



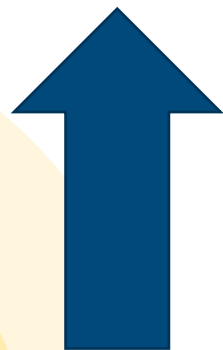
Optibac Probiotics

The UK & Ireland's most recommended
brand of probiotic supplements

Optibac
Trusted friendly bacteria

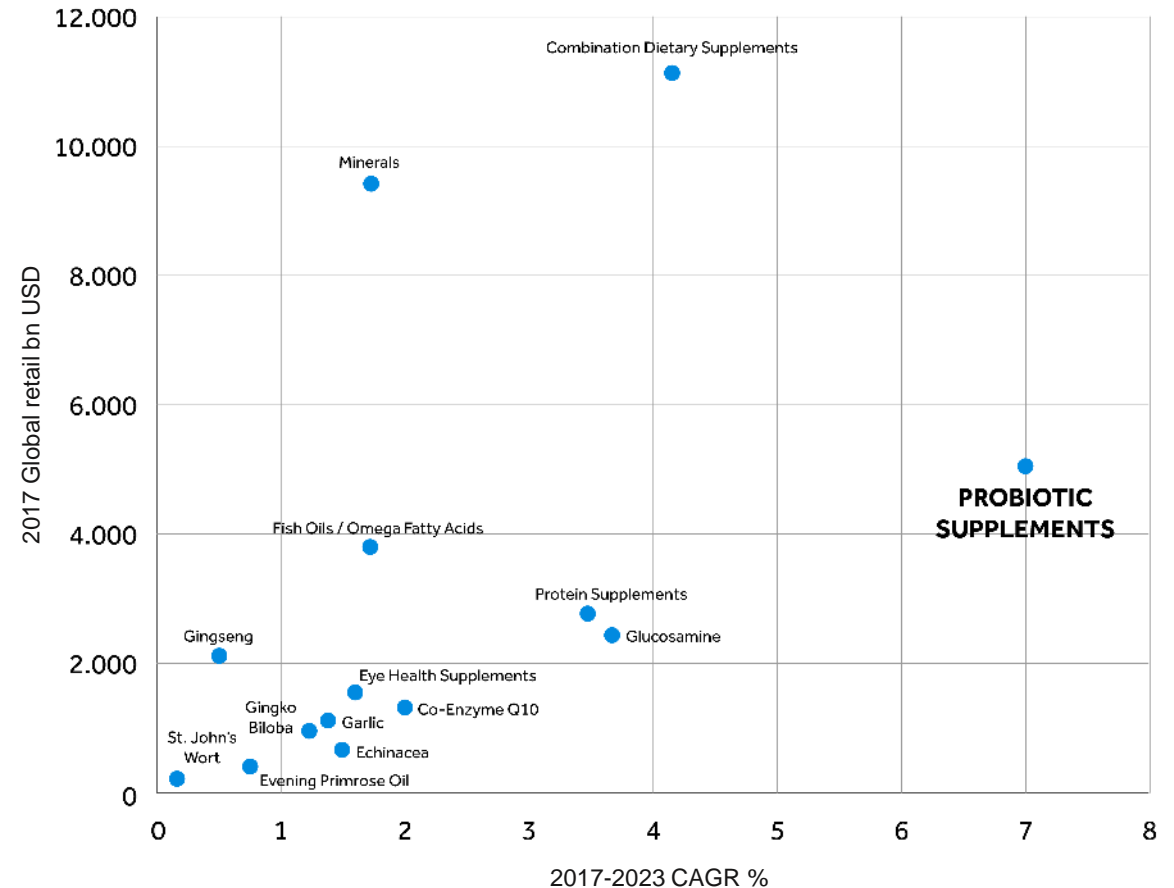
Probiotics – a Booming Category

- Consumers across the globe are fast understanding the benefits associated with a healthy gut
- Sales of probiotic supplements are growing
- Growing faster in fact than any other dietary supplement
- With a global retail value expected to climb a HUGE +22% between 2019 and 2024 (6bn – 7.4bn)



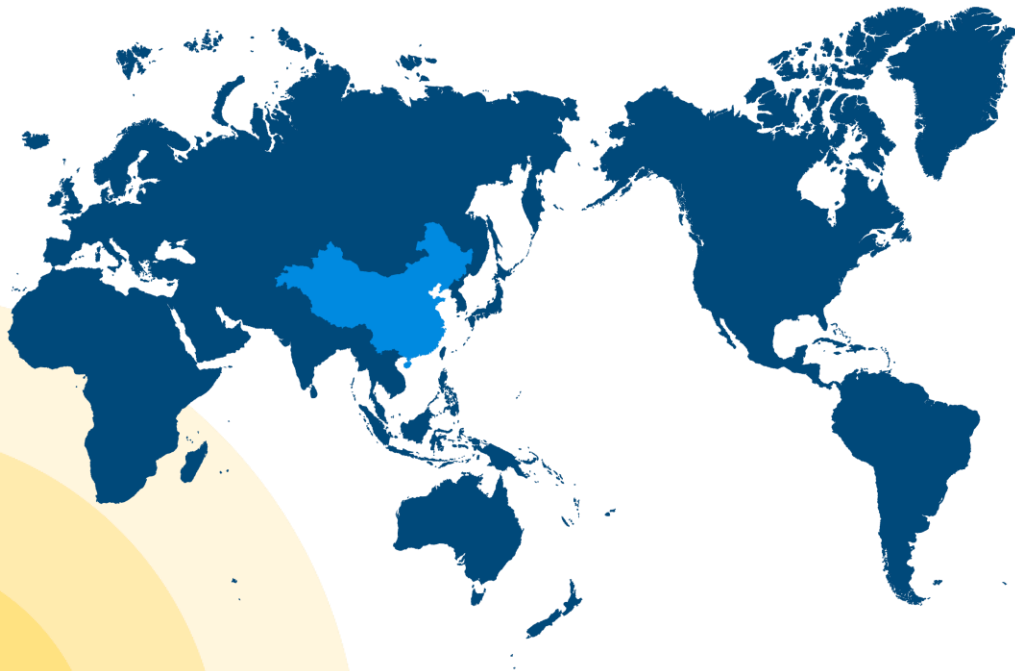
22%
Global Growth

Leading Dietary Supplement Categories
Global Sales RSP, US\$, 2017 and 2017-2022 % CAGR

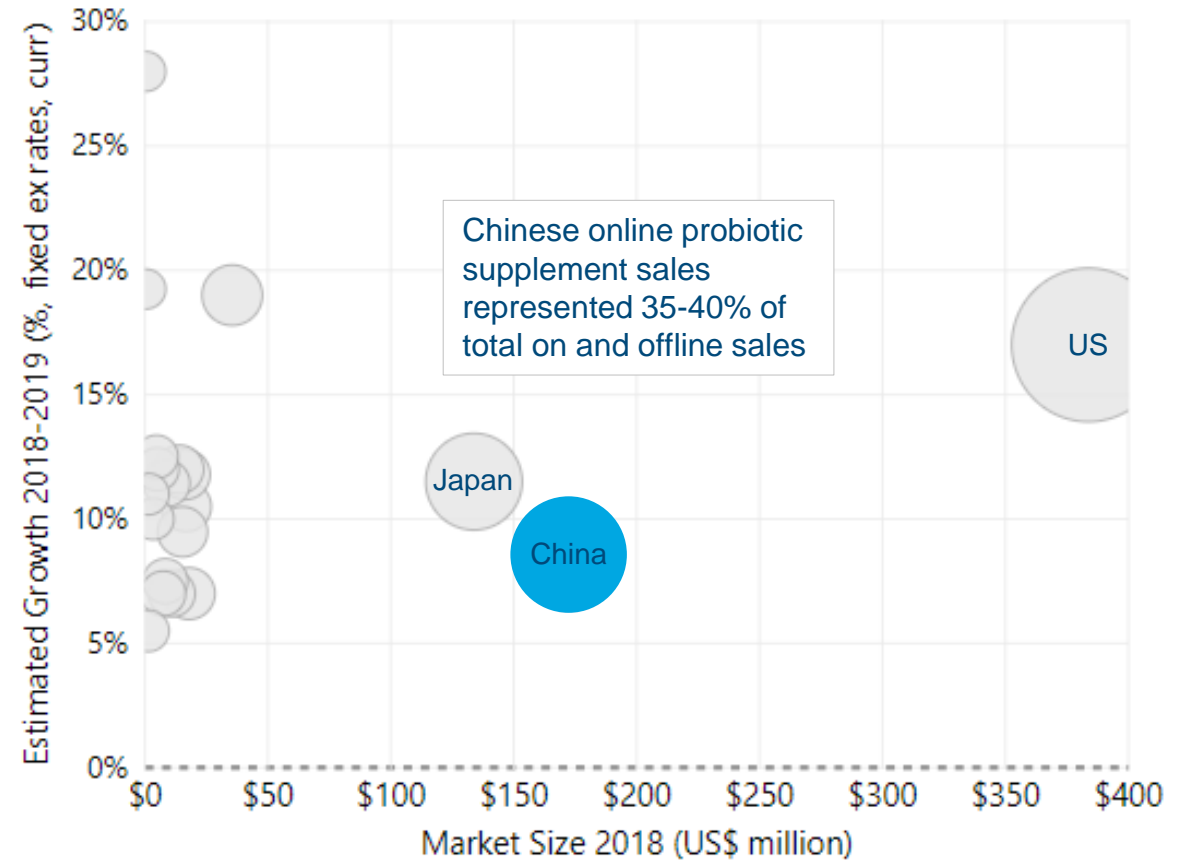


Probiotics – China

World #2
In Ecommerce
Probiotic
Supplements



Ecommerce development, cross-country comparison*



* Probiotic e-commerce: Market size and brand share insights across 20 countries, Lumina Intelligence - Oct. 2019

Introducing Optibac

.....

The UK & Ireland's most recommended brand of probiotic supplements*



*Optibac is the brand of friendly bacteria supplements most recommended by stockists and UK consumers. See website T&Cs for survey details

Introducing Optibac

- **Pioneers of probiotic supplements** in the UK, since 2004
- The **most recommended brand** by consumers and health care professionals in the UK & Ireland
- With the **widest of range of supplements**, formulated to target specific health conditions and life stages
- Containing the **world's most researched probiotic strains**



*Optibac is the brand of friendly bacteria supplements most recommended by stockists and UK consumers. See website T&Cs for survey details

Best In Class Healthcare Supplements

Partnered with the most renowned laboratories and microbiology institutes to formulate unique products using the world's most researched probiotic strains



Prioritising the most natural ingredients and avoiding added sugars and artificial colours



Most clinically researched strains of probiotics for specific health conditions e.g digestion, intimate health, immunity, etc.

No off the shelf multi-strain formulation used by competitor brands



Stocked & recommended by most reputable retailers

- Boots
- Tesco
- Sainsbury's
- Selfridges
- Guardian
- Heilsa
- Mannings

Highly awarded and recommended UK brand by both consumers and professionals



The Most Talked About Brand in the UK

.....

- Optibac is the most talked about brand of probiotic supplements across earned media (press and social)
- Dominating column inches leading with +38% share of category press coverage in leading titles like Vogue and the Daily Mail
- Regularly called upon for expert commentary on a wide range of health concerns
- Generating 50+ influencer mentions a month (Instagram)

THE  TIMES

VOGUE

Daily  Mail

GRAZIA

The Telegraph

marie claire



this morning
with phillip & holly



BBC

Exceptional Growth

- The Optibac business has gone from strength to strength at home and abroad.
- Delivering an average of +18% yoy growth across international (2018-2021)
- Growing faster than the global market's average of +8% yoy (2017-2020)
- And faster than Europe's leading markets (Spain +9.3% Germany +6.5%)



**Global
Market Growth**

vs



**Optibac
International Growth**



Proud Winners

- In 2019 the company's outstanding international growth was recognised with a highly prestigious Queen's Awards for Enterprise
- Her Majesty The Queen decides the awards on the advice of the Prime Minister and an advisory committee
- Winners are granted permission to use the esteemed Royal Emblem for 5 years
- Optibac joins an impressive list of previous winners, including Dyson, JCB Jaguar & Land Rover
- Achievement recognised on [BBC News](#)



The background features a stylized sun on the left, composed of three concentric yellow circles of increasing size. Below the sun is a solid purple shape representing a hill or ground. The text is positioned in the upper right quadrant of the white background.

The Optibac Probiotics Range

Optibac
Trusted friendly bacteria

The Widest Range of Probiotics

.....

- Best-in-class range of high-quality supplements that can be taken as part of a daily routine or used for more specific needs.
- Endorsed by health care professionals and consumers alike, all products prioritise the use of the most natural ingredients.



Probiotics for Every Day Support



Every Day

A daily probiotic to maintain overall wellbeing, digestion and energy levels.



Every Day EXTRA

An extra strength daily probiotic and for those with IBS, IBD, allergies & skin conditions.



Every Day MAX

A premium daily probiotic for ultimate gut health support. For anyone looking for quality and quantity.



Probiotics for Modern Living



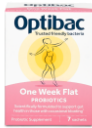
Immune Support

An expert combination of friendly bacteria & Vitamin C to help support immune health.



Saccharomyces Boulardii

To support gut health during diarrhoeal illness, as well as IBS & IBD (Chron's Disease, Ulcerative colitis & Diverticulitis).



One Week Flat

A short course of probiotics for those suffering with abdominal bloating.



Bifido & Fibre

A natural alternative for anyone suffering with acute or long-term constipation.



For Cholesterol

A natural way to support the management of normal cholesterol.



For Those On Antibiotics

A probiotic to support gut health during antibiotics treatment.



Probiotics for Intimate Health



For Women

To support intimate health in those susceptible to issues such as cystitis, thrush, or bacterial vaginosis (BV).



Probiotics for Mother and Baby



Pregnancy

The UK's most researched probiotic for pregnancy. For pregnancy, breastfeeding, and the 6+ months after birth.



Baby Drops

Easy-to-use liquid drops suitable from birth, containing one of the most researched strains in infants worldwide.



Kids Gummies

A naturally delicious gummy to support immune and digestive health. For children from 3 years onwards.



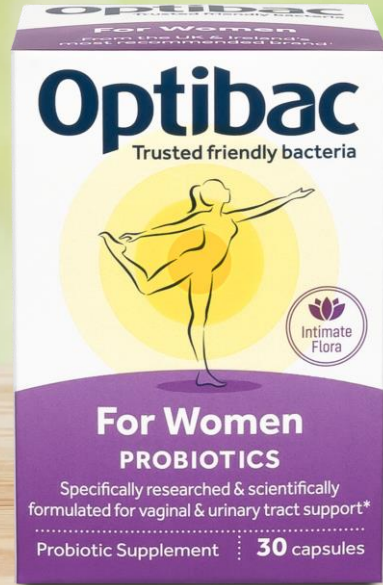
Babies & Children

To support immunity, digestion and general wellbeing in children. It contains 3 of the world's most researched strains for babies & children.



Recommended SKUs – China

.....



For Women

Developed to support vaginal health, especially in those with cystitis, thrush or bacterial vaginosis (BV).



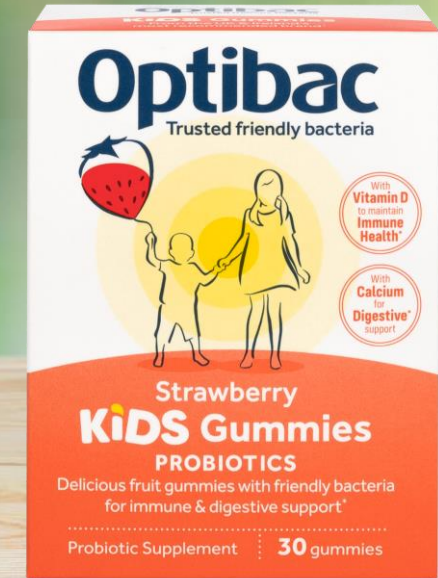
Pregnancy

An expert formula of probiotic strains especially for pregnancy. Shown to reduce risk of gestational diabetes, post-natal depression and to support wellbeing and immunity.



Babies & Children

A unique blend for babies & children, including *L. rhamnosus* GG – the most researched strain in the world. With FOS fibres to increase natural gut bacteria, plus vitamin D for the immune system.

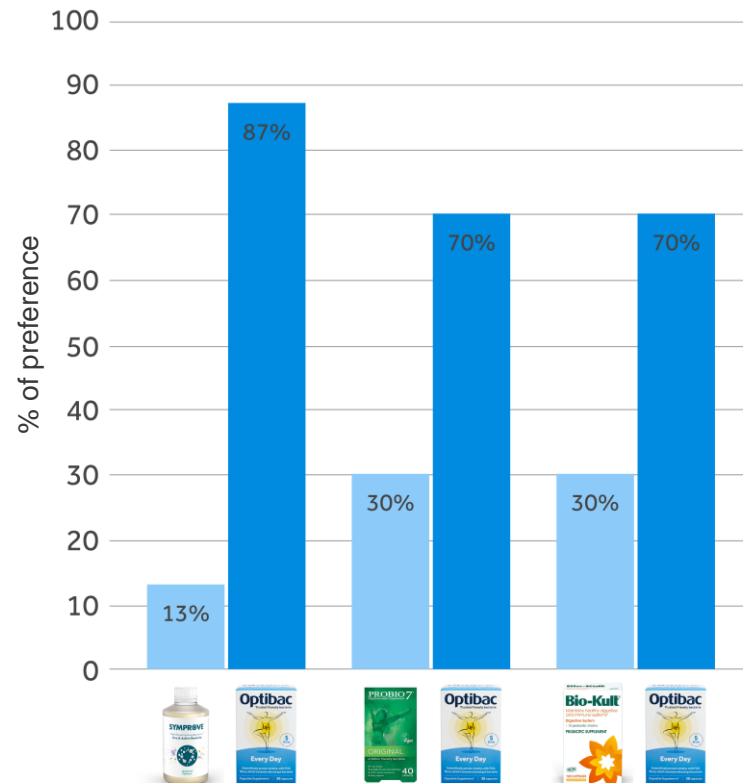


Kids Gummies

A naturally delicious friendly bacteria gummy. An easy way for children (3 years+) to take their daily supplement for digestive & immune support.

Recently Refreshed Greener Packaging

- Huge investment in brand and packaging project
- Plastic significantly reduced across all packaging; plastic containers removed entirely starting April 2021
- New gummies packaging 100% plastic free (compostable pouch)
- New look brand strongly outperforming competitors on understanding, preference and consideration for both existing shoppers and those intending to enter the category for the first time



The background features a stylized sun on the left side, composed of three concentric semi-circles in shades of yellow and orange. Below the sun is a solid green semi-circle representing a hill. The text is positioned in the white space to the right of the sun.

An Experienced Global Partner

Optibac
Trusted friendly bacteria

Experienced Global Operator

Exporting to 30+ markets with experienced teams in place to support our distribution partners, Optibac is a major player in the world's probiotic market.

- New business activation team
- Account development team
- Logistic and regulatory support
- Technical team
- Marketing team
- Training team
- New Product Development team



Training & Education

At the heart of the company's growth strategy is education and training.

“ Investment in education and training is essential to the growth of our business and the wider category. ”

For almost 2 decades Optibac's highly skilled training team of nutrition professionals, Doctors and microbiology experts have been educating on the benefits of probiotics.

An attractive resource for retailers, distributors and health care practitioners around the globe.

Naturally delicious fruit gummies

With scientifically proven friendly bacteria, plus Vitamin D & Calcium for immune & digestive support

NEW 100% Fruit free preservative

Optibac
Triple Action Probiotic

Strawberry Kids Gummies
Includes 100% probiotics and 100% natural fruit flavors per 100g
Optibac Kids Gummies 100g pack

Optibac
The UK & Ireland's most recommended brand

The Future's Bright

The global 1000 global market is growing from 100 billion to 150 billion by 2025. The global probiotics market is expected to reach 10 billion by 2025. The global probiotics market is expected to reach 10 billion by 2025.

Consumer Spotlight

Probiotic Education

- Optibac is the only probiotic brand to be named 'most trusted' by consumers in the UK & Ireland.
- Optibac is the only probiotic brand to be named 'most trusted' by consumers in the UK & Ireland.

Research

- Optibac is the only probiotic brand to be named 'most trusted' by consumers in the UK & Ireland.
- Optibac is the only probiotic brand to be named 'most trusted' by consumers in the UK & Ireland.

Health & Wellbeing

- Optibac is the only probiotic brand to be named 'most trusted' by consumers in the UK & Ireland.
- Optibac is the only probiotic brand to be named 'most trusted' by consumers in the UK & Ireland.

Probiotic Education

- Optibac is the only probiotic brand to be named 'most trusted' by consumers in the UK & Ireland.
- Optibac is the only probiotic brand to be named 'most trusted' by consumers in the UK & Ireland.

Introducing Kids Gummies

Optibac
Triple Action Probiotic

Strawberry Kids Gummies

Benefits

- Supports the immune system
- Supports digestive health
- Supports bone health
- Supports skin health
- Supports mental health
- Supports overall health

What are the benefits?

- Supports the immune system
- Supports digestive health
- Supports bone health
- Supports skin health
- Supports mental health
- Supports overall health

Research Spotlight

Optibac is the only probiotic brand to be named 'most trusted' by consumers in the UK & Ireland.

Optibac
The UK & Ireland's most recommended brand

100% plastic free packaging

Optibac is the only probiotic brand to be named 'most trusted' by consumers in the UK & Ireland.

Home Compostable Probiotic

- Optibac is the only probiotic brand to be named 'most trusted' by consumers in the UK & Ireland.
- Optibac is the only probiotic brand to be named 'most trusted' by consumers in the UK & Ireland.

Delicious Kids Gummies for a more environmentally conscious way to support children's immune and gut health

Optibac
The UK & Ireland's most recommended brand

<https://www.optibacprobiotics.com/uk/learning-lab>

<https://www.optibacprobiotics.com/uk/professionals>

Marketing Support

- Experienced in house team of brand, PR, Social Media and Design specialists
- 5% of net revenue re-invested in on the ground marketing activities
- Extensive library of marketing assets and training materials, incl. videos, images, POS etc.
- Social Media set up support. Assets provided for jointly developed social plan
- Yearly promotional plan in sync with local calendar
- Able to share best practice and campaign successes

 **YouTube**



Buy online now
optibac.com

Boots Sainsbury's

Excellent
★★★★★
★ Trustpilot

<https://www.youtube.com/watch?v=tfxW1A9JGwE>



BT

Friendly bacteria is not just for the gut

Optibac
Trusted friendly bacteria



2.5
trillion

Intimate Flora For Women

With strains specifically researched & scientifically proven to reach the vagina
Specialist Supplement | 90 capsules

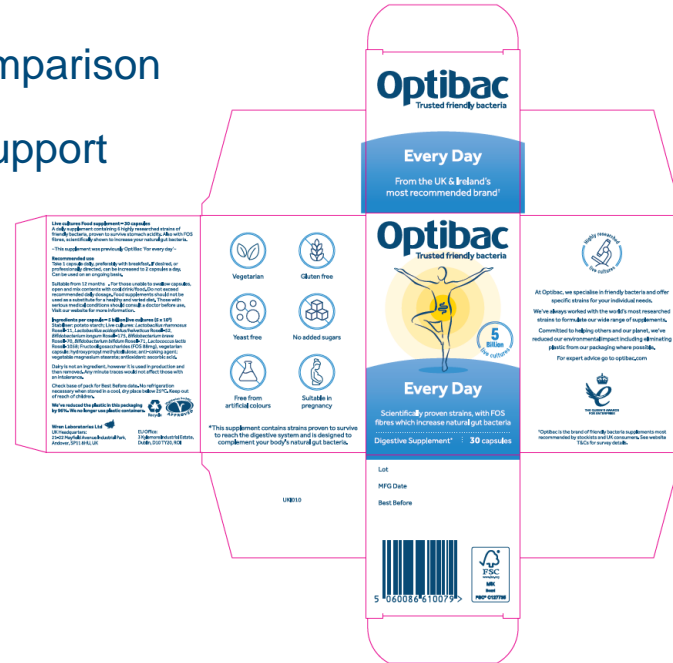
Buy now at

Independent pharmacies *Boots* Sainsbury's

global

Technical Support

- Support with in-market product registration
- Product competitor comparison
- Packaging and label support
- Additional technical support as required



Supplement Facts	Serving Size: 1 capsule	Other ingredients: potato starch, hydroxypropyl methylcellulose, vegetable magnesium stearate, ascorbic acid (for freshness). This product may contain minute traces of dairy.	Every Day Live Cultures Supplement	Optibac Trusted friendly bacteria
	Amount Per Serving	% Daily Value		
Fructooligosaccharides (FOS)	80mg	**	Developed by: Wren Laboratories Ltd	
Friendly bacteria blend	141mg	**	UK Headquarters: 21-22 Mayfield Avenue Industrial Park, Anderover, SP11 8HU, UK	USA Office: Optibac Inc., 5444 Westheimer #1000, Houston, Texas, 77056, USA
<i>Lactobacillus rhamnosus</i> Rosell-11			Store in a cool, dry place below 25°C (77°F). Keep out of reach of children.	
<i>Lactobacillus acidophilus</i> Rosell-02			Those with serious medical conditions or under medical supervision should consult a doctor before use. Visit our website for more information.	
<i>Bifidobacterium longum</i> Rosell-175			Visit optibac.com for the full range.	
<i>Bifidobacterium breve</i> Rosell-7C				
<i>Bifidobacterium bifidum</i> Rosell-071				
<i>Lactococcus lactis</i> Rosell-11628				
Total friendly bacteria cultures	5.2 Billion CFU*	**		
** Daily values not established	* Colony Forming Units			

This packaging is widely recyclable. Recycle

New Product Development

.....

The Optibac range has grown +33% in the past two years thanks to the dedicated NPD team.

Optibac responds quickly to consumer demand for new formats and life stages. Recent launches include:

- Gummies for kids (in 100% plastic free packaging)
- Liquid drops for babies
- Capsules for pregnant women

Baby Drops has quickly become Optibac's fastest selling SKU.

Both Kids Gummies & Pregnancy are gaining pace and are already stocked in Boots.

Off the back of the success of Kids Gummies – Adult Gummies will launch in early 2022 and there are more in the pipeline!





Optibac

Trusted friendly bacteria



The Probiotic Specialists



Contact Details

Head of Export – Lucie Stewart | lucie.stewart@wrenlabs.com

New Business Lead – Giovanna Vaccaro | giovanna@wrenlabs.com

New Business Consultant – Amelia Alexander | amelia.alexander@wrenlabs.com

Thank you