



**brand
sustainability**



Our Champion & Defend Areas



In a world that celebrates hustle without well-being, we champion energy that ignites your best - and make living fully your norm, not the exception. Our mission?

To unlock human energy so everyone can live their life fully.

We champion human energy by educating around Energy - measuring how energized (or drained) nations are - driving the conversation to reveal hidden truths and sharing the positive sources of energy.

More so, we will continue to work on mitigating our environmental impact through our defend areas.

CHAMPION AREAS

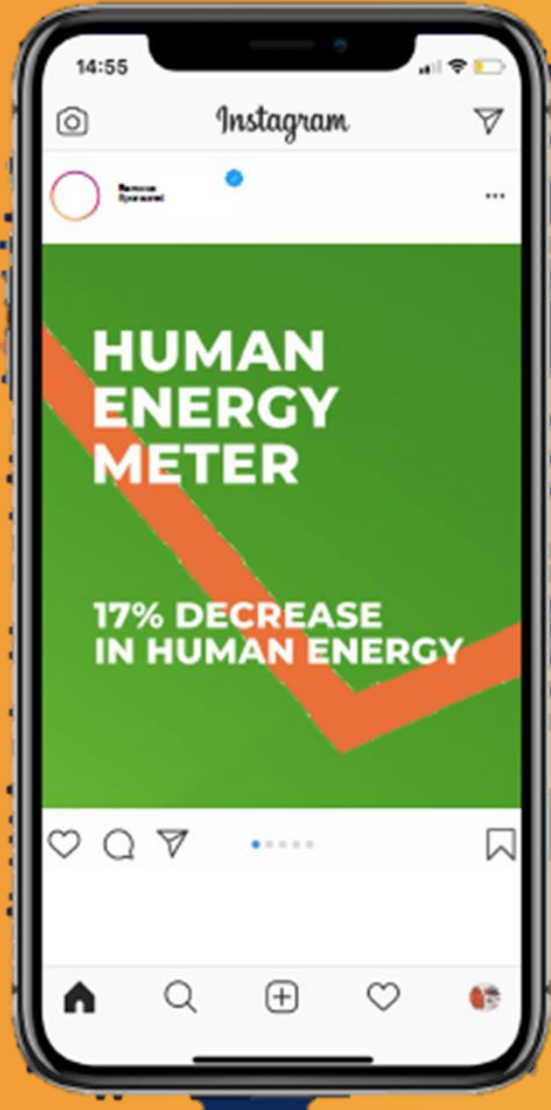
Unlock Human Energy

By educating, driving the conversation and sharing the positive sources or energy..

DEFEND AREAS

- **Sustainable Packaging**
- **Clean Label**
- **Reducing Carbon**

Champion: Unlocking Human Energy



We will keep track of the world's most important energy supply: Human Energy!

And provide more when we need it most.

Hectic work, demanding family life, world news, economical outlooks... Life has a way of draining all our energy.

But Supradyn as a true energy expert brand is here to turn the power on!
We don't just sell Energy, we define it, we measure it.

By making energy tangible, we will drive cultural relevancy beyond our product.

Champion: Unlocking Human Energy



We can bring our purpose to life with 3 actions

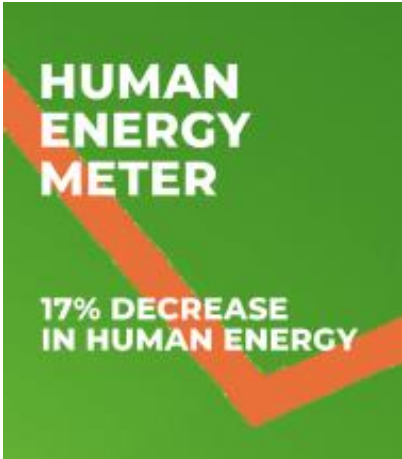
OFFERING PRODUCTS & SERVICES

We will offer product fueling both mental and physical energy.



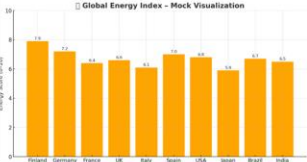
ENGAGING & INSPIRING ACTION

We will build our own human Energy Meter to reveal how energized (or drained) nations are.



DRIVING THE CONVERSATION

We will create a recurrent conversation exposing local energy drainers and cultural truths about energy.



Supradyn Fights Recession: Brand Bets on Reducing Fatigue to Boost Productivity
Vitamin supplement reframes wellness as an economic driver amid slowdown.
As Europe grapples with sluggish growth, Bayer's Berocca is repositioning itself as more than a health product. The effervescent vitamin brand is launching the world's first *Energy Index*, aiming to highlight fatigue as a hidden cost to the economy — and promote Berocca as an affordable productivity boost.
"Energy isn't just personal wellness — it's

Defend: 3 Key Areas

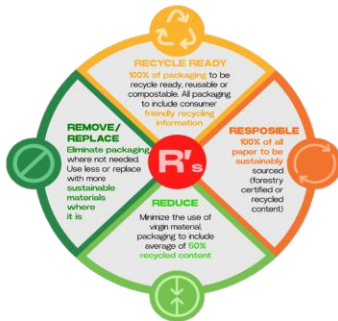


SUSTAINABLE PACKAGING

Given Supradyn's diverse packaging portfolio, it is essential to evolve packaging materials by reducing excessive materials & sizes and increase recyclability.

Supradyn will embark on a path **to evolve in recyclability** to:

- 1 Reduce plastic usage in rigid tubes.**
- 2 Reduce paper material**, where elimination is not on the table.
- 3 Increase overall blister recyclability** while eliminating usage of PVC.



CLEAN LABEL

It is crucial for Supradyn to **ensure that our portfolio adhere to clean label standards.**

Our approach will involve:

- 1 Ensuring Ingredient Transparency for Consumers:** Conduct a comprehensive formulation assessment of the entire supply chain, addressing potential usage of additives, colorants and areas of improvement.
- 2 Standardizing Process:** Work closely with our Product Development team to create a consistent plan for future product formulations in new nutritional areas.



REDUCING CARBON

Supradyn is committed to reducing and, where reduction isn't feasible, compensating for carbon emissions in manufacturing and operations.

For this, we will:

- Ensure GHG Reduction in Line with BCH Scope 3:** Conduct a comprehensive assessment of greenhouse gas (GHG) emissions throughout the entire supply chain, pinpointing emission hotspots and areas for improvement.

