

Frost & Sullivan Applauds Isobionics with 2010 Global Technology Innovation Award



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The Frost & Sullivan 2010 Global Technology Innovation Award in Food Ingredients has been granted to Isobionics. According to the global growth consulting firm, Isobionics outperforms key competitors on five criteria. Joe Nivas, Director Best Practices at Frost & Sullivan, notes: "Isobionics' innovative product BioValencene™ has the capacity to change the functioning of the market by providing a unique technology, being cost competitive, and improving product functionality and process efficiency."

BioValencene™ is produced by biotechnological process. It is an aroma substance for the food, beverage, flavor and fragrance industry worldwide, where it is used in soft drinks, detergents, soap and fine perfumery. In the marketplace it competes with conventional valencene, which is produced from oranges.

According to Frost & Sullivan, Isobionics can rightly claim to be the first company to bring a product to the market that is synthesized by using biotechnology. The new product was introduced within three years from the date of patenting the idea. Typically, the market penetration of a product like BioValencene™ is impeded by several factors, including inconsistency in supply. With the stable proprietary fermentation process a constant quality is realized compared with orange derived valencene, which is dependent on the success of the harvest. According to Frost & Sullivan, Isobionics can comfortably satisfy the demands for valencene worldwide with their proprietary product derived out of patented technology. In addition, the product is available in a concentration much higher than orange derived valencene. Furthermore, customers, notably food manufacturers, can make use of BioValencene™ to create natural citrus flavours and fragrances for their products without having to worry about quality issues that plague natural extracts. Frost & Sullivan has found that Isobionics is able to guarantee supply and consistent quality

of the product.

Finally, Frost & Sullivan found that the technology developed by Isobionics reduces the amount of energy embodied in the production process for valencene and therefore enables the creation of a more environment friendly product.

Toine Janssen, CEO Isobionics says: "The whole team that is involved in developing and producing BioValencene™ is very proud to win the award. It is a recognition of the product's added value and of the team's effort. It is a real motivator for our future activities in the flavor and fragrance market."



Open innovation

For the development and production of BioValencene™, Isobionics is supported by the technology from DSM. Says Leendert Staal, President DSM Nutritional Products: "BioValencene™ is a perfect example of open innovation, because Isobionics brings together research & development, production, marketing, venture capital and entrepreneurship from various parties, including customers."

Frost & Sullivan's Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

About Isobionics

Isobionics is a Dutch biotechnology company run by experienced technologists and professionals. The company has a portfolio of natural products, each one unique in its production method and functional features. The company has a vision of developing high quality products based on sound technologies. The development of technologies is the company's core strength, which also enables it to provide value-added services to its customers. Isobionics has an Intellectual property portfolio comprising varied biotechnological aspects including metabolic engineering, biochemical engineering, downstream processing and upscaling. The company prides itself on its "win-win" approach in working with the customer for developing new

products and technologies. Isobionics is located at the Chemelot Campus in Sittard-Geleen (the Netherlands). BioValencene™ is a trade mark of Isobionics B.V.

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