

Investor Presentation

Rob Fried

Chief Executive Officer

Brianna Gerber

Chief Financial Officer

Nasdaq: CDXC | June 2023



Investment highlights

- Global bioscience company dedicated to **healthy aging** and leader in the **rapidly growing NAD+ market**
- Large addressable market – **\$170B global TAM** in vitamins and supplements (+5% growth annually) with opportunities to capture share of **broader healthy aging end-markets** as well as potential to expand into **pharmaceutical field**
- **Proven and proprietary** NAD+ boosting supplement (Tru Niagen®) with \$60+ million in sales in 2022 (+62% CAGR ⁽¹⁾)
- Strategic partnerships to grow Tru Niagen® **global distribution footprint** with focus on **Asia Pacific**
- Independent scientific research supporting benefits of proprietary ingredient with **20+ clinical trials** and **\$90MM+** of third-party research
- **Strong intellectual property portfolio with 60+ patents** for Niagen® and other NAD precursors
- **Strong financial position**, approaching positive Adjusted EBITDA on a sustainable basis

ChromaDex at a glance

FINANCIAL HIGHLIGHTS

Revenue - \$77.3MM last 12 months ended Mar. 2023

Net Loss - (\$10.7)MM last 12 months ended Mar. 2023

Total Cash - \$23.1MM as of Mar. 31, 2023

Total Debt - \$0.0MM as of Mar. 31, 2023

Non-GAAP Adjusted EBITDA - (\$5.6)MM last 12 months ended Mar. 2023

VALUATION

Market Cap - \$105.0MM as of May 30, 2023

Enterprise Value (EV) - \$81.9MM as of May 30, 2023

EV/Revenue (LTM) - 1.1x

TRADING DATA

Stock Exchange | Symbol - Nasdaq | CDXC

Stock Price - \$1.40 (as of May 30, 2023)

Share Outstanding - 75.0MM shares

52 weeks range - \$1.15 ~ \$2.37

Average Volume - 109,000

Public Float - 64%

Fiscal Year-end - December 31st

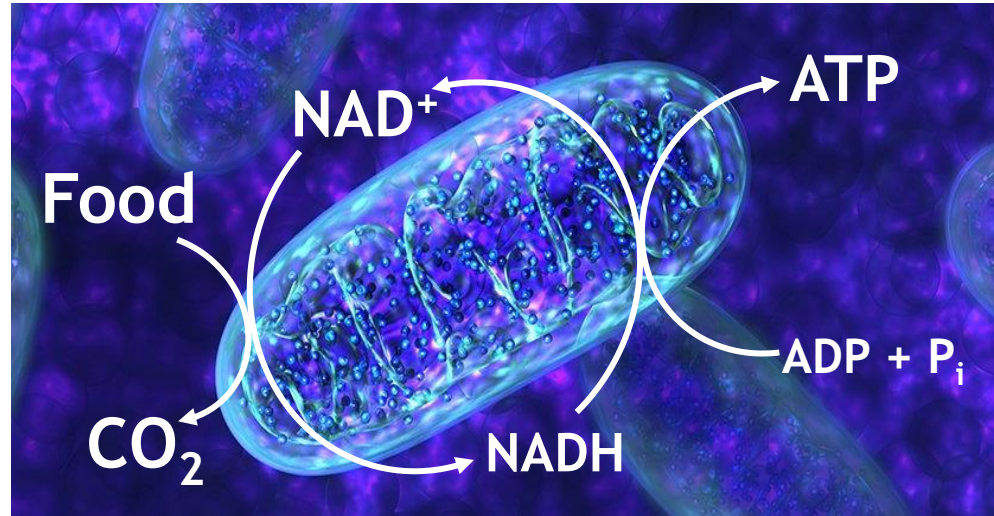
NAD+ declines by ~65% between the age of 30 and 70



What is NAD⁺ and why is it essential?

Nicotinamide Adenine Dinucleotide (NAD⁺)...

- Mission critical co-enzyme in cellular metabolism
- Constantly being consumed and created by cells
- Plays a vital role in:
 - Cellular defense and repair
 - Energy production and the optimal function of our cells' powerhouses (the mitochondria)



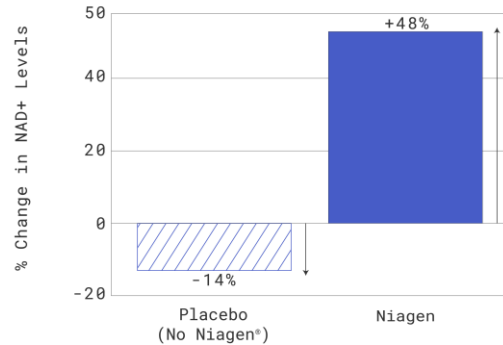
TRU NIAGEN[®]



The most efficient way to safely elevate NAD+ levels and the only patented form of nicotinamide riboside (Niagen[®]) available in the world.

Tru Niagen® is scientifically proven to increase NAD+

Tru Niagen® Increases NAD+
by 40-50% After 8 Weeks†



Conze et al., 2019 | † On average at 300 mg / day for 8 weeks

Significant opportunity driven by product innovation & benefit claims

Global Addressable Vitamins and Dietary Supplements Market

*Rounded to nearest billion

Global Consumer Health including Vitamins and Dietary Supplements⁽¹⁾

- Also includes sports nutrition, weight management and well-being sub-categories

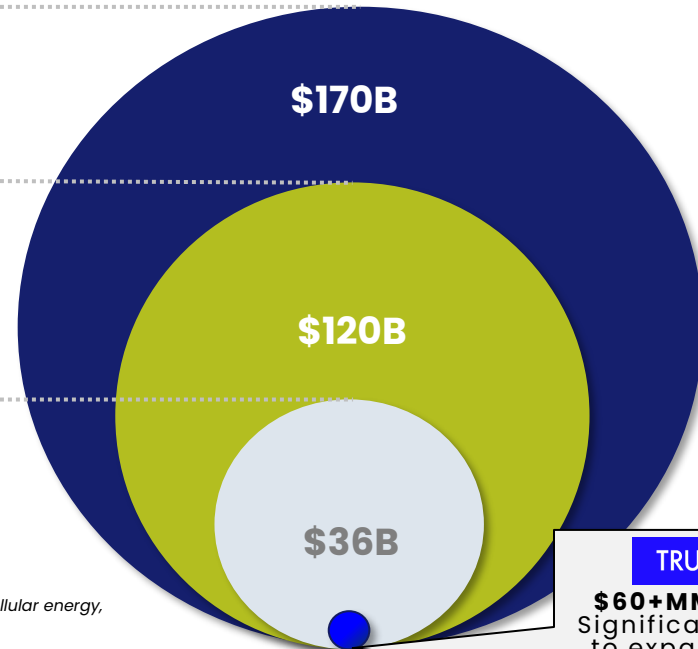
Global Dietary Supplements – Health Conditions linked to active/completed Niagen® studies and products sold by company⁽²⁾

- E.g. healthy aging, general health, immune, heart, brain/cognitive, sleep support, mood/stress, hair/skin/nails, sports/energy/weight management, eye health

US Dietary Supplements – Health Conditions linked to active/completed Niagen® studies and products sold by company⁽³⁾

- E.g. **healthy aging**, general health, immune health, **heart**, brain/cognitive, sleep support, mood/stress, **sports/energy**/weight management, eye health

Categories in **blue** represent existing claims for Tru Niagen®. Sports and energy = muscle health and cellular energy, respectively.



TRU NIAGEN®

\$60+MM in net sales
Significant opportunity to expand into larger addressable markets

(1) Per Euromonitor, 2021 market size based on global sales (vitamins and dietary supplements, sports nutrition, weight management and well-being categories).

(2) Per Nutrition Business Journal, 2021 report (U.S. market sizes, 2021 estimates). ChromaDex internal estimates, extrapolated global estimates assuming U.S. represents 29% of global sales in all categories in Consumer Health industry (per Euromonitor).

(3) Per Nutrition Business Journal, 2021 report (U.S. market sizes, 2021 estimates).

NR⁽¹⁾ is superior NAD+ precursor to NMN

Summary Comparison	NR ⁽¹⁾ Nicotinamide Riboside	NMN Nicotinamide Mononucleotide
Published peer-reviewed clinical studies That demonstrate elevated NAD+ / NAD+ flux	25+ 10+	15+ 5+
Effectively enters the cells of mammals	✓	✗
Regulatory authorizations by market	7	1
NSF Certified for Sport® seal	✓	✗

✗ **NMN has been banned by FDA from commercial sale as a dietary supplement in the U.S.**



(1) Commercialized as Chromadex's flagship ingredient Niagen®

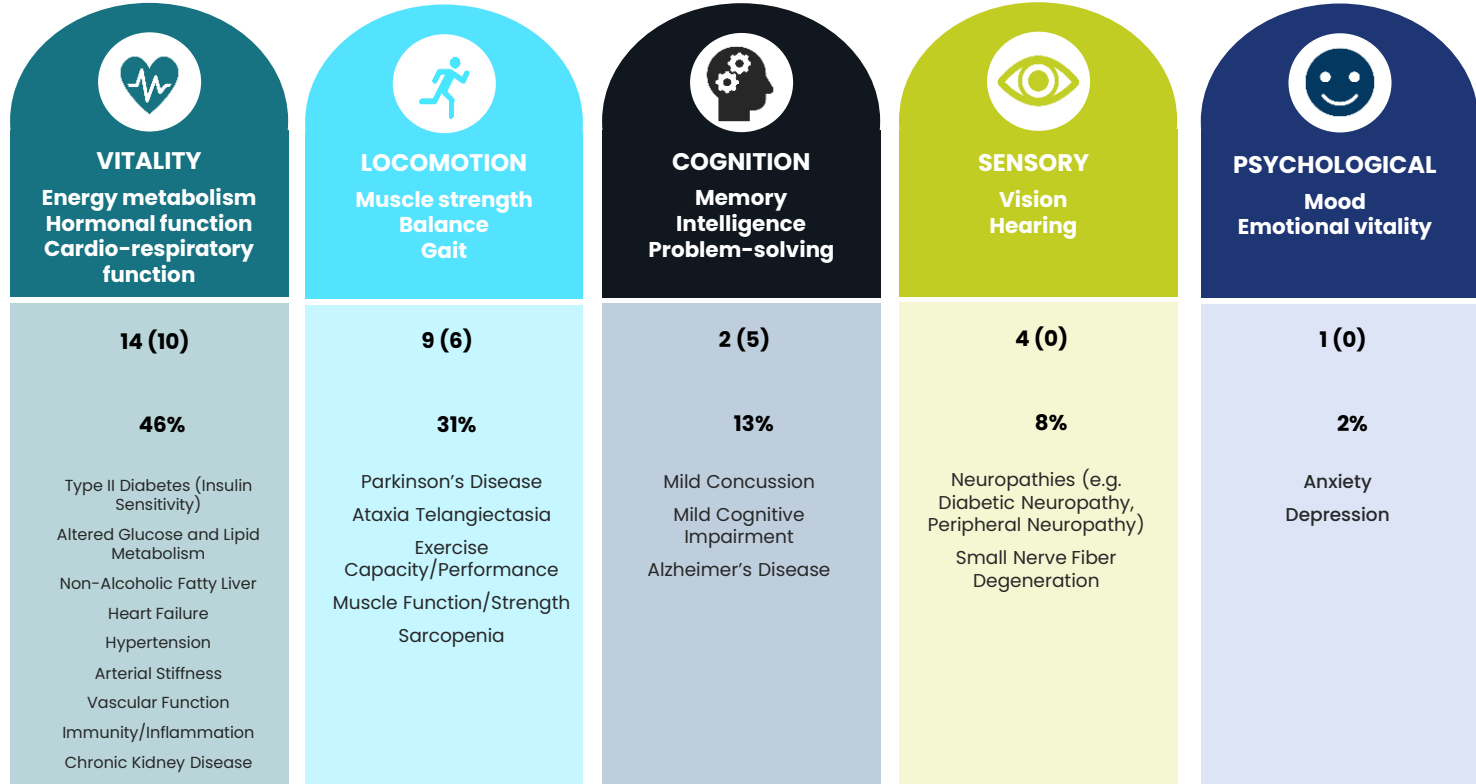
Basic physiological functions are NAD+ dependent

INTRINSIC CAPACITY DOMAIN
Based on World Health Organization's definition

Number of active (completed)* clinical trials

% of all registered Niagen® clinical trials**

Conditions Studied















*Source: Based on Niagen® NR trials registered on clinicaltrials.gov. Used ChromaDex classification into intrinsic capacity domains. As of April 18, 2023. Chart includes suspended trials but does not include pharmacokinetic or terminated trials.

**Based on Niagen® nicotinamide riboside (NR) clinical trials listed on clinicaltrials.gov

Broad pharmaceutical use potential

Multiple studies demonstrate NR has therapeutic effects across multiple conditions:

NEUROLOGICAL HEALTH	CARDIOVASCULAR HEALTH	MUSCLE HEALTH	LIVER HEALTH	IMMUNE HEALTH
<p>Nicotinamide Riboside Improves Ataxia Scores and Immunoglobulin Levels in Ataxia Telangiectasia (“AT”)</p> <p>Veenhuis et al., 2021⁽⁴⁾</p> 	<p>Boosting NAD Suppresses Inflammatory Activation of Peripheral Blood Mononuclear Cells (“PBMCs”) in Heart Failure</p> <p>Zhou et al., 2020⁽¹⁾</p> 	<p>Nicotinamide Riboside Improves Muscle Mitochondrial Biogenesis, Satellite Cell Differentiation, and Gut Microbiota in a Twin Study</p> <p>Lapatto et al., 2023⁽¹¹⁾</p> 	<p>NAD⁺-Boosting Therapy Alleviates Nonalcoholic Fatty Liver Disease (“NFLD”) via Stimulating a Novel Exerkine Fndc5/Irisin</p> <p>Li et al., 2021⁽²⁾</p> 	<p>Combined Metabolic Activators Accelerates Recovery in Mild-to-Moderate COVID-19</p> <p>Altay et al., 2021⁽³⁾</p> 
<p>The NADPARK Study: A Randomized Phase I Trial of Nicotinamide Riboside Supplementation in Parkinson’s Disease (“PD”)</p> <p>Brakedal et al., 2022⁽⁷⁾</p> 	<p>Safety and Tolerability of Nicotinamide Riboside in Heart Failure With Reduced Ejection Fraction</p> <p>Wang et al., 2022⁽⁸⁾</p> 		<p>Combined Metabolic Activators Therapy Ameliorates Liver Fat in Nonalcoholic Fatty Liver Disease Patients</p> <p>Zeybel et al., 2021⁽⁵⁾</p> 	<p>Boosting NAD⁺ Blunts Toll-Like Receptor-4 Induced Type-1 Interferon in Control and Systemic Lupus Erythematosus Monocytes (“Lupus”)</p> <p>Wu et al., 2022⁽⁶⁾</p> 
<p>A case study to investigate the effect of NR in a 3.5-year-old male child with ataxia and recurrent bacterial infections</p> <p>Steinbruecker et al., 2022⁽⁹⁾</p> 				
<p>Oral Nicotinamide Riboside Raises NAD⁺ and Lowers Biomarkers of Neurodegenerative Pathology in Plasma Extracellular Vesicles Enriched for Neuronal Origin</p> <p>Vreones et al., 2022⁽¹⁰⁾</p> 				
<p>Combined Metabolic Activators (“CMA”) Improve Cognitive Functions in Alzheimer’s Disease (“AD”) Patients</p> <p>Yulug et al., 2023⁽¹²⁾</p> 				

(1) For study details refer to <https://www.jci.org/articles/view/138538>

(2) For study details refer to <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7977447/>

(3) For study details refer to <https://onlinelibrary.wiley.com/doi/10.1002/adv5.202101222>

(4) For study details refer to <https://movementdisorders.onlinelibrary.wiley.com/doi/full/10.1002/mds.28788>

(5) For study details refer to <https://www.embopress.org/doi/full/10.15252/msb.202110459?cookieSet=1>

(6) For study details refer to <https://pubmed.ncbi.nlm.nih.gov/35025762/>

(7) For study details refer to <https://pubmed.ncbi.nlm.nih.gov/35235774/>

(8) For study details refer to <https://www.sciencedirect.com/science/article/pii/S2452302X22002327>

(9) For study details refer to <https://pubmed.ncbi.nlm.nih.gov/36223879/>

(10) For study details refer to <https://onlinelibrary.wiley.com/doi/10.1111/ace1.13754>

(11) For study details refer to <https://www.science.org/doi/10.1126/sciadv.abb5163>

(12) For study details refer to <https://translationalneurodegeneration.biomedcentral.com/articles/10.1186/s40035-023-00336-2>

Scientific Advisory Board

NOBEL PRIZE WINNERS | CHEMISTRY



Charles Brenner, Ph.D.
*Alfred E Mann Family Foundation
Chair, Department of Diabetes &
Cancer Metabolism*
City of Hope

World's Foremost Authority on NAD
Metabolism



Roger Kornberg, Ph.D.
Chairman
Professor of Structural Biology
Stanford University

Nobel Prize Winner, Chemistry, 2006



Rudolph Tanzi, Ph.D.
Kennedy Professor of Neurology
Harvard University

Leading Alzheimer's Researcher, TIME
100 Most Influential 2015



Dr. Bruce German
*Chairman of Food, Nutrition,
& Health*
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Leader in Food, Nutrition, & Wellness
Innovation



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Ph.D.
*Emeritus Director, MRC Mitochondrial
Biology*
University of Cambridge

Nobel Prize Winner, Chemistry, 1997



Brunie H. Felding, Ph.D.
*Associate Professor of Molecular
Medicine*
Scripps Research Institute

Renowned Breast Cancer
Researcher focused on NAD+
supplementation



Dr. David Katz
President of True Health Initiative
CEO of Diet ID

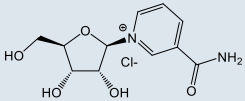
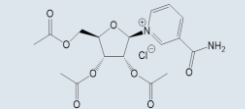
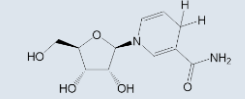
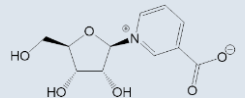
World renowned physician &
preventive medicine expert



Dr. Vilhelm (Will) Bohr,
M.D., Ph.D., D.Sc.
*Professor in Genome Instability and
Neurodegeneration, Department of
Cellular and Molecular Medicine, University
of Copenhagen.*

One of the world's most published
researchers on aging and
neurodegenerative disease

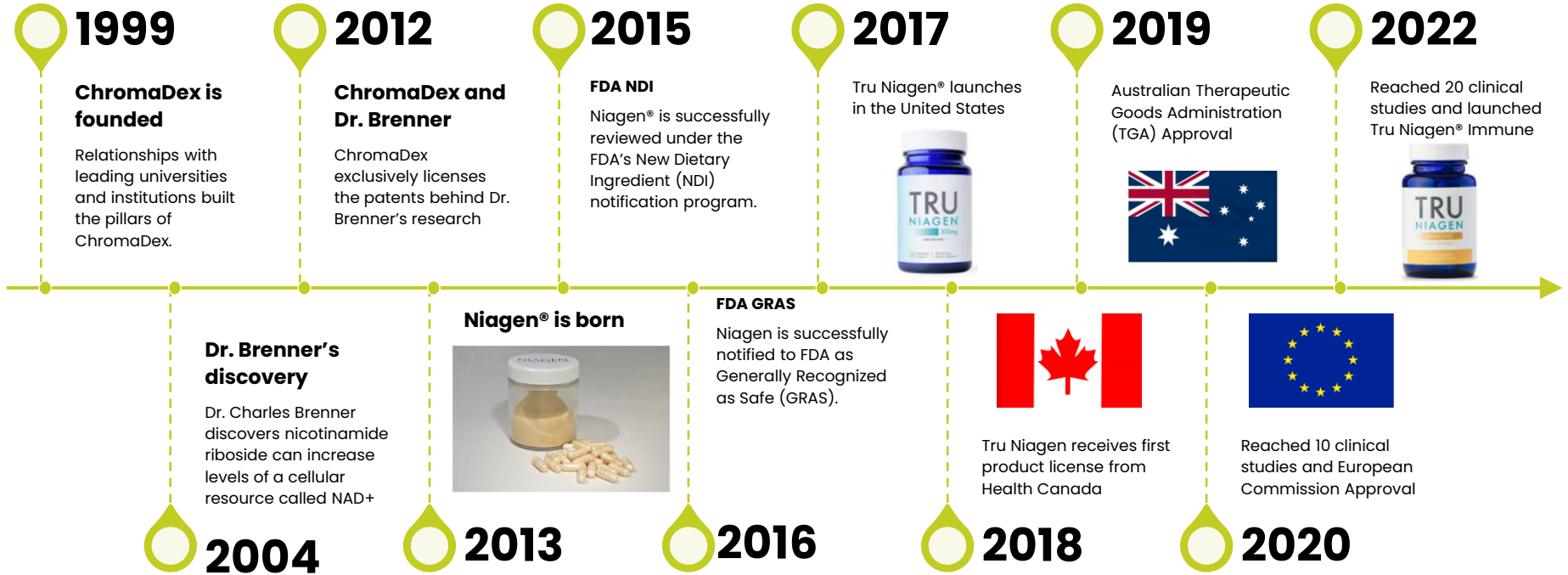
Growing portfolio of next generation NAD⁺ precursors⁽¹⁾

Precursors			Granted Patents	Key Patent
NR	Nicotinamide Riboside		46	<ul style="list-style-type: none"> Manufacturing process (co-owned by ChromaDex / Queens University Belfast)
Next Generation NAD⁺ Precursors⁽²⁾:				
NRT	Nicotinamide Riboside Triacetate		16	<ul style="list-style-type: none"> Manufacturing process of NR Chloride and other new NR salt forms (co-owned by ChromaDex / Queens University Belfast) Crystal Morphology (co-owned by ChromaDex / Queens University Belfast)
NRH	Reduced Nicotinamide Riboside		21	<ul style="list-style-type: none"> Method of use as increasing NADH (owned by ChromaDex)
NAR	Nicotinic acid Riboside		22	<ul style="list-style-type: none"> Crystal Morphology (co-owned by ChromaDex / Queens University Belfast and another solely owned by ChromaDex)



⁽¹⁾ Owned, co-owned and licensed patents.
⁽²⁾ There might be multiple precursors covered by a single patent.

Our journey in science



E-Commerce platform drives consumer insights

The screenshot displays the Amazon product page for TRU NIAGEN. At the top, the Amazon navigation bar is visible, including the search bar and various category links. The main product banner on the left features the text "Transform the Way You Age with Groundbreaking Science" and a prominent red "Shop Now" button. To the right of this banner is an image of the TRU NIAGEN product packaging, including bottles and a box. Below the main banner, a "FEATURED IN" section lists several media outlets: goop, Forbes, GO, Entrepreneur, SHAPE, and NBC. On the right side of the screenshot, a secondary banner reads "Unlock Advanced Inner-Body Aging Science" with the subtext "Don't forget to follow" and another "Shop Now" button. Below this, a third banner features the text "Aging Is Inevitable. Getting Old Is a Choice." and "Find us on amazon" with the Amazon logo. The bottom of the screenshot shows a small disclaimer: "THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE, OR PREVENT ANY DISEASE."

Customers are raving about Tru Niagen®

Take it from thousands of Tru Believers with **14,500+** reviews on 



"Love it!"

Omar (Amazon Customer)

"Best product I've taken."

Erica (Amazon Customer)

"I am feeling a lot better."

Julie (Amazon Customer)

"Have been using for almost 2 years. It's great!! Thanks for super product!!"

Jeff (Amazon Customer)

"Taking for 4 years. 70 years old and feel better than I did 10 years ago! Highly recommend this for everyone! Trust the science!"

Jim (Amazon Customer)

"Excellent product, with research supporting the results."

Greg (Amazon Customer)



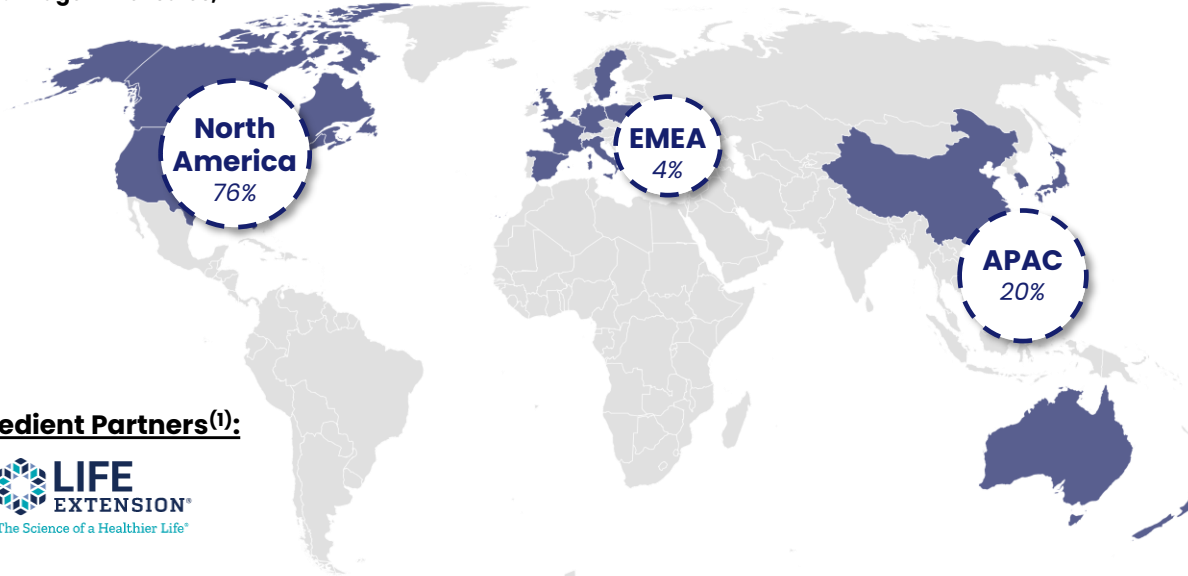
Global footprint is diverse and continues to expand

% of Tru Niagen® net sales, FY2022

E-Commerce Platforms:

truniagen.com
amazon

Key Niagen® Ingredient Partners⁽¹⁾:



■ Countries, where Tru Niagen® is available to local consumers

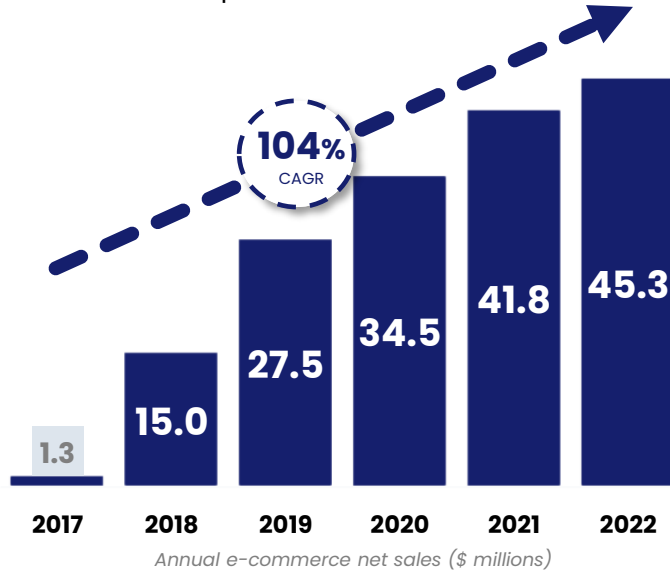
Key B2B / Distribution Tru Niagen® Partners:



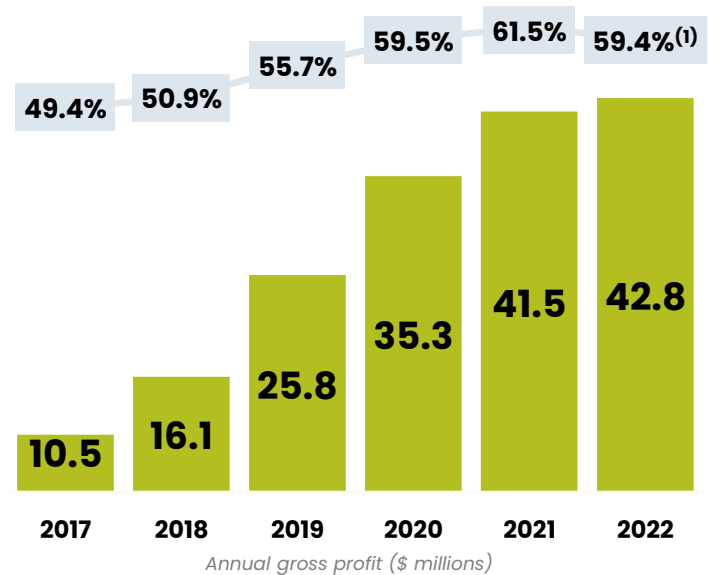
(1) Sales related to Niagen® ingredient partners are not included in the global mix of net sales

Steady e-commerce growth and strong gross margins

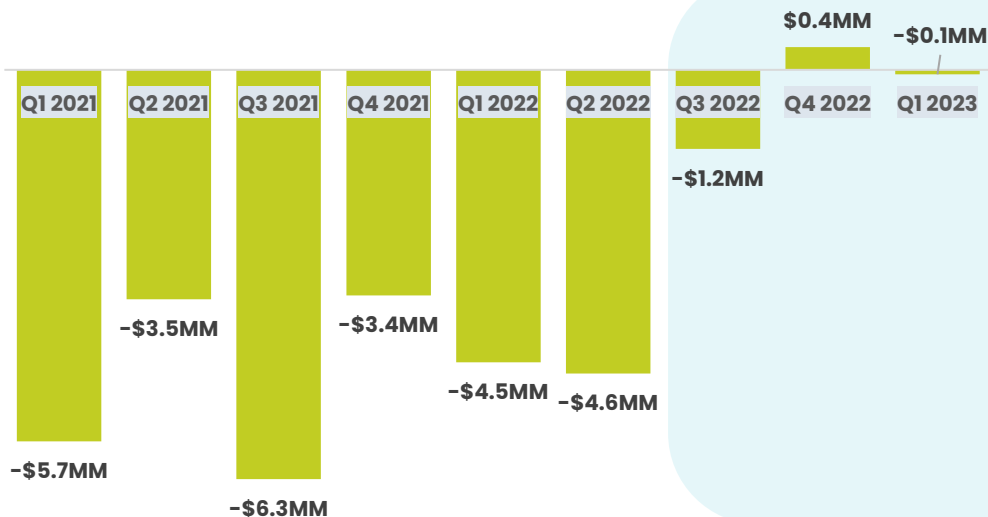
Total 2022 net sales reached **\$72.1MM** with **\$60.1MM** in Tru Niagen® sales.
E-commerce represents **63%** of the business



Gross margin increase from 49.4% to **59.4%** since strategic pivot to focus on consumer product, Tru Niagen®



Strong financial position, approaching sustainable positive Adjusted EBITDA⁽¹⁾



In Q3 2022 we pivoted to more balanced growth, with an emphasis on profitability.

As a result, we are in our strongest financial position to date.

Quarterly Adj. EBITDA (\$ millions)



Appendix

Management Team



Rob Fried

Chief Executive Officer

E-commerce & entertainment industry executive

Savoy Pictures, Columbia Pictures, Fried Films, Feeln, WHN, Healthspan Research



Brianna Gerber

Chief Financial Officer

Over 20 years of diverse experience in investment management and finance at the Capital Group, Mattel, and ChromaDex



Andrew Shao

SVP, Global Regulatory & Scientific Affairs

Over two decades of global nutrition industry experience at Amway, Herbalife Nutrition, and the Council for Responsible Nutrition.



Heather Van Blarcom

SVP, Legal & Corporate Secretary

Over two decades of industry experience with extensive knowledge of FDA and FTC regulations

2023 Financial Outlook

<i>(in thousands)</i>	2021 Actual	2022 Actual	2023 Full Year Outlook	Key Drivers
Net Sales	\$67,449	\$72,050	At least 12.5% growth, with realistic possibility of significantly greater growth <i>(previously at least 10% growth, with realistic possibility of significantly greater growth)</i>	<ul style="list-style-type: none"> Includes steady growth from E-commerce business & recurring revenues from established partnerships as well as some realized upside in Q1 2023 Does not include additional opportunities with new partnerships, channels, and products, as well as potential with NMN ban in the U.S.
Gross Margin % <i>(as a % of net sales)</i>	61.5%	59.4%	Stable YoY <i>(unchanged from last quarter's outlook)</i>	<ul style="list-style-type: none"> Cost savings initiatives and scale offsetting continued inflationary pressures
Selling, Marketing & Advertising <i>(as a % of net sales)</i>	42.0%	39.3%	Down as a % of net sales <i>(unchanged from last quarter's outlook)</i>	<ul style="list-style-type: none"> Focused and optimized investments to drive Tru Niagen® brand awareness; Larger brand campaign in Q1 2023
Research & Development	\$3,832	\$4,826	Up in absolute dollars YoY <i>(unchanged from last quarter's outlook)</i>	<ul style="list-style-type: none"> Increased investment in future innovation, including new NAD precursor development
General & Administrative	\$36,379	\$28,286	Down \$1 to \$2 million <i>(previously down \$2 to \$3 million)</i>	<ul style="list-style-type: none"> Reduction in severance, share-based compensation, and other general expenses

Continued solid revenue growth in 2023, and further optimization of cost structure, with selective investments in larger brand building initiatives and R&D to drive future innovation.

2021 – 2023 YTD Net Sales Summary

(\$ in millions)

Description	2021					2022					2023
	Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3	Q4	FY	Q1
E-Commerce	9.6	10.6	10.5	11.1	41.8	10.9	12.0	11.3	11.1	45.3	12.2
Watsons	1.6	2.9	2.6	2.2	9.3	2.6	1.5	2.6	3.3	10.0	3.7
Other B2B	1.3	1.8	1.6	0.8	5.6	1.4	1.0	0.7	1.7	4.8	1.7
Total TRU NIAGEN	12.4	15.4	14.8	14.1	56.7	14.9	14.5	14.6	16.1	60.1	17.6
NIAGEN Ingredient	1.2	1.3	1.7	2.5	6.7	1.1	1.5	1.8	3.9	8.3	3.9
NIAGEN Related Revenues	13.6	16.7	16.4	16.6	63.4	16.0	16.0	16.4	20.0	68.4	21.5
Other Ingredients	0.1	0.2	0.1	0.2	0.7	0.3	0.0	0.0	0.1	0.4	0.2
Analytical Reference Standards & Services	0.9	0.8	0.8	0.9	3.4	0.9	0.7	0.7	0.9	3.2	0.8
Total Net Sales	14.7	17.7	17.3	17.8	67.4	17.2	16.7	17.1	21.0	72.0	22.5
TRU NIAGEN as % of Total Net Sales	85%	87%	85%	80%	84%	87%	87%	85%	77%	84%	78%
NIAGEN Related Revenues as % of Total Net Sales	93%	94%	95%	94%	94%	93%	95%	96%	96%	95%	95%

YOY Growth Rate - Net Sales

Total Company	2%	16%	22%	15%	14%	18%	(5)%	(1)%	19%	7%	31%
NIAGEN Related	4%	22%	29%	14%	17%	18%	(4)%	(1)%	20%	8%	34%
Total TRU NIAGEN	12%	31%	24%	14%	20%	20%	(6)%	(1)%	14%	6%	18%

Adjusted EBITDA Summary

ChromaDex Corporation and Subsidiaries Reconciliation of Non-GAAP Financial Measures

(In thousands)

	Three months ended								Q1 2023
	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	
Net loss, as reported	\$ (7,381)	\$ (5,566)	\$ (8,856)	\$ (5,325)	\$ (7,740)	\$ (6,397)	\$ (985)	\$ (1,418)	\$ (1,902)
<i>Adjustments</i>									
Interest (income) expense	19	12	15	9	8	10	5	(26)	(66)
Depreciation	221	226	232	211	201	212	235	221	228
Amortization of intangibles	60	61	53	51	49	50	44	43	41
Amortization of right of use assets	126	128	131	126	299	169	170	191	171
Share-based compensation	1,284	1,616	1,822	1,473	1,888	1,296	1,229	1,326	1,273
Severance and restructuring	(10)	13	342	6	821	17	181	13	186
Other income - Employee Retention Tax Credit	—	—	—	—	—	—	(2,085)	—	—
Adjusted EBITDA	\$ (5,681)	\$ (3,510)	\$ (6,261)	\$ (3,449)	\$ (4,474)	\$ (4,643)	\$ (1,206)	\$ 350	\$ (69)

Safe Harbor statement

This presentation and other written or oral statements made from time to time by representatives of ChromaDex contain "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Forward-looking statements reflect the current view about future events. Statements that are not historical in nature, such as 2023 financial outlook, and which may be identified by the use of words like "expects," "anticipates," "intends," "estimates," "plans," "potential," "possible," "probable," "believes," "seeks," "may," "will," "should," "could," "predicts," "projects," "continue," "would" or the negative of these terms and other words of similar meaning, are forward-looking statements. Such statements include, but are not limited to, statements contained in this presentation relating to our expected sales, cash flows (including achieving cash flow break-even), planned investments, and financial performance, business, business strategy, expansion, growth, key drivers (including cost savings and increased investments), products and services we recently offered and their impact on our performance or products and services we may offer in the future and the timing of their development, sales and marketing strategy and capital outlook. Forward-looking statements are based on management's current expectations and assumptions regarding our business, the economy and other future conditions and are subject to inherent risks, uncertainties and changes of circumstances that are difficult to predict and may cause actual results to differ materially from those contemplated or expressed. We caution you therefore against relying on any of these forward-looking statements. These risks and uncertainties include those risk factors discussed in Part I, "Item 1A. Risk Factors" of our Annual Report on Form 10-K for the year ended December 31, 2022, filed with the Securities Exchange Commission (the "Commission"), and in subsequent filings with the Commission. Any forward-looking statements are qualified in their entirety by reference to the factors discussed in these filings with the Commission. Should one or more of these risks or uncertainties materialize, or should the underlying assumptions prove incorrect, actual results may differ significantly from those anticipated, believed, estimated, expected, intended or planned.

Important factors that could cause actual results to differ materially from those in the forward looking statements include but are not limited to: our relationships with major customers; our ability to maintain our sales, marketing, and distribution capabilities; a decline in general economic conditions nationally and internationally; inflationary conditions; the impact of the COVID-19 pandemic on our business and operations, as well as the business or operations of our suppliers, customers, manufacturers, research partners and other third parties with whom we conduct business; the market and size of the vitamin mineral and dietary supplement market; decreased demand for our products and services; market acceptance of our products; the ability to protect our intellectual property rights; impact of any litigation or infringement actions brought against us; competition from other providers and products; risks in product development; our reliance on a limited number of third-party suppliers for certain raw materials; inability to raise capital to fund continuing operations; changes in government regulation; the ability to complete customer transactions and capital raising transactions and other factors relating to our industry, our operations and results of operations.

Factors or events that could cause our actual results to differ may emerge from time to time, and it is not possible for us to predict all of them. We cannot guarantee future results, levels of activity, performance or achievements. Except as required by applicable law, including the securities laws of the United States, we do not intend to update any of the forward-looking statements to conform these statements to actual results.

About Non-GAAP Financial Measures

ChromaDex's non-GAAP financial measure, Adjusted EBITDA is defined as net income before interest, depreciation, amortization, non-cash share-based compensation costs, severance and restructuring expense and other income from the Employee Retention Tax Credit. ChromaDex used this non-GAAP measures when evaluating its financial results as well as for internal resource management, planning and forecasting purposes. This non-GAAP measure should not be viewed in isolation from or as a substitute for ChromaDex's financial results in accordance with GAAP. Reconciliation of this non-GAAP measures to the most directly comparable GAAP measure is attached to this presentation.

FDA Disclaimer

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