



11 YEARS OF NATURAL HEALTH!

Nutrislim

Changing your lifestyle can be a difficult task...

Each one of us has a different path of life, different experiences and different habits.

Some have an easier path, others a harder one.

But it is always better if we are not alone on the path to health!

Learn more

www.naturesfinest.uk





For more than 11 years being one of the leading e-commerce businesses for food supplements and organic remedies & foods in Central and Southern Europe.

About Us

11 years of natural health!

Complete management of supply chain

We have in-house R&D, sourcing, manufacturing, marketing and sales (B2B and B2C).

Strategy - 360 degrees around our customer

Completely focused on customer experience! We achieve this with direct and omni channel communication, marketing and sales.

Business success is the result of our hard work!

For 2 years in a row we have been top 10 fastest growing companies in Slovenia (Gazela 2018, Gazela 2019)



Who We Are

11 years of natural health!

Mission & ethos

We offer a botanically based, **scientifically driven**, potent range of supplements & foods that maximizes all areas of human health, **improving the quality of life**.

Powered by nature

Our products **harness the true power of nature** by using the most effective plant-based ingredients from around the globe, steeped in history for their ability to boost human health and performance.

Rooted in science

Science remains firmly at **the heart of everything we do**. We use the latest scientific **proven and patented formulas** in our most efficacious products that combine science and nature.

Tailored to customer needs

Customer is the center of our intention. Everything we do evolves around our customer. From R&D, marketing, sales, communication, customer surveys,..

Our possibilities and potential are limitless!



Meet the Founder

It all began in 2010.

Bojan Kržič

CEO & Founder

In 2010, Bojan Kržič, the founder and owner of the Nature's Finest brand, and Michel Montignac, a world-famous guru of healthy eating, after years of friendship decided to embark on a joint business journey.

Together, under the auspices of Nutrislim, they launched a line of healthy and dietetic products, and offered them to costumers across Europe.

Michel Montignac, also known as creator of the famous Montignac diet, author of more than 30 books that have been translated into more that 40 languages and published in more that 16 million copies, has combined all the wealth of his knowledge into a line of products, which were offered to the wide European population through Bojan's company.

And so, began the successful story of Nutrislim.

Meet Our Team



Haris Begic
COO



Andrej Plesko
Head of Sales &
Business Development

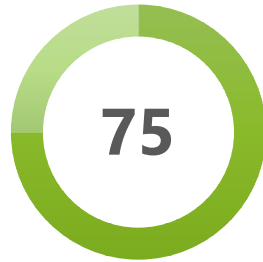


Eva Maher
Head of Marketing



Meta Bizjak
Head of Quality &
Product Development

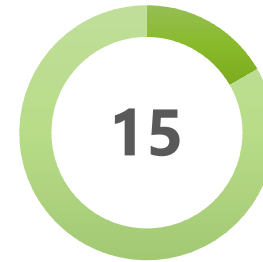
Facts & Figures



Employees



Countries



Online markets



Web shops



Landing pages



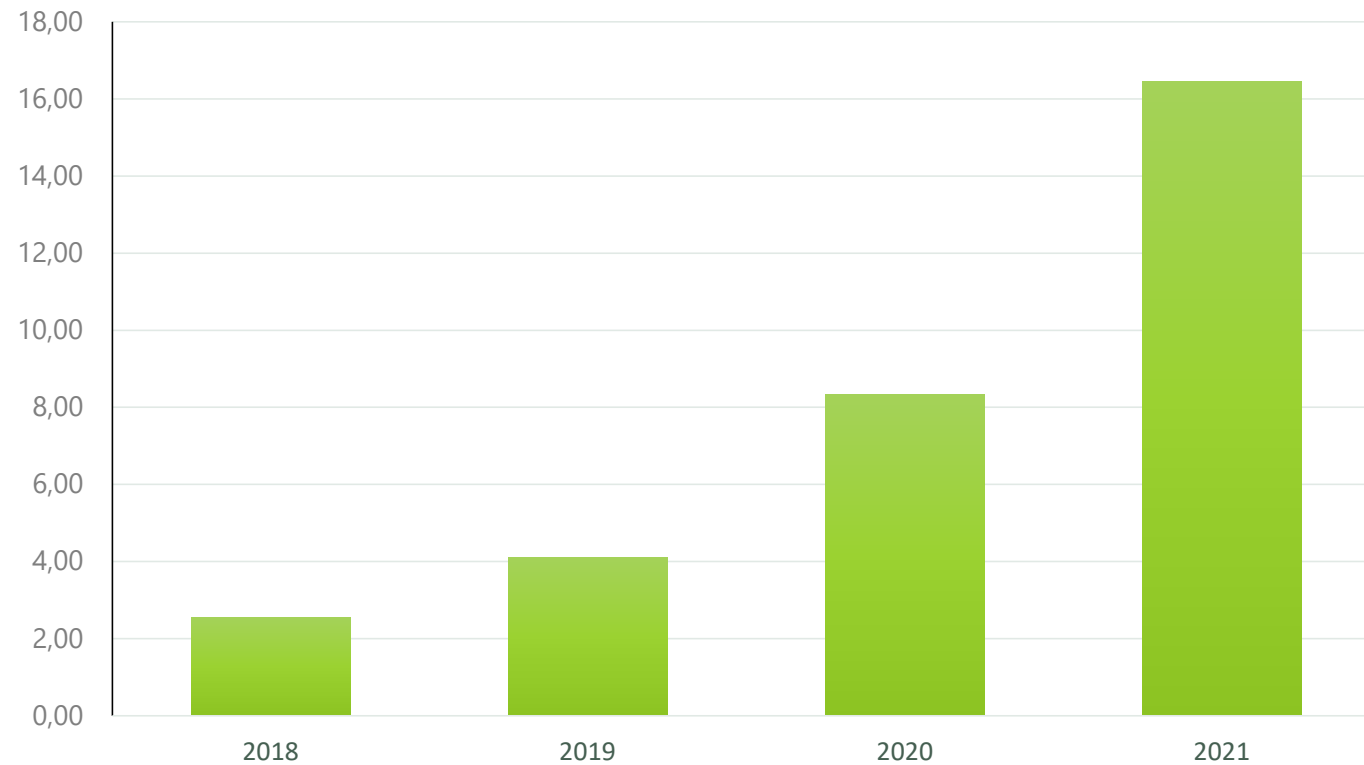
Call-center countries



Trade marks

Our road and projection

For 2 consecutive years we have been rated one of top 10 fastest growing companies in Slovenia (Gazela 2018, Gazela 2019)



Sales channels

We are one of the leading omnichannel businesses for food supplements, organic remedies & foods in Central and Southern Europe



E-COMMERCE

Amazon
Google
Google Shopping
Facebook
Email marketing
SMS marketing
Affiliate
Market places
Referall cooperations



EXPORT

35 countries
Europe and Asia



CALL CENTER

Inbound and outbound
9 different countries
12+ call center specialist
1 nutricionist



RETAIL

Big Key accounts:
Spar, Leclerc, DM,
TK Max, Mercator,
Biosala, Tus

Where can you find us?

*We are present in more than 35 countries Worldwide and 15 markets online,
more than 30 web-shops and 200 landing pages.*



Our Advantage

From soil, to harvest, to processing, shipping and storage, we strive to provide only the finest, purest, most ethical foods on earth.



Innovative products

we search the world and analyze customer trends to bring you the best products



Wide assortment

More than 250 SKUs in 9 product categories



Product development driven

yearly more 50 new developed product



Flexible to your requirements

SMU's, custom made products, offers

Our products are pristine, nutritionally rich and carefully selected from our ever growing network of reputable manufacturers and processors around the world.



Supplement market outlook

The Nutrition Business Journal projects that **online supplement sales will double** from \$5 billion in 2019 to **over \$10 billion in 2022**.

The global market for food supplements

is around 120 billion dollars **with annual growth** figures in recent years of **around 6%**.

The year 2020 brought hardships and change for many people around the globe, and our everyday habits and behaviors have dramatically shifted.

In 2020, supplement purchases made up 21%

of purchases in the natural and organic product industry

Our priorities have changed

with many people focusing more on their health and well-being, including what they eat, hence food and health culture have changed. Due to the significant impact of COVID-19 on many people's physical and mental well-being, there's growing interest in eating foods that serve health-related purposes.



Major Customer Trends in 2021



Going plant-based

Over the last four years, the number of vegans in Europe has doubled.



Immunity & well-being

Looking for products to boost immune system



The importance of convenience

Pandemic changed the type of convenience – convenience no longer means junk food

79% of global consumers are **trying to improve their diet (2020)**

38% of global consumers say they **actively seek out functional food and drink (2020)**

90% of global consumers **prefer functional food to nutritional supplements (2020)**

43% of global consumers **are seeking out food that helps boost their immune system (2020)**

Source: Innoleaps



Why powdered supplements?

In order for our **body to use** vitamins, minerals and other nutrients **properly**, it is crucial that these are **properly absorbed**.

Better bioavailability and reliable results

Compared to tablets powdered supplements start to be digested in the mouth – and due to better bioavailability, they enter the bloodstream faster and provide fast and reliable results!

Gentle on liver and stomach

Easily digestible formulations of vitamins and minerals are gentle on the liver and stomach

Suitable for vegans.