



**Calla Lily
Clinical Care**

2025 annual impact report

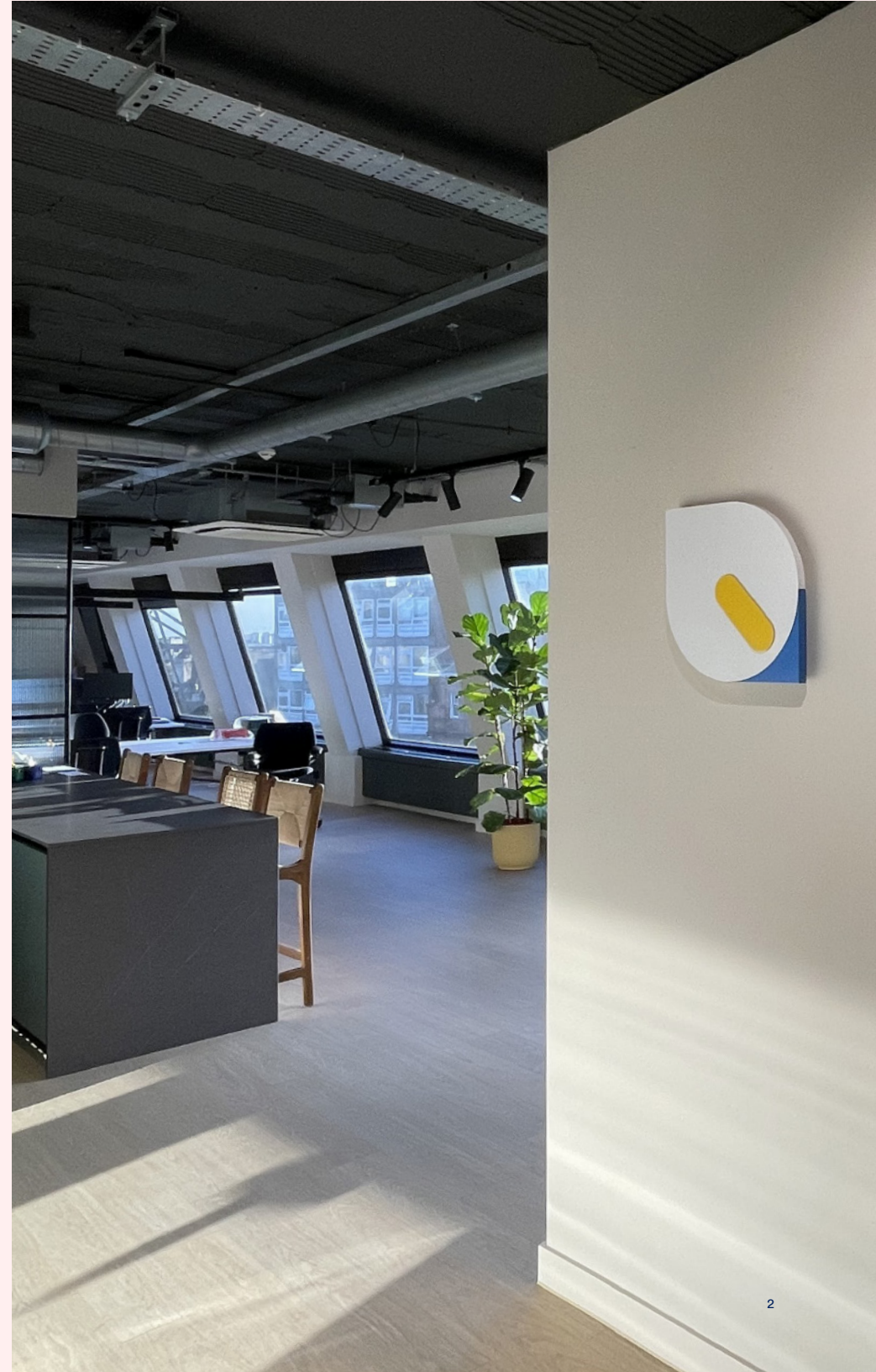
Certified



Corporation

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Founders' thoughts

At Calla Lily Clinical Care, we are proud to be a women's health company transforming intravaginal drug delivery through our proprietary Callavid® platform. The need for more effective, comfortable, and dignified drug delivery solutions for women is not only real – it's urgent. While the applications of our technology are broad, our commitment is focused: to pursue excellence in innovation with honour, integrity, and a deep respect for people, communities, and the planet.

We believe that true success in business must be measured not just by commercial milestones, but by the positive impact we create. To us, being a B Corp is more than a certification – it's a daily commitment to balancing people, planet, profit, and purpose. B Lab's rigorous standards provide a clear framework for accountability and transparency, and we are deeply proud to be among the very few medical device manufacturers counted among this global community of mission-driven businesses.

As we now embark on our recertification journey, we welcome B Lab's new standards as an opportunity to deepen our impact and sharpen our focus. The demanding recertification process itself has become a vital tool in helping us assess our progress and highlight areas for improvement.

Operating at the intersection of medical product safety regulations, pharmaceutical-grade standards, ethical business practices, and innovation in women's health is no easy task – but it's a challenge we embrace with conviction and care.

Thank you for your support,

**Lara Zibners
& Thang Vo-Ta**



Calla Lily Clinical Care's mission

**To improve women's
health through
impactful, patient-
centred innovation.**



At a glance: the Callavid® device

Patented drug-delivery platform* enables clean and hygienic delivery of medicines and other therapeutics, with underlying tech** cleared by US FDA.

Mini-liner

Sits against the labia, absorbs excipients and increased bodily fluid discharge

Sheath

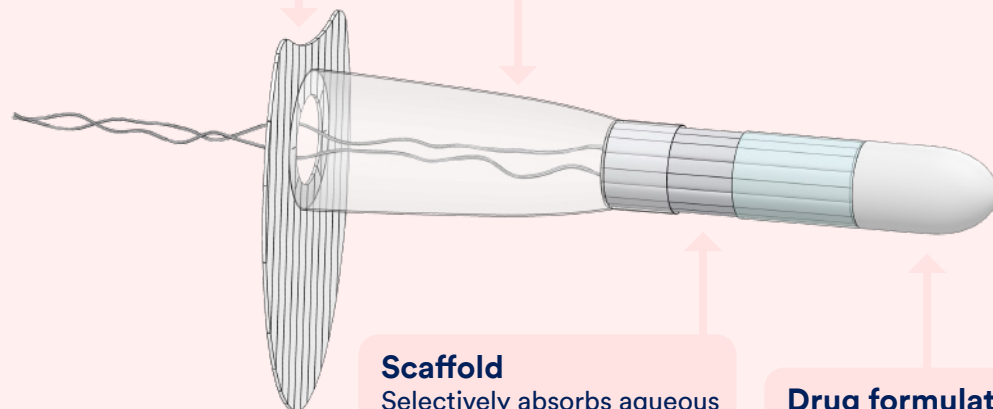
Flexible and breathable, hygienic insertion and removal

Scaffold

Selectively absorbs aqueous bodily fluid discharge, but not the medication

Drug formulation

Joined to tip, or coated onto scaffold (depending on excipients)



Placement and dosage confidence



Leakage protection



Comfort and convenience



Mess-free insertion and removal



Reduced variability in drug absorption

*Europe, US, Canada, Japan, Singapore, South Korea, India and Brazil patents granted for vaginal drug-delivery, plus our v2 drug-delivery patent granted in UK, China and India (with Europe intention to grant). Further geographies and patent applications outstanding. Granted and outstanding patent applications also include rectal delivery.

**Tampliner® period care product.

Callavid® as the essential drug delivery platform in women's health

Callavid® will be unbelievably popular with miscarriage patients as pessary leakage is the most frequent complaint, causing significant anxiety. The benefits of reducing psychological trauma, anxiety and depression are badly needed.



Professor Siobhan Quenby

CLCC Lead Clinical Advisor
Director Biomedical Research Unit
in Reproductive Health
Professor of Obstetrics University
of Warwick

This novel platform is of great benefit to anyone using a vaginally-delivered medication. By addressing the major issue of leakage, women can be assured the device delivers the correct dose in a convenient, tidy and less invasive fashion. It is truly a transformative device.



Dr Kelle Moley

CLCC Medical Advisor
Former Deputy Director of
Reproductive Health Technologies
at the Bill & Melinda Gates
Foundation

How we're progressing UN Sustainable Development Goals



- 45% of women suffer PTSD and 24% suffer anxiety 3 months after miscarriage* – progesterone-Callavid® addresses substantial anxiety and inconvenience for patients at an already distressing time.
- Responds to decades of under-investment in female health innovation, especially around miscarriage, IVF, endometriosis, and the vaginal microbiome.

*Bourne T, Farren J, Jalmbrant, et al. Post-traumatic stress, anxiety and depression following miscarriage or ectopic pregnancy: a prospective cohort study. BMJ Open 2016;6:e011864. doi: 10.1136/bmjopen-2016-011864



- Developed to prioritise women's experience and autonomy in managing reproductive health.
- Addresses the £236M annual cost in lost UK productivity and avoidable NHS spending** due to leaky progesterone delivery.
- Designed with global applicability in mind – suitable for lower-resource or remote settings.

**UK miscarriage prevention and IVF usage (excludes IUI / pre-term birth prevention usage) (McDaid, D. and Park, A. (2023))



- Deploys a patented, FDA-cleared platform adapted for pharmaceutical delivery in vaginal health.
- Represents a novel pharmaceutical delivery system for vaginal therapeutics, designed with both engineering rigor and patient insight.

Using business as a force for good

Calla Lily Clinical Care is a Certified B Corp, formed in 2021 out of Callaly, one of Fast Company's *Most Innovative Companies of 2021*.

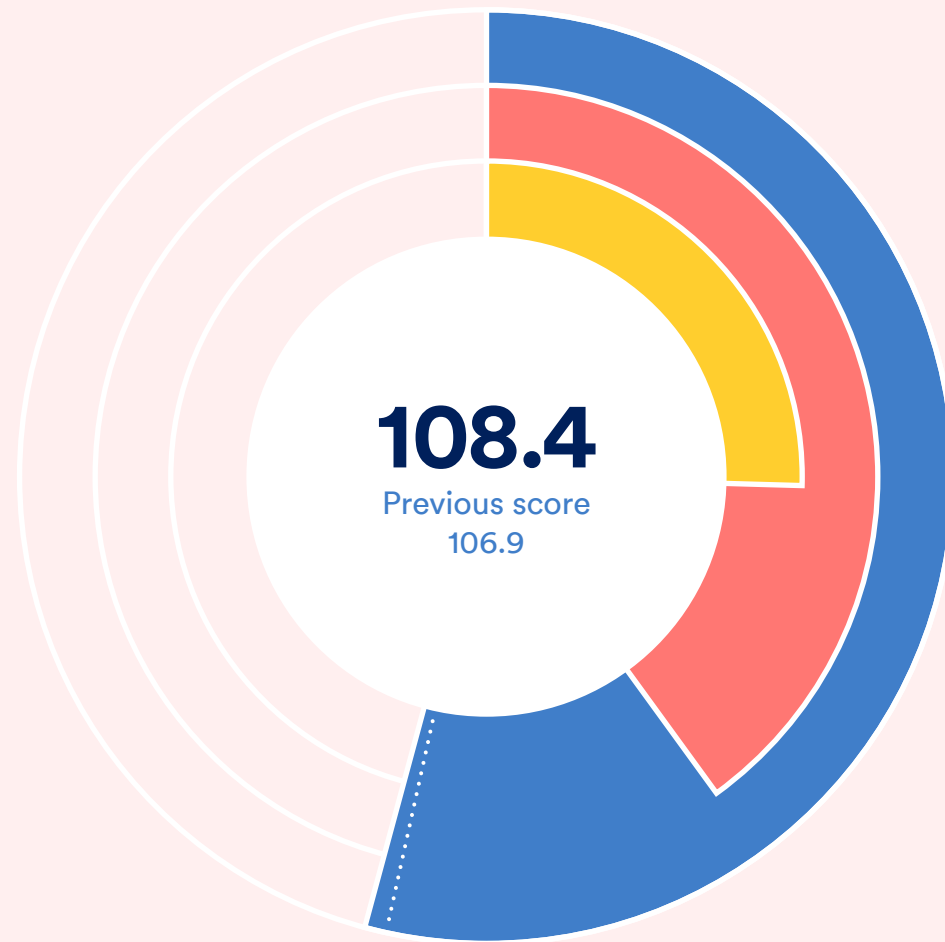
B Corps are a growing global group of organisations committed to using business as a force for good. Calla Lily is committed to meeting the highest standards of social and environmental performance, accountability and transparency. We're excited about the prospects of our more cost-effective, comfortable and accessible women's drug-delivery device manufactured with a more sustainable footprint.



Our overall B Impact score

Being a B Corp gives us a comprehensive framework to measure our performance beyond financial metrics. We're committed to continuous improvement across governance, workers, community, environment, and customers. This structured approach ensures we're building a women's health company that balances purpose and profit from our earliest stages of development.

We're excited about the prospects of our more cost-effective, comfortable and accessible women's drug-delivery device manufactured with a more sustainable footprint.



- 50.9 – median score for ordinary businesses
- 80 – qualifies for B-Corp certification
- 108.4 – Calla Lily B Impact score

Score breakdown

Governance	15.9
Workers	26.6
Community	22.3
Environment	33.9
Customers	9.4

Governance

15.9



Now

We believe that transparency is the first step in our impact performance. As we grow, we will continue to follow B Lab Global's rigorous standards of social and environmental performance, accountability and transparency

Next steps

We are actively looking to expand our Board of Directors to include new members.



Prof Siobhan Quenby MBE



Dr Annalisa Jenkins



Dr Kelle Moley



Dr Stuart Lavery



Dr Janet Halliday



Prof David MacIntyre



Dr Ammara Hughes



Dr Alex Hooi



Dr Jamie Grifo

We have assembled world-class clinical and scientific advisors to ensure that the products incorporating our innovative drug delivery technology will achieve the maximum possible benefits for patients.

Workers

26.6



100% of our employees are proud to work at Calla Lily



No employee attrition 2023-2025



60% of our employees and 50% of our managers identify as female



Our salary ratio between our highest and lowest paid employee is 4:1

Community

22.3

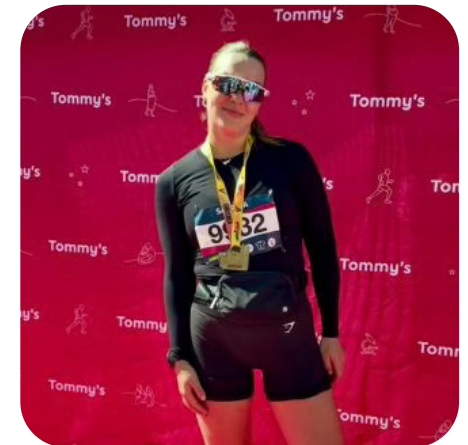


What we've done

- Set goals of 3% of employee time to volunteering and 1% of revenue to charity
- Revised company policy to allow employees paid time off to volunteer in our community
- Donated over 10,000 period care products to Food Bank Aid
- Volunteered with JW3 Food Bank which is the central hub for the north of the Borough of Camden
- Raised funds and participated in the London Landmarks Half Marathon in support of Tommy's Charity

Next steps

- Improve our donations from the previous year
- Meet goals set for volunteering and charitable giving



Environment

33.9



At Calla Lily, every decision we make is taken with an eye on wider impact. We are continuing to think about how to improve our technology and operations to do better for our future customers and the environment.



All our products contain organic cotton and bio-compatible materials



We have established a sustainability roadmap to think about our long-term impact



As much as possible, our packaging will be recyclable, compostable or biodegradable



Revising environmental policies to make Calla Lily more sustainable



Photo: Kristen Plastique / Unsplash

Customers

9.4



What we've done this year

- Continued development of Callavid®, Calla Lily's drug delivery device
- Began development of Phlovid®, Calla Lily's sample collection device
- Initiated Patient and Public Involvement and Engagement (PPIE) meetings to gather diverse insights from key stakeholders with lived experience

Next steps

- Conduct 1st-in-woman trial of Callavid®
- Further development of our medical devices
- Continue and expand PPIE



Our proudest moments this year



Positive engagement with UK MHRA;
Began preparation for clinical trial of Callavid®



Successfully completed an R&D programme funded by a £700k IUK BioMedical Catalyst grant



Welcomed a Japanese government delegation to our HQ



Secured growing interest from media for the prospects of our technology



Secured multiple new patent grants and trademarks protecting our robust intellectual property portfolio (inc China & India)



Awarded £1 million grant by NIHR to fund clinical trial



100% of employees surveyed are proud to work at Calla Lily Clinical Care



Completed the build of our fully operational R&D labs – including a dedicated vaginal microbiome lab



Recertified to ISO9001 Quality Management System, beginning ISO13485 process

Our plan for the future

2025

Circular economy

Managing the toxin reduction and waste reduction of our internal supply chain and day-to-day operations.

2026

Social impact and Fair Trade

We will work to improve our upstream supply chain partnerships and sourcing relationships to prioritise equality and sustainability.

2030

Carbon emissions

In alignment with the Paris Agreement goals, we want to be carbon net zero by 2050 or earlier, with a goal of 2030. We know that climate change impacts those most disadvantaged in our society, and women are often over-represented in that category of people.





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