

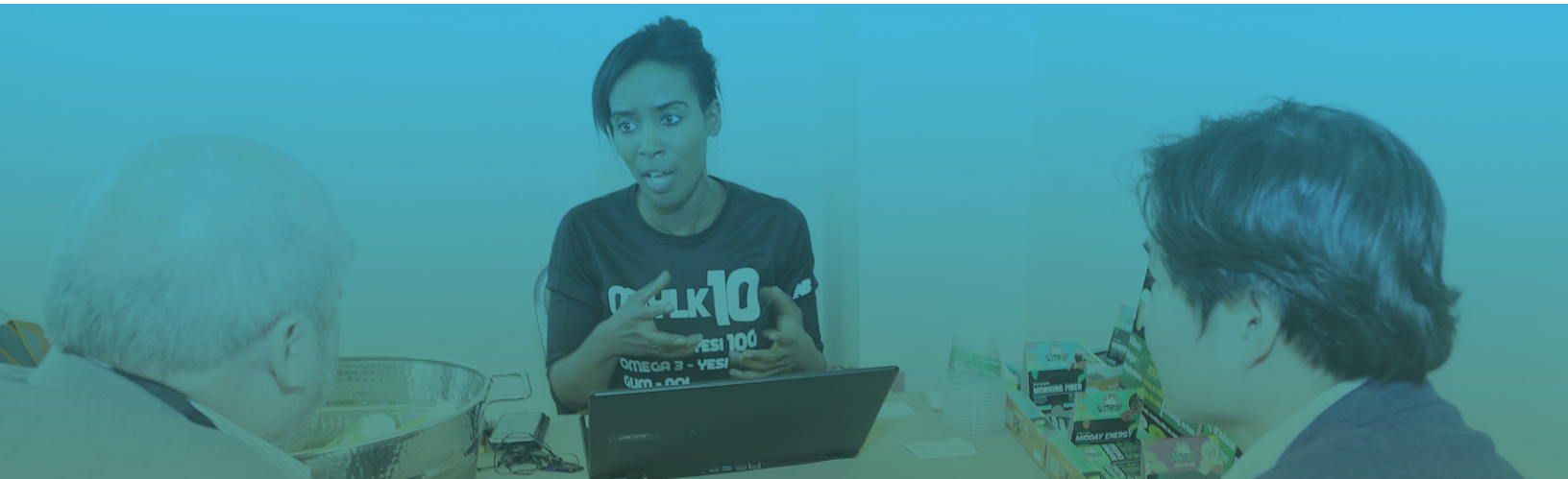
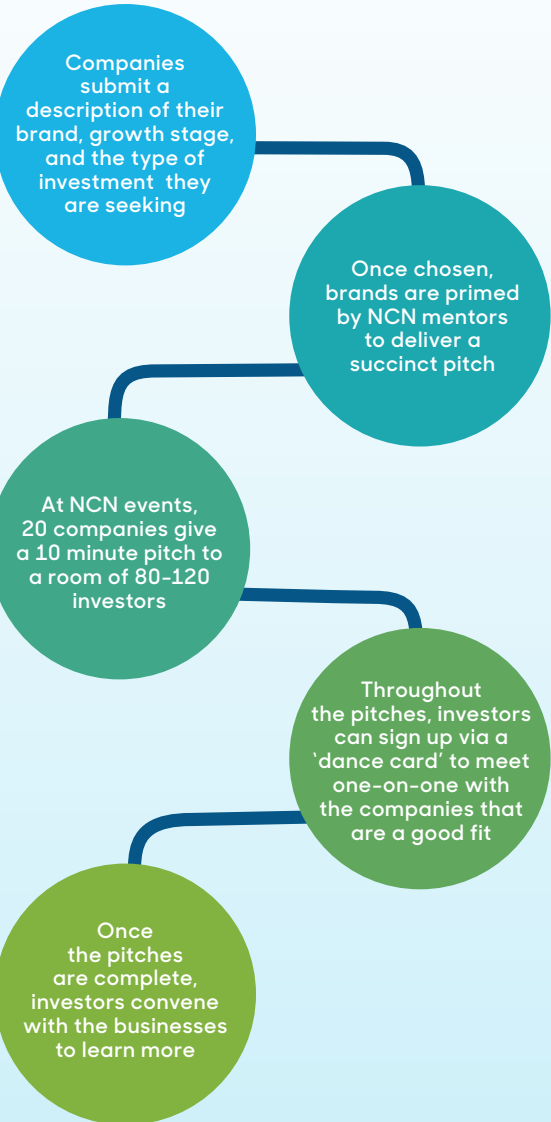
## What is Nutrition Capital Network?

Nutrition Capital Network (NCN) connects investors with high-potential growth companies in the nutrition, health & wellness industry.

A mix of Shark Tank and pitch slams, with elements of business school and speed dating thrown in, NCN events provide the most consistent model for investors to find their next investment opportunity. Using connections within the natural products industry, and relationships with Natural Products Expos and SupplySide West, NCN collects applications from the most promising brands looking for growth opportunities, then selects 15-25 to present at each event. For each investor meeting, the presenting companies deliver a 10-minute pitch about their product or service, sales and growth trajectories, and investment and partnership needs, and all attendees are provided with comprehensive business plans for each company. Afterwards attendees can meet with those companies that sparked their interest in one-on-one meetings scheduled on site.

**Brands that want to grow, and investors that want to grow with them, find their opportunity at Nutrition Capital Network.**

### HOW DOES IT WORK?



## NCN HOLDS 5 EVENTS THROUGHOUT THE YEAR

- Captive investor and presenter audience within the nutrition and health & wellness industry
- Education sessions focused on various industry topics and trends presented by Nutrition Capital Network content team
- Facilitated breakout sessions/meetings with presenters and investors
- Networking receptions & breaks to connect with key players in the industry

April	May	September	October	November
<b>New York</b> Spring Investor Meeting	<b>Geneva</b> NCN Europe co-located with Vitafoods Europe	<b>Toronto</b> In partnership with Natural Products Canada	<b>Las Vegas</b> NCN Ingredients & Technology co-located with SupplySide West	<b>San Francisco</b> Fall Investor Meeting

## NCN LEVERAGES 2 LARGE-SCALE INDUSTRY EVENTS

As part of the New Hope Network family of brands, NCN hosts two events co-located with Natural Products Expo West and East. These events include an Investor Orientation to showcase industry trends and provide insight into exhibiting brands seeking investment, and a partnership with Natural Products Business School (NPBS) and Pitch Slam. See sponsorship inclusions for these events on the next page.

<b>March</b> <b>Anaheim</b> Natural Products Expo West	<b>September</b> <b>Baltimore</b> Natural Products Expo East
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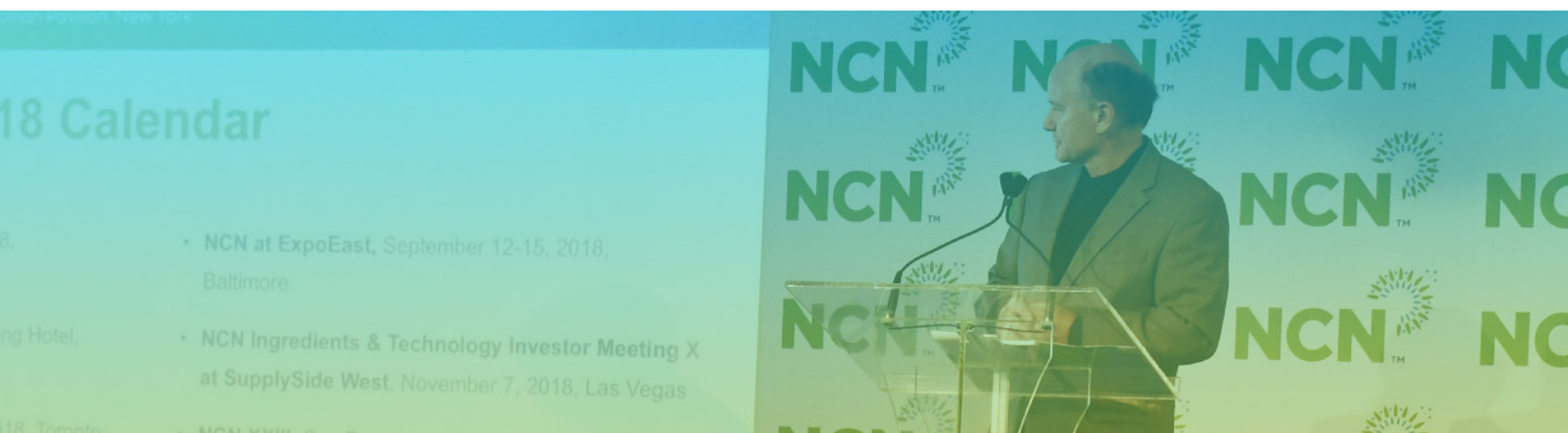
## INVESTOR MEETINGS, NATURAL PRODUCTS BUSINESS SCHOOL AND PITCH-SLAM

- Broad audience within the natural products and nutrition and health & wellness industries
- Exposure to NEW early stage lifecycle companies directly through the NPBS Pitch Slams
- Networking opportunities to connect with presenting companies in various lifecycle stages

INCLUSIONS	CATEGORY SPONSORS	EVENT SPONSORS
Sponsor recognition:		
Marketing communications	x	x
Website	x	x
Onsite event signage	x	x
NCN Investor workbook	x	x
Exclusive category sponsor ownership*	Ask for details	
Access to pool of applicants (>1200)	x	
Company profile on NCN website	x	
Seat on NCN Selection Committee*	1	
Preview of presenting companies	x	
Complimentary badges	3 for each event	1 per event
Invitation to Expo West Investor Orientation	x	
Invitation to Expo East Investor Orientation	x	
Company name on promotional emails	x	x
Co-created webinars*	x	
Personalized facilitation of introductions*	x	
Recognition at Business School and Pitch-slam at Natural Products West & East	x	
Complimentary badge upgrades for Natural Products Expo Business School and Pitch-Slam	2	
Facilitated networking opportunity with Natural Products Business School attendees	x	
Company logo incorporated (pick sponsorship type)		Badge**, Lanyard, Mobile Charger, Notebook, Water Bottle

\*Exclusive category sponsors only

\*\*Not available for VitaFoods



For more information on Nutrition Capital Network and available sponsorship opportunities, please contact [tom@nutritionadvisors.com](mailto:tom@nutritionadvisors.com)

## Sponsorship Categories

NCN offers partner focused sponsorships for the following categories:

Accounting & Finance Consulting  
Clinical Research  
Contract/Manufacturing  
Executive Recruiting  
Insurance

Investment Banking  
Legal & Regulatory  
Packaging  
Public Relations  
Regulatory Consulting

Sales & Marketing  
Strategic Branding/Communications  
Strategic Consulting  
Tax/Audit Consulting  
Technology Commercialization  
Valuation Services

*\*Special exclusivity is available for each of the categories above, please ask for more details.*

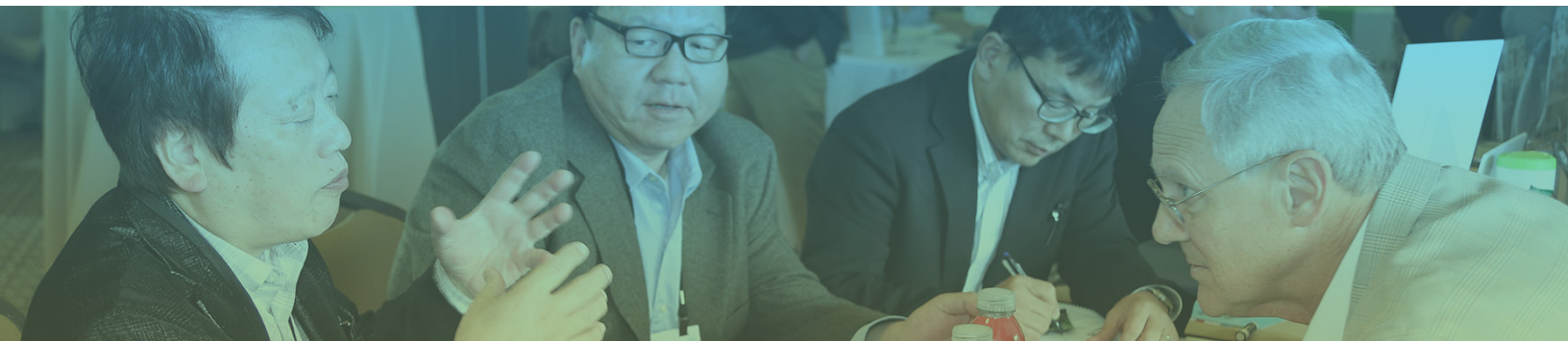
Since its inception in 2007 NCN has presented **545** companies at **31** meetings from 2007-2016, of which more than **270** have raised capital, sold assets or completed some form of transaction.

## Current Cornerstone Investors include:

301 Inc  
Abbott Nutrition  
Abrams & Company  
AIDP  
Ajinomoto Co., Inc  
Allergy Research Group  
Applied Food Sciences, Inc.  
Bluestein & Associates  
Bruckmann, Rosser, Sherrill & Co.  
Campbell Soup Company  
Cargill  
CAVU Venture Partners  
Clorox Company  
Coca-Cola VEB  
DSM  
FACTORY  
Flagship Pioneering  
Flagship Ventures  
Fuji Oil Holdings Inc.

Givaudan  
Grupo Nutresa  
Healthy Directions  
Healthy Lifestyle Brands, LLC  
Herbalife Nutrition  
Ingredion Inc.  
International Vitamin Corporation  
Kellogg Company/Eighteen94 Capital  
Kerry Group  
Kyowa Hakko USA  
Lonza AG  
Lyra Growth Partners  
Natural Products Canada  
Naturex  
Nature's Way  
Nestle Nutrition  
Nexira  
NGEN  
NuSkin Enterprises

Organic X Labs  
Otsuka America Pharmaceutical, Inc.  
Partnership Capital Growth  
PepsiCo  
PowerPlant Ventures  
Reckitt Benckiser Group  
Sanitarium Health Wellbeing Company  
SDA Ventures  
Seventure Partners  
Soho Flordis International  
SPRIM Ventures Pte. Ltd  
Suan Farma, Inc.  
Suntory Holdings  
Unilever Corporate Ventures  
Wellisen Nutraceuticals  
William Hood & Company  
WM Partners LP  
Zaluvada



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