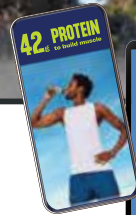




champion your RECOVERY



64%
OF VIEWERS

said they're more likely to
purchase Core Power
because of our
Champion Your Recovery
campaign ¹

Full year
360 CAMPAIGN
across digital
channels

Campaign rated in
the TOP 1%
of all ads tested on
consumer persuasion ²

CORE POWER™

#1 Dollar Share in
RTD Sports Nutrition
category ³

CORE POWER 42g

#1 In Dollar
Velocity in
Category ³

CORE POWER 42g

2X Dollar Velocities
of closest
competitor ³

WHY Choose Core Power at CR Retail?

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

**Core Power is the fastest turning Brand
in the CR channel, with 168%
higher velocity than Muscle Milk.¹**



\$ SALES	\$186,155,020	\$139,132,545
\$ % CHG	109.9%	11.8%
\$ / \$MM ACV	\$404.8	\$255.7
\$ / \$MM ACV % CHG	71.2%	\$9.9%

#1

RTD Sports Nutrition
Category \$ Share
Leader¹

#1

Ranked RTD Sports
Nutrition TM in
Dollar Sales
Growth¹

168

\$ Velocity Index to
Muscle Milk¹

1.5X

Rate at which Convenience retailers
who carry more Core Power TM
than Muscle Milk TM
are growing RTD Sports
Nutrition Category vs competitors¹