

## **ChromaDex and Watsons Expand TRU NIAGEN® Retail Partnership Through 2021**

Global partnership commits to significant growth of TRU NIAGEN® including launch in Turkey

IRVINE, Calif., Aug. 07, 2018 — ChromaDex Corp. (NASDAQ:CDXC), an integrated, science-based, nutraceutical company devoted to improving the way people age with its flagship ingredient NIAGEN® and consumer product TRU NIAGEN®, announced today the expansion of its partnership with A.S. Watson Group until September 2021, as well as plans to launch TRU NIAGEN in Watsons Turkey in late 2018.

“We are very fortunate to be working with Watsons and are quite happy with the success of TRU NIAGEN in Hong Kong. We look forward to similar successes in other territories,” says Robert Fried, CEO of ChromaDex.

As part of the expanded agreement, Watsons is committed to growing the TRU NIAGEN market in Hong Kong and Macau through mid-September 2021.

“We are very pleased with TRU NIAGEN sales in Hong Kong and customer feedback has been very positive on its effect. We plan to expand its distribution across the globe in our other markets in Asia and Europe,” says Malina Ngai, Group Chief Operating Officer of A. S. Watson Group.

Today, TRU NIAGEN is currently available in over 340 Watsons stores between Hong Kong, Macau, and Singapore.

Watsons is one of the leading beauty and self-care chain stores in Turkey with more than 340 stores in over 75 cities.

For additional information on the science supporting TRU NIAGEN visit [www.truniagen.com](http://www.truniagen.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 an integrated, global 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<sup>®</sup> nicotinamide riboside, sold directly to consumers as TRU NIAGEN<sup>®</sup>, is backed with clinical and scientific research, as well as extensive IP protection. TRU NIAGEN<sup>®</sup> is helping the world AGE BETTER<sup>®</sup>. 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 Watsons:**

Watsons is Asia's leading health and beauty retailer, currently operating over 6,800 stores – more than 1,500 of which are pharmacies, in 11 Asian and Eastern European markets, including China (Mainland China, Hong Kong, Macau) and Taiwan, Singapore, Thailand, Malaysia, The Philippines, Indonesia, Turkey, Ukraine and Russia. Watsons operates over 230 stores in Hong Kong and Macau, of which over 50 have in-store pharmacies, making Watsons the No. 1 Pharmacy Network in Hong Kong. Watsons has a professional team of pharmacists, dieticians, Chinese medicine practitioners, health & fitness advisors, beauty consultants, an experienced mother & baby advisor and a nurse.

Watsons continually sets the highest standards in the health, wellness and beauty market, providing personalized advice and counselling in health, beauty and personal care on top of its market-leading product range, making customers LOOK GOOD, FEEL GREAT every day. Since 2009, Watsons has been the No. 1 Pharmacy/ Drugstore brand in Asia\*. In Europe, Watsons is also the leading Health & Beauty retailer in Ukraine.

*\*Campaign Asia-Pacific/ Nielsen's "Asia's Top 1,000 Brands" Online Study 2018 of over 8,000 respondents across 14 markets in Asia Pacific region*

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

Established in Hong Kong in 1841, A.S. Watson Group is the largest international health and beauty retailer in Asia and Europe with over 14,400 stores in 24 markets. Each year, over four billion customers and members shop with A.S. Watson's 12 retail brands, both in stores and online.

In Hong Kong, A.S. Watson operates more than 600 stores under four retail brands – Watsons, PARKnSHOP, FORTRESS, and Watson's Wine. In addition, A.S. Watson manufactures and distributes high quality drinking water brand Watsons Water, as well as the famous juice drinks Mr. Juicy and Sunkist.

For the fiscal year 2017, A.S. Watson Group recorded revenue of HKD156.2 billion. A.S. Watson has over 130,000 employees worldwide, including 12,900 in Hong Kong.

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 A.S. Watson via its 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 30, 2017, 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. ChromaDex provided research materials and a portion of the grant funding as a collaborator for the study.

### **ChromaDex Media Contact:**

Alex Worsham, Director of Strategic Partnerships  
949-648-3775  
[alexw@chromadex.com](mailto:alexw@chromadex.com)

### **ChromaDex Investor Relations Contact:**

Andrew Johnson, Director of Investor Relations  
949-419-0288  
[andrewj@chromadex.com](mailto:andrewj@chromadex.com)

