

NEWS RELEASE

Niagen Bioscience Puts 25 Years of NAD+ Science Behind "Don't Get Old. Age Better.®" a New Campaign for its Niagen® Brand Featuring Legendary Surfer Kelly Slater

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The campaign pairs a new perspective on aging with the Company's 25+ years of quality and scientific leadership, including over 45 peer-reviewed published clinical studies on its flagship precursor ingredient Niagen® (patented nicotinamide riboside)

Slater leads a roster of more than 20 partners across sports, entertainment, and medicine, sharing their own Niagen® routines

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 the launch of "Don't Get Old. Age Better.®," a new brand campaign for its Niagen® (patented nicotinamide riboside, or NR) brand and sub-brands Tru Niagen® and Niagen Plus™, featuring 11-time world champion surfer Kelly Slater and more than 20 partners, across sports, entertainment, and medicine. The campaign is grounded in more than 25 years of Niagen Bioscience's scientific and quality leadership in the NAD+ precursor space, including over 45 peer-reviewed published clinical studies on Niagen.

Niagen Bioscience is backed by 25 years of scientific and quality leadership in the NAD+ precursor space.

"People aren't afraid of getting older. They're afraid of the version of older they've been

shown," said Michiko Kelley, Chief Marketing Officer (CMO) of Niagen Bioscience. "'Don't Get Old. Age Better.' hands that script back. Kelly Slater is living proof that another version is available, and so is every partner in this campaign.

Niagen is how we back that up: our mission is to help people live vibrant, active lives for as long as possible, and we are uncovering the potential of NAD+ with precision science to show there is a better way to age."

Through its Niagen Research Program, independent investigators from world-renowned institutions request Niagen for preclinical and clinical research because it is the most efficient, effective, and high-quality NAD+ booster available. Backed by a Nobel Prize-winning biochemist, the program has generated over 300 global research collaborations, including more than 45 peer-reviewed clinical studies on Niagen. Over 75% of all published NR clinical studies on **ClinicalTrials.gov** feature Niagen, further underscoring the program's influence. The Company also holds robust intellectual property (IP) on NR and other NAD+ precursors, including 70 proprietary patents on NR alone.

"Don't Get Old. Age Better." separates two ideas that are often treated as one. Getting old is a story told for people, a set of expectations about later life they are conditioned to accept, while aging better means taking the power back to write their own. Campaign headlines state this distinction plainly, such as "Old plays it safe. Age just plays." and "Old counts the years. Age ignores them." Each headline is paired with proof, reflecting a shift in how consumers choose preventative products like supplements: clinical research is now the leading purchase criterion, and after years of overstated health claims, consumers expect evidence they can verify.

Kelly Slater's legendary career reflects a principle shared by the most accomplished people in any field: lasting success depends on a willingness to fail. Every wipeout has been followed by another paddle back out, and each one has added to the experience that made him a champion. Slater won his first world title at age 20 and his eleventh at 39, making him both the youngest and oldest men's world champion in professional surfing history. At 54, he still competes, learning and challenging himself at the highest level. His career is proof that the greatest wins are always still ahead.

"Getting old is a state of mind. Aging is something you can take control of, and that means being proactive about it," said Slater. "I recently surfed the Outerknown Tahiti Pro, my first contest in about a year and a half after undergoing hip surgery, and the surf was big and intense. Going in, I was concerned about my resilience. I was completely fine. My vitality and performance over the past few months have genuinely surprised me. I take Niagen products every day because they are the best in the NAD+ space for supporting cellular energy and DNA repair, and as a father of three kids, healthy aging is a priority for me. I truly believe that at 60, I will be better than I was at 50."

Slater noted that the scientific and quality standards of Niagen products were central to his decision in partnering with the Company. "We are exposed to so much information today, especially on social media, that it is hard to know what is true. Personal experience matters, but you also need top-tier science and quality. Niagen Bioscience has spent decades pioneering research and creating innovative products backed by quality standards I trust as an athlete."

Kelly Slater may be the most visible face of the campaign, but he is not the only one. More than 20 athletes, creators and credentialed health practitioners will share their own experience with Niagen as the campaign rolls out, reaching a combined audience of over 50 million. They include Tia Mowry, Whitney Cummings, Tara Lipinski, Jennifer Cohen, and Ting Ma, alongside physicians and clinicians such as Tiffany J. Libby, MD, MPH, Assistant Professor of Dermatology at Brown University school of medicine, Jonathan Schoeff, MD, FACS, Founder/Medical Director, The Longevity Lab, and Sogol Ash, NMD, MS, Naturopathic Doctor and Longevity Expert. Each one takes Niagen and speaks from their own routine, which is the only kind of partnership the Company enters.

Aging better is a choice, and Niagen gives people more than one way to make it. Niagen powers Tru Niagen, the number one NAD+ boosting oral supplement in the United States, and Niagen Plus, featuring pharmaceutical-grade intravenous (IV) and injectable Niagen products available at clinics with a prescription. No matter the format, the ingredient is the same.

NAD+ supports cellular energy, mitochondrial function, and DNA repair, and NAD+ levels decline with age. Unlike another common precursor, NMN, which is too large to cross into cells and must be converted to NR outside the cell first, NR enters cells directly. The Niagen pathway is highly efficient during periods of cellular demand, when the body needs NAD+ most. Clinical studies show that a consistent daily routine of 300 mg of Tru Niagen sustains a 50% increase in NAD+ levels. At a higher dose, a consistent daily routine of Tru Niagen Pro 1000 mg sustains a 150% increase. Niagen supports NAD+ levels, cellular health, and resilience as we age.

Quality receives the same rigor as research. Tru Niagen products undergo up to 19 internal and third-party analytical quality and potency tests and are NSF Certified for Sport and Tested by SuppCo. Independent testing and programs such as SuppCo verify label accuracy and purity, and Certificates of Analysis make every product fully traceable.

The campaign launches today across television, YouTube, and social media, with additional content launching across Niagen's website, email, and social channels. Content will also roll out in select international markets.

Visit www.agebetter.com to view the campaign.

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 tested 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 small 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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