



Press Release

MITOcare presents impressive half-year results

Dietary supplements fully in trend with therapists and consumers

- Sales up 31% on prior-year period
- Well equipped for the future with product innovations

Munich, July 10, 2023

MITOcare, a leading manufacturer of high-quality nutritional supplements and functional foods, is pleased to announce its half-year results for the current fiscal year. The results reconfirm the company's strong growth and sustainable development.

In the period from January to June 2023, MITOcare recorded a 31% percent increase in sales compared to the same period last year. This impressive increase is the result of an efficient business strategy, continuous product innovation and strong market demand for high-quality nutritional supplements. This is also reflected in the number of products sold. Here, sales volumes increased by around 44%.

We are particularly pleased with the significant increase in sales volumes in our main markets, especially among therapeutic professionals, but also increasingly among end consumers.

Commenting on the results, MITOcare's CEO and founder, Christian Burghardt, said: "We are very pleased with the outstanding half-year results we have

achieved. The positive numbers reflect the hard work of our dedicated team and are a testament to our strategic direction," adding, "We are proud that our products contribute to the health prevention and well-being of people worldwide."

For the second half of 2023, MITOcare plans to launch new innovative products to meet the needs and demands of consumers. A particular focus will be on the new and innovative "mito drink", a functional food that offers a simple alternative to integrate more vitality and performance into everyday life.

Continuous improvement of existing product lines also remains a key focus in order to provide customers with the best possible nutritional supplements.

MITOcare looks to the future with confidence and is determined to further expand its position in the nutritional supplements sector. With a strong team, a solid business strategy and a focus on customer satisfaction, the company is well positioned to continue delivering sustainable growth.

Christian Burghardt concludes: "As a company, our goal is to help people lead healthier and more fulfilling lives. We will continue our focus on quality, innovation and customer satisfaction to continue our growth in the future".

About MITOcare

"Every person deserves to be healthy".

This is the claim of MITOcare, the innovation driver in the field of micronutrients. Our wide range of bioactive substances and natural products has been developed together with physicians and is continuously optimized according to the latest scientific findings.

Our production takes place in the DACH region and thus contributes to sustainable business. With our natural, vegetable capsule shells and especially with our bioavailable ingredients.

MITOcare was founded in 2013. The company is headquartered in Munich and currently employs 47 people. MITOcare is a member of the Association of Medium-Sized European Manufacturers and Distributors of Food Supplements & Health Products e.V. (NEM).

For more information about our company, our philosophy and our products, please visit www.mitocare.de.

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