

PRIVATE AND CONFIDENTIAL

EPH SALMON PROTEIN

OCTOBER 2023



EXECUTIVE SUMMARY

Product benefits - Value proposition

Zymtech has developed a clinically tested solution in the consumption of nutrients currently branded as AMIZATE® as ingredient and UNBROKEN® as end consumer brand.

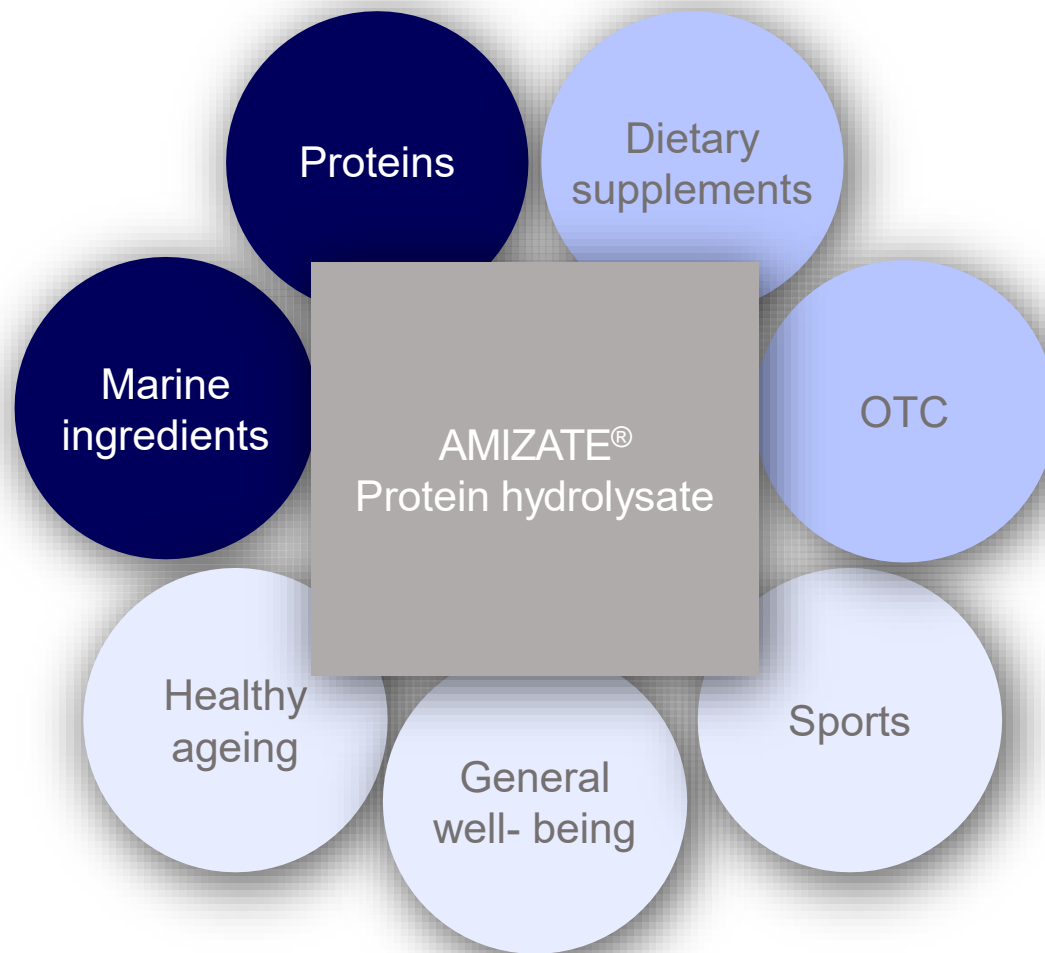
Studies show that AMIZATE® has 50% faster absorption than whey protein. It is about nutrient timing: Metabolic optimization for health, performance and recovery. AMIZATE® is one of the world's best nutrient timing solutions with highest bioavailability and fastest absorption.

AMIZATE® contains truly natural and pure 25 free form amino acids, short chain peptides and micronutrients extracted from fresh Norwegian salmon protein.



AMIZATE® IS IN THE MIDDLE OF SEVERAL TRENDS

OVERVIEW OF THE AMIZATE® ENVIRONMENT



FACTORY IN, NORWAY - OVERVIEW

A “state of the art” biotechnology plant located in the Norwegian mountain close the fjords where the salmon is located

- A unique and natural technology to produce free form amino acids and short chain peptides based on by-products from the fishing industry
- Operating in accordance with GMP, HACCP



WHY ARE MARINE INGREDIENTS ON THE RISE?

Meet consumers' demands

Naturality

- Growing demand for natural products in foods and dietary supplements (following to successive crisis due to food ingredients origin, for example the horse meat scandal)

Sustainability

- Key subject when marine resource is concerned
- Use of fish by-products is encouraged by consumers with sustainability consciousness
- High expectations for the future of marine by-products industry
 - Norwegian marine by-products = are exploited, majority for animal nutrition
 - Considerable potential for human nutrition

Increase of consumers' awareness about marine ingredients

- A lot of information about fish oil and omega 3 marine sources
- Consumers hear more and more information about marine sources for nutritional causes
- Consumers have a good image of marine source because of such campaigns as well as the so called country of origin effect.

Seek for alternative sources of proteins

- Meat-based proteins are being avoided in many countries.
- Because of environmental, price, ethic and health issues



AMIZATE® COMPARED WITH WHEY AND SOY PRODUCTS

	AMIZATE®	WPC WHEY PROTEIN CONCENTRATE	WPI WHEY PROTEIN ISOLATE	WPH WHEY PROTEIN HYDROLYSED	SPC SOY PROTEIN CONCENTRATE	SPI SOY PROTEIN ISOLATE	SPH SOY PROTEIN HYDROLYSED
Contains whole proteins	No	Yes	Yes	Yes	Yes	Yes	Yes
Requires digestion (time & energy)	No	Yes	Yes	Yes	Yes	Yes	Yes
Contains free amino acids	High amount	No	No	Some	No	No	Some
Contains short peptides	High amount	Few	Few	Some	Few	Few	Some
Hydrolysed protein	100%	0%	0%	0-20%	0%	0%	0-20%
Amino acid profile	From all animal body proteins	Only from milk protein	Only from milk protein	Only from milk protein	Vegetable protein	Vegetable protein	Vegetable protein
Balanced to human needs	Yes	No	No	No	No	No	No
Micronutrients	All	Few	Few	Few	Few	Few	Few

COMPLETED CLINICAL TRIALS

Clinical trial proves health effects of AMIZATE® in malnourished children being higher weight gain, higher height gain, higher body mass (BMI), increase in speed and muscular endurance

- Over 120 days (April through July 2009)
- Trial administration by third party: Consortium Clinical Research (www.consortiumcr.com)
- Scientific supervision by independent medical doctor / paediatrician with medical team
- Conducted at 6 government schools in New Delhi (Ghaziabad)
- 438 school children of 6-8 years of age with mild to moderate malnutrition (Gomez class I and II. Children in class III are too ill to participate)
- Follows international standards for clinical trials (ICH)
- Significant increase in WEIGHT, HEIGHT & BODY MASS INDEX (BMI)
- Significant increase in SPEED & MUSCULAR ENDURANCE
- Proves that AMIZATE® is totally safe to consume / no adverse effects
- The clinical study has been published
- Further efficacy conclusion can be provided upon request



SWOT ANALYSIS

- Quality natural and pure composition: free amino acids, short peptides, micronutrients
- Speed of absorption 50% faster than whey protein
- Three known bio-active peptides (at least)
- Widest range of free amino acids
- Great bio-availability (fully digested protein)
- Atlantic Salmon origin: marine by-product source
- Natural ingredient
- Norwegian origin
- Non-novel food status
- GRAS affirmation
- Proprietary patented natural process (EPH)
- Documentation – WIP Pharmaco kinetic study, peptide study, clinical study on malnourished children, toxicological study, pharmaco kinetic study, marathon study. Endorsements.
- The market is looking for new sources of AA and peptides
- Increase of consumers' awareness for natural, sustainable marine ingredients and quality image of marine sources. Good image of salmon.
- « Norwegian flag/Scandinavian touch »: fashionable, positive image
- Bitter taste and bad smell of powder. Fit for purpose issue especially in the US market.
- Fish derivate product, label issue (as allergen).
- Contamination risks
- Competition of well-established protein sources: soy, wheat, whey, casein, collagen
- Competition of other new cheaper protein sources: pea, cottonseed, rice, insects
- Unfavorable European regulatory context (claims)
- Protein consumption in Europe higher than official recommendation



During and after

Take 1 to 4 tablets daily - during or immediately after exercise for your ultimate recovery.

Each tablet (tablets) to be **dissolved in a glass of water or water bottle**. Also great in hot water, sparkling water, or as you wish!

Break the tablet in 2 to dissolve faster.



Competitions, workout days, rehabilitation, physical work



1 in the morning



1 to 2 during/right after the activity



1 before sleep

General exercise or physical activity



1 to 2 tablets during and/or immediately after workout

Wellness and health



1 tablet per day, best in the morning.

POWER YOUR POTENTIAL

Team CrossFit Oslo Navy Blue
2ND FITTEST TEAM IN THE WORLD

Statements in this presentation have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.