The global cognitive health supplement market was valued at:

<table>
<thead>
<tr>
<th>Year</th>
<th>Value (EUR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>2 B</td>
</tr>
<tr>
<td>2024</td>
<td>10.3 B</td>
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</tbody>
</table>

Expanding at a CAGR of 19.6\% from 2016 to 2024.

Consumers seek cognitive health supplements that assist with:

- Memory enhancement
- Attention & focus
- Sleep
- Longevity & anti-aging
- Attention & focus
- Longevity & anti-aging

Every day the brain processes about:

70,000 THOUGHTS

100B NEURONS

that connect at >500T POINTS

through synapses

using

300 MPH

As people age:

- Parts of the brain shrink (as much as 25% by 80 years old)
- Mitochondrial quality declines and efficiency decreases
- Communication between neurons can be reduced

MGCPQQ and Cognitive Health

MGCPQQ activates mitochondrial function and increases mitochondria. Studies show it can have anti-aging effects and support brain function.

Taking MGCPQQ for 8 weeks may reduce confusion, anxiety and depression, and improve vigor.

Taking MGCPQQ for 24 weeks may:

- Increase memory recall
- Reverse the decline in cognitive function
- Improve other higher brain functions like spatial awareness

MGCPQQ has the potential to improve working memory—complex cognitive tasks such as learning, reasoning, and comprehension.


MGCPQQ is the only supplement of its kind registered on the European Union List of Novel Food Ingredients. For more information visit www.mgcpqq.eu.

Every effort has been made to ensure that the information contained in this material is reliable and has been verified. The information is intended for a professional audience in a non-commercial context only.