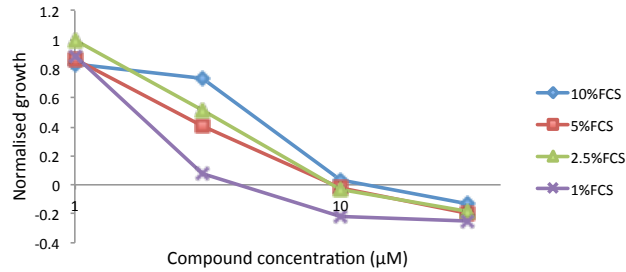
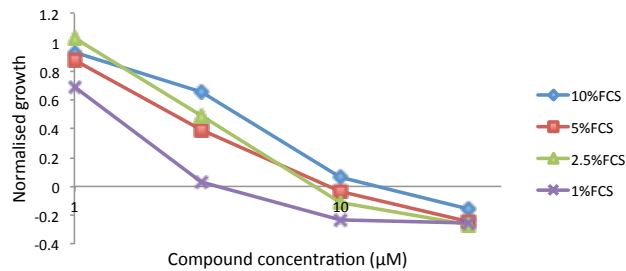


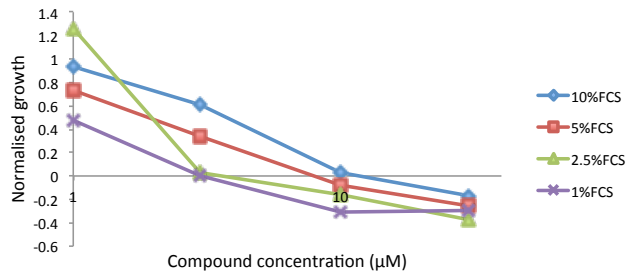
Effect of AO-1530 on MCF-7 cells (2000 cells/well)  
for different % FCS



Effect of AO-1530 on MCF-7 cells (1000 cells/well)  
for different % FCS



Effect of AO-1530 on MCF-7 cells (500 cells/well)  
for different % FCS



**Supplementary Figure 1 Optimisation of culture conditions for treatment of cells with Oncamex™.** The differential effect of drugs depending on a range of serum concentrations was assessed in a series of preliminary experiments to determine optimal experiment set up. Results showed that novel flavonoids exerted a stronger effect for lower FCS concentrations regardless of initial cell count. 2.5% was adopted as a compromise to achieve low serum concentration without compromising cell growth due to depletion in medium containing only 1% FCS.