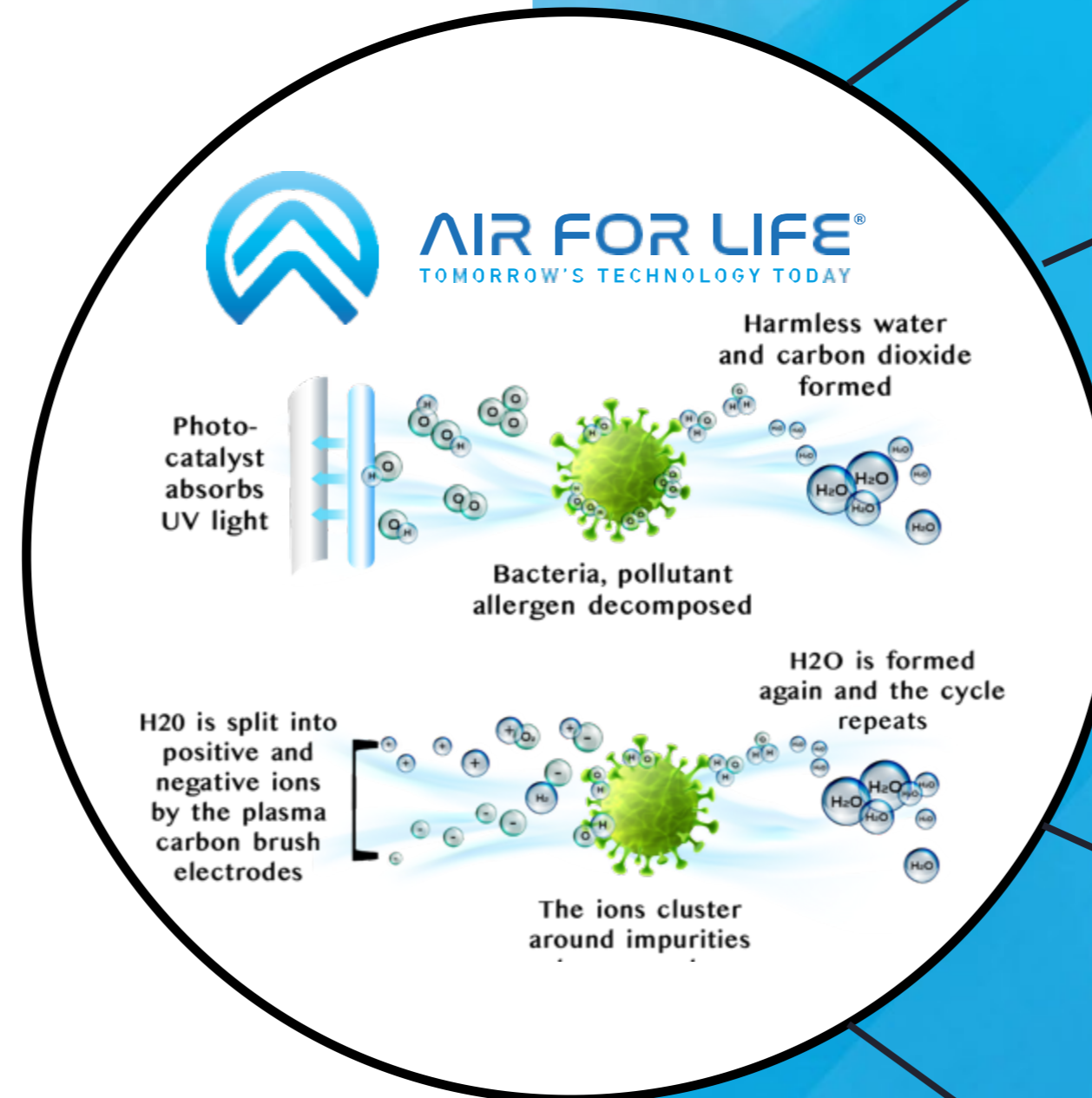
Causes about **7 million DEATHS** Every Year**

INVISIBLE RISK



<https://dhakacourier.com.bd/index.php/news/Global/Air-pollution-has-crossed-the-last-6-years-record/2021>

THE SOLUTION



AFL Proprietary Technology

Air For Life's IP

Most powerful Ioniser on the market

Purifies air and sanitises surfaces within 30 minutes

The Only filterless stand-alone dual-ioniser in the market

Ozone Free. Human and environmentally friendly

Published Scientific Research

Revolutionary published research in ESJ twice a year and soon to release a book on Air quality. Independent Empirical Evidence.

NASA Technology Origins

Perfecting integration of NASA tech since the last 15 years

INDEPENDENT EMPIRICAL EVIDENCE



Reduces pollen symptoms



Kills bedbugs within 72 hours



Relieves asthma symptoms



Kills mould & Spores up to 99.99%



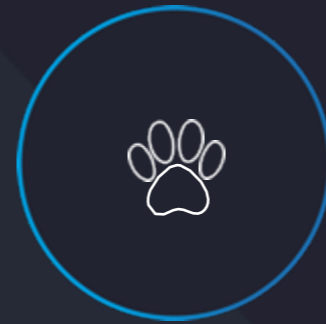
Destroys pollution / PM2.5 up to 99.99%



Removes odours



Kills bacteria & Viruses (Covid, MRSA, E-Coli, Salmonella) upto 99.99%



Pet dander



intertek



Mahidol University



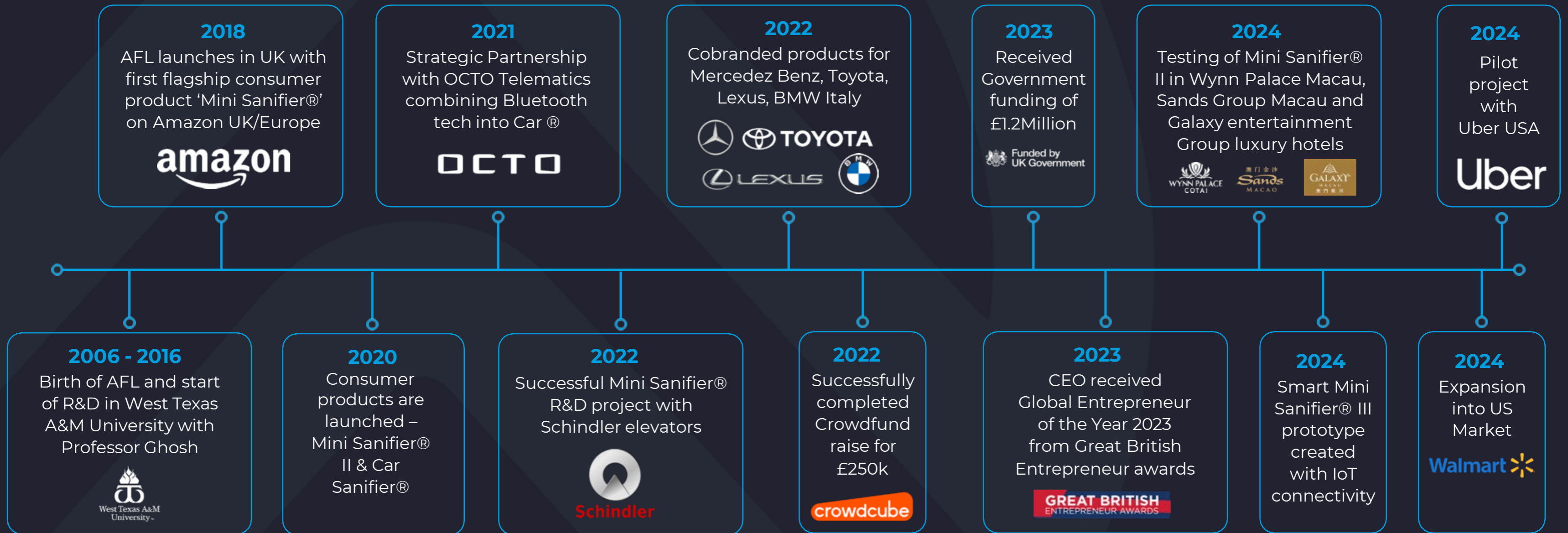
**SAPIENZA
UNIVERSITÀ DI ROMA**



**West Texas A&M
University**



TIMELINE





Removes
pet dander



Removes
mould



Reduces pollen
allergies



Removes
odours



Kills bacteria
& Viruses







Relieves asthma
symptoms

Mini Sanifier® II

Key Features

- ✓ **Filterless** air purifier
- ✓ **Dual ionisation** technology
- ✓ **IAQ RGB** sensor
- ✓ **Relieves allergy** and asthma symptoms
- ✓ **Eliminates bacteria**, viruses, mould, odours, PM2.5, smoke, dust, pet dander up to 99.99%
- ✓ **Covers** 33m²
- ✓ **Sanitises** surfaces
- ✓ **Compact** Design
- ✓ **Quiet** sound
- ✓ **Ozone free** environmentally friendly



Brand	Price	Filters	Microns	Weight	Height
	£299.99	None	0.001	300g	3.93cm
 Blueair	£349.99	Particle + Carbon filter	0.1	3.39kg	48.1cm
 PHILIPS	£338.99	HEPA + Carbon filter	0.003	6.8kg	64.5cm
 BOSCH	£249.99	HEPA + Carbon filter	0.3	11.2kg	72.9cm
medicar	£449.00	HEPA	0.1	1kg	40cm
dyson	£879.99	HEPA + Carbon filter	0.1	11.9kg	83cm





Removes
pet dander



Removes
mould



Reduces pollen
allergies



Removes
odours



Kills bacteria
& Viruses






Relieves asthma
symptoms

Car Sanifier®

Key Features

- ✓ **Filterless** air purifier
- ✓ **Dual ionisation** technology
- ✓ **Relieves allergy** and asthma symptoms
- ✓ **Eliminates bacteria**, viruses, mould, odours, PM2.5, smoke, dust, pet dander up to 99.99%
- ✓ **Sanitises** surfaces
- ✓ **Compact** Design
- ✓ **Quiet** sound
- ✓ **Ozone free** environmentally friendly



Brand	Price	Filters	Microns
	£84.99	None	0.001
PHILIPS	£99.99	HEPA + Carbon filter	0.004
	£389.99	HEPA+	0.3
	£90.10	HEPA	0.2





Removes
pet dander



Removes
mould



Reduces pollen
allergies



Removes
odours



Kills bacteria
& Viruses




Relieves asthma
symptoms

Building Sanifier®

Key Features

- ✓ **Filterless** air purifier
- ✓ **Dual ionisation** technology
- ✓ **Relieves allergy** and asthma symptoms
- ✓ **Eliminates bacteria,** viruses, mould, odours, PM2.5, smoke, dust, pet dander up to 99.99%
- ✓ **Covers** 33m²
- ✓ **Quiet** sound
- ✓ **Ozone free** environmentally friendly

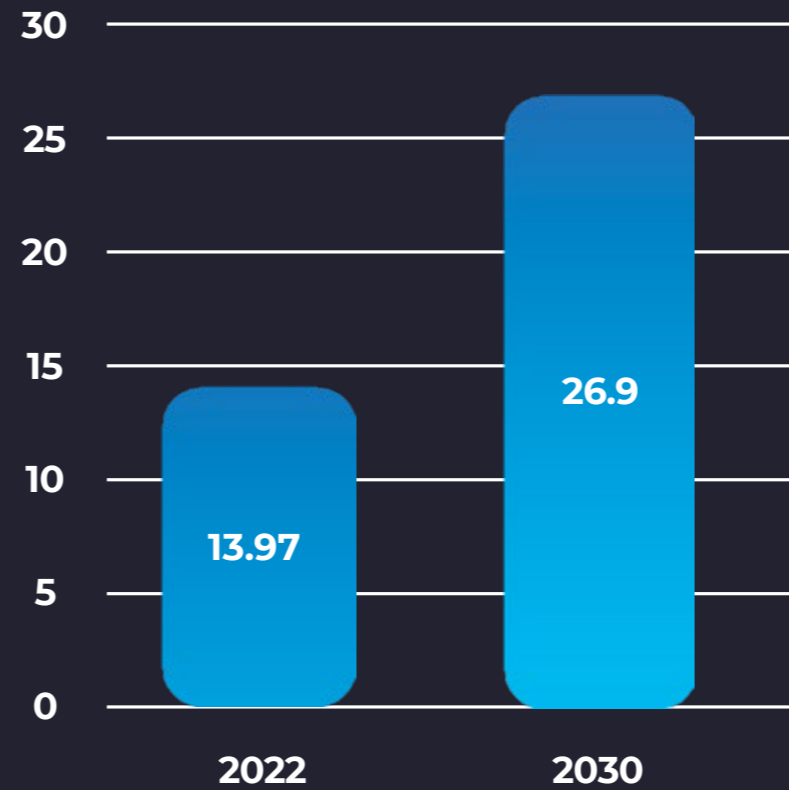


Brand	Price	Filters	Microns	Area covered
	£2999.99	None	0.001	300m ²
AERA-MAX	£1842.00	HEPA + Carbon filter	0.3	110m ²
medicair	£2175.00	HEPA+	0.1	131m ²
Blueair	£899.00	HEPA	0.1	102m ²



THE GROWING MARKET

Air Purifier Market Size



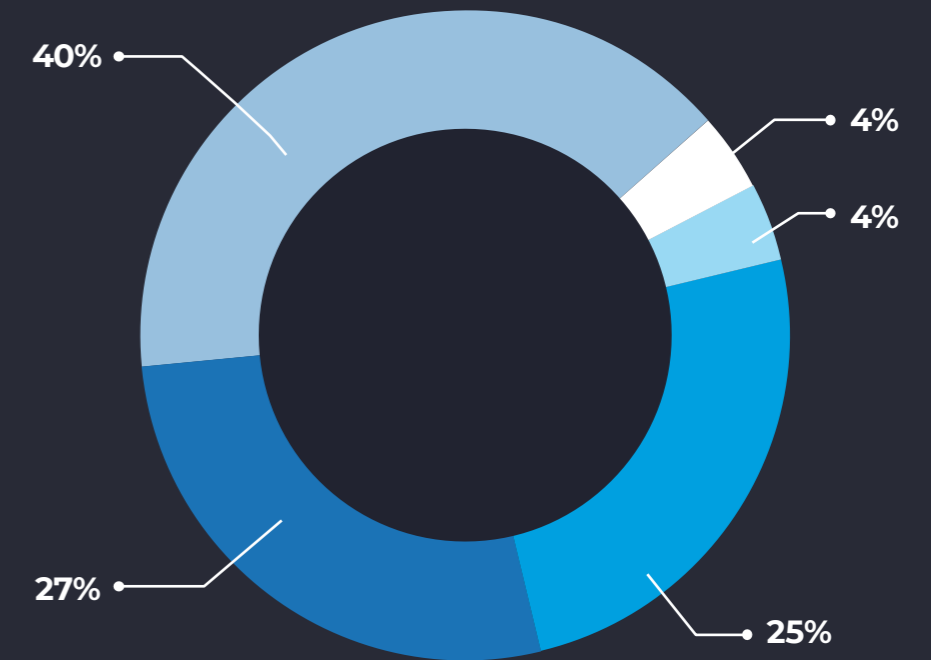
Incremental Growth Value 2030

USD 26.9 Bn

CAGR (2022-2030)

9.8%

Air Purifier Market Share By Region



APAC
EUROPE
NORTH AMERICA
MIDDLE EAST & AFRICA
LATIN AMERICA

APAC
Largest Market Share

40%

America
Fastest Growing Market

TRACTION SO FAR 2020-2023

GBP
£2M+
Revenues

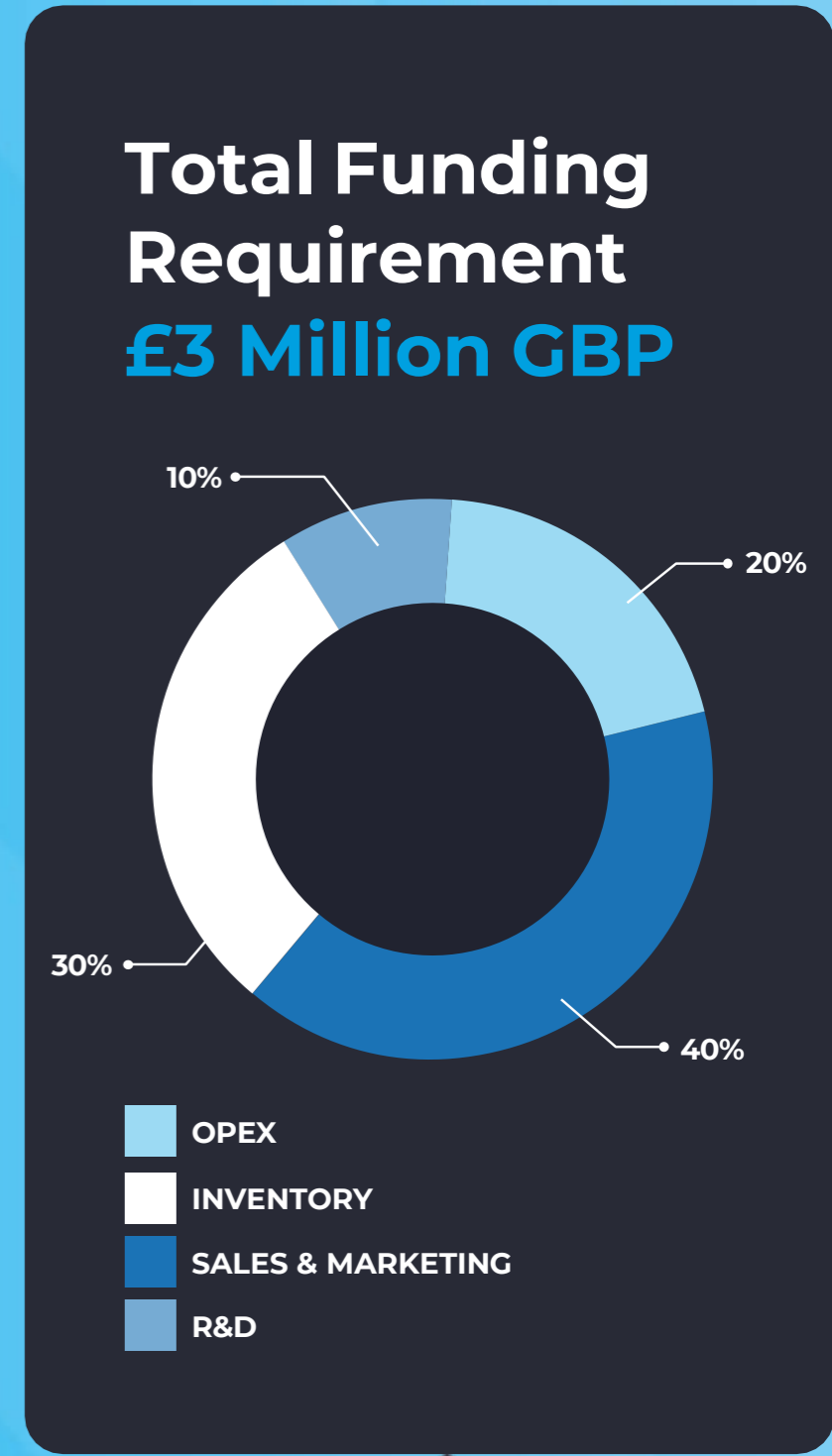
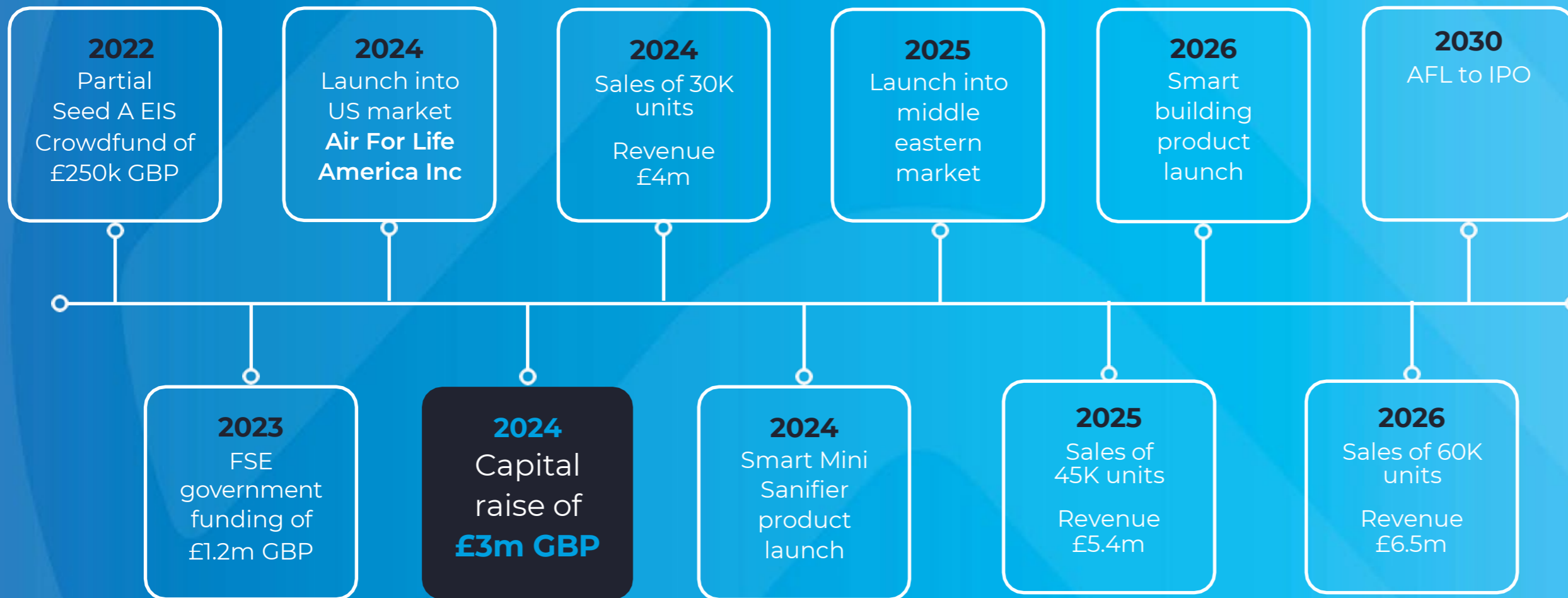
51,000
units sold

Sold in
12 Countries
across 2
Continents

#1
Selling
in Japan
Makawake

Amazon's
choice UK/
Europe top 10
air purifier

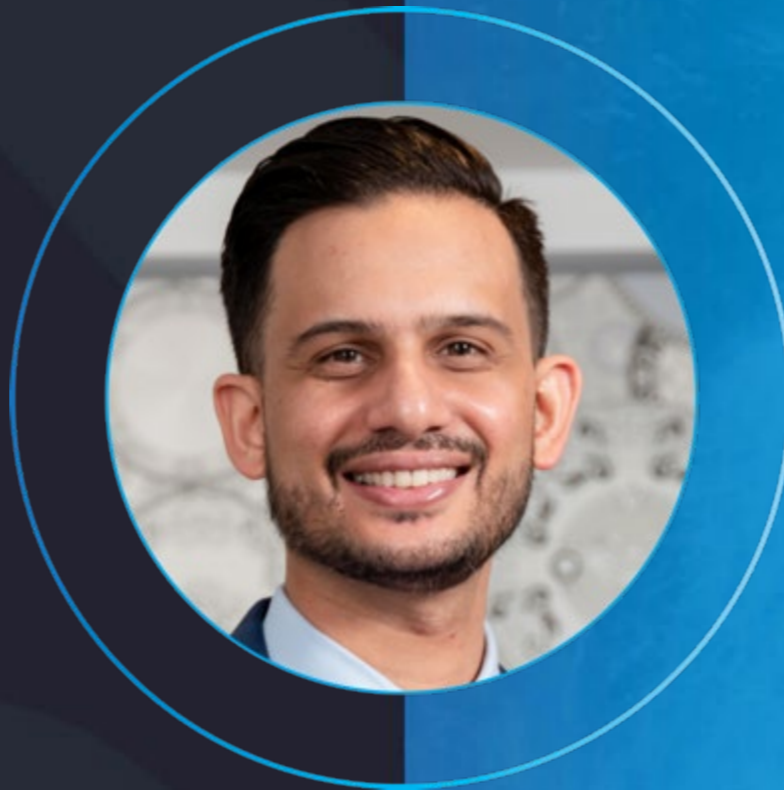
THE ROADMAP



OUR FOUNDER

Jay Vitale

CEO & Founder



**“Global champion for Air
and is recognised as a leader
in the air quality space.”**

Leader in Technology and Air quality expert of Air For Life

- **Studied medicine**
at King's College
London
- **Founding Alumni** of
Global Entrepreneur
Programme – part of
the Department for
Business and Trade
- **Winner of Global
Entrepreneur** of the
year 2023

Entrepreneurial success

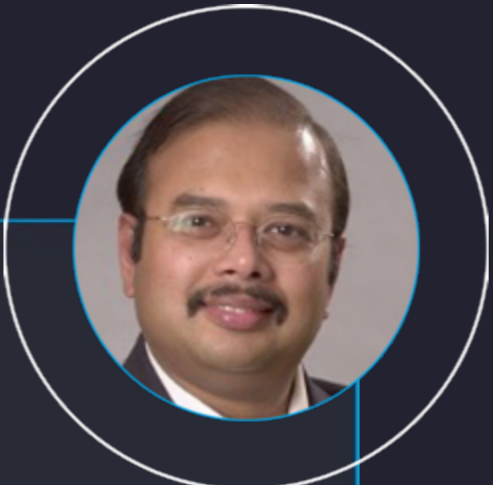
In 2006, after the SARS outbreak, Founder and CEO Jay Vitale, left King's College London Medical School with the aim to improve and protect the health of people around the world and to find a solution to poor indoor air quality and to decrease respiratory disease and infection. He advocated for the importance of clean air as a matter of necessity, just as much as water and food.

After discovering a NASA Technology that eliminates ethylene gas produced by fresh fruit and vegetables, he flew to the home of NASA in Texas to further his research with Dr Ghosh in this field and ultimately this was where he founded what is today Air For Life.

Jay established strong global distribution networks around the world in over 15 countries and was solely able to sell over 50,000 products in the span of 2 years generating sales revenue of over £2.5million.



THE LEADERSHIP TEAM



Dr Nabaran Ghosh
Head of R&D

Dr. Ghosh obtained two Ph.D. Degrees, one from The University of North Texas and the other from the University of Calcutta, India.

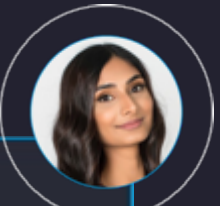
He joined the WTAMU faculty in 2000 and has been teaching and doing research in the area of aerobiology, plant genetics and microscopy.

He runs projects with Dr. Constantine Saadeh of Allergy AARTS, Amarillo. His lab presents the daily pollen count at the channel 4 and channel 7 news. He has published more than 150 research articles in reputed scientific journals, a book chapter on Allergy and Allergen Immunotherapy from the CRC press, New York in 2017.



Malachi Simons
Head of E-commerce

Head of E-commerce Mal is an experienced digital e-commerce specialist and business leader with over 20 years' experience in the field. Mal has a US patent for designing the preferencing engine on which movie services like Netflix are based.



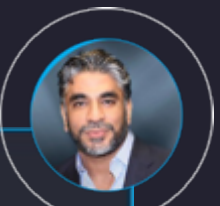
Sunita Vitale
Head of Marketing

Sunita's background is in financial marketing, leading the launch and procurement of a UK banking license of one of the UK's top online savings banks, Contributing to 16 awards within her time and growing the bank savings deposits from 0 to 3 billion pounds within 5 years.



Alpesh Patel OBE
Advisor

Alpesh is one of the most successful investor and entrepreneur mentors in the world. A professionally trained world-class global speaker/host. CEO in Asset Management. International Bestselling Author. Financial Times and Bloomberg TV Alumnus, UK Government Dealmaker, Department for International Trade. Barrister. Co-founder.



Sandeep Chadha
Advisor

Sandeep has dedicated his life to creating a legacy and making a difference across the globe. Former investment and private banker, fund manager and senior advisor to numerous corporate, private and governmental organisations.



PRESS & AWARDS

STYLIST

MK CITIZEN

Good Housekeeping

BBC

BUSINESS INSIDER

platinum MAGAZINE

TechRound

www.airforlife.co.uk



Climate change affecting prevalence of hay fever



THE ALLICA BANK GREAT BRITISH ENTREPRENEUR AWARDS

JUDGES' ACCLAIM

Air For Life UK was praised for its hugely important work, which has the potential to significantly enhance the quality of life for many, especially in a post-COVID world. They recognised the company as a purposeful business with clear and tangible growth plans, showcasing a terrific product that could have a life-changing impact and save lives.



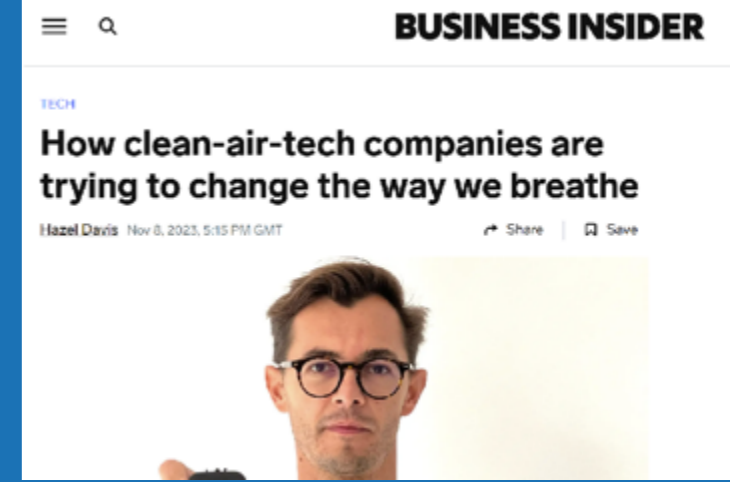
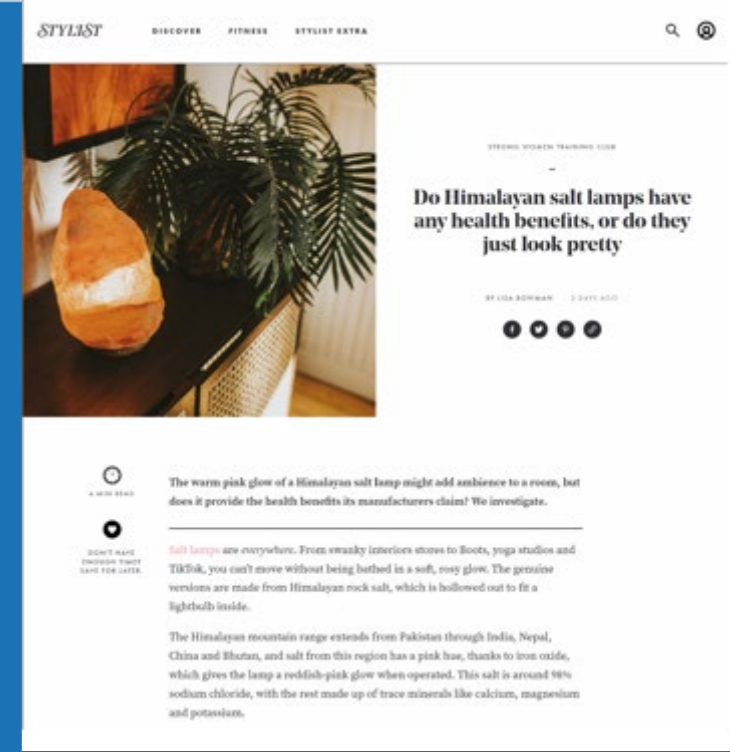
THE ALLICA BANK GREAT BRITISH ENTREPRENEUR AWARDS

WINNER 2023

The Global Entrepreneur of the Year South East

Jay Vitale
Air for Life UK

Supported by: **Airwallex**





CONTACT US



www.airforlife.co.uk



investors@airforlife.co.uk



+44 (0) 7884 008162

Thank You.