



# The Global Leader in Vitamin K2

NattoPharma®

May 9th 2014

## Ordinær generalforsamling 9. mai 2014

1. Åpning av møtet ved styrets leder og opptak av fortegnelse over møtende aksjeeiere
2. Valg av møteleder og én person til å medundertegne protokollen
3. Godkjennelse av innkalling og forslag til dagsorden
4. Godkjenning av årsregnskapet
5. Godkjenning av revisors honorar
6. Styrets redegjørelse for avlønning til ledende ansatte
7. Fastsettelse av godtgjørelse til valgkomiteens medlemmer
8. Valg av revisor
9. Tildeling av styrefullmakt

# Company update

May 9<sup>th</sup> 2014 – after ended ordinary general meeting

CEO Hogne Vik

# Achieved so far

- Significant results from R&D activities
- Revenues in 2013 of NOK 16 mill - up from NOK 11 mill in 2012
- Experienced US sales team in place
- Plans for increased sales of MenaQ7 as a dietary supplement
- Created a platform for MenaQ7 as a pharma substance

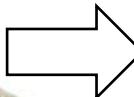
# Mechanism of action



Weak bone

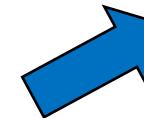


Calcium from food  
and supplements  
ends up in the arteries

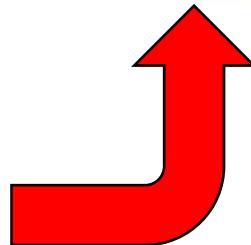
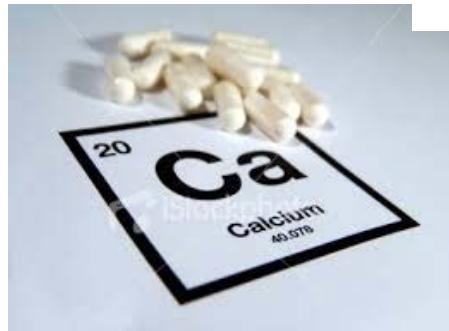


**MenaQ7®**  
Vitamin K2 as MK-7

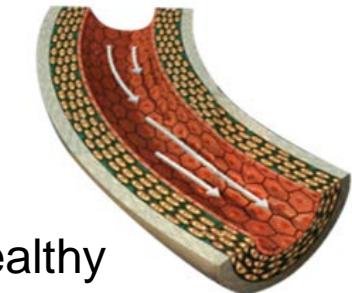
Healthy  
bone



MenaQ7 helps  
put the calcium in the  
right place

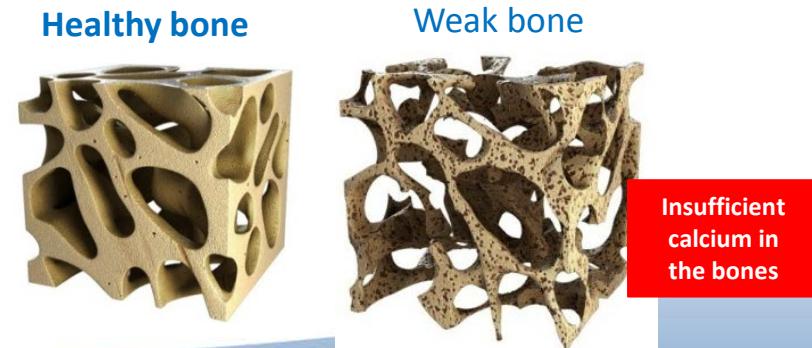
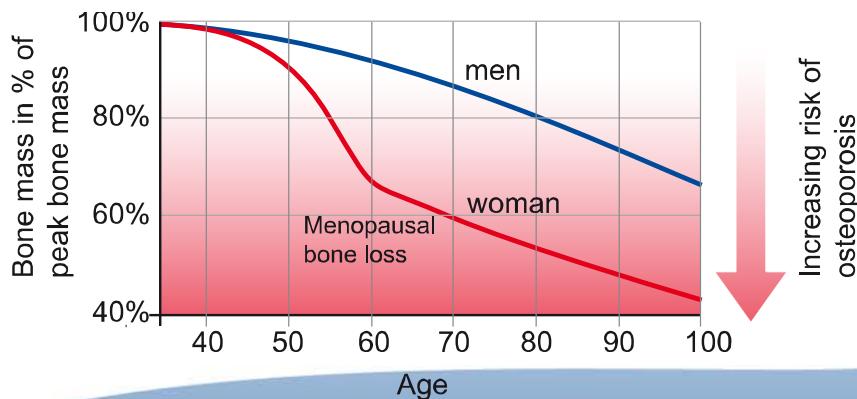


Healthy  
arteries



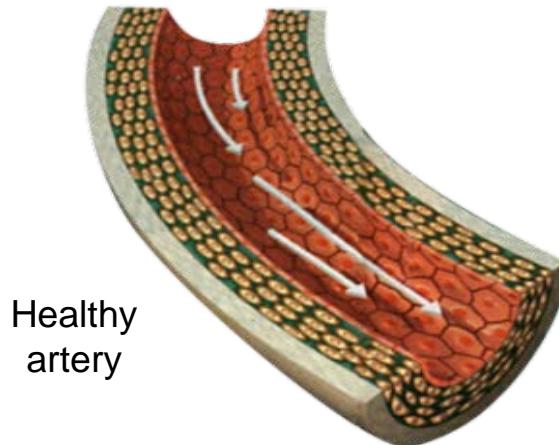
# Main markets - Osteoporosis

- Age-related bone loss is the main cause of osteoporosis.
- In the USA an estimated 52 million people have low bone density or osteoporosis. One of two women and up to one of four men over the age of 50 will break a bone due to osteoporosis. By 2020, half of all Americans over age 50 are expected to have low bone density or osteoporosis. (Source: The National Osteoporosis Foundation)
- In USA there is a strong focus on risks for cardio-vascular diseases correlated with use of calcium. Dr. Oz has gone to war with calcium suppliers, resulting in a 30% decrease in calcium sales over the last three years
- Major calcium players are ready to combine their calcium with other ingredients to restore revenue loss



# Main markets - Cardivascular Disease

- **Heart disease is the leading cause of death in the United States.**  
People of all ages and backgrounds can get the condition.  
(Source: Centers for Disease Control and Prevention)
- **About 600,000 people die of heart disease in the United States every year—that's one in every four deaths.**  
(Source: Centers for Disease Control and Prevention)



# Focus 2014

- In process with several significant possible US customers – with great future potential
  - US sales office has reached agreements with companies with significant exposure to US-customers
  - In process of planning launching of MenaQ7 in stores
  - Performing stability studies in their own environments
- Aim to close agreement with one or more significant new customers within 2014
- Strengthen global sales force
  - Two additional sales rep in Europe, Middle-East and Asia
  - One additional sales rep in USA

# Focus 2014

- A PR/Communication department is established to increase awareness of MenaQ7's benefits and impact on human health
- Planning to launch new MenaQ7 products based on new development and acquired technologies
- Expects release of the cardiovascular publication
- Significantly expanding our R&D activities which is substantially supported by public grants
- In process of establishing an agreement with an incubator with a first right of refusal without liability for new technologies and new products

# Focus 2015

- Delivery of agreements entered in 2014
  - Expect significant growth in revenues and markets
- Further develop MenaQ7 as a pharmaceutical substance
  - Enter into cooperation agreement with pharma company
- Establish new products within same sales channels
  - Several new products that could expand the revenue base

# MenaQ7 Pharma Grade

- **Development on track for pharmaceutical grade MK-7 for use in pharmaceutical products to prevent age-related bone loss and arterial calcification.**

