

FOR IMMEDIATE RELEASE

EXCITING NEW NATTOPHARMA PARTNERSHIPS & LAUNCH IN CHINA

New exclusive MenaQ7® product introduced to 150 invited distributors

OSLO, NORWAY AND EDISON, NJ – (NOVEMBER 28, 2017)

NattoPharma was honored to participate in a launching conference commemorating the first product introduced in China featuring MenaQ7® Vitamin K2 as MK-7.

FishBurg, a leading Chinese dietary supplement producer with a strong position in the Calcium/Vitamin D3 (VD3) segment, signed a partnership and supply agreement with NattoPharma, world leaders in Vitamin K2 as MK-7 research and development, on November 28th in Guangzhou. During this event, FishBurg officially launched its new Blue Hat-registered Calcium/VD3/MenaQ7 Vitamin K2 supplement for bone health to the Chinese market.

The event was attended by 150 distributors from across China, who will promote the new FishBurg product via pharmacies and other Chinese dietary supplement channels. During the event, FishBurg, NattoPharma, and the Norwegian council made presentations that mark the start of this important partnership and entry into the Chinese market. The event culminated with the signing of a strategic partnership and supply agreement between FishBurg and NattoPharma, and a ribbon-cutting ceremony.

“The product launch is a clear indication of the commitment from both parties,” says Daniel Rosenbaum, NattoPharma CEO. “The event created excitement around MenaQ7 Vitamin K2, which has amazing market potential in China.”

NattoPharma's Chinese distributor partner Prochin hosted the event. According to Jordan Yang, the commercial director of Prochin, distributors were excited to learn about MenaQ7® arrival in China.

"FishBurg is quite confident that the newly launched Calcium/VD3/MenaQ7 Vitamin K2 product will have a very impressive impact on the Chinese nutritional market, bringing the benefits of bone and cardiovascular health to all customers," said by Youwen Chen, the CEO of FishBurg.

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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, and now the new MenaQ7® Full Spectrum, which delivers menaquinones 6, 7, 8, and 9. 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 Edison, NJ, and NattoPharma R&D Ltd. in Cyprus. For more information, visit www.nattopharma.com or www.menaq7.com.

About FishBurg

FishBurg is a company focused on the health industry. It intently serves people who pursue high quality life experience with premium nutritional products and professional health solutions. The development principle of FishBurg is "Sharing health and love". After intensive and comprehensive work on health and nutrition industry, FishBurg currently is one of the most influential companies on the market.

About Prochin

Prochin was one of the first foreign enterprises setup in the Shanghai Free Trade Zone, focused on Food Ingredients. In fact, today, it is one of the largest importers of dairy-based specialty ingredients in China! Over the years, Prochin has built up an extensive network of foreign suppliers, Chinese customers and logistics partners. It has redefined its strategy a few times over the course of its 20 years of existence, but always focused on its two mainstream business activities: 1) Functional Dairy Products & Ingredients, and 2) Nutritional Oils & Fats.

For more information, please contact:

Kate Quackenbush, NattoPharma Director of Communications

Phone: 609-454-2992 x 220

E-mail: kate.quackenbush@nattopharma.com

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