

BioTechUSA™

SCITEC
NUTRITION

BUILDER SHAKERSTORE

FROM CHANGE TO DEVELOPMENT - NEW DIMENSION OF SUCCESS

BioTechUSA Group - Annual Report 2025



01.

INTRODUCTION

As was to be expected given its convincing performance in previous periods, in 2025 the BioTechUSA Group joined the elite club of economic players boasting revenues in excess of 250 million Euros. Remarkably, it achieved this as a 100% Hungarian-owned family business that also plays a prominent role on the international stage.

At the same time, the dietary supplement market remained challenging. Although sales grew by 11% and revenue jumping from 237 million to 261.9 million Euros, EBITDA (earnings before interest, taxes, depreciation and amortisation) fell from 27 million to 14.22 million Euros last year. This was because the company only partially passed on the increase in raw material prices to consumers in order to preserve affordability. Geopolitical conflicts and energy price volatility also slowed demand.

Despite these challenges, the Budapest-based company has remained stable. It operates 51 webshops and works with over 4800 B2B partners in 104 countries. It also runs 332 stores in Europe and has a portfolio of over 2000 products. It also owns two production facilities, one in Szada and one in Dunakeszi. This success is due not only to innovative technology and product development, but also to its ability to reach and address consumers more effectively by recognising new media content consumption habits.

According to forecasts, more favourable business conditions from 2026 onwards will enable value-creating investments, such as developments improving energy efficiency and automated logistics, the shaker logoing plant and the new multilayer protein bar line, to bear fruit. The BioTechUSA Group will then be able to further increase its turnover with nearly 10% in the medium-term, even from a higher base.

“More than 261 million Euros revenue”

Growth remains strong

2023**2024****2025**

1.1 Growing turnover, stable market leadership

The company has a solid foundation and its financial performance has strengthened. Revenues of over 260 million Euros and growth of 11% demonstrate that the company has been able to expand even in a challenging market. Despite rising costs, operations remain profitable, with EBITDA of 14.22 million Euros and operating profit of 2.84 million Euros.

Equity of 130.73 million Euros indicates a robust capital position, providing ample coverage for day-to-day operations and the implementation of planned investments. Long-term liabilities of 42.59 million Euros represent a favourable ratio to equity, resulting in a stable financing structure.

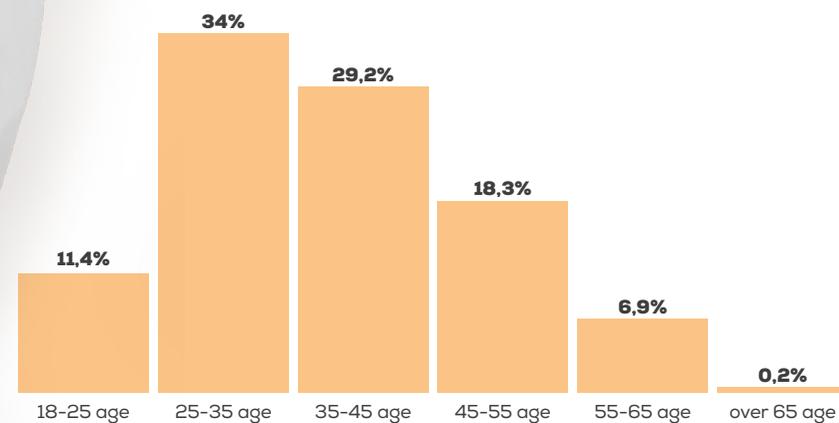
After-tax profit of 2.63 million Euros reflects the fact that the company's profitability remained intact despite the challenges. Given its capital adequacy and profitability, the company is financially stable and possesses the necessary resources to implement the subsequent phases of its growth strategy.



1.2 Nearly 2000 people are behind the results

- The impressive economic results are the work of the dedicated BioTechUSA team, whose numbers increased from 1875 a year ago to 1980 in 2025.
- 51% of BioTechUSA's employees are women, who also account for 39% of managers. The company also employs 97 expectant mothers.

37,2 year
average age



1.3 Current trends

- Demand is slowing due to geopolitical conflicts, epidemics and volatile energy prices, while logistical risks and delivery times are increasing.
- Consumers are spending more consciously due to the sustained rise in raw material prices, choosing smaller packages and cheaper products.
- The Group's presence in pharmacies has grown gradually, with the Group's pharmacy visitors activity playing a key role. While there is still room for improvement in this area, based on initial results, the Group is well on its way to increasing its share of the pharmacy market.
- Having a strong digital presence is more crucial than ever, as consumer decisions are now heavily influenced by the brands they encounter on social media.
- Several new brands have emerged, mainly linked to influencers or players from other markets, and typically offering simpler product solutions at lower price levels. However, the market has been unable to maintain the purchasing momentum of the pandemic period.
- Due to relatively high prices caused by shortages of raw materials, revenue from gym consumption in Hungary fell back at the end of 2024 and in early 2025. Since then, volumes have returned somewhat to previous levels as consumers have become accustomed to the new price levels.
- Convenience is a key trend, with consumers often preferring products that do not need to be mixed or prepared in any way – especially if an immediate alternative is available. This favours the consumption of ready-to-drink/ eat products.



02.

THOUGHTS OF THE OWNER

Just as in sports, in business it is not enough to simply turn up on the field: getting too comfortable can quickly result in losing one's position. Here at the BioTechUSA Group, we are proud of our achievements, but we never rest on our laurels. We constantly monitor changing market demands and develop our product portfolio accordingly.

In 2025, the dietary supplement market was still dominated by a limited supply of protein sources. Although forecasts indicate that new raw-material capacities may ease price pressures in 2026, we overcame procurement difficulties last year by drawing on our own resources and expertise. We made the conscious decision to only par-

tially pass on increased raw material prices to consumers, resulting in record sales but slightly declining profitability.

In 2025, we exceeded the revenue threshold of 260 million Euros, but we believe that our future is even brighter than our past. Our long-term goal is to reach 1 billion euros in revenue. We are not seeking short-term growth, but rather sustainable development. As a family-owned company, our focus is on long-term value creation.

Today, competition is not only rougher in manufacturing, but also in communication and marketing. The introduction of our vitamin range made from organic sources was a successful



***"It's not enough to
bring the jersey onto
the fields!"***

Owner's statement
by Bálint Lévai



BÁLINT LÉVAI
owner

move, but rapidly changing content consumption habits have brought new challenges. In the midst of emerging brands, a conscious presence and clear values are the only ways to remain visible.

This is why, alongside high-quality products, our omnichannel sales strategy has become increasingly important. Thanks to this, we have not only maintained our strong Hungarian position, but also grown stronger as an exporter, particularly in Europe and South America. Alongside webshops and stores, the pharmacy market is playing an increasingly important role.

The infrastructure developments – the multilayer protein bar line and the automated warehouse – are now complete and operational. BioTechUSA and Scitec Nutrition are stable brands on which we can confidently build. Taking an innovative approach and making a conscious use of digitalisation and artificial intelligence increased efficiency rather than reducing the number of jobs. Our team has grown since last year, and we continue to value those who are building the future with us.

03.

LEADING THE MARKET

If we spin the globe and point to any given spot, BioTechUSA is more likely to be present there than for us to find an area untouched by the Group. However, a global presence spanning 104 countries is a level of coverage that would be unimaginable

without a well-established international structure. The B2B network, which previously had 4500 members, has expanded to include hundreds of new partners, with 110 joining in Hungary and 264 joining from the export markets worldwide

104
countries

51
webshop

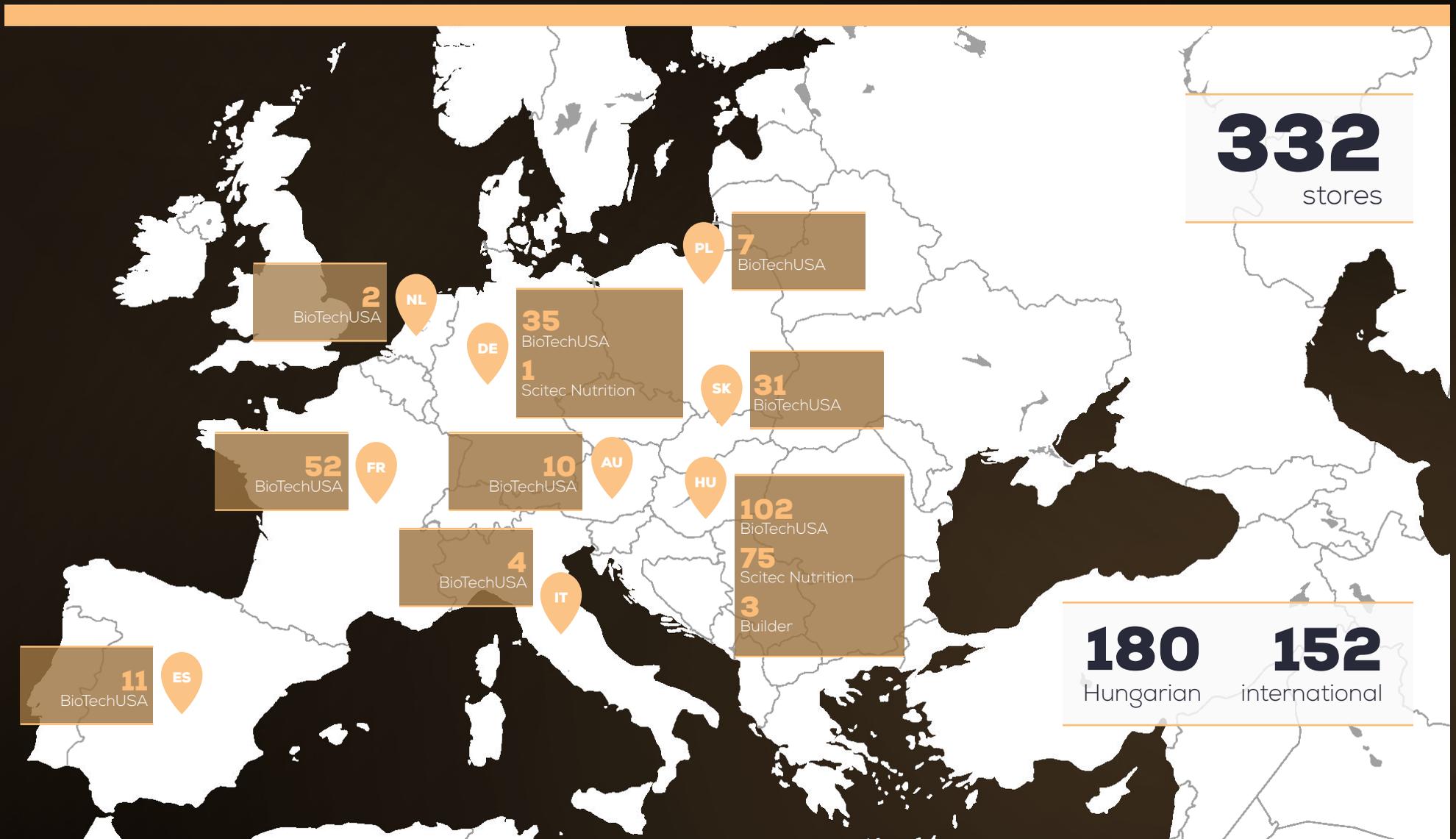
332
stores

1980
employees

4800
B2B partners

***“France leads the way
with 52 stores”***

Strengthening in
export markets



Omnichannel strategy

The company's omnichannel strategy continues to play a decisive role in its commercial success. Its toolkit includes:

webshops

marketplaces

media platforms

- owned, earned, purchased
- traditional and social media

own stores

B2B partners

Stores operated by partners in the global B2B network: hypermarkets, sports stores, gyms, pharmacies, gas stations, etc.



3.1 BioTechUSA is a strong brand

In Hungary, the BioTechUSA Group achieved nearly 7% growth through the B2B channel in 2025. Sales from the pharmacy market contributed to this, doubling the company's turnover after it entered into contracts with several new pharmacies in Hungary, including larger networks and smaller chains such as Csillag and Sipo. BioTechUSA also entered the Müller drogerie chain with a wide portfolio, meaning that its products are now represented on the shelves of all major international drugstore chains.

BioTechUSA also successfully ran several new prize competitions. One of these offered the chance to win a trip to Barcelona with VIP tickets to an FC Barcelona game through an official partnership, while another aimed to support preparations for the SPAR Budapest Marathon.

3.2 The Czech-Romanian-Baltic expansion

The Group is a steadily growing player in the European dietary supplements market. The goal is clear: to strengthen its position further in the coming years. In response to market difficulties, BioTechUSA adopted a new strategy and a different approach, achieving over 20% growth in the Balkan region, with particularly strong performance in the Serbian, Bulgarian and Romanian markets. Several successful events in Romania and Bul-



TOP 10 GROWING COUNTRIES

GR	Greece
FR	France
VN	Vietnam
IRQ	Iraq
IS	Iceland
PL	Poland
SK	Slovakia
D	Germany
I	Italy
CZ	Czech Republic

garia also contributed to these excellent results. The company also achieved significant growth in the Baltic countries – Estonia, Latvia and Lithuania – thanks to new online sales channels and new partners.

Growth exceeding 30% is a significant achievement in such an important market as the Czech Republic. This substantial growth is due to the leading wholesale company in the Czech market has given a prominent role to the BioTechUSA and Scitec Nutrition brands. Another significant development is the company's comprehensive agreement with Dr. Max, the largest and fastest-growing pharmacy chain in Central and Eastern Europe with over 3000 stores and a successful online presence. As Dr. Max's exclusive nutritional supplement partner, the BioTechUSA Group will first list its products on the partner's website, followed by in-store listings.

Noteworthy developments in France include growth in gym sales and the launch of pharmacy sales. In Poland, BioTechUSA has become one of the top three brands. Germany has significant growth potential due to an agreement with one of the Federal Republic's largest suppliers, which provides 11 000 pharmacies.

Last year, the mass retail channel – i.e. sales in supermarkets, hypermarkets, discount stores and drugstores – increased by over 20 percent compared to the 2024 base period. Notably, by the end of October, the company had already reached its total annual turnover for 2024, primarily driven by the BioTechUSA brand and contract manufacturing products for retail chains.

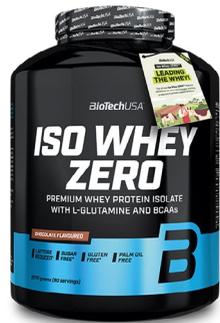
The record sales revenue of more than 260 million Euros, achieved with growth of over 8%, can be attributed to several factors, including the expansion of the product range and distribution points, and the rethinking of the pricing and promotional strategy.

3.3 Double growth in Latin America

The Group doubled its sales in South America with the Scitec Nutrition brand, representing a significant step forward on the continent. The company has completed the registration of its top five products for the BioTechUSA brand, which promises closer cooperation and, in the long term, a significant market share on the continent.

The Group has also achieved significant success to the East and South of Europe. Sales of BioTechUSA products have begun in Turkey, Saudi Arabia and Sri Lanka, while Scitec Nutrition's distribution is booming in Tunisia and Lebanon. The company is also gaining an increasingly significant market share in Central Asia, where it is now one of the top three market leaders in Uzbekistan.





Iso Whey Zero

whey protein isolate drink powder



Iso Whey Zero Black

whey protein isolate drink powder



Hyper Mass

drink powder with carbohydrate, protein and creatine, source of fibre



100% Pure Whey

whey protein complex



Creatine Monohydrate

creatine product



“Favorites in 104 countries”

The most popular BioTechUSA products



"Favorites in 104 countries"

The most popular Scitec Nutrition products



BCAA+ Glutamin Xpress

amino acid product



100% Creatine Monohydrate

creatine product

100% Whey Protein Professional

whey protein
concentrate



100% Whey Isolate

whey protein isolate
drink powder



Jumbo

drink powder with
carbohydrate and protein



3.4 Calm in the Eye of the Storm

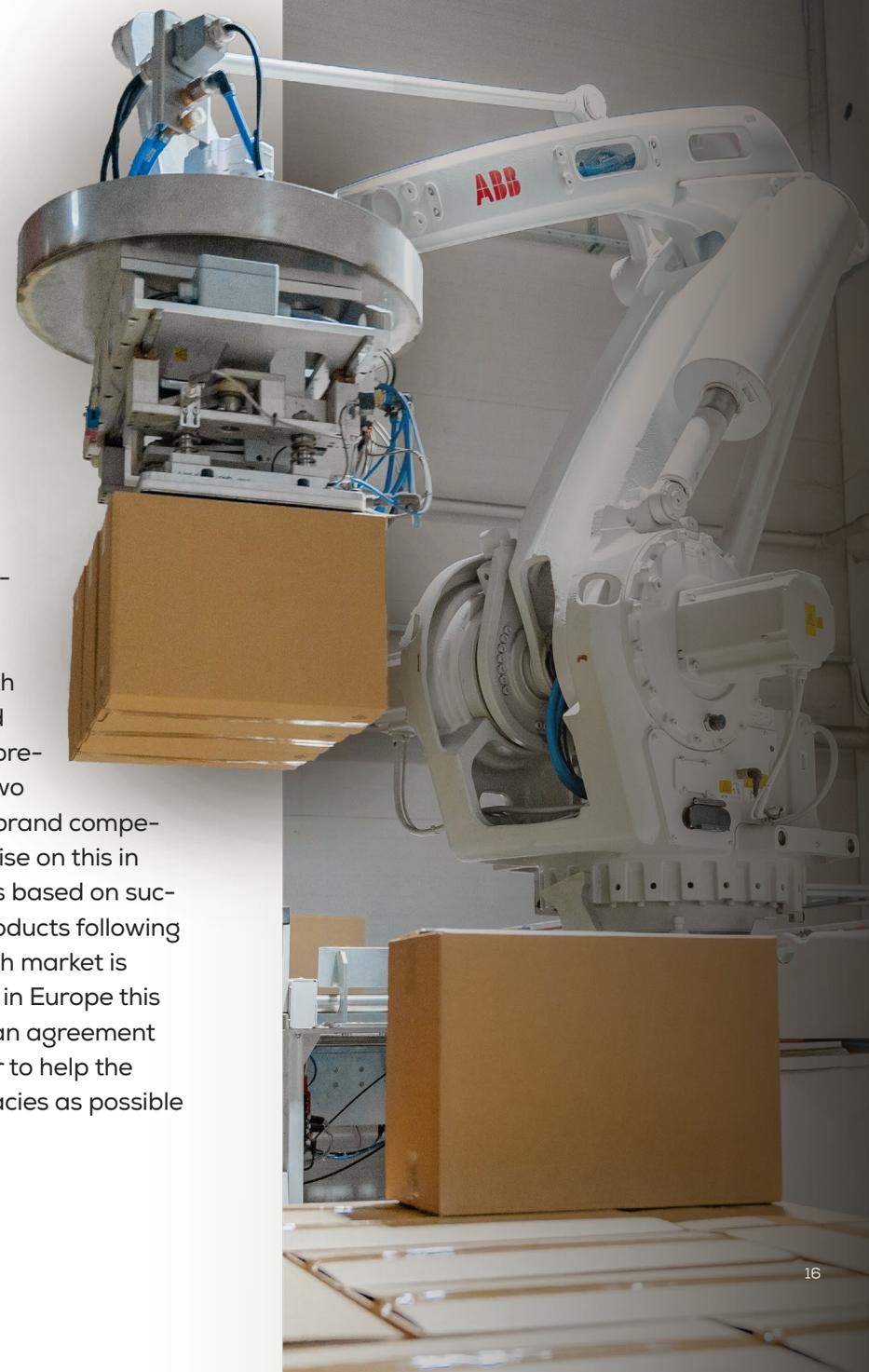
Armed conflicts impact the economy, demand and transport routes, thus affecting delivery dates. In 2025, both the Russian-Ukrainian and Israeli-Palestinian wars impacted raw material prices and logistics processes. However, the uncertain political and economic situation was compounded by the foot-and-mouth disease epidemic in Hungary and Slovakia. Furthermore, both energy price volatility and high inflation have dampened demand.

Due to continuous increases in raw material prices, end users are becoming more conscious shoppers, as their purchasing power is not keeping pace with price increases. Consequently, they are opting for smaller packages or lower-priced products.

A significant challenge for BioTechUSA within the industry is that many pharmacies still refuse to stock the Group's products, despite them being available in an increasing number of pharmacies. The company's pharmacy visit activity aims to achieve a breakthrough in this area. Competition in the dietary supplement market is fierce. ESN and More Nutrition are strong competitors, but Inlead is also growing stronger. Many new players offering lower-quality products at reduced prices

have appeared, forcing larger, reliable brands that have been on the market for many years to engage in price competition. The special tax imposed on retail chains, coupled with the retail sector's high operating costs, casts a shadow over the sustainability of business operations.

Conversely, Scitec Nutrition's South American market has experienced significant growth, defying the unpredictable economic environment, two years of rising prices and intense brand competition. BioTechUSA plans to capitalise on this in Peru in 2026 with ambitious plans based on successfully registering its top five products following extensive preparation. The Spanish market is expected to see the biggest boost in Europe this year, as the company has signed an agreement with a major pharmacy distributor to help the Group expand to as many pharmacies as possible on the east coast of Spain.



3.5 Shakers from Szada to Europe, Africa and Asia

The BioTechUSA Group also includes the ShakerStore brand, Europe's leading player of custom shakers, water bottles, gallon bottles and pill boxes. It serves the needs of gyms and nutritional supplement companies by providing personalised products bearing their logos. The range of products extends from premium-quality shakers to clothing and textile items such as towels, T-shirts, vest tops, and sweatshirts. The most popular products are the Wave Compact 500 ml, Wave 600 ml and Shaker360 700 ml shakers.

The business is already present in 43 countries with 528 active partners, 170 of which are brand new. In addition to full European market coverage (including the United Kingdom and Scandinavia), the company is steadily expanding its presence in Africa, the Middle East, and the Far East. In 2025, product sales doubled to 15 million, and product delivery volume increased by 60% globally compared to 2024.

Last year, the company reached another milestone by launching its own state-of-the-art shaker logo applicator facility, equipped with automatic screen and pad printing equipment. By the end of last year, nearly 4 million shakers had been produced at the new plant. Furthermore, ShakerStore supplied 1.16 million shakers to the BioTechUSA and Scitec Nutrition brands, and an additional 75 000 marketing products were produced.



04.

INVESTING IN THE FUTURE

In 2025, the BioTechUSA Group's largest investment to date was completed, totalling €23.5 million. Following the handover of the €14.4 million multilayer protein bar production line, product development test production is now underway. With the already existing line capable of producing 20 million single-layer bars will increase total production capacity to 75 million bars per year. Once the right ingredients and flavour variations have been found, it is paramount to preserve the product's consistency throughout its shelf life.

The company has implemented complex energy developments at both its Szada and Dunakeszi sites, and the solar panel systems installed as part of this project can cover 35–40% of the

sites' annual electricity needs. Additionally, the company has upgraded the ventilation system in the pill and tablet production department to maintain an optimal working environment with the correct temperature and humidity.

The shaker logo applicator plant was also a major investment project in 2025. Here, shaker bottles are individually printed, bringing a new production technology in-house. The project began in summer 2024 and went live nine months later. In-house operation has enabled the company to halve order lead times and support the further development of the ShakerStore business by providing high-performance screen, pad printing machines and skilled employees.



**“75 million bars annual
production capacity”**

Growth through own
resources

4.1 World-class brands, world-class manufacturing

In a rapidly changing business environment, the biggest challenge for manufacturing areas this year was recruiting and replacing blue-collar workers, as well as motivating and retaining long-standing colleagues. The

Group experienced labour shortages for much of the year and addressed this issue through mechanisation, reviewing manufacturing processes, reducing downtime, improving production planning efficiency and implementing special work organisation measures. Additionally, the exploitation of synergies between the two production plants was given a prominent strategic role.

At the start of 2025, the company restructured the operational hierarchy in Szada, giving the newly appointed managers the chance to advance in their careers. Management team training continued throughout 2025, focusing on developing individual and team skills.

The mechanisation of operational processes remained a priority last year, with most solutions being developed in-house. The company expanded the powder filling department at its Dunakeszi plant by installing a new production line. This enables more flexible production planning for a wide range of products, more efficient manufacturing and faster service for the contract manufacturing business.

The range of own-brand products was expanded to include a number of new items, requiring extra capacity and resources from the manufacturing plants. Great attention continues to be paid to keeping the buildings and equipment in good condition.

As a food manufacturing company, BioTechUSA's processes are subject to stringent and multifaceted regulations, naturally requiring continuous employee education and training. Food safety audits have been completed with excellent ratings.



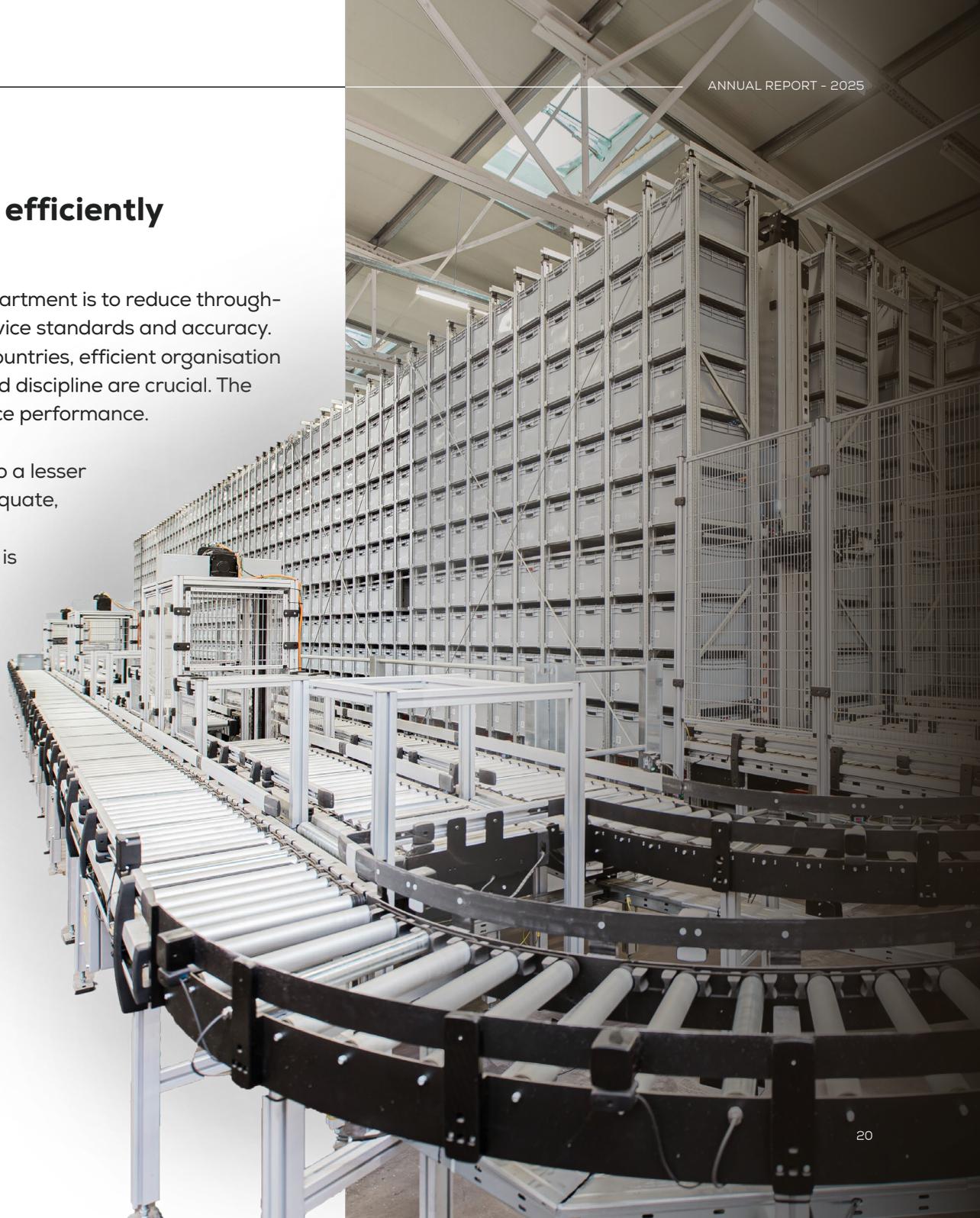
4.2 Work accurately, neatly, quickly and efficiently

In line with business objectives, the primary task of the logistics department is to reduce throughput times, thereby ensuring customer satisfaction through high service standards and accuracy. As Szada is responsible for delivering products globally to all 104 countries, efficient organisation of work, cooperation between departments, operational control and discipline are crucial. The company's automated warehouse also significantly improves service performance.

A shortage of personnel is also evident in the logistics area, albeit to a lesser extent than in manufacturing. Although storage capacities are adequate, inventory levels require constant attention to ensure optimal use of resources. Goods are continuously moved between sites, and there is an upward trend in the inflow of raw materials, packaging materials, and finished goods.

Standard logistics tasks are occasionally supplemented by special projects requiring a significant amount of manual work, posing a considerable challenge in terms of workforce management and organisation of work. In 2025, the company assessed its logistics processes further, identifying opportunities for optimisation in each department to improve efficiency and keep pace with changes in day-to-day work.

Following the launch of the shaker logo plant, the company established a shaker packaging department, expanding the scope of logistics tasks and significantly increasing headcount. The goal is to make tasks that require manual labour easier from an ergonomic standpoint through mechanisation.



4.3 Procurement – opportunity means responsibility

A key responsibility is ensuring the supply of the raw and packaging materials, warehouse items, and purchased finished goods necessary for the company's two sites to operate at optimal stock levels. This involves carrying out indirect and other specialised procurement projects.

In 2025, the company faced serious challenges in the raw materials market, particularly regarding the extremely high prices and supply difficulties experienced in the whey protein market. An appropriate procurement strategy was required to ensure a continuous supply.

Conversely, a favourable market situation emerged for other strategically important raw materials, whose prices had fallen to levels not seen in a long time, providing an ideal opportunity for long-term competitive agreements.

As well as increasing the volume of own-brand products and securing the materials needed to bring new products to market, the company supported the development of the

contract manufacturing business. Fair business relationships with suppliers contributed to the success of a number of key projects.

However, the procurement of logistics services proved challenging, though BioTechUSA successfully closed the annual public utility tenders. Complex tasks related to production planning for the shaker logo plant, as well as the provision of basic raw materials and supplies necessary for operating the new production unit, emerged as new challenges. At the same time, preparing for the 2026 EUDR regulation was one of the biggest challenges of the year due to the legally unpredictable environment.

Furthermore, the procurement department paid special attention to introducing various automation processes and developing existing ones.



SZADA & DUNAKESZI STANDARDS



KOSHER

4.4 In line with the strictest international standards

The audit year for 2025 ended at the end of June. Food safety audits were conducted in an integrated manner at both sites. Several unannounced kosher audits were conducted throughout the year, followed by a halal audit in October. All the audits were successful, resulting in excellent ratings.

Both Szada and Dunakeszi comply with the following standards:

ISO 9001, ISO 22000, FSSC 22000, GMP, IFS Food, HALAL, Kosher, Rainforest Alliance.

In parallel with the development of the production plants, the range of tasks in the department also expanded, with the number of employees increasing from 39 to 42. Organisational development, automation and optimisation projects have become ongoing processes in line with new challenges.

The analytical laboratory expanded in terms of both size and equipment. A separate allergen testing laboratory was set up, where a newly acquired instrument enables the detection of

small amounts of allergens in processed foods in-house.

BioTechUSA also established a new laboratory where specialised testing equipment and processes were brought together. Meanwhile, the quality control laboratory at the plant has been expanded to include new testing equipment for checking the integrity of flat film packaging, which is typically used for protein slices.

Plans have begun for an in-house microbiological laboratory, which is expected to improve cost efficiency and turnaround time.

4.5 Process development: step by step

One of the main objectives is to develop a corporate management system and map out the process development needs of the various departments. This involves reviewing existing processes and suggesting ways to improve efficiency, as well as implementing priority projects.

In 2025, a review of the operational activities of the commercial area began, identifying potential opportunities for change. This project comes at a good time, as it precedes the IFS enterprise management system version change project and will allow for a well-thought-out transition to the new system. The upgrade project will start in 2026 and be implemented over two years.

The process improvement and optimization department, as well as the procurement department played an active role in developing and improving the system-level operation of the shaker logo plant, laying the foundation for the success of the new business line.

During the first half of the year, significant efforts were made to prepare for compliance with the ESG regulation. Although BioTechUSA is no longer subject to the legislation as a food manufacturer, corporate sustainability remains an important consideration.

Another key responsibility of the department is maintaining appropriate inventory levels, analysing and adjusting inventory, carrying out long-term, forecast-based inventory planning for the company and implementing production planning for the two sites.



BioTechUSA

NUTRITION SPORTIVE ET VITAMINES



4.6 Operations department

The Group favours in-house solutions for many of its activities, and operations management is no exception. The department's employees are responsible for operating the central office buildings, supervising the company's vehicle fleet and participating in events. The biggest challenge they faced was the construction of the FIBO stand.

They are also responsible for designing, implementing and constructing the Group's stores. In 2025, they carried out work on dozens of units in Hungary and across Europe.

4.7 Strong e-commerce and digital infrastructure

BioTechUSA has implemented several significant IT developments that have helped the Group achieve its business objectives and improve its internal operational efficiency.

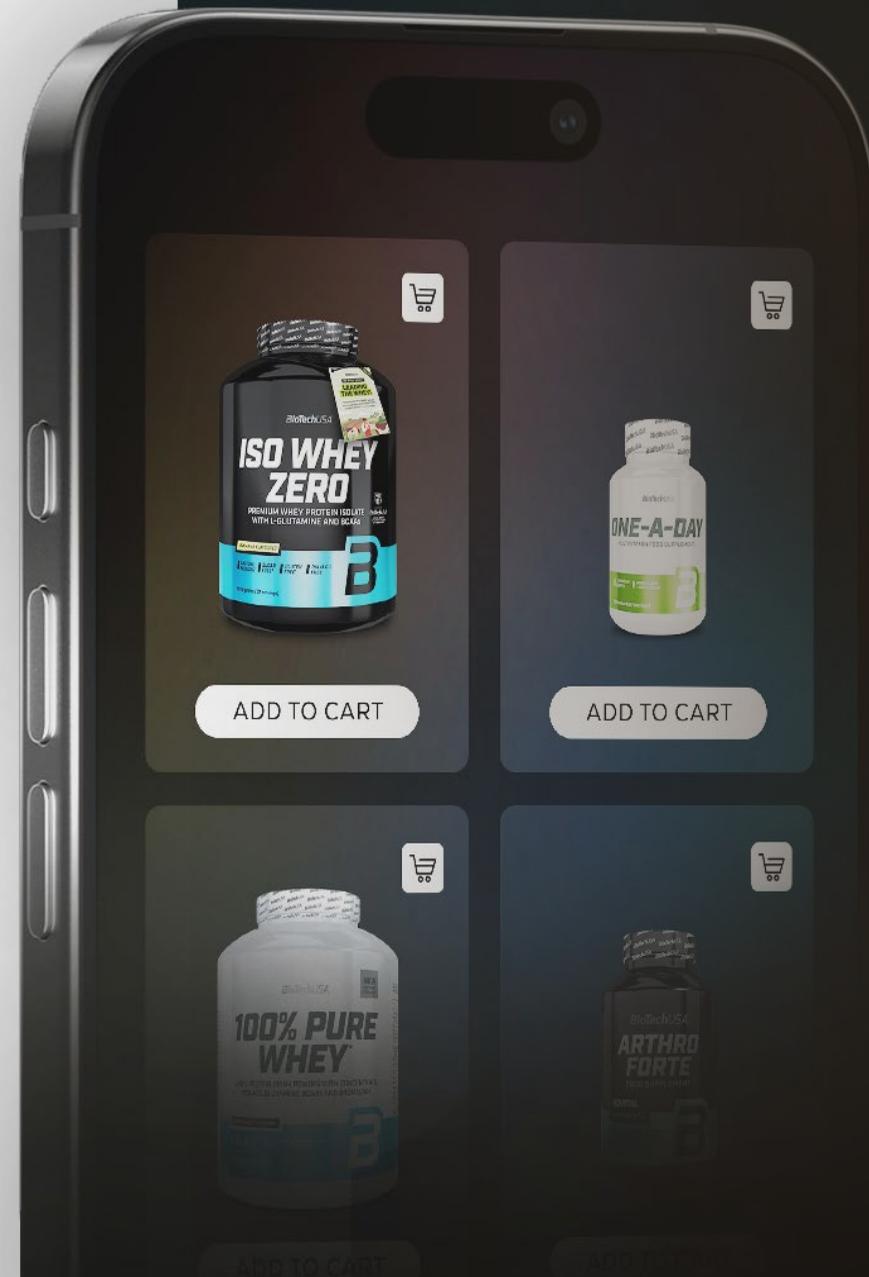
- The design of the webshops has been updated to give the e-commerce sites a modern look, thereby improving customer experience and brand image.
- The loyalty programme and newsletter system have been completely overhauled and a new integrated loyalty and email marketing programme has been launched to provide a more personalised customer experience.
- Various IT developments were required for the launch of the [Scitec Nutrition brand's social responsibility programme website](#).
- The company has also expanded its B2B sales platform to multiple countries and influencers.
- To improve the post-purchase customer experience, the IT department is preparing to overhaul the invoicing processes.

Last year, the IT department closed almost 9000 cases relating to operational and support tasks, development projects, infrastructure and system operation, security tasks, incident management and process improvements.

The company's largest IT and process development project, the introduction of IFS Cloud, will be launched in 2026, bringing a modern, cloud-based ERP solution. The IT department is actively involved in the project to change to the latest version of the IFS enterprise management system.

Tasks related to NIS2 legislation were completed on schedule in 2025. In 2026, alongside NIS2 and cybersecurity developments, key areas will include developing internal processes, maintaining low IT development times, and improving support processes. Innovative technologies such as AI solutions and automation options will take centre stage.

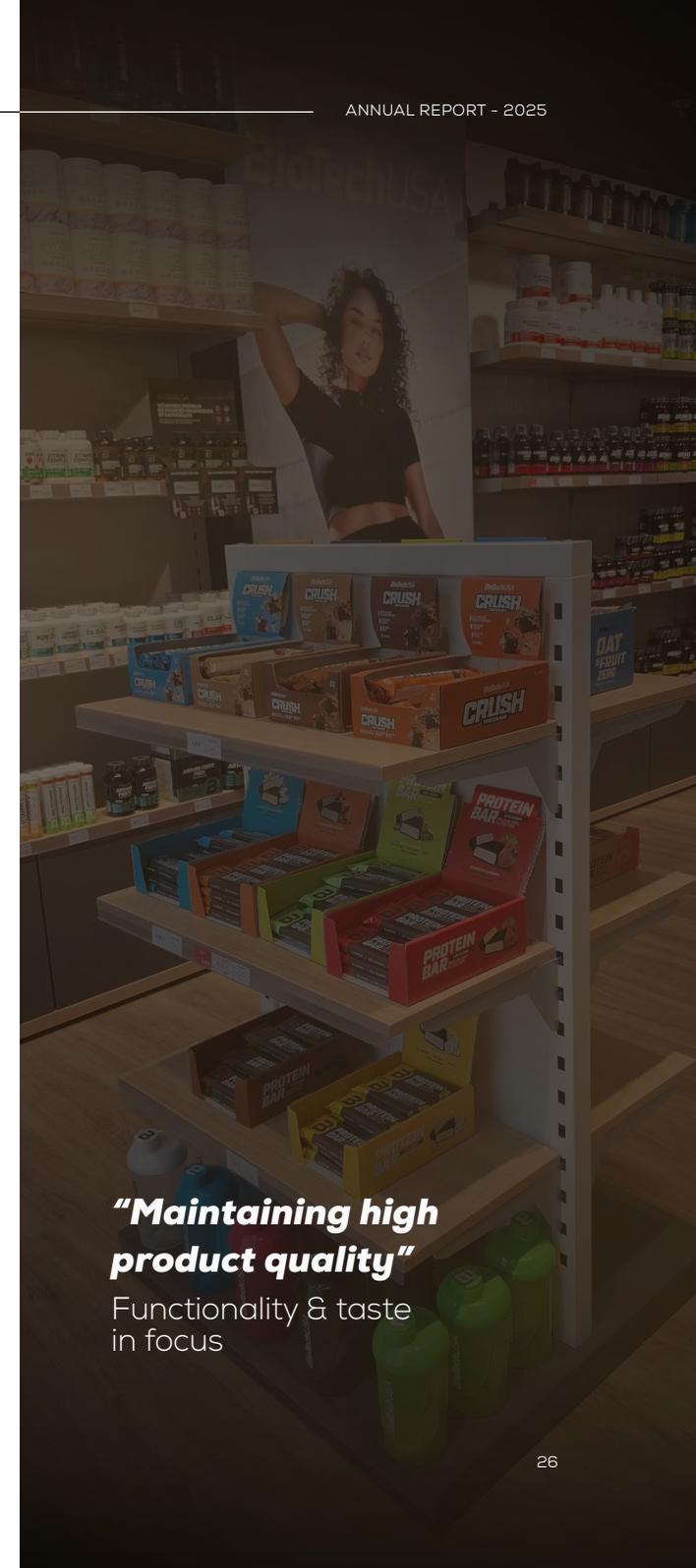
The IT department will play the roles of system implementer, guardian and innovator simultaneously. With the introduction of IFS Cloud, the department will update its core infrastructure, enhance the company's security through cybersecurity measures, and improve service quality by optimising internal processes and response times.



05. SCIENTIFICALLY PROVEN PRODUCTS

In 2025, product development could not rely solely on functionality. If a product did not offer an outstanding taste experience, it was less likely to end up in consumers' shopping baskets. Another striking trend is that development trends in the fitness and dietary supplement market have clearly been driven by a shift towards natural, functional products with scientifically proven effectiveness over the past year.

Nevertheless, maintaining high product quality remains at the heart of the BioTechUSA Group's product development process, for both new and already existing products.



**“Maintaining high
product quality”**

Functionality & taste
in focus

FOCUS ON HYDRATION

Demand for electrolyte replacement products has grown not only among athletes but also among a wider range of consumers, especially during the summer months.

CLEAR FORMULAS EXPANSION

Refreshing protein and functional drinks are becoming increasingly popular.

"CLEAN LABEL" APPROACH

Simple, transparent composition, natural ingredients, fewer additives and fewer artificial ingredients.

BETTER BIOAVAILABILITY

Organically bound, easily absorbable vitamin and mineral formulas with trademarked, clinically tested ingredients.

CONVENIENT CONSUMPTION

Innovative formats – gum-based products, liquid and ready-to-drink solutions, "on the go" packaging.

SUPPORT FOR GUT FLORA

Further strengthening of probiotic, prebiotic, and synbiotic developments.

REIMAGINED INGREDIENTS

Adaptogenic herbs, Ayurvedic ingredients, and a holistic approach gaining ground.

SUSTAINABILITY & ETHICS

Transparent ingredient sourcing, environmentally conscious packaging, growing demand for plant-based and alternative proteins.

5.2 Changes in product development

In 2025, creatine was a key product type. The company introduced four new flavoured creatine drink powders under the BioTechUSA and Scitec brands and launched new chewable products. Both brands focused on developing lower-cost protein and mass-gaining drink powders. Clear products received greater attention in terms of natural colouring solutions.

Additionally, the company developed a new family of vitamin products, focusing on organic, easily absorbable forms of minerals and vitamins. This resulted in the addition of pills and capsules with a high concentration of active ingredients to the portfolio. Capsules and pills based on a single active ingredient targeting the beneficial effects of plant extracts (e.g. ashwagandha, shilajit, rhodiola and cranberry) have also become popular.

BioTechUSA introduced single-serving packages for several products. Furthermore, the reformulation of 100% Pure Whey began using natural flavours and fruit powders instead of artificial colours to reduce the additive content. The pre-workout range has also been expanded with redesigned Hot Blood and Black Blood products featuring new flavour profiles.

The development of multilayer protein bars is a major project for 2026, with the aim of achieving the optimal texture and selecting the perfect fillings.



NEW BIOTECHUSA PRODUCTS



Lifelong 360°

dietary supplement with niacin complex



Mushroom Complex

mushroom extract of 4 mushrooms



Creatine Candy

creatine chewing tablets



Creatine Monohydrate

creatine product



Iso Whey Zero

Catalan cream flavoured whey protein isolate drink powder (FC Barcelona branded product)

NEW SCITEC NUTRITION PRODUCTS



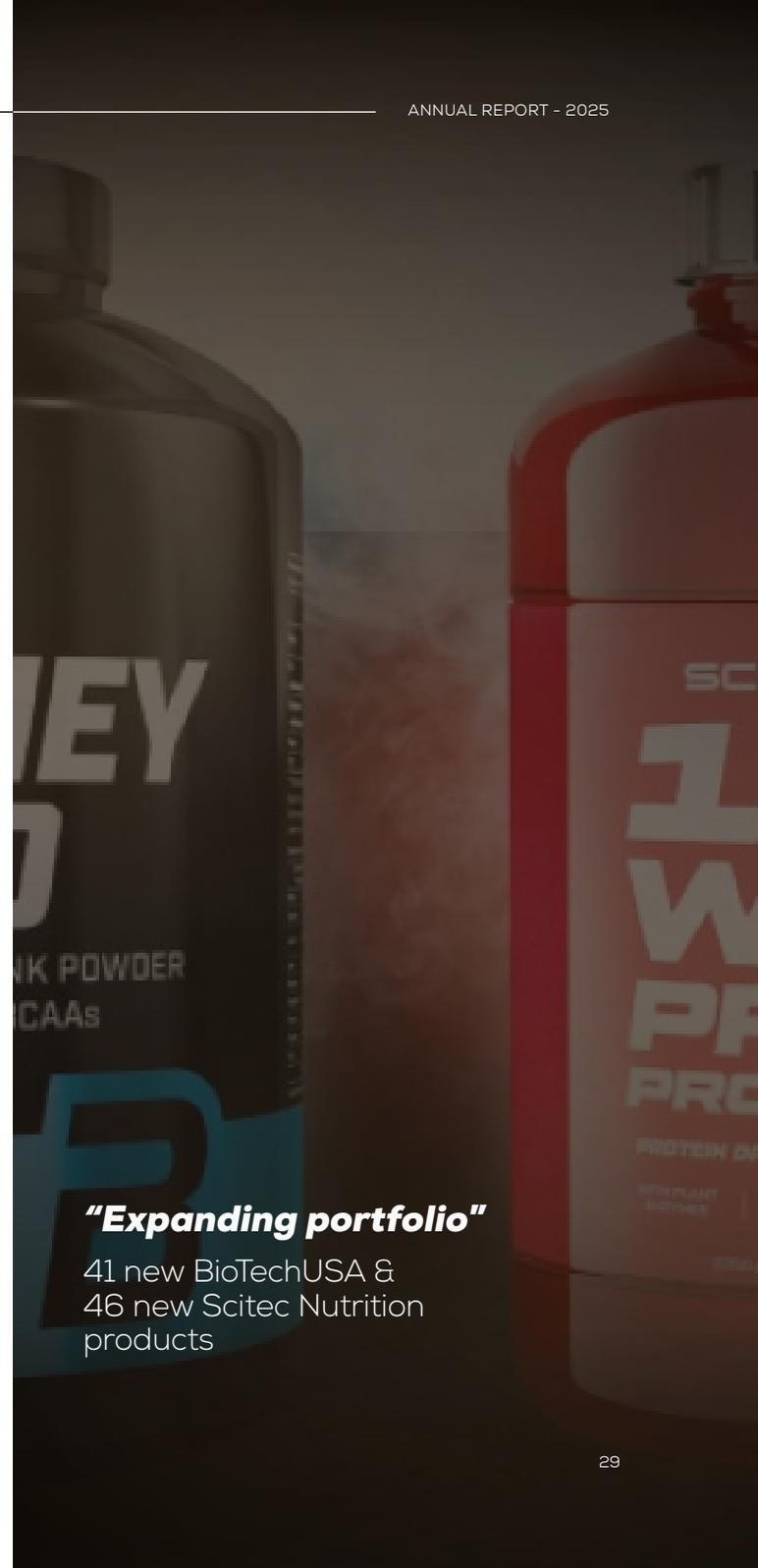
Creatine Monohydrate

creatine product



Hot Blood Infinity

caffeine-containing pre-workout komplex



"Expanding portfolio"

41 new BioTechUSA & 46 new Scitec Nutrition products

5.3 Changes in consumer demand can also be seen in laboratories

Consumers are becoming more aware of, and interested in, the origin and purity of ingredients, the scientific basis of active ingredients and sustainability. There is also a growing interest in adaptogenic ingredients and longevity products. There is a growing focus on active ingredients from organic sources, natural sweeteners and colouring foods. Popular forms include practical, easy-to-dose and easy-to-consume products such as chewable tablets and gum-based dietary supplement formulas. Electrolyte products that support hydration and regeneration are also in demand. Demand for collagen products remains strong.

5.4 The need for a larger, stronger team

An increase in tasks meant that the product development department needed to grow, expanding to 56 people. In 2025, the department expanded further with the addition of a seven-person technology group. Additionally, the laboratory product development group grew by four people, the regulatory group by three, and the theoretical product development group by two. Close cooperation with the technology group has elevated the trial production process, a key part of product development, to a new level. A new two-person Process Development and Education group was created within the department.

5.5 There is no stopping in product development

The introduction of Marine Collagen into the Scitec Nutrition portfolio will be an important step. Another forward-looking step is the development of more natural formulas, such as 100% Pure Whey, where the company uses natural flavors and coloring foods. At the same time, natural sweeteners are becoming increasingly popular. Seasonal flavors are playing a major role, refreshing the range and making it more exciting. In addition to protein bar development, the goals include expanding the premium portfolio and opening up to products that support the health of the skin, hair, and nails while promoting hydration (e.g., Beauty Hydration). Further development plans include gummy-like dietary supplements and chewable tablets (e.g., ashwagandha, creatine).

06.

2025 WAS A YEAR OF RENEWAL FOR THE BIOTECHUSA BRAND

The brand consciously sought to develop a more modern and organic tone in its communications, bringing it closer to its audience. The brand underwent a complete social and communication image change, responding to the rapid emergence of smaller brands and strengthening its leading position in the market.

Highlights included the January 'Franco is sporty. Be more like Franco!' campaign, the campaign about the new vitamin product range in May and the creatine-focused campaign in September.



“A comprehensive rebranding”

Strategic efforts to strengthen our leadership position

48.8 % GROWTH IN SOCIAL MEDIA

 **779.4%**

 **28.6%**

 **49.3%**

 **451%**

6.1 Growing digital reach

The company achieved record average growth of 48.8% across its social media channels. [Instagram's](#) reach and activity shot up by an impressive 779.4%, while [Facebook](#) and [TikTok](#) saw increases of 28.6% and 49.3% respectively. This demonstrates that the rebranding has produced striking results. Meanwhile, 28 287 direct messages were received, representing a 451% increase and underscoring the brand's strong engagement.

This strong foundation must be built upon. From now on, continuous development and adaptability will play a key role, with quick responses, the incorporation of new trends and the strategic development of social media platforms forming part of BioTechUSA's DNA.

6.2 Focus on influencer marketing

The influencer team has grown significantly in 2025. The Group has strengthened its cooperation with existing partners and successfully validated its results in export markets. A particu-

lar highlight was the arrival of Hungarian singer [Andi Tóth](#), whose involvement has invigorated communication efforts in Hungary.

Content created through ongoing collaboration with [Pedri](#), midfielder for the Spanish national team and FC Barcelona, broke reach records and generated genuine community engagement. Similarly, the [FC Barcelona case study](#), which promoted the benefits of creatine consumption, boosted professional credibility and attracted considerable international attention.

The company engages hundreds of nano- and micro-influencers worldwide for its communications, and this number is constantly growing. This offers a broader community reach and helps to establish authentic relationships.

International sports partners

- A.D. Ingenieros Industriales Las Rozas Rugby (ES)
- FC Barcelona (ES)
- FC DAC 1904 Dunaszerdahely (SK)
- MŠK Žilina (SK)
- VK Spartak UJS Komárno (SK)
- Brøndby IF (DK)
- SV Waldhof Mannheim (DE)
- SW Bregenz (AT)



6.3 Unprecedented community engagement

The company has achieved spectacular success on social media: engagement, organic reach and organic sales have multiplied. This is reflected in the fact that the brands generated millions of interactions in total, representing an increase of almost 50%. Alongside the 780% growth achieved on Instagram, the 89.5% increase in followers is also noteworthy. This success is not only measurable in numbers, but also in the community's increased and more authentic connection to the brand.

6.4 Retail marketing without borders

The company also performed well in its store network: the number of new stores increased, and export stores saw significant growth beyond the Hungarian market. The opening of the 150th international store, including the 10th Spanish store and the 50th French store, was a great success. Partnership events were held around the world, with American fitness star Ulisses Jr. visiting Romania, France and Germany as part of a BioTechUSA roadshow, as well as Bali, South Korea, Saudi Arabia and Uzbekistan.

The Group joined forces with retail giants Kaufland, Aldi and SPAR to launch joint international activities and promotions, engaging shoppers and store managers alike. FC Barcelona also joined the collaboration between BioTechUSA and Aldi.

6.5 When it comes to events, the answer is BioTechUSA

The brand is growing stronger every year in the events scene, bearing in mind the importance of direct encounters with the community. In 2025, the Group participated in over 20 expos and events worldwide, ranging from Seville to Saudi Arabia. The calendar was filled with running and cycling events, fitness and food expos, meet & greet sessions and numerous other programmes. In 2026, the company will continue to attend the most important events, not only as a brand, but also as an inspiring partner that provides experiences.

In September, the BioTechUSA Fit Club launched its first community event in Hungary: the 'My First 5 Kilometres' Community Run. This was followed by the Halloween Run, and then the Light Run at the start of the Advent season. The goal was to establish a tradition of periodically meeting customers, brand ambassadors and colleagues in the context of a sports programme. Employees and individuals interested in sports were recruited through Strava and WhatsApp groups. The community run is just the beginning – there are plans to expand the activities of BioTechUSA Fit Club to include other sports.





6.6 AI provides graphic support

A significant innovation in visual communication was the introduction of various AI solutions for size modification, including an automatic banner production system. AI-based design and prompting have also greatly increased the efficiency of producing video and graphic materials. Production time for monthly promotions has decreased by 66.7%, and AI has become an integral part of daily operations.

AI-generated product images are increasingly replacing creative photo shoots, allowing for greater flexibility and faster work. Most content production and creative concepts are now carried out in-house, enabling us to create completely unique and authentic visual materials that build our own visual world instead of using stock photos.

Several product lines have been given a brand refresh, such as the organic vitamins line, which emphasises our commitment to sustainability and naturalness. The design challenges posed by the ever-expanding product range have also been successfully addressed, ensuring the brands' image remains relevant and fresh.

6.7 E-commerce continues to grow

Two new webshops opened in 2025, and further expansion is expected. Export market growth exceeded initial plans, providing cause for optimism about the future. The new strategic initiatives aim to accelerate and sustain this expansion. The company also experienced growth in the marketplace sector, launching on Allegro, Emag, Alza and Bol.com, and preparing to enter eBay. Even as the pace of EU expansion slowed, Amazon sales continued to grow. Scitec Nutrition's sales results also increased significantly. In fact, they surpassed BioTechUSA's in certain markets.

At the end of October, BioTechUSA launched its new loyalty programme, rewarding loyal customers with points, a level-up system and extra discounts. The multi-tiered system offers additional exclusive benefits and personalised discounts at different levels. This gives consumers a true VIP experience, strengthening their bond with the brand. The company's credo is not only to satisfy customer needs, but also to support their long-term goals and commitment to the brand. A key element of the loyalty programme is the new BioTechUSA app, which is available on both iOS and Android systems. In addition to offering exclusive deals and unique discounts, the app gives consumers the opportunity to collect points.

Sales through the app are already growing dynamically within the EU, demonstrating strong demand for digital channels. For this reason, in November the BioTechUSA Group transformed the app into a comprehensive 360-degree customer experience webshop application, serving as both a loyalty platform and an online sales interface.



07.

THE TOUGHEST ONES SWEAR BY SCITEC

In July 2025, Béla Kathi – the most famous ambassador of the Scitec Nutrition brand, as well as an irreplaceable legend of the Hungarian bodybuilding and fitness scene – passed away. It is our task, indeed our duty, to carry on his legacy. Scitec Nutrition maintains active contact with Béla's family and the foundation they set up in his memory. The brand has also chosen Béla Kathi as its eternal charity ambassador, in

order to preserve the memory of his many years of charitable work in bodybuilding and powerlifting. Additionally, the Grand Prix category of the Superbody bodybuilding competition organised by the brand has been renamed the Béla Kathi Grand Prix in his honour.



**“Béla Kathi Grand Prix
category”**

We continue to honor his
memory and legacy



7.1 We Love Scitec!

In 2025, the company placed a greater emphasis on raising the profile of the Scitec Nutrition brand and improving customer loyalty. The declared goal is to strengthen its position in Romania and Hungary. The aim is to establish Scitec Nutrition as a 'love brand' that gym-goers are proud to be part of. This is supported through its own events, sponsorship of athletes and strengthening of its CSR programme.

In 2025, the time came for the launch of a revamped version of one of its flagship products, Hot Blood Infinity. This differs from Scitec's previous portfolio in terms of its composition, design and packaging. The brand presented the product to its partners and the public at FIBO, and it went on sale in September. The launch was supported by a large-scale marketing campaign in Hungary, Germany, and Romania.

7.2 Strength lies in the community

Scitec Nutrition events continued to be dominated by [Scitec Muscle Beach](#) and [Superbody](#) in 2025 – unique events both domestically and internationally. The [Scitec Power Challenge](#) and Scitec Raw competitions also ran with record numbers.

In June, the six-stop [Kathi-Bohos-Bereczki roadshow](#) was launched, taking the brand to gyms with a strong bodybuilding community. As well as hearing good stories, participants received information about competitors' preparation, training methods and nutritional advice.

For the first time in Scitec Nutrition's history, the company organised a roadshow in Slovakia built around Mr Olympia contestant Michael Krizo. In Indonesia, the local distributor supported a meet-and-greet event with Brandon Curry.

In addition to its own events, Scitec Nutrition was a major sponsor of numerous events, including:

- One of Europe's biggest competitions, the Prague Pro
- Budapest FitParade
- Premium Liga Strongman Competition
- Cutler Day
- European Powerlifting Cup Qualifying Competition
- Hell Boxing Kings International Boxing Gala

Last year, Scitec Nutrition exhibited at the two most important fitness expos, FIBO and the Dubai Muscle Show.



7.3 #TeamScitec members all around the world

The goal for 2025 was to increase the number of influencers committed to the brand in important markets. To this end, brand ambassador recruitment campaigns were launched in Germany, Romania and Slovakia. These campaigns resulted in 200 new micro- and nano-influencers joining the team.

The year's biggest success was the addition of Andrew Jacked, who came third in the 2025 Mr. Olympia competition, to the Scitec Team. He is a world-class star with great potential, and experts predict that he will win the premier category in the coming years. The Group is also proud that European champion and Olympic swimmer Zsuzsa Jakabos, as well as actor Gellért L. Kádár, star of the Hunyadi (Rise of the Raven) series, have chosen Scitec Nutrition in Hungary.

7.4 An even better Scitec experience!

The goal for 2026 is to strengthen the brand further in international markets. The company intends to achieve this by supporting its B2B business and relying on its own sales channels. Several new products are close to launch, and their successful release will be crucial. The aim is to enhance customer experience across both online and offline channels. Additionally, the company is committed to encouraging more young people to join the gym, helping them to achieve their goals and fostering a strong sense of community.





While no new Scitec Nutrition webshops were launched in 2025, the existing 17 online stores successfully covered important markets. Scitec webshop revenue was exceptionally successful in 2025, achieving almost 40% growth. The Group experienced particularly high growth in both Slovakia and Germany. A key performance indicator is that there was a 30% increase in new customers, while retaining existing customers was also successful.

The keywords for 2026 are efficiency and segmentation, given the rising cost of advertising. Despite brutal price and advertising competition and a more difficult economic environment, it is commendable that Amazon sites generated the same revenue in 2025 as in 2024. The decline in Italy, Spain and France was offset by growth in the German Amazon market.

7.5 Builder remains stable in Hungary

Builder webshops achieved growth of 13–15%, with the Croatian webshop performing particularly well with growth of 36%. Revenue from own-brand products continues to rise. Builder Whey is one of the most popular protein products in Hungary, Romania and Croatia.

Builder Whey continues to hold the leading position in terms of published articles and videos. Following in the footsteps of [TikTok](#), Builder's [YouTube channel](#) has also surpassed 100 000 followers.

08.

BEYOND SPORTS, BODY IMAGE AND LIFESTYLE

In 2025, the BioTechUSA Group's PR and corporate communications activities were characterised by premium press relations, a segmented media mix, and greater reach than ever before. Lifestyle-themed, product-focused and educational campaigns were launched for the BioTechUSA brand, while communications for Scitec Nutrition continued to focus on gym training with a particular emphasis on the female target group. These results were achieved by an in-house team without the support of an external agency, in collaboration with media companies such as Central Media Group, Telex, Indamedia and Mediaworks.

In 2025, the company organised two press conferences: one to present an investment worth

approximately 24 million Euros at our production and logistics centre in Szada, and one at the headquarters in Óbuda - which won the Office of the Year award - to present 2024 business results and international trends in the fitness industry.

The media campaigns primarily focused on events, economic and business analyses, the new protein bar production line, collaborations with international sports teams, the role of experts and industry trendsetters, and various lifestyle and health topics. Last year, the Group regularly published announcements about the launch of its main marketing campaigns and key CSR projects.

„Fitness and media“

PR collaborations to strengthen brand awareness

PREVIOUS MEDIA APPEARANCE RECORDS WERE ALSO BROKEN IN 2025

35
media campaigns

1100+
media appearances

over 2 million Euros
media value

170+ million
reach

90%-10%
organic-to-paid ratio

150 media

- national
- regional
- domestic
- international
- online
- print
- radio stations
- television stations
- podcasts

8.1 Key media campaigns in 2025

- **Pure collagen:** providing easy-to-understand education on the role and application of collagen.
- **Creatine:** facts and myths – clearing up misconceptions about creatine use.
- **Longevity:** practical advices for an active, sustainable lifestyle.
- **Preparing for the festival season:** an educational focus on naturally sourced vitamins.
- **Back to the Gym:** returning to the gym in September and developing healthier eating habits.
- **The 13th Scitec Muscle Beach** the main summer bodybuilding event in Hungary, focusing on female athletes.
- **Health awareness:** a collaboration with the Hungarian National Association of the Blind and Visually Impaired on the risks of vision loss associated with diabetes.
- **Sports partnerships:** strategic collaborations with international football clubs, including FC DAC 1904 Dunajská Streda and Brøndby IF.

8.2 Success isn't measured by awards alone

Last year, however,

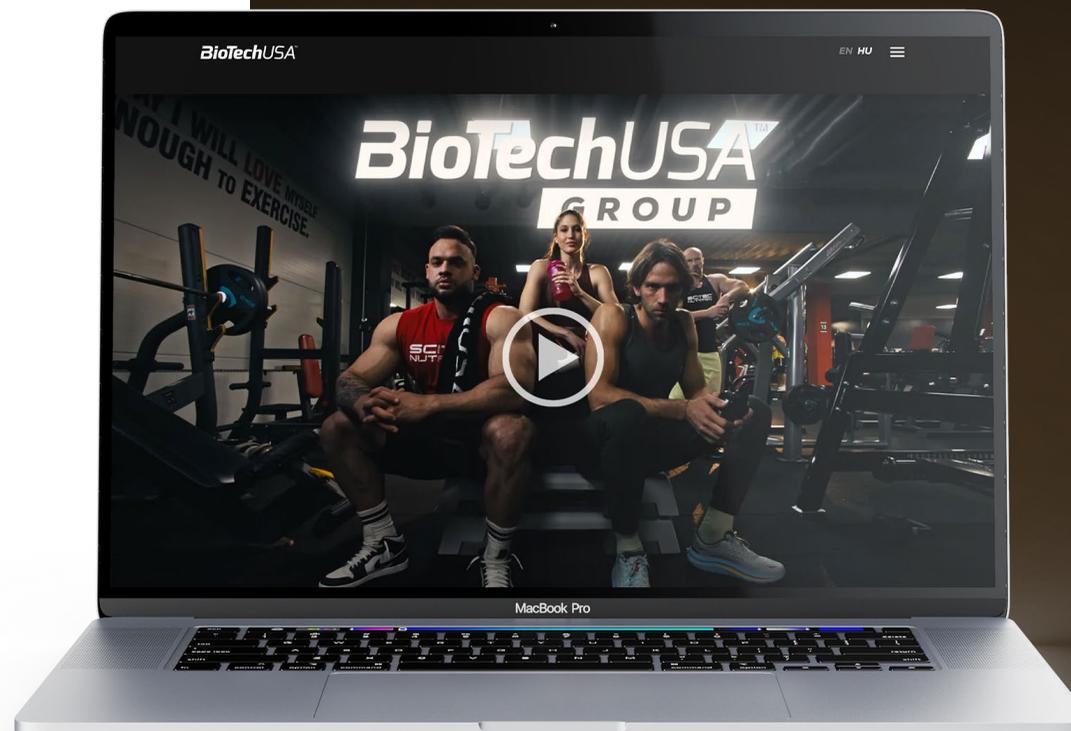
- the company was shortlisted in two categories at the **PR Excellence Award**.
- It won two categories at the **Marketing Diamond Award**.
- It won the **DreamJobs Lovable Workplace Award** for the fifth time and received the **'Our Common Future' special award** for its social responsibility activities.
- It won the **Superbrands Award** twice in Hungary and once in Slovakia.
- It won the **Marie Claire Hungary Beauty Award** in the "Best Beauty Vitamin and Dietary Supplement" category.
- It won the **JOY Prix de Beauté beauty grand prize** in the 'Body Treatments and Diet Support Products' category.
- Two of its products won the **Beauty Innovation of the Year** reader's award.
- It also received the award for the most successful 'Hungarian e-commerce multi' at the **HungarEcomm Stars** competition.
- Its new office building was selected as a finalist in the "Medium-Sized Company Office of the Year" category at the **Office of the Year** competition.
- Its B2B website won the **Website of the Year** grand prize in two categories ('Commerce' and 'Brand Site') and the **Quality Award** in one category ('B2B Websites') and one category ('Lifestyle and Sports'). The Vitamin Calculator website was also recognised with the **Quality Award**.



AZ ÉV KÖZÉPVÁLLALATI
IRODÁJA 2024
DONTÓS



JOY
Prix de
Beauté
A szépség magyája 2024



The Group is particularly proud that co-owners Bálint and Balázs Lévai received the Bethesda Gold Pin Award in recognition of their long-term commitment to supporting the healing work of Bethesda Children's Hospital.

In 2025, BioTechUSA continued to provide data for authoritative economic and business lists, resulting in its inclusion in the following lists:

- Forbes Hungary's list of the most valuable domestic family businesses, ranking 13th.
- It also appeared on Growww Digital's list of the 50 best e-retailers in Central and Eastern Europe.
- It also appeared on Forbes Hungary's list of the 100 most valuable 100% Hungarian-owned companies, ranking 21st.
- It was also ranked 285th on HVG's list of the 500 Hungarian companies with the highest turnover.
- BioTechUSA has once again been included in Figyelő's TOP 200 list of Hungary's largest companies.



BioTechUSA

8.3 The true value of knowledge is realised through sharing

It is always nice to be shown interest, and it feels especially good when the next generation or big names in the industry are curious about you. This is why BioTechUSA is always looking for ways to share its knowledge.

In 2025, the Group's managers

- delivered numerous conference presentations at events such as [DMEXCO](#) (Digital Marketing Expo & Conference), [Trust Summit](#), [Football Forum 2025](#), [Hunactive Fitness Summit](#), [JVSZ Hungarian Innovation Conference](#), [Mindfeszt](#), [National Congress of Private Pharmacists](#), [UTE KarateKlub](#), and [HVG BioMeet](#).
- They also participated in professional juries, including the [Open Minded Companies Award](#), the [Doing Good CSR Award](#), the [Signature40](#), the [Businessman of the Year Award](#), and the [Forbes celebrity and influencer lists](#).
- They also gave lectures at [Eötvös Loránd University](#), the [Civil Impact Academy](#), the [Mathias Corvinus Collegium](#), [Corvinus University of Budapest](#) and the [China Europe International Business School](#) on several occasions.



8.4 Corporate communication: a diverse range of topics, credibility and transparency

Effective corporate communication is essential, whether internal or external, as it ensures transparency, strengthens consumer confidence and cooperation based on shared values, and connects colleagues. In 2025, the BioTechUSA Group continued to provide regular updates on sales milestones, collaborations with partners, marketing and social responsibility campaigns, store openings, products, manufacturing and logistics, quality control, employee programmes and events involving the company and roadshows in both Hungarian and English.

Last year, the company continued to prioritise consistent internal communication and employer branding, which greatly strengthened employee commitment and reduced staff turnover. It developed its international LinkedIn pages further, revamped the B2B website integrating all five brands, updated the website presenting BioTechUSA's social responsibility programme and launched a similar subpage for the Scitec Nutrition brand.



8.5 Market education for more conscious consumers

In spring 2025, the company set up a new organisational unit to develop consumer awareness and public health knowledge. Drawing on the expertise of product developers, expert colleagues, brand ambassadors, well-known public figures, foundations, healthcare institutions and civil organisations, the company launched collaborations that also served marketing and sales goals, such as:

- **Behind the Label:** a social media series on industry trends and innovations.
- **BioTechUSA x Femina-files:** a 12-part educational series on mental health, cervical cancer, diabetes and eating disorders.
- **BioTechUSA WMN Active:** written and video content on protein consumption, vegan diets, and the relationship between menopause and nutrition.
- **Protein-files (24.hu):** debunking myths and providing professional guidance on the role, quality and proper intake of proteins.
- **Educational series on HVG.hu:** easy-to-understand, practical advice for everyday health maintenance.
- **Longevity on Forbes:** expert articles on long-term health and quality of life.
- **Collaboration with Street Kitchen:** providing dietary advice for everyday life.
- **Merova webinar:** expert advice for people with insulin resistance and diabetes.

8.6 For a healthier, more conscious society

As part of its social responsibility programme, the company has donated a total of:

- **1.6 million Euros** worth of,
- **129 000** boxes of products,
- cash,
- as well as rehabilitation, diagnostic and therapeutic equipment.

The charitable initiatives

- have been covered by **94 CSR campaigns**,
- and supported the work of **213 organisations** to date.

The Group's mission is to enhance dialogue and provide accessible information about mental and physical health, while highlighting important social issues. In 2025, the company covered topics such as recognising and preventing trauma, the role of sport in creating a more inclusive society, healthcare innovations, and the mental and physical health of high school students.



In 2025, the BioTechUSA Group worked with partners such as the

- Hungarian Reformed Charity Service,
- TraumaAmbulancia Association,
- Hungarian Food Bank Association,
- Csak Egyet Szolgálat (Only One Service),
- Budapest Bike Maffia,
- Óbuda-Békásmegyer Youth Council (ÓBIÖK),
- Szada Local Government and Szada Sports Association,
- Civil Impact,
- Szent Margit Hospital, Budapest,
- Budapest Medical Students Association,
- Fejér County Szent György University Hospital,
- NM Foundation for Muscle Recovery,
- Szurikáta Foundation for Children with Diabetes,
- Hungarian Hospital Association,
- Bethesda Children's Hospital,
- Dél-Pesti Centrum Hospital-Honvéd Hospital,
- Kamasztér Foundation,
- Foundation for Nutrition Science,
- Kerekasztal Theater,
- Mosoly Foundation,
- Children's Food Foundation,
- Fogadj El (Accept Me) Foundation,
- Hungarian National Association of the Blind and Visually Impaired,
- Luca Dog Shelter,
- Mályvavirág Foundation,
- BMSZKI Trauma-Aware Gynecology Clinic,
- Semmelweis University Department of Neonatology,
- Tolna County Balassa János Hospital,
- Élni és Szeretni Édesanya/Édesapa Nélkül Alapítvány (Live and Love Without a Mother/Father Foundation),
- Hungarian Association for Health Preservation and Lifestyle Medicine,
- Elmondhatom (Now I Can Tell) Foundation,
- Győr Association for Supporting Children with Diabetes,
- Piros Orr Bohócdoktorok (Red Nose Clown Doctors) Foundation,
- Foundation for Heart Surgery,
- Single Parent Center,
- Bükkszenterzsébet Retirement Home,
- Ecumenical Aid Organization,
- Association for Growth,
- Family and Child Welfare Center Győr,
- Utcáról Lakásba (From the Streets to a Home) Association,
- Igazgyöngy Foundation,
- and the Baptist Charity Service.



As part of its social responsibility campaigns,

- The company supported the Csak Egyet Szolgálat (Only One Service) initiative by providing enough oat bars to last the whole year.
- On Hungarian Nurses' Day, the company greeted the nurses at St. Margaret's Hospital in Budapest.
- The company joined the 10th Semmelweis Health Competition organised by the Budapest Medical Students' Association and the sports section of the 1st Hungarian Health Picnic.
- During the BioTechUSA NN Ultrabalaton Charity, the company collected a record amount of donations, which it also supplemented with 18 million forints to support healthcare developments.
- The company continued its five-year collaboration with the Hungarian Food Bank Association, once again joining their mission.
- The company also supported National Sports Day for Hospitals by providing products and gift vouchers.
- As part of a volunteer day, colleagues visited the Luca Dog Shelter.
- As a good neighbour, the company also supported the Szada Sports Association, the local retirement community and the Óbuda-Békásmegyer Youth Council Sports Day.
- It also donated vitamins to the Hungarian National Association of the Blind and Visually Impaired.
- It supported the charity cross-country run of the "Accept Me" Foundation with products.

- It collected donations for the [TraumaAmbulancia Association](#) at Scitec Muscle Beach.
- Together with the Hungarian Reformed Charity Service, it organized the [NyújtÓz\(d\)kodj! day in Ózd](#) for children living in difficult circumstances.
- In the second [“Back to the Gym” campaign](#), it collected donations for the Children’s Food Foundation with the involvement of 17 Fitness5 gyms.
- It once again presented the [“BioTechUSA Health Award”](#) through which the company supported health innovations.
- With the help of psychologists, drama teachers and nutrition experts, we raised awareness of unhealthy trends in adolescents’ eating habits and body image during the [‘Together for Children’s Health’ programme](#).
- It supported the [OMSZ Ambulance Motorcycle Service](#) and all Single-Person Rapid Response Units with products.
- The Group continued its [#EgyüttAdunk \(#GivingTogether\)](#) campaign, involving ambassadors from both brands during the Christmas season to support foundations with 30 000 Euros.
- It contributed to the [Budapest Bike Maffia’s initiative](#) to help people living on the streets with community bread sharing and large quantities of vitamin donations.
- The company once again joined the [Hungarian Baptist Charity Service’s Shoe Box campaign](#).
- It also supported the [Sztárfoci charity football gala](#) aimed at helping disadvantaged children.

The BioTechUSA brand ambassadors played a major role in all this, as did the kind-hearted bodybuilders from Scitec Nutrition.



THE BIOTECHUSA CHARITY BRAND AMBASSADORS



**Virág
Ferentzy-Kiss**
Fitness World
Champion



Jenő Kiss
2x Mr. Universe
Champion body-
builder



**Ramóna
Lékai-Kiss**
Actress



Eszter Oczella
IFBB Bikini Pro
athlete

THE KIND-HEARTED BODY- BUILDERS OF SCITEC NUTRITION



Béla Kathi (†)
Powerlifter and
bodybuilding legend



Kornél Bohos
WBPF European
Champion bodybuilder



**László
Szmereka**
IFBB Pro athlete



Zoltán Kormos
6x World Champion
bodybuilder, acrobatic
fitness athlete



**Zsuzsanna
Jakabos**
European Champion
swimmer, olympian

09.

PEOPLE & CULTURE INSTEAD OF HUMAN RESOURCES

The strategic goals for 2025 focused on improving employee experience and retention rates, as well as supporting business agility. Meanwhile, the HR strategy focused on increasing efficiency, standardising processes and digitising operations.

The onboarding process became faster and more transparent. As part of the onboarding process, the company created a so-called 'one-pager'. This easy-to-read document helps blue-collar employees integrate, and corporate

messages are communicated to them via displays in addition to traditional channels.

Last year, great emphasis was placed on developing leadership skills in regional areas as part of the leadership training programme. The company plans to develop a broad portfolio of differentiated development approaches to establish predictable career paths and uniform operating standards.

**„Employee experience
in focus“**

Efficiency, standardization
and digitalization

9.1 Acquiring and retaining

The company is developing a proactive, data-driven strategy to strengthen employee retention. This strategy is based on a deeper analysis of the reasons for staff turnover. Stay interviews have begun and their results have been incorporated into management decision-making and HR planning. This has helped to strengthen employee trust, reduce turnover and support managers in team building. Group coaching has also begun in the regional area, in line with specific organisational development goals.

In the retail sector, the focus was on improving employee experience to gain a clearer understanding of the motivations, challenges and requirements of colleagues working in physical stores.

The development of the HR organisational model also began in 2025, with the aim of elevating the supportive role of HR to a strategic level. A key part of this was the appointment of a new HR director, who will implement strategic changes to human resource management from the beginning of 2026 onwards.

A key task for the future is to further advance digitalisation. This involves expanding HR analytics and BI-based decision-making, developing self-service employee interfaces and updating the training system. To reduce the administrative burden, the JIRA case management system has been introduced at regional level and electronic signatures have been introduced in parallel. One of the year's most important tasks was preparing for compliance with the wage transparency legislation due to come into force in June 2026.

The People team's communication strategy aims to raise awareness of HR initiatives, improve accessibility of information, and foster stronger relationships between different levels of the organisation. The People Portal is a source of information and a digital knowledge-sharing platform aimed at enhancing employee experience and playing a key role in internal communication.





9.2 It's more than just a workplace

In 2025, the People team further strengthened the corporate culture, which is based on employee well-being and community. The complex screening campaign implemented in the field of employee health promotion was carried out with a focus on prevention and awareness. Seasonal vitamin distributions and fruit days continued. The past year would not have been complete without the Summer Picnic, the Novemberfest, the Ugly Christmas Sweater Shoe Box Donation Drive and the Christmas Party, where we celebrated our colleagues' anniversaries. As well as being a community experience, these events strengthened the family atmosphere of the company.

Supporting micro-communities is also part of the identity of the BioTechUSA Group. Events organised around sports and healthy lifestyles, such as Ultrabalaton and Power Challenge, provide opportunities for exercise and a sense of community.

As part of its dog-friendly office concept, the company organises visits to animal shelters and donation programmes. These initiatives not only foster a sense of community, but also make everyday life more enjoyable.

Building community has become an integral part of the company's daily operations, and the People team's mission is to ensure that every employee can be a healthy, motivated and proud long-term member of the BioTechUSA community.

10. KEEP UP WITH CHANGING LEGAL ENVIRONMENT IN 104 COUNTRIES

In this rapidly changing world, it is of paramount importance to quickly and accurately keep up with legislative changes so that they can be applied to the BioTechUSA Group as soon as possible. Accordingly, in 2025, the legal department provided all necessary assistance to other departments to ensure compliance with legislative changes.

A key task is ensuring that consumers, employees and partners feel legally secure, which is essential for building trust in the company further.

The number of contracts grew significantly last year, with the company reaching the total for the previous year by the beginning of October 2025. This is mainly due to continuous commercial expansion and developments, which have impacted the entire organisation.

„Rapid adaptation to regulatory changes“

Significant growth
in the contract portfolio

10.1 Smoother administration and faster processing

In addition to its daily challenges, the legal department completed two significant projects in 2025. In line with Hungarian and European initiatives, these projects support the transition to electronic documentation and accelerate administrative processes.

Last year, the BioTechUSA Group significantly expanded its use of electronic signatures. In labour law, for example, electronic signatures were integrated into labour software, greatly facilitating the handling of employee, bank and other official statements and contract amendments. The company is constantly working to expand the use of electronic signatures to other areas and promote their use within the organisation. This may receive a further boost in 2026 with the spread of the Digital Citizenship Programme (DÁP) and uniform EU regulations, which will permit the use of Hungarian signatures within the EU.

A new AI-based document management system is being introduced to facilitate the rapid search and interpretation of large volumes of documentation. This new technology will greatly assist with processing large volumes of foreign-language material.

The company will continue to explore the introduction of legal AI. To gain a thorough and accurate understanding of the technology, several software programmes are currently being tested in parallel.

10.2 Protecting intellectual property

The legal department's primary mission is to ensure compliance with external legislation and internal regulations. In line with this, a compliance group has been established as an organisational control tool.

The company has also achieved significant results in combating product counterfeiting, primarily in Hungary and Asia. This is supported by trademarks, the accurate protection of which is in everyone's interest. In recognition of its work in this area, the Hungarian Intellectual Property Office (SZTNH) highlighted the BioTechUSA Group, alongside several other companies, as a positive example of Hungarian efforts to combat counterfeiting and preserve innovation results on an international scale.



11.

THE BIOTECHUSA GROUP'S PLANS FOR 2026

With the market environment expected to stabilise in 2026, the Group plans to return to a path of rapid growth. The goal is to achieve growth dynamics of over 10%, even on a higher base. This growth will be driven by the expansion of the product range and distribution points, and the refinement of the pricing and promotional strategy.

According to the company's assessment, the investments made in recent years are now beginning to pay off. Following the product development cycle, the multilayer protein bar line will operate at full capacity, and the automated warehouse and digital, automated solutions will ensure efficient operation. The Group continues to use artificial intelligence to support its employees and improve operations.

While maintaining its dominant position in Hungary, BioTechUSA expects to grow further in export markets, both in Europe and beyond. It plans to achieve this by relying on its stable brands and moving towards its long-term goal of €1 billion in sales. To achieve this, local, country- and region-specific communication that responds to the needs of the given market is essential, taking into account marketing, sales and branding aspects. The goal remains the same: sustainable growth, value creation and establishing a strong, future-proof group of companies.

**„Our goal remains:
sustainable growth“**

Creating value and a strong
future-ready group

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