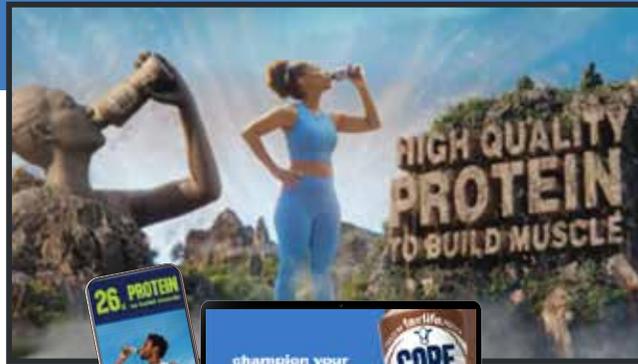




champion your RECOVERY



Campaign rated in
the TOP 1%
of all ads tested on
consumer persuasion³

64%

OF VIEWERS

said they're more likely to
purchase Core Power
because of our
Champion Your Recovery
campaign¹

Full year
360 CAMPAIGN
across digital
channels

CORE POWER™

#1

Dollar Share in
RTD Sports Nutrition
category²

CORE POWER 26g

#1

In Household
Penetration in
category²

CORE POWER 26g

#1

In Dollar
Velocity in
Category²

Core Power is the fastest selling RTD Sports Nutrition brand at Large Store!

PERFORMANCE:

#1 Dollar Share in RTD Sports Nutrition category¹

MARKETING:

Campaign rated in the top 1% of all ads tested on consumer persuasion²

Full year 360 CAMPAIGN



VARIETIES

42g Protein
Chocolate
Vanilla
Strawberry



26g Protein
Chocolate
Vanilla
Strawberry
Banana

In FY 2023, Core Power sold faster than the Sports Drinks Category and Gatorade in Large Store³

Avg Sales/Item/Store Selling
(Sports Beverage/Nutrition Category Sales)



Loyal Consumer Base

69%

of Shoppers will wait for restock/will not purchase another brand if Core Power is not on shelf⁴

Core Power HHs grew

8x more

than Muscle Milk, adding

5.5MM HHs

in 2023⁵

Source: 1. Nielsen FY 2023 2. Kantar LinkNow; 11.22 3. Nielsen FY 2023, Large Store includes Food, Walmart, Target 4. Custom Consumer Survey September 2023 - All respondents who purchased CP in the past 12 months (n= 458) 5. Source: Numerator FY 2022-2023, Food + Mass (incl. WM, Target)