



Pioneers In The Cellular Health + Nutraceutical Categories

Our Scientific Advisory Board

Roger Kornberg, PhD

Professor of Structural Biology, Stanford University
Nobel Prize Winner, Chemistry

Sir John Walker FRS, FMedSci

Emeritus Director and Professor MRC
Mitochondrial Biology Unit, Cambridge
Nobel Prize Winner, Chemistry

Rudolph Tanzi, PhD

Kennedy Professor of Neurology, Harvard University
Leading Alzheimer's Researcher
TIME 100 Most Influential 2015

Charles Brenner, PhD

Head of Biochemistry, University of Iowa
Discoverer of NR as a vitamin

Bruce German, PhD

Chairman of Food, Nutrition, & Health
University of California, Davis
Leader in Food, Nutrition, & Wellness Innovation

Brunie H. Felding, PhD

Associate Professor of Molecular Medicine
Scripps Research Institute, Renowned Breast Cancer
Researcher focused on NAD+ supplementation

NIAGEN® is Backed with a Body of Clinical and Scientific Research

200+

Research Collaborations
Independently researched by teams at Cambridge University, Northwestern University, Duke University, New York University, University of California, and many more around the world.

100+

Published Peer-Reviewed Preclinical Studies
On the science behind NR and its NAD-boosting properties

20+

Additional Clinical Trials Registered

20+

Owned and Licensed Patents

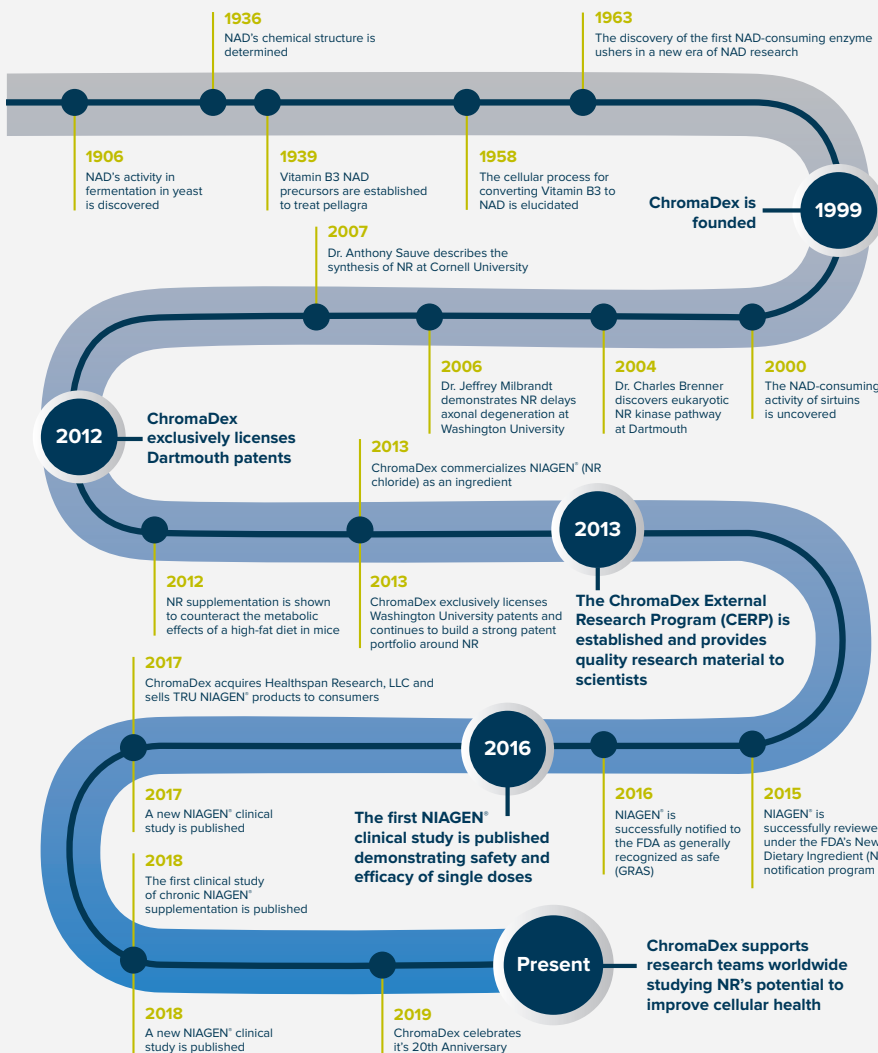
10

Published Human Clinical Trials

3

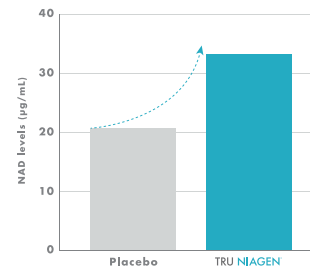
FDA Safety Notifications

Your Partner In Scientific Discovery



NIAGEN® Holds Enormous Category Promise

- NAD is a co-enzyme that the body's cells utilize whenever we eat, drink, sleep, and breathe.
- NAD levels decrease by as much as half from a person's 40s to their 60s, leading scientists to link it to the aging process.
- Nicotinamide riboside (NR, marketed as NIAGEN®), a unique form of vitamin B3, safely increases NAD levels.



TRU NIAGEN® increases NAD by 40-50% after 8 weeks*

* On average at 300mg / day for 8 weeks

The \$250B Emerging Anti-Aging Category is Experiencing Rapid Growth

Global growth of the anti-aging category¹ compared to the global growth of the legal marijuana market.²

2-Yr Fwd CAGR: 5.8%

\$331
BILLION

Anti-aging market by the year 2021

\$146
BILLION

Legal marijuana market by the year 2025

¹ orbisresearch.com/reports/index/anti-aging-market-by-demographics-by-products-by-services-by-devices-and-by-region-global-industry-analysis-size-share-growth-trends-and-forecasts-2016-2021 • ² grandviewresearch.com/press-release/global-legal-marijuana-market • ³ nih.gov/news-events/news-releases/worlds-older-population-grows-dramatically