

## Hilltop Bio Investor Update: Q1 2023 Review

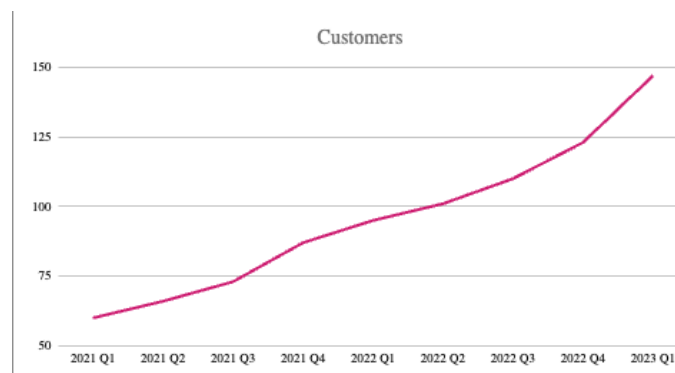
Happy Spring!! We've been enjoying some of the early warm spring days after a very eventful Q1. During the first quarter we were busy with our big marketing push that included an increase in total content, posting frequency, and engagement, and we've already seen great results! If you aren't already following Hilltop Bio, please join us on [Facebook](#), [Instagram](#) and/or [LinkedIn](#) so that you can see and hear about all the great things we are working on!

### Highlights

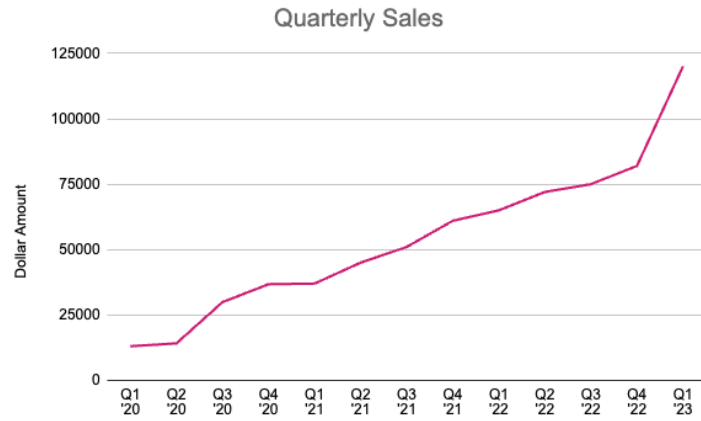
- Our convertible note for \$1M is almost filled and we are very excited to have [Mid-Atlantic Bio Angels \(MABA\) as a new investor!](#) We are in diligence with several groups to fill out the remaining note.
- We just launched our new Joint Health formulation, Strydaflex, and had [several advertorials published](#) about this new product.
- Small animal vets are [loving our product lineup for dogs!](#)
- Monthly revenue continues to trend upward, with a lot of buzz around Hilltop Bio in the equine space!

### Financials & KPIs

- Total # of Accounts Q1 2023: 147



- Revenue Q1 2023: \$120k



- Average order amount YTD: \$1800
- New Accounts: 36 (32.4% increase)

### Returns on Expanded Marketing Efforts

- Social media reach has increased significantly as we put more effort into reaching both the pet parents and the veterinarians.

## Reach

Compare your reach from this period to the previous one. [See more about your content performance](#)

Facebook Page reach ⓘ

66,589 ↑ 373%

Instagram reach ⓘ

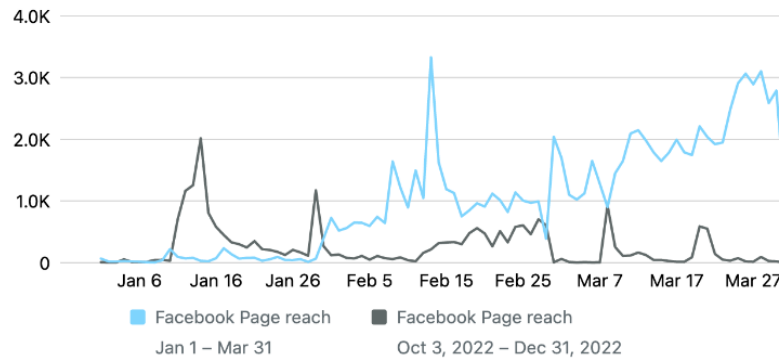
15,303 ↑ 851.7%

Paid reach ⓘ

89,679 ↑ 100%

Daily

Cumulative



- The rise in visibility can also be measured in our monthly Newsletter subscriptions which saw a 30% increase during Q1.
- Another aspect of our revamped marketing strategy has been to focus on riders and animal owners as a means of influencing veterinarians. As part of this, we've begun a *Hilltop Bio Sponsored Rider* program where we partner with elite riders who will use Hilltop branded gear and clothing during events and will also post images on their own social media accounts. These cross-promotional social posts have produced high engagement numbers. Our first quarter sponsored riders were Amanda Steege and [Lauren Knopp](#).



Amanda Steege



Lauren Knopp

## Asks

- Introductions to investors, angel groups, small VC's and other connections to the animal health space!
- Introductions to your local veterinarian!

If you have questions or feedback, please do not hesitate to contact me.

Thank you,

Amanda Drobni, CEO, and the Hilltop Bio Team

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