

Press Release – For Immediate Release

NattoPharma Selects Industry Veteran Jeff Lind to Lead Sales Team

OSLO, NORWAY and METUCHEN, NJ (27 July 2017) – As the established Vitamin K2 R&D leader, NattoPharma has invited a supplement industry veteran with an equally respected reputation to join its team. In line with the company's efforts to increase its global commercial activities, NattoPharma is pleased to announce it has named Jeff Lind as its Vice President of Sales, Americas.



Working in some of the most respected companies in the natural products industry for more than 20 years in various leadership roles, Lind comes to NattoPharma from Natreon, Inc., where he served as the Vice President of Sales and Marketing. Prior to Natreon, he led Frutarom US, Inc.'s North American Health Business Unit, and served as the Chief Executive Officer with Sabinsa Corporation. With each company, Lind has grown sales exponentially through his encyclopedic understanding of each company's ingredients and strategic marketing initiatives, while establishing operational foundations that the companies still stand upon today.

"Jeff is a proven sales leader who is greatly respected within our industry. Not only is his technical understanding of ingredients unsurpassed, but he brings a fresh take on the global market that will create new opportunities for NattoPharma," says Dan Rosenbaum, NattoPharma CEO. "With both current and new customers, Jeff is well-positioned to communicate the compelling science behind our MenaQ7, the importance of partnering with the highest quality MK-7 provider, and the tremendous commercial opportunity that MenaQ7 represents to our customers.

"It is no coincidence that our clinically validated and patented MenaQ7 appears in hundreds of products across the globe, yet we see extraordinary growth ahead as the awareness of MenaQ7's proven health benefits continues to increase, and that is one area where we see Jeff playing an integral role," Rosenbaum adds.

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About NattoPharma and MenaQ7[®]

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, the best documented, vitamin K2 as menaquinone-7 (MK-7) with guaranteed actives and stability, clinical substantiation, and international patents granted and pending. The company 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, and NattoPharma R&D Ltd. in Cyprus. For more information, visit www.nattopharma.com or www.menaq7.com.

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