












Brand Portfolio & Architecture

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

Brand architecture

Transforming digestive health through the power of nature

TREAT

Powerfully Effective Multisymptom Relief via 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 🇩🇪

STRENGTHEN

Future Of Beyond the Core To be Defined in 2026

WIP

SEP 2023



JUL 2024

FEB 2025



Iberogast

RESTRICTED

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+**

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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Our formulas must never

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