



#1 Trademark in
the Fastest-
Growing

Non-Alc Beverage
Segment

high quality
PROTEIN
to build muscle



NEW IN 2027!

26g Banana

42g Banana

26g Strawberry

12pk Multipacks

Over \$1B in sales!

Momentum

41%

3Y average
annual growth
(vs. +13% AO brands)

Quality

#1

in taste
In RTD Sports Nutrition

Loyalty

64%

repeat rate
highest in category

Productivity

5x

\$/TPD
*Velocities vs. AO RTD
Sports Nutrition*

Classified - Confidential





Increasing Core Power loyalty and preference through flavor innovation

Coming Q1 2027!

Sources: (1) Nielsen IQ L52 weeks 3/24/26; (2) Material+ Prime Prospects segmentation; (3) fairlife TURF Research (February 2026); (4) Curion RTD Complete Nutrition CLT (September 2025)

New flavors add variety and incrementality to an already strong Core Power portfolio



- Banana 26g
- Banana 42g
- Strawberry 26g

FPO



Proven favorites:

- Chocolate 26g
- Chocolate 42g
- Vanilla 26g
- Vanilla 42g
- Strawberry 42g

The #1 RTD Sports Nutrition brand¹

Variety

40% of post-workout recovery beverage users **switch between flavors²**

Fitness Cues

Target consumers associate banana and strawberry with health and **fitness recovery³**

Incrementality

Flavors optimize for total liking and drive **+5pts of reach** among consumers³

Quality

Superior taste and preference vs. top comparable brands⁴

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Note: All graphics are FPO; Core Power Strawberry 26g will replace Strawberry Banana 26g in the portfolio



INNOVATION | THREE NEW SKUS ADD VARIETY AND INCREMENTALITY TO AN ALREADY STRONG PORTFOLIO



Launching
February 2027!

- Banana 26g
- Banana 42g
- Strawberry 26g



FPO

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