



Investing in the future of global health

Holistic medicine | Sustainability
Attractive returns

What does the SHA stand for?

SHA is a supranational organization

whose actions are based on a deep understanding of global responsibility.



GLOBAL FOUNDATIONS

Based on the principles of the UN Charter, the Universal Declaration of Human Rights, and the Sustainable Development Goals (SDGs).

ETHICAL COMPASS

Natural law forms our unwavering moral compass, which considers justice, equality, and the dignity of every human being to be universal foundations.

BRIDGING FUNCTION

We see ourselves as a bridge between traditional international medicine (TIM) and conventional medicine in order to develop personalized health strategies.

DIPLOMATIC STATUS

A san organization under protection, we enjoy special rights that ensure our independence, neutrality, and objectivity worldwide in our mission.

Our Mission

A new era of global health – health for all

"Well-being is no longer
an aesthetic issue – it is
an existential human
right and, at the same
time, a mission for
science."

lic.iur. Laxman Balasubramanjam
Vice President SHA

Sovereignty

Understanding health has the driving sovereignty and ensuring access for all people through natural law.

Innovation

Scaling solutions through international science, state-of-the-art diagnostics, and regenerative medicine.

Global

Our presence in Europe, Central and South America, the Middle East, and the Asia-Pacific region brings our mission directly to people around the world.



As an organization under UN consular protection

the SHA enjoys special rights and privileges that can be transferred to its members, employees, and partners.

CONSULAR IMMUNITIES

These rights are not mere privileges, but an instrument of international law to safeguard our global capacity to act.

They guarantee protection from political influence and ensure the sovereignty of our projects in different jurisdictions.

UNIQUE COMMITMENT

These privileges entail the unconditional preservation of independence and objective neutrality.

Any abuse for political or ideological purposes is strictly prohibited – the SHA remains true to its healthcare mission and ethical mandate. The projects embody the vision of the SHA.



SHA's investment strategy

Our strategy combines financial stability with an ethical commitment improving the global situation in all areas in a sustainable manner.

Financial independence

Ensuring stability through targeted and sustainable investments for longterm project financing and financing profitable global projects.

Promotion of Innovation

Investing in medicine, digitalization, and sustainable infrastructure to modernize global healthcare. With traditional medicine from all global cultures.

Global health projects

Providing for projects that integrate traditional and modern medicine and improve care in disadvantaged regions.

Sustainability

Commitment to investments that make a positive social and environmental contribution in line with the SDGs.

Longterm returns thanks to royalties on the product

Attractive returns for SHA investors

SHA combines financial stability with a commitment to making a positive social and environmental contribution.



Diversified portfolio

Investments in firstclass health care companies and internal and external projects to minimize risk.

Sustainable value creation

Efficient governance and use of holding structures for long-term refinancing of the mission.

Financial independence

Ensuring the economic stability of the organization

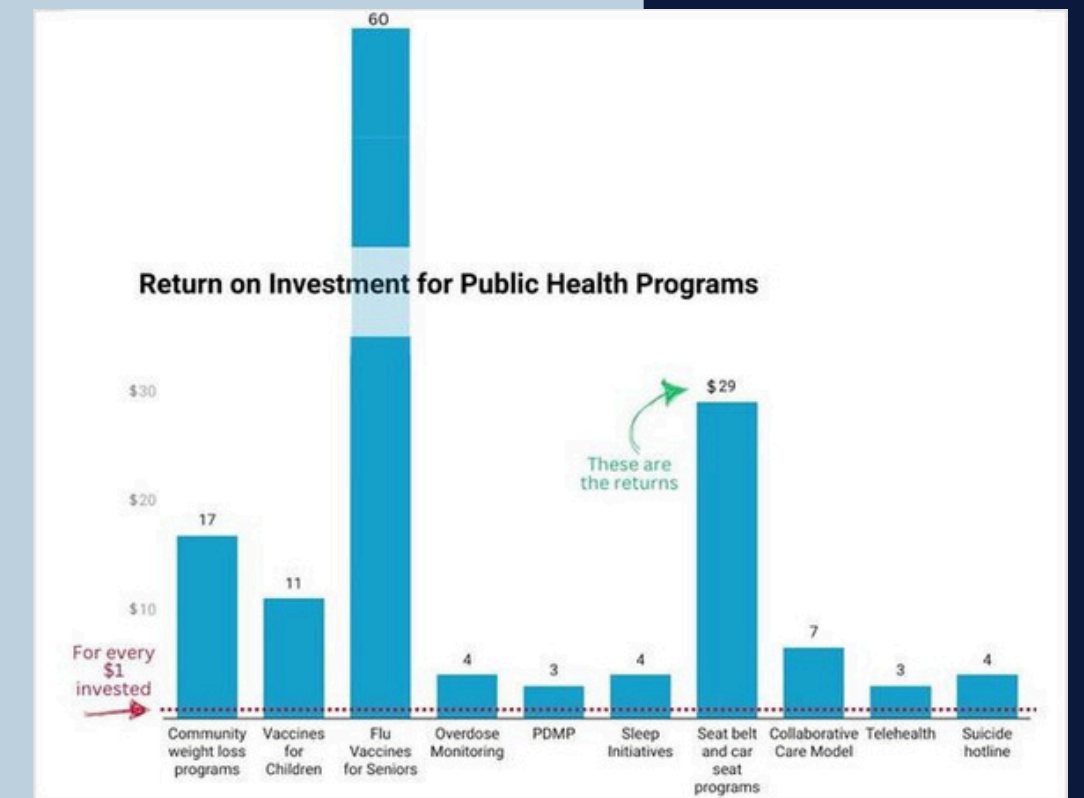
Why invest in health? WHO perspective

- Economic multiplier: Health is not a cost factor, but a driver of productivity and GDP growth.
- Cost avoidance: Preventive measures massively reduce medical and social follow-up costs in the long term.
- Market potential: The global sector for holistic and regenerative medicine is growing disproportionately at up to 7%.

1:1

RETURN ON INVESTMENT (ROI)

According to WHO Investment Case 2.0, every US\$1 invested generates up to US\$1 in economic benefits.



Source: WHO Investment Case & Public Health ROI Analysis

WHO returns perspective versus SHA strategy

WHO returns

Focus: Public health
Macroeconomic and dependence on global fluctuations.

ROI: 1 to 1

Every dollar invested is affected by fluctuations in the global stock market and changes in inflation.



SHA Strategy

Focus: Direct investment
Targeted capital allocation in innovative healthcare solutions, directly measurable in terms of product and return.

Return: Up to 7%

Direct financial participation for investors through royalty shares in the product, self-secured, independent of market fluctuations.

Country	ACs paid		Expected ACs for Investment Round**			
	2022 (22%)	2023 (22%)	2025 (26%)	2026 (36%)	2027 (36%)	2028 (50%)
United States of America	109	109	126	171	171	240
China	57	57	69	93	93	131
Japan	41	41	49	66	66	93
Germany	29	29	35	47	47	66
United Kingdom	22	22	26	35	35	50
France	21	21	25	34	34	48
Italy	16	16	19	26	26	36
Brazil	14	14	17	23	23	32
Canada	13	13	16	21	21	30

Context: Global expectations for investment returns in the healthcare sector

Project focus: Holistic medicine & TIM

We see ourselves as a bridge between traditional and conventional medicine – for a healthy, fulfilling life.



TRADITIONAL MEDICINE (TIM)

Use of proven healing methods from traditional international medicine as the basis for natural therapies and prevention.

MODERN SCIENCE

Integration of the latest diagnostic procedures and regenerative medicine accompanied by international research.

PERSONALIZATION

Development of individually tailored treatment strategies that go far beyond traditional methods.

LONGEVITY & VITALITY

Focus on maximizing quality life and sovereignty in all phases of life through a conscious lifestyle.

Project focus: Sustainable infrastructure

The SHA creates resilient spaces where innovative solutions for a healthy and sustainable future can grow.

RESILIENT SYSTEMS

Strengthening decentralized food systems and promoting sustainable healthcare worldwide. See department: SEKEM.com

Establishing independent infrastructures and integrating state-of-the-art diagnostic procedures to strengthen local health prevention. See Department: NEKO.com.

SHA RESIDENCES

Development of specialized clinics and residences to secure our global mission. See, for example, SHA Department: shawellness.com

Promotion of social, ecological housing construction in compliance with residential hygiene requirements, adapted to local needs.

RENEWABLE BASIS

Focus on healthy soils and pollutant-free food as the basis for vitality and health.

Promotion of regenerative agriculture to restore natural ecosystems and habitats.



Current projects and partners of the SHA



**United
Nations**



**SWISS-HEALTH
ALLIANCE**
DIPLOMATIC
CORPS
SONDERMISSION



NEKO

NIOR BANK



DORA
OXYGENWATER



**OEKO
MARKE
TING**



Governance and Quality assurance

TRICT SELECTION CRITERIA

Each investment project undergoes a multi-stage due diligence process that assesses ethical, financial, and operational risks (Advanced Measurement Approach, AMA).

SHA CODE OF CONDUCT

All partners and employees are required to comply with our code of conduct, which is based on integrity and transparency (SHA, Code of Conduct).

CONTINUOUS MONITORING

Regular evaluations and on-site audits ensure that all projects consistently meet the high SHA standards (IPMA ICB4, Individual Competence Baseline).

TRANSPARENT REPORTING

Clear committee structures and open communication with investors ensure confidence in our work. (Basel III/IV Framework / Principles for Responsible Investment (PRI)).

Highest standards for maximum security and sustainable success.

Global presence and networks

The Swiss Health Alliance (SHA) acts as a strong partner on the international stage and connects thought leaders worldwide.

LOCATIONS

Active presence in Europe and Latin America.

Planned expansion into the Middle East and Asia-Pacific region to scale our healthcare solutions.

SCIENCE

Collaboration with leading universities and research institutes worldwide.

Partnerships with technology pioneers such as NEKO-Health for state-of-the-art diagnostics and Carbon Ocean AG in the field of environmental technology.

PERSONALIZATION

Participation in high-profile forums such as "Wake Up! Spain" 2025 under royal patronage.

GREATER BAY AREA SCIENCE FORUM 2025 in China.
Active dialogue with international organizations to promote the SDGs.



Health is the only currency worth calculating

The SHA – Global Health Organization

The Swiss Health Alliance (SHA) operates at the interface between the market and civil society in order to combine maximum efficiency with ethical responsibility while remaining independent.

GOVERNMENT

Legitimate institutions, consular protection, and special diplomatic missions ensure the global capacity to act and sovereignty of their investments and projects

SHA-NGO SECTOR

Proclaimed sovereign in natural law. Bridge builder between systems for implementing financial mission goals with profit distribution.

MARKET SECTOR

Profit-oriented holding structures for the return of investments and generation of cash flow for health-related projects.



Summary of investment advantages

RETURN

Attractive target return of up to 7% p.a.

Stable financial performance through portfolio of first-class healthcare companies and innovative projects.

ETHICS

Highest standards (natural law & UN Charter)

Investments that consistently promote ethical, social, and ecological values and place human dignity at the center.

PROTECTION

Unique consular status

Special rights and privileges ensure the organization's independence, neutrality, and global capacity to act.

IMPACT

Measurable global health impact

Active support for the UN Sustainable Development Goals (SDGs) through the global scaling of holistic medical solutions.

The way forward

What was, what is, and what will be.

- 2024/Q3-4** **Expansion in the Middle East**
Expansion of SHA residences and clinics in strategic regions to global presence. <https://shawellness.com/en/locations/sha-emirates/>
- 2025/Q1-2** **Digital diagnostics**
Introduction of AI-supported diagnostic procedures and scaling of regenerative medicine solutions. Introduction of medical projects.
- 2025/Q3-4** **Network expansion**
Expansion of the global network of experts and deepening of cooperation with UN specialized agencies.
- 2026/Q1 +** **Global sovereignty**
Establishment of the SHA and its products as a supranational organization for global health.

Investments: Shaping the Next Generation
Investment "High Priorities" for 2024 Capital Budget Planning

	2023	2022
Care delivery	44% ↑	36%
New markets or revenue streams	34%	32%
Back-end processes and systems	27%	29%
Digital tools to engage and enable members, patients, or consumers	19%	21%
Data analytics	24% ↑	20%
Patient, consumer, or member acquisition	29% ↑	17%
New products or services	17% ↑	14%

Strategic planning: Focus on technological innovation and efficient capital allocation in the health sector.

Proclamation

Peoples of the world!

Aware of our shared responsibility for the well-being of humankind and guided by the deep conviction that health is the highest inheritance and inalienable right of every human being, we today enter into a new covenant: We, the new global health organization Swiss Health Alliance (SHA), unite in the spirit of the Universal Declaration of Human Rights and enshrine the right to health as enshrined in the United Nations Social Covenant as an inviolable principle of our actions.

We call on all states of the world to take decisive action to ensure comprehensive, equitable, and universally accessible health protection. It is no longer acceptable that economic interests, performance considerations, or social background determine the fundamental right to physical, mental, and social well-being. Now is the time to make health a universal basis for life beyond optimization and profit, supported by solidarity, compassion, and respect for the inalienable dignity of every individual.

Let us set the course together for a new era in which the light of health equity shines across borders everywhere, so that the peoples of this earth, united under one sky, may experience the promise of the right to health in full bloom. May this appeal resonate in all countries and hearts for a future in which health is not the privilege of the few, but the unshakeable right of all.

In the name of health for all peoples of the world.



Become part of the SHA Alliance

Join us in shaping the future of sovereign and sustainable global health. We would be happy to provide you with further publications, detailed investment analyses, and project reports.

”Health for all”

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FORWARD-LOOKING STATEMENTS
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