

Lumen



Media Release

24 June 2019

NewH² (part of H&H Group) invests in Meta Flow

Meta Flow Ltd and NewH² (the innovation arm of Health & Happiness Group Ltd) have signed an agreement that will see NewH² acquire a minority stake in Meta Flow, creator of Lumen, the first hand-held device for tracking metabolic data in real-time. Lumen's core data is based on an individual's daily metabolic activity, which can be measured in a single breath under the company's patent pending algorithm – which reduces the respiratory quotient measurement from 45 minutes to a single breath – an innovation which attracted NewH² to investing in Meta Flow and the Lumen brand.

The proposed funding from NewH² will be used to fund the organic growth of the company by building further capabilities in the R&D, product development, branding and others to meet its target product launch in the US in Q3 2019.

Daniel Tal, Co-founder and CEO of Meta Flow, made the announcement and spoke about the benefits that this partnership will bring.

“We are excited to have NewH² join Lumen as an investor during this exciting time in the company, and looking forward to joining hands in helping millions of people live healthier lives. We believe that personalized nutrition is a key element in achieving this.”

Laetitia Garnier, Chief Executive Officer of the H&H Group, said that the team was excited to be joining forces with Meta Flow on this project and that the two entities had very complementary expertise and IP.

“We are really pleased to invest with Lumen and to be exploring new product segments and innovations. Personalised nutrition is a promising area, and this is our first step into this space. In Lumen we are engaging with true innovators with strong IP and data technology – that the solutions being offered to consumers are based on real time metabolic state is a real strength of such products,” said Mrs Garnier.

About Meta Flow

Founded in 2014, Meta Flow's vision is to revolutionize the way we approach health by making nutrition personalized and dynamic. The creators of Lumen, the first hand-held device for tracking metabolic data in real-time, reinvents weight management through science and technology by providing a product that combines accurate measurements with practical design. Lumen aims to empower individuals to take a hyper-personalized, long-term

approach to their nutrition and health goals, based on their own real-time physiological data. Learn more at www.lumen.me.

About H&H Group and NewH²

H&H Group launched NewH² (with initial funding of US\$60m) in 2018 as a corporate venture to support entrepreneurs who are using advances in technology and science to develop innovative advanced nutrition solutions. NewH² invests in early and growth-stage entrepreneurial businesses which are developing innovative brands, products, technologies or business models in the fields of health and wellness, thus aligning with H&H's ambition to become a global leader in premium family nutrition and wellness. The fund provides the overall H&H Group with a complementary alternative to R&D and M&A, by expanding the Group's innovation opportunities and allowing it to keep abreast of new, potentially disruptive products, science, trends and technologies.

H&H, which was founded in 1999 with a vision of contributing to healthier and better lives, has a proven track record in growing entrepreneurial and disruptive brands into powerful and more global offerings. Building its success on "premium, proven and aspirational" products, it has brought together six brands to date, all created by entrepreneurs with the same vision of providing infants or adults with health and wellness: Biostime, Swisse Wellness, Healthy Times, Dodie, Good Goût, and most recently, Aurelia Probiotic Skincare. Listed on the Hong Kong Stock Exchange (code 1112), and with revenues of over US\$1.46bn) in 2018, H&H is a truly global business. It operates across 90 locations and has over 2,000 employees worldwide.