

PRESS RELEASE

NoviaHealth LLC Announced as a Spin-Off from Synbiotic Health; New Company Will Focus on Commercialization of Probiotics and Other Dietary Supplements

- *NoviaHealth will support the market from Ideation to Launch with novel product concepts, turn-key CDMO services and a broad probiotic portfolio*
- *NoviaHealth will operate from a new facility of labs, offices and manufacturing space in Madison, Wisconsin*
- *Synbiotic Health to remain operational as a separate company providing microbiome R&D; NoviaHealth will have exclusive rights to commercialize new discoveries*

Madison, WI | October 18th, 2023: NoviaHealth, a new company dedicated to the commercialization of advanced probiotic ingredients for improved health, has been launched as a spin-off from Synbiotic Health, a market leader in the discovery of probiotic ingredients. As a new and independent company, NoviaHealth LLC will provide probiotic concentrates, custom probiotic blends, and turn-key contract development and manufacturing services to the dietary supplement market.

NoviaHealth will operate from laboratories, offices, and a new manufacturing facility in Madison, Wisconsin, that is scheduled to open in the second quarter of 2024. Synbiotic Health will continue to function as an independent company providing microbiome R&D services, and NoviaHealth will have the exclusive right to commercialize future Synbiotic Health discoveries, including new strains and other intellectual property.

NoviaHealth was created with the mission to deliver complete solutions to the dietary supplement market, from ideation to launch, in a service-first culture. The new company will provide the market with benefits and services that CPG brands have been asking for,



including product concept ideation, co-development, custom formulations, and low minimum order quantities, all within a culture of operational transparency.

In addition to offering all the capabilities of a leading contract development and manufacturing organization (CDMO), NoviaHealth will continue to provide the Ecologically Advanced Probiotics® iVS-1® and iVE-15®, the legacy products of Synbiotic Health. NoviaHealth will also offer additional clinically documented and undocumented probiotic strains, as well as new probiotic solutions developed by the Madison R&D team. Targeted health areas for the full NoviaHealth strain portfolio include solutions for digestive, women's, cognitive, children's, early life, immunity, healthy aging, and metabolic health.

NoviaHealth will be led by a senior management team comprised of three highly experienced executives. Tim Brummels, President and CEO of NoviaHealth, has more than thirty years of senior management experience, highlighted by leadership positions at Prenexus Health and Synbiotic Health. Steve Prescott, Chief Commercial Officer, has held senior positions at ProBiotix Health, Probi AB, and DuPont. Kevin Hooper, VP Sales & Marketing, brings account management and marketing expertise garnered at IFF, DuPont and Ready Nutrition. Together, they understand the dynamics of the current marketplace and are building an organization that's ready to meet the evolving demands of the industry.



Tim Brummels, President and CEO of NoviaHealth, stated “There’s a reason “Novia” is part of our name. It references our new way of thinking and a new way of operating. Novia is derived from the Latin word “novus”, meaning new, which reflects our constant pursuit of new ideas and innovative solutions. The creation of NoviaHealth represents our evolution to meet the needs of the market. As an innovative, boutique

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noviahealth.com



CDMO, we will cater to our customers with the services they need most: complete support from ideation to launch, a high-performing portfolio of probiotics, and a very strong commitment to personalized service.”



About NoviaHealth

NoviaHealth LLC was founded in 2023 as a spin-off from Synbiotic Health and was created to be the *ideation to launch* partner company for health innovator brands. The company provides turn-key contract development and manufacturing services to the health and nutrition markets, along with commercial scale probiotic concentrates and custom blends. These include the Ecologically Advanced Probiotics® iVS-1® and iVE-15®, which are legacy products of Synbiotic Health, as well as a diverse range of clinically documented and undocumented strain genera and species.

NoviaHealth’s value proposition focuses on delivering the benefits that health innovator brands have been asking for in a service-first culture, including product concept ideation, co-development, custom formulations, and low minimum order quantities , all within a culture of operational transparency.

www.noviahealth.com

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About Synbiotic Health

Synbiotic Health was founded in 2018 by four microbiome research scientists to develop targeted microbiome ingredients to support health.

The foundation of Synbiotic Health's research focuses on understanding the gut environment and its ecological framework: how probiotics and other microbiome-based ingredients interact with and influence the resident microbes in the gut. Synbiotic Health's approach considers the entire ecosystem and the specific traits and functions necessary for microbiome-altering ingredients to perform and improve human health.

The Scientific Founder team includes Dr. Robert Hutkins and Dr. Andy Benson with the University of Nebraska-Lincoln's Food for Health Center; Dr. Jens Walter with APC Microbiome Ireland, University College Cork; and Dr. Tom Burkey, an animal scientist with the University of Nebraska-Lincoln.

<https://synbiotichealth.com>