

Strive and TurtleTree to build Adult Immunity support beverages and Sports Nutrition by 2025

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TurtleTree, a pioneer in sustainable nutrition, has entered a multi-year strategic partnership with **Strive**, a nutrition company focused on providing sustainable, protein enriched beverages that are better tasting, more nutritious and better for the planet.

Strive currently offers FREEMILK, a true milk alternative with fermentation-derived protein and through the partnership with TurtleTree, plans to expand into additional products including an immunity support beverage aimed at adult nutrition as well as a ready-to-mix protein powder—both to include TurtleTree's lactoferrin (LF+), the world's first animal-free lactoferrin. The functional beverage landscape has a market size of \$200B with 7.49% CAGR, confirming the need for more options being made accessible to the general population.

The immunity support beverage from Strive with LF+ will be an 8 oz carton with 12-15 grams of fermentation-derived whey protein and 250 mg of fermentation-derived lactoferrin (LF+). There will also be a mix of 23 critical vitamins and minerals to enhance the product geared toward aging adults.

Strive and TurtleTree are committed to providing products that will give the adult population the opportunity to address some of their concerns and provide the functional ingredients they are searching for. By creating an immunity support beverage that includes TurtleTree's LF+, Strive can provide consumers with the unique benefits of lactoferrin to support gut health and iron regulation as well as immune support while ensuring supplementation of the daily vitamins recommended.

TurtleTree continues to have a stellar year receiving its vegan certification from Vegan Action, securing its first commercialization partnership and being recognized in Fast Company's 2024 World Changing Ideas.