

ChromaDex Partners with Sinopharm Xingsha for Cross-Border Sales of Tru Niagen® into Mainland China

LOS ANGELES – ChromaDex Corp. (NASDAQ: CDXC) announced today a partnership with Sinopharm Xingsha Pharmaceuticals (Xiamen) Co., Ltd. (“Sinopharm Xingsha”) to conduct cross-border sales of Tru Niagen® in mainland China. Sinopharm Xingsha is a subsidiary of Sinopharm Group, with businesses including pharmaceutical manufacturing, marketing and distribution of drugs, and food supplements and healthcare products. It is the main platform of Sinopharm Group for food supplements and healthcare products. Sinopharm Group is a large healthcare group directly under the State-owned Assets Supervision and Administration Commission (SASAC) of the State Council, with a full value chain in the industry covering R&D, manufacturing, logistics and distribution, retail chains, healthcare, engineering services, exhibitions and conferences, international business and financial services. Sinopharm Xingsha and ChromaDex will also collaborate to secure Health Food Registration in China.

Tru Niagen® is one of America’s top-selling brands for boosting NAD⁺ levels and healthy aging. The percentage of people in China over the age of 50 reached 32.8% in 2020 and is expected to reach 45.2% by 2040, according to United Nations Department of Economic & Social Affairs data. The 2020 Chinese Census and National Bureau of Statistics of China estimate that more than 260 million people in China are over the age of 60.

“We are honored and proud to be working with Sinopharm Xingsha and believe this partnership positions ChromaDex as an important player in addressing age-related health issues for the people of China,” said ChromaDex CEO Rob Fried.

Tru Niagen® is currently available for sale to Chinese consumers on several cross-border marketplaces including T-mall, JD, WeChat, and Kaola. It is also available in over 200 Watsons stores in Hong Kong and Macau.

Tru Niagen® is the flagship consumer brand featuring Niagen® (patented nicotinamide riboside or NR). Niagen® is the world’s most efficient NAD⁺ precursor on the market, particularly over NMN (nicotinamide mononucleotide). Supplementation with Niagen® is backed by 13 published and peer-reviewed clinical trials. Niagen® has achieved regulatory acceptance by the world’s four leading regulatory bodies: the U.S. FDA, Health Canada, the European Commission, and the Therapeutic Goods Administration (TGA) of Australia.

For additional information on the science supporting Tru Niagen®, please visit www.truniagen.com.

For additional information about ChromaDex, please visit www.chromadex.com.

About ChromaDex:

ChromaDex Corp. is a global bioscience company dedicated to healthy aging. The ChromaDex team, which includes world-renowned scientists, is pioneering research on nicotinamide adenine dinucleotide (NAD⁺), levels of which decline with age. ChromaDex is the innovator behind NAD⁺ precursor nicotinamide riboside (NR), commercialized as the flagship ingredient Niagen®. Nicotinamide riboside and other NAD⁺ precursors are protected by ChromaDex's patent portfolio. ChromaDex delivers Niagen® as the sole active ingredient in its consumer product Tru Niagen® available at www.truniagen.com and through partnerships with global retailers and distributors. ChromaDex maintains a website at www.chromadex.com to which ChromaDex regularly posts copies of its press releases as well as additional and financial information about the Company.

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 Exchange Act of 1934, as amended, including statements related to whether the partnership will open up a new distribution channel, making Tru Niagen® more accessible to consumers in China. 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, 2020, 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. 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 as a result of the risk factors noted above and finalization of the terms of the partnership between ChromaDex and Sinopharm Xingsha. 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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