

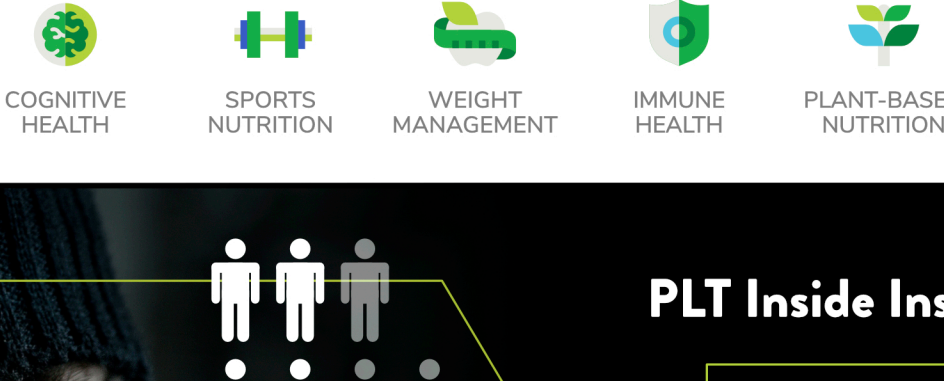
Sports/Active Nutrition

FEBRUARY 2021

WE'RE GETTING OUR BRAIN IN THE GAME: From coping with stress and fighting boredom to chasing peak performance, cognitive is the next frontier in our active lives.

Market Makers • February 2021

What the PLT Customer Universe is Asking For
(increase in interest over 60 days)



PLT Inside Insight

6 out of 10

of PLT Active/Sports Nutrition Customers Are Interested in Adding Cognitive Support to Their Products

The Cognitive Benefits Consumers are Seeking Out

- Attention
- Learning
- Focus
- Energy
- Relaxation
- Concentration
- Executive Function
- Improved Reaction Time



A New Relationship to Activity

Feeling better. Doing better.

34%

of gamers are over 34 years old (Think With Google)

47%

of gamers who are parents (Think With Google)

52%

of woman who exercised during pandemic because of boredom (One Poll)

64%

of people who are more interested in at-home exercise now (One Poll)

73%

are working out more because of the mental health benefits (One Poll)

7/10

have used exercise as a successful coping mechanism during pandemic (One Poll)

\$66 billion

size of mind-body activity market by 2027 (Allied Market Research)

4+

length in hours of majority of gaming session (requires sustenance) (Limelight Networks)



PLT Ingredients for Sports/Active Nutrition

HOT INGREDIENTS FOCUS AND MOOD

Zembrin

63%

of consumers have newfound interest in stress reduction as health promoting (One Poll)

1 Billion+

Number of doses of Zembrin taken worldwide since it was introduced (PLT Health)

[LEARN MORE](#)

HOT INGREDIENTS CUSTOMIZED ENERGY

zumXR

#1

Longer-lasting energy is cited as biggest need by pre-workout consumers (Actionable Research)

92%

of pre-workout consumers would pay more for a custom energy profile (Actionable Research)

[LEARN MORE](#)

HOT INGREDIENTS NON-STIM MENTAL ENERGY

Zynamite

6

Number of international awards given to Zynamite since 2018 (INNOVA)

50ms

Significant, relevant reduction of standard reaction time with Zynamite compared to placebo (PLT Health)

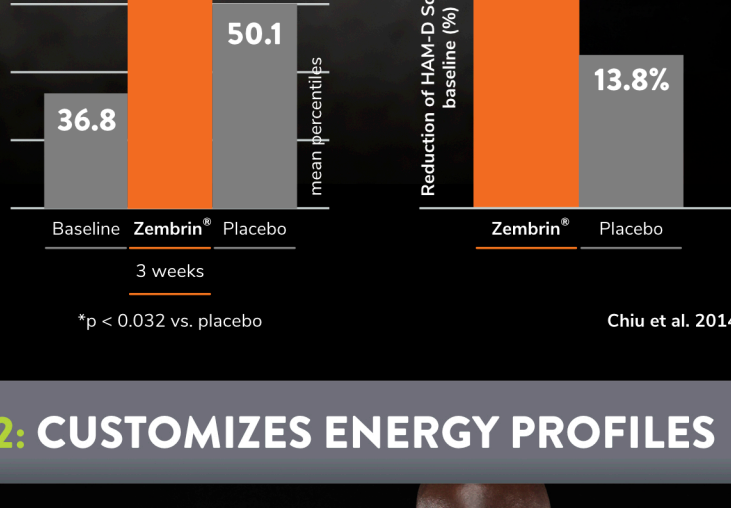
[LEARN MORE](#)

SOLUTION #1: ENHANCED FOCUS. BETTER MOOD

Zembrin

Nothing is too tough with the right frame of mind

ZEMBRIN SHOWS INTRIGUING CLINICAL RESULTS IN A RANGE OF AREAS



*p < 0.032 vs. placebo

Chiu et al. 2014

SOLUTION #2: CUSTOMIZES ENERGY PROFILES

zumXR

Longer-lasting and there when they need it most

LONGER-LASTING ENERGY IS A TOP REQUEST FOR PRE-WORKOUT CUSTOMERS

Available Caffeine Over Time
Instant Release vs. zumXR® Extended Release



SOLUTION #3: NON-STIM MENTAL ENERGY

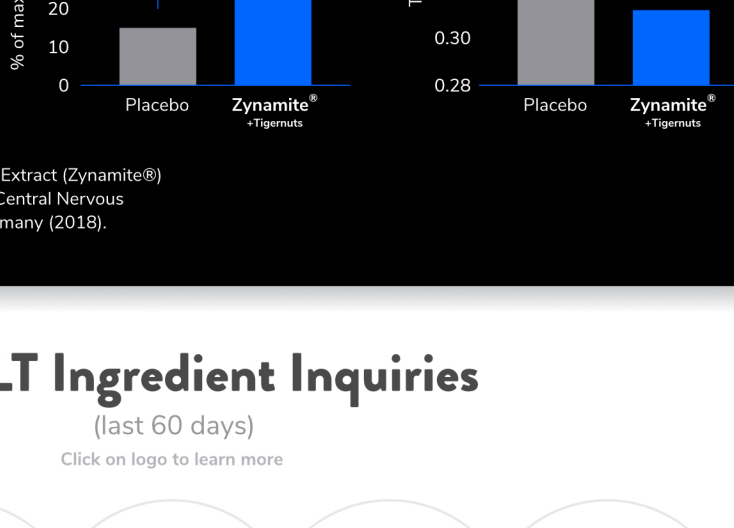
Zynamite

Clinical study shows improved reaction time

DELIVERS MENTAL ENERGY

- Rapid onset enhanced brain activity
- Improvement in reaction time
- Improvement in calculation performance

50ms
Faster Standard Reaction Time (SRT)



Dimpfel, W., et al. Synergy between Mango Leaf Extract (Zynamite®) and Caffeine with Respect to Stimulation of the Central Nervous System in Rats. Synergy Forum, 9-10, Bonn, Germany (2018).

Top PLT Ingredient Inquiries

(last 60 days)
Click on logo to learn more



Let Us Help You Formulate the Industry's Hottest Sports/Active Nutrition Products

- Clinical-science
- Rapid results
- Multiple delivery systems possible
- New benefits consumers want & need

[CONTACT US](#)