

NUTRITIONAL GROWTH SOLUTIONS LAUNCHES CLINICALLY PROVEN NUTRITION BAR THAT SUPPORTS GROWTH DEVELOPMENT IN CHILDREN

HIGHLIGHTS

- **Nutritional Growth Solutions has launched a scientifically formulated and clinically proven nutrition bar that supports height and growth development in children**
- **Launching in North America in May, with other global markets to follow**
- **Formulated with the same nutritional profile as the patented Healthy Height[®] formula that was created by paediatric doctors after 20 years of research into the link between height and nutrition in children**

18 May 2021 – Nutritional Growth Solutions Ltd. (“the Company” or “NGS”, ASX:NGS), a global nutrition company that creates scientifically formulated and clinically studied supplements to support growth development in children, has launched its first nutrition bar – the first of several planned expansions to its product range.

The new Healthy Height[®] nutrition bar is formulated with the same profile as NGS’ Healthy Height[®] patented shake range that is clinically proven to increase growth development in children aged between 3 and 9 years old by 13.8% – 34% in their annual growth.¹

The Healthy Height[®] nutrition bar will be available from May exclusively online at www.healthy-height.com in North America, with additional markets to follow.

Liron Fendell, CEO and Managing Director of NGS said:

“We are very excited to be able to offer our clinically proven formulation through the new nutrition bar product. The snack bar category was worth approximately US\$20 billion in 2018 and is growing at a 6.6% compound annual growth rate.² New children bar launches tracked by Innova Market Insights in the US show a compound annual growth rate of +11.3% (CAGR, 2016-2020).³”



¹ Journal of Pediatrics, Labenthal et al, 2014; Yackobovitch-Gavan et al, 2016

² <https://www.grandviewresearch.com/industry-analysis/snack-bars-market#:~:text=The%20global%20snack%20bars%20market,factors%20boosting%20the%20market%20growth>

³ Innova Market Insights report: Healthier Bars for Children (2021)



“There is increasing consumer preference for bars with less sugar and which provide high fibre content, protein, and other nutritional value. The market for clinically proven nutrition products for children is also growing due to increasing education about preventative health measures, pediatric nutrition and its effect on child development and growth.”

“In addition, we see significant opportunity to provide a clinically proven Healthy Height® nutrition bar product to those using human growth hormones, which is a US\$3.7 billion market last year that is forecast to grow to \$8.5 billion by 2027”⁴

“Our patented formula was developed after more than 20 years of research into the link between nutrition and growth in children and have been clinically proven increase height. Being able to now offer this formula in shake and bar format increases access to our products, including for those that may not qualify for growth hormone therapy and be looking for alternative options.”

-ENDS-

This announcement has been authorised for release by the Board of Directors of Nutritional Growth Solutions Ltd.

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About Nutritional Growth Solutions

Nutritional Growth Solutions is a global nutritional health company focused on the well-being of children. NGS develops, produces and sells clinically tested nutritional supplement formulae for children following 20 years of medical research into pediatric nutrition at Schneider Children’s Medical Centre, Israel’s largest pediatric hospital. The nutritional supplements market has experienced tremendous growth in recent years, but most attention has been focused on adult users and children under three years of age. The three to twelve-year-old consumers represent a larger market opportunity and NGS is highly differentiated from its competitors with clinically tested products and an expanding product portfolio to capture this market opportunity.

ngsolutions.co

⁴ <https://www.grandviewresearch.com/industry-analysis/human-growth-hormone-drugs-market>