

## IMMUNE HEALTH

#1 benefit consumers seek when purchasing healthy lifestyle products<sup>1</sup> & remains an area of growth.

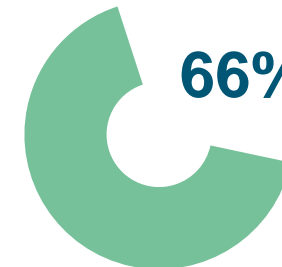


**Supplement launches** making immune claims grew **>50%** between 2018-2022.

**Food & beverage launches** making immune claims grew **60%** between 2018-2022.<sup>2</sup>



of global consumers say that they recognize the link between their immune health and overall health



want to improve their immune health to maintain a good quality of life

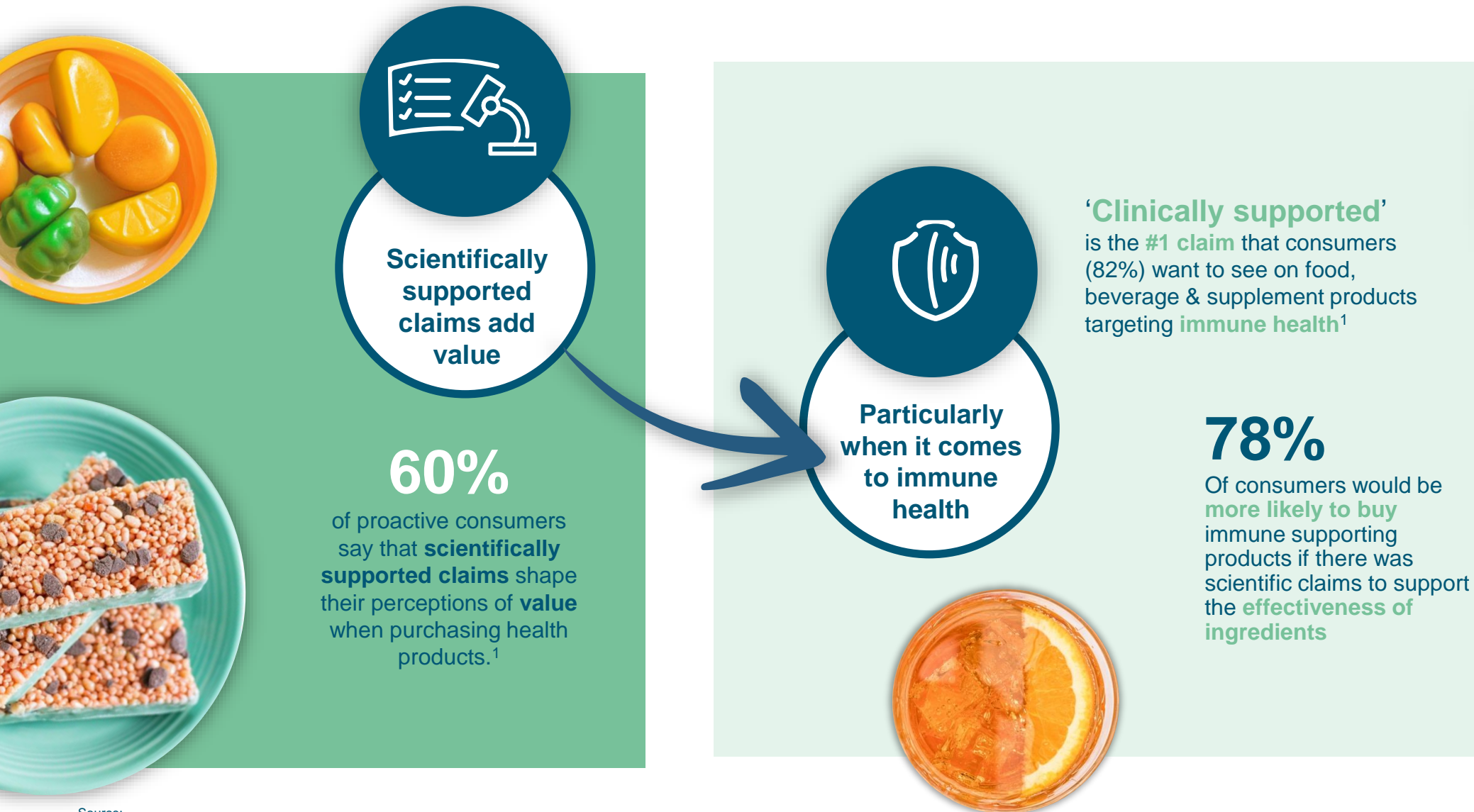


Source:

<sup>1</sup> Kerry Global Consumer Survey - Digestive & Immune Health, 2021, Base: Total Sample Global (n=13,072)

<sup>2</sup> Innova database | <sup>3</sup> FMCG Gurus: Evolving Trends in the Immune Health Market, 2022

# Consumers see value in science backed products



# Challenge for Innovators in Immune Health

## Keeping consumers engaged in the category

### Communicating Product Value

Communicating the value of science-backed products in a relatable way

### Innovating in a crowded immunity market

Understanding consumer's real needs and desires

### Successful Formulation

Adding functional ingredients can often **impact on taste & texture** of final product

Many new consumers entered the immune health market in 2020. A high percentage still remain but the challenge for innovators is **to stand out and keep these consumers active** in the category.







## Making it easier for people of all ages to be well and stay well

Wellmune is a proprietary baker's yeast beta 1,3/1,6 glucan postbiotic with a unique structure, source and mechanism of action

#1  
clinically  
backed  
yeast beta  
glucan

See  
Wellmune  
Research  
Summary for  
more



Over a **dozen clinical studies** on over **2,300 adults & children** demonstrate Wellmune's ability to:

- Support general immune health
- Maintain overall physical health
- May help to support seasonal comfort
- Protect against the harmful effects of stress
- Promote healthy energy levels and mental clarity

**Research suggests Wellmune helps to train a healthy immune system!**

A  
powerful  
brand that  
communicates  
well with  
consumers



**80%** of consumers believe in Wellmune as a brand<sup>1</sup>



**55%** of consumers associate it with immune health<sup>1</sup>

- A patented, award-winning global brand
- Available in **400+ products** worldwide
- **72%** of global consumers are **interested in purchasing** products containing Wellmune

Ease of  
formulation



Added functionality without impact on taste of final product!

- Very Stable
- Long shelf life (5 years)
- No impact to taste or texture
- Available in two powder forms:
  1. **Dispersible** for food and select beverage applications
  2. **Soluble** for bev applications with clarity or other manufacturing requirements



Source:

<sup>1</sup> Kerry Global Consumer Survey - Digestive & Immune Health, 2021, Base: Total Sample Global (n=13,072)

# Wellmune® Product Information



Product SKUs		
SKU	Description	Pack size
20409774	Wellmune Dispersible	10kg
20545439	Wellmune soluble	10kg
20687768	Wellmune Dispersible Zinc (Europe)	10kg

Formulation Details			
Available formats	Cost in use range	Inclusion rates	Shelf life
<ul style="list-style-type: none"><li>Dispersible powder format for food and most beverage applications.</li><li>Water- soluble powder former for some beverage applications with specific manufacturing requirements like clear beverages.</li><li>Dispersible powder format + zinc (Wellmune blend for Europe).</li></ul>	<ul style="list-style-type: none"><li>\$0.06 - \$0.08 per serving for adults</li><li>\$0.01 - \$0.02 per serving for children</li></ul>	<ul style="list-style-type: none"><li>250mg/day (adults)</li><li>35-100mg/day (children)</li></ul>	5 years

### Application Opportunities

- Supplements
- Functional foods
- Functional beverages
- Companion animal products

### Target Consumers

- Health-conscious consumers and their families
- Athletes & other active consumers
- Older adults/seniors
- Anyone experiencing stress
- Pets

### Certifications

- Kosher/Pareve certified
- Halal certified
- Non GMO project-verified
- FDA GRAS
- EU Novel Foods

### Ingredient is

- Allergen free
- Gluten free
- Vegan suitable
- Safe for everyday consumption with broad regulatory approvals





The Kerry logo, featuring the word "KERRY" in a bold, white, sans-serif font, underlined with a thin white line. It is positioned in the top left corner of the slide, partially overlapping a green plant.

## We look forward to innovating together

Visit us on [Kerry.com](https://www.kerry.com) to learn more  
about how Wellmune can **differentiate**  
your product and give your consumers  
the **immune health benefits** they desire

Wellmune is part of Kerry's  
nutrition and wellness portfolio.

