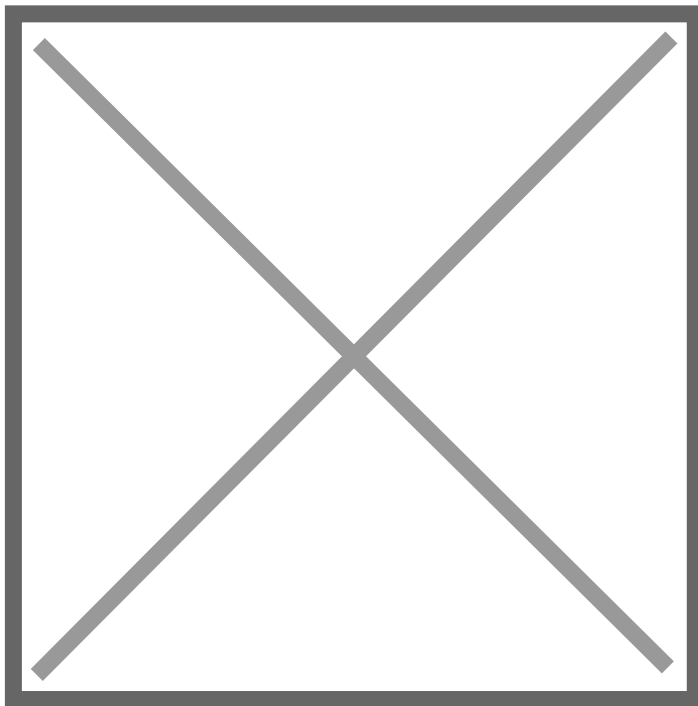


Unilever to Acquire U.S. Greens Supplement Company GrÃ¼ns

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Unilever announced that it has signed an agreement to acquire GrÃ¼ns, a fast-growing VMS company with a leading position in the U.S. Greens Supplement category. This marks another step in optimising Unilever's portfolio towards premium and high-growth spaces, with a stronger focus on Beauty & Wellbeing and the U.S. market.

Founded in 2023 by Chad Janis, GrÃ¼ns has a clear mission to make daily nutrient support an easy, enjoyable ritual. Janis launched the company after recognising that the supplement industry's biggest barrier wasn't awareness, but adherence. In a short time, GrÃ¼ns has become one of the largest brands in the U.S. Greens Supplement category, building a digitally native, culture-driven brand that resonates with consumers.

Jostein Solheim, Unilever Wellbeing CEO, said: "We are thrilled to welcome GrÃ¼ns into the Unilever family. As a leader and true innovator in the Greens Supplement category, what sets GrÃ¼ns apart is its focused portfolio of science-backed products that people genuinely enjoy, trust, and consistently use. This combination of efficacy and experience is powerful, and together we see a significant opportunity to scale the brand within our Wellbeing business."

Chad Janis, Founder and CEO of GrÃ¼ns, said: âOur customers are the reason GrÃ¼ns exists, and this partnership is ultimately for them. With Unilever behind us, we can reach more people, move faster, and continue raising the bar on what an enjoyable daily wellness habit can be.â

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The transaction is expected to close later this year, subject to customary regulatory approvals and closing conditions.