



**OLIVIOUS**<sup>®</sup>  
DAILY OLIVE SHOT  
*gepatenteerde formule*

# PATENTED OLIVE SHOTS

Building a category-defining platform in functional nutrition



Daily-use, repeat driven model



EFSA backed health positioning



Designed for international B2B scale



# The Structural Health Gap

Lifestyle-related health complaints increase with age

 Digestion

 Cardiovascular health

 Inflammation

 Vitality



Preventive health awareness is increasing.

However daily behaviour remains inconsistent.

Existing solutions are often supplement-based, which are not naturally embedded in daily eating behaviour.





This creates structural demand for simple, food-based daily formats.



# Large, Recurring Consumer Health Needs



Olivious focuses on everyday consumer health needs related to lifestyle and ageing, including

-  Gut health and digestion, including constipation
-  Cardiovascular health, including cholesterol management
-  Inflammation and joint comfort
-  Energy, vitality and healthy ageing

**These are not episodic conditions.**  
They are long-term, behaviour-linked health domains requiring consistent daily support.



# The B2B Growth Dilemma

B2B distributors in nutrition and health face structural challenges

01.

Supplement categories are saturated and highly competitive

02.

Increasing demand for clean-label, food-based solutions<sup>1</sup>

03.

Consumer interest does not always translate into daily repeat behaviour

04.

Regulatory constraints limit the range of health claims (Compared to marketing ambitions)

Distributors are actively searching for truly differentiated, category-defining concepts that combine innovation with premium positioning and are difficult to replicate.



Olivious attracted strong distributor interest because it combines innovation, repeat potential and structural differentiation.

<sup>1</sup>Source: Euromonitor, Mintel, Innova Market Insights – Global Health & Nutrition Trends, Korea Ministry of Food and Drug Safety



# Our Solution

Olivious transforms extra virgin olive oil into a standardized, ready-to-use daily format. A platform for daily preventive health.

Integrated into existing routines,  
no pills, powders or complex regimens

01

Fixed daily dosage aligned with  
EFSA-approved health claims<sup>2</sup>

02

Driving compliance and repeat consumption

03

<sup>2</sup> -Olive oil polyphenols contribute to the protection of blood lipids (LDL) from oxidative stress. This claim may be used only for olive oil that contains at least 5 mg of hydroxytyrosol and its derivatives per 20 g of olive oil, with a daily intake of 20 g.  
-Replacing saturated fats with unsaturated fats in the diet contributes to the maintenance of normal blood cholesterol levels.



# Defensible Platform Innovation

Olivio is built on a patented oil-water formulation enabling daily drinkable olive oil without compromising functionality.

## Defensibility is created through

01. European patent, with new **global patent** application forthcoming
02. **Science-backed** formulation with EFSA/FDA health claims
03. **Clean label** and food-first positioning
04. High barrier to imitation through **IP<sup>3</sup> and know-how**

This combination defines a new category within functional nutrition.



<sup>3</sup>European Patent EP 3687307 B1 – Status: granted



# Structured Distributor Model

Convert validated international interest into scalable B2B distribution.



## Objectives

- + Validate consumer daily use behaviour
- + Confirm positioning and pricing
- + Align on regulatory positioning per market
- + Establish commercial reorder intent



## Success Criteria

- ✓ Confirmed unit economics
- ✓ Clear path to distribution agreement
- ✓ Defined rollout roadmap

This model enables repeatable market entry across regions.



# A Large Market – Accessed Through B2B Entry

Operating within the global preventive health and functional nutrition market.

**TAM**

Global functional nutrition and consumer health market

**€200B+**

**SAM**

Premium, food-based functional nutrition for preventive health, accessed via scalable B2B distribution channels across Europe, APAC and MENA

**€60–70B**

**SOM**

Initial penetration of selected B2B distribution channels (e.g. Home shopping, premium health retail, specialty functional food)

**€25M+**

addressable in early phase markets

Based on focused entry with selected distribution partners across initial target regions



# Where We Are

Validated early stage economics

## Current D2C phase confirms

**~5k** monthly revenue in a controlled test market, validating early-stage D2C economics.



Structural subscription behaviour

**50%+** customer reorder rate

**60%+** gross margin at scale

Marketing investment intentionally limited during validation phase prior to B2B acceleration.

## Strategic milestones achieved

European patent granted, EFSA-approved claims, clean-label formulation and B2B interest.





# Early Signals that Olivious Can Scale



## STRONG REPEAT

50%  
repeat

€30 → €40+  
growing AOV

01

## SHELF STABLE FORMAT

Unlocking global distribution

02

## INTERNATIONAL B2B MARKET PULL

Partners awaiting shelf stable

03

## PREDICTABLE D2C

Stable metrics, growth currently  
marketing constrained

04

## SCALING LEVERAGE

€100k  
investor commitment

€50k  
innovation voucher

05



# Why Invest Now

Olivious transitions from validated D2C proof to structured international scale

## THIS ROUND POSITIONS INVESTORS

Ahead of international B2B breakthrough

1

Before broader international rollout

2

With granted European IP and global extension underway

3

At a stage where economics are validated but scale not yet priced in

4



# From Hero Product to Scalable Platform

Olivious is built as a platform, not as a single product.

## PLATFORM LEVERAGE ENABLES

Targeted variants addressing specific health needs



B2B ingredients and co-branded concepts



Alternative dosages and formats



Expansion into new channels, target audiences and geographies



Each extension builds on the same patented foundation, reinforcing defensibility and repeat-driven economics.



# Acceleration round – Enabeling International scale

Rais  
Structure

€350k–500k raise

20% conversion  
discount

€100k minimum  
ticket

Convertible structure aligned  
with existing investors

Capital allocation  
focused on execution

-  Production scale-up and supply chain readiness
-  Global IP extension
-  Conversion of international B2B
-  Working capital



This round bridges validated traction to first scalable international B2B distribution.



# Building a Scalable Food-based Health Platform

Olivious combines proven traction with repeat, strong IP, and a scalable model combining functional nutrition and daily health.

The foundation is validated. The next phase is scale.



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