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NEWS RELEASE

Niagen Bioscience Launches Tru Niagen on Walmart.com, Expanding Access and Diversifying Its E-commerce Marketplace Presence

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New e-commerce availability broadens consumer access to the leading healthy-aging NAD+ supplement in the United States

LOS ANGELES--(BUSINESS WIRE)-- **Niagen Bioscience, Inc.** (NASDAQ: NAGE), the global authority on NAD+ (nicotinamide adenine dinucleotide) with a focus on the science of healthy aging, today announced that Tru Niagen®, the number one healthy-aging NAD+ supplement in the United States†, is now available at **Walmart.com**.

The launch expands access to Tru Niagen through one of the country's largest digital retail platforms, providing more consumers with a convenient way to purchase a clinically proven, science-backed NAD+ supplement to support cellular function and healthy aging.

"Expanding Tru Niagen's availability on Walmart.com makes our science-backed NAD+ solution more accessible to consumers nationwide," said Rob Fried, CEO of Niagen Bioscience. "It is another step in meeting consumers where they shop."

The initial Walmart.com assortment includes Tru Niagen 300 mg in 30-count and 90-count bottles, with the full suite of Tru Niagen products rolling out over the next few weeks.

Walmart continues to expand its digital reach and omnichannel capabilities. In its first quarter 2026 earnings, Walmart reported 26% growth in both global and U.S. e-commerce sales, driven by demand for convenient, fast delivery and the continued use of its stores as digital fulfillment hubs (**Walmart**). Further, Walmart generated approximately $27.1 billion in U.S. e-commerce net sales and $16.4 billion in U.S. health and wellness net sales during the quarter ended April 30, 2026, underscoring the scale of both its digital platform and its health and wellness business (**Walmart**).

Tru Niagen is clinically shown to increase NAD+ levels and help sustain them over time. It's powered by Niagen (patented nicotinamide riboside, or NR), the most well-researched, quality-tested, efficient NAD-booster precursor available. NAD+ is an essential coenzyme vital to cellular health, mitochondrial function, cellular energy production, and DNA repair. Embodying the highest scientific and quality standards, Tru Niagen is backed by more than 45 human clinical studies, over 500 published scientific studies, and more than 50 patents worldwide, and is recognized by the world's most rigorous regulatory bodies.

To purchase Tru Niagen on Walmart's e-commerce platform visit **www.walmart.com/truniagen**. For more information about the science behind Tru Niagen, visit **www.truniagen.com**.

About Niagen Bioscience

Niagen Bioscience, Inc. (NASDAQ: NAGE) is the global authority in healthy aging and NAD+ (nicotinamide adenine dinucleotide) science. As a trusted pioneer of NAD+ discoveries, Niagen Bioscience™ is dedicated to advancing healthspan through precision science and innovative NAD+-boosting solutions.

The Niagen Bioscience team, composed of world-renowned scientists, works with independent investigators from esteemed universities and research institutions around the globe to uncover the full potential of NAD+. A vital coenzyme found in every cell of the human body, NAD+ declines with age and exposure to everyday lifestyle stressors. NAD+ depletion is a key contributor to age-related changes in health and vitality.

Distinguished by state-of-the-art laboratories, rigorous scientific and quality protocols, and collaborations with leading research institutions worldwide, Niagen Bioscience sets the gold standard for research, quality, and innovation. There's a better way to age.

At the heart of its clinically proven product portfolio is Niagen® (patented nicotinamide riboside, or NR), the most efficient, well-researched, and high-quality NAD+ booster available. Niagen powers the Company's consumer supplement, Tru Niagen®, the number one NAD+ boosting oral supplement in the United States[†] (available at **www.truniagen.com**), and Niagen™ Plus, featuring pharmaceutical-grade intravenous (IV) and injectable Niagen products (**www.niagenplus.com**). Pharmaceutical-grade Niagen IV and injections are compounded and distributed by U.S. FDA-registered 503B outsourcing facilities and are available exclusively at clinics with a prescription. NAD Pharmaceuticals Corp., the Company's wholly owned subsidiary focused on developing therapies for accelerated aging and rare genetic diseases, is conducting research on NB4168, a differentiated molecule.

Niagen Bioscience's robust patent portfolio protects NR and other NAD+ precursors. Niagen Bioscience maintains a website at **www.niagenbioscience.com**, where copies of press releases, news, and financial information are regularly published.

† Based on revenue per largest U.S. e-commerce marketplace (Jan. 2025 – Dec. 2025)

Forward-Looking Statements:

This release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, and Section 21E of the Securities Exchange Act of 1934. Statements that are not a description of historical facts constitute forward-looking statements and may often, but not always, be identified by the use of such words as "expects," "anticipates," "intends" "estimates," "plans," "potential," "possible," "probable," "believes," "seeks," "may," "will," "should," "could," "predicts," "projects," "continue," "would" or the negative of such terms or other similar expressions.

Forward-looking statements are based on current expectations and assumptions and are subject to risks and uncertainties that could cause actual results to differ materially from those described. These risks and uncertainties include, but are not limited to, statements regarding Niagen Bioscience's NB4168 pharmaceutical development program; planned preclinical, IND-enabling and clinical development activities; the potential timing of an IND submission or first-in-human study; the potential bioavailability, exposure, safety, tolerability, efficacy, pharmacodynamic or clinical profile of NB4168; and the Company's ability to translate its NAD+ platform into pharmaceutical products; inflationary conditions and adverse economic conditions; our history of operating losses; the growth and profitability of our product sales; our ability to maintain and grow sales, marketing and distribution capabilities; changing consumer perceptions of our products; our reliance on a single or limited number of third-party suppliers; risks of conducting business in China; including unanticipated developments in and risks related to the Company's ability to secure adequate quantities of pharmaceutical-grade Niagen in a timely manner; the Company's ability to obtain appropriate contracts and arrangements with U.S. FDA-registered 503B outsourcing facilities required to compound and distribute pharmaceutical-grade Niagen to clinics; the Company's ability to remain on the U.S. FDA Bulk Drug Substances Nominated for Use in Compounding Under Section 503B of the Federal Food, Drug, and Cosmetic Act Category 1 list; the Company's ability to maintain and enforce the Company's existing intellectual property and obtain new patents; whether the potential benefits of NRC can be further supported; further research and development and the results of clinical trials possibly being unsuccessful or insufficient to meet applicable regulatory standards or warrant continued development; the ability to enroll sufficient numbers of subjects in clinical trials; determinations made by the FDA and other governmental authorities, including with respect to products seeking to compete in our market; mislabeling or other misleading marketing practices by competitors; economic and market instability, including as a result of tariffs or trade conflicts; and the risks and uncertainties associated with our business and financial condition in general, described in our filings with the Securities and Exchange Commission (SEC), including, without limitation, our most recent Annual Report on Form 10-K and Quarterly Report on Form 10-Q as filed with the SEC.

Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof, and actual results may differ materially from those suggested by these forward-looking statements. All forward-looking statements are qualified in their entirety by this cautionary statement and Niagen Bioscience undertakes no obligation to revise or update this release to reflect events or circumstances after the date hereof.

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