

## **Cellular Health Market Leader Tru Niagen® to Launch in U.K. Online and in Retail Stores Exclusively with Superdrug, Expanding Global Retail Partnership Between ChromaDex and A.S. Watson Group**

*ChromaDex announces exclusive retail partnership with Superdrug UK, entering the European market and driving global expansion of Tru Niagen®*

LOS ANGELES – ChromaDex Corp. (NASDAQ:CDXC) announced today the expansion of its partnership with A.S. Watson Group into Europe and launch of its flagship Tru Niagen® cellular health product online and in over 200 Superdrug stores across the United Kingdom. ChromaDex received authorization to sell its patented ingredient in the European Union earlier this year.

“We applaud the efforts of Superdrug and the A.S. Watson family for keeping critical items available to customers worldwide during this unprecedented time,” says ChromaDex CEO Rob Fried. “We are pleased to add Tru Niagen to Superdrug’s healthcare portfolio as people across the U.K.-and the world-look for new solutions to maintain their health and fitness routines while at home.”

NAD<sup>+</sup> levels decline with age as well as physiological stressors including stress on the immune system, alcohol consumption, poor diet, and lack of healthy sleep cycles.

Maintaining healthy NAD<sup>+</sup> levels becomes increasingly important to support one’s health as they get older. Tru Niagen boosts NAD<sup>+</sup> levels safely and efficaciously, as demonstrated in six published human trials.

To support their customers while distanced at home, both Superdrug and ChromaDex will be introducing educational health, wellness, and fitness content from trusted experts across their respective social and email channels.

ChromaDex has been in business with A.S. Watson Group since 2017 when it launched Tru Niagen in Watsons Hong Kong in September 2017 followed by Watsons Singapore in January 2018.

“Tru Niagen is truly an innovative supplement to enhance healthy aging, providing a safe and effective choice for our health-conscious customers. It has become one of the best-selling supplements in Watsons and a driving force to grow our healthcare category,” says Malina Ngai, Group Chief Operating Officer of A.S. Watson Group and CEO of A.S. Watson (Asia & Europe). “We appreciate the opportunity to introduce Tru Niagen to customers in more markets around the world during this pivotal time in human health.”

Superdrug is a member of A.S. Watson Group and is one of the leading beauty and health

retailers in the U.K. “After seeing the success of Tru Niagen in Watsons stores in Asia, we are glad to bring this science-backed vitamin to Superdrug customers,” says Superdrug Healthcare Director Michael Henry. “We look forward to the collaboration with ChromaDex on this innovative brand which is backed by peer-reviewed clinical research and regulatory acceptance across different markets.”

Tru Niagen is a breakthrough supplement clinically proven to increase your NAD<sup>+</sup> (nicotinamide adenine dinucleotide) levels which stimulate cellular energy production and support cellular defense and repair. Decreased NAD<sup>+</sup> levels have been associated with many age-related declines in overall health. NAD precursors such as nicotinamide riboside (NR) have been the subject of rigorous preclinical safety and toxicology studies laying the groundwork for the published clinical studies that demonstrate safety and efficacy.

For additional information on the science supporting Tru Niagen, please visit [www.truniagen.co.uk](http://www.truniagen.co.uk).

For additional information on Superdrug, please visit [www.superdrug.com](http://www.superdrug.com).

### **About TRU NIAGEN®:**

TRU NIAGEN® is a branded dietary supplement brought to market by key nicotinamide riboside innovator and patent holder, ChromaDex. NIAGEN® nicotinamide riboside (NR), also supplied by ChromaDex, is the sole active ingredient in TRU NIAGEN®. Multiple clinical trials demonstrate NIAGEN® is proven to boost NAD (nicotinamide adenine dinucleotide) levels, which decline with age. Only NIAGEN® has twice been successfully reviewed under FDA’s new dietary ingredient (“NDI”) notification program, and has also been successfully notified to the FDA as generally recognized as safe (“GRAS”).

### **About ChromaDex:**

ChromaDex Corp. is a science-based integrated nutraceutical company devoted to improving the way people age. ChromaDex scientists partner with leading universities and research institutions worldwide to uncover the full potential of NAD and identify and develop novel, science-based ingredients. Its flagship ingredient, NIAGEN® nicotinamide riboside, sold directly to consumers as TRU NIAGEN®, is backed with clinical and scientific research, as well as extensive IP protection. TRU NIAGEN® is helping the world AGE BETTER®. ChromaDex maintains a website at [www.chromadex.com](http://www.chromadex.com) to which ChromaDex regularly posts copies of its press releases as well as additional and financial information about the Company.

### **About Superdrug:**

For further information please contact the Superdrug press office at Maven PR on 020 7420 7000 or email [superdrug@itsmaven.com](mailto:superdrug@itsmaven.com)

**Notes to editors:**

- Customers can locate their store by calling customer services on 0345 671 0709
- Superdrug offers everyday accessible beauty and health on the UK high street with around 800 stores in the UK and Ireland
- Superdrug address is Superdrug PLC, 51 Sydenham Road, Croydon, CR0 2EU.

**About A.S. Watson Group:**

Established in Hong Kong in 1841, A.S. Watson Group is the world's largest international health and beauty retailer operating over 15,700 stores under 12 retail brands in 25 markets, with over 140,000 employees worldwide. For the fiscal year 2018, A.S. Watson Group recorded revenue of US\$21.5 billion. Every year, we have over 5 billion shoppers in stores and online.

A.S. Watson Group is also a member of the world-renowned multinational conglomerate CK Hutchison Holdings Limited, which has five core businesses ports and related services, retail, infrastructure, energy and telecommunications in over 50 countries.

Please visit [www.aswatson.com](http://www.aswatson.com) for more in-depth information about A.S. Watson Group and its brands. You may also stay in touch with us via our digital presence (eCommerce, social media, mobile app & more); more details are at <http://www.aswatson.com/our-customers/digitalasw/>.

**Forward-Looking Statements:**

This release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities and Exchange Act of 1934, as amended. Statements that are not a description of historical facts constitute forward-looking statements and may often, but not always, be identified by the use of such words as "expects", "anticipates", "intends", "estimates", "plans", "potential", "possible", "probable", "believes", "seeks", "may", "will", "should", "could" or the negative of such terms or other similar expressions. More detailed information about ChromaDex and the risk factors that may affect the realization of forward-looking statements is set forth in ChromaDex's Annual Report on Form 10-K for the fiscal year ended December 31, 2019, ChromaDex's Quarterly Reports on Form 10-Q and other filings submitted by ChromaDex to the SEC, copies of which may be obtained from the SEC's website at [www.sec.gov](http://www.sec.gov). Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof, and actual results may differ materially from those suggested by these forward-looking statements. All forward-looking statements are qualified in their

entirety by this cautionary statement and ChromaDex undertakes no obligation to revise or update this release to reflect events or circumstances after the date hereof.

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