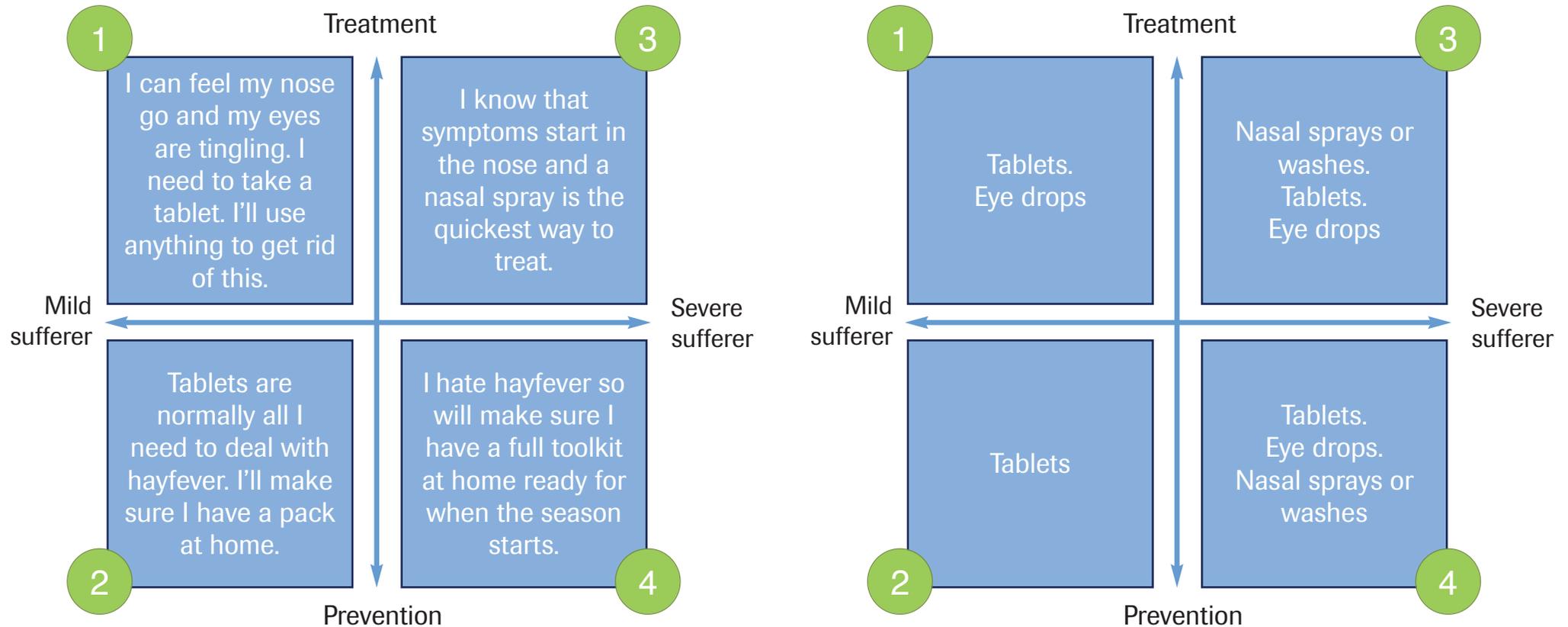


The Learning Pharmacy Ltd



The four different types of allergy customers we have identified (Who and Why) and the products that they require (What)