

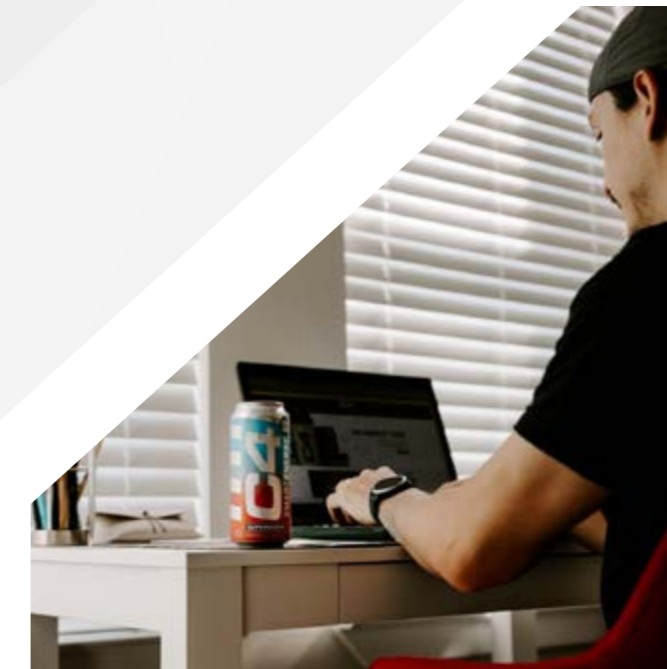
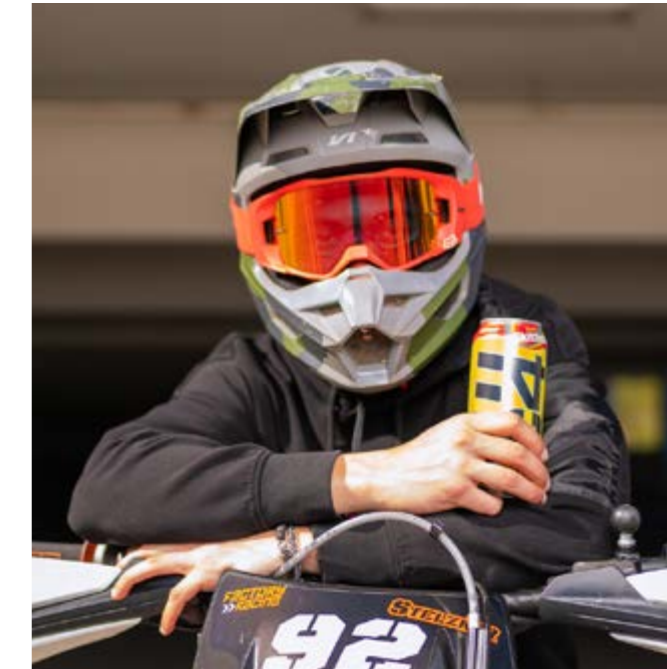


**nutrabolt**<sup>®</sup>  
THE HUMAN PERFORMANCE COMPANY

**2022**

**ESG REPORT**

CELEBRATING 20 YEARS >



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# ABOUT OUR ESG REPORT



# MAXIMIZING HUMAN POTENTIAL FOR ALL

Much has changed since 2002 when the company was founded by a two-man team based in Bryan, Texas. Today, Nutrabolt is a global leader in the active health and wellness industry and, in 2022, it celebrated 20 years of fulfilling its mission to maximize human potential, accessible to all.

Nutrabort's 2022 ESG Report highlights the way we impact our people, performance, and planet, and our commitment to become an ESG (environmental, social, and governance) role model. It outlines our accomplishments in product distribution to global consumers. It shines a light on the positive impacts we make for our passionate teammates, consumers, corporate customers, community, and nonprofit partners. It evidences our efforts to protect our planet as a plastic net-zero company with established environmental sustainability and recyclability partnerships, efforts to lower product transportation emissions, and innovative packaging that reduces waste. It underscores our ambition to become – not just an ESG leader in the active health and wellness space – but a prime example of what's possible when you put performance at the center of everything you do.<sup>1</sup>

Go to [Nutrabort.com](https://www.nutrabort.com) for Nutrabort's latest ESG activities, videos, awards, stories, and more!



**CHECK OUT OUR WEBSITE** 

# A WORD FROM DOSS

In 2022, Nutrabolt celebrated 20 years as a business. With this significant milestone, I welcomed a period of great reflection – and as a result – challenged myself to reimagine the business with an even brighter future. Since our very first day, Nutrabolt has been committed to bettering itself and finding ways to raise the bar. Our incredible people embody a competitive spirit that pushes us to innovate, optimize, and obsessively explore new opportunities as if our very lives depend on it.

Even as a 20-year-old company, our business has continued to evolve at a rapid pace. In fact, it was just four years ago that we transformed our business by exploding into the functional beverage category with our C4® performance energy product line. Looking ahead, I expect this pace of expansion to continue. Nutrabolt has many projects underway that we believe can equally transform our business over the long haul.

I'm also very proud of Nutrabolt's many achievements throughout its 20-year history. But it's even more gratifying to know our team's energetic spark burns just as hot today as it did during the company's startup years. Today, we're just as motivated to achieve great results as we were at the beginning, but now lead with a greater purpose and an unrelenting dedication to our powerful mission of maximizing human potential.

The ultimate drivers for our continued evolution – and today's focus on ESG – are the many stakeholders we serve, including our customers, passionate

teammates, carefully-selected vendor partners, community members who need our support, and – of course – the everchanging consumer.

All teammates at Nutrabolt are expected to be leaders, regardless of role. We believe our people are the most ambitious people in the industry, and we're known to support and reward our teammates' hard work with new opportunities and career growth. In 2022, one in five Nutrabolt teammates grew into new or expanded positions. It's this career progression paired with our powerful mission that entices top talent to continue to join our teams.

Our hunger to do more for all people we serve is a result of Nutrabolt's performance culture, built and brought to life by collaboration. As one team, we're passionate and mission driven. We're competitive and strategic. We're focused on driving results and relentless in all pursuits. We play to win, or we wouldn't play at all.

In 2022, we committed to grow even closer with our consumers to understand how they live their lives to better serve their needs. What's important to the active, goal-oriented consumer is constantly evolving, and so must Nutrabolt. From healthy hydration and everyday energy to peak performance – Nutrabolt is creating products that support an active lifestyle. Intimacy with who our consumers are, and deep insight into what they want to achieve is how we'll continue to progress and move closer to fulfilling our mission. We'll

aim to maximize human potential by developing high-performance products, making authentic connections, and forging powerful partnerships.

With brands selling in more than 125 countries, Nutrabolt takes a globally-minded approach to product innovation – engaging multiple research organizations, conducting expansive clinical studies, and engineering new ways to help our customers reach their potential. From the well-studied benefits of Cognizin® in C4 Smart Energy® to the nostalgic tastes of the new XTEND® x Airheads® hydration line – consumers look to us to innovate, bring something new to shelves, and help them keep reaching for the top – whatever that looks like.

The second half of Nutrabolt's mission states our products are accessible to all. To this end, we took a monumental step in delivering on that promise by entering a major sales and distribution deal with Keurig Dr Pepper in 2022. With this strategic and transformative partnership, I look forward to a simplified, optimal route to market, and having partners who support all aspects of our mission in a powerful way.

Performance is the core of who we are, and directly correlates to the impact we make toward our purpose to support the people we serve, our communities, and the planet. Nutrabolt and I, personally, share a long-standing mantra to 'grow and give back.' The better we perform, the more we can put back into our communities and our world. In 2022, we signed with

Pledge 1%, and overdelivered on our promise to give to worthwhile causes. We also celebrated 14 years of dedicated partnership with The GiveJoy Foundation: An organization focused on healthy, heartfelt programs for Texas students in need.

In 2022, we took meaningful steps in our environmental strategy through partnerships with Plastic Bank® and How2Recycle®, and continued to reduce emissions and waste through thoughtful, ethical sourcing, and responsible manufacturing relationships.

From mission to purpose – and in everything we do – Nutrabolt is The Human Performance Company. My dream is to become the greatest active health and wellness company of all time, and this dream is shared among the more than 400 people who make up my team. As we continue to aim high and challenge ourselves to achieve even greater heights – our team is committed to getting there the right way ethically, sustainably, and socially.

Welcome to Nutrabolt's 2022 ESG report!



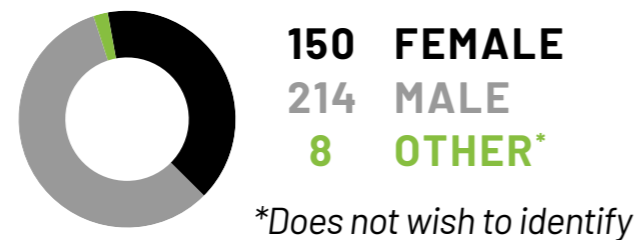
**DOSS CUNNINGHAM**  
Chairman and  
Chief Executive Officer



# MAXIMIZING OUR POTENTIAL

## OUR PEOPLE

**372 ACTIVE TEAMMATES<sup>2</sup>**



### TEAM GROWTH IN 2022

**36%** Teammate base growth

**44%** New teammates were female

### CAREER MOBILITY IN 2022

21% of teammates moved into new opportunities throughout the company

51% of these moves into new opportunities were by female teammates

## 2020-2023 CERTIFIED™ BY GREAT PLACE TO WORK®<sup>3</sup>

**88%** Of survey respondents are very satisfied with the work they do at Nutrabolt<sup>4</sup>

**88%** Of survey respondents believe they fit and belong at Nutrabolt<sup>5</sup>

**97%** Of our teammates are proud to tell others they work for Nutrabolt<sup>6</sup>



## PLEDGE 1% COMPANY

Nutrabolt commits to giving back by joining Pledge 1% in 2022

## OUR PERFORMANCE

### NUTRABOLT IS THE HUMAN PERFORMANCE COMPANY

**C4 ENERGY**

**#1**

Global pre-workout brand<sup>7</sup> and one of the fastest growing energy drink brands in the U.S.<sup>8</sup>

**CELLUCOR**

**20+ YEARS**

Leading active health and wellness

**XTEND**

**#1**

Post-workout recovery brand in the U.S.<sup>9</sup> and Monde Selection Winner<sup>10</sup>

### PRODUCTS DISTRIBUTED IN OVER 181,000 RETAIL LOCATIONS IN 2022<sup>11</sup>

Nutrabolt flavor collaborations with STARBURST™ since 2021, and launched with SKITTLES™ in 2022<sup>12</sup>



Hydration and recovery just got sweeter with the launch of XTEND® x Airheads®



### NEW, INNOVATIVE C4 ENERGY® FLAVORS

Supporting partnerships with Wounded Warrior Project<sup>13</sup>, WWE<sup>14</sup>, Austin FC<sup>15</sup>, and REORG

**GLOBAL NET SALES**  
Growth YOY in 2022

**BEST SPORTS NUTRITION COMPANY**  
European Specialist Sports Nutrition Alliance (ESSNA)<sup>16</sup>

**125+ COUNTRIES**  
Served globally<sup>17</sup>

## OUR PLANET

### PLASTIC NET-ZERO

Nutrabolt partners with Plastic Bank® to be certified a Plastic Net-Zero Company since 2021, offsetting all plastic use since January 2021

**94,200+ LBS.** Reduction in our plastic packaging between January 2021 and June 2022

**388,000+ LBS.** Reduction of nonrecyclable plastic in our packaging in 2022

**WILL OFFSET 2022 PLASTIC USE OF 2,041+ METRIC TONS IN 2023 & 2024**

**EQUATES TO 102+ MILLION PLASTIC BOTTLES!**

**4.8+ MILLION kg**

Emissions avoided since 2021, with enhanced transportation practices of our products<sup>18</sup>

### PROMOTING RECYCLING ♻️

Integrating How2Recycle® guidelines on our product labeling to better support waste-to-landfill reduction

# NUTRABOLT AND ESG

## WE HAVE A PASSION FOR OUR PEOPLE, OUR CONSUMERS, AND THE COMMUNITIES WE SERVE. IT'S WHY WE DO WHAT WE DO.

We've been busy since we published our Inaugural ESG Report in 2022. Since then, Nutrabolt continues to advance its mission to maximize human potential for all. In 2022, we distributed products in more than 125 countries, expanded our workforce by 36%, evolved into new product categories, and entered a strategic partnership with Keurig Dr Pepper. And just as Nutrabolt has grown, so too has our commitment to uphold the spirit, criteria, and principles of ESG in all we do.

Throughout 2022, we remained committed to using our 2021 materiality assessment as a guiding framework to further strengthen our focus on how we can best serve our teammates, consumers, and communities. And we continued to engage our stakeholders to best understand what matters most to them.

We centered our efforts on our people: The heart of all we do. We worked to create the best experience for our teammates that supports creativity and career growth, demonstrates equality and equity, and provides opportunities

to come together for the greater good. In 2022, we created and launched our Role Framework, providing teammates with a definition on what to do and how to achieve success in their current role, and understand what it takes to bring their performance and scope to the next level.

At Nutrabolt, teammates at all levels are seen as leaders. To this end, we launched Emerging Leaders, our first Employee Resource Group (ERG), to develop a community of strong, strategic, results-oriented leaders across the company. In addition, we engaged our ESG Executive Committee regularly to ensure our approach and progress aligned to our ESG goals and company aspirations.

Guided by our CEO's vision to empower our teammates, we developed our Impact Council. Launched in early 2023, the Impact Council's inaugural membership consists of teammates from around the business, including teammates from Commercial Operations, Finance and Accounting, Marketing and Brand, People, Supply Chain, and Quality Control.

The Impact Council's mission is to collaborate cross-functionally to identify opportunities that enhance the teammate experience, further strengthen our company, and promote a positive impact on our external stakeholders.

With this mission in mind, the Impact Council will explore topics that matter most to them, and help Nutrabolt improve its social impact, provide recommendations to executive leadership, and champion material solutions.

In 2022, we were proud to celebrate our many years of giving back to our communities by becoming a Pledge 1% member. In our first year, we surpassed our commitment by donating more than 1.7% of our net profits before taxes to nonprofit partners around the world! We also commemorated 14 years of working with our local community partner, The GiveJoy Foundation, to create valued support that fosters opportunities and programming for youth in Texas.

To protect our planet's resources, we partnered with Plastic Bank® to become a plastic net-zero company, supporting efforts to keep an equivalent of approximately 63 million plastic bottles from entering the world's oceans and provide meaningful, financial sponsorship that helps Plastic Bank® collectors obtain a stable, traceable income, and receive life-changing benefits to support themselves and their families.

We're proud of our progress, and excited to share more about how we've integrated ESG principles into all we do. For us, our mission

extends well beyond our products and company performance. We're dedicated to helping those we serve maximize their potential and optimize their performance in all aspects of life.

To read more about our ongoing ESG programs and progress, we encourage you to visit [Nutrabolt.com](https://www.nutrabolt.com).

**LEARN MORE >**

“The people at Nutrabolt truly want to learn and grow! And we owed it to our teammates to clearly outline what success looks like at every level of their career journey. Our standardized role framework creates a level playing field, and holds us accountable to our high-performing teammates.”



**KIM RISTOW**  
VP, People Operations

## ESG KEY TOPICS

Nutrabolt’s 2022 ESG Report is a reflection of activities covering the period of January 1, 2022, to December 31, 2022 (unless otherwise noted). We take a comprehensive approach that considers the value of ESG key topics when examining what environmental, social, and governance areas and issues matter most to our company and its stakeholders (teammates, consumers, communities, investors, governments, non-governmental organizations, and suppliers).

To ensure a robust and viable ESG strategy, we partnered with a third-party organization to conduct a key topics assessment in 2021. Nutrabolt took a thorough approach in its assessment to ensure our learnings were accurate, and relative to the opportunities and challenges facing Nutrabolt and our industry.

The key topics assessment looked at 18 topics aligned with ESG categories, as well as the Global Reporting Initiative (GRI) reporting framework. Our assessment work helped us produce an ESG key topics matrix that Nutrabolt considers in its efforts to strengthen the company’s ESG initiatives and help it optimize opportunities, and mitigate risks.

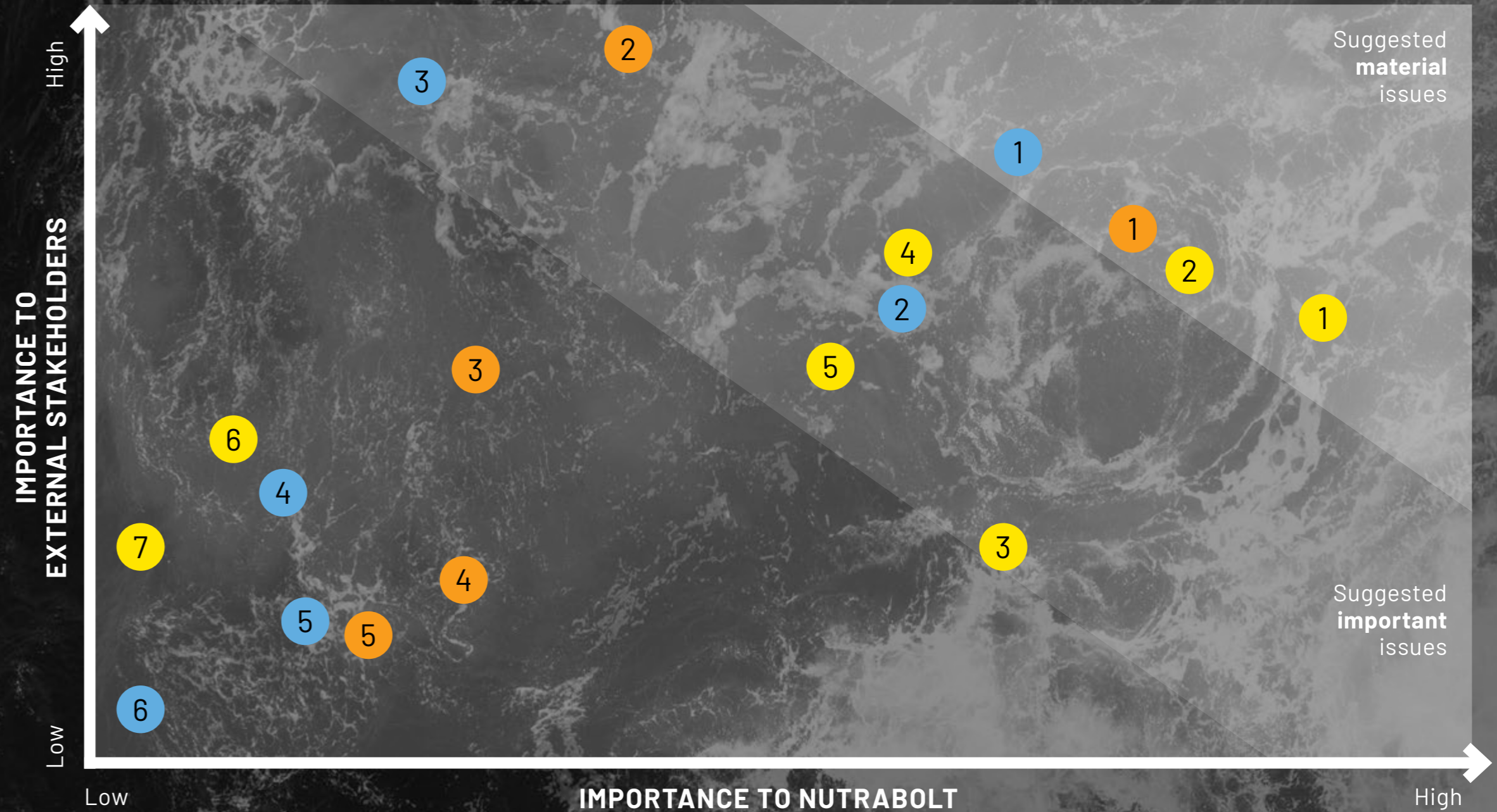
In addition, we perform ongoing research on a variety of current and emerging ESG trends, and regularly conduct numerous surveys

and personal interviews with corporate leaders, ESG Executive Committee members, teammates at all levels, and consumer liaisons.

The 2021 key topics assessment remains a cornerstone for the implementation and strengthening of our broader ESG strategy. In 2022, we reflected on the integration of ESG principles into our business. To ensure we maximize our positive impact, we prioritized four areas most important to our company and stakeholders:

- 1 Create innovative, scientifically tested, and consumer-centric products.
- 2 Grow a high-performing corporate culture.
- 3 Help the communities we serve generate viable betterment opportunities for youth and underrepresented groups.
- 4 Maintain a leadership position as a plastic net-zero company.

## ESG KEY TOPICS MATRIX



### ENVIRONMENTAL

- 1 PACKAGING MANAGEMENT
- 2 INGREDIENT SUSTAINABILITY
- 3 GHG EMISSIONS AND ENERGY
- 4 WATER
- 5 OPERATIONAL WASTE
- 6 CLIMATE CHANGE RISK AND ADAPTION



### SOCIAL

- 1 PRODUCT QUALITY AND SAFETY
- 2 TEAMMATE ENGAGEMENT
- 3 COMMUNITY ENGAGEMENT
- 4 DIVERSITY AND INCLUSION
- 5 CONSUMER HEALTH
- 6 LABOR AND HUMAN RIGHTS
- 7 WORKPLACE HEALTH AND SAFETY



### GOVERNANCE

- 1 SUPPLY CHAIN MANAGEMENT
- 2 PRODUCT TRANSPARENCY
- 3 BUSINESS ETHICS
- 4 CORPORATE GOVERNANCE
- 5 DATA PRIVACY AND PROTECTION



# STAKEHOLDER ENGAGEMENT

## STAKEHOLDER

### Teammates

## HOW WE ENGAGE

- Teammate surveys
- Impact Council
- Diversity, Equity, and Inclusion Council
- Employee Resource Group
- Bi-monthly One Nutrabolt video conferences with Nutrabolt's CEO
- Quarterly face-to-face meetings
- Annual all-hands meeting and celebration
- Company-wide sponsored webinars and engagement sessions
- Internal communication channels
- Weekly newsletter
- News-focused company intranet

### Consumers

- Consumer surveys
- Social media listening
- Consumer emails
- Brand activations
- Consumer event engagement
- Innovative partnerships

### Suppliers

- Engagement with Nutrabolt's suppliers and manufacturers
- Engagement with Nutrabolt's procurement leaders
- Enhanced focus on supplier and manufacturing agreement terms related to ESG concerns

### Non-Governmental Organizations (NGOs)

- Research and publications from the following NGOs help inform our ESG approach:
- Council for Responsible Nutrition
  - Natural Products Association
  - United Natural Products Alliance
  - Canadian Beverage Association
  - The European Specialist Sports Nutrition Alliance
  - SASB (Sustainability Accounting Standards Board)

### Investors

- Engagement with Nutrabolt's Finance team
- Informal investor engagements

### Regulators/Policy makers

Nutrabolt takes regulatory compliance and product safety seriously to ensure adherence with domestic and international regulations applicable to our market and products. Nutrabolt engages regulators and policy makers directly, as well as through our trade organization memberships and various policy coalitions.

- U.S. Department of Labor
- U.S. Federal Trade Commission (FTC)
- European Food Safety Authority (EFSA)
- U.K. Food Standards Agency
- U.S. Food and Drug Administration (FDA)
- U.S. Department of Agriculture (USDA)
- European Commission

### Communities

- Community partnerships
- Teammate volunteerism
- Charitable contributions and donations
- Community event participation
- Nonprofit organization partnerships
- Diversity, Equity, and Inclusion Council

### ESG Raters, Reporting Standards, and Frameworks

Nutrabolt reviews and references multiple ESG reporting standards and frameworks, as well as corporate analyses conducted by independent ESG research organizations.

- CDP (formerly Carbon Disclosure Project)
- Ecovadis
- Institutional Shareholder Services (ISS)
- S&P Global
- MSCI
- Sustainalytics

**GOVERNANCE**

The world has experienced significant changes in recent years, but also new opportunities. The demand on corporations to be good corporate citizens is stronger and more important than ever. With a growing desire by individuals who seek to improve their health and wellness, we've experienced an increased demand for our products like never before, with many consumers using our brands all around the world for the first time.

Nutrabolt continues to evolve as a company, and we maintain a strong dedication and resolve to be a corporate ESG leader creating innovative products that help consumers live better lives. Each year, we reflect on our mission, positioning, and seamless integration of our core values into all we do. We strive in every endeavor to be the best company and corporate citizen possible. We believe an increasing number of consumers seek healthy lifestyles. And we believe our ESG efforts are pivotal in strengthening our culture, successfully implementing our business

strategy, and providing the best health and wellness products to empower people around the world to maximize their potential.

We're committed to accountable and integritous corporate governance. Throughout our operations and supply chain, Nutrabolt maintains the highest ethical standards. We encourage transparency, and implement policies and practices to ensure we apply good corporate governance and compliance with laws, rules, and regulations in all jurisdictions where we operate. Our Legal, Compliance, Quality, and Regulatory teams, as well as our Compliance Committee, focus on risk management issues. Nutrabolt has instituted a Code of Ethics that reflects who we are, and what's important to our company and stakeholders. It also outlines the policies and guidelines that define how we do business, including information in areas such as anti-corruption, antitrust, and health and safety.

During our onboarding process, new teammates receive information and guidance on our policies and business approach. They're also required to complete ethics-related training annually. We maintain a safe communication environment with an anonymous, third-party hotline (via phone, mobile application, and website portal) for our teammates to report any Code of Ethics concerns or violations.

Nutrabolt's Board of Directors oversees the company's business affairs and strategies, and guides Nutrabolt's executive leadership to best further the interests of the company and our investors. The Board also provides direction and oversight of our compliance with legal and regulatory requirements, financial statement integrity, succession planning, and compensation policies. To assure effective guidance, the Board has three oversight committees: Audit, Compensation, and Nominating/Governance. More information on the company and its leadership is available at [Nutrabolt.com](https://www.nutrabolt.com).

Our VP of ESG and Corporate Citizenship leads our efforts to develop, implement, and strengthen our ESG programs and initiatives, and is accountable for the company's ESG strategy, and reports to the Chief People Officer.

Established in 2021, the ESG Executive Committee's (EC) purpose is to provide guidance, oversight, and endorsement to enterprise wide ESG initiatives. The VP of ESG and Corporate Citizenship meets with the EC quarterly to discuss and address ESG issues and opportunities to enhance our efforts to be an ESG leader.

**ESG EXECUTIVE COMMITTEE**



**DOSS CUNNINGHAM**  
Chairman and Chief Executive Officer



**JOHN HERMAN**  
President,  
Sales and Marketing



**BRITTANY CULLISON**  
Chief People Officer



**MIKE DIMAGGIO**  
Chief Legal Officer



**JOSH GITTLER**  
Chief Financial Officer



**ROBERT ZAJAC**  
Chief Marketing Officer



**DEREK GEISS**  
Chief Supply Chain Officer

# OUR PEOPLE



# OUR PEOPLE + OUR PASSION = POTENTIAL

What does it mean when we say Nutrabort's mission is to 'maximize human potential for all?'

It means our mission drives us to optimize the lives of everyone our business touches. For Nutrabort, maximizing human potential is a passion – a core commitment that goes far beyond our popular, performance-oriented brands: C4®, Cellucor®, and XTEND®.

It means we believe our teammates are at the heart of everything we do, and we're devoted to supporting their ambitions to thrive at work and at home – to realize their professional goals and succeed in all areas of life.

It means we're committed to being a global leader in active wellness through the innovation, manufacturing, and distribution of better-for-you performance beverages, powders, and supplements. Our products are engineered to improve performance and give a competitive edge to our consumers – from elite athletes and fitness enthusiasts to the simply health conscious – so they can reach their performance goals.

It means we seek out and support meaningful, measurable, and impactful programs in our local communities and around the world to position Nutrabort as an agent for change, supporting millions on their lifelong path toward a healthier mind and body.

**LEARN MORE** ➤

**97%**  
OF SURVEY RESPONDENTS  
**ARE PROUD  
TO TELL OTHERS  
THEY WORK AT NUTRABOLT**<sup>19</sup>



# TEAMMATE EXPERIENCE

At Nutrabolt, you're not just an employee, you're a teammate. And our teammates are at the heart of everything we do.

**LEARN MORE** >



# A GREAT PLACE TO WORK

Over the last 20 years, Nutrabolt has grown from a two-person start up to one of the fastest-growing, independently held, active nutrition companies.

But we haven't changed where it counts most. Our company still has the soul, energy, and sizzle of a startup. And we still see our people as our secret ingredient, the driver of our success, and our #1 asset.

We pursue a 'teammate-first' approach, placing our people at the forefront of every decision. Our goal is to create an environment that fuels our teammates' passions. *Do we provide what our teammates need to perform and thrive? Are we positioned to welcome teammates from all backgrounds? Do we offer the tools our teammates need to obtain fulfilling careers?* Nutrabolt won't stop asking these questions, and pursuing excellence on behalf of our high-performing teams. It's a comprehensive effort driven by continuous engagement.

Throughout 2022, we monitored teammate perspectives with third-party, rolling 'pulse' surveys to ensure that all our teammates can influence their futures, and improve the teammate experience in Nutrabolt's 'one-team'

spirit. Our pulse survey questions related to fit and belonging, involvement, leadership, job satisfaction, and career goals. Teammates received a new survey every two weeks asking three random questions from a 12-question pool.

To garner honest feedback, all teammate engagement surveys were managed by third-party providers and completely anonymous. The survey results and trends allowed the People team to glean insights, address opportunity areas, and reinforce highly-scored areas. For 2022, Nutrabolt experienced a participation rate of 82%, calculated by measuring the number of people who answered at least one question out of the total number of people who received surveys.

We also encourage ongoing connection and communication through a) The Source, our internal asset for up-to-date news that allows teammates to stay connected and find resources, b) our career mobility program, c) the launch of our role framework and career visions, and d) the launch of new programs and support tools for giving back and volunteering.

'Teammates first' cornerstones the way we do business. And it's working. In 2022, several well-recognized, independent survey organizations honored Nutrabolt with awards and recognition!

**LEARN MORE** ➤



“Our people have a competitive spirit. They work hard every day to surpass yesterday’s results. In the same spirit, Nutrabolt sets out to be the best possible workplace, always improving.”



**BRITTANY CULLISON**  
Chief People Officer



**TOP WORKPLACES**  
**USA (2023)**  
**AUSTIN (2019-2022)**

“Creating a Top Workplace is about more than offering great benefits and vacation time. It’s about putting employees first.”<sup>20</sup>

**ENERGAGE**

**GREAT PLACE TO WORK**  
**CERTIFICATION (2022)**

89% of our teammates say Nutrabolt is a Great Place to Work, compared to 57% of employees at a typical U.S.-based company. That’s 32 percentage points higher than the average U.S. company!<sup>21</sup>

**RANKED #32**  
**BEST WORKPLACES IN TEXAS™ 2022**  
**(SMALL AND MEDIUM)**

Recognizing an organization’s culture that promotes “a great employee experience, defined by high levels of trust, respect, credibility, fairness, pride, and camaraderie.”<sup>22</sup>

**FORTUNE**

**BEST PLACES TO WORK - AUSTIN (2022-2023)** | **BEST PAYING AND BEST MIDSIZE COMPANIES (2022)**

Honored as a company that fosters “meaningful employee experiences through cultural programs and benefits their people value.”<sup>23</sup>

**BUILT IN**

# CORE VALUES

## WHO WE ARE

Whether stated explicitly or not, every company is driven by a set of values that directs its business decisions, encourages individual behaviors, and emphasizes not only 'who' it is, but also 'why' it does what it does.

Nutrabolt teammates are committed to our core values, and upholding them as the pillars driving our results. After all, putting our values into motion doesn't just make us a better team, it also makes Nutrabolt a better company.

**LEARN MORE** ➔



### PASSION FOR THE MISSION

Our passion for the mission is an obsession. Teammates at all levels take responsibility for maximizing human potential. With innovative products and platforms, we inspire all people in our path to achieve their peak performance, bringing our mission to life.



### FOR ALL

We believe in the power of inclusivity and creating spaces where individuals from all backgrounds and identities have the opportunity to reach their full potential. We're intentional about diverse representation in our teams, and our marketing.



### RESILIENT TO ADVERSITY

We're fearless in the face of challenge. Through tenacity and a competitive spirit, our ability to overcome obstacles is key to our longevity and leadership positioning.



### INTELLECTUALLY CURIOUS

Our growth mindset keeps us asking why. Our inquisitive nature pushes us to find better solutions, improve, and optimize. Greatness begins outside our comfort zone.



### RESULTS DRIVEN

We take extreme ownership for our outcomes and understand that every teammate is responsible for making an impact. Exceptional execution is rewarded because results matter.



### BIAS FOR ACTION

We act with a sense of urgency and always choose action over inaction. Our ability to make high-velocity decisions allows us to evolve products and processes in a way that allows us to remain competitive.

## OUR OPERATING PRINCIPLES DESCRIBE HOW WE WORK:

**WE RELENTLESSLY PURSUE IMPROVEMENT AND SIMPLICITY**

**WE'RE STRATEGICALLY FOCUSED AND PRIORITIZED IN OUR WORK**

**WE BUILD HIGH-PERFORMING TEAMS**

**WE TAKE EXTREME OWNERSHIP FOR OUR RESPONSIBILITIES, RESULTS, AND ACTIONS**

**WE MAKE HIGH-QUALITY, HIGH-VELOCITY DECISIONS**

**WE BELIEVE GREAT INNOVATION IS HOW WE BEST SERVE OUR CONSUMERS**

**WE ACT AS ONE TEAM**

# DIVERSITY, EQUITY, AND INCLUSION (DEI)

## ENHANCE THE HUMAN EXPERIENCE

Teammates at Nutrabolt get it. We appreciate the importance of DEI and the impact of its successful implementation – not only on teammate empowerment – but on catapulting the workplace forward. We understand it’s not enough to simply engage in DEI work, we must also add backbone and value to our commitments. It’s this understanding that prompted Nutrabolt to establish ‘for all’ as a core value, and to never compromise on making Nutrabolt a place where individuals from all backgrounds and identities can reach their full potential.

The wealth of new and different ideas resulting from an inclusive workspace helps companies achieve increased earning power, and help teammates feel heard and valued. This aligns perfectly with our DEI team’s mission – to maximize our potential and drive results for the company by creating an inclusive environment where teammates can authentically belong, and feel empowered to make an impact.

Since 2020, our DEI team has worked with our DEI Council and others across the company to lead numerous efforts that cultivate a diverse and inclusive experience for all. In 2022, we continued to grow our DEI efforts and realize the impacts of our commitment.

- Established Emerging Leaders, the company’s first Employee Resource Group
- Increased our diverse representation on the Board of Directors by celebrating the addition of three female board members
- Welcomed an executive sponsor to the DEI Council
- Supported female teammate development (51% of the teammates who moved into new opportunities throughout the company are female)
- Improved our talent acquisition processes to achieve a more diverse applicant pool, reaching numerous milestones in 2022:
  - Percent female workforce increased from 36.9% in 2021 to 40.3% in 2022
  - Percent female leaders increased from 31.5% in 2021 to 33.3% in 2022
  - Total persons of color percentage increased from 28.8% in 2021 to 32% in 2022
- Invited teammates to become DEI Council Allies to increase teammate engagement

- Required DEI training to educate and equip all teammates in cultivating and nurturing a diverse, equitable, and inclusive culture
- Sponsored company-wide DEI events including workshops covering the topics of mental wellness, gender identity and orientation, and other social topics
- Implemented a teammate-led DEI calendar to honor the cultures, traditions, and experiences of all workplace identities

In early 2023, we launched an Impact Council to serve as a platform for our teammates to address topics that matter most to them and that help Nutrabolt improve its social impact, provide recommendations to executive leadership, and champion solution implementation.

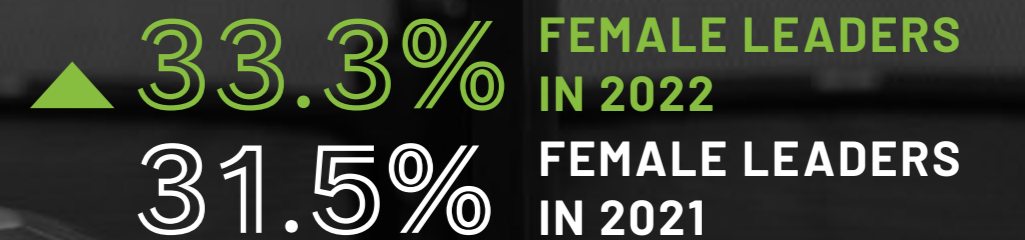
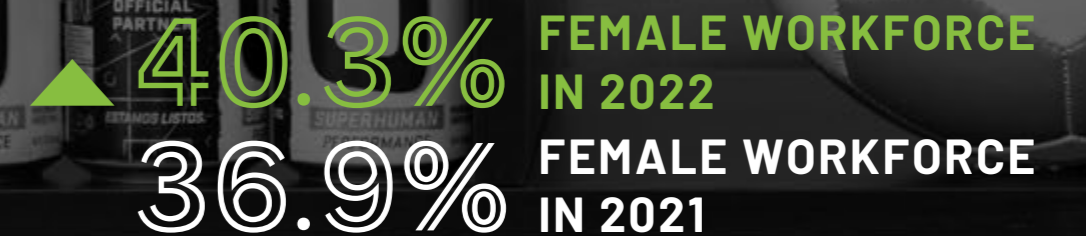
At Nutrabolt, we’re proud of our recent efforts in DEI. And as we continue to grow a high-performance culture, we’re excited about continuing to cultivate a workplace that truly is ‘for all.’

**LEARN MORE** ➤

“Trying to understand the history and culture of people can only help us get to know one another better and make each other feel truly valued for who they are – and not only what they can provide.”

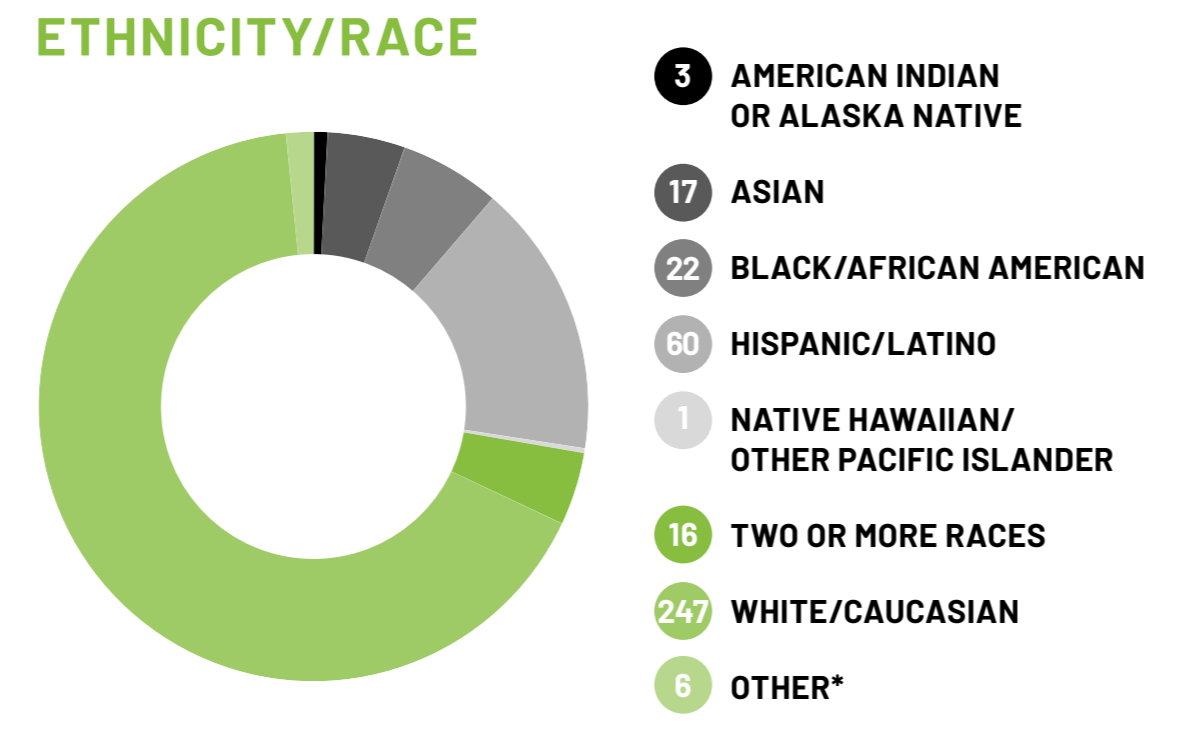
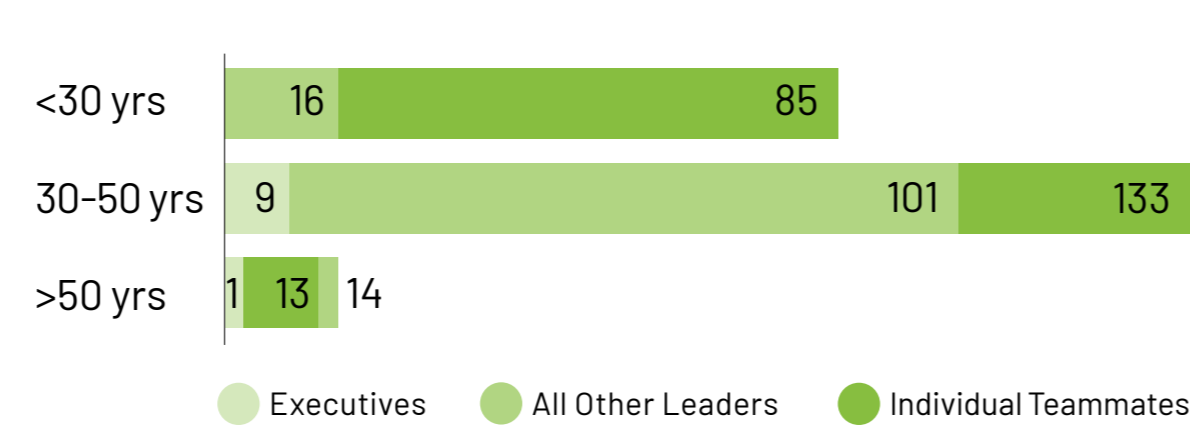
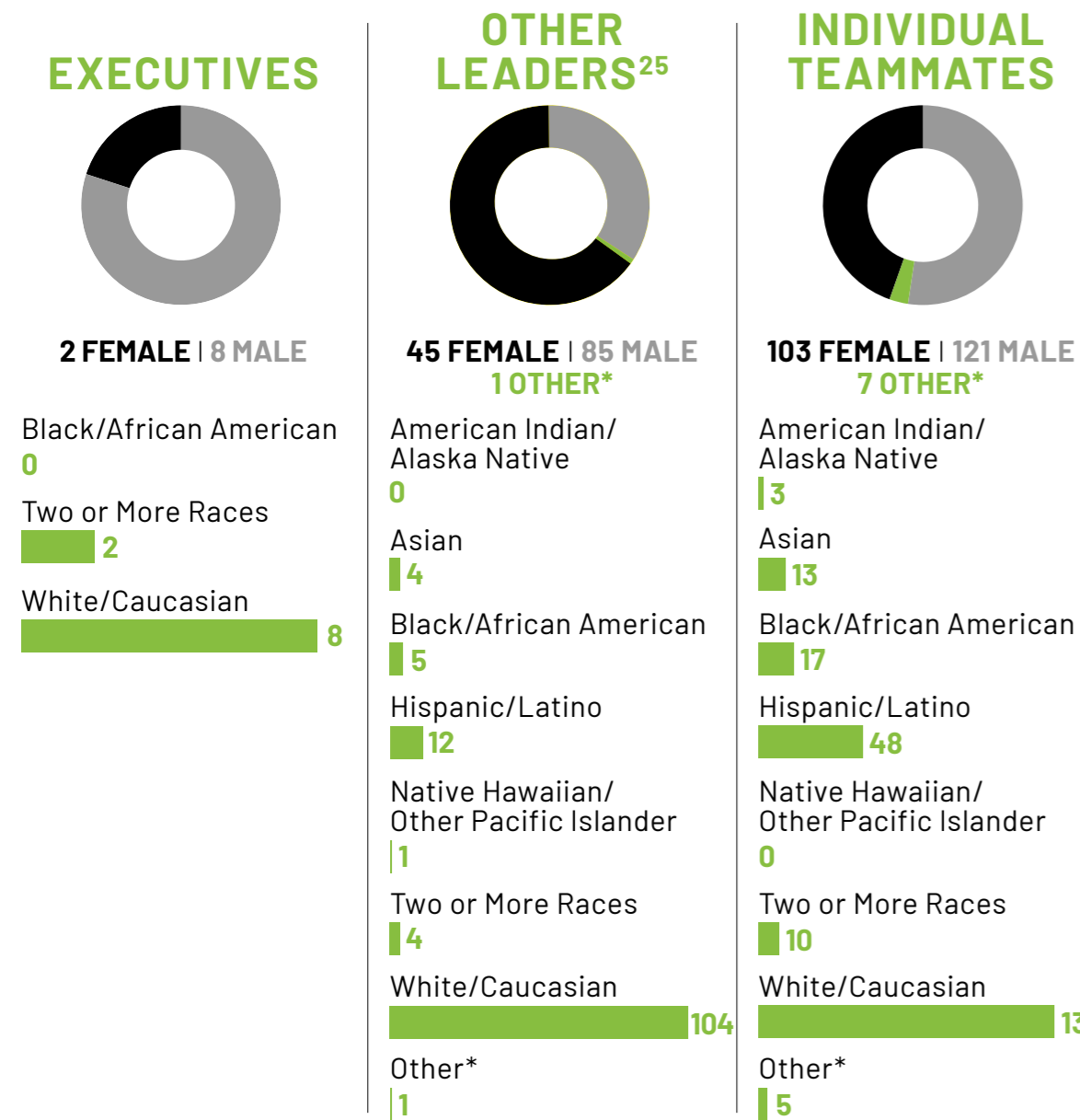
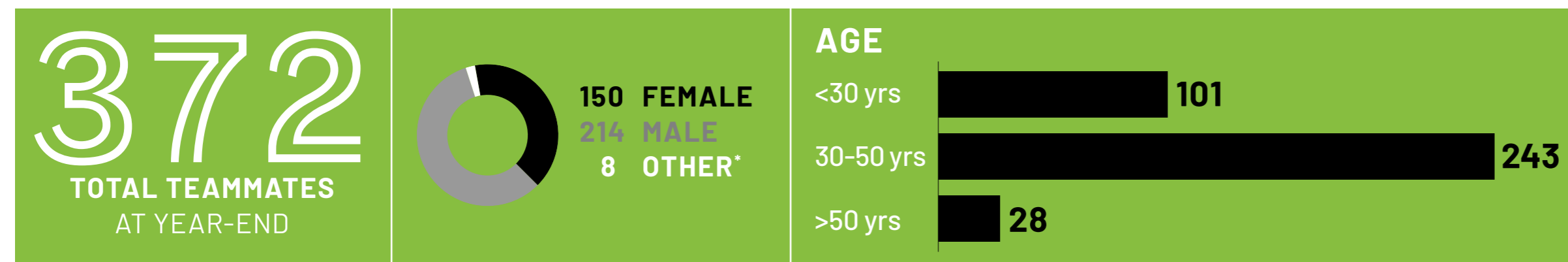


**BRIAN MUNOZ**  
2022 Hispanic Heritage Committee Chairperson, Nutrabolt DEI Council

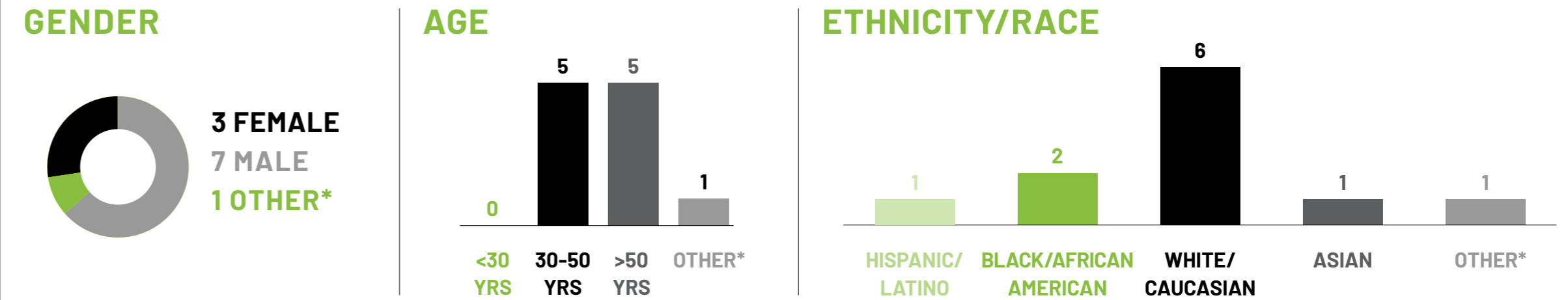




## OUR TEAMMATES<sup>24</sup>



## OUR BOARD OF DIRECTORS<sup>26</sup>



## OUR BENEFITS

**100%**  
Active teammates participating in benefits program

**93%**  
401(k) savings plan participation

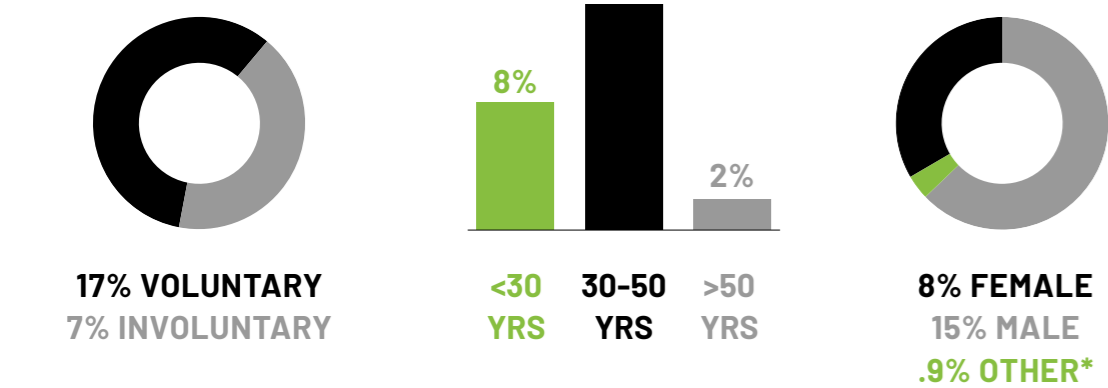
**COMPANY CONTRIBUTIONS TO 401(K) SAVINGS PLAN**

We match 100%, dollar for dollar, on our teammates' first 4% of contributions immediately vested on their start date

**TOTAL 2022 NUTRABOLT 401(K) MATCH**  
**\$1,085,362**

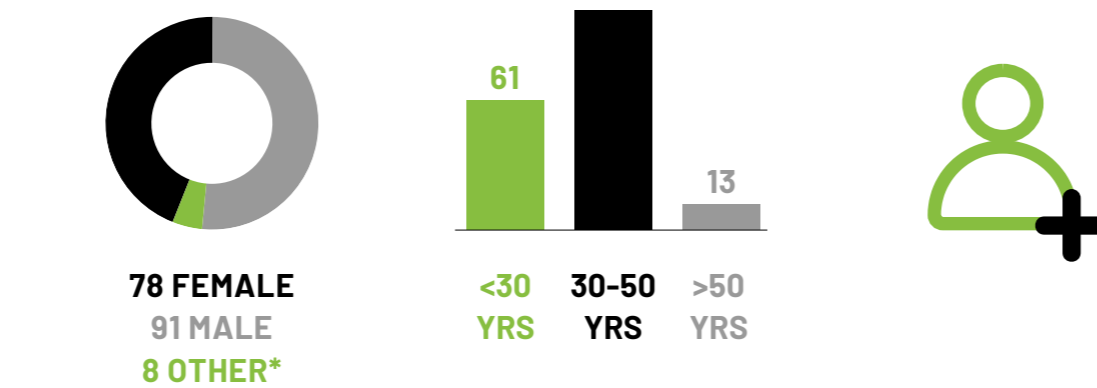
## 2022 TURNOVER RATE

**24%**



## NEW HIRES

**177**



**92%**  
of teammates agree that we have special and unique benefits<sup>27</sup>

**'WORK YOUR WAY'**  
offers workstyle flexibility, unlimited vacation, and a home-office stipend

**glassdoor**  
4.8 ★★★★★<sup>28</sup>

Glassdoor gives Nutrabolt's employee **benefits** 4.8 stars (out of 5)

\*Does not wish to identify

# ETHICS

## WORK THE NUTRABOLT WAY

Simply defined, ethics are specific moral principles – such as integrity, fairness, honesty, honor, and responsibility – intended to guide the way we live and work.

At Nutrabolt, we take these principles seriously, upholding the highest possible standards of ethical, moral, and legal business conduct.

To maintain awareness, teammates receive routine education and training on our Code of Ethics, Conflict of Interest, and Anti-Corruption policies and guidelines. As a further safeguard, we have implemented an Employee Anonymous Reporting hotline, backed up by a comprehensive Ethics Reporting Policy. Should teammates experience or uncover a violation of our Code of Ethics, they can report it in a safe and reliable way by phone, through a mobile application, or online through our resource-rich intranet.

**LEARN MORE** ➤



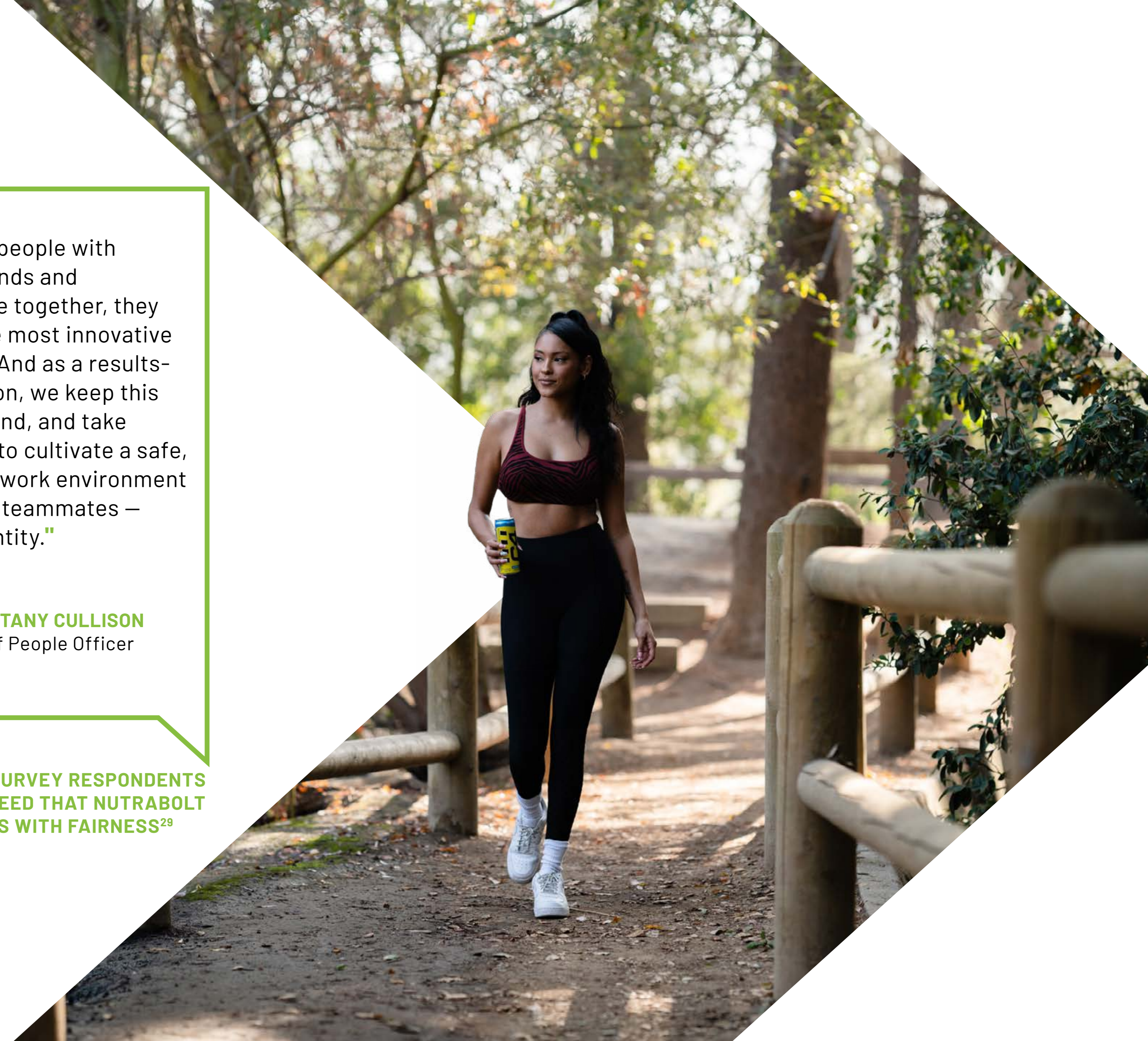
We believe when people with diverse backgrounds and experiences come together, they often become the most innovative problem solvers. And as a results-driven organization, we keep this concept top of mind, and take intentional steps to cultivate a safe, forward-thinking work environment for all passionate teammates – regardless of identity."



**BRITTANY CULLISON**  
Chief People Officer

89%

**OF SURVEY RESPONDENTS  
AGREED THAT NUTRABOLT  
ACTS WITH FAIRNESS<sup>29</sup>**



# RECRUITMENT

## JOIN THE NUTRABOLT TEAM

Our mission to maximize human potential starts by finding the right people, and we're always on the lookout for passionate and results-driven talent to join our high-performing team. By every measure, Nutrabolt is a company on the move. We embrace change, and consistently encourage our teams to pivot so we can become better. Our success is made possible by a team of determined and competitive professionals who want to do big things.

At every level, we provide the tools, training, and support needed for each teammate to succeed in their respective roles, then measure success using our standardized framework. This transparency means we can reward talent and hard work, as well as provide growth opportunities our teammates seek in order to have fulfilling career journeys with us.

Since the company was founded over 20 years ago, we have grown from two persons in 2002, to 372 at the end of 2022. Following a 45% workforce increase in 2021, we grew by a further 36% in 2022, which includes welcoming 177 new teammates to new and existing roles! To support an expanding headcount, the People team and our company's leadership

instituted strategic programming and practices to provide an experience where each teammate feels involved, connected, and appropriately supported.

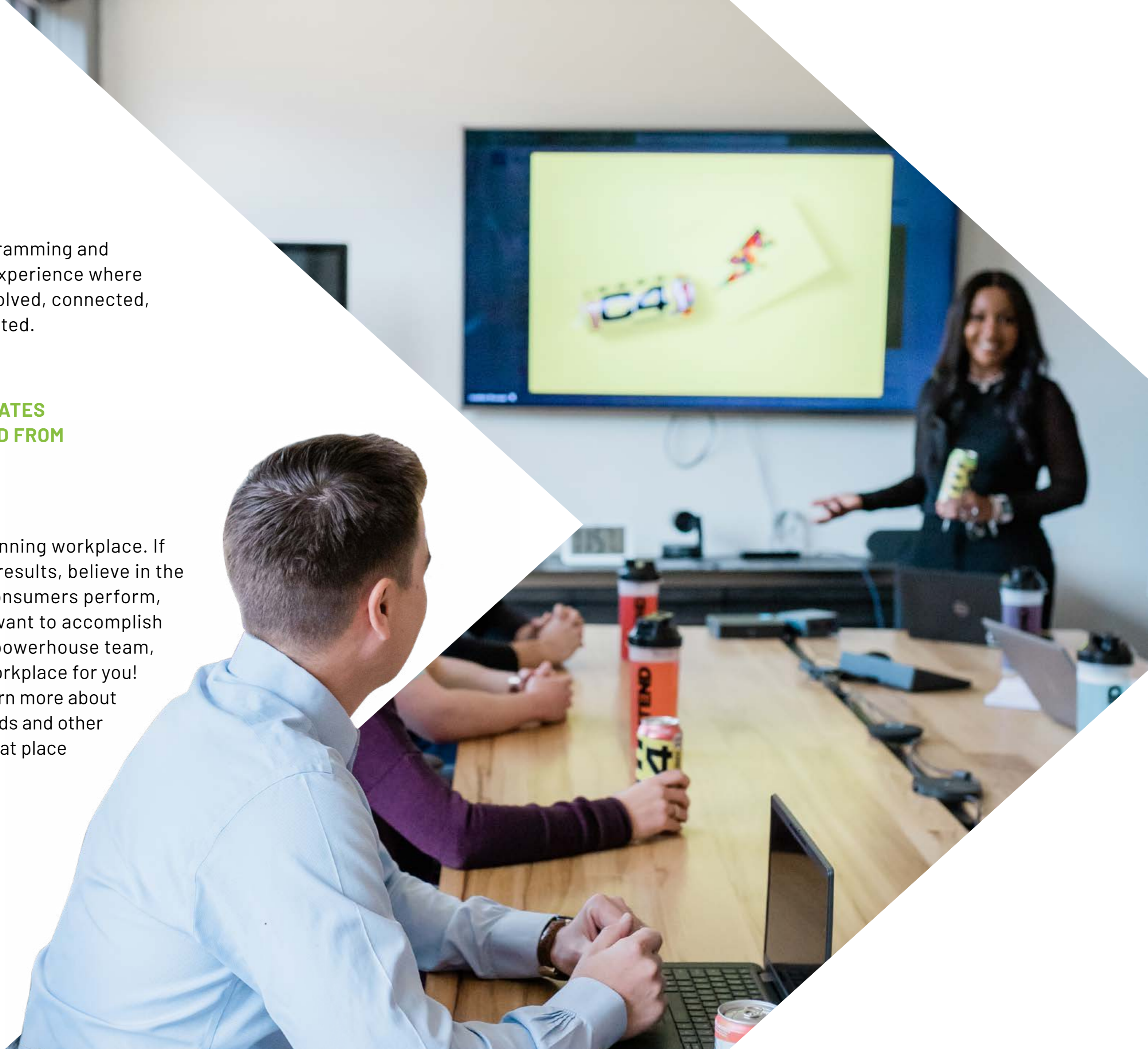
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**NEARLY 20% OF TEAMMATES HIRED IN 2022 RESULTED FROM TEAMMATE REFERRALS**

---

Nutrabolt is an award-winning workplace. If you're passionate about results, believe in the way our products help consumers perform, recover, and focus, and want to accomplish incredible things with a powerhouse team, we may be the perfect workplace for you! Visit [Nutrabolt.com](https://www.nutrabolt.com) to learn more about our recent employer awards and other stories that make us a great place to energize your career.

**JOIN THE TEAM >**



# TEAMMATE BENEFITS<sup>30</sup>

At Nutrabolt, we know incredible things happen when we take care of our teammates. We monitor their experience throughout their career journeys using personal engagement, eNPS scores, and various mechanisms that facilitate anonymous feedback. We take all responses seriously, and strive to act on suggestions.

From the first day on the job, full-time teammates are welcomed with a broad range of customizable benefits that help them maximize both their mental and physical performance.



## > **COMPREHENSIVE HEALTH AND WELLNESS BENEFITS**

These include medical, dental, and vision plans, health savings accounts, flex spending accounts, short-term disability, long-term disability, accident and critical illness coverage, and life insurance.



## > **401K PLAN WITH EMPLOYER MATCH**

Nutrabolt matches the first 4% of personal contributions. 93% of teammates participated in our 401k plan in 2022.



## > **UNLIMITED PAID VACATION TIME**

Our trust-based vacation policy does not cap vacation time.



## > **PAID PARENTAL LEAVE**

Teammates are encouraged to take paid parental leave to care for newborn or newly-adopted children. We also offer a one-time bonus to celebrate the occasion and defray expenses.



## > **CHILDCARE STIPEND**

Eligible teammates who are working parents are given a monthly stipend to assist with childcare-related expenses.



## > **DOLLARS FOR DOERS** (*Paid Volunteer Time Off*)

Every year, teammates are allocated paid company time to spend supporting their communities and favorite charities. As they meet certain thresholds of logged volunteer hours, Nutrabolt matches their efforts by making monetary donations \$250 for every 20 hours, or possibility to earn \$500/year to an eligible, nonprofit organization of their choice.



## > **CHARITABLE MATCHING**

When teammates make a monetary donation to qualified charities, Nutrabolt provides a limited match.



## > **FITNESS ALLOWANCES**

Nutrabolt supports eligible teammates by providing a monthly fitness allowance for qualifying fitness-related memberships and subscriptions. They may also take advantage of a monthly subsidy for their membership in our LifeTime® Corporate Partnership program.



## > **PET INSURANCE**

Pets are family too, and we provide comprehensive health coverage for cats, dogs, and certain other pets. They also receive access to unlimited 24/7 veterinary advice, exclusive Rx discounts, emergency boarding/kennel benefits, long-term lost/stolen benefits, advertising and reward benefits, and mortality benefits.



## > **HOME-OFFICE STIPEND**

Teammates receive a one-time home-office stipend to work more effectively from home.



## > **TEAMMATE ASSISTANCE PROGRAM**

Nutrabolt has resources and services to help teammates when it comes to retirement planning, saving for college, managing taxes, debt-management resources, childcare, eldercare guidance, mental health, and more. We also look for partners to support our teammates where they may be today or when the unexpected happens.



## > **GROUP LEGAL BENEFITS**

We provide free membership to Rocket Lawyer, an online service that grants access to a downloadable legal-document library, free chats with attorneys, attorney consultations, and attorney-retainer discounts.



## > **HEADSPACE MEMBERSHIP**

In 2022, we offered a free membership to the Headspace, an app that helps its users practice mindfulness and meditation, increase movement, decrease stress, and improve sleep quality and focus.

**LEARN MORE >**

# TEAMMATE ENGAGEMENT

At Nutrabolt, we don't presume our teammates feel heard. We make certain of it.

Throughout the year we monitor teammate perspectives through a third-party 'pulse' survey that asks questions related to fit and belonging, involvement, leadership, job satisfaction, and career goals. Acting on these anonymous responses, we can quickly increase teammate opportunities, identify challenges, and help every one of our teammates maximize their potential.

In 2022, CEO Doss Cunningham charged our ESG team with developing and launching the Nutrabolt Impact Council to empower our teammates around the company. Launched in February 2023, the Impact Council's inaugural membership consists of teammates from an array of business functions including Commercial Operations, Finance and Accounting, Marketing and Brand, People, Supply Chain, and Quality Control.

Nutrabort's DEI Council and Emerging Leaders ERG provide unique and powerful pathways for teammates to gather and discuss a variety of issues. These groups meet monthly, promoting discussions and welcoming feedback and

recommendations on how we can improve our culture, support teammate growth, and bring a positive benefit to our external stakeholders.

**THE IMPACT COUNCIL SERVES AS A PLATFORM BY WHICH OUR TEAMMATES CAN ADDRESS THE TOPICS THAT MATTER MOST TO THEM, AND PROVIDE RECOMMENDATIONS TO EXECUTIVE LEADERSHIP TO HELP NUTRABOLT IMPROVE ITS SOCIAL IMPACT THROUGH MEANINGFUL SOLUTIONS.**

We were also excited to launch our new and much-expanded company intranet – The Source. With near-daily updates, The Source is just what it sounds like – it's our source of information regarding anything and everything happening at Nutrabolt. Teammates can hear about the latest news on events, teammate stories and recognition, programs, and other celebrations. They can also find the resources, connections, and information they need to succeed in their roles, and gain an understanding of our company's strategy and goals.

**LEARN MORE >**

“We're united by our mission, and all teammates have the opportunity to maximize their personal potential, impact their team's achievements, and drive results for the business. Formalizing the Impact Council as a forum for our passionate people to work as one team is a great fit for performance-focused culture. I look forward to the many ways this group will affect positive change.”



**DOSS CUNNINGHAM**  
Chairman and  
Chief Executive Officer



Recommend to a Friend<sup>32</sup>



Approve of CEO<sup>33</sup>



## 2022 SURVEY HIGHLIGHTS

91%

Of survey respondents understand how their role helps the company fulfill its mission<sup>34</sup>

88%

Of survey respondents feel they fit in and belong at Nutrabolt<sup>35</sup>

88%

Of survey respondents report being treated respectfully<sup>36</sup>

98%

Of survey respondents say their interview experience with us was a positive one<sup>37</sup>

98%

Of survey respondents believe that “When you join the company, you are made to feel welcome”<sup>38</sup>



# TRAINING AND DEVELOPMENT

## SUPPORT CAREER JOURNEYS

At Nutrabolt we understand that every one of our teammates is an individual with their own unique life situations, skills, passions, work styles, and career paths. We honor differences over similarities and personal strengths over rigid corporate hierarchy.

To bring clarity and focus to career development efforts, we launched an official role-level framework to standardize performance expectations for all teammates. This framework establishes the foundations and operating principles for each role level at Nutrabolt, putting the definition of success at each teammate's fingertips. It helps each teammate understand where they are today, outlines what's needed to move to the next role level or opportunity, and encourages strategic thinking when it comes to their career growth. Once growth opportunities are identified, success is rewarded through internal advancement and inter-department movement. And, to nurture ambition and creativity further, we encourage teammates to grow and develop through on the job stretch assignments and projects, networking with cross-functional leaders, attending conferences, webinars, online courses, and pursuing certifications and research events.

**21%** OF OUR TEAMMATES MOVED INTO NEW OPPORTUNITIES THROUGHOUT THE COMPANY IN 2022

**51%** OF THESE MOVES WERE FEMALE TEAMMATES INTO NEW OPPORTUNITIES

**33%** INCREASE IN FEMALE LEADERS FROM 31.5% IN 2021, TO 33.3% IN 2022

Our commitment to 'maximizing human potential' isn't just for the office. We believe creating opportunities for our teammates to grow outside work fuels strong human performance in all aspects of life. One way we do this is to put our hearts into action. We encourage teammate involvement with charitable causes, providing 24 hours of Volunteer Time Off (VTO) with full pay and matching monetary donations. And our Teammate Assistance Program gives everyone access to a free suite of tools and services aimed at overcoming challenges and thriving in their current life stage.

**LEARN MORE** ➤



# THE ROAD TO WELLNESS

## HEALTHY MINDS, HEALTHY BODIES

As an industry leader in active health and wellness, it's only natural we place a special emphasis on the wellbeing of our teammates, both at work and in their personal lives.

To ensure that every teammate feels safe and supported at work, we launched an Employee Anonymous Reporting hotline so incidences can be reported in a safe and reliable way by phone, via a mobile application, or online portal.

As part of our teammate-benefits package, we give a monthly allowance for fitness club memberships, support an unlimited vacation policy and, of course, give our teammates a discount on all Nutrabolt's products made for performance, recovery, and focus.

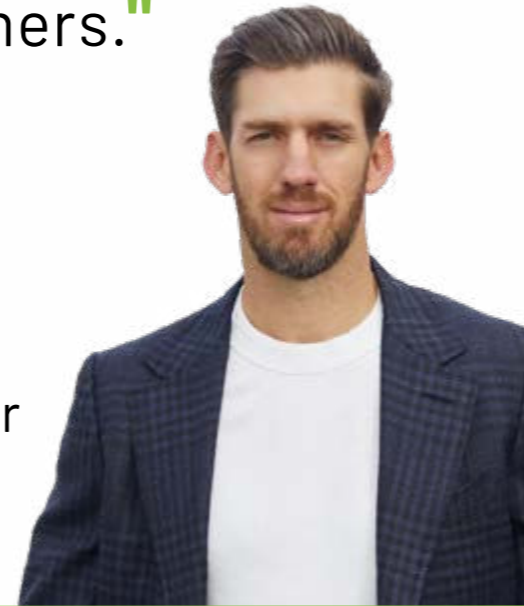
**LEARN MORE** ➤



We exist to help all kinds of people reach their goals – and it starts at home. We evaluate and re-evaluate our mix of benefits to continue serving our passionate, evolving workforce. When we set our own people up for success, they're better equipped to perpetuate the sense of performance we take to our consumers."

### **DOSS CUNNINGHAM**

Chairman and  
Chief Executive Officer



# OUR CONSUMERS AND CORPORATE CUSTOMERS

Nutrabolt is an agile, flexible company, continuously evolving to meet the changing needs of the marketplace. This means drawing inspiration from consumers who are constantly seeking better ways to improve their health and wellness. And it means listening to our corporate customers, then adapting everything from our marketing to our packaging and, just as importantly, supporting their missions.

Throughout this report, you've heard us talk a lot about performance. But it's only with a clear purpose that we're able to drive high-growth results. Our purpose is to deliver on our mission for the greater good of our teammates and consumers, the communities we serve, and the planet we aim to protect. Our purpose is why we do what we do, and why we succeed in our endeavors to grow and give back.

**LEARN MORE** >





# OUR CONSUMERS

## HOW WE MAXIMIZE POTENTIAL

People want to live longer and perform better. Improving their health and wellness, achieving peak performance, and pursuing self optimization are thoughts at the forefront of consumer minds. Constant connectivity and a hunger to achieve more profoundly impacts the way we live, work, and play, creating a significant demand for tools that can be used to enhance mental and physical output. These consumer insights perfectly align with our mission to help people maximize their human potential each and every day.

For two decades, we've actively engaged with our consumers – from elite athletes to the health conscious – to discover their preferences, needs, and health and fitness goals. We listen to them at sponsored events like South by Southwest (SXSW) and WWE® SummerSlam, through online forums, testimonials, focus groups, and our expanding network of over 1,600 brand ambassadors in such diverse fields as bodybuilding, the military, online gaming, lifestyle, music, entertainment, art and design, and content creation.

Why? This 'you-centric' method has helped us forge a deep, emotional connection with our consumers and build loyal communities.

It's helped us hone our packaging, innovate new lifestyle products, and improve formulas. We use high-quality ingredients clinically proven to optimize human performance, delay the onset of fatigue, boost mental function and alertness, promote improved recovery from physical and environmental stress, and maintain cellular electrolyte balance and hydration.

Answering the request of our consumers, we apply rigorous quality standards to every ingredient used within our products, avoid the use of potentially harmful ingredients, and regularly update our formulas with new ingredients when natural alternatives become available.

Online-purchasing convenience? No problem. We successfully launched our products on Amazon in 2015 to provide simplicity and ease of purchase for our online consumers.

In 2018, we launched our C4 Energy® beverage line. Since then we've added an assortment of new, mouthwatering flavors including STARBURST™ (2021), SKITTLES™ (2022), Mango Foxtrot (2022) and Ultimate Freedom Ice (2023) in collaboration with Wounded

Warrior Project® (2022), Mango Lime in collaboration with Austin FC® (2021). WWE® flavors Berry Powerbomb and Ruthless Raspberry are coming in fall 2023.

In 2022, our U.S. customers asked for pocket-sized, on-the-go pre-workout products, so we gave them C4 Smart Energy® Stick Packs. In 2023, our European consumers wanted a product they could get from a vending machine, so we launched C4 Original® in a two-ounce shot.

The reason we listen to the marketplace goes deeper than the bottom line, and beyond wanting to make our products an integral part of everyone's active lifestyle. We believe we have a special covenant with our consumers. Only by understanding their needs and developing products designed around people's goals can we fulfill our mission and fulfill their potential.

**LEARN MORE** >



I don't work out at a gym. But I am a manual laborer in the trades. We work 60-hour weeks regularly and have tight deadlines. Occupationally, C4® gives me the energy to lift, crawl, climb, and stretch all day long while I help build America."

**MAX**

*C4 Energy® Carbonated consumer*



# OUR CORPORATE CUSTOMERS

## NUTRABOLT BRANDS ENJOY ASTONISHING SUCCESS WORLDWIDE

C4®, Cellucor®, and XTEND® are now sold in retail outlets worldwide, spread across 125 countries including the U.S., U.K., Germany, Australia, Canada, Mexico, India, Dubai, United Arab Emirates, South Korea, China, and Japan. Such expansive global-market penetration has been achieved through 1) consumer loved and trusted brands grounded in efficacy and science 2) strong consumer-led product and category architecture grounded in a personalized journey 3) iconic and differentiated formulas and ingredients.

In late 2021, we launched our C4 Energy® flavor collaboration with Mars Wrigley, the multinational confectionery company, and have since released STARBURST™ and SKITTLES™ flavors, two of our most popular flavor selections. In 2022, we established a partnership with Wounded Warrior Project, and in honor of our veterans, we launched another hugely successful flavor, Mango Foxtrot.

Our top retail partners do more than sell our products. They also share our values. Like Nutrabolt, they no longer see profit as the only metric of success. They also measure it by how they can improve the lives of their

consumers, and by their net benefit to the world. Corporate partners such as GNC, Target, Amazon, The Vitamin Shoppe, Kroger, Walmart, and 7-Eleven have brought real value to our efforts to better connect with our consumers, gauge their desire for enhanced performance, and innovate products that meet their needs.

**LEARN MORE** >

“ We’re dedicated to our mission to maximize human potential, and aim to partner with those who align with who we are, and what we stand for. Our purpose goes far beyond profit, and we work every day to be a company all our teammates and affiliates can be proud to work alongside.”

**JOHN HERMAN**  
President,  
Sales and Marketing



# COMMUNITY ENGAGEMENT

For 20 years, we've followed our mantra to 'grow and give back.' Serving our communities is a priority for us. We have a strong passion to help others through volunteer and donation efforts with partnering nonprofits and local organizations.

**LEARN MORE** ➤

**95%**  
OF SURVEY RESPONDENTS  
**FEEL GOOD**  
ABOUT THE WAYS WE  
**CONTRIBUTE**  
TO THE COMMUNITY<sup>39</sup>

# OUR MANTRA HAS ALWAYS BEEN TO GROW AND GIVE BACK

In 2022, we collaborated with organizations such as The GiveJoy Foundation, Global Relief Fund, American Red Cross, Wounded Warrior Project®, and REORG to support youth educational and development opportunities in our local communities, help our veterans, and fund disaster relief efforts in Ukraine, Puerto Rico, and Florida.

We also established a new giving platform through [YourCause](#). This new tool makes it easy for teammates to volunteer and give – and move their colleagues to join them. If we haven't mentioned it before now, our teammates are passionate. And that holds true with the causes they care about, and the nonprofit organizations close to their own homes and hearts.

And we ended 2022 by executing a three-year commitment to support the educational and research needs of future leaders critical to



Volunteering makes me feel good and reminds me to be grateful. The extra personal benefits, like improved mental health and personal growth, are just added bonuses!"

**NATASHA OPARNICA**

Sales Operations Specialist



human performance by funding the Nutrabort Molecular and Applied Sciences Laboratories at Auburn University.

We're proud of the positive impacts we've helped bring about in the communities we serve, and we look forward to exploring new opportunities to put our hearts into motion and put greater purpose behind the passion our teammates bring to work every day.

**LEARN MORE** >



# MAKING THE PLEDGE

In 2022, Nutrabolt celebrated 20 years of giving back to our communities by joining Pledge 1%, the global philanthropy movement that requires its corporate members to donate 1% of equity, time, product, or profit to local and national social causes through an ongoing commitment of staff time, product, and money.

We're honored to have exceeded that pledge and donated more than 1.7% of our net profits before taxes to nonprofit partners around the world in 2022, helping change the world by leveraging a portion of our successes to support nonprofits in the communities we serve. We believe it's a small commitment today that can make a huge impact tomorrow.

**LEARN MORE** ➤



# GIVEJOY

In 2022, we proudly celebrated our 14th year partnering with The GiveJoy Foundation, and reflected on the power giving joy has on others.

Since its launch, The GiveJoy Foundation has positively impacted over 10,000 people, awarded over \$240,000 in Joy Grants, and directed over \$500,000 of support into local communities. Through strategic partnerships with organizations in areas including nutrition, sports apparel, business, philanthropy, and food and beverage, GiveJoy fulfills its mission of spreading joy by providing students and families with resources and programs related to physical health (body), mental wellness (mind), and character development (heart and soul).

## ➤ JOYBOXES

GiveJoy provides hundreds of student-designed, recyclable snack boxes to schools for use in class, after school, or at home.

## ➤ MOVEMENT MATTERS

GiveJoy works with teachers and volunteers to inspire, motivate, and reward

children for pursuing active lifestyles through running clubs.

## ➤ GROW AND GIVE BACK HOLIDAY DRIVE

Partnering with local companies, volunteers, and other nonprofits, GiveJoy provides families with a full holiday experience that includes gifts for each child and a hot, prepared holiday meal for their family.

GiveJoy also recognizes the value of the teachers in our schools through the Joy of Teaching program where students and parents vote for and reward their favorite teachers, deliver school supplies for those in need, and provide grant monies that help teachers purchase necessary classroom supplies.

The Grow and Give Back Holiday Drive is the flagship event of The GiveJoy Foundation. Beginning as a small, grassroots event in Bryan, Texas in 2008 benefiting just 50 students, the event has grown tremendously, and now impacts thousands of children in the Brazos Valley and Greater Austin areas.

Each year, Nutrabolt teammates come together to participate in the annual Grow and Give Back Holiday Drive. 2022's drive

supported over 1,100 children and families across Central Texas. Volunteers came together to shop, wrap, and deliver gifts, along with freshly-prepared meals, to the homes of participating families.

For Nutrabolt teammates, the Grow and Give Back Holiday Drive is the perfect way to round out a hard-worked year. We come together as one team during a time of year when many are expecting to receive holiday joy and, instead, received the opportunity to give it.

## MORE ABOUT OUR PARTNERSHIP ➤



## 2022 GROW AND GIVE BACK HOLIDAY DRIVE ➤

“ We have the toy drive set up to follow our end-of-year all hands meeting and celebration. So, we get one day to celebrate our wins for the year, then we get to use all that excitement and energy to do some good and make a difference for families in need. There is so much more spirit at the toy drive after we’ve just been reminded how much we can accomplish as a team and company!”

### SAM G.

Senior Product Developer,  
Four-year Grow and Give Back Holiday Drive participant





In 2022, Nutrabolt and its C4 Energy® brand proudly began a two-year partnership with Wounded Warrior Project®. WWP offers free services in mental health, career counseling, long-term rehabilitative care, and policy advocacy to improve the lives of millions of post-9/11 wounded veterans and their families.

Given our mission of maximizing human potential, focusing on our military heroes was an easy decision. And we wanted to lend our support while inspiring and motivating all our customers to overcome their challenges and reimagine their limits.

At the outset, Nutrabolt committed to a \$500,000 donation over two years (regardless of sales). To celebrate Veterans Day 2022, we launched a new C4 Energy® flavor, Mango Foxtrot, with dedicated packaging (QR code and WWP logo) that honors our nation's heroes and amplifies the WWP mission. A second

flavor, Ultimate Freedom Ice, became available on Memorial Day 2023!

We lend additional support through awareness outreach and sponsorship of such events as The Weight of It: A Walk for Remembrance with U.S. Marine Corps veteran, Corporal Nick Perales. C4 Energy® is now the Official Energy Drink Sponsor of the WWP Carry Forward® 5K, a series of runs and walks held in four cities that support WWP.

In recognition of these efforts, Nutrabolt received the inaugural Wounded Warrior Project® Corporate Partner Rookie of the Year Award in February 2023.

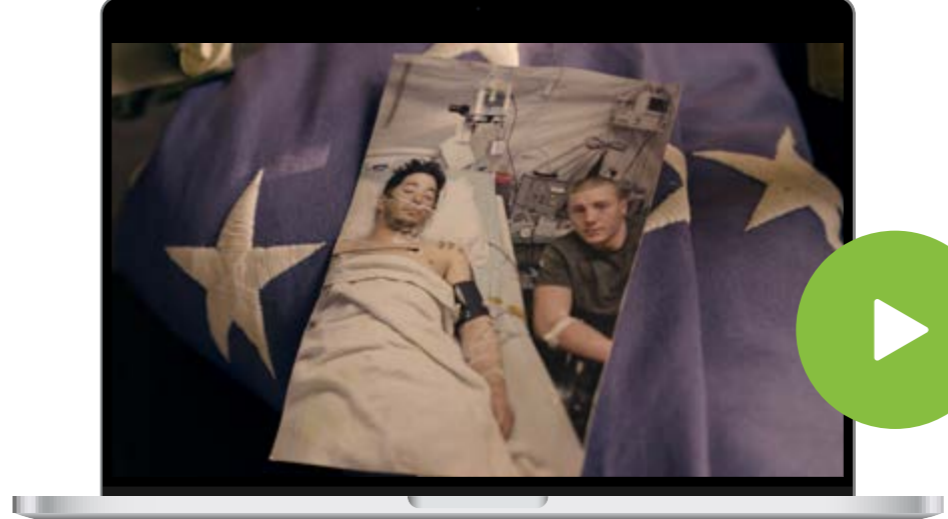
**LEARN MORE** ➔



“ Wounded Warrior Project’s® programs and services helped me heal and find comfort and community in civilian life. As a result, I’m thankful for the generosity of corporate partners like C4 Energy® because their support helps fuel these life-changing programs for warriors like me.”



**DANIELLE GREEN**  
Wounded Warrior



**WATCH A WALK FOR REMEMBRANCE** ➔

**NUTRABOLT ACTIVE-DUTY AND VETERAN SPOTLIGHT:**



**GREG MORAN**  
Divisional VP, Beverage  
U.S. Army Veteran

“ It makes me so proud that we are not only donating money to support this amazing organization, but that I work for a company that cares enough to make this happen.”



**TODD SPINKS, Ph.D.**  
VP, ESG and Corporate Responsibility  
U.S. Army Veteran

“ Our partnership with WWP provides an incredible opportunity to serve others.”



**MARK DITTENBER**  
IT Director  
U.S. Marine Corps Veteran

“ I have known many Veterans who have been affected by PTSD that need help realizing their potential after their time in service, and I am appreciative of this partnership that is helping them do so.”



**KELSEY BOHACHEK**  
Customer Operations Specialist  
U.S. Air Force Air National Guard

“ It's a privilege to work for a company that positively impacts so many veterans in such a meaningful way.”



In 2022, Nutrabolt began a collaboration with REORG, the U.K.-based nonprofit that creates safe environments through functional fitness for veterans, military, and emergency-services personnel to support their physical and mental well-being.

Supported by a roster of international jiu-jitsu stars, celebrities, and leading brands, its programs are designed to help reintroduce healthy habits and a sense of community to their demographics.

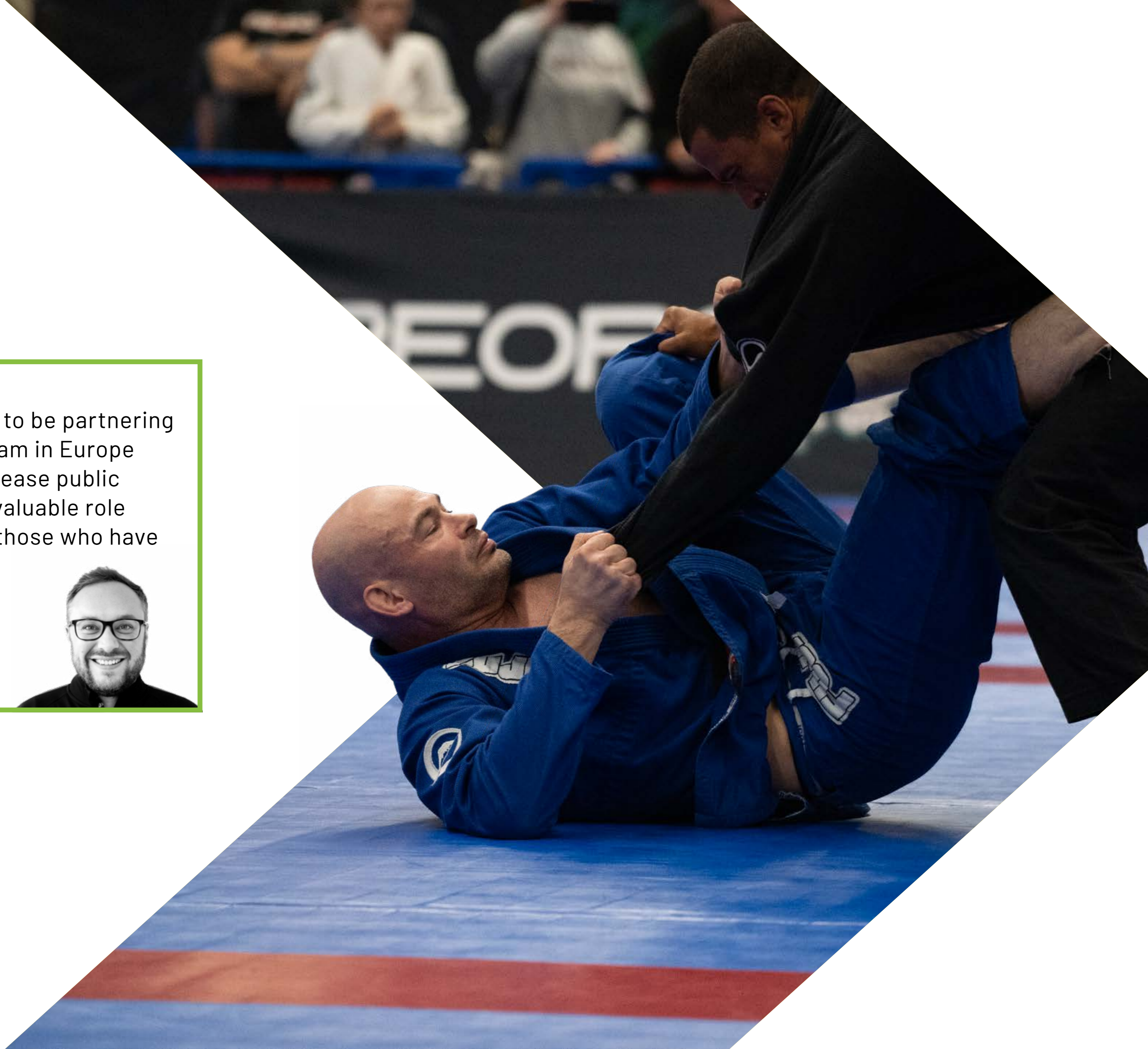
The worthiness of REORG's cause coupled with its health-through-fitness focus perfectly aligns with Nutrabolt's mission to maximize human potential.

**LEARN MORE** >



We're very excited to be partnering with the REORG team in Europe and helping to increase public awareness of the valuable role it plays in serving those who have served us."

**CHRIS TERRY**  
VP & General Manager  
Europe





# OUR PERFORMANCE



# WE ARE THE HUMAN PERFORMANCE COMPANY

This is a unique moment for the health and wellness industry. The worlds of technology, science, data, and nutrition are coming together to create extraordinary opportunities for innovation and progress. And Nutrabort is at the vanguard of that change.

## OUR HIGH-PERFORMANCE CULTURE FUELS HIGH-PERFORMANCE RESULTS

We're a fast-growing, global active health and wellness company with a portfolio of market-leading, performance-oriented brands that energize active lifestyles. The company's disruptive, innovative products compete in the Functional Beverage and Active Nutrition segments, under three consumer-loved brands: C4® (one of the fastest-growing energy drink brands in the United States and the #1 selling global pre-workout brand), XTEND® (the #1 post-workout recovery brand in the United States), and Cellucor® (an award-winning sports nutrition brand created in 2002).

Since our founding 20 years ago, our goal has been to meet the discerning needs of performance athletes, fitness enthusiasts, and those consumers beyond this core group around the globe who are making healthy, active living a daily priority.

We achieved attractive growth at scale while generating strong profitability and free cash flow. Our long track record of growth is driven by strong consumer loyalty, combined with brand building and innovation capabilities developed over the past two decades. Our capabilities are further enabled by our asset-light, scalable global infrastructure.

Through a strategic partnership with Keurig Dr Pepper, we will be able to leverage powerful go-to-market capabilities, allowing us to meaningfully increase retail availability and household penetration to drive significant value creation over time.

**LEARN MORE** ➤



# MAXIMIZING HUMAN POTENTIAL IN OVER 125 COUNTRIES<sup>40</sup>

## CANADA

- Delivered growth in 2022 with new potential distribution for C4<sup>®</sup> and XTEND<sup>®</sup> Hydration through major grocery chains expected in 2023

## MEXICO

- New corporate partnership in 2022 that will enhance Nutrabolt's active nutrition route to market with expected distribution in 2023

## U.K.

- Distribution gains across all channels and #1 status achieved in beverage and pre-workout in selected channels and customers
- Brand awareness increases through effective marketing campaigns via social media, sampling and events, as well as increased availability

## GERMANY

- Launched market-appropriate beverage innovation to maximize local opportunity and increased C4<sup>®</sup> and XTEND<sup>®</sup> distribution and availability with key partnerships in market and scaled online presence in market

## NORDICS

- Unlocking new channels of convenience and sports to give more consumers more access to C4<sup>®</sup> products in the market

## DUBAI/UAE

- Increased YOY functional beverage consumption at major chains

## INDIA

- Agreement in 2022 enabling Nutrabolt's active nutrition brands C4<sup>®</sup> and XTEND<sup>®</sup> to efficiently scale and service demand with renewed competitive route to market focus

## SOUTH KOREA

- Over performs expectations and is one of Nutrabolt's fastest growing regions
- New partnership signed in 2022 enabling the Nutrabolt brands to penetrate the Food, Drug, Club (FDC) channels with major chains

## AUSTRALIA + NEW ZEALAND

- Largest consumption year since company inception driven by C4<sup>®</sup>

## GLOBAL NET SALES GROWTH YOY IN 2022

## OUTPERFORMING THE COMPETITION FOR 20 YEARS

For 20 years, Nutrabort has outperformed the competition with a scientific approach to what the body needs. Through vigorous research and development, we study the effects of active ingredients like CarnoSyn® Beta-Alanine for physical performance, Cognizin® for concentration, and InnovaTea®, a plant-based energy source, as well as Creatine Nitrate NO3-T®, Citicoline, BetaPower® Betaine Anhydrous, and caffeine anhydrous, which can enhance performance, deliver results, and promote well-being from within.

Our legacy is one of investing in legitimate research in order to bring the most efficacious products to market, increase the scientific community's understanding of the effects of active ingredient combinations, and deliver finished product certainty to consumers who deserve and expect premium products. In addition to conducting valid experimental testing through our own Scientific Affairs department and private contract research organizations (CROs), Nutrabort products have been investigated at such esteemed research institutions as the Molecular and Applied Sciences Laboratory at Auburn University, the Exercise & Sports Nutrition Laboratory at Texas A&M, the Integrative Laboratory of Applied Physiology & Lifestyle Medicine at the University of Iowa, and the Department of

Health, Kinesiology and Sport Exercise Science at the University of South Alabama, to name a few.

Nutrabort is so vested in supporting the next generation of performance nutrition researchers and innovation that we have agreed to a three-year commitment to fund the Nutrabort Molecular and Applied Sciences Laboratories at Auburn University. In addition, the company is funding an industry-leading, annual, clinical-research budget to drive future innovations and secure Nutrabort's leadership position and manage risks.

Nutrabort products are trusted by consumers to enhance performance, deliver results, and promote well-being from within. Because we use high-quality, clinically-studied ingredients, combined with what we believe to be best-in-class flavors, our products yield a better-performing, better-tasting, and better-for-you alternative. Our goal is to provide a portfolio of solutions to meet expanding consumer needs and usage occasions, while also increasing the functional wellness categories in which we compete.

Our products deliver energy, hydration, recovery, and cognitive support benefits, and are offered in a variety of convenient forms, including zero-sugar beverages, powders, and capsules. We bring our products to market

through a diverse and powerful omnichannel strategy, and our select group of retail partners across mainstream channels, such as GNC, Target, Amazon, Walmart, Target, 7-Eleven, and specialty retailers in the United States and around the world. As of February 2022, across all our brands, our products were distributed in over 181,000<sup>41</sup> U.S. retail locations in measured channels.

And our products do more than set performance standards for our consumers, they also set records in the marketplace. C4 Energy® is one of the fastest growing performance energy drink brands in the U.S. C4® Pre-Workout is the #1 pre-workout brand globally. Cellucor® is the #2 post-workout brand in the U.S. and #1 globally, with over five times more market share than its next closest non-protein sports nutrition competitor.<sup>42</sup> XTEND® is the #1 post-workout recovery brand in the U.S.<sup>43</sup> Together, Cellucor® and XTEND® claim 66% of U.S. market share in the post-workout category.<sup>44</sup>

**CELEBRATE 20 YEARS** >



“ Performance nutrition doesn’t just improve the way the body works and responds to physiological stress. It also affects how you think, the way you feel emotionally. The right formulations consumed at the appropriate times around a person’s sleep-wake, training, and dietary habits, influence everything from energy levels and stamina to cognitive function, aging and, yes, even happiness. Through its research and investment in next-generation science, Nutrabort will continue to address consumer needs by targeting and amplifying the benefits of legitimate performance nutrition.”

**CHRIS LOCKWOOD,**  
**PHD, FACN, CSCS**  
VP, Scientific Affairs



# C4 ENERGY

## GET EXPLOSIVE ENERGY

One of the fastest growing performance energy drink brands in the U.S.<sup>45</sup>

Since our C4 Energy® beverage launched in 2016, we have sold over 82 million gallons. That's an average of 1.5 cans for every person in the U.S., enough to fill 123 Olympic-size swimming pools. Today, it's our best-selling brand. Sold in cans and bottles, as a carbonated and non-carbonated drink, in C4 Smart Energy® Stick Packs, and as a mix-in pre-workout powder, it easily adapts to consumers' different needs. And it comes in a range of formulas and flavors including SKITTLES™ and STARBURST™.

One of the fastest-growing energy drinks in the U.S., clinically proven to improve cognitive functionality, performance, concentration, reaction, memory, recall, mood, and vitality. It's the energy you can feel!

**ORDER NOW** ➔



I happened upon C4® by chance, and I am so glad I did! It made me feel like I could do absolutely anything! By far my favorite energy drink on the market!"

**GRACE**

*C4 Energy® Carbonated consumer*





## ELEVATING THE HEALTH OF HUMANKIND

With over 20 years leading active health and wellness, Cellucor® is revolutionizing performance optimization.

Why is it such a breakout success? Because it really works! Cellucor® replenishes, revitalizes, and hydrates the body after exercise. Its family of supplements then extend these benefits by targeting specific needs such as thermogenic weight loss (CLK), mass building (M5 Reloaded), and muscle support during recovery (Alpha Amino).

Today, it's the undisputed market leader in the pre-workout category, the best-selling global brand with more than five times the sales of the next closest non-protein, sports-nutrition competitor.<sup>46</sup>

**ORDER NOW** >



We are committed to approaching our portfolio with a consumer-first discipline, while holding ourselves to the highest standards of research and quality.<sup>47</sup>

**SABBA NASERIAN**  
EVP and  
Chief Growth Officer



# XTEND®

## HYDRATE AND RECOVER

The #1 post-workout (BCAA) recovery brand in the U.S.<sup>48</sup>

XTEND® is one of the BCAA brands that birthed the Intra-Workout Category (during exercise performance nutrition) and remains its leading brand. Launched in the early 2000s, it quickly grew and it's now the top-selling recovery brand in the U.S.<sup>49</sup>

XTEND® is powered by clinically-studied amino acids, notably branched-chain amino acids, that build muscle, decrease muscle fatigue, and alleviate muscle soreness. Additionally, XTEND® products include cutting-edge performance ingredients and electrolytes to help you repair and recover.

Always innovating, XTEND® Original is now available in three mouthwatering Airheads® flavors in addition to its expansive selection of existing flavors. These new products will capture wider consumer attention, drive even greater brand awareness for XTEND®, and maximize performance in a fun, new way!

**ORDER NOW** >



We're extremely excited about our new partnership with Airheads® and the ever-popular candy maker Perfetti Van Melle. Our consumers have been asking for more XTEND® options and now they can enjoy our post-workout hydration recovery brand in three delicious Airhead flavors: Cherry, Blue Raspberry and White Mystery. Nostalgia, Airheads flavor, and BCAAs is an unbeatable combination."

**ROBERT ZAJAC**  
Chief Marketing Officer



# AWARDS AND RECOGNITION

We're an award-winning workplace.

2022 was a great year at Nutrabolt for employer awards and workplace recognition. And our competitive spirit has us off to a hot start for achievements in 2023.



Top honors from the trade association governing for the region's sports nutrition sector.

EUROPEAN SPECIALIST SPORTS NUTRITION ALLIANCE (ESSNA)

**C4 ENERGY**

ENERGY/ENDURANCE PRODUCT OF THE YEAR (2022)

**CELLUCOR**

BEST PRE-WORKOUT PRODUCT OF THE YEAR (2022)

**XTEND**

BCAA OF THE YEAR (2022)

NaskorSports Virtual Fitness Show Awards honors the most popular and successful brands and products in Europe.

NASKORSPOUNTS VIRTUAL FITNESS SHOW AWARDS

GEAR PATROL | 2023

**FITNESS AWARDS**



**GOLD AWARD**  
MONDE SELECTION® (2022)

Received for XTEND® BCAA Slim Coffee made and sold specifically for the Japanese market.

Monde Selection is an annual non-competitive award open to food, drinks, and cosmetics products, created in 1961, and overseen by the International Institute for Quality Selections in Brussels, Belgium.

"The recent winning of Monde Selection Gold on XTEND® BCAA Slim Coffee is a milestone moment. To be organically recognized by such a reputable organization for innovation, taste, and efficacy is a testament to our ability to think global and act local."



**JUSTIN BECKER**  
VP of International



# OUR PLANET



## PASSION FOR THE PLANET

Many companies claim they offset their negative impacts on the planet. But Nutrabolt has woven environmental stewardship into its company fabric.

That's why we're committed to being a plastic-net-zero company and improving our products, packaging, and processes to minimize our impact and become as environmentally friendly as possible. We still have a lot to do, but we're driven to continuously strengthen our stewardship and protect our planet.



# ENVIRONMENTAL STEWARDSHIP

## REAL EFFORTS, REAL RESULTS

Even as we have increased our reach to distributing products in over 125 countries, we have been making real progress 'greening' our distribution (warehousing, delivery routes, product transportation, packaging, etc.) to reduce our environmental impact.

To measure our progress, we started weighing environmental factors in our supply chain strategy. Today, we include greenhouse-gas emissions factors in our transportation management system, giving us clear goals as we drive improvement and lessen our environmental footprint. We know, for example, that by converting shipments from road to rail and reducing truck miles traveled, we have cut more than 4.8 million kilograms of emissions since 2021.

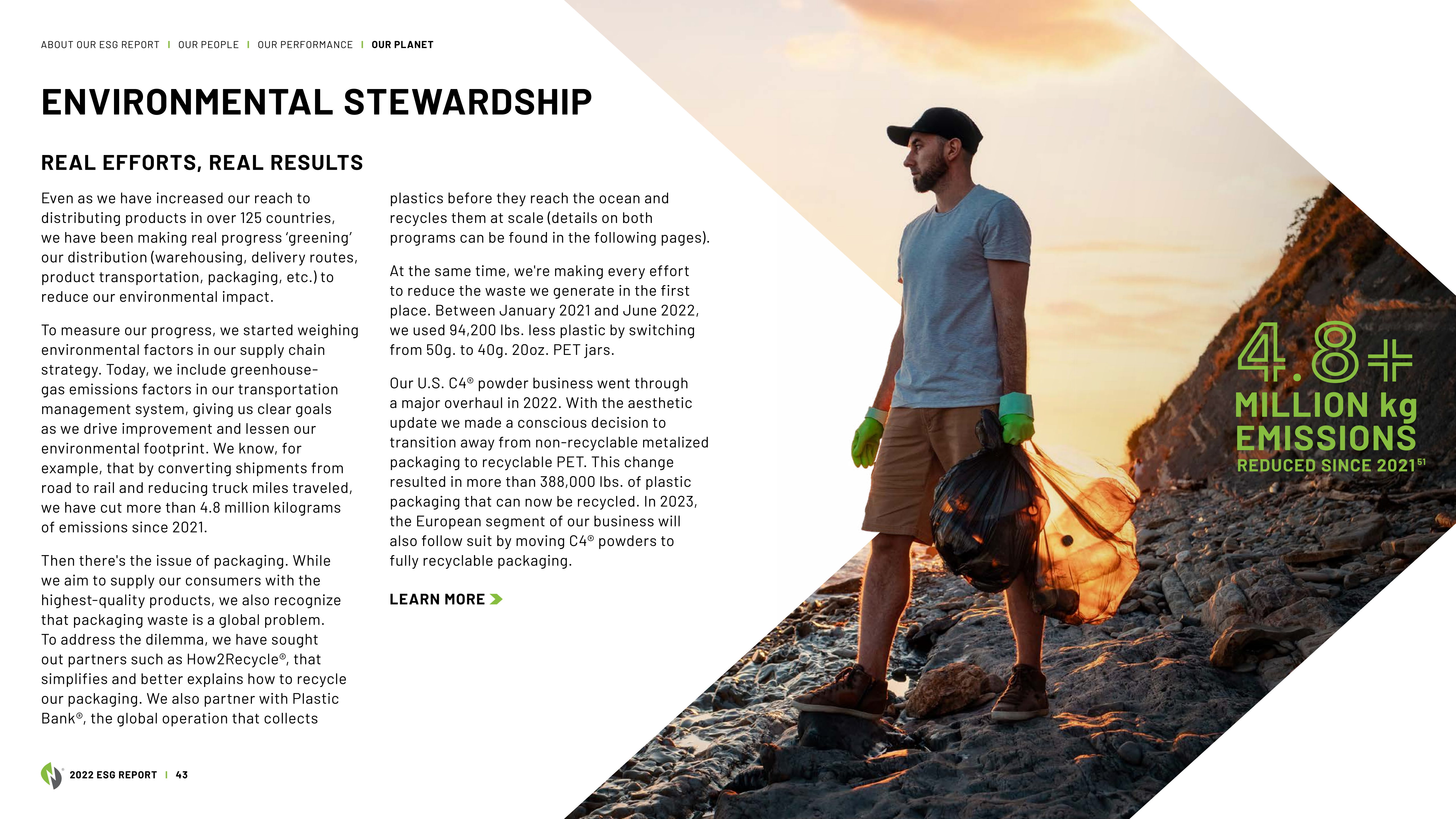
Then there's the issue of packaging. While we aim to supply our consumers with the highest-quality products, we also recognize that packaging waste is a global problem. To address the dilemma, we have sought out partners such as How2Recycle®, that simplifies and better explains how to recycle our packaging. We also partner with Plastic Bank®, the global operation that collects

plastics before they reach the ocean and recycles them at scale (details on both programs can be found in the following pages).

At the same time, we're making every effort to reduce the waste we generate in the first place. Between January 2021 and June 2022, we used 94,200 lbs. less plastic by switching from 50g. to 40g. 20oz. PET jars.

Our U.S. C4® powder business went through a major overhaul in 2022. With the aesthetic update we made a conscious decision to transition away from non-recyclable metalized packaging to recyclable PET. This change resulted in more than 388,000 lbs. of plastic packaging that can now be recycled. In 2023, the European segment of our business will also follow suit by moving C4® powders to fully recyclable packaging.

**LEARN MORE** ➤



**4.8** ±  
**MILLION kg**  
**EMISSIONS**  
REDUCED SINCE 2021<sup>51</sup>

# SUPPLY CHAIN

## ADDING GREEN LINKS TO OUR SUPPLY CHAIN

Product distribution is central to Nutrabolt's business. We purchase goods and services from over 50 sources globally to manufacture and distribute our finished products to over 125 countries. So, it's only natural that our supply chain should be a major focus of our overall ESG efforts.

Nutrabolt is committed to providing our consumers with the highest-quality products and low-cost leadership. We have dedicated teams within our Supply Chain Management department, such as Procurement, Supply Planning, and Strategic Sourcing, to support that commitment. We aim to manage our supply chain holistically, and to utilize analytically rigorous and dynamic approaches to optimize system efficiency.

Due to the challenging and ever-changing supply-chain landscape, we remain focused on strategic sourcing to ensure optimal pricing and ingredient and packaging availability. We maintain several types of relationships directly including with ingredient suppliers, contract manufacturers, packaging suppliers, and wholesalers. We do not operate our own manufacturing facilities for finished goods.

Instead, we outsource the manufacturing process to third-party contract manufacturers.

In addition to our contract manufacturers throughout the U.S., we have locations in Europe, Canada, and Asia, allowing us to make our products closer to the point of sale. This strategy reduces freight costs, transportation-related damages, and our carbon footprint.

New technologies now allow us to weigh environmental factors in all facets of our distribution strategy from sourcing and manufacturing to shipping and point of sale. Acting on the data, we precisely measure our progress, target new opportunities, and introduce dynamic solutions to optimize every point in the system.

Understanding the environmental benefits of rail freight versus over road transportation, we're transitioning our shipping of long-distance freight. Today, we include greenhouse-gas emissions factors in our transportation management system, giving us clear goals as we drive improvement while reducing our environmental footprint. We know, for example, that by decreasing truck

miles traveled, we have cut more than 4.8 million kilograms of emissions since 2021. Our partnership with Keurig Dr Pepper promises to increase supply-chain efficiency still further.

Nutrabolt's commitment to its ESG goals doesn't stop at lowering our own emissions. New manufacturing and distribution partners are selected fairly and equitably, judged by their sustainability efforts in addition to the usual criteria (quality, reliability, efficiency), and our all-natural ingredients are ethically sourced. All suppliers are treated fairly and impartially during the evaluation and selection process. Our approach maintains a cost-savings mindset and provides clear expectations of our suppliers for meeting Nutrabolt's high-quality standards and performing meticulous testing.

As we work hard to overcome supply-chain challenges, we will seek to build sustainable relationships with our suppliers to help fulfill our operational needs, stimulate economic growth, support small business, reduce our carbon footprint, and reward our stakeholders.

**LEARN MORE** >



Our distribution network is complex, geographically diverse, and growing exponentially. It's also constantly evolving as we bring on partners, improve packaging, and implement cutting-edge processes that make it more efficient and more environmentally friendly. Thanks to new digital tools that closely measure our climate impact, we continue to make progress as an environmental steward."



**BRENDAN O'TOOLE**  
VP, Procurement



## CARING FOR THE ENVIRONMENT AFFECTS EVERYTHING WE DO... EVEN OUR LABELS

In keeping with our steadfast commitment to conserving our environmental resources, Nutrabolt partnered with How2Recycle® in 2022. How2Recycle® is a North American, nonprofit organization that empowers consumer recycling by providing clear recycling instructions on product packaging. Since October 2022, we have been updating all our packaging with How2Recycle® labeling standards, thereby helping consumers make better informed recycling decisions. How2Recycle® labels clearly describe how to recycle C4®, Cellucor®, and XTEND® bottles, cans, and tubs.

Knowing what can be recycled can be complicated and a standardized labeling system is a vital first step in reducing the amount of waste that otherwise ends up in landfills. How2Recycle's® labeling system has now been adopted by over 460 brands and retailers. Tens of thousands of products now carry the How2Recycle® label in the marketplace.

**LEARN MORE** ➤

“ As an environmental steward, How2Recycle® member, and plastic net-zero company, we’re passionate about protecting our planet’s resources. It’s just who we are.”



**TODD SPINKS, PH.D.**  
VP, ESG and Corporate Responsibility





## NUTRABOLT IS A CERTIFIED PLASTIC NET-ZERO COMPANY

Consumers are demanding that brands have purpose. We couldn't agree more. In April 2022, Nutrabolt began an official partnership with Plastic Bank®, a global, social enterprise that reduces plastic waste in the environment while simultaneously helping to alleviate poverty in developing parts of the world. As an 'Ocean Steward' we work with Plastic Bank® to support ocean-bound plastic collectors in Indonesia and other at-risk coastal regions around the world, dramatically reducing the amount of plastic that enters the world's oceans and simultaneously providing social and economic opportunities for our collectors and their families.

Plastic Bank® officially certified Nutrabolt as Plastic Net-Zero in 2022. In a single year, we help prevent 1,255 metric tonnes of plastic from entering our oceans where it's harder to retrieve and quickly breaks down into micro particles. In real terms, this means we offset all the plastic we used in 2021 – the equivalent of over 63 million plastic bottles! The collected

plastic is recycled and sold as a raw material to companies that use it in their products. In 2023, we also completed work to incorporate Plastic Bank® information on our European C4® product labeling throughout the year to inspire consumers to help us support the reduction of ocean-bound plastics.

In addition to the obvious benefit of reducing ocean-bound plastic pollution, our partnership has added benefits. As a result of the collection efforts, Plastic Bank® is able to support ethical communities, thereby creating social and economic opportunities for collectors and their families through programs that provide stable and traceable income, health insurance, school tuition and learning supplies, fresh food, clean water, cooking fuel, electricity, and financial-savings opportunities.

And we brought the lessons home. Nutrabolt regularly educates its teammates on the benefits of environmental stewardship to encourage them and our local communities to be responsible protectors of our planet and its resources.

**LEARN MORE** ➤

## PLASTIC NET-ZERO

Nutrabolt partners with Plastic Bank® to be certified a Plastic Net-Zero Company since 2021, offsetting all plastic use since January 2021

**WILL OFFSET 2022 PLASTIC USE OF 2,041+ METRIC TONS IN 2023 & 2024**

Equates to 102+ million plastic bottles!

**OFFSET 2021 1,255+ METRIC TONS OF PLASTIC IN 2022**

Equates to ~63 million plastic bottles!

**94,200+ lbs.**

Reduction in our plastic packaging between January 2021 and June 2022

**388,000+ lbs.**

Reduction of nonrecyclable plastic in our packaging in 2022



**MEET IKA SOMAWATI** ➤



**165 COMMUNITIES IMPACTED**

**2,095 PEOPLE IMPACTED**

## SUSTAINABLE DEVELOPMENT GOALS

In partnership with Plastic Bank®, Nutrabolt contributes to several United Nations Sustainable Development Goals (SDGs)



“The partnership with Plastic Bank® is an excellent fit for Nutrabolt’s mission. During my site visit, I learned that the average collector in Indonesia earns 20% higher income working with Plastic Bank® than on their own. Talk about maximizing potential!”



**EMILY CLARK**  
Senior Manager,  
Corporate Communications

## QUESTIONS?

We welcome your feedback and questions on the contents of this report, as well as any of our corporate responsibility initiatives.

You can reach the ESG team at Nutrabolt by emailing us at [NutraboltESG@nutrabolt.com](mailto:NutraboltESG@nutrabolt.com).

**VISIT OUR WEBSITE** ➤



# ENDNOTES

<sup>1</sup> This report, published June 1, 2023, speaks as of the date it is published. All information, data, opinions, and activities contained in this report are subject to change without notice. The contents of this report were developed based on feedback from our internal and external stakeholders and metrics used by corporate responsibility and sustainability rating providers. The metrics and quantitative data contained in this report are not based on generally accepted accounting principles and have not been audited. Neither the Woodbolt Distribution, LLC d/b/a Nutrabolt (“Nutrabolt” or the “Company”) nor any of our affiliates assume any responsibility or obligation to update or revise any such information, data, opinions, or activities, without regard to whether any of these are affected by the results of new information, future events, or otherwise. This report does not, and is not intended to, create any relationship, rights, or obligations, legal or otherwise, and you should not rely upon this report to do so.

The inclusion of information and data in this report is not an indication that such information or data or the subject matter of such information or data is material to the Company for purposes of applicable securities laws or otherwise. The principles used to determine whether to include information or data in this report do not correspond to the principles of materiality contained in the federal securities laws, the concept of materiality used to determine whether disclosures are required to be made in filings with the U.S. Securities and Exchange Commission, or principles applicable to the inclusion of information in financial statements.

Our goals regarding our ESG and corporate responsibility initiatives are aspirations. They are not guarantees or promises that we will meet all or any of our goals. Any statistics and metrics regarding our ESG and corporate responsibility activities are estimates and may be based on assumptions or developing standards.

No part of this report constitutes, or shall be taken to constitute, an offer to sell or the solicitation of an offer to buy any securities of the Company or any other entity. This report is not intended to be relied upon as advice to investors or potential investors and does not take into account the investment objectives, tax considerations, or financial situation or needs of any investor. This report and the information contained in this report are not incorporated by reference into and are not a part of any offer to sell or solicitation of an offer to buy any securities of the Company pursuant to any offering registered under or any offering exempt from the Securities Act of 1933.

All investors should consider such factors in consultation with financial, tax, and legal advisors of their choosing when deciding if an investment is appropriate.

We welcome your feedback and questions on the contents of this report, as well as any of our corporate responsibility initiatives. You can reach our ESG team at Nutrabolt by emailing us at [NutrabortESG@nutrabort.com](mailto:NutrabortESG@nutrabort.com).

<sup>2</sup> Based on active, full-time and part-time teammates as of December 31, 2022.

<sup>3</sup> Information on Nutrabolt’s Great Place to Work certification can be found at <https://www.greatplacetowork.com/certified-company/1318134>.

<sup>4</sup> Nutrabolt conducts an ongoing, third-party-administered pulse survey that anonymously measures teammate perspectives in areas including fit and belonging, engagement, leadership, job satisfaction and career goals. The 2022 participation rate was 82%, calculated by measuring the number of teammates who answered at least one question out of the total number of teammates who were sent surveys.

<sup>5</sup> See note 4 above.

<sup>6</sup> See note 3 above.

<sup>7</sup> Based on 52-week period ending March 26, 2023, Information Resources, Inc. (IRI).

<sup>8</sup> Based on IRI market data, Total U.S. Multi-Outlet + Convenience Channels, last 52 weeks (L52W) ending March 26, 2023.

<sup>9</sup> Based on IRI market data, Total U.S. Multi-Outlet + Convenience Channels, last 52 weeks (L52W) ending March 19, 2023.

<sup>10</sup> For more information on XTEND’s Monde Selection Gold Award, visit <https://www.monde-selection.com/product/xtend-slim-bcaa-coffee/>.

<sup>11</sup> Based on IRI market data, Total U.S. Multi-Outlet + Convenience Channels, last 52 weeks (L52W) ending March 19, 2023.

<sup>12</sup> STARBURST™ and SKITTLES™ trademarks owned by Mars, Incorporated, or affiliates. Used under license. These flavors are for C4 Energy® beverages (i.e., not on all products).

<sup>13</sup> Wounded Warrior Project® is a registered trademark of Wounded Warrior Project Inc. Used under license.

<sup>14</sup> WWE® is a registered trademark of World Wrestling Entertainment, Inc. Used under license.

<sup>15</sup> Austin FC is a registered trademark of Major League Soccer, L.L.C. and/or Soccer United Marketing and affiliates. Used with permission.

<sup>16</sup> More information on the ESSNA awards can be found at <https://www.linkedin.com/company/european-specialist-sport-nutrition-alliance/posts/?feedView=all>.

<sup>17</sup> Based on active markets served as of December 31, 2022.

<sup>18</sup> For the period ending December 31, 2022.

<sup>19</sup> According to a Great Place to Work (2022) survey. Information on Nutrabolt’s Great Place to Work certification can be found at <https://www.greatplacetowork.com/certified-company/1318134>.

<sup>20</sup> According to the Energage Top Workplaces (2022) survey. Nutrabolt’s award recognition can be found at <https://topworkplaces.com/company/nutrabort/>.

<sup>21</sup> See note 3 above.

<sup>22</sup> Information on Nutrabolt’s Fortune recognition can be found at <https://www.greatplacetowork.com/best-workplaces/texas/2022?category=small-and-medium>.

<sup>23</sup> Information on Nutrabolt’s Built In recognition can be found at <https://builtin.com/awards/austin/2023/best-places-to-work>.

<sup>24</sup> Information on this page is based on active, full-time and part-time teammates as of December 31, 2022, unless otherwise noted.

<sup>25</sup> Refers to all other Nutrabolt leaders at the VP level and below.

<sup>26</sup> Based on Nutrabolt’s Board of Directors membership, as of March 15, 2023.



<sup>27</sup> According to a Great Place to Work (2022) survey report, Trust Index® Results Report Overall 2022. Information on Nutrabort's Great Place to Work certification can be found at <https://www.greatplacetowork.com/certified-company/1318134>.

<sup>28</sup> According to a Glassdoor rating as of June 1, 2023: [https://www.glassdoor.com/Benefits/Nutrabort-US-Benefits-EI\\_IE866289.0.9\\_IL.10.12\\_IN1.htm](https://www.glassdoor.com/Benefits/Nutrabort-US-Benefits-EI_IE866289.0.9_IL.10.12_IN1.htm)

<sup>29</sup> See note 19 above.

<sup>30</sup> Benefits outlined are U.S. examples. International benefits may vary by country to comply with country requirements. Where appropriate, Nutrabort does our best to match benefits.

<sup>31</sup> According to a Glassdoor rating as of June 1, 2023.

<sup>32</sup> See note 31 above.

<sup>33</sup> See note 31 above.

<sup>34</sup> See note 4 above.

<sup>35</sup> See note 4 above.

<sup>36</sup> See note 19 above.

<sup>37</sup> According to candidate survey conducted by ATS, Greenhouse.

<sup>38</sup> See note 19 above.

<sup>39</sup> See note 19 above.

<sup>40</sup> Based on active markets served as of December 31, 2022.

<sup>41</sup> Based on IRI Market Data, Total U.S. Multi-Outlet + Convenience Channels, last 52 weeks (L52W) ending March 19, 2023.

<sup>42</sup> Based on IRI Total U.S. Multi-Outlet + Convenience Data in USD retail sales for the energy drink category of brands with retail sales in excess of \$100 million in the 52 weeks ending March 19, 2023.

<sup>43</sup> Based on IRI Market Data, Pre-Workout and Post-Workout categories respectively, Total U.S. Multi-Outlet Channels, 52 weeks ending March 19, 2023.

<sup>44</sup> Based on IRI Market Data, Pre-Workout and Post-Workout categories respectively, Total U.S. Multi-Outlet Channels, 52 weeks ending April 9, 2023

<sup>45</sup> Based on 52-week period ending March 26, 2023, Information Resources, Inc. (IRI).

<sup>46</sup> Based on IRI Market Data, Pre-Workout and Post-Workout categories respectively, Total U.S. Multi-Outlet Channels, 52 weeks ending March 19, 2023.

<sup>47</sup> Based on IRI Market Data, Total U.S. Multi-Outlet + Convenience Channels, last 52 weeks (L52w) ending March 26, 2023.

<sup>48</sup> Based on IRI Market Data, Pre-Workout and Post-Workout categories respectively, Total U.S. Multi-Outlet Channels, 52 weeks ending March 19, 2023.

<sup>49</sup> Based on IRI Market Data, Total U.S. Multi-Outlet + Convenience Channels, last 52 weeks (L52W) ending March 19, 2023.

<sup>50</sup> See note 31 above.

<sup>51</sup> For the period ending December 31, 2022.



# WANT TO KNOW MORE ABOUT US?

## NUTRABOLT HEADQUARTERS

4407 Monterey Oaks Boulevard  
Suite 150  
Austin, TX 78749  
(800) 870-2070

[Nutrabolt.com](http://Nutrabolt.com)  
[NutraboltESG@nutrabolt.com](mailto:NutraboltESG@nutrabolt.com)

