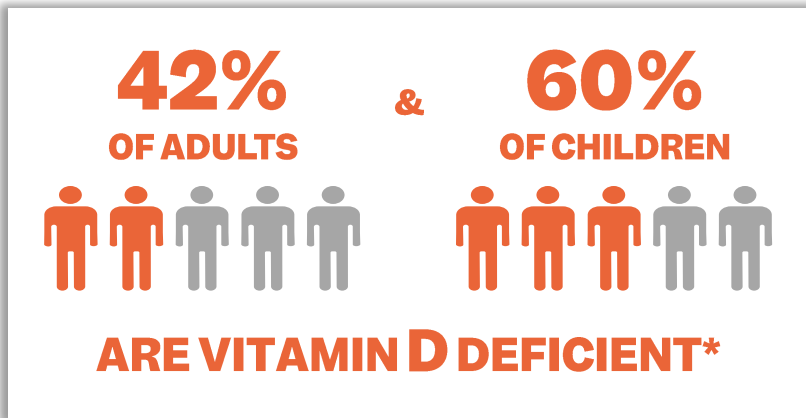


FÖRIJ | FUNCTIONAL MEAL BARS

Vitamin D & Cognitive Health are massive concerns with rapid consumer adoption



Multi-Outlet Channel (United States)
Top 25 Bestselling Functional Ingredients

Functional Ingredient	Current Dollars	Year-Ago Dollars	% Change
Vitamin D	\$619,619,783	\$493,811,663	25.5%

Multi-Outlet Channel (United States)
Ingredient Sales (By Health Focus)
Excludes Private-Label Brands

Health Focus	Current Dollars	Year-Ago Dollars	% Change
Cognitive Health	\$366,178,077	\$230,256,369	59.0%

FÖRIJ uses a proprietary mushroom strain, enabling cognitive-health & Vitamin-D rich snacks

Breakfast Options

Breakfast options lack functional benefits & are full of sugar

UNIQUELY POSITIONED WITH CLEAN FLAVOR & FUNCTION

Supplement Solutions

Supplements exist in inconvenient & unsatisfying formats