



hermes consilium



case study

utilizing the market
opportunity for branded
folate in the CEE region



Can branded folate succeed in CEE?

leading market position in 4 years

In this case study, we analyzed the market situation that allowed Sun Wave Pharma to achieve such results with Quatrefolic® from Gnosis by Lesaffre.



folate

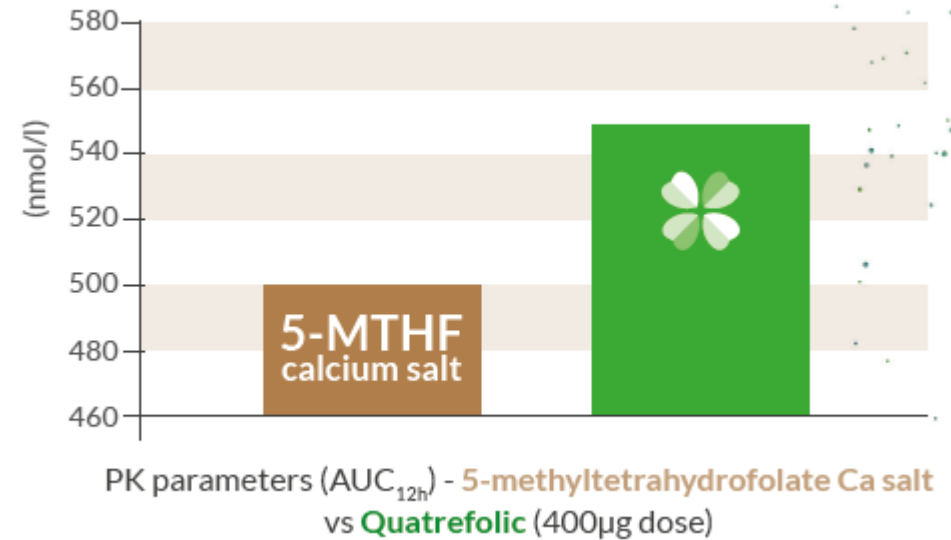
- **folate is a form of B vitamin** that is important in red blood cell formation and for healthy cell growth and function
- it is a crucial nutrient **before and during pregnancy**
- **the biologically active form 5-MTHF** (5-methyltetrahydrofolate) is the predominant physiological form of folate found in blood and in umbilical cord blood
- **a great advantage of 5-MTHF** is that its bioavailability is not affected by metabolic defects



why Quatrefolic®?

- Quatrefolic® is the active form of folate, 5-MTHF, naturally present in the body and available for its biological action
- the ingredient is clinically validated in several categories: fertility, pregnancy, cardiovascular health, bioavailability, and safety
- Quatrefolic® co-branding differentiates products, and consumers appreciate branded ingredients with proven benefits
- protected by international patents
- high solubility ensures the highest bioavailability

Human clinical trial confirms that Quatrefolic® offers a superior bioavailability profile over the 5-MTHF calcium salt

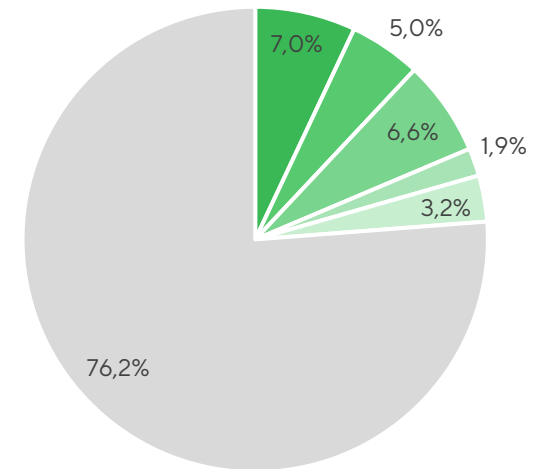


Source: Gnosis by Lesaffre

global market trends

- **folate** can be used in various segments, such as women's health (fertility, pregnancy, menopause), cardiovascular health, mood, cognition, sport, and energy
- **cardiovascular, women's health, mood/relaxing, memory, and energy products** represent almost 25% of the global dietary supplements market in 2023

Global dietary supplements value split (2023)

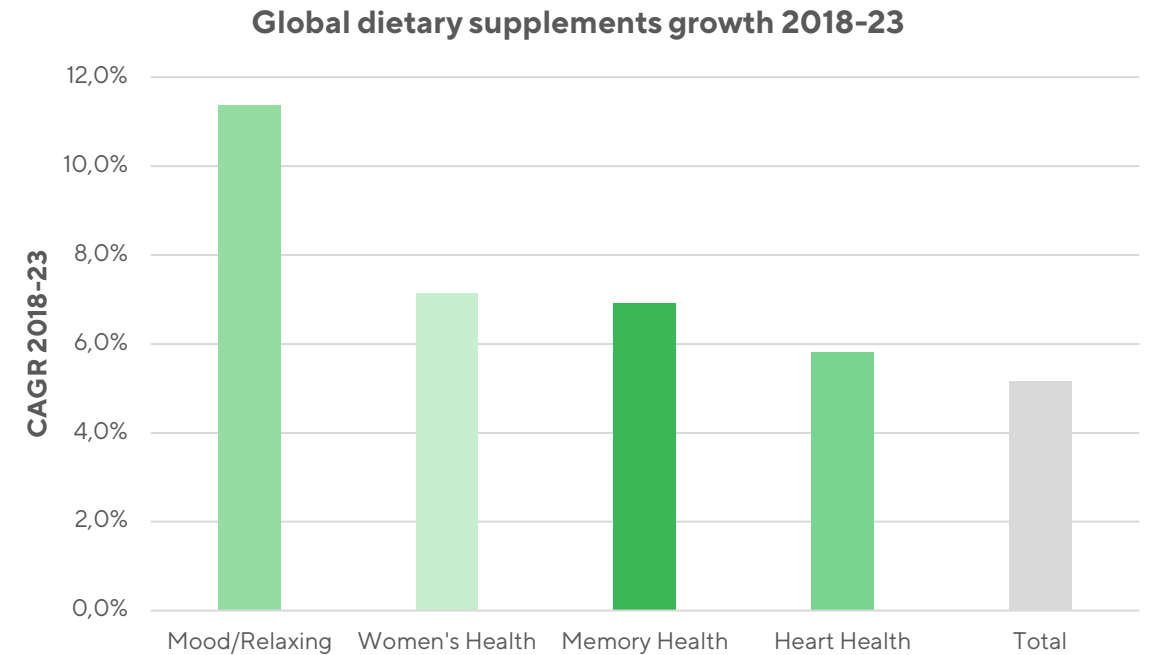


■ Memory Health ■ Energy ■ Heart Health ■ Mood/Relaxing ■ Women's Health ■ Other

Source: Euromonitor International, October 2023

global market growth

- mood/relaxing, women's health, memory health, and heart health categories all grew faster than the total dietary supplement average in the past 5 years

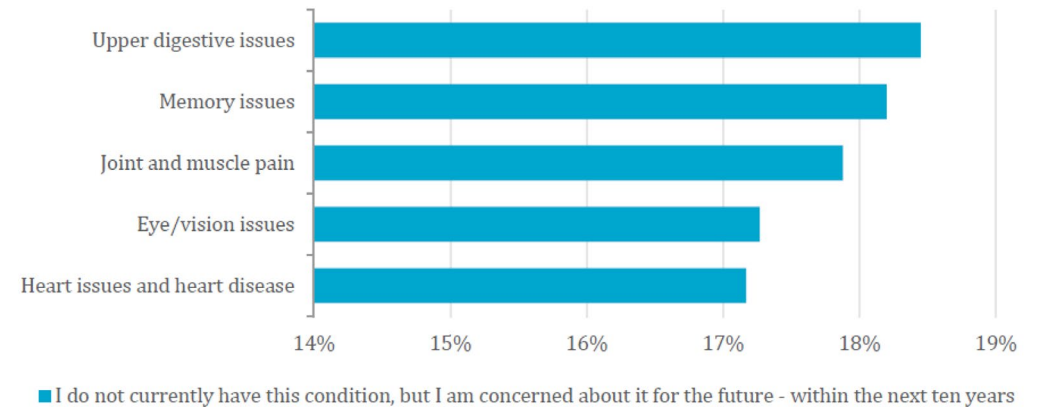


Source: Euromonitor International, October 2023

consumer concerns

- cardiovascular health and memory issues are at the top of consumer health concerns
- to address women's health issues, **over 35% of women take vitamins** and supplements (Euromonitor Health & Nutrition Survey, 2022)

Top Health Concerns for European Consumers for the Next 10 Years



Source: Euromonitor International's Health & Nation Survey, 2020, 2021

global segment development

- growth typically brings the development of the premium segment, with products based on branded and clinically studied folate ingredients



Her.9, UK
Based on multiple branded vitamins and minerals, including Quatrefolic®.



Italfarmaco, ITA
Based on vitamins and minerals, including Quatrefolic®, and DHA.



Jolly mama! ,FRA
Based on multiple prenatal branded nutrients, including Quatrefolic®.

awarded products

- several supplement products based on Quatrefolic® have received international awards



Active Folic Acid Actifolic
Winner "2022 Korea Best Brand"
Winner "2022 Korea Customer Industry Appraisal"

South Korea

Prenatal Active Folic Acid
Winner "2022 Best Global Prenatal & Pre-Pregnancy Vitamin Company"

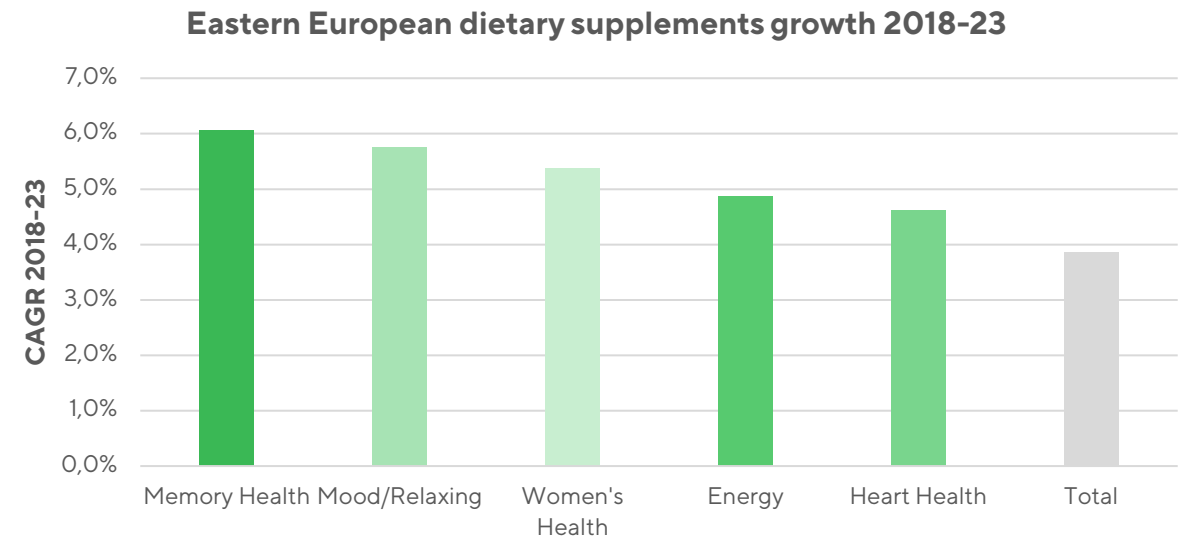
Australia

Lamberts, Methyl B Complex
Winner "2022 Health Food Business"

United Kingdom

CEE market growth

- mood/relaxing, women's health, memory health, energy, and heart health categories all grew faster than the total dietary supplement average in the past 5 years in the CEE region



Source: Euromonitor International, October 2023

CEE segment development

- recently, advanced products based on branded folate sources are increasingly appearing



Catafertyl, SLO
Based on Quatrefolic®.



CSC, RUS
Based on Quatrefolic® and Lipofer®.



Zein Pharma, various markets
Based on Quatrefolic®.

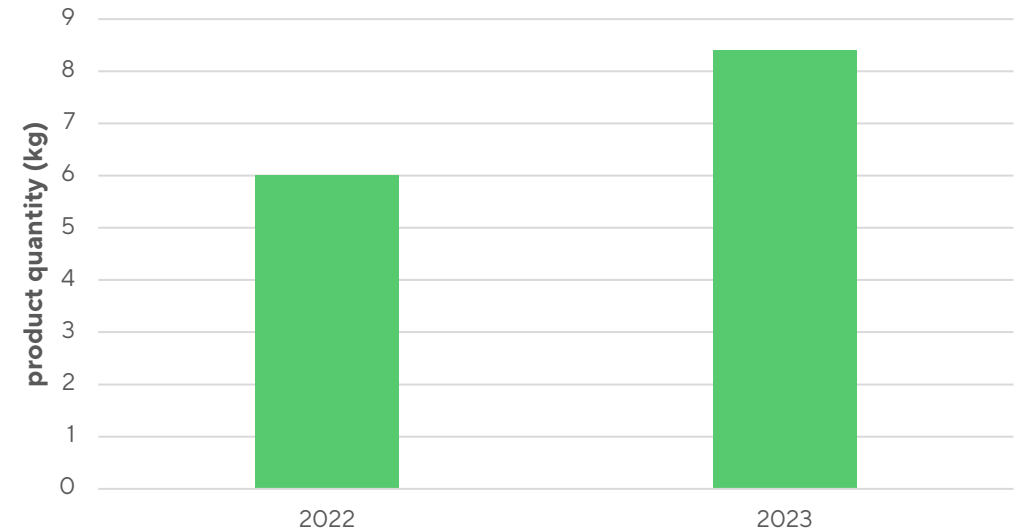


Formeds, POL
Based on Quatrefolic®, DHA, vitamins, and minerals.

CEE segment development

- sales of Quatrefolic® by Gnosis by Lesaffre grew by 18% in 2023 (compared to 2022)
- in Central & Eastern Europe the sales have been growing in recent years
- a growth in sales indicates a good consumer response and commercial success of added-value product launches

Hermes Consilium Quatrefolic® sales in CEE



Sun Wave Pharma - background

- **market:** Romania
- **year of launch:** 2019
- **our client launched 2 supplement products** based on Quatrefolic®
- Sun Wave Pharma **promotes through the education of doctors** and therefore requires clinically backed ingredients



Sun Wave Pharma – products

- **FemoSun** is a complex of vitamins, minerals and DHA, it provides essential nutrients before, during pregnancy, and postpartum
- **price:** 15,5 EUR
- **Quatrefolic® dose:** 317 mcg



Sun Wave Pharma – products

- **Myo-Sun Plus** improves ovarian function and induces ovulation and is recommended for women planning to become pregnant
- **price:** 27,6 EUR
- **Quatrefolic® dose:** 556 mcg



**In 4 years after the launch
our client acquired* a
leading market
position.**

* The results were achieved with the pregnancy product.

Why invest in clinically supported branded folate ingredients for launches in Central & Eastern Europe?

Women's health is on the rise and it's growing faster than the total dietary supplement average.
Clinically studied ingredients with proven effects and improved stability maximize chances for success.

Folate can be used to address several indications.
You can base various formulations on the same clinically substantiated source.

Promotion to doctors and pharmacists is an effective promotional channel in the region.
Ingredients with gold-standard clinical trials provide a crucial advantage.



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