

PRESS RELEASE

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Bio Vitos Ltd Appoints Jamshaid Imam as New COO – Tasked with the Global Commercialization of Succifer

Bio Vitos Ltd today announces that Jamshaid Imam has been appointed Chief Operating Officer (COO). In his new role, Imam will assume overall responsibility for the commercialization of the company's iron preparation Succifer®, with a particular focus on expansion in Asia, Europe, and the United States.

Succifer® is a Swedish-developed oral iron succinate with the potential to offer an effective and gentle treatment for iron deficiency – a global health problem affecting more than two billion people. The recruitment of Imam marks an important step as Bio Vitos now moves from the development phase into the commercial phase across international markets, and comes ahead of the upcoming listing of Bio Vitos Ltd, planned shortly, in Q3 2026.

A Leader with International Commercial Experience

Jamshaid Imam takes on the role with more than 15 years of experience in business development, supply chain management, and international expansion. He joins from his position as CEO of Air-Tickets.se (Travel Guru AB), where he was responsible for the group's B2B offering, international partnerships, and strategic growth. Prior to that, he served as Supervisor Category Sourcing at Samsung Home Appliances, with responsibility for forecasting and vendor management, and as Key Account Manager for international clients at JDSU, focusing on reverse logistics.

Imam holds a Master's degree in Business Process & Supply Chain Management from Linnaeus University in Växjö, Sweden, as well as an MBA with a specialization in marketing. His proven track record of building product portfolios, establishing cross-border partnerships, securing supply chains, and coordinating operations between Europe and Asia makes him well suited to lead Succifer's journey to the global market.

“Jamshaid's combination of strategic thinking, operational experience, and proven ability to build international business relationships is exactly what Bio Vitos needs in its next phase. His background in supply chain and commercialization will be crucial as we now bring Succifer to patients and consumers in Asia, Europe, and the United States,” says Cato Crogh, Chairman of the Board of Bio Vitos Ltd.

“Succifer is a unique product with the potential to improve the lives of millions of people suffering from iron deficiency. I look forward to building the commercial organization, securing the right partnerships in each market, and creating a scalable platform for global growth. With a clear

strategic roadmap and close collaboration with internal and external stakeholders, we will make Succifer the obvious choice,” says Jamshaid Imam, incoming COO.



Focus of the New Role

As COO, Jamshaid Imam will, among other things, be responsible for:

- Developing and executing the commercial strategy for Succifer® in Asia, Europe, and the United States
- Establishing distribution and collaboration partnerships in priority markets
- Building and securing a scalable and cost-efficient supply chain
- Developing the company's B2B offering towards partners, distributors, and institutional clients
- Conducting competitor and market analyses to position Succifer in each market

Jamshaid Imam assumes his position with immediate effect.

About Succifer®

Succifer® is an oral iron succinate developed in Sweden. In pilot studies, the product has demonstrated improved iron absorption and increased ferritin levels without the gastrointestinal side effects commonly associated with traditional iron treatment. Succifer was originally developed as a potential treatment option for heart failure patients and is protected by patents in several key geographic markets.

About Bio Vitos Ltd

Bio Vitos Ltd is a life science company that develops, produces, and commercializes iron succinate for the treatment of iron deficiency. The company's lead product, Succifer®, is a patented oral iron preparation originally developed in Sweden, with granted patent protection across multiple key geographic markets, including a European patent covering 26 countries. Bio Vitos targets some of the world's largest patient and consumer groups affected by iron deficiency – including women of childbearing age, athletes, and heart failure patients – and is now entering its commercial phase with a focus on Asia, Europe, and the United States. The company is currently preparing for an upcoming listing, planned for Q3 2026. For more information, visit www.biovitos.com.

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