



Press Release

Paris, 18th June 2009

The young innovative company Nutraceutics D&S welcomes Seventure Partners in its capital to accelerate the commercial deployment of its salt substitute, and the development of its other products, all targeted at reducing cardiovascular diseases risk factors.

This company joined the 4 other companies targeting the market of nutritional health in the investment portfolio of Seventure, confirming its commitment in this area and its ability to finance companies from the seed stage

Created in 2005 and based in Vichy (France), Nutraceutics D&S is a company dedicated to the development, production and marketing of innovative ingredients for healthy nutrition. The company relies on the skills and personality of its founder and CEO, William Caly, former R&D Director at Nestle. An engineer by training, he has accumulated both in Europe and in the USA, over 25 years of extensive experience in the food industry and a specialization in technical issues related to powdered ingredients.

After some years of service on behalf of third parties, Nutraceutics D&S has developed its own portfolio of healthy nutrition products among which it has just launched the first: an innovative substitute for salt that meets both the expectations from the food industry and from the public health agencies in the context of the reduction of cardiovascular disease risk factors.

It has long been known that excessive salt in the diet causes an increase in blood pressure, and each year new studies reinforce this belief. It is also admitted that hypertension is a major risk factor for cardiovascular disease (myocardial infarction, stroke, kidney failure ...). Despite this, the average salt consumption in developed countries is about 10 g/d, while our physiological needs are around 2 g/d. The excessive ingested salt comes for 10% from the salt added by the consumer during meals, for 10% from the salt present in raw foods (meat, fish, fruits and vegetables), and for 70% from the salt added by the food industry in all "processed" products, which often comprise the largest part of our meals.

Jerome Samson, Associate at the Department of Life Sciences at Seventure explains: *"Once this is acknowledged by all stakeholders (public health authorities, manufacturers, distributors and consumers), the salt reduction in our diet becomes a major public health topic, and becomes very important economically."*



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However, reducing salt in processed products has a strong impact on their technical (conservation, appearance, technical feasibility...) and economical characteristics, as well as on their taste.

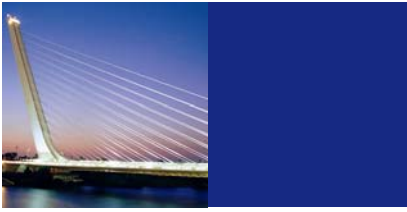
"Many suppliers of ingredients have been offering salt substitutes for several years, but none had previously given full satisfaction. K-Salt[®], the salt substitute proposed by Nutraceuticals D&S, through its highly innovative formula, provides a very elegant solution to this problem" adds William Caly, CEO of Nutraceuticals D&S.

Indeed, this product can be integrated without any significant adaptation to any process (bread baking, prepared meals, soups, sausages...), allowing manufacturers to achieve an immediate reduction of 25% of the sodium content without compromising organoleptic performances. Reaching this threshold enables the claim "reduced salt content" to be put on the labelling, and complies with the objectives of public health authorities, which are for the time being only recommendations, but which will very soon (as it is already the case in the United Kingdom) become mandatory targets in most countries.

Nutraceuticals D&S' K-Salt[®] is primarily targeted to the B-2-B market of food industry ingredients, and holds a second innovation: because of its composition, it brings to our diet a significant potassium supplement in a highly bioavailable form and without any bad after-taste. Indeed, unlike sodium, present in excess in our food and with undesirable effects on blood pressure, bioavailable potassium is hardly present within our plates, though it is very beneficial to our cardiovascular system, as confirmed by many experts in nutrition.

All these characteristics and Nutraceuticals D&S management skills have decided Seventure Partners team to join this adventure, as confirmed by Isabelle de Cremoux, General Partner and Director of Life Sciences Department at Seventure: *"Our investment in Nutraceuticals D&S will enable the international commercialisation of their first product K-Salt[®]. This commitment from Seventure corresponds with the objectives we have set for ourselves when we decided 3 years ago to invest in healthy nutrition: bring to the marketplace innovative products corresponding to the most important public health challenges. And of course the "less salt / better salt" is a very important challenge, similarly to the "less fat / better fat" which we recently contributed to by investing in Polaris*".

Seventure Life Sciences Department is dedicated to supporting European companies providing highly innovative new products to the market in several sectors: pharmaceuticals and biotechnology (as Santaris, TxCell, Noxxon or OPi), instrumentation and medical implants (as Tekka or Mauna Kea), industrial biotech (such as Metabolic Explorer). Isabelle de Cremoux explains: "We decided 3 years ago to deploy significant resources to expand our scope of investment to the area of Healthy Nutrition because we thought the market would bring significant opportunities for growth and a strong attraction from both pharmaceutical companies in search of diversification and food industry leaders to support their search for innovation to improve their product lines. Seventure



first investment in this area was Fluxome Sciences in Denmark in 2005 and Biophytis and ABA in France in 2008, and Polaris in 2009. Nutraceuticals D&S is the 5th Seventure investment in this area and complements perfectly the portfolio.

About Nutraceuticals D & S

Nutraceuticals D & S is a young company based in Vichy (France) and dedicated to the development, production and marketing of innovative ingredients for healthy nutrition. Its first product, K-Salt® is an innovative substitute for salt, for industrial and artisanal food processors, and allows them, without altering their production processes, to obtain products with preserved organoleptic characteristics, eligible to the claim "Reduced salt content" and conform to the expectations of both consumers and public health authorities. The first markets targeted are industrial and artisanal bread bakery, sausages and prepared dishes and soups. More information on www.nutraceuticals-ds.com or William Caly, CEO, william.caly@nutraceuticals-ds.com, +33 4 7058 5460.

About Seventure

Being one of the leading venture capital firms in Europe, Seventure manages €500m and invests since 1997 in innovative businesses with high growth potential in Information & Communication Technologies and in Life Sciences. The Life Sciences team invests all over Europe. Its 4 preferred sectors are Biotech & Pharmaceuticals, Medtech, Industrial Biotech & Cleantech, and Lifestyle Healthcare & nutrition. A typical investment ranges from €500k to €10 m per round, up to €20 m per company, from early to later stage. Seventure is a subsidiary of Natixis Private Equity, the asset management company of Natixis, with over €4.2 bn in private equity investments. www.seventure.fr

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Natixis Private Equity, France's market leader in private equity for SMEs (assets under management of €4 billion), has developed a range of products and services tailored to meet the requirements of entrepreneurs and investors, bringing together top investment teams sharing a global view of their business, incarnated since 2006 by the **Private Equity by NPE** label. Natixis Private Equity has 20 teams in Europe (Spain, Italy, Poland, Sweden, Netherlands) and in countries offering high potential (Brazil, Asia and United States), with a portfolio of almost 695 investments.

