



## Joint News Release

For immediate release

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### **BASF and InsideTracker Take Leading Steps to Advance Personalized Nutrition**

Cambridge, Massachusetts / Florham Park, New Jersey, September 14, 2017 – BASF Corporation and Segterra, Inc. initiated a collaboration with BASF's health ingredients brand, Newtrition®, to provide personalized nutrition recommendations and scientific support for InsideTracker, developed by Segterra. InsideTracker is one of the leading online platforms for personalized health analytics in the U.S. market, which tracks and analyzes blood biomarkers and applies algorithms and scientific databases to recommend personalized plans for optimizing an individual's health. As part of this collaboration, BASF will use its scientific capabilities to provide personalized nutrition and dietary supplementation recommendations to InsideTracker for their analysis of the blood biomarker results in the United States.

#### **Establishing a state of the art platform for optimal personal health**

Tracking health or fitness via wearable technology and smartphone apps to maintain or improve physical condition is engaging individuals all over the world. At the same time, consumers are becoming increasingly interested in using nutrition as a tool to boost their performance, health and well-being. This rising trend has since become recognized as the breakthrough category called personalized nutrition. InsideTracker is catering to this category through an online subscription service offering personalized,

actionable recommendations for nutrition, exercise, dietary supplements, and lifestyle. “The alignment of mission between our two companies has served as a powerful guide for our collaboration. At a time when people have access to a plethora of personal biometric data but very little actionable guidance on how to best put that data to use, InsideTracker was created to empower the personalized nutrition revolution.” said Rony Sellam, Segterra Inc. CEO.

Through Newtrition® scientific capabilities, the InsideTracker platform will be enhanced to better enable users to optimize their intake of dietary supplements for improvement of health and prevention of diseases along all stages of life. “Our team’s commitment has always been to put science first and we have a solid collaboration with BASF and its global team of 10,000 employees in R&D.” Added Gil Blander, Segterra Inc. founder and CSO.

### **Shaping the future of nutrition**

The efforts between BASF’s Newtrition® brand and InsideTracker cultivate an ecosystem that delivers personalized nutrition to end-consumers seeking to achieve their individual health goals with data-driven recommendations. It also offers the opportunity for BASF to improve its insights on consumer needs and, accordingly, develop appropriate solutions for the market under the Newtrition® brand. “We are committed to building collaborations that empower us to tap into consumer demands and deliver the right nutrients to the right people at the right time, using Newtrition® science based competencies,” said Simon Strauch, Director Global Marketing, BASF Human Nutrition. “The collaboration with InsideTracker presents an opportunity to invite our customers to join the ecosystem and together create valuable advancements for the future of nutrition.” added François Scheffler, who heads BASF’s Global Human Nutrition and Pharma Solutions Businesses.

BASF, one of the market leaders in the human nutrition industry, offers a broad portfolio of essential nutrients for disease prevention under the Newtrition® brand, e.g. vitamins, beta-carotenoids and highly concentrated omega-3 fatty acids. InsideTracker is an artificial intelligence and recommendation engine, which utilizes an individual’s goals, lifestyle, and biomarker inputs as the foundation for analysis and interpretation

to generate personalized action plans for food, supplements, exercise, and lifestyle changes.

#### **About BASF**

At BASF, we create chemistry for a sustainable future. We combine economic success with environmental protection and social responsibility. The approximately 114,000 employees in the BASF Group work on contributing to the success of our customers in nearly all sectors and almost every country in the world. Our portfolio is organized into five segments: Chemicals, Performance Products, Functional Materials & Solutions, Agricultural Solutions and Oil & Gas. BASF generated sales of about €58 billion in 2016. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (BAS). Further information at [www.basf.com](http://www.basf.com).

#### **About Segterra, Inc. (InsideTracker)**

Our mission is to empower people to improve their health and wellness through science, quantification, and personalization. Founded by leading scientists from MIT, Tufts, and Harvard, the InsideTracker platform analyzes key biomarkers related to health, wellness, and longevity, and delivers actionable guidance tailored to each individual user. Our technology delivers simple, accessible, personalized, and scientific interventions people can take to continuously improve their health and achieve their goals.