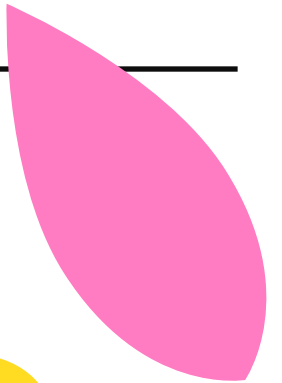




Brand Growth Strategy



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



Iberogast
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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

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



Expand brand offering

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



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



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



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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