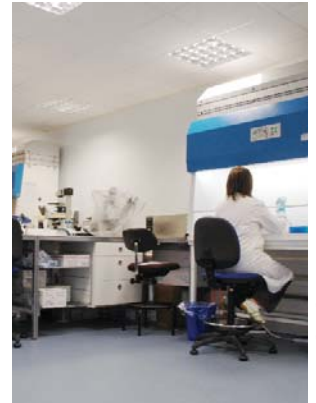


## The Company

Provision of leading-edge cell biology and cell culture services to clients in the pharmaceutical, agri-biotechnology and healthcare industries

AvantiCell's founding principle is that advances in cell culture technology enable the development of **physiologically-relevant alternatives to animal testing** in research and drug discovery. The Company applies know-how and proprietary technology to the culture of mammalian cells, allowing delivery of a range of cell biology products and services.

The Company's business is concentrated on **cell-based assays** for use in **drug discovery**, **materials testing** and **biomedical research**. AvantiCell Company staff, recruited from both commercial science and academic research, form an experienced team, equally familiar with **quality assurance**, project milestones and customer support as with research and technological innovation.



AvantiCell Science Laboratory

## Technology platform

Cell-based assay by fluorescence intensity

AvantiCell's services and products are underpinned by many years' experience in the culture of mammalian cells, and are targeted on processes and events important in the aetiology or treatment of major human diseases, with a particular focus on **cancer**.

Technological research and development is focused on **primary cell culture**, on cell **cryopreservation** methodology, and on cell scaffold innovation for **3-D culture** in assay-friendly formats. AvantiCell's technology has found application in testing of **novel biomaterials**, in the evaluation of potential therapeutics from novel sources, such as **marine microbes**, and in the quality-control of **traditional medicines**.



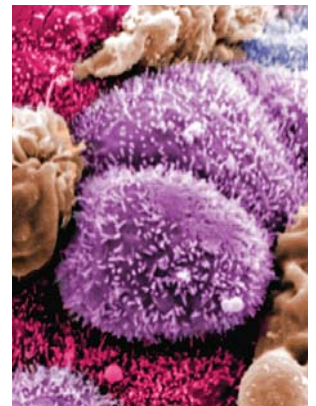
Cell-based assay by fluorescence intensity

## Service offering

From physiologically-relevant cell-based screening through cell population analysis to *in vitro* system development, customised to client requirements

AvantiCell's cell-based screening can be delivered within exacting deadlines using robust, fully validated assays. Services range from screening of novel compounds or materials in AvantiCell's proprietary cell-based assays through testing of the uptake and **cellular transport** of client's molecules, to cell population analysis and functional phenotyping.

Amongst our **Customised Culture Systems**, AvantiCell's unique primary bovine culture model offers a system for study of transport across epithelial monolayers, and in particular the passage of environmental or dietary xenobiotics or other bioactive molecules into milk. AvantiCell's **Cell Audit service** provides comprehensive characterisation of cell populations for cell tumour analysis, cytotoxicity screening and functional phenotyping.



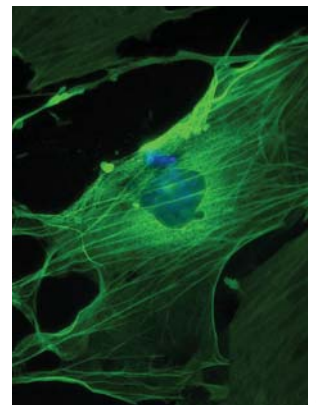
Primary mammary epithelial cells

## Product portfolio

A range of cell cultures and cell-based assays incorporating primary cells and 3D culture capability

AvantiCell products enable cell-based analysis in **physiologically-relevant culture systems**, and include **human cell types** relevant to major diseases, including cancer. Assays measure cell health and functional status, with assay read-out achieved using commonly available equipment. Assay kits have **off-the-freezer-shelf capability** based on AvantiCell's cryopreservation technology.

Assays kits can be customised according to client requirements. AvantiCell's ability to obtain, store, grow and differentiate primary cell cultures from human and animal sources is delivered in a growing range of primary **cell culture products**. The Company has unique expertise in the isolation and culture of **mammary cells**, including primary ruminant mammary epithelial cells.



Cell cytoskeletal network