



Supradyn[®]

***BRAND
FRAMES***

October 2025



This document provides a clear and practical overview of the Supradyn Brand Frameworks — the guiding principles that shape our brand’s identity and direction.

These frameworks define what makes Supradyn meaningfully different in the marketplace, helping us deliver with consistency across every product, campaign, and experience.

By aligning on these principles, we ensure that each innovation and activation not only reflects our brand essence but also contributes to long-term, sustainable growth.

For the latest tools, updates, and brand materials, please refer to the **Supradyn Megabrand Digital Hub**.

If you have any questions or need further guidance, your Supradyn Megabrand Team is here to support you.

Click the **MENU** to explore each chapter in detail.





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brand history



As the 1st multivitamin & minerals brand in the world, Supradyn has a long history: quickly positioned to fight tiredness, the brand evolved to become a true Energy champion, innovating by targeting new consumers segments, bringing new formats and answering diverse energy needs.

1959

Launched in 1959 as the 1st Multivitamin & Mineral in the world.

1st

Originally: Supradyn was prescribed for vitamin deficiency; Increased need for acute and chronic diseases, during convalescence, tiredness and fatigue...

Positioned for the treatment of tiredness and fatigue and sickness recovery.

Multi-task women



Kids: Baby drops, Syrups

2000s



50+

1980

Energy Recharge for fatigue and illness



2010



Gummies, toffees



Energy Recharge for demanding periods



Go Beyond

2020



Supradyn geographical footprint



multivitamin
brand in Europe

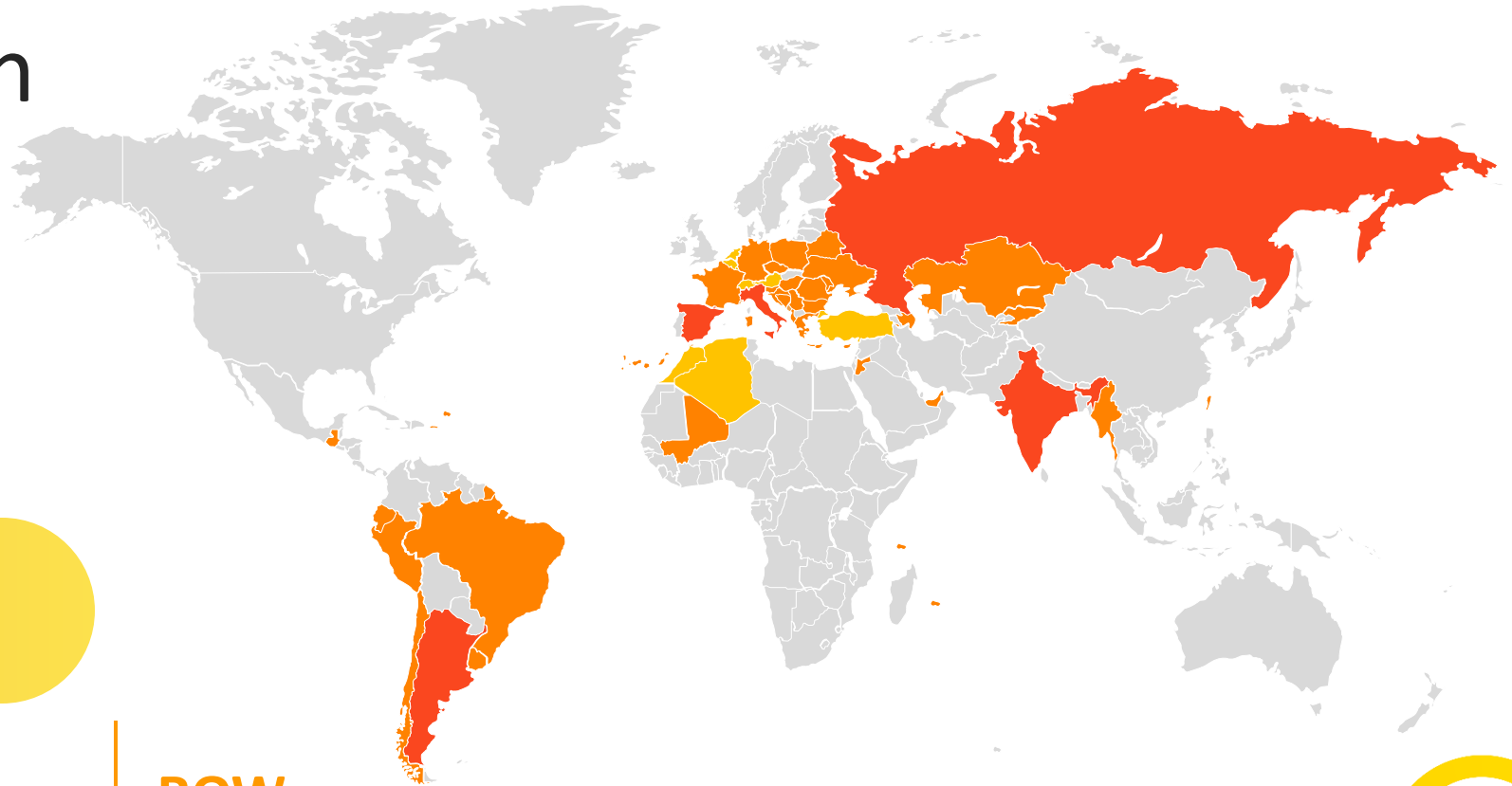
top 5

Italy
Russia
Spain
Argentina
India

top 10

+ Maghreb,
Switzerland,
Austria,
Turkey,
Belgium

ROW



Supradyn is a global power brand that is sold in over 60 markets today



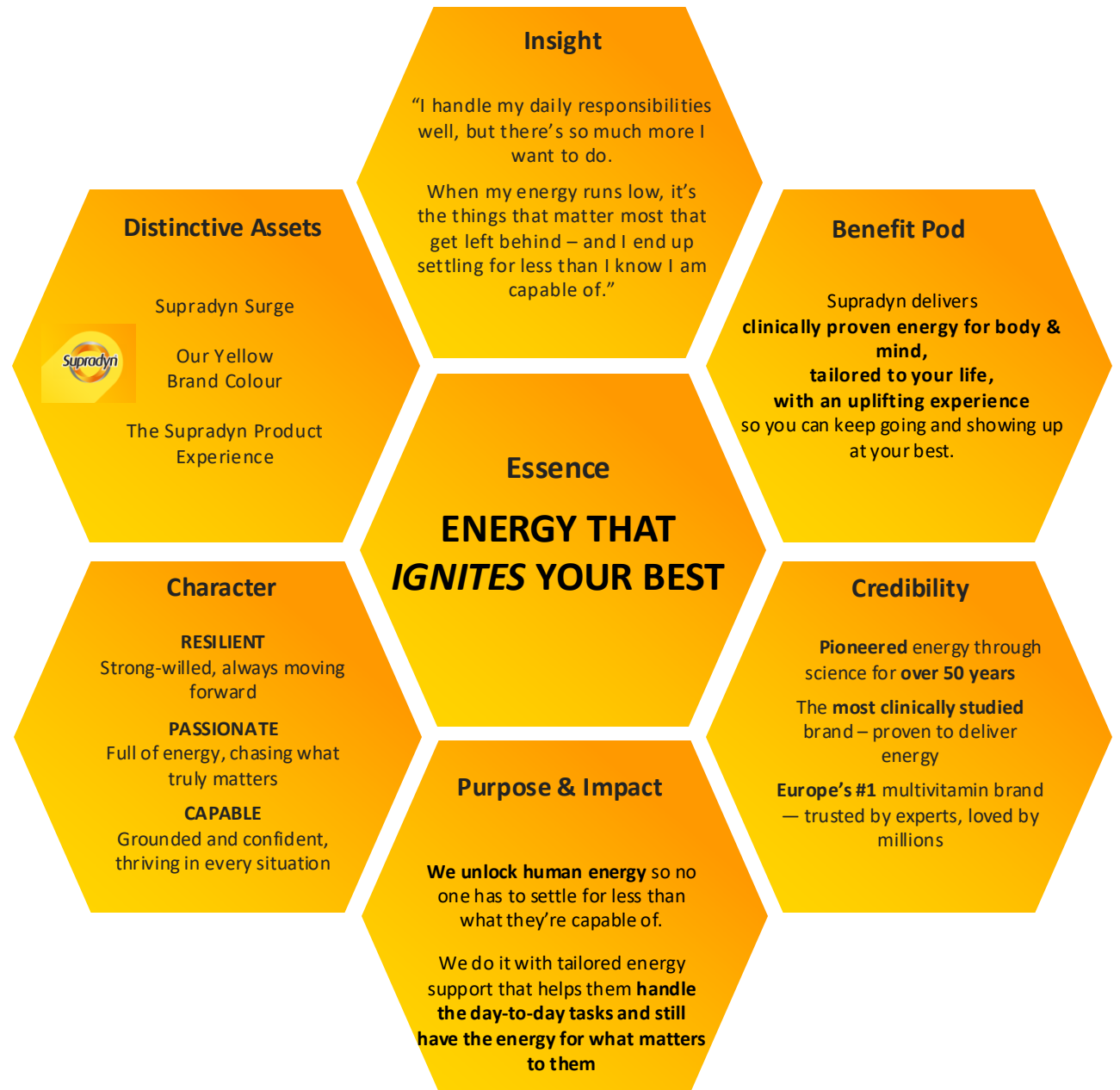
**brand
equity**





Supradyn[®]

brand hive



RESTRICTED

Brand Insight

The conflict in people's lives that we are trying to resolve, what they need us for.



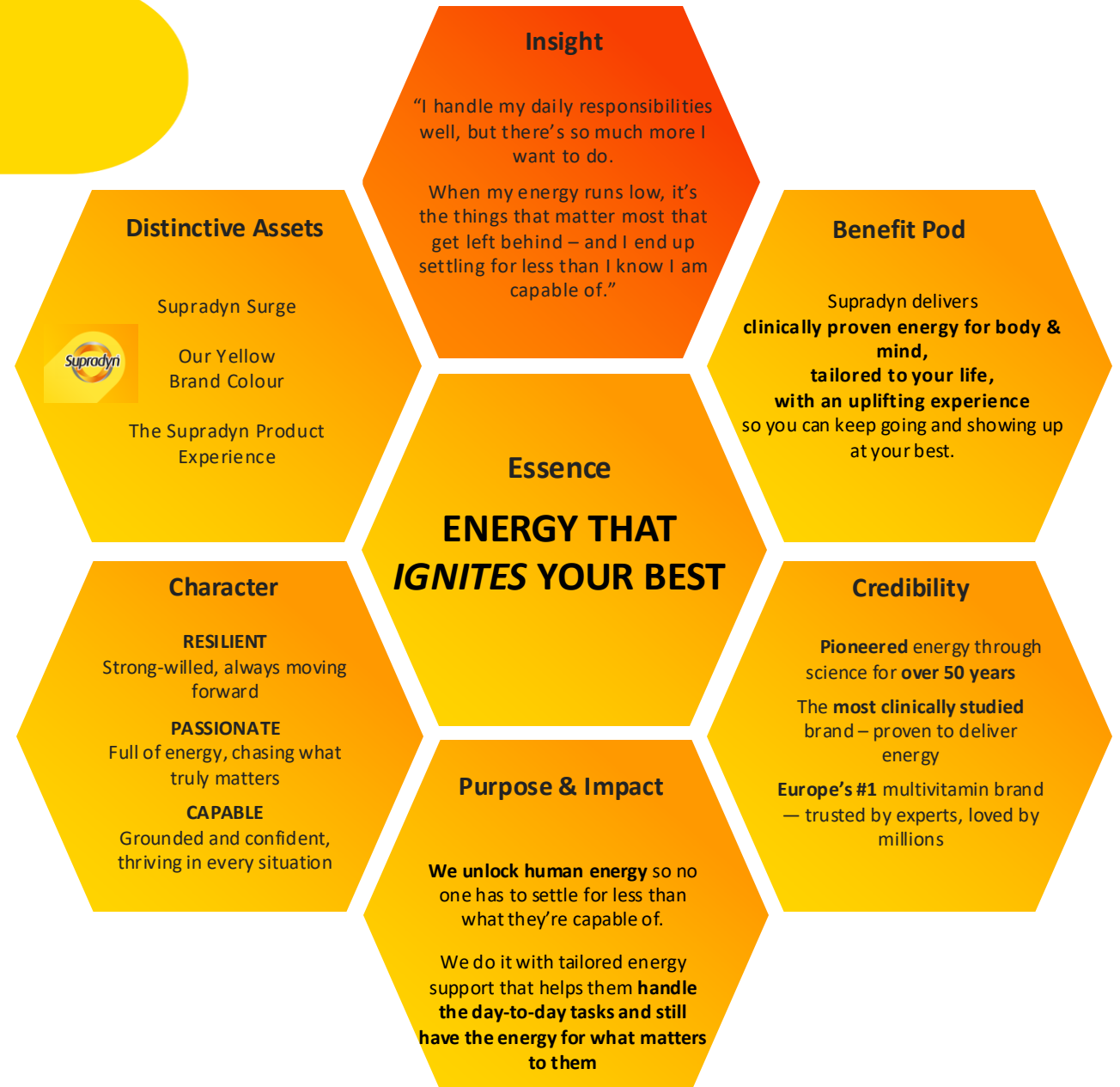
When our energy's not firing, it's not just our body that feels it - life does, too.

That drag that keeps us from the things that matter most – the passions, the connections, the dreams.

That fog that steals our spark when we want to lean into what lights us up.

That flat feeling that has us letting the meaningful stuff slide when we know we could do both

And when that happens? We're not living at our best. We're settling for just getting by, when **we know we're meant for more.**



Brand Benefit Pod

The higher order value we deliver to consumers, what we can help them feel and do.

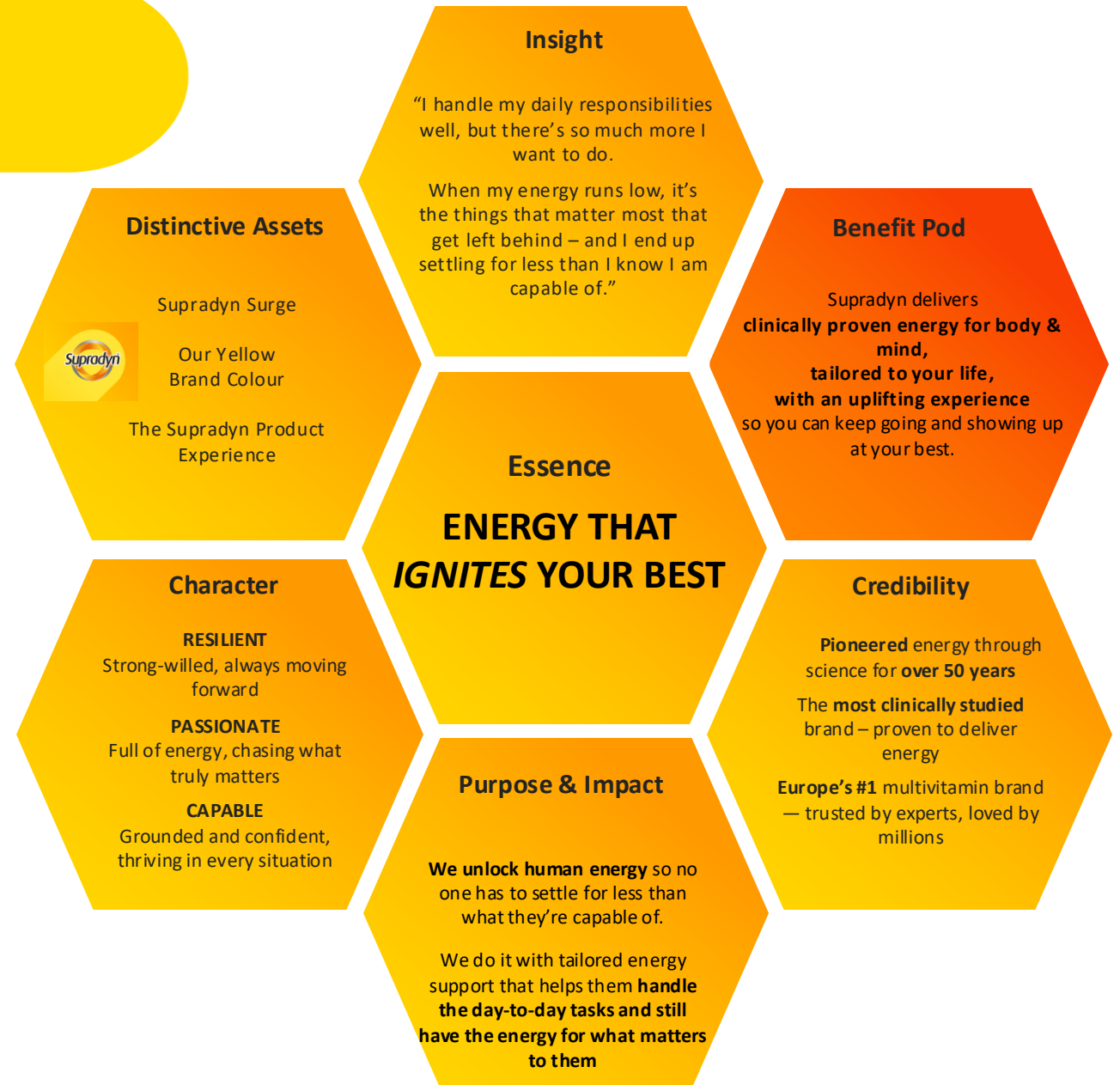


Not all energy is created equal. Some give you a quick hit, some leave you wired.

Supradyn is different. It's **clinically proven** to fuel both body *and* mind - helping people feel fully switched on, not just hyped up.

We offer **energy that fits your life** - whether you need to sustain all day long, boost, or recharge.

Best of all? It's an **uplifting experience** that you love - lifting you up without the crash, so you can move through life brighter, sharper, and ready for more.



Brand Essence

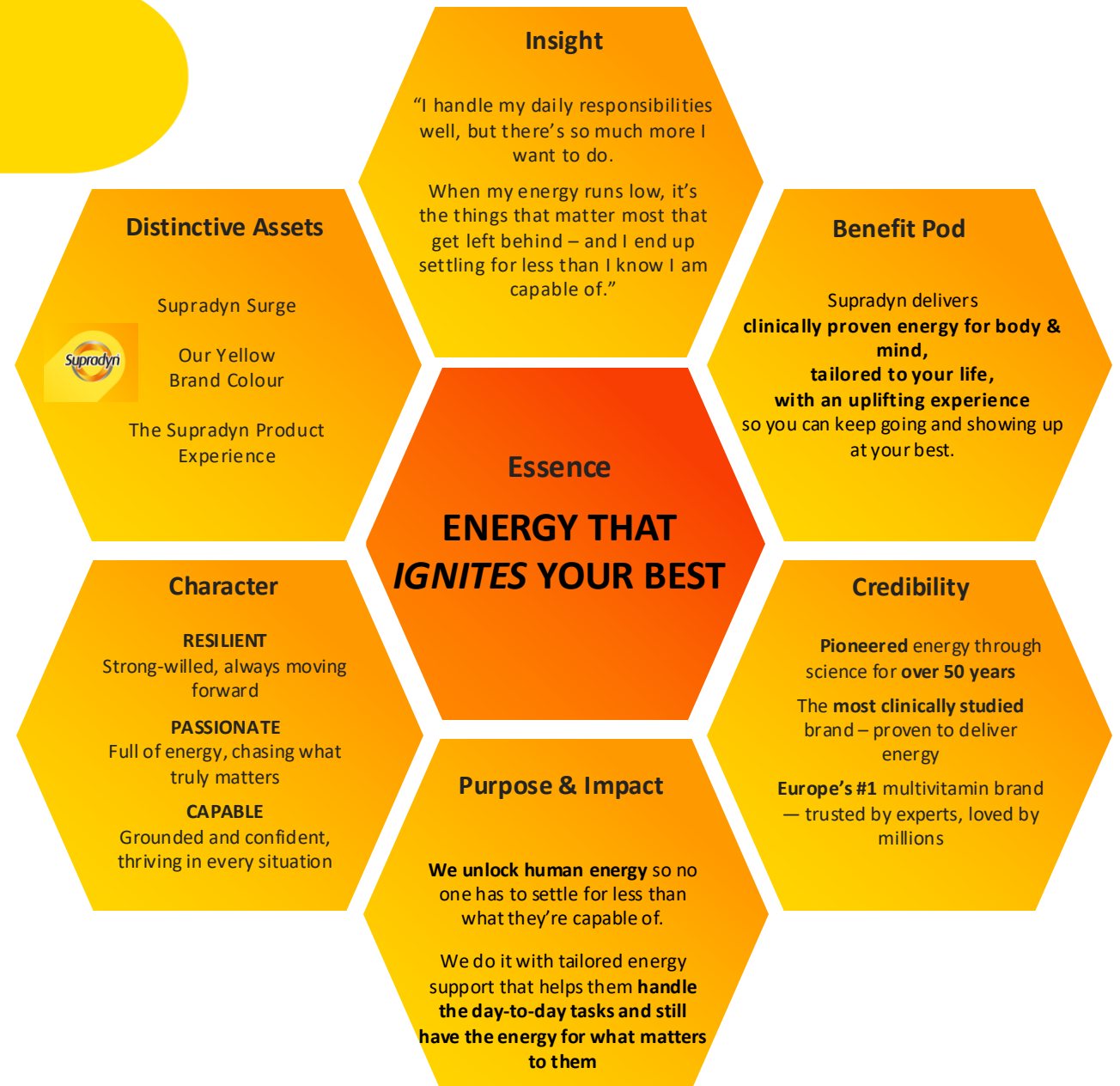
What the brand stands for: the soul of the brand, capturing the unique role we play in people's lives.



Our essence is **simple yet powerful**: to give you the **Energy that ignites your best**.

That's what Supradyn is here for. Not just to fuel the body. Not just to sharpen the mind. But to **spark the best version of yourself** - focused, alive, and ready to own every moment

"Ignites your best" speaks not only to our clinically proven blends of vitamins and minerals that fuel both body and mind, but also to the experience Supradyn delivers – **energy that feels good, helping people feel sharper, more alive, and ready to show up at their best.**



Brand Credibility

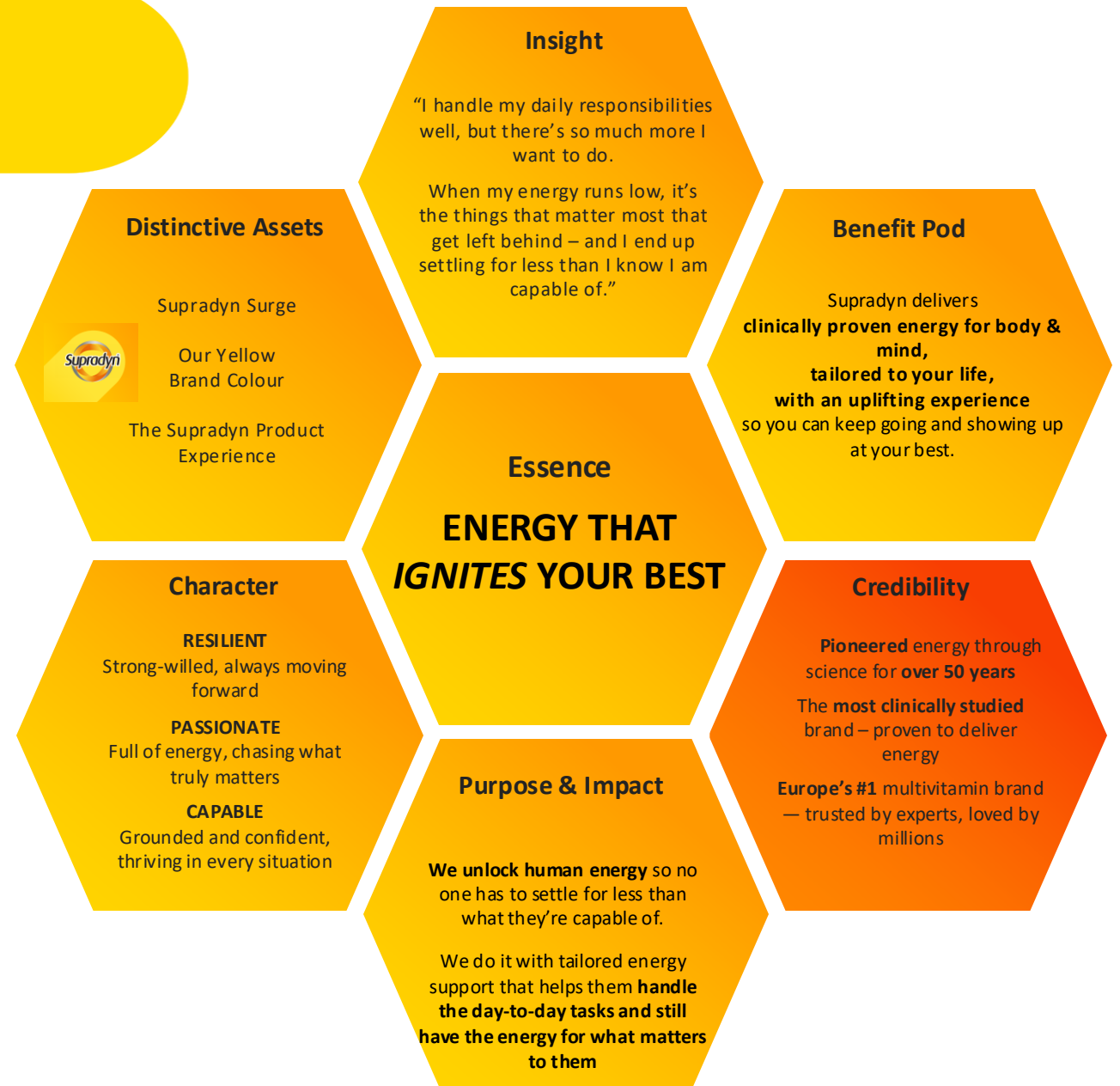
The most compelling reasons to believe the authenticity of the brand.



As the 1st Multivitamin & Mineral supplement in Europe, Supradyn's legacy is built on over 60 years of **pioneering energy through science**.

Our decades of research, with over 15 researches across our Energy brands, validates our commitment to delivering **real, measurable energy benefits**.

This scientific rigor is why we've become **Europe's #1 multivitamin brand**—trusted by health experts and embraced by millions who refuse to settle for ordinary energy.



Brand Purpose & Impact

The positive changes we want to create for consumers and the world.

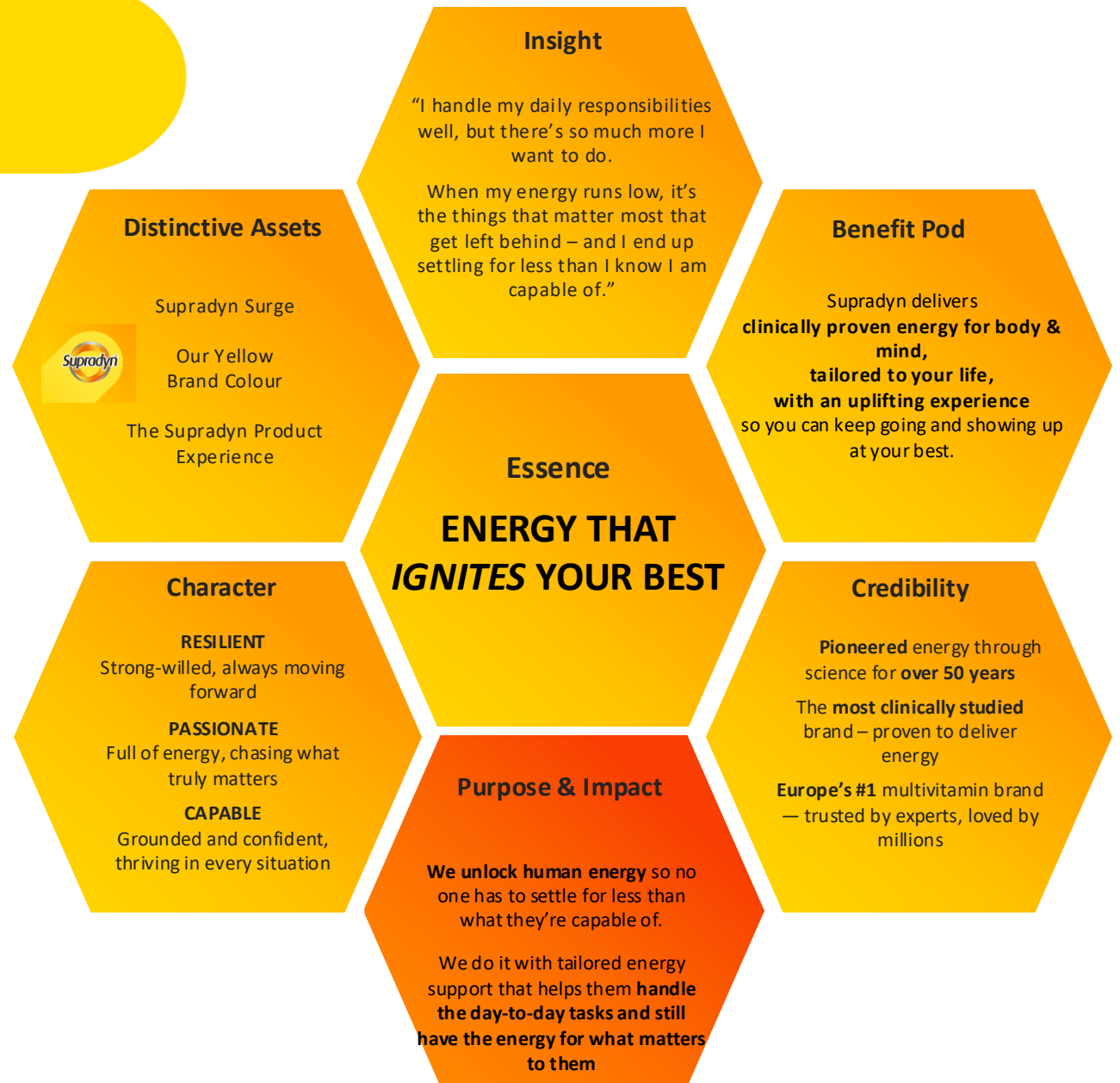


We believe that when people are full of energy, they show up differently - more alive, more present, more engaged with life.

But between hectic work, demanding family life, world news, economic pressures... Life has a way of draining all our energy.

That's why we're creating the concrete tools to **keep track of the world's most important energy supply: Human Energy - and provide tailored support** so people can handle their day-to-day and still have energy for what lights them up, so no one has to settle.

As energy experts, we're here to turn the power on! We don't just sell energy supplements, **we define Human Energy, we measure it, we unlock it.**



Brand Character

The personality and tone the consumer expects us to bring to life and use when talking to them.

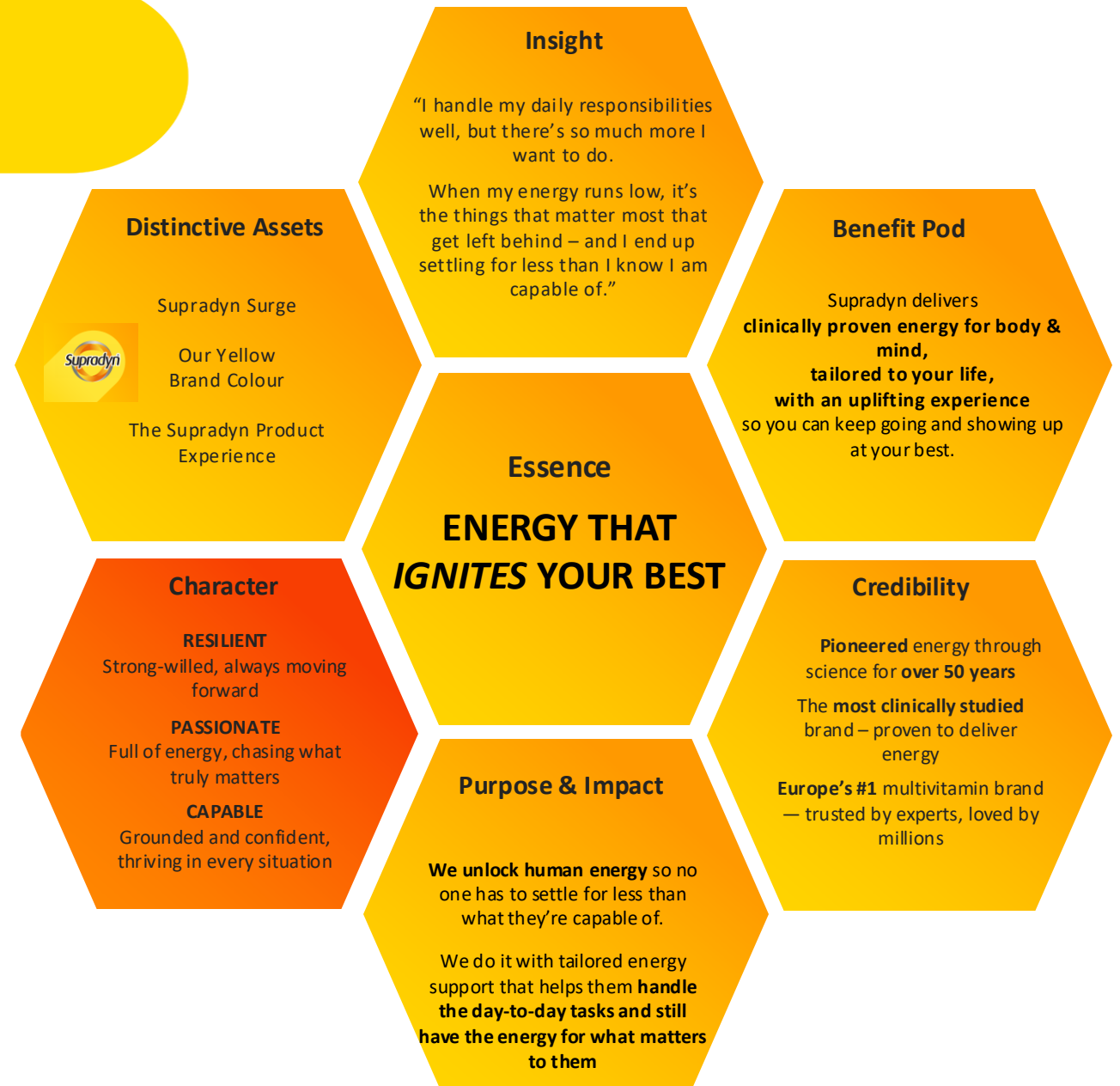


What our personality is like:

- We are **resilient**—strong-willed and determined, inspiring individuals to push through obstacles and keep forging ahead.
- We are **passionate**—full of energy and purpose, helping people reconnect with their true motivations.
- We are **capable**—grounded and confident, empowering others to thrive in every situation life presents.

What our tone of voice is like:

- We speak with **unwavering determination and an infectious optimism** that inspires action.
- We sound **energetic yet grounded**, blending enthusiasm with a sense of reliability that resonates with our audience.
- We radiate **confidence and possibility**, empowering others to envision and pursue their best selves.



Brand Distinctive Assets

The learned visual codes that help consumers instantly recognize and recall the brand.

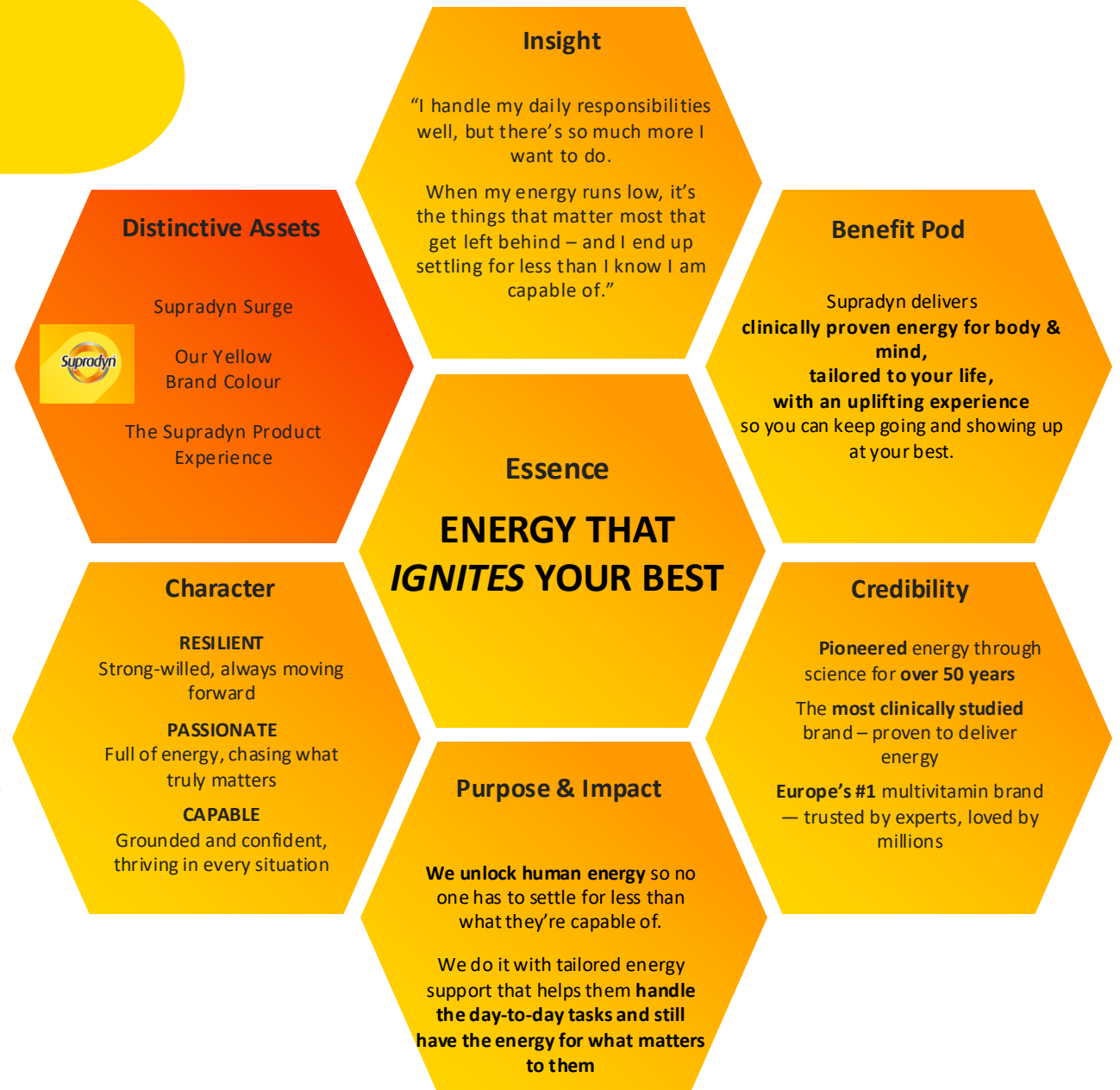


The **Supradyn Surge** - our most distinctive brand asset. It captures the transformative moment **when energy meets ambition**, when vitality sparks possibility.

Our vibrant yellow brand color **radiates optimism and energy**, instantly recognizable and infused with the spirit of vitality that defines Supradyn. It serves as a beacon of encouragement and inspiration.

The Supradyn Product Experience **brings this energy to life**. Each moment of taking Supradyn is a celebration of transformation. It's not just about the product; it's about **the energizing ritual that prepares you to thrive**, making every day an opportunity to ignite your best.

By consistently leveraging these assets, we create an immediate, resonant connection that this is more than just energy - it's the **catalyst that helps people ignite their best**.



Insight

"I handle my daily responsibilities well, but there's so much more I want to do.

When my energy runs low, it's the things that matter most that get left behind – and I end up settling for less than I know I am capable of."

Distinctive Assets

Supradyn Surge



Our Yellow Brand Colour

The Supradyn Product Experience

Benefit Pod

Supradyn delivers **clinically proven energy for body & mind, tailored to your life, with an uplifting experience** so you can keep going and showing up at your best.

Essence

**ENERGY THAT
IGNITES YOUR BEST**

Credibility

Pioneered energy through science for **over 50 years**
The **most clinically studied** brand – proven to deliver energy
Europe's #1 multivitamin brand – trusted by experts, loved by millions

Purpose & Impact

We unlock human energy so no one has to settle for less than what they're capable of.

We do it with tailored energy support that helps them **handle the day-to-day tasks and still have the energy for what matters to them**

Character

RESILIENT
Strong-willed, always moving forward

PASSIONATE
Full of energy, chasing what truly matters

CAPABLE
Grounded and confident, thriving in every situation



Supradyn[®]

Brand World



DESIGN IDEA

Unlocking Energy

With Supradyn, energy flows as a vital source of everyday power. Our design uplifts you into a space that empowers you and where possibilities expand.

Our brand world encourages you to be your best, fueling your journey with passion and capability, so you feel energized to take on what truly matters.



DESIGN IDEA

Unlocking Energy

DESIGN PRINCIPLES

Dynamic Motion

Fueled by a continuous, uplifting flow of energy that adapts and supports.

Empowering Uplift

A brand world that uplifts and connects at every touchpoint.

Science you can Feel

Science communicated with simplicity and precision.

DESIGN PRINCIPLE

Dynamic Motion

Our Brand World is fueled by a continuous, uplifting flow of energy that adapts and supports, sustained by resilient drive. Every element extends outward, symbolising the unstoppable drive that empowers people to ignite their best, every day. This energy is both instantaneous and enduring: it uplifts and persists, representing the ever-present force that helps unlock life's possibilities.



DESIGN PRINCIPLE

Empowering Uplift

We craft a brand world that uplifts and connects, inviting people into an optimistic and inspiring experience at every touchpoint.

Evoking genuine emotion through vibrant visuals and immersive storytelling, we create a multisensorial journey that invigorates your inner strength and ignites your best, everyday.

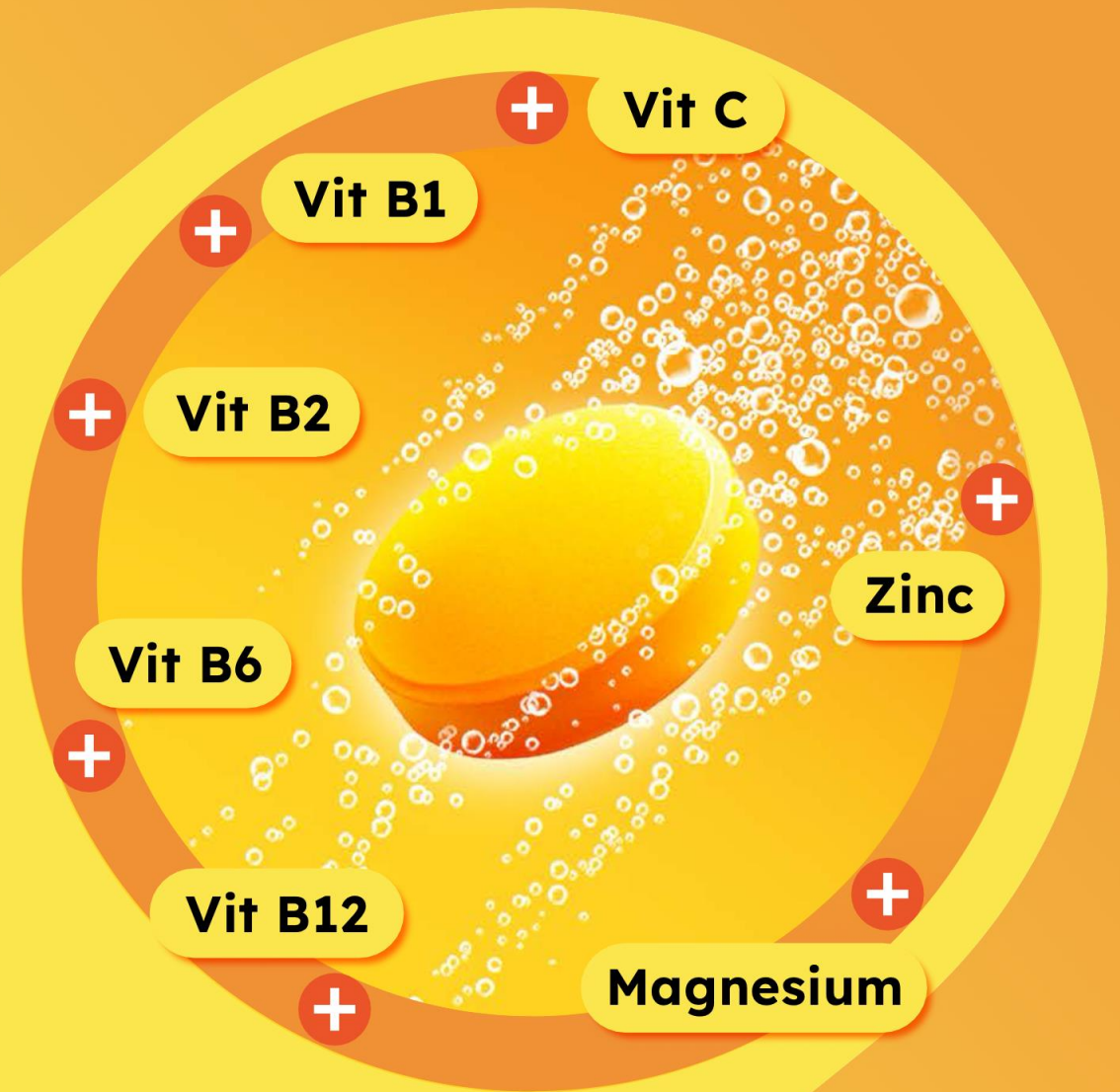
DESIGN PRINCIPLE

Science you can **Feel**

At Supradyn, we specialize in energy you can feel good about. Every sip is more than uplifting: it's a simple, enjoyable step towards unlocking your full potential. Backed by robust science you can trust.

Our signature fizz delivers a refreshing burst of vitality that wakes up your senses, through a healthier take on energy that ignites your best. A multisensory journey, grounded in proven efficacy.

When it comes to our science, there is no overstatement or clutter. Just proven science, that's HCP recommended. Empowering consumers with the confidence that they can always trust our products to best meet their needs.





Supradyn[®]

**Distinctive
Brand Assets**





Key Brand Assets

The Surge

Our surge embodies the core point from which all of Supradyn's energy radiates from.

As a bold, fluid framing device, the surge injects movement and uplift into every brand touchpoint, ensuring our energy is always in motion, always empowering. on the products that best meet their needs.



Distinctive Brand Assets

Yellow with an **Orange** **Glow**

A radiant yellow with an orange glow is the distinctive essence of the Supradyn brand. Warm and uplifting, this illuminating yet approachable hue embodies our promise of positivity, sustained vitality and Supradyn's ability to brighten your day and help ignite your best.



Distinctive Brand Assets

Energising Fizz

The Supradyn experience is a multi-sensory celebration, where fizz, flavour and ritual come together in a moment of transformation. From the lively effervescence to the crisp and uplifting taste, every moment radiates the core energy that defines Supradyn.

It's not just about the benefits you feel later; it's about a revitalizing experience that powers you from the very first sip.



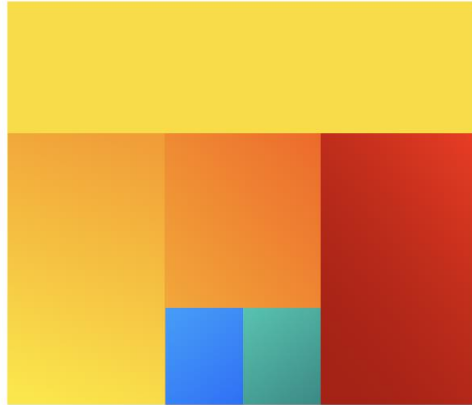


Key Brand Assets

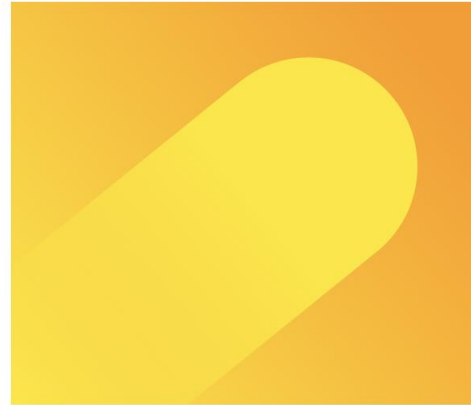
Brandmark



Colours



Power Surge



Energising Fizz



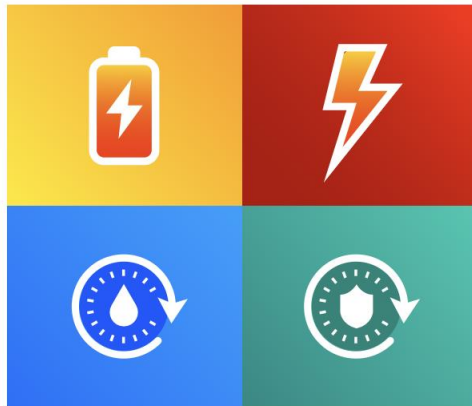
Packaging Visuals



Photography



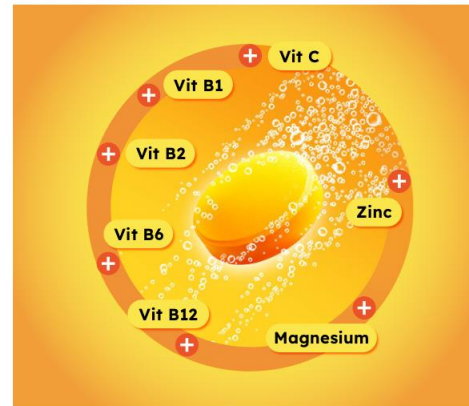
Iconography



Pillar Illustrations



Science Illustrations



Typography





Principles



- Brand led photography consists of simple and spacious backgrounds, allowing the power surge to be placed easily within the photo without obscuring any elements.
- A person should always feature in the foreground, with the intention of placing the power surge behind them.
- Where possible, the brand and pillar colours should be represented within the photo. For example, the yellow bike or the purple top.
- No more than three people should be featured.

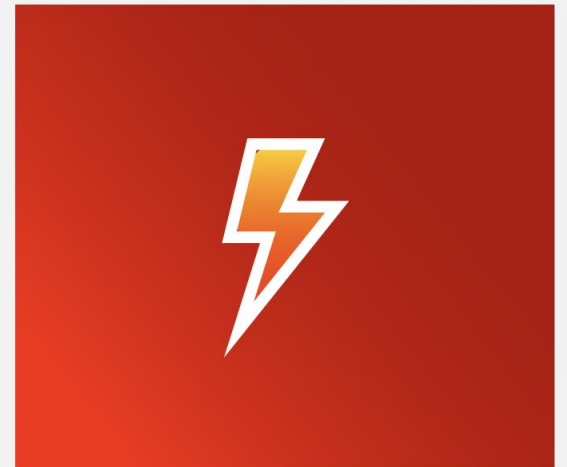
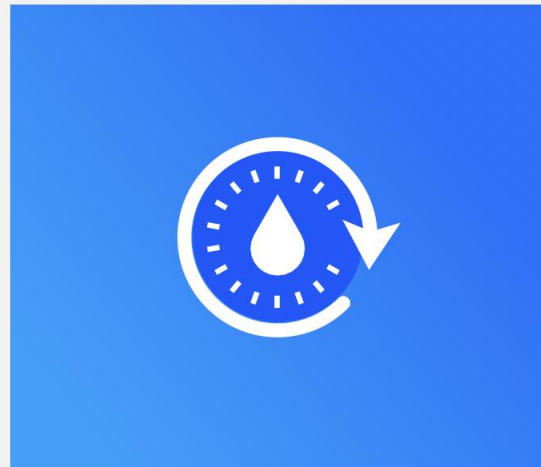
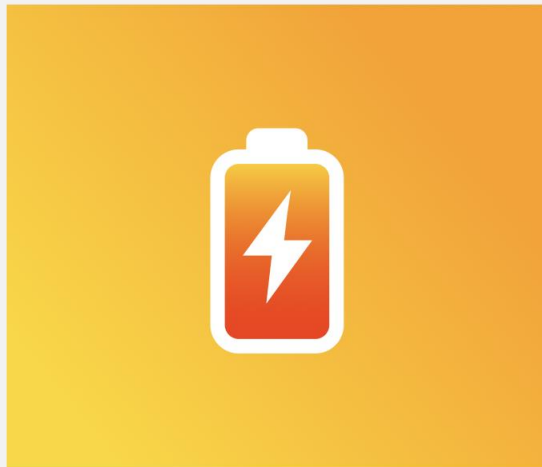


Photography





Iconography





Typeface

**unlocking
Energy**

Helping to restore your daily
energy and immunity power

Lexend

- The typeface is Lexend.
- Two weights are used – Semi bold and medium.
- Lexend can be accessed via Google fonts.

Accessibility

x-height

Larger x-height to enhance visibility and legibility at any size.

I | 1

Emphasises elements with character identifiers

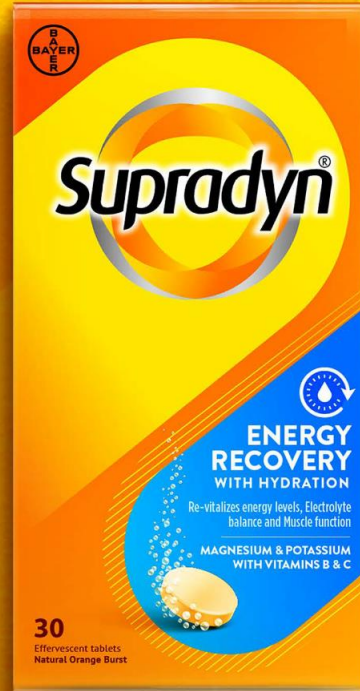
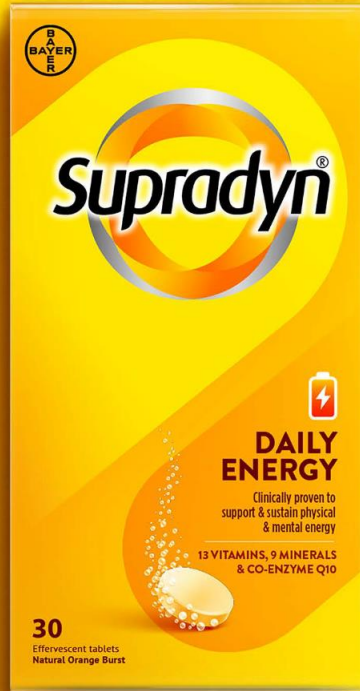
create

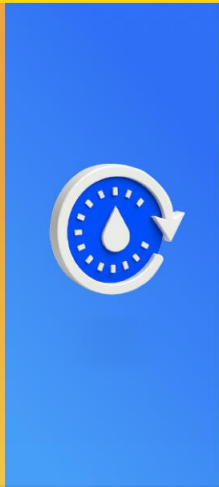
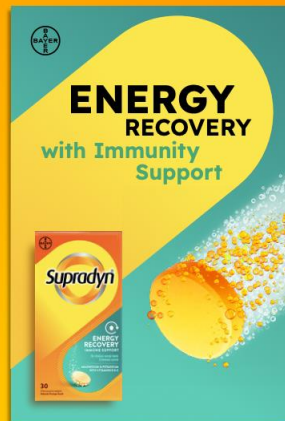
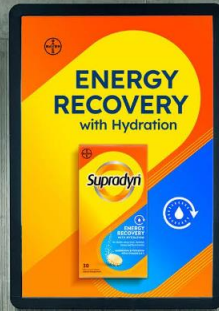
Letter forms are distinct enough to be easily identified i.e. open spaces within the characters

- Lexend is a clean San serif which has been designed specifically to be highly readable and accessible for individuals with dyslexia.



Packaging







**brand
science**

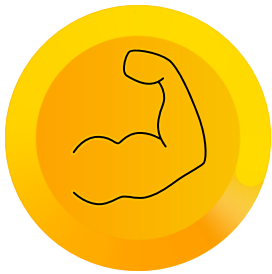


Energy is a fundamental need to life



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:



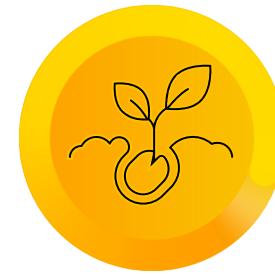
Physical Performance

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



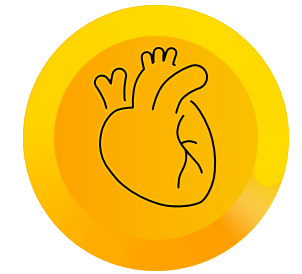
Mental Performance

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



Since its creation in 1959, Supradyn has been bringing energy for 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.

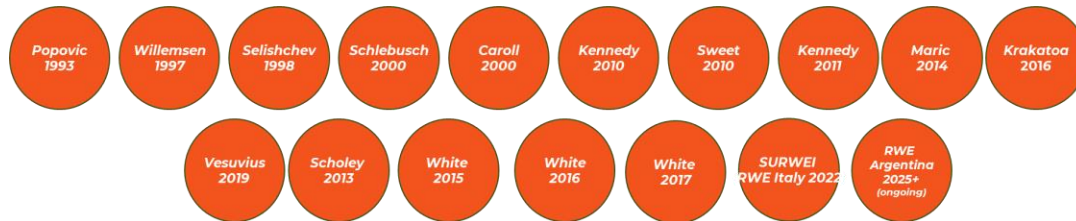
01 We LEAD the science of Energy



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



Reduced stress and anxiety

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 focuses on learning academically and emotionally, while developing interests and hobbies.	Identity and Exploration includes learning academically, seeking independence, while grappling with peer pressure and self-image.	Ambition & Self-Discovery revolves around ambition, exploration of life paths, and establishing a sense of purpose.	Responsibility & Stability adopts a mindset focused on stability, family responsibilities, and career advancement.	Reflections & Legacy include acceptance of aging, sharing wisdom, and focusing on relationships and health.
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.		Aging-Related fatigue due to factors like adjustments to retirement lifestyle, medications, changes in sleep patterns, and menopause for women.		
	Contextual External Factors fatigue due to acute health conditions like temporary sickness (e.g. flu) or dehydration from physical activities/season.		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



Kids



Adults



50+



Boost



Recovery - Hydration



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.

Archetypes	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 Supradyn

- 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".



**brand
sustainability**



Our Champion & Defend Areas



In a world that celebrates hustle without well-being, we champion energy that ignites your best - and make living fully your norm, not the exception. Our mission?

To unlock human energy so everyone can live their life fully.

We champion human energy by educating around Energy - measuring how energized (or drained) nations are - driving the conversation to reveal hidden truths and sharing the positive sources of energy.

More so, we will continue to work on mitigating our environmental impact through our defend areas.

CHAMPION AREAS

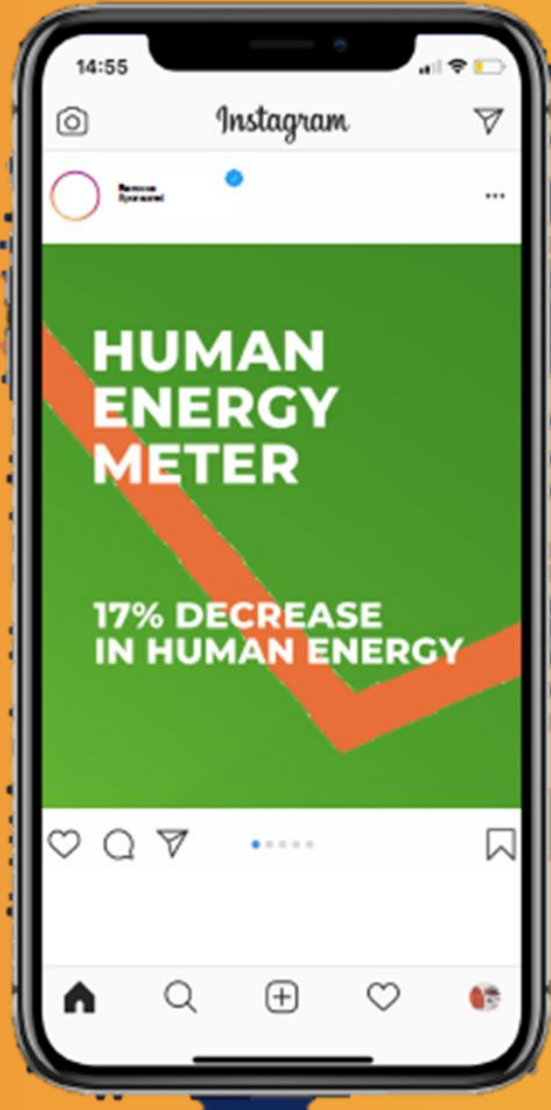
Unlock Human Energy

By educating, driving the conversation and sharing the positive sources or energy..

DEFEND AREAS

- **Sustainable Packaging**
- **Clean Label**
- **Reducing Carbon**

Champion: Unlocking Human Energy



We will keep track of the world's most important energy supply: Human Energy!

And provide more when we need it most.

Hectic work, demanding family life, world news, economical outlooks... Life has a way of draining all our energy.

But Supradyn as a true energy expert brand is here to turn the power on!
We don't just sell Energy, we define it, we measure it.

By making energy tangible, we will drive cultural relevancy beyond our product.

Champion: Unlocking Human Energy



We can bring our purpose to life with 3 actions

OFFERING PRODUCTS & SERVICES

We will offer product fueling both mental and physical energy.



ENGAGING & INSPIRING ACTION

We will build our own human Energy Meter to reveal how energized (or drained) nations are.



DRIVING THE CONVERSATION

We will create a recurrent conversation exposing local energy drainers and cultural truths about energy.

Supradyn Finds French Drained by Politics More Than Mondays
 According to the Energy Index, 63% of French blame politics for their daily *faïte*.



Supradyn Fights Recession: Brand Bets on Reducing Fatigue to Boost Productivity
 Vitamin supplement reframes wellness as an economic driver amid slowdown.
 As Europe grapples with sluggish growth, Bayer's Berocca is repositioning itself as more than a health product. The effervescent vitamin brand is launching the world's first *Energy Index*, aiming to highlight fatigue as a hidden cost to the economy — and promote Berocca as an affordable productivity boost.
 "Energy isn't just personal wellness — it's

Defend: 3 Key Areas

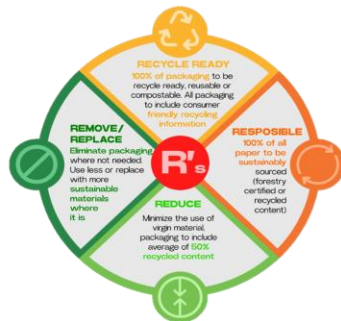


SUSTAINABLE PACKAGING

Given Supradyn's diverse packaging portfolio, it is essential to evolve packaging materials by reducing excessive materials & sizes and increase recyclability.

Supradyn will embark on a path **to evolve in recyclability** to:

- 1 Reduce plastic usage in rigid tubes.**
- 2 Reduce paper material**, where elimination is not on the table.
- 3 Increase overall blister recyclability** while eliminating usage of PVC.



CLEAN LABEL

It is crucial for Supradyn to **ensure that our portfolio adhere to clean label standards.**

Our approach will involve:

- 1 Ensuring Ingredient Transparency for Consumers:** Conduct a comprehensive formulation assessment of the entire supply chain, addressing potential usage of additives, colorants and areas of improvement.
- 2 Standardizing Process:** Work closely with our Product Development team to create a consistent plan for future product formulations in new nutritional areas.



REDUCING CARBON

Supradyn is committed to reducing and, where reduction isn't feasible, compensating for carbon emissions in manufacturing and operations.

For this, we will:

- Ensure GHG Reduction in Line with BCH Scope 3:** Conduct a comprehensive assessment of greenhouse gas (GHG) emissions throughout the entire supply chain, pinpointing emission hotspots and areas for improvement.





**brand
growth
strategy**



OUR CATEGORY

Nutritional Health is a huge and attractive category

- **Sizeable:** VMS + Sleep Aids combined is the biggest CHC Category - €126 Billion – 41% of Total CHC Market, with a 5% projected CAGR for the next 5 years.
- **Highly competitive & Fragmented:** the category holds a vast variety of competitors: from large players to small brands (low barriers to entry), from pure consumer health players to FMCG and from generalist brands to specialist ones. It translates into a high freshness index at 23% (+7pts vs. total CH).

➔ **To Win in VMS it is critical to own a space with a differentiated offering.**

OUR CHALLENGE & AMBITION

After an unsuccessful attempts at turning our energy brands into a VMS generalist, **we aim to bring them back into their core Energy space** where they have an opportunity to play on their strength (Energy is a key category attribute Berocca/Supradyn own vs competitors) as recently shown in IT performance (IT grew 34% in Q1 2025 as they refocused on the core Energy need).

Where We Play



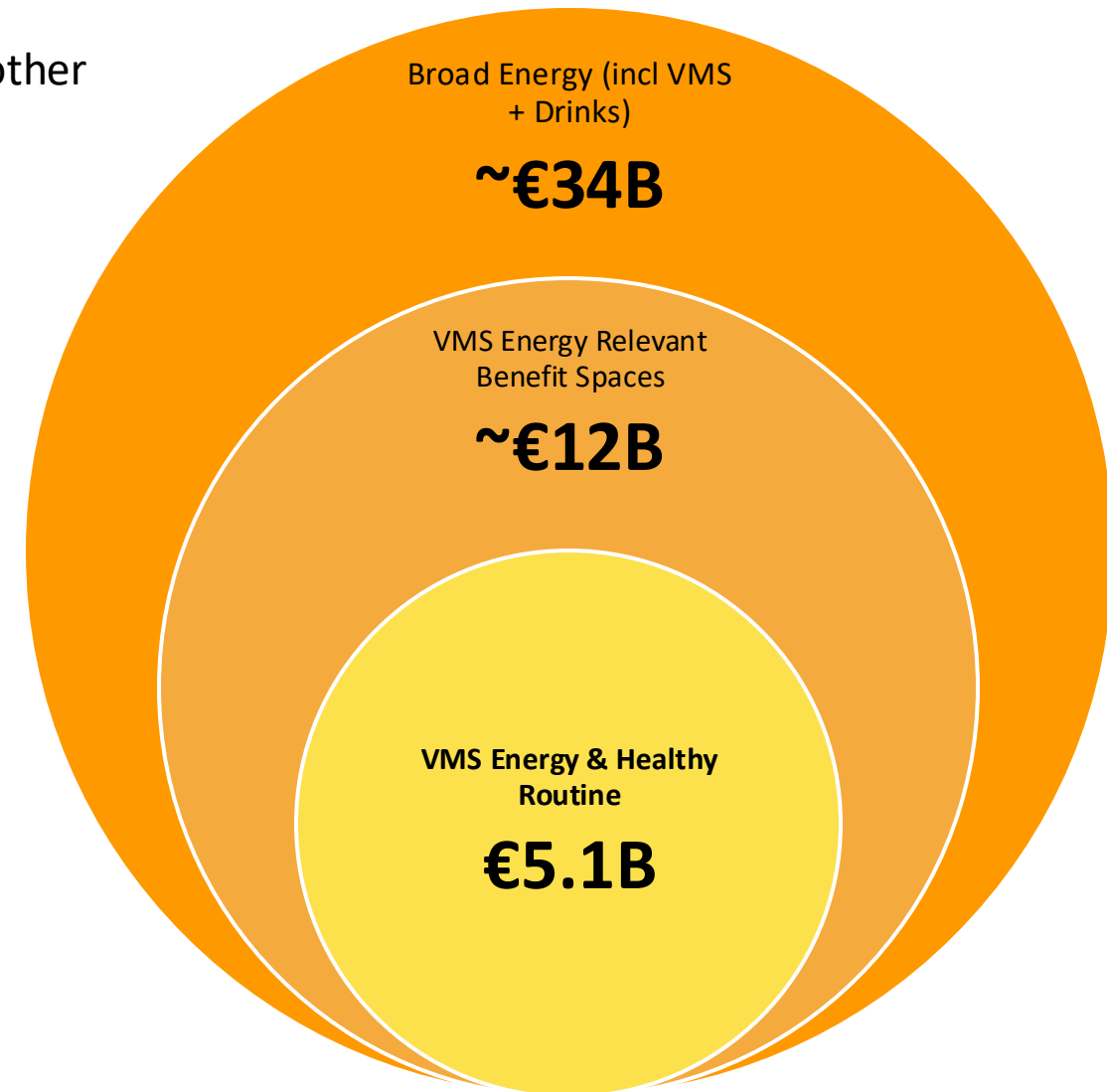
We play in Energy – including energy-relevant benefit spaces in other segments, a huge growth opportunity for us!

Today with Berocca & Supradyn we have Global sales of **€458 M in the Energy/Healthy Routine segment** out of a total global market of **€5.1B** (9% MS).

However, we estimate **the true Energy market within VMS to be ~€12B** – this includes 23% of Age Well (notably the 50+ SKUs), 1/3rd of Immunity recovery SKUs, & 22% of ILP which are **all used for their energy benefit**.

More importantly we see an even bigger market outside of VMS where Energy yielding drinks represent a **€22B markets** (Energy boost is the #1 claim in non-acholic drinks). This doesn't even include packaged food where Energy Boost is the #3 claim.

Reaching half of our fair share represents a gigantic opportunity of €1.5B globally.



Estimated Size of Energy Segment

Source: Market 360 (VMS) / Euromonitor (Drinks)

Supradyn's Growth & Addressable Audience Strategy



Energy Seekers

Growth Audience

Driven individuals who juggle work and family responsibilities, embrace new challenges and seek effective, trusted ways to stay mentally and physically energized every day or in specific moments

ACTIVE

NEW/LAPSED

Sub-segment Description

Supradyn Users

Competitor Energy VMS Users

Energy Seeking Non VMS Energy Users

Energy Substitute Category Users

Who they are

Those who are using Supradyn but might still have some unmet energy needs (i.e. Hydration)

Those who are using Energy VMS products other than Supradyn (i.e. Be-Total)

Those who are using VMS for other energy needs (i.e. 50+) but not energy VMS products

Those who are using non-VMS Energy products (i.e. Energy Drinks, Energy bars etc)

JTBD

Make them aware that Supradyn has energy offerings for all their life moments (Trade Across).

Convince them that Supradyn has more clinical evidence & better PX than other VMS Energy products.

Show them that Supradyn can better answer their diverse energy needs with our wide portfolio.

Make them aware of Supradyn & convince them that it is a healthier energy solution.

Addressable Audience

Working Parents

Young Professionals

Students

50+

Fitness Enthusiasts

Gamers

Frequent Travelers

Supradyn's Growth & Addressable Audience Strategy



We are building an advanced segmentation to be able to better target our audience & answer their needs.



**WHO
NEEDS ENERGY**
**ENERGY
AUDIENCES**



**WHEN
THEY NEED ENERGY**
**ENERGY
MOMENTS**



**WHY
THEY NEED ENERGY**
**ENERGY
SPECIFIC NEEDS**



**WHAT
SUPRADYN CAN OFFER**
**ENERGY
SOLUTION**

An example of how it might come to life in a given market:

Working Parent

Family Time

Sustained Energy

Supradyn Daily Energy

Gamer



Power Up



Faster Reflexes



Supradyn Boost Mind

Sports Enthusiast

Post-Workout

Recover Fast

Supradyn Hydration

Full deployment in late Q4 2025

Our Brand Growth Strategy



AMBITION

Become the world's **LEADING ENERGY EXPERT BRAND FOR THE MODERN GENERATION**, providing science-powered energy that feels good, fuels life, and ignites the best in people.

STRATEGIC TERRITORIES OF CHOICE

Demand Space: ENERGY (including Energy centric subsegment in other demand spaces like Age-Well, Immunity etc)

Geographic Presence: EMEA, APAC, LATAM

Growth Audience: “**Energy Seekers**”- Driven individuals who juggle work and family responsibilities, embrace new challenges and seek effective, trusted ways to stay mentally and physically energized every day or in specific moments

BRAND DEVELOPMENT MODEL

STEP 1: BUILD BASE

Build base penetration across age groups & equity credentials as the Everyday Energy Brand

STEP 2: BUILD BREADTH

Unlock new Energy occasions (Boost & Recovery)

STEP 3: BUILD DEPTH

Expand Energy relevance to adjacent segments

STRATEGIC PRIORITIES

ENERGIZE BRAND LOVE

Spark deep connections, fuel lifestyle relevance, and ignite desire.

- Create a **breakthrough brand platform and IMC** that brings the new Hive to life, and connects with energy seekers consistently.
- Launch and implement a **fresh Visual Brand Language** across all touchpoints to create a consistent, vibrant, and energizing brand presence that brings our character to life and dials up our distinctive brand assets.
- Fuel **Supradyn's buzz** with creator-driven influencer content and social activation that sparks connection and amplifies energy.

IGNITE ENERGY SUPERIORITY

Establish Supradyn as the undisputed global leader in science-backed energy

- Develop and maintain a **bold claims pipeline** across architecture with fit-for-purpose evidence.
- Create an **Energy Science Institute** to house in one place clinical research, expert insights, and real-world data — with the aim of elevating our claims and science story telling.
- Launch an **Energy Science education and advocacy program** transforming HCPs into passionate Supradyn ambassadors.

FUEL FULL ENERGY SPECTRUM PORTFOLIO

Strengthen the core and expand the portfolio across key energy needs

- **Secure a healthy core** with uplifting experience, strong claims and HCP endorsement while driving commercial innovations, new formats, flavors, and extensions to keep the brand fresh.
- Build portfolio **breadth and depth** by expanding into Boost & Recharge, launching NPDs only in adjacent spaces with strong P&I support.
- Selectively enter **ingredient led segment** with state-of-the-art formulation and next-gen science-backed ingredients.



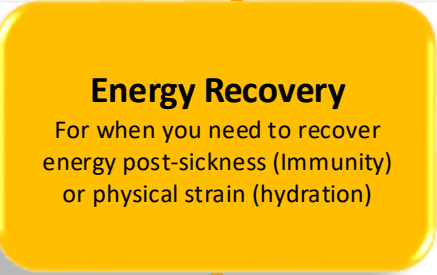

WIN AT EVERY CRITICAL ENERGY TOUCH POINT

Own energy through seamless omnichannel execution across CSJ

- **Win in Key Energy occasions** with right offering, pack size (smaller packs to drive trial, larger packs for trade-up), claims & promotions. **Explore new business models and channel opportunities** linked to key energy occasions.
- **Prioritize channel success drivers:** In Pharma, HCP recommendations; In Retail, shelf visibility and demand generation; align P&I accordingly.
- **Ensure standout visibility** with compelling brand visibility, claims, and seamless shopper navigation both in-store and online.

Brand Development Model



	PATH	OBJECTIVE	Portfolio Expansion	KPIs
Step 1	BUILD BASE	Build base penetration across age groups & own “Energy” and “Health” attributes.	 <p>Sustained Energy For Adults, Kids & Seniors</p>	Penetration Brand Power SoM Weighted Distribution
Step 2	BUILD BREADTH	Unlock new usage occasions in relevant life moments.	 <p>Energy Boost For when you need immediate boost for peak performance</p>  <p>Energy Recovery For when you need to recover energy post-sickness (Immunity) or physical strain (hydration)</p>	Awareness SoM Weighted Distribution Brand Stretch
Step 3	BUILD DEPTH	Leverage Energy equity to recruit new consumer segments in adjacent Demand Spaces.	 <p>Energy Expert Catering to Ingredient-Led Consumers</p>	Awareness SoM Weighted Distribution Brand Stretch

Strategic Priorities



ENERGIZE BRAND LOVE

Spark deep connections, fuel lifestyle relevance, and ignite desire.

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FUEL FULL ENERGY SPECTRUM PORTFOLIO

Strengthen the core and expand the portfolio across key energy needs.

- **Secure a healthy core** with uplifting experience, strong claims and HCP endorsement while driving commercial innovations, new formats, flavors, and extensions to keep the brand fresh.
- Build portfolio **breadth and depth** by expanding into Boost & Recharge, launching NPDs only in adjacent spaces with strong P&I support.
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WIN AT EVERY CRITICAL ENERGY TOUCH POINT

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brand architecture



Strategic Considerations



BUILT ON CONSUMER NEEDS



Across various life-stages and occasions, consumers need different energy requirements to overcome various types of fatigue.

CENTERED AROUND ENERGY



Future product innovations should build on core Energy proposition. We should mitigate proliferation of NPD launches that do not build our core equity.

DEEPER PORTFOLIO



To become a true Energy Expert, we need to deepen our portfolio to address their needs holistically and allow sufficient runway for brand growth and expansion.

SUPERIOR EXPERIENCE



Table-stake attributes are critical in this category i.e. format preference, packaging convenience, and flavors/taste. They are important elements of our Brand Heritage, and they impact Brand Power.

Different ENERGY needs based on lifestages & occasions

As part of living our lives, each one of us deal with different mindset for each life goals. In our quest to achieve our life goals, we have two main energy needs – one that is linked to life stage and one that is contextual (driven by physiological / 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
Types of Energy-Needs	Mindset	Learning & Achievement focuses on learning academically and emotionally, while developing interests and hobbies.	Identity and Exploration includes learning academically, seeking independence, while grappling with peer pressure and self-image.	Ambition & Self-Discovery revolves around ambition, exploration of life paths, and establishing a sense of purpose.	Responsibility & Stability adopts a mindset focused on stability, family responsibilities, and career advancement.	Reflections & Legacy include acceptance of aging, sharing wisdom, and focusing on relationships and health.
	Daily	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.		Aging-Related fatigue due to factors like adjustments to retirement lifestyle, medications, changes in sleep patterns, and menopause for women.
Contextual				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.		
		Insufficiency/Deficiency & Individual Needs fatigue due to gap in a specific nutrient intake				

ENERGY Focused Brand Architecture



Brand Essence: ENERGY THAT IGNITES YOUR BEST

Brand Benefit POD: Clinically-proven energy for body & mind, tailored to your life, with an uplifting experience so you can keep going and showing up at your best.

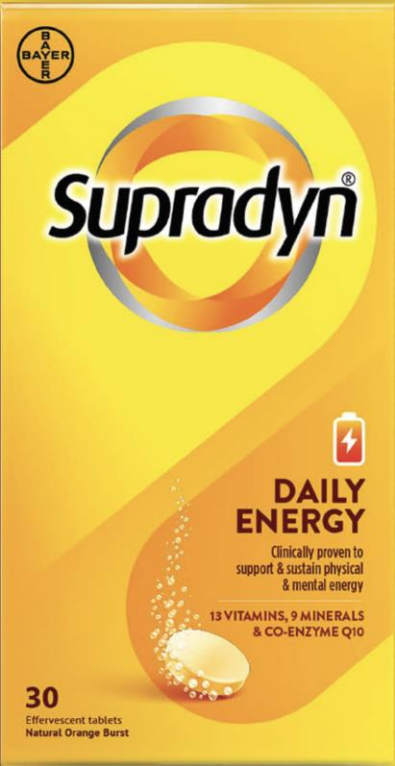
Demand Space: ENERGY (including Energy centric subsegment in Age-Well, Kids, Immunity etc)

NEED	1 - <u>SUSTAINED</u> ENERGY	2 - <u>ENERGY BOOST</u>	3 - <u>ENERGY RECOVERY</u>	4 - <u>TAILORED</u> ENERGY
Functional Benefit	Full Energy that Lasts Through the Day	Rapid Boost of Energy for Peak Performance (Physical & Mental)	Energy Recovery after Fatigue-Inducing Situations	Specific Energy nutrients expertly formulated for your Unique Energy Needs
Emotional Benefit	Unstoppable Enthusiasm To Tackle the Day	Quick Surge of Motivation to Conquer	Revitalized Come-Back	Empowerment For Tailored Self-Care
Product Features	Blend of multi-nutrients that help keep energy level steady through the day	Blend of multi-nutrients that help keep you immediately alert & focused when you need to perform	Blend of multi-nutrients that help you recover energy lost due to sickness, physical activities, or other factors	Single/Dual Micronutrient that can help either sustain, boost, or recover your energy, whichever you need
Sub-Brand	SUSTAINED ENERGY	ENERGY BOOST	ENERGY RECOVERY	ENERGY EXPERT
Sub-pillars	ADULTS KIDS 50+	PHYSICAL MENTAL	HYDRATION IMMUNITY	N.A
Naming Principles	Supradyn Sustained Energy Benefit (e.g. Long-Lasting Energy) Format (e.g. Effervescent)	Supradyn Energy Boost Benefit (e.g. Fast boost of physical & mental energy) Format (e.g. Gummies)	Supradyn Energy Recovery Benefit (e.g. Energy Recovery powered by Hydration) Format (e.g. Effervescent)	Supradyn Energy Expert Ingredient (e.g. Vit B Complex) Format (e.g. Capsule)
Role in Portfolio	Core business to build Penetration by addressing Daily Energy needs in key life-stages	Address occasion-based Energy needs – for when they need to perform physically and mentally.	Address occasion-based Energy needs – for when they need to recover energy after fatigue-inducing situations.	Ingredient-led offering addressing both daily energy and occasion-based needs

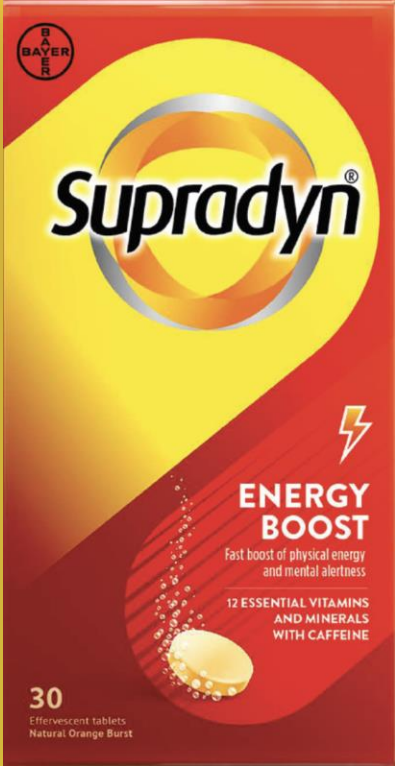
Pack Design Architecture



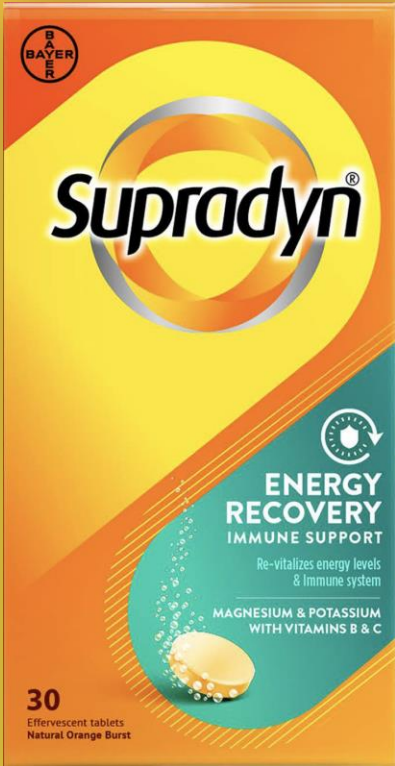
Sustained Energy



Energy Boost



Energy Recovery



Tailored Energy



Strategic Pricing Guardrails



Positioning

We are category leaders, and our premium positioning is driven by

- **Expertise & Credibility:** leading Brand with 60 years of supporting the energy needs of consumers
- **Science:** over 15 studies across our Energy Brands
- **Consumer Experience :** great testing solutions in iconic formats

We play to win in the chosen demand space / price tier intersection by using a 3-level external and internal approach:

1. **Brand level:** assessing our Brand Premiumness vs. key selected strategic competitor
2. **Demand space level:** applying our right-to-price model
3. **Sku level:** performing competitive benchmarking at a proposition and pack size level, considering our point of differences

Architecture

Demand Spaces:

We selected 3 Energy need spaces + ILP

- Sustain Energy is our anchor space
- Follow market development model to price other Energy needs (Energy Boost, Energy Recovery)
- Reflect each need market dynamics (relative premium vs. others)

Price Tiers:

We serve consumers across all price tiers (including value in the relevant markets) and drive trade-up via tiering (Mainstream, Premium)

Formats:

Our anchor formats is FCT (price index 100) but EFT (index 130-140) plays an increasingly important role to drive product experience. We also include in our portfolio Gummies – index 105-110), and future-proof the brand by assessing new ones (e.g. powder, syrup, chewable...) that can bring higher margins.

Pack Sizes:

Use pack sizes effectively focusing on smaller packs to drive trial (notably 10ct) and larger packs for trade-up.

Assortment

Assortment:

Ensure minimal strategic assortment in place in Sustained Energy (across formats and lifestages) before expanding to Energy Boost, Energy Recovery & ILP.

Incentive Curve:

We use different pack counts to answer different need state and shopper mission, and reward loyalty with higher incentives

	Trial	Entry	Anchor	Stock-up			
Size Factor	< 0.5 x	0.5	1x	1.5x	2x	2.5x	>3x
EFT Pack Size	1,2 ct	15ct	30ct	45ct	60ct	75ct	>90ct
Index	> 120	120	100	95	90	85	80

Channel & Promotion

Channel:

- Pharmacy is our #1 channel globally where HCP reco / dereco is critical.
- We tailor the PPA by channel to address specific shopping occasions, secure incremental distribution & visibility and resolve cross channel pricing conflicts
- Explore new growth channels like vending or quickly growing Tik Tok shop.

Promo:

- Promo depth in line with competition and with best proven ROI tools (i.e. UK 3for2)
- Benefit from retailers promo-plans during price promotions
- Select promo pack in line with JTBD: (i.e. larger packs to incentivize stock up, entry pack to drive trial)
- Connect promo with periods to support key Brand moments (i.e. winter, back to school, exams)
- Use displays/secondary placements



**THANK
YOU!**

For details or questions, please reach out to:

Nicolas Mansali – Brand Leader Supradyn

Sinan Yuksel – Director Nutritionals