

What's the best way to preventively influence your health?



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CCO MiFood
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THE BIGGER PICTURE..

Growing & aging population

Increasing healthcare costs

1.4 Million people in the NL have prediabetes

War for talent, staff retention

Protein transition, healthy living & eating

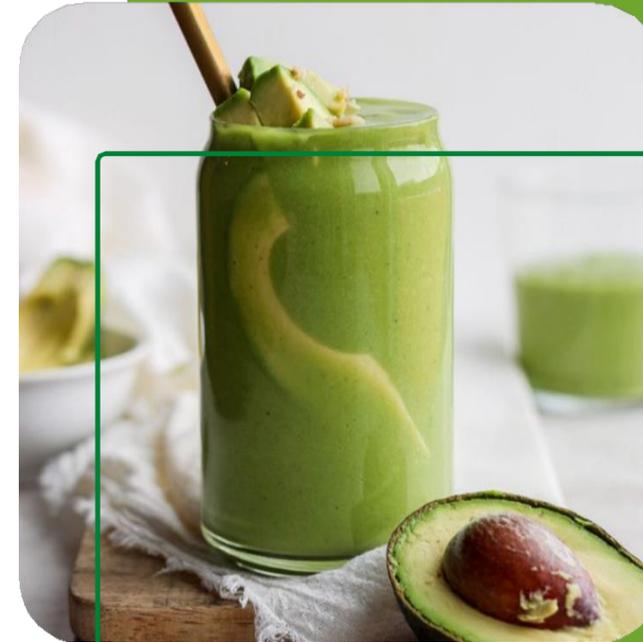
Future of the industry



What is healthy eating..

- Nutrition = health
- Dutch Health Council: eat 500 grams mix of fruit and vegetables daily

Less than 5% of Dutch adults meets this requirement





What is personalized nutrition?

- Optimal nutrition depending on personal needs.
- Stage of life;
- Weight and physical activity;
- Genetic background.

Complexity and variation

- Ingredients have different functions.
- More of the same is not necessarily better.
- Interactions can amplify functions.
- Complex combinations can provide additional protection against

→ Aging;

→ Chronic diseases





MiFood scientific research development of new concept

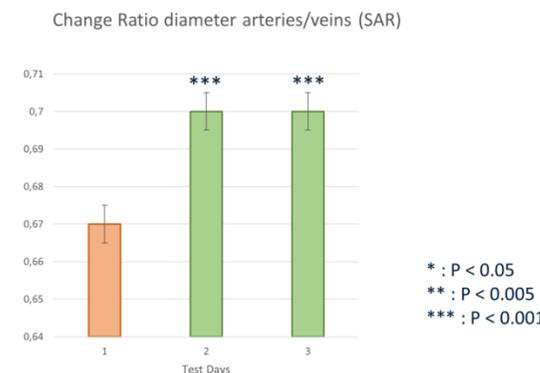
Human Food Intervention Study:

- 200 healthy participants joined
- With different genetic backgrounds;
- Smart mixes, different combinations of fruits and vegetables (Joycies);
- Measuring health effects;
- Focused on developing nutritional advice on an individual level.

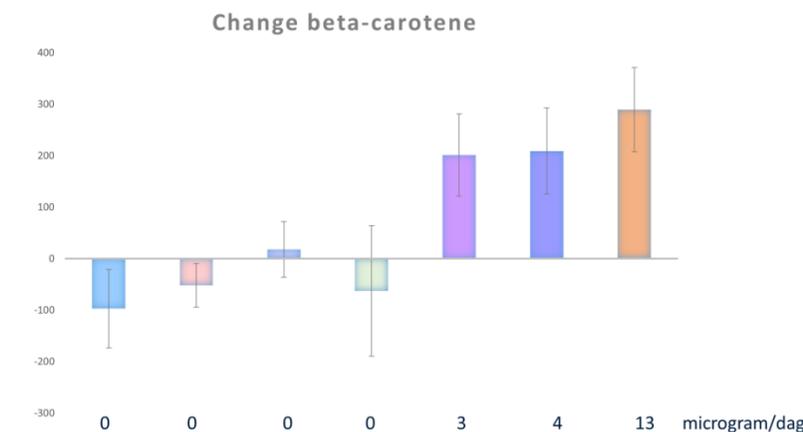
The results were much better than expected in terms of resistance level and speed it occurred

MiBLEND Study (Bioactive Lead to Enhanced Defense)

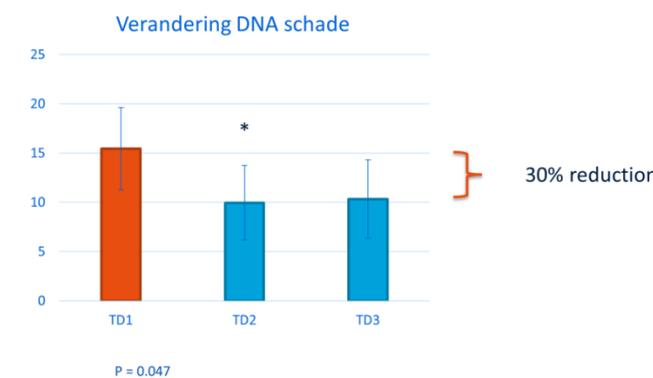
3. Effect on blood vessels



1. Blood values of active substances



4. Effect on DNA damage



2. Effect on blood vessels

Blood vessels in the eye say a lot about the vessels throughout the body.
 Predictive of blood pressure changes;
 Lung function; Effects of diabetes.





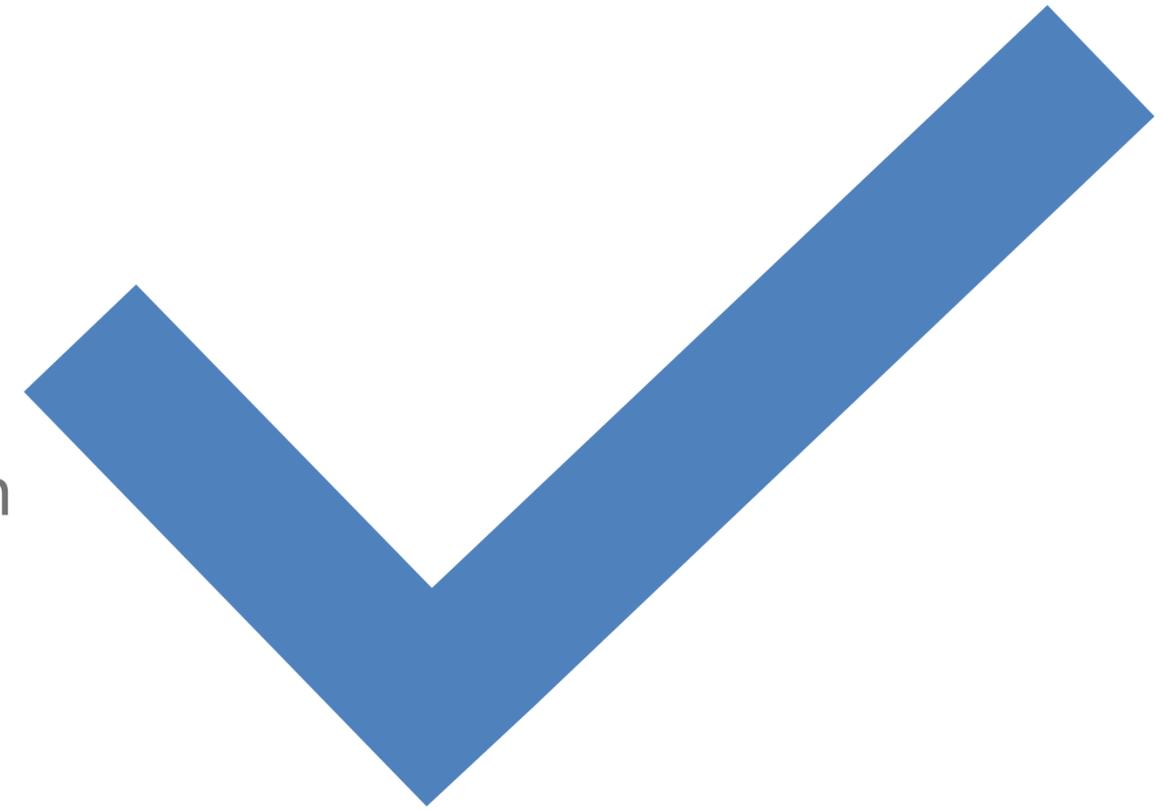
MiFood Joycies Fruit & Vegetables mixes

- No added sugars
- No other additions or flavour enhancers.
- No substances to increase shelflife
- 100% natural
- Nutriscore A

- Full of vitamins, minerals, fibers and antioxidants.

So, what's in it for me?

- 1) Three years of research has been completed, with unique health outcomes
- 2) Consumer products are ready
- 3) Consumption of vegetable-fruit mixes indicates protection against various chronic diseases;
- 4) Broad Joycie mix provides health promotion for everyone in a simple way;
- 5) In the long term: personalized advice combined with monitoring and feedback (e.g. blood test, retina scan)

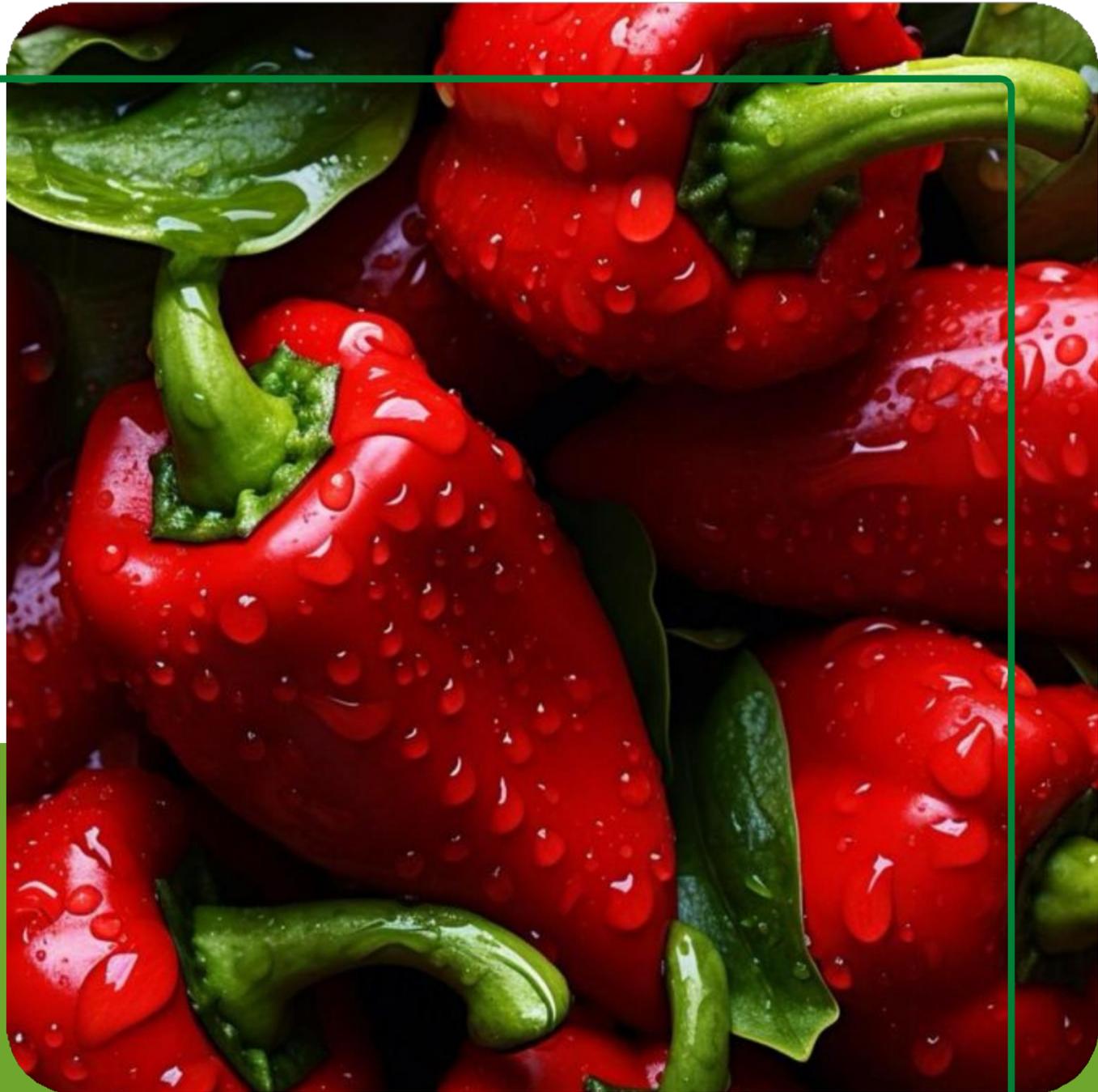


Our mission is increasing resistance to lifestyle diseases

Products available

New product development ongoing





Conclusions:

- 1 Direct link between healthy food and preventive health impact
 - 2 Measurable change in blood values. improved blood vessel & protection against DNA damage
 - 3 MiFood as supplement to daily eating
 - 4 Increases your immune system
 - 5 Fruit & vegetable combinations are effective
- Addresses critical business issues.

You like to stay healthy, love nutritious and delicious food?
please contact me:

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