



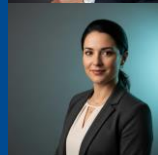
The GLP-1 Disruption

A Strategic Response for the Protein Category

Protein, Precisely.



Presented by: Dr. Thomas Alder, Director of R&D



Prepared by: Dr. Mira Keen, Head of Sensory & Consumer Experience

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The Market Has Fundamentally Changed

A New Consumer Is Here, and They're Not Like the Others

The rise of GLP-1s has created a **permanent, new, and biologically distinct** consumer segment.

\$150 Billion

Projected size of the global GLP-1 drug market by 2030

24 Million

Expected number of GLP-1 users in the United States alone by 2035

This is not a trend. It's a tectonic shift in the market.



-6% to -9%

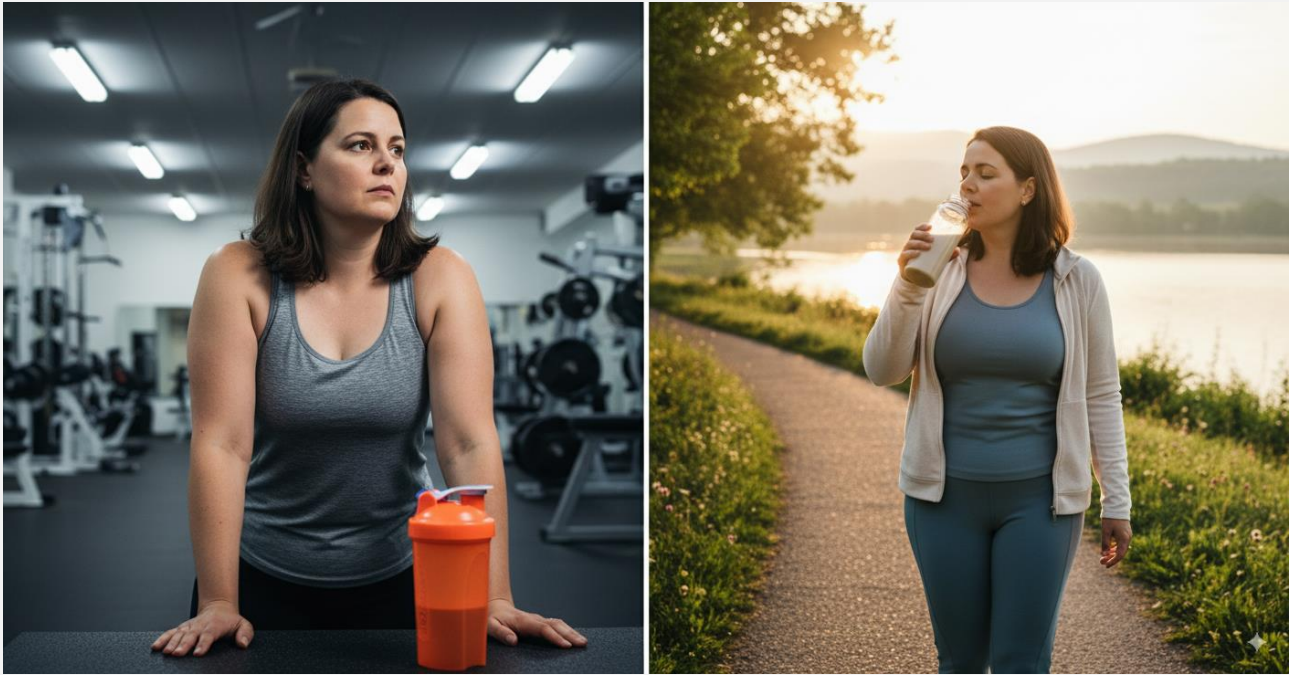
Average reduction in annual grocery spending for households with a GLP-1 user



Speaker: Dr. Thomas Alder, Director of R&D



What This New Consumer Demands



85%

GLP-1 users report major changes in food preferences, developing aversions to fatty, fried, or sweet foods

20-30%

Typical reduction in overall caloric intake, requiring smaller, more nutrient-dense formats

+11-15%

Higher completion rate of mini RTD formats (200-250 ml) compared to standard-sized shakes

The "Formulator's Trilemma"

Old Consumer Needs	New GLP-1 Consumer Needs
Indulgent, Sweet Flavors	"Sensory-Neutral" Profile: Low sweetness, familiar flavors
Thick, Rich "Milkshake" Texture	Low Viscosity: Water-like consistency
Large, "Value Size" Bottles	Small, Concentrated Formats: 8 oz "shots"
Crave Control	Muscle Health Support



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Our Portfolio: A Tale of Two Archetypes

Winners vs. Losers: A "GLP-1 Lens" Audit

↓ -11.1%

Decline in spending on savory snacks

↑ +2.4%

Increase in spending on yogurt



Poised to Benefit: "The Silky Neutrals"

SKUs: CE-WH-VN-02 (Vanilla), CE-WH-CH-01 (Chocolate)

Why: Simple flavors, smooth texture, low complaint rates.

Will Struggle: "The Texture Risks"

SKUs: CE-WH-SB-03 (Strawberry), CE-WH-BC-05 (Birthday Cake)

Why: High sweetness, indulgent profiles, high complaint rates.

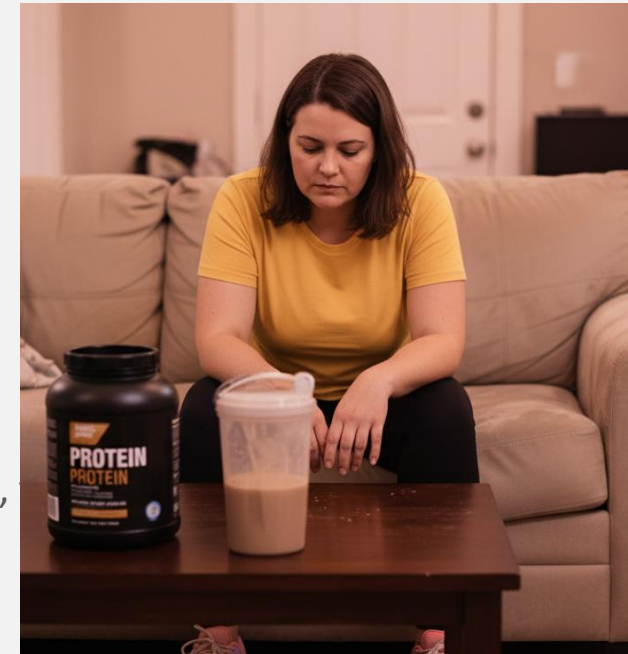


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Our Strategic Imperative: 3 Actions, Right Now

How We Win: A Focused, Three-Pronged Strategy

- **Launch a Small-Format "Clinical" Shake**
Prioritize an 8 oz (250 ml), low-viscosity, high-protein format.
+11-15% completion rate
- **Reformulate for a "Sensory-Neutral" Experience**
Drastically reduce sweetness and prioritize a "clean finish." Focus on simple,
85% report changed preferences
- **Deploy a Targeted "GLP-1 Friendly" Go-to-Market**
Use explicit on-pack messaging. Launch a digital-first campaign to reach users online.
+8.2% online grocery shopping



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Near-Term Opportunities & Risks

The Stakes: First-Mover Advantage vs. Portfolio Irrelevance

Opportunities	Risks
<p>Create a New Category Leader: Launch a purpose-built "companion therapy" product line. \$150 Billion market by 2030</p>	<p>Portfolio Irrelevance: Our indulgent products become obsolete, leading to market share erosion.</p>
<p>Reposition Advantaged SKUs: Reframe best-fit products with "GLP-1 friendly" messaging.</p>	<p>Marketing Misalignment: "Diet" messaging will damage brand credibility. 44% experience nausea</p>
<p>Capture "Post-GLP-1" Market: Build relationships with users after medication. 67% discontinuation rate</p>	<p>Regulatory Scrutiny: Claims without substantiation could attract FDA/FTC attention.</p>



The 90-Day Action Plan

Moving with Speed and Precision



First 30 Days: Assess

Quantify portfolio risk and establish GLP-1 Task Force.

24M Users

First 60 Days: Develop

Move from concept to prototype and secure supply.

20-30% Less Intake

First 90 Days: Launch

Begin pilot production and reposition SKUs.

+8.2% Online



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Strategic Product Concepts

Four Targeted Solutions for the GLP-1 Consumer



CLINIPRO™

The Clinical Companion

- ✓ 8 oz format for reduced gastric load
- ✓ 20g protein + 5g prebiotic fiber
- ✓ Low viscosity, low sweetness profile



SYNERGY SHOT™

Discreet & Functional Nutrition

- ✓ Ultra-portable 3.4 oz (100 ml) format
- ✓ 25g protein in minimal volume
- ✓ "Cafe-adjacent" flavor profile



NOURISH BROTH™

The Savory & Soothing Alternative

- ✓ Warm, savory protein option
- ✓ Collagen + whey protein blend
- ✓ Anti-emetic ingredients (ginger)

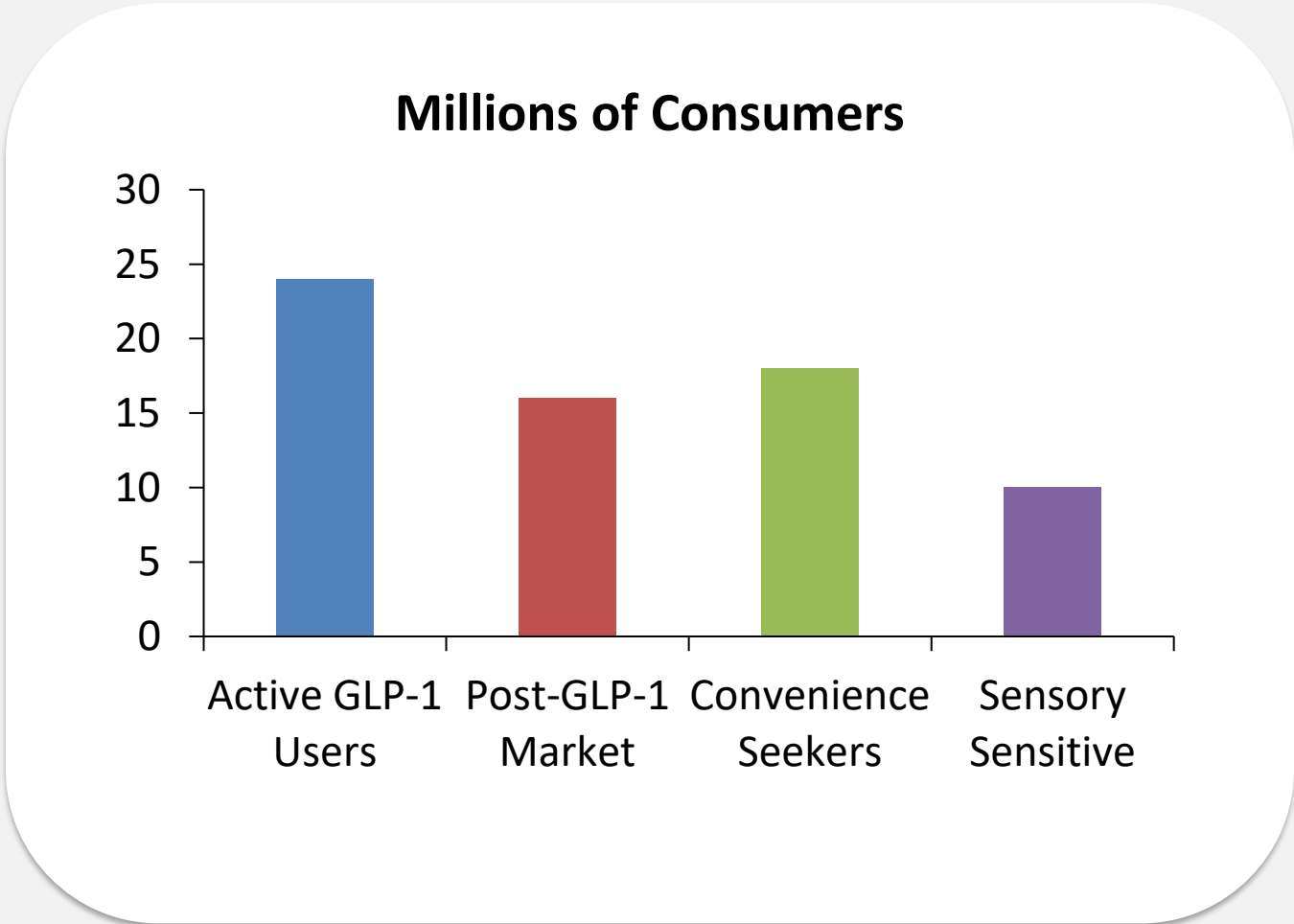


ESSENTIA™

The Post-GLP-1 Maintenance Blend

- ✓ Targets 67% discontinuation market
- ✓ Premium "apothecary wellness" positioning
- ✓ Muscle & microbiome support

Market Opportunity by Segment



Strategic Recommendation

Launch CLINIPRO™ as our flagship GLP-1 product, followed by SYNERGY SHOT™ within 90 days to capture both clinical and convenience segments.

Key Product Differentiators

Format Size Reduction	60%
Protein Concentration	+35%
Sweetness Profile	-70%
Viscosity Reduction	-85%

Long-Term Growth Strategy

Develop ESSENTIA™ as our post-GLP-1 maintenance solution to capture the 67% discontinuation market, creating a full lifecycle of products.



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Decisions & Next Steps

Decisions Needed to Proceed

"Project Clinical" as a Strategic Priority

Formally endorse the development of a new, purpose-built product line and allocate top-tier R&D and marketing talent.

\$150 Billion Market Opportunity

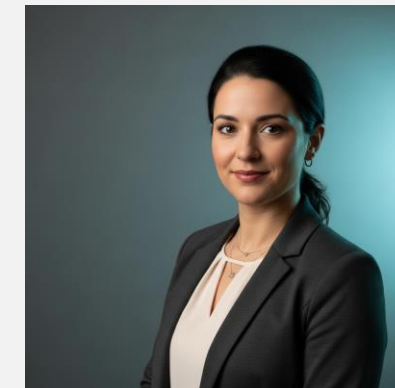
Initial CAPEX for Pilot Line Adjustments

Pre-authorize minor capital expenditures to run small-format (8 oz) prototypes, enabling us to accelerate development.

+11-15% Completion Rate



Dr. Thomas Alder
Director of R&D



Dr. Mira Keen
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Thank you for your attention.
Questions?



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