

Sustainability Strategy

Our Champion & Defend Areas



As captured in our Brand Hive, our brand purpose and impact is **“give every baby the best start in life, by driving nutritional awareness and usage, and enabling access to essential vitamins”**

Naturally, the sustainability territory we choose to speak up about and be known for, which is called our **“Champion Area”**, is **aligned to our purpose and is a social impact**. **Environmental aspects** will rather feature as our **“Defend Areas”**, meaning topics we must work on and mitigate for defensibility. As our chosen sustainability territory, our Champion Area is to be consistently brought to life around the world

CHAMPION

Advancing equity in **life forming nutrition**

DEFENDS

Clean and Safe
Ingredients & Materials

The Challenge Elevit helps with

Every year, nearly **5 million children under five die from avoidable causes**. The main causes of these deaths are **complications from pregnancy and childbirth**—issues that can be prevented with better maternal nutrition and care.

Elevit embodies the essence of **“elevate life”**, allowing **parents to take charge of their nutritional health before, during, and after pregnancy**, supporting their right to nurture a safe life, through **2 key areas**:

- **Supporting both female and male fertility**, helping with **healthy conceptions** and **minimizing pregnancy complications**
- Driving change in maternal healthcare access through the **“Every Beginning”** platform—and partnerships with initiatives like **Vitamin Angels**, integrating essential nutrient support into healthcare systems

Unpacking our Sustainability Champion

Champion area:
Advancing Equity
in Life Forming Nutrition



Activation Case Example: Access & Awareness

01 The Initiative

Elevit is dedicated to giving every baby **the best start in life through its globally implemented impact platform, "Every Beginning"**. This initiative fosters connections among parents from diverse backgrounds, enabling them to support each other throughout **their parenting journeys**

02 The What

The **"Every Beginning" program** is built on **three core pillars: Nourishing Bodies, Minds, and Your Community**. These pillars are designed for seamless integration into existing **social media activations** and can be tailored to **meet local needs**. Elevit also features a consumer **platform and hub connected to its website**, allowing for easy sharing across various channels, including popular platforms like WeChat

03 The How

Elevit commits to enhancing access to **prenatal vitamins and minerals** while providing **education on nutrition** through partnerships with organizations like Vitamin Angels. By connecting **parents and parents-to-be through universal experiences**, the program ensures that all parents, regardless of their circumstances, **can nourish their babies from the very beginning**



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Activation Case Example: Partnerships

01 The Initiative/Partnership

Access to prenatal vitamins is a critical health equity issue. Elevit is committed to driving **nutritional awareness** and **access to essential vitamins and minerals**, particularly in emerging markets **where 86% of unsupported pregnancies occur.** Our partnerships with organizations like **Vitamin Angels** and **reach52** are **pivotal in this effort.** **Vitamin Angels** continues its four pillars of **advocacy, education,** and more, while **reach52 is actively promoting maternal nutrition and MMS in Indonesia through door-to-door education and distribution, collaborating with the Indonesian Ministry of Health,** for example

02 The What

Elevit's Nutrient Gap Initiative aims to expand access to essential vitamins and minerals for 50 million people in underserved communities by 2030. This initiative aligns with Bayer's commitment to support **100 million individuals in economically or medically underserved areas through self-care.** Our focus is on providing the foundational nutrients vital for strong health from pregnancy onward, addressing the intersection of health equity and nutrition

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Champion area:
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How we bring to life our sustainability Champion Area

Advancing Equity in Life Forming Nutrition

01

Fertility



One in six people worldwide faces challenges in conceiving, impacted by **declining birthrates and fertility rates**. This statistic reflects **millions of personal stories** and couples seeking support. **Elevit will empower both male and female fertility** through **three key pillars**:

Innovative products, a commitment to **education**, and strong partnerships to **meet the needs of future parents**



Access

02

Around **149 million children under five** face developmental challenges due to **micronutrient deficiencies** in their first 1,000 days, from conception to age two. Elevit will **expand access to maternal health** and increase presence in emerging markets like **Africa and India**, where prenatal nutrition is urgently needed through **three key pillars**:

Access, education, and partnerships

What to consider when activating Purpose



Focusing on **ensuring** every baby gets the best start in life by providing essential prenatal nutrition. We focus on prenatal health issues, offering scientifically-backed multivitamin solutions that prevent birth defects and support maternal and infant health. As we identify new needs, we expand our offerings **in alignment with our brand purpose**, avoiding solutions that stray from our mission, remaining true to our portfolio



Extended commitment to the needs of underserved communities, aiming to reach vulnerable populations who require accessible and affordable prenatal nutrition



Responsible to influence the HCPS and consumers alike, in the right direction, by providing the awareness and educational resources needed for every parent to nourish their children effectively



Remember, you are part of a purposeful, trusted, and credible brand that has already received recognition, such as the Reuters Sustainability Awards 2024 as Social Impact Award, so as we consider scaling or expanding, it's essential to tap into our credible experience and background. This approach will allow us to continuously evolve our sustainability ambitions and deliver on our commitments in a way that aligns with our brand's core values



[Click here](#) to watch Nutrition GAP Initiative video



Creating the best outcome for mothers, the child, their children and the planet they'll inherit

As a **brand** that serves highly **vulnerable individuals in a highly vulnerable moment of their life's**, we need to be mindful of our commitment to provide **scientifically backed, effective, and safe supplements**

With a steadfast commitment on safety and efficacy, **Elevit must keep the earned trust of healthcare professionals worldwide**, making sure all materials that our product holds (ingredients and packaging materials) consistently avoids any contradictory or harming ingredient or add-ons

Unpacking our Sustainability Defend

Defend area:
Clean & Safe Ingredients



For full sustainability playbook, visit the elevit digital hub

Our responsibility

We commit to make sure **our products** are **formulated to minimize unnecessary excipients** and maintain a **clean label with minimal number of colorants and artificial flavours**

01



Continuous assessment of all ingredients and materials

(including packaging materials) to ensure Elevit portfolio are devoid of excipients that consumers deem 'undesirable' or 'unhealthy e.g. titanium dioxide, pfast, trough a cleansing summary and action plan - along with Medical, RA and Supply Chain community- based on our Science principles and Material Stewardship

02



Enforcement of Material Stewardship

for NPDs Megabrand, to ensure all innovations across megabrand portfolio respect brands ingredients guidelines