



*Our
Brand
Science*



ENERGY is a fundamental need to life

At cellular level, energy is required for metabolism, which includes the conversion of nutrients into usable forms of energy (ATP - adenosine triphosphate, the energy currency of our cells).

This energy powers all biological processes essential for survival and functioning such as:



Physical Performance

Energy fuels muscle contraction and physical activity, enabling movement and coordination.



Mental Performance

Energy powers the brain, which consumes a significant portion of the body's energy, enabling cognitive functions such as thinking, memory, and emotional regulation.



Growth & Repair

Energy drives the synthesis of new cellular components, cells and tissues, crucial for growth, healing, and maintenance of bodily functions.



Vital Processes

Energy supports physiological functions necessary for maintaining life, including respiration, digestion, circulation.

Energy is not merely fuel;
It enables every physiological process that sustains human existence



Our Brand Science Principles

For over 50 years, Berocca has been bringing energy to consumers to ignite their best, with efficacy at heart. Our Brand Science Principles inform what we do, from product development to science communication.

01

We **LEAD** the science of **Energy**

Since their creation, our Energy brands have pioneered the science of Energy. We understand Energy like no other as the most researched energy supplements. We will continue delivering scientifically and clinically validated solutions.

02

We **MASTER** every **Energy** need

From everyday focus to peak performance, we decode energy moments and **deliver precision-tailored solutions.**

Our products are developed based on deep medical insights and are specifically designed to **address the diverse energy needs** of our consumers, throughout their life stages & with their unique daily needs in mind.

03

We Make **Energy TANGIBLE**

Our energy is not just felt, it is **measurable, clinically substantiated**, and **claimable.**

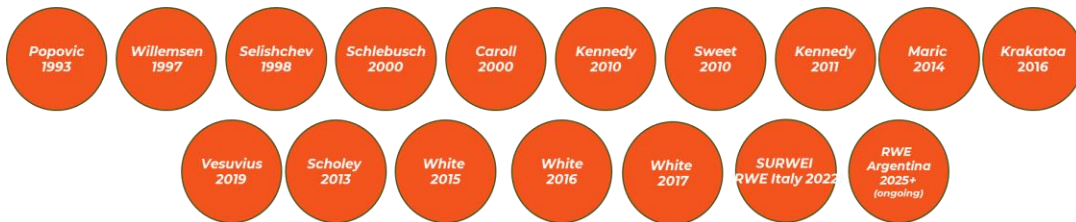
We engage with consumers & HCP to **communicate** and **educate** on our Science, making this our key differentiator to competitors.

01 We **LEAD** the science of **Energy**

Since their creation, our Energy brands have pioneered the science of Energy. We understand Energy like no other as the most researched energy supplements. We remain committed to delivering scientifically and clinically validated solutions.

Our products are proven to provide energy igniting your best

We have over 15 studies across our energy brands, more than any of our competitors



Showing improved performance and well-being



Enhanced physical stamina



Improved mood



Enhanced mental performance and stamina



Improved memory



Better concentration and anxiety



Reduced stress

We are founding an Energy Science Institute as the authority on energy

The institute will represent our expertise and dedication for quality and innovation in the Energy space.

By collaborating with internal experts (Medical, R&D, Product Experience, Consumer), KOLs, and leading academics, we will advance Energy science and establish ourselves as trusted experts who drive recommendations.

How we will continue to lead:

- Invest in evidence generation
- Strengthen claim substantiation to secure global credibility and differentiation

02 We **MASTER** every **Energy** needs

From everyday focus to peak performance, we decode energy moments and deliver precision-tailored solutions. Our products are developed based on deep medical insights and are designed to address the diverse energy needs of our consumers, throughout their life stages & with their daily needs in mind.

We understand that not everyone has the same energy needs

We define Energy needs using two key factors: first, your lifestage, and second, your context (shaped by physiological and environmental conditions).

	Children 6-12 Years old	Adolescents 12-19 Years Old	Young Adults 20-39 Years Old	Middle-Aged Adults 40-60 Years Old	Seniors > 60 Years Old
Mindset	Learning & Achievement <i>focuses on learning academically and emotionally, while developing interests and hobbies.</i>	Identity and Exploration <i>includes learning academically, seeking independence, while grappling with peer pressure and self-image.</i>	Ambition & Self-Discovery <i>revolves around ambition, exploration of life paths, and establishing a sense of purpose.</i>	Responsibility & Stability <i>adopts a mindset focused on stability, family responsibilities, and career advancement.</i>	Reflections & Legacy <i>include acceptance of aging, sharing wisdom, and focusing on relationships and health.</i>
Types of Energy-Needs	Developmental fatigue from balancing schoolwork, social activities, play, and need for emotional regulation.		Growth fatigue due to academic pressures, social dynamics, and hormonal changes.		Responsibility Persistent fatigue due to the everyday pressures of career/school, family responsibilities, and caregiving (for kids and parents). Often aggravated by mid-life crisis.
	Lifestyle fatigue from a busy and high-stress lifestyle choices related to work, personal hobbies, and social life.		External Factors fatigue due to acute health conditions like temporary sickness (e.g. flu) or dehydration from physical activities/season.	Aging-Related fatigue due to factors like adjustments to retirement lifestyle, medications, changes in sleep patterns, and menopause for women.	
	Insufficiency/Deficiency & Individual Needs fatigue due to gap in a specific nutrient intake				

This enables the creation of a rich portfolio, to address consumer needs

Across life stages

And contexts



We aim to further deepen our Energy solutions

Supported by new research, we are building a framework that will transform the way we communicate and innovate.

Audience	×	Energy Need	×	Ingredient
'Gamers'	×	Reaction Times	×	tbc
'Working Parents'	×	Decision Fatigue	×	tbc

➔ **Deployment planned in Late Q4 2025**

03 We make *Energy* TANGIBLE

Our energy is not just felt, it is measurable, clinically substantiated, and claimable. We engage with consumers & HCP to communicate and educate on our Science, making this our key differentiator to competitors.

Science Communication as our POD

With more access to information, **consumers are more knowledgeable** and demand **proof of product efficacy** which is a key purchase driver for Energy supplements.

We have a huge opportunity to **build on our brand heritage & our rich clinical background to bring science to consumers & HCP**, creating brand preference.

We communicate about our science by:

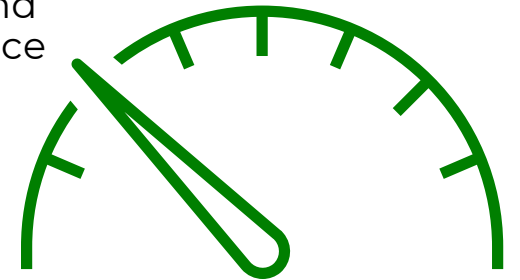
- Building Toolkits about our core science & NPDs.
- Developing new consumer attractive claims like the 7 in 1.
- Enhancing MOA.



Creating the Energy & Vitality Quotient (EVQ)

We are creating a proprietary psychometrically validated tool to measure and 'diagnose' energy needs, giving us thought leadership.

- Consumer-friendly.
- Clinical and Research-grade: used by HCPs and KOLs in clinical and research settings to drive science reputation.



PRODUCT PRINCIPLES

Frames all products in the brand portfolio to deliver 'Energy that ignites your best' and build equity while maintaining credibility.

Why is this important?

When we stray outside of equity, we observe (1) reduced support from customers (sales, trade, pharmacists); (2) lack of consumer credibility for the product; (3) lower sales performance

WHAT'S IN:

THE SCIENCE

- Formulas with proven mechanism for energy production and/or metabolism that halo back to the energy promise.
- Proven = clinically demonstrated or through established and substantiated mode of action.

THE EXPERIENCE

- Consumer experience that builds on the effervescent heritage and supports distinctive 'bullet bursting energy' of our brand.
- Supporting formats, flavors and packaging solutions.

THE PERFORMANCE

- Meets specific, measurable benefit criteria for each brand pillar (below)

WHAT'S OUT:

EQUITY DILUTION

If it doesn't energize, enhance, or restore energy in a measurable way that consumers can experience, it's not Berocca.

- Sub-premium positioning that undermines science heritage or energy connection (e.g., Heart Health; Skin Rejuvenation)
- Medical condition focus shifting from energy to treatment messaging

INGREDIENT RED FLAGS

- Unsubstantiated novel ingredients without proven energy mechanisms.
- Unmeasurable claims consumers cannot validate through experience.
- Excessive artificial additives beyond clean-label standards.
- Ingredients/combinations flagged on the Material Stewardship List (MSL).

1 SUSTAINED ENERGY

The nutrients your body needs every day to sustain and support energy

- Sustained benefit lasting minimum 6-8 hours without crash.
- Consistent daily energy levels when used as part of routine.

2 ENERGY BOOST

Fast-acting energy boost you can feel

- Noticeable energy increase or peak effect within 30 min
- Enhanced physical or mental performance for 2-4 hours.
- Clear onset sensation that consumers can identify.

3 ENERGY RECOVERY

Replenishes the nutrients your body needs to return you to your energy baseline

- Measurable improvement in recovery markers (hydration, immune function, muscle recovery).
- Improve time to "feeling normal again" (vs no intervention).

4 ENERGY EXPERT

Expert ingredients that support energy production and metabolism

- Addresses specific energy-related deficiencies OR measurable improvement in biomarkers.
- Consumer understands "why this ingredient works for me".