

## Our Manifesto

Aether Group is one of the current leaders in bioceutical medicine manufacturing in South Africa, supplying rare, indigenous botanicals & speciality medicinal mushrooms to the national market as well as export overseas. We pride ourselves on our unmatched extraction protocol utilising state of the art machinery to make some of SA's best medicines, however this is only the byproduct of our 8 years of dedication to this craft, our true focus and objective has always been to rattle the industry and birth a movement.

Our company has focused on bringing production & supply chain back to South Africa, and we've done just that. for years companies all around our nation have been purchasing raw materials, compound ingredients or finished medicine from international suppliers and selling them locally, our mission has been to solidify supply chains, up-skill farmers to grow our raw material here, as well as educate and certify previously disadvantaged workers for wild foraging in our forests, all to then use those raw materials and make them into finished products or additives right here in our very own laboratory run entirely by workers from a small village in the ciskei, this means our process uses less fossil fuels, employs locals and keeps millions of Rands in the country to create a circular economy. our Endeavours have resulted in some of the biggest health, cosmetic and beverage brands in SA moving their manufacturing back to South Africa. We currently supply over 160 stores nationwide, and manufacture for dozens of local brands that you know and love.

We are also closely linked with 2 leading South African universities to provide standardisation to the medicinal mushroom industry, we've written scientific papers, discovered the first psychedelic mushroom species in SA in 30 years, and finally which is very dear to my heart - we are working with Fairwild to make the Eastern Cape the **WORLDS FIRST** location for mushroom harvesting with Fairwild certification ( meaning our very own local reishi mushroom which no one even knows about will gain global recognition, we are birthing a new industry that will supply this mushroom on mass to sa markets as well as compete with Chinese supply internationally, there will be ecological preservation of the reishi species and awareness on its ability to grow and destroy invasive black wattle, fairwages for the dozens of harvesters we currently employ and finally that reishi will be fractionated for compound identification to be used in pharmaceutical medicine manufacture ) Aether is also pioneering with knowledge share as we supply free books available to the public on edible weeds, indigenous fruits, herbal medicine, medicinal mushrooms and more

## **VISION**

- The world as a whole is looking once again to nature as a means of healing, with South Africa being in the perfect position to meet the ever-growing need due to our long history associated with natural medicines, our perfect growing conditions, abundant natural resources, & our diligent workforce eager to produce the best medicines imaginable, however due to economic incentives, hundreds of companies all around our country have resorted to sourcing their products or ingredients from international suppliers, leading to job loss & heightened carbon emissions (to bring material here), with secondary issues of a barrier to market for SMME's due to the high costs of import, inferior products due to lack of regulations & finally detachment due to our medicine being viewed as a. Aether Group has dedicated itself to remedying that bringing production & supply chain back to South Africa, and we've done just that.

## **INCLUSIVENESS & INTERCONNECTIVITY**

- Aether Group stands as a beacon of inclusive thinking. With a dedication to supplying affordable medicine for all, empowerment of locals, environmental stewardship, local economic impact & knowledge share, our company embodies a multifaceted approach that transcends mere commercial success. At the heart of our operations lies a profound commitment to reshaping the industry paradigm. By spearheading efforts to localize production & supply chains, Aether Group has empowered local communities, upskilling farmers & certifying previously disadvantaged workers for wild foraging across SA. This fosters economic empowerment, ensuring diverse participation & benefit sharing. Our company's emphasis on sustainability is evident in our sourcing of resources, reducing reliance on fossil fuels & providing profit share with indigenous communities like the Khoisan & Xhosa. We are commitment to knowledge share aswell by providing numerous free educational resources to anyone through our website

## **RECONNECTING & REGENERATIVE RELATIONSHIP WITH NATURE**

- Aether Group is striving to reconnect humanity with the environment while minimizing harm & maximizing benefits to the Earth. By localizing production & supply chains, we reduce reliance on fossil fuels. Our emphasis on sustainability is also evident in our facility which is 100% off the grid & our state-of-the-art machinery uses less energy & extracts using safe biodegradable solvents, additionally we utilise only ecological packaging. Our collaborations with Free State & Stellenbosch universities have resulted in new never before seen species of mushrooms being found & preserved. Our partnership with Fairwild certification demonstrate our commitment to environmental stewardship (spreading Reishi onto invasive black wattle trees in the EC and educating locals of the importance of this species) & fair practices (paying harvesters well above minimum wage to collect these mushrooms after sporulation). lastly, our free books & videos invigorates individual to connect & learn about nature

## THREE DIMENSIONAL INTELLIGENCE

- Aether Group pioneers innovation by revolutionising local production of medicine, we supply product with no minimum order quantities allowing small emerging businesses the ability to scale and thus provide all the uplifting benefits to their communities that come with that. We are also cheaper and greener than getting medicine manufactured internationally. We utilise a proprietary extraction protocol rivalled by none in SA & have created new industry now as well as set up for new subsidiary brands for future prospects. Our brand also has a large emotional significance on thousands of individuals in 2 major ways. The first being helping people overcome maladies they or family members have been dealing with that have negatively impacted their lives, empowering people to heal themselves, & secondly forever changing the outlook on the natural world, pivoting from something separate to a unity of man & nature, we encourage people to learn, grow, use and protect the world around us

## UBUNTU

- We are located in the tiny village of Haga Haga in the ciskei, a pristine environment with not many opportunities available. through our company we've been able to not only create dozen of jobs but uplift, educate & empower our staff to grow within our organisation, further their education & even leave to start their own businesses with our assistance. We've funded nursery schools & are currently putting a student through high school, additionally we've set up the very first FairWild harvesting program of reishi mushrooms in the world creating a whole new industry & thus many independent contractors now that harvest for our brand. On a nationwide scale we've built a following of over 10 thousands individuals across our platforms that are fascinated with the natural world , we bring them together, educate, hold workshops and even lead walks to build a unified community of natural medicine loving South Africans.

## ECO-ETHICAL CONSUMERISM

- Aether produces the pinnacle of natural medicine in South Africa, objectively our equipment allows us to produce the highest concentration of medicinal compounds per bottle at the cheapest price in the country this means people spend less, & save their hard earned rands. This is because we manufacture ourselves, there are no middle men so we don't need to charge exorbitant prices, we make enough to grow & innovate, & Our upskilled suppliers make more than they would selling food crops or other commodity crops. Our Products are then rigorously tested, in some cases 3 times at various stages during production to ensure no contaminants or toxins are present. We then work with Stellenbosch & Free State universities to test potency of our products. NO other small to medium sized brand in the country conducts this level of scrutiny over their natural medicines, this is why we are being chosen to take over the manufacturing of current brands in the market & bring production back to SA.

## SUSTAINABLE

- Our brand has been operating for 8 years & plans to do so for many years to come, making the world a better place as we step through it. Our sustainability initiatives can be broken down into 3 parts. First being the birth of local cultivation of high value medicinal crops not currently grown in SA, we have set up cultivation on our farm as well as several others in the EC to ensure SA has a healthy supply of these raw material in the future & we no longer as a nation need to import them from other countries. Secondly we are on a fast track to convert a large portion of the small to medium sized supplement/natural medicine companies in SA from foreign manufacturing to local manufacturing ensuring a higher amount of circulating cash flow in the country for further innovation & upliftment instead of that money leaving the country. Lastly we are already setting up for future industries that will emerge in the next several years, hindering foreign conglomerates from entering and dominating

## SCALE OF IMPACT

- We'd like to think we've had a significant Impact on our industry, we've delivered over 140 thousand bottles of natural medicine to people around the country, however our partnership are where we see true impact. By bringing manufacturing local we've delivered a combined total of over 5 million daily doses of medicine to SA in the form of kombucha, chocolates, honey, foods, soft drinks, cosmetics & more. These ingredients would have come from international suppliers but our endeavours changed that & allowed companies to chose a local supplier, with local ingredients & a local workforce instead. The downstream effects of us getting into the botanical & mushroom industry many years ago is impossible to calculate, however we are seen as authorities in our field now, we've given knowledge others would deem secret, entirely for free, we've helped guide many people on how to start businesses, we've written scientific papers, collaborated with leading researchers & its all been INCREDIBLY FUN

We cant wait to see what this next chapter in our little company will hold, we are searching for investment partners to grow our brand and touch more people, invigorate economies, rattle supply chain and hopefully save many lives along the way. We pledge to continue to revolutionise the industry whilst trading with reverence, and our sure growth in the future will not blind us to our mission, to be a force for good. My Promise to you

**Cullen Taylor Clark**  
CVO & Head Scientific Advisor



**Aether Apothecary PTY (Ltd)**

Reg: 9361763423

Farm 3 Good Earth farm, Haga Haga,

East London 5272, South Africa

0814057424

[info@aetherapothecary.com](mailto:info@aetherapothecary.com)

[www.aetherapothecary.com](http://www.aetherapothecary.com)