



# Natural Pharmaceuticals

## Sustainability Report

2024



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# Introduction





We are proud to present our third

## **Natural Pharmaceuticals Sustainability Report.**

Building on the foundation of our previous reports, this edition highlights the progress we have made and the steps we continue to take to integrate ESG principles into our daily operations.

It reflects our ongoing commitment to sustainability, transparency, and responsible growth as we strengthen our impact on our stakeholders, communities, and the environment.





# Letter from the CEO



Dear Stakeholders,

I am pleased to present our third Environmental, Social, and Governance (ESG) Report.

This report reflects another year of progress in strengthening our approach to sustainability and responsible business practices.

At Natural Pharmaceuticals, ESG is not a separate initiative — it is an integral part of how we operate and grow.

In 2024, we continued to build on the foundations established in previous years, further embedding sustainability into our processes, partnerships, and daily decision-making.

We advanced our environmental efforts, continued to invest in our people and workplace culture, and reinforced our commitment to transparency and ethical governance.

At the same time, the evolving regulatory landscape — including the Omnibus developments — indicates that formal ESG reporting obligations may not apply to us in the near term. We do not see this as a reason to slow down. On the contrary, we treat this as an opportunity to take a more thoughtful and structured approach to how we develop our ESG strategy and prepare for the future.

We see this transformation not as an obligation, but as a natural direction for a company that aims to grow responsibly and create long-term value.

This report provides an overview of where we are today — and the direction we are heading.

While we are proud of the progress made, we remain aware that our ESG journey is ongoing and requires continuous improvement.

I would like to thank our employees, partners, and stakeholders for their trust and engagement. Together, we are building a stronger, more responsible organization.

Sincerely,

*Jonas Törnquist*



# 2

## About Natural Pharmaceuticals



# ■ 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



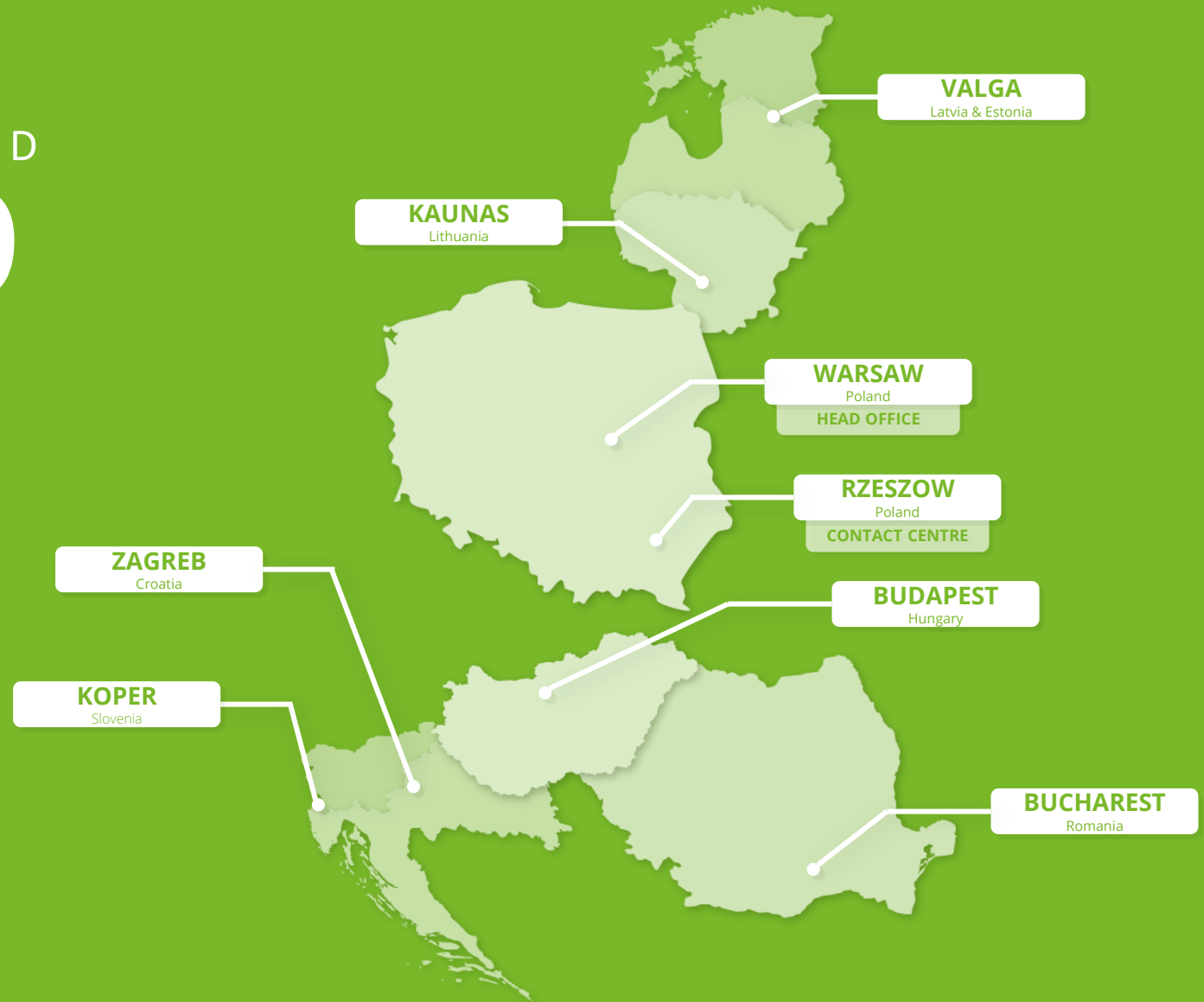
ESTABLISHED  
**2009**

**8**  
OFFICES



**600+**  
GLOBAL  
WORKFORCE

**12**  
OUTSOURCING  
PARTNERS

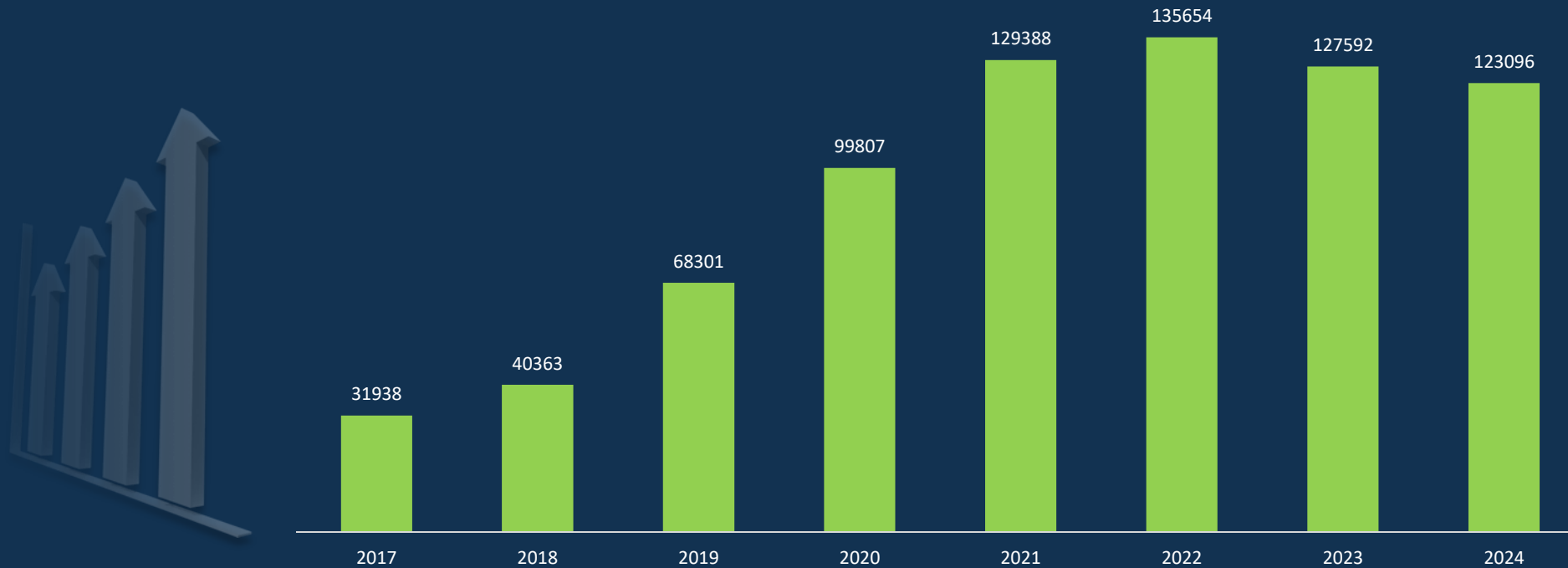




# SALES IN K PLN

Financial Statement of Natural Pharmaceuticals Sp z o.o.

## SALES IN K PLN



# 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™**

**IMUBERIN®**

*Sleep, vision and slimming*

*Immunity*



**MULTIVITAMIN+™**

**VITAMIN C+™**

**VITAMIN D+™**

**MAGNESIUM B6+™**

**VITASOLARIS+™**

*Vitamins*

# Expanding portfolio: new lines in 2024

In 2024, we continued to expand our portfolio by introducing new products designed to address evolving health needs and support everyday well-being.

SUPLEMENT DIETY  
**Hepactum™**  
**FORTE**

Support for liver  
health and daily liver  
function



# Expanding portfolio: new lines in 2024

In 2024, we continued to expand our portfolio by introducing new products designed to address evolving health needs and support everyday well-being.

## belly balance

A strawberry-flavoured cocktail supporting gut health and digestive well-being in a modern and convenient form.



# Expanding portfolio: new lines in 2024

In 2024, we continued to expand our portfolio by introducing new products designed to address evolving health needs and support everyday well-being.



An innovative vitamin D supplement in the form of a “sunshine gummy,” combining daily supplementation with enjoyable taste and convenience.





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**

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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)**

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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.



## **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:

**BellyBalance**  
**megaD3**

# Quality of the Year 2024

The “Quality of the Year” program is a nationwide initiative in Poland that recognizes and promotes products and services distinguished by their quality, innovation, and high standards.



Hepactum™ FORTE received the prestigious Quality of the Year 2024 award, recognizing the product’s quality and its contribution to modern preventive health support.

This distinction reinforces our commitment to developing high-quality supplements that respond to evolving consumer needs and market expectations.

# 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.

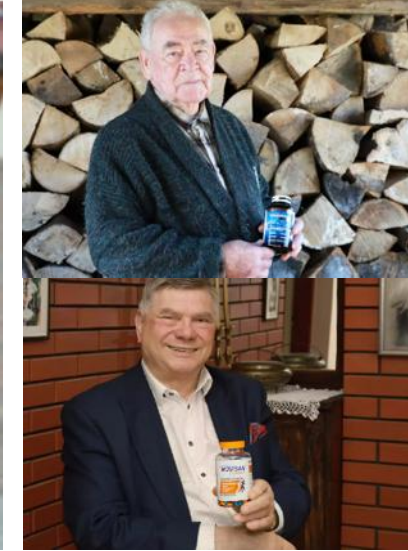


# Your stories

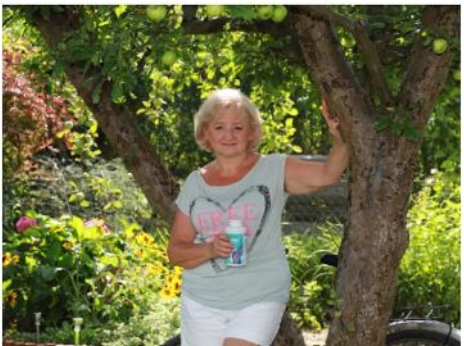
Just as we value long-lasting relationships with our ambassadors, we believe that these connections reflect our commitment to building enduring relationships with our customers. For the past four years, we have been running a project called "Your Stories".

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**

# 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.

# 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**



# 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**

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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.

# World Clean Up Day 2024

In 2024, we once again joined the global World Cleanup Day initiative, continuing our commitment to local environmental action.

Building on the experience from the previous year, our employees organized clean-up activities in Warsaw and Rzeszów, focusing on green and riverside areas close to our offices.

Together, **we collected 2,580 liters of waste**, contributing to cleaner public spaces and raising environmental awareness among our teams.

Through initiatives like this, we want to encourage everyday responsibility for the environment and show that even local actions can create meaningful impact.



A collage of numerous hands of various skin tones, some with green paint applied to the palms and fingers, arranged in a circular pattern. The background is a solid green color.

# Impact #2 **Social**

# Workforce Insights\*

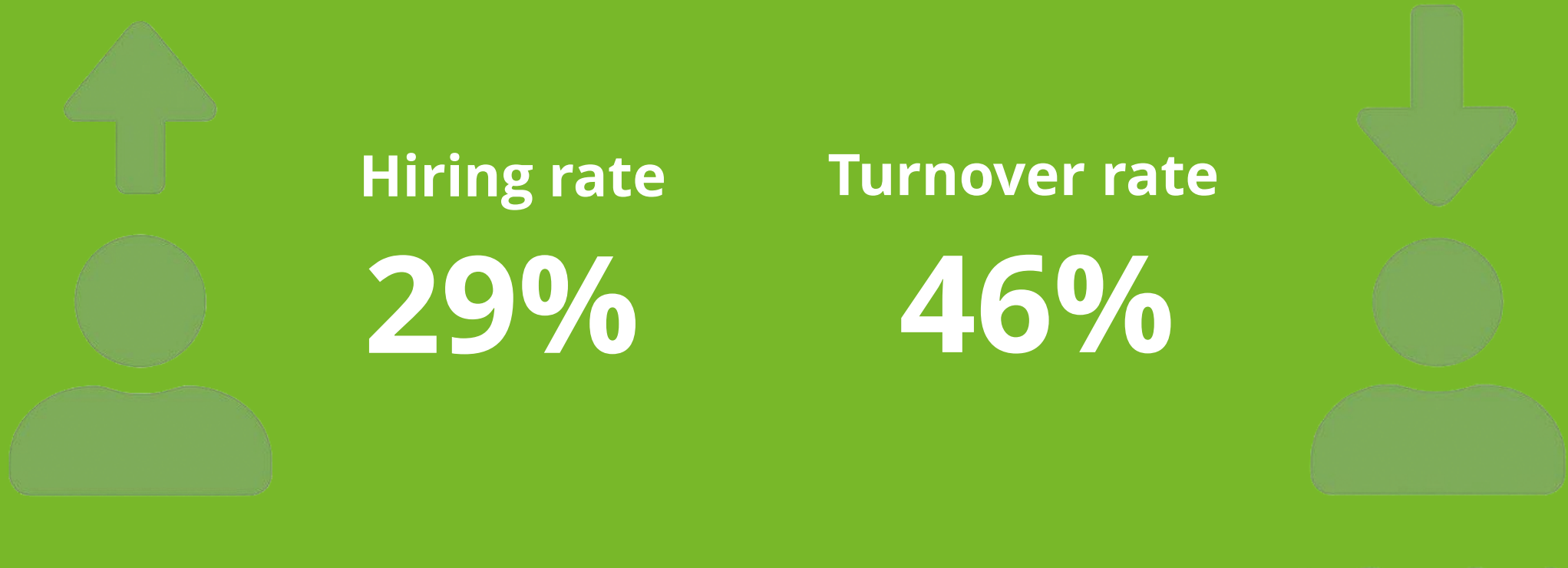


	Men	Women	TOTAL
<b>2024</b>	63	232	<b>295</b>

Total number of employees by employment contract (permanent and temporary), by gender.				
	MEN		WOMEN	
	Permanently employed	Temporarily employed	Permanently employed	Temporarily employed
<b>Natural Pharmaceuticals Group</b>				
<b>2024</b>	58	5	207	25

\*Natural Pharmaceuticals Group

# Employee Overview – Hiring & Turnover



In 2024, we experienced dynamic team growth, reflected in a significantly higher hiring rate compared to the previous year. At the same time, we also recorded an increase in turnover. This was primarily related to organizational changes within the Group, including the transformation and closure of selected entities. Importantly, this does not reflect a long-term trend across our organization. In markets unaffected by these structural changes, turnover levels remained stable — and in some cases even decreased — staying at around 12%.

# Gender Pay Gap by Location (2024)

Ensuring pay equity remains an important priority at Natural Pharmaceuticals. In 2024, we continued our gender pay gap analysis across selected office locations.

To ensure confidentiality and meaningful interpretation of the data, we decided to publish results only for locations with sufficiently large employee populations.

In smaller entities, the number of employees is too limited to provide representative and anonymized results.

For 2024, we therefore present gender pay gap data for our offices in Warsaw, Rzeszów, and Hungary. We treat this analysis as an important tool supporting transparency, accountability, and the continuous development of fair compensation practices across the organization.

Our findings

- **Warsaw:** Gender pay gap of 5%, in favour of men.
- **Rzeszów:** Gender pay gap of -17%, in favour of women.
- **Hungary:** Gender pay gap of 10%, in favour of men.

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.



# Our Commitment to Diversity & Inclusion

In 2023, we set ourselves an ambitious goal: within two years, we aimed to join the group of the most advanced companies in diversity and inclusion management through the Diversity IN Check assessment.

Already in 2024, we decided to participate in the assessment again — and successfully earned a place on the Diversity IN Check list.

We see this achievement not as the end of the journey, but as confirmation that consistent actions, openness to learning, and a long-term approach can lead to meaningful organizational change.



# People development

At Natural Pharmaceuticals, we believe that continuous development is essential to building a strong, responsible, and future-oriented organization.

In 2024, we continued to invest in employee learning and professional growth, focusing not only on operational excellence, but also on developing leadership, communication, and workplace skills across the organization.

We further improved our training processes and monitoring systems, allowing us to better identify development needs and support employees in their individual growth paths.

The reported results are lower than in 2023. However, this difference does not reflect reduced investment in employee development. In the previous report, the data covered only Poland. Starting from 2024, we successfully expanded data collection across the entire Natural Pharmaceuticals Group, and we will continue reporting in this broader format in the coming years.

We believe that investing in people strengthens both our company culture and the long-term quality of the products and services we provide.

\*Natural Pharmaceuticals Group

## Average hours of training per year per employee\*

Gender	2024
Male	13,1
Female	27,9
<b>AVERAGE (TOTAL)</b>	<b>24,7</b>

Employee category	2024
Upper managers	16
Lower managers	15,5
Specialists	21,2
Consultants	46,6

# Workplace safety and well-being

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

We are proud to report that in 2024, 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	2024
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The number and rate of fatalities as a result of work-related injury.

	0	0	0	0
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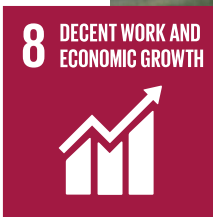
## Total number and rate off work-related illnesses\*

	2021	2022	2023	2024
--	------	------	------	------

The number and rate off work-related illnesses

	0	0	0	0
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\*Natural Pharmaceuticals Group



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

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

In 2024, we continued our Active Summer initiative, further promoting physical activity, employee well-being, and team integration across the Natural Pharmaceuticals Group.

Based on the experience gathered during the first edition, we introduced updated rules and a refreshed formula for the program to encourage even greater engagement and long-term participation.

The initiative continued to support healthy lifestyles, strengthen relationships between employees from different locations, and encourage active involvement in company-wide activities.

We are proud that 37% of our employees actively participated in Active Summer 2024, confirming the growing importance of well-being and community-building initiatives within our organization.

# zdrowie z natural

3 GOOD HEALTH  
AND WELL-BEING



OSOBY NA  
ODPORNOŚĆ  
znanych stron świata

FIBRYLATORY  
(MED) Z OKAZJI  
15. URODZIN

Schemat resuscytacji  
sercowo-oddechowej  
(RKO) w środku!

4 QUALITY  
EDUCATION



KOPANE  
leczenia  
odporność

## POPROSZĘ coś na odporność!

- DIETA DLA ODPORNOŚCI
- FLAWONOIDY I ANTOCYJANY BEZ TAJEMNIC
- SKANDYNAWSKA JAKOŚĆ I MOC ImuBerin® –  
NOWY SUPLEMENT NA ODPORNOŚĆ

natural  
pharmaceuticals

cena: 14,99zł

ISSN 2956-6371



## Impact #2: Promoting Health and Education

.In 2024, we continued publishing our magazine, „Health with Natural” in Poland, further supporting our customers with accessible and practical knowledge about healthy living and well-being.

Two new issues were released during the year. The first focused on brain health, memory, and cognitive support, while the second explored immunity and everyday ways to support the body’s natural defense mechanisms.

Through this initiative, we continue to promote a holistic approach to health — combining education, prevention, and conscious lifestyle choices as part of everyday well-being.



## 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 #2: „Save with heart”

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

In 2024, we reactivated our “Ratuj z Sercem” (“Save with Heart”) initiative, originally launched in 2012, continuing our commitment to supporting local communities and improving access to life-saving equipment.

As part of the campaign, we donated 12 AED defibrillators to locations across Poland. What made this initiative especially meaningful was the active involvement of our customers, who helped identify the places where the devices were most needed.

The new AEDs were installed in schools, churches, city offices, and volunteer fire departments, helping to improve emergency preparedness and increase public access to potentially life-saving support.



# 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.**



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