

PRESS RELEASE

Internationalization of Business Activities

BRAIN AG establishes US subsidiary to strengthen business development in North America

- **More effective addressing of attractive target markets and improved customer relationships**
- **Synergies with US presence of subsidiary AnalytiCon Discovery LLC**

In order to address the North American markets of importance for the BRAIN Group more effectively, the German bio-economy pioneer BRAIN AG, headquartered in Zwingenberg, has founded the US subsidiary B.R.A.I.N. Biotechnology Research and Information Network US LLC (short: BRAIN LLC). This strategic step is intended to accelerate the internationalization of BRAIN's business operations, improve customer relations and intensify the Group's business development with a US presence. In addition, the company plans to expand its links with international research co-operations, in which BRAIN is already involved to some extent successfully. The newly founded BRAIN LLC is based in Rockville, Maryland, near Washington DC. After the company was founded and recorded in the previous month it now starts operations. BRAIN AG holds 100% of the shares in BRAIN LLC.

Nearby BRAIN LLC is the US representative office of the BRAIN subsidiary AnalytiCon Discovery GmbH, Potsdam. BRAIN Group expects synergies and faster market access for its own product and process developments through the co-operation of the two US branches.

Zwingenberg
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BRAIN AG has taken a series of strategic measures since the beginning of the financial year 2017/18 with the aim of expanding business development and market access for BRAIN innovations. Dr. Jürgen Eck, CEO of BRAIN AG, commented: „The establishment of BRAIN LLC in the US state of Maryland is aimed at driving forward the internationalization of our business development. In order to be able to market our product and process innovations in the important future market of bio-economics more effectively internationally in the future, direct market access is of great importance. Our M&A strategy and the preparation of product-specific spin-offs to strengthen our product-driven business segment BioIndustrial also contribute to this.“

BRAIN AG and Analyticon Discovery GmbH are already partners in important product developments of BRAIN Group such as the DOLCE program for the development of biological sugar substitutes and sweetener enhancers. Several US companies have already been acquired as development partners in this program.

BRAIN and Analyticon Discovery also work closely together in other development programs based on naturally derived active ingredients for different target industries. In addition to the targeted reduction of sugar in the food industry, this also applies to the reduction of salt and fat in foods and beverages as well as natural substances that prevent harmful germs and spoilage of food products. This includes, for example, the PerillicActive development program for natural active ingredients based on fermented orange oil.

Further Information

- Global beverage company has joined DOLCE. Press Release, July 12, 2017: <https://www.brain-biotech.de/en/press/globaler-getraenkekonzern-tritt-dolce-bei>
- Perilla ingredients based on fermented orange oil, Blickwinkel 02/2018: <https://www.brain-biotech.de/en/blickwinkel/naturals/perillawirkstoffe-aus-fermentiertem-orangenoeel/>

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The newly founded BRAIN LLC is based in this building in Rockville, Maryland, near Washington DC.

Photo: BRAIN AG, Germany

Photo Download via Press Release online: <https://www.brain-biotech.de/en/press/>

About BRAIN

B.R.A.I.N. Biotechnology Research and Information Network AG (BRAIN AG; ISIN DE0005203947 / WKN 520394) is one of Europe's leading technology companies in the field of industrial biotechnology, the core discipline of Bioeconomy. As such, BRAIN identifies previously untapped, efficient enzymes, microbial producer organisms or natural substances from complex biological systems that can be put to industrial use. The innovative solutions and products developed by help of this „Toolbox of Nature“ are successfully applied in the chemistry, the cosmetics and the food industries. BRAIN's business model is based on two pillars - BioScience and BioIndustrial. The BioScience comprises its frequently exclusive collaboration business with industrial partners. BioIndustrial comprises the development and commercialization of BRAIN's own products and active product components. Further information is available at www.brain-biotech.de/en.

Disclaimer

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