Euromonitor International

CERTIFICATION OF CLAIM

Euromonitor International Ltd ("Euromonitor") hereby certifies that the findings of its latest research support the Claim set out below:

Claim:
"New Nordic is the UK's #1 single source Magnesium Glycinate Supplement" *

* The phrase "New Nordic™ is the" can be removed from the sentence above when the claim is used in conjunction with the New Nordic™ company logo.

Long Footnote: "Euromonitor International; Based on custom research conducted in February-April 2026 and Consumer Health 2026 edition, as per single source Magnesium Glycinate category definition; brand retail value sales in RSP; Data for 2025".

Short footnote: "Euromonitor International; custom research (Feb–Apr 2026); Consumer Health 2026; single-source magnesium glycinate; brand retail value (RSP), 2025."

Evergreen footnote: "Source: Euromonitor International; brand retail value (RSP), 2025. Full details at http://www.newnordic.co.uk/verify

*The web page to which the link leads must contain the long footnote as stated above.

This Claim is based on custom research conducted in February-April 2026 and it must be read in the context of the detailed and specific definitions, and the in-depth explanation of the custom research methodology, contained in the attachments enclosed.

Please note that whenever the Claim is used in any print, broadcast or online advertising, in any social media, or elsewhere in the public domain, it must always appear in the exact form set out inside quotation marks in the box above, including the complete and unabridged text of the Footnote also set out in quotation marks in the box above.

This Claim is valid for a period of 12 months from the date of Euromonitor's countersignature below. The Claim may not be used beyond the expiry of that period without Euromonitor's prior permission, which it may grant or withhold at its sole discretion.

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Category Definitions

Single Source Magnesium Glycinate Supplements are dietary supplements that provide magnesium in the form of magnesium glycinate, a compound where magnesium is bound to the amino acid glycine to improve absorption and reduce the likelihood of digestive discomfort. This covers only single-ingredient supplements in which magnesium glycinate is the only magnesium source and primary active ingredient and excludes blended or combination products, such as 2-in-1 or 3-in-1 formulas that include other forms of magnesium.

Retail Channels Definitions

Retail Offline

Retail offline is the sale of new and used goods to consumers from a business for personal or household consumption from general public for personal or household consumption from retail outlets, kiosks, market stalls, vending or direct selling. This channel category includes: • Grocery Retailers (store-based) • Non-Grocery Retailers (store-based) • Vending • Direct Selling

Grocery Retailers

Grocery Retailers are retail outlets, kiosks and market stalls that have as a primarily business to sell grocery goods for personal or household consumption. This channel category includes: • Convenience Retail • Supermarkets • Hypermarkets • Discounters • Warehouse Clubs • Food/Drink/Tobacco Specialists • Small Local Grocers

Convenience Stores

Chained grocery retail outlets selling a wide range of groceries and fitting several of the following characteristics: • Extended opening hours • Selling area of less than 400 sq metres • Located in residential neighbourhoods • Handling two or more of the following product categories: audio-visual goods (for sale or rent), foodservice (prepared take-away, made-to-order, and hot foods), newspapers or magazines, cut flowers or pot plants, greetings cards, automotive accessories.

Forecourt Retailers

Grocery retail outlets selling a wide range of groceries from a gas/petrol station forecourt and fitting several of the following characteristics: • Extended opening hours • Selling area of less than 400 sq metres • Handling two or more of the following product categories: audio-visual goods (for sale or rent), foodservice (prepared take-away, made-to-order, and hot foods), newspapers or magazines, cut flowers or pot plants, greetings cards, automotive accessories.

Supermarkets

Retail outlets selling groceries with a selling space of between 400 and 2,500 square metres. Excludes discounters, convenience stores and independent grocery stores.

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Hypermarkets

Hypermarkets are retail outlets with a selling space of over 2,500 square metres and with a primary focus on selling food/beverages/tobacco and other groceries. Hypermarkets also sell a range of non-grocery merchandise. Hypermarkets are frequently located on out-of-town sites or as the anchor store in a shopping centre. Excludes cash and carry, warehouse clubs and mass merchandisers. Important: Hypermarkets now also include Mass Merchandisers Mass merchandisers are retail outlets that usually: (1) convey the image of a high-volume, fast-turnover outlet selling a variety of merchandise for less than conventional prices; (2) provide centralised check-out service; and (3) provide minimal customer assistance within each department. Example brands include Wal-Mart, Target and Kmart. This channel still excludes warehouse clubs/cash and carry stores.

Discounters

Discounters are retail outlets typically with a selling space of between 400 and 2,500 square metres. Retailers'' primary focus is on selling private label products within a limited range of food/beverages/tobacco and other groceries at budget prices. Discounters may also sell a selection of non-groceries, frequently as short-term special offers. Discounters can be classified as hard discounters and soft discounters. Example brands include Aldi, Lidl, Plus, Penny, Netto.

Warehouse Clubs

Warehouse Clubs are chained outlets that sell a wide variety of merchandise. Customers have to pay an annual membership fee in order to shop. The clubs are able to keep prices low due to the no-frills format of the stores and large volume SKUs. Warehouse Clubs typically: • Exceed 2,500 sq metres of selling space and are invariably over 4,000 sq metres in size • Convey the image of a high-volume, fast-turnover retailing at less than conventional prices • Provide minimal customer assistance within each department • Are situated in out-of-town locations

Food/drink/tobacco specialists

Food/drink/tobacco specialists includes food and non-alcoholic drinks specialists, alcoholic drinks stores and tobacconists. Food and non-alcoholic drinks specialists are chained or independent retail outlets typically with a selling space of under 400 square metres and with a primary focus on selling mainly one category of food or non-alcoholic drinks. Food specialists includes: • Bakers (retail outlets with a primary focus on selling bread, bread products and flour confectionery) • Butchers (meat and/or meat products, poultry) • Cheesemongers (cheese) • Chocolatiers (chocolates) • Confectioners (sugar/gum confectionery) • Delicatessens • Fishmongers (fish and/or seafood) • Greengrocers (fruit and/or vegetables), • Other single food or non-alcoholic drinks categories Butchers located in food markets are included in Food/drink/tobacco specialists only if the market in question is a permanent building and the butcher is not a market stall (even if permanent). Otherwise it would be considered as part of the food market and therefore included in other grocery retailers. Alcoholic drinks stores are retail outlets with a primary focus on selling beer/wine/spirits/other alcoholic beverages.

Tobacconists are permanent retail outlets with a primary focus on selling cigarettes/cigars/smoking tobacco. Food/Drink/Tobacco Specialists excludes: • Kiosks/stands (especially in developing countries) whose core product offering is cigarettes, liquor or one of the products listed above should be in Small Local Grocers despite specialising in a specific product area • Health food stores (which are included in Small Local Grocers)

Non-Grocery Retailers

Non-Grocery Retailers are retail outlets, kiosks and market stalls that have as a primarily business to sell non-grocery goods for personal or household consumption. This channel category includes: • General Merchandise Stores • Apparel and Footwear Specialists • Appliances and Electronics Specialists • Home Products Specialists • Health and Beauty Specialists • Leisure and Personal Goods Specialists • Other Non-Grocery Retailers

General Merchandise Stores

General Merchandise Stores includes two channel categories: Department Stores and Variety Stores.

Department Stores

Department stores are chained or independent retail outlets with a primary focus on selling a range of non-food/drink/tobacco merchandise across several categories in different departments. These departments sell several of the following product categories: • Apparel • Beauty • Consumer Electronics • Consumer Appliances • Furniture • Home furnishings • Leisure and personal goods • Travel goods • Electronics and appliances • Traditional toys and games • Giftware • Grocery Department stores usually exceed 2,500 sq metres of selling space and are typically in high-street or shopping mall locations and arranged over several levels of a building. Some make use of this layout to rent space to retailers or brands for store-within-a-store concepts. Department stores usually have a mid-to-upper price positioning. Example Department store brands include: • Asia Pacific: Takashimaya, Lotte, Parkson, Shinsegae • Australasia: Myer, David Jones • Eastern Europe: Belkoopsoyuz, Maximarket • Latin America: Liverpool, Falabella, Ripley • Middle East and Africa: Edgars, Paris Gallery, Woolworths • North America: Macy''s, Nordstrom, Sears, The Bay • Western Europe: El Corte Inglés, Marks & Spencer, Kaufhof, Galeries Lafayette

Variety Stores

Variety stores are chained or independent retail outlets with a primary focus on selling a range of merchandise across several categories. These categories include several of the following: • Apparel • Health and beauty • Home furniture and furnishings • Leisure and personal goods • Travel goods • Electronics and appliances • Toys and games • Giftware • Grocery Variety stores are usually located on one floor, offering a wide assortment of fast-moving consumer goods on a self-service basis. Normally 1,500-4,000 sq metres in size, except in the case of dollar stores, these outlets give priority to fast-moving non-grocery items that have long shelf-lives. Variety stores usually have a budget-to-mid range price positioning. Variety stores include: • Fixedprice stores (Dollar stores/Pound stores/99p stores/ ¥100stores) • Catalogue showrooms (Argos in the UK) Example Variety store brands include: • Dollar General • 100 Yen Shop • Daiso • Tchibo • Upim (Italy) • Argos (UK)

Apparel and Footwear Specialists

Apparel and Footwear Specialists are chained or independent retail outlets with a primary focus on selling one or more of the following categories: • Clothing • Footwear • Fashion accessories (costume jewellery, sunglasses, belts, hats, gloves, handbags, scarves, etc) Apparel specialists include specialty apparel like wedding dress shops.

Appliances and Electronics Specialists

Electronics and appliance specialist retailers are chained or independent retail outlets with a primary focus on selling one or more of the following categories: • Domestic electrical appliances • Consumer electronics (including mobile phones) • Computers and peripherals Includes stores operated by telecom companies selling mobile devices. Electronics and appliance specialist retailers value sales excludes revenues derived from telecoms service plans and top-up cards. Examples are: • Three, • AT&T, • Carphone Warehouse / The Phone House, • Vodaphone Includes stores owned and operated by electronics and alliance manufacturers such as LG or Sony Example of brands include: • Best Buy • Euronics • PC World • Darty • Media Markt/Saturn • Yamada Denki • Gome

Home Products Specialists

Home improvement and gardening stores are chained or independent retail outlets with a primary focus on selling one or more of the following categories: • Home improvement materials and hardware • Paints, coatings and wall coverings • Kitchen and bathroom fixtures and fittings • Gardening equipment • House/Garden plants Home improvement and gardening stores includes: • Home improvement centres / DIY stores • Hardware stores (Ironmongers) • Garden centres • Kitchen and bathroom showrooms • Tile specialists • Flooring specialists

Health and Beauty Specialists

Health and Beauty Specialists includes four channel categories: Beauty Specialist Retailers, Pharmacies, Optical Goods Stores and Health and Personal Care Stores.

Beauty Specialists

Beauty specialist retailers are chained or independent retail outlets with a primary focus on selling fragrances, other cosmetics and toiletries, beauty accessories or a combination of these. Example Beauty specialist retailers brands include: • Asia Pacific: Sa Sa, Fancl, The Face Shop • Australasia: Perfume Connection, The • Eastern Europe: L''Etoile, Rive Gauche • Latin America: O Boticário, Preunic • Middle East and Africa: Arabian Oud, Gazzaz • North America: Bath & Body Works, Perfumania • Western Europe: Douglas, Sephora, Marionnaud, Yves Rocher Please note: Be careful not to confuse beauty specialist retailers with Health and Personal Care Stores. Beauty specialists focus mostly on selling cosmetic products such as skin care, colour cosmetics, fragrances with less emphasis personal care, and very limited range of other products. Health and Personal Care Stores will have wider range of products – particularly personal care, tissue, home care products, VDS, and other health products.

Pharmacies

Pharmacies are chained or independent retail outlets selling prescription-bound medicines under the supervision of a pharmacist. Please note: Pharmacies that are located within a larger store, like a hypermarket, or a hospital but are owned and operated by a separate retailer, independent of the owner/operator of the larger entity, are treated as separate Pharmacies. Pharmacy counters that are located within a larger entity under the same ownership are treated as part of the larger store.

Optical Goods Stores

Optical Goods Stores are stores selling prescription or non-prescription spectacles, contact lenses or sunglasses. Examples of Optical Goods Stores include • Asia Pacific: LensCrafters, Cheong-Kwan-Jang, Spectacle Hut • Australia: OPSM, • Eastern Europe: Lensmaster, Ofotért, Vision Express • Latin America: Opticas • Middle East and Africa: Magrabi, • North America: LensCrafters • Western Europe: Optic 2000, Apollo-Optik, Optical Express .

Health and Personal Care Stores

Health and Personal Care Stores are chained or independent retail outlets with a primary focus on selling one or more of the following categories: • Personal care products • Consumer healthcare • OTC • Home care and Tissue products • Vitamins and dietary supplements This category includes Parapharmacies and Drugstore as along as these outlets don't sell prescription-bound medicines under the supervision of a pharmacist. If that's the case, the outlet should be categorised under Pharmacies. Health and Personal Care Stores in some markets such as Spain (Droguerías) may also sell household cleaning agents, paint, DIY products and sometimes pet products and services such as photo processing. Examples include: • Asia Pacific: Watsons, Olive Young, Mercury Drug, Cheong-Kwan-Jang • Australasia: Priceline, Healthy Life, Health 2000 • Eastern Europe: Rossmann, Drogerie Natura, Herbária • Western Europe: E Leclerc Parapharmacie, Drogerie Markt, Acqua & Sapone • Middle East and Africa: Shufersal, Armal • Latin America: Nutrisa, Kaita • North America: GNC, The Vitamin Shoppe

Leisure and Personal Goods Specialists

Leisure and Personal Goods Specialists includes four channel categories: Bags and Luggage Specialists, Jewellery and Watch Specialists, Sports Goods Stores, Traditional Toys and Games Stores.

Other Non-Grocery Retailers

Other non-grocery retailers are chained or independent retail outlets that focus on selling non-food merchandise. Other non-grocery retailers includes: • Media product stores • Videogame stores • Stationers/Office Supply Stores • Car audio workshops that sell the in-dash media players, speakers, amplifiers and other accessories (dashcam) • Leisure and personal good retailers that specialize in selling flowers, arts & crafts, hobby equipment, musical instruments, gifts, joke and party accessories, costumes, nicotine vaporizers (i.e. vapes) and accessories, adult/marital aids, religious items, travel goods & tourist shops, and mother and baby specialist retailers (except stores selling only apparel). • Stores that are aimed at enthusiasts but sell products that first appear to be toys and games. For example, shops selling toys/figurines and radio-controlled model cars/planes that are targeted at adults should be added here • Medical device stores (e.g. Hearing Aides stores) • Non-grocery markets that consist of stalls, kiosks, or street vendors (assuming they do not fall into informal retailing) • Charity shops • Second-hand shops • Baby/child/maternity related stores which sell variety of product lines – ie apparel, nursery furniture, toys, food preparation products etc, should be included in this channel.

Vending

Vending (automatic merchandising) is the sale of products at an unattended point of sale through a machine operated by introducing coins, bank notes, payment cards, tokens or other means of cashless payment. Vending includes vending systems installed in public and semi-captive environments only. Public and semi-captive environments include: • Streets • Hotels • Transport networks • Recreational centres • Retail outlets, shopping centres/malls • Petrol/gas/service station forecourts Vending excludes: • Services such as the public telephone, laundrette facilities, travel tickets, stamps, passport photographs, domestic energy supplies, business card creation, and ready to eat pizzas (included in consumer foodservice), • Vending machines located in captive environments (factories, offices, hospitals, prisons, schools).

Direct Selling

Direct selling is the marketing of consumer goods directly to consumers, generally in their homes or the homes of others, at their workplace and other places away from permanent retail locations. Goods are delivered directly to the customer. ***Internet sales from direct selling companies are included in this size.*** We are primarily concerned with tracking the importance of this model and not where the sale is made, so all sales that are attributable to a direct selling company will fall under their share in direct selling. This goes for orders that are placed online as well. There should not be separate shares for direct sellers in any other channel. Example Direct selling brands include: • Avon • Amway (Alticor) • Herbalife • Tupperware • Oriflame • Vorwerk

Retail E-Commerce

E-Commerce is the sale of consumer goods to the general public via the internet. Consumers purchase goods online through the web platform. Sales data is attributed to the country where the consumer is based, rather than where the retailer is based. Our definition of e-commerce is agnostic as to where the actual payment takes place. If an order is initiated online, we would consider that order to be an e-commerce transaction, even if the order is ultimately paid for in-store (or elsewhere). E-Commerce transactions involve consumers ordering goods online whereby: • The order is placed and payment is made via the internet prior to delivery • The order is placed via the internet and payment is made through a store card or an online credit account subsequent to delivery. This payment may be by any mode of payment including postal cheque, direct debit, standing order or other banking tools. • The order is placed via the internet and payment is made on receipt of the goods when they are delivered to the consumers' door (cash on delivery) • The order is placed via the internet and payment is made via an ATM machine in a bank E-Commerce also includes omnichannel transactions: • 'Click-and-collect' and/or 'collect at store' options, where the order is made via the internet and the goods are collected by the customer from a store. Please note that we are agnostic as to where actual payment takes place. Example E-Commerce brands include: • Amazon.com • Americanas • Apple.com • Coles Online • Dell.com • Quelle • Tesco.com • Zappos.com IMPORTANT – E-Commerce also includes Homeshopping Homeshopping transactions involve consumers purchasing goods in direct response to an advertisement or promotion through a mail item, printed catalogue, TV shopping programme, internet catalogue, streaming, whereby the order is placed and payment is made over phone, mobile phone, tablet PC, smart TV or post. Example Homeshopping brands include: • Neckermann • Otto • QVC

ATTACHMENT 4: RESEARCH METHODOLOGY

The assessment was conducted using a structured, multi-stage methodology combining Euromonitor International proprietary data, extensive desk research, and expert validation. The objective was to accurately size the UK magnesium glycinate market and estimate brand shares within the defined category.

Stage 1: In-house data review (Euromonitor Passport)

The analysis began with a review of Euromonitor International's Passport database. Data for Vitamins and Dietary Supplements and Mineral Supplements was used as the starting point, based on the lowest level of available segmentation.

This stage provided:

An initial framework for the total dietary supplements and mineral supplements market in the UK

Context on category dynamics, growth trends, and competitive landscape

A baseline for further narrowing the scope to magnesium-specific products

Given the absence of a standalone magnesium glycinate category in syndicated data, Passport data was used as a directional input rather than a final market measure.

Stage 2: Desk research and product-level analysis

To refine the category definition and isolate the single-source magnesium glycinate segment, extensive desk research was undertaken. This included analysis of open-source information, store audits, and product-level assessments.

Research activities included:

Review of publicly available data, company disclosures, and product information

Store audits across major UK online retailers, including Boots, Holland & Barrett, Amazon, iHerb, as well as relevant brand-owned websites

Analysis of product range, pricing, pack formats, and availability

A detailed ingredient-level analysis was conducted to ensure inclusion only of products where magnesium glycinate was the sole source of magnesium, excluding blends and multi-source formulations.

Insights from this stage were used to:

Define the final product universe

Assess product variety and pricing positioning

Develop initial estimates of market size and brand shares

Stage 3: Expert interviews and validation

Following initial market sizing and brand share modelling, a programme of expert interviews was conducted to refine and validate the estimates. Five interviews were completed with leading brands and retail stakeholders active in the UK magnesium supplements market.

The interviews were used to:

Estimate the share of magnesium supplements within total mineral supplements

Assess the share of single-source magnesium products within the broader magnesium category

Validate assumptions related to brand-level value sales performance and relative brand positioning

In addition, actual UK sales data provided by New Nordic was used as a direct input into the modelling. This data was incorporated alongside insights from expert interviews and desk research to refine brand-level value sales estimates.

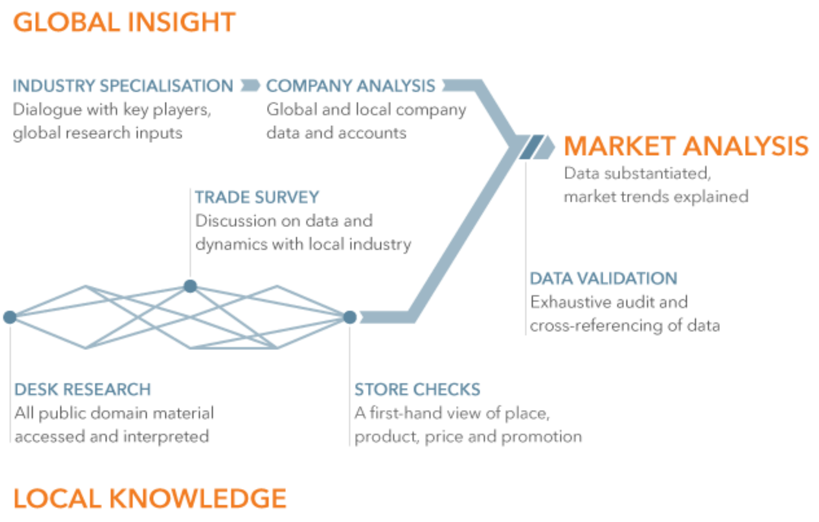
All inputs were triangulated to produce the final market size and brand share estimates used for the claim.

Research Methodology

Global insight and local knowledge

With 50 years' experience of developed and emerging markets, Euromonitor International's research method is built on a unique combination of specialist industry knowledge and in-country research expertise.

This approach is what enables us to achieve our goal of building a market consensus view of size, shape and trends across the full distribution universe of each category. We factor in whichever channels are relevant, from large-scale grocery to direct sellers, from discount stores to local mom-and-pop outlets.



Industry specialists

Each industry we cover is managed by an Industry Manager and team of Industry Analysts who research and report on their specialist categories all year round.

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Our collaborative approach to research means that these industry teams are in constant dialogue with industry players and opinion formers. The planning of our research programmes reflects latest market trends and industry events. In completing each update project, this provides invaluable input to the testing, review and finalisation of our data.

The specialist in-house teams bring together findings from all stages of the annual research process. They work closely with in-country analysts, assess and challenge data and exercise final editorial control over the publication of new data and analysis.

Country and regional analysts

Our in-country analyst network is managed by country and regional analysts in our offices around the world. Working closely with each in-country team, the regional research management team ensures that all country researchers are well schooled in best practices, from the information collected in store checks, to the dialogue we build in trade surveys. Our country analysts ensure that national reports explain the data trends and provide clear insights into the local market's dynamics.

In-country research network

To deliver fresh insights every year in countries all around the world, we believe the strongest approach is to use analysts on the ground. They bring fluency in local language, physical proximity to the best sources, an ability to engage directly with local industry contacts, and an awareness of how the products and services we study are advertised, sold and consumed. These are essential parts of our ability to report incisively on these markets.

Signed by:

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Chris Wetherall

Euromonitor International Limited