

Amyris Closes Acquisitions Of OLIKA Inc. And MG Empower

EMERYVILLE, Calif., Aug. 24, 2021 [/PRNewswire/](#) -- Amyris, Inc. (Nasdaq: AMRS), a leading synthetic biotechnology company in Clean Health and Beauty markets through its consumer brands and a top supplier of sustainable and natural ingredients, today announced that it closed the acquisitions of OLIKA, Inc. (OLIKA), an award-winning clean consumer brand, and MG Empower Ltd., a leading global influencer marketing agency on August 11.

OLIKA is transforming the hygiene category through a dedication to transparency, combining the safest, most effective ingredients and packaged in beautiful, nature-inspired design. Recently, the award-winning on-the-go clean wellness brand launched in the gift and boutique channel and added Sprouts Farmers Market, the leading natural grocery channel to its lineup. The OLIKA Hydrating Hand Sanitizer Collections can be purchased at [OLIKALife.com](#), Amazon, Albertsons/Safeway/Jewel Stores, Anthropologie, Bloomingdales, Lou Lou Boutique, Kroger, Hy-Vee, Macy's Backstage, Earth Fare, Raley's, Thrive Market, and Wegmans.

OLIKA was co-founded by Jessica Postiglione, Nicolas Perkin and Thorne Perkin in 2015 with Ms. Postiglione acting as CEO of the company developing and bringing to market OLIKA's design-forward hand sanitizer products Birdie and Minnie. She was responsible for growth of the business' DTC sales, Amazon presence and product launches in retailers nationwide until 2019. In recent years, OLIKA was led by Alastair Dorward as CEO. Mr. Dorward and his team have joined the Amyris family of consumer brands.

MG Empower, founded by Maira Genovese in 2017, is the influencer marketing and digital innovation partner to some of the world's most influential brands, including Amyris, Inc., Bumble, Chopard, StarzPlay, Deliveroo and TikTok Bytedance. Based in London, England, and operating across five continents, the agency has built a powerful proprietary influencer CRM and a network of over 5 million influencers, producing innovative, award-winning influencer marketing campaigns that have reached over a billion people. Amyris' acquisition of MG Empower represents its continued investment in the future of marketing innovation by establishing a unique operating model that places digital technology and influencer marketing at the core of its consumer growth strategy. Ms. Genovese and her team have joined Amyris to support Amyris' family of consumer brands as well as external clients.

"After working closely with Maira and her team on developing leading social marketing campaigns it's a great pleasure to have them as part of the Amyris family," commented John Melo, President and Chief Executive Officer of Amyris. "I'm also very pleased to have the brand building expertise and proven track record of Alastair and the OLIKA team join our family of brands and provide us greater bandwidth for growth. Both of these acquisitions are generating new revenue for Amyris and represent continued execution and further vertical integration of our leadership in selling direct to the consumer."

About OLIKA

OLIKA (pronounced "oo-lee-kah") means "differently" in Swedish and exemplifies our approach – from our beautiful nature-inspired design that ergonomically fits in your hand, to our dedication to transparency and use of only the safest and most effective ingredients. At OLIKA, we believe the things you do every day should be delightful. Hand sanitizer is the first of many OLIKA collections that will reinvent hygiene and wellness staples.

About MG Empower

MG Empower is a global creative agency for digital influencer marketing and the partner of choice for the world's most innovative brands, including Amyris, Inc., Bumble, Chopard, StarzPlay, Deliveroo and TikTok Bytedance. Founded in 2017 by marketing visionary Maira Genovese and operating from its headquarters in London, MG Empower provides digital influencer marketing services to the world's most innovative brands, connecting them purposefully with audiences in over 40 international territories, generating localized impact in over 17 languages. For more information, please visit www.mgempower.com.

About Amyris

Amyris (Nasdaq: AMRS) is a science and technology leader in the research, development and production of sustainable ingredients for the Clean Health & Beauty and Flavors & Fragrances markets. Amyris uses an impressive array of exclusive technologies, including state-of-the-art machine learning, robotics and artificial intelligence. Our ingredients are included in over 20,000 products from the world's top brands, reaching more than 300 million consumers. Amyris is proud to own and operate a family of consumer brands - all built around its No Compromise® promise of clean ingredients: Biossance® clean beauty skincare, Pipette® clean baby skincare, Terasana™ and Purecane™, a zero-calorie sweetener naturally derived from sugarcane. For more information, please visit <http://www.amyris.com>.

Amyris, the Amyris logo, No Compromise, Biossance, Pipette, Terasana, Purecane and Lab-to-Market are trademarks or registered trademarks of Amyris, Inc. in the U.S. and/or other countries.

Forward-Looking Statements

This release contains forward-looking statements, and any statements other than statements of historical fact could be deemed to be forward-looking statements. These forward-looking statements include, among other things, statements regarding Amyris' expectations that the OLIKA team will provide greater bandwidth for Amyris' growth and that the acquisitions will generate new revenue for Amyris. These statements are based on management's current expectations and actual results and future events may differ materially due to risks and uncertainties, including risks related to any delays or failures in the successful launch of a clean skincare brand; potential delays or failures in development, production, regulatory approval and commercialization of products, risks related to Amyris' reliance on third parties; Amyris' liquidity and ability to fund operating and capital expenses; and other risks detailed from time to time in filings Amyris makes with the Securities and Exchange Commission, including

Annual Reports on Form 10-K, Quarterly Reports on Form 10-Q and Current Reports on Form 8-K. Amyris disclaims any obligation to update information contained in these forward-looking statements, whether as a result of new information, future events, or otherwise.

SOURCE Amyris, Inc.

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