

ChromaDex Earnings Conference Call Second Quarter 2021

Rob Fried
Chief Executive Officer

Frank Jaksch
Co-Founder / Executive Chairman

Kevin Farr
Chief Financial Officer

SAFE HARBOR STATEMENT

This presentation and other written or oral statements made from time to time by representatives of ChromaDex contain “forward-looking statements” within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934. Forward-looking statements reflect the current view about future events. Statements that are not historical in nature, such as 2021 financial outlook, and which may be identified by the use of words like “expects,” “anticipates,” “intends,” “estimates,” “plans,” “potential,” “possible,” “probable,” “believes,” “seeks,” “may,” “will,” “should,” “could” or the negative of these terms and other words of similar meaning, are forward-looking statements. Such statements include, but are not limited to, statements contained in this presentation relating to our expected sales, cash flows and financial performance, business, business strategy, expansion, growth, products and services we may offer in the future and the timing of their development, sales and marketing strategy and capital outlook, and the timing and results of pre-clinical and clinical trials. Forward-looking statements are based on management’s current expectations and assumptions regarding our business, the economy and other future conditions and are subject to inherent risks, uncertainties and changes of circumstances that are difficult to predict and may cause actual results to differ materially from those contemplated or expressed. We caution you therefore against relying on any of these forward-looking statements. These risks and uncertainties include those risk factors discussed in Part I, “Item 1A. Risk Factors” of our Annual Report on Form 10-K for the year ended December 31, 2020, filed with the Securities Exchange Commission (the “Commission”), and in our other periodic filings with the Commission. Any forward-looking statements are qualified in their entirety by reference to the factors discussed in these filings with the Commission. Should one or more of these risks or uncertainties materialize, or should the underlying assumptions prove incorrect, actual results may differ significantly from those anticipated, believed, estimated, expected, intended or planned.

Important factors that could cause actual results to differ materially from those in the forward looking statements include: the effect of the COVID-19 pandemic on our business, results of operations, financial condition and cash flows; a decline in general economic conditions nationally and internationally; decreased demand for our products and services; market acceptance of our products; the ability to protect our intellectual property rights; impact of any litigation or infringement actions brought against us; competition from other providers and products; risks in product development; inability to raise capital to fund continuing operations; changes in government regulation; and the ability to complete customer transactions and capital raising transactions.

Factors or events that could cause our actual results to differ may emerge from time to time, and it is not possible for us to predict all of them. We cannot guarantee future results, levels of activity, performance or achievements. Except as required by applicable law, including the securities laws of the United States, we do not intend to update any of the forward-looking statements to conform these statements to actual results.

About Non-GAAP Financial Measures

ChromaDex’s non-GAAP financial measures exclude interest, income tax, depreciation, amortization, non-cash share-based compensation costs, severance and restructuring expense, bad debt expense related to Elysium Health and total legal expense for adjusted EBITDA excluding total legal expense. ChromaDex used these non-GAAP measures when evaluating its financial results as well as for internal resource management, planning and forecasting purposes. These non-GAAP measures should not be viewed in isolation from or as a substitute for ChromaDex’s financial results in accordance with GAAP. Reconciliation of these non-GAAP measures to the most comparable GAAP measures are attached to this presentation.

FDA Disclaimer

Statements made in this presentation have not been evaluated by the Food and Drug Administration. ChromaDex products are not intended to diagnose, treat, cure, or prevent any disease. The statements in this presentation are for investor relations and educational purposes only and not intended for consumers or vendors.

Q2 2021 & Recent Highlights

- ✓ **Tru Niagen® and total company net sales up 31% and 16% YoY. Tru Niagen® and total company net sales up 24% and 21% sequentially. Global e-Commerce growth, higher Watson's sales and launch in Walmart™ drove the increase.**
- ✓ **Net loss was (\$5.6) million or (\$0.08) per share, compared to a net loss of (\$7.4) million or (\$0.12) per share in Q1 2021 and (\$3.7) million or (\$0.06) per share in Q2 2020.**
- ✓ **Underlying business, as measured by Adjusted EBITDA excluding legal expense, delivered a profit of \$0.6 million, a \$1.3 million improvement sequentially and up slightly YoY.**
- ✓ **Delivered gross margins of 61.1% and lower operating expense sequentially.**
- ✓ **Legal expense of \$4.2 million declined from \$5.0 million in Q1 2021, driven by reduced litigation-related activity, although expenses remain elevated ahead of three potential trials in 2021.**
- ✓ **Began distributing Tru Niagen® in 3,800 U.S. Walmart™ stores in June, the company's first launch with a major U.S. retailer.**
- ✓ **Ended the quarter with \$38.8 million in cash, including \$25 million capital raise in February.**
- ✓ **Remain committed to achieving cash flow break-even while making investments to drive long-term growth and maintain leadership position in rapidly growing NAD+ market.**

Strong quarter financially and strategically, with growth in existing Tru Niagen® business and sales to new partners setting foundation for future growth. Demonstrated continued financial discipline while making investments to protect intellectual property.

Management Team



Rob Fried
Chief Executive Officer

E-Commerce & entertainment industry executive

Savoy Pictures, Columbia Pictures, Fried Films, FeelN, WHN, Healthspan Research



Frank Jaksch
Executive Chairman

Co-founded ChromaDex in 2000



Kevin Farr
Chief Financial Officer

Former CFO, Mattel
PriceWaterhouse
Licensed CPA



Frank Fazio
SVP of Global Business Development & Sales

Over 25 years of experience with leading consumer brands in the healthcare industry

ZO Skin Health, Suneva Medical, Allergan/Inamed



Fadi Karam
Chief Marketing Officer

Former Nestlé executive

Deep brand building experience, across traditional retail as well as e-commerce platforms

A laboratory setting with several test tubes in the foreground, some containing a dark liquid. A pipette is positioned above the tubes, with a single drop of liquid hanging from its tip. The background is a solid, muted blue color. The entire scene is framed by a white border.

Scientific Update

Scientific Advisory Board



Charles Brenner, Ph.D.
*Alfred E Mann Family
Foundation Chair,
Department of Diabetes &
Cancer Metabolism
City of Hope*

World's Foremost Authority
on NAD Metabolism



Roger Kornberg, Ph.D.
Chairman
*Professor of Structural
Biology
Stanford University*

Nobel Prize Winner,
Chemistry, 2006



Rudolph Tanzi, Ph.D.
*Kennedy Professor of
Neurology
Harvard University*

Leading Alzheimer's
Researcher, TIME 100
Most Influential 2015



Dr. Bruce German
*Chairman of Food, Nutrition,
& Health
University of
California, Davis*

Leader in Food, Nutrition, &
Wellness Innovation



Professor Sir John
Walker, Ph.D.
*Emeritus Director, MRC
Mitochondrial Biology
University of Cambridge*

Nobel Prize Winner,
Chemistry, 1997



Brunie H. Felding, Ph.D.
*Associate Professor of
Molecular Medicine
Scripps Research
Institute*

Renowned Breast Cancer
Researcher focused on
NAD+ supplementation



Dr. David Katz
*President of True Health
Initiative
CEO of Diet ID*

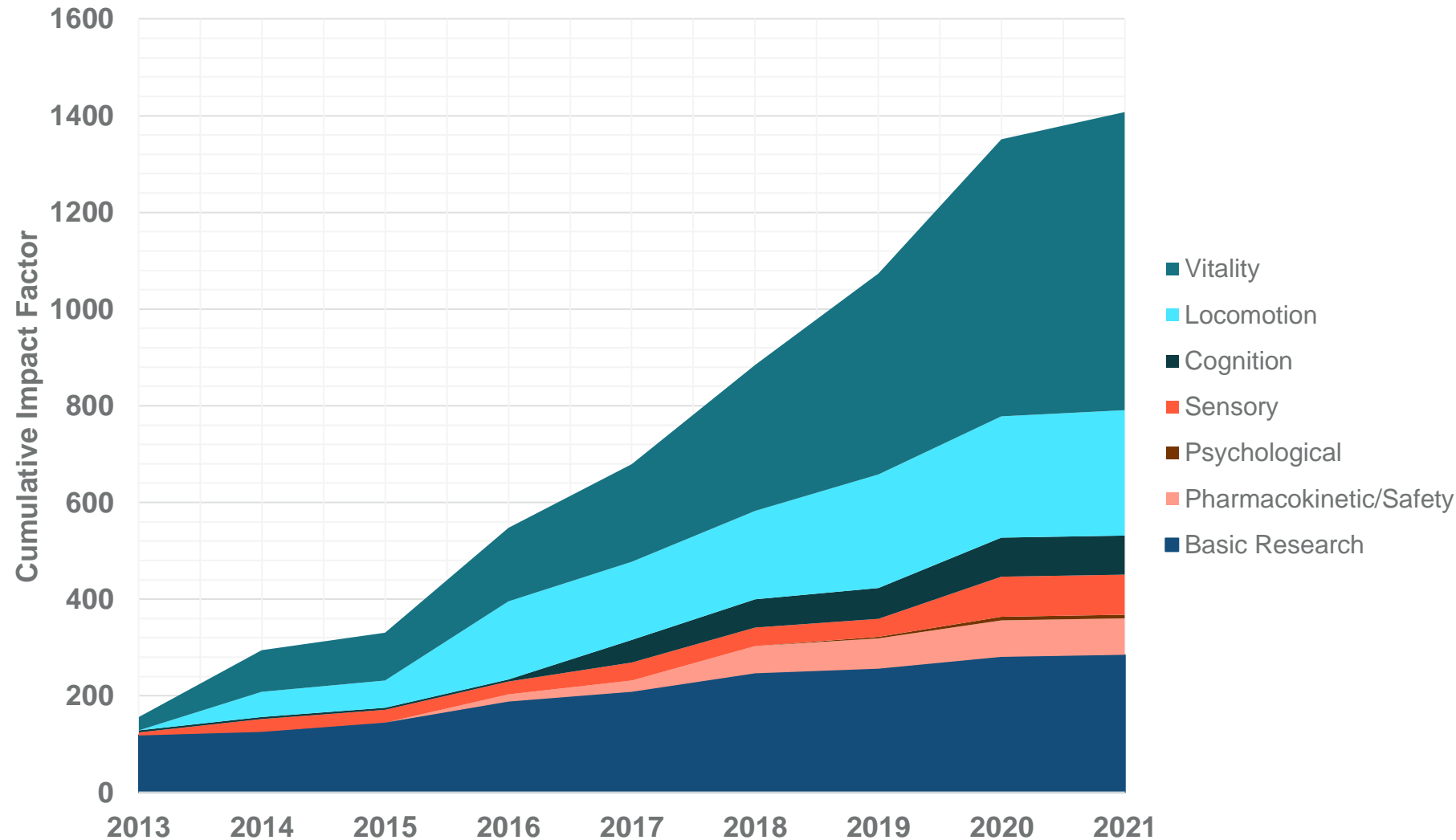
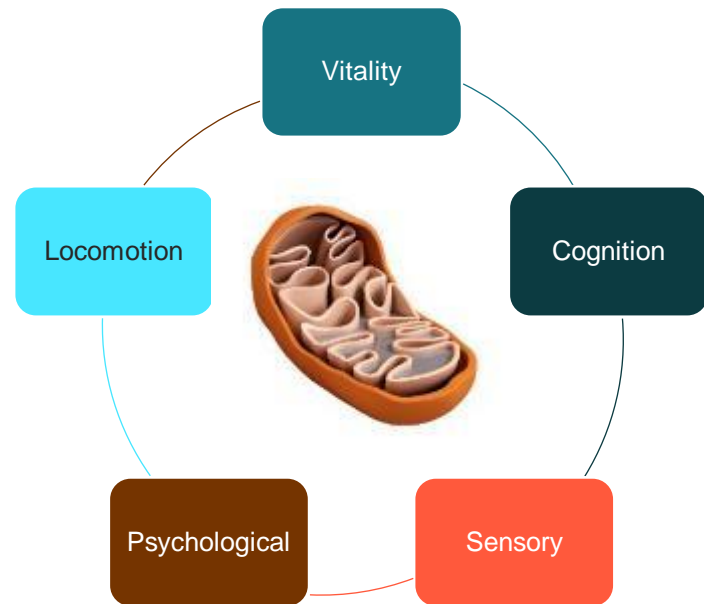
World renowned physician &
preventive medicine expert

Most prominent human clinical research areas for Niagen® are vitality, locomotion, cognition, and sensory

	VITALITY (incl. Cardiovascular, Metabolic)	LOCOMOTION	COGNITION (Neurological)	SENSORY
Human Studies	57 %	25 %	12 %	6 %
Conditions Studied	Type II Diabetes (Insulin Sensitivity) Altered Glucose and Lipid Metabolism Non-Alcoholic Fatty Liver* Weight Loss Heart Failure Hypertension Arterial Stiffness* Vascular Function* Immunity/Inflammation* Chronic Kidney Disease Cystic Fibrosis	Parkinson's Disease Ataxia Telangiectasia Exercise Capacity/Performance Muscle Function/Strength Sarcopenia	Mild Concussion Mild Cognitive Impairment Alzheimer's Disease	Neuropathies (e.g. Diabetic Neuropathy, Peripheral Neuropathy) Small Nerve Fiber Degeneration

Note: Based on Niagen® nicotinamide riboside (NR) trials listed on clinicaltrials.gov and ChromaDex Material Transfer Agreements – studies in progress or in planning.

NR Research Impact* is Accelerating



*NR Research Impact by domains of Intrinsic Capacity. Chart data indexed to 2004.

Science Continues to Expand

- **Two new human studies on nicotinamide riboside registered since prior update:⁽¹⁾**
 - Maastricht University Medical Center (May 2021)
 - The objective is to explore whether combined treatment with NR and exercise imposes greater improvements in skeletal muscle mitochondrial metabolism in older adults compared to exercise treatment alone
 - Exploratory outcomes of the study include muscle NAD metabolites, energy metabolism and physical performance
 - Thirty-four participants will be given 500 milligrams of NR twice daily for 40 days
 - Participants will engage in supervised exercise over a three-week period, which consists of four approximately 30-minute sessions, including two endurance sessions on a bike and two high intensity interval training sessions
 - University Hospital, Akershus (May 2021)
 - Two-year study in Norway to explore whether supplementation with NR can prevent progressive neurological disease in Ataxia Telangiectasia
 - Researchers will investigate the effects of dietary supplementation of NR in children with this rare disease that affects the nervous system, immune system, and other body movements
 - The primary focus of this study will be on neurological symptoms
- **Seven new research collaborations signed through ChromaDex External Research Program (CERP)⁽²⁾**

(1) There are 64 ongoing, completed, and published clinical studies currently registered on clinicaltrials.gov to investigate the pharmacokinetics and therapeutic effects of NR alone or in combination with other ingredients. 49 of these use NR only. Clinicaltrials.gov also includes two niacin studies for a total of 64 under the search term “nicotinamide riboside.” (As of August 2, 2021)

(2) 225+ research collaborations for Niagen® signed with research institutes and universities around the world.

Recent Peer-Reviewed Publications

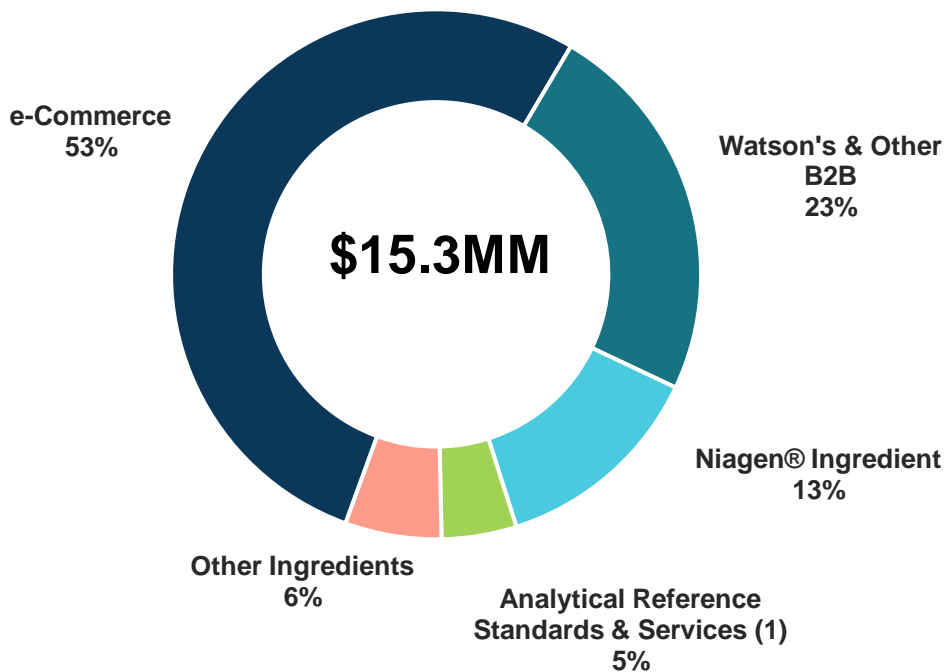
- **Advanced Science** – Altay et al., 2021 – “Combined Metabolic Activators Accelerates Recovery in Mild-to-Moderate COVID-19.” – June 2021
 - Randomized, double-blinded, placebo-controlled Phase 2 and Phase 3 clinical study on patients with mild-to-moderate COVID-19 in Turkey
 - In Phase 3, researchers showed a statistically significant 38% reduction in average time to recovery in the group receiving a nutritional protocol that included NR compared to placebo
 - The placebo group recovered in 9.2 days, whereas the group receiving the nutritional protocol recovered in 5.7 days
 - The results were statistically significant, with a p value less than 0.0001

Financial Highlights

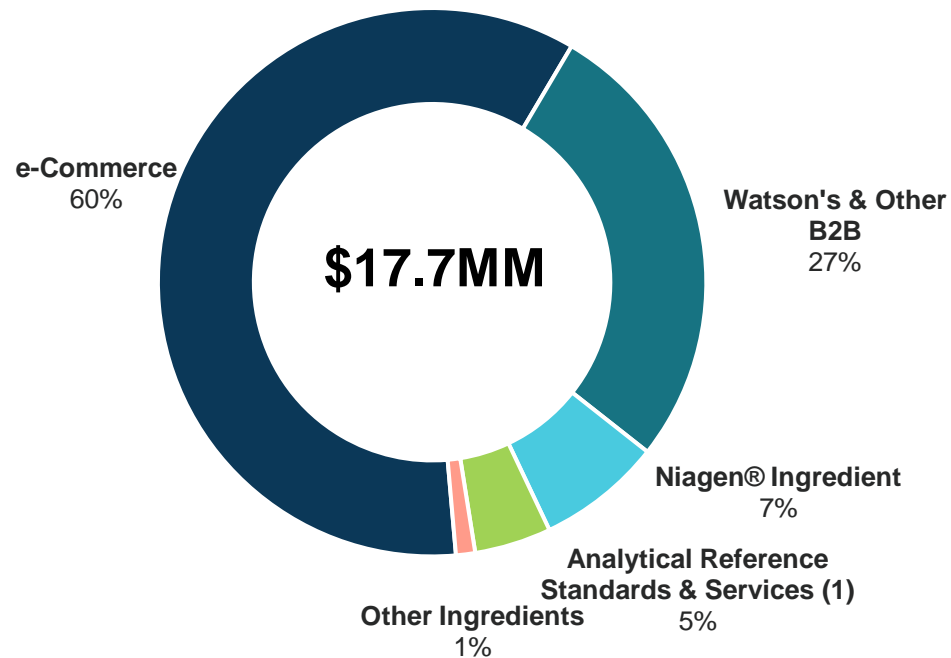
A hand is shown holding a white, oval-shaped pill. In the background, there is a blue bottle of TRU NIAGEN 300mg capsules. The bottle label includes the text 'TRU NIAGEN 300mg' and 'CELLULAR ENERGY & REPAIR'. The scene is set on a blue textured surface with various geometric shapes like a sphere and blocks.

Q2 2021 Net Sales Mix

Q2 2020



Q2 2021

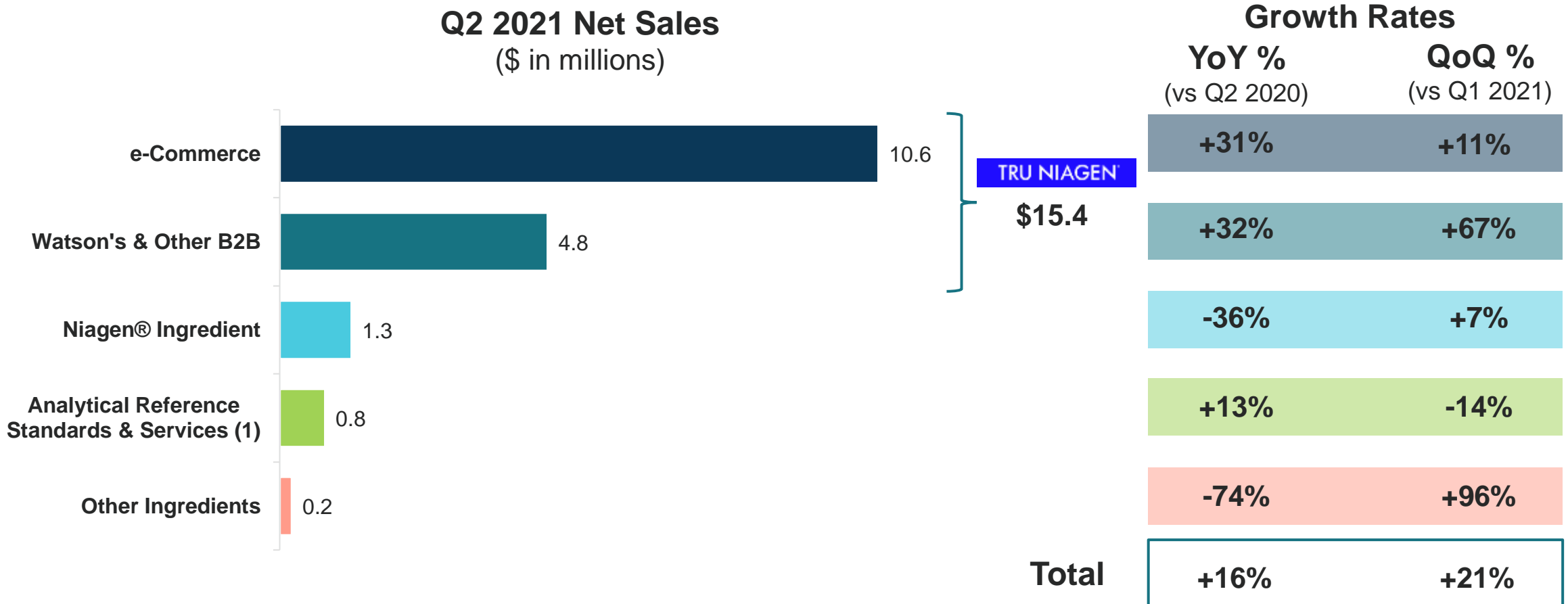


- **Tru Niagen®** net sales increased to **87% of net sales** in Q2 2021 compared to 85% in Q1 2021 ⁽²⁾
- **Niagen®-related** net sales increase to **94% of net sales** in Q2 2021 compared to 93% in Q1 2021 ⁽³⁾

Higher mix of Tru Niagen® sales (e-Commerce and Watsons/Other B2B).

(1) Analytical Reference Standards and Services previously reported as Core
 (2) Tru Niagen® net sales include e-Commerce, Watson's/Other B2B
 (3) Niagen®-related sales include Tru Niagen® and Niagen® ingredient

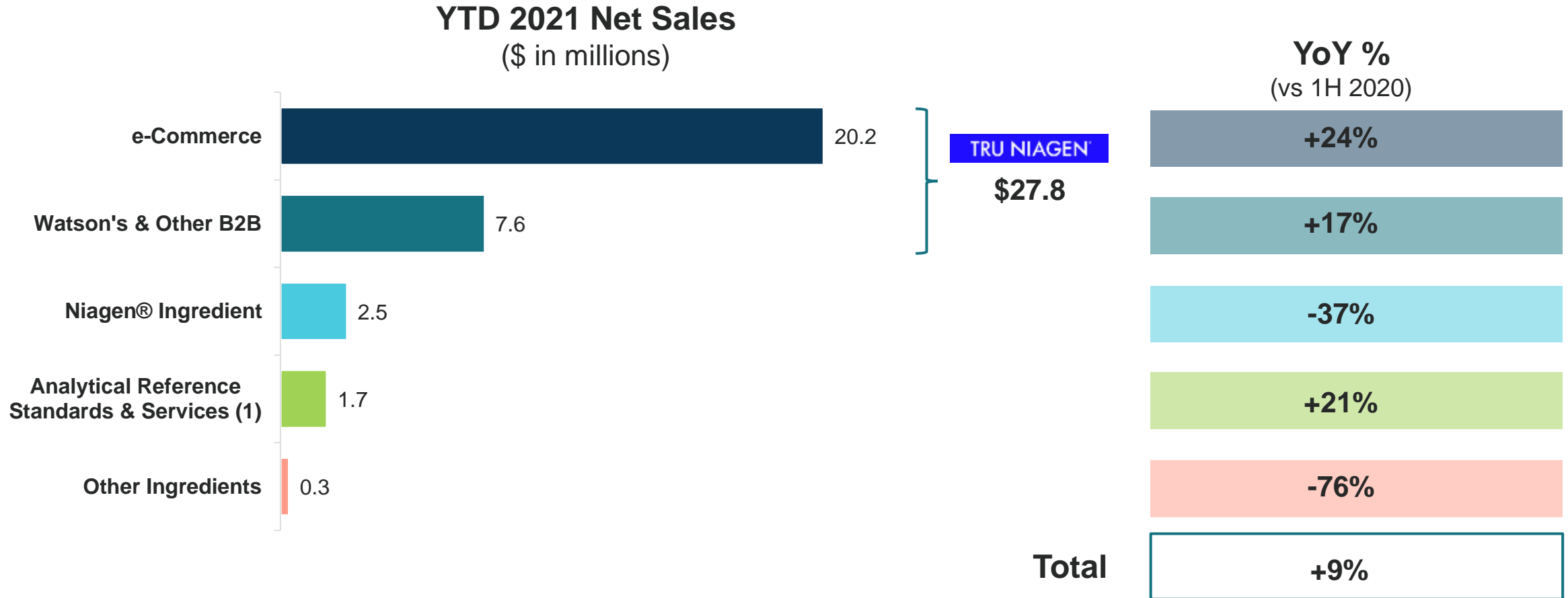
Q2 2021 Net Sales



TRU NIAGEN® business up 24% sequentially and 31% year-over-year driven by growth in e-Commerce and Watsons / Other B2B, including U.S. Walmart™ launch in Q2 2021. Niagen® business improved sequentially due to new partnerships.

(1) Analytical Reference Standards and Services previously reported as Core

Year-to-Date 2021 Net Sales



Strong growth in Tru Niagen® and Analytical Reference Standards & Services business partially offset by lower sales in Niagen® and other ingredients. Niagen® Ingredient business expected to improve with new strategic partnerships.

2018 – 2021 YTD Net Sales Summary

(In millions)

Description	2018					2019					2020					2021	
	Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3	Q4	FY	Q1	Q2
Ecommerce	1.8	3.5	4.4	5.2	15.0	5.9	6.5	7.1	7.9	27.5	8.2	8.1	8.7	9.5	34.5	9.6	10.6
Watsons	0.8	0.3	0.7	1.2	2.9	1.3	1.9	2.3	1.9	7.3	1.8	1.3	2.5	2.1	7.6	1.6	2.9
Other B2B	0.4	0.0	0.1	0.1	0.6	0.3	0.3	0.3	0.4	1.3	1.1	2.3	0.8	0.8	5.0	1.3	1.8
Total TRU NIAGEN	3.0	3.7	5.2	6.5	18.5	7.5	8.7	9.7	10.2	36.1	11.1	11.7	11.9	12.3	47.1	12.4	15.4
NIAGEN Ingredient	1.3	1.9	1.0	1.0	5.2	1.1	1.1	0.7	2.0	4.9	2.0	2.0	0.9	2.2	7.1	1.2	1.3
NIAGEN Related Revenues	4.3	5.7	6.2	7.4	23.6	8.6	9.8	10.5	12.1	41.0	13.1	13.7	12.8	14.6	54.2	13.6	16.7
Other Ingredients	1.1	0.9	0.9	0.5	3.4	0.4	0.3	0.5	0.1	1.3	0.5	0.9	0.6	0.1	2.1	0.1	0.2
Analytical Reference Standards & Services	1.2	1.2	1.0	1.1	4.5	1.1	1.0	1.1	0.9	4.0	0.7	0.7	0.8	0.8	3.0	0.9	0.8
Total Net Sales	6.6	7.8	8.1	9.1	31.6	10.0	11.1	12.1	13.1	46.3	14.3	15.3	14.2	15.4	59.3	14.7	17.7
TRU NIAGEN as % of Total Net Sales	46%	48%	64%	71%	58%	74%	79%	81%	78%	78%	78%	77%	84%	80%	79%	85%	87%
NIAGEN Related Revenues as % of Total Net Sales	65%	73%	77%	82%	75%	85%	88%	87%	93%	88%	91%	90%	90%	94%	91%	93%	94%
YOY Growth Rate - Net Sales																	
Total Company	95%	85%	33%	20%	49%	53%	42%	48%	44%	47%	43%	38%	18%	18%	28%	2%	16%
NIAGEN Related	337%	168%	40%	31%	79%	99%	73%	68%	63%	73%	53%	40%	22%	20%	32%	4%	22%
Total TRU NIAGEN	NA	2528%	97%	143%	238%	146%	134%	86%	57%	96%	50%	34%	22%	21%	31%	12%	31%
Sequential Growth Rate - Net Sales																	
Total Company	-13%	19%	4%	12%		11%	10%	9%	9%		10%	7%	-7%	9%		-5%	21%
NIAGEN Related	-24%	32%	10%	19%		15%	15%	6%	16%		8%	5%	-7%	14%		-6%	22%
Total TRU NIAGEN	14%	23%	40%	24%		15%	17%	11%	4%		10%	5%	2%	4%		1%	24%

Note – Other B2B previously referred to as International / Other

Q2 2021 vs Q1 2021 Key P&L Metrics

(in thousands)	Q2 2021	Q1 2021	Notes
Net Sales	\$ 17,699	\$ 14,683	Tru Niagen® business up 24% driven by global e-Commerce growth and higher Watson's sales. Launched in U.S. Walmart™ stores in Q2 2021.
Gross Profit <i>% of Net Sales</i>	10,810 <i>61.1%</i>	9,234 <i>62.9%</i>	Down 180bps largely due to business mix (higher B2B sales). Continue to deliver on supply chain cost savings initiatives.
Selling and Marketing <i>% of Net Sales</i>	6,232 <i>35.2%</i>	6,258 <i>42.6%</i>	Marketing efficiency improved by 740bps driven by Tru Niagen® business and overall scale on investments. Continued investments in digital marketing and brand building initiatives.
Research and Development ⁽¹⁾	1,004	787	Up due to increased investments to accelerate R&D pipeline and timing of projects
General and Administrative ⁽¹⁾	9,128	9,551	Excluding legal fees, severance & restructuring, and equity compensation expense, G&A was up by \$0.2MM
Other	0	0	No other expenses in either quarter
Total Operating Expense	16,364	16,596	Lower G&A expense driven by legal, partially offset by higher R&D
Operating Loss	\$ (5,554)	\$ (7,362)	Higher sales and lower operating expenses driven by legal

(1) Certain prior period results have been reclassified to be consistent with the current period presentation.

Q2 2021 vs Q2 2020 Key P&L Metrics

(in thousands)	Q2 2021	Q2 2020	Notes
Net Sales	\$ 17,699	\$ 15,287	Tru Niagen® business up 31% driven by global e-Commerce growth and higher Watson's sales, partially offset by absence of sale to Horizon Ventures. Launched in U.S. Walmart™ stores in Q2 2021.
Gross Profit <i>% of Net Sales</i>	10,810 <i>61.1%</i>	9,088 <i>59.4%</i>	Up 170bps driven by product cost savings initiatives, overall scale on supply chain overhead and favorable mix (higher e-commerce sales)
Selling and Marketing <i>% of Net Sales</i>	6,232 <i>35.2%</i>	4,959 <i>32.4%</i>	Investments in digital marketing and brand building initiatives
Research and Development⁽¹⁾	1,004	895	Up due to increased investments to accelerate R&D pipeline
General and Administrative⁽¹⁾	9,128	6,921	Excluding legal fees, severance & restructuring, and equity compensation expense, G&A was up by \$0.6 million
Other	0	0	No expenses in either quarter
Total Operating Expense	16,364	12,775	Investments in selling and marketing and higher G&A expense driven by legal
Operating Loss	\$ (5,554)	\$ (3,687)	Higher sales and gross margins and higher overall operating expense due to investments to grow the business and protect our IP

(1) Certain prior period results have been reclassified to be consistent with the current period presentation.

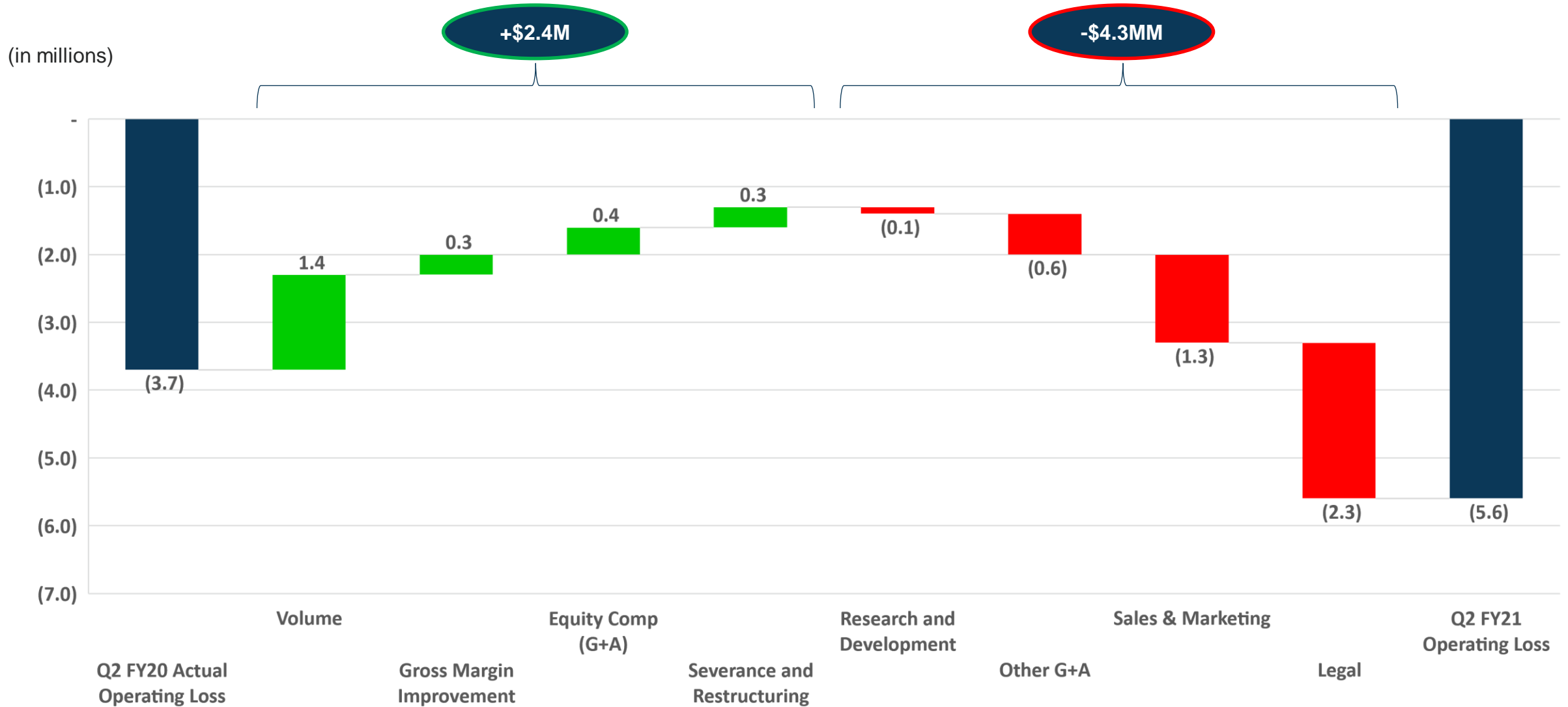
Adjusted EBITDA Summary

ChromaDex Corporation and Subsidiaries
Reconciliation of Non-GAAP Financial Measures
(In thousands)

	Mar. 31, 2019	Jun. 30, 2019	Sep. 30, 2019	Dec. 31, 2019	Mar. 31, 2020	Jun. 30, 2020	Sep. 30, 2020	Dec. 31, 2020	Mar. 31, 2021	Jun. 30, 2021
Net loss, as reported	\$ (8,337)	\$ (7,755)	\$ (7,202)	\$ (8,853)	\$ (5,902)	\$ (3,711)	\$ (4,215)	\$ (6,097)	\$ (7,381)	\$ (5,566)
<i>Adjustments:</i>										
Interest (income) expense	(35)	575	314	(7)	12	24	19	16	19	12
Depreciation	173	190	196	203	214	218	220	219	221	226
Amortization of intangibles	61	61	62	62	62	60	60	61	60	61
Amortization of right of use assets	138	141	144	92	92	95	97	115	126	128
Share-based compensation	2,029	1,759	1,687	1,697	1,873	1,711	1,574	1,778	1,284	1,616
Severance and restructuring	-	-	-	200	953	284	224	329	(10)	13
Bad debt expense ⁽¹⁾	-	-	-	2,233	-	-	-	-	-	-
Adjusted EBITDA	\$ (5,971)	\$ (5,029)	\$ (4,799)	\$ (4,373)	\$ (2,696)	\$ (1,319)	\$ (2,021)	\$ (3,579)	\$ (5,681)	\$ (3,510)
Total legal expense	3,250	2,926	2,944	2,226	2,380	1,844	1,896	2,468	5,010	4,150
Adjusted EBITDA excluding total legal expense	\$ (2,721)	\$ (2,103)	\$ (1,855)	\$ (2,147)	\$ (316)	\$ 525	\$ (125)	\$ (1,111)	\$ (671)	\$ 640

Q2 2021 Adjusted EBITDA, excluding legal expense, was positive \$0.6 million, an improvement of \$1.3 million sequentially driven by higher sales, partially offset by higher operating expenses

Q2 2021 Operating Loss vs Q2 2020



Quarterly Balance Sheet Highlights

(in thousands)	12/31/18	12/31/19	3/31/20	6/30/20	9/30/20	12/31/20	3/31/21	6/30/21	Key Drivers
Cash	\$ 22,616	\$ 18,812	\$13,608	\$18,890	\$15,478	\$16,697	\$44,691	\$38,778	\$25 million capital raise plus stock option exercise by employees and ATM financing
Inventory	8,249	11,535	11,280	12,338	11,031	11,683	12,762	12,183	Investments to support growth
Accounts Receivable⁽¹⁾	4,415	2,175	3,558	3,954	3,214	2,694	4,647	5,999	Driven by mix of customer sales and timing of collections
Accrued Liabilities	4,444	4,415	5,249	5,246	5,173	6,133	7,328	5,569	Driven by changes in expenses and accrual for employee bonuses
Accounts Payable	9,548	9,626	8,159	9,780	6,881	9,445	11,693	9,970	Driven by changes in inventory, advertising and legal expense
Equity	27,178	20,445	16,548	21,581	19,487	16,424	43,832	42,142	Driven by \$25 million capital raise

Strengthened the balance sheet, continued to manage working capital

(1) Periods between 12/31/2018 to 9/30/2019 include \$2.2 million of receivables due from Elysium. During Q4 2019, the \$2.2 million of receivables due from Elysium was written off.

Quarterly Cash Flow Highlights

(in thousands)	FY 2018	FY 2019	3/31/20	6/30/20	9/30/20	12/31/20	FY 2020	3/31/21	6/30/21
Net Loss	\$ (33,316)	\$ (32,147) ⁽⁴⁾	\$ (5,902)	\$ (3,711)	\$ (4,215)	\$ (6,097)	\$ (19,925)	\$ (7,381)	\$ (5,566)
Working Capital	5,059	2,026 ⁽¹⁾	(1,583)	43	(1,605)	3,528 ⁽⁶⁾	383	258	(4,390)
Cash From / (Used for) Operations	(20,908)	(20,439)⁽¹⁾	(5,221)	(1,556)	(3,845)	22	(10,600)	(5,405)	(7,895)
Cash From / (Used for) Investing	(1,775)	(249)	(20)	(101)	(60)	16	(165)	(46)	(265)
Cash From / (Used for) Financing	(90)	16,884 ⁽²⁾⁽³⁾	37	6,940 ⁽⁵⁾	492	1,181	8,650	33,445 ⁽⁷⁾	2,247 ⁽⁸⁾
Net Increase / (Decrease) in Cash	\$ (22,773)	\$ (3,804)	\$ (5,204)	\$ 5,282	\$ (3,412)	\$ 1,219	\$ (2,115)	\$ 27,994	\$ (5,913)
Ending Cash Balance	\$ 22,616	\$ 18,812	\$ 13,608	\$ 18,890	\$ 15,478	\$ 16,697	\$ 16,697	\$ 44,691	\$ 38,778

Investments to grow the business and protect our IP, while managing working capital

- (1) Includes \$4 million deferred revenue related to the upfront payment from Nestlé.
- (2) Includes \$10 million issuance of convertible notes, net of \$565,000 of issuance costs.
- (3) Includes \$7 million issuance of common stock, net of \$226,000 of issuance costs.
- (4) Includes \$2.2 million write-off of receivables from Elysium.
- (5) Includes \$5 million issuance of common stock, net of \$144,000 of issuance costs, and includes \$2.2 million proceeds from exercise of stock options.
- (6) Includes \$1 million deferred revenue related to the product launch fee received from Nestlé.
- (7) Includes \$25 million issuance of common stock, net of \$129,000 of issuance costs, and includes \$8.6 million proceeds from exercise of stock options.
- (8) Includes \$2.2 million issuance of common stock, net of \$299,000 of issuance costs, and include \$0.4 million proceeds from exercise of stock options.

2021 Financial Outlook

(in thousands)	2019 Actual	2020 Actual	2021 Full Year (“FY”) Outlook	Key Drivers (Current FY Outlook)
Net Sales	\$46,291	\$59,257	<ul style="list-style-type: none"> Continued steady revenue growth (No change) 	<ul style="list-style-type: none"> Global e-Commerce business Existing + new strategic partnerships
Gross Margin % (as a % of net sales)	55.7%	59.5%	Slightly better than 60% (No change)	<ul style="list-style-type: none"> Continued cost savings initiatives
Selling, Marketing & Advertising (as a % of net sales)	39.4%	35.4%	Up as a % of net sales (Previously “up slightly as a % of net sales”)	<ul style="list-style-type: none"> Increased investments and resources to drive Tru Niagen® brand awareness
Research & Development⁽¹⁾	8.6%	5.8%	Up as a % of net sales (Previously “roughly flat as a % of net sales”)	<ul style="list-style-type: none"> Increased investments to accelerate R&D pipeline, including new NAD precursor development
General & Administrative^{(1) (2)}	\$20,991	\$20,387	Up slightly in absolute dollars (No change)	<ul style="list-style-type: none"> Investments in key personnel and infrastructure to scale the business
Adjusted EBITDA excluding legal	\$(8,826)	\$(1,027)	<ul style="list-style-type: none"> Essentially break-even for 1H 2021 Focused on achieving similar performance in 2H 2021 May be quarterly volatility due to timing of investments in 2H 2021 (Previously “modest improvement given reinvestment”)	<ul style="list-style-type: none"> Higher sales and gross margins, offset by investments to scale the business in 2022 and beyond

Increased investments in 2021 to capitalize on growth in the NAD+ market globally.

(1) Certain prior period results have been reclassified to be consistent with the current period presentation.

(2) Excludes severance and restructuring expense, legal expense and Elysium-related bad debt expense (see details on slide 23). Total G&A was \$34,770 in 2019 and \$30,765 in 2020.

Adjusted EBITDA 2019 vs 2020

ChromaDex Corporation and Subsidiaries
Reconciliation of Non-GAAP Financial Measures
(In thousands)

	Year ended		Year over Year Change
	Dec. 31, 2019	Dec. 31, 2020	
Net loss, as reported	\$ (32,147)	\$ (19,925)	\$ 12,222
<i>Adjustments:</i>			
Interest expense	847	71	(776)
Depreciation	762	871	109
Amortization of intangibles	246	243	(3)
Amortization of right of use assets	515	399	(116)
Share-based compensation	7,172	6,936	(236)
Severance and restructuring	200	1,790	1,590
Elysium-related bad debt expense	2,233	-	(2,233)
Adjusted EBITDA	\$ (20,172)	\$ (9,615)	\$ 10,557
Total legal expense	11,346	8,588	(2,758)
Adjusted EBITDA excluding total legal expense	\$ (8,826)	\$ (1,027)	\$ 7,799

2020 Adjusted EBITDA excluding legal expense was a loss of (\$1.0) million, a \$7.8 million improvement YoY. The YoY improvement was driven by higher sales, higher gross margins, and marketing efficiency.

Q2 2021 Financial Highlights - Recap

- **Total net sales of \$17.7 million in Q2 2021 (+16% YoY, 21% versus Q1 2021)**
 - Q2 2020 included a \$1.6 million purchase from Horizon Ventures
- **Demonstrated continued progress building Tru Niagen® into a global brand**
 - Tru Niagen® net sales of \$15.4 million in Q2 2021 (+31% YoY)
 - Continued sequential growth in Tru Niagen® net sales (+24% in Q2 2021 vs Q1 2021).
- **Continuously strong gross margin (+170bps YoY, -180bps versus Q1 2021)**
 - Gross margin of 61.1% in Q2 2021 versus 62.9% in Q1 2021 driven by business mix (higher B2B sales)
 - Q2 2020 included a ~110bps favorable impact related to a rebate for prior year supply chain cost savings initiatives
- **Marketing efficiency reflects investments in digital advertising and brand building (+280bps YoY, -740bps versus Q1 2021)**
 - Selling and marketing expense of 35.2% of net sales in Q2 2021 compared to 42.6% in Q1 2021, and 32.4% in Q2 2020
- **General and administrative expense (G&A)⁽¹⁾ was \$9.1 million, down \$0.5 million sequentially and up \$2.2 million YoY due to higher legal expense, partially offset by lower severance and restructuring expense. Excluding legal fees, severance & restructuring, and equity compensation expense, G&A was up by \$0.6 million YoY and \$0.2 million sequentially.**
- **Net loss was (\$5.6) million or (\$0.08) per share, compared to a net loss of (\$3.7) million or (\$0.06) per share in Q2 2020**
- **Adjusted EBITDA excluding legal expense was a profit of \$0.6 million, a \$0.1 million increase YoY**

Delivered a strong second quarter and continued to demonstrate financial discipline while making important investments to protect our intellectual property.

Contact Info

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