

Iberogast



→ **Welcome**

Iberogast Brand Frames

December 3rd, 2025



This document provides a complete overview of the Iberogast Brand Frameworks which are a set of principles that outline the DNA of the brand and the commercial direction that will set it up for success

Ultimately, what makes our products, solutions, and assets uniquely ours, and what ensures we **positively build on the equity of Iberogast with every single innovation, campaign or activation**

For any questions and details, please reach out to your Iberogast Megabrand Leadership Team



**Thank you,
Your Iberogast
Global Team**

Agenda

FOCUS FOR IBEROGAST BRAND FRAME DEPLOYMENT



- 01 Brand Equity**
(Marine, 20 Min)
- 02 Brand World**
(Jacquie, 10 Min)
- 03 Brand Science**
(Careen & Sabine, 20 Min)
- 04 Brand Growth Strategy**
(Marine, 20 Min)
- 05 Brand Portfolio & Architecture**
(Chloe, 10 Min)
- 06 Sustainability Strategy**
(Julie, 10 Min)

Iberogast



The brand truth Iberogast

After years of rationing, **the abundance of food in Germany in the 1950s led to overconsumption** and triggered a rise in digestive issues like acidity, gas, and heartburn.

This is why **Iberogast** was created in the **1960s**.

With its **natural blend of 9 clinically tested herbs working synergistically**, **Iberogast** was crafted to treat **multiple digestive symptoms**.

Named after its first ingredient – Iberis Amara – Iberogast has been extensively researched and tested over its **60-year history**.

The subject of over 30 scientific studies involving more than 7,000 patients, **Iberogast is now one of the best-documented plant-based medicines for gastrointestinal disorders in the world**.

To this day, the **product remains highly recommended by doctors** as a **fast, effective** remedy for people with **functional digestive symptoms**.



**CLINICALLY PROVEN MULTI-SYMPTOM
EFFICACY ROOTED IN NATURE**

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Our Journey From Then to Now

Iberogast has evolved with time, preserving the **heritage of natural efficacy that made it successful** in the past while refreshing how it is expressed to remain relevant.

Optimizing production & first clinical research



1960



Launch in Germany

70s

New thinking in gastroenterology:
The Multi-Target Therapy with Iberogast



90s



Discovery of the dual action principle

2013



Bayer acquires Steigerwald

2015



First activations beyond core DACH region after acquisition

2020



Iberogast re-launch

2024



Iberogast launched in the US



Brand Equity



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The Human Truth

A COMPLEX MISMANAGED
EMOTIONNALLY
DRAINING BURDEN



PEOPLE DON'T UNDERSTAND THEIR GUT, IT'S HARD TO DECODE & UNPREDICTABLE

Confusing symptoms that feel different every time

Uncertainty about what's really going on in their gut

No clarity on which solution fits which symptom

THEY'RE STUCK JUGGLING FRAGMENTED FIXES THAT NEVER FEEL RIGHT

Fragmented treatment in a single-symptom-product market

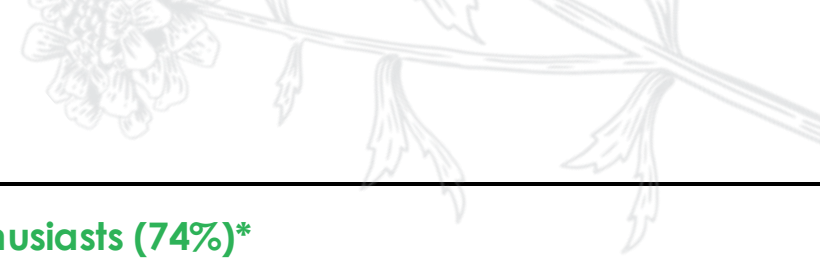
Quick fixes mask symptoms but do not solve the cycle

Compromising choices between "strong but chemical" or "gentle but maybe not enough"

THIS TAKES A HEAVY EMOTIONAL AND LIFE-IMPACTING TOLL

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Iberogast audience strategy



GROWTH AUDIENCE

Category users & prospects: **digestive health sufferers (85%)**



Digestive Health seekers - current sufferers & prevention enthusiasts (74%)*

Anyone who experience recurring digestive discomfort linked to lifestyle, diet, or stress, and who look for solutions they can trust to help them manage their symptoms. Some are driven by fast, reliable relief, others by gentle and natural reassurance, and others by long-term preventive care — **but all want options give them confidence they're doing the right thing for their digestive health**

SUB-SEGMENTS

CORE TREATMENT

BEYOND THE CORE

Active Relief Seekers (24%)

Relief-first users who treat their symptoms when they occur, drawn to solutions that are effective and fit their routine to manage their discomfort

Fast, reliable relief

Reactive

Symptom relief

Efficacy first, treat on symptoms, as root cause is mostly not known; **comfortable with relying on OTC and using multiple different solutions** for their different DH symptom

Frequent & Disrupting

Switch and retain by demonstrating efficacy through a multi-symptom treatment that addresses several symptoms, while ensuring 100% natural ingredients

Sporadic Relief Choosers (31%)

Naturally inclined individuals who prefer avoiding medicines, they are selective and mindful about their choices

Gentle, safe, non-intrusive relief

Choiceful reactive

Symptom relief

Prioritizing what goes into their bodies and choosing between OTC and supplements, treating only when symptoms become disruptive. **Most likely to treat only the most bothersome symptom.** More inclined to start natural and resort to OTC if gets worse

Occasional & Bothering

Recruit and encourage more frequent action by eliminating doubts and reinforcing the product's 100% natural, non-invasive nature, along with its trusted efficacy

Gut-Health Optimizer (20%)

Health-conscious individual, believer of preventive gut-care as a foundation for overall wellbeing

Long-term gut health optimization

Active Preventive

Preventive care

Prevention-driven enthusiasts with gut-wellness goals, drawn to innovations

Routine-prone

Grow by embedding Iberogast in everyday gut-care routines, positioning as a proactive gut-health partner

*Source global digestive health segmentation 2020 | | Digestive Health Seekers: 74% // Non-Sufferers: 15% // Complete Non-Treaters: 11%

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Audience Strategy - Current sufferers

Active Relief Seekers (24%)

Relief-first Treaters Driven by Efficacy

Relief-first users who treat their symptoms when they occur, drawn to solutions that are effective and fit their routine to manage their discomfort

KEY BARRIERS

1. Efficacy Scepticism

Natural won't be strong enough when I need it most

2. Fragmentated Self-Treatment

I still believe each symptom needs a different fix

3. Vicious Cycle

Tired of "chemical" fixes that deteriorate further their DH

Sporadic Relief Choosers (31%)

Sufferers Avoiding Treating Driven by Naturality

Naturally inclined individuals who prefer avoiding medicines, they are selective and mindful about their choices

1. Not Bad Enough

I tolerate this quietly because that's part of life

2. Black Box

I don't know what I have, I don't know what to choose

3. OTC scepticism

I doubt medicinal products are right for me long-term



FROM...TO

"Every symptom needs a new medicine, this can't be healthy long-term"



"I wish there was a natural solution that actually works"

"I do suffer digestive health issues occasionally, but it is just part of life, I battle through"



"I don't need to suffer in silence, there actually is a natural effective solution I can trust"

Our brand Insight

THE HUMAN TRUTH: PEOPLE FEEL FORCED TO CHOOSE BETWEEN IMPERFECT OPTIONS

Active Relief Seekers

"I need relief now, but this endless treatment cycles can't be healthy long term."

Sporadic Relief Choosers

"I don't trust chemical solutions, so I end up enduring digestive problems, that's just part of life."

This leave everyone unsatisfied, forced to sacrifice either efficacy, either naturality.



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Our brand Benefit

MEANINGFUL DIFFERENCE: EFFICACIOUS RELIEF POWERED BY NATURE

Uncompromised:

Effective *and* natural — no sacrifice

Functional Outcome:

Clinically proven, powerfully effective relief rooted in nature

Emotional Pay-off:

No more doubt, no more choosing between options I don't trust. I trust the brand, I trust my choices, I trust my gut, it feels right



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Our brand Essence

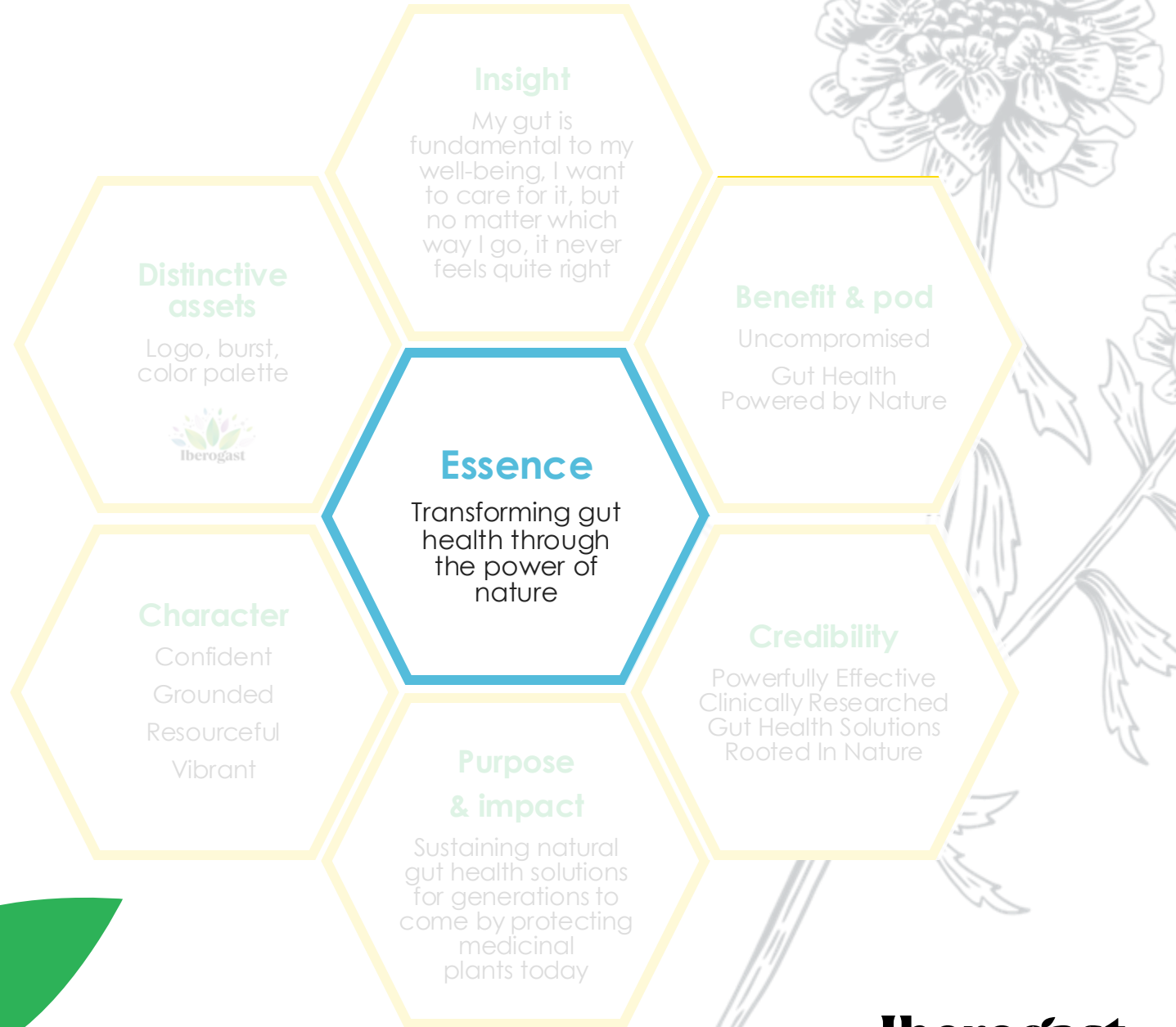
POSITIONING ANCHORED IN GAME-CHANGING EFFICACY

TRANSFORMING:

From pain to relief
From managing symptoms
to restoring balance
From temporary fixes to lasting health
From confusion to confidence

POWER OF NATURE:

Elevating nature from soft and gentle
to a true powerful engine of efficacy



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Our brand Character

ROLE IN PEOPLE'S LIFE THE UNWAVERING PROBLEM SOLVER

Confident

Calm, composed, radiating intentional strength & empathy

Grounded

Pure, honest & authentic

Resourceful

Positive, ingenious & versatile problem-solver

Vibrant

Bursting with natural dynamism & life-affirming energy



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Our brand North Star



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Cultural context



NATURAL MEANS GENTLE



People believe that there is a binary choice to be made between something that is natural, and something that actually works – **perhaps especially when it comes to the world of healthcare**

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Equity Challenge



**DISRUPT THE
CULTURAL BELIEF
THAT NATURAL
MEANS GENTLE
TO PROVOKE A
RETHINK OF
CURRENT
BEHAVIOURS**



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THE IDEA

IBEROGAST KNOWS THAT NATURE
ISN'T AT ODDS WITH SCIENCE

NATURE IS SCIENCE

A force whose scientifically proven
effect can be harnessed to soothe gut
problems across a range of symptoms

→ **SO IBEROGAST ISN'T POWERFUL
EVEN THOUGH IT'S NATURAL:**

IT'S POWERFUL BECAUSE IT'S NATURAL

NOTHING WORKS LIKE NATURE



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→ **Brand vision:**

Transforming gut health through the power of nature



IN 2035, IBEROGAST STANDS AS THE UNCONTESTED LEADER IN GUT HEALTH, AND HAS BECOME A \$300MM BUSINESS BY ENABLING MILLIONS OF PEOPLE TO EXPERIENCE UNCOMPROMISED GUT HEALTH, POWERED BY NATURE

Iberogast was built on the belief that well-being starts in your gut. With Iberogast, nature's healing force works to **soothe, restore, fortify your gut** so it can thrive

Iberogast has become the **go-to partner**, a trusted solution that **transforms gut health** for millions – from discomfort to ease and flow, from short-term fixes to lasting strength, from vulnerabilities to trust

Iberogast has crafted a unique role in people's lives as the **unwavering problem solver for gut health**. With Iberogast, things feel aligned: your gut feels right, your choice feels right, and you feel well – embarking on a journey that's brought peace of mind and an inner sense of trust

Clinically proven, plant-powered and undeniably reliable, Iberogast unites modern science with botanical wisdom, blending carefully selected herbs in its formulation to deliver trusted relief – whether people weren't sure what was off in their gut or could pinpoint the specific discomfort. As Iberogast has expanded its portfolio, **it champions the versatility of nature to proactively rebuild gut strength**

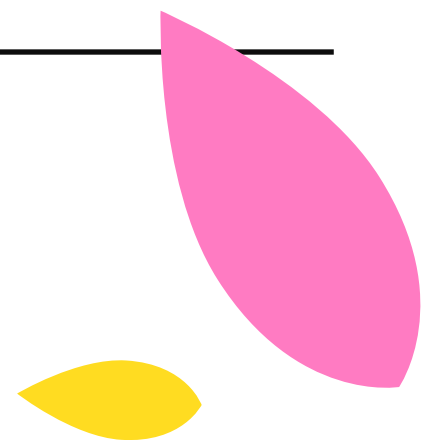
Iberogast remains committed to sustaining access to natural gut health solutions for the generations to come by protecting medicinal plants today and safeguarding nature's promise

Iberogast.
Nothing Works Like Nature

Iberogast



Brand World



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Where we are now

Design Idea + Principles



Establishing our Design principles



The following principles will help us to express our Design Idea, 'Flourishing Ecosystem' and act as judgement criteria for our creative work. We should see evidence of all three principles in the work we do, to ensure all final design and creative output is coherent, reflects our Brand Idea and instinctively looks and feels like it belongs to Iberogast.

Alive with natural vibrancy

Warm and uplifting, we come from a world bursting with life.



Synergy at work

The symbiosis of science and nature working in harmony.



Crafted with precision

Science and efficacy delivered with purpose and consideration.



Where we are now | Key Assets



Asset Grid Overview

Brandmark

EMEA

Iberogast®

Burst

EMEA



US/AUS



Typography

EMEA

Blacker Pro Display

Century Gothic Pro
Korolev bold Korolev medium

US/AUS

Avenir Next Condensed
PP AGRANDIR WIDE BOLD

Colours

EMEA



US/AUS



Key Visuals

EMEA



US/AUS



Photography style



Graphic Language - Nature

EMEA



US/AUS

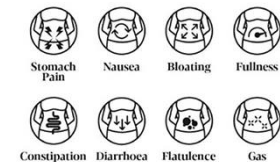


Graphic language - Science



Iconography

EMEA



US/AUS



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Where we are now

Pack Design



EMEA

US/AUS



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2026 Design Plans



01

Build a powerful and ownable Brand World that brings to life the hive and gives us a **competitive edge**

02

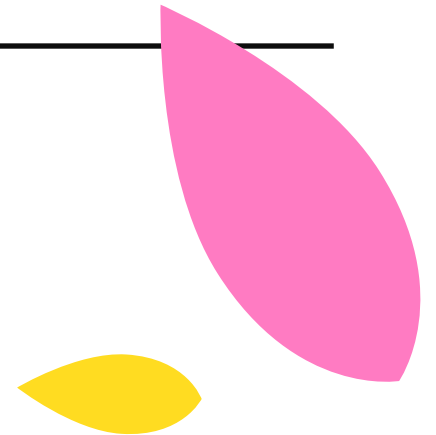
Develop assets based on markets needs **following the BW principles** (i.e. Science storytelling...)

03

Assess the need to evolve the **pack design to better fit the BW and markets needs.** TBC



Brand Science



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Crafted with

Natural Ingredients



Iberogast

Is a **unique blend of medicinal plant extracts**, carefully selected for their proven benefits in **digestive health**



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The impact of Science for Iberogast

Behind every drop of Iberogast lies a story - not just of **nature's wisdom**, but of **scientific curiosity**. For over **60 years**, researchers have worked hand in hand to understand how **Iberogast relieves digestive symptoms**. Because when we understand the science, we can speak with **credibility** – reassuring everyone that Iberogast is a **scientifically proven brand they can trust**



When it comes to digestive health, patients seek trusted relief. That is why Iberogast isn't just a natural remedy; it is an **efficacious solution supported by decades of scientific research**

**THE SCIENCE BEHIND
IBEROGAST IS
THE FOUNDATION OF
EVERYTHING WE DO,
INCREASING TRUST TO
THOSE WHO RELY ON IT**

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Convenient multi-symptom relief

One solution that tackles multiple symptoms to simplify **consumer's treatment journey**

01

Solid and growing scientific foundation

The knowledge behind the multi-symptom relief and safety insights are backed by a broad and growing body of evidence – create understanding and trustworthiness

02

Guideline Recommended- Trusted by experts and patients

Experts trust Iberogast's body of evidence leading to guideline endorsement and shaping the standard of care for patient support

03

Brand Science Principles

A UNIQUE
MULTI-HERBAL BLEND

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01 Why it matters

The invisible burden of GI issues



Reference: 1. Atkins, M et al. J Eat Disord 2023;11, 20. 2. Jiang S. J Health Commun. 2017;22(3):234-242. 3. Lacy BE et al. Am J Gastroenterol 2021;116:17-44.4. <https://aboutibs.org/personal-stories> (Accessed August 2025)



40% of the global population affected by non-organic GI symptoms and usually **no symptoms comes alone, but multiple symptoms are reported**



Severe quality of life impairment – Patients report frustration, emotional exhaustion, and even willingness to trade life expectancy for relief



Patients need effective and convenient solutions

Iberogast delivers on the patient need with multi symptom relief

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01 How Iberogast Works

The **numerous targets** of natural solutions

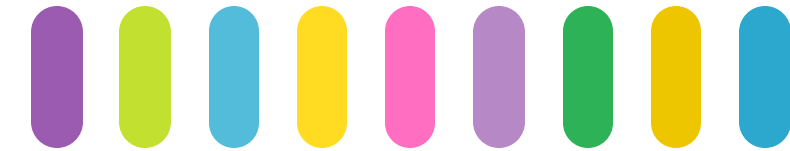
Multi-target¹

- Each individual herbal extract contains **numerous active compounds**
- Multiple targets can be influenced** by these active components

← Herbal extract with numerous active compounds →

Synergistic²

- Specifically, each individual herbal extract** within Iberogast makes a **unique contribution** to the whole formula
- Together, they produce effects not seen with individual herbs - **demonstrating synergy²**



Different targets in the body¹
e.g. nerve receptors, immune components, inflammation pathways



One target in the body,
e.g. a muscle receptor

Why it matters

Up-to-date for credibility:

Grounding Iberogast's efficacy in today's scientific insights



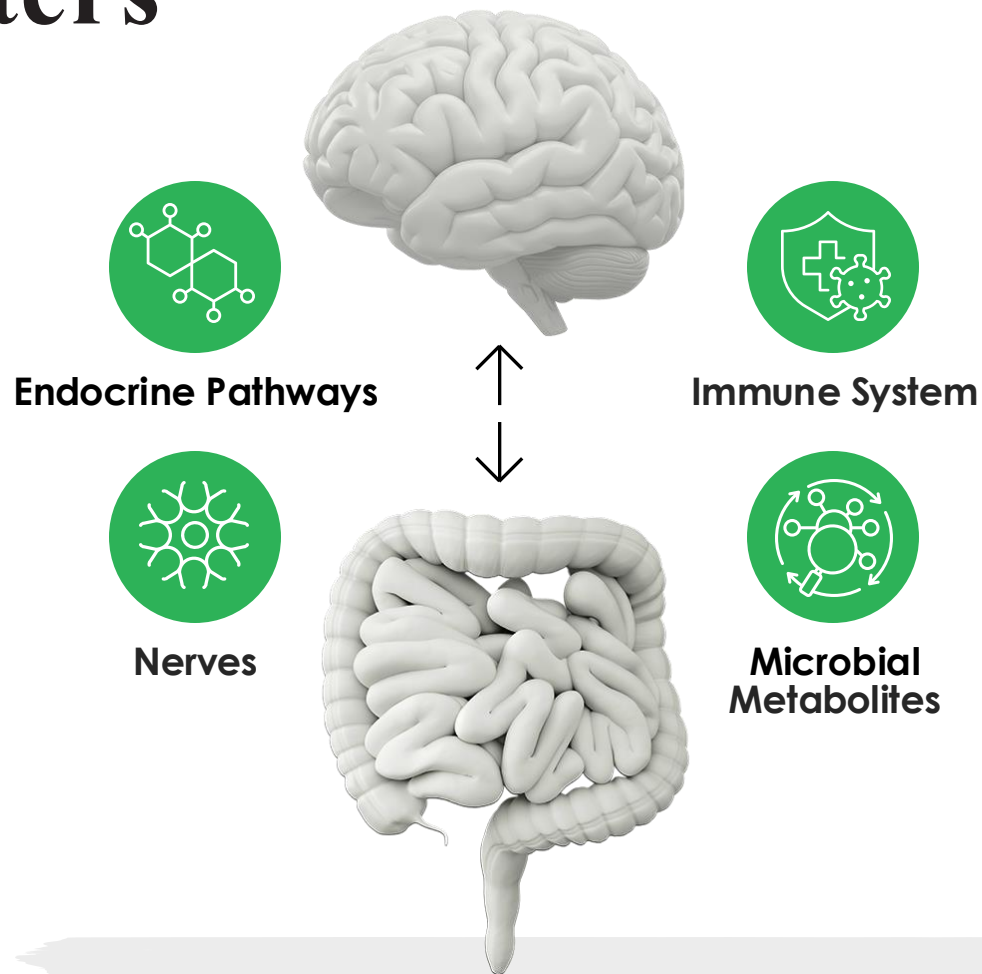
TODAY'S SCIENTIFIC INSIGHTS

The gut and brain

communicate constantly via different routes

Disruption in this system can trigger numerous functional **GI symptoms - without organic cause** – driven by diverse pathomechanisms

This system is complex, multifactorial, and not easily treated: understanding this complexity is key to developing effective solutions



Vagus Nerve – The Messenger

Sending signals from gut to brain and vice-versa

Enteric Nervous System (ENS) – The Conductor

Special system directing the digestive performance

Immune System – The Security System

Monitors and patrols in the gut, sending signals to numerous recipients

Endocrine Pathways - The Long-Distance Broadcasters

Hormones are signalling from hunger to stress

Microbial Metabolites – The Chemical Whisperers

Bacterial metabolites work as messengers and impact mood or behavior



Evidence supports that Iberogast acts on the gut-brain axis to address multiple symptoms

The Disorders of Gut Brain Interaction (DGBIs)

THE ORIGIN OF THE **INVISIBLE BURDEN**:
OUT OF BALANCE – NUMEROUS
MECHANISMS AND SYMPTOMS

Mechanisms

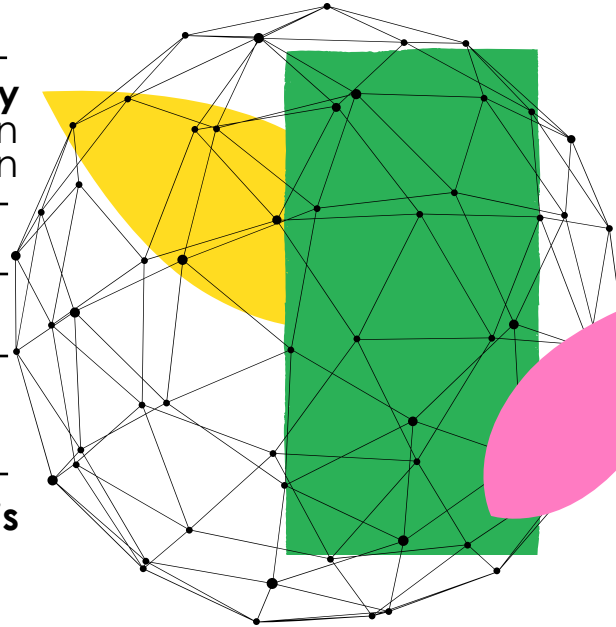
Hypersensitivity & increased pain signals to the brain

Dysmotility

Impaired barrier

Inflammation & immune response

Dysbiosis



Symptoms

Abdominal pain

Feeling of fullness

Early satiety

Bloating

Nausea

Heartburn

ONE EXAMPLE

Hyper-sensitivity

=
threshold of nerves giving alert to the brain is easily surpassed

Early Satiety

e.g. triggered by normal meals

Bloating

e.g. From small amounts of gas or fluid

Heartburn

e.g. From normal refloating stomach content

Abdominal Pain

e.g. From normal gut activities like mild distension

So What?

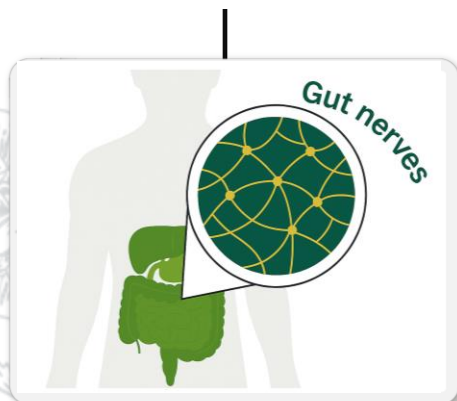
No one-to-one symptom-to-root match, making treatment complex

GI symptoms from DGBIs are multifactorial—interdependent mechanisms drive them

Symptoms rarely occur in isolation: need for holistic approaches

How Iberogast works in multiple ways

Addressing the various aspects from which symptoms arise

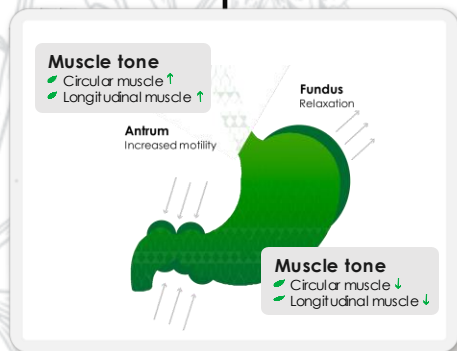
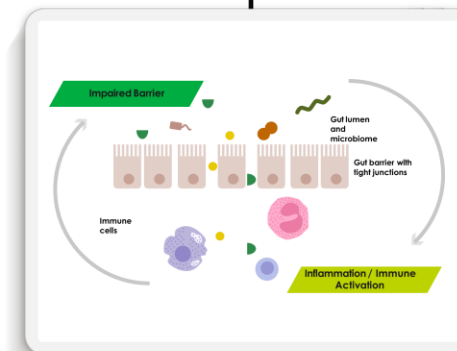


Calms sensitive gut nerves and has been shown to **modulate pain signals** ⁶⁻¹⁰

Has **anti-inflammatory properties** ¹¹⁻¹⁷

Protects and strengthens the GI barrier

^{11-13; 15-16}

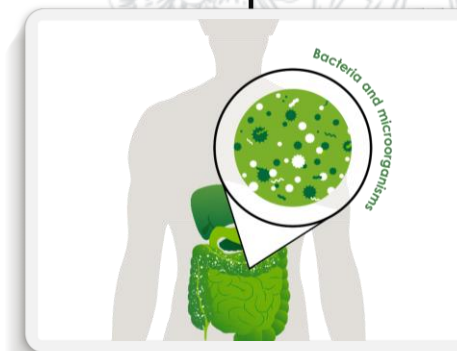


Balances the muscles of the digestive tract ¹⁻⁵



➔ **Basis for multi symptom relief**

Balances the gut microbiome ¹⁸⁻²⁰



References: 1. Schemann M et al. Neurogastroenterol Motil 2021;3(2):e13984.2. Fitzgerald PCE et al. Neurogastroenterol Motil 2024;36(10):e14755. 3. Pilichiewicz et al. Am. J Gastroenterol 2007 4. Schemann et al. Phytomedicine 2006 5. Hohenester et al. Neurogastroenterol Motil 2003, 2004 6. Noor-Mohammadi E et al. Phytomedicine 2024;135:156167. 7. Mueller MH et al. Neurogastroenterol Motil 2009;21:467-476 8. Mueller MH et al. Am J Phytomed Clin Ther, 2018,6,1:4 9. Liu CY et al. Neurogastroenterol Motil 2004;16:759-64 10. Khalil et al. Life Sciences 2020, 257, 118112 11. Khayyal MT et al. Arzneimittelforschung 2001;51(7):545-553. 12. Khayyal MT et al. Phytomedicine 2006, 13, S V, 56-66 13. Khayyal MT et al. World J. Gastroenterol 2019, 25, 39, 5926-5935 14. Schneider M et al. Front Pharmacol 2016;7:393. 15. Elbadawi M et al. Phytomedicine 2021;88:153589. 16. Elbadawi M et al. Pharmaceuticals 2022;15(9):1121. 17. Wadie et al. Int. J. Colorectal Dis. 2012; 27: 1445-53 18. Schooth L et al. Poster presented at UEGW ADD 2022.UEG Journal 2022;10(481):P0013. 19. Ammar RM et al. Phytomedicine 2023;119:154996. doi: 10.1016/j.phymed.2023.154996. 20. Thumann T. et al. Phytomedicine, 71, 153221.

03

Why it matters

Robust Science earns guideline status^{1,2} - empowering HCPs to confidently include Iberogast in standard care for patient support



5
Clinical Studies

1'022
patients treated

4
controlled studies (FD)

1
controlled study (IBS)

1
META-ANALYSIS (FD) of 588 patients treated

1
Non-interventional study - 184 patients treated

Iberogast's research is **reliable and of high quality**

It demonstrates **effectiveness** by addressing the **full range of symptoms** while **well tolerated**



20+
Clinical Studies

1'105
patients treated

5
controlled studies (FD)

1
controlled study (IBS)

12
Studies before 1990

2
META-ANALYSIS (FD) of 618 patients treated

Non-interventional study - 843 patients treated

5
Post-Marketing Surveillances (FGID, adults and children) - **43'311** children treated

Requirement for guideline status

References: 1. Andresen et al., Digestion. 2024;105(3):166-174 2. Madisch et al. 2004 Alim Pharmacol Ther 19 271 3. Ammar et al. Efficacy of the herbal combination STW 5 in FD patients meet rome IV criteria: Meta-analysis., Neurogastroenterol.Motil., 31: S67-68.https://doi.org/10.1111/nmo.13671 4. Stanghellini et al. 2018. STW 5 is effective in functional dyspepsia symptoms, Neurogastroenterol Motil, 30, S1: 176-77 (P403). DOI: 10.1111/nmo.13423 (Poster) Functional Dyspepsia Studies: standardized study designs, meta-analysis confirms consistency in indication and patient population



How Iberogast works

The Evidence of Iberogast's symptom relief



Consistent Science – broad relief

Studies tracked Patient-reported outcomes across **10 symptoms*** measured regularly for a complete picture of relief (overall symptoms) and for individual symptoms

Iberogast provides relief for the complete symptom profile*

Insights on individual symptoms are based on this overall evidence

References: 1. Andresen et al., Digestion, 2024;105(3):166-174 2. Madisch et al 2004 Alim Pharmacol Ther 19 271 3. Ammar et al. 'Efficacy of the herbal combination STW 5 in FD patients meet rome IV criteria: Meta-analysis', Neurogastroenterol.Motil., 31: S67-68. <https://doi.org/10.1111/nmo.13671> 4. Stanghellini et al. 2018. STW 5 is effective in functional dyspepsia symptoms, Neurogastroenterol Motil, 30, S1: 176-77 (P403). DOI: 10.1111/nmo.13423 (Poster) Indigestion and upset stomach are consumer language terms frequently used to describe upper GI symptom clusters of dyspepsia. *10 symptoms covered in GIS Score used in FD clinical studies

Evidence across symptoms

Questionnaire for FD Symptoms	6H	9H
Epigastric or Upper abdominal pain	***	***
Early satiety	***	***
Postprandial fullness	***	***
Retrosternal discomfort	***	***
Loss of appetite	***	***
Acid eruction	***	***
Sickness	**	***
Abdominal cramps	***	***
Vomiting	**	***
Nausea	*	***

Questionnaire for IBS Symptoms	6H	9H
Abdominal Pain	***	***
Stool irregularities (not further specified)		
Meteorism/Flatulence	***	***
Feeling of tension/Fullness		
Feeling of incomplete bowel evacuation		

*** Strong Evidence

** Moderate Evidence

* Limited Evidence

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Iberogast Magic at a glance



Advantage vs. Other OTCs

Clinically
Proven **Efficacy**

Multi-Symptom **Relief**

Synergistic Multi-Herb
Composition

Gut-Brain Axis
Modulation

Guideline **Endorsed**

**Holistic &
Integrative** Care



Consumer Benefit

Efficacious relief

Targets **underlying
symptom** origin

Trusted by experts,
part of **guidelines**

Simplifies treatment
journey

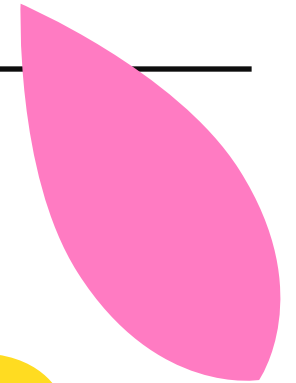
Convenient for everyday
routine

Easy to use and safe
treatment

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Brand Growth Strategy



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THE STRATEGIC FOCUS

Own
the **magic**

BY STRENGTHENING
EFFICACIOUS &
NATURAL MULTISYPTOM
RELIEF PERCEPTION

Scale
the **model**

BY LEVERAGING
IBEROGAST UNIQUE
RIGHT TO WIN ACROSS
A BROADER AUDIENCE



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AMBITION

Accelerate growth to become a €300 MM brand by reinforcing our leadership in efficacious natural multi-symptom relief and strategically expanding into daily gut-care routines

GLOBAL STRATEGIC TERRITORIES OF CHOICE

Treat: ease the suffering now | | **Strengthen:** improve gut health over time

BRAND DEVELOPMENT MODEL

BUILD BASE

Step #1

Drive penetration

Uniquely own category entry point by **establishing efficacious and natural relief**

BUILD DEPTH

Step #2

Increase frequency

Drive more frequent and earlier use and **unlock new occasions with formats**

BUILD BREADTH

Step #3

Expand into preventive daily routine

Make daily gut-care effortless, beneficial, and worth the ritual

GLOBAL STRATEGIC PRIORITIES

NURTURE BRAND LOVE

Fortify Iberogast's core positioning an efficacious natural solution by launching new creative platform and kicking off new brand world

STRENGTHEN BRAND CORE

Fuel growth with audience-centric penetration approach, by activating winning claims, building scientific credentials, **bringing new formats to unlock new occasions**

EXPAND BRAND OFFERING

Selectively **expand relevance beyond acute relief** into preventive and everyday moments for gut-care where relevant

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Brand growth model summary

#3

BUILD BREADTH

Expand into Strengthen

- Elevate the brand from a functional remedy to a daily ritual that strengthens gut-health over time
- Grow audience base by recruiting preventive gut health users
- Leverage natural & efficacious equity to justify long-term, everyday use

#2

BUILD DEPTH

Increase Frequency

- Drive frequency among core users by unlocking incremental occasions with formats (portable, on-the-go, family-friendly)
- Increase usage amongst light users by overcoming OTC scepticism with natural non-invasive POD
- Embed usage into daily life by leveraging key triggers (stress, meals, travel) to build repeatable consumption rituals

#1

BUILD BASE

Drive penetration

- Build awareness and relevance with “Nothing Works Like Nature” to uniquely own efficacy & naturality
- Drive credibility amongst HCP, customer and consumers with ownable science visualization
- Maximize POS conversion with in-store activations addressing off-take barriers
- Accelerate e-commerce penetration with content activation



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Strategic priorities focused on owning
**Natural efficacy for
multi-symptom relief**



Nurture brand love

**Launch New Creative Platform
“Nothing Works Like Nature”**
to uniquely own category
entry point and drive relevance

**Kick Off and Implement
New Brand World** across
touchpoints to consistently
build natural efficacy
credentials for multi symptom



Strengthen brand core

**Drive Penetration by
Activating Audience
Strategy:** turn frequent
sufferers into loyal,
convert occasional
sufferers and build
a lasting habit

**Activate “clinically
proven” claim via
science visualization**
to secure HCP
endorsement with
ownable scientific
credentials

**Pipeline Novelty
with New Format
Innovations** (Aladdin,
Go, Gummies) to
broaden occasions
to all-family
and on-the-go

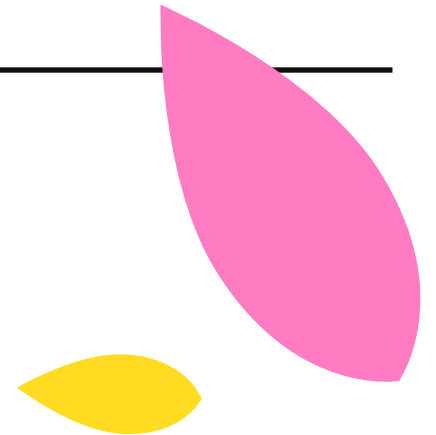


Expand brand offering

Make daily gut-care worth the ritual by expanding beyond
acute relief while keeping efficacy and naturality credentials












Portfolio & Brand Architecture



Iberogast

Core Portfolio Treat

	Iberis Amara	15 ml
	Chamomile	20 ml
	Caraway	10 ml
	Lemon balm	10 ml
	Peppermint	5 ml
	Licorice	10 ml
	Angelica root	10 ml
	Milk thistle	10 ml
	Celandine	10 ml

Iberogast®
9-herbs



Iberogast®
6-herbs



15 ml
30 ml
20 ml
15 ml
10 ml
10 ml



3 extracts traditionally recognized for their benefits extending beyond the **stomach** and **intestines**

Extracts target foremost **GI tract**

Proportions adjusted

Iberogast

Brand architecture

Transforming digestive health through the power of nature

TREAT

Powerfully Effective Multisymptom Relief
New claims, new formats and new therapy

Core Portfolio:
Blend of 6 medicinal herbs across formats



Drops



Sirup



Soft Gels



Stick Pack



Gummies



Chewable

Core Adjacency:
Digital Therapeutics on Prescription



Cognitive Behavioral Therapy for IBS 🇩🇪

WIP

STRENGTHEN

Future Of Beyond the Core To be Defined in 2026

SEP 2023



JUL 2024



FEB 2025



Iberogast

Iberogast Core Innovation Pipeline

Drive penetration and/or capture more usage occasion through new FORMAT innovation

Iberogummy

A memorable **sensorial experience** with a pectin-base gummy format **for younger audiences**



Focus on
US : **DS**, CA: **NHP**, AUS: **LM**

Launch: **Jan 2026 (US)**

Aladdin

A **family-oriented syrup** that expands brand reach through pleasant kids-friendly taste and **stronger shelf standout**



EMEA: **OTC**
LATAM: **OTC**

Project in
Development
Est. Launch: **2029**

Go!

A **single-dose** on-the-go stick-pack that drives **incremental usage** through **portability and convenience**



EMEA: **OTC**
LATAM: **OTC**

Project Scoped
Est. Launch: **2029+**

Chewbacca

A **solid format to chew or swallow** for a convenient format and preferred in-mouth experience



EMEA: **OTC**
LATAM: **OTC**

Project Scoped
Est. Launch: **2030+**

Iberogast

How should Iberogast formulations look like?



In line with Iberogast's Science Principles, the below guidance is intended to support innovation development and licensing in order to protect our equity and make our products, uniquely ours

Our formulas must always

- Contain medicinal plants or other natural / naturally derived ingredients, sustainably sourced
- Contain only ingredients that have either (i) a health benefit or (ii) a reason for being in the formula to preserve its integrity (iii) a reason for being in the formula to provide an enjoyable experience (taste, etc)
- Comply with the applicable requirements in the countries where they are marketed

- Be proven efficacious or traditionally used to deliver on claims
- Be subjected to safety tests meeting all industry standards
- Be checked for stability and quality requirements
- Be FTO fit, ensuring no patent infringement

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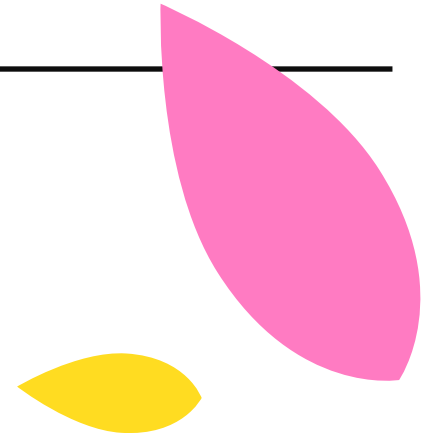
- Contain restricted or banned ingredients from BCH's **Material Stewardship List** applicable to all Bayer brands (click the link, request access, and do not share externally) unless justified
- Include ingredients that could jeopardize our safety and efficacy standards, whether due to their technical risk profile or negative consumer perceptions and public controversies (even if they are technically safe)
- Contain ingredients lacking safety, efficacy data substantiation or proven traditional use

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

- Unique developments should be protected with patent filing (IP) to secure it from being copied by competitors for a certain period
- Stability tests should be run for climate zone II and IVb to enable broader rollout, benefiting other countries and regions later
- Whenever unique medical data is created, we should aim for publication in peer-reviewed journals
- Marketing the exact same formulation under different regulatory statuses should be strategically agreed taking into consideration legal risk and brand exposure



Sustainability Strategy



Iberogast

Sustainability Strategy



Selected territories to activate sustainability

Iberogast is committed to **sustaining access to natural gut health solutions for the generations to come** by protecting medicinal plants today and safeguarding nature's promise

We are committed to the protection of powerful medicinal plants, so their natural benefit remain accessible for future generations. Our mission is to make good gut health a reality for all by harnessing the enduring strength of nature's solutions

We nurture the nature that powers good gut health because we believe medicinal herbs are the past, present and future of healthcare. When we care for plants, they care for us

Champion	Defend
Plants Education	Sustainable Sourcing
Clean Label	Sustainable Packaging



Our Champion: 2 differentiators driving competitive advantage

01. Plants Education

this means serving as a global ambassador for medicinal plants, educating communities about the importance of preserving them and their ecosystem, and communicating around their efficacy

02. Clean Label

our product is 100% natural, entirely made of medicinal plants, free of artificial colorants, flavors, additives, conservatives. Better for both consumers and for the planet



Sustainability Strategy



How we execute

Sustainability for Iberogast is connected to its natural ingredients, under SDG 15:

By combining science and nature like no other brand, we offer the **world's most clinically researched natural gut health solution**: a 100% natural product made of medicinal plants

But our product is at risk if we don't protect the nature from which it comes: across the world, **2/5 of plant species are already at risk of extinction**, and with human activity continuing to disrupt natural ecosystems, future scenarios are grim

That is why **Iberogast is fully committed** to nurture the nature that powers good gut health, so that we, and future generations, can continue to access **nature's magic gut health resources**



Our action roadmap

01

Sourcing Roadmap

Targets: 100% of plants in formulation sustainably sourced by 2030

02

Packaging Roadmap

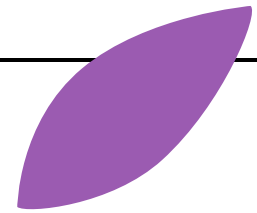
Targets: 100% pack recyclable & reusable, 100% paper sustainably sourced and from recycled materials, remove / replace all unnecessary materials



If you have **any questions**, please reach out to us

Thank you

Thank you for all your efforts. Let's collectively **bring the Iberogast magic to many new PEOPLE**



Iberogast