



## NEW CORPORATE IMAGE

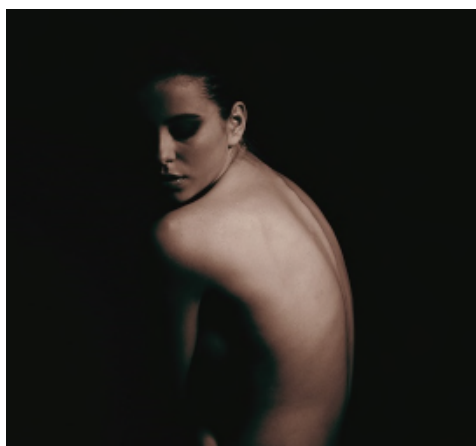
April 9, 2018

After many months of hard work, we are proud to present our new corporate image and identity. Today Ondalium launches a new face, which is the best reflection of the spirit of the company and that will represent much better the developments we are preparing in terms of product.

Soon you will see that the possibilities of black garlic to take care of yourself inside and out are endless, thanks to all the novelties we are preparing. But, before, we wanted to make a radical change in our image, after more than three years in the market, with the aim of making it more simple, elegant, serious and attractive.

For this reason, we have embraced black and white, as well as straight forms, moving from our previous colour image to a more sober one, which has an intimate relationship with the products we have on the market, based on products such as black garlic and the black onion. The care of the body is something to which we must pay close attention, reflect on it and adopt good habits, and we wanted to transmit that spirit.

This is explained by Jesús de Isidro, one of the founding partners of Ondalium: "We have chosen the black background for the image because our base product, black garlic, has that colour and thus we achieve union. The truth is that the design department has worked brilliantly, understanding perfectly our needs and ideas; we believe we have achieved an image that conveys the care we put into our product and that will be able to stand out in pharmacies "



Of course, this image has been transferred to our web, more modern and dynamic than the previous one, and to all our creativities, packaging and our logo. And it has also affected the rest of our internet presence. Our social networks will be infected by this new philosophy, both inside and outside. The graphic line has

taken over all of our profiles and, from now on, you will be able to find much more content in them that will allow you to keep up to date on health news, benefits of superfoods or tendencies of body and mind care.

