



# Modern Nutrition Labs GmbH

Teaser

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The materials contained in this document are intended to supplement a discussion with Modern Nutrition Labs GmbH. These perspectives are confidential and will only be meaningful to those in attendance

MNL.

# Modern Nutrition Labs GmbH is a Munich based eCommerce, focused on the development and distribution of multi-ingredient nutritional supplements

## Company overview

### Business overview

- Modern Nutrition Labs GmbH (MNL) is an eCommerce developing and distributing nutritional supplements via marketplaces such as Amazon, Shop Apotheke and via its own Online shop (dein-grenzenlos.de)
- Founded in 2021, MNL integrated existing listings aiming to become the leading lifestyle brand on Amazon with its main brand grenzenlos
- MNL's flagship products (Super Focus, Super Mood) are nootropics that aim to improve cognitive function, relaxation and mood, while Super Water Loss, promotes body dehydration and enhances weight loss



### Geographical presence

- MNL is located in Munich, Germany (but can be run from everywhere)
- The company currently only covers the German and Austrian market and is ready to expand into other European countries

### Headcount

- It is led by Julian Pasquay (and formerly Felix Meyer) and characterised by its lean set-up and software driven approach

### Key events

- On September 1<sup>st</sup>, 2022 MNL rebranded and relaunched its entire brand "grenzenlos"

### Key financials (2023)

	Amazon	Pharmacies**	Total
Umsatz (brutto)	66	37	103
VAT	- 5	- 3	- 9
<b>Umsatz (netto)</b>	<b>60</b>	<b>34</b>	<b>94</b>
COGS	- 13	- 7	- 20
<b>Contribution margin</b>	<b>47</b>	<b>27</b>	<b>74</b>
<b>% margin</b>	<b>79%</b>	<b>78%</b>	<b>79%</b>
Shipping fees	- 0,4	- 7	- 8
Sales provisions	- 20	- 5	- 26
<b>Gross profit</b>	<b>28</b>	<b>14</b>	<b>41</b>
<b>% margin</b>	<b>46%</b>	<b>43%</b>	<b>44%</b>

### Product description

- MNL offers nutritional supplements predominantly in the nootropic (to improve cognitive function), gut health, beauty and female health segments under its grenzenlos brand:

#### Products:



Diet & Gut health



Gut health



Relaxation



Concentration



Sleep



Dehydration









Female health

Note: \*\* Refers to Shop Apotheke (launched ca. May 2023), Doc Morris (launched ca. September 2023) and Shopify sales  
Source: Modern Nutrition Labs management data; Sellerboard

# MNL is a nutritional supplement platform with an established brand reputation operating in an attractive market with strong underlying growth fundamentals

## MNLs' key investment highlights

-  **Strong underlying demand drivers**
  - The nutritional supplement market is supported by robust long-term demand drivers (rising health awareness, increased healthcare spend, shift from offline to online) and expected to outgrow German GDP with even stronger performance anticipated in segments that MNL currently serves, such as gut-, mental- as well as female health
-  **Established Amazon brands**
  - In particular, the main brand grenzenlos that was recently re-launched represents a strong uplift potential due to a unique and strong brand positioning. This results in an high recognition and customer value (design developed on the basis of extensive competitive analyses and validated by consumer surveys; initial KPIs indicate a successful market adoption since re-launch)
-  **Clear differentiation**
  - All products are clearly differentiated from standard mono-products due to their science-backed, extensive and synergistic formulas consisting of botanicals, medicinal herbs and micronutrients (at least 5-15 ingredients per product). That allows for an user-oriented positioning and a clear customer group targeting
-  **Lean business model**
  - MNL is characterized by a strongly automated and software-driven approach as well as a lean operating set-up. The company can be managed location-independent and easily integrated into existing processes. The business model is characterised by low upfront investments and low committed capital with strong unit economics
-  **Established supplier network**
  - MNL has a well-established and proven network for the development and manufacturing of high-quality nutritional supplement products, all being 100% sourced in Germany and Austria (following a vegan, vegetarian, highly bioactive, non-GMO, no additives, gluten- as well as lactose-free philosophy)
-  **Platform ready to grow**
  - The set-up of MNL allows for several major growth initiatives with large potentials such as product portfolio, geographic and marketing effort expansion that can be put into action immediately

# MNL is currently seeking capital to implement growth initiatives, but also open to other engagement forms such as investments, sale or cooperations



## Rationale for investment

- MNL is an investment opportunity:
  - to complement an existing product portfolio in the nutritional supplement sector or to establish a second (stand-alone) brand
  - to expand the own product portfolio with supplements, in addition to adjacent products (such as pharmaceuticals and/or medical products)
  - for an expansion in the e-commerce supplement market
  - an individual that aims to build his own business (ideally with prior experience in marketing or branding)
- Hence, ideal buyer would already be active in similar segments to also benefit and exploit potential synergies















## Rationale for growth capital

- The owners are convinced of the underlying growth potential, but lack necessary funds to adequately implement all growth initiatives
- Growth capital will be used to enable next growth steps
  - purchase of products and product line extensions
  - expansion of sales and marketing activities (social media to boost shop sales)
  - geographic expansion to Tier 1 EU countries

# The product portfolio includes a wide range of nootropics, dehydration, gut & female health products; nootropics and dehydration are the largest revenue contributor


## Modern Nutrition Labs product segment overview

Segment	Nootropics	Dehydration	Gut health	Female health
Example				
Quality	Made in Germany & Austria, vegan or vegetarian, non-GMO, no additives, gluten-free, lactose-free, bioavailable, bioactive, science-based			
Description	<ul style="list-style-type: none"> <li>Natural supplements to improve cognitive function, promote relaxation, boosting mood, attention, memory and motivation</li> <li>In that segment 3 products are offered with Super Mood and Super Focus being the main revenue contributors</li> </ul>	<ul style="list-style-type: none"> <li>Natural supplements that support body dehydration and promotes the reduction of wateriness</li> <li>One product is offered, Super Water Loss; the segment shows particularly strong sales in summer</li> </ul>	<ul style="list-style-type: none"> <li>Natural supplements to support digestion &amp; ingestion as well as to reduce flatulencies &amp; intestine indisposition &amp; diets</li> <li>Super Biotics focuses in prä- and probiotics while Super Bitter drops reduce appetite and support digestion</li> </ul>	<ul style="list-style-type: none"> <li>Natural supplements to support females experiencing hormonal disbalances or pain during PMS phases</li> <li>One product is offered named Super Balance</li> </ul>
Products				
Price segment*	€20 ——— €29.90 ——— €40	€17 ——— €29.90 ——— €30	€15 ——— €17.90 ——— €29.90 ——— €40	€20 ——— €29.90 ——— €30
Revenue Share (2022)				

Note: \* Refers only to Amazon listings which are in average lower priced than listings on single branded web-shops; Orange dot refers to Avg. MNL price  
 Source: Amazon, Jungle Scout, Helium10, Modern Nutrition Labs management data

# The MNL provides a strong collection of asset as a platform to grow along five brands on Amazon, social media and web-shop

## Modern Nutrition Labs asset overview

grenzenlos	
Products	
Application areas	Relaxation, focus, sleep, dehydration, gut-, female health, diet support
Positioning	Pure eCommerce premium lifestyle brand
Optimised Amazon store & content	✓
Website / online shop	✓ <a href="http://www.dein-grenzenlos.de">www.dein-grenzenlos.de</a>
Shop Apotheke sales channel	✓*
DocMorris sales channel	✓*
Instagram (# followers)	✓ c.750
Social media & influencer marketing	✓
DPMA brand registration	✓
Others	<ul style="list-style-type: none"> <li>● Newly launched secondary packaging with reusable glass jars</li> <li>● Extensive re-design of the entire product packaging</li> </ul>

Note: \* Contract signed with DocMorris and launch expected for January 2023. Shop Apotheke successfully launched and already represents 30-40% of total revenue  
 5 Source: Amazon, Jungle Scout, Helium10, Modern Nutrition Labs management data

# The current set-up of the MNL allows for several major growth angles with a large potential such as product portfolio, geographic and marketing effort expansion

## Growth initiatives

### 1 Sales channel expansion

- In 2022, vast majority of sales generated via Amazon
- In Q4 2022, MNL launched its web shop for the relaunched grenzenlos brand
- Launched with Shop Apotheke in April 23
- Launched with Doc Morris in September 23
- First negotiations about cooperations with provider of blood self tests and other eCommerce channels currently pursued



### 2 Marketing channel expansion

- Up until Q3 2022, MNL was only using Amazon internal marketing sources such as PPC marketing
- First efforts with social media (Facebook, Instagram, Pinterest) and google marketing were launched in Q4 2022 and are planned to be further expanded going forward
- Initial feedback and resonance on social media has been fruitful (c.1k follower) with influencers approaching us asking to promote products on their behalf



### 3 Product premiumisation

- In Q3 2022, the brand grenzenlos was relaunched with a completely renewed design and online presence, supported by recycled plastic packaging and improved higher quality formulations
- A secondary packaging as well as a shift from recycled plastic to glass was introduced in Q1 2023



### 4 Product portfolio expansion

- In Q3 2022, the new product grenzenlos Super Biotics was successfully launched in the strongly growing gut health market
- For Q4 2022, a new product launch of bitter substances drops is planned to support gut health / diets
- Several more products in process of being realised in Q1/Q2 2024

### 5 Geographic expansion

- Currently all sales are generated in Germany and Austria only
- The soon-to-be-introduced secondary packaging will allow for a relatively fast internationalisation via Amazon
- France and UK provide largest potential while Italy shows customers with the highest share of wallet for nutritional products
- The US market provides an additional huge future potential



Source: Modern Nutrition Labs management data