



Brand Equity



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-SYMP TOM
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



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



First activations
beyond core DACH
region after acquisition



Iberogast
launched
in the US



1960



Launch in
Germany

70s



Discovery of the
dual action principle

80s

90s

2013



Bayer acquires
Steigerwald

2015

2020



Iberogast
re-launch

2024

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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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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"



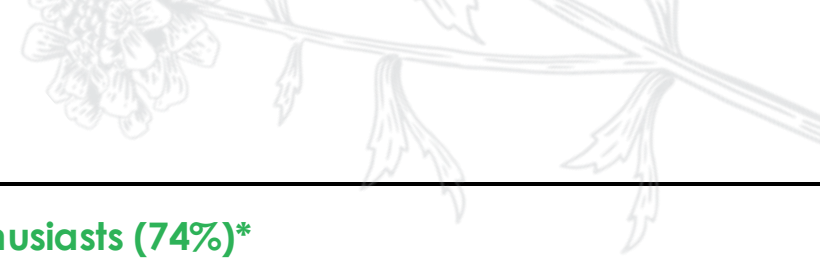
"I wish there was a natural solution that actually works"

"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"

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

	CORE TREATMENT		BEYOND THE CORE
	<p>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</p>	<p>Sporadic Relief Choosers (31%) Naturally inclined individuals who prefer avoiding medicines, they are selective and mindful about their choices</p>	<p>Gut-Health Optimizer (20%) Health-conscious individual, believer of preventive gut-care as a foundation for overall wellbeing</p>
MOTIVATION	<ul style="list-style-type: none"> Fast, reliable relief 	<ul style="list-style-type: none"> Gentle, safe, non-intrusive relief 	<ul style="list-style-type: none"> Long-term gut health optimization
BEHAVIOR	<ul style="list-style-type: none"> Reactive 	<ul style="list-style-type: none"> Choiceful reactive 	<ul style="list-style-type: none"> Active Preventive
TREATMENT TYPE	<ul style="list-style-type: none"> Symptom relief 	<ul style="list-style-type: none"> Symptom relief 	<ul style="list-style-type: none"> Preventive care
ATTITUDE	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> Prevention-driven enthusiasts with gut-wellness goals, drawn to innovations
FREQUENCY & IMPACT	<ul style="list-style-type: none"> Frequent & Disrupting 	<ul style="list-style-type: none"> Occasional & Bothersome 	<ul style="list-style-type: none"> Routine-prone
STRATEGIC OPPORTUNITY	<ul style="list-style-type: none"> Switch and retain by demonstrating efficacy through a multi-symptom treatment that addresses several symptoms, while ensuring 100% natural ingredients 	<ul style="list-style-type: none"> Recruit and encourage more frequent action by eliminating doubts and reinforcing the product's 100% natural, non-invasive nature, along with its trusted efficacy 	<ul style="list-style-type: none"> 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%

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.



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



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



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



Our brand North Star



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



Iberogast

→ **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

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