



PRE-WORKOUT SUPPLEMENT CONCEPT STUDY

HOW CONSUMERS RESPOND TO THE IDEA OF TARGETED ENERGY IN THE SPORTS NUTRITION MARKET

HIGHLIGHTS

#1 preference is longer lasting energy

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

90% prefer multi-phase energy

92% prefer clinically supported claims

92% would pay a premium for a product with zumXR

STUDY BACKGROUND

OBJECTIVE

- To understand the extent to which the targeted release caffeine technology increases purchase intent of a supplement product.
- A survey to understand purchase intent of the **two concepts** (with and without targeted release caffeine) and other information related to purchase decisions.



RESPONDENT SAMPLE

Men in the US, aged 20 to 40 years old, works out regularly, & take a pre-workout supplement at least 2 times per week.

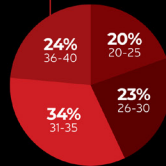


SURVEY DESIGN

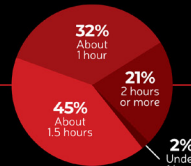
Online survey using reputable consumer panel. Respondents were screened, then asked to respond to the two concepts.



161 SAMPLES



AGE



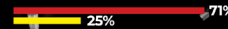
WORKOUT LENGTH



SUPPLEMENT USE

SPECIFIC BENEFITS OF A PREWORKOUT SUPPLEMENT

Longer lasting energy is the most important benefit



More workout endurance



Faster recovery



More intense workouts



Increased focus



Longer workouts



Ranked in the top 3 (red bar) Ranked #1 (yellow bar)

PERCEPTIONS OF PRE-WORKOUT CAFFEINE

"Caffeine is effective for workouts, but **doesn't last long enough.**"

Over **90%** say they can feel the effects of caffeine when working out, and that it is effective in helping their workout, but **60%** feel the caffeine does not last long enough.

Additionally, significant negative sentiment was noted in caffeine being too high in intensity, another issue solved through targeted release.

"**Crashing too quickly and caffeine effects that wear off too quickly are big challenges.**"

The "jitters" was a challenge mentioned by **26%** of men who drink pre-workout drinks containing caffeine, and **39%** cite caffeine that does not last long enough as the primary challenge.

These together validate the challenge in formulating caffeine-containing workout drinks that deliver a positive caffeine experience.



MARKETING MESSAGES

"Offers a clinically-substantiated, non-crash pre-workout energy experience."

92%

LIKELIHOOD OF PURCHASE WITH THESE STATEMENTS

90%

44%

WILL BUY WITH INCREASED PRICE OF 11% OR HIGHER

54%

"Offers a clinically substantiated pre-workout product that provides non-crash energy during your workout and an extra wave of energy after your workout."



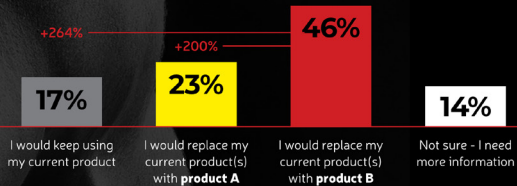
TARGETED RELEASE CAFFEINE

PRODUCT CONCEPT



PURCHASE INTENT COMPARISON TEST

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

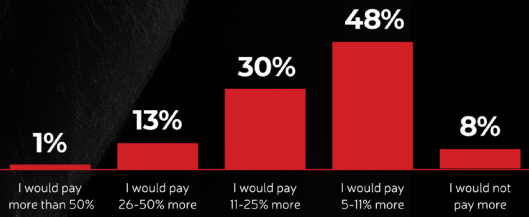


Purchase likelihood favors Duraforce with Multi-Phase Energy Release (with zümXR) by a 2:1 margin, and more than double their current product.

Only 17% would keep using their current product and 14% need more information.

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.

OPEN ENDED REASONS FOR PRODUCT CHOICE

"Because it says that there will be no crash."

"Better explains the benefits I'd be looking for. No crash, multi-phase."

"Due to the information that was given. Product B informed me about a little bit more than product A."

"I chose B because they claim that I won't experience a crash and no spikes and rapid drops."

"I chose this answer because product B states that there won't be rapid drops of caffeine levels."

"I'd rather have two caffeine boosts spread apart than one big caffeine boost. It seems like it would delay or eliminate a caffeine crash after working out. The things that [the] label claims are appealing to me."



CONCLUSION

LABEL MESSAGES are what drive sales. No spike, no crash, multi-phase effect and longer lasting caffeine experience are the most important messages.

Adding zümXR Targeted Release Caffeine is the most cost-effective way you can differentiate your product and gain/protect market share!

THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE, OR PREVENT ANY DISEASE.

Contact PLT Health Solutions for samples and more information.

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TARGETED RELEASE CAFFEINE

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