



Pacific Software, Inc. (OTC Pink: PFSF)

WSR Corporate Profile

Sector: Healthcare
Industry: Cosmetics, Medical
Aesthetics and Nutraceuticals
Dreamaderm.com

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as of Sept 3, 2024

COMPANY BACKGROUND

Pacific Software, Inc. (the "Company"), has recently repositioned from its dormant status and last year exited its prior business activities in order to position itself to acquire certain assets of Dreamaderm, Inc., a skincare and medical aesthetics company incorporated in Nevada and based in Dana Point, CA. The Company also acquired various nutraceutical brands owned by NooMeds, LLC. The Company has recently brought its filings with OTC Markets up-to-date with its most recent third quarter 10Q filing for the period ended June 30, 2024. It has brought in a new management team and board to manage the acquisition of Dreamaderm and NooMeds, LLC assets and to position the Company for rapid growth and new financing.

DREAMADERM, Inc. Overview and Strategic Expansion

DREAMADERM™, Inc., founded in 2023 and headquartered in Dana Point, California, is the exclusive holder of rights to Dermatrix, a patented, first-in-class cosmeceutical with significant benefits for myriad dermatological applications. This groundbreaking technology boosts collagen production through an entirely novel mechanism of action. Dermatrix is the result of over \$6-million of meticulous research conducted over two decades. The research, conducted at prestigious institutions such as Harvard Medical School, The Scripps Research Institute, Mayo Clinic and UC Irvine, has culminated in a cosmeceutical with precisely the properties needed to benefit numerous dermatological applications.



HARVARD
MEDICAL SCHOOL



By virtue of the ability to boost collagen production in a novel way, Dermatrix™ is suitable for a truly vast range of applications, ranging from cosmetics, to acute and chronic wound care, to a range of advanced medical aesthetics procedures. Now, having assembled a robust management team and strategic partnerships, DREAMADERM™ is ready to commercialize Dermatrix and scale its operations rapidly. In a strategic move that will increase access to capital and accelerate growth, on January 24th, 2024, DREAMADERM™ was acquired by Pacific Software, Inc. (OTC:PFSF), will subsequently be rebranded as Pacific Health. This acquisition represents a significant step in DREAMADERM's™ journey, enabling it to rapidly grow and expand its reach into the market. NooMeds, LLC which specializes in Alzheimer's prevention through dietary supplements was also acquired in an asset purchase on May 24, 2024. The supplements have been sold for the last 8 years under the brand name SuppleMEM AD™ and A.L.Z. Defense™. These products feature formulas tested extensively by leading Alzheimer's researchers.

INNOVATIVE SCIENCE AND TECHNOLOGY

DREAMADERM, Inc. Overview and Strategic Expansion

At the forefront of DREAMADERM™'s innovative science is Dermatrix, a patented protease inhibitor that is the first of its kind. Dermatrix enhances the body's natural collagen production capabilities, offering widespread

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applications in dermatology. Its range of use extends from healing acute and chronic wounds to numerous cosmetic treatments, both for home use and in advanced medical settings. Dermatrix excels by actively promoting crucial wound healing processes such as collagen synthesis, keratinocyte growth and migration, and other vital skin health mechanisms.

Insulin is a peptide hormone that is commonly known for its role in blood sugar regulations. However, insulin also plays a significant role in numerous bodily functions, particularly in skin health, where it stimulates collagen production and secretion into the extracellular matrix. The primary enzyme responsible for insulin breakdown is known as insulin-degrading enzyme (IDE). IDE breaks down insulin as well as other peptide hormones involved in wound repair like insulin-like growth factor-2 and transforming growth factor-alpha.

Dermatrix potentiates several insulin-induced processes in skin models

- increases transcription of **collagen mRNA**
- augments production of **mature collagen protein**
- enhances **secretion of collagen** into the extracellular matrix
- stimulates the **migration of keratinocytes**

In wound environments, the presence of abundant IDE poses a challenge. By breaking down insulin, it reduces the ability of the body to produce the collagen needed for effective wound healing. As a potent and selective IDE inhibitor, Dermatrix counters this by preventing insulin breakdown, consequently enhancing local insulin levels. In peer-reviewed scientific studies, this action of Dermatrix has been demonstrated to augment several insulin-driven activities relevant to skin health, including increasing collagen mRNA

transcription, boosting mature collagen protein production, enhancing collagen secretion into the extracellular matrix, and promoting keratinocyte migration. By inhibiting IDE, Dermatrix maximizes insulin-mediated effects, fostering collagen production, wound repair, and the maintenance of healthy, youthful skin.

Designed specifically for topical application, Dermatrix ensures optimal insulin levels during wound healing. Composed entirely of natural amino acids, Dermatrix is non-toxic and metabolizable without adverse side effects. Its natural composition also renders it cost-effective for manufacturing.

Dermatrix is protected by U.S. Patent No. 11,555,055, issued on January 17, 2023™. The Regents of the University of California are the patent assignees, and DREAMADERM has an exclusive license for this groundbreaking technology.

UC Regents is now an equity shareholder of Pacific Software, Inc. Ticker (PFSF)

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PRODUCTS

DREAMADERM's Dermatrix Product Range

Dermatrix, a versatile cosmeceutical licensed exclusively by DREAMADERM™, finds broad application across a wide spectrum of dermatological applications, including wound healing (e.g., treatment of cuts, scrapes, stitches, burns, blisters, viral outbreaks, ulcers, abscess, grafts) and cosmetics and aesthetics (e.g., at-home skin care, med-spa micro-needling, mesotherapy, PDO threading, ablative aesthetics, and radiation recovery).

The company is set to introduce its inaugural line of products, NeoAID™, tailored to cater to different wound types: acute, chronic, blister and viral, into the Mexico market, where the Company has built-in access to wholesale distribution into 80,000+ points of sale.



For acute wounds, which are recent skin injuries healing at a predictable pace, the product range will feature first aid- and retail-oriented solutions. This line includes a point-of-sale/sampling pump gel (3ml), a standard shelf-size pump gel (5ml), and a spray variant (10ml). Addressing chronic wounds, often seen in type 2 diabetes patients, our products are formulated for healthcare providers to customer distribution.



Similar to the acute wound range, this line also comprises a point-of-sale/sampling pump gel (3ml), a standard shelf-size pump gel (5ml), and a spray (10ml).

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NEUTRACEUTICAL SUPPLEMENT PRODUCTS



A.L.Z. Defense™

May 24, 2024, the Company announced the acquisition of a science-based dietary supplement supporting brain health and memory function. The supplement, which has been sold for more than 8 years under the brand names SuppleMEM AD™ and A.L.Z. Defense™, features a formula tested extensively by leading Alzheimer's researchers. Through a consultant based in Mexico, the Company is currently in the process of obtaining quotes in order to manufacture this product and distribute it throughout Mexico. The core formula within A.L.Z. Defense™ is a combination of safe, natural products combined into a single "medical food cocktail" specifically formulated to support essential aspects of memory such as neuroplasticity.

The formula was evaluated in two large, multi-year laboratory experiments funded by a grant from the National Institutes of Health (NIH). The first study, conducted at the University of California, Irvine, was performed in a mouse model of Alzheimer's disease. The second study, conducted at the University of Kentucky, tested the formula in dogs (beagles) which develop the disease late in life. Both studies were conducted by highly reputable groups of Alzheimer's researchers. The Company is currently in the process of receiving production quotations in order to manufacture the SuppleMEM AD™ in the USA and Mexico and expects the distribution of the product in both countries to commence in the 4th quarter of 2024.



SuppleMEM™

COMPETITION

Market Analysis: Competition in Skin Care Treatments

The current market for chronic wound treatment offers various solutions, but most lack any efficacy for enhancing the body's natural healing processes. Common approaches like antibiotic ointments, hyperbaric medicine, and surgical interventions may address certain recovery aspects but do not tackle the core issue of insulin degradation and reduced collagen production.



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In the realm of skincare and anti-aging, the market is diverse, encompassing hydration techniques, essential oils and fats, exfoliation, and more. These methods show mixed effectiveness and are part of a fragmented industry, with offerings ranging from retail over-the-counter products to professional services by aesthetic and cosmetic medical practitioners. However, they often fall short in promoting healthy collagen synthesis.

The market for collagen supplements is considerable. These supplements, typically ingested in pill or powder form, must be digested and broken down into peptides. The uncertainty lies in whether these ingested collagens effectively contribute to skin health, as they can be further broken down into different proteins like keratin or deposited in other body parts. Topical collagen supplements vary in absorption and effectiveness, while topical retinoids do enhance collagen synthesis and reduce its breakdown, they do so via a separate mechanism of action as used by Dermatrix. The overall skincare market is vast and disjointed, with a mix of large and small players offering diverse products and solutions, many of which lack substantial research backing and potentially overstate their effectiveness.

DREAMADERM's approach stands out in this landscape. Local inhibition of insulin-degrading enzyme (IDE) through its products is a pioneering, first-in-class method for boosting collagen production in skin and wound areas. This strategy, focusing on enhancing collagen availability directly at the injury site, is distinctive to DREAMADERM™.

The development of IDE inhibitors, is in its nascent stages, with the few existing compounds being suitable exclusively as experimental compounds. Currently, no commercially available IDE inhibitors are present in the market, highlighting DREAMADERM's unique position in this innovative field.

DREAMADERM™ identifies existing brands as potential global licensing partners. DREAMADERM's "dream" is to bridge access to all by creating/facilitating high efficacy OTC products at an affordable price.



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GROWTH STRATEGY

Strategic Growth Plan for DREAMADERM™ & Memory Supplements

Both DREAMADERM™ and the memory supplements are charting a focused growth path, with its first phase of product launch scheduled to be launched in Mexico. The regulatory landscape in Mexico is favorable for the immediate launch of a sizable line of products and, moreover, DREAMADERM™ has unique access to distribution in 80,000+ pharmacies through some of the country's largest wholesale distributors. DREAMADERM™ will start with its proprietary NeoAID™ product line, centering on the treatment of acute, chronic, blisters and viral wounds, and subsequently introduce an aesthetics-focused line of products under the banner of NeoDERM™. The company is set to scale production and inventory in line with available capital. Mexico's substantial diabetic population also makes it a promising market for this particular line of products.

Following Mexico, DREAMADERM™ aims to penetrate the Korean market and later expand its range of skincare and anti-aging products into the aesthetic treatment and recovery sector. Future expansion plans include extending into South America, the Middle East, and Europe. Leveraging the 'Made-in-USA' label for Dermatrix, DREAMADERM™ anticipates maintaining higher profit margins. Distribution channels will span direct-to-consumer online sales, wholesalers, spas, retailers, healthcare providers, and institutions.



Key partnerships have been secured to bolster DREAMADERM™'s growth. The University of California, Irvine, holder of the Dermatrix technology patent and an equity partner, provides access to resources like the UCI Beall Applied Innovation business incubator, which provides assistance with grant writing, and office/lab space.

The Company is beginning to explore potential licensing opportunities with major companies such as L'Oreal (OR.PA), Estee Lauder (EL), Johnson & Johnson (JNJ), Abbvie (ABBV) and Unilever (UL). While continuing to focus on high-end med-spa applications of its technology, DREAMADERM™ is also exploring other licensing opportunities to enhance its profitability and reputation as a science-driven cosmetics entity.



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FINANCIALS

Financial Overview of DREAMADERM™ & the Company

The development of Dermatrix is the culmination of more than two decades of research by DREAMADERM's original founder Dr. Malcolm Leissing. These efforts were supported by substantial funding from several esteemed organizations. This included \$5 million in funding through various grants from the National Institutes of Health, a \$1 million career development award to Dr. Leissing from the American Diabetes Association, in addition to other seed funding from UCI Beall Applied Innovation.

Recently, the Company embarked on an initial equity capital drive, aiming to raise \$1 to \$2 million in a private placement round. This initiative targets the sale of up to 8 million treasury shares. There are approximately 38.5 million shares currently outstanding. The primary application of these funds is to scale up production, inventory, and working capital, crucial for implementing the business plan effectively. For the nine months ended June 30, 2024, the Company reported \$0 in revenue, produced a \$564,141 operating loss, and reported a Net Loss of \$571,307 (or \$.015 per share). The Company had Total Assets of \$4,727,850 as of June 30, 2024, Total Liabilities of \$732,943, and Total Shareholder's Equity of \$3,994,707 at that date. These figures are unaudited.

With significant potential orders awaiting in Mexico, the Company is poised to supply its robust distribution pipeline as soon as inventory levels are sufficient. Currently in a pre-revenue stage, DREAMADERM™ products and Alzheimer's supplements are strategically positioned for rapid scaling and growth in the near future.

DREAMADERM	36 Month Consolidated Summary		
	Month 1-12	Month 13-24	Month 25-36
Total Revenue	\$ 17,680,006	\$ 92,771,508	\$ 132,218,887
Total Expenses	\$ 11,881,949	\$ 50,458,336	\$ 75,817,250
Total EBITDA	\$ 5,798,057	\$ 42,313,172	\$ 56,401,637
Avg Points of Sale	5907	11534	18695
Avg SKU/Day/Pt	1.04	1.84	1.61
Margin	33%	46%	43%

Company Projections Post Financing

MANAGEMENT

Management Team Overview

Harrysen Mittler, Chairman, CEO brings over three decades of expertise in corporate finance mergers, acquisitions and business administration to the company. A Deloitte & Touche LLP alumnus, he served in the audit division and has held senior management and directorship positions with several emerging growth companies. Active as Chairman and CEO of Pacific Software Inc. he was instrumental in the development of innovative enterprise solutions internationally. His leadership extended to Grand Prix Sports Inc., a publicly quoted company, where he led the operations as Chairman and CEO of a motorsports team that performed in the internationally acclaimed Formula 1 support auto racing Circuit. He also served as CFO of Nortia Capital Partners, a merchant bank where international and domestic ventures were developed and capitalized.



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Jim DiPrima, the Chief Financial Officer (CFO), is a finance and accounting veteran with 45 years in the field. A Creighton University alumnus, he began his career at Deloitte & Touche. His experience spans startups, manufacturing, accounting, construction, and public companies. His past roles include CFO of GBX International Group and Solar Integrated Roofing, and CEO of PAO Group.

Dr. Jacqueline Jacques, currently serving as a Consultant, is an accomplished executive and entrepreneur with deep expertise in medicine, particularly in medical nutrition and wellness. Her experience encompasses startups, IPOs, M&A, product development, and global expansion. Formerly the Chief Research Officer at Thorne Health Tech and co-founder of Bariatric Advantage, she is currently a consultant and board member for various organizations. Dr. Jacques is renowned for her significant contributions to both the medical and industrial sectors.

Dr. Robert Schiestl, Chief Science Advisor, is a distinguished scientist who received his Ph.D. from the University of Vienna, Austria with an extensive background in molecular toxicology, cancer prevention, and genomics. He was previously Assistant and Associate Professor in the Department of Cancer Research and later Toxicology at the Harvard School of Public Health. He is currently Professor Emeritus of Pathology, Environmental Health Sciences and Radiation Oncology at UCLA.

Dr. Percy Cerff, Global Advisor, is an accomplished executive and financier with a background in global commerce. Dr. Cerff has extensive business dealings in Mexico, South America, Europe and Asia, and is well known in international financial circles.

5.94% CAGR from 2023 to 2032



GLOBAL MARKET

Global Market Analysis

The global wound care market is experiencing significant growth. According to Grand View Research, the market was valued at approximately \$22.25 billion in 2023 and is expected to expand at a compound annual growth rate (CAGR) of 4.17% from 2024 to 2030. Another report by Markets and Markets echoes this growth trend, stating the market was worth \$21.5 billion in 2023 and projecting it to reach \$28.6 billion by 2028, with a CAGR of 5.9%. These findings highlight the increasing demand and potential in the wound care sectors. Further supporting this growth is a publication by Dr. Chandan K. Sen in Advances in Wound Care, which notes that chronic wounds affect about 2.5% of the U.S. population. Factors such as an aging demographic, rising diabetes and obesity cases, and ongoing challenges with infections are driving the prevalence of chronic wounds, with diabetes being a significant contributor.

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The global skincare market is also on an upward trajectory. Precedence Research reports that this market was valued at \$148.16 billion in 2023 and is forecasted to reach \$218 billion by 2032, growing at a CAGR of 4.39%. It's important to note that this market encompasses a broad range of products, some of which may not directly compete with DREAMADERM's offerings. However, this trend indicates a strong, long-term consumer interest in skincare products, including those related to wound care and healing.

These reports and research findings present a comprehensive view of the market potential and growth prospects for DREAMADERM™ in the global wound care and skincare industries.

CAPITAL STRUCTURE

Pacific Software, Inc. had 38.5 million shares outstanding as of its latest filing for the Quarter ended June 30, 2024, including the acquisition of NooMEDS LLC. There are also 1,613,000 shares outstanding of Series A Preferred Stock, which have 10 votes per share; 2,000 shares of Series B Preferred Stock, and 101 shares of Series C Preferred Stock outstanding.

SUMMARY AND CONCLUSION

Summary and Conclusion

DREAMADERM™ stands at a pivotal juncture in the burgeoning global wound care, skincare, and Nutritional supplement markets. Its first-in-class innovative product, Dermatrix, uniquely positioned as a versatile cosmeceutical, addresses a critical gap in the treatment of acute, chronic, blister and viral wounds, medical aesthetics as well as memory supplements.

The global wound care market, as reported by Grand View Research and Markets and Markets, is on a substantial growth trajectory, estimated at over \$22 billion in 2023 and expected to continue expanding significantly. This growth is fueled by increasing incidences of chronic wounds, particularly in populations affected by diabetes, obesity, and aging. DREAMADERM's focus on addressing insulin degradation and enhancing collagen production directly aligns with these emerging needs.

Simultaneously, the skincare market, valued at \$148.16 billion in 2023 with a projection to reach \$218 billion by 2032, signifies a robust demand for skin health products. DREAMADERM's expansion into skincare and anti-aging products taps into this growing market, leveraging its expertise in collagen synthesis and wound healing.



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DREAMADERM's initial strategic approach in targeting key global markets like Mexico coupled with its well-established distribution networks and partnerships, positions the company for rapid organic market penetration and scaling based on product efficacy. The Company's financial backing through grants and anticipated equity capital further strengthens its ability to execute its business plan effectively.

In summary, DREAMADERM's and NooMED's patented, first-in-class product offerings, strategic market focus, robust financial backing, and alignment with market growth trends place it in an advantageous position. The company is poised to capitalize on the expanding opportunities in the wound care and skincare markets, addressing significant medical challenges and consumer needs in these sectors.

Pacific Software, Inc.

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Alan Stone BS, MBA, Managing Director and CEO, WallStreet Research™. Alan has been active in the investment management and securities industry for over 40 years. He was a top analyst and fund manager at leading investment firms on Wall Street including Prudential Capital, Merrill Lynch Asset Management, and Ladenburg Thalmann before acquiring WallStreet Research™. Alan holds a BS degree in Economics and Finance from the University of Pennsylvania's Wharton School and an MBA in Finance and Investments from New York University's Graduate School of Business, and has completed advanced studies at the London School of Economics and UCLA.

Marcus Lecky, BS in Finance from Florida International University, Miami. Marcus has been an Analyst with Wallstreet Research for 4 years.

Mark L Vega CTO - Mark gained his experience in the investment community working as a technical advisor to investment bankers, brokers and traders. Prior to working with WallStreet Research, Mr. Vega served as the CTO responsible for the overall technical advancement of several publicly traded companies in the energy, telecom, video and advertising sectors.



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Receipt of Compensation:

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Ownership and Material Conflicts of Interest:

Alan Stone holds 200,000 shares of common stock.

Position as an Officer or Director:

The author(s) does not act as an officer, director or advisory board member of the subject company.

Market making:

The author(s) does not act as a market maker in the subject company's securities.

Ratings Guide:

Banks or Investment Firms often rate companies as a BUY, HOLD or SELL. A BUY rating is often given when the security may deliver absolute returns of 15% or greater over the next 12 month period, and recommends that investors consider taking position assuming it meets their risk profile. A SELL rating is given when the security is expected to deliver negative returns over the next 12 months, while a HOLD rating implies flat returns over the next twelve months.

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