



Will They Have The Energy When They Need It?

With zumXR® Targeted Release Caffeine You are in Control of the Energy Experience



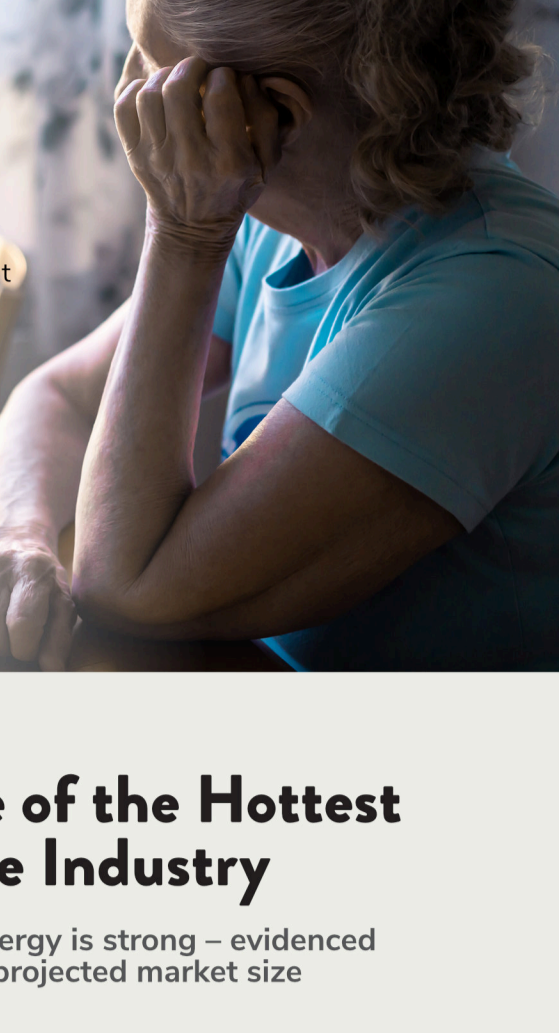
Today's Consumers are Looking for a More Sophisticated, Healthier Energy Experience

We're a Nation of Tired and Sleepy People

13.5% of adults aged 18 and older reported feeling very tired or exhausted most days or every day in the past 3 months.
Centers for Disease Control

44% of women say feeling sleepy at least occasionally interferes with their daily activities.
National Sleep Foundation

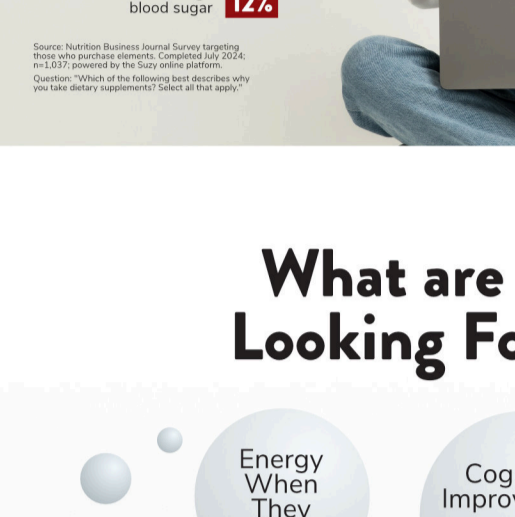
35% of people say they are too tired to work out reported feeling "too tired".
World Cancer Research Fund



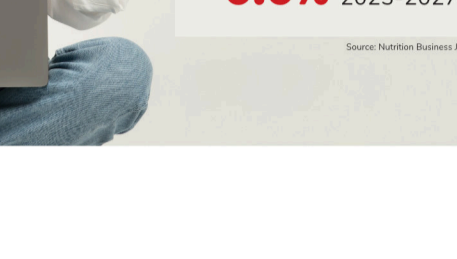
Energy Remains One of the Hottest Categories in the Industry

Data suggests that the market for energy is strong – evidenced by rising product launches and projected market size

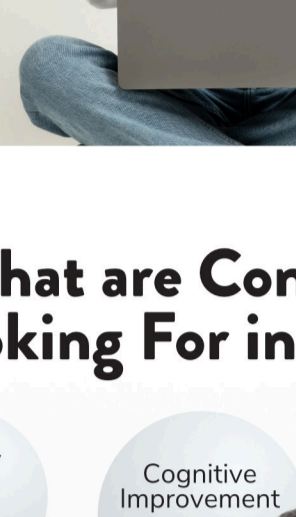
Health Concerns that best describe why respondents take supplements



Fitness and Energy tops market share and is in top 5 growth among conditions



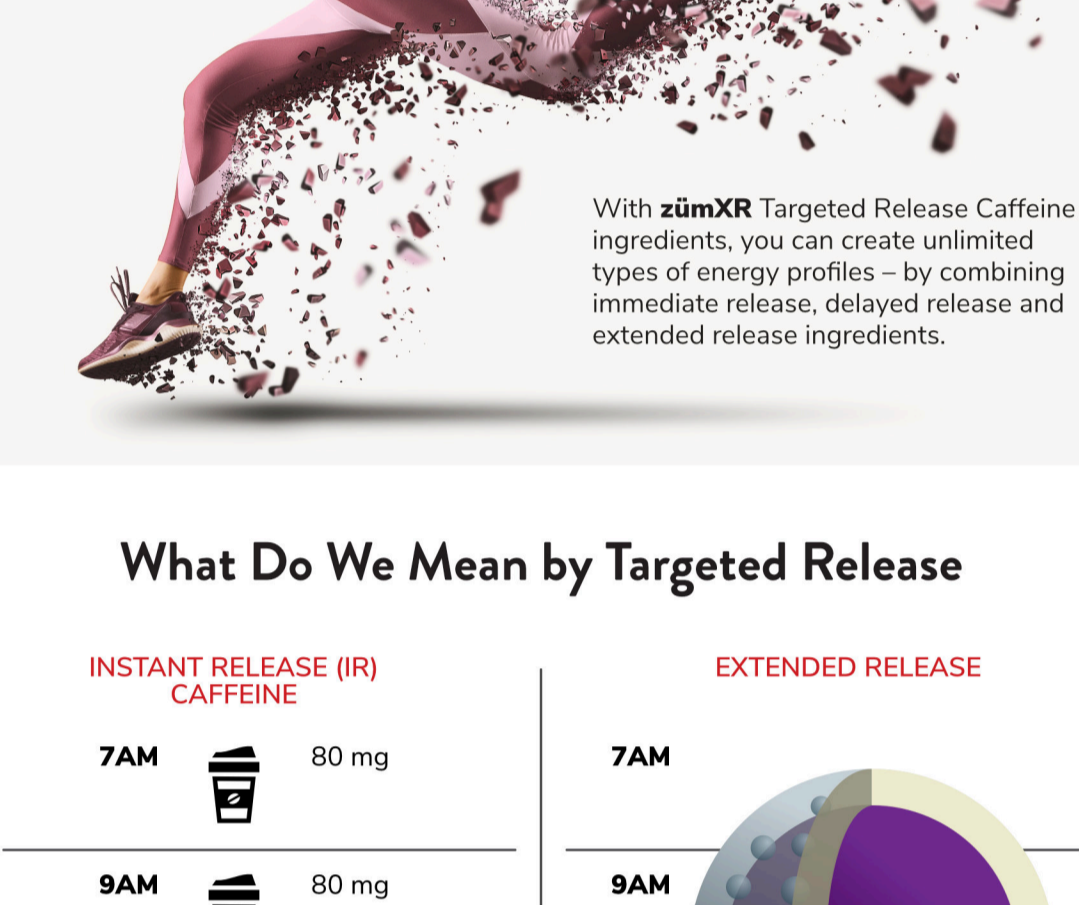
\$12.24b 2024 est. sales
+\$3.3b increase between 2023 and 2027
6.8% estimated growth
+6.6% CAGR from 2023-2027



What are Consumers Looking For in Energy?

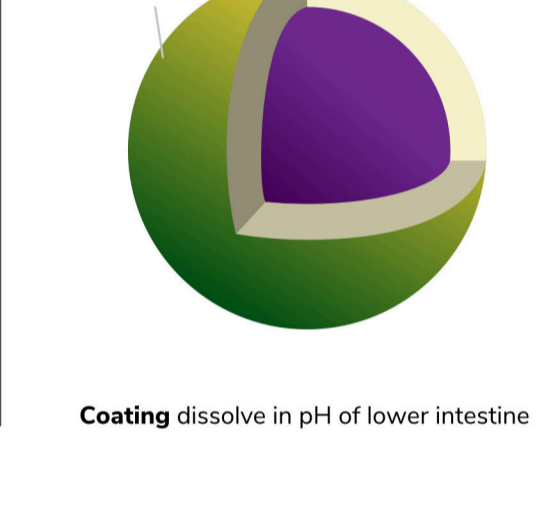
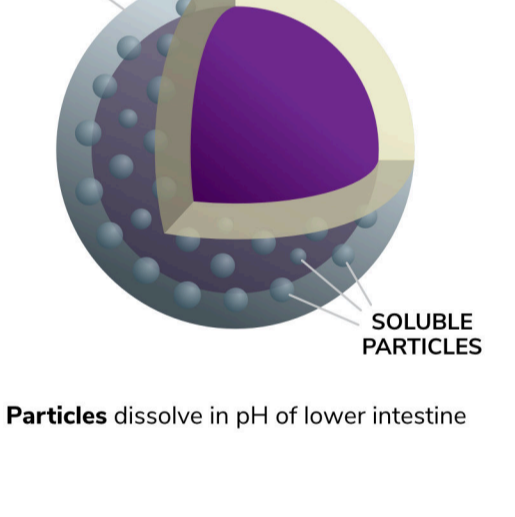


zumXR Targeted Release Caffeine is a new form of modified release caffeine featuring a state-of-the-art delivery system technology drawn from the pharmaceutical industry.

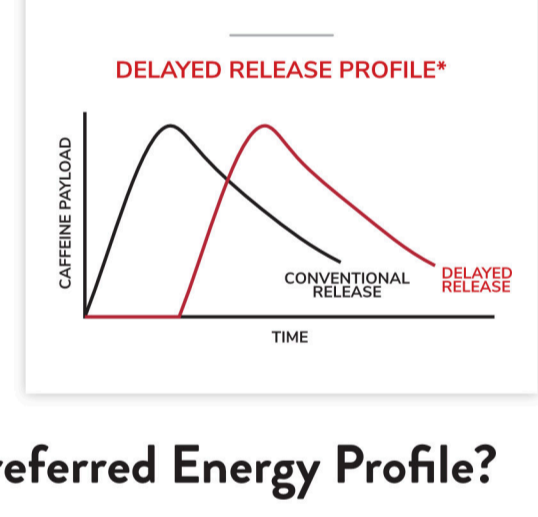
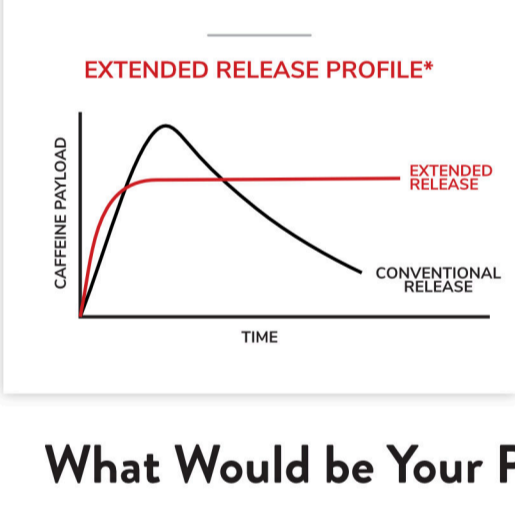


With zumXR Targeted Release Caffeine ingredients, you can create unlimited types of energy profiles – by combining immediate release, delayed release and extended release ingredients.

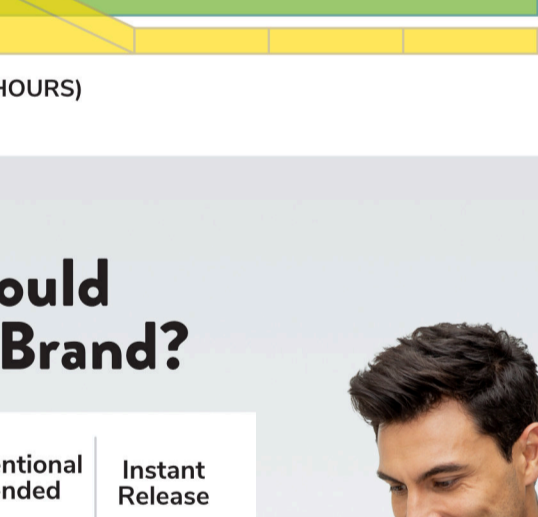
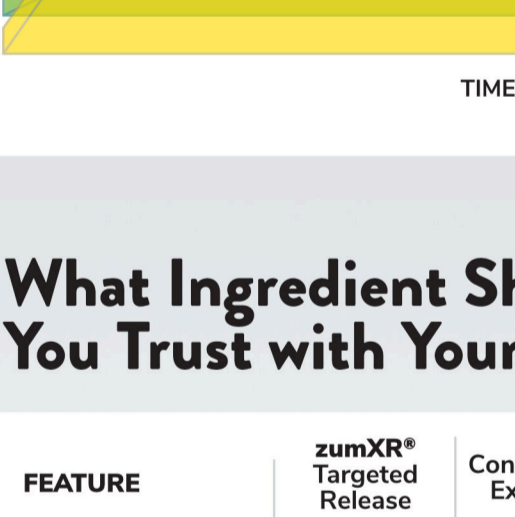
What Do We Mean by Targeted Release



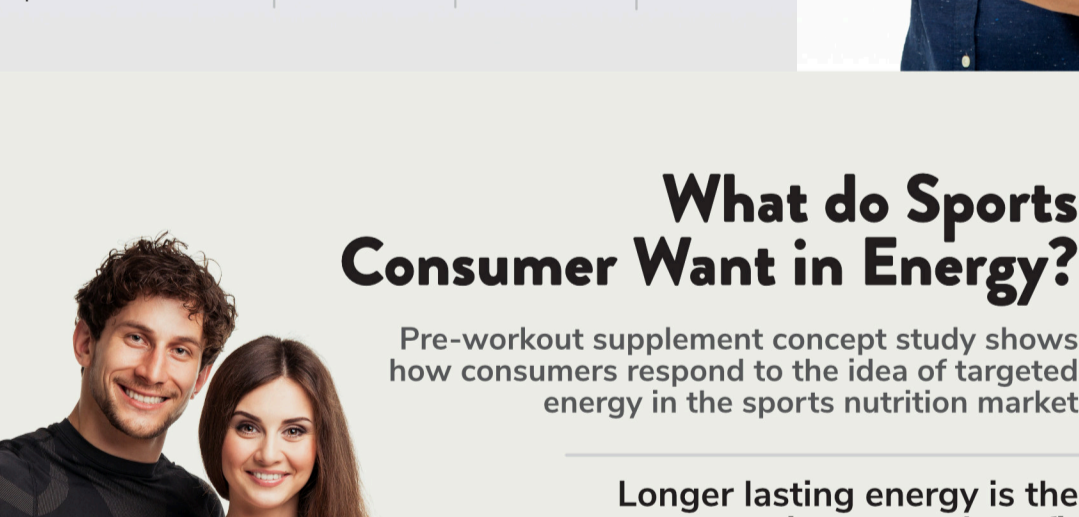
Technology Drawn from the Pharmaceutical Industry



Two Products to Help You Customize Your Profile Energy

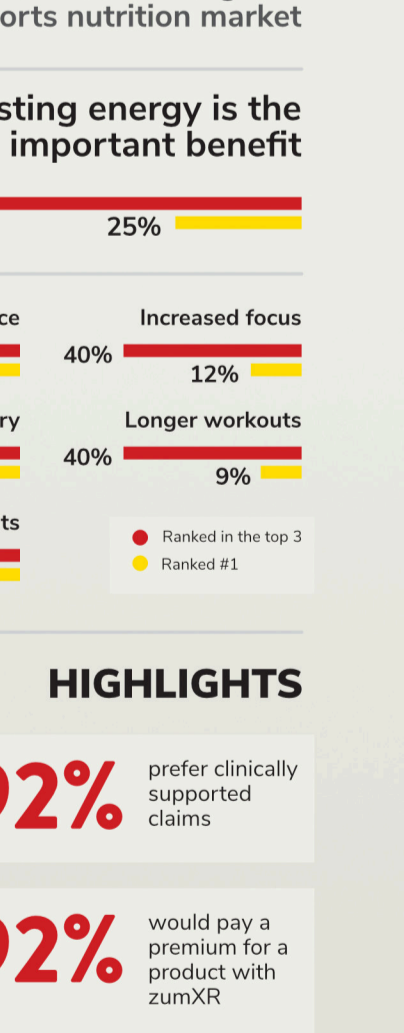


What Would be Your Preferred Energy Profile?



What Ingredient Should You Trust with Your Brand?

FEATURE	zumXR® Targeted Release	Conventional Extended	Instant Release
Clinically studied	✓	✓	✓
Blood plasma proof	✓	✓	✓
Pharma technology	✓	✓	✗
Quality materials	✓	?	?
No crash	✓	?	✗
No jitters	✓	?	✗
Batch consistency	✓	✗	✗
Multiple release profiles	✓	✗	✗

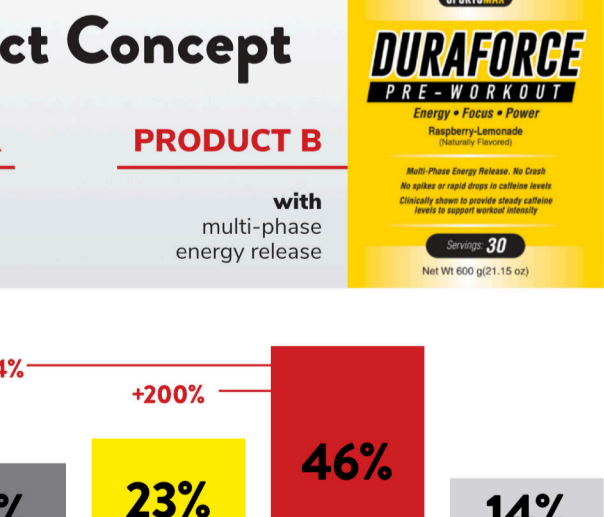


What do Sports Consumer Want in Energy?

Pre-workout supplement concept study shows how consumers respond to the idea of targeted energy in the sports nutrition market

Longer lasting energy is the most important benefit

71% (Ranked in the top 3) vs 25% (Ranked #1)



HIGHLIGHTS

#1 preference is longer lasting energy
92% prefer multi-phase energy
92% prefer clinically supported claims
92% would pay a premium for a product with zumXR

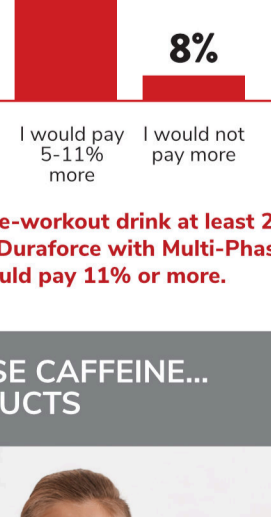
MORE THAN HALF of pre-workout supplement users would switch from their current pre-workout supplement



Product Concept

PRODUCT A
with multi-phase energy release

PRODUCT B
with multi-phase energy release



Purchase Intent Comparison Test

Which of the following statements best describes your potential purchase of these products when they become available?



Price Increase Test

Product B: How much more would you pay for this product if it were available at your favorite supplement store?



92% of responding men who use a pre-workout drink at least 2 days a week would pay a premium for Duraforce with Multi-Phase Energy Release; 44% of them would pay 11% or more.

IF YOU AREN'T USING zumXR TARGETED RELEASE CAFFEINE... YOUR CUSTOMERS WILL SWITCH PRODUCTS

No Matter What Kind of Energy Experience You are Making... We can Make it Better

LEARN MORE

