



# Natural Pharmaceuticals

## Sustainability Report

2023



# IN THIS REPORT

## 1 Introduction

---

## 2 About Natural Pharmaceuticals

---

## 3 Our Sustainable Development

---

- Impact #1 Environmental

---

- Impact #2 Social

---

- Impact #3 Governance



# Introduction





We are proud to present our second

## **Natural Pharmaceuticals Sustainability Report.**

Building on the foundation of our first report, this edition showcases the progress we've achieved and reaffirms our commitment to ESG principles across our operations.

It reflects our continued dedication to sustainability and transparency as we work to create an even greater positive impact on our stakeholders and the planet.



# Natural Pharmaceuticals Sustainability Report

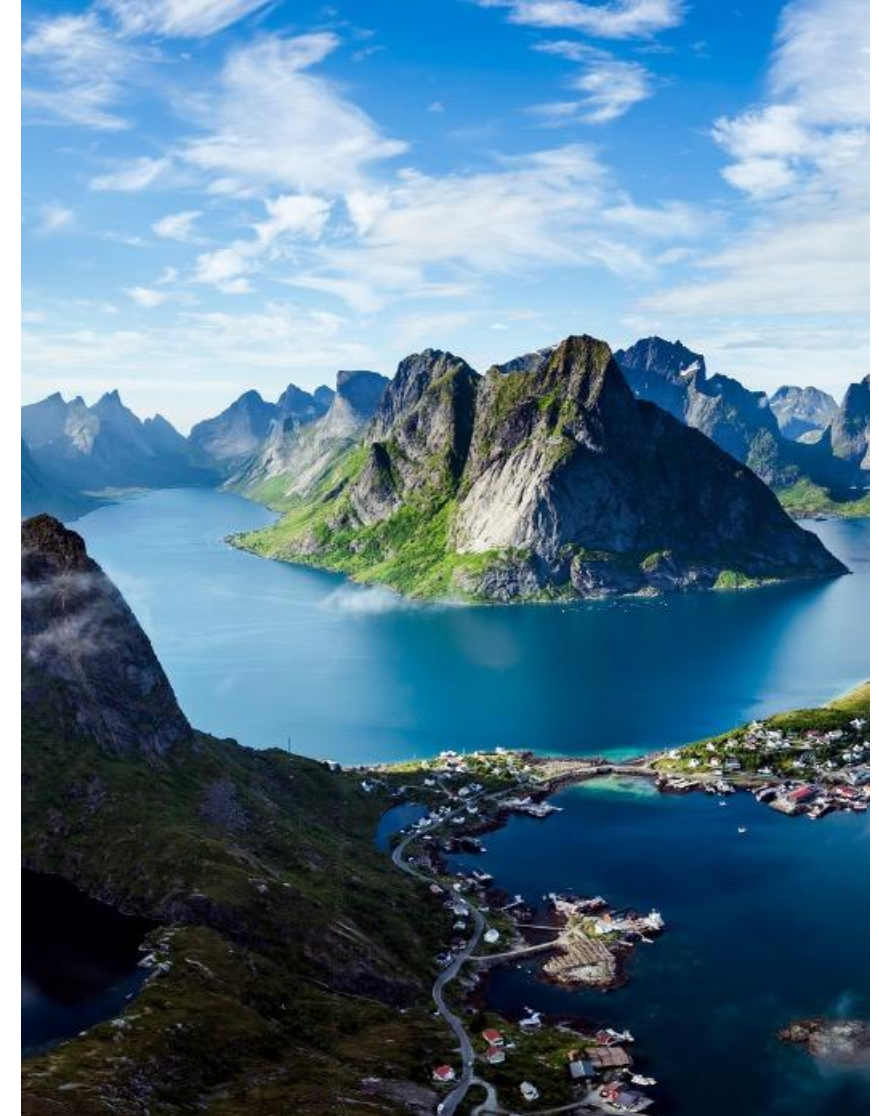
**At Natural Pharmaceuticals, we remain dedicated to improving the health and well-being of our customers. High-quality dietary supplements, delivered conveniently to their homes, remain at the heart of our business.**

We continuously strive to lead in the dietary supplements market, combining exceptional customer care with responsible and sustainable production practices. Our mission is to minimize our environmental impact across every stage of our production and supply chain.

In an era of evolving legal frameworks, new standards, and upcoming regulations, we are proactively preparing for structured ESG reporting. While it is not yet mandatory for our company, we believe in transparency and accountability. That's why this report is an opportunity to reflect on our current position and to share the ESG values that shape our way forward.

We are proud to stay at the forefront of our industry, consistently enhancing the quality of our products and prioritizing sustainability. We continue to invest in outstanding customer experience and to build a company that creates positive impact — for our customers, our employees, and the environment.

***Ultimately, we aspire to be a company that grows responsibly, embraces future challenges, and contributes to a healthier tomorrow for all.***





# Letter from the CEO



Dear Stakeholders,

Welcome to our second Environmental, Social, and Governance (ESG) Report.

In the midst of evolving regulations and rising expectations for corporate responsibility, we are proud to proactively share our progress — even before formal reporting obligations apply to us. This report is a reflection of our values, our ambitions, and our commitment to building a sustainable future.

At Natural Pharmaceuticals, ESG is not just an expectation — it is part of our DNA.

## **Environmental Responsibility**

We have accelerated our environmental initiatives, achieving a full transition to 100% rPET packaging across our entire product portfolio, faster than originally planned. Minimizing our carbon footprint and reducing waste remain non-negotiable priorities as we protect our planet for future generations.

## **Social Impact**

We continue to empower our communities through meaningful initiatives — from local clean-up campaigns and active employee programs to our long-standing partnership with UNICEF Polska. We believe that investing in people and communities creates a stronger, more resilient future for all.

## **Governance Excellence**

Integrity, accountability, and transparency remain at the core of our governance model. We are preparing for structured ESG reporting, reinforcing our commitment to the highest standards of corporate governance and ensuring the trust of our stakeholders.

Our ESG journey is ongoing. With each step, we learn, improve, and raise our ambitions. This report captures where we stand today and, more importantly, where we are headed tomorrow. I would like to express my gratitude to our dedicated team and to you, our stakeholders, for your continued support. **Together, we move toward a healthier, more sustainable future.**

Sincerely,

*Jonas Törnquist*



# 2

## **About Natural Pharmaceuticals**





# **NORWEGIAN QUALITY**

**YOUR NATURAL  
&  
HEALTHY CHOICE**



# ■ Brand owner and distributor of consumer health products

**Natural Pharmaceuticals** is a brand owner and distributor of consumer health products. We specialize in commercializing research and development of new ingredients from the marine sector.

We work with universities, research centres and leading biotech companies in the marine, aqua culture industry and more to **build globally successful brands.**



# Facts & Figures



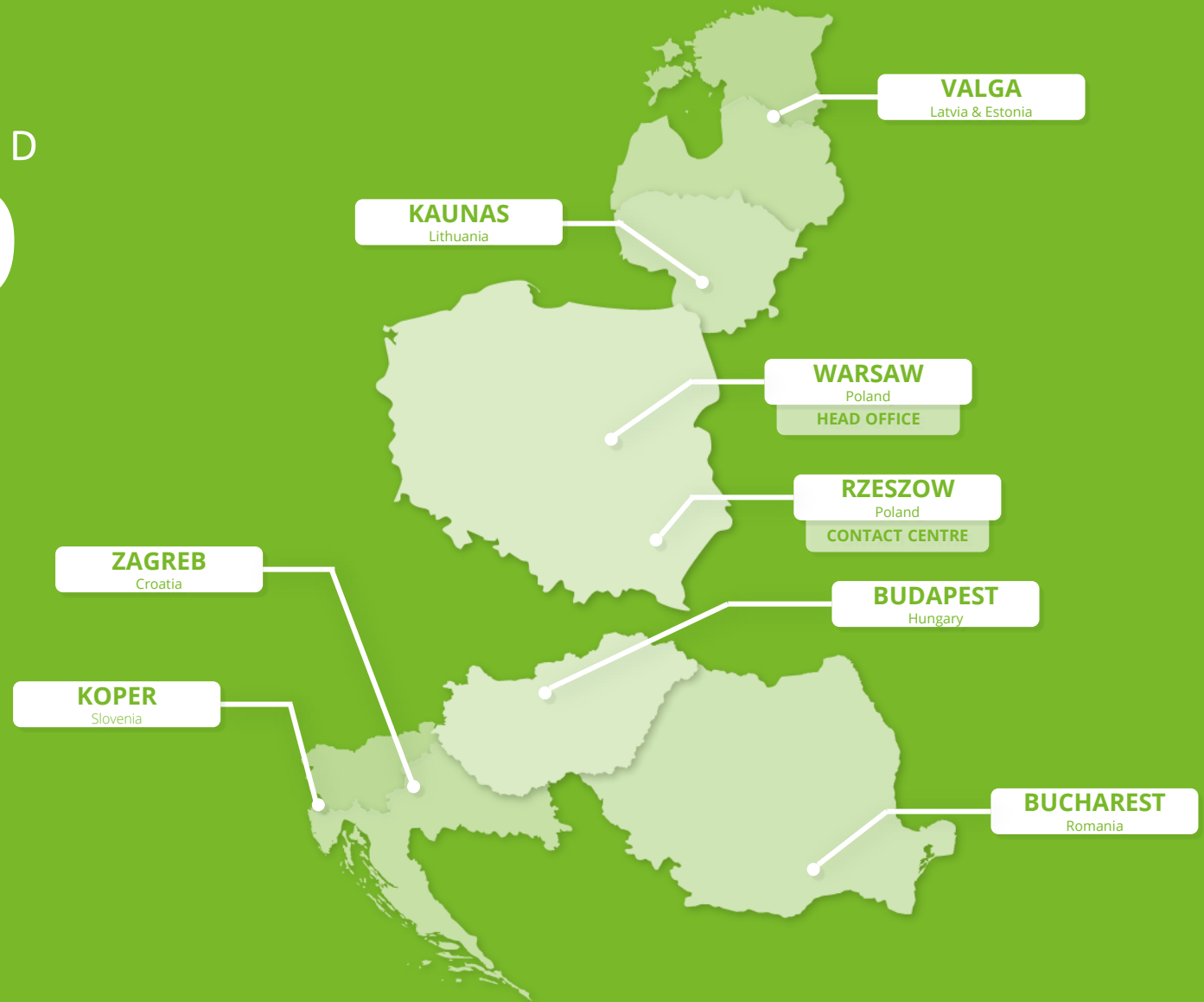
ESTABLISHED  
**2009**

**8**  
OFFICES



**600+**  
GLOBAL  
WORKFORCE

**12**  
OUTSOURCING  
PARTNERS

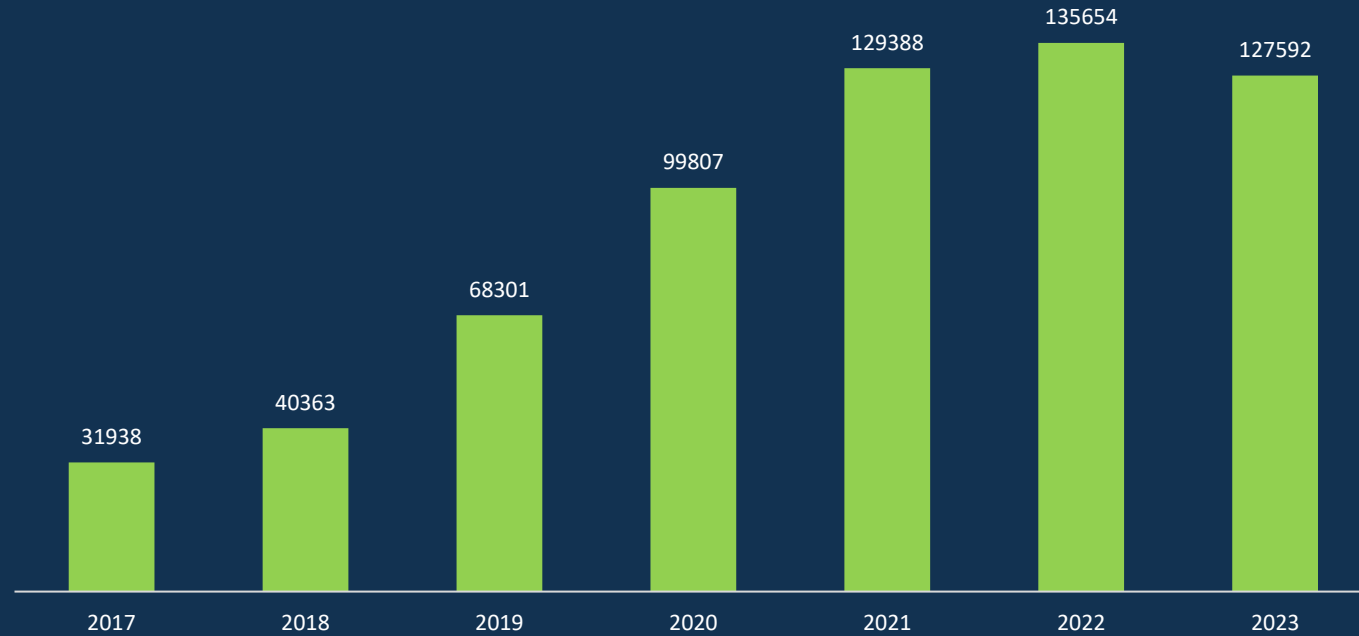




# SALES IN K PLN

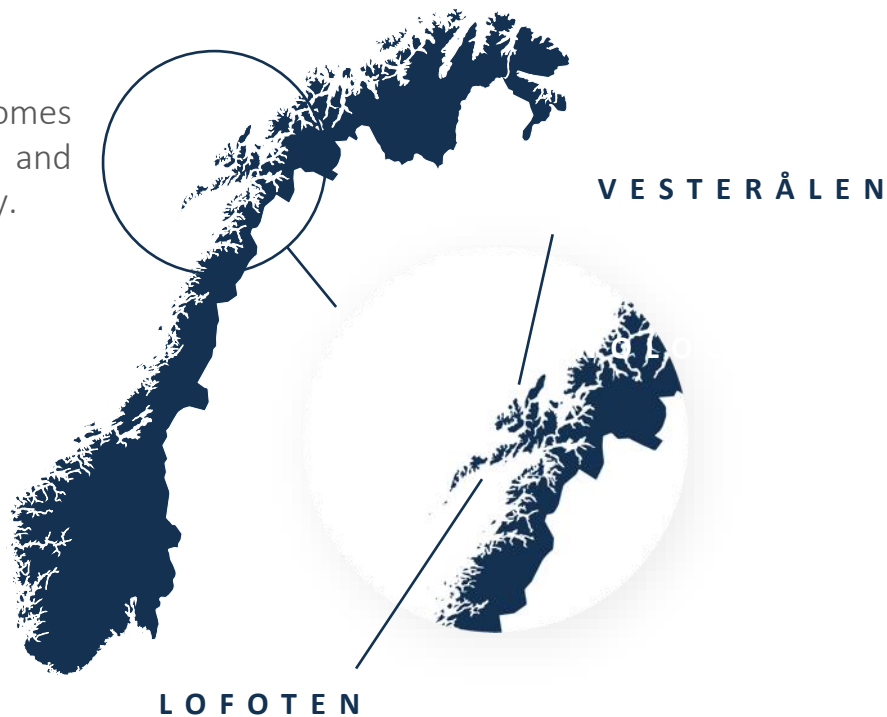
Financial Statement of Natural Pharmaceuticals Sp z o.o. Poland

## SALES IN K PLN



# The foundation of the business model is **excellent product quality**

The salmon oil used for OmegaMarine™ comes from the Norwegian regions of Lofoten and Vesterålen, located in the arctic part of Norway.



All products are based on the highest quality ingredients, which comply with detailed clinical tests and guarantee the safety and effectiveness of the supplement offered.

# Our Products



**OMEGA MARINE  
PREMIUM™**

*Omega-3*



**OMEGA MARINE  
JUNIOR™**



**MEMOREX™**

*Memory*



**FLEXIMED™**



**CALCIUM  
CONTROL™**

*Mobility*



**MOVISAN™**



**CHOLEST  
CONTROL™**

*Cardiovascular Health*



**WITAMINA K2™**



**PROSTAXIN™**



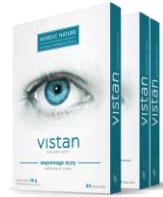
**PROMAN  
PLUS™**

*Men's Health*

# Our Products



**DORMITAN™**



**VISTAN™**



**REDUXIN FORTE™**

*Sleep, vision and slimming*



**MULTIVITAMIN+™**



**VITAMIN C+™**



**VITAMIN D+™**



**MAGNESIUM B6+™**



**VITASOLARIS+™**

*Vitamins*

# Expanding portfolio: new products in 2023

We continued to innovate and respond to the evolving needs of our customers. We introduced two new products, supporting healthy joints and immune system strength.

## FlexiMed<sup>®</sup> ACTIVE SUPLEMENT DIETY

Improved formula of our trusted Fleximed. Joint support for an active life.



## ImuBerin SUPLEMENT DIETY

Natural immune support for everyday vitality.





natural

pharmaceuticals

We are member of two prominent organizations that align with our commitment to ethical practices and sustainability in the dietary supplement industry.

These memberships reflect our dedication to upholding the highest standards and contributing to positive change within the sector.

# Membership



**A PROUD MEMBER  
OF GOED**

---

Since 2015, we have been a part of GOED, a global organization that brings together top-tier distributors and producers of omega-3 fatty acids, including EPA and DHA. GOED's primary objective is to establish stringent ethical and quality standards for products in this business sector.

By being a member, we ensure that our oil is manufactured in accordance with principles of sustainable fishing and the preservation of marine life and the environment.



**KRSiO - Krajowa Rada  
Suplementów i Odżywek  
(National Council of  
Supplements and Nutrients)**

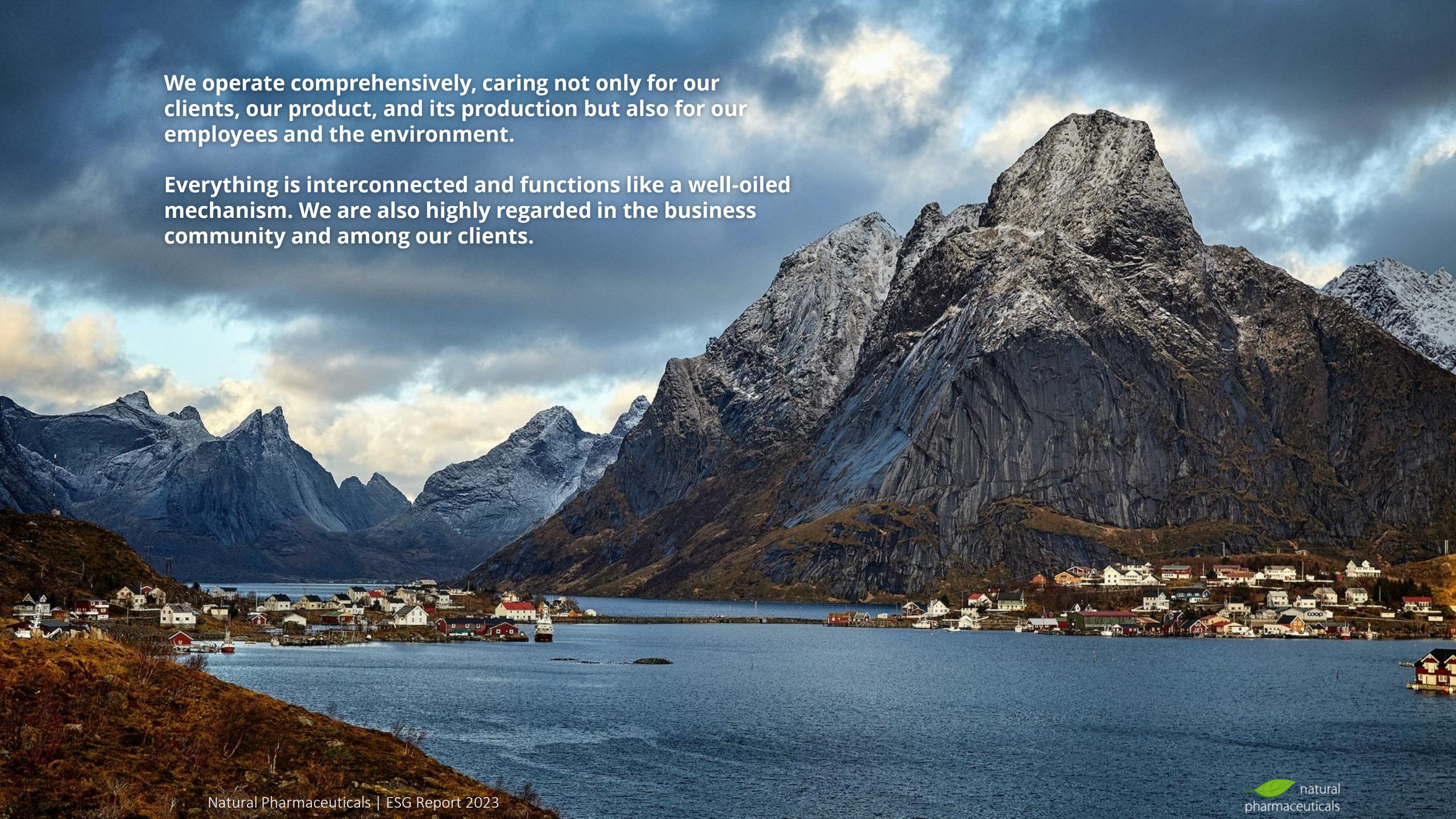
---

We joined KRSiO in 2016, becoming part of a community of dietary supplement manufacturers, distributors, and distinguished experts in the field of supplementation. Collaboratively, we work towards creating positive industry standards.

Our active involvement in the development of the "Kodeks Dobrych Praktyk Reklamy Suplementów Diety" (Code of Good Practices for the Advertising of Dietary Supplements) exemplifies our dedication to promoting responsible advertising and fair practices within the industry.

**We operate comprehensively, caring not only for our clients, our product, and its production but also for our employees and the environment.**

**Everything is interconnected and functions like a well-oiled mechanism. We are also highly regarded in the business community and among our clients.**





## **Customer-Friendly Company every year since 2014**

The Customer-Friendly Company certificate is awarded based on a study conducted by the independent research institute, Experience Institute. The uniqueness of this recognition lies in the fact that it is awarded solely based on the voices of real customers who have utilized the services of evaluated companies. Natural Pharmaceuticals has been receiving the title of Customer-Friendly Company continuously since 2014.

# Healthy Brand of the Year

The Healthy Brand of the Year is a nationwide project in Poland that honors and promotes the top brands in the market, offering the highest quality products, services, and solutions designed for health and a healthy lifestyle.



Our supplements have received numerous accolades from independent, nationwide organizations, recognizing them as the best in their respective categories.

These awards not only highlight the exceptional quality of our supplements but also reinforce our commitment to promoting health and a healthy lifestyle.

Products awarded:

- ImuBerin in 2023**
- Movisan Collagen II in 2023**

# Brand Ambassadors

We believe in fostering long-term relationships, not only with our clients but also with our brand ambassadors. Just as we carefully cultivate lasting connections with our clients, we approach the selection of our brand ambassadors with meticulous consideration, ensuring that they align with our values and stand by our mission for an extended period.

Our brand ambassadors play a vital role in representing our company, and we recognize the importance of maintaining strong, enduring partnerships with them. These ambassadors act as the face of our brand, embodying our values and promoting our products and services to a wider audience. We understand that their commitment and dedication directly impact our reputation and brand image, making their selection a crucial aspect of our business strategy.

When choosing our ambassadors, we prioritize shared values, authenticity, and a genuine passion for what we do. We seek individuals who not only understand our company's mission but also align with our commitment to environmental, social, and governance principles.

# Brand Ambassadors

## **Tomasz Sikora**

### **An Accomplished Polish Biathlete**

Tomasz Sikora is the most decorated Polish biathlete, with an impressive list of achievements to his name. He has secured a silver medal at the Winter Olympic Games, a gold medal in the World Championships, twelve medals in the European Championships, six medals in the Universiade, and even earned the prestigious Small Crystal Globe in the World Cup.



## **Metka Albreht**

### **Model, Stylist, Businesswoman, and TV Presenter, Miss Slovenia 1993**

Metka Albreht is a multi-talented individual who has excelled in various fields, including modeling, styling, business, and television presenting. Beyond her professional pursuits, she is also an avid marathon runner. Her career took off in 1993 when she was crowned Miss Slovenia, and since then, she has become a prominent figure in Slovenian television. Metka is also a proud mother of two.

# Brand Ambassadors



## Alexandra Béres

World Fitness Champion, Trainer, Mother,

Alexandra Béres is a highly accomplished individual, known for her exceptional achievements in the world of fitness. As a World Fitness Champion, she has demonstrated her commitment to physical well-being and has become a renowned figure in the industry. Alongside her fitness journey, Alexandra is also a dedicated trainer and a proud mother of two daughters.

## Michał Krysta

Extreme Sports Enthusiast

Michał Krysta is an individual who thrives on extreme sports and adventures. He engages in mountain climbing, competes in MTB rallies, skydives, ventures into open waters, and sails the seas. In 2021, as an ambassador for ProMan® Plus, our dietary supplement for men, Michał accomplished a remarkable feat by solo crossing the Atlantic Ocean in the G580T regatta. Natural Pharmaceuticals took immense pride in sponsoring this extraordinary expedition.

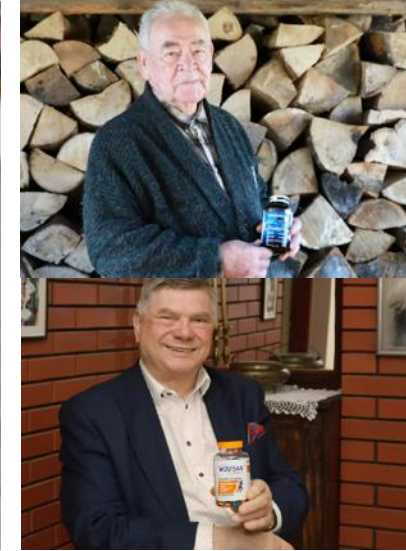


# Your stories

Just as we value long-lasting relationships with our ambassadors, we believe that these connections reflect our commitment to building enduring relationships with our customers. For the past four years, we have been running a project called "Your Stories".

We engage in conversations about their well-being, exploring how they prioritize their health and incorporate our products into their routines.

We meet our customers in their homes or other meaningful locations to them and conduct interviews to delve into their lives, passions, as well as their approach to nutrition, health, and our supplements.



# Your stories



Additionally, we capture their stories through captivating photoshoots. The complete package of each customer's story (interview and photos) can be found in materials accompanying our products and on our website.

Through "Your Stories," we aim to create a space where our customers can share their experiences and journeys, showcasing the impact that our products have had on their lives. It is an opportunity for us to celebrate their achievements and provide inspiration to others who may be on a similar path to wellness.



# 3



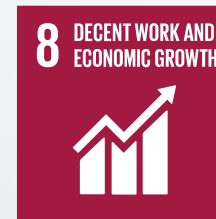
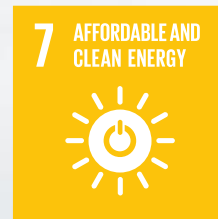
## **Our Sustainable Development**

# Aligning with the UN Global Goals: Our Commitment to Sustainable Development

By aligning with the UN Global Goals, we strive to achieve sustainable development on a global scale. Our company places great importance on these goals and actively works to contribute to their realization.

We support objectives related to environmental protection, social equality, education, innovation, health, and good governance.

Through our actions, we aim to create a better future for our planet and communities in line with the values set by the UN.



**THE GLOBAL GOALS**



**THE GLOBAL GOALS**

# Our sustainability strategy



## Environmental Stewardship

Minimize environmental impact and promote sustainable practices.



## Harmonious Workspace

Promote transparency, accountability, and ethical practices.



## Social Responsibility

Foster a positive impact on society and stakeholders.



## Innovation and Resilience

Drive sustainable innovation and adaptability for long-term success.

# Environmental Stewardship



1. **100% availability on public information on our impact**
2. **Become a part of clean word initiative**

## Initiatives

1. **Annual reporting available to the public**
2. **Participation in global and local clean-up initiatives**
3. **Raising environmental awareness among employees by trainings**

# Social Responsibility



1. Engage in global and local community initiatives
2. Stakeholder Feedback and Collaboration

## Initiatives

1. Engage in at least one global and 2 local community activities every year
2. Establish a structured feedback mechanism to gather input from stakeholders such as customers, employees, suppliers, and community members.

# Harmonious Workspace



1. **Ensure fair and inclusive employment practices, promoting diversity and equal opportunities.**
2. **Enhance health and safety standards for employees and stakeholders.**

## Initiatives

1. **Develop and implement comprehensive training programs focused on diversity, inclusion, and unconscious bias for all employees.**
2. **Review recruitment processes to ensure they are inclusive and attract a diverse pool of candidates.**
3. **Establish Employee Resource Groups (ERGs).**
4. **Conduct Comprehensive Safety Audits**
5. **Develop Robust Health and Safety Policies**
6. **Promoting Active Lifestyles through Employee Activation Programs**

# Innovation and Resilience



1. Foster a culture of innovation that embraces sustainable technologies and practices.
2. Continuously improve products and services to align with ESG principles.

## Initiatives

1. Launch sustainability-focused idea challenges.
2. Provide training and educational opportunities to employees to enhance their knowledge and understanding of sustainable technologies and practices.

# Our impact

## #1 Environmental

Environmental impact is a critical concern for our business. We acknowledge that our operations exert influence on the environment, and we are committed to minimizing it as much as possible. We believe that caring about what we do for the world is not only the right thing to do but also good business practice.



## #2 Social

Our success is intertwined with the well-being of the communities we serve. We are committed to making a positive social impact by supporting various initiatives that promote healthy lifestyles. We care about our employees and contractors, striving to provide a safe and supportive workplace environment.



## #3 Governance

Our business values good governance and prioritizes ethical and responsible behavior. We prioritize transparency and accountability, building trust with our stakeholders through open communication about our operations and decision-making processes.



Impact #1  
**Environmental**



# Production partners

Both the supply of salmon oil and the production of the supplements itself are carried out in Norway on the basis of long-term cooperation with trusted suppliers and producers.

## OMEGA-3

### NORDLAKS

One of the world leaders in the aquaculture farming of salmon and a long term a technological innovator in marine sector.

The first company in Norway to produce salmon oil for Omega-3. The frontrunner in sustainable harvesting and the first to electrify its fleet of vessels.

Nordlaks produces fresh, natural Omega-3 oils with the lowest oxidation level possible.

it takes **just 75 minutes** from fishing the salmon from the sea until the oil is extracted. Nordlaks' brand is SalfreshTM.

### VIVOMEGA™

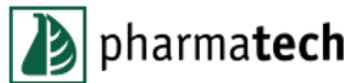
A product by  GC RIEBER

## OMEGA-3

GC Riber VivoMega produces one of the world's highest quality fish oils under the brand VivoMega. The quality of fish oil is measured by its level of oxidation.

Members of GOED, the industry body for Omega-3 products, have set a voluntary monograph for fish oil (with an upper TOTOX level of 26) a measurement for oxidation.

## CAPSULES



All Natural Pharmaceuticals' capsules and tablets are manufactured by Pharmatech, located in Fredrikstad, Norway. The Company is GMP certified and the leading North European developer and manufacturer of naturally produced health products.



# Quality

Natural Pharmaceuticals meets the highest standards of quality in both the products it offers and the services it provides

## GOOD MANUFACTURING PRACTICE

All supplements are produced according to Good Manufacturing Practice (GMP), an international standard used by the pharmaceutical and food industry.

These standards guarantee the high quality and purity of our ingredients, as well as ensure full control over the origin and quality of these ingredients.



# Quality



**1<sup>st</sup> COMPANY IN THE  
WORLD TO BE  
CERTIFIED BY ORIVO**

---

ORIVO testing was the first test in the world able to verify the origin of the fish oil used in the production of food supplements. It also confirms the composition of the examined food supplement.

Essentially, it acts as a guarantee to the consumer that they are choosing a high-quality, proven product. OmegaMarine Forte+ was the first supplement in the world to undergo this testing and receive ORIVO certification.

# New Reusable Packaging

In 2023, we successfully accelerated our sustainability goals and completed the transition to **100% rPET packaging across our entire portfolio.**

Thanks to the collective effort of our teams and suppliers, we achieved this milestone much faster than originally planned.

Now, all our supplements are packaged in fully recycled PET bottles, reducing our environmental footprint and supporting the circular economy.

We remain committed to continuously improving our packaging solutions in every market, further reinforcing our environmental responsibility.



# World Clean Up Day 2023

In 2023, we proudly joined the global movement of **World Cleanup Day** for the very first time. Guided by our strong connection to water, we focused our efforts on cleaning river areas in both Warsaw and Rzeszów.

Together, our team collected an impressive **56 bags of litter (60 liters each)**, helping to restore the natural beauty of our local waterways.

This initiative reflects our ongoing commitment to environmental responsibility and to preserving the ecosystems closest to our hearts.

By taking action locally, we contribute to the global fight against pollution and work towards a cleaner, healthier planet.



6 CLEAN WATER AND SANITATION



13 CLIMATE ACTION



15 LIFE ON LAND



17 PARTNERSHIPS FOR THE GOALS





## We work with InPost!

In 2021 we started our cooperation with InPost. Since we are constantly seeking improvements in our product delivery process and actively exploring solutions to minimize our carbon footprint.

The InPost parcel locker is a system of post office boxes, used to collect parcels 24 hours a day, 7 days a week - conveniently, on the way, at a time convenient for the customer. Parcel lockers are usually located in easily accessible places: near shops and gas stations.

One parcel locker can reduce almost 14 thousand. kilograms of CO<sub>2</sub>, which corresponds to the purification of the atmosphere by 2769 trees - says InPost. This is due to the fact that the greatest contamination during the delivery of parcels is generated by their last stage, i.e. delivery to the customer's door. The parcel collection system in devices such as parcel lockers removes this step from the logistics process, allowing you to reduce emissions. As InPost explains, one courier distributing parcels to parcel machines delivers about a thousand of them during one working day, visiting from four to five addresses. On the other hand, one courier in the traditional formula, bringing parcels to customers' doors, delivers on average only 75 parcels during the same working day.

The carbon footprint of the parcel lockers system is also smaller thanks to their large number and proximity to customers' homes.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



A collage of numerous hands, some with green paint applied to the palms and fingers, arranged in a circular pattern. The background is a solid green color. The text 'Impact #2 Social' is overlaid on the left side of the image.

Impact #2  
**Social**



# Workforce Insights



Men

Women

TOTAL

**2023**

63

160

**223**



Warsaw



Rzeszow

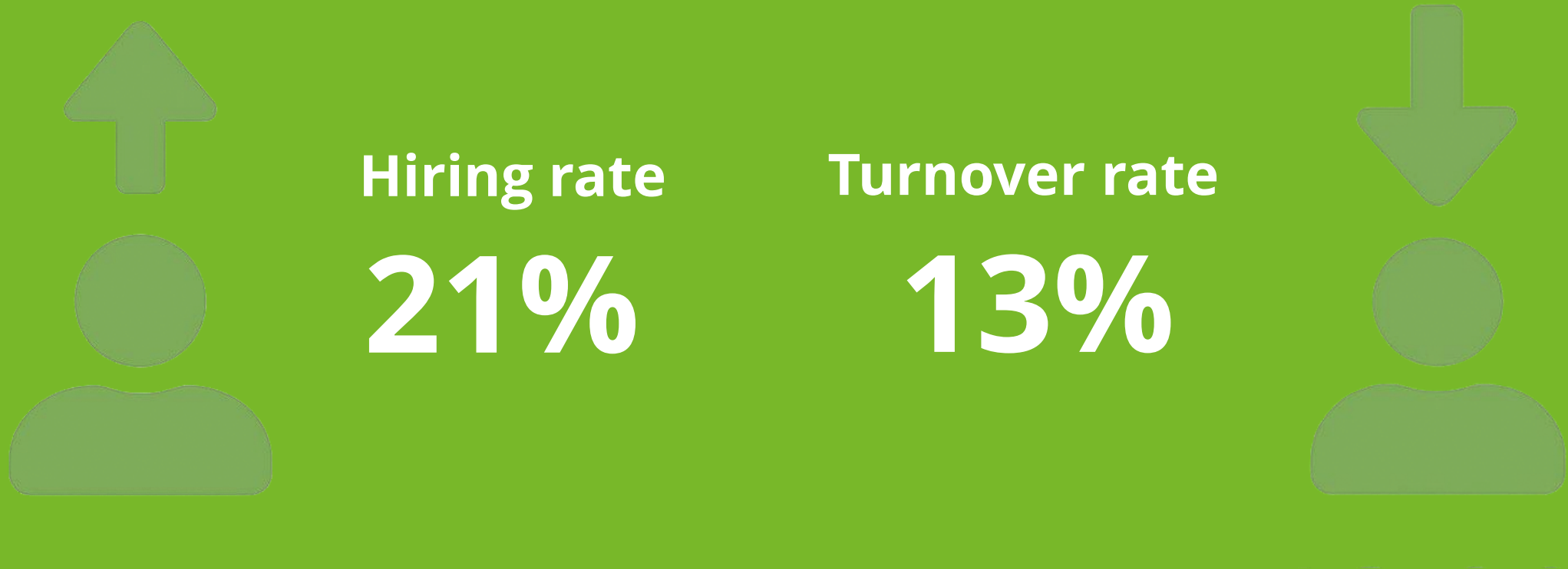
Total number of employees by employment contract (permanent and temporary), by gender.

	MEN		WOMEN	
	Permanently employed	Temporarily employed	Permanently employed	Temporarily employed
<b>WARSAW</b>				
2023	22	0	44	2
<b>RZESZÓW</b>				
2023	4	9	34	30

Total number of workers who are not employees and whose work is controlled by organization, by gender

	MEN		WOMEN	
	<b>WARSAW</b>			
2023	7		3	
<b>RZESZÓW</b>				
2023	21		47	

# Employee Overview – Hiring & Turnover



In 2023, we experienced dynamic team growth, with a particularly strong representation of women among new hires. While our turnover rate remains within an acceptable range, we are already implementing measures to further strengthen employee engagement and retention.

# Gender Pay Gap by Location (2023)

Ensuring pay equity is a key priority at Natural Pharmaceuticals. In 2023, we examined the gender pay gap across our main office locations.

This is the first time in our company's history that we have conducted a comprehensive gender pay gap analysis. It marks an important step towards greater transparency and accountability.

Our findings

- **Warsaw: Gender pay gap of 5%, in favour of men.**
- **Rzeszów: Gender pay gap of -9%, in favour of women.**

These insights provide a valuable foundation for future improvements.

We are already using this data to actively work towards minimizing the pay gap in the years ahead.

In the future, we plan to further refine our analysis by including a breakdown by job levels and roles, and to openly disclose our progress on this journey.



# Our Commitment to Diversity & Inclusion

We took a significant step forward on our journey towards building a more inclusive and diverse workplace.

We proudly signed **the Diversity Charter**, joining a European-wide initiative to promote equal treatment and diversity in the workplace.

Additionally, we participated for the first time in the **Diversity IN Check** assessment, which benchmarks companies based on their maturity in managing diversity and inclusion. While we did not yet qualify for the list of top-performing organizations, our participation provided us with invaluable insights into where we currently stand.

The results of the assessment have guided us in creating a clear and actionable roadmap towards improvement. We have set ourselves an ambitious but achievable goal: to secure a place on the list of leading companies in diversity management within the next two years.



# People development

At Natural Pharmaceuticals, we believe that the strength of our company lies in the expertise, passion, and development of our people.

To deliver the best dietary supplements, we are continuously building a highly specialized and motivated team.

Our structured training program ensures product quality and operational excellence.

Thanks to our upgraded training monitoring system, we now track employee progress more effectively, identifying individual learning needs and growth opportunities.

This is part of our ongoing commitment to professional and personal development.

## Average hours of training per year per employee

Gender	2023
Male	25,7
Female	50,7
<b>AVERAGE (TOTAL)</b>	<b>44,7</b>

Employee category	2023
Upper managers	19,8
Lower managers	36,2
Specialists	16
Consultants	84,7

# Workplace safety and well-being

The safety and well-being of our employees are of utmost importance.

We are proud to report that in 2023, we recorded:

- Zero fatalities resulting from work-related injuries
- Zero work-related illnesses across all our locations.

This achievement reflects our continuous efforts to maintain the highest standards of workplace safety.

We view health and safety not just as compliance, but as a core part of our responsibility to our people. We remain committed to proactive risk prevention, employee well-being, and continuous improvement of our workplace conditions.

## Total number and rate of fatalities as a result of work-related injury

	2021	2022	2023
--	------	------	------

The number and rate of fatalities as a result of work-related injury.

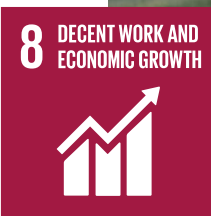
	0	0	0
--	---	---	---

## Total number and rate off work-related illnesses

	2021	2022	2023
--	------	------	------

The number and rate off work-related illnesses

	0	0	0
--	---	---	---



## Impact #2: Active Summer: boosting well-being and team spirit

Healthy, active employees are the best investment in our future.

In 2023, we launched our Active Summer program to promote physical activity, improve team integration, and strengthen our community spirit across our Warsaw and Rzeszów offices.

Through this initiative, we aimed to

- increase physical activity and overall well-being
- strengthen bonds between employees from different locations
- encourage employee involvement in our corporate social responsibility efforts.

We are proud that 40% of our employees actively participated in Active Summer 2023.

MAGAZYN NATURAL PHARMACEUTICALS 1/2023

# zdrowie z natural

3 GOOD HEALTH  
AND WELL-BEING



OMEGA-3  
POD  
KONTROLĄ

Wywiad ze Sveinem  
Erikiem Haugmo,  
Prezesem ORIVO

4 QUALITY  
EDUCATION



KWASY  
EPA I DHA

Wsparcie dla mamy  
i dziecka

W PODRÓŻY  
PO POLSCE

Odwiedź z nami  
Gdynię

# MOC zdrowego serca

- JAK DBAĆ O SERCE – PRAKTYCZNE PORADY
- DIETA DASH – PROSTA DROGA DO ZDROWIA
- PRZYJAZNY SERCU JADŁOSPIS



## Impact #2: Promoting Health and Education

In 2023, we launched our new magazine, „Health with Natural,” published twice a year to empower our customers with practical knowledge about leading a healthy lifestyle.

The first issue focused on heart health, while the second explored mobility and musculoskeletal support.

As a distributor of dietary supplements, we believe that a healthy lifestyle goes beyond products — it is about daily choices and education.

Through this initiative, we aim to integrate all aspects of well-being into our customers' everyday lives, helping them make informed decisions for their health and happiness.



## Impact #2: „Company with heart” by UNICEF

Since 2013, Natural Pharmaceuticals has proudly maintained a long-standing partnership with UNICEF Polska, demonstrating our consistent commitment to corporate social responsibility and the well-being of children worldwide.

Over the years, we have continuously supported UNICEF's impactful initiatives, helping to address critical global challenges such as extreme poverty, food insecurity, armed conflicts, crises, and the devastating impacts of climate change.

Our ongoing contribution, including a donation of PLN 15,000 in 2023, is a reflection of our dedication to making a lasting difference.

Through the "Company with the Heart" program, we remain firmly committed to creating positive change in the lives of vulnerable children, not as a one-time gesture but as part of a sustained and meaningful journey.



# Impact #3 Governance

**Our co-founders and co-owners take an active interest in the development of the company and are engaged in development of product formulas, strategy, business development and marketing.**



**Ole Bjørn Fausa**

Co-owner and co-founder  
Master of Science in Business Administration  
Norwegian School of Management 1990  
Area: Strategy & business development



**Knut-Erik Karlsen**

Co-owner and co-founder  
Chairman of the Supervisory Board  
Serial entrepreneur in nutraceuticals  
Area: Research and product development, business development



**Kari-Anne Karlsen**

Co-owner and co-founder  
Norwegian School of Business & Academy of Nutrition  
25 years of experience in the nutraceutical business  
Area: Research and product development, marketing



**Reidar Nilsen**

Co-owner and co-founder  
Master of Science in Business Administration  
Norwegian School of Management 1990  
Area: Strategy & marketing

# Ethical Conduct

## Upholding the Pillars of Integrity

### Foundation of Trust

At every level of our organization, trust remains the cornerstone of our success. Integrity, honesty, and transparency are not just values — they are daily commitments embedded in our culture. Our team knows that trust is both our responsibility and our shared expectation.

**2023 was a year of strengthening these foundations, as we prepared for more structured ESG reporting and proactively advanced our practices in transparency and accountability.**

### Guiding Ethical Decision-Making

In a rapidly changing environment, ethical decision-making continues to guide our actions. We uphold the principle of doing the right thing — not just when it is expected, but always. Our approach goes beyond compliance: every decision reflects our dedication to ethical leadership and enduring values.

**Through initiatives like pay gap analysis, participation in the Diversity IN Check assessment, and clear governance frameworks, we are building a culture where ethics and responsibility are at the forefront.**

### Continuous Commitment

Our ethical journey is ongoing.

We continuously invest in awareness initiatives and internal education to ensure that ethical standards are not only written but lived every day.

Looking ahead, we are preparing for enhanced ESG disclosures and maintaining high standards of corporate governance to meet the expectations of our stakeholders and the challenges of the future.

**Ethics is not a destination —  
it is our everyday compass.**



[www.naturalpharmaceuticals.eu](http://www.naturalpharmaceuticals.eu)

+48 22 490 69 67

[bok@natural.pl](mailto:bok@natural.pl)

Natural Pharmaceuticals Sp. z o.o.

ul. Domaniewska 28

02-672 Warszawa

