

ChromaDex Could Get A Lot For Billionaire's \$25M

Ingredients Maker Nabs Dose of Wall Street Cred

ChromaDex Corp.'s recent coup—a planned \$25 million investment by Hong Kong billionaire **Li Ka-Shing**—looks to boost the Irvine-based ingredients maker's work in the wider world in at least two ways:

■ Li runs, among other things, **CK Hutchison Holdings Ltd.**, which is said by Forbes to be the biggest health and beauty retailer in Asia and Europe.

ChromaDex' lead ingredient, Niagen, is a patented proprietary additive for, among other things, anti-aging products. Products that contain Niagen have already hit retailer shelves in the U.S.—including those of Pittsburgh, Penn.-based **GNC Holdings Inc.**



HEALTHCARE

Sherry Hsieh

and Bentonville, Ark.-based **Wal-Mart Stores Inc.**

It also has distribution deals in Europe, Asia and South Africa.

■ Li made the buy via his **Horizon Ventures**, a “disruptive-innovation,” technology-focused vehicle that ChromaDex said has held stakes in firms that include Facebook and Spotify—former disruptors, now multi-billion-dollar ventures.

That could bring ChromaDex innovator street credibility—and Wall Street cred, since Forbes in February said Li is the richest man in Asia and worth more than \$31 billion.

ChromaDex shares vaulted 18% the day the deal was announced—closing at \$2.96 on



Doug Ingram; his wife, Georgia; Miracles for Kids CEO Autumn Strier; and her husband Keith, at a cocktail gathering at the Ingrams' home

15 times average volume. Shares traded recently at \$3.60, for a \$137 million market cap.

New common stock is to be sold in three parts totaling up to \$25 million, regulatory filings show. The first \$3.5 million was funded in April. ChromaDex lost about \$3 million on revenue of \$27 million last year and was scheduled to report first-quarter results on May 11.

Chief Executive **Frank Jaksch** told the Business Journal last year that ChromaDex has spent millions to establish scientific bona fides for Niagen's source, a vitamin B3 metabolite called nicotinamide riboside.

The company says Niagen boosts energy-making by mitochondria—organelles that take in nutrients, break them down and create energy-rich molecules to power cells.

ChromaDex is also developing nicotinamide riboside to treat Cockayne's syndrome, a rare pediatric disease that involves

premature aging, short stature and impaired nervous system development. Life expectancy for children with the illness is about seven years.

Documented Integration

Auxilio Inc. named **Michael Mathews** chief operating officer in addition to his duties as president. He co-founded **Cynergis-Tek** in Austin, Texas, which Auxilio bought

this year for \$34.4 million.

“Document workflow” provider Auxilio has recently bulked up its information security work. It bought two other tech-focused firms in 2015 after starting life as a print-focused company for hospitals.

Chief Executive **Joseph Flynn** said the COO role is about integrating Auxilio's “service delivery and day-to-day operations ... we continue to see cross-selling among our cybersecurity and [print] ... groups.”

Mission Viejo-based Auxilio now works with more than 375 hospitals, and moved from over-the-counter trading to the New York Stock Exchange in February. It has about a \$49 million market cap.

Ingram to Nonprofit Board

Doug Ingram recently joined the board of **Miracles for Kids** in Tustin.

He was chief executive of **Chase Pharmaceuticals Corp.** in Irvine when it sold to

Allergan PLC last year for \$125 million and was previously president of the former Allergan Inc. before its 2015 sale, which helped create Allergan PLC.

Chase was a drug firm working on treatments for neurodegenerative disorders, including Alzheimer's disease.

Miracles for Kids gives about \$2.5 million annually to a hundred families in OC and Los Angeles who are below the federal poverty line and have kids with chronic illness. Hospitals that include **Children's Hospital of Orange County** in Orange refer recipients.

One of Ingram's first moves after joining the board was to open his Corona del Mar home for a “cocktail and conversation” gathering that included Miracles for Kids co-founder and Chief Executive **Autumn Strier**, **Latham & Watkins** partner **Cary Hyden** and Republican rainmaker **Scott Baugh**.

The group's annual gala is at **Monarch Beach Resort** in Dana Point this fall.

Bits & Pieces

Environmental sustainability group **Practice Greenhealth** recognized **Kaiser Permanente** for reducing waste and using solar and wind power, among other actions. Kaiser's medical centers in Anaheim and Irvine were among 13 facilities praised. ... Irvine-based **Sabra Health Care REIT Inc.** will present at a nondeal roadshow hosted by investment firm **Cantor Fitzgerald** on May 17 and 18 in Boston and New York.



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