

**NEOH**

# RETHINKING SUGAR

## A NUTRITIONAL TRANSFORMATION

Frankfurt, 26.02.2026



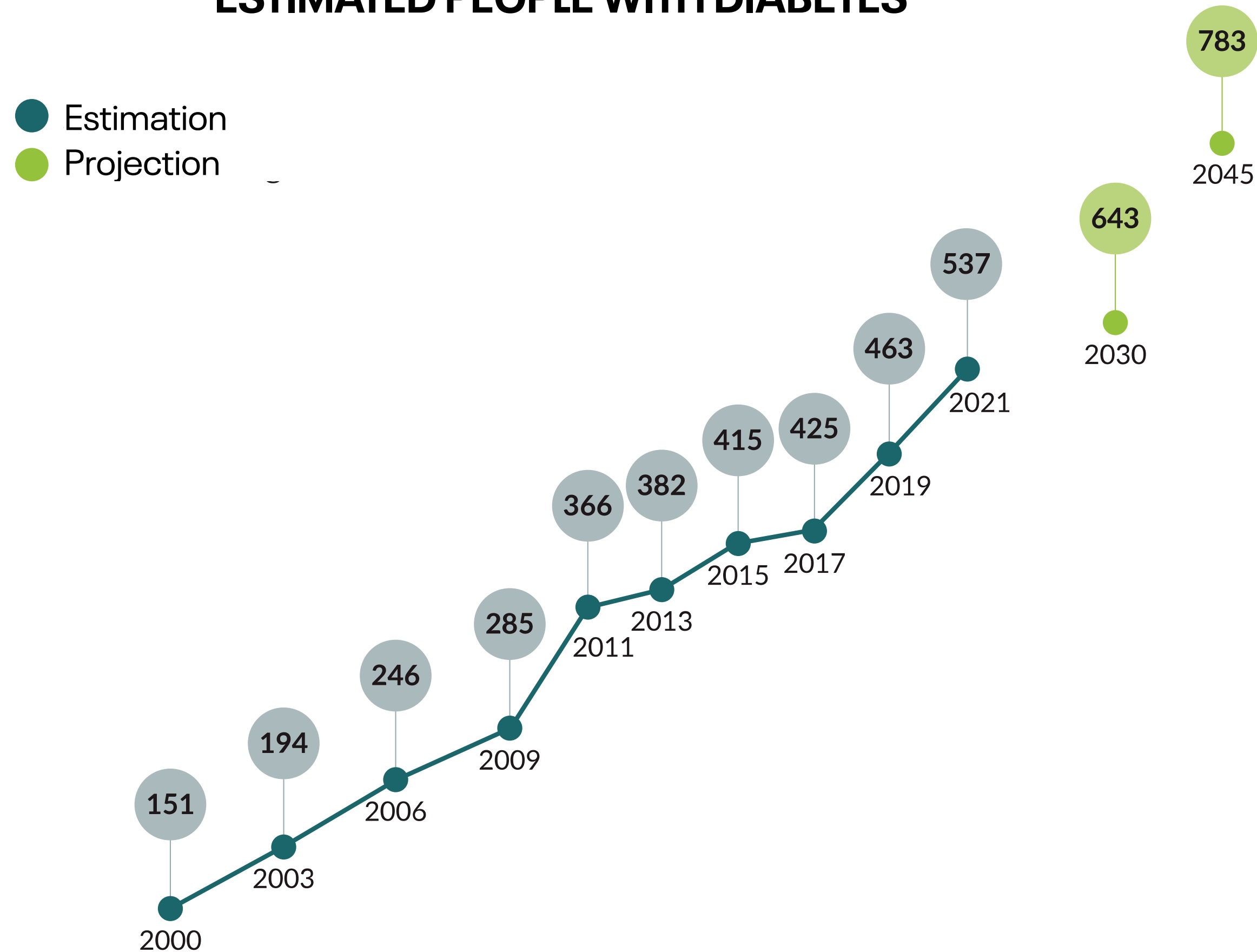


Chapter 1 - ANALYSIS

# WE'VE NEVER HAD MORE HEALTHY FOOD SO WHY ARE WE GETTING SICKER?

# LONG BEFORE DIABETES - THE DAMAGE HAS ALREADY BEGUN

## ESTIMATED PEOPLE WITH DIABETES



© diabinform.de

Quellen: Internationale Diabetes Föderation: IDF Diabetes Atlas. 9. Auflage. 2019  
Internationale Diabetes Föderation: IDF Diabetes Atlas. 10. Auflage. 2021

## IMPACT OF METABOLIC IMBALANCE ON HEALTH

### SHORT TERM:

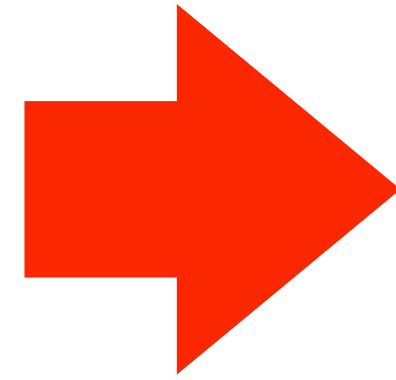
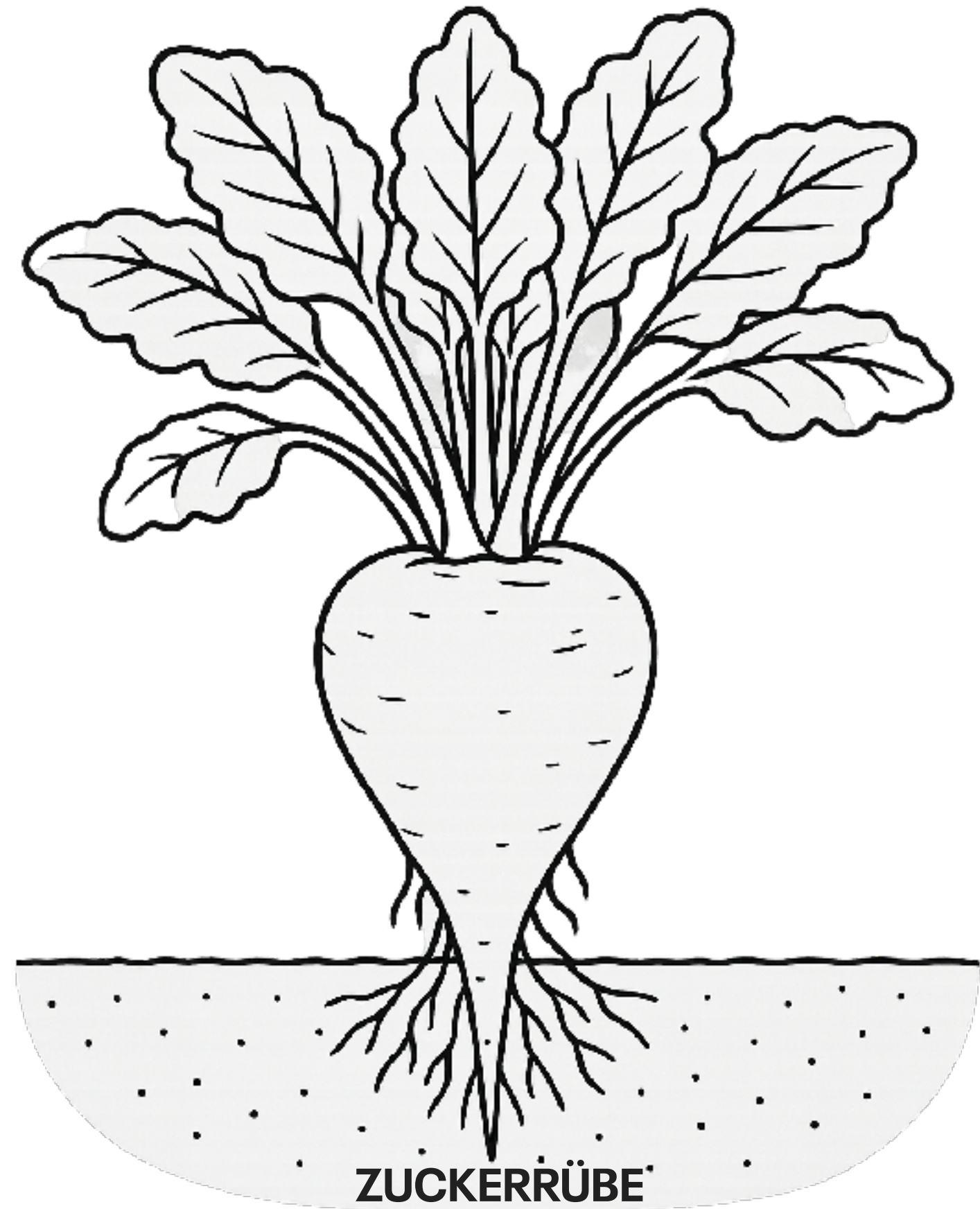
- Energy crashes
- Impaired focus and concentration
- Reduced athletic performance
- Increased cravings
- Mood swings

### LONGTERM:

- Chronic inflammation
- Oxidative stress
- Weight gain
- Sleep disturbances
- Increased cancer risk
- Insulin resistance & Type 2 diabetes

Nature didn't design it this way

# SUGAR CANE PROCESSING



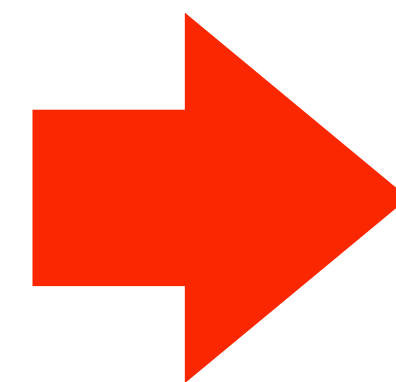
**SUGAR**



**PER 100G**

- 100g sugar
- 0% fibers
- 0% minerals
- 0% proteins...

**PREPARED TO MAXIMISE TASTE**



**SUGAR BEET PULP**

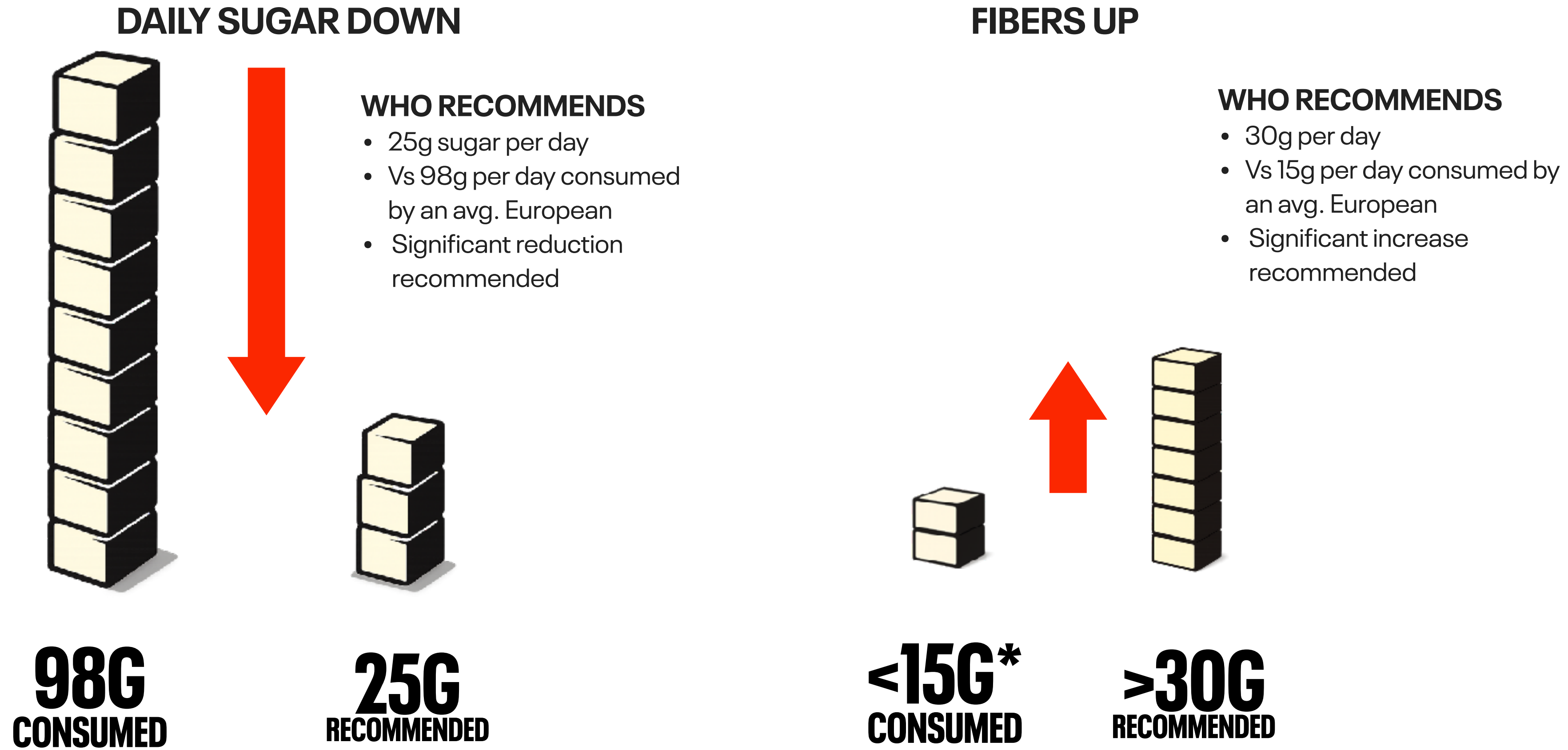


**PRO 100G**

- 50g carbs
- 20g fibers
- 10g proteins
- 1g fat
- Minerals (Calcium, Phosphor, ...)

**BYPRODUCT USED AS ANIMAL FEED**

# WE EAT TOO MUCH SUGAR AND TO LITTLE FIBERS



\*Many dietary fibers are not heat- or acid-stable. There is a hypothesis that during food processing, a portion of certain fibers may be broken down into simpler sugars (via hydrolysis). For example, cooking vegetables can alter their fiber structure. As a result, the effective fiber intake may be lower than the calculated value — potentially significantly below 15g per day.

Chapter 2 - THE SOLUTION

# ZERO+ INNOVATION



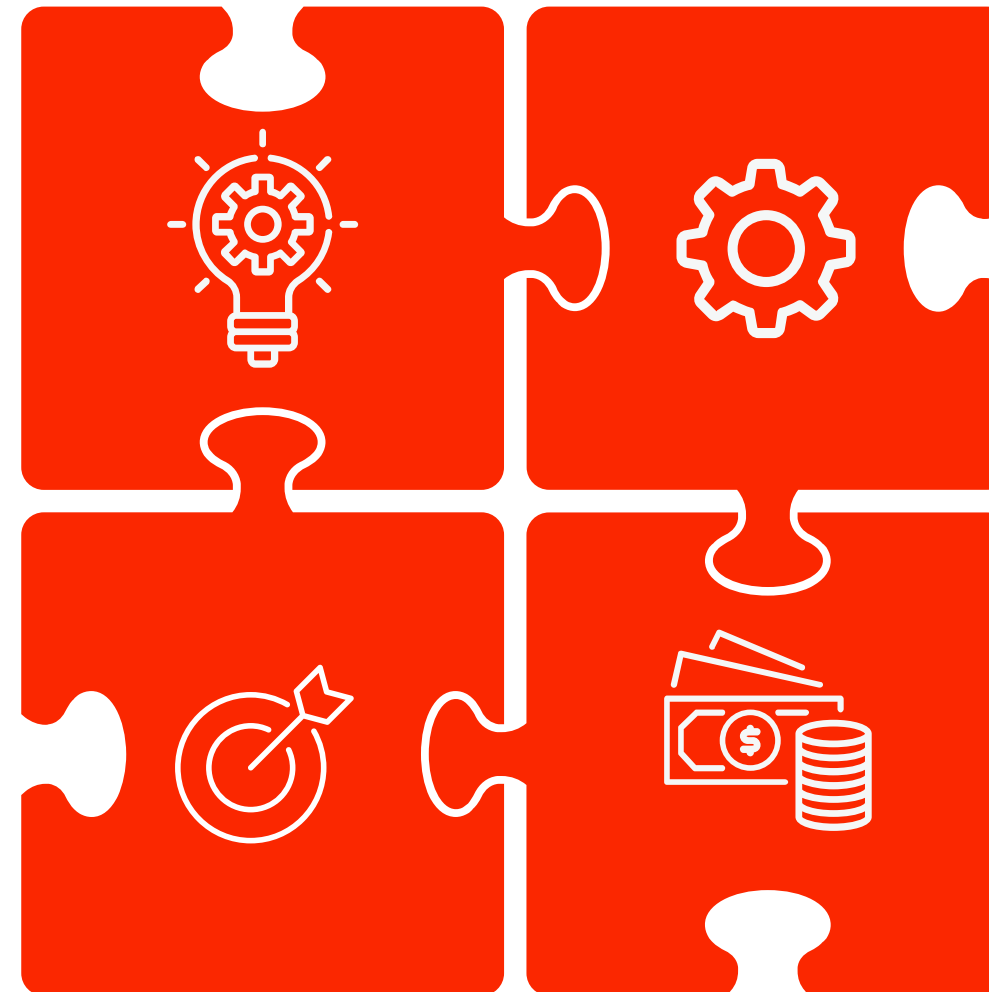
# WHAT THE PERFECT REPLACEMENT HAS TO LOOK LIKE.

## TASTE & TEXTURE

Taste and texture like sugar  
1:1 level of sweetness  
No off-flavor

## POSITIVE INFLUENCE ON GUT HEALTH SYSTEM

High share of balanced fibers  
Prebiotic vegetable fibers  
pH neutral



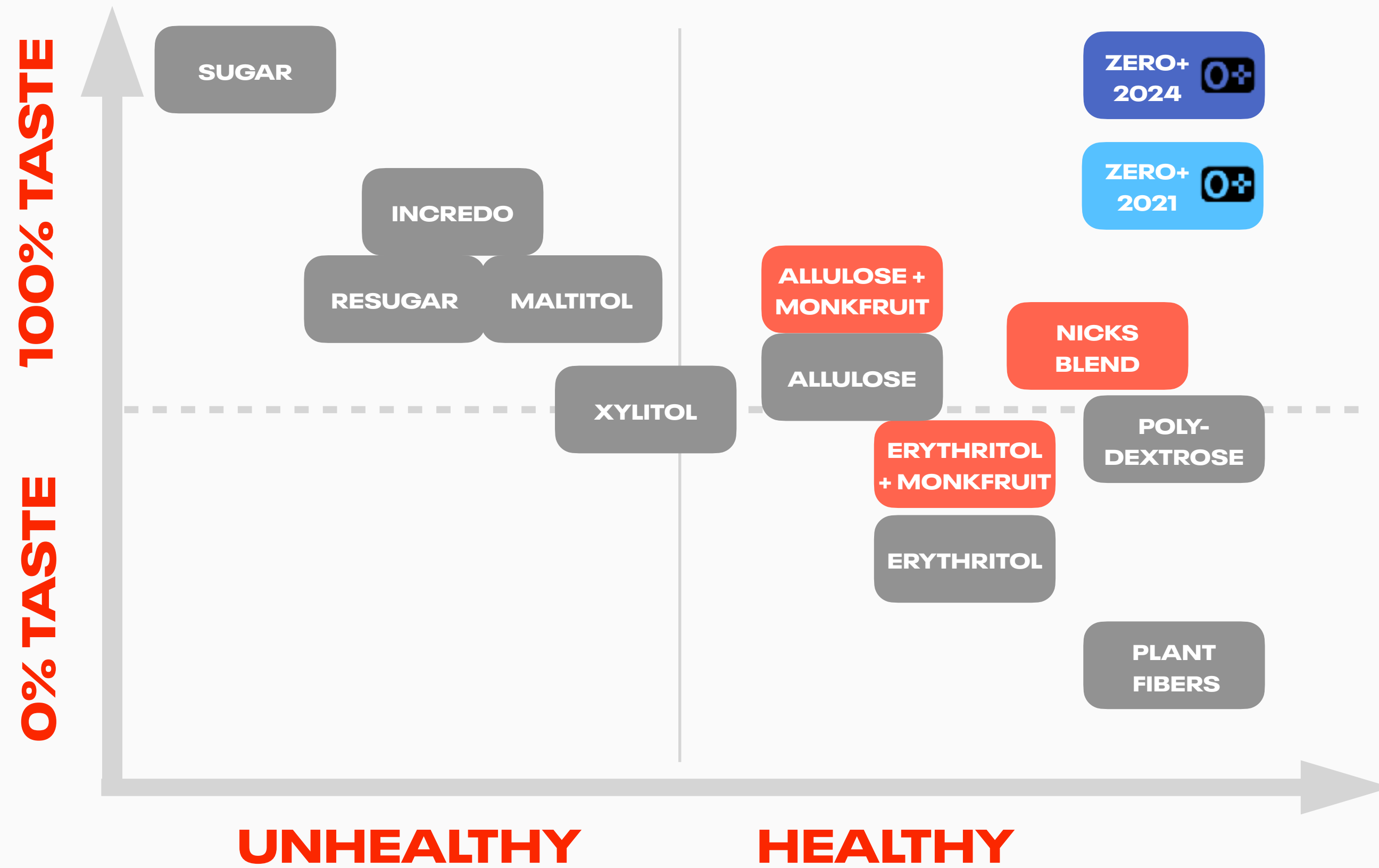
## EFFECTIVE REPLACEMENT

No impact on blood glucose levels  
No impact on insulin levels  
No impact on C-peptide levels

## COMPETITIVE PRICING

Meet Maltitol pricing (actual market leader)  
Meet taxed sugar pricing  
Meet sugar pricing

# COMPARISON TO ACTUAL MARKET LEADERS



**x axis: Parameters of „Healthy“**

- Impact on blood glucose, insulin and C-Peptid levels
- Fibre content as positive
- Estimated impact on gut microbiome
- Tolerability

**y axis: Parameters of „Taste“**

- Off flavoring in water based (0%- +30%) applications, (drinks, milk, yoghurt, pudding)
- Off flavoring water based (+30%-97%) applications (Ice cream, bakery goods)
- Off flavoring in high fat (water <3%) applications (chocolate, hazelnut creams, ...)
- Level of sweetness (avg.)
- level of sweetness (0-0.5sec)
- level of sweetness (0.5-1.5sec)
- level of sweetness (1.5sec+)
- Covering effects on sour notes
- Covering effects on bitter notes
- texture/mouth feeling

# SCIENTIFICALLY PROVEN FORMULA



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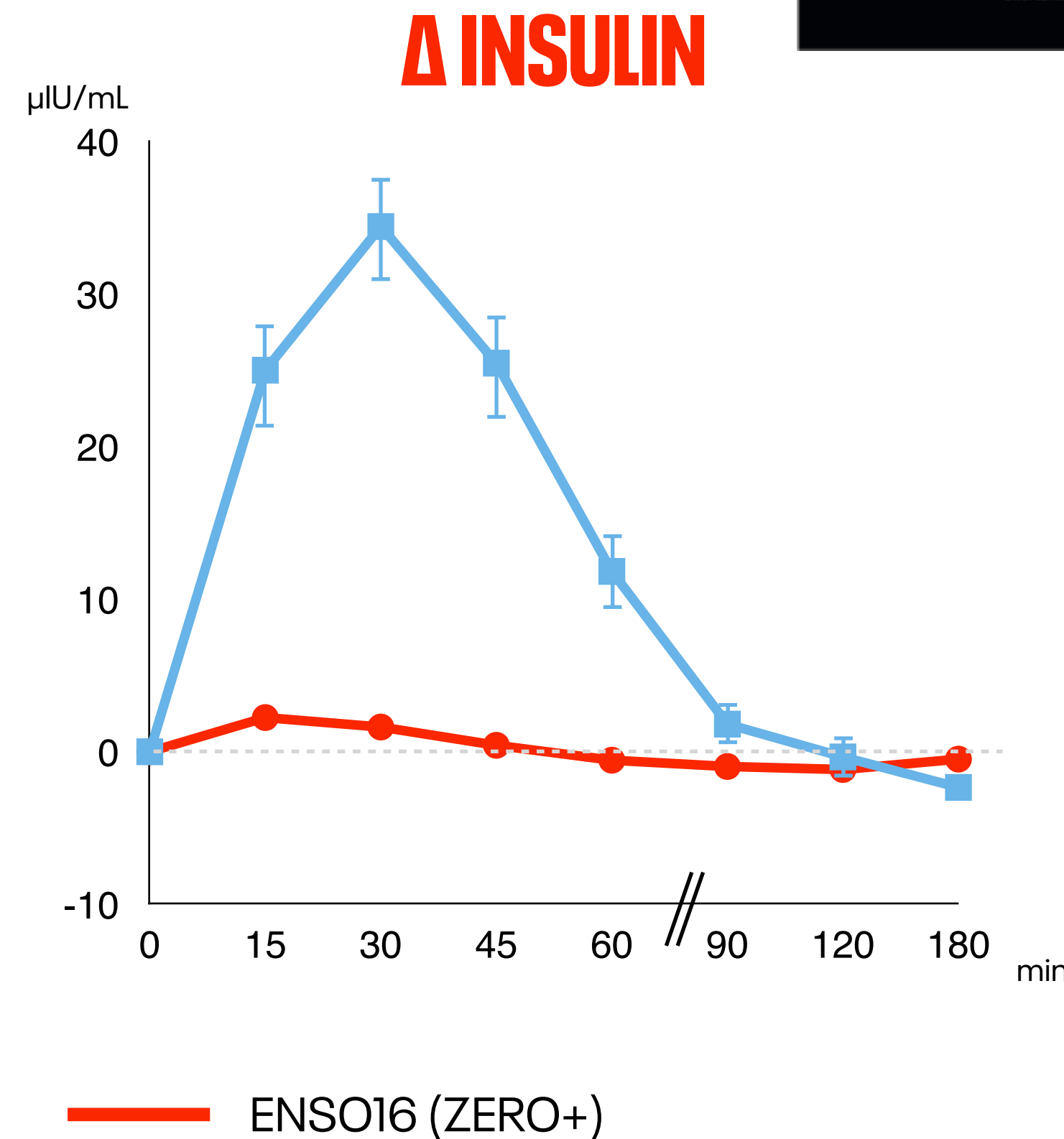
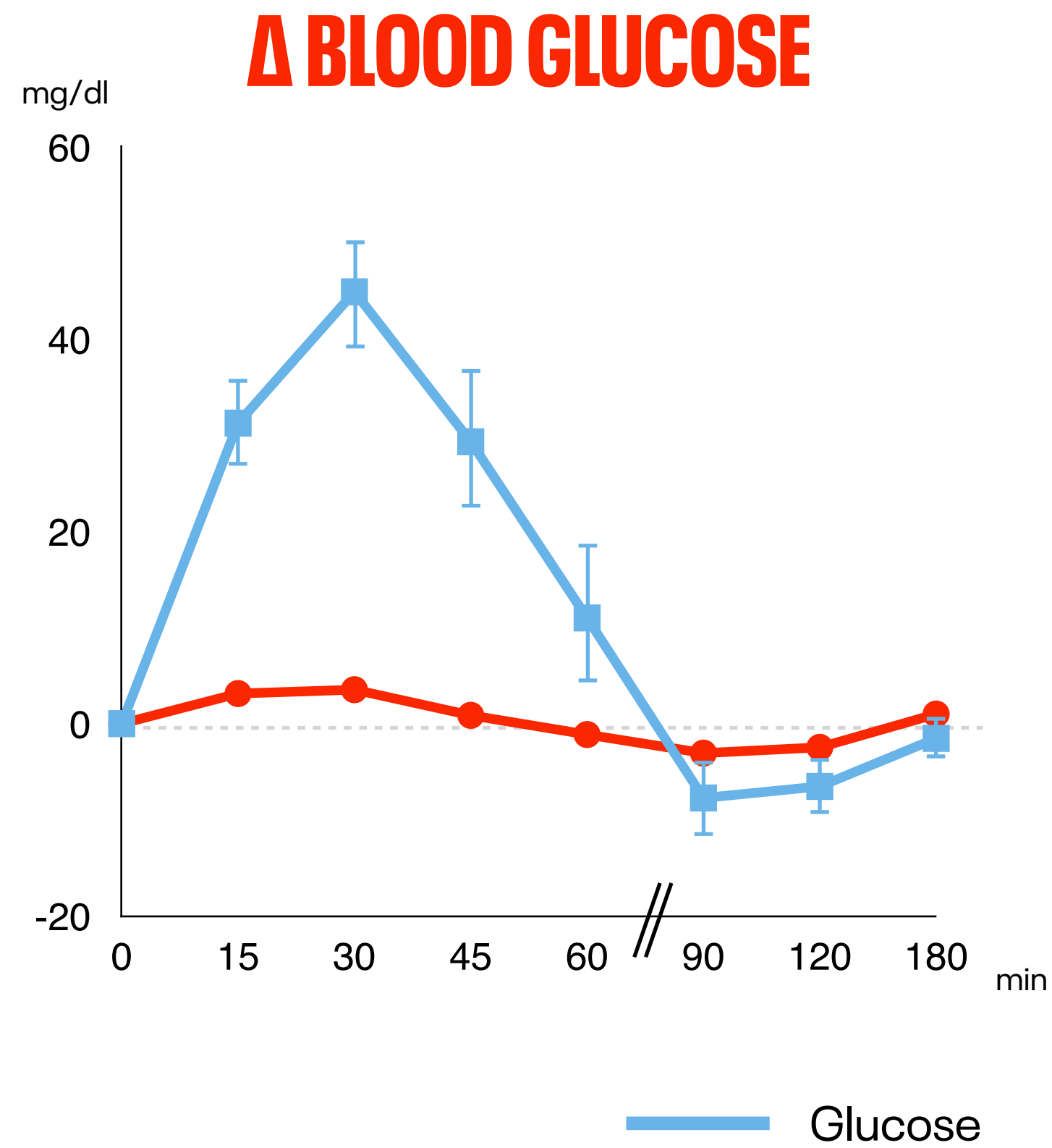
Article | [Open access](#) | Published: 24 June 2024

### The substitute ENSO 16 has low impact on glucose metabolism in healthy humans: a randomized, double-blind, active-controlled, cross-over trial

[Martin Lutnik](#) , [Stefan Weisshaar](#), [Lena M. Mussbacher](#), [Daniel Steiner](#) & [Michael Wolzt](#)

[Scientific Reports](#) **14**, Article number: 14534 (2024) | [Cite this article](#)

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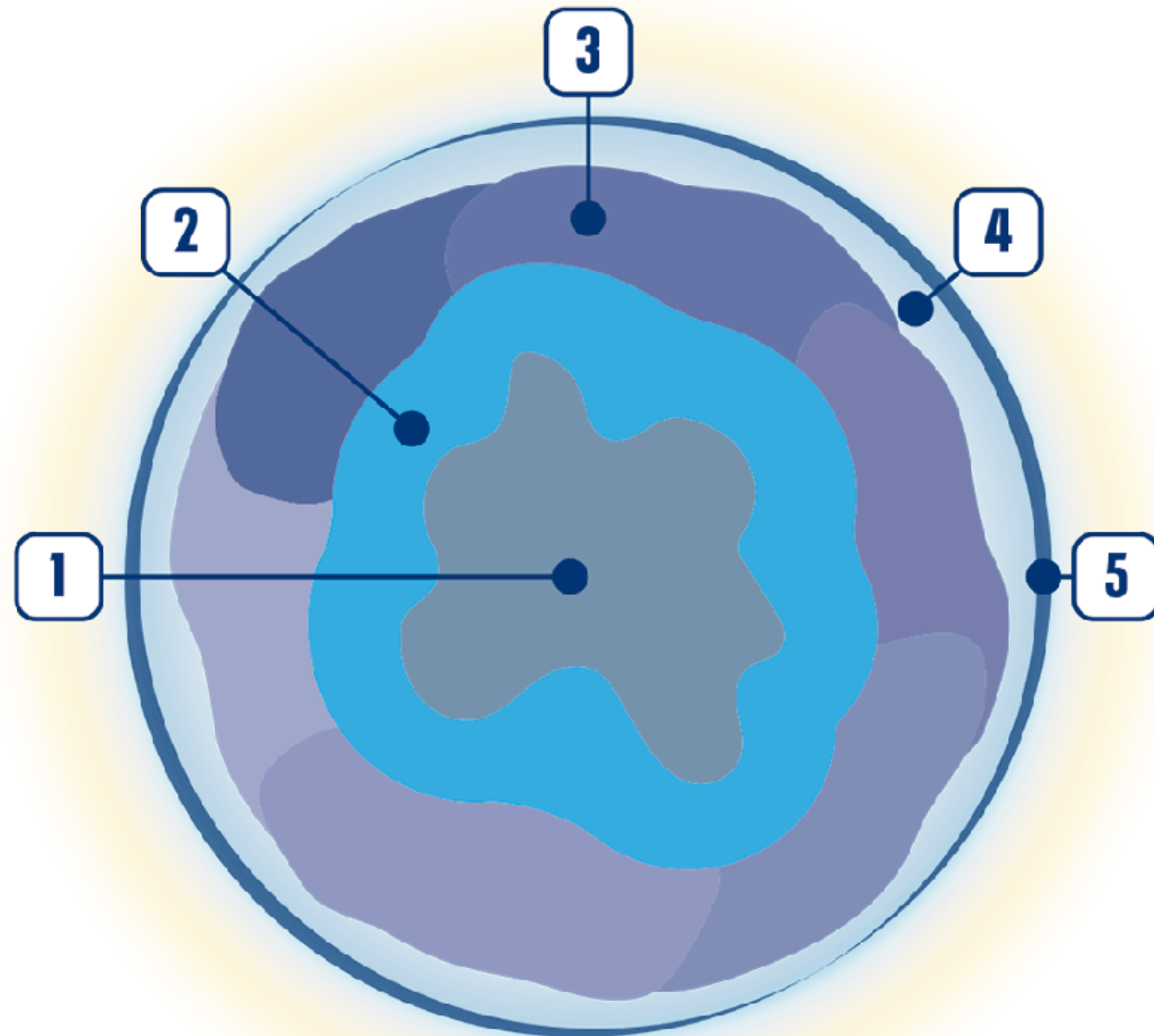
## Significantly reduced impact on blood sugar by ZERO+/ENSO16 compared to glucose!

Overall result of normalized values on the change in blood glucose level/insulin level/C-peptide level after oral administration of 30 g ZERO+ (red) or 30 g glucose (blue) each dissolved in 200 mL tap water from time 0 to 180 minutes after administration. Data is presented as mean and standard error of the mean. Due to the lower variation of ZERO+, the error bars cannot be presented.

IP - Its easy to replace sugar in tea, but impossible in chocolate?



# 5 LAYERS TO SOLVE TASTE PROBLEM IN HIGH FAT PRODUCTS



- 1** Base Layer 1
- 2** Base Layer 2
- 3** Fibres Mix
- 4** Booster Mix
- 5** Production

Challenges at high fat content:

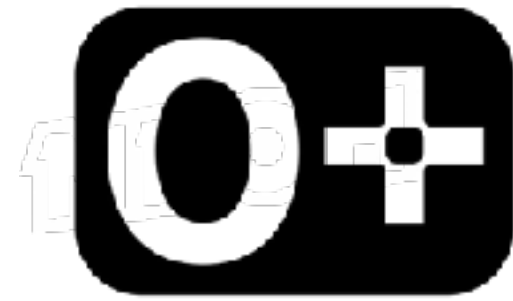
- Sugar comes with a certain sweet profile, very balanced over time in your mouth.
- Also sugar has strong covering effects for bitter and sour notes
- Fibers have various off flavors.
- Fibers also facilitate sensory interaction between different sources.
- Likewise high temperatures and an acid environment lead to degradation of long chained fibers to sugars.
- The wrong combination of fibers can impair the chocolate process due to their hygroscopic properties, even to the point of destroying machines

14 years of deep data analytics

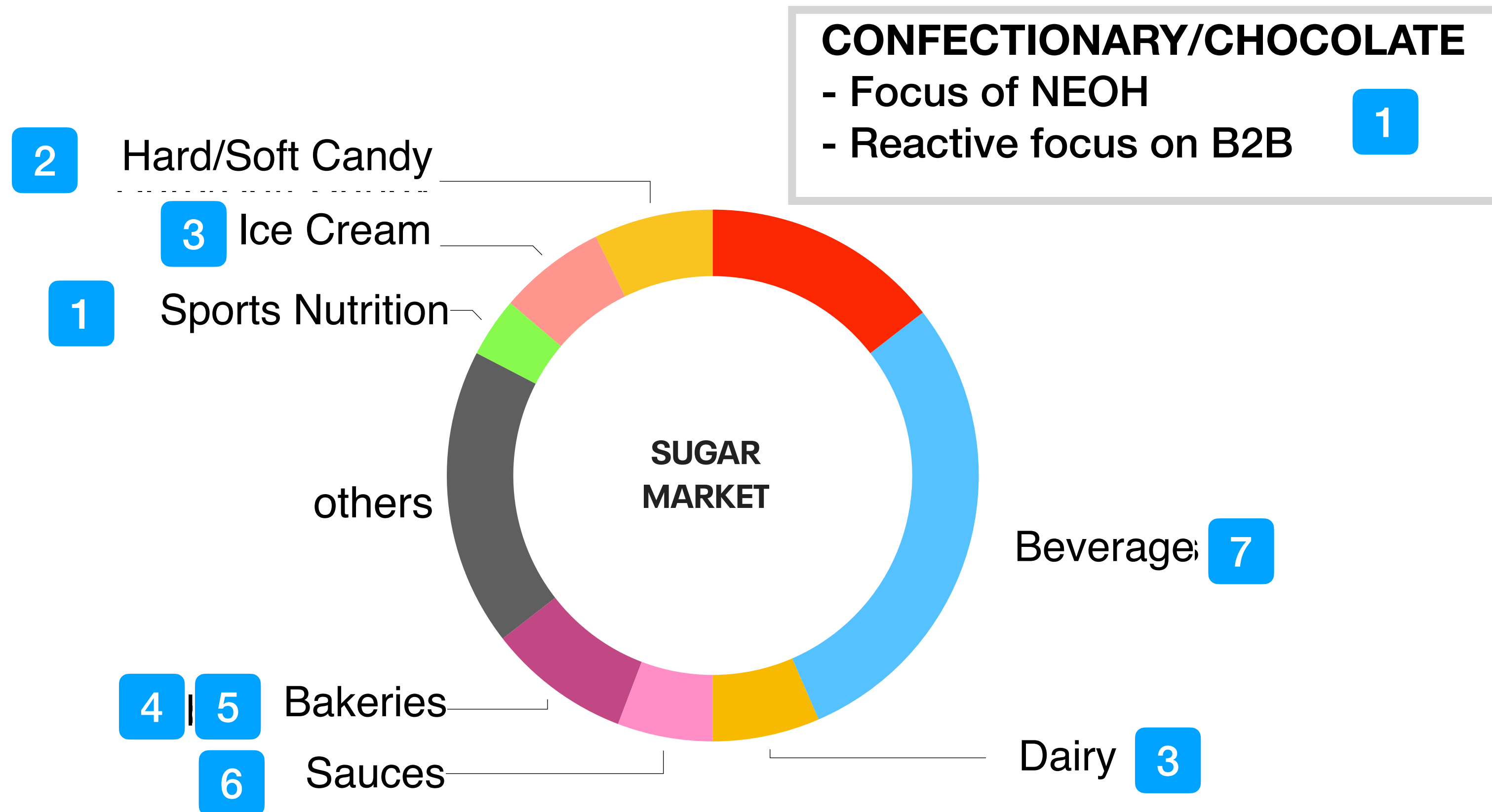
## ZERO+ Formula:

From over 1,000 different fibers and fiber sub-variants, we've pinpointed the ideal combination. ZERO+ achieves a sensory sugar-like taste experience, similar texture, stability, minimal impact on blood glucose levels, and efficient producibility.

ZERO+ is available in several sub-variants, tailored to the requirements of different applications.



# ZERO+ FÜR UNTERSCHIEDLICHE ANWENDUNGSGEBIETE



- 1 ZERO+ ✓
- 2 ZERO+ C ✓
- 3 ZERO+ D ✓
- 4 ZERO+ 15 ✓
- 5 ZERO+ S+ ✓
- 6 ZERO+ K ✓
- 7 ZERO+ G ↻
- 8 ZERO+ R\* ✓
- 9 ZERO+ ORGANIC\*\* ↻

✓ FULLY TESTED INCL SHELF LIFE

↻ POC

\*Formula to replace sugar 10%-60%

\*Formula with 100% organic origin

Circle shows estimation of potential sugar replacements. Expert guess

Chapter 3 - MARKET

# GIANT MARKETS ARE SLOW



# 67 BILLION DOLLAR INDUSTRY READY TO TRANSFORM



# IMBALANCE DEMANDS CREATIVITY

**MARS** \$ 100bn

**FERRERO**

**Mondelez**  
International

  
**Nestlé**

**HERSHEY**  
THE HERSHEY COMPANY

*Lindt*   
MAÎTRE CHOCOLATIER SUISSE  
DEPUIS 1845

**\$ 20mn**

**VS**



Chapter 4 - READINESS

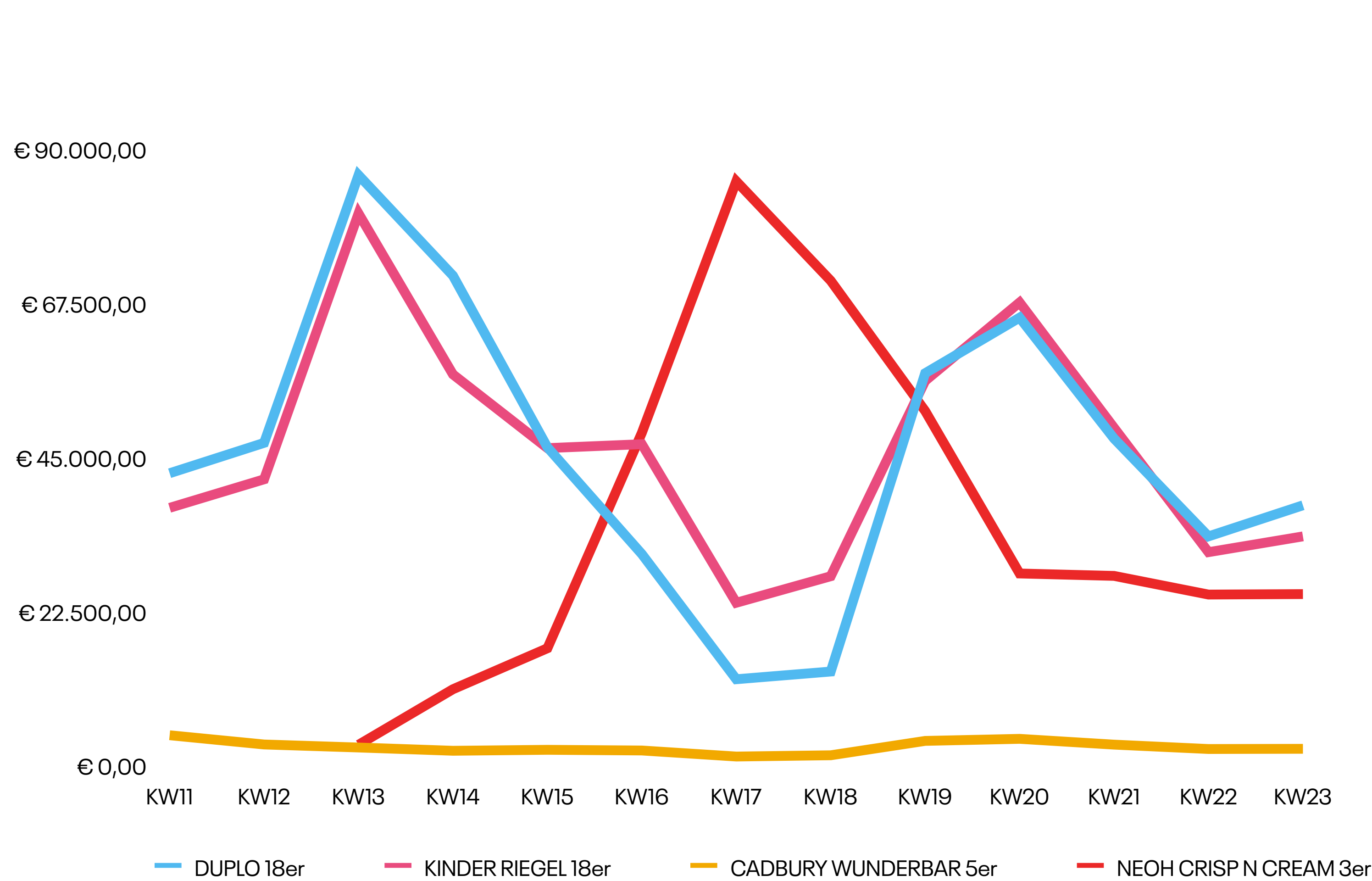
# CUSTOMER IS READY



Competing in the most frequented area in the supermarket



# SALES FIGURES



#1



EUR 38,28  
Revenue per Store/Woche

#2



EUR 37,9  
Revenue per Store/Woche

#3



EUR 32,4  
Revenue per Store/Woche

#4



EUR 29,0  
Revenue per Store/Woche

#105



EUR 2,0  
Revenue per Store/Woche

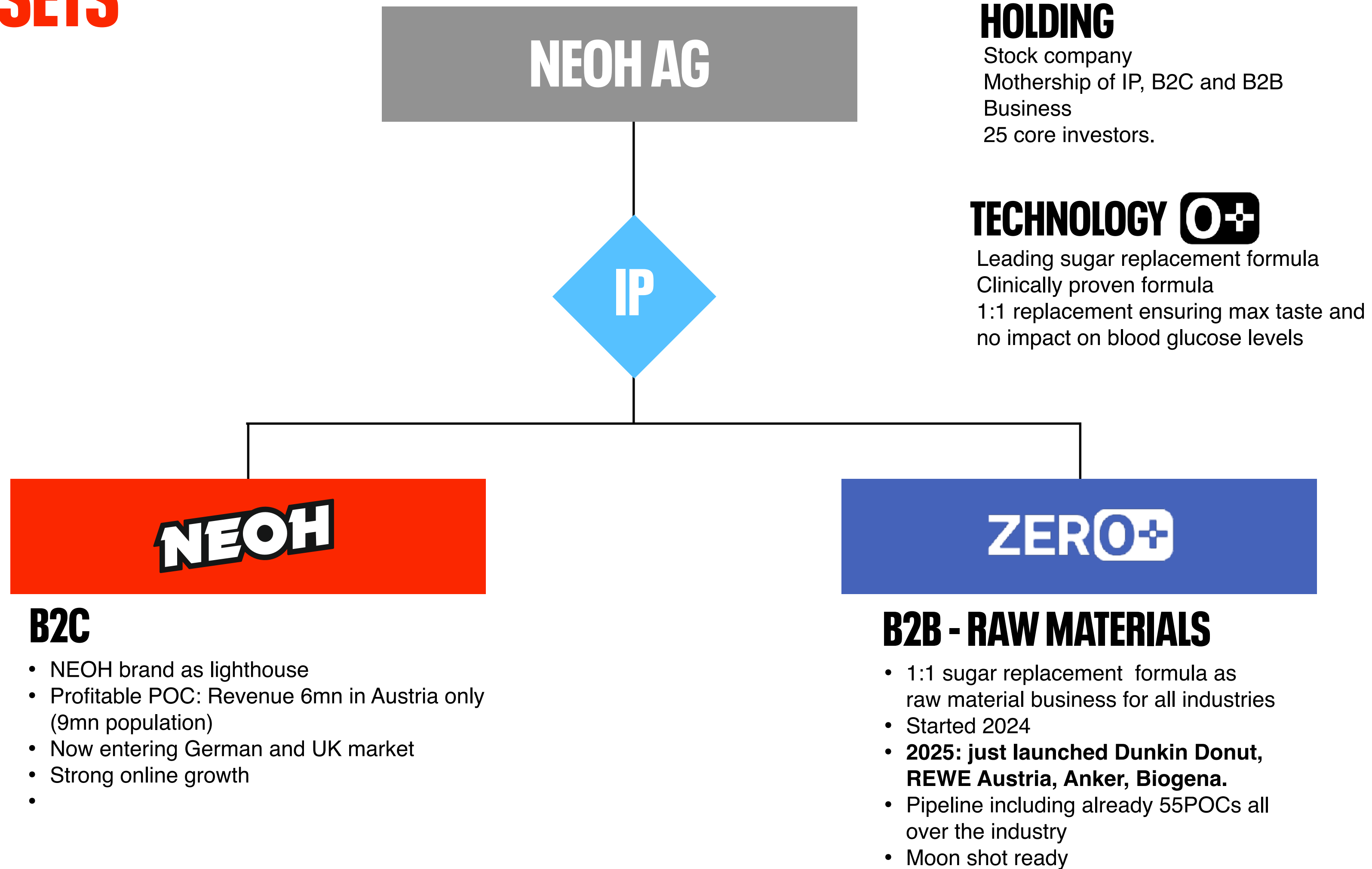
Graphic: Top 5 bar at Billa 2025 - Source: NIQ - weekly revenue

Chapter 4 - NEOH AG

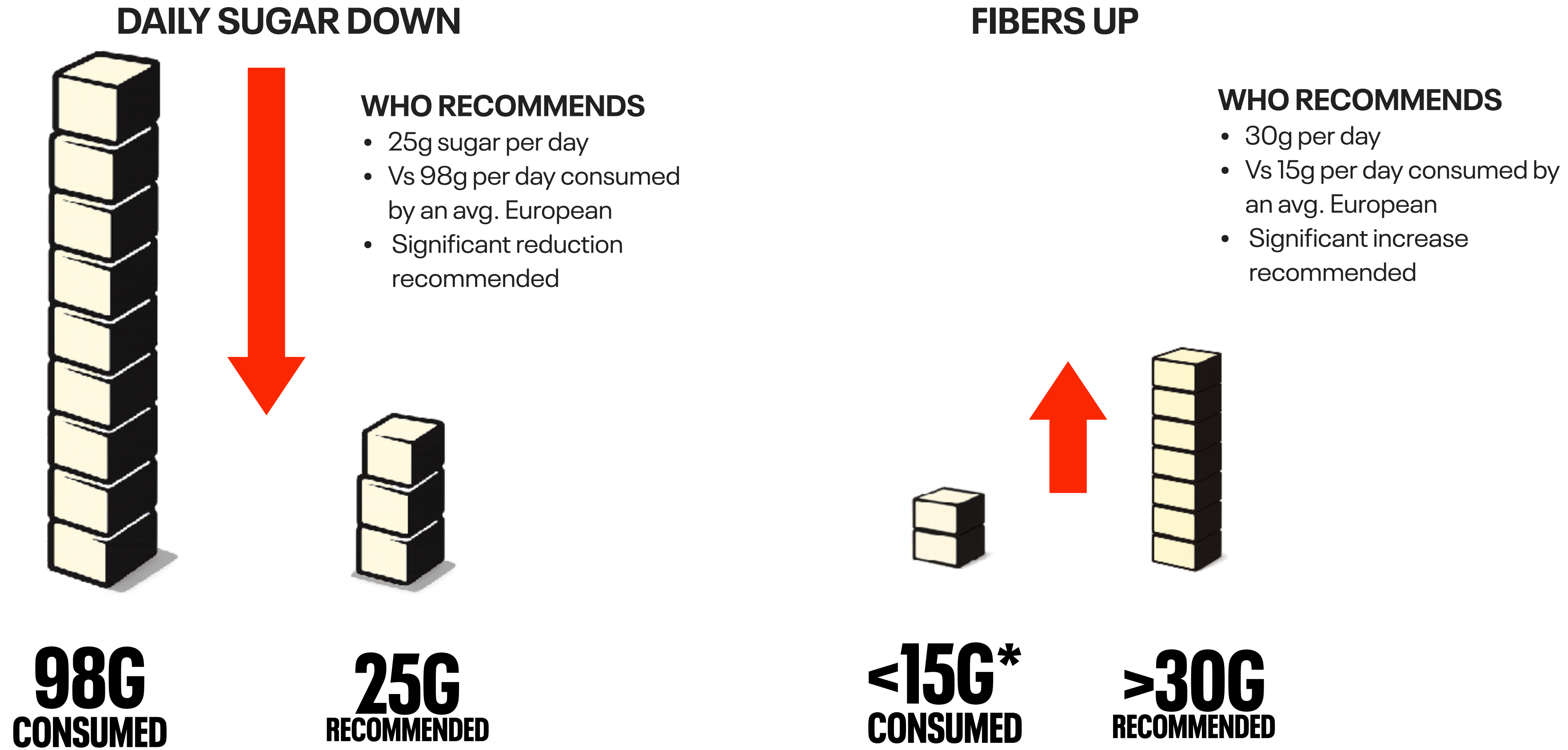
# THE COMPANY



# NEOH AG ASSETS



# WE EAT TOO MUCH SUGAR AND TO LITTLE FIBERS



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As simple as that

# 2026 NEOH WILL TURN



**INTO**



**75.000.000**  
**TEASPOONS OF SUGAR**

**54.000.000**  
**TEASPOONS OF FIBRES**

**NEOH**

# NEOH AG

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