

BerriQi[®] for respiratory immune balance and lung recovery

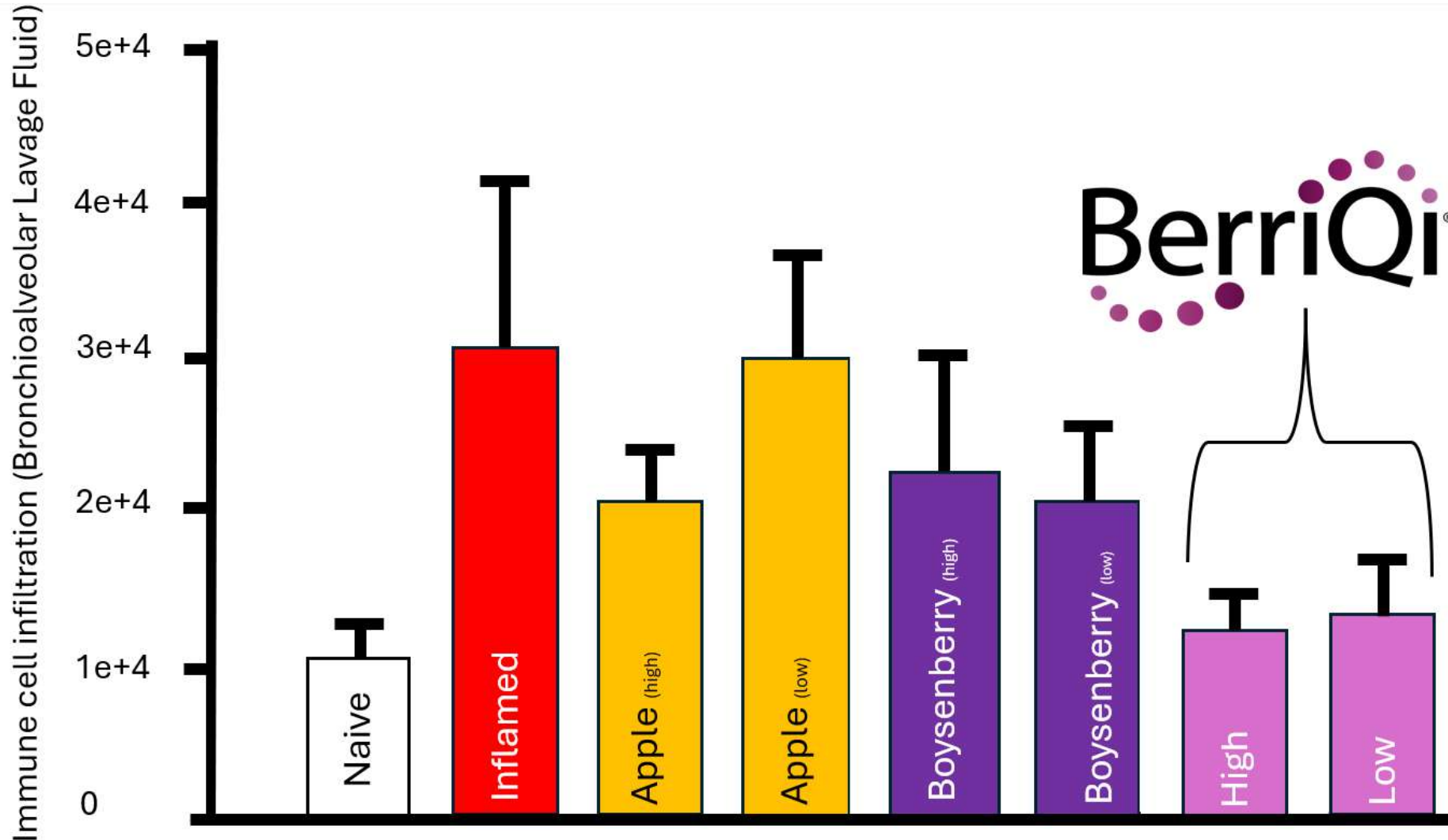
Bioactives from Boysenberry and apple working synergistically to support respiratory health and lung recovery

1. Reduces respiratory symptoms
2. Prevents & reduces respiratory inflammation
3. Prevents & reduces lung damage from stressors such as

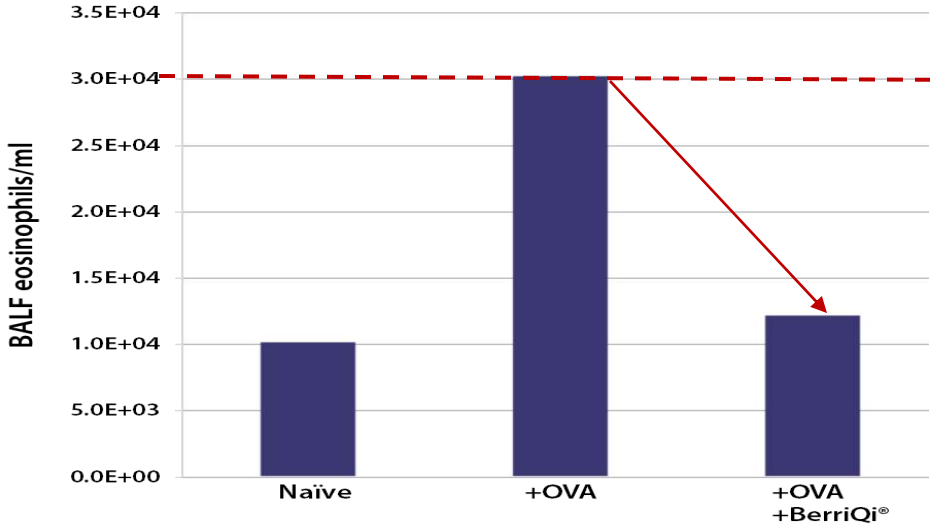
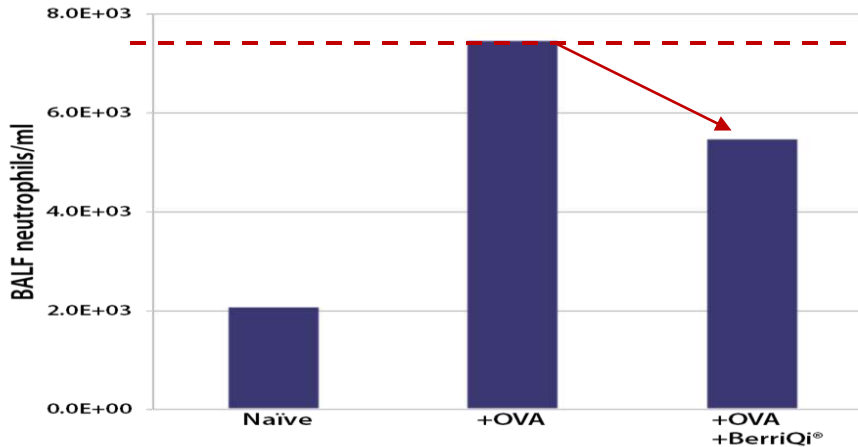
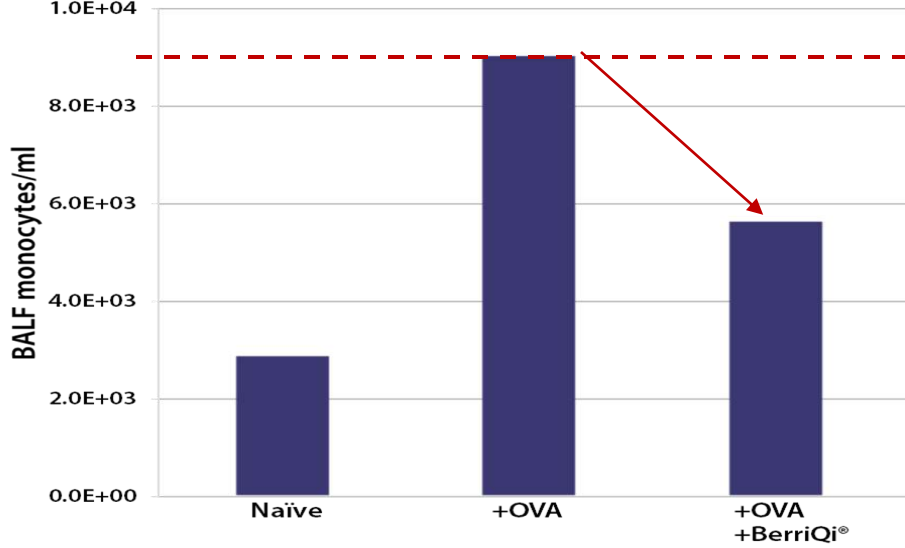
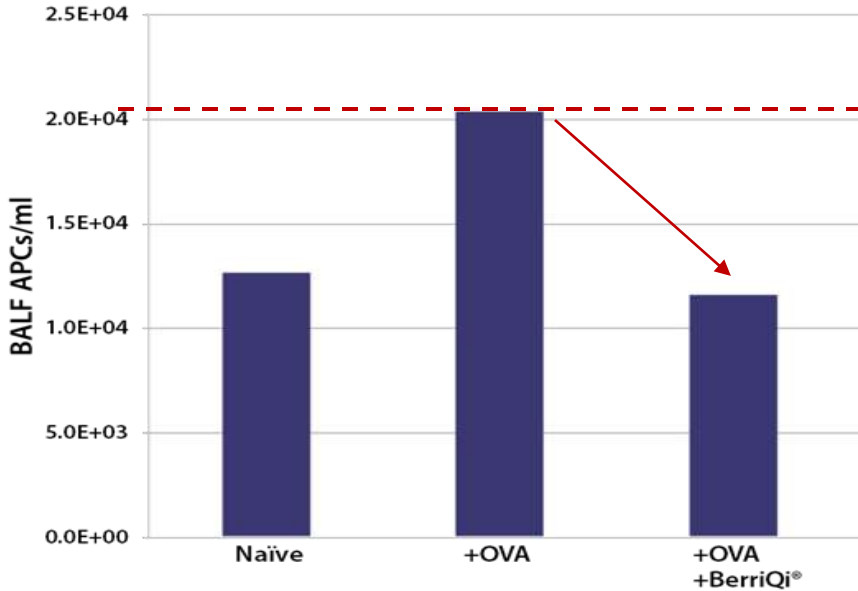
- Asthma
- Pollution
- Recent infections
- Chronic lung conditions
- High intensity exercise



The combination of Boysenberry and apple is more effective than either alone at reducing airway inflammation



Preclinical studies: BerriQi reduces immune cell infiltration in allergic airways

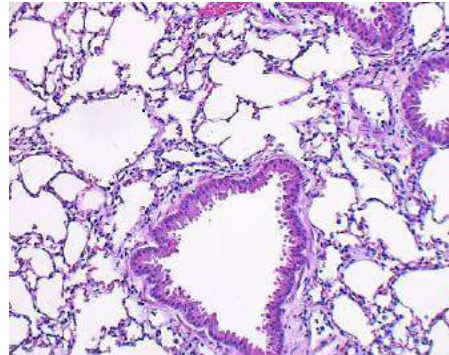


Preclinical studies: BerriQi reduces immune cell infiltration, mucous, and collagen deposition

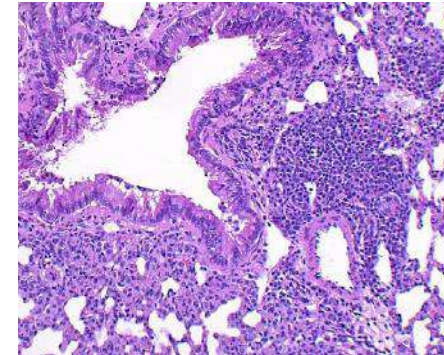


- Reduction of immune cell infiltration into lungs
- Reduction of mucous positive cells
- Reduction of collagen deposition

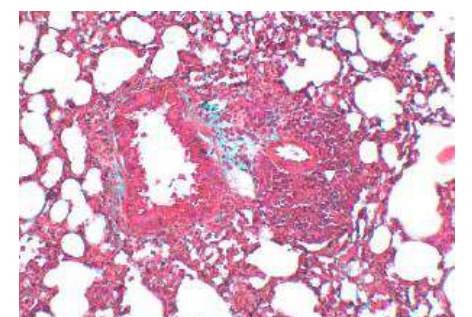
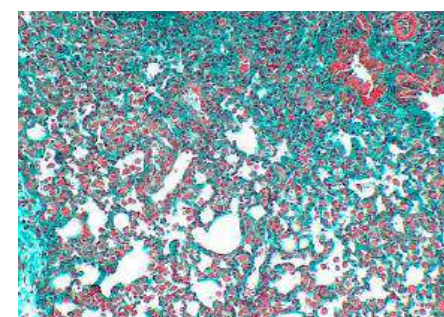
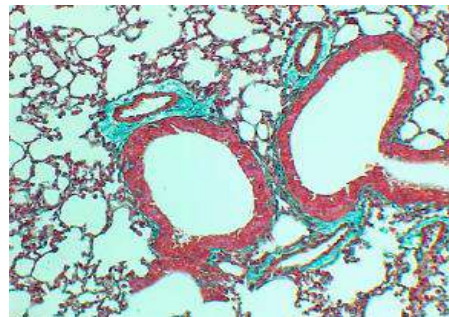
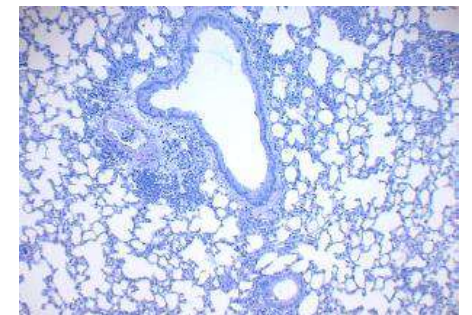
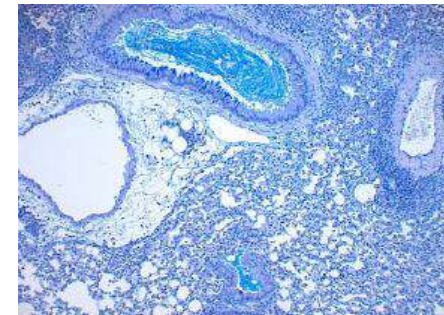
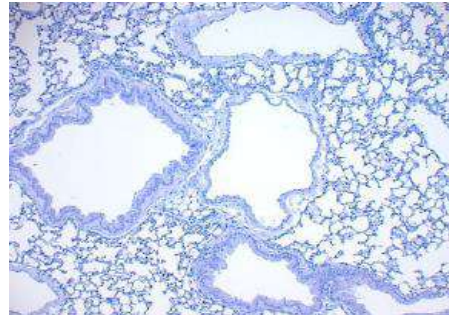
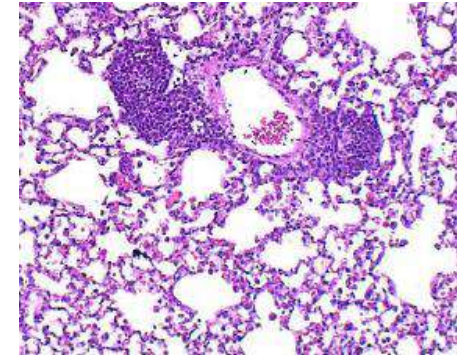
Naïve alveoli



Allergic alveoli

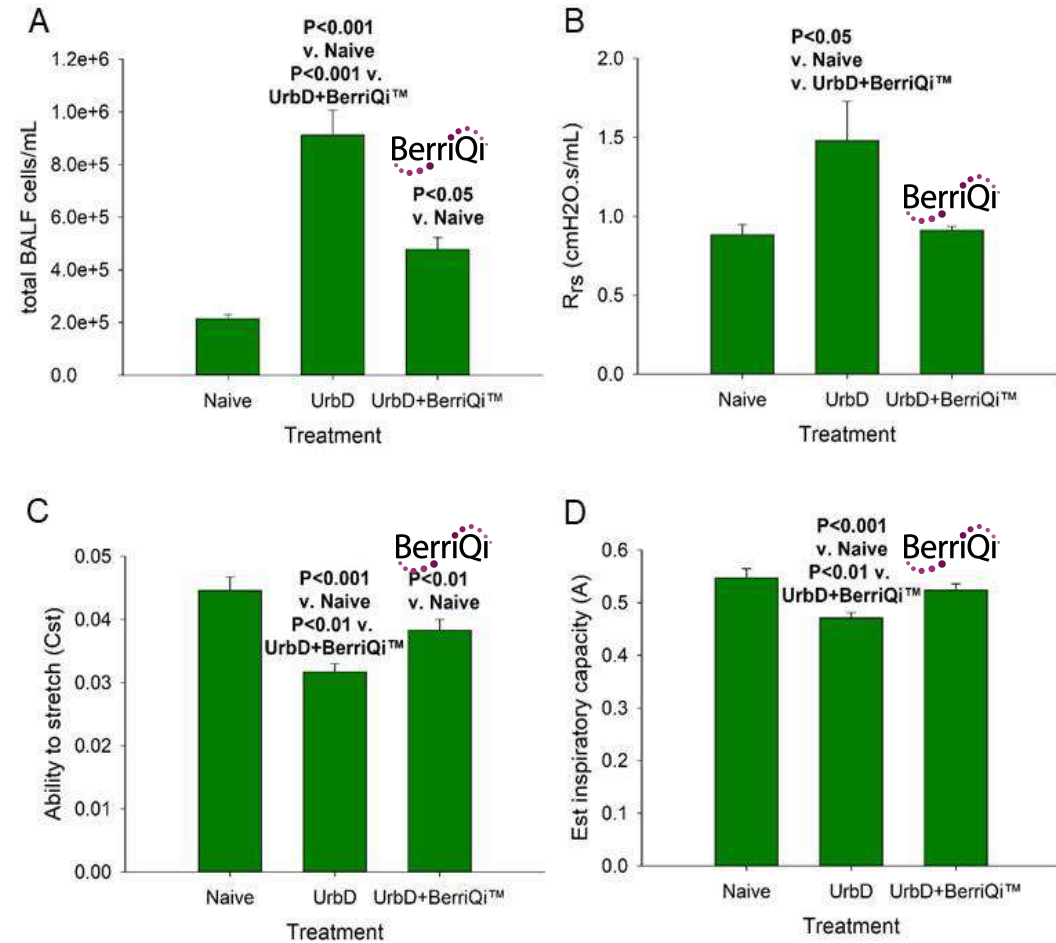


+ Allergic alveoli

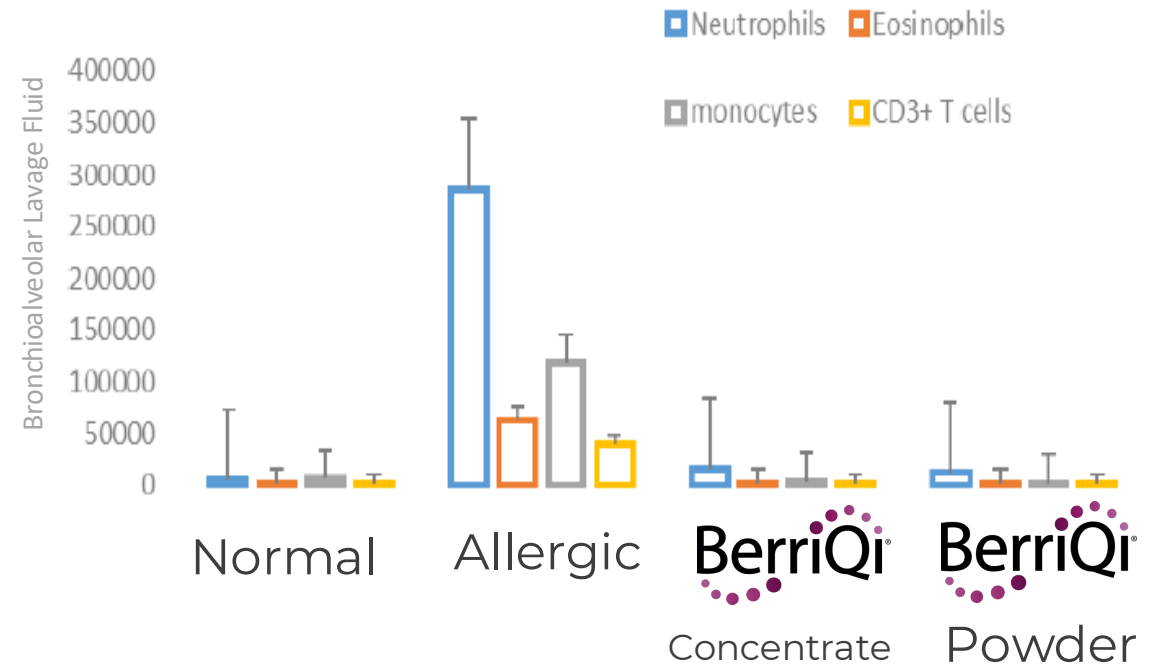


Preclinical studies:

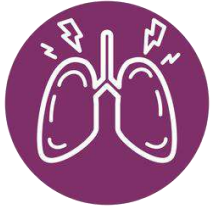
BerriQi improves functional measures in mice exposed to Urban Dust



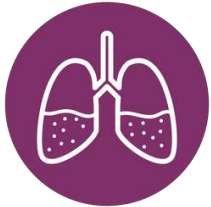
BerriQi concentrate and BerriQi powder are functionally equivalent



Preclinical results summary



Reduces lung inflammation



Reduces mucus overproduction



Reduces wheeze, cough and phlegm



Reduces collagen scarring in lungs



Supports lung tissue repair

The Ozone Study: in progress

- 40 healthy adults
- Double blind placebo controlled cross-over wash-out study design
- Participants exposed to 2.5 ppm ozone for 1 hour
- Sufficient stress to cause temporary respiratory symptoms
- Consumed either BerriQi or placebo for 5 days prior, day of ozone exposure, and 2 days after
- Current status: 20 participants complete, 20 to go
- Awaiting results for
 - lung function
 - liver function
 - immune response
 - Metabolomics
- Dosage: 1600mg per day



**Plant & Food[™]
Research**
Rangahau Ahumāra Kai



Preliminary clinical results: The ozone study

3 out of 4 symptom measures improved in the first cohort
of participants:

 BerriQi[®] Significantly improved:

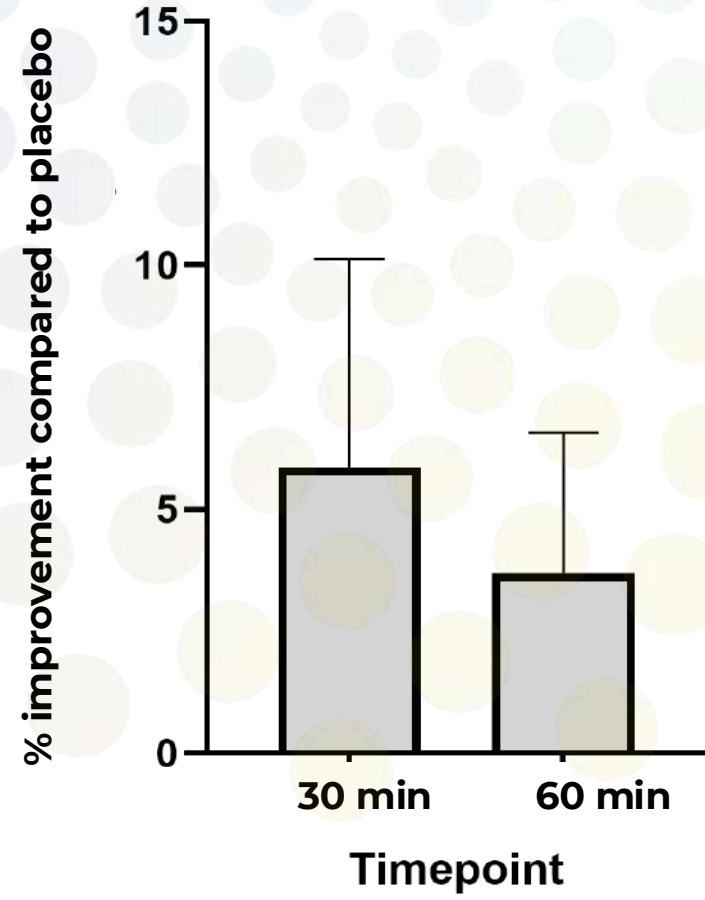
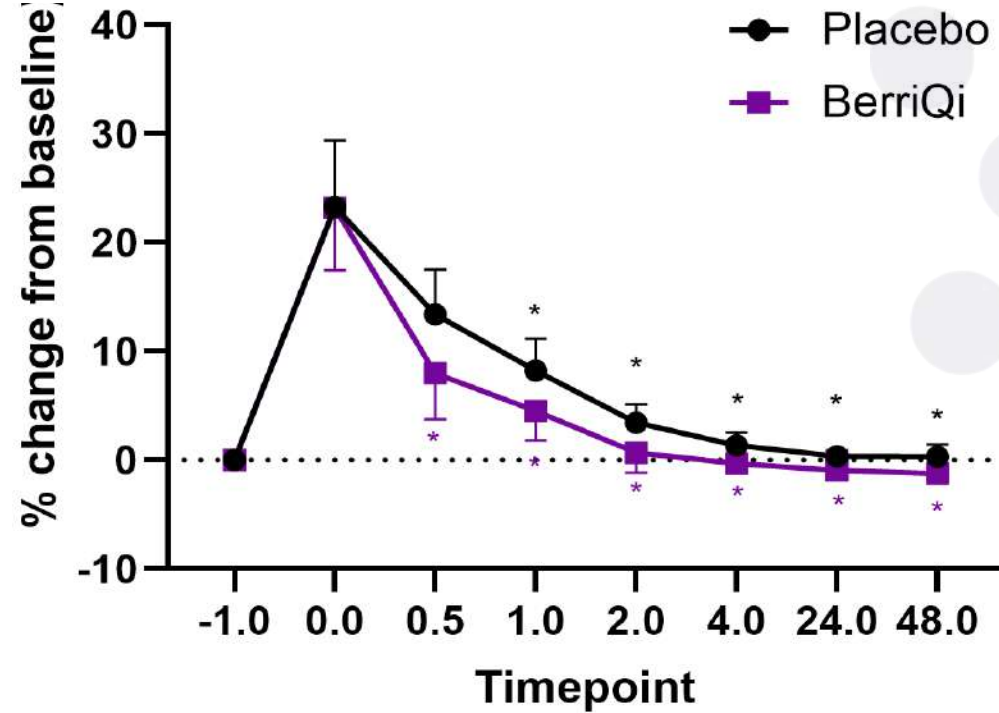
- Throat irritation
- Coughing
- Pain upon deep inhalation

In participants consuming BerriQi vs placebo before and
during clinically relevant exposure to ozone.





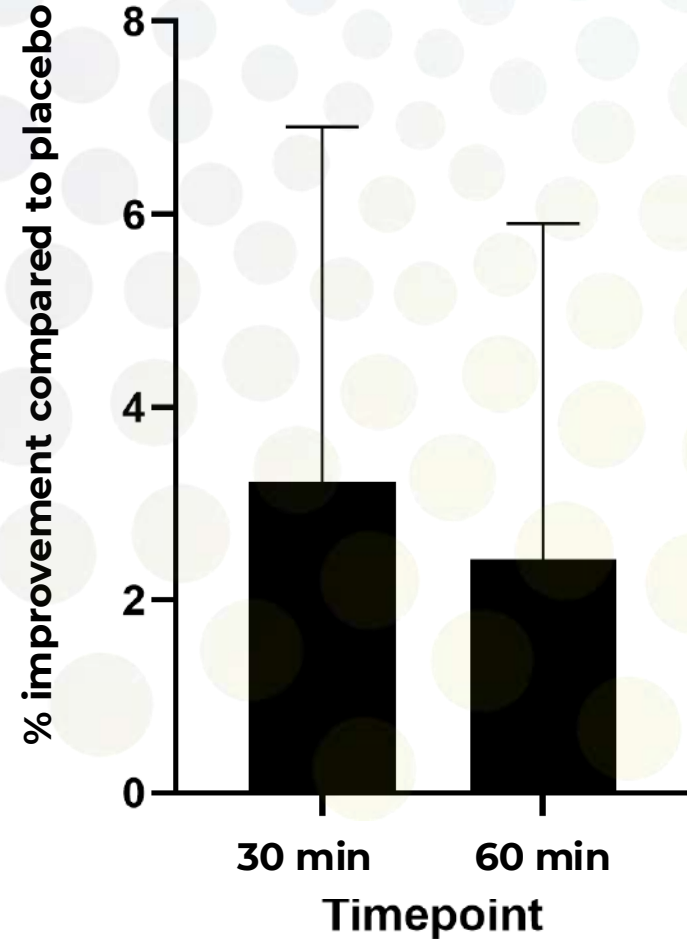
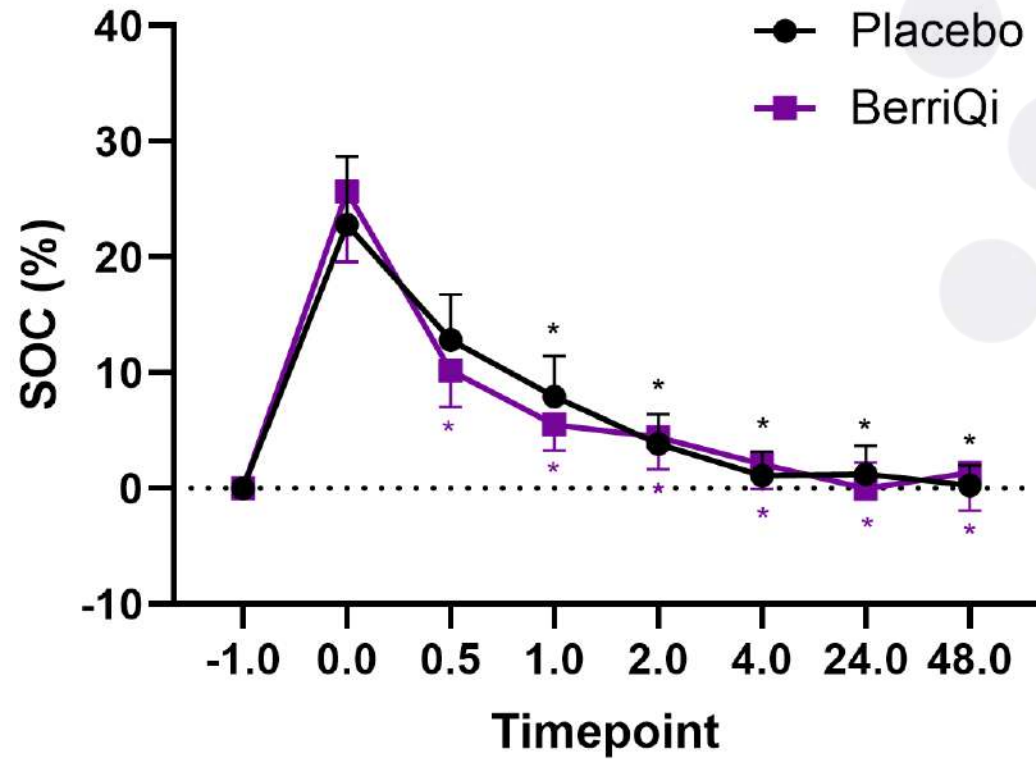
Preliminary clinical results: Throat irritation



BerriQi significantly improves acute throat irritation more quickly than placebo



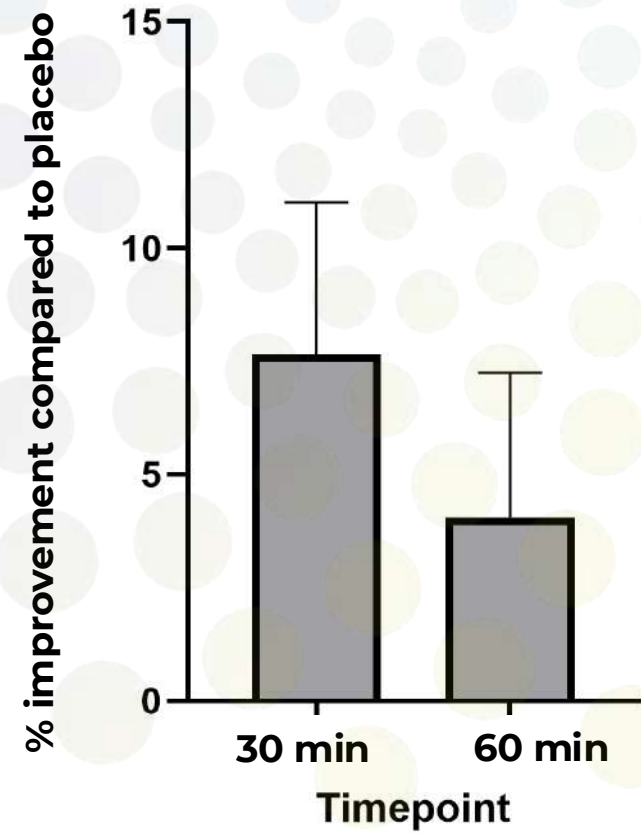
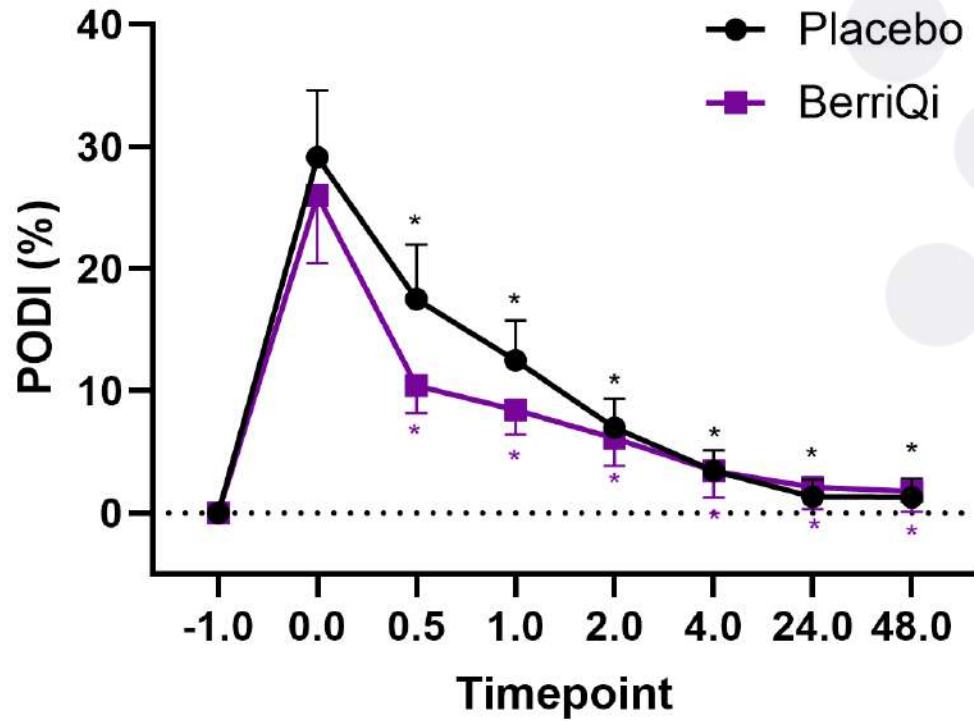
Preliminary clinical results: Soreness of cough



BerriQi significantly improves soreness of cough more quickly than placebo



Preliminary clinical results: Pain upon deep inhalation

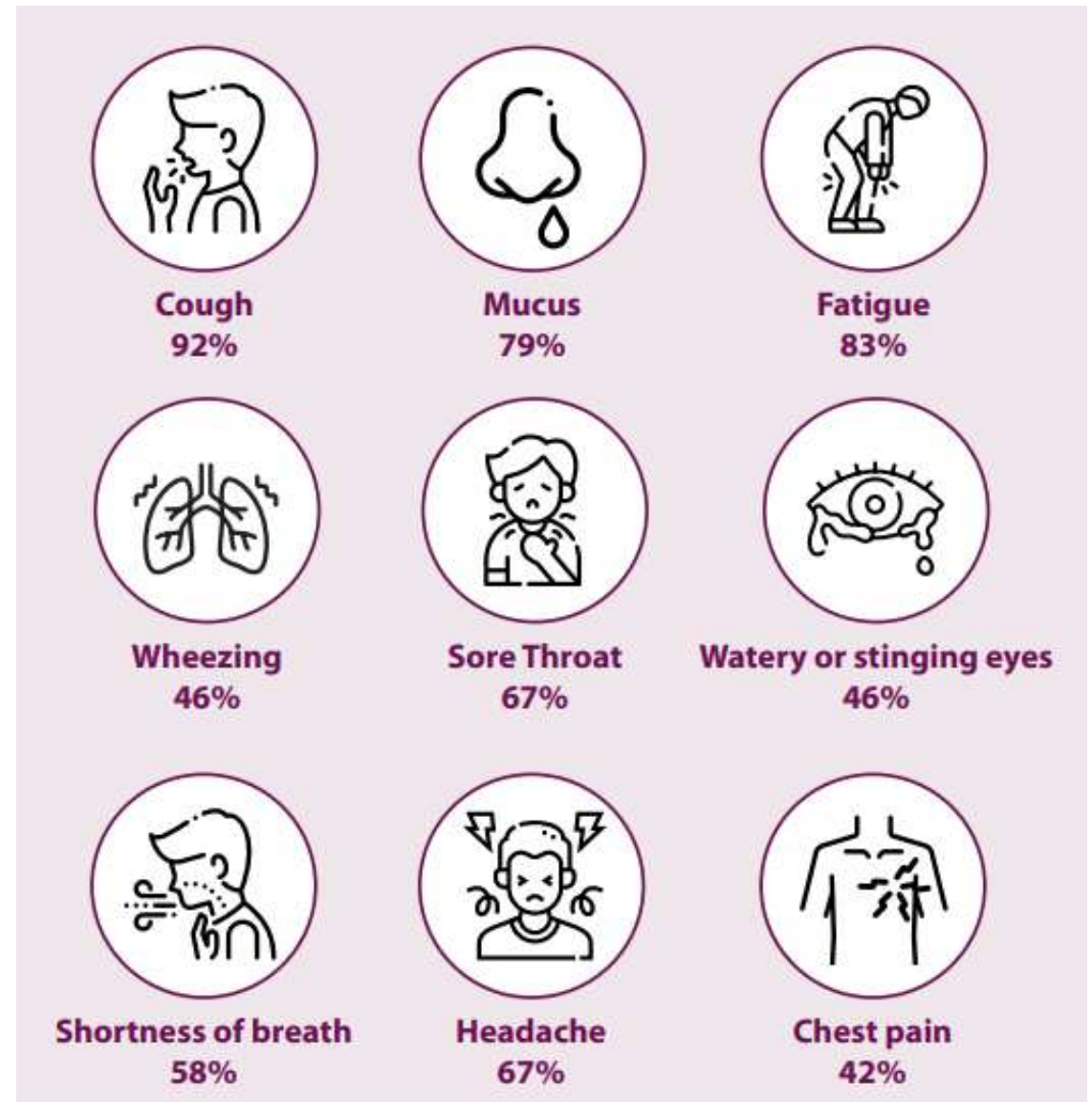


BerriQi significantly improves pain from deep inhalation more quickly than placebo

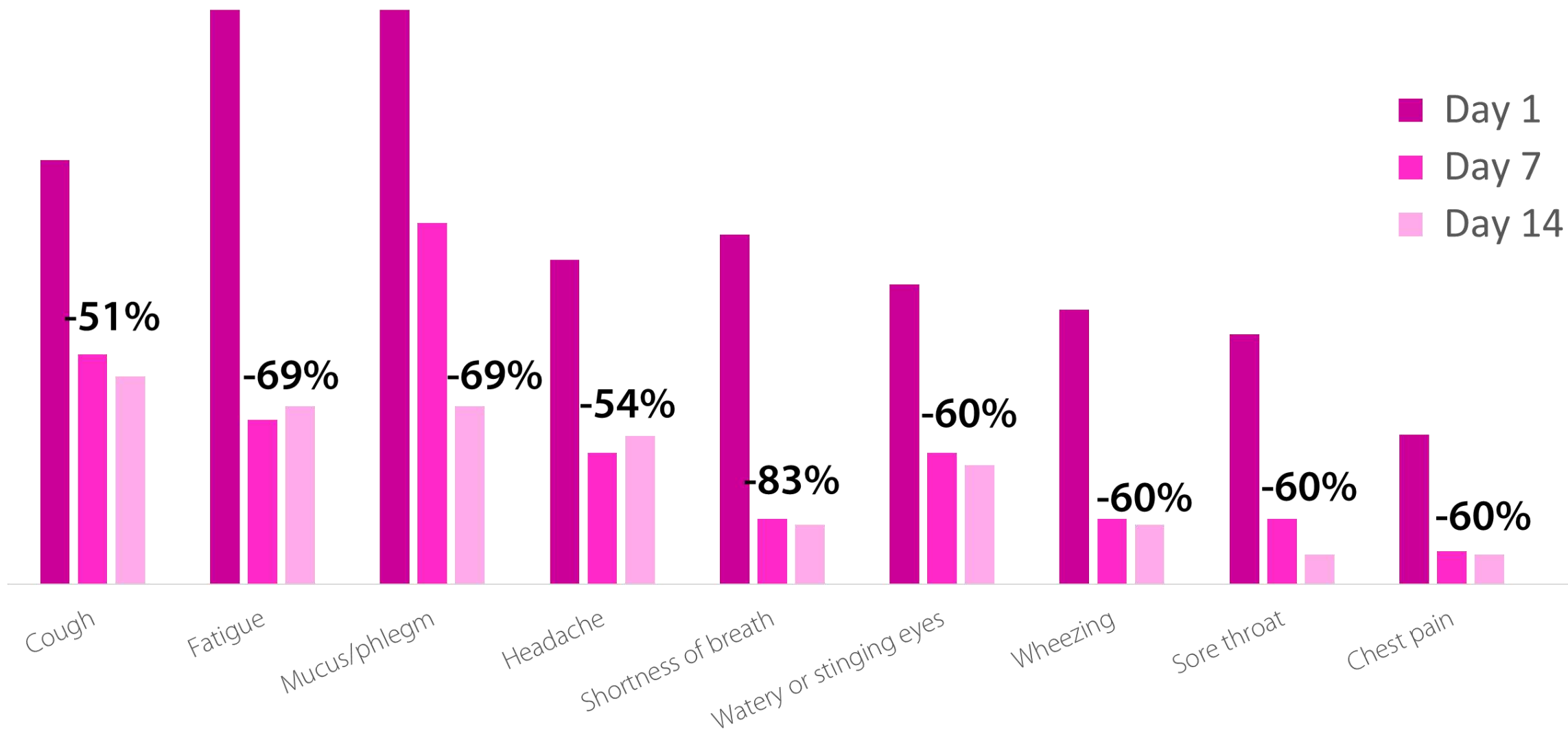
Consumer reports support clinical trial results in populations exposed to continuous high levels of pollution



Respiratory Symptoms Reported at Baseline



Average symptom severity scores reduced by 51%-83% while consuming BerriQi ®

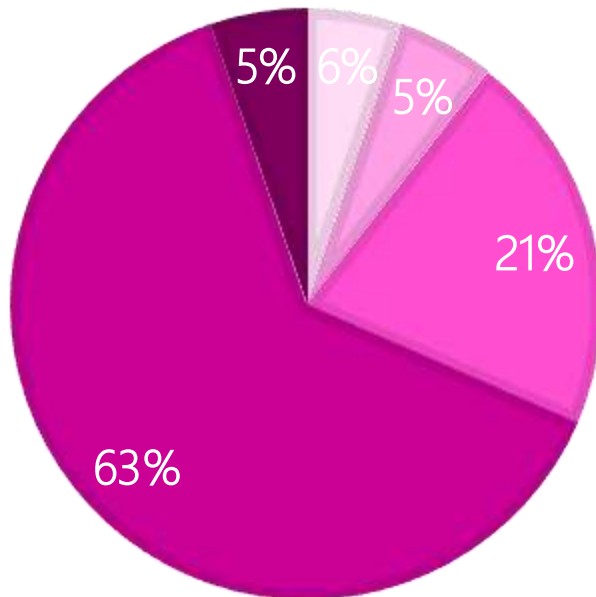


User Testing Round 1- 1300mg a day

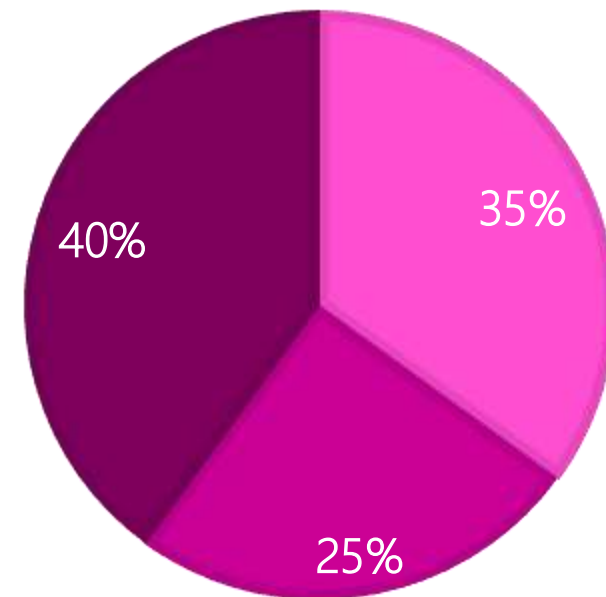
63% of consumers reported feeling “Better” or “Much better” after consuming BerriQi® for 2 weeks

How did consumers feel during the first week of consuming BerriQi compared to the week prior?

■ Much Worse ■ Worse ■ The same ■ Better ■ Much better



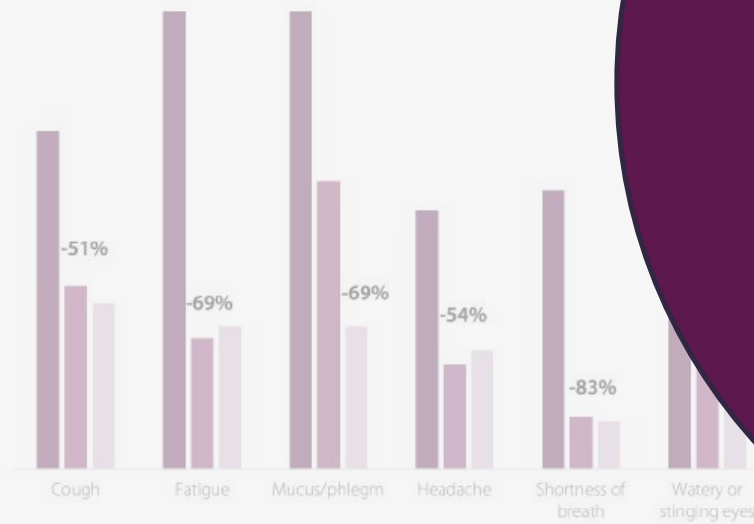
How did consumers feel during the second week of consuming BerriQi compared to the first week?



24 customers in Malaysia with respiratory symptoms volunteered to try BerriQi and complete daily symptom questionnaires. Customers reported a number of respiratory triggers. Customers consumed 1300 mg of BerriQi per day for 2 weeks.

Day 0
Established

Average symptom scores when



Google Keyword research

Health benefits:

Apple powder
Vitamins and polyphenol
by:

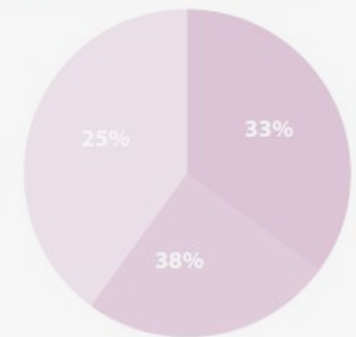
ion

g

the cells in the lungs called alveolar macrophages, the system to restore balance

20% increase in testers who felt "Much Better" after taking BerriQi for 2 weeks

How did consumers feel during the second week of consuming BerriQi compared to the first week?



■ Much worse ■ Worse ■ The same ■ Better ■ Much better

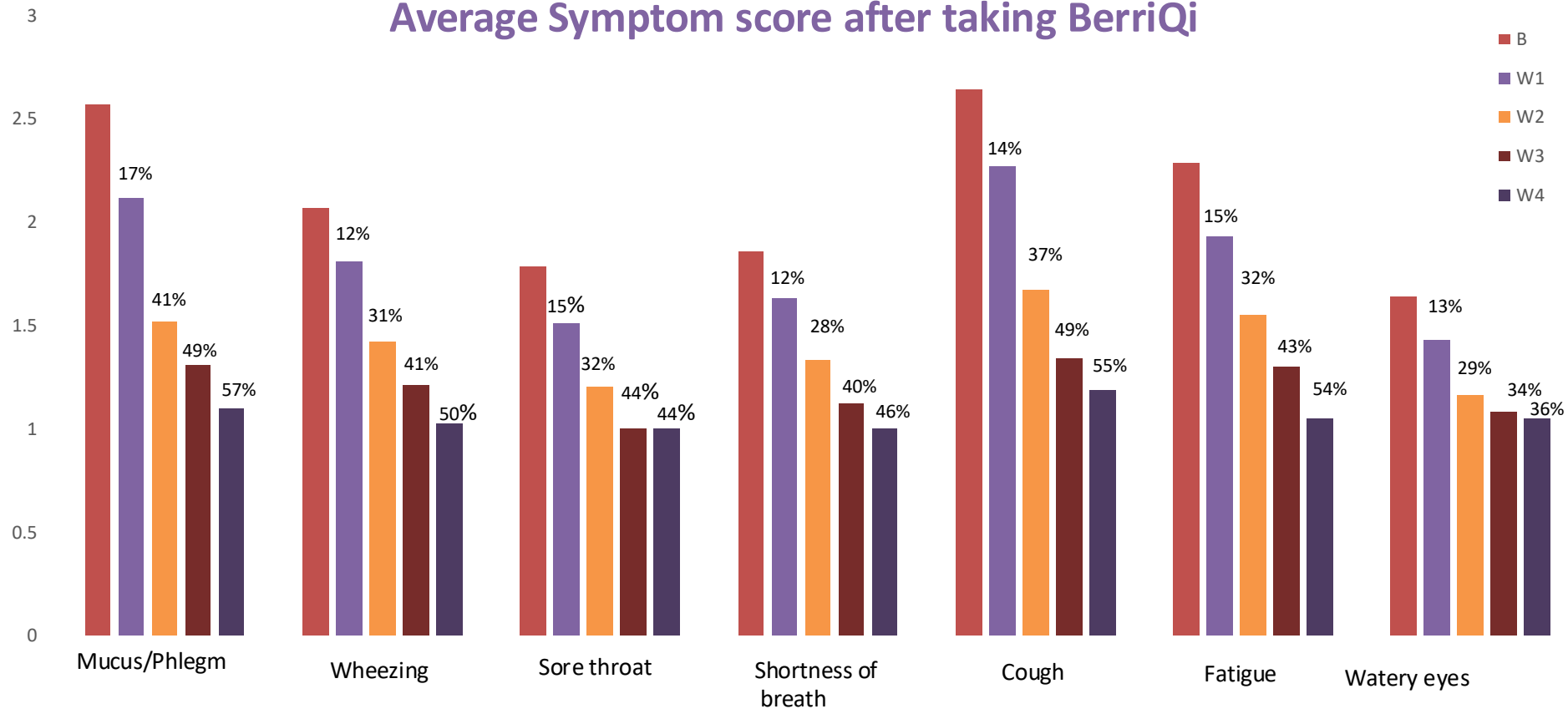
BerriQi resulted in **51% – 83%** reduction in respiratory symptoms.



User Testing – ITS Round 2 650mg

Consumers reported at 57% reduction in mucus/phlegm symptoms after consuming BerriQi® for 4 weeks

Average Symptom score after taking BerriQi

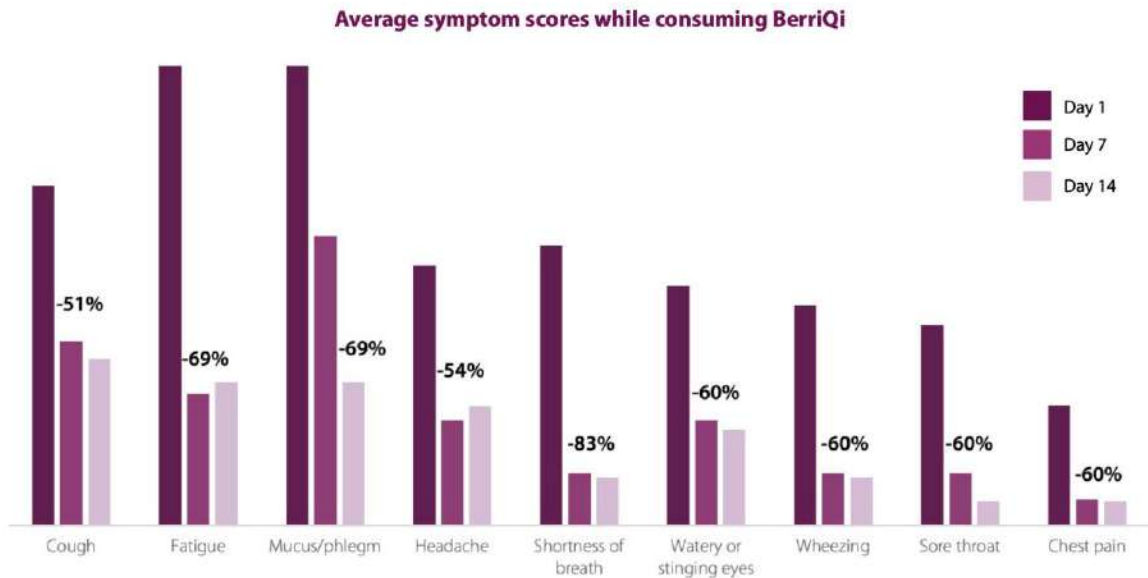




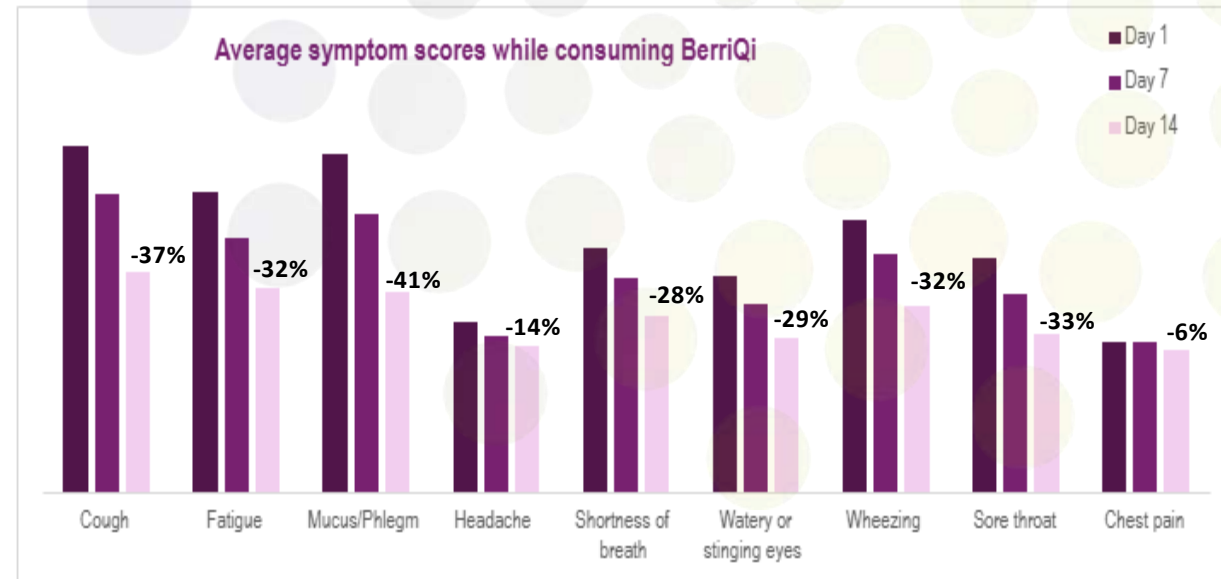
User Testing Comparison

- Clear dose-dependency
- Significant improvement from both dosages
- Mucus/phlegm had the most improvement across both dosages

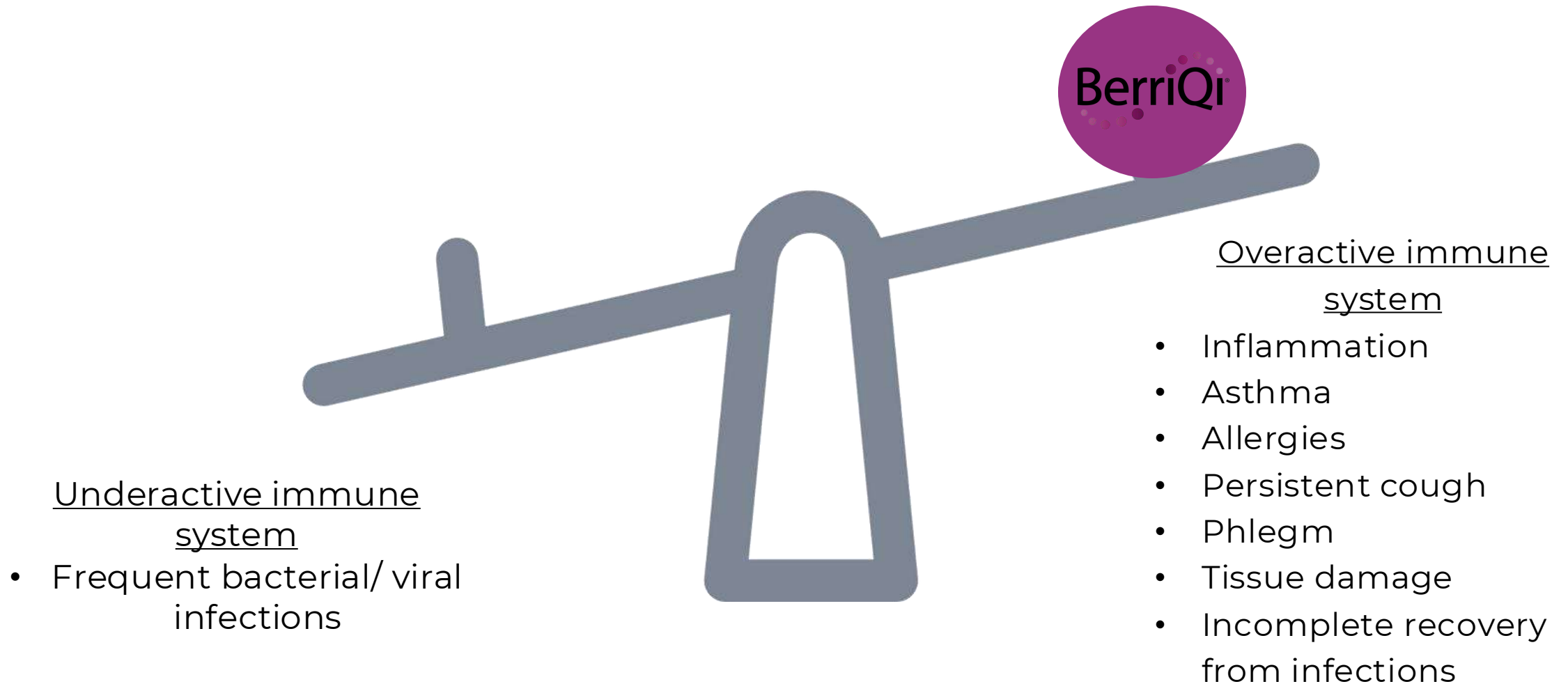
1300mg daily dosage





650 mg daily dosage

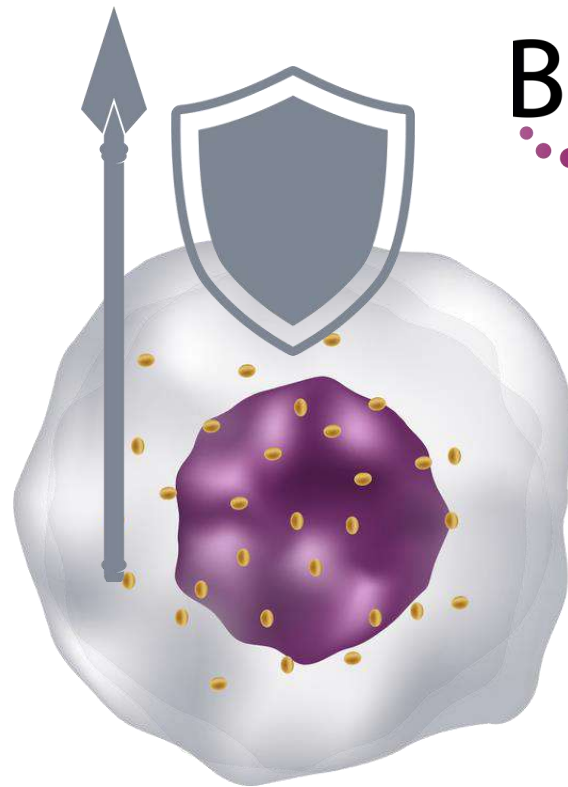


The unique anthocyanins in BerriQi® balance an overactive immune system

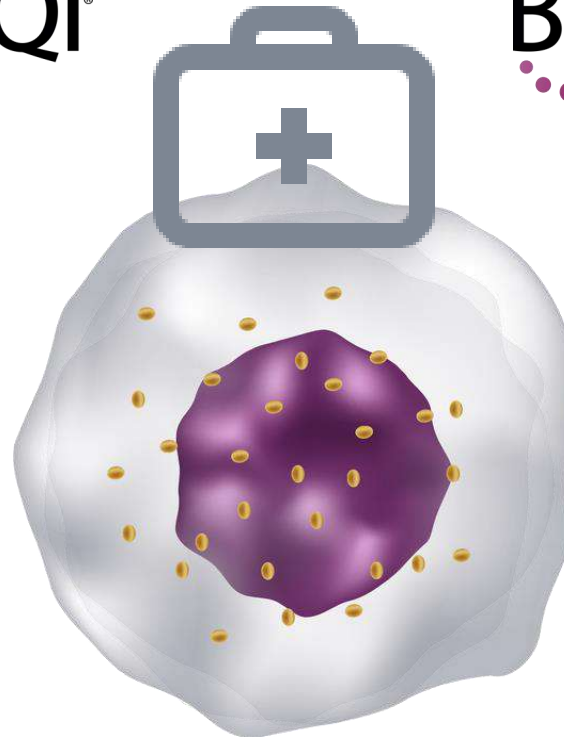


BerriQi® activates the progression of macrophages from M1 to M2 and M2C

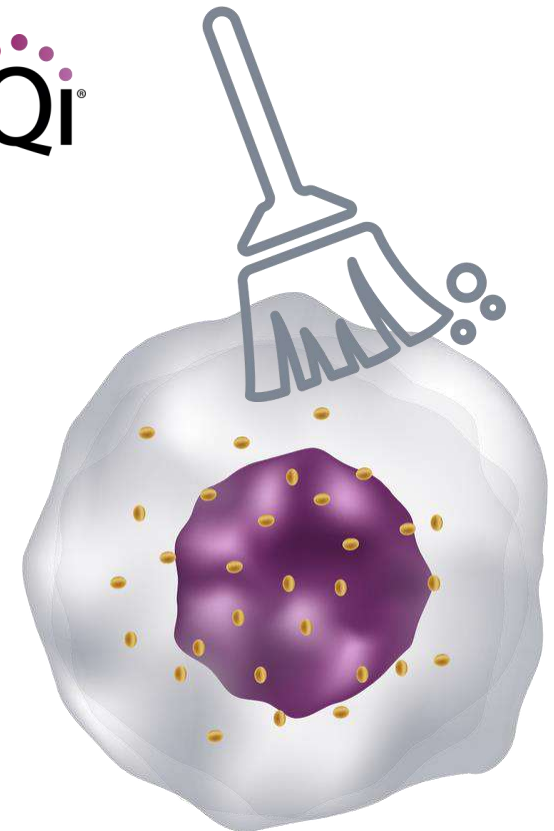
Detect and fight  Heal tissues  Clean Up



BerriQi®



BerriQi®



Dosage

	High Dose	Low Dose
	<ul style="list-style-type: none">• May restore damaged lung tissue from chronic respiratory conditions (asthma, allergies, airway remodeling).• May reduce the duration and severity of symptoms from respiratory infections.	<ul style="list-style-type: none">• May prevent and reduce airway inflammation from daily stressors (pollution, exercise, smoking, allergens).• May prevent and reduce overproduction of mucus.
Powder	Adults 1600 mg/day Children 1000 mg/day Toddlers 500 mg/day	Adults 650 mg/day Children 400 mg/day Toddlers 200 mg/day
Concentrate	Adults 7400 mg/day Children 4600 mg/day Toddlers 2300 mg/day	Adults 3000 mg/day Children 1900 mg/day Toddlers 1000 mg/day

Product Success Story – Case Study

NutriBase China developed the perfect trifecta to see customers through respiratory stress and infections



Bliss-K12 Probiotics proven to **defend** against infection



Immune activating Elderberry to help **fight** infection



Immune calming BerriQi to **heal and recover** from infection

Nutribase + Anagenix



NutriBase

- Developed/run by medical professionals
- Target market children and families
- Wide retail distribution
- Invest in testing, clinicals and build testimonials
- Premium products

Identified a market need and strategically align

- NutriBase sell a system of immune support products (prevention, during infection)
- Identified phlegm, mucus and cough are big pain points specifically for parents
- BerriQi positioned as a unique solution for post-infection recovery and reducing the post-infection period
- Opportunity to extend range and launch a complete system of pre-during-post infection solution with BerriQi driving the sales.



Create a Stand Out Opportunity and concept test

- Concept testing with BerriQi amongst children showed visible and convincing evidence of reduced phlegm, mucus and cough
- Visible improvement with BerriQi in a day convince mothers of its effectiveness
- NutriBase went on to launch an adult range for the entire family
- Concept tested among senior population in karaoke session (sang better, voice is clearer with reduction in phlegm/mucus)



纽倍思携手新西兰皇家科学院，让波森莓走进中国



9月26日，由广东省直属机关老年协会主办的“强国建设，民族复兴-贺中秋迎国庆何质彬院士航天梦报告会”在广东大厦圆满举行，来自广东省市和军队的老领导、老将军、老干部以及社会各界人士共计三百余人齐聚一堂，著名主持人马志海、国家一级演员唐彪等出席本次活动。



nutribase



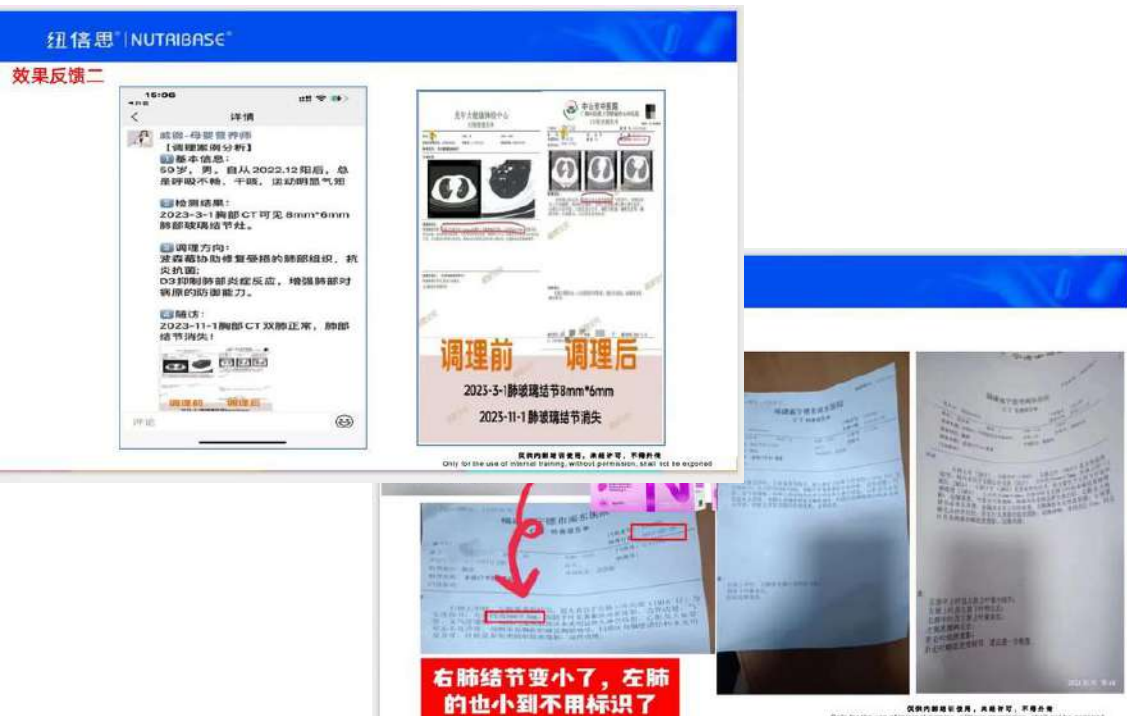
Our commitment to adding value

- Anagenix support through entire journey – from early concept to clinical trial
- Provided data, marketing and education
 - In-vitro, In-vivo, Ongoing clinicals and publications
 - Why BB + Apple vs BB only
 - Understanding of unique anthocyanins in BerriQi
 - Why NZ. US vs NZ BB
 - Patents
 - Mindmaps, Farm, How It work, Scientist videos
 - Testimonial videos
- Support for tailoring the messaging to what's relevant to their success

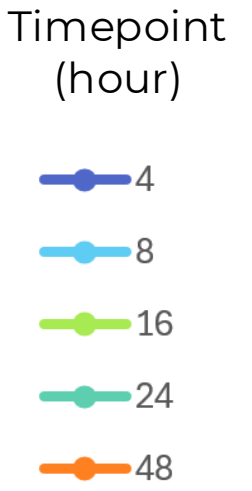
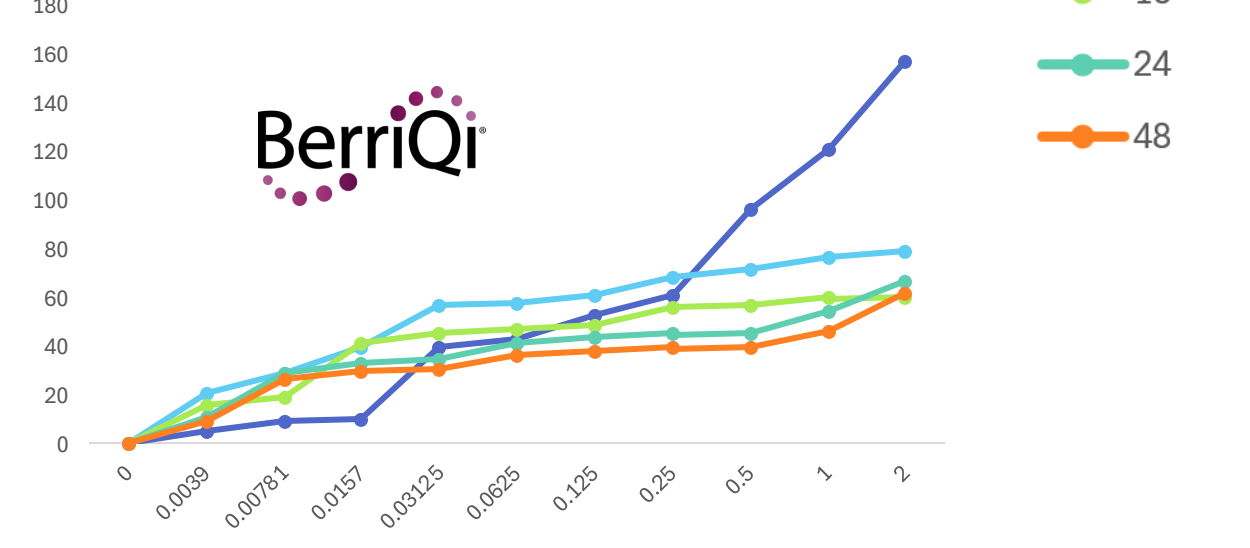
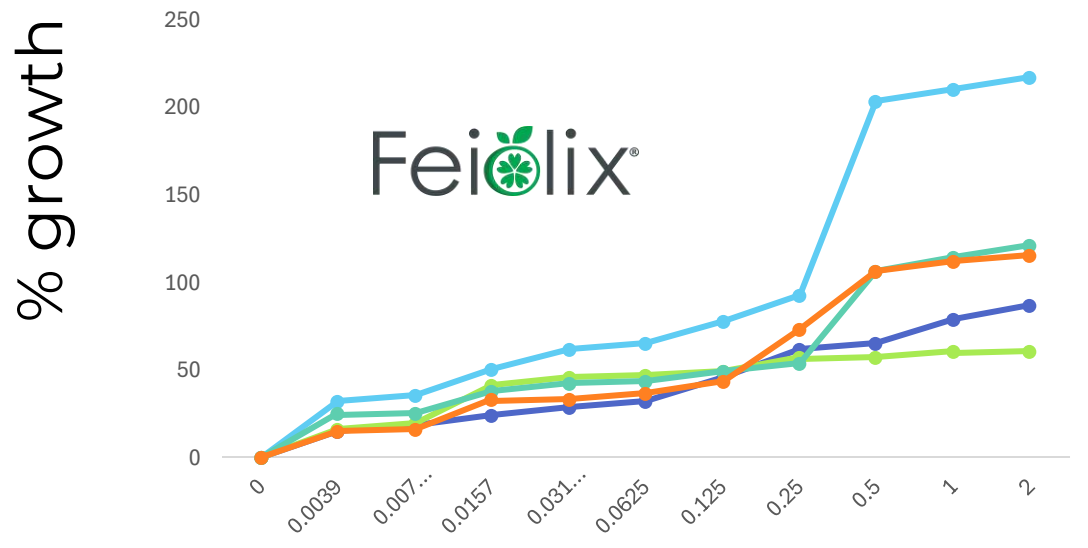
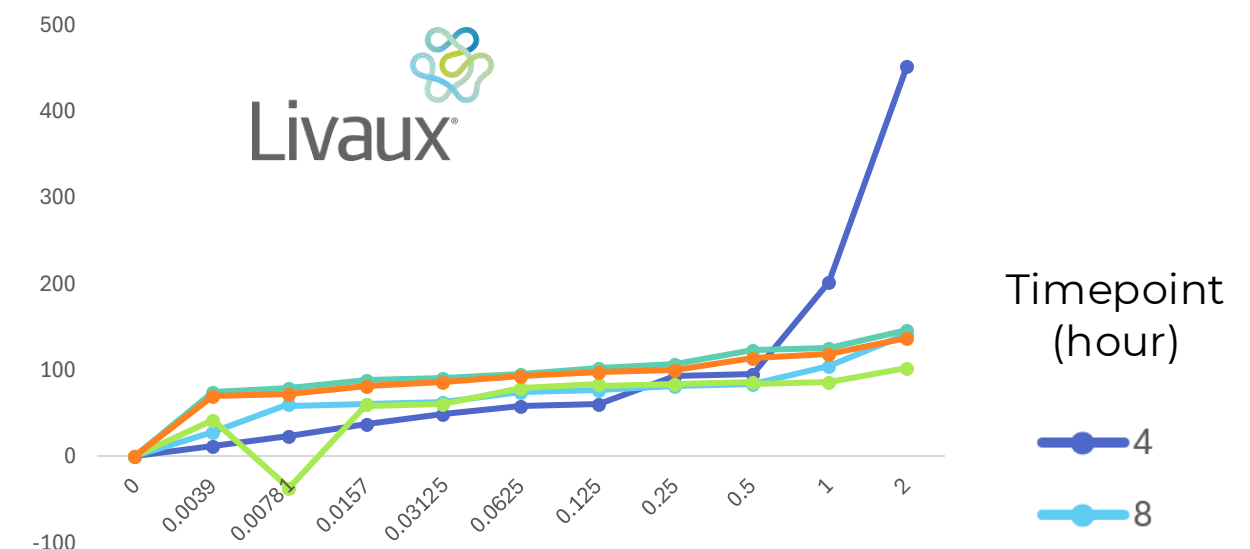
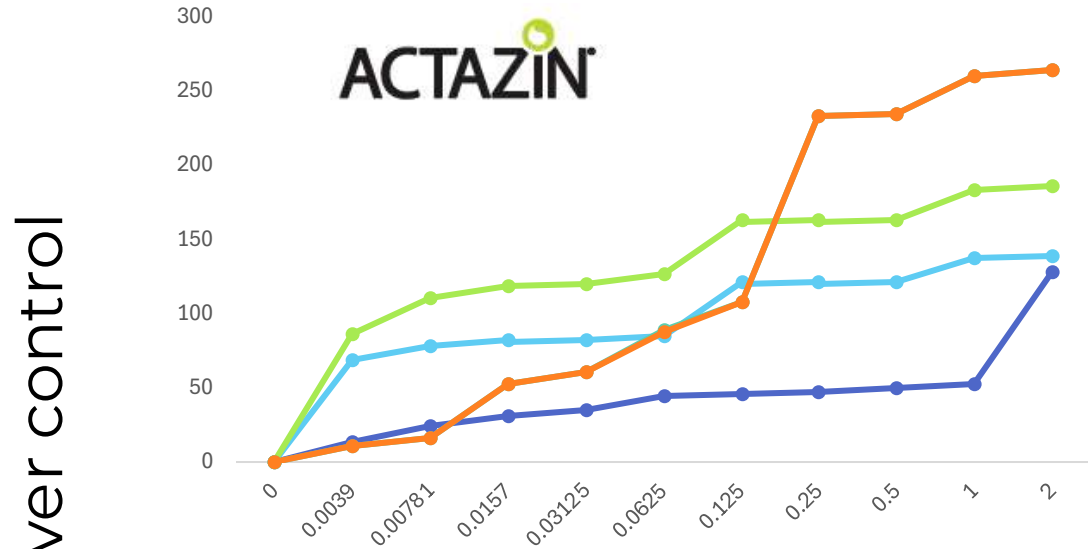


End Result

- Formulation support: 8g - adults, 6 g - child. High dose for quick efficacy
- Strong testimonials and customer satisfaction led to high repurchase rate (because it works with BerriQi)
- Sold out quickly
- Strong retailer support as a result



Lacticaseibacillus rhamnosus HN001



Concentration of Anagenix ingredient (mg/mL)

Lacticaseibacillus rhamnosus HN001

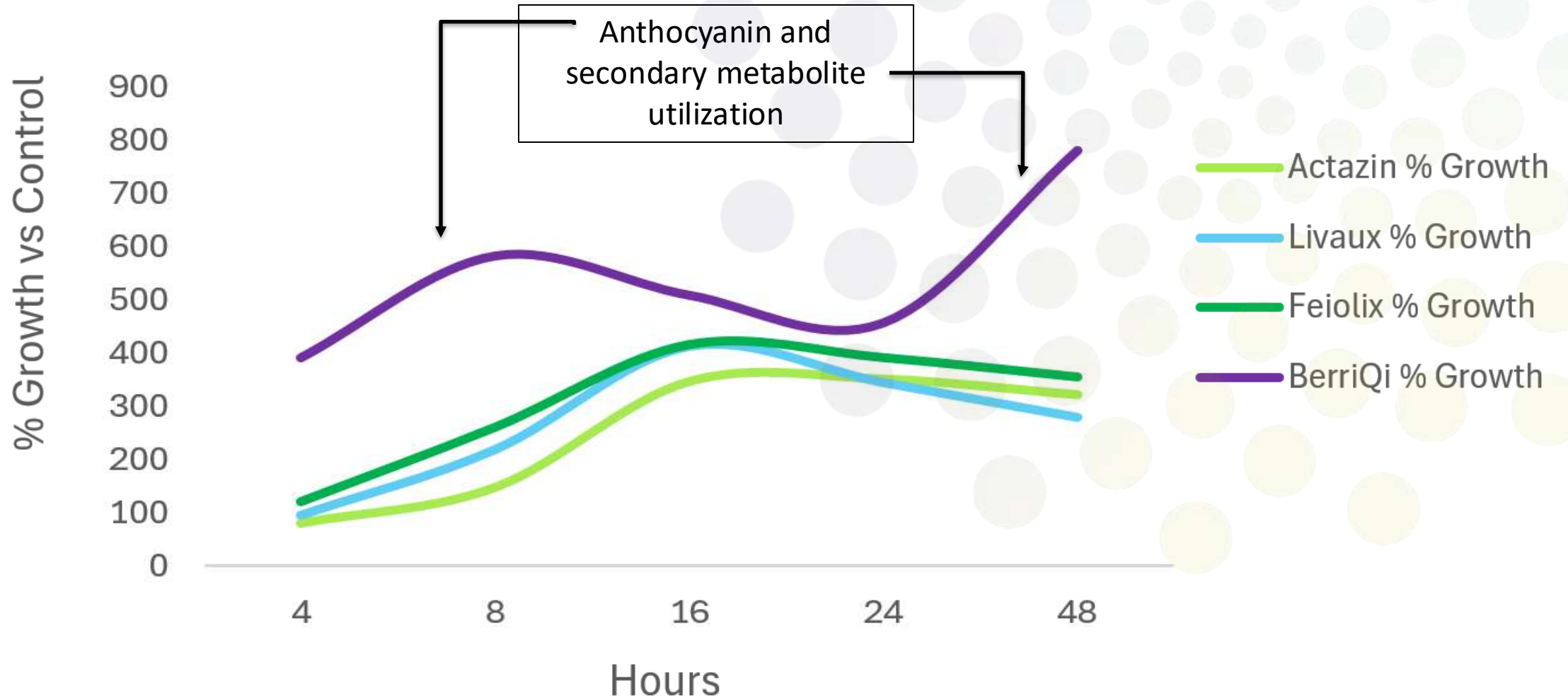


- Women's health
- Immune health
- Skin health
- Mood/mental health
- Pregnancy/maternal health

Anagenix products (0.5 mg/mL) promoting probiotic growth at 16 hours

Lactobacillus gasseri

- Weight management & Metabolic support



Lactobacillus gasseri



% growth over control

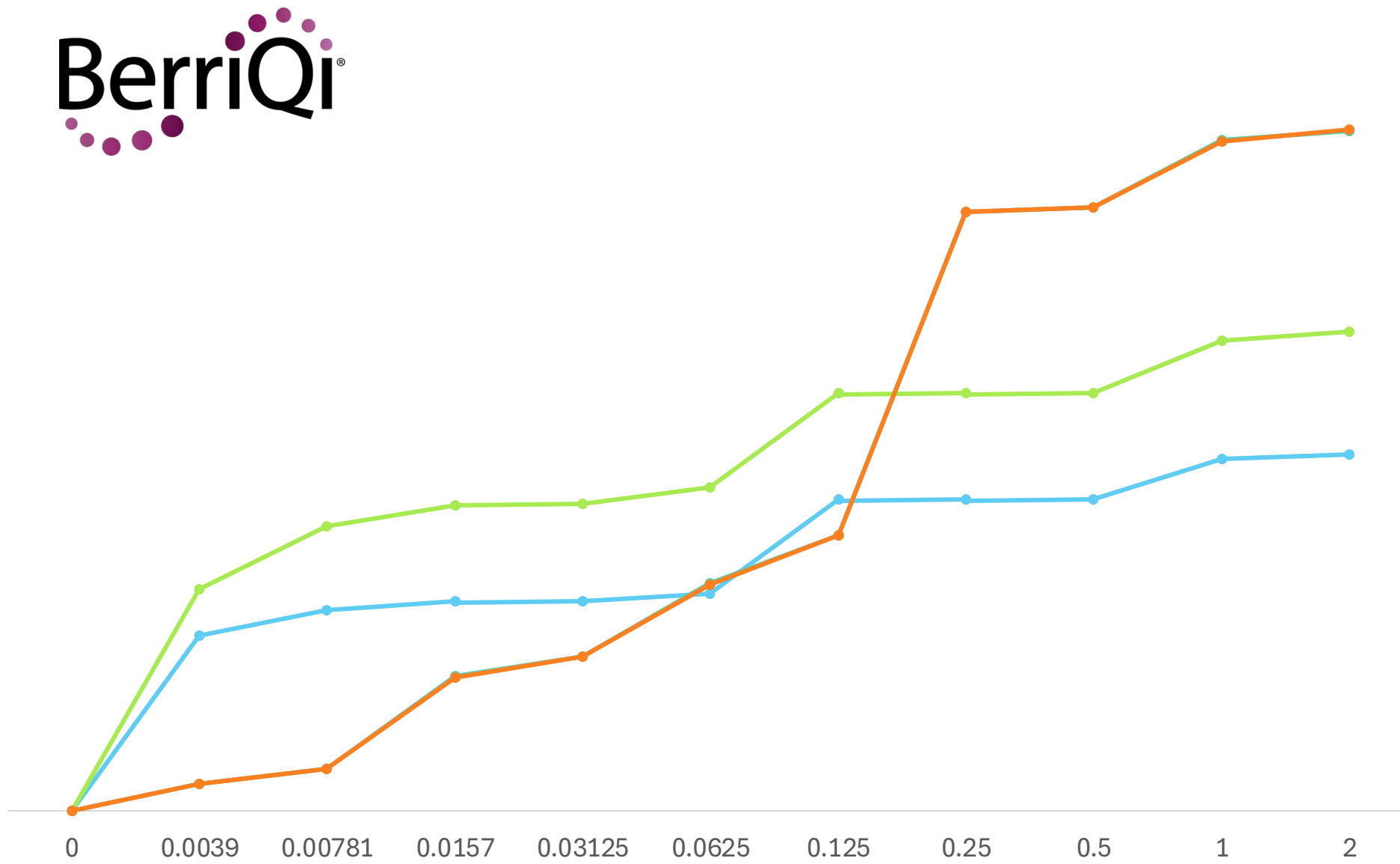
300
250
200
150
100
50
0

0 0.0039 0.00781 0.0157 0.03125 0.0625 0.125 0.25 0.5 1 2

Concentration of Anagenix ingredient (mg/mL)

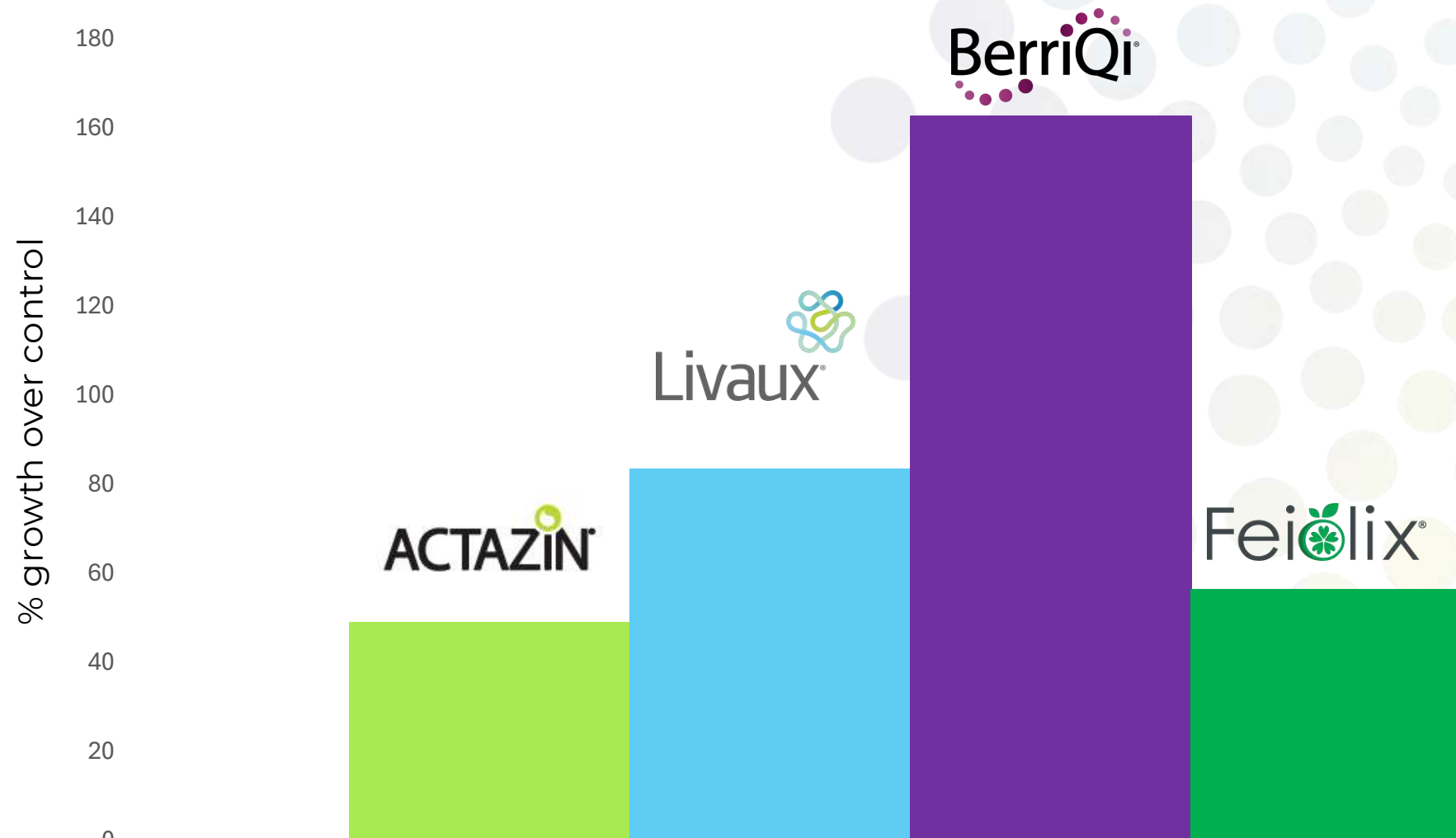
Timepoint
(hour)

- 4
- 8
- 16
- 24
- 48



Lactobacillus gasseri

- Weight management & Metabolic support



Anagenix products (0.5 mg/mL) promoting probiotic growth at 16 hours