## CONTENTS

The Tipping Point ........................................................................................................... 3
Introduction ..................................................................................................................... 4
Company Overview ......................................................................................................... 5
Vision, Mission and Objectives ....................................................................................... 7
Values ............................................................................................................................. 8
Technology/Innovation ................................................................................................... 9
Laboratory ....................................................................................................................... 10
Quality Control ............................................................................................................... 11
Products .......................................................................................................................... 12
Mid-term and Long-term Goals ...................................................................................... 13
Roadmap ........................................................................................................................ 14
Marketing Strategies ...................................................................................................... 15
Anticounterfeiting .......................................................................................................... 16
Augmented Reality & Mobile App .................................................................................. 17
Why MyoGen? ............................................................................................................... 18
Conclusion ....................................................................................................................... 19
Every great company starts with a great story.

For the past three years, a revolution was being organized. An intense uprising borne from incredible passion and desire that will change the way one envisions performance.

The inspiration behind this uprising was precipitated when a team of European professionals, the brightest leaders in the industry who at the time, were all working for different laboratories and companies, had a secret meeting to share their vision.

With a nonstop flood of high profile doping scandals at elite levels of competition, it is self-evident that athletes are just as passionate about challenging their personal limits.

It is no secret that the current amateur field runs also in complete opacity. The whole environment that is replete with inconspicuous dangers that forces consumers to take on an incredible amount of personal risk.

The current conditions that are suffocating this unregulated industry simply cannot be allowed to continue.

To bring outright transformation, a voice of authority is crucial. A company who will rise up and initiate total reform. A voice of authority who possess the boldness to set new benchmarks in performance and quality. A company with laser sharp focus on the interests of athletes and consumers.

Born from a place of shared belief for self-improvement, a place where bodies are transformed and new heights of athletic performance are reached on a regular basis, that company is MyoGen.

And this is only the beginning of the story…

“The best way to predict the future is to create it.” - Peter Drucker
INTRODUCTION

The anabolic steroids market is huge and promises to grow each day as consumers become increasingly conscious of aesthetics and fitness. On the contrary, there is a credible threat from the underground Anabolic market. MyoGen does a remarkable job of upholding the highest standards and integrity by understanding buyer sentiment, educating consumers, embracing the latest technology and quality standards, and consistently offering products that deliver unmatched value.

MyoGen is a universally trusted name in the Anabolic Steroids marketplace. The name MyoGen originated from the word Myogenesis. As defined by Wikipedia, “Myogenesis” is the formation of muscular tissue, particularly during embryonic development. The MyoGen brand name comes from the Greek myo « muscle » and genesis « birth » and refers to the legacy of the Olympic Games of the Ancient Greeks. This implied history reference of muscle origins (#muscleorigins) is a starting point leading to the evolution to fitness and bodybuilding in our contemporary era.

MyoGen draws inspiration from Myogenesis and strives to ensure that the products manufactured satisfy and often exceed the requirements of consumers. This is accomplished when MyoGen’s world-class anabolic steroids exercise their effects in the muscle-building process by stimulating particular genes in order to produce proteins. They achieve this through their stimulatory effects on special receptor molecules located within muscle cells.

Anabolic steroids by MyoGen are manufactured by a legally registered and trademarked pharmaceutical company and developed under tightly controlled laboratory conditions. As a lot of care and experimentation goes into the development of these steroids, the general sentiment regarding MyoGen’s products is overwhelmingly positive.

The present-day consumer is well-aware of market conditions and chooses his brands wisely. It is likely that he will place his trust in a company that is a well-known brand, adheres to industry acclaimed quality standards, uses the latest technology and manufactures Pharmaceutical Grade products. MyoGen understands customer sentiment and strives to deliver what consumers want.
COMPANY OVERVIEW

Gallene Sciences Private Limited (www.gallenesciences.com) officially owns the registered trademark, MyoGen. Gallene Sciences is a trusted name and always ensures that all products adhere to international quality standards and are backed by extensive research and development.

Gallene Sciences is equipped with:

- Pharmaceutical license from 2,5-Furandicarboxylic acid (F.D.C.A.)
- Wholesale drug license for C1 category drugs
  - Loan licenses for manufacturing drug through third-party manufacturer for C1 category drug
- Wholesale drug license for generic drugs

MyoGen (https://myogenlabs.com) is managed by a team of international experts with years of experience in anabolic market. They have extensive knowledge in the industry and have already successfully managed other world class brands. Our directors have a clear vision and detailed roadmap for MyoGen and are confident of MyoGen emerging as the market leader.

Gallene Sciences is a leading company in the production of high-end performance enhancing drugs to build better physiques. We are always striving to evolve and advance further within the anabolic steroids industry. Whether it is through customer feedback, the latest technological developments or unbeatable quality standards, MyoGen is continually a step ahead in embracing the latest trends to deliver the best quality products.

When a consumer purchases MyoGen, he can rest assured that he has invested in the most technologically advanced product on the market.
Driven by uncompromising business ethics, we have invested in world-class quality design, equipment and operations in our laboratory. Our passion is driven by the constant endeavor to supply the highest quality products to consumers. It’s not surprising that the company is heavily committed to maintaining a robust Quality Management System. This commitment is deep-rooted in our company culture that is infused with operational excellence and catering to, and fulfilling the needs of all stakeholders.

The Quality Management System ensures that every product manufactured and distributed by MyoGen abides by good practices and adheres to international quality standards. These are clearly defined standards and procedures that qualify MyoGen as GMP approved. “GMP” stands for Good Manufacturing Process. This is the international quality standard system which ensures that products are produced and controlled in accordance with quality standards, specifications and requirements appropriate for their intended uses.

MyoGen continuously benchmarks itself against global best practices and revamps its procedures, to keep up with the changing needs of an evolving marketplace. Over the years, the company has evolved with changing trends, implemented best practices, embraced technology and delivered on every commitment. It has successfully managed to imbibe the values and ethics of a modern brand. The company is young, modern, innovative, technologically oriented; but is backed by traditional values and ethics built years ago. It’s not surprising that customers trust MyoGen, since they know that authenticity is guaranteed.
VISION
Build a fitter and stronger community with our trusted world-class products and use the latest technology trends to connect people with our products.

MISSION
MyoGen seeks to become the new number one brand in the anabolic steroids marketplace. We are pioneers in this market and grow our business with honesty and integrity.

OBJECTIVES
To continue to be touted as a trusted brand in the anabolic market and one that maintains the highest quality standards; a new brand that is young and modern, well-connected with customers and uses latest technology to deliver the most sought after anabolic steroids.
VALUES

Customer-Centric
We understand our customers’ ethos and sentiments and foster long-lasting relationships with them.

Quality
We manufacture products adhering to international quality standards and guarantee premium value to our customers.

Integrity
We uphold the highest standards of integrity in all our actions.

Accountability
We stand by our principles and are personally accountable for delivering on our commitments.
MyoGen’s success lies in understanding market dynamics and buyer behavior and responding promptly. The company is adept at tapping the pulse of the market. We analyze buyer sentiments and behavior and the findings have helped us make continuous and remarkable investments in R&D.

MyoGen has been successful in keeping up with latest technology trends and innovation, adhering to quality standards and offering products well-differentiated from competitors in terms of quality and cost.

Backed by research, expertise and experience spanning over years, MyoGen has kept up with innovations pertaining to procurement and quality of raw materials, laboratory equipment, drug synthesis, product packaging, and anticounterfeiting techniques to keep competition at bay.
Underground steroid manufacturing labs have already existed for decades. Hence, customers are more aware and cautious now and they rely on products which are backed by research and are manufactured in a clean and controlled environment (using state-of-the-art technology).

MyoGen has been successful in making continuous and remarkable investments in R&D. All products are manufactured under controlled laboratory conditions in clean rooms at several fully automated cutting-edge production lines. All products and processes adhere to the latest international quality standards.

MyoGen has invested in the latest chromatographs, which are deployed in our state-of-the-art lab based in India. This fully equipped testing lab with chromatography equipment conducts continuous analysis and monitoring of all raw materials as well as final products. Chromatograph is cutting-edge equipment which allows us non-destructive control of products. MyoGen has industrial scale equipment and the technical prowess to ensure that all stringent quality measures are strictly met.

Our units ensure that we are able to provide first-rate products to customers across 100 countries worldwide.

We remain committed to the highest levels of quality and will ensure that all our facilities, offices and legal entities continue to meet the exemplary standards that are expected of a global pharmaceutical company.
Quality control at MyoGen starts long before the actual manufacturing of products ever begins, with regular maintenance and calibration of all machinery and hardware involved in the manufacturing process.

The development and production processes are closely monitored. During product manufacturing, each step of the process is checked for compliance with the company’s production standards.

The laboratory in India has the latest chromatographs. Every time raw material is procured, it undergoes comparison with the standard. Only after satisfying all criteria it will go into manufacturing. GMP certification also assures consumers of enhanced standards of production.

Once the products are manufactured, each batch is submitted to rigorous laboratory testing to ensure that each product is in exact accordance with its specifications. Our products are also subjected to random quality testing to guarantee product quality. The test results are shared so that consumers have a clear understanding of the product they intend to purchase.
Our current offerings include oral and injectable steroids and protections. All raw materials are tested to make sure certified content percentages are met without any exception.

Our global Quality Management Team ensures that every product manufactured and distributed by us complies with all internationally accepted good practices and standards of quality, purity, efficacy and safety.

Our current product offerings include 20 injectable Androgenic Anabolic Steroids (AAS), 8 oral AAS and 6 protections.

To maintain quality standards, every plant has well defined procedures and systems in place in compliance with the requirements of the Current Good Manufacturing Practices (cGMP), WHO, PIC’s and EU GMP in order to ensure that our operating procedures meet the very exacting standards of regulators like the US FDA, EMA, HC, WHO and TGA, among others.
The anabolic steroids market enjoyed increasing popularity and sales growth in 2016, but for all the market gains, the segment still struggles with legal and regulatory issues. Market research states that the anabolic steroids market will grow from US$28 billion in 2015 to more than $50 billion in 2022 (P&S Market Research). Analysts predicted robust sector growth representing an 8.4 percent compounded annual growth rate (CAGR) from 2015 to 2022.

The long-term goal for the company is to become a leader in the production and supply of high quality anabolic steroids for various buyer segments. We intend to become the most sought-after brand in the marketplace and capture a majority share of the androgenic anabolic steroids market.

The brand has an existing robust network and is backed by investors with more than 15 years of experience in this field. All of these coupled with best manufacturing practices, technological innovation and research and development give us the edge over our competitors. MyoGen’s product effectiveness, evidenced largely through personal testimonials and repeat sales, has formed the basis for the future growth of the company.

MyoGen’s anabolic steroids are aggressively marketed as trusted and high quality androgenic anabolic steroids. While the company uses its marketing strategy to tap into an extensive and distributor base, simultaneous efforts are made to further develop research protocols. Management is confident that the anecdotal evidence and personal testimonials will be strengthened by further research and development and latest trends in technology. With such credibility, MyoGen will firmly establish its position and become a leader in the androgenic anabolic steroid marketplace.

Our three ambitious mid-term goals form the basis for our strategy for sustainable, long-term growth.
**ROADMAP**

MyoGen has a well-laid out roadmap for its products. This is fueled by the manufacturing practices it has put in place, cutting-edge research and technology innovation and the expertise and experience of its investing partners.

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,000,000</td>
<td>2,000,000</td>
<td>4,000,000</td>
<td>6,000,000</td>
<td>10,000,000</td>
</tr>
</tbody>
</table>

### 2015
- Brand creation
- Identity definition

### Q2 – 2017
- First product range: Injectable, Orals and Anti-Estrogens R&D
- Legal
- Marketing Strategy

### Q3 – 2017
- Packaging design
- Augmented Reality
- Anti-Fake system

### Q4 - 2017
- First product range: Injectable, Orals and Anti-Estrogens Production
- Quality Test & Confirmation
- Brand Ambassador

### Q1 – 2018
- Editorial calendar launching
- First product range: Injectable, Orals and Anti-Estrogens Release

### Q2 – 2018
- Ambassador program
- Distribution Network
- Customer loyalty

### Q3 – 2018
- Full range of Orals and Injectables Production

### Q4 – 2018
- Second product range: Sarms and Pro-Hormone R&D, Production and Release

### Q1 – 2019
- Third product range: PFS (Pre Filled Syringe) innovation R&D, Production and Release

### 2019/2020
- Fourth product range: Peptides R&D, Production, Release
MARKETING STRATEGIES

MyoGen plans to increase market share by aggressively tapping into the existing and extensive buyer base. This strategy will capitalize on market development to date and capture a share of markets held by established players.

Advertising – MyoGen will spend aggressively on advertising in the initial years.

Social Network – This will be mostly though digital channels like Facebook, Twitter, Instagram, Pinterest and YouTube. MyoGen understands the importance of Social Media and will be using different platforms efficiently. A solid Brand Ambassadors Strategy will be displayed on Instagram.

Forums – The place for experts, people looking to find true technical answers to their questions. Myogen will be exchanging with moderators and members of all these influential communities.

Press Coverage – MyoGen plans to have a robust PR strategy for creating brand awareness and generating revenue.

Manufacturing Costs – All products are manufactured in our state-of-the-art laboratory in India. This fully equipped testing lab with chromatography equipment conducts continuous analysis and monitoring of all raw materials as well as final products.

Human Resources – The staff are not unionized and there is no expectation of such. The labor supply in India is adequate to meet all future staffing needs.

Sales Channels – The sales force comprises of independent dealers.

Subcontractors – The entire production process, fulfillment and shipping is subcontracted. Subcontractors include suppliers of raw materials and others supplying bottles, ampoules, holograms, labels, seals among others.

Research and Development – MyoGen intends to spend extensively on technological innovation and research over the coming years. MyoGen has a clear roadmap about the products it plans to manufacture and sell in the near future. Coupled with consumers’ needs and wants, this will form the basis of R&D for MyoGen.
MyoGen uses sophisticated technology to distinguish its products from fake counterparts. The company makes it easy for consumers to differentiate its anabolic steroids from fake products:

✅ **Unique Serial Number:** All ampoules or tablet packs have a unique serial number that can be checked on the company’s website, ensuring originality and full traceability of the product.

✅ **Ampoules:** Our injectable products come in glass ampoules to ensure your product is kept in a perfect sanitary condition. The ampoules are colour coded specifically to match product, dosage and ester type.

✅ **Tablets:** When it comes to tablets, MyoGen’s products come in blister packs. Counterfeiters sell tablets in bottles as the production process is cheaper, and so is shipping.

✅ **Seals:** Oral tablets are sealed very carefully to keep out any bacteria or air. Most of the counterfeiters use manual equipment and the top of the seals is usually very loose making it easy to remove. MyoGen’s seals have proper edges and are uniformly attached. The brand name is printed on it.

✅ **Leaflet:** Each MyoGen product is packaged together with its own product information sheet. This leaflet contains an additional counterfeit deterrence system and an anti-counterfeit symbol.
AUGMENTED REALITY

MyoGen’s anabolic steroids are Augmented Reality (AR) enabled. This is a gamechanger and clearly positions MyoGen as an innovative and modern company willing to go beyond limits to deliver value. Augmented reality is a two-dimensional barcode on anabolic steroids. So, whether it’s an existing customer or new one, the customer will have a wealth of information at his fingertips. He needs to scan the product with an Android device. This will bring the product to life via videoclips. All data is presented in a dynamic and feature-rich setting.

MOBILE APP

MyoGen’s mobile app is compatible with Android devices and promises anytime anywhere support. MyoGen strongly believes in a well-connected community and goes the extra mile to serve its valued customers. MyoGen’s app lives up to its value of quality and commitment. Whether a customer wants to browse new anabolic steroid offerings, buy similar products, or wants access to product information, help is just a click away. The app places customers in touch with a Coach/Advisor, who is available to recommend products depending on the customers’ needs and interests.

Download MyoGen App
WHY MYOGEN?

- High quality at affordable prices
- GMP certified
- Pharmaceutical Grade Product
- Product offerings include the right mix as per the demands of the market
- Stringent testing of raw materials to ensure quality standards
- State-of-the-art manufacturing laboratory in India using latest equipment
- Mobile app promises anytime anywhere support
- Augmented Reality brings product to life
- Strong network of blogs, forums, reviews and e-commerce keep the community connected
- Online experts advise customers on best products and practices
- Transparency with quality test results
- Use of anticounterfeiting technology
- Modern and innovative brand delivering on buyer’s ethos
- Efficient supply-chain management, including proper distribution channels, manufacturing efficiencies, quality control, and manufacturing network optimization
- Extremely responsive to customer concerns
CONCLUSION

Consumers are becoming increasingly aware of the importance of fitness, and more people are seeking to have an enviable, fit and healthy body than ever before. Whether you are an athlete, an office-goer, homemaker or someone enamored by the world of fitness, there is something for everyone. If your goal is to enhance performance or gain lean mass or you are simply intrigued by aesthetics, MyoGen will make it happen.

MyoGen’s products are authentic and offer exemplary protection elements against counterfeits. Customers are vested in the brand as MyoGen is a transparent company. All quality tests conducted are duly published to keep consumers updated. MyoGen also undertakes intermittent testing of products to ensure that consumers always receive quality products without exception.

In a competitive environment, superior customer service and distribution systems are crucial for retaining customers and MyoGen excels in both. We believe in building relationships with customers and are heavily invested in making the community grow. We leverage industry-leading technology and innovation and quality standards to drive operational excellence and provide enhanced customer service. We are committed to providing quality products to every customer.

This commitment drives us to be innovative, cost-efficient and push for excellence in all our actions. Our pursuit of excellence is reflected in our infrastructure, operational processes, human resources and work culture. We have, over the years, driven initiatives to improve manufacturing, supply chain processes and sales effectiveness. These enable us to effectively service new and evolving markets and deliver enhanced value to all our customers.

“Anabolic revolution is coming” - Team MyoGen
The Company GALLENE SCIENCES PRIVATE LIMITED is officially registered by the Ministry of Corporate Affairs of India.