

 NEO NEXON · ATGC GENOMIC

Corporate Profile

A preventive health platform for Southeast Asia, built on genomics.

KNOW EARLIER. LIVE BETTER.



A preventive genomics company, growing into a platform.

Neo Nexon turns a simple DNA sample into clear, personalized insight into the risks behind the region's most common non-communicable diseases. Through our ATGC Genomic brand and the ATGC platform, we serve individuals directly and power the clinics, pharmacies, wellness brands and institutions that guide them.

2020

Genomics operations began
within our group

13,000+

DNA kits sold to date

80,000+

Personalized reports
delivered

120+

Partner and client brands
served to date

3

Southeast Asian markets
served

700k

Genotyping data points
analysed per sample

INSIDE THIS PROFILE

About · The shift to prevention · The market · What we do · The ATGC platform · The report shelf · The partner program · How it works · Science & the data asset · Where we are heading · Governance

Moving health from reaction to prevention.

Most non-communicable diseases are shaped by risk that builds quietly for years. Neo Nexon exists to surface that risk early, in language people and professionals can act on. We pair genotyping with clear, personalized reporting so prevention can start long before symptoms.

OUR MISSION

To make preventive, personalized health accessible and trustworthy across Southeast Asia.

OUR VISION

To be the region's most trusted platform for preventive, personalized health, where one DNA sample becomes a lifetime of insight.

OUR JOURNEY

- 2020** · Genomics operations begin within our group
- 2021** · Neo Nexon Sdn Bhd incorporated
- 2022** · Preventive genomics programme for the region begins
- 2024** · Genomic database recorded as an audited asset
- 2026** · ATGC platform live, with twelve specialist reports



Care usually begins too late. We move the starting line.

Non-communicable diseases cause more than two thirds of deaths across Southeast Asia, and most are shaped by modifiable risk. Neo Nexon moves the point of action upstream, from treatment after symptoms to insight before them.

RM 64.2 bil

What NCDs cost Malaysia every year, about 4.2% of GDP, through healthcare spending and lost productivity

72%

Of premature deaths in Malaysia are caused by non-communicable diseases

1 in 6

Malaysian adults lives with diabetes, and about 2 in 5 of them do not know it yet

> 70%

Of colorectal cancers in Malaysia are found at a late stage, while screening uptake stays in single digits

STEP 01 • READ THE RISK

A saliva sample is analysed against genomic markers linked to cardiovascular, metabolic and lifestyle conditions, weighted for Asian populations.

STEP 02 • TURN IT INTO ACTION

Findings become plain-language, personalized guidance across nutrition, lifestyle and follow-up, ready for a clinician or wellness partner to act on.

STEP 03 • KEEP IT CURRENT

As the science grows, reports are refreshed. A single sample keeps delivering value long after the first result.

THE PRINCIPLE

Insight before symptoms

Prevention is only possible when risk is visible early. That is the whole point of what we build.

Sources: Ministry of Health Malaysia & WHO, The Investment Case for NCD Prevention and Control; National Health and Morbidity Survey 2023; National Cancer Registry.

A market moving our way, at home and across the region.

Preventive, personalized health is one of the fastest-growing corners of healthcare, and Asia Pacific is its fastest-growing region. Neo Nexon sits where three strong currents meet.

3.1x

Malaysia's genetic testing market is projected to grow from USD 101 million in 2024 to USD 317 million by 2032, about 22% a year

25.7%

Projected annual growth of the Asia Pacific direct-to-consumer genetic testing market, the fastest-growing region worldwide

USD 332 bil

Projected Southeast Asian health and wellness market by 2034, from USD 156 billion in 2025

NATIONAL MOMENTUM

Malaysia's national genome programme, MyGenom, exceeded its first-phase target and has committed RM 91 million to sequence 10,000 Malaysian genomes by 2028. National policy and private capability are pointing the same way: population-scale, prevention-first, Asian-reference genomics. Neo Nexon is built to be the private-sector platform that direction can plug into.

WHY IT MATTERS TO OUR PARTNERS

Every clinic, pharmacy and wellness brand we serve is buying into a category with a decade of growth ahead of it, on infrastructure that is already running today.

Sources: Data Bridge Market Research 2024; Grand View Research 2025; IMARC Group 2025. Figures are third-party projections, quoted with attribution.

Four ways we deliver genomic insight.

01

At-home DNA testing

A simple saliva collection kit, posted and returned, that opens access to genomic insight without a clinic visit. Sold direct through the ATGC store and through our partners.

02

B2B genomic services & supply

Genotyping, analysis and reporting delivered to clinics, pharmacies, hospitals and wellness brands as a managed, end-to-end, white-label service.

03

Personalized reports

Clear, visual, plain-language reports across health risk, nutrition, fitness, skin and more, weighted for Asian populations and refreshed as the science grows.

04

Research & population health

Aggregate, de-identified Malaysian genomic data that supports studies, national programmes and population-health research across the region.



One sample. A lifetime of insight.

atgc.asia is our own platform, live today. It is what turns a one-time test into a lasting relationship, and a testing company into a preventive health platform.

LIVE

Accounts, store and instant delivery

Customers hold their results in one place, buy new reports on the same sample, and receive digital reports the moment they are ready.

LIVE

Clinician reference desk

A reference desk for registered doctors and pharmacists that shows the Malaysian figure with its evidence and its limits. It informs; the clinician decides.

IN DEVELOPMENT

Interactive web results

Results that live on screen as well as on paper, one tap from the report to what to do next.

PLANNED

Membership

A subscription relationship where reports refresh, new panels arrive, and prevention becomes a habit rather than a purchase.



Every report a customer opens ends the same way: what to do next, and when to come back. That loop is the platform.

From one core report to a shelf for every life stage.

Every kit already returns our core health, nutrition and lifestyle insight, and ancestry is live on the platform. On top of that core sit twelve specialist reports, live today, each written for one audience and one moment in life, and each read from the same single sample. Seven more are in preparation.

LIVE TODAY

CRADLE

Pregnancy, taken at sign-up

NOURISH

Postnatal nutrition for new mothers

BLOOM

Women's health, ages 25 to 40

ORCHID

Cancer tendency, cancer by cancer

PULSE

Heart, blood pressure and cholesterol

COMPASS

Whole-body risk and carrier status

BALANCE

Blood sugar and type 2 diabetes

SPECTRUM

The all-in-one wellness book

HORIZON

Healthy ageing, for people past 35

GLOW

Skin, for aesthetic clinics

PEAK

Sport performance and recovery

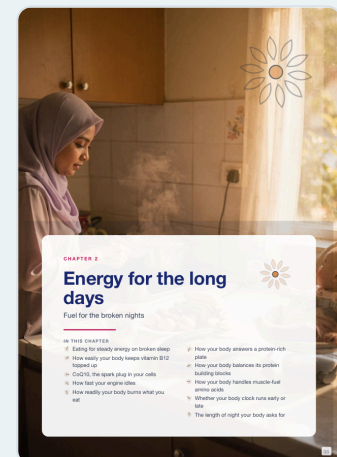
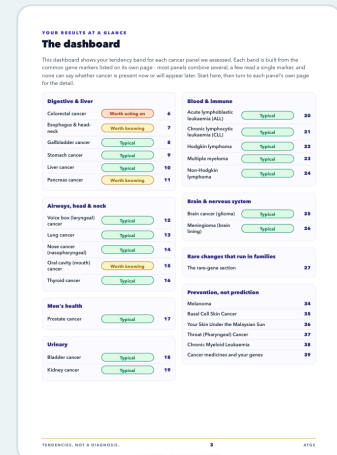
STRIDE

Marathon and endurance running

THE POINT

Twelve specialist reports live and seven more on the way. One sample, one platform: each new report adds value to a test already taken.

REAL PAGES



Pages from two of the live reports: the ORCHID results dashboard and a NOURISH chapter opener.

A complete DNA testing program under your own brand.

You order kits, we run the genotyping and analysis, and your patients or members receive clear, personalized reports carrying your name. No agents, no subscriptions, no licence fees; you pay only for the kits you activate.

Pay per activation

Transparent pricing on every kit you order

14 to 18 day turnaround

From the laboratory receiving the sample to the finished report

White-label ready

Your clinic or pharmacy branding on every report

Four languages

English, Mandarin, Thai and Bahasa Indonesia

Built for the front desk

Colour-coded summary pages for fast consultations

Data protected

Handled under Malaysia's Personal Data Protection Act

Serving clinics, pharmacies, hospitals, corporate wellness programmes and consumer wellness brands across Malaysia, Indonesia and Thailand, with further markets reached through established B2B partners.



From kit to report, managed end to end.

01 Order kits

Choose your quantity and reports. Kits ship in a single delivery to your headquarters or central address.

02 Collect the sample

A quick, non-invasive saliva sample is collected and returned to the laboratory.

03 Genotyping & quality control

Each sample is genotyped across 700,000 data points on established platforms, with quality control at every step.

04 Personalized reports

Findings become clear, visual reports your team can talk through, delivered in 14 to 18 working days.

05 Results live on the platform

Reports are delivered digitally through the ATGC platform, where customers can add further reports on the same sample at any time.

Logistics and a single point of contact: delivery, tracking and reporting are handled through your nominated headquarters contact. For Sabah and Sarawak, return pick-up is provided for a minimum of five completed kits.

Genomics you can stand behind, on data that compounds.

700,000 data points per sample

Each sample is analysed on proven genotyping platforms through our laboratory partners, with quality control at every stage.

Weighted for Asian populations

Interpretation is tuned to the people we serve, drawing on our own reference data from more than 9,500 genotyped Malaysians across the country's major communities, not borrowed wholesale from Western reference data.

A data asset on the balance sheet

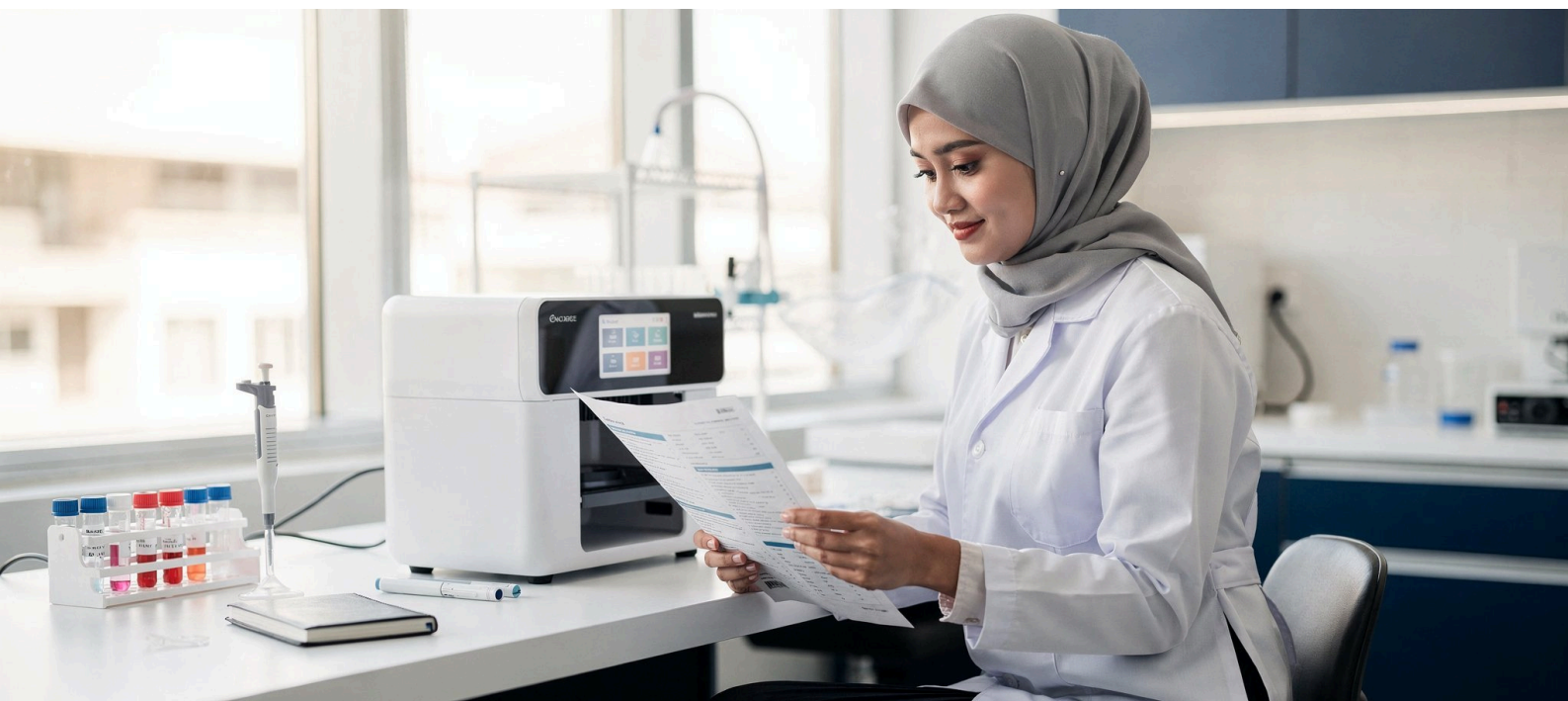
Our genomic database is an audited intangible asset on our balance sheet, and it grows with every kit we process.

Governed and de-identified

Research partners receive aggregate, de-identified data only. Individual customer data is never sold. What compounds is a governed population resource, not a mailing list.

WHY THIS MATTERS

Reports written on the region's own genetics are more accurate for the region's own people. That accuracy is our moat, and it grows with every sample we process.



The preventive health platform for the region.

The kit was the beginning. The platform is the business: a widening shelf of insight, a membership that brings people back, and the trusted channel through which prevention reaches everyday life across Southeast Asia.

LIVE AND GROWING • THE SPECIALIST SHELF

Twelve reports live and seven more in preparation, each written for one audience, from pregnancy to healthy ageing, and each adding value to a single test.

NEXT • MEMBERSHIP

From one-time reports to a lasting relationship: results that refresh, new panels on the same sample, and a reason to come back every year.

NEXT • PREVENTIVE SCREENING

Bringing proven at-home screening and diagnostic tests to the same clinic and pharmacy channel. Malaysia's door is opening: self-test kits are now pharmacy items and national programmes already endorse home sampling.

NEXT • REGIONAL DEPTH

Growing from three served markets through the white-label model that built us: local brands in front, our platform underneath.

STANDING • RESEARCH & NATIONAL PROGRAMMES

Aggregate Malaysian genomic data, built to support studies, registries and national precision-health ambitions.

THE POSITION

Not another test seller. The infrastructure preventive health runs on: reports, platform, channel and data, under one roof.

Built to be trusted with sensitive data.

QUALITY · CONTROLLED PROCESSES

Analysis is carried out through established laboratory partners, with quality control at each stage of genotyping and analysis.

PRIVACY · CONSENT & DATA PROTECTION

Consent is taken for testing, and taking part in research is a separate, optional choice, handled in line with Malaysia's Personal Data Protection Act. Individual data is never sold.

SAFETY · THE CLINICIAN DECIDES

Our health reports carry their evidence on the page and are written for a practitioner to act on, and our clinician desk informs professionals without ever instructing them. Judgement stays where it belongs, with the clinician.

RESPONSIBILITY · CLEAR COMMUNICATION

Genomic insights describe risk and predisposition, not a diagnosis. They are intended to support, and never to replace, professional medical advice. Our reports say so, plainly, on the page.

START A CONVERSATION

Let's build preventive health for your people.

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