

longevity — diet™ foods

The Next Generation of Dairy

*“Take something ordinary and make it
Extraordinary”*



#nextgenutrition



Market analysis

GLOBAL WELLNESS ECONOMY: \$3.7 trillion in 2015



Note: Numbers may not add due to overlap in segments.
Source: Global Wellness Institute, Global Wellness Economy Monitor, January 2017



GLOBAL WELLNESS ECONOMY: \$4.2 trillion in 2017



Note: Numbers do not add due to overlap in segments. Dark colored bubbles are the sectors for which GWI conducts in-depth, country-level primary research. Light colored bubbles are sectors for which GWI aggregates global estimates only, drawing from secondary sources.
Source: Global Wellness Institute, Global Wellness Economy Monitor, October 2018



Wellness market a \$4.3 trillion global industry – with 12.8% growth from 2015-2017
The market is growing at historic rate: nearly **twice** as fast as global economy
Nutrition Market was \$1 trillion on 2018 - The Dairy industry had the **38%**

A new generation of consumers with a new set of values are the driving force

Eating healthier



47%

of young generation eating healthier

30%

Willing to pay premium for Healthier food

Seeking immediacy



3x

Faster growth than hypermarkets

Trend Setter



77%

Influenced by generation z

1. Healthier
2. Convenient channels
3. Generation Z

How is Dairy industry responds to the consumer trends?

The world dairy market is highly fragmented with the three leading companies representing just over 11% of the market.

	Leading Companies	Family / Small Companies	Longevity Diet
Traceability		✓	FULL TRACEABILITY
Transparency			UOA
Fresh	?	✓	✓
Natural	✓	✓	100% NATURAL
Health & Wellness	Benefits Vs Side Effects	Pure	PROMOTING HEALTH
Animal Welfare	General Certifications	General Certifications	LONGEVITY FARM
Quality	Good Facilities and Machines VS Ingredients	Investments for secure quality too high	PREMIUM
	<i>Margin Focused</i>	<i>Competence Focused</i>	<i>Quality/Innovation Focused</i>

The Fraud and misleading claims in the Dairy industry is 20-50% in the global scale.

How is Longevity Diet Foods responds to the new trends of the market by:



NATURE | BIOLOGY | SCIENCE



MEDITERRANEAN DIET



FULL TRACEABILITY



A STEP BEYOND
ANIMAL WELFARE



NOT JUST HEALTHY



PROMOTING HEALTH BENEFITS



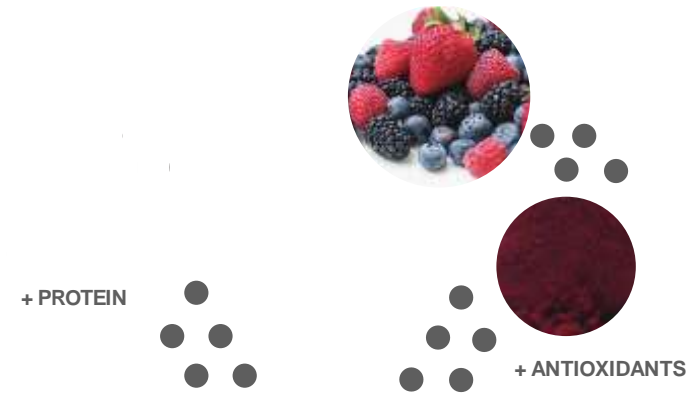
FULL TRANSPARENCY

LONGEVITY DIET FOODS' VISION IS TO HELP MODERN HUMAN TO HAVE A HEALTHIER LIFE BY BRIDGING THE GAP BETWEEN HEALTHY DIET AND THE MODERN LIFESTYLE ACCORDING TO THE NEW TRENDS. WITH UNCONTROVERSIAL LOVE FOR THE ANIMALS.

OUR DIFFERENTIATION IN INNOVATION



- + Carbohydrates
- + Sugars
- + Preservatives
- + Colours



- + HIGH PROTEIN
- + ANTIOXIDANTS
- + NO Preservatives
- + NO SUGARS

OUR INNOVATION VERSUS THE MARKETS INNOVATION

Longevity Yogurt with grape polyphenols



x 6 TIMES MORE
ANTIOXIDANT ACTIVITY*
THAN A PLAIN YOGURT
DUE TO THE **GRAPE
POLYPHENOLS**

TRANSPARENCY / RESPOND TO REGULATIONS

- + RELATIVE ANTIOXIDANT ACTIVITY / NINE DAYS
- + MICROBIOLOGICAL & CHEMICAL ANALYSIS / 15 DAYS



OUR POLYPHENOLS:

- + HIGH **ANTIOXIDANT** ACTIVITY
- + NATURALLY EXTRACTED **ONLY** WITH CLEAN WATER
- + FULLY **NON - GMO**
- + **100% NATURAL** PRODUCT

TRACEABILITY

POLYPHENOLS ARE MICRONUTRIENTS WITH HIGH ANTIOXIDANT ACTIVITY THAT PLAY A CRUCIAL ROLE IN THE MAINTENANCE OF THE HUMAN HEALTH & WELLNESS:

- + PROMOTING ANTIAGING
- + BOOSTS ENERGY
- + BOOSTS IMMUNE SYSTEM
- + ACT AS ANTI-INFLAMMATORY
- + PROMOTES WEIGHT LOSS
- + SPEEDS-UP THE POST-EXERCISE RECOVERY

BURN FAT | NO MUSCLES

Longevity Yogurt with ceremonial matcha tea



37mg catechins
21mg EGCG
5mg L-theanine
*per cup of 150gr yogurt

TRANSPARENCY / RESPOND TO REGULATIONS

- + ANTIOXIDANT LEVELS / NINE DAYS
- + MICROBIOLOGICAL & CHEMICAL ANALYSIS / 15 DAYS



OUR MATCHA

- + CEREMONIAL – HIGHEST QUALITY
- + RAW
- + **100% NATURAL PRODUCT**
- + ORGANIC
- + SINGLE FARM ORIGIN



TRACEABILITY

- MATCHA TEA**, THE 2019 TREND IS A GREEN TEA AND IT IS UNIQUE BECAUSE IT:
- + 165 TIMES MORE ANTIOXIDANTS THAN REGULAR GREEN TEA
 - + ENHANCES METABOLISM
 - + BOOSTS ENERGY
 - + ENHANCES FOCUS
 - + HELPS DETOXIFICATION
 - + ENHANCES IMMUNITY

GREEN DETOX

Longevity Feta Spread with Omega 3-fatty acids



30% Feta PDO
25% Greek Yogurt
25% White Cheese
Olives & Pepper Florins

OMEGA - 3

62,4%

OMEGA - 6

13,7%

OMEGA - 9

14,7%

OTHER FATTY ACIDS

9,2%

OUR OMEGA 3 FATTY ACIDS

- + ORGANIC
- + VEGAN
- + **100% NATURAL PRODUCT**

TRACEABILITY

OMEGA 3 FATTY ACIDS,

- + PREVENTS OBESITY
- + REDUCED CANCER RISK
- + PROTECTS AGAINST DIABETES
- + REDUCES THE HIGH BLOOD PRESSURE
- + REDUCES INFLAMMATION
- +IMPROVES SKIN HEALTH

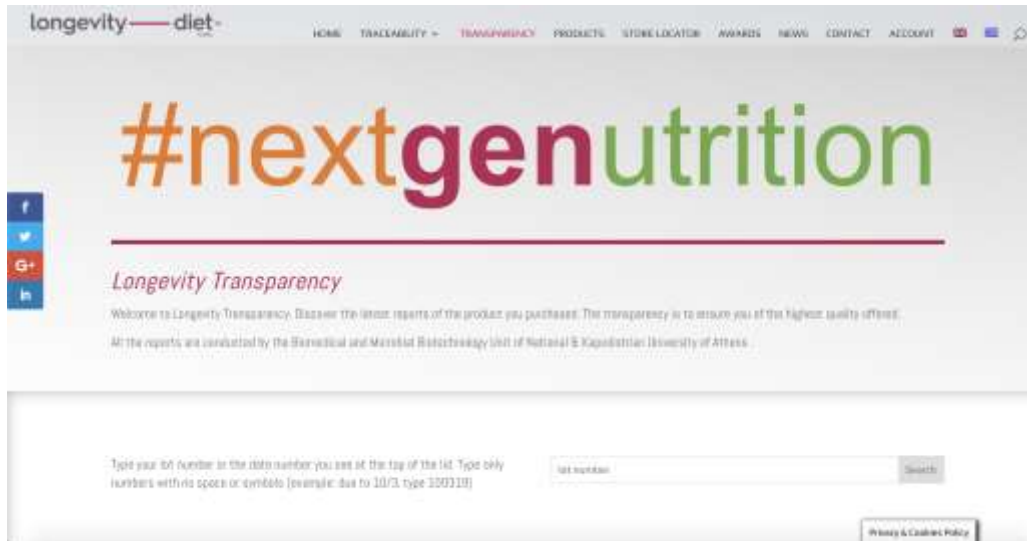
HEALTH CLAIM:

HIGH CONTENT IN Ω 3 FATTY ACIDS HELP MAINTAIN NORMAL BLOOD CHOLESTEROL LEVELS

Your Hearts' Ally

CERTIFYING THE QYALITY OF EVERY PRODUCTION LOT THROUGH OUT THE TOTAL SHELF LIFE

IN OUR WEBSITE, IN THE SECTION “TRANSPARENCY” OUR CONSUMERS CAN SEE THE LATEST REPORTS AND STUDIES DURING THE SHELF LIFE OF OUR PRODUCTS BY JUST TYPING THE LOT NUMBER.



REPORTS WE COMMUNICATE:

- + EXTENSIVE CHEMICAL ANALYSIS OF ALL RAW INGREDIENTS
- + MICROBIOLOGICAL ANALYSIS
- + DETERMINATION OF RELEVANT BIOLOGICAL ACTIVITIES (IN VITRO ASSAYS AND IN VIVO MODELS)
- + EXTENSIVE CHEMICAL ANALYSIS OF ALL THE PRODUCTS



HELLENIC REPUBLIC
National and Kapodistrian
University of Athens

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longevity—diet™
foods

INTERNATIONAL DISTINCTIONS FOR OUR START UP

World Dairy
Innovation
Awards
2016
WINNER

Best Yogurt 2016: Longevity Diet Foods with Longevity π 2% won the “Best Yogurt” Global Innovation Award in the international competition World Dairy Innovation Awards 2016, which was held in London.



Superior Taste: Longevity π 2% was Distinguished by the International Taste & Quality Institute, in Brussels, for its quality and delicious flavor, with the Superior Taste Award. The iTQi’s “Superior Taste Award”, a stamp of quality in taste!



Food Trend: Longevity Diet Foods has been awarded Bronze in the Food Trends category at the 11th edition of the Pentawards in Barcelona.



Marketing Excellence: Longevity Diet Foods, was awarded in the only award-category for StartUp companies and the “Building The New Economy” in the most respected institution in the field of Marketing, with the Marketing Excellence Award 2017 from the Hellenic Marketing Institute of HMA.

More: Best Snack After Workout | #1 Hote Voted Trend – Trendhuter.com | Most Innovative Product – Start Up Awards | Innovation & Growth Award

Selective Distribution

Premium Spots



Luxury Hotels
& Mini Bars



Airlines



Gyms &
Sports Clubs



Colleges &
Universities

Top Retail



- Selective top retail – Premium spots

Rest

- Online Fresh Stores
- Deli
- Healthy Stores
- Nutritionists
- clinics

Our Target is to reach the Health & Wellness consumers, so we have presence to the places they visit.

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Thank you!



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