

## **Sinopharm Xingsha to Introduce ChromaDex's Tru Niagen® at Major Mainland China Trade Show, China International Natural Health & Nutrition Expo (NHNE)**

*Tru Niagen® to debut at NHNE via a celebration press conference following the expo's opening ceremony*

LOS ANGELES – ChromaDex Corp. (NASDAQ:CDXC) today announced that Sinopharm Xingsha will debut Tru Niagen® at the major mainland China trade show, China International Natural Health & Nutrition Expo (NHNE), which kicks off Tuesday, September 20, in Shanghai. NHNE is Asia's largest expo on natural health and nutrition products, with over 100,000 distributors and retailers. It is considered the best platform to help global manufacturers of health food and nutrition promote their brands and expand business channels in China, where Tru Niagen® is currently sold cross-border.

Niagen®, the proprietary ingredient in Tru Niagen®, is the world's most efficient, patent protected nicotinamide adenine dinucleotide (NAD<sup>+</sup>) precursor on the market, particularly over NMN, and is one of the most promising ingredients to have entered the healthy aging supplement space. Supplementation with Niagen® is backed by 20 published and peer-reviewed clinical trials, backed by over 200 published scientific studies and has over 30 owned and licensed patents.

"China's marketplace remains strategically important as consumers already understand the benefits of elevating NAD<sup>+</sup> and it is our intention to become the leading provider of NAD<sup>+</sup> boosting supplements in the market," said Rob Fried, CEO of ChromaDex. "NHNE offers the perfect platform to reach a diverse network of distributors and retailers to expand Tru Niagen® cross-border sales as we work toward achieving Blue Hat approval in the market with Sinopharm Xingsha. We are grateful to Sinopharm Xingsha for leading the debut of Tru Niagen® at NHNE."

In addition to receiving prime real estate in Sinopharm Xingsha's 162 meter booth at the exhibition site, Tru Niagen® will host a celebratory press conference featuring a video of ChromaDex CEO, Rob Fried, following the NHNE opening ceremony. Tru Niagen® will also receive the 'Most Popular Brand of the Year' award during the Top 100 Awards Ceremony at the expo's celebratory Nutrition Planet Dinner.

"It's been a pleasure to work with ChromaDex as we build upon our growth strategy for Tru Niagen® in China and our team is thrilled to debut Tru Niagen® at NHNE this week," said Pan

Lei, General Manager of Sinopharm Xingsha. “We will use our successful experience in brand promotion and channel construction in the Chinese market to elevate Tru Niagen® and expand product sales in China. Simultaneously, we look forward to leveraging ChromaDex’s expertise in science, R&D and production to influence the industry in China and raise awareness around the impactful research behind Tru Niagen®.”

Tru Niagen® is currently available for sale to Chinese consumers on several cross-border online and marketplace platforms, primarily through T-mall, and JD, with future expansion being led by Sinopharm Xingsha. Tru Niagen® is also available in over 200 Watsons stores in Hong Kong and Macau, as well as over 100 Watsons stores in Singapore.

Niagen® has achieved regulatory acceptance for use in supplements by the US FDA.

Additionally, Niagen® has been approved for use in food supplements by the European Commission, complementary medicines by the Therapeutic Goods Administration of Australia (TGA), medical foods by the Brazilian Health Regulatory Agency (ANVISA), and medical foods by the Food Standards Australia New Zealand (FSANZ). Tru Niagen® has also been approved by Health Canada as a Natural Health Product. ChromaDex continues to lead the industry in NAD<sup>+</sup> research, with the ChromaDex External Research Program (CERP™) celebrating over 250 material transfer agreements (MTAs) featuring Niagen® and other proprietary ingredients.

For additional information on ChromaDex, visit [www.chromadex.com](http://www.chromadex.com) and for more information on the NHNE conference, please visit ChromaDex’s WeChat profile.

### **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<sup>+</sup>), levels of which decline with age. ChromaDex is the innovator behind NAD<sup>+</sup> precursor nicotinamide riboside (NR), commercialized as the flagship ingredient Niagen®. Nicotinamide riboside and other NAD<sup>+</sup> precursors are protected by ChromaDex’s patent portfolio. 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.

### **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, including statements related to Tru Niagen<sup>®</sup> being one of the most promising ingredients to have entered the healthy aging supplement space in China's marketplace, its strategic importance, and consumers understanding of the benefits of elevating NAD<sup>+</sup>. 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. Risks that contribute to the uncertain nature of these forward-looking statements include the impact of the COVID-19 pandemic on our business and the global economy; our history of operating losses and need to obtain additional financing; the growth and profitability of our product sales; our ability to maintain sales, marketing and distribution capabilities; changing consumer perceptions of our products; our reliance on a single or limited number of third-party suppliers; and the risks and uncertainties associated with our business and financial condition. 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, 2021, 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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