



PRESS RELEASE

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Nutrivercell[®] reports spectacular growth for its food supplements

In 2013, Nutrivercell, an innovative leader in "nutritional synergies", nearly doubled its turnover. For 2014, the company intends to continue its strong growth in the rapidly expanding food supplements market in France¹ while also developing its sales abroad.

Nutrivercell, a company specialized in the conception, formulation and development of innovative food supplements based on particular plant compounds, has reached a major milestone. With its encompassing approach covering all aspects of product development, from fundamental research (identification of active substances and synergistic effects) to commercialization, the company nearly doubled (+85%) its turnover in 2013 to reach €1.6 million. Nutrivercell intends to continue this strong growth in 2014 through continued research and the consolidation and expansion of its portfolio of patented nutritional supplements.

Successful first launches

2013 was thus the year when Nutrivercell went from being a startup to an innovative SME. Reaching this milestone was largely attributable to the commercial success of the company's first product, DUAB[®], an innovative, patented, association of cranberry, propolis and zinc. DUAB[®] was launched in 2010 and in only three years has become a leading product in the genitourinary food supplements sector (source: IMS). It is now available in more than 5000 French pharmacies, nearly a fourth of those operating in the country.

Also, Nutrivercell has partnered with the Study Group for Biologically Active Substances (French acronym GESVAB) and the Faculty of Pharmaceutical Sciences of Segalen University to co-develop NEOGIL[®], an association of two principal ingredients (a red grape extract and a propolis extract) that act synergistically on the inflammatory process. NEOGIL[®] was launched in 2013 and recently granted a patent in France.

Continuous efforts in R&D

These successes validate Nutrivercell's development model, built upon scientific studies demonstrating the physiological effects of long-used nutritional compounds called

¹ According to the food supplement trade union Synadiet, the French food supplement market grew by 3% in 2012.

polyphenols². In partnership with public research institutions, the company has focused particularly on the synergistic effects of polyphenols, that is, the amplification of the physiological effects of these molecules via their association.

Nutrivercell's objective is to develop a range of food supplements as complements to medicinal drugs so as to increase the efficacy of these latter or even reduce their use.

Nutrivercell is scheduling a third product for launch in France for year-end 2014 and pursuing its R&D programs, in which 15% of the company's turnover is invested. The food supplements born of the company's R&D are currently commercialized by Nutrivercell with the support of an outsourced sales team.

Ambitions for France and for the world

For its activities in France, Nutrivercell is setting its sights high.

"In France we are looking to make our products cornerstones of the genitourinary and inflammation food supplement sectors over the next three years," explains Loïc Renard, President and Founder of Nutrivercell. *"Our objective is to position our products among the top three in each sector in terms of sales volume."*

Nutrivercell's commercial activities are slated to become international this year as well, with Europe as the initial priority.

To support its activities in France and forward its efforts in exports, Nutrivercell will double its staff in 2014.

About Nutrivercell

Founded in 2009 at Genopole (Évry, France), Nutrivercell is a company specialized in the conception, formulation and development of innovative food supplements. The company achieved a turnover of €1.6 million in 2013 and currently employs 6 people. Nutrivercell commercializes two proprietary supplements in France, DUAB[®] and NEOGIL[®].

The company was seed-funded by Scientipôle Capital and further financed by XMP-BA, PBA, Angels santé, Trianon Angels, Cap Initial and the Harvard Business School Club de France.

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² Polyphenols are compounds produced by plant metabolism. There are approximately 5000 naturally-occurring polyphenols, which play roles mainly in protecting the plant from outside aggressions and facilitating its reproduction. Their potential benefits in humans are derived from the fact that most polyphenols have strong antioxidant properties.