



Biote Appoints Mary J. Puncochar as Chief Commercial Officer

May 30, 2023

Ms. Puncochar to Drive Execution of Biote's Strategic Sales and Marketing Initiatives

IRVING, Texas--(BUSINESS WIRE)--May 30, 2023-- **biote Corp.** (NASDAQ: BTMD) ("Biote" or the "Company"), a leading solutions provider in preventive health care through the delivery of personalized hormone therapy, today announced the appointment of Mary J. Puncochar as Chief Commercial Officer. In this role, Ms. Puncochar will lead Biote's commercial initiatives to expand the Company's presence in the growing market for hormone replacement therapy.

Ms. Puncochar joins Biote with more than 30 years of experience in sales, tech-enabled marketing and management roles at leading healthcare, pharmaceutical and medical device companies. Prior to joining Biote, Ms. Puncochar served as Head of the U.S. region at Ascensia Diabetes Care, a global diabetes care company, where she achieved commercial success through the development and launch of innovative solutions and precision tools aimed at helping consumers more effectively manage their health.

"I am delighted to announce the appointment of Mary J. Puncochar as Biote's Chief Commercial Officer," said Terry Weber, Biote Chief Executive Officer. "Mary is a proven and dynamic leader who has substantial experience in managing teams, driving profitable growth and commercializing products aimed at enhancing patient health and wellness. I believe Mary will be a tremendous asset to Biote as we expand our geographic presence, build our relationships with healthcare providers and continue to strengthen the Biote brand."

"It is an honor to join Biote and advance the company's mission of connecting healthcare providers and consumers to preventive treatments that are transforming healthy aging. I am excited to join Biote's talented team during this time of growth and am eager to drive adoption of the Biote Method," Ms. Puncochar stated.

Ms. Puncochar began her career as a healthcare provider at the University of Minnesota and has also held positions of increasing responsibility at companies including Bayer, Columbia Park Medical Group, InHome Services, and Honeywell.

About Biote

Biote is transforming healthy aging through innovative, personalized hormone optimization therapies delivered by Biote-certified medical providers. Biote trains practitioners how to identify and treat early indicators of hormone-related aging conditions, an underserved \$7 billion global market, providing affordable symptom relief for patients and driving clinic success for practitioners.

Forward-Looking Statements

This press release contains certain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Some of the forward-looking statements can be identified by the use of forward-looking words. Statements that are not historical in nature, including the words "may," "can," "should," "will," "estimate," "plan," "project," "forecast," "intend," "expect," "hope," "anticipate," "believe," "seek," "target," "continue," "could," "might," "ongoing," "potential," "predict," "would" and other similar expressions, are intended to identify forward-looking statements. Forward-looking statements are predictions, projections and other statements about future events that are based on current expectations and assumptions and, as a result, are subject to risks and uncertainties. Many factors could cause actual results or developments to differ materially from those expressed or implied by such forward-looking statements, including but not limited to: the success of our dietary supplements to attain significant market acceptance among clinics, practitioners and their patients; our customers' reliance on certain third parties to support the manufacturing of bio-identical hormones for prescribers; our and our customers' sensitivity to regulatory, economic, environmental and competitive conditions in certain geographic regions; our ability to increase the use by practitioners and clinics of the Biote Method at the rate that we anticipate or at all; our ability to grow our business; the significant competition we face in our industry; our limited operating history; our ability to protect our intellectual property; the heavy regulatory oversight in our industry; changes in applicable laws or regulations; the inability to profitably expand in existing markets and into new markets; the possibility that we may be adversely impacted by other economic, business and/or competitive factors, including recent bank failures; and future exchange and interest rates. The foregoing list of factors is not exhaustive. You should carefully consider the risks and uncertainties described in the "Risk Factors" section of the Biote's Quarterly Report on Form 10-Q for the fiscal quarter ended March 31, 2023 and other documents filed by Biote from time to time with the Securities and Exchange Commission. These filings identify and address other important risks and uncertainties that could cause actual events and results to differ materially from those contained in the forward-looking statements. Forward-looking statements speak only as of the date they are made. Readers are cautioned not to put undue reliance on forward-looking statements, and Biote assumes no obligation and does not intend to update or revise these forward-looking statements, whether as a result of new information, future events, or otherwise. Biote does not give any assurance that it will achieve its expectations.

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Source: biote Corp.