

About Phoenix Med LLC

Phoenix Med LLC was established in 2021, during the COVID-19 pandemic crises, the concept of the project emerged from the fact that this period created a heightened sensitivity to life, longevity, and a much bigger concern on ageism. When we talk about age, we think of a criterion for access to medical care, lifesaving therapies, for physical isolation and, in the world we live today, the desire to feel and look younger. For some, it may seem as a futile effort, but science has proven how Aesthetics treatments have had an important psychological impact, as they improved confidence, self esteem, and the quality of life.

Taking this into account, the longevity ageism paradox, Phoenix Med LLC gave birth to solutions on ageism. Our focus will be on the "game changing" product developments in aesthetics, therapeutic and life longevity. Phoenix Med LLC believes that with our strong and competent team members, which includes World Class Experts and Organizations with Experience and a Track-Record of High Performance in the Aesthetic and Medical Product Development, renowned Scientific Advisors, Medical Advisory Group, encompassing Plastic Surgeons, Physicians, Dermatologists, as well as Medical Academics, Phoenix Med LLC will not only bring Aesthetic injectables to the market, but will be able to address the fundamentals of Ageing at a cellular level, and consequently will be able to treat life changing illnesses.

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Phoenix Med LLC (PHNX)

Stakeholder(s):

Phoenix Med LLC Founders :

The Founders of Phoenix Med LLC come from different parts of the world, USA, Holland, South Africa, and UK, creating an international business environment and building a team that offers the best functional expertise. The international diversity on which Phoenix Med LLC was established stands out for the culture, varied work experiences and different perspectives on strategic and organizational challenges, which helps the business to a great extent, when making decisions.

Role: Founding

Phoenix Med LLC Board of Directors

Role: Accountability

BOARD RESPONSIBILITY ~ The Board Members need to ensure that they hold each other accountable and that the above mentioned policy is implemented in the organization. Review periodically how Board Members and the Organization acts on the 8 tenets based on a report of the Human Resources Board Committee. Take necessary action where needed.

Ruben Halfhuid :

Forty years of experience in Marketing and Operations on a Sr. Executive Management Level in different parts of the world for Fortune 500 Companies like, Texaco, Chevron and Alcoa, but also for National Companies like Vredestein, Cebeco Handelsraad in Holland and MRS Holding in Nigeria. The sectors that I was involved in were:

- *Agriculture (Edible oils; food processing and pesticides/herbicides production & Marketing)*
- *Mining & Processing (Bauxite Mining; Alumina Refining; Aluminium production)*
- *Management Afobaka Hydro Facility (189 MW installed capacity) to support the Aluminium Smelter*
- *Downstream Oil Business: Logistic, lubricants production and Fuel Marketing*

Role: Founder & Chairman

David Armani :

David is a strategy specialist who leverages his skills to further multinational organizations interests, across different industries, attaining challenging objectives through efficient and solution-oriented strategies and through a vast and valuable professional network of key players and decision-makers. A senior VP, innovative renewable energy group created in conjunction with Oxford University, he fostered a UKTI mission with Asia Development Bank generating an orders portfolio worth £8 Billion. David pursues humanitarian programmes in developing nations with renowned high profile personalities.

Role: Founder & Vice Chairman

Carlton Dallas :

Carlton is a resident of Hilton Head Island, SC after retiring from the Chevron Corporation, as Regional Marketing Director for 33 countries which comprised the \$13 Billion in revenues, Africa/Middle East/Pakistan/Europe (AMEPE) Region headquartered in Cape Town South Africa. In this capacity, Carlton

directed the functions of pricing, promotion and advertising, capital investment, mergers & acquisitions, strategic market entry/exits including a \$750 million asset divestment program and was the Business Leader managing the deployment of SAP in southern Africa, the first “downstream” deployment outside the continental US. This deployment was a multi-million project with over 200 people assigned to the project. Prior to the Cape Town assignment, Carlton was President/CEO for Chevron Eastern Caribbean, Ltd a \$500 Million Chevron subsidiary of 17 countries/islands headquartered in Bridgetown Barbados. During his international assignments, within a 3-year span Carlton helped lead the new AMEPE Region from its creation to 2nd most profitable out of 5 operating regions around the world. Carlton held operational responsibility for the sale and disposition of over \$750 million in assets during a global rationalization campaign and while executing this divestiture won the Chairman’s Award from the Chevron Corporation for his work in “extracting” two Chevron employees held in a Congolese prison. A Congolese prison has no gym, TV, privacy, etc. not a good place! Most importantly, Carlton started his career as a 3rd shift clerk in a station, with a career culminating with responsibility for assets on five continents, has moved 19 times in his career and has visited/lived in or managed assets in 71 countries. In retirement, Carlton was recently named CEO of Phoenix Med LLC, an aesthetic and therapeutic medical products company based in the U.S. and serves on the Board of Trustees, Business Partnership Foundation of the University of South Carolina’s Darla Moore School of Business, the Beaufort County Economic Development Corporation, the Synovus Bank of South Carolina and the Beaufort County School District’s Citizen Led Oversight Committee (CLOC) which provides project management and financial oversight to the \$345 million Bond Referendum. Carlton attended the University of North Carolina-Chapel Hill and is a graduate of the University of Maryland with post graduate programs completed at the University of Chicago, UNC-CH Kenan Flagler School of Business, Cornell University, and the Center for Creative Leadership.

Role: Founder & CEO

Maurice de Vries :

CAREER ~

- *CEO best spirits of Africa (Pty) Ltd -2018 Current*
- *Group General Manager Distell M&A New Business Development 2010-2018*
- *Chevron Corporation 2004-2010*
- *Director Chevron Egypt, strategy Business Planning & Pricing Manager Africa Europe*
- *Pakistan Region, Area Marketing Support Manager- Southern & Central Africa*
- *Manager Business Planning & MIS, Old Mutual PFA 2002-2004*
- *Manager Corporate Performance, Capital Expenditure, Projects 1996-2002.*

EDUCATION ~ * MBA – University of Michigan (Ross Business School)

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Stakeholders (continued)

- Graduate of MJMI (Tauber Institute for Global Operations University of Michigan)
- MS Chemical Engineering – The Ohio State University
- BSc Chemical Engineering – University of Cape Town

Role: Finance Director

Peter Lampe :

Obtained position with London based marketing consultancy through family connections. Worked closely as an under graduate with major advertising agencies and became quickly involved with many different campaigns. Companies such as Saatchi & Saatchi. Grays London. Ted Bates Advertising. Ammirati & Puris. Later opened my own consultancy. BCI Ltd. Concentrated on promotional and advertising campaigns. Was invited to the US through a successful campaign in the UK with a company (CPT Ltd). Worked in the US (Minneapolis) for one year as a marketing consultant. This was a tech company that launched the very first Word processor. Business experience further developed into design and internal planning for Cinemas and Bingo Halls for Star Group of Companies. In the early nineties became involved with the then evolving mobile phone industry. Opened The Mobile Phone Company chain of shops and became a pivotal player in the promotion and sales of mobile phones for Vodafone, Cellnet and Orange. Was awarded commendation for bring the second millionth connection by Vodafone in 1998. Eventually sold TMPC Company to service provider. In 1988 launched independent Motorcycle magazine (Motorcycle Review) which became bestselling motorcycle magazine for three years. Was sold and became Bike magazine. My connections in advertising and promotions and my focus on developing opportunities opened several new diverse situations. I was invited to Seoul (South Korea) and worked with a company that produced an immune efficiency additive for animal feeds. Bought this product through testing, MHRA, FDA and now is successful on a global basis with Purina. In 2008 became involved with Spira and have taken this product to become a leading AI algorithm. Have further interests in bringing other companies to a profitable and sellable stage. Introduced the Spira solution to the DECC in Whitehall. Act as a consultant on marketing, lecture to various colleges on marketing and promotions. The Spira solution was featured in The Parliamentary Review selected in the UK out of only 16 companies. A very high accolade and given an awarded by our last Prime Minister. Our India tech offices (Technopark, Kerala) offer tech training to several universities. Our UK and India offices offer high quality coding and programming services in areas such as web design, insurance, banking, driver intelligence, medical and data security. Have further interest in media monitoring and data analysis. Helped develop Speedex News (one of the oldest Media companies in the UK) started in 1975, of which I have an interest in this company. Current activities are for the development of enhanced AI data and cyber security. Head office is based in Sandwich, Kent. UK. Set up Prizzm Ltd in Mayfair London last year as an international independent investment company, which is currently investing high profile organisations.

Role: Investor & Advisor

Phoenix Med LLC Executive Team

Role: Executive Management

EXECUTIVE MANAGEMENT RESPONSIBILITY ~ Ensure that the policy is implemented in the organization and that our partners and new hires are aware of what cultural behavior is expected. Have periodical reviews on how the organization acts on the different tenets and take appropriate action to correct or improve. Ensure inclusion, understanding, buy in and sign-off of the culture policy by all involved.

Carlton Dallas

Role: Chief Executive Officer

Manages and directs the company toward its primary goals and objectives. Oversees employment decisions at the executive level of the company. Leads a team of executives to consider major decisions including acquisitions, mergers, joint ventures, product development, manage cost and or large-scale expansion, while participating in the creation and delivering on the strategic direction of the company. Responsible for developing human talent and providing insights and experienced leadership on behalf of the Board of Directors.

[To be named]

Role: Supply Chain Manager

Supply Chain Manager works as part of a logistics and operations team to supervise the lifecycle of a product, from its creation to delivery to a customer. The role of a Supply Chain Manager is to understand how each step in the production, manufacturing and distribution process works together, optimizing efficiency and reducing waste. Supply Chain Managers coordinate the activities of different teams to get products to customers on time, considering factors like transportation time, product returns and other delays. They prepare long-term schedules for the company to ensure they have enough stock at any given time to meet demand.

Dr. Sumedha Penheiter

Role: Scientific Advisor

Provide scientific reviews or summary of scientific information to the company. Attendance in person and participate in meetings when requested by the company. Chairing one meeting per year when requested by the company, whereby the Advisor is leading the discussion on a specific topic. Provide strategy and scientific guidance to the company regarding biology products and technology development programs, based on review of data provided to the advisor by the company and which were not generated under the direct supervision of the advisor. Provide ideas and concepts for new “reseller” or “game changer” product areas (biology and related) and make recommendations on future scientific directions within the boundaries of training and expertise. Provide where possible contacts within the scientific community. Active participation in the recruitment of the principal research and development personnel and advisors of Phoenix Med LLC. Provide scientific aspiration to the research and development personnel of Phoenix Med LLC.

[To be named]

Role: Marketing & Sales Manager

Marketing and Sales Manager, is responsible for overseeing a team of marketing professionals within the marketing department. Their duties include relaying information between upper management and department employees regarding budgets and daily procedures, overseeing the implementation

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Stakeholders (continued)

of marketing campaigns to promote business products and services and hiring and training department, employees. This position will also provide oversight of daily operations in the sales department. Their duties include hiring and training sales staff, relaying information from upper management to department staff about sales quotas and generating leads to divide among Sales Representatives and ensuring smooth integration between the sales and Marketing Team.

[To be named]**Role: Senior Administrative Manager**

The Administrative Officer will be responsible for providing administrative support to the organization. Their duties include organizing and retaining company records, legal documentation and retention policies, overseeing department budgets, scheduling and maintaining inventory of office equipment supplies.

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[To be named]**Role: Administrative Project Manager**

This position will provide specific skills on various tasks as needed using a variety of talents and training i.e. digital, legal, administrative, etc. to provide short term leadership on vital projects.

Phoenix Med LLC Experts**Role: Product & Application Search**

Our team of Experts is continuously searching together with our Partners for Products and Applications that meet the criteria above, we therefore invite Providers that meet Our Standards to contact us. As to our Customers we will inform you as we go through our channels and social media about the products in our portfolio.

Vision

Treatment of life changing illnesses

Mission

To address the fundamentals of ageing at a cellular level

Values

Culture: The Culture Policy of Phoenix Med LLC ~ PHOENIX MED LLC focuses on developing behavior policies and practices to increase the efficacy and the performance of the Company.

Efficacy**Performance**

Strategic Alignment: The objective of a culture policy is to make sure we behave in a synchronized way and knowing our internal behavior we expect that our partners and clients to be mindful of our expectations.

Leadership by Example: Our Board Members, being the highest echelon of the company are hereby expected to “lead by example”. We expect that every member of our organization is clear about “what they say they are going to do” and actually “do what they said they are going to do”.

Credibility: This is a way to gain credibility within the members.

Cost Effectiveness: PURPOSE, the purpose of this policy is to ensure that we keep an efficient and low-cost structure, which is very important, especially for a start up company. What we have seen from experience is that, expenses are usually high in organization with bad cultural practices, and we will do our best to avoid that.

Motivation: We believe that good cultural practices will keep the members of Phoenix Med motivated as we will all act in accordance with expectations and simultaneously.

Respect: Furthermore, we will be able to gain respect of those partnering with us by maintaining the reputation of trustworthiness.

Partnership

Trustworthiness

Ethics: OBJECTIVE, the objective of this policy is to implement, monitor and maintain cultural tenets that are synchronizing ethics and transparency based on the 8 Tenets of the Dallas Leadership System.

Transparency

Equal Treatment: SCOPE, this policy applies to all current Board Members, Employees and Affiliates of Phoenix Med LLC, including full-time and part-time, Contractual, Permanent, and Temporary Employees and applies to Job Applicants, as no one should be treated differently within the organization. This policy seeks respect for and engagement from all members within the organization, especially for our corporate values, which are:

Time Management: Corporate Value #1 - Ruthless Time Management ~ Not respecting time brings down the performance of the group and should therefore not be tolerated, meeting should start end end on time. Agreed time-frames for work execution should be kept respect or there must be a valid reason to change a set time-frame.

Success: Corporate Value #2 - Passion For Success ~ We are passionate for success and are therefore yearly setting audacious goals for ourselves and the company, to realize our mission. If we are successful in reaching a milestone, we should all be happy about that and celebrate.

Problem Solving: Corporate Value #3 - Solution Oriented Problem Solving ~ We should not embark on explaining what the problems are, most of the time these are known already. We should study the root cause of problems, and focus on the solution of these.

Confidence: Corporate Value #4 - Confident ~ We should actively participate in meetings and explain our views confidently, confidence however does not means being arrogant, we should always respect each other.

Assertiveness: Corporate Value #5 - Assertive ~ We should speak out and give our opinion, but being assertive doesn't mean being rude to others.

Communication: Corporate Value #6 - Good Written and Verbal Communication Skills ~ In order to have an effective communication good written and communication skills are essential. This also enhances the performance of the organization because we do not have to spend time on explaining what we meant but focus on getting things done.

Engagement: Corporate Value #7 - Effective Engagement across all Ethnic, Racial, Religious, etc. ~ We are including everybody in the work to achieve our goals and are not tolerating any form of discrimination of gender, religion, ethnicity, handicap, or gay people. A diverse team has proven to be more successful in reaching lasting solutions.

Accountability: Corporate Value #8 - Ability to Impose Accountability ~ We expect our board, the executives, employees and partners to be accountable for promises made and expectations set. "Say what you are going to do" and "do what you said you are going to do"

Enforcement: ENFORCEMENT, All those in scope are expected to follow the spirit and intent of this policy. All members are encouraged to seek improvement in this area and ensure compliance against this policy.

Ethics: CODE OF ETHICS ~ Our company will lead its business in an honest and ethical way wherever we operate.

Honesty

Continuous Improvement: We will continuously improve the quality of our services, products and operations and will build a reputation for honesty, fairness, respect, responsibility, integrity, trust, and sound business practices.

Reputation**Honesty****Fairness****Responsibility****Trust**

Lawfulness: There is no illegal or unethical conduct on the part of officers, directors, employees, or affiliates is in the company's best interest. Phoenix Med LLC will not compromise its principles for short-term gain.

Personal Integrity: The ethical performance of this company is the sum of the ethics of its officers, directors, employees, and affiliates. Our personal integrity must, therefore be high.

Product Development

Develop a "game changer" product

Develop a "game changer" product in the areas of Therapeutics, Anti-Aging, and Medical Aesthetics

Resale

Resell a product

To Support the Funding of the Game Changer Development mentioned above by starting with "Reselling of Product" in the same areas as above, that are fully licensed by the FDA , at the same time promising and under-represented in the market.

Stakeholder(s):

Medical Product Manufacturers :

In choosing a product to Re-Sell Phoenix Med will focus on the Dermal Fillers and Biostimulators Port-

folio but also carry Therapeutics and Medical Aesthetic Products.

FDA

Performance Indicators

Product Resale

Description	Type	Status	Start Date	End Date
	Target			
[To be determined]	Actual			

Search

Search for Product and Data

The Search for Product and Data will be done in a Scientific and Systematic Way with the following steps: 1) Identification of Papers, 2) Screening, 3) Decision on Eligibility, 4) Include Papers for Data Extraction

Stakeholder(s):

Mc Kinsey :

According to a survey made by Mc Kinsey the next-generation of products and procedures are continually expanding the range of offerings and making greater inroads into demographic groups that value aesthetics. New indications and an expanded portfolio of dermal fillers and biostimulators are helping

to expand the market as well. Therefore our Resellers Approach will focus on:

- Regulatory Compliance
- Patient Centric Solution
- Rapid Adoption
- Engagement with the Market

Performance Indicators

Identification

Description	Type	Status	Start Date	End Date
Identify papers	Target			
	Actual			

Screening

Description	Type	Status	Start Date	End Date
Screen papers	Target			
	Actual			

Decision Making

Description	Type	Status	Start Date	End Date
Decide on the eligibility of papers	Target			
	Actual			

Selection

Description	Type	Status	Start Date	End Date
Include papers for data extraction	Target			
	Actual			

Administrative Information

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End Date:

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