



For immediate release

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Eevia Health Plc appoints Erik Eide as Commercial Director

Eevia Health Plc, ("Eevia" or "The Company") is welcoming Erik Eide in the new position as Commercial Director starting December 19. Based in Victoria, British Columbia, Canada, he will lead Eevia's global marketing and sales efforts.

To advance the commercial development of the company, Eevia Health is excited to announce that Erik Eide has joined the organization as Commercial Director. It is a new position that will be key to future revenue generation. Erik's focus is on developing Eevia Health's position as a trusted supplier of nutraceutical ingredients. He complements the leadership team with senior-level experience in growth-oriented health and wellness businesses.

Erik has worked for nearly 20 years in the nutraceutical industry with over 14 years in sales, marketing, and management functions at Vitaco Health, one of Australia and New Zealand's leading supplements manufacturers. Erik brings extensive skills in identifying opportunities in emerging health food and supplementation trends. He has a solid track record for establishing the conditions required for growth. Erik drove the introduction of the Aussie Bodies brand into mainstream Australian and New Zealand markets and led the overhaul and relaunch of the now-leading sports nutrition brand Musashi. Erik brings experience in developing and leading teams with a deep understanding of the commercial requirements for establishing meaningful internal and external partnerships. Erik is well-suited to further develop the current distributor network having most recently led one of Australia's largest certified organic distributors.

The new Commercial Director will be responsible for identifying and building commercial relationships as well as overseeing the development of the marketing position of the business. All sales, marketing, and customer service functions will report to Erik and work with him to ensure a sustainable growth path for Eevia Health. The largest market for nutraceutical ingredients is in North America. Erik will be based in Victoria, British Columbia, Canada, and will have a good position to improve the service level for North American partners and customers. For more details, see <https://www.linkedin.com/in/erik-eide-growth-executive/>

"We warmly welcome Erik to this new role. His strong experience in solution sales and nutraceuticals in the international environment, has led to success in his previous roles. Erik brings a deep understanding of how companies work on operational and executive levels, and how to create value for customers. He will contribute significantly to the success and global growth of Eevia and we are extremely pleased with him joining our team." comments Stein Ulve, CEO of Eevia Health Plc.

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INFORMATION ABOUT EEVIA HEALTH PLC

Eevia Health Plc, founded in March 2017, addresses significant health problems with bioactive compounds extracted from plant materials. The materials are primarily wild harvested from the pristine Finnish and Swedish forests near or above the Arctic Circle. The extracts are sold B2B as ingredients in dietary supplements and food brands globally. These global brands utilize the ingredients in their consumer product formulas.

Eevia Health is a manufacturer of 100% organically certified plant extracts. Although a significant product, Elderberry extract, is made from cultivated berries, most of Eevia's other raw materials, such as bilberry, lingonberry, Chaga mushroom, and pine bark, are wild-harvested sustainably.

Eevia Health operates a modern green-chemistry production facility in Finland. Manufacturing natural ingredients near the raw material harvest areas, Eevia offers a short value chain with an environmentally friendly carbon footprint, competitive pricing, and extreme transparency. Eevia listed its shares at the Spotlight Stock Market in Sweden in June 2021, with the short name (ticker) [EEVIA](#).

To learn more, please visit www.eeviahealth.com or follow Eevia Health on LinkedIn@EeviaHealth.