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PROFILE



Aniva is among the pioneering market-maker platforms in the European Health care market that develops, produces and promotes targeted **OTx** (prescribed, non-prescription products), for patients with autoimmune and chronic conditions.

The prime focus: Neurology, Rheumatology, Gastroenterology, Orthopedics & Chronic pain, Endocrinology, Ophthalmology and General health.

Additionally in 2014 the company developed and launched a dermatological line and the brand Anivagene. **Anivagene** is a specially designed and clinically validated range of Functional & Nutri-cosmetics that offer enhanced cosmetic benefits to all skin & hair needs.

To provide scientific evidence for its products and to support their efficacy and safety, Aniva International collaborates with a team of researchers and advisors, who perform randomized double-blind and placebo-controlled clinical trials and provide comprehensive scientific backing, sound bibliographical documentation and expert opinion.

In order to enrich its product portfolio and strengthen its position in the therapeutic areas of its interest, Aniva cooperates not only with leading R&D professionals but also with various biotechnology start-ups and university incubators.

To establish its position as a regional health care player and expand geographically, Aniva has joined forces with a carefully selected network of distributors, through whom it markets and promotes its brands in numerous countries in Europe, MENA, CIS and Southeast Asia.

To that end we have been excibiting constantly since 2017 in Vitafoods Europe with stand, where in 2024 our stand was rewarded with **THE GOLD PRIZE**

Finally, **we believe in the future of validated biomolecules as one the majors pillars for our health care and wellbeing.** And we believe in the growth potential of our targeted markets, if they are supplied with the right products and the right strategy. We have adopted a holistic view of business and pay due attention to all our stakeholders, including employees, partners, suppliers, shareholders and investors and, naturally, our end users.

VISION, VALUES, STRATEGIES, PEOPLE



VISION

Our vision is to become a leading regional player in the OTx and Nutri/Functional cosmetic health care sector. We will be recognized as an interactive and collaborative platform with our business partners and the community of clinicialns and pharmacists at large. We aim to become a pioneering brand and market-maker platform that develops and markets targeted OTx for autoimmune and chronic patients, as well as Functional & Nutri-cosmetic products for all derma needs and problems.

VALUES

A common denominator in our business is the concept of innovation and quality, covering everything from the selection of our R&D team and partnerships to the suppliers, manufacturers, distribution partners and to our business practices. And, to reach our target, we have a set of values that we apply to our business, like we do to our lives: Integrity, Openness, Flexibility, Punctuality.

STRATEGY

Aniva International is a regional OTx market player through the development, acquisition, co-owing and co-marketing representation of innovative OTx products, Nutri & Functional cosmetics which provide the patients with the opportunity to pursue improved quality of life and experience a better sense of well-being.

To corporate strategy of Aniva International focuses on the following key components:

1. Develop and adhere to the company's unique business model of establishing an interactive and collaborative platform with its network of R&D partners, university incubators, active ingredient innovators and regional distributors, in order to develop, promote and establish its core brands.
2. Focus on continuous product innovation, with particular attention to efficacy, safety and quality.
3. Exhibit consistent operational excellence.
4. Optimize its geographic coverage.

PEOPLE

Aniva International comprises a multicultural group of people with a long and successful track record: professional with a solid experience in international business development, scientists with years of research and academic excellence and people with long manufacturing experience.

We are dedicated to build an entrepreneurial culture where our employees feel inspired and rewarded and have the opportunity to demonstrate their skills and abilities.

We foster to create an environment that offers the people the experiences and the means to reach their potential.

AFFILIATES



Aniva Pharma Hellas

Aniva Pharma Hellas has been set in order to meet the growing demands of the autoimmune and chronic disease patients for the OTx products and adjuvant therapies.

Aniva Pharma Hellas is a fully operational marketing, sales and distribution entity focused in selective therapeutic areas, such as Neurology, Rheumatology, Gastroenterology, Orthopedics & Chronic pain, Endocrinology, Ophthalmology and General health, by promoting bio-marine US and European patent based nutrient for medical purposes, as well as selected blends of natural biomolecules and microbial flora.

Aniva Pharma management team has a solid Scientific background, extensive Managerial and Commercial experience and in depth knowledge of the Greek Pharmaceutical and OTx market through senior management positions holding in large pharma entities and research academic institutions.

Aniva Pharma Cyprus

Aniva Pharma Ltd with business offices in a vibrant Business area of Nicosia is dedicated in marketing and promoting broad range of Health Care products. Aniva Pharma through its business collaborations and partnerships with well-established and start-ups has the privilege to introduce in the Cypriot market well known Greek and other forefront novel and innovative European brands.

Aniva Pharma Ltd has a well-trained, young and dynamic team lead by people with successful track record, in-depth market knowledge, leading age capabilities in the health care sector with focus in the pharmacy environment. Additionally, it has established partnership and alliances with leading wholesalers and logistics companies in order to institutionalize its business process and practices so it can be of an added value partner to the pharmacies, health professionals and finally at its end customers at large.

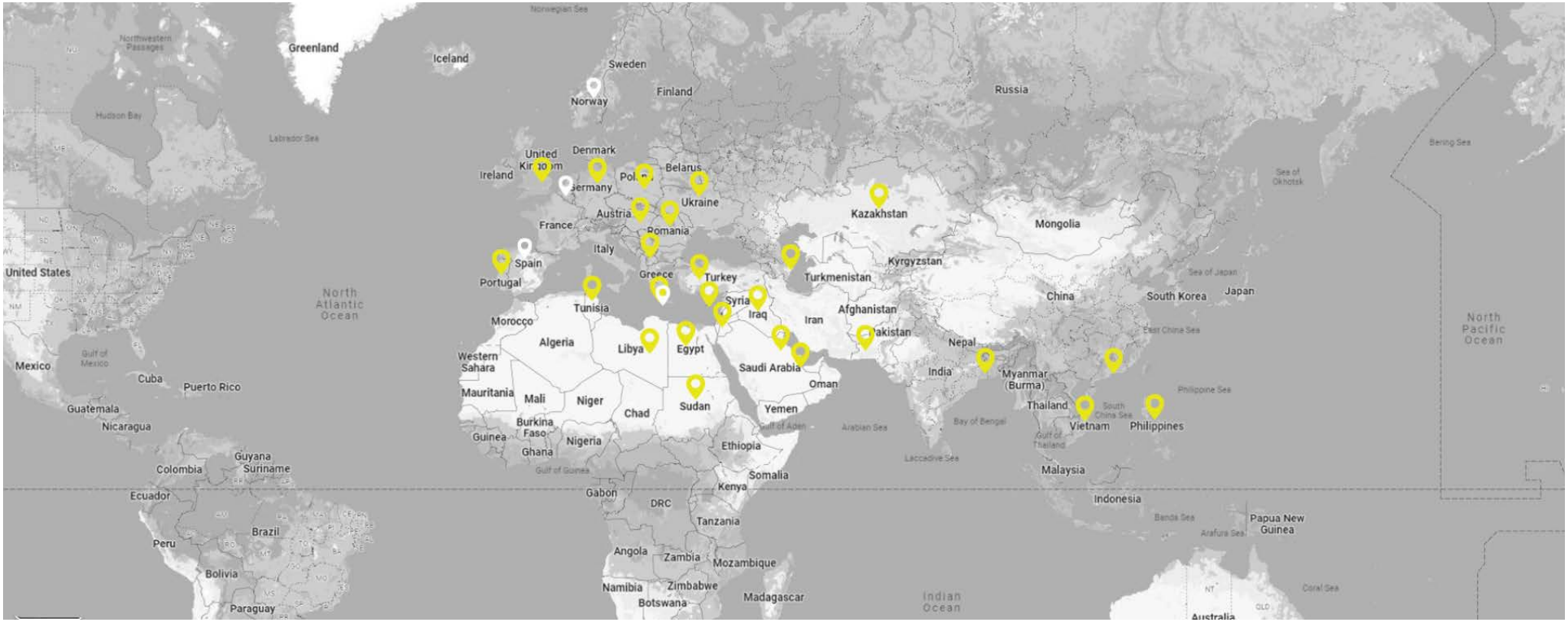
GLOBAL PRESENCE

27+
COUNTRIES

30+
DISTRIBUTORS

Aniva International has an increasingly global presence with a network of affiliates, partners and distributors across many regions. This presence encompasses four major geographic areas, Europe, CIS, MENA and South East Asia. Through this network Aniva brands are already distributed in more than 27 countries.

Aniva Int. serves its distributors and partners through a central logistic hub in Athens and also through its four associated factories in the UK, Norway, Belgium, Spain and Greece.



PARTNERING WITH ANIVA



WHY PARTNERING WITH US:

Partnership is the core of everything we do: partnership with our employees, our distributors, our R&D associates, and our suppliers.

We believe that generating meaningful ideas, building lasting international brands and delivering results for all stakeholders is only made possible by engaging and connecting partners.

Our success is attributed to our collaborative platform that is dedicated in providing our distributors and market-makers with the opportunity to grow through our brands and benefit from our expertise and access to worldwide network of new ideas and projects from where the products and the brands of tomorrow are being born.

We are committed to creating win-win situations. We can turn interesting ideas and research projects into products and products into successful brands, for the benefit of our partners, doctors, pharmacists and, primarily the patients and end-consumers.

PARTNERING CONTACTS: info@aniva-int.com

OTx & THERAPEUTIC AREAS



We aim at helping people with conditions that range from those affecting millions to those that suffer from rare diseases.

To strengthen our scientific core, we forge novel partnerships that allow us to access the best science in biochemical and functional supplements. Effectively, we are investing in therapeutic areas where we see the brightest scientific and commercial opportunity and where we believe that we can deliver the best value for our partners, medical community and, primarily, patients.

Therapeutic Focus Areas:

- Ophthalmology
- Gastroenterology
- Neurology
- Rheumatology
- Orthopedics & Chronic pain
- Endocrinology
- General health

Our strategy is to maximize the value of our company as a partner to these audiences by offering them products with clinical studies and scientific evidence able to address their needs, make a signifi-cant impact on patients' care and improve their wellbeing.

By the term OTx we define "prescribed non-prescription products".

The definition OTx consists of OTC (Over the Counter) and x from Rx (where Rx stands for prescription drugs).
"Rx: A medical prescription. The symbol "Rx" is usually said to stand for the Latin word "recipe".
In conclusion, as OTx we could define the clinically proven nutraceuticals.

What are Nutraceuticals?

Nutraceuticals is a term derived from the combination of the words "nutrition" and "pharmaceutical" and was coined in 1989 by Stephen De Felice.
By the term nutraceutical, we define those biomolecules that provide health and medical benefits, including prevention and treatment.

A nutraceutical is a food or part of a food, which, aside of its basic nutritional value, offers excellent health benefits as it includes substances with medicinal effect.

Nutraceuticals differ from food supplements in the following ways:

- Nutraceuticals are used either as single ingredients or as a blend of ingredients. The use of nutraceuticals as an attempt to achieve the desired therapeutic result, with the least possible side effects, compared to other therapeutic agents, is constantly gaining ground.
- Nutraceuticals complement the diet, but at the same time aim to prevent and/or treat a disease.

OTx

prescribed

non-prescription





FUNCTIONAL & NUTRICOSMETICS



What are Functional Cosmetics?

Functional cosmetic ingredients are highly bioavailable natural biomolecules that offer enhanced cosmetic benefits such as anti-aging, UV protection, skin whitening, anti- wrinkle and can also help to stabilize cosmetics.

Capitalizing on Aniva's expertise on the science of microbiome, marine biomolecules and botanical cellular extracts, Anivagene is developed with the latest generation of the following ingredient categories:

Herbal and Natural Extracts with beneficial properties for your hair & skin

The well-chosen, natural and effective ingredients, in combination with the knowledge and the experience of our well-trained partners, guarantee a holistic approach to all your skin and hair needs and problems.
Organic Virgin Olive Oil: a timeless ally to your skin care routine

All Anivagene face products have as cream base Certified Organic Virgin Olive Oil.

Aside of our tradition and roots, Olive Oil is rich in phenolic compounds, tocopherols, fatty acids and many more, making it a treasure for tissue regeneration and general skin health.
The antioxidant, anti-inflammatory and antimicrobial properties, as well as the rejuvenating effect of Olive oil, make it a unique ingredient for the skin care routine.

Prebiotics, Probiotics & Postbiotics: the key components to skin protection To preserve skin microbiota and to provide a holistic approach to the daily skin care routine.

Nutricosmetics

Nutricosmetics refer to a combination of nutrients, minerals, vitamins and antioxidants to enhance the appearance and health of skin, hair and nails from within, offering a holistic approach to beauty and well-being.

Focusing on nutrition, nutricosmetics aim to improve beauty and health from the inside out. Usually, nutricosmetics come in form of dietary supplements like tablets, capsules or powder for oral administration.

The main **benefits** of Nutricosmetics, include:

1.Skin health improvement

2.Hair and scalp health improvement

3.Nails' strengthening

4.Reduction of signs of skin aging

For more information, please visit www.anivagene.com



ANIVAGENE presents...

The Holistic approach to **hair** & **skin** problems

by aniva international s.a.

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