

FATBURNER⁺

THE NAME SAYS IT ALL!

All too often, quickly reading the name on a label doesn't tell a consumer much in terms of what a product is all about. It's a missed opportunity much of the time as a short glance is generally all a product will garner from most people. It doesn't matter if the rest of the label clearly spells out what the product is and how it works if a potential customer never gets to the point of picking it up and reading the entire thing. That's why, in our opinion, it's not worth sacrificing a clear message regarding what the product is all about for the sake of a "cool" name. Enter FatBurner Plus.

Now if that's not a name that says it all in a half a second, we don't know what is. With nothing other than a fast glance brought about by a cool looking product design, the standout Plus Brand red and the product name and packaging type (capsule, shot or energy drink can), a potential customer right away understands that the FatBurner+ product suite is all about varied delivery methods for organic metabolism boosting ingredients. The formulation of all three products - Energy, Shot and Capsules - harnesses a results driven approach through the use of safe and natural ingredients that are potent and effective; particularly together. An Energy, Amino and Vitality Blend allow the user to experience all the benefits of a weight-loss, recovery and sustainable energy supplement in whatever delivery method they prefer most. FB+ Energy even enjoys the benefit of being the only energy beverage on the market to feature All-Scratch![®] Technology; eliminating beverage confusion by simply scratching your name, initials or a picture directly on the can.

THE PSYCHOLOGY

The beautiful thing about human psychology is that it's often predictable. A large percentage of people will act similarly in certain situations for predictable reasons and FatBurner+ products take advantage of this. Picture this: The average American walks into a convenience store and grabs something fast and easy to eat during the course of a busy day. Fast and easy usually translates to cheap and not particularly healthy and most of us know it. So what do we often do when grabbing a fast meal like that? Commonly, we try to compensate for the decision with the beverage. It's the reason diet, low sugar, low calorie beverage options are so popular. When making a less-than-ideal decision on food, we try to compensate (or balance) with the drink. FatBurner+ capsules were popular immediately thanks to the ease of understanding what they are all about due to the name. But FB+ Energy and Shot will benefit from this type of common psychology as people grab it initially because it achieves the mental goal of balancing out what they are about to eat. Others will grab it without food for the same reason: bringing balance to their lifestyle through an easy to implement decision to purchase a drink they love that will help with weight-loss, recovery and energy.



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THE **FB+** PRODUCT SUITE

FATBURNER PLUS[™] ENERGY

ADVANCED WEIGHT-LOSS DRINK FEATURING ALL-SCRATCH![®] TECHNOLOGY

Now you can get all the same amazing benefits of the original FB+ Capsules such as increased energy, improved metabolism for weight-loss, better muscle recovery after workouts and amazing anti-aging and heart healthy benefits in a great tasting, cold, lightly carbonated citrus beverage. Healthy living never tasted so good! Not to mention, you can also avoid the number one problem when it comes to identical looking drinks sold at volume: beverage confusion. You know it well; you take a sip, put your drink down next to someone else's and then by the time you turn back to grab it you aren't sure which one is yours. Now when you're hanging out with friends and drinking FB+ Energy, everyone can simply scratch their name, initials or a picture directly on the All-Scratch![®] Area of the can to identify ownership of the drink. FB+ Energy is the only energy drink on the market to feature All-Scratch![®] Technology.



FATBURNER PLUS[™] SHOT

ADVANCED WEIGHT-LOSS SHOT

Similar to FB+ Energy, FB+ Shot is a concentrated liquid form of the original FB+ formula. Easy to grab and store in a purse or bag and fine to drink at room temp, FB+ Shot is a fantastic on-the-go solution for improved energy with recovery and weight-loss benefits throughout the day. All-natural, organic ingredients working powerfully together to improve your day!



FATBURNER PLUS[™] CAPSULES

NEXT GENERATION WEIGHT-LOSS SUPPLEMENT

The original FatBurner Plus product! This is the one that captured attention fast and sold quickly thanks to the clear product name that right away tells the story of what it's about. As you look beyond the name, you find an all-in-one healthy living product that combines natural, safe and effective ingredients to help boost metabolism, increase sustainable energy, improve recovery and leave you feeling great. The natural Energy Blend containing ingredients such as green tea extract and green coffee bean is designed to increase the body's resting metabolic rate (RMR) to stimulate fat loss and an increased energy level that doesn't jump up rapidly or fall off quickly. An Amino Blend containing L-Glutamine, L-Theanine and L-Leucine enhances post-workout muscle recovery, repair and growth. The Vitality Blend finishes things off strong by including ingredients such as Omega-3 Fish Oil, Coconut Oil and Bamboo Silica in order to keep the heart strong, help regulate blood-sugar and help stimulate anti-aging properties throughout the body.



FUNCTIONAL BEVERAGE + WEIGHT-LOSS SUPPLEMENT MARKET STATS



Global Weight-Loss supplement market is **39.18 Billion** annually

Growing to **65.16 Billion** annually by 2027 (13.6% CAGR)

AND

Global functional beverage category is **\$204.8 Billion Annually** in 2022

Average annual growth rate of **7.1% CAGR** between 2023 and 2030



Global Energy Drink market is **\$86.35 Billion Annually**

Growing at average annual growth rate of **8.3%** through to 2023



Forecasting **25.4%** Growth in Non-Alcoholic Beverage market through to 2026

The weight-loss supplement market has always been a segment that has seen solid, steady growth as consumers are constantly looking for products to help make healthy living easier. Currently a 39.18 billion dollar market globally, the weight-loss supplement market is expected to grow to 65.16 billion dollars annually by 2027. That is an astounding 13.6% compound annual growth rate (CAGR) which shows no signs of slowing. The functional beverage category also refuses to be outdone, with global market size of 204.8 billion dollars in 2022 and expected to continue at an average growth rate of 7.1% CAGR between 2023 and 2030; a memorizing growth rate given the massive size of the existing market.

When you combine the continued direction of these two markets, one obvious fact emerges: Consumers love both functional beverages and weight-loss. Functional beverage growth, in and of itself, is rooted in the additional fact that consumers love the value that comes from combining several products into one. For example, why buy a protein drink and a BCAA drink when you can have both in one? Or why buy an energy drink and a vitamin drink when you can have both in one? Value in today's market is being driven by the ability to get more from less products. That is where the unique opportunity exists with FatBurner Plus.

Energy drinks are a massive market all by themselves. With the current global market valued at 86.35 billion dollars annually and growing at an average of 8.3% CAGR through to 2030, the

opportunity exists to capitalize on the trend of added value. FatBurner Plus Energy takes the best of sustainable energy, without jitters from too fast of a "pick-me-up" and without energy drain of a rapid crash, and pairs it with the benefits of a metabolism boosting formula. It's a great 2-for-1 by any standard. Add to that the recovery benefits of BCAA's and the vitality benefits of Omega-3 fish oil and bamboo silica and you have an even stronger proposition. Particularly given that so much of a first impression comes from the product name, an opportunity missed by many brands with obscure product names. FatBurner Plus leaves no doubt when it comes to what the product is about, which is the reason why thousands of bottles of the original formula sold very quickly via e-commerce when first released. Now, with the additional popular delivery methods of Energy and Shot, the opportunities for distribution following in the path being paved by Agua Plus are endless.

The rapid growth of non-alcoholic drink categories vs traditional alcohol categories serves to prove that consumers are much more interested in high quality, healthy ingredient products than ever before. The latest data from IWSR Drinks Market Analysis forecasts 25.4% growth in the non-alcoholic beverage market through to 2026. It's incredible growth that validates the opinion that the future of the beverage market is moving in a healthy direction. Especially when those products can consolidate multiple products into one. Just like FatBurner Plus does, regardless of the delivery method chosen.