

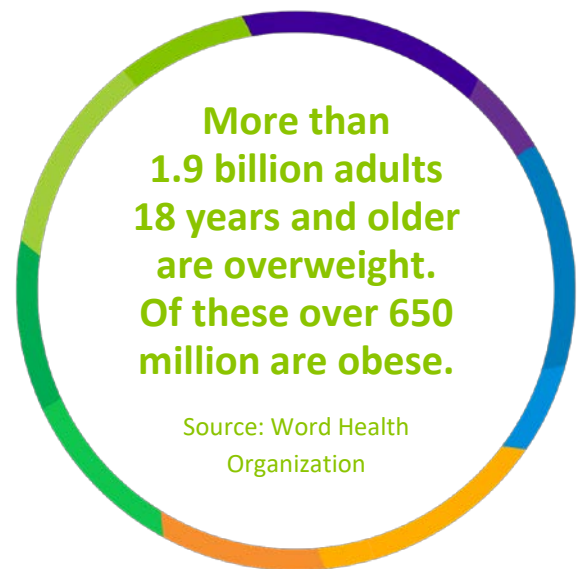


Metabolic Health And Biomarkers In Focus

Consumers are beginning to recognize the importance of metabolic health as they make the link between being overweight/obesity and vulnerability to illness, which will result in a heightened commitment to proactive health maintenance

In-demand products will focus on:

- Vascular health
- Heart health
- Blood glucose health
- Weight management

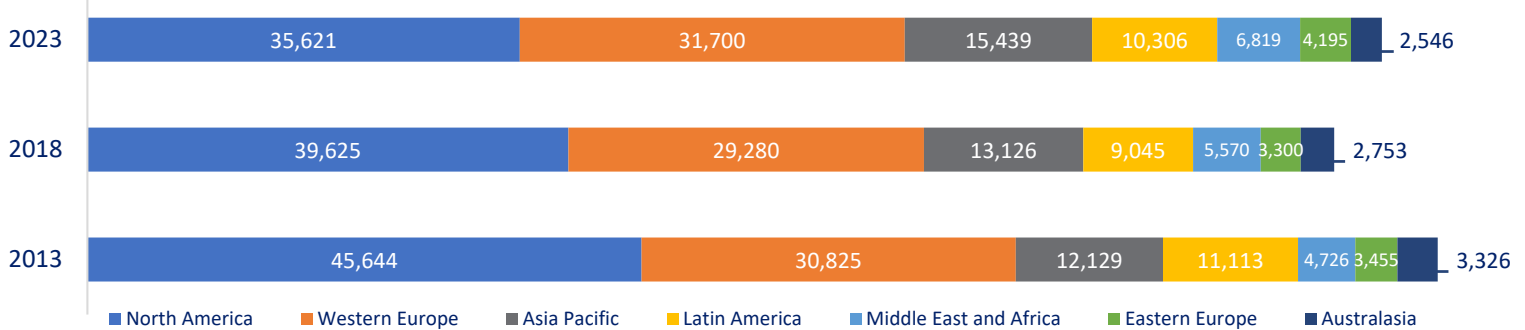


A boom in weight management and fitness is a reality as a consequence of consumer's focus on proactive health prevention and maintenance

Global Sales of Metabolic Health Products Worldwide

Growth in metabolic health related products is projected to be a global growth opportunity with notable exception of North America

Regional split of Metabolic Health , 2013/23



Source: Euromonitor; 2019

A cluttered marketplace – what's needed?

Efficacy

Consumers are looking for effective, proven solutions backed by science. These can compel consumers to pay a premium price in this environment of uncertainty.

Personalization

Metabolic health is a broad concept, thus personalized solutions attending to unmet needs is a must. Specialized products targeting conditions linked to metabolic health are in demand – diabetes, hypertension or cardiovascular disease.

Holistic Wellness

Metabolic health conditions are related to our overall health and wellness. As consumers are getting more and more educated about healthy living and holistic wellness, it is crucial for the food and beverage industry to deliver solutions that can assist in their efforts.