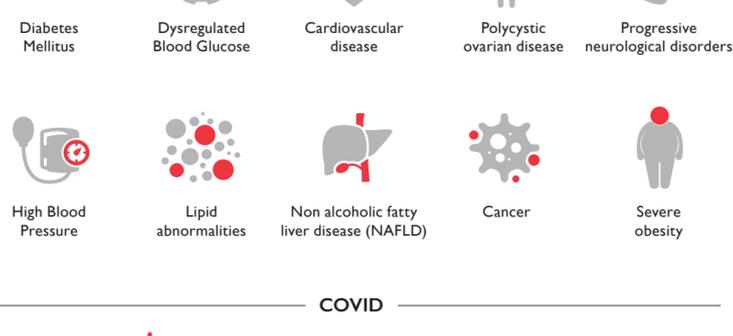




THE PROBLEM

A wide range of preventable, diet related diseases are significantly impacted by factors related to **Metabolic Health**

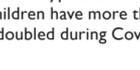


COVID

Metabolic diet related disease is a key driver of Covid-19 to spiraling out of control.

3 out of 4 leading risk factors affecting COVID survivability are metabolically related

Case of



Cases of Type 2 Diabetes in children have more than doubled during Covid



Non alcoholic fatty liver disease patients are high risk for Covid-19



Most patients at risk of severe Covid-19 present with dysregulated blood glucose

Middle East and North Africa (MENA)



A **diabetes epidemic** is sweeping the MENA region



Total expenditure on diabetes in the region by 2045 is **estimated to reach \$37.1 billion**



Diabetes **affects 1 in every 4** people in the Middle East



Most MENA countries need to reduce added sugar consumption by **at least 50%** to meet health guidelines



THE SOLUTION

A **MENA multi-sector metabolic health alliance** is proposed to facilitate the paradigm shift needed to break through the challenges and barriers that put the entire MENA region at risk.

THE WORLD NEEDS A METABOLIC RESET

KDD introduces a science-based "metabolic matrix" in order for foods and beverages to support our metabolic health



New food recipes are not enough



New ingredients are not enough



New food labels are not enough

A solution born in the Middle East has the potential to change the food and beverage industry forever

WHAT IS "METABOLIC HEALTH"?

THE FOUNDATION of nutritional well-being

THE KEY to long-term economic security

MARKERS OF METABOLIC HEALTH including levels of blood sugar, triglycerides, high-density lipoprotein, cholesterol, blood pressure & waist circumference

THE SCIENCE needed to implement changes in the way foods and beverages are engineered

THE ANSWER to prevent and reverse chronic diet-related disease by rethinking the nutrition paradigm

ADDED SUGAR & PROCESSED FOOD

74% of all foods and beverages sold contain added sugars

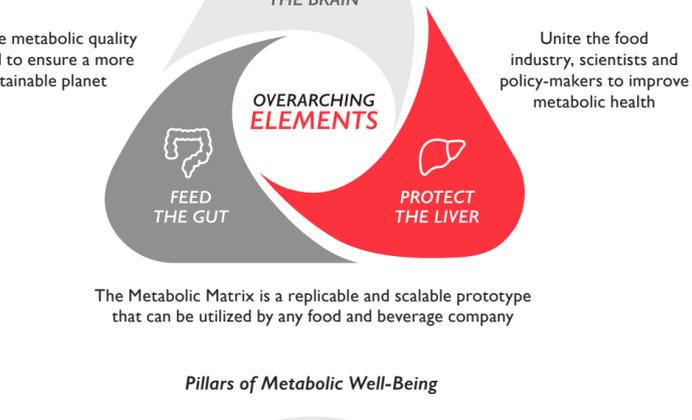
WHO guideline recommends adults and children reduce their daily intake of free sugars to **less than 10%** of their total energy intake. A further reduction to below 5% or roughly 25 grams (6 teaspoons) per day would provide additional health benefits.

Most countries need to reduce added sugar consumption by **50% or more**.

Thus far, only two companies have attempted reductions of **only 14-15%**.

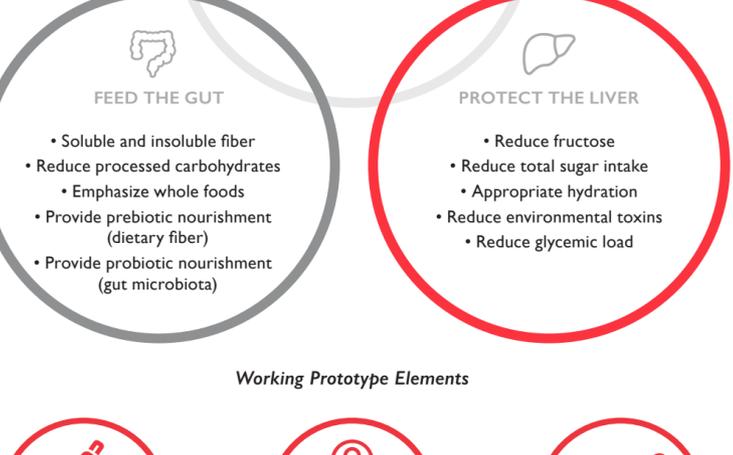
THE METABOLIC MATRIX

A science based paradigm shift



The Metabolic Matrix is a replicable and scalable prototype that can be utilized by any food and beverage company

Pillars of Metabolic Well-Being



Working Prototype Elements



KDD SUSTAINABILITY FRAMEWORK

By 2030, KDD aims to implement its position as a leading food & beverage company, with a holistic approach to human wellness, environmental health & a thriving society



KDD'S MODEL

A scalable, replicable framework being championed by KDD

- KDD is working with an academic independent, evidence-based food science advisory team.
- KDD's science advisory team consists of physicians, culinary medicine specialists and PhD-level nutrition and data scientists.
- KDD seeks the support of stakeholders from the Region.
- The goal is to align food science and nutrition to make healthy and sustainable products that are tasty and marketable using the Metabolic Matrix Framework.
- The objective is to form a MENA action group to champion this prototype and also share it globally.

PARTNER WITH US

Chronic and acute diseases are severely affecting the region and the world. Our collective health and economies are at stake.

All countries involved will benefit from implementing a paradigm shift. The key to long-term nutritional and economic security is cross-sector collaboration. Millions of lives can be saved. Trillions of dollars could be redirected towards more sustainable initiatives.

JOIN WITH KDD TO CONNECT THE DOTS BETWEEN PEOPLE, PLANET, AND NUTRITION.

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