

## Hilltop Bio Investor Update: Q3 2023 Review

We hope your Autumn is off to a great start! Since our last update, Hilltop Bio has made significant progress towards our sales and fundraising goals. This is the LAST CALL for investment in our \$1.5M convertible note; only a tiny amount is open, and we will take investment on a first come, first served basis!

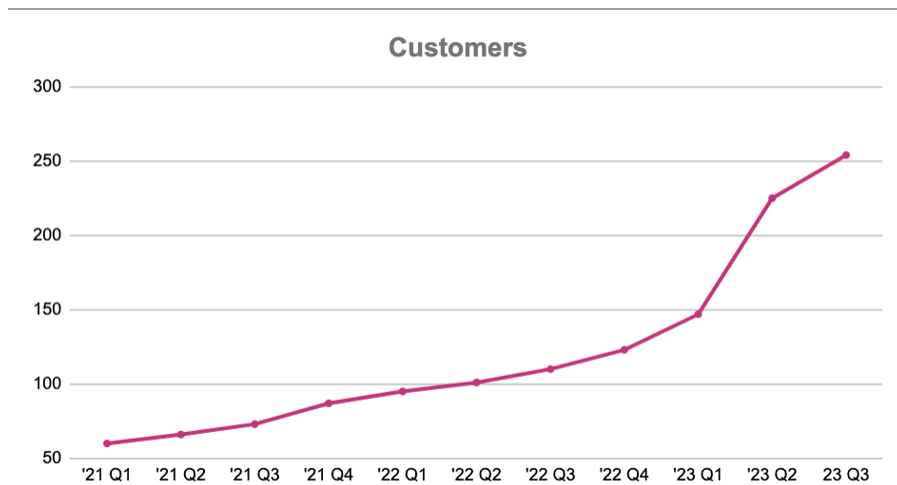
### Highlights

- **New Sales Record!** Q3 sales gave us our highest earning quarter to date and reflected a 146% increase over Q3 2022!
- **Angel Investor Tax Credit:** We're pleased to announce that we've again been approved as a Qualifying Business for the 2023 Angel Investor Tax Credit program through Mass Life Sciences. This is a great benefit for any investors in MA!
- **Fundraising Update:** New investors have filled out our Convertible Note. Some notable investors include current veterinary clients, Mid Atlantic Bio Angels (MABA), Frontier Angels, and Ag Startup Engine! LAST CALL to invest in the note - email [Amanda](#) if you want to participate.
- **Product Update:** After finalizing the formulation and testing of a lyophilized version of our PureOptic eye drops, we can now offer our customers room-temperature convenience with our entire product line-up!
- **Study Update:** We've completed a Safety Study for our Strydaflex joint product and are finalizing an efficacy study expected by the end of the year.
- **International Interest:** In early September, our VP of Business Development attended the Locomotion in Practice conference in the Netherlands, where the use of orthobiologics in both canine and equine veterinary practice was discussed. It was a worthwhile meeting that underscored the increasing awareness among top veterinarians of the power that biologics bring to their veterinary practice.

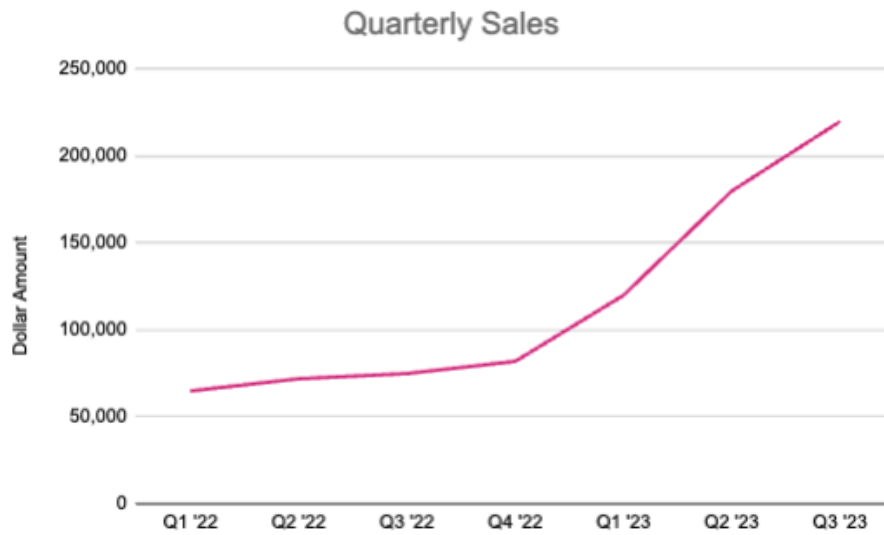
- **Cause Marketing:** We are super excited to partner with [Not One More Vet](#) (NOMV) in their mission to elevate sustainable wellbeing among veterinary professionals. With burnout and suicide rates at alarming levels within the veterinary community, we are pleased to support the vital work that NOMV is doing for mental health.

## Financials & KPIs

- Total # of Accounts Q3 2023: 254
- New Accounts: 29



- Revenue Q3 2023: \$216k
- Average new order amount YTD: \$1042



## New Sponsored Riders

Our Sponsored Rider program added some heavy hitters this quarter, including: Olympic Eventer, Will Colman; Former professional race car driver turned 5\* Eventer, Liz Halliday-Sharp; and US Eventing Team gold winner, Tamie Smith!



Will Coleman



Tamie Smith



Liz Halliday-Sharp

## Asks

- Introductions to investors, angel groups, small VC's and other connections to the animal health space!
- Introductions to your local veterinarian! You can use [this paragraph](#) and link if you want to share directly with your vet. Thank you!

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!

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

Thank you,  
Amanda Drobnis, CEO, and the Hilltop Bio Team

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