

KERRY



Sporevia™

PROBIOTIC

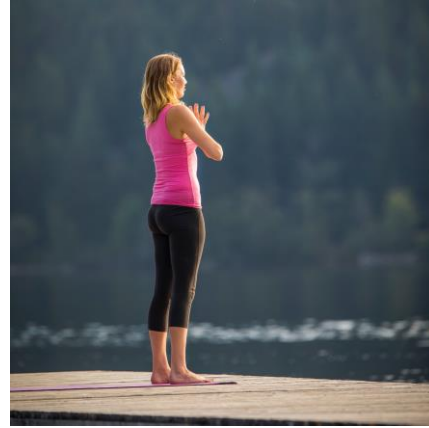
Kerry's New Spore-Forming
Probiotic for Supplement
Applications



The Modern Consumer: A Proactive Approach to Wellness



Vitality



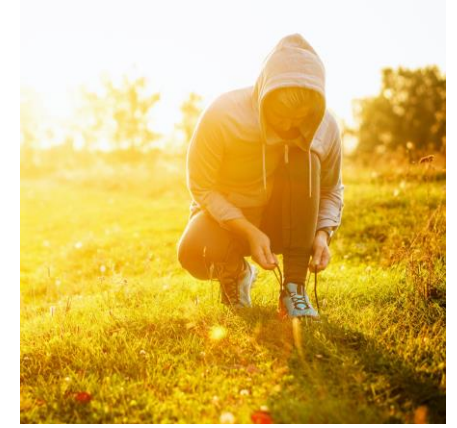
Taking Care



Preventative



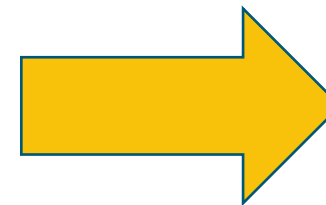
Long-term



Proactive

A dietary supplement market totaling **\$179B**
by 2023, growing at a 4.6% CAGR.

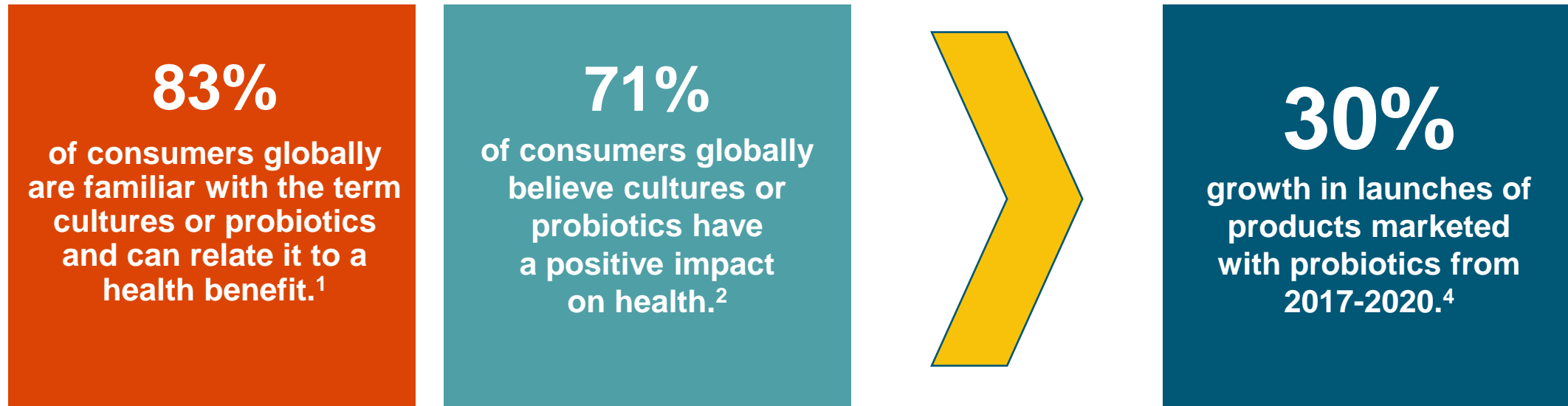
A probiotics market totaling **\$69B**
by 2023, growing at a 7.0% CAGR.



A probiotic supplements
market totaling
\$7B
by 2023, growing at a
12% CAGR.

The Global Probiotics Consumer Today

The growth in the probiotics market is driven by increasing consumer awareness, understanding, and appreciation for the benefits that probiotics can provide.



¹ MarketsandMarkets, Global Probiotic Market to 2023,
² Kerry Global Consumer Survey – Digestive & Immune Health, 2021,
³ Innova New Product Launch Analysis, 2021

Fast Facts: Probiotic Supplements

- Probiotics were the **leading dietary supplement category** on Amazon in 2021 and grew at a 48% rate YOY, beating out multivitamins in total sales for the first time.
- Probiotic **gummies** are the fastest-growing probiotic category, growing at a 66% rate YOY, as consumers opt for a format that is easier to consume while offering a unique taste experience.
- Among the top 10 probiotic supplement brands on Amazon today, **at least 8** offer probiotic gummies.
- Many of the **fastest-emerging supplement brands*** are focused exclusively on gummies, and each offers a probiotic gummy.
- Growth of **spore-forming probiotics** is out-pacing growth of conventional vegetative probiotics (16% vs. 9%). Spore-forming probiotics are a key enabling technologies that ensures the viability of probiotics in non-traditional applications, including gummy supplements and foods & beverages outside the dairy case.



Category growth and momentum on Amazon is often seen as a **leading indicator** for growth in traditional channels.

“Trends happen on Amazon 24mo. before FDM.”

- Clear Cut Analytics

New Spore-Forming Probiotic for Supplements

Sporevia™ (*Bacillus subtilis* ATCC122264) is a resilient, spore-forming probiotic that offers **signature durability** for **versatile viability** across a wide range of supplement applications and formats.

It's a **highly stable probiotic** with the ability to survive most processing environments, an extended shelf-life up to 30 months, and the journey through the digestive tract.

Scientific research supports the **safety** and **viability** of the strain.

Sporevia is Kosher + Halal certified. It is not formulated with any allergens, gluten, animal products, or genetically-modified ingredients.



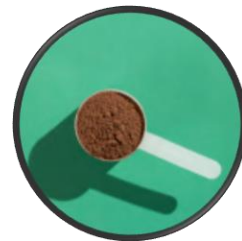
CAPSULES



TABLETS



GUMMIES



POWDERS

60%

of global consumers have taken (or would consider taking) a dietary supplement.

43%

of global consumers would consider taking a probiotic in the form of a supplement.

Commercializing Your Brand with Sporevia

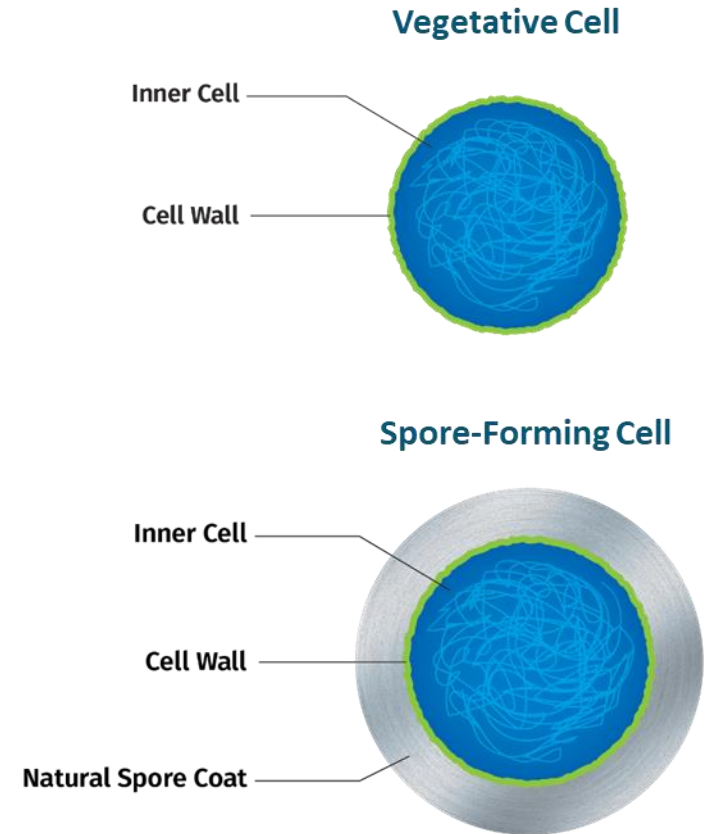
- Sporevia is available in two pack sizes – 5KG + 25KG.
- Customers should target a dosage rate of 5B CFU per serving per day of Sporevia in end-use applications.
- The Kerry formulation team works closely with customers to ensure the right inclusion level and dosage rate are achieved via enumeration testing.
- Customers have access to the full suite of Sporevia brand assets, and Kerry offers marketing support to ensure customers make the most out of co-branding opportunities.

Est. cost-in-use: \$0.02 – 0.03 per 5B CFU serving



Sporevia Enables Innovation in On-Trend Applications

- The processing requirements for gummies and other new supplement applications are prohibitive of the more traditional vegetative probiotic technology.
- Spore-forming probiotics like Sporevia have a protective, protein-rich outer shell that shields it from harsh conditions, such as the high temperatures of manufacturing and digestive transit.
- This protective shell enables use of probiotics in a wider range of end-use applications like gummies, while also improving survivability to the gut including in conventional applications like capsules.





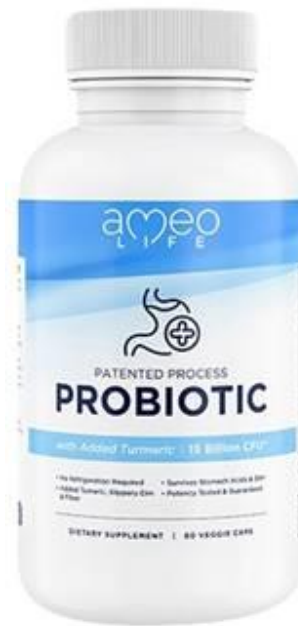
Sporevia™ Partner Brand Examples

PROBIOTIC

Goli Supergreens Gummy



Ameo Life Probiotic Capsules



+5 Maxx Superfood Blend



Kerry-Formulated Concept: Cool Lemon Gummies with Sporevia™

Consumers are looking for unique supplement formats beyond capsules, but still want to be wowed by taste. This probiotic gummy supplement is an explosion of cool mint flavor.

Claims

- Contains probiotics* (at 5B CFU per gummy)

Other possible claims

- Vegan Suitable
- Multisensorial Experience
- Natural Flavors Label Declaration

Featured Kerry Technologies

Sporevia™ Probiotic

Kerry Natural Lemon & Mint Flavoring

Kerry Green Spirulina Flakes

*Additional Kerry technologies also included to complete concept



*Can only use the term "cultures" in certain markets, especially in the EU. Seek more specific guidance from your internal Regulatory team.

Nutritional Facts (per 5g 1 gummy serving)

Calories	Fat	Carbs	Fiber	Sugar	Protein
15.8	0g	4g	0g	2.9g	0g



Kerry-Formulated Concept: Probiotic Chewable Tablet with Sporevia™

This probiotic chewable tablet comes in two delicious flavors, raspberry yogurt and coffee & cream.

Featured Kerry technologies:

Sporevia™ Probiotic

Tastesense™ Sweet

Raspberry Crystals® & Yogurt Dairy Powder
(raspberry yogurt tablets)

Cold Brew Crystals®, Coffee & Cream Flavor
(coffee & cream tablets)

LubriTose™

*Additional Kerry technologies
also included to complete concept



Claims

- Probiotic
(at 5B CFU per gummy)

Other possible claims

- No added sugar



Sporevia™ PROBIOTIC **Kerry Tastesense™**

Nutritional Facts (per coffee & cream tablet)

Calories	Fat	Carbs	Fiber	Sugar	Protein
2.04	0.02g	0.47g	0.0g	0.01g	0.01g

Nutritional Facts (per raspberry yogurt tablet)

Calories	Fat	Carbs	Fiber	Sugar	Protein
19.6	0.02g	0.45g	0.0g	0.01g	0.0g