

# Zinzino is a pioneer in the development of test-based, personalized nutritional supplements

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**Zinzino is a global direct sales company based in Scandinavia that manufactures and sells test-based nutritional supplements. Zinzino was founded fifteen years ago and is now a leader in the expansive market for personalized nutrition. Zinzino is a fast-growing company active in Europe, the US and Australia. It is now aiming to establish itself on the Asian market. Zinzino's CEO Dag Bergheim Pettersen tells the story.**

## **Tell us about Zinzino and your business idea.**

– We are a Nordic pioneer in the field of test-based, personalized nutritional supplements, founded in Norway in 2005. All of our products are produced on a scientific basis and the positive effect is clear to see thanks to our unique blood tests that show the individual Omega-6:3 balance in the body.

We have conducted almost 620,000 blood tests around the world since we started and today we have around 340,000 customers. These are people who have changed their

dietary habits and achieved a better lifestyle thanks to the results of our tests and our customised products. Our long-term ambition is to be the world leader in preventive health and reach one million customers by 2025.

## **Personalized nutritional supplements is a long-term mega-trend. What are the factors driving this trend?**

– Personally customised products and services is an area that is seeing strong growth in all markets today, which is a consequence of an increased focus on the individual among today's consumers. Also, people are much more health-conscious these days. They carefully read the ingredients and know that food is not as nutritious as it used to be.

At the same time, the path to a healthier lifestyle is very individual. There is no "one size fits all fix" when it comes to what our bodies need to get into balance. More and more consumers are opening their eyes to this. They now have insights that have led to the demand for customised nutritional supplements based on exact dietary needs increasing dramatically. And just as better health is a long-term investment, we can see that this is more of a long-term trend. It's a global movement that's here to stay. And our company has been driving this growth for almost nine years. That's something I'm very proud of.

## **You are an expanding company which has seen impressive growth in recent years. Which factors are this driving growth and which geographical areas are you active in?**

– We predicted the increased interest in personal health and well-being at an early stage. It was a gut feeling that our founders had, and together with a visionary business model based on genuine, personal shopping experiences, this has led to a strong rise in sales, impressive expansion in an increasing number of markets and our high growth ambitions.

We have gradually expanded over a period of fifteen years and are currently operating in the Nordic countries, the Baltic countries, the rest of Europe, Australia and the US. In 2020 we acquired an Asian company which of course will facilitate our ongoing launch in the Asian market.

## **What is the strategy for accelerating the company's growth in the coming years?**

– We have a methodical approach to establishing ourselves in new markets and growing sales in the existing ones. We are also focusing on our IP work to secure the rights to our brand concept.

Additionally, we are planning to launch more testing methods in the future to strengthen our position and broaden our offering in the area of test-based nutritional supplements, which, with our help, will allow our customers to measure over fifty biomarkers. These may be related to intestinal health, vitamin D values and cholesterol values. We are also constantly searching for interesting companies to work with in order to realise our ambition of growth that is both acquisition-based and organic.

## **Which factors make Zinzino an interesting investment opportunity for prospective shareholders?**

– We are a pioneering company in a market that is characterised by strong global growth. During 2020, our total revenues were SEK 1.14 billion which is an increase of 48% on the previous year. We are in a stable financial position and issue regular dividends to our shareholders. In addition, we can quickly achieve economies of scale with our robust business model that is based on direct sales.

Our ambition is to reach a growth rate of at least 20% per year, but in recent years, growth has been considerably higher than that. Another reason to invest in Zinzino is our aggressive global growth strategy, which makes us very well placed to benefit from the strong market growth in the coming years.

### **Zinzino facts:**

Zinzino AB (publ.) is a global direct sales company from Scandinavia that manufactures, markets and sells test-based nutritional supplement, skin care and lifestyle products. Zinzino owns the research company BioActive Foods AS and the production unit Faun Pharma AS. Zinzino's head office is in Gothenburg and the company also has offices in Finland, Latvia, Norway, USA, Australia, Hong Kong and Malaysia. Zinzino is a listed on Nasdaq First North Premier Growth Market, ticker ZZ B.