



**Clover Corporation Limited**

ABN 85 003 622 866

**ASX ANNOUNCEMENT**

**11 September 2024**

### **Clover Corporation Unveils Groundbreaking Powder Delivery System for Choline**

*Melbourne, Australia, 11 September 2024* — Clover Corporation proudly announces its latest innovation: a cutting-edge Powder Delivery system designed specifically for the essential nutrient Choline. Choline plays a critical role in foetal and infant development, particularly in brain health.

#### Key Highlights:

- **Choline's Importance:** Choline is a vital nutrient found in human milk, supporting synapse formation, cellular membranes, and the production of acetylcholine—a neurotransmitter crucial for memory and muscle control.
- **Infant Formulas:** Most infant formulas now include choline, alongside other essential nutrients like docosahexaenoic acid (DHA) and lutein, synergistically promoting brain development.
- **Clover's Breakthrough:** Clover's Choline Powder Delivery System addresses manufacturing challenges associated with handling this hygroscopic compound. Achieving uniform distribution within dry-blended powdered drink mixes ensures product quality and nutritional consistency.
- **Hygiene and Stability:** Clover's Choline Powder simplifies hygienic processing and addresses the critical factor of choline's stability in the powdered drink matrix.
- **Market Insights:** The mother and baby segment for Choline is projected to reach US\$146 million in 2024, with a compound annual growth rate (CAGR) of 6%<sup>1</sup>. Regulatory changes in the EU and China have elevated Choline's importance in infant formula.

- **Beyond Nutrition:** Choline’s applications extend beyond human nutrition - stock feed and mining markets stand to benefit from Clover’s Choline Powder Delivery System product, providing access to the total Choline market valued at US\$488 million (2024)<sup>1</sup>.
- **Years in Development:** Clover’s solution emerged after an eight-year collaboration with customers and manufacturers. A provisional patent has been filed which paves the way for commercial manufacturing and customer application trials.
- **Customer Demand:** Initial discussions reveal strong interest in Clover’s product, as existing challenges impact manufacturing efficiency. Clover expects to enter trials with strategic customers at the start of the FY25 with commercial sales expected in FY26 after stability, compatibility and shelf-life testing is complete.

<sup>1</sup> [www.gminsights.com/industry-analysis/choline-bitartrate-market](http://www.gminsights.com/industry-analysis/choline-bitartrate-market)

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#### **About Clover Corporation Limited**

Clover Corporation is an Australian company listed on the Australian Stock Exchange (ASX:CLV). Clover evolved from being a research and development, manufacturing, and marketing company to one concentrating on forming strategic relationships focused on technology, new product development and commercialisation.

Clover's superior microencapsulation technology enables nutritional oils, such as tuna, fish, algal and fungal oils, to be added to infant formula, foods and beverages. Developed through extensive research and development, our proprietary technologies protect those sensitive oils from oxidation, allowing them to be incorporated into a range of applications. All Clover products reach the highest standards of purity, stability, and performance, allowing customers to maximise and deliver nutrition.

For more information about Clover visit [www.clovercorp.com.au](http://www.clovercorp.com.au)