

Press Release – For Immediate Release

NattoPharma Launches MenaQ7® Natto MK-7 **Only comprehensive supplier of soy, soy-free, and nature-identical synthetic Vitamin K2**

OSLO, NORWAY and METUCHEN, NJ (May 2, 2017) – NattoPharma strengthens its reputation as the most comprehensive supplier, producer, and validator of Vitamin K2 as MK-7, going back to its roots by expanding its MenaQ7® line with the introduction of MenaQ7® Natto, Vitamin K2 as MK-7 derived by *Bacillus subtilis* fermentation and soy protein. MenaQ7® Natto provides all-*trans* isomers of K2 in a range of concentrations, including and up to 96% active MK-7, or 960,000 ppm concentration.

“NattoPharma has driven the creation of the Vitamin K2 market, sponsoring the important research validating the importance of K2 for human health, and this work has shaped the MenaQ7 brand,” says NattoPharma CEO Dan Rosenbaum. “More recently there has been a renewed interest in Vitamin K2 based on the publication of our breakthrough 3-year cardiovascular trial and ongoing clinical studies with patients.

“In addition, NattoPharma has pioneered the manufacturing and purification standards to ensure we are delivering the active molecule, void of impurities, and validated by experts so consumers using products containing MenaQ7 are receiving the desired effect,” Rosenbaum adds. “Our new Natto-derived material is a further extension of that expertise and commitment to delivering quality products that meet marketing needs.”

MenaQ7® Natto is the result of *Bacillus subtilis* fermentation with a soy protein substrate providing MK-7 and a small amount of MK-6. Importantly, fermentation provides only active *trans* isomers of the menaquinones, the active form of K2. Other products contain inactive *CIS* isomers, which can be considered contaminants. This new variety joins the industry leading MenaQ7® Natural (formerly known as Crystals), NattoPharma’s natural material derived from fermented chickpeas, and its award-winning nature-identical synthetic MenaQ7® PharmaPURE (formerly known as PURE).

“Research has shown the most important factor for human health is improved Vitamin K2 status, contributing to unparalleled bone and cardiovascular support. Populations like those in Japan, the Netherlands, and France, obtain a great deal of Vitamin K2 from their diets, but that is hard to achieve for most Western populations. This makes supplementation a viable alternative,” says NattoPharma Chief Medical Officer Hogne Vik.

“NattoPharma was founded on soy-based material, yet continued to innovate its offering based on market demand; namely, there was a growing concern over soy as an allergen,” adds Vik. “But now, as a global supplier, NattoPharma has received overwhelming interest from companies looking to offer a soy Vitamin K2 as MK-7. Our response is a new variety on par with the same soy material we introduced to the market in 2004.”

For more information, please visit <http://menaq7.com/why-menaq7/varieties/>.

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About NattoPharma

NattoPharma ASA, based in Norway, is the world’s leader in vitamin K2 research and development. NattoPharma is the exclusive international supplier of MenaQ7® Vitamin K2 as MK-7, and has a multi-year research and development program to substantiate and discover the health benefits of vitamin K2 for

applications in the marketplace for functional food and dietary supplements. With a global presence, the company established its North American subsidiary, NattoPharma USA, Inc., in Metuchen, NJ. For more information, visit nattopharma.com.

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