



Russia, 197022 St. Petersburg, Kamennostrovsky Ave 71  
 Phone: +7 (812) 234-68-65  
 Fax: +7 (812) 234-68-65  
 E-mail: [avena@mail.wplus.net](mailto:avena@mail.wplus.net)  
[www.avena.ru](http://www.avena.ru)

## Volume of investments required – \$ 8 million.

### Summary

1. **Production** – probiotics and food products enriched by probiotics.
2. **Trade marks** – Avena, Laminolact, Bacfir, Suppilact.
3. **Sales 2007** – \$115 ths.

### Company profile

**Date of establishment** – 1993.

**Description and value of capital assets** – \$ 1 250 ths. (\$ 20 ths. – equipment; \$ 1 230 ths. – part of intellectual property).

**Previous rounds of investments** – none.

**Signs of public recognition** – frequent participant of medical exhibitions and scientific forums proceeded numerous awards. More than 150 scientific publications.

**Number of employees** – 15 persons.

### Structure of ownership

Natural persons (2)	100% (50% + 50%)
Aggregate share of government property	0%

### Team

**Alechina Galina** – Director, 51 y.o. PhD. The head of the company since its foundation. Under her management, “Avena” survived in spite the economic crisis in 1991, concerning medical microbiology the scientific group of “Avena” a leader in investigations.

**Suvorov Alexander** – Scientific Tutor, 52 y.o. Professor, PhD. World acknowledgment and authority in genetic engineering and microbiology.

**Production** – pharmaceutical probiotics, food products enriched by probiotics, the probiotic stuff for industrial producers of functional food products. Investigated technologies and patented microbial strains permit to employ new products having significant advantages over the products, sold on the market. The market of probiotic-muesli and probiotic-cereals (gruels) with prophylactic and cure effect is empty.

During the last 10 years Avena produces food products enriched by probiotics: candies “Laminolact” and “Avelact”, mix “Bacfir”.

### Current state

The company produces a line of food products enriched by probiotics taking its strong place at the market. Scientific medical researches are original in many lines of investigations.

### Development strategy

#### Use of funds

- |                                  |     |
|----------------------------------|-----|
| 1. R&D                           | 5%  |
| 2. Acquisition of fixed assets   | 70% |
| 3. Marketing                     | 15% |
| 4. Acquisition of current assets | 5%  |
| 5. Other                         | 5%  |

### Prospective outcome of investment

The investment is necessary for building a new pharmaceutical factory (by GMP standards) and for development of a new probiotics products market.

### Marketing & Markets

The market of probiotic-muesli and probiotic-cereals (gruels) with prophylactic and cure effect is empty. A suggested volume of it is about \$ 2–10 mln. A suggested volume of the market of pharmaceutical probiotics is \$ 20 mln. Our supposed share on these markets – 20%. In case of entering a foreign markets our volume may significantly rise.

**Interaction with investor**

Investor's share – 49%.

**Financial characteristics, \$ thousand**

Data	Facts			Forecast	Forecast with the investment required			
	2005	2006	2007	2008	2009	2010	2011	2012
Sales	115	110	115	120	1000	5000	10 000	15 000
Operating income	9.2	8.8	9.2	9,6	70	350	700	1000