



Welcome to Bringwell
a leading player on the Nordic self-care market



Bringwell in brief

■ *Bringwell* is the leading player on the Nordic self-care market, with a market share of 15 per cent.

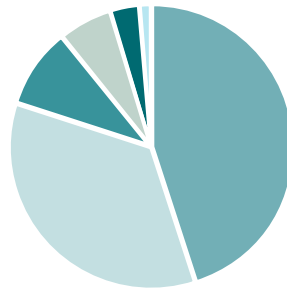
■ *Bringwell* is producing, selling and marketing its own and licensed brands in Sweden, Norway, Denmark, Finland and abroad.

■ In 2008 the total turnover amounted to SEKm 801.2 (474.0), an increase by 69 per cent compared to 2007. EBITDA 2008 amounted to SEKm 132.8 (49.6).

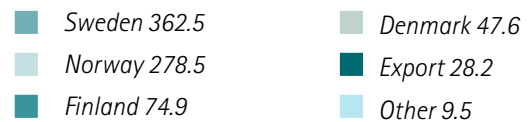
■ *Bringwell* provides consumers with high quality self-care products such as nutritional supplements, natural remedies, sport nutrition and skin care.

■ *Bringwell's* products are marketed through six different sales channels;

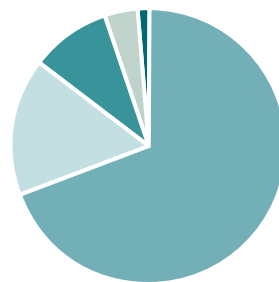
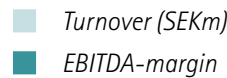
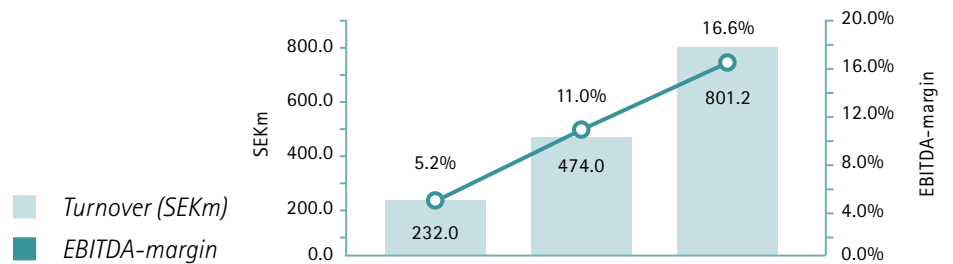
- Health food stores
- Internet / mail-order sales
- Fitness stores
- Pharmacies
- Convenience stores
- Export sales



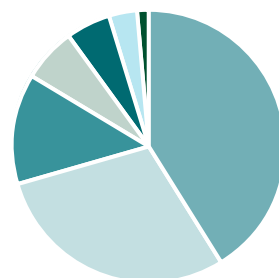
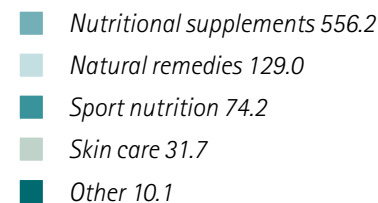
Turnover on the Nordic self-care market 2008 (SEKm)



Turnover and EBITDA for 2006 – 2008 (SEKm)



Turnover by product segment 2008 (SEKm)



Turnover by sales channel 2008 (SEKm)



Objectives & strategy



Operational objectives

- To become the leading supplier of self-care products on the Nordic market.
- To reach a market share of approximately 30 per cent in the Nordic self-care market by 2010.
- To be the first choice for international nutrition companies seeking an agent for the Nordic region.



Financial objectives

- Annual growth of 20-25 per cent (acquisition based and organic) over a business cycle.
- EBITDA-margin of approximately 20 per cent over a business cycle.



Strategy

- Sustain a leading market position on the Nordic self-care market through organic growth and strategic acquisitions.
- Gaining access to internationally attractive products.
- Distribute products through all channels on the self-care market from a Nordic platform.
- Launch and distribute own innovative products with significant volume potential within new segments and indicative areas.

Bringwell's organisation



■ *Bringwell* has a geographic presence in Sweden, Norway, Denmark and Finland.

Bringwell head office
Bringwell AB (publ), Stockholm, Sweden

Bringwell office
Sport & Fitness Nordic AB, Stockholm, Sweden

Bringwell office
Bringwell Norge AS, Asker, Norway

Bringwell office
NaturaMed Pharma AS, Drammen, Norway

Bringwell office
A/S Anjo, Copenhagen, Denmark

Bringwell office
Vitacom Pharma OY, Helsinki, Finland

Bringwell office
Green Medicine AB, Malmö, Sweden

Bringwell office
NaturaMed Pharma AB, Karlstad, Sweden

Bringwell office and production
Cardinova AB, Uppsala, Sweden

Bringwell office and production
Hela Pharma AB, Falköping, Sweden

Bringwell office and production
Biokraft Pharma AB, Helsingborg, Sweden

Bringwell AB (publ)



Production



Cardinova AB

Cardinova is a pharmaceutical company located in Uppsala in central Sweden. The company has been producing natural remedies, pharmaceuticals and ingredients for the food industry since 1988 and is licensed for production of pharmaceutical products. *Cardinova* specializes in products based on omega-3 fatty acids – products used in prevention of heart disease.

Hela Pharma AB

Hela Pharma AB produces and sells products on the Swedish self-care market. The company was established in 1989 and is located in Falköping, strategically located between Stockholm and Gothenburg.

Biokraft Pharma AB

Biokraft Pharma AB is focused on the development and production of pharmaceuticals and natural remedies. The company was established in 1971 and is located in Helsingborg.

Operations and Production

All manufacturing and quality assurance is performed in compliance with GMP standard (Good Manufacturing Practice) and GLP (Good Laboratory Practice). Production space totalling 1500 m² in Falköping, Uppsala and Helsingborg.

Latest technology machinery grants a rapid and safe production with high quality on all products produced. *Bringwell's* skilled personnel pursue work within research, development and product documentation. Chemical analyses are performed in *Bringwell's* laboratory using the latest techniques.

Warehouses

Bringwell has two 2600 m² central warehouses located in the Swedish cities of Falköping and Uppsala.

Selection of Bringwell brands



Eskimo-3

A natural fish oil supplement with Vitamin E. One of the most extensively researched fish oil supplements. Eskimo-3 is manufactured under strict quality controls to guarantee potency, purity and freshness. Available in liquid, capsules and Eskimo-Kids.

■ *Turnover world wide 2008: SEKm 150*



Eskimo Brainsharp

Stable Fish Oil Preparation to Support Healthy Brain Function. Eskimo Brainsharp combines the unique stable fish oil, Eskimo-3, with ingredients such as CoQ10 and GLA to optimize the brain and provide energy support. Eskimo Brainsharp is the newest addition to the Eskimo family of products.



Mivital

Mivital is a unique combination of more than 100 vitamins, minerals, amino acids. Target groups are; athletes, elderly, people with poor eating habits and children. Available in liquid and capsules. Mivital is the best selling nutritional supplement in Scandinavia. Awarded as "Health product of the year" six times. One of the best selling products in *Bringwell*.

■ *Turnover on the Nordic market 2008: SEKm 100*



Membrasin

Membrasin - Omega7 may stimulate dry mucous membranes to begin producing their own secretions again. It helps to protect mucous membranes against damage by free radicals and promotes tissue regeneration and anti-inflammatory action in the skin and mucosa.

■ *Turnover on the Nordic market 2008: SEKm 25*



WNT – World Nutrition Technologies

With a long list of sports dietary supplements ranging from powder products and sports capsules to vitamins and minerals for active living, WNT has rapidly become the largest brand in its field in Sweden.

■ Turnover on the Nordic market 2008: SEKm 45



Kan Jang mixture

Kan Jang® oral solution provides instant relief when suffering from cough, cold and tiredness. With a unique fixed combination of standardized extracts of *Adhatoda vasica*, *Eleutherococcus senticosus* and *Echinacea purpurea*. Kan Jang® has been clinically proven to reduce the symptoms of cold and cough. It increases stamina and gives extra energy to reduce the fatigue after a cold.

■ Turnover on the Nordic market 2008: SEKm 80



Chi San mixture

ChiSan® oral solution and tablets provide instant effect from weariness to well-being in less than 60 minutes. Based on the synergistic effect of the three most efficient adaptogen plants in the fixed combination ADAPT-232 containing the standardized extracts; *Eleutherococcus senticosus*, *Schizandra chinensis* and *Rhodiola rosea*. ChiSan® – the effect is clinically proven to improve general condition and well-being instantly.

■ Turnover on the Nordic market 2008: SEKm 30



Arctic Root

Arctic Root® contains the proprietary SHR-5 extract derived from the highest quality *Rhodiola rosea* root. SHR-5 has been clinically proven to enhance energy and improve mental clarity during stressful periods of work or studies. SHR-5 is the only *Rhodiola* extract with proven efficacy in clinical studies published in international scientific journals.

■ Turnover on the Nordic market 2008: SEKm 60



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