

# EXPLOSIVE GROWTH IN THE PERFORMANCE ENERGY CATEGORY

Beverage Forum  
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**DOSS CUNNINGHAM**  
CEO OF NUTRABOLT



**nutrabolt™**

***The Leading Independent  
Sports Nutrition Company  
in the World***

# COMPANY SNAPSHOT

Our mission is to innovate, inspire, and make products that maximize human potential accessible to all.

**NUTRABOL  
T  
FOUNDED  
IN 2002**

**RETAIL  
SALES  
EXCEEDIN  
G \$650MM**

**DISTRIBUTI  
ON  
SPANS 125  
COUNTRIE  
S**

**40%  
SHARE  
PRE-  
WORKOUT**

**30%  
SHARE  
POST-  
WORKOUT**



# America's #1 Selling Pre-Workout Brand



**2 Billion Servings Sold  
Worldwide!**



# BRANDS WITH SPORTS NUTRITION HERITAGE POISED TO DISRUPT ENERGY DRINK CATEGORY

Authenticity in category lends credibility around product efficacy

Significant cross-over in categories amongst active adults drives awareness and consumption

Established SN brands understand “performance consumer” mindset

Energy drink market has been highly concentrated and relatively stagnant; providing new opportunities for new category entrants

# CONSUMERS SEEKING FUNCTIONAL PERFORMANCE IN THEIR ENERGY DRINKS

WORKING OUT

**77%**

of energy drink consumers workout 2x or more per week

(2019 First Insights Energy Drink Report)

MOMENT OF USE

**47%**

of consumers surveyed have an energy drink before their workout

(2018 Mintel Energy Drink Report)

FITNESS BRAND

**66%**

are more interested in an energy drink that comes from a brand known for health & fitness

(2018 Sterling Research Brand Report)

**57% of energy drink consumers that  
workout are aware of the *C4* brand.**

# C4 BEST POSITIONED TO LEAD PERFORMANCE ENERGY SEGMENT

QUALITY

# #1

**C4** ranks above all other sports nutrition brands for brand perception.

(2019 First Insights Brand Report)

MARKET SHARE

# 40%

total market share of pre-workout category; as high as 67% in FDMC.

(Based on Global Retail Sales Dollars)

BETTER-FOR-YOU

# ZERO

sugar position with **#1** all branded performance energy drinks

(2019 First Insights Energy Drink Report)



# C4 CARBONATE D FORMAT CAREFULLY CRAFTED TO PERFORMAN CE ENERGY CONSUMER

## ICONIC PACKAGING

Millions of consumers recognize the iconic C4 brand mark, bright/bold yellow color, and caution tape hash marks from America's #1 Selling Pre-Workout Brand.



## MOUTH- WATERING FLAVORS

C4 has mastered taste and flavor through more than 10 years of carefully formulating, mixing, and testing what works best with these clinically studied performance ingredients.

## PERFORMANCE DIFFERENTIATO

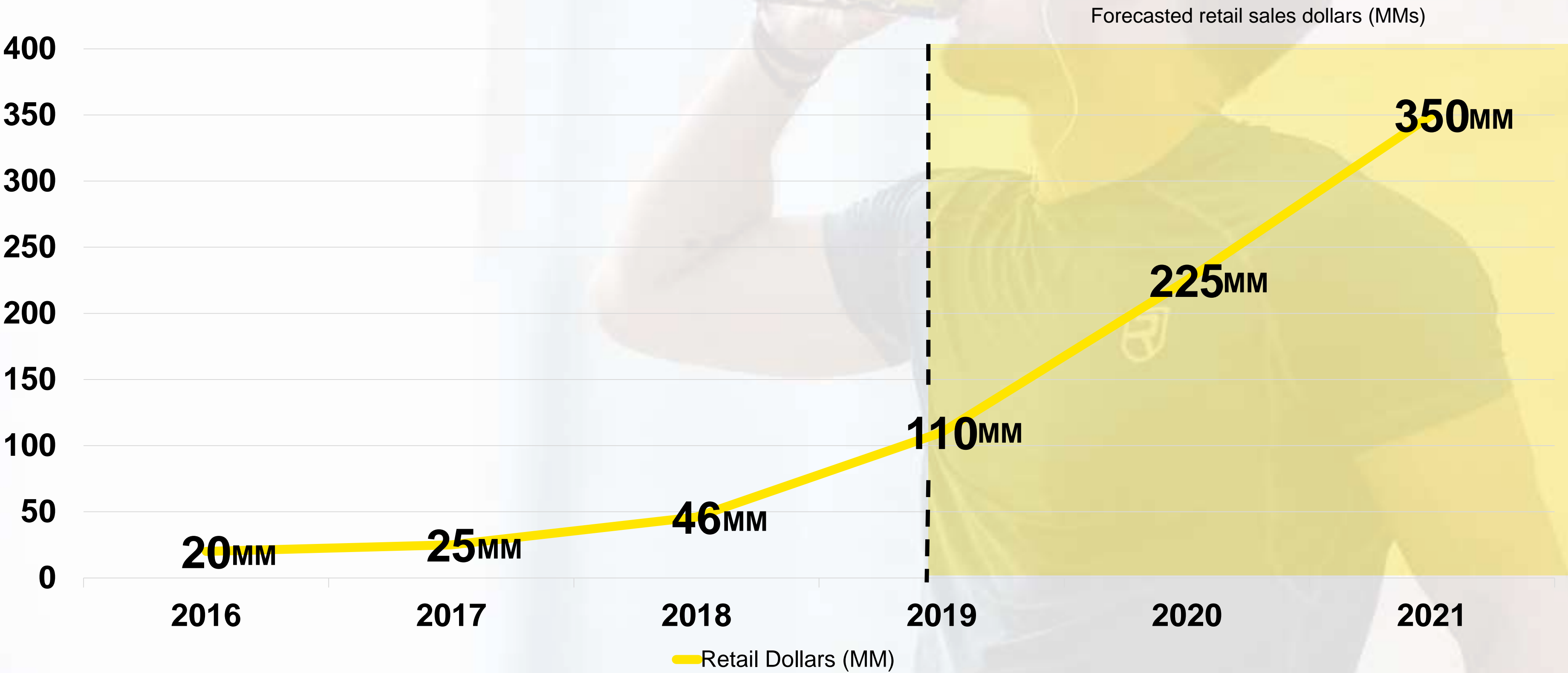
C4 On-The-Go is the performance differentiator and formulated with clinically studied ingredients like **Carnosyn Beta-Alanine**, Citrulline Malate, BetaPower Betaine Anhydrous and N-Acetyl-L-Tyrosine.

## ALL PERFORMANCE, ZERO SUGAR

All the performance with **zero of the sugar** found in your typical energy drink. C4 is positioned as a better-for-you option for all consumers.

# EXPLOSIVE GROWTH CONTINUES

Annual Retail Sales for C4 Beverage Business (MMs)



# C4 DISTRIBUTION TODAY



**TARGET**





# C4 TO SERVE PERFORMANCE ENERGY SEGMENT THROUGH PERSONALIZATION



← PERFORMANCE ENERGY →

NATURALLY SWEETENED ENERGY

ENERGY & PHYSICAL PERFORMANCE

HIGH-ENERGY & PHYSICAL PERFORMANCE

ENERGY & COGNITIVE FOCUS

**C4<sup>®</sup>**

**America's #1**  
**~~Pre-Workout~~**  
**Performance Energy**  
**Brand**