



For immediate release

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Eevia Health Plc gears towards a gut health offering with external support

Eevia Health Plc ("Eevia" or "The Company") is planning further to support its turnaround plan with external turnaround experts to improve focus on revenue generation and the strategic impact of market opportunities related to gut and microbiome health.

Eevia has partnered with turnaround experts at Konsulttiyhtymä AIKA (Turku, Finland) to implement its new strategic plan. The plan focuses on exploiting confirmed market opportunities in gut health through the use of high-strength bioactive proanthocyanidin formulas. Besides cost reductions and financial measures, the key focus is building revenues and a stronger market presence.

Medical experts increasingly recognize gut health as critical to overall health and well-being. Eevia aims to address the widespread challenges caused by gut dysbiosis. Market research¹ estimate the global gut health market at USD 40-60 billion, with a 9% CAGR over the next decade. Current gut health supplements focus on modulating gut microbiota with various probiotic, prebiotic, and postbiotic products. These consist of strains of live bacteria, compounds produced by bacteria, or sources of fermentable carbon as substrates for beneficial bacteria.

Eevia's novel approach uses concentrated proanthocyanidins in berry extracts to support helpful bacteria and improving the gut's environment rather than adding more bacteria. One such new product formula from Eevia is named MaxBIOME™. These proanthocyanidin compounds also help combat intestinal pathogens and support the gut's self-regulation.

Pre-clinical research indicates that MaxBIOME™ will influence the biology of the gut epithelium lining toward restoring a healthier and normal state of the tissue. The mucin expression in goblet cells, responsible for the mucus layer homeostasis, allows the gut to self-regulate and improve as a functional tissue. Eevia is applying for R&D funding of EUR 570,000 from Business Finland for a clinical study of MaxBIOME™ in Ireland to prove its effects on gut health, microbiota, and secondary impacts on kidney function. Eevia expects results in August and plans to introduce MaxBIOME™ to the market in Q4-25, with contracts entered during the summer – early fall of 2025.

Furthermore, Eevia will investigate the effects of specific arctic-sourced bioactives on the urogenital microbiome. Positive results would drive the launch of a new formulation for urinary health for postmenopausal women, Pro-URO™, in early 2026. The bioactives of Pro-URO™ are metabolized in the gut and secreted through the kidneys in the urine, and metabolites can change the microbiome of the urogenital system.

"We are confident in achieving revenue streams from these new proprietary high-margin gastrointestinal health solutions at the end of 2025 based on positive feedback and interest from significant brands and the confidence and excitement of our science advisors," says Erik Eide, Commercial Director.

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¹ Grand View Research



INFORMATION ABOUT EEVIA HEALTH PLC

Eevia Health Plc, founded in March 2017, addresses global health challenges with bioactive compounds sustainably extracted from renewable plant materials. It focuses on the gut and related health, including kidney and urinary health.

Eevia Health is a manufacturer of 100% organically certified plant extracts. 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, and these global brands utilize the ingredients in their consumer product formulas.

As a pioneering company, Eevia is developing biomaterials that may dramatically impact human health. Eevia Health operates a modern green-chemistry production facility in Finland with a short value chain and environmentally friendly carbon footprint. 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.