

THRIVE[®]

Great Taste. Real Benefits.

Ziegler LinkAge Fund II



Innovating the Healthcare and
Senior Living Nutrition Landscape

Healthcare & Senior Living Face a Silent Epidemic

Trifecta of Issues Impact Patient/Resident Health & System Costs

Malnutrition and unintended weight loss

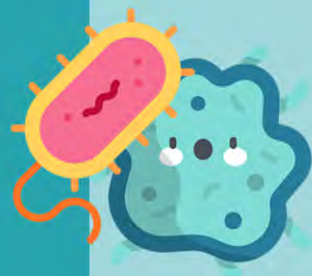
- 1 in 2 senior hospital patients malnourished or at risk
- 2 in 3 nursing home residents malnourished or dehydrated
- 5x risk of death, 2x longer hospital stays
- **Cost Impact: \$42B annually**

High rate of C. diff infections & compromised immunity

- 500K per year
- 29K deaths per year
- **Cost to Treat: \$8,900-30,000 per person**

Low satisfaction rates among patient/residents

- Lower CMS scores = lower reimbursement



Why Is This Happening? The Aging Population Has Unique Nutritional Requirements

Caregivers need to recognize this and respond.*

Lack of appetite or refusal to eat

Antibiotic use destroys healthy gut biome

Alzheimer's/Dementia

Dysphagia

Depression

** Malnutrition Quality Improvement Initiative*



Are We Failing Those in Our Care?

Look at What's Being Served



Medicinal-tasting supplements that go unconsumed



Products that don't deliver enough nutrition



Products with artificial ingredients, minimal nutrition, poor taste/texture



Traditional institutional food



And It Shows

Noncompliance, high waste, poor outcomes, dissatisfaction, increased cost of care

Can We Afford to Go on This Way?

Total Economic Burden: \$157 Billion

- Malnutrition is the leading cause of morbidity and mortality among hospitalized older adults
- Malnutrition leads to greater risk of falls, pressure ulcers, infections readmissions, and longer length of stay
- Increasing federal pressure to lower cost of care, expand outcomes/value-based reimbursement
- And most importantly, reduced quality of life for those in our care

Source: Malnutrition Quality Improvement Initiative

It's Time for a Nutritional Intervention

Stop - Old Habits, Ineffective Care and Low Expectations

Current supplements used out of habit

30-50% go unconsumed.

No consumption = no nutrition benefits, low satisfaction,
high cost and excessive waste

Start - Offering a Better Solution

**Thrive is real food, with superior taste, texture and
acceptance leading to better nutrition intake.**

Introducing Thrive Ice Cream, Real Ice Cream, Real Benefits



The First Truly Innovative Nutritional Product in Decades

“Real” food option: nutritionally
fortified ice cream with fiber & probiotics

Alternative to liquid supplements

Complete nutrition in great
tasting format





Thrive Ice Cream Solves the Healthcare & Senior Nutrition Trifecta

“Smart” nutrition helps solve malnutrition.

- Delivered 5X weight gain than competition in sponsored study

Ganeden BC30™ Probiotics fight C. diff.

- Repopulate gut with healthy biome
- Support digestive & immune health
- Assist with better absorption of nutrition

95% patient/resident acceptance.

- Who doesn't love ice cream?



Compared to the competition, *Thrive Ice Cream delivers better nutrition, better outcomes, higher value, improved satisfaction.*

Introducing Thrive Gelato

The Market Asked for the Same Great Taste, Smaller Portion & Lower Price. We Delivered.



Developed with input from clinical leaders in healthcare and senior care

New “real” food option:
High protein, high calories,
quality ingredients in
smaller portion

Alternative to frozen dessert
cups & shakes





Thrive Gelato Also Wins on the Nutritional Scorecard

Smart Nutrition: High calories, protein, vitamins & minerals

Smaller portion satisfies clinician & diner demands

9 of 10 prefer taste & texture of Thrive Gelato

Low cost per serving for high value nutrition



Compared to the competition, Thrive Gelato delivers better nutrition, better outcomes, higher value, and increased satisfaction.

Innovative Solutions that Support Clinical Nutritional Strategies



Thrive Ice Cream

- 6 fluid ounce cup
- High protein & 24 vitamins/minerals
- Prebiotic fiber & probiotics for digestive & immune health
- Meal replacement/supplement
- Appropriate for broad range of disease states, malnutrition, C. diff, dysphagia



Thrive Gelato

- 4 fluid ounce cup
- High protein, high calories & 24 vitamins/minerals
- Real, quality ingredients
- Portioned for smaller appetites
- Appropriate for malnutrition, dysphagia

The Thrive Portfolio: Complementary Products that Solve Problems, Create Opportunities



SUPERIOR NUTRITION

Both **superior** to current liquid & frozen options



EAT LIKE TREATS

Single-serve, high nutrition options that **eat like treats**



ONLINE SALES

Online sales – Amazon.com, Walmart.com – for post hospitalization, aging in place and proactive wellness diets



HEALTHCARE RETAIL

Employee/guest
“good for you”
retail opportunities

What Users Are Saying



“Thrive Ice Cream worked as promised. Almost 100% compliance because it is real ice cream. It tastes and feels so much better than the other supplements we typically serve.”

Jason Stevenson,
Dining Services Director,
Florida Medical Center



“I tried Thrive Ice Cream with Mrs. L, who is 89 and in a memory impaired assisted living facility. She no longer recalled how to use a fork, knife, or spoon. We placed the Thrive and the wooden spoon in front of her. Her long-term memory was sparked and she began to eat the ice cream by herself, and has continued to eat it all by herself.”

Debbie B. RNC, CMC,
Jupiter, FL



“Thrive Gelato tastes amazing! In a world where supplements taste like a mixture of vitamins and sheetrock, Thrive Gelato tastes like ACTUAL FOOD. We underestimate the impact this has on the patients and how much they appreciate it.”

Caleb Mullis, RD,
Arkansas

Thrive Market Potential: Sky's the Limit

- 74 million Baby Boomers
- 50,000 senior communities
- 5,500 hospitals
- 224 children's hospitals
- 62 NCI comprehensive cancer centers/cancer centers



Go to Market Strategy

Targets

- Senior living communities
- Hospital systems
- Post acute care/rehab
- Cancer centers
- Children's hospitals

Position

- Real food alternative to traditional supplements that supports nutritional strategies, improves satisfaction/quality of life, **delivers better ROI**

Point of Entry

- Clinical dietitians & foodservice professionals
- Strategic selling to corporate level

Critical GPO Agreements In Place

Contracts with national group purchasing organizations with strong internal champions



Critical Distribution Infrastructure In Place

Relationships with Key Foodservice Distributors



Online Presence for Post-Care Access



It's Working!

Sales of Thrive Ice Cream
& Thrive Gelato Are Accelerating

A Few Examples

- 1,000+ healthcare facilities serve Thrive products
- 8 GPO procurement contracts and adding more
- 63 distribution centers and adding more
- National company adding Thrive to 350+ hospitals
- Largest US senior living provider adding Thrive to its national order guide





Our Opportunity
Pipeline is Significant.
We're Poised
for Explosive
Growth.



We'd Like to Leave You With Three Things

1

Thrive helps solve a trifecta of issues:
Malnutrition, C. diff, satisfaction.

2

Thrive's innovative products improve
quality of life, provide better nutrition,
better outcomes & higher satisfaction.

3

Your support will help accelerate
our growth and dramatically improve
nutrition care.

Can we count on you as a partner?