



For immediate release

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Eevia Health Plc to award Select Ingredients an exclusive sales contract on special grade of new cognitive health product.

Eevia Health Plc's ("Eevia" or "The Company") is awarding an exclusive sales agreement to Select Ingredients for a new special formulation for a Tart Cherry extract which will be marketed under the tradename CherryMax®. The sales agreement has binding volumes and minimum sales volume per year. This cooperation is expected to provide for a sales value of over USD 1 million in 2024 and with growth in the coming years.

The CherryMax® is a special variant of the tart cherry product range Eevia manufactures. It has scientifically proved effects on human memory and concentration, as well as sleep quality.

Select Ingredients is a distributor of Eevia Health, located in California, USA with a strong presence in organic ingredients to the nutraceutical industry. Select is currently negotiating with some of the largest brand holders in the world for the incorporation of the CherryMax® to their product range and -formulations.

The tart cherry extract is manufactured by Eevia Health with a superior purification technology (Chromatography) compared to competition (Ceramic filtration), which provides for more than 100% more bioactive concentration that other can offer and a wider spectrum of bioactives. The CherryMax® will be made with Acacia as the carrier, and will be organically certified, which adds to the unique features of this cognitive health ingredient.

"We are very pleased to enter this joint venture with Select Ingredients with the CherryMax®, which is outstanding compared to any other competitor. We expect it will be one of the growth drivers in the years to come," states Stein Ulve, CEO of Eevia Health.

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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 to 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 in a sustainable fashion.

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 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.