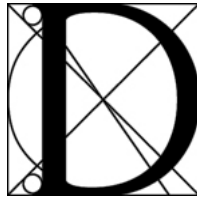


DATE: SEPTEMBER 19, 2023

CLIENT: NOVIAHEALTH

JOB #: 22668



DRAFT #: FIRST

PAGE 1 OF 4

Copy Prepared by Delfino Marketing Communications, Inc.

PRESS RELEASE

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

- *NoviaHealth will support the market from Ideation to Launch with product concepts, turn-key CDMO services and a broad probiotics 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: Synbiotic Health, a market leader in the discovery of probiotic ingredients, announced the spin-off of a new company dedicated to the commercialization of advanced probiotic ingredients for improved health. The new company, branded NoviaHealth LLC, will provide turn-key contract development and manufacturing services to the health and nutrition markets.

NoviaHealth will operate from laboratories, offices, and a new manufacturing facility in Madison, Wisconsin, that is scheduled to open in Q1 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.

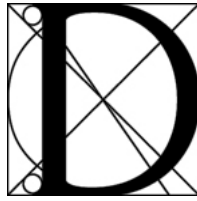
THIS PAGE APPROVED

DATE _____ SIGNATURE _____

DATE: SEPTEMBER 19, 2023

CLIENT: NOVIAHEALTH

JOB #: 22668



DRAFT #: FIRST

PAGE 2 OF 4

Copy Prepared by Delfino Marketing Communications, Inc.

NoviaHealth was created with the mission to deliver complete solutions to the nutrition and health market, from ideation to launch, in a service-first culture. The new company will provide the market with benefits and services that health innovator companies have been asking for, including product concept ideation, co-development, custom formulations, and low minimum order quantities.

In addition to offering all the capabilities of a 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. Additional probiotic strains, including both clinically documented and undocumented strains, will also be available through NoviaHealth. 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 products.

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 in the health segment, 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.

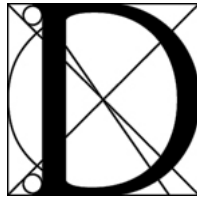
THIS PAGE APPROVED

DATE _____ SIGNATURE _____

DATE: SEPTEMBER 19, 2023

CLIENT: NOVIAHEALTH

JOB #: 22668



DRAFT #: FIRST

PAGE 3 OF 4

Copy Prepared by Delfino Marketing Communications, Inc.



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. The creation of NoviaHealth represents our evolution to meet the needs of the market. As an innovative, boutique 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 of 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 probiotics. These include the ecologically advanced probiotics IVS-1® and IVE-15®, the legacy products of Synbiotic Health.

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

About Synbiotic Health

Synbiotic Health was founded in 2018 by four microbiome research scientists to develop targeted microbiome ingredients to support health. Based on over 10 years of research, Synbiotic Health

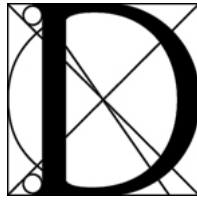
THIS PAGE APPROVED

DATE _____ SIGNATURE _____

DATE: SEPTEMBER 19, 2023

CLIENT: NOVIAHEALTH

JOB #: 22668



DRAFT #: FIRST

PAGE 4 OF 4

Copy Prepared by Delfino Marketing Communications, Inc.

will develop and commercialize Ecologically Advanced Probiotics® as well as rationally designed Synergistic Synbiotics®.

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.

THIS PAGE APPROVED

DATE _____ SIGNATURE _____