

Build Your Inner Strength: Balchem and FC Bayern Women Forge Multi-Year Partnership with K2VITAL™

Montvale, New Jersey (February 06, 2024) – Balchem, a leading global manufacturer of specialty ingredients for human nutrition and health, has signed a multi-year partnership between [K2VITAL™](#), its patented, vitamin K2 brand, and [FC Bayern](#) Women’s soccer team. This makes K2VITAL™ an official partner - and the only bioscience partner - for FC Bayern Women, marking a key milestone in Balchem’s longer-term strategy to bridge the gap between B2B and B2C markets. Together, both parties aim to raise awareness of the benefits of vitamin K2 for health and performance with collaborative campaigns, including dynamic in-game branding and educational content shared both on and off the field.

“I am proud to announce our partnership with FC Bayern Women, one of the most iconic and successful women’s soccer teams in the world. This collaboration perfectly aligns with our K2VITAL™ brand promise ‘To Build Inner Strength’ and our vision to make the world a healthier place. Women’s soccer is the fastest-growing sport globally, with an increasing passionate and engaged fan base that offers a unique opportunity to connect,” comments **Dominik Mattern, VP Science, Business Development and Marketing, Balchem Human Nutrition and Health**. *“By leveraging FC Bayern Women’s strong social media reach and multichannel presence, this partnership will elevate our brand visibility, educate consumers and inspire healthier lifestyles, while also delivering exceptional value to our B2C co-branding partners. Together, we are championing well-being, diversity and empowerment on a global scale.”*

Build your inner strength

Women’s sports are finally having their moment, with increasing interest from fans and broadcasters. For the FC Bayern Women this is a particularly exciting time, with the team now featuring significantly more often on national free-to-air broadcasts. This has resulted in strong growth for the cumulative live tv audience of their Bundesliga matches, reaching an impressive 9.18 million viewers last season, up from 2.96 million in 2021/22. By partnering with the team, Balchem aims to raise awareness of K2VITAL™ – a patented, typically 99.7% all-trans vitamin K2 MK-7 – and to spotlight the role vitamin K2 can play in supporting strong bones¹ and healthy hearts.²

Michael Diederich, Executive vice chairman FC Bayern adds, *“FC Bayern stands for quality, and so does our partnership with Balchem. As a pioneer in the health sector, Balchem aligns perfectly with our club’s dedication to always lead the way by supporting innovation and excellence. Together, we wish to further raise people’s awareness of the importance of a healthier lifestyle.”*

¹ National Institutes of Health, Dietary Supplement Fact Sheet, Vitamin K2. Available at: <https://ods.od.nih.gov/factsheets/VitaminK-HealthProfessional/>

² Hariri E et al., Vitamin K₂-a neglected player in cardiovascular health: a narrative review. Open Heart. 2021 Nov;8(2).

Bianca Rech, Director of Women's Football at FC Bayern states, *"We are thrilled to collaborate with Balchem in elevating vitamin K2's visibility. Our players serve as excellent ambassadors for K2VITAL™, particularly given its significant impact on women's health. Plus, Balchem's motto 'Build Your Inner Strength' resonates deeply with our team – it's a reminder that only those with inner strength can reach their greatest aspirations."*

For more information about Balchem and its brand K2VITAL™, visit:

<https://balchem.com/hnh/mn/k2vital/>

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Notes to Editors:

About Balchem Corporation

Balchem Corporation develops, manufactures, and markets specialty ingredients that improve and enhance the health and well-being of life on the planet, providing state-of-the-art solutions and the finest quality products for a range of industries worldwide. The company reports three business segments: Human Nutrition & Health; Animal Nutrition & Health; and Specialty Products. The Human Nutrition & Health segment delivers customized food and beverage ingredient systems, as well as key nutrients into a variety of applications across the food, supplement and pharmaceutical industries. The Animal Nutrition & Health segment manufactures and supplies products to numerous animal health markets. Through Specialty Products, Balchem provides specialty-packaged chemicals for use in healthcare and other industries, and also provides chelated minerals to the micronutrient agricultural market.

About K2VITAL™

K2VITAL™ is exceptionally pure Vitamin K2 MK-7 in its bioactive all-trans form. The nutrient directs calcium away from the arteries and deposits it into the bone, supporting strong bones and a healthy heart. K2VITAL™ offers uncompromising quality and stability, providing the maximum benefits of vitamin K2.

More information at:

<https://balchem.com/human-nutrition-health/>

Follow on LinkedIn:

<https://www.linkedin.com/company/balchemhumannutritionandhealth/>

Follow on Facebook:

<https://www.facebook.com/BalchemHNNH>

About FC Bayern Women

FC Bayern Women are one of the most successful and storied women's football teams in Germany. Since their founding in 1970, the team has won multiple German championships and DFB-Pokal titles, consistently competing at the highest level in Europe. As an integral part of FC Bayern Munich, the women's team stands for passion, teamwork, and sporting excellence.

With a professional environment, top-tier youth development, and a strong commitment to advancing women's football, the club sets standards in the Bundesliga and on the international stage. The team plays its home matches at the FC Bayern Campus.

For more information, visit: www.fcbayern.com/frauen

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