



# Shape the future *with momentum*

Guardion is a company infused with motion and driven by innovation, working to improve quality of life through our clinical nutrition products.

# Forward Looking Statement

This presentation of Guardion Health Sciences, Inc. (the “company,” “Guardion,” “we,” “us,” or “our”) includes "forward-looking statements" intended to qualify for the safe harbor from liability established by the Private Securities Litigation Reform Act of 1995. These statements relate to future events or to our future financial performance and involved known and unknown risks, uncertainties and other factors that may cause our actual results, levels of activity, performance, or achievements to be materially different from any future results, levels of activity, performance or achievements expressed or implied by these forward-looking statements. These statements include statements or assumptions about our plans, strategies, financial performance, financing plans, prospects, capital structure, cash flow, liquidity, goals and objectives for future operations or growth or future events. As a result, our actual results, performance or achievements may differ materially from those expressed or implied by these forward-looking statements. These statements may be identified by the use of words like "anticipate", "believe", "estimate", "expect", "intend", "may", "plan", "will", "should", "seek" and similar expressions and include any projections or estimates set forth herein. Such forward-looking statements are necessarily based upon estimates and assumptions that, while considered reasonable by the company and its management team, are inherently uncertain. A more complete description of these risks and uncertainties can be found in the company's filings with the U.S. Securities and Exchange Commission available for free at [www.sec.gov](http://www.sec.gov). We caution you not to place undue reliance on any forward-looking statements, which are made as of the date of this presentation. We undertake no obligation to update any of these forward-looking statements to reflect actual results, new information or future events, changes in assumptions or changes in other factors affecting forward-looking statements, except to the extent required by applicable laws. If we update one or more forward-looking statements, no inference should be drawn that we will make additional updates with respect to those or other forward-looking statements.

# Corporate Overview

Guardion Health Sciences (Nasdaq: GHSI), is a clinical nutrition and diagnostics company that offers a portfolio of science-based, clinically-supported nutritional supplements, medical foods, and diagnostic products that support healthcare professionals, their patients, and consumers in achieving health goals

Recent acquisition of Viactiv® line of supplement chews for bone and immune health brings immediate commercial product line and platform for cross-selling other Guardion products

Trading Symbol	Nasdaq: GHSI
Market Capitalization	~\$31M
Recent Share Price (as of 9/8/21)	\$1.28
Shares Outstanding (as of 6/30 /21)	~24.4 M
Cash Balance & Short-Term Investments (as of 6/30/21)	~\$12.5 M
52-Week Range*	\$0.99 - \$8.40
FY End	Dec. 31

\* March 1, 2021 - Adjusted for a 6:1 reverse stock split

# Synergy between Viactiv and legacy Organization will Accelerate Growth



Clinical investment  
Scientific advisors  
Doctor education

Strong brand  
Consumer-loved products  
Marketing expertise  
Extensive Distribution Channels

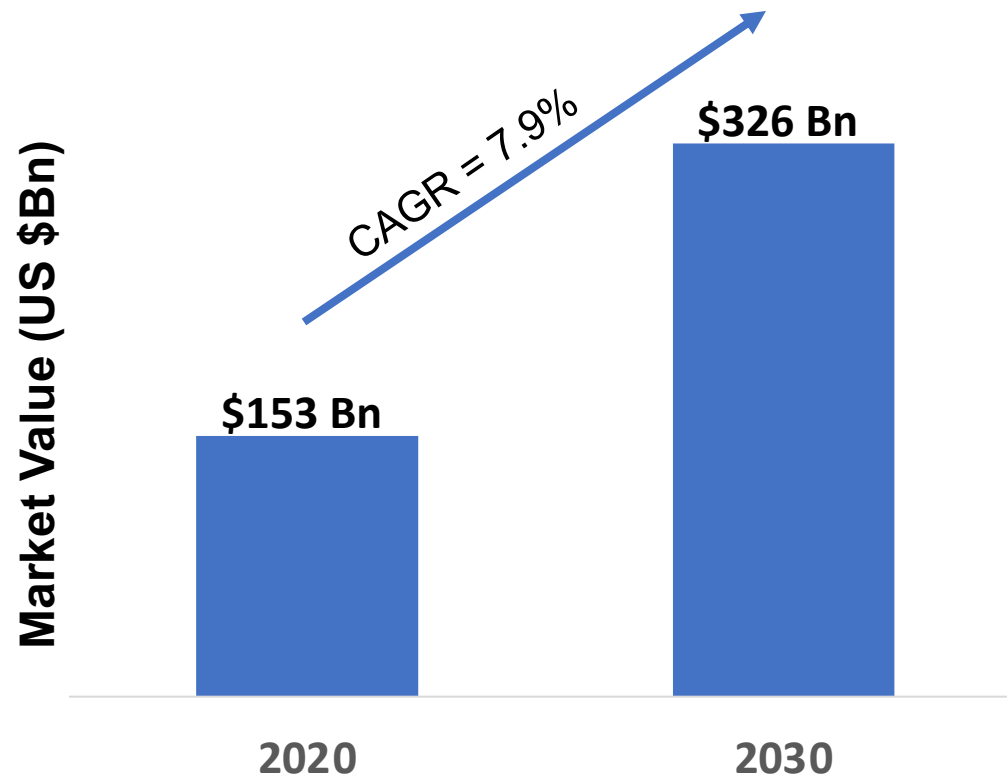
**GUARDION**<sup>®</sup>  
HEALTH SCIENCES

# Highlights

- ❖ Well-positioned to compete in the **large and growing global nutrition market** with differentiated and established product portfolio focused on bone, ocular, and immune health
- ❖ Well defined **value creation process** focused on clinical evidence, product development and targeted marketing
- ❖ **Science-based mindset** that leverages clinical evidence to support our product portfolio
- ❖ Viactiv is an established, 20-year-old **brand with strong consumer awareness** and acceptance
- ❖ **Established distribution** with many largest retailers and eCommerce channels as a result of the Viactiv acquisition
- ❖ Products focused on **consumer experience and efficacy** that drive differentiation
- ❖ Promising **organic growth potential** via product development and increased commercialization
- ❖ **Proven and capable leadership** team, Board of Directors, and esteemed Science Advisory Board

# Nutrition Industry is Large and Growing

## Global Supplement and Medical Food Market



- ❖ Increasing awareness of the importance of nutrition
- ❖ Growing body of research demonstrating benefits of nutrition
- ❖ Increasing geriatric population with unique nutritional needs
- ❖ Specific to eye care, consumer dealing with increased screen time & blue light exposure
- ❖ COVID-19 has made consumers more focused on Immune support

Sources:

1. Transparency Market Research; Persistence Market Research; Market Watch, Guidehouse estimates, Global Market Insights report Feb 2019.

# Well Defined Value Creation Process



Understand the needs of customer segments

Create science-based formulations that focus on needs of the segment

Execute clinical work on the formulations; share evidence with health care professionals

Identify product claims based on clinical data that highlight points of difference

Create products with a format and taste favored by prospective customers

Execute cost effective, targeted marketing campaigns

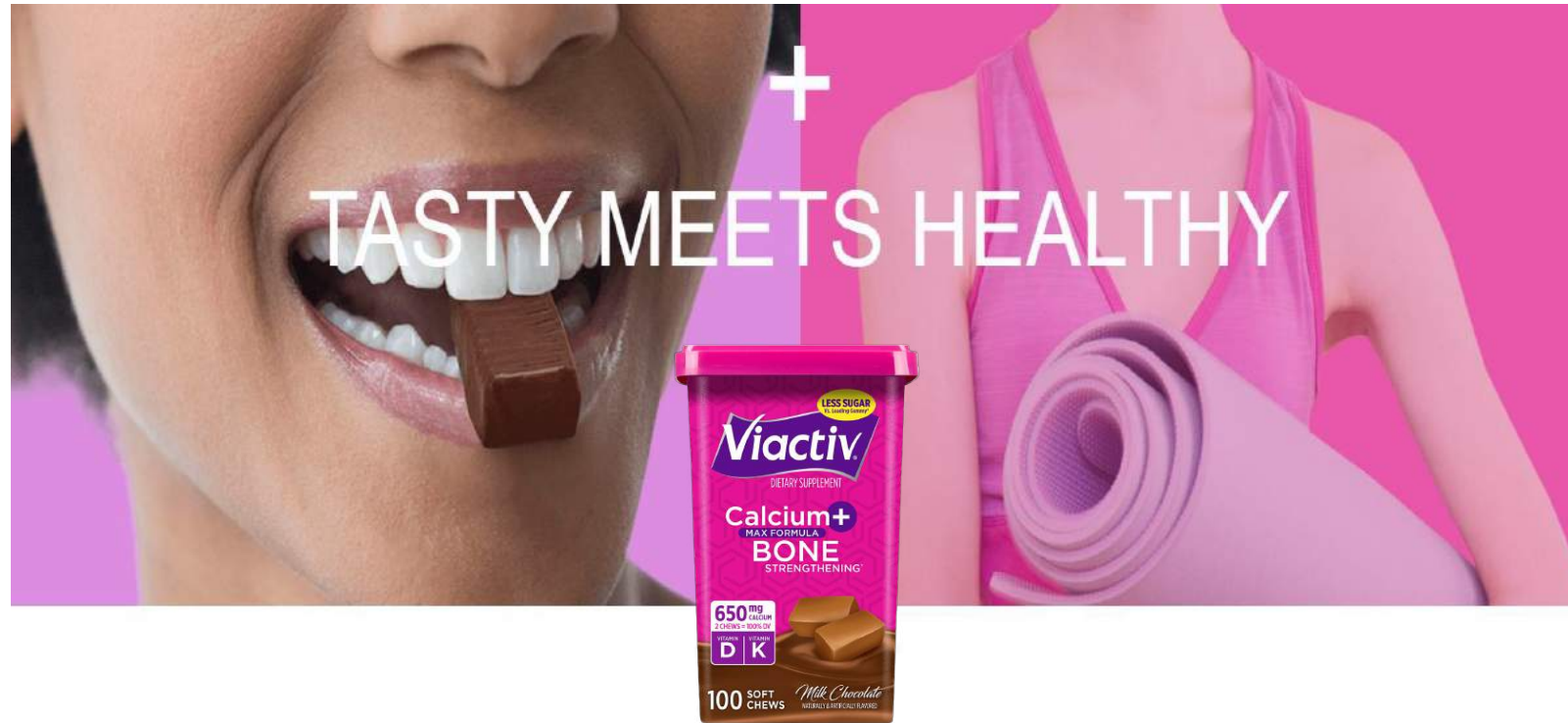
# Leveraging Clinical Evidence



- ❖ Guardion is leveraging and creating a science / evidence-based foundation through clinical studies to support our nutrition product portfolio
- ❖ Investing in clinical research is fundamental to our model
- ❖ New placebo-controlled clinical study initiated on Glaucoctin in a new capsule format to evaluate improvements on visual field sensitivity
- ❖ 2 peer-reviewed published clinical studies supporting superiority of Lumega-Z vs. leading AREDS-2 supplements



# Viactiv® is a Strong Growing Brand with Potential for Expansion

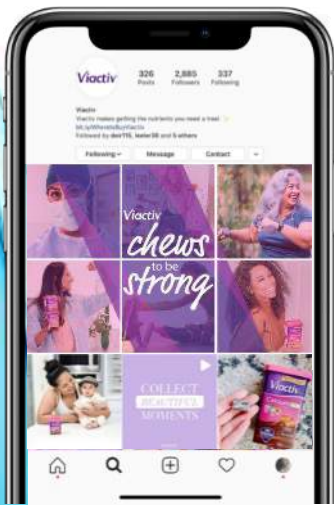


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# Core Products Achieve Superior Consumer Experience and Distribution

Viactiv is a **top brand** in the calcium dietary supplement segment

- ❖ One of the **fastest growing** Calcium supplement brand, +8.6% YOY
- ❖ **Increasing market share** (\$) to 5.7% (+0.7pt YOY)
- ❖ **Strong distribution** in nearly every top retail chain



Source: IRI reported sales & market share, 52wk ending 8/8/21, MULO

# Organic Growth via Product Development & Commercialization



- ❖ Same base Calcium, plus high potency Vitamin D to boost immune system and calcium absorption
- ❖ Zinc to support the immune system
- ❖ New Orange Cream flavor



- ❖ Clinically proven to increase protective macular pigment
- ❖ Clinically proven to improve contrast sensitivity
- ❖ 3x better carotenoid bioavailability vs. leading AREDS-2 Supplement



- ❖ Designed to support & protect the mitochondrial function of optic nerve cells and improve blood flow to the eye
- ❖ Placebo-controlled clinical trial initiated in May 2021

# Strong and Capable Leadership



**Bret Scholtes**  
Chief Executive Officer  
Board of Directors



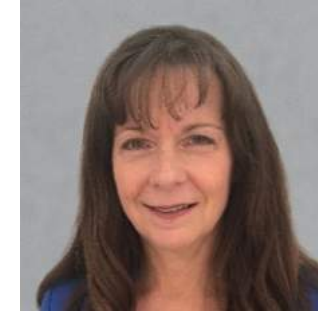
**David W. Evans, PhD**  
Chief Science Officer  
Board of Directors



**Craig J. Sheehan**  
Chief Commercial Officer



**Jeff Benjamin**  
Chief Accounting Officer



**Susan Klein, ND**  
Director of  
Medical Education



**Robert N. Weingarten**  
Chairman on the Board



**Mark Goldstone**  
Board of Directors



**Kelly J. Anderson**  
Board of Directors



**Donald A. Gagliano, MD**  
Board of Directors

# Financial Highlights

- ❖ Closed the Viactiv acquisition on June 1, 2021
- ❖ For 2Q21, total revenue was \$1.2 M; Viactiv contributed for one month during the quarter and represented ~86% of GHSI total sales
- ❖ Cash and short-term investments at 6/30/21 was \$12.5M and working capital was \$14.7M; No debt on the balance sheet
- ❖ Viactiv® generated net revenue of \$11.93M in 2020 (+17% YOY) and operating income of \$1.17M in 2020 (+64% YOY)

# Strategic Priorities – Driving Growth and Creating Value

- **Brand Strategy** – developing a strategy that best leverages Viactiv’s strong consumer awareness and acceptance
- **Product Strategy** – focusing product portfolio on differentiated formulations, product taste, compelling product formats, and competitive cost structures
- **Sales Channels** – evaluating opportunities to increase product commercialization via better access to sales channels resulting from Viactiv acquisition
- **Portfolio and Business Line Evaluation** – evaluating our product portfolio and related business lines to ensure fit with the Company’s strategic direction
- **Scientific Work** – continue to evaluate scientific journals and clinical evidence to drive existing products and the product development process



# Corporate Growth Timeline



## Potential Actions Over the Next Few Quarters

- Improve communications channels
- Complete and implement the results of business unit and product evaluation
- New product development and product launches
- Cost reduction activities and optimizing internal processes
- Ramp up of commercial activities and expansion of existing business
- Expansion of products across brands
- Implement improved commercial systems
- Potential acquisitions


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