



# Investor Presentation

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**Rob Fried**  
Chief Executive Officer

**Kevin Farr**  
Chief Financial Officer

# ChromaDex Investment Highlights

- Leader in the **rapidly growing NAD+ market for healthy aging**
- **Proven and proprietary** NAD+ boosting supplement supported by **20 clinical trials**
- Strong **revenue growth** (34% CAGR<sup>(1)</sup>) driven by e-commerce and strong **gross margins** (61.5% in 2021)
- Strategic partnerships to grow **global distribution footprint** with focus on **Asia Pacific region**
  - Recent agreement to form Joint Venture to further expand in **China**
- **Significant opportunity** driven by expanded benefit claims and product innovation

(1) CAGR calculated for the 2017-2021 calendar years period

# Proven & Proprietary NAD+ Boosting Supplement

## Benefits of Tru Niagen®:

### Increases NAD+\*



Between the ages of 40-60 you can experience up to 50% decrease in NAD+ levels. Supercharge Your Cells™ with Tru Niagen® and help offset this decline by increasing NAD+.

### Cellular Health\*



Your cells are the foundation of everything you are. By boosting NAD+, you empower your cells to carry out the vital task of maintaining and regulating your body's daily functions, including cellular repair and defense. Ensuring your cells have gas in the tank is essential to healthy aging.

### Heart Health\*



Your heart also goes through changes as you age. A healthy diet and exercise coupled with daily Tru Niagen® is a great way to make sure you don't skip a beat.

### Muscle Health\*



Muscle health depends largely on the nutrients we get from food. Because muscles require a lot of energy, daily Tru Niagen® can help support muscle health and recovery by elevating NAD+ levels used in repair.

TRU NIAGEN

Patented · Proven · Trusted · Safe

**20** published human clinical studies

**30+** owned and licensed patents<sup>(1)</sup>

**\$85MM+** of third-party research on Niagen®

**~\$170B** in total global addressable vitamins and supplements market, growing 5% annually<sup>(2)</sup>

## Multi award winner

Tru Niagen® is the most efficient way to safely elevate NAD+



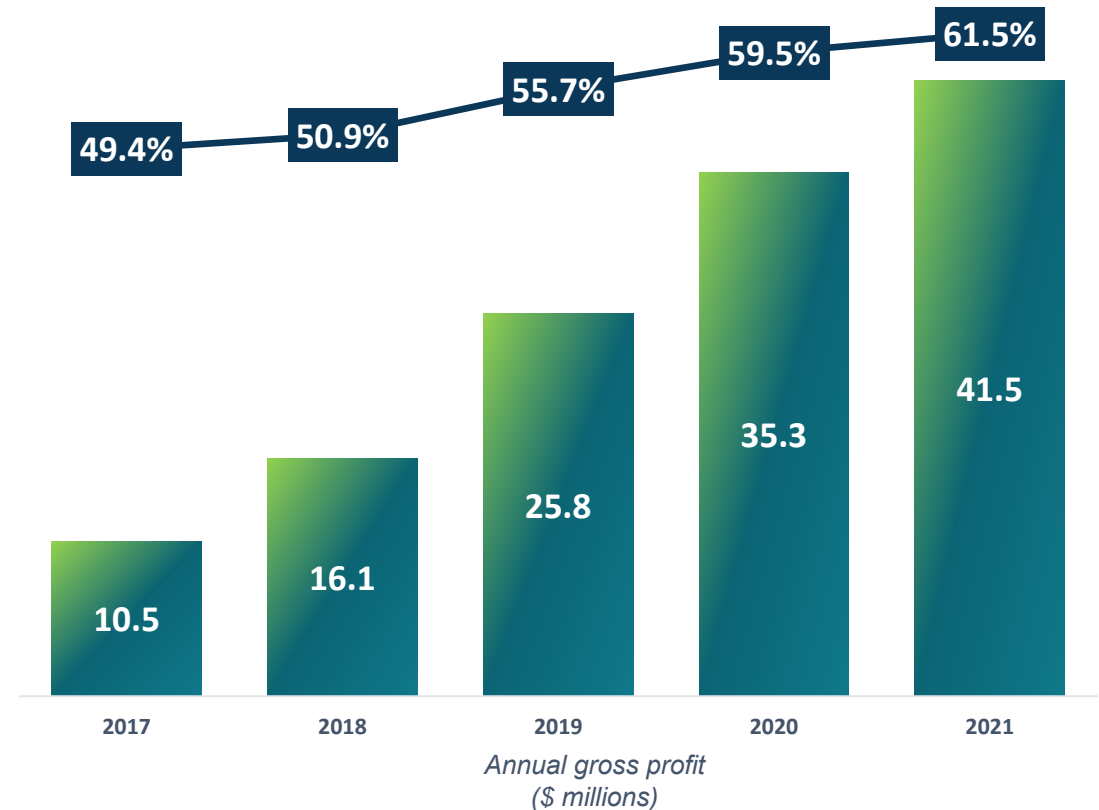
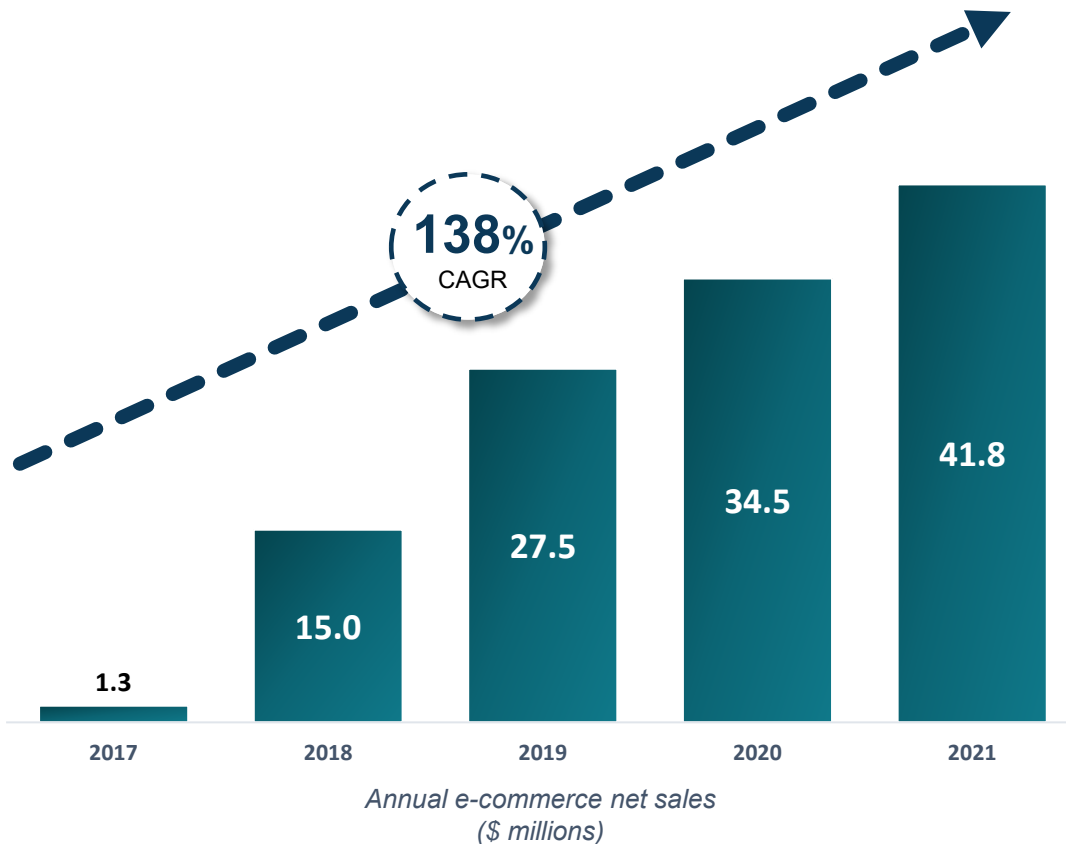
\*Statements have not been evaluated by FDA  
(1) Related to Nicotinamide Riboside (NR).  
(2) ChromaDex estimates. See slide 6 for details.

# Steady E-commerce Growth and Strong Gross Margins

Impressive **historical revenue growth** and significant **gross margin expansion**

Total 2021 net sales reached **\$67.4MM** with **\$56.7MM** in Tru Niagen® sales. E-commerce represents **62%** of the business.

Gross margin increase from **49.4%** to **61.5%** since strategic pivot to focus on consumer product, Tru Niagen®







# Expanding Global Distribution Footprint with Strategic Partners

## Key E-Commerce Platforms

## Tru Niagen® Sales Mix<sup>(1)</sup>

## Key B2B / Distribution Partners<sup>(2)</sup>

## Key Niagen® Ingredient Partners<sup>(3)</sup>

| Domestic  | International  |
|---|--|
| TruNiagen.com<br>Amazon<br>Pro.truniagen.com (HCP)                                  | Amazon<br>Tmall<br>JD.com  |
| 69%   | 31%  |
|  |  <br> |



(1) Based on full year 2021 net sales.  
 (2) SinoPharm partnership is new, with sales expected in 2022.  
 (3) W.R. Grace is an exclusive supplier of Niagen® to ChromaDex.



# Significant Opportunity Driven by Product Innovation & Benefit Claims

## Global Addressable Vitamins and Dietary Supplements Market

\*Rounded to nearest billion

**Global Consumer Health including Vitamins and Dietary Supplements<sup>(1)</sup>**

- Also includes sports nutrition, weight management and well-being sub-categories

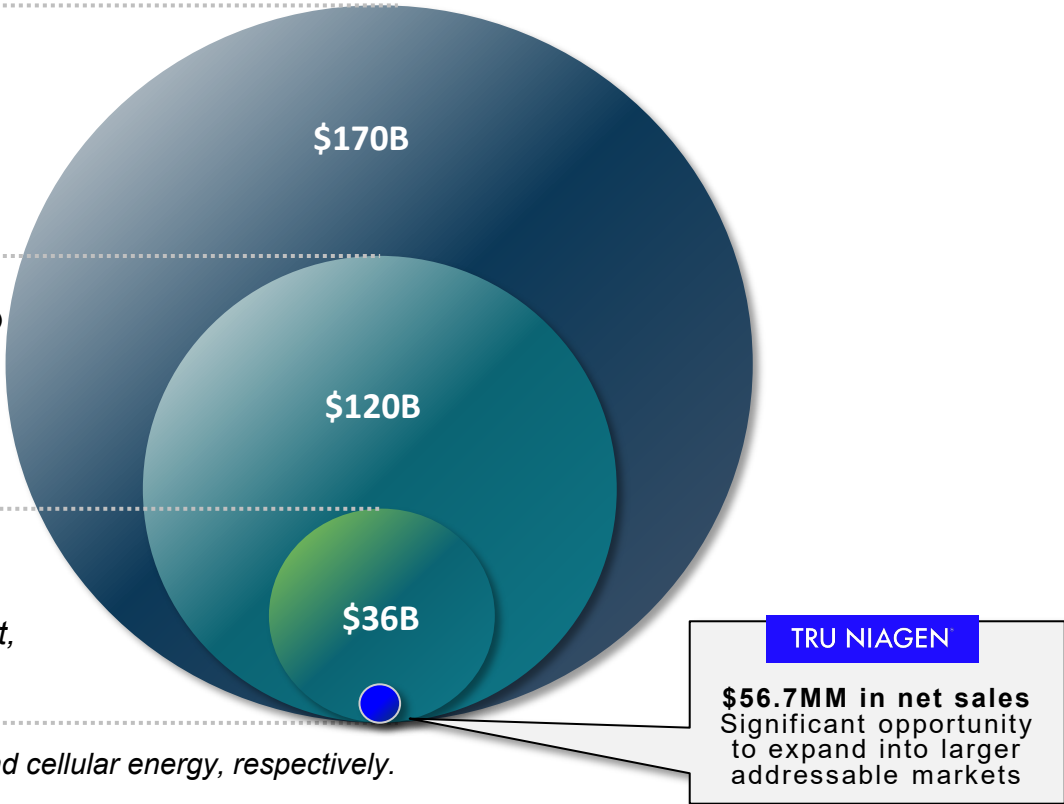
**Global Dietary Supplements – Health Conditions linked to active/completed Niagen® studies and products sold by company<sup>(2)</sup>**

- E.g. healthy aging, general health, immune, heart, brain/cognitive, sleep support, mood/stress, hair/skin/nails, sports/energy/weight management, eye health

**US Dietary Supplements – Health Conditions linked to active/completed Niagen® studies and products sold by company<sup>(3)</sup>**

- E.g. **healthy aging**, general health, immune health, **heart**, brain/cognitive, sleep support, mood/stress, **sports/energy**/weight management, eye health

Categories in **blue** represent existing claims for Tru Niagen®. Sports and energy = muscle health and cellular energy, respectively.



# ChromaDex at a Glance

## Financial Highlights

### Revenue

**\$70.1MM** last 12 months ended Mar. 2022

### Adjusted EBITDA<sup>(1)</sup> excl. legal

**(\$3.9)MM** last 12 months ended Mar. 2022

### Total Cash and Cash Equivalents

**\$21.0MM** as of Mar. 31, 2022

### Total Debt

**\$0.0MM** as of Mar. 31, 2022

## Valuation

### Market Cap

**\$125MM** as of May 17, 2022

### Enterprise Value (EV)

**\$104MM** as of May 17, 2022

### EV/Revenue (LTM)

**1.5x**

## Trading Data

### Stock Price

**\$1.83** as of May 17, 2022

### Share Outstanding

**68.3MM**

### Public Float

**61%** (excl. >5% owners)

(1) Adjusted EBITDA is a non-GAAP measure, refer to the Adjusted EBITDA slide #38 for reconciliation to the most directly comparable GAAP figure.



# The Science



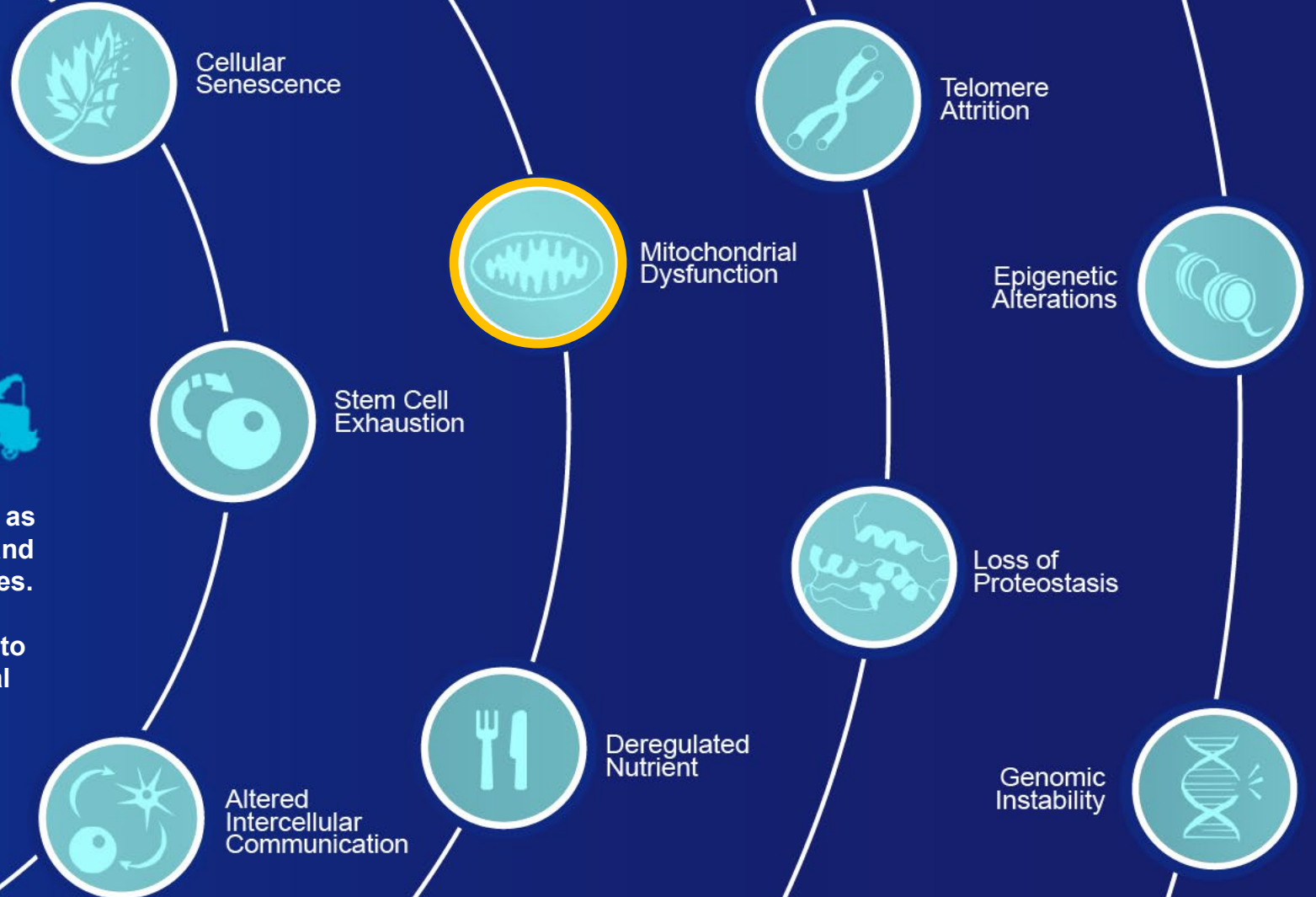
# The 9 Hallmarks of Aging



Over the past few decades, the research on aging, as a primary risk factor in many human pathologies and diseases, has experienced unprecedented advances.

It was discovered that aging is controlled, at least to some extent, by genetic pathways and biochemical processes conserved in evolution.

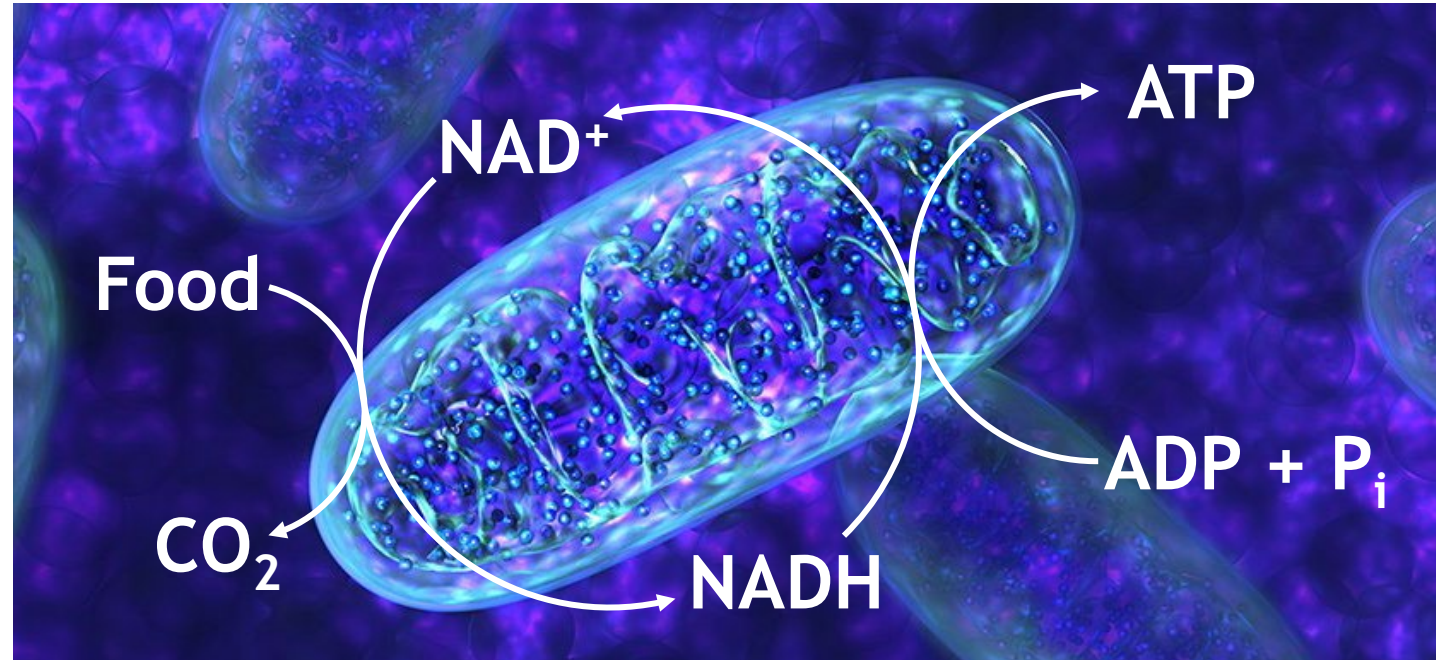
There are 9 identified hallmarks that represent underlying determinants of aging in different organisms, with special emphasis on mammalian aging.



# What is NAD and Why is it Essential?

## Nicotinamide Adenine Dinucleotide (NAD+)

- Mission critical co-enzyme in cellular metabolism
- Constantly being consumed and created by cells
- Plays a vital role in:
  - Cellular defense and repair
  - Energy production and the optimal function of our cells' powerhouses (the mitochondria)



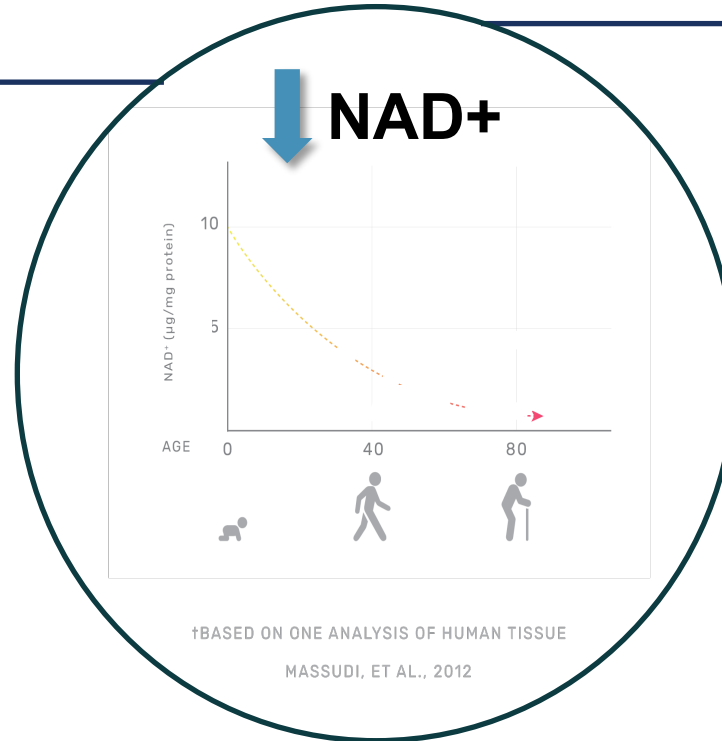
# NAD<sup>+</sup> declines by ~50% between the age of 40 and 60



# NAD<sup>+</sup> Declines with Age, Physiological Stress & Disease

## AGING

Muscle 30-85%  
Liver 40-90% ●  
Adipose 55-75%  
Brain 35-90% ●  
Pancreas 80-85%  
Spleen 35-40%  
Heart 30-70%  
Kidney 15-98%  
Lung 20-25%  
Cerebrospinal Fluid 86% ●  
Skin 40-50% ●  
Blood Plasma 15-92% ●  
Testes 100%



## OVERNUTRITION

● Muscle 66-100%  
Liver 25-100%  
Adipose 15-20%  
● Blood Plasma 46%

## DISEASE CONDITION

### Neurodegeneration

Nerve 30%  
Brain 53%  
Eye 65%

### Alcohol-Related Liver Disease

● Liver 30-70%

### Mitochondrial Myopathy

● Muscle 45-75%

### Heart Failure

● Heart 88%

Decreases in tissue NAD levels by tissue type and condition (**as a % of baseline**)






● Observed correlations between NAD level and age, physiological stress, or disease condition in human tissue (otherwise, based on rodents).



# Basic Physiological Functions are NAD+ Dependent

## INTRINSIC CAPACITY DOMAIN

Based on World Health Organization's definition

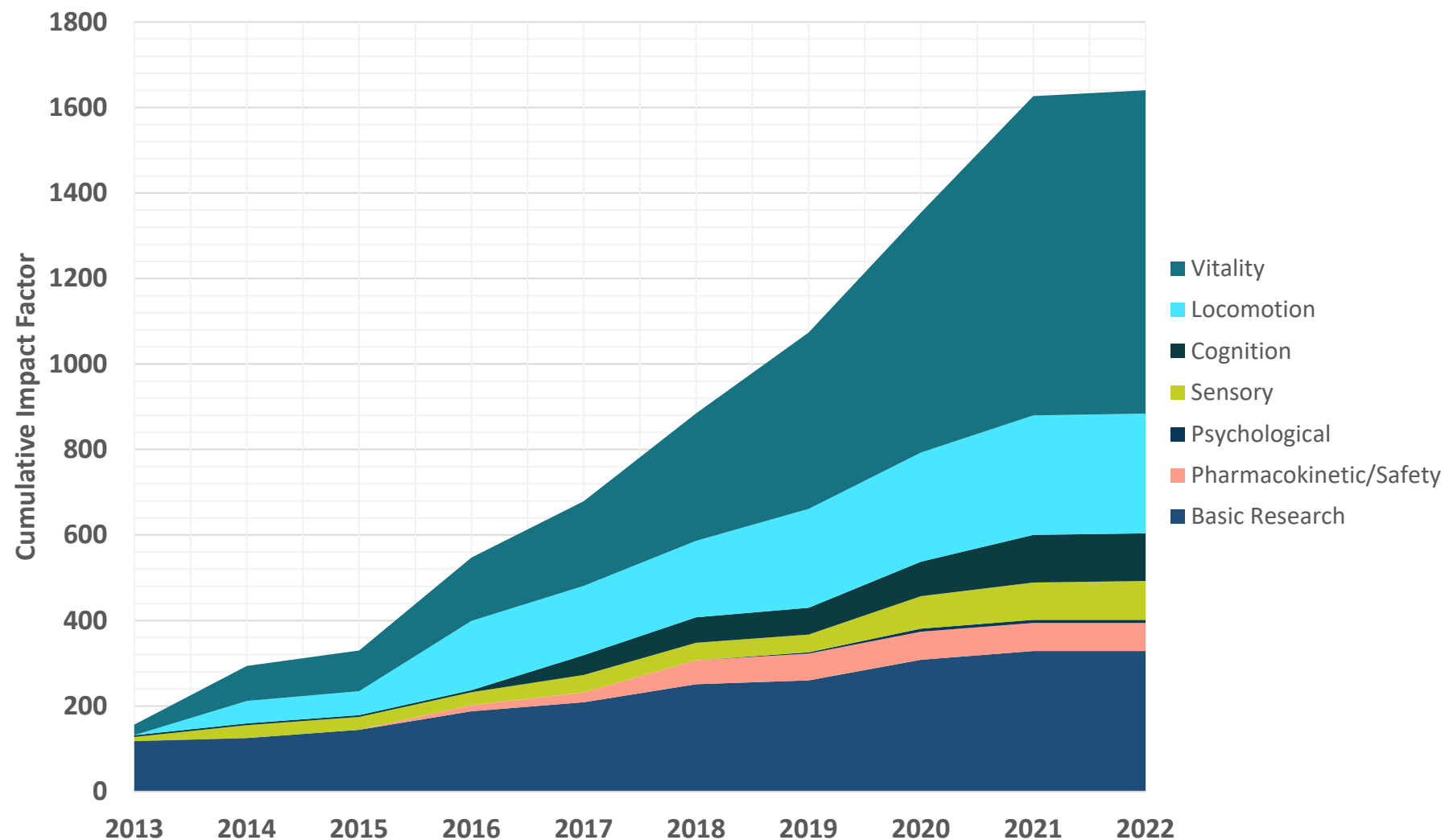
|   |  <b>VITALITY</b><br>Energy metabolism<br>Hormonal function<br>Cardio-respiratory function   |  <b>LOCOMOTION</b><br>Muscle strength<br>Balance<br>Gait |  <b>COGNITION</b><br>Memory<br>Intelligence<br>Problem-solving |  <b>SENSORY</b><br>Vision<br>Hearing |  <b>PSYCHOLOGICAL</b><br>Mood<br>Emotional vitality |
|---|--|--|---|---|--|
| Number of clinical trials (active)*           | 14   | 8  | 5   | 4   | 0  |
| Number of clinical trials (complete)*         | 8  | 5  | 2   | 0   | 0  |
| % of all registered Niagen® clinical trials** | 47%  | 30%  | 15%   | 8%  | 0%   |
| Conditions Studied                            | Type II Diabetes (Insulin Sensitivity)<br>Altered Glucose and Lipid Metabolism<br>Non-Alcoholic Fatty Liver<br>Heart Failure<br>Hypertension<br>Arterial Stiffness<br>Vascular Function<br>Immunity/Inflammation<br>Chronic Kidney Disease | Parkinson's Disease<br>Ataxia Telangiectasia<br>Exercise Capacity/Performance<br>Muscle Function/Strength<br>Sarcopenia                    | Mild Concussion<br>Mild Cognitive Impairment<br>Alzheimer's Disease   | Neuropathies (e.g. Diabetic Neuropathy, Peripheral Neuropathy)<br>Small Nerve Fiber Degeneration                        |  |

\*Source: Based on Niagen® NR trials registered on clinicaltrials.gov. Used ChromaDex classification into intrinsic capacity domains. Include two temporarily suspended studies. As of April 25, 2022. Chart does not include pharmacokinetic or terminated studies.

\*\*Based on Niagen® nicotinamide riboside (NR) clinical trials listed on clinical trials.gov



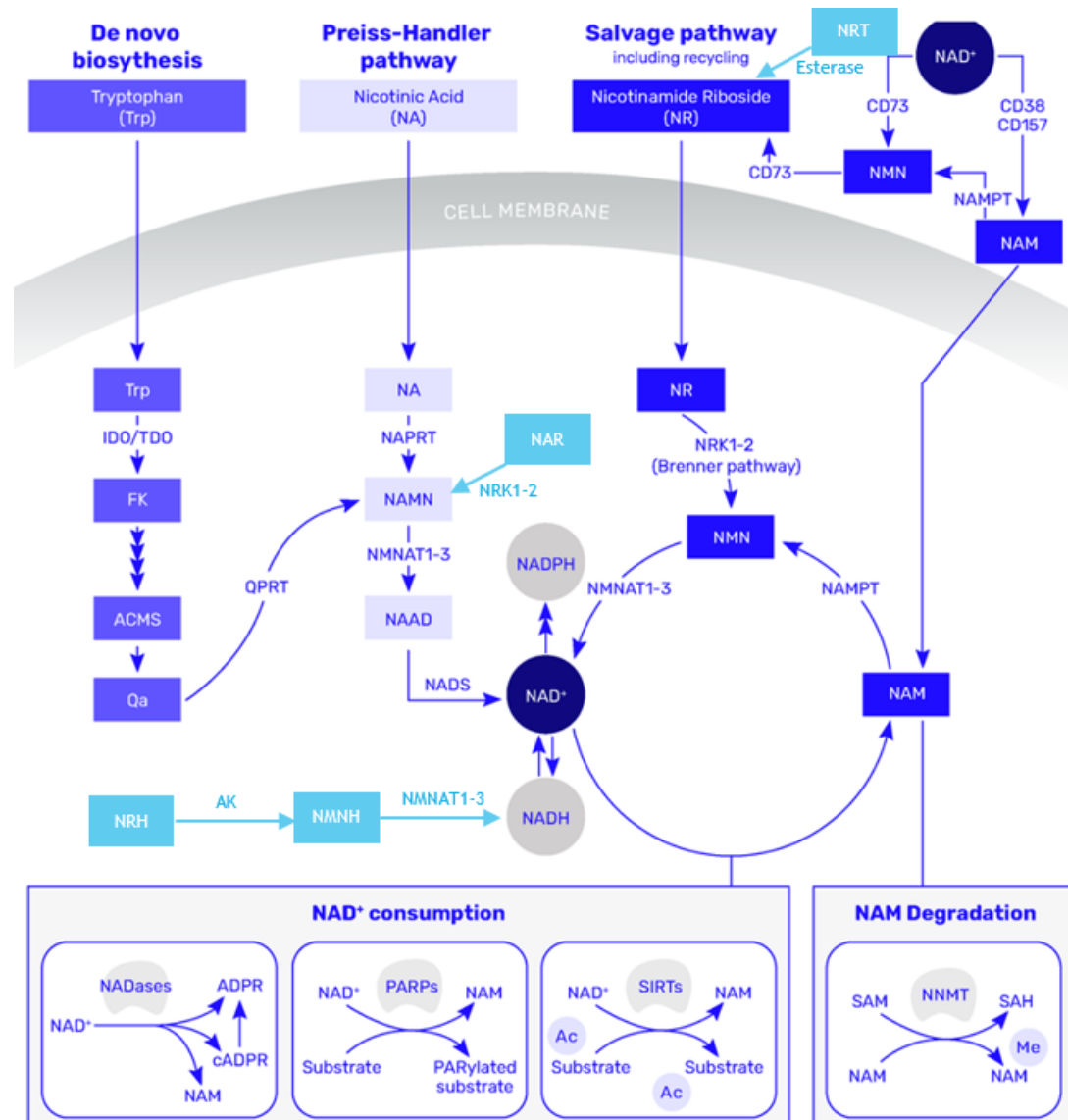
# NR Research Impact\* is Accelerating



## How is NR Different than other NAD+ Precursors?

## Nicotinamide Riboside (NR)...

- Novel form of Vitamin B3
- Specific pathway to convert NR into NAD<sup>+</sup> (NRK pathway)
  - More efficient NAD<sup>+</sup> precursor than Tryptophan and Nicotinic Acid
  - NRK genes are activated under conditions of physiologic stress
  - Therefore, NR is the cell's preferred Vitamin B3 when energy is low
- No flushing side effects\*



# Our ingredient

NIAGEN®

vs. others

NIACIN

NIACINAMIDE

NMN

Boosts NAD



Does not cause skin flushing



Does not suppress sirtuin activity



10+ Human clinical trials proving increased NAD levels



FDA notified as GRAS  
(Generally Recognized as Safe)



Successfully reviewed under the FDA NDI program



n/a

n/a



Authorized for sale by government bodies in  
Canada, the European Union and Australia




# Our Solution:

## TRU NIAGEN®



The most efficient way to safely elevate NAD levels and the only patented form of nicotinamide riboside (Niagen®) available in the world.



A close-up photograph of a person wearing a blue surgical mask and blue nitrile gloves. The person is holding a single white, oval-shaped capsule between their gloved fingers, presenting it towards the camera. The background is blurred, suggesting a clinical or laboratory setting.

**TRU NIAGEN<sup>®</sup>** is one of the most  
well researched patented supplements.†

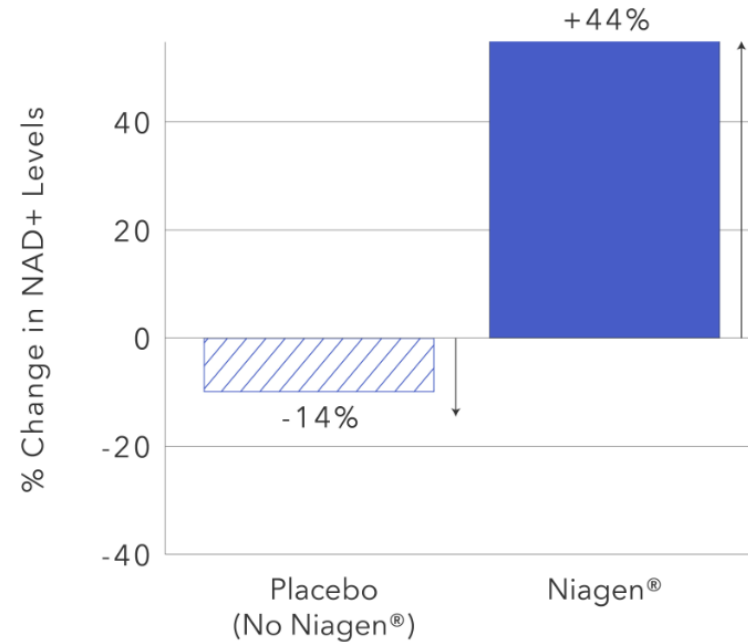
† Based on top selling (per revenue) Amazon supplements claiming "patented".



# Tru Niagen® is Scientifically Proven to Increase NAD+

NAD+ declines up to 50% between ages 40-60.

**Tru Niagen® Increases NAD+  
by 40-50% After 8 Weeks<sup>‡</sup>**



Conze et al., 2019 | <sup>‡</sup> On average at 300 mg / day for 8 weeks

# Regulatory Acceptance<sup>(1)</sup> and Claims for Niagen®



| Country                             | United States              | European Union <sup>(2)</sup> | Canada                 | Australia                        |
|-------------------------------------|----------------------------|-------------------------------|------------------------|----------------------------------|
| Regulatory bodies                   | Food & Drug Administration | European Commission           | Health Canada          | Therapeutic Goods Administration |
| Regulatory approvals                | NDIN & GRAS                | Novel Food Ingredient         | Natural Health Product | Complementary Medicine           |
| NAD levels                          | ✓                          |                               | ✓                      | ✓                                |
| Cellular energy                     | ✓                          | ✓                             | ✓                      | ✓                                |
| Metabolism                          |                            | ✓                             | ✓                      |                                  |
| Nervous system                      |                            | ✓                             |                        |                                  |
| Psychological & biological function |                            | ✓                             | ✓                      |                                  |
| Mitochondria                        | ✓                          |                               |                        |                                  |
| Reduce tiredness & fatigue          |                            | ✓                             |                        |                                  |
| Muscle health                       | ✓                          |                               |                        |                                  |
| Heart health†                       | ✓                          |                               |                        |                                  |
| Skin                                |                            | ✓                             |                        |                                  |
| Mucus membranes                     |                            | ✓                             |                        |                                  |
| Healthy Aging                       | ✓                          |                               |                        |                                  |

Claims\* for Niagen®

\*Notified or authorized claims. Terms are representative of the claim topics; fully notified or authorized claim language can be provided upon request.  
†In combination with a healthy diet and exercise

(1) Refers to acceptance of Niagen® for use in supplements by the regulatory bodies.  
(2) Received positive opinion from the European Food Safety Authority (EFSA) and approval from the European Commission (EC). Launched in retail in U.K. in 2020.

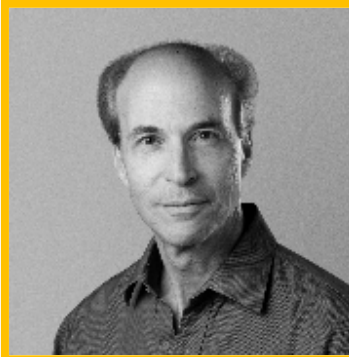
# Scientific Advisory Board

## NOBEL PRIZE WINNERS | CHEMISTRY



Charles Brenner, Ph.D.  
*Alfred E Mann Family  
Foundation Chair,  
Department of Diabetes &  
Cancer Metabolism  
City of Hope*

World's Foremost Authority  
on NAD Metabolism



Roger Kornberg, Ph.D.  
**Chairman**  
*Professor of Structural  
Biology  
Stanford University*

Nobel Prize Winner,  
Chemistry, 2006



Rudolph Tanzi, Ph.D.  
*Kennedy Professor of  
Neurology  
Harvard University*

Leading Alzheimer's  
Researcher, TIME 100  
Most Influential 2015



Dr. Bruce German  
*Chairman of Food, Nutrition,  
& Health  
University of  
California, Davis*

Leader in Food, Nutrition, &  
Wellness Innovation



Professor Sir John  
Walker, Ph.D.  
*Emeritus Director, MRC  
Mitochondrial Biology  
University of Cambridge*

Nobel Prize Winner,  
Chemistry, 1997



Brunie H. Felding, Ph.D.  
*Associate Professor of  
Molecular Medicine  
Scripps Research  
Institute*

Renowned Breast Cancer  
Researcher focused on  
NAD+ supplementation



Dr. David Katz  
*President of True Health  
Initiative  
CEO of Diet ID*

World renowned physician &  
preventive medicine expert

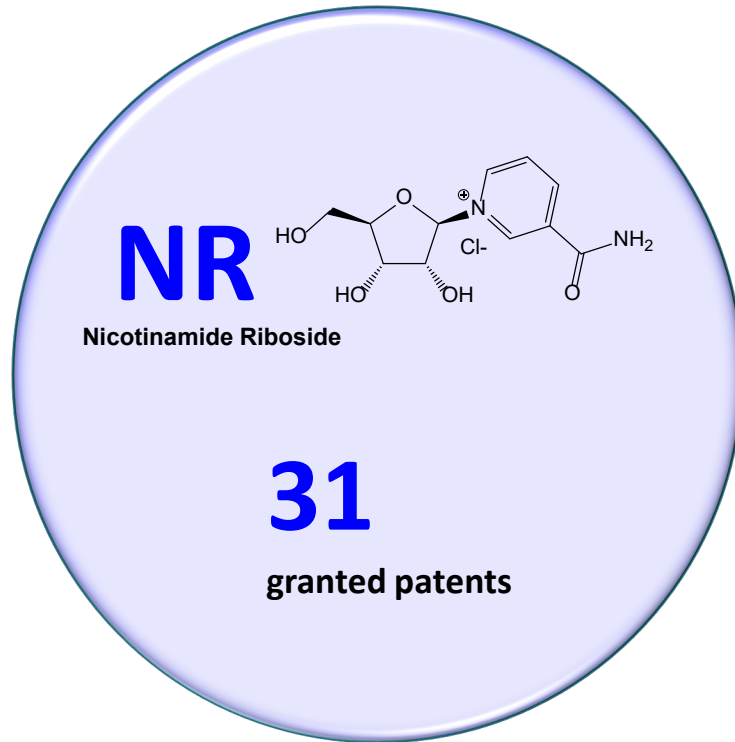
# Strong Intellectual Property Portfolio for NR<sup>(1)</sup>

| Patent ID (U.S.)   | Summary   |
|--------------------|---|
| <b>US 8114626</b>  | <i>Manufacture of NR via recombinant microorganisms – Charles Brenner of Dartmouth College</i>  |
| <b>US 8197807</b>  | <i>NR for increasing NAD biosynthesis – Charles Brenner of Dartmouth College</i>  |
| <b>US 8383086</b>  | <i>Compositions comprising NR – Charles Brenner of Dartmouth College</i>  |
| <b>US 7776326</b>  | <i>NR for treatment diseased and/or injured neurons by increasing Sirtuin activity – Jeffrey Milbrandt of Washington University</i>                   |
| <b>US 9295688</b>  | <i>NR for treatment diseased and/or injured neurons by increasing NAD activity – Jeffrey Milbrandt of Washington University</i>                       |
| <b>US 10000519</b> | <i>Methods of preparing NR and derivatives thereof – Queen’s University Belfast</i>   |
| <b>US 10688118</b> | <i>NR for topical use in wound healing; cell motility - ChromaDex</i>   |
| <b>US 10857172</b> | <i>Method of use of NR for promoting gut health and decreasing gastrointestinal inflammation in an infant comprised in infant formula - ChromaDex</i> |
| <b>US 11033568</b> | <i>NR for topical use as chemoprotective UV-mediated DNA damage and cytoprotective oxidative damage - ChromaDex</i>                                   |
| <b>US 11071747</b> | <i>Use of NR for breast enhancement – Charles Brenner of University of Iowa</i>   |
| <b>US 11242364</b> | <i>Methods of making NR salts – ChromaDex / Queen’s University Belfast</i>  |
| <b>US 11274117</b> | <i>Method of making NR chloride salt – ChromaDex / Queen’s University Belfast</i>   |

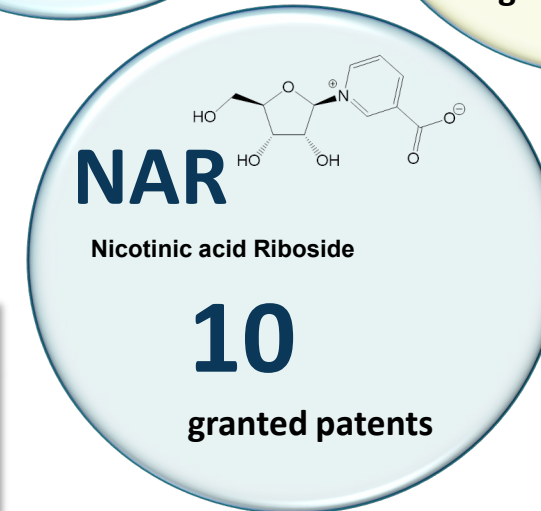
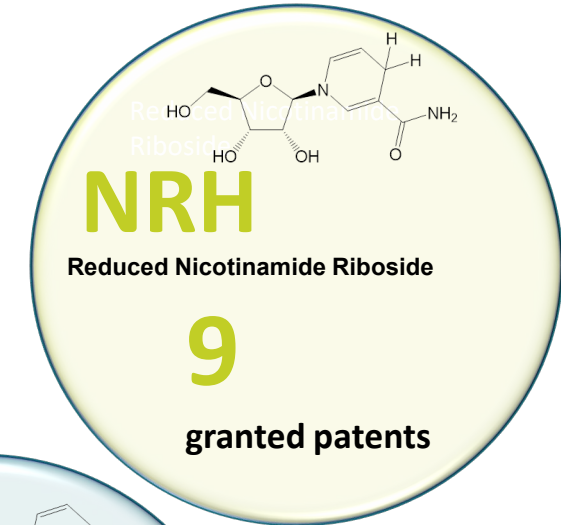
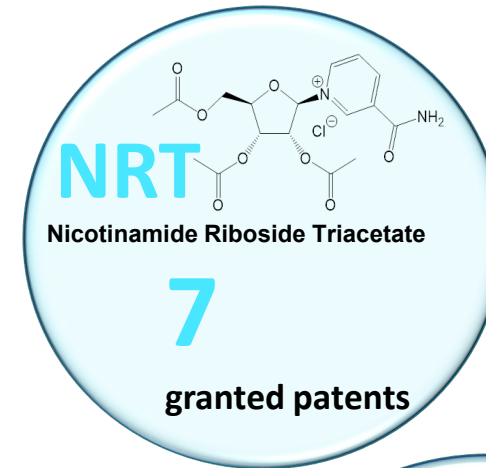
  

| International Country / Agency | Patent ID                          | International Country / Agency | Patent ID      |
|--------------------------------|------------------------------------|--------------------------------|----------------|
| <b>China</b>                   | 1964627, 105636973                 | <b>Mexico</b>                  | 349969, 385305 |
| <b>Hong Kong</b>               | 1218918                            | <b>New Zealand</b>             | 716277         |
| <b>Europe</b>                  | 1755391, 3027635                   | <b>Brazil</b>                  | 112016001774   |
| <b>Australia</b>               | 2006238858, 2014342185, 2014298629 | <b>Indonesia</b>               | 201800430      |
| <b>Canada</b>                  | 2609633, 2928656                   | <b>India</b>                   | 364502         |
| <b>Japan</b>                   | 6208352, 6509844                   | <b>Korea</b>                   | 102303966      |
| <b>South Africa</b>            | 201603314, 201807586               |                                |                |

# Growing Portfolio of Next Generation NAD+ Precursors<sup>(1)</sup>



Next  
Generation  
NAD+  
Precursors



| Precursor | Key Patents   |
|-----------|---|
| NR        | Composition of Matter of NR (licensed from Dartmouth University)<br>Manufacturing process (co-owned by ChromaDex / Queens University Belfast) |
| NRT       | Manufacturing process of NR Chloride and other new NR salt forms (co-owned by ChromaDex / Queens University Belfast)                          |
| NRT       | Crystal Morphology (co-owned by ChromaDex / Queens University Belfast)  |
| NAR       | Crystal Morphology (co-owned by ChromaDex / Queens University Belfast and another solely owned by ChromaDex)                                  |
| NRH       | Method of use as NADH increasing (owned by ChromaDex)   |



# Strategic Progress



# Management Team



**Rob Fried**  
*Chief Executive Officer*

E-Commerce &  
entertainment industry  
executive

Savoy Pictures, Columbia  
Pictures, Fried Films,  
Feeln, WHN, Healthspan  
Research



**Frank Jaksch**  
*Executive Chairman*

Co-founded ChromaDex in  
2000



**Fadi Karam**  
*Chief Marketing Officer*

Former Nestlé executive

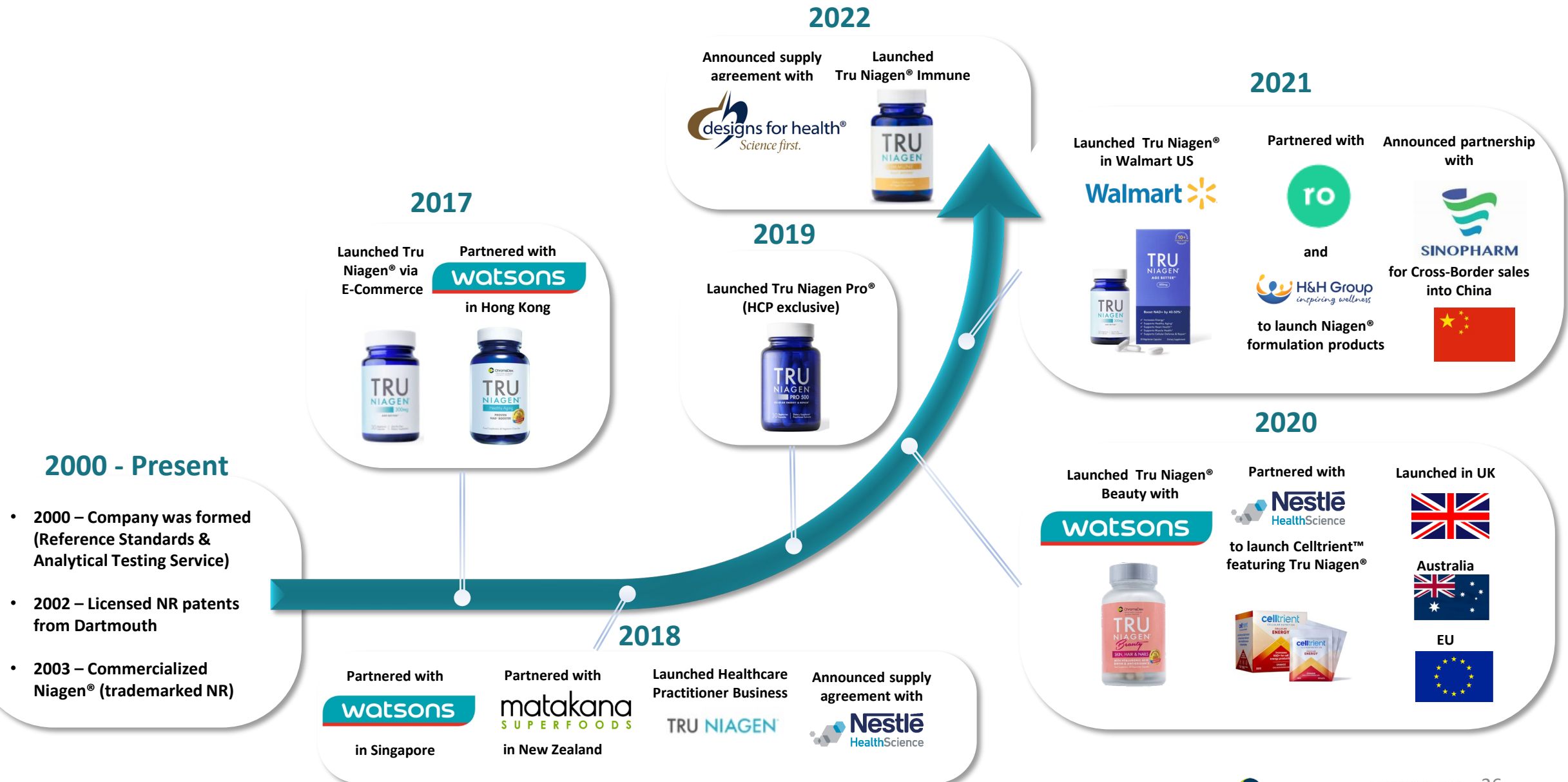
Deep brand building  
experience, across  
traditional retail as well as  
e-commerce platforms



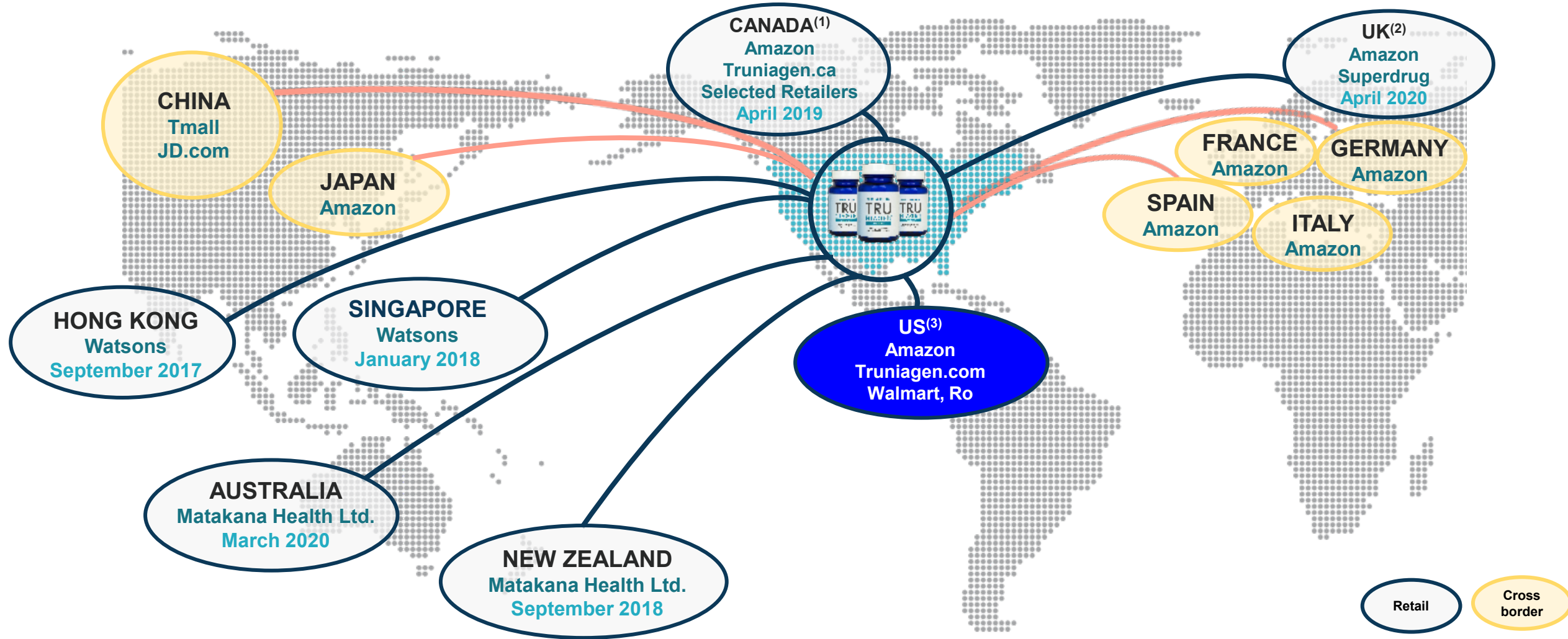
**Kevin Farr**  
*Chief Financial Officer*

Former CFO, Mattel  
PriceWaterhouse  
Licensed CPA

# We have attracted the world's leading food and bio tech companies



# Global Multi-Channel Distribution Strategy



(1) Tru Niagen® was launched on [www.truniagen.ca](http://www.truniagen.ca) and to health care practitioners at Fullscript Canada in December 2018. It was previously sold on [www.amazon.ca](http://www.amazon.ca). Expanded to retail in 2019.  
(2) Tru Niagen® was launched on Amazon U.K. in June 2018. Launched Tru Niagen® with Superdrug in April 2020.  
(3) Tru Niagen® was launched in 2017. Expanded to retail in Walmart in 2021.



# E-Commerce Platform Drives Consumer Insights

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REFER

SHOP NOW

## Advanced Cellular Aging Science

Scientifically proven to increase NAD<sup>+</sup>, the most crucial coenzyme for each of the 37.2 trillion cells in your body.

Researched by the top scientific institutions in the world.

EXPLORE THE SCIENCE



Over 3 Million Bottles Sold Globally

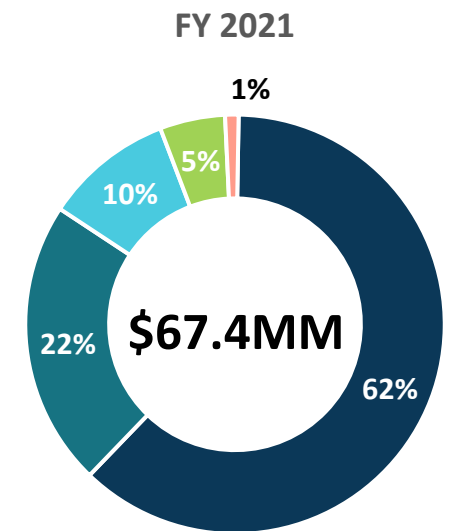
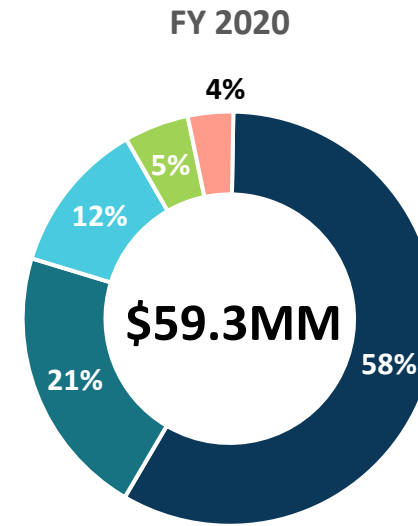
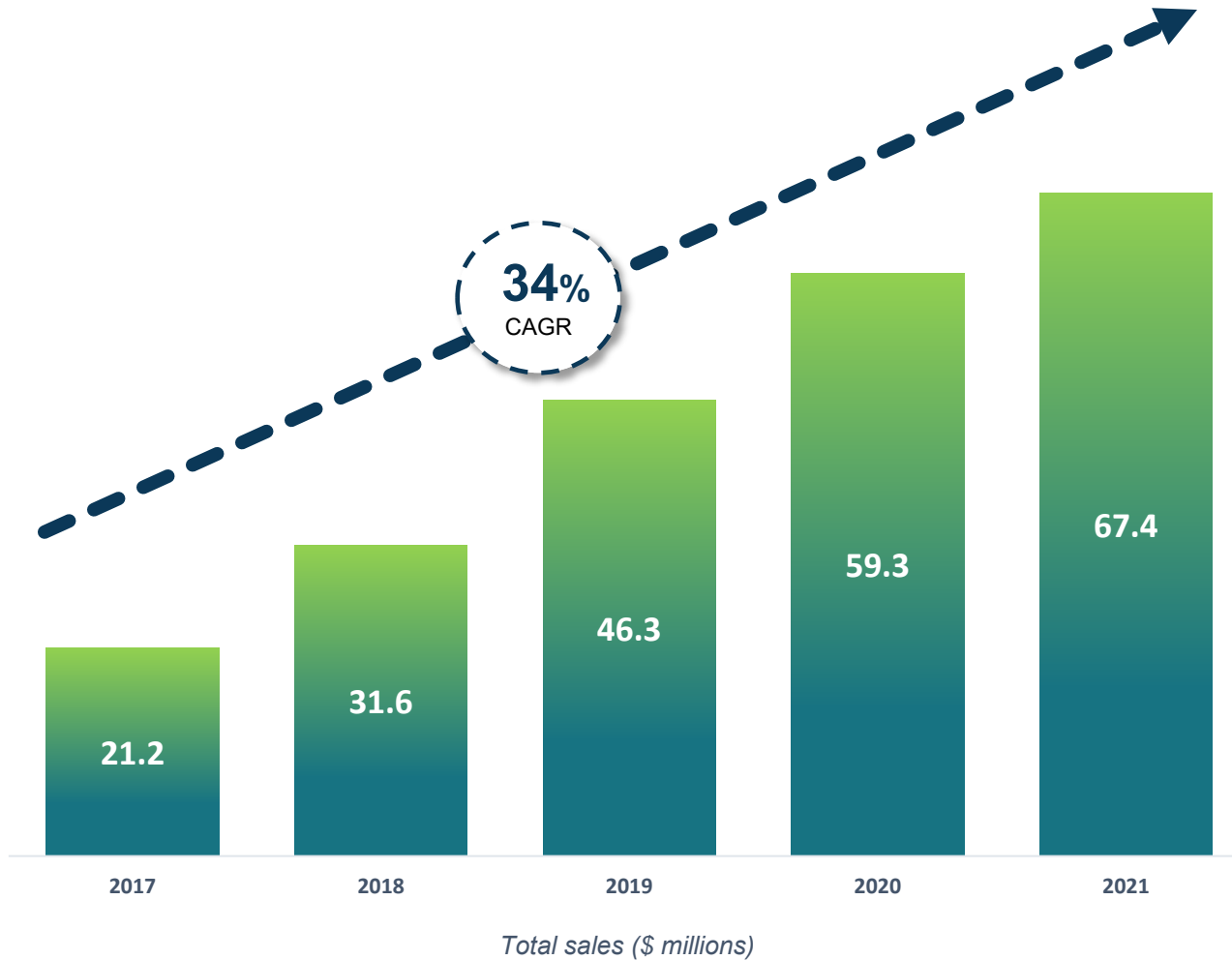
Help



# Financial Highlights



# Steady Sales Growth Driven by E-Commerce



|  | FY 2020     | FY 2021     | YoY        |
|--|-------------|-------------|------------|
| E-Commerce   | 34.5        | 41.8        | 21%        |
| Watson's & Other B2B                                     | 12.6        | 14.9        | 18%        |
| Niagen® Ingredient                                       | 7.1         | 6.7         | (6%)       |
| Analytical Reference Standards & Services <sup>(1)</sup> | 3.0         | 3.4         | 13%        |
| Other Ingredients  | 2.1         | 0.7         | (67%)      |
| <b>Total Net Sales</b>                                   | <b>59.3</b> | <b>67.4</b> | <b>14%</b> |

# 2022 Financial Outlook

| (in thousands)   | 2020 Actual     | 2021 Actual     | 2022 Full Year Outlook                                    | Key Drivers  |
|--|-----------------|-----------------|---|--|
| <b>Net Sales</b>   | <b>\$59,257</b> | <b>\$67,449</b> | +15-20% YoY   | <ul style="list-style-type: none"> <li>• <u>Tailwinds</u>: E-Commerce, new partnerships</li> <li>• <u>Headwinds</u>: COVID-19 impact on Watsons and New Zealand and Australia distributor</li> </ul> |
| <b>Gross Margin %</b><br>(as a % of net sales)                       | <b>59.5%</b>    | <b>61.5%</b>    | Slightly better than 60%, similar to 2021                 | <ul style="list-style-type: none"> <li>• Continued cost savings initiatives and scale offsetting current inflationary pressures</li> </ul>   |
| <b>Selling, Marketing &amp; Advertising</b><br>(as a % of net sales) | <b>35.4%</b>    | <b>42.0%</b>    | Up in absolute dollars; down slightly as a % of net sales | <ul style="list-style-type: none"> <li>• Increased investments with more efficient spend of resources to drive Tru Niagen® brand awareness</li> </ul>  |
| <b>Research &amp; Development<sup>(1)</sup></b>                      | <b>\$3,415</b>  | <b>\$3,832</b>  | Up approximately \$2 million                              | <ul style="list-style-type: none"> <li>• Increased investments to accelerate R&amp;D pipeline, including new NAD precursor development</li> </ul>  |
| <b>General &amp; Administrative<sup>(1) (2)</sup></b>                | <b>\$30,765</b> | <b>\$36,379</b> | Down \$5 to \$6 million                                   | <ul style="list-style-type: none"> <li>• Significant reduction in legal expense, partially offset by investments in information technology and headcount</li> </ul>                                  |

**Continued solid revenue growth in 2022, with increased investments to capitalize on growth in the NAD+ market globally**

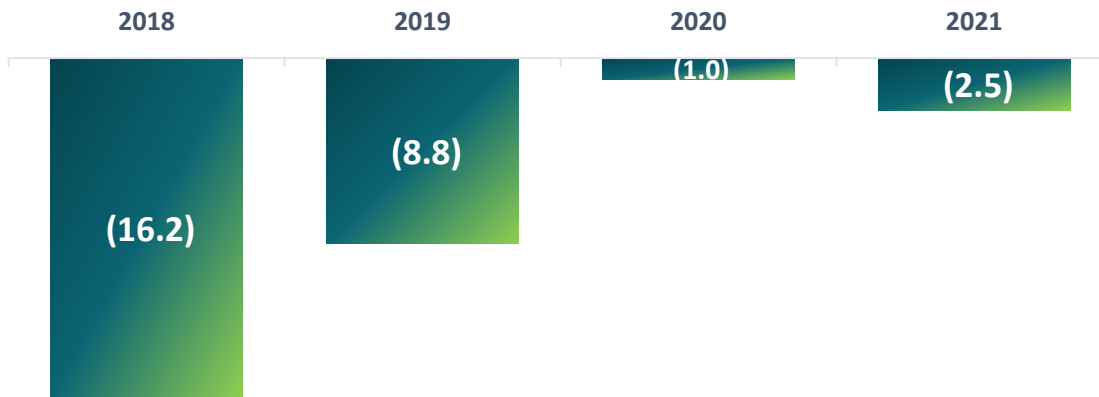
(1) Certain prior period results have been reclassified to be consistent with the current period presentation.

(2) G&A as reported.

# Significant Improvement in Underlying Business

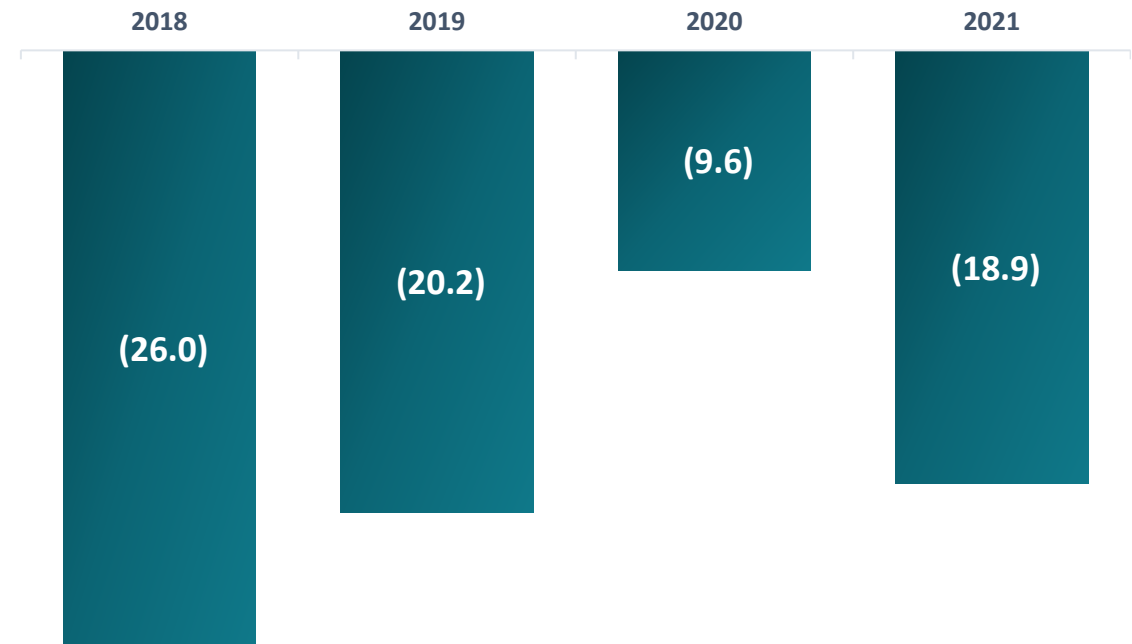
**Operational discipline** and execution on **cost savings initiatives** contributed to strong, improving trend in underlying business (Adjusted EBITDA excl. legal)

Adjusted EBITDA excluding legal improved from a loss of ~\$4MM per quarter in 2018 to **essentially break-even** in 2020 and 2021.



Adjusted EBITDA<sup>(1)</sup> excluding total legal expense  
(\$ millions)

Adjusted EBITDA including legal improved from 2018 to 2020 but 2021 reflected significant litigation expense, which is now **largely behind the company.**



Adjusted EBITDA<sup>(1)</sup>  
(\$ millions)

A hand holds a blue pill bottle labeled 'RU-AGEN 300mg' with a white pill falling into an open palm below. The background is a solid olive green.

# Appendix



# 2020 – 2022 YTD Net Sales Summary

(in millions)

| Description                                     | 2020        |             |             |             |             | 2021        |             |             |             |             | 2022        |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
|   | Q1          | Q2          | Q3          | Q4          | FY          | Q1          | Q2          | Q3          | Q4          | FY          | Q1          |
| Ecommerce                                       | 8.2         | 8.1         | 8.7         | 9.5         | 34.5        | 9.6         | 10.6        | 10.5        | 11.1        | 41.8        | 10.9        |
| Watsons   | 1.8         | 1.3         | 2.5         | 2.1         | 7.6         | 1.6         | 2.9         | 2.6         | 2.2         | 9.3         | 2.5         |
| Other B2B                                       | 1.1         | 2.3         | 0.8         | 0.8         | 5.0         | 1.3         | 1.8         | 1.6         | 0.8         | 5.6         | 1.5         |
| <b>Total TRU NIAGEN</b>                         | <b>11.1</b> | <b>11.7</b> | <b>11.9</b> | <b>12.3</b> | <b>47.1</b> | <b>12.4</b> | <b>15.4</b> | <b>14.8</b> | <b>14.1</b> | <b>56.7</b> | <b>14.9</b> |
| NIAGEN Ingredient                               | 2.0         | 2.0         | 0.9         | 2.2         | 7.1         | 1.2         | 1.3         | 1.7         | 2.5         | 6.7         | 1.1         |
| <b>NIAGEN Related Revenues</b>                  | <b>13.1</b> | <b>13.7</b> | <b>12.8</b> | <b>14.6</b> | <b>54.2</b> | <b>13.6</b> | <b>16.7</b> | <b>16.4</b> | <b>16.6</b> | <b>63.4</b> | <b>16.1</b> |
| Other Ingredients                               | 0.5         | 0.9         | 0.6         | 0.1         | 2.1         | 0.1         | 0.2         | 0.1         | 0.2         | 0.7         | 0.3         |
| Analytical Reference Standards & Services       | 0.7         | 0.7         | 0.8         | 0.8         | 3.0         | 0.9         | 0.8         | 0.8         | 0.9         | 3.4         | 0.9         |
| <b>Total Net Sales</b>                          | <b>14.3</b> | <b>15.3</b> | <b>14.2</b> | <b>15.4</b> | <b>59.3</b> | <b>14.7</b> | <b>17.7</b> | <b>17.3</b> | <b>17.8</b> | <b>67.4</b> | <b>17.3</b> |
|   |             |             |             |             |             |             |             |             |             |             |             |
| TRU NIAGEN as % of Total Net Sales              | 78 %        | 77 %        | 84 %        | 80 %        | 79 %        | 85 %        | 87 %        | 85 %        | 79 %        | 84 %        | 87 %        |
| NIAGEN Related Revenues as % of Total Net Sales | 91 %        | 90 %        | 90 %        | 94 %        | 91 %        | 93 %        | 94 %        | 95 %        | 94 %        | 94 %        | 93 %        |
|   |             |             |             |             |             |             |             |             |             |             |             |
| <b>YOY Growth Rate - Net Sales</b>              |             |             |             |             |             |             |             |             |             |             |             |
| Total Company                                   | 43 %        | 38 %        | 18 %        | 18 %        | 28 %        | 2 %         | 16 %        | 22 %        | 15 %        | 14 %        | 18 %        |
| NIAGEN Related                                  | 53 %        | 40 %        | 22 %        | 20 %        | 32 %        | 4 %         | 22 %        | 29 %        | 14 %        | 17 %        | 18 %        |
| Total TRU NIAGEN                                | 50 %        | 34 %        | 22 %        | 21 %        | 31 %        | 12 %        | 31 %        | 24 %        | 14 %        | 20 %        | 20 %        |
|   |             |             |             |             |             |             |             |             |             |             |             |
| <b>Sequential Growth Rate - Net Sales</b>       |             |             |             |             |             |             |             |             |             |             |             |
| Total Company                                   | 10 %        | 7 %         | (7)%        | 9 %         |             | (5)%        | 21 %        | (2)%        | 3 %         |             | (3)%        |
| NIAGEN Related                                  | 8 %         | 5 %         | (7)%        | 14 %        |             | (6)%        | 22 %        | (1)%        | 1 %         |             | (3)%        |
| Total TRU NIAGEN                                | 10 %        | 5 %         | 2 %         | 4 %         |             | 1 %         | 24 %        | (4)%        | (5)%        |             | 6 %         |

# Q1 2022 vs Q4 2021 Key P&L Metrics

| <i>(in thousands)</i>                          | Q1 2022                | Q4 2021                | Notes   |
|--|------------------------|------------------------|---|
| <b>Net Sales</b>                               | <b>17,259</b>          | <b>17,759</b>          | Tru Niagen business up 6% driven by increased Watsons and Other B2B sales, offset by lower E-Commerce (down (2)%) due to absence of key promotional events in China |
| <b>Gross Profit</b><br><i>% of Net Sales</i>   | <b>10,532</b><br>61.0% | <b>10,868</b><br>61.2% | Gross margin declined (20)bps as cost savings initiatives are currently offsetting labor and raw material cost inflation  |
| Selling and Marketing<br><i>% of Net Sales</i> | 8,237<br>47.7%         | 8,641<br>48.7%         | Efficiencies in digital media, partially offset by increased investments in brand building (including new TV campaign)  |
| Research and Development                       | 1,078                  | 1,045                  | Up slightly with increased investments in headcount to accelerate R&D pipeline, partially offset by timing of projects  |
| General and Administrative                     | 8,949                  | 6,498                  | Excluding legal fees, severance & restructuring, and equity compensation expense, G&A was up by \$ 0.4MM  |
| Other  | 0                      | 0                      | No other expenses in either quarter   |
| <b>Total Operating Expense</b>                 | <b>18,264</b>          | <b>16,184</b>          | Higher G&A expense driven by legal, as well as investments in technology and staffing in key functional areas to support growth                                     |
| <b>Operating Loss</b>                          | <b>\$(7,732)</b>       | <b>\$(5,316)</b>       | Higher overall operating expense due to investments to grow the business and protect our IP, paired with lower sales  |

# Q1 2022 vs Q1 2021 Key P&L Metrics

| <i>(in thousands)</i>                                 | Q1 2022                | Q1 2021               | Notes   |
|---|------------------------|-----------------------|---|
| <b>Net Sales</b>                                      | <b>17,259</b>          | <b>14,683</b>         | Tru Niagen® business up 20% driven by global e-Commerce growth and higher Watson's sales, following last year's supply chain disruption       |
| <b>Gross Profit</b><br><i>% of Net Sales</i>          | <b>10,532</b><br>61.0% | <b>9,234</b><br>62.9% | Down (190)bps primarily driven by business mix  |
| <b>Selling and Marketing</b><br><i>% of Net Sales</i> | <b>8,237</b><br>47.7%  | <b>6,258</b><br>42.6% | Investments in digital marketing and brand building initiatives; broader industry trends impacting digital advertising costs and efficiencies |
| <b>Research and Development<sup>(1)</sup></b>         | <b>1,078</b>           | <b>787</b>            | Up due to increased investments to accelerate R&D pipeline, including headcount   |
| <b>General and Administrative<sup>(1)</sup></b>       | <b>8,949</b>           | <b>9,551</b>          | Excluding legal fees, severance & restructuring, and equity compensation expense, G&A was up by \$0.7 MM                                      |
| <b>Other</b>  | <b>0</b>               | <b>0</b>              | No expenses in either quarter   |
| <b>Total Operating Expense</b>                        | <b>18,264</b>          | <b>16,596</b>         | Investments in selling and marketing expense, partially offset by lower G&A expense driven by reduced litigation expense                      |
| <b>Operating Loss</b>                                 | <b>\$(7,732)</b>       | <b>\$(7,362)</b>      | Higher sales, lower gross margins and higher overall operating expense due to investments to grow the business                                |

# Adjusted EBITDA Summary

**ChromaDex Corporation and Subsidiaries**  
**Reconciliation of Non-GAAP Financial Measures**  
*(In thousands)*

|   | Three months ended |                  |                       |                      |                   |                  |                       |                      | March 31,<br>2022 |
|---|--------------------|------------------|-----------------------|----------------------|-------------------|------------------|-----------------------|----------------------|-------------------|
|   | March 31,<br>2020  | June 30,<br>2020 | September<br>30, 2020 | December<br>31, 2020 | March 31,<br>2021 | June 30,<br>2021 | September<br>30, 2021 | December<br>31, 2021 |                   |
| Net loss, as reported                         | \$ (5,902)         | \$ (3,711)       | \$ (4,215)            | \$ (6,097)           | \$ (7,381)        | \$ (5,566)       | \$ (8,856)            | \$ (5,325)           | \$ (7,740)        |
| <i>Adjustments</i>                            |                    |                  |                       |                      |                   |                  |                       |                      |                   |
| Interest (income) expense                     | 12                 | 24               | 19                    | 16                   | 19                | 12               | 15                    | 9                    | 8                 |
| Depreciation                                  | 214                | 218              | 220                   | 219                  | 221               | 226              | 232                   | 211                  | 201               |
| Amortization of intangibles                   | 62                 | 60               | 60                    | 61                   | 60                | 61               | 53                    | 51                   | 49                |
| Amortization of right of use assets           | 92                 | 95               | 97                    | 115                  | 126               | 128              | 131                   | 126                  | 299               |
| Share-based compensation                      | 1,873              | 1,711            | 1,574                 | 1,778                | 1,284             | 1,616            | 1,822                 | 1,473                | 1,888             |
| Severance and restructuring                   | 953                | 284              | 224                   | 329                  | (10)              | 13               | 342                   | 6                    | 821               |
| Bad debt expense <sup>(1)</sup>               | —                  | —                | —                     | —                    | —                 | —                | —                     | —                    | —                 |
| Adjusted EBITDA                               | \$ (2,696)         | \$ (1,319)       | \$ (2,021)            | \$ (3,579)           | \$ (5,681)        | \$ (3,510)       | \$ (6,261)            | \$ (3,449)           | \$ (4,474)        |
| Total legal expense                           | 2,380              | 1,844            | 1,896                 | 2,468                | 5,010             | 4,150            | 5,640                 | 1,626                | 2,341             |
| Adjusted EBITDA excluding total legal expense | \$ (316)           | \$ 525           | \$ (125)              | \$ (1,111)           | \$ (671)          | \$ 640           | \$ (621)              | \$ (1,823)           | \$ (2,133)        |

**Q1 2022 Adjusted EBITDA was a loss of \$(4.5) million, an increase of \$1.2 million year-over-year due to higher sales offset by higher operating expenses, and a decline of \$(1.0) million sequentially driven by slightly lower sales and higher operating expenses**

# Adjusted EBITDA (2018-2021)

**ChromaDex Corporation and Subsidiaries**  
**Reconciliation of Non-GAAP Financial Measures**  
*(In thousands)*

|   | Year Ended        |                   |                   |                   |
|---|-------------------|-------------------|-------------------|-------------------|
|   | December 31, 2018 | December 31, 2019 | December 31, 2020 | December 31, 2021 |
| Net loss, as reported                         | (33,316)          | (32,147)          | (19,925)          | (27,128)          |
| <i>Adjustments</i>                            |                   |                   |                   |                   |
| Interest (income) expense                     | 79                | 847               | 71                | 55                |
| Depreciation                                  | 607               | 762               | 871               | 890               |
| Amortization of intangibles                   | 235               | 246               | 243               | 225               |
| Amortization of right of use assets           | -                 | 515               | 399               | 511               |
| Share-based compensation                      | 6,371             | 7,172             | 6,936             | 6,195             |
| Severance and restructuring                   | -                 | 200               | 1,790             | 351               |
| Bad Debt                                      | -                 | 2,233             |                   |                   |
| Adjusted EBITDA                               | (26,024)          | (20,172)          | (9,615)           | (18,901)          |
| Total legal expense                           | 9,820             | 11,346            | 8,588             | 16,426            |
| Adjusted EBITDA excluding total legal expense | (16,204)          | (8,826)           | (1,027)           | (2,475)           |

**2021 Adjusted EBITDA excluding total legal expense was a loss of \$(2.5) million, compared to a loss of \$(1.0) million in the prior year primarily due to higher marketing investments.**



# Quarterly Balance Sheet Highlights

| <i>(in thousands)</i> | 12/31/19  | 12/31/20 | 3/31/21  | 6/30/21  | 9/30/21  | 12/31/21 | 3/31/22  | Key Drivers (YoY for 2022 YTD)                                  |
|-----------------------|-----------|----------|----------|----------|----------|----------|----------|---|
| Cash                  | \$ 18,812 | \$16,697 | \$44,691 | \$38,778 | \$33,102 | \$28,219 | \$20,993 | Cash used in operations to grow the business and protect our IP |
| Inventory             | 11,535    | 11,683   | 12,762   | 12,183   | 12,676   | 13,601   | 15,307   | Investments to support growth                                   |
| Trade Receivables     | 2,175     | 2,694    | 4,647    | 5,999    | 5,295    | 5,226    | 6,310    | Driven by mix of customer sales and timing of collections       |
| Accrued Liabilities   | 4,415     | 6,133    | 7,328    | 5,569    | 6,331    | 6,481    | 8,126    | Driven by changes in expenses and accrual for employee bonuses  |
| Accounts Payable      | 9,626     | 9,445    | 11,693   | 9,970    | 10,804   | 10,423   | 9,780    | Driven by changes in advertising, inventory and legal expense   |
| Equity                | 20,445    | 16,424   | 43,832   | 42,142   | 35,449   | 31,727   | 25,877   | Driven by net loss  |

**Invested in future growth, continued to manage working capital**



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# SAFE HARBOR STATEMENT

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Important factors that could cause actual results to differ materially from those in the forward looking statements include but are not limited to: the impact of the COVID-19 pandemic on our business and operations, as well as the business or operations of our suppliers, customers, manufacturers, research partners and other third parties with whom we conduct business; our relationships with major customers; our ability to maintain our sales, marketing, and distribution capabilities; a decline in general economic conditions nationally and internationally; the market and size of the vitamin mineral and dietary supplement market; decreased demand for our products and services; market acceptance of our products; the ability to protect our intellectual property rights; impact of any litigation or infringement actions brought against us; competition from other providers and products; risks in product development; our reliance on of a limited number of third-party party suppliers for certain raw materials; inability to raise capital to fund continuing operations; changes in government regulation; the ability to complete customer transactions and capital raising transactions, and other factors relating to our industry, our operations and results of operations.

Factors or events that could cause our actual results to differ may emerge from time to time, and it is not possible for us to predict all of them. We cannot guarantee future results, levels of activity, performance or achievements. Except as required by applicable law, including the securities laws of the United States, we do not intend to update any of the forward-looking statements to conform these statements to actual results.

## About Non-GAAP Financial Measures

ChromaDex’s non-GAAP financial measures, Adjusted EBITDA including legal expense and Adjusted EBITDA excluding legal expense, are defined as net income before interest, depreciation, amortization, non-cash share-based compensation costs, severance and restructuring expense and legal expense. ChromaDex used these non-GAAP measures when evaluating its financial results as well as for internal resource management, planning and forecasting purposes. These non-GAAP measures should not be viewed in isolation from or as a substitute for ChromaDex’s financial results in accordance with GAAP. Reconciliation of these non-GAAP measures to the most directly comparable GAAP measures are attached to this presentation.

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