

## Rudi De Man Named VP Sales & Business Development of NattoPharma ASA

**OSLO, NORWAY** – (May 20, 2015) Rudi De Man has been appointed Vice President of Sales and Business Development of NattoPharma ASA, responsible for Europe and Asia.

“NattoPharma ASA recognizes that the European and Asian markets pose a huge growth potential for our science-based MenaQ7 Vitamin K2 as MK-7,” says Frode M. Bohan, Chairman of the Board of NattoPharma ASA, Høvik, Norway. “This opportunity requires a dedicated hand, which is why we have added Rudi De Man to our global management team. He brings a deep understanding of these markets from his nutraceutical and food ingredients background, reinforcing NattoPharma’s great expectations for the future.”

Prior to joining NattoPharma, De Man held sales leadership and business development roles where he was directly responsible for driving record growth in the FMC Health and Nutrition division, a \$900M group within FMC Corporation, a \$4 billion diversified chemical company. During his 19-year tenure at FMC, De Man served in a variety of sales roles with increasing responsibility, acquiring international sales experience and an extensive knowledge of the Food Ingredients and Pharmaceutical & Nutraceutical business. His most recent position was Sales Director Europe, Middle East, Africa, and Eastern Europe for Food Stabilizers and Colors, where he was responsible for managing the Food and Personal Care business. Further, with a degree in Biochemistry and as a Chemical Engineer, De Man played an integral role at a leading European starch producer developing a new range of more performant drilling starches, while setting up a network of distributors in Asia.

“De Man has achieved proven successes maintaining relationships and acquiring new business through a thorough understanding of his company’s technologies, and how they could benefit his customers,” says Hogne Vik, NattoPharma CEO. “With an extensive knowledge of the nutraceutical and pharmaceutical industries, we are confident he will be an engaging member of our global management team, guiding our current and potential partners on a mutually profitable path to create innovative products that take full advantage of our clinically validated MenaQ7 Vitamin K2 as MK-7.”

Reporting to NattoPharma COO Daniel H. Rosenbaum, De Man will be responsible for driving sales in Europe and Asia, while growing awareness of MenaQ7®. He will provide technical expertise to regional partners and key accounts, identifying and developing opportunities to leverage existing proprietary MenaQ7 Vitamin K2 science and technology, and directly contributing to the company’s global strategy and growth initiatives.

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### About MenaQ7®

MenaQ7® provides natural vitamin K2 as a manufactured fermentation extract. This process generates a highly pure and bio-available form of vitamin K2, menaquinone-7 (MK-7). MenaQ7 is the purest vitamin

K2 on the market. MenaQ7 is the only vitamin K2 with proven positive clinical health effects on bones and the cardiovascular system. MenaQ7 vitamin K2 is the only vitamin K2 supported by several granted patents on cardiovascular health worldwide.

**About NattoPharma**

As a biotechnology and nutraceutical company, NattoPharma is the worldwide pioneer and innovator for developing, documenting and provide Vitamin K2 menaquinone-7 . Its brand MenaQ7® is supported by a global IPR portfolio and research substantiating clear positive clinical efficacy for bone and cardiovascular health. NattoPharma has since 2007 been in a research and development collaboration with VitaK, University in Maastricht, The Netherlands, working to substantiate the health benefits of natural vitamin K2.

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