

The background is a solid teal color. There are two large, white, curved lines that sweep across the image. One starts from the bottom left and curves towards the center. The other starts from the top right and curves towards the center, framing the text.

Havea

— G R O U P —

HAVEA company profile



# Our Group and Vision



## Our group

Havea is dedicated to **improving personal well-being** by enabling consumers to take care of their health through **natural and organic products**

## Our Vision

To become a **European leader in the field of natural health**



# Havea

— GROUP —



~ **215 M€**

CA 2021

*Of which 83%  
= food supplements*



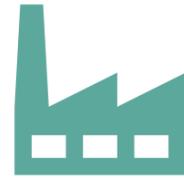
~ **33%**

% International  
turnover



**750**

Employees



**1**

Production site  
in France



**+24%**

Average growth  
since 2016



**4**

Subsidiaries  
internationally



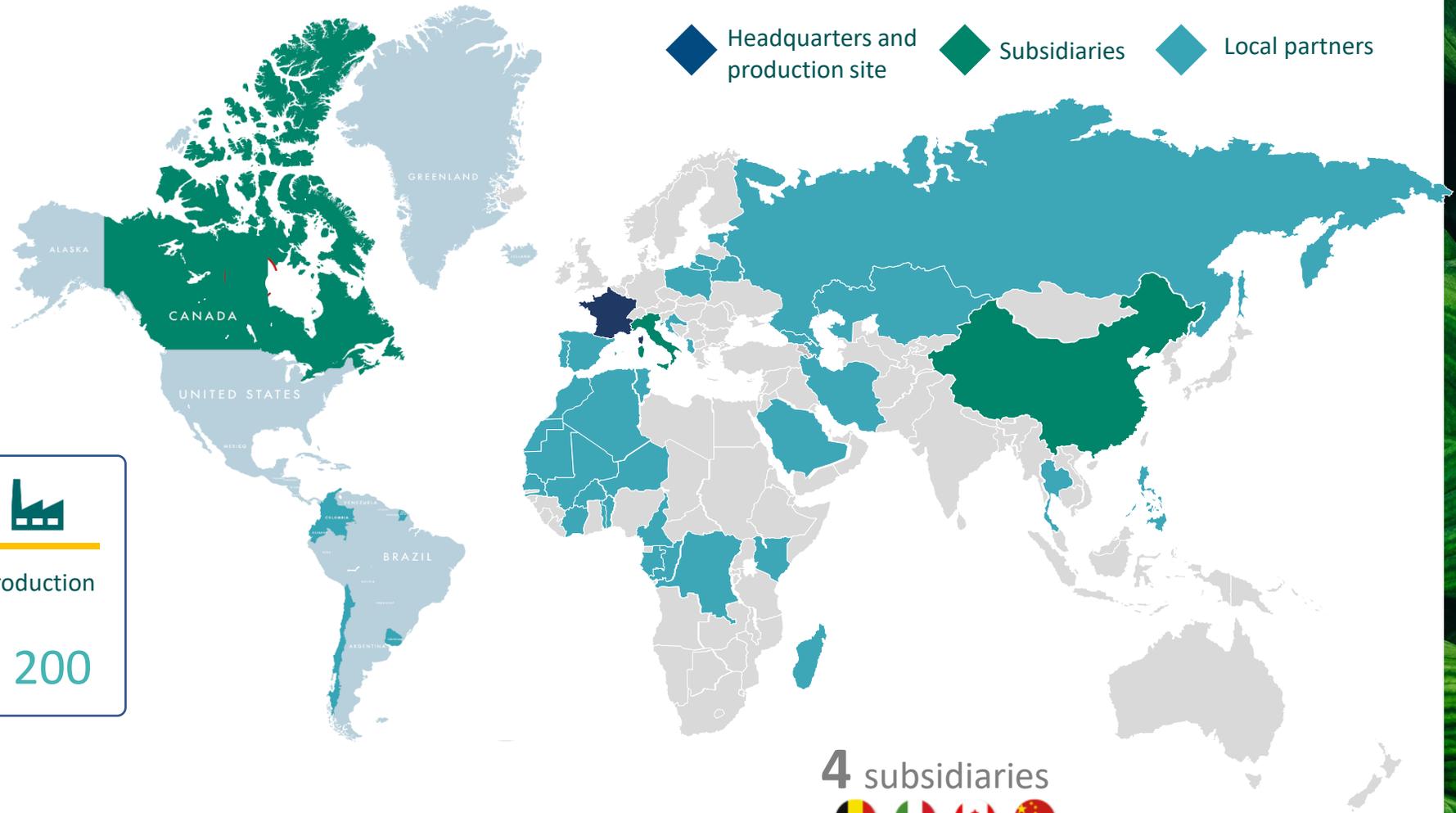
**+60** countries

International  
presence

# International ambition with experienced staff



◆ Headquarters and production site    ◆ Subsidiaries    ◆ Local partners



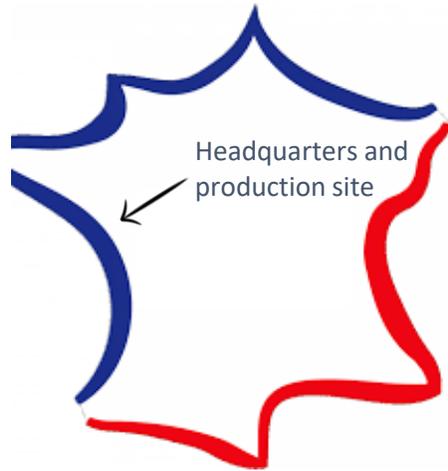
 Marketing / R&D	 Regulatory / quality	 International	 Production
50	20	20	200

4 subsidiaries  


# HAVEA : in-house Made in France production

Headquarters, production site and R&D department located near Nantes

A Made in France production



... and offices in central Paris (Charles de Gaulle Etoile)



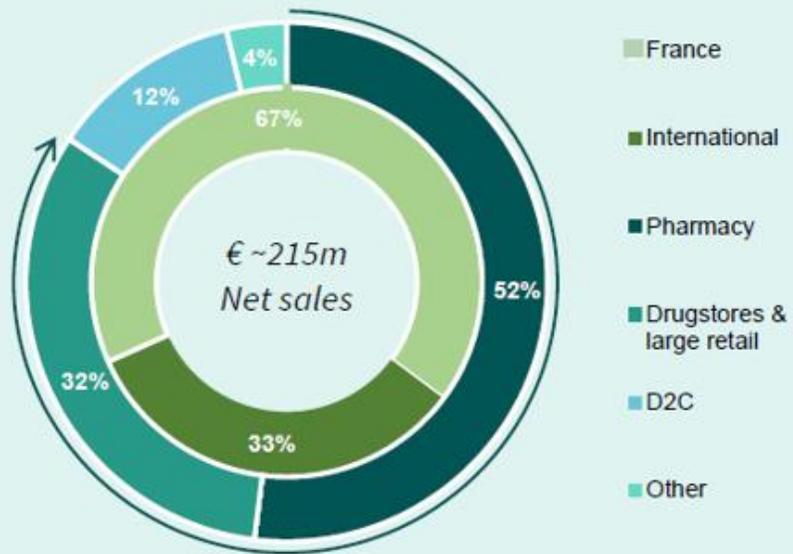
FSSC 22000



Food Safety System Certification  
Reference standard for the production of food supplements. Control of the entire production chain for maximum safety by taking special precautions (allergens).

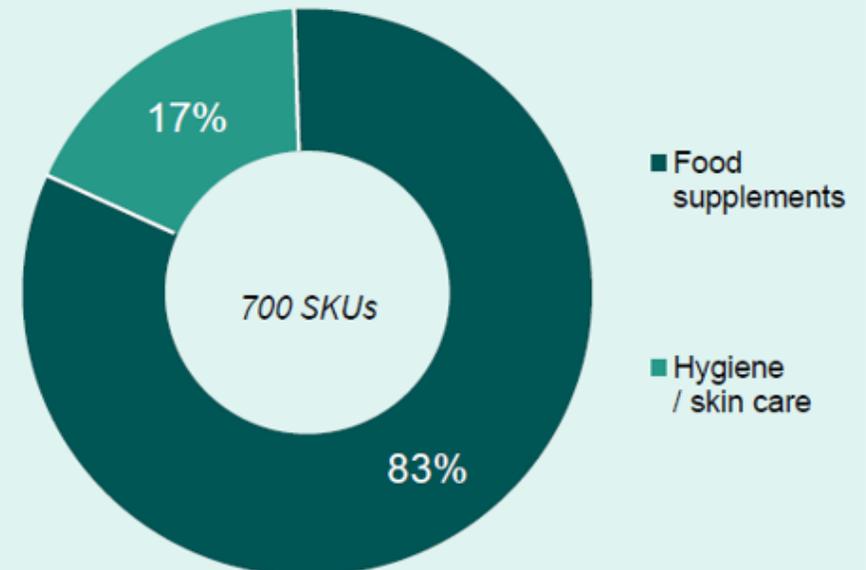
# Key 2021 figures

## OMNICHANNEL & INTERNATIONAL

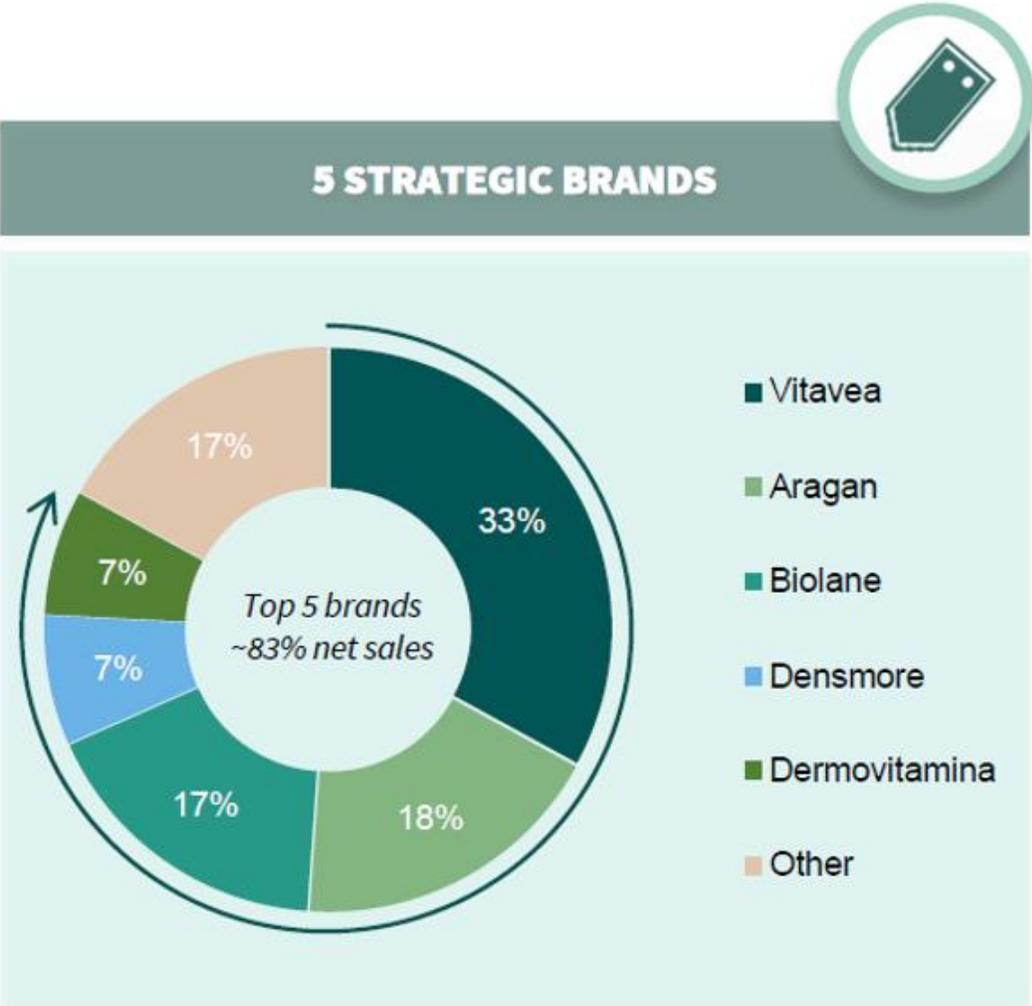


D2C includes e-commerce, marketplace and mail orders

## 2 MAIN SEGMENTS



# Strategic brands



## 3 priority brands internationally

Brand	Description	Key Features
	The essential comprehensive food supplement brand accessible for all	<ul style="list-style-type: none"> <li>First and only French food supplements brand to be omnichannel</li> <li>Naturality</li> <li>Innovation</li> </ul>
	Clinically proven & natural solutions for RX unmet medical needs in gynaeco. & ophtalmo	<ul style="list-style-type: none"> <li>Among Top 3 preferred brands for ophtalmo. AMD and glaucoma prescription</li> <li>Naturality</li> <li>Innovative and efficient consumer focused product</li> </ul>
	Complete natural care range for babies, from hygiene to food supplements	<ul style="list-style-type: none"> <li>Preferred brand used in French clinical maternities</li> <li>Biosourced &amp; recyclable packaging, biodegradable formula</li> <li>Naturally protective for the baby</li> <li>Specialist of the baby 1000 first days needs</li> </ul>

Vitavea presentation

1st brand from HAVEA group



Vitavea

---

Havea

*Vitavea is a brand of the French group Havea, European leader in natural health.*

The logo features a stylized 'V' composed of two overlapping leaf-like shapes, one in a light green and the other in a dark blue. 

# Vitavea

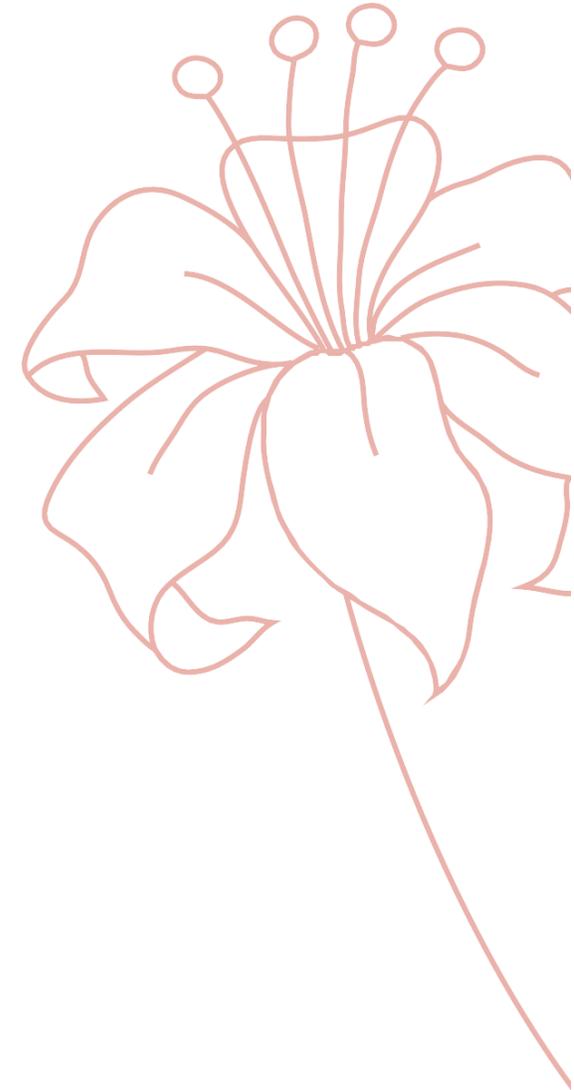
Natural health, well-being and beauty  
within easy reach



# OUR MISSION

---

**To support** consumers in their approach by offering natural, safe and effective **health products.**



# 47 years of expertise in Natural Health & Beauty Care

## 1975

Foundation of **Yves Ponroy Laboratories**:

Yves Ponroy, biologist, nutritionist and **Doctor of Sciences** conducted his **fundamental researches** within this laboratory oriented towards a more humanistic and **physiological approach to health**.

His researches on **long chain phospholipids** have been very quickly **internationally renowned**.

**Food supplement** are thus being developed and distributed.

## 1996

Strategic decision : the **R&D company** will become a proper **industrial firm** with the **management of the whole production chain**.

## 2001

The company established itself in Vendée (France). **The environment-friendly production unit** has been created, compliant with the requirements of Good Manufacturing Practice to produce food supplements and cosmetics.



# VITAVEA SANTÉ

## Our umbrella brands

manhaē

---

A complete & natural range, with active ingredients known to naturally meet the specific needs of women at every stage of their lives.

Ultrabiotique

---

A comprehensive probiotics offer combining optimal formulas and clear indications.  
Ultrabiotique, the microbiota expert.

NUTRICAP

---

The complete hair care range for beauty and health of the hair.

Grapefruit  
seed extract  
Organic

---

Pioneer and leader on the grapefruit seed market, the range offers highly concentrated formulas to naturally support defences .

FORCE G

---

A complete range of tonics 100% natural and/or organic to reinforce vitality with a trio of recognised active ingredients

VITA'  
ROYAL

---

A 100% natural and organic brand that is committed to quality, efficacy and respectful of its environment.

Nutri  
SENTIELS  
BIO

---

Based on essential natural and organic active ingredients, Nutri'sentiels is a comprehensive range to meet all needs

VITAMINES

---

The most comprehensive vitamins range on the market, combining an ideal dosage with optimal formulation to meet all needs

# manhæē

*Natural source of femininity*



Pre  
Menopause  
Menopause

Health  
Well-being

Hygiene  
Intimate  
comfort

MADE IN  
FRANCE

Manhae is the **specialist range** for all women. A complete range, with active ingredients known to **naturally meet the specific needs of women** at every stage of their lives.

# MANHAÉ SUCCESS STORY

## Market leader



SINCE  
2008

23%

of market share

+15%

evol. in volume

## A UNIQUE SYNERGY OF INGREDIENTS OF NATURAL ORIGIN



HORMONE-FREE



NO CONTRAINDICATION



COMPATIBLE WITH HORMONAL  
THERAPY TREATMENT



PROVEN  
EFFECTIVENESS

### CLINICAL STUDIES

- 1 clinical study
- 2 multicentrics
- 1 monocentric
- 2 in vitro

# MANHAÉ

## Covering the needs of ALL women

**Menopause**

**Beauty & health hair**

**Pregnant & Breastfeeding Women**

**Intima comfort**





















**MANH1V**  
Capsules  
Format 1 month

**MANH2V**  
Capsules  
Format 2 months

**MANH3V**  
Capsules  
Format 3 months

**MANHGUMV**  
Gummies

**MANHBV**  
Capsules  
Format 2 months

**MANHCAVP**  
Capsules

**MANHCAPGUMV**  
Gummies

**MANHGROEXPV**  
Capsules

**MANHALEXPV**  
Capsules

**MANHITMV**  
Capsules

**Stress & Fatigue**

**Light legs**

**INNOVATION**

**Slimming**

**INNOVATION**

**INNOVATION**

**Solar**

**INNOVATION**

**Hygiene**



**MANHSERV**  
Capsules



**MANHCIRC**  
Capsules



**MANHMINCV**  
Capsules



**MANHMINCGV**  
Gummies



**MANHSOLGUMV**  
Gummies



**MANHSOLV**  
Capsules



**MANHBRONZV**  
Capsules



**MANHBZGUMV**  
Gummies



**MANHSAV**  
Soothing  
cleansing care  
Bottle of 200 ml



**MANHSHV**  
Moisturizing  
cleanser  
Bottle of 200 ml

# MANHÆ - MENOPAUSE

## Our STAR product



### INTENSE AND COMPREHENSIVE ACTION ON PRE-MENOPAUSAL AND MENOPAUSAL SYMPTOMS

- Hot flashes, emotional well-being  
*Omega-3*
- Premenstrual syndrome, swelling, dryness  
*Borage*
- Cellular ageing, fatigue  
*Antioxidants, Iron*



**MANH1V**  
Cure 1 month  
30 capsules



**MANH2V**  
Cure 2 month  
60 capsules



**MANH3V**  
Cure 3 month  
90 capsules

### 1 ACTIVE INGREDIENT FOR EACH MENOPAUSE DISORDER

 **HOT FLUSHES AND NIGHT SWEATS**

 **SLEEP DISORDERS**

> Endophospholipides®

 **MOOD DISORDERS**

> Endophospholipides®  
> OMEGA-3

 **FATIGUE**

> Iron / Vitamin B9

 **PREMENSTRUAL SYNDROME**

 **VAGINAL DRYNESS**

> Borage oil

 **DULL SKIN**

 **BRITTLE NAILS**

> Vitamin E /  
Beta-carotene / Zinc

 **CIRCULATION DISORDERS**

> Citrus flavonoids

# MANHAÉ - MENOPAUSE

## The flagship product of the range

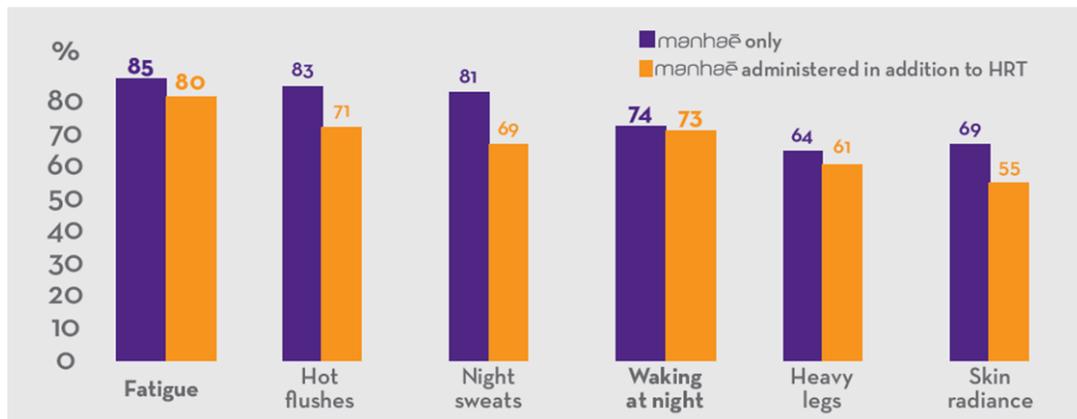
### MANHAÉ SIGNIFICANTLY REDUCES THE MAIN CLIMACTERIC DISORDERS OF THE PREMENOPAUSE

#### 2007 multicentric study

Efficacy of Manahé alone and in addition to HRT - Biofortis - Trial no. 6807

Population: 101 woman in the menopause, age 47 to 76.

Results after a 1 month course

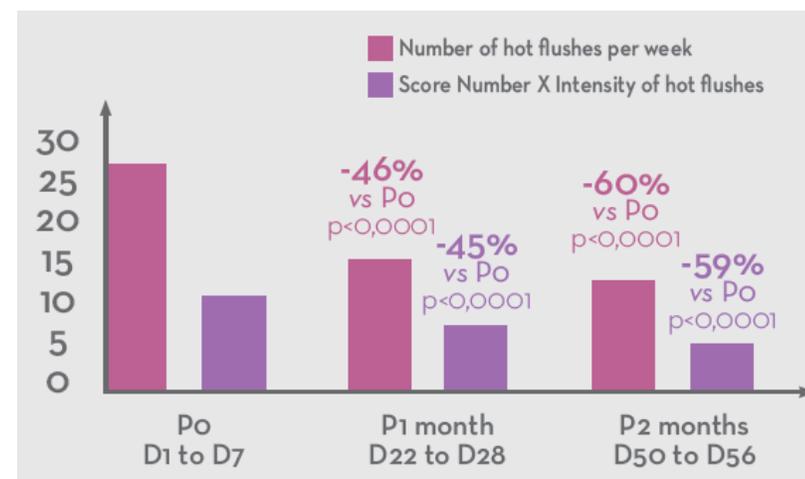


### MANHAÉ SIGNIFICANTLY REDUCES HOT FLUSHES

#### 2017 Study

Monocentric study on the efficacy of Manahé on menopause-related disorders

CenNutriment - Population: 305 woman age 45 to 65 years with menopause-related disorders.



# Ultrabiotique



The microbiota expert



# Ultra**bi**otique

The most efficiently dosed  
probiotics brand



BALANCE



ATB Protect



INSTANT



FIBRES



INFANTS

# Quality formulas and clear indications



The most efficiently dosed brand on the market



Documented strains with demonstrated properties



Synergised combination of the best strains



A short and comprehensive range



Enteric-coated strains



Vegetable gel caps



In our laboratories in Vendée



Bio-Support (Lallemand Rosell patent)



# One offer for each indication



Imbalance Flora

Vegetable hard capsules  
10 or 30 days format



Flora protection  
When taking antibiotics

Vegetable hard capsules  
30 days format



Transit - Constipation

Orodispersible sticks  
10 days format



Slow transit - Diarrhoea  
system

Vegetable hard capsules 5 days format

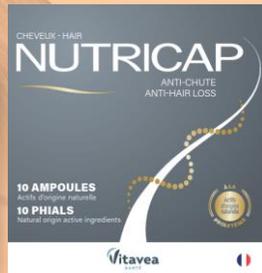


Imbalance Flora -  
Weakened immune system

Sachets 7 days format

# NUTRICAP

THE COMPLETE HAIR CARE RANGE



Anti-fall  
range

Keratin Vitality  
range

Shampoos and  
conditioners

A complete range to promote the growth, strength and beauty of hair and nails by offering solutions adapted to each hair type.



# NUTRICAP

The complete hair care range

**NUTRICAP**

**Hair care**

- Rich in active plant ingredients, vitamins and minerals to guarantee optimal effectiveness
- Plant selected for their scientifically tested activity
- A comprehensive range of food supplements: hard capsules, shampoo and ampoules



# NUTRICAP

## The complete hair care range



### Growth



Star

**NCAEXPV**  
30 capsules  
Format 1 month



**NCALV**  
90 capsules  
Format 3 months

### Anti-hair loss



**NCAANTIV**  
30 capsules  
Format 1 month



**NCALANTIV**  
90 capsules  
Format 3 months



**NLAEXPV**  
Lotion  
10 glass phial 5 days



**NSHAEXPV**  
150 ml  
Shampoo

### Keratin & Vitality



**NCOEXPV**  
30 capsules  
Format 1 month



**NCO90V**  
90 capsules  
Format 3 months



**NUTSEXPV**  
200 ml  
Shampoo



**NUTBEXPV**  
100 ml  
Conditioner

### Dry and damaged hair



**NSSEXV**  
200 ml  
Shampoo



**NCSEXV**  
100 ml  
Conditioner

### Thin and flat hair



**NSFEXP**  
200 ml Shampoo

# Grapefruit seed extract

## ORGANIC

Leader in grapefruit seed market, the range offers highly concentrated formulas to naturally support defences for curative and preventive cure.



FREE  
CHEMICAL  
SOLVENT

FREE  
COLOURANT

FREE  
PRESERVATIVE

HIGH CONCENTRATION  
BIOFLAVONOIDS  
**2000** MG\*  
\*FOR 100 ML

# Grapefruit seed extract

## The range



PPN100V  
Natural defences  
100 ml bottle

PPN50V  
Natural defences  
50 ml bottle

PPNBV  
Natural defences  
30 ml tube

Numerous indications : ENT infections, colds, flu, herpes, infectious diarrhoea, acne, vaginal mycosis,...



# FORCE G

NATURALLY POWERFULL

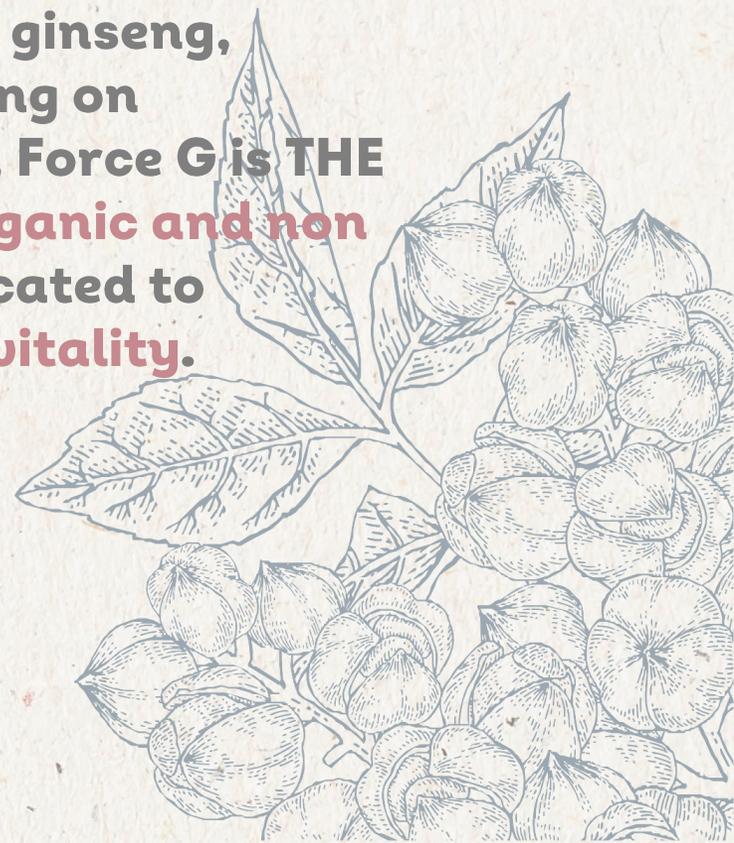


100% Natural  
origine

Preservatives  
and colorant  
free

Natural origine  
caffeine

Based on **3 key vitality** ingredients (ginger, ginseng, guarana), and relying on **reinforced dosages**, Force G is **THE** range of **natural organic and non organic tonics** dedicated to bodies in search of **vitality**.



# FORCE G

## An effective and 100% natural range

### EFFICACY GUARANTEE



#### Stronger dosages

for optimal efficacy



#### Formulas enriched

in plants known for their effectiveness

### NATURALNESS GUARANTEE



#### 100% natural formulas

Colouring and preservative free



#### Plant matrix

for optimal bioavailability



#### 4 Organic-certified products

### AN HISTORIC WINNING TRIO



#### GINGER

For thousands of years, ginger has been consumed all over the world to relieve many ailments.



#### GUARANA

Naturally rich in caffeine, Guarana is a powerful stimulant for the nervous system.



#### GINSENG

Thanks to its richness in ginsenosides and its essential anti-fatigue properties, Ginseng naturally increases the body's physical resistance.

# FORCE G

## A comprehensive range of 100% natural tonics



FGLIBEXPV  
60 gélules - format 1 mois



FGPMFRV  
10 glass phial - 10 days Format



FGSEXPV  
10 glass phial - 10 days Format



FGNEXPV  
30 hard capsules - 30 days Format

## ORGANIC RANGE



FGVBV  
20 glass phial - 20 days Format



FGBSBV  
20 glass phial - 20 days Format



FGSTBV  
20 glass phial - 20 days Format



# VITA' ROYAL



GOLD FROM THE BEEHIVE



Formulas 100% natural

100% organic

Committed to the protection of bees and the environment

PRODUIT EN FRANCE

Royal jelly, a real **treasure of the hive**, is at the heart of the formulas of the Vita'Royal range.

By offering **100% natural and organic solutions**, Vita'royal is committed to the protection of bees and their environment.



# VITA' ROYAL



1

High quality standard of our Organic royal jelly

No falsification

Control of each batch nb



2

100% natural & ORGANIC formulas



3

Complementary references to meet all vitality and immunity needs



4

A STRONG COMMITMENT for the consumer and the environment

QUALITY, RESPECT & TRANSPARENCY



Traceability & quality of our sourcing



A bee-friendly production approach



Sponsorship of beehives and planting of fields of honey flowers

# VITA'ROYAL:

## A short & complete brand of beehive products

2021 : Launch of a complete range with 4 references in order to become a key player in the market !

### ORGANIC FORTIFYING



### ORGANIC IMMUNITY



### ORGANIC ENERGY

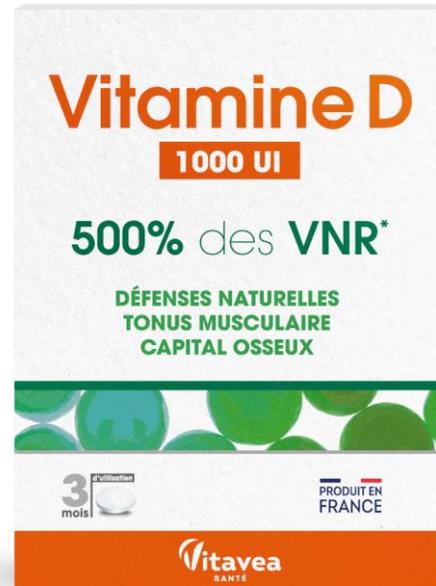
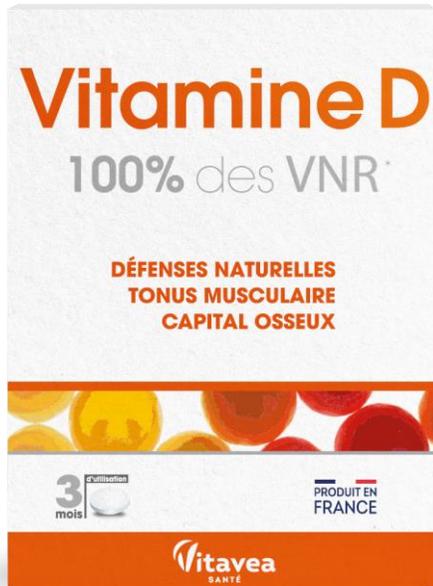


### ORGANIC HIVE ELIXIR



# ADDITIONAL RANGE

## Vitamine D



- Natural defenses
- Bone Stock
- Muscle tone

# ADDITIONAL RANGE

## Acérola 1000



- Energy and vitality
- Natural defenses

## Vitamine D



- Natural Defenses/Muscle tone/Bone capital
- 30 gummies
- 1 month format
- Exotic fruit taste

# Nutri' SENTIELS BIO

## NATURAL ESSENTIALS



Essential natural and organic ingredients

A range designed to respect the environment with a recyclable glass bottle and cardboard box.



**Based on essential natural and organic ingredients, without additives or superfluous ingredients, Nutri'sentiels is the range of simple, pure and concentrated natural formulas.**



Based on **essential natural and organic active ingredients**, Nutri'sentiels is a comprehensive range to meet all needs

## ORGANIC INGREDIENTS OF NATURAL ORIGIN



### ORGANIC

A high quality, organic natural active ingredients range.



### VEGAN

Formulas guaranteed without nanoparticles and soft/hard capsules of plant origin.



### MADE IN FRANCE

Dietary supplements made in our laboratories in Vendée.



### ECO-RESPONSIBLE

An **ORGANIC** range devised to respect the environment, with a recyclable glass bottle and cardboard pack.



# NUTRI'SENTIELS

A range as close as possible to consumers' needs



**bio**  
Nutrisanté

HEALTH AND WELL BEING INFUSIONS



no artificial  
flavour

without the  
addition of  
additives

respectful  
agriculture

Preservative  
free

**MADE IN  
FRANCE**



SLEEP RELAXATION

HEALTH

PLANTS

TEA

SLIMMING

DIGESTION TRANSIT COLD INFUSIONS

TASTY AND ORGANIC INFUSIONS



NO ARTIFICIAL  
FLAVOUR



WITHOUT ADDITION OF  
ADDITIVES



RESPECTFUL  
AGRICULTURE



PRESERVATIVE FREE



A DEMANDING ECO-RESPONSIBLE APPROACH



Boxes made from  
recycled paper



Paper envelopes



Non-chlorine bleached  
filter bags without staples  
or glue

# CONSUMER RECRUITMENT LEVERAGES

## 1. Point of sales :



Comprehensive knowledge of the pharmacist environment  
Pharmacist's advice strengthening through relevant tools  
Specific visibility tools development to trigger impulse buying

## 2. Consumer communication tools :



Brand awareness improvement through digital support

## 3. Expertise in convincing the doctors



Accompaniment in the choice of medical professionals for medical visit  
Specific medical tools development to drive the prescriptions

# OUR EXPERTISE AREAS

## COMPREHENSIVE KNOWLEDGE OF THE PHARMACY

### Point of sales and pharmacists tools



WINDOW DISPLAY BOARD



INTERCOUNTER AISLE-END DISPLAY KIT



FLOOR DISPLAY



COUNTER DISPLAY



SHELF BARKER



RANGE COLOUR CHART

# OUR EXPERTISE AREAS

## BRAND AWARENESS IMPROVEMENT

### Media support : TV, radio, digital



Instagram posts and lifestyles photos



Facebook posts



# OUR EXPERTISE AREA

## CONVINCING THE DOCTORS

### Medical visit tools

Prescribing information data sheet

manhæē  
CONTINUES TO PROVE ITS EFFICACY

New 2017 study on hot flushes




manhæē  
Comprehensive management of menopause-related disorders thanks to its unique and specific formulation:

- HOT FLUSHES AND NIGHT SWEATS
- SLEEP DISORDERS
- FATIGUE
- DULL SKIN
- BRITTLE NAILS
- MOOD DISORDERS
- PREMENSTRUAL SYNDROME
- VAGINAL DRYNESS
- CIRCULATION DISORDERS

Gynaecologist visit leaflet



Ultrabiotique

6 SPÉCIALITÉS 7 INDICATIONS 100% DE VOS PATIENTS

Formule pour adultes 5 souches de ferments lactiques

Indications: ANTIBIOTHÉRAPIE, PRÉVENTION, DYSBIOSE

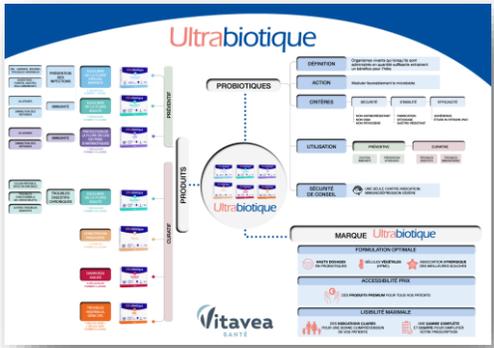
Les preuves - Études scientifiques

Formule pour adultes 5 souches de ferments lactiques

Indications: CONSTIPATION, TRANSIT LENT

Les preuves - Études scientifiques

Mindmap and Medical Visit Leaflets



Ultrabiotique

PROBIOTIQUES

DEFINITION, ACTION, CITERES, UTILISATION, SECURITE DE CONSEIL

FORMULATION OPTIMALE

ACCESSIBILITE PRISE

LIBÉRIE MANIPULABLE





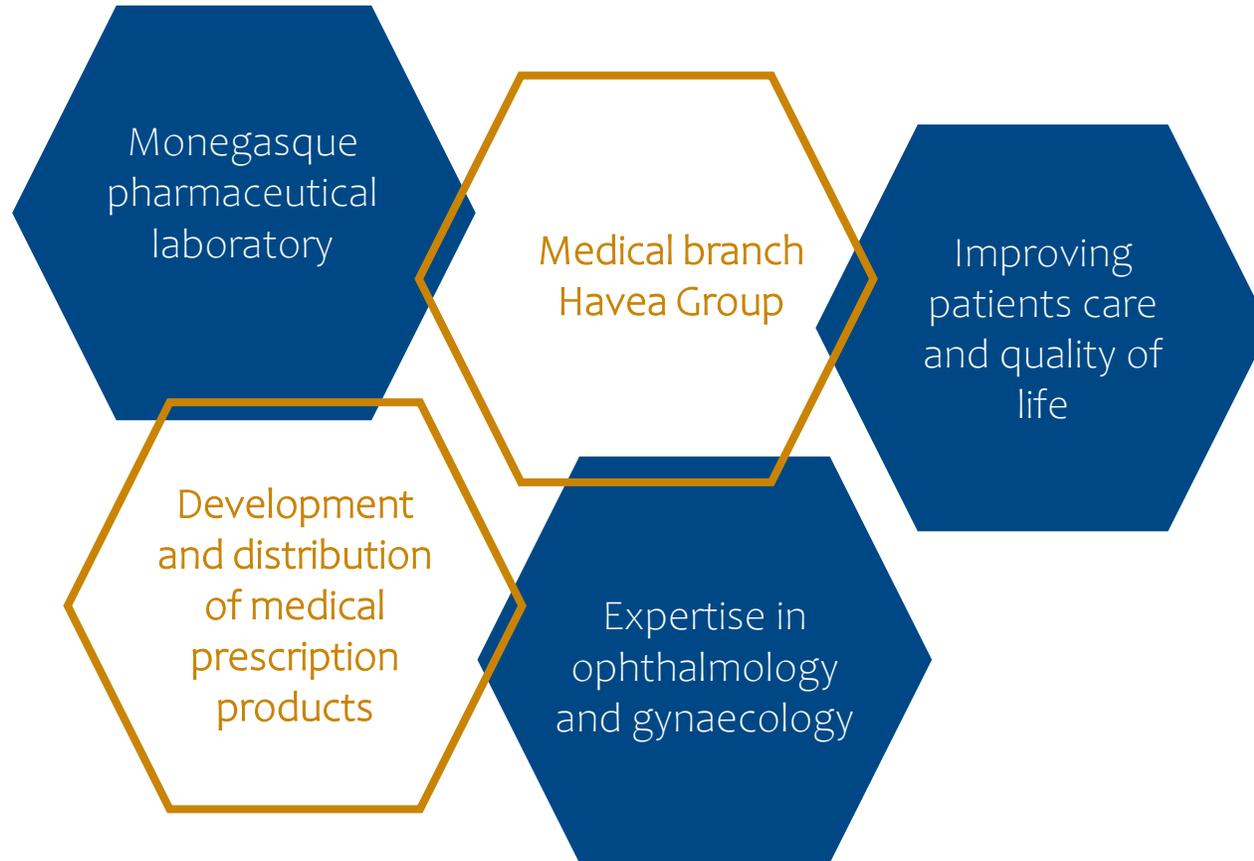
# DENSMORE

INNOVATION FOR HEALTH SINCE 1946

Monegasque pharmaceutical laboratory expert in gynaecology and ophthalmology.

# DENSMORE LABORATORY

SINCE 1946

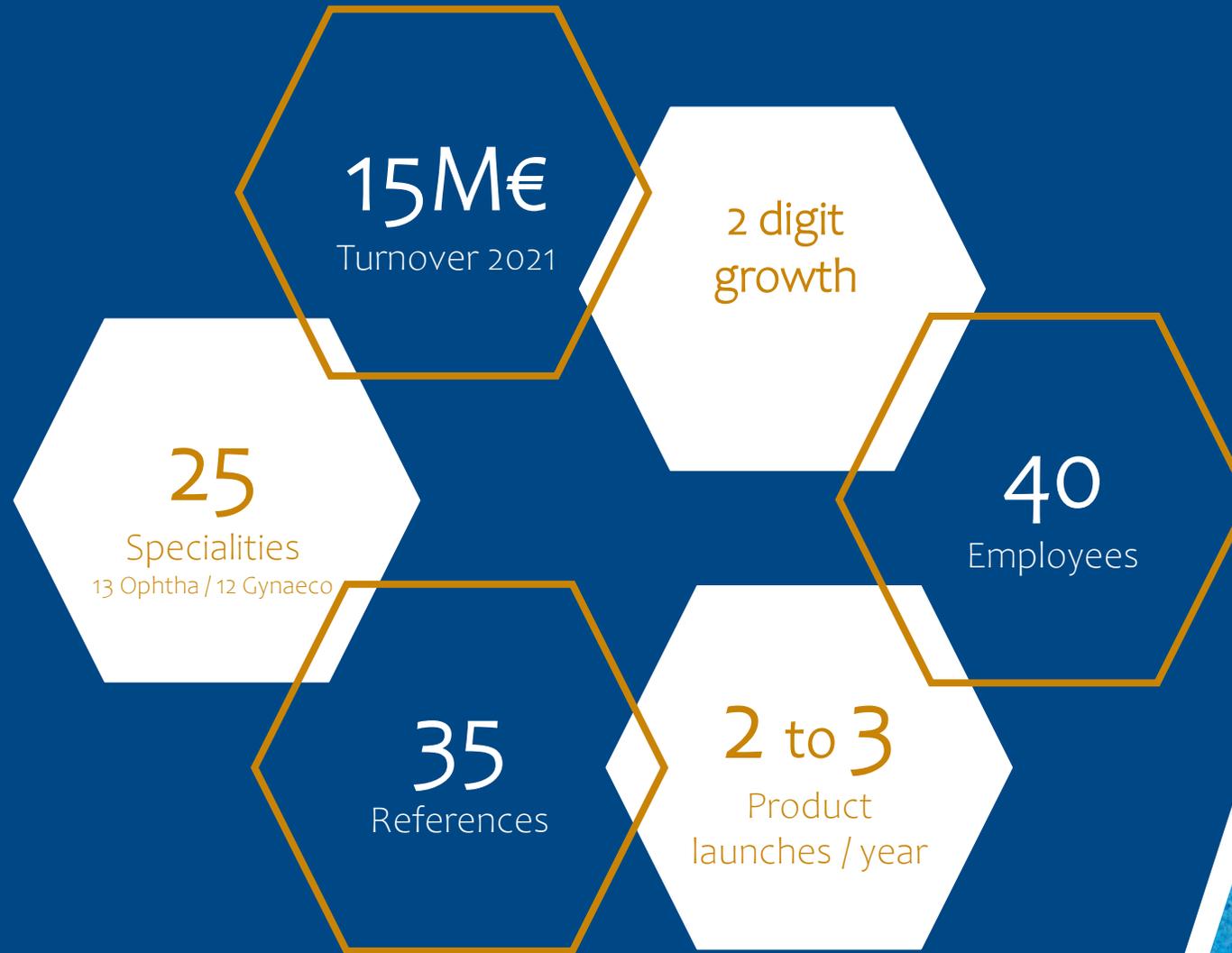


INNOVATIONS WITH HIGH ADDED VALUE IN SPECIALIST SEGMENTS.  
CUTTING EDGE SCIENTIFIC EXPERTISE – PREMIUM PRODUCTS

CORPORATE



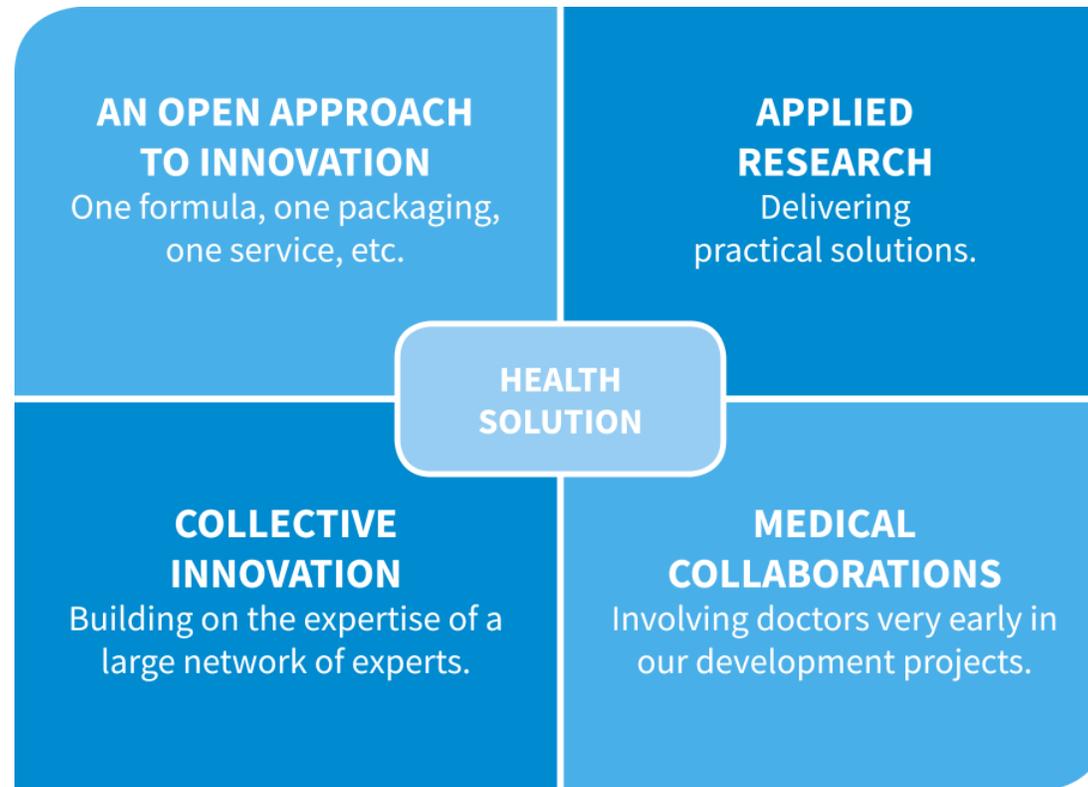
# DENSMORE in few figures



# Research & Innovation

INNOVATION

The "Solution" to go beyond the "product"...



The DENSMORE Laboratory positions itself as a true "solution provider" for patients and healthcare professionals by including service to physicians and environmental approach to patients.

# Research & Innovation

INNOVATION

To be a pioneer is our state of mind.



## SUVEAL DUO

the 1<sup>st</sup> Retina food supplement in 1 caps/day in France



## MEMOPTIC

The only neuroprotection range in France



## OSMODROP

the 1<sup>st</sup> corneal anti-oedematous without NACL



## REPADROP

the 1<sup>st</sup> neuro-repairing eye lubricant



## STERIBLEF

the 1<sup>st</sup> eyelid DM based on TTO in the form of foam



## GAMETIX

The most complete pre-conception nutrition formulas on the market



## MATERNIX G

The 1<sup>st</sup> food supplement containing 600 µg of folic acid



## EKTAGYN

The 1<sup>st</sup> osmo-protective vaginal moisturiser



## VIVAGYN

The 1<sup>st</sup> tri-strain probiotic orally

# OUR HEALTHCARE SOLUTIONS

Medical devices / Medicines / food supplements  
 Food for special medical purposes

## OPHTHA



## GYNAECO



# OUR HEALTHCARE SOLUTIONS

## DENSMORE PRODUCT LIST

### OPHTHALMOLOGY

#### NEUROPROTECTION

Memoptic	Food supplement	EAN 3983328510000
Neurodrop	Medical device	EAN 3401060124113
Neurotidine	DADFMS	EAN 9082401551108

#### RETINAL AGEING

SUVEAL DUO 30 capsules	Food supplement	EAN 3401598332622
SUVEAL DUO 60 capsules	Food supplement	EAN 3401545947527
SUVEAL DUO 180 capsules	Food supplement	EAN 3770008240124
SUVEAL DUO chewable 90 capsules	Food supplement	EAN 3401520193345
RETINEAL	Food supplement	EAN 6166851711008

#### CORNEA

REPADROP	Medical device	EAN 3770008240049
OSMODROP	Medical device	EAN 3401060159757

#### PALPEBRAL HYGIENE

STERIBLEF Foam	Medical device	EAN 3401060170455
STERIBLEF Wipes	Medical device	EAN 3401041248807

#### DRY EYES

VITRECOR	Food supplement	EAN 3401599247055
ALPHALARM	Food supplement	EAN 3401544321625
ANGIODROP	Medical device	EAN 3770008240162
KERADROP	Medical device	EAN 3401060037048
OFTAOX	Medical device	EAN 3401060124137

## DENSMORE PRODUCT LIST

### GYNAECOLOGY

#### PRE-CONCEPTION

GAMETIX F	Food supplement	EAN 3401566410659
GAMETIX M	Food supplement	EAN 3401553594096
PHYSIOGEST	Food supplement	EAN 3401541248970
SUVEAL INOCONCEPT	Food supplement	EAN 3401560210699

#### MATERNITY

MATERNIX G 30 capsules	Food supplement	EAN 3770008240094
MATERNIX G 90 capsules	Food supplement	EAN 3770008240087
MATERNIX A	Food supplement	EAN 3770008240100
SUVEAL PREGNANCY IRON	Food supplement	EAN 3401578849768
NAUSEFLASH	Food supplement	EAN 3401581784766

#### VAGINAL SPHERE

SUVEGEL IONIC	Medical device	EAN 377008240704
VIVAGYN	Food supplement	
EKTAGYN	Medical device	EAN 3770008240186

#### PELVIC PAIN

ENDOMETIX	Food supplement	EAN 3770008240025
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#### MENOPAUSE

CLIMEAL	Food supplement	EAN 3401528534515
MATURITY	Food supplement	EAN 3401577851168
SUVEAL SICCA	Food supplement	EAN 3401595564378

#### HEALTH

SUVEAL MAGNE FER	Food supplement	EAN 3401529553126
EASYNIGHT	Food supplement	EAN 3401581344090
EASYNIGHT STRIP	Food supplement	EAN 3401560174137
VITAOX10	Food supplement	EAN 3401551882966

#### CHILDREN

SUVACTIVE CHILD APETIT	Syrup	EAN 3401597367601
SUVACTIF CHILD ENERGIE	Syrup	EAN 3401597365539
SUVACTIF CHILD IMMUNITE	Syrup	EAN 3401560154863



# Our *Business model*

## IN FRANCE



Innovations developed by experts



Supported by clinical studies



Promoted during medical visits



Distributed by wholesalers (40%) and our call centre (60%)



Dispensed in pharmacies