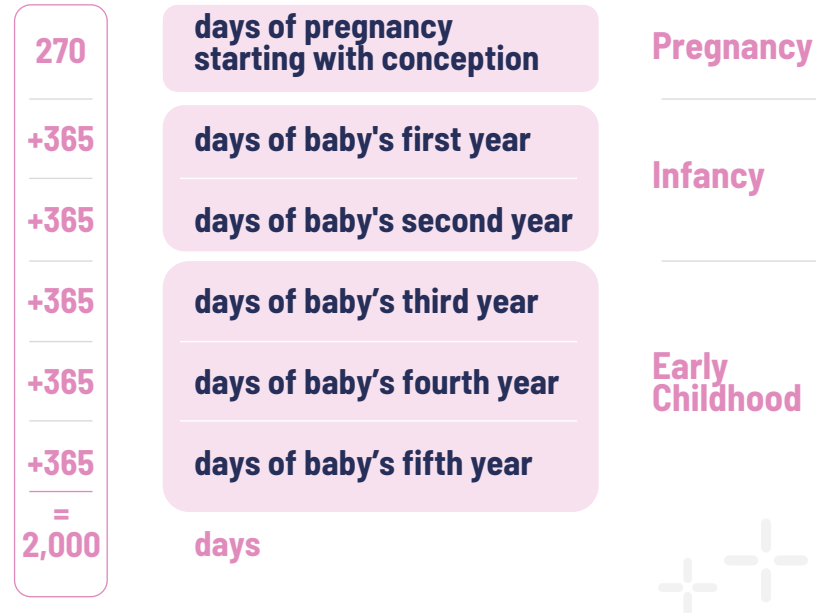


The first 2000 days of Life Establish the Foundation for Lifelong Health and Development

The first 2000 days of a baby's life, which spans the period from conception to age five, represent a critical window for establishing a foundation for optimal lifelong health and development. **Proper nutrition and care** during this timeframe are essential in shaping the baby's capacity to **grow, learn, and thrive**, not only during infancy but throughout their entire life¹



Good nutrition is fundamental for **good health**. The quality of the diets of both parents, especially of the mother throughout pregnancy, plays a significant role in the development and health of the baby. **This importance of nutrition extends to the baby's nutrition after birth as well**

During pregnancy and breastfeeding, **nutrient requirements increase**. Therefore, ensuring adequate nutrient intake prior to conception is vital for reproductive health and lays a strong foundation for **the first 2000 days of life**

However, various lifestyle and environmental factors can lead to micronutrient deficiencies. Many people encounter difficulties in **meeting their nutritional needs even before conception**

During (pre-)pregnancy and breastfeeding, there is an increased need for micronutrients, yet many women do not receive sufficient amounts from their diet alone

Micronutrient needs increase during (pre-)pregnancy and breastfeeding



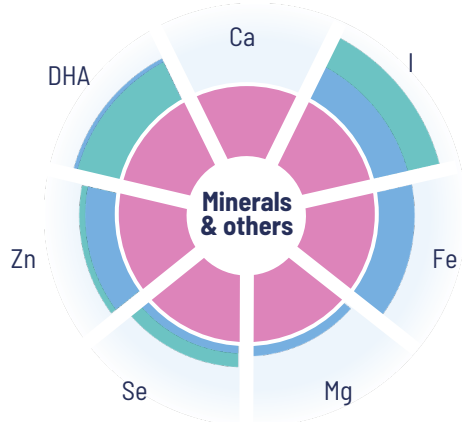
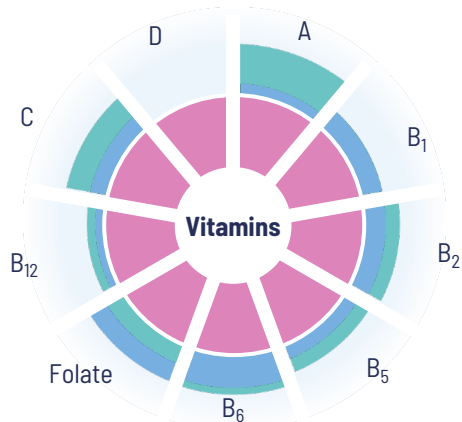
Pre-conception



Pregnancy



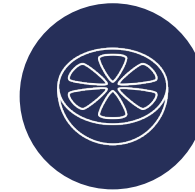
Breast-feeding



Micronutrient inadequacies are common in pregnant women and those trying to conceive for eg, due to low nutrient quality diets, life-style factors



High amounts of salt, sugar, and saturated fats



Poor bioavailability of nutrients; **malabsorption of nutrients**



Low amounts **of vitamins & minerals**

Insufficient maternal micronutrient intake creates a global burden with long-term consequences for children

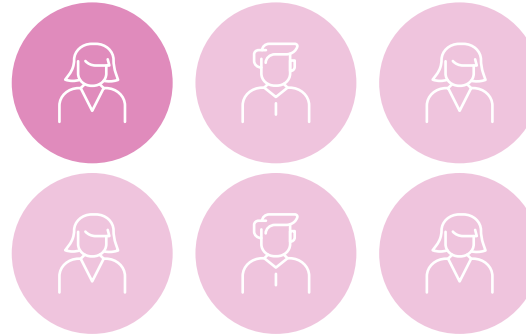


These are just a few examples of the **challenges that are associated with insufficient micronutrient intake**

Human fertility has declined over the past half century, due to economic and behavioural as well as biological factors¹



The global average fertility rate has halved since 1950 – from **5,0 to 2,4** births per woman since 2021³



Approximately **1 in 6 people** have experienced infertility at some stage in their lifetime
(roughly 17,5%)⁴



Optimal fertility

Ability to produce a child. **Approximately 80%** of couples will conceive in the first **6 months** of attempting pregnancy²

Suboptimal fertility

Difficulty conceiving within **6-12 months**; may have elevated risk factors (e.g. women >35)²

Infertility

Failure to achieve pregnancy after **12 months** (or 6 months if over 35) of regular, unprotected intercourse²

Many couples begin to suspect a fertility issue well before receiving a formal diagnosis. These perceptions may arise from an extended time trying to conceive, irregular menstrual cycles, or a sense that 'something isn't right' – even in the absence of medical confirmation⁵

1. Skakkebaek, N.E., Lindahl-Jacobsen, R., Levine, H. et al. Environmental factors in declining human fertility. Nat Rev Endocrinol 18, 139-157 (2022). <https://doi.org/10.1038/s41574-021-00598-8>
 2. ASRM. Fertil Steril 2022;117:53-63. 3. UN. World Population Prospects 2023. Available from: <https://www.statista.com/statistics/1034075/fertility-rate-world-continent-1950-2020/>. Last accessed July 2025. 4. World Health Organization. Infertility prevalence estimates 1990 – 2021. Geneva; WHO; 2023. 5. Polis CB, Zabin LS. Perspect Sex Reprod Health 2012;44:30-38.

Micronutrient inadequacies are common among women of reproductive age and may negatively affect fertility outcomes



2 billion people suffer so-called “hidden hunger”, where they are deficient in micronutrients, despite consuming enough calories in their diet



69% of women of reproductive age worldwide have deficient levels of iron, zinc and/or folate²



Women following vegetarian or vegan diets are at increased risk of deficiencies in key micronutrients, such as vitamin B12, iron, vitamin D, zinc, iodine, calcium and omega-3s^{3,4}



More than half of infertile women have insufficient levels of vitamin B12⁵



Vitamin D deficiency is common in women of reproductive age, especially those with darker skin or indoor lifestyles, or those who have limited sun exposure and/or high sunscreen use⁶

Micronutrient

Deficiency impact on fertility

Folate (B9)

Impaired ovulation, increased risk of miscarriage, increased risk of neural tube defects (NTDs) in fetus⁷

Vitamin B12

Ovulatory dysfunction, increased risk of miscarriage⁷

Vitamin C

May decrease protection from oxidative damage that can affect oocyte maturation and fertilisation⁸

Vitamin D

Menstrual irregularity, lower IVF success, increased risk of polycystic ovary syndrome⁹

Vitamin E

May decrease protection from oxidative damage that can affect oocyte maturation and fertilisation⁸

Copper

Embryonic death and reduced fertility rates¹⁰

Iodine

Delayed conception¹¹

Iron

Anovulation¹²

Selenium

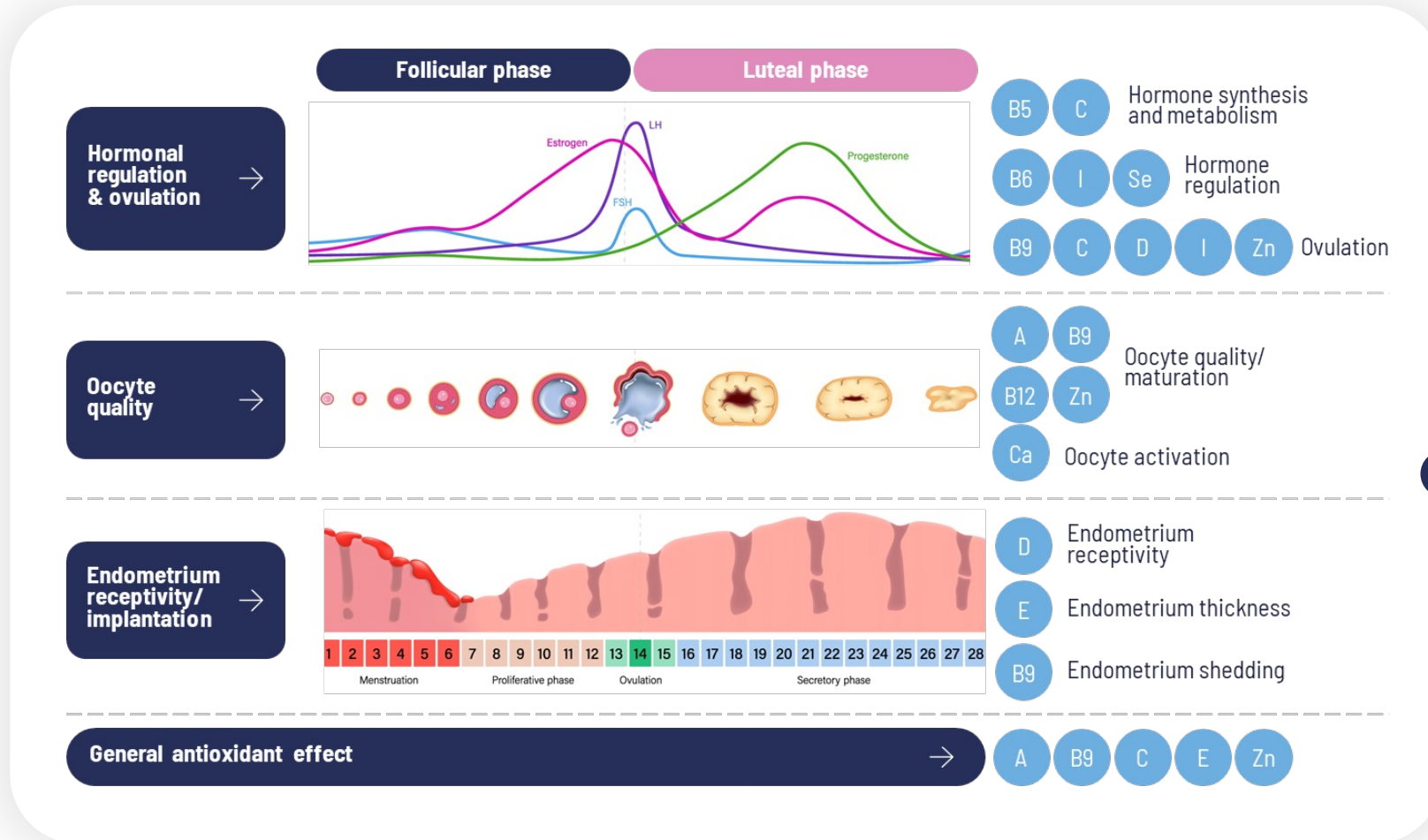
Increased risk of pre-eclampsia¹³

Zinc

Impaired ovulation, menstrual irregularity⁵

1. Gödecke T, et al Global Food Security 2018; 17, 21-29 2. Stevens GA, et al Lancet Glob Health 2022;10(11):e1590–e1599. 3. Salvalada-Mateu M et al. Nutrients 2024;16:1726. 4. Sebastiani G et al. Nutrients 2019;11:557. 5. Schaefer E, Nock D. Clin Med Insights: Women's Health 2019;12:16. El-Mallah C et al. Nutrients 2025;17:804. 7. Gaskins AJ, Chavarro JE. Am J Obstet Gynecol 2019;218:379–389. 8. Agarwal A et al. Reprod Biol Endocrinol 2005;3:28. 9. Garner TB, et al. Biol Reprod 2021;104(5):976–994. 10. Mistry HD, Williams PJ. Oxidative Med Cell Longevity 2011;2011:841749 11. Mills JL et al. Hum Reprod 2018;33:426–433. 12. Chavarro JE et al. Obstet Gynecol 2006; 108:1145–1152. 13. Vanderlelie J, Perkins AVA. Pregnancy Hypertens 2011;1:213–224.

Micronutrients are essential to support optimal fertility¹⁻¹¹



Women undergoing IVF who consumed >800 µg/day of folic acid had **~20% higher live birth rates** compared to those taking less than 400 µg/day²

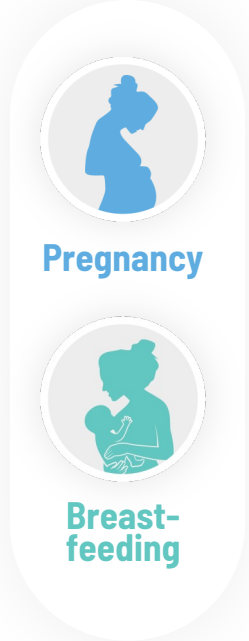
Higher dietary folate was linked to **64% lower odds of anovulation** in women trying to conceive¹²

Among women undergoing IVF, vitamin D sufficiency was associated with a nearly **fourfold increase in pregnancy rates** versus deficiency²

Women taking ≥6 multivitamins per week (with folic acid) had a **41% lower risk of ovulatory infertility** versus non-users²

1. Schaefer E, Nock D. Clin Med Insights: Women's Health 2019;12:1-6. 2. Gaskins AJ, Chavarro JE. Am J Obstet Gynecol 2018;218:379-389. 3. EFSA. Scientific Opinion on the substantiation of health claims related to pantothenic acid. EFSA Journal 2009;7(9):1218. 4. EFSA. Scientific Opinion on the substantiation of health claims related to vitamin B6. EFSA Journal 2009;7(9):1225. 5. Kaltsas A. Medicina 2023;59:1769. 6. Luck MR et al. Biol Reprod 1995;52:262-266. 7. Cermisoni GC et al. Int J Mol Sci 2018;19:2320. 8. Cicek N et al. J Assist Reprod Genet 2012;29:325-328. 9. Wakai T et al. Cold Spring Harb Perspect Biol 2011;3:a006767. 10. Mathews DM et al. Human Reprod 2021;36:265-274. 11. Rayman MP. Lancet 2000;356:233-241. 12. Gaskins AJ et al. PLoS ONE 2012;7(9):e46276.

Sufficient micronutrient consumption by the mother throughout (pre-)pregnancy and breastfeeding, as well as by the infant during early childhood, is essential for the child's healthy development



Immune system
Protection against pathogens and against development of allergic diseases



Brain and eyes
Healthy development of cognitive and visual function



Skeleton
Formation of strong and healthy bones and teeth



Metabolic health
Proper functioning of metabolic pathways

Vit A

Folate

Vit D

Zn

B₁₂

Fe

DHA

I



Micronutrient deficiencies, especially, iron, vitamin A, zinc, iodine, folic acid affect child health and well being. Globally 10% of deaths and disability-adjusted life-years (DALYs) in children younger than 5 years are attributable to micronutrient deficiencies Promoting breastfeeding, Improve diet quality and micronutrient density of foods consumed by small children, supplementing micronutrients could improve child health and wellbeing

Our Brand Science Principles

We are committed to enhancing the pregnancy journey and safeguarding credibility among HCPs and parents, guided by the Elevit Science Principles

01

Elevit products are developed based on reliable medical insights, to meet the micronutrient needs during the crucial first 2000 days of life



The first 2000 days of life, spanning from pre-conception through the 5th year of the child, serve as a crucial foundation for lifelong development and health.

02

Elevit is a comprehensive Multiple Micronutrient Supplement (MMS) at the core, designed to provide essential nutritional ingredients at optimal levels



As a Core offering, Elevit must contain a **comprehensive formula of multivitamins and minerals**, specially formulated to help meet the various increased nutritional needs of women during pregnancy.

Elevit is formulated to provide essential nutritional ingredients at levels that are beneficial for both mothers and their babies

03

As the world's most studied prenatal multivitamin brand, backed by over 20 clinical studies, Elevit products are formulated based on credible clinical evidence

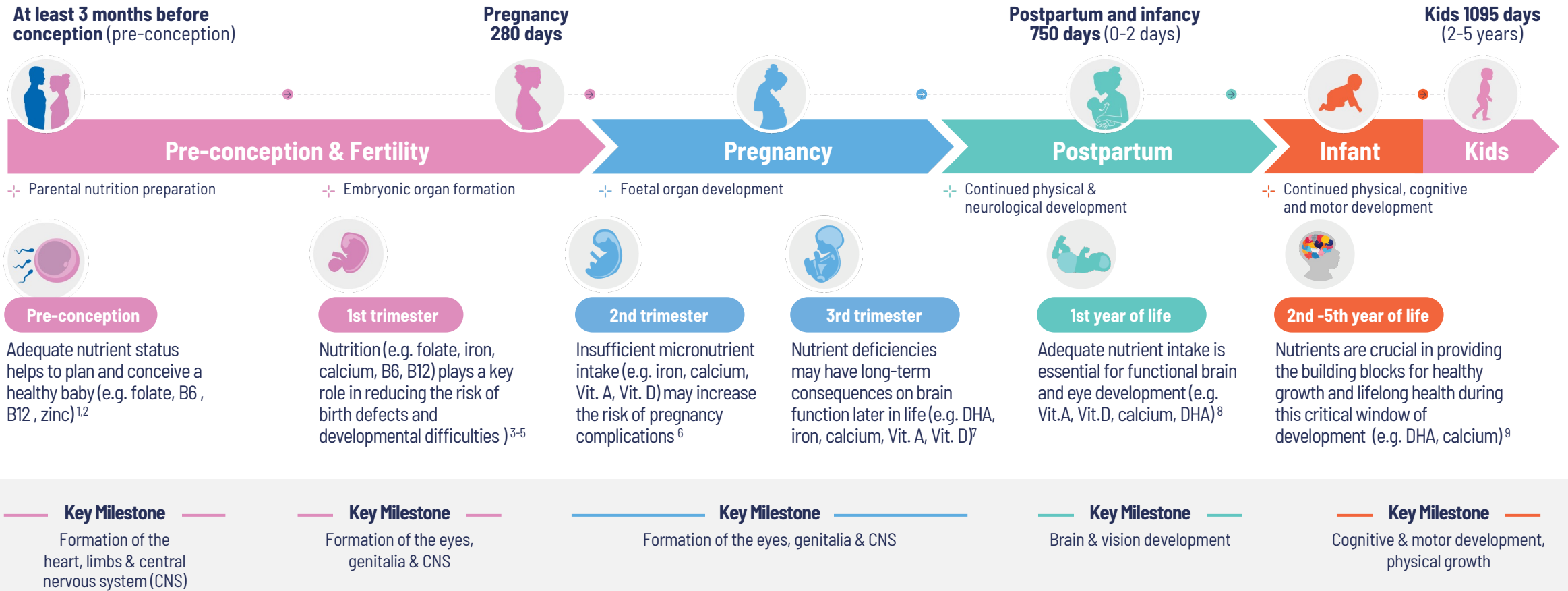


Elevit products are to be formulated based **on credible clinical evidence and contain scientifically-proven ingredients**, as well as being safe for mothers and babies.

HCPs heavily influence a woman's choices during her pregnancy journey, That's why Elevit is committed to earning and maintaining the trust and advocacy of HCPs by delivering scientifically validated, efficacious, and safe products. This commitment includes utilizing the registration status of our products, including OTC registration when appropriate, and advocating for changes in supplementation policies, as necessary

Elevit Products are developed based on reliable medical insights, to meet the Micronutrient needs during the crucial first 2000 days of life

The right nutrition and care before conception and during the first 2000 days will significantly shape a baby's ability to grow, learn and thrive¹⁻⁹



Abbreviation: DHA, docosahexaenoic acid.

References: 1. European Commission. EFSA Journal 2009;7(9):1213. 2. Ebisch IMW et al. Human Reprod Update 2017;13(2):163-74. 3. Blencowe H et al. Int J Epidemiol 2010;39:i110-121. 4. Czeizel A. Paediatr Drugs 2000;2(6):437-49. 5. Marks J et al. Neurosurg Clin N Am 1998;9(1):63-72. 6. Hofmeyr GJ et al. Cochrane Database Syst Rev 2018;10(10):CD001059. 7. Basak S et al. Nutrients 2020;12(12):3615. 8. EU Register. Nutrition and Health Claims. Available at: ec.europa.eu/food/safety/labelling (accessed December 2022). 9. Morse NL. Nutrients 2012;4:799-840.

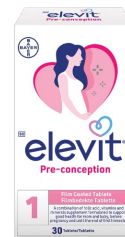
Elevit is a comprehensive Multiple Micronutrient Supplement (MMS) at the core

Elevit's supplement range contains comprehensive multiple micronutrient supplements and nutritional ingredients which support the nutritional needs of parents-to-be, the breastfeeding mother and child across the different stages of the first 2000 days of life.*



Menevit

Menevit is a one-a-day multivitamin and mineral supplement specially formulated with a unique combination of antioxidants to support male reproductive health and fertility



Elevit Pre-conception

Elevit Pre-conception is a one-a-day multivitamin and mineral supplement scientifically formulated to help women prepare and try to conceive. It supports early brain development in the baby during the crucial first stages of pregnancy



Elevit Pregnancy

Elevit Pregnancy is a one-a-day multivitamin and mineral supplement specifically formulated with vitamin D and omega-3/DHA. It is designed to support the nutritional needs of the pregnant mother and the brain and eye development of the baby.



Elevit Breastfeeding

Elevit Breastfeeding is a one-a-day multivitamin and mineral supplement formulated with beta carotene and omega-3/DHA. It is designed to help meet the increased nutritional requirements of breastfeeding mothers while supporting the healthy development of the baby



Elevit Infants and Kids

Elevit Infant & Kids Range is specially formulated to support the rapid growth and development of infants and kids. The supplement range contains essential nutrients, including calcium, vitamin D and DHA. The range is designed to support brain and cognitive development, eye development, bone health and motor development.



Refer to the Elevit Digital Hub for the full ingredient story as part of Brand Science

*Parents-to-be can support the health of their child during and 'beyond' the first 2000 days. Adequate nutritional levels in the body at conception make a fundamental contribution towards the baby's lifelong health. Abbreviation: DHA, docosahexaenoic acid.

As the world's most studied prenatal multivitamin brand, backed by over 20 clinical studies, Elevit products are formulated based on credible clinical evidence



Elevit products are formulated based on credible clinical evidence, featuring scientifically-proven ingredients that ensure positive health outcomes for both mothers and babies

Elevit is backed by extensive clinical research, which supports its efficacy in **supporting fertility, and improving pregnancy outcomes**, including reducing the risk of birth defects, such as NTDs ¹⁻⁵

Elevit is, the world's most clinically researched pregnancy multivitamin brand, supported by **22 unique clinical studies**, across different products, involving over **19.000 women**.⁶ (In comparison, the next highest studied prenatal MMS brand has only 6 clinical studies)⁷

The Elevit brand is supported by 30 publications reporting studies conducted worldwide over 30 years and used by millions of women over a period of 40 years



Generating scientific evidence is essential not only for ensuring efficacy and safety but also for:

Strengthening clinical credibility and trust among HCPs and mothers

Helps updating guideline recommendations that often vary between countries and organizations, ensuring that the advice for HCPs are based on the latest and most reliable data

Supporting differentiation in a competitive market



→ **Establishing an evidence generation pipeline is therefore crucial to produce the necessary data that addresses evolving needs**

Abbreviation: NTD, neural tube defect.

References: 1. Schaefer E et al. Vitam Miner 2016;5:1. 2. Czeizel AE. Int J Med Sci 2004;1(1):50-61. 3. Massari M et al. Nutrients 2020;12(8):2432. 4. Bayer data on file. 5. Schaefer E et al. Nutrients 2020;12(12):3849. 6. Liu J, et al. 7. Australia study at hand

Elevit is the most clinically studied prenatal multivitamin brand

With more than 40 years of research and 22 unique clinical studies across the different Elevit products.*



Elevit during Pre-conception

Elevit during Pregnancy

Elevit during Breastfeeding



Elevit increases maternal folate to protective levels (906 nmol/L) in only 4 weeks of supplementation⁶



Elevit shown to protect follicles from oxidative stress⁷



Elevit shown to improve follicular fluid nutrients levels⁶



Elevit shown to reduce oxidative stress in follicular fluid¹³



Elevit effective in increasing maternal folate to protective levels (906 nmol/l) in only 4 weeks supplementation¹⁴



Elevit increases maternal folate 'twice as fast' compared to 400 µg FA supplementation¹⁵



Elevit effective in increasing maternal vitamin D in 8 weeks supplementation¹⁶



Elevit effective in increasing folate to protective levels (906 nmol/l) in women of child-bearing age¹⁷



Elevit supports fertility



Elevit reduces the incidence of NTDs and other birth defects¹



Elevit protective effects against birth defects confirmed in a cohort study²



Elevit shown to reduce levels of homocysteine in at risk group⁵



Elevit shown to reduce levels of homocysteine in at risk group⁹



Elevit shown to reduce incidence of miscarriage in at risk population³



Elevit shown to reduce the incidence rate of neural tube defects in an IVF setting¹¹



Elevit shown to improve folate levels and decrease homocysteine levels in infertile women, regardless of MTHFR genotype²²



Elevit reduces anemia and improves vitamins status in at risk group⁴



Elevit shown to reduce the incidence of NTDs¹⁰



Elevit, aspirin & prednisone on recurrent pregnancy loss¹⁸



Elevit significantly reduced the risk of iron deficiency anaemia, pre-eclampsia etc vs folic acid alone¹⁹



Elevit-2 significantly increases maternal and fetal DHA and vitamin D status²⁰



Elevit shown to improve post-partum mood¹²



Elevit 3 significantly increases maternal and breast milk DHA and b-carotene status²¹

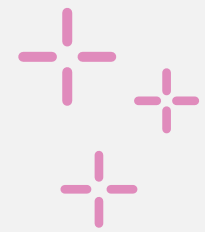
Abbreviation: NTD, neural tube defect, Placeholder.

References: 1. Schaefer E et al. *Vitam Miner* 2016;5:1. 2. Czeizel AE. *Int J Med Sci* 2004;1(1):50-61.

3. Massari M et al. *Nutrients* 2020;12(8):2432. 4. Bayer data on file.

5. Schaefer E et al. *Nutrients* 2020;12(12):3849. 6. Liu J, et al.

7. Australia study at hand



Our development and licensing frames protect our equity and make our products, uniquely ours



Technical & medical principles

When it comes to pipeline, **we must grow our portfolio in a way that support our brand equity.**

Elevit is renowned for its commitment to providing scientifically backed, effective, and safe supplements. Our products are specially formulated based on extensive clinical evidence to deliver essential micronutrients and key nutritional ingredients, supporting the pregnancy journey of both mother and healthy development for the baby throughout the crucial stages of the first 2000 days of life. With a steadfast commitment on safety and efficacy Elevit has earned the trust of healthcare professionals worldwide. **Our products are consistently recommended by obstetricians, gynecologists, general practitioners and pharmacists for their strong scientific credibility and medical trust providing reliable support during pregnancy.**



Our formulas must always



Be delivering against a medical need of the **first 1000 days journey and up to 2000 days in relevant markets**



Be a Multiple Micronutrient Supplement (MMS) as the Core offering, containing Folic Acid, Iron and a combination of other nutritional ingredients scientifically proven to be beneficial for moms and their babies



Use ingredients with sufficient evidence to ensure true benefits and to build trust from HCPs **(at minimum, 1 good-quality clinical trial with relevant sample size showing a positive health impact and clear safety profile)**



Be formulated with levels that are sufficient or optimal (as defined by RDA or guidelines and/or clinical evidence) to support desired claim



Be compliant with international and / or local antenatal guidelines



Be designed to incorporate elements essential for securing HCP support.



Be formulated to minimize unnecessary excipients and maintain a clean label with minimal amount of colorants and artificial flavours

Our development and licensing frames that protect our equity and make our products, uniquely ours



Our formulas must never



Be a Folic Acid only or Iron Folic Acid only formulation as the **Core** offering



Contain ingredients that may harm our equity of safety and trust, either due to the technical risk profile, or due to **negative perception from consumers and public controversy**



Only rely on trends



To create value and scale, our formulas should have, if possible



Patentable developments or technologies that can be protected with patent filing or unique Trademarks™ that **strengthens the reason-to-believe (RTB) of our products**

Supporting stability data for climatic zones II and IVb to enable broader rollout, benefiting additional countries and regions later

Whenever unique medical data is created, we should aim for **publication in reputable peer-reviewed journals**

Marketing identical formulation under different regulatory statuses or under different brand carriers within the same market must be avoided to mitigate legal risks and preserve HCP credibility