



2023 ESG REPORT

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A CONVERSATION WITH DOSS CUNNINGHAM, CHAIRMAN AND CEO

Q: Last year, Nutrabolt teammates overwhelmingly participated in the company’s first-ever Service Day. Tell us what your team accomplished, and what service means to the company broadly?

A: After reading this report, I want people to know that we put our hearts, passion, and a competitive spirit into everything we do at Nutrabolt — and service is no exception. It’s been my career-long mantra to “Grow and Give Back,” a philosophy that’s foundational to our mission to maximize human potential for all. I see our ability to pour back into the communities we serve as our reason to be here — our grander purpose for doing the work we do. In fact, furthering our “Grow and Give Back” mantra is a key component of Nutrabolt’s strategic vision.

Before our big day of service, I never doubted our teammates’ willingness to roll up their sleeves and tackle any task for a great cause. We’ve been champions of charitable holiday service together for 15 years. However, I learned just how deeply our passion runs for causes of all kinds, and I saw firsthand the level of personal responsibility our team devotes to their volunteer opportunities. All we had to do was communicate a date for service activities, encourage everyone to use our volunteer time off, and set a volunteerism goal. What happened next was a testament to our culture.

True to our tradition of crushing challenges, we far exceeded the initial 1,000-hour service goal to volunteer almost 1,500 hours for 63 charities in a single day. Teammates worldwide found volunteer opportunities with organizations they love to benefit people, the planet, and more. I’m truly proud of the fire that burns within our teammates to do what’s right, and do it exceptionally well. I look forward to leveling up our positive impact together in the coming years.

Q: Nutrabolt makes products to help people achieve their best. Do you feel like that goal creates a performance-focused culture in the company? If so, how have you seen that manifest?

A: We have a responsibility to be authentic. As a team committed to maximizing physical and mental performance, we set the bar high in both our products and our careers. Our people are known for embodying this competitive spirit. They’re driven by results, and continuously push themselves to grow their professional skillsets. It’s this relentless pursuit of excellence that makes them a perfect fit for the Nutrabolt team.

In 2023, Nutrabolt showcased our dedication to outperforming the competition through strategic investments in product research, strong leadership, a performance laboratory within the University of Health & Performance (UHP)/FitOps training center in Bentonville, Arkansas, and a partnership with Auburn University. This commitment has fueled our teammates’ motivation by deepening their understanding of performance on a scientific level. When we unveil our new Austin, Texas-based headquarters in 2024, our state-of-the-art physiology lab will become a daily reminder of our performance-driven mission. Our legacy of excellence is just getting started.

Q: In many sports, it often takes a challenging season for a team to rebuild stronger than before. How did Nutrabolt show resilience in 2023 and set up for years ahead?

A: As you might expect, I’m a huge sports fan. And as any real fan would tell you, all great sports stories include adversity. Teams worth watching rise to greatness by taking on tough opponents. Players worth following have something to prove or an obstacle to overcome. Leading Nutrabolt for over 20 years has been much the same. We’re the active health and wellness company to watch, and our journey has been anything but easy. In a highly-competitive industry with an ever-evolving consumer base,

we’ve faced our share of challenges. Each time, we not only survive — we come back stronger — as do elite athletes who push through intense training to achieve peak performance.

In 2023, we learned important lessons about sustaining our rapid growth — and the growth of the overall active health and wellness category. For example, we established a game-changing distribution partnership with Keurig Dr Pepper to advance our routes to market in support of our functional beverage businesses, while simultaneously reprioritizing our leadership in the active nutrition category. We laid new foundations, built processes, and made future-facing decisions grounded in data — much like a team analyzing game footage to refine their competitive strategy. We focused on brand partnerships that matter, transforming our marketing efforts to better connect with consumers dedicated to performance in all forms. We doubled down on our investment to deliver reliable products that perform. We went all in on world-class leadership by securing top industry talent and promoting our own people who are committed to outdoing themselves every day.

Looking ahead, these efforts will drive winning momentum in all categories in which we compete. Keep watching us.



MAXIMIZING OUR POTENTIAL



ABOUT NUTRABOLT

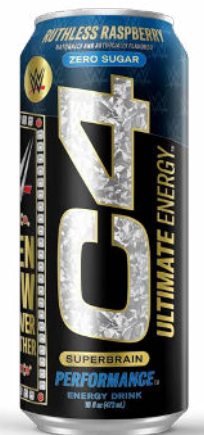
Nutrabolt is a leader in the global active health and wellness industry, using cutting-edge research to develop products that help our consumers unlock their potential and maximize their physical and mental performance. Our company's record of success and future trajectory is driven by our mantra to "Grow and Give Back."

Over the course of more than 20 years in business – from a two-person team in Bryan, Texas, in 2002 to a company with three globally-renowned brands and nearly 400 full-time teammates – we've redefined what it means to be a leader in this industry. We deliver world-class products to our consumers and develop strategies that respond to the broader needs of community stakeholders and our planet.

Our family of brands includes C4 (one of the world's leading energy drink brands and the #1 selling global pre-workout brand), XTEND (the #1 post-workout recovery brand in the U.S.), and Cellucor (the award-winning sports nutrition brand that started it all in 2002). We rely on an efficient supply chain to co-manufacture our products in facilities around the world and distribute them in 125 countries. We sell our products directly to consumers online and through partnerships with some of the world's biggest retailers including Amazon, Walmart, Target, and GNC. Our consumer base has seen explosive growth over the past five years, from a core group of elite athletes and fitness enthusiasts to a wide spectrum of people who define performance in different ways and trust our products to help them achieve their best.

As we've grown, so has our responsibility to our consumers, the communities in which we operate, and the planet. In 2023, we invested more than \$850,000 in research partnerships with elite university laboratories to deepen our scientific understanding of human performance and discover the next generation of formulas to help our consumers reach their potential. We also kicked off our support of UHP/FitOps and their mission to empower military veterans with post-service career development in the field of health and fitness. In addition to our longstanding partnerships with impactful nonprofits like The GiveJoy Foundation and Wounded Warrior Project, we launched our first-ever Nutrabolt Service Day in 2023. The inaugural event saw our teammates donate 1,490 volunteer hours to 63 nonprofits around the world. We've also made tremendous progress in reducing our use of nonrecyclable packaging and helped divert more than 2.9 million lbs of plastic waste from our oceans in 2023 through our partnership with Plastic Bank, maintaining our status as a Plastic Net-Zero Company for the second year in a row.

While we're proud of the ways we've grown and given back, there's much more to do. Just as our consumers are constantly looking for new ways to push harder, we too are relentless in our pursuit for better performance.



OUR CORE VALUES

Every company is guided by a set of values that shape its business decisions, inspire individual behaviors, and define its identity and purpose. At Nutrabolt, our teammates are dedicated to our core values, upholding them as the pillars that drive our success. By putting our values into action, we strengthen our team and make Nutrabolt a better company.



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.



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.



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.



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 like never before.



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.



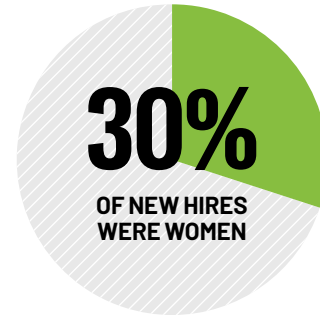
FOR ALL

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.



NUTRABOLT AT A GLANCE

381
TEAMMATES



92%
OF PEOPLE AGREE THAT NUTRABOLT IS A GREAT PLACE TO WORK²

¹ Underrepresented racial and ethnic groups

² Based on teammates who took the 2023 Great Place to Work survey

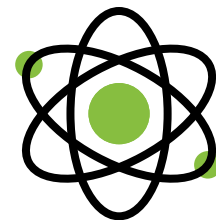
PLASTIC NET-ZERO
COMPANY SINCE 2021

2,923,277
LBS OF PLASTIC DIVERTED FROM OCEANS



AWARD WINNER

2023 ANNUAL CONFERENCE OF THE INTERNATIONAL SOCIETY OF SPORTS NUTRITION, SECOND PLACE XTEND HYDRATION STUDY



\$850,000+
INVESTED IN SCIENTIFIC RESEARCH



2,474
VOLUNTEER HOURS DONATED TO 63 NONPROFITS



1,490
VOLUNTEER HOURS DONATED DURING INAUGURAL NUTRABOLT SERVICE DAY



FIRST EVER GLOBAL HOLIDAY SERVICE PROGRAMS IN BOTH TEXAS AND LONDON

GIVEJOY

CELEBRATED 15 YEARS OF PARTNERSHIP WITH THE GIVEJOY FOUNDATION

BADU

LAUNCHED FIRST-EVER GLOBAL CHARITY PARTNERSHIP WITH BADU

GLOBAL IMPACT MAP

POINTS OF INTEREST

Products Sold in 2023¹

- Direct Import
- Cross Border Trade (CBT)
- Indirect Import
- Direct & Indirect Import
- Direct Import & Cross Border Trade (CBT)

Locations of Projects with Nonprofits and other partners

- **The GiveJoy Foundation:** Austin, TX
- **Wounded Warrior Project:** Jacksonville, FL
- **BADU:** London, United Kingdom
- **REORG:** London, United Kingdom

Locations of University Partners

- **Auburn University:** Auburn, AL
- **University of Health and Performance:** Maysville, AR
- **University of Iowa:** Iowa City, IA

¹ ● Australia / Azerbaijan / Belize / Bolivia / Brunei / Cambodia / Canada / Curacao / Georgia / Grenada / Honduras / Hong Kong / India / Israel / Japan / Jordan / Kenya / Korea / Laos / Macau / Malaysia / Mexico / Mongolia / New Zealand / Paraguay / Peru / Philippines / Saudi Arabia / Singapore / South Africa / Sri Lanka / Tahiti / Taiwan / Thailand / Uzbekistan / Vietnam

● Bosnia / Bulgaria / China / Croatia / Cyprus / Czech Republic / Finland / France / Germany / Iceland / Ireland / Kosovo / Lithuania / Malta / Netherlands / North Macedonia / Portugal / Romania / Slovakia / Slovenia / Spain / Sweden / UK

● Afghanistan / Aruba / Bahrain / Barbados / Bermuda / Dominican Republic / Ecuador / Iraq / Jamaica / Kuwait / Lebanon / Puerto Rico / Qatar / Trinidad / Turks & Caicos / Uruguay / Venezuela

● Argentina / Cayman Islands / Chile / Colombia / Costa Rica / Egypt / El Salvador / Guatemala / Morocco / Nicaragua / Oman / Panama / UAE

● Japan / Korea

OUR ESG STRATEGY

Since launching the first phase of our environmental, social, and governance (ESG) strategy in 2021, we've steadily developed more effective policies for increasing our positive impact each year. That first year, we worked with a third-party organization to undergo a materiality assessment and determine which ESG topics were most relevant to our business. In the time since, we've created new strategies for addressing those topics and making progress on our ESG efforts.

Collaborating across different departments, we've been able to identify specific, achievable goals during this first phase of our ESG strategy. On environmental issues, we've reduced our overall plastic use, transitioned many products from nonrecyclable to recyclable packaging, worked with How2Recycle® to educate consumers about recycling, and partnered with Plastic Bank to offset the entirety of our plastic use. Community engagement has always been central to our company culture, and 2023 saw our team double down on initiatives to serve our stakeholders through donations to nonprofits and volunteer events. Internally, we continued the critical work of maintaining programs such as the Diversity, Equity, and Inclusion (DEI) Council, fostering a supportive work environment where every teammate can thrive. And through proactive governance policies, we've enhanced protections for our consumers in a fast-evolving data security landscape.

In many ways, 2023 was a year of refining processes, deepening relationships, and reflecting on the progress that has defined the first phase of our ESG strategy. Now that we've proven we can confidently walk in the world of ESG, it's time for us to pick up the pace and run. We're excited to be working with a third-party partner to identify more ambitious ESG goals and develop new internal processes to track our progress. As we move into the next phase of our ESG strategy in 2024 and beyond, we look forward to redefining environmental, social, and governance performance in our industry and unlocking Nutrabolt's true potential.



OUR PEOPLE

Nutrabolt's ability to become the world's leading active health and wellness company and maximizing our ESG strategy is dependent on passionate, focused, and high-performing teams. That's why we emphasize our teammate experience by creating opportunities for both vertical and horizontal career growth. We develop frameworks to support teammates to excel in their roles and adapt hiring practices to ensure that our company culture includes a rich diversity of experiences and ideas. Through the work of our DEI Council, our company hosts events to celebrate this diversity and provide ample opportunities for teammates to deepen their connections to each other through shared cultural understanding.

We're proud of the supportive and diverse culture we maintained throughout 2023, but we are even more impressed by the talents and passion each teammate brought to our mission to maximize human potential for all.



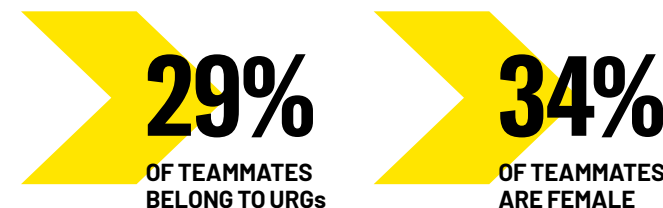
TEAMMATE EXPERIENCE

We believe the first step in building a dynamic team is hiring individuals who are intellectually curious, results focused, and eager to make an impact in our company and beyond. Education can be a valuable indicator of a candidate’s capabilities, but too much emphasis on educational criteria can also inadvertently screen out those who have immense professional experience but less formal education. That’s why, in 2023, we changed our hiring process by removing certain educational criteria and emphasizing experience and skills, allowing a much more diverse range of applicants to be considered for every open position.

Our company culture is a major draw for potential teammates, and the benefits and perks we offer our team reflect our focus on supporting our people. In addition to comprehensive health and wellness benefits, a 401(k) plan with an up to 4% employer match, and unlimited paid vacation time, we also support teammates through more unique perks: fitness allowances for qualifying memberships and subscriptions, paid volunteer time off, donation

matching, and volunteer incentives. By offering benefits that reflect our values, we promote a fulfilling work experience that also creates space for personal fulfillment. This empowers them to be the best-possible ambassadors for our mission.

When a new hire starts their journey at Nutrabolt, we do everything we can to ensure they’ll be successful in their role. We use our Role Framework, consisting of six role levels and competencies for each, to show what success looks like for each teammate. Nutrabolt is unique in the way we think about career growth, offering opportunities not just for vertical growth but horizontal as well. This allows teammates to more freely follow their passions and talents over their careers. For those who want to develop their leadership skills, we support an Emerging Leaders group. This teammate-led Employee Resource Group (ERG) meets once a month to help teammates work on communication, presentation skills, discussing leadership situations, brainstorming best practices, and more.



BEST WORKPLACE AWARDS

- Great Place to Work®
- Fortune Best Workplaces in Texas™
- Inc. Best Workplaces
- Built In's Best Places to Work
- Top Workplaces USA Culture Excellence Awards for Leadership, Purpose and Values, Work-Life Flexibility, Compensation and Benefits, and Innovation

While we've seen positive results from our approach to teammate engagement, we're always soliciting feedback from our team and making sure they have the opportunity to be heard. We conduct pulse surveys every four weeks to better understand teammate needs, and our CEO, Doss Cunningham, hosts two all-hands meetings per month. These meetings include presentations by other company leaders on departmental topics, and Doss stays to answer teammate-submitted questions at the end of each meeting. Quarterly "Ask Me Anything" events with the full executive leadership team offer even more opportunities for teammates to engage. By maintaining a direct connection between teammates and leadership, we can quickly address teammate concerns, allowing us to maintain the focus and energy necessary to fulfill our mission.

Embodying our values:



For All

"I've never felt more motivated to be part of a team.

EVER. Nutrabolt feels right and I love being able to help

help the success of the business. I talk about the

brands every day and can't see myself anywhere else."

Anonymous pulse survey 2023

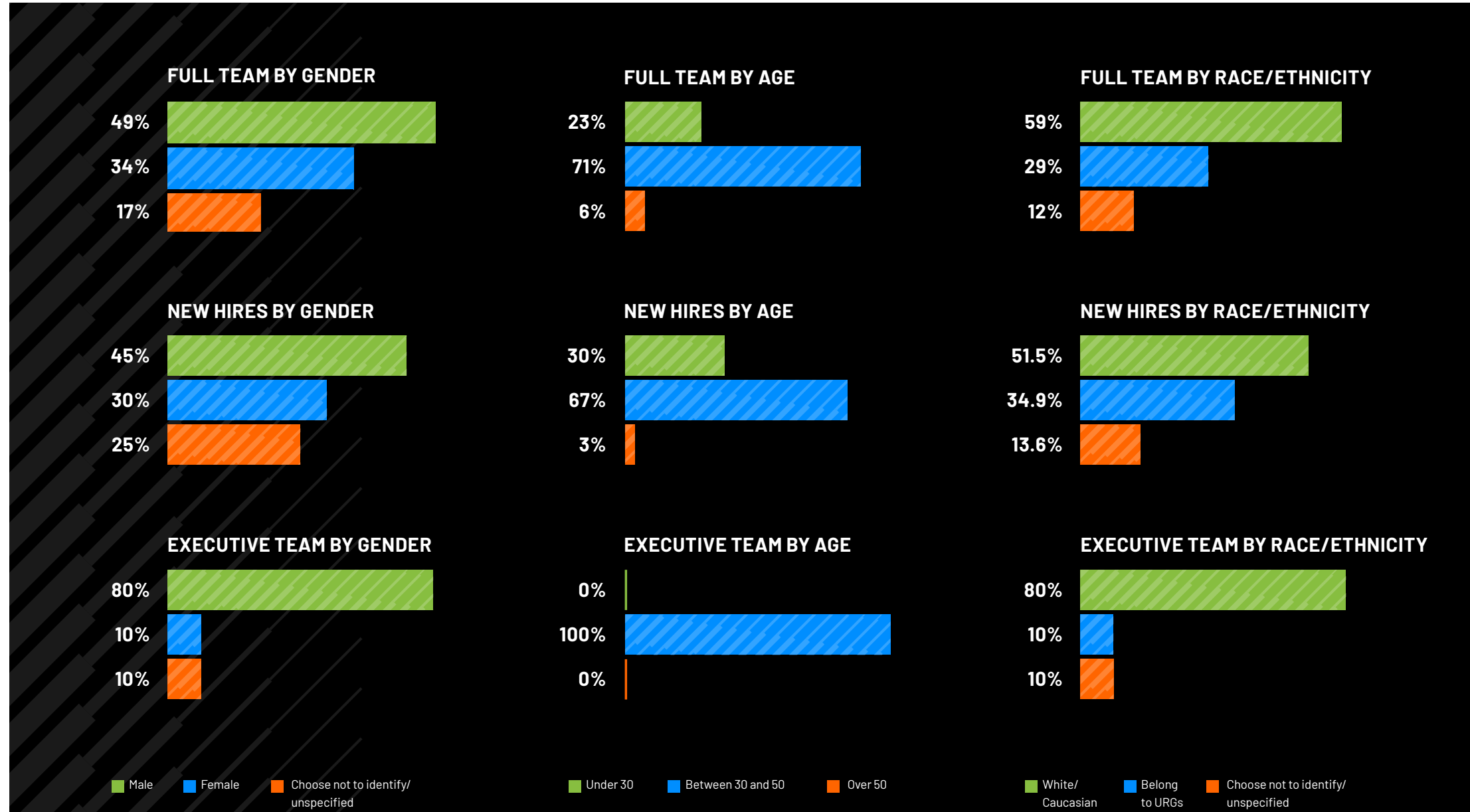


DIVERSITY AND INCLUSION

At Nutrabolt, we understand that the most effective way to achieve our mission to maximize human potential for all is with a team of individuals from diverse backgrounds with unique experiences. Only with a dynamic range of perspectives can we hope to quickly and creatively solve complex problems and deliver the world's best performance products.

In addition to adjusting our hiring process in 2023 to allow for a more diverse pool of applicants, we continued finding new ways to celebrate diversity through the activities of our DEI Council. In 2023, our 14-person DEI Council met each month to discuss ways to foster a more inclusive company culture, support nonprofits doing important social justice work, and plan in-person and virtual events for the entire team. We were thrilled to see our teammates show up for each other to celebrate events such as Black History Month, LGBTQ+ Pride Month, International Women's Day, Hispanic Heritage Month, Native American Heritage Month, and many more.

While there is still work to be done toward building a more diverse team at Nutrabolt, we are proud of the progress we've seen. Creating an inclusive culture may start with leadership, but it takes buy in from every teammate to make it a reality. It's clear that our team truly celebrates diversity and is invested in maintaining an environment where everyone can thrive.



OUR CONSUMERS AND CORPORATE CUSTOMERS

When our consumers choose Nutrabort products, they trust us with their performance. They believe our brands will do whatever it takes to help them reach their goals – and we do. We take our responsibility to consumers and corporate customers very seriously. We adhere to strict product quality and safety standards, rigorously test our products, and make huge investments in exploratory and finished-product research to unlock new levels of human performance.

C4 SMART ENERGY

NOW BACKED BY 3 IRB-APPROVED CLINICAL STUDIES, 1 PEER-REVIEWED PUBLICATION, AND 2 PEER-REVIEWED CONFERENCE PRESENTATIONS

3 AWARDS

PROMOTING THE NUTRABOLT APPLIED AND MOLECULAR PHYSIOLOGY LAB AT AUBURN UNIVERSITY

100%

OF NUTRABOLT'S CONTRACT MANUFACTURING PARTNERS ARE THIRD-PARTY AUDITED

\$850,000+

INVESTED IN SCIENTIFIC RESEARCH



PRODUCT QUALITY AND FOOD SAFETY

Every product Nutrabort distributes to market is manufactured in accordance with food safety, quality, and rigorous certification and compliance standards. Products are produced in accordance with Nutrabort’s strict internal standards, with the intent to meet the high expectations of our customers and consumers.

In 2023, Nutrabort continued to refine our systems for monitoring product quality and food safety. Through the following processes, we were able to confidently distribute our products to 125 countries, dozens of retail partners, and millions of consumers around the world:

- **Robust Quality Control:** We use stringent quality control processes throughout the manufacturing partner supply chain and conduct surveillance testing to identify defects or food safety issues.
- **Supplier Audits:** We regularly audit manufacturing partners to ensure they meet safety standards, and verify they uphold proper receipt, handling, storage, manufacturing, filling, testing, and transportation practices.
- **Training and Education:** We educate our team about potential food safety hazards and, through a comprehensive risk assessment, approve appropriate control points which are monitored to uphold food safety.



- **Traceability and Recall Plans:** We ensure our manufacturing partners establish robust traceability systems to track products from production to distribution and maintain an up-to-date recall plan in the unlikely event of a food-safety issue. The traceability/recall plan is challenged on a routine basis to test applicable processes and to ensure a method is in place to quickly communicate recall information.
- **Certifications and Standards:** Nutrabort maintains esteemed certifications that uphold industry-specific compliance and food-safety standards to support the consistent manufacturing and delivery of the highest quality products. Key Nutrabort products maintain certifications from established third-party organizations. These organizations include LGC Informed Choice, NSF Certified,

and NSF Certified for Sport, which require tests for label claims, contaminants, banned substances, and microbiological organisms. Seventy-five percent of our domestic Contract Manufacturing partners are NSF certified.

- **Collaboration with Regulatory Agencies:** We stay informed about regulatory changes related to product safety and collaborate with regulatory agencies and key trade organizations to ensure compliance.
- **Consumer Education:** We educate consumers about safe product handling and storage through clear instructions on labels and packaging.

The above list is a preview of Nutrabort’s stringent systems designed using a risk-based approach to ensure product quality and safety. As Nutrabort

grows and approves new manufacturing partners, we will continue to collaboratively build on robust compliance and food safety processes. In 2024, Nutrabort is investing in a more advanced Quality Management System (QMS) that documents processes, procedures, and responsibilities. This system will achieve quality policies and objectives so Nutrabort can continue to embody our mission and provide consumers with the best performance and quality products.



CONSUMER HEALTH

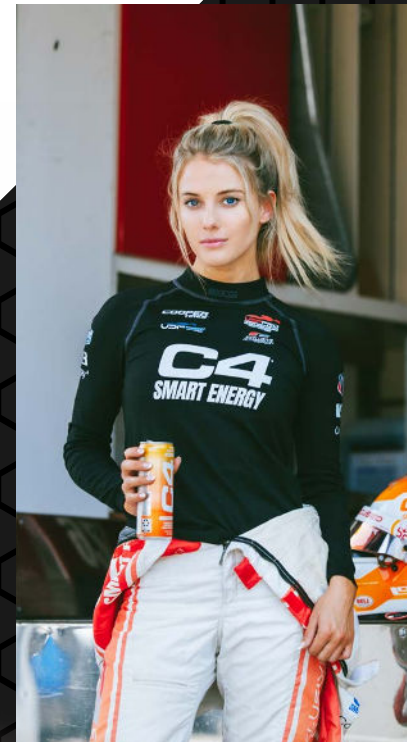
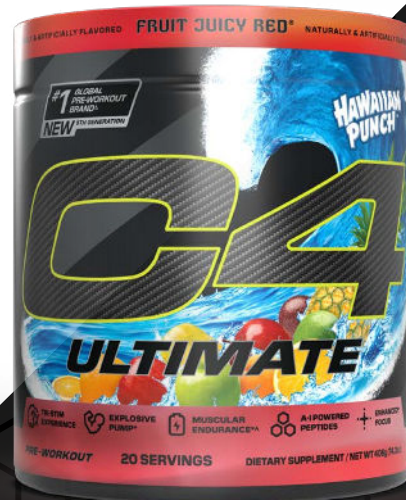
Nutrabolt was founded to create products that help consumers achieve their physical best. Naturally, our core consumers have always been discerning athletes and fitness enthusiasts who push their limits in the most demanding situations. Even as our consumer base has grown to anyone seeking better performance from their bodies to their minds, we've continued to hold consumer health to the high standards expected by those operating at the outermost limits of human performance.

We define performance as heightened physical and mental capacity. Our consumers seek improved performance for everything from strenuous exercise to manual trades, fast-paced office work, and keeping up with their children. Our product development process starts with an examination of promising formulas discovered through scientific journals, industry trade groups and suppliers, and our own clinical research. We scrutinize every ingredient in every formula to ensure new products offer the desired performance boost and help our consumers live active, healthy lifestyles while maintaining category-best flavor profiles.

We are proud to work with NSF, one of the world's leading product certification organizations, to ensure our products meet our high consumer health standards. Earning NSF certification is not just a one-time evaluation – it includes regular on-site inspections of manufacturing facilities and repeated product testing. By maintaining NSF certification

for many of our products, both Nutrabolt and our consumers can have complete confidence that what is described on our labels is what you'll find inside our products.

Transparency is key to maintaining trust with our consumers. In 2023, we made the decision to shift away from references to "proprietary blends" on our labels to full label transparency in our fifth-generation C4 pre-workout products hitting shelves in 2024. This decision demonstrates the importance we place on having an open dialogue about ingredients with our consumers. It also reflects our understanding that Nutrabolt's brands have built such a strong reputation in the active health and wellness space that even if others try to duplicate our formulas, they cannot duplicate the relationship of trust we have with our consumers.



SCIENTIFIC AFFAIRS

Since Nutrabolt's founding, our focus on innovation through scientific research has distinguished us as industry leaders and helped our consumers unlock new levels of performance. Product innovation happens in laboratories around the country, where our team and university partners develop and test novel ingredients and proprietary formulas to redefine what's possible.

When it comes to the science behind a product, Nutrabolt stands apart. In addition to the ingredients we develop internally, we also license reputable, patented, and/or trademarked ingredients that are supported by valid clinical research and Institutional Review Board (IRB) approved studies, which are typically published in peer reviewed journals. We take a hands-on approach to product development that exceeds industry norms. We aim to conduct our own clinical studies on our complete product formulas to further understand the synergistic effects of the ingredients on human performance. We conduct these studies through universities, contract research organizations, and internally through our Nutrabolt Human Performance Laboratories – a surprisingly rare occurrence in our industry.

We're able to take a science-first approach to product development because we count scientists among our team. We've built strong relationships with elite universities like the University of Iowa and Auburn University. In a 2022-2023 study at the University of Iowa, researchers compared our zero-sugar

C4 Performance Energy with a sugar-packed energy drink from a leading competitor. C4 was shown to be significantly more effective in improving markers of human performance and supporting fat oxidation.

As part of our partnership with Auburn University, in 2023 we pledged a grant of \$300,000 over a three-year period to sponsor the Nutrabolt Applied and Molecular Physiology Laboratory in support of human performance research. In the first published study to come from the lab, researchers compared the effects of XTEND Healthy Hydration and Gatorade on performance in runners, determining that XTEND Healthy Hydration was the most effective at maintaining electrolyte balance and reducing cramping.

In 2023, we also deepened our relationship with the University of Health and Performance (UHP), an education center with a mission to support veterans through education and fitness. By collaborating to establish the C4 Applied Physiology Lab at UHP, we support their mission and partner to conduct new studies with IRB approval, typically involving UHP student participants.

By investing in scientific research, we are able to better understand ingredients and formulas that unleash new levels of human performance and support the development of the next generation of great minds working in the active health and wellness space.



Embodying our values
FOR ALL

C4 SMART ENERGY: SCIENCE-BACKED PERFORMANCE WITHOUT COMPROMISE

In 2023, we rebranded our flagship zero-sugar energy drink, C4 Smart Energy, with a sleek new can design and six new flavors. Our new brand platform, "Stay focused," resonates with everyone from students preparing for final exams to office workers developing a critical presentation to parents who need a little boost to keep up with their kids.

Formulated to sharpen mental focus and elevate alertness, C4 Smart Energy uses science-backed ingredients to heighten cognitive performance without sugar, artificial colors, or artificial flavors. In a double-blind, placebo-controlled, randomized trial, C4 Smart Energy was shown to significantly improve markers of neurocognitive performance and executive function. Our formula includes 200 mg of natural caffeine derived from green coffee beans for heightened energy; Cognizin®, a clinically studied ingredient that supports focus, attention, and recall and key nutrients like potassium, niacin, and vitamin B12.

Every human knows the feeling of losing focus, getting stuck creatively, and struggling to rise to the occasion. In those moments, C4 Smart Energy offers a more powerful and health-conscious pathway to unlocking your potential. With broad future applications, C4 Smart Energy is an embodiment of our value to create products that maximize human performance.

\$850K+
DONATED TO FUND
SCIENTIFIC RESEARCH

THE NUTRABOLT APPLIED AND MOLECULAR PHYSIOLOGY LABORATORY

Great performance comes from great science. Great scientists are the most important variable. Supporting the Nutrabolt Applied and Molecular Physiology Lab (NAMPL) at Auburn University is a powerful example of how we put that belief into practice.

NAMPL isn't just one lab but several under the direction of Dr. Michael D. Roberts, a world-renowned academic and researcher who has spent his career leading innovative research and mentoring the next generation of great minds in applied human performance. These labs are among the few in the world focused on understanding muscle physiology at the molecular level. Unique to the NAMPL partnership is the scope of research opportunities Nutrabolt has, supporting projects at all stages and across almost any area of physiological interest.

In its inaugural year, one published study and 22 presentations and guest lectures emerged from the Nutrabolt Applied and Molecular Physiology Laboratory. In 2024, as more of the lab's work is peer reviewed and published, we expect to see more groundbreaking research that will expand our understanding of human performance and influence the trajectory of our company. Conducting research today is what shapes our products tomorrow. By directly working with some of the most brilliant minds researching human performance, we're ensuring Nutrabolt will continue to offer products that allow consumers to achieve their best.

Embodying our values:



For All

“Our lab and Nutrabolt realize the importance of both brands’ reputations and understand the value of having a frontline approach to the craft. Nutrabolt’s aim is to sell novel and well-formulated products to consumers, which is why they’re incredibly successful. Auburn continues to be on the leading edge in our scientific approach with study designs using scientific techniques most exercise physiology laboratories don’t have the resources to execute. In the end, we both want to be the best in our spaces.”

Michael D. Roberts, PhD, Director, Nutrabolt Applied and Molecular Physiology Laboratory, School of Kinesiology, Auburn University



Embodying our values
FOR ALL

SEEING THE NUTRABOLT DIFFERENCE THROUGH SCIENCE

In 2023, the inaugural study from The Nutrabolt Applied and Molecular Physiology Laboratory at Auburn University was published in the *Journal of the International Society of Sports Nutrition*. It compared the acute effects of XTEND Healthy Hydration, Gatorade, and water during a five kilometer time trial performance, electrolytes, metabolism, and cramping. Over the course of four lab visits, a group of experienced male and female runners between the ages of 25 and 35 were given a randomized beverage and had various biomarkers measured before and after running. XTEND Healthy Hydration was shown to significantly improve blood electrolyte levels and was better at maintaining electrolyte balance, while post-exercise cramping and severity were lower when runners consumed XTEND Healthy Hydration.

COMMUNITY ENGAGEMENT

Nutrabolt's 21-year history is rooted in community through charitable donations, acts of service, and collaboration with community stakeholders. Because our leadership team prioritizes community engagement, Nutrabolt has developed a rich culture of service where everyone from our CEO to the newest hires are excited to contribute.

In 2023, we saw our largest corporate donations ever to nonprofit organizations working to build a more equitable and sustainable future. We also saw our teammates show up for their communities like never before, volunteering nearly 1,500 hours with 63 organizations for our first-ever Nutrabolt Service Day. Clearly, Nutrabolt's mantra to "Grow and Give Back" rings truer than ever.

63 NONPROFITS

SERVED ON OUR FIRST NUTRABOLT SERVICE DAY

2,474 HOURS

DONATED TO 63 NONPROFIT ORGANIZATIONS IN 2023

15 YEARS

OF PARTNERSHIP CELEBRATED WITH THE GIVEJOY FOUNDATION

\$500K

COMMITTED TO WOUNDED WARRIOR FOUNDATION OVER TWO YEARS



HOW NUTRABOLT GIVES BACK

Our “Grow and Give Back” mantra is a natural extension of our mission to maximize human performance for all. Just as we empower individuals to achieve their best through our innovative products, we also work to support communities in reaching their broader, collective goals. Whether we’re creating performance products for athletes pushing themselves to new heights or providing healthy meals to underserved families, our work remains grounded in the spirit of promoting strong health and well-being for all people.

In 2023, we celebrated our 15th year of partnership with The GiveJoy Foundation, a Texas-based nonprofit that supports children and their families with nutrition, movement, and mentoring resources. We also continued our partnership with Wounded Warrior Project, a national nonprofit offering mental health services, career counseling, long-term rehabilitative care, and more to post-9/11 wounded veterans and their families.

We were proud to extend our service beyond our national borders in 2023, forming a partnership with BADU, a London-based charitable organization that provides educational resources, sports camps, and mentorship to underserved communities. Our partnership with the U.K.-based nonprofit REORG also evolved in 2023 when we launched our C4 Energy Pineapple Head product line to support their work with veterans and emergency service personnel.

In addition to our annual Grow and Give Back Holiday Drive with The GiveJoy Foundation, our company doubled down on its commitment to serve communities with our first-ever Nutrabolt Service Day in 2023. We empowered teammates around the globe to volunteer their time in support of dozens of incredible organizations. By bringing Nutrabolt teammates together to work towards a specific goal in service of their communities, we were able to blow past our target of donating 1,000 volunteer hours in a day and build lasting relationships with a variety of community stakeholders.

We’re thrilled to build on the momentum of our service efforts in 2024 and beyond, setting higher goals for ourselves on the next Nutrabolt Service Day and finding new ways to uplift communities. And when we open the doors of our new Austin headquarters in 2024, we will not only be opening them to our teammates, entrepreneurs, and health enthusiasts, but to the wider community as we plan special events and fundraisers to better serve those in need.

OVER 1%
OF REVENUE DONATED TO NONPROFIT CAUSES IN ALIGNMENT WITH PLEDGE 1%

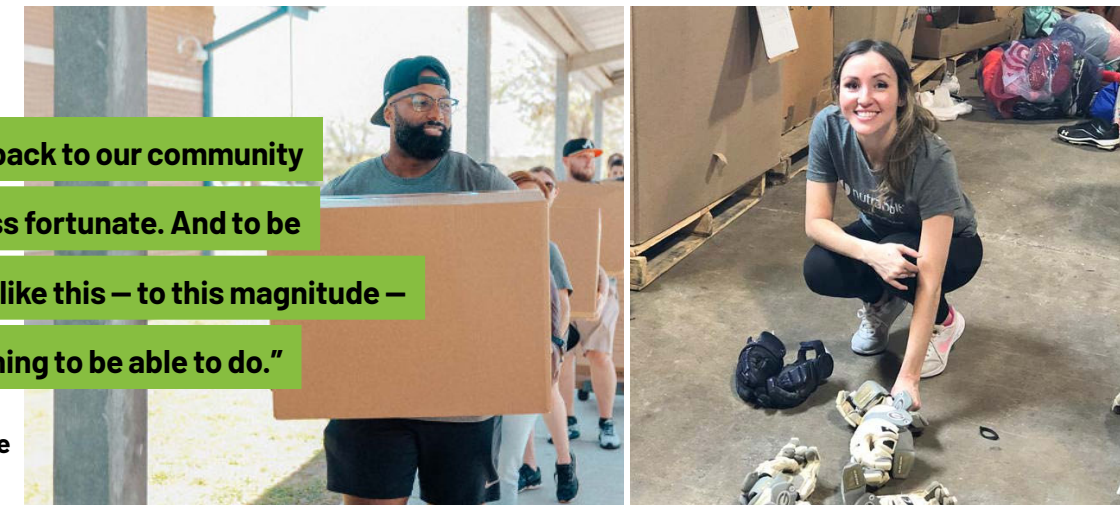
Embodying our values:



For All

“We all aspire to give back to our community to give back to the less fortunate. And to be able to do something like this – to this magnitude – is just an incredible thing to be able to do.”

Xavier, Nutrabolt Teammate



Embodying our values
FOR ALL

MAKING A GLOBAL IMPACT FOR THE HOLIDAYS

Since we launched our partnership with The GiveJoy Foundation over 15 years ago, our team has collaborated with their organization to serve our community every holiday season. 2023 saw our team take its holiday service global, teaming up with The GiveJoy Foundation in Austin, Texas and BADU in London, England.

At home in Texas, we held our annual Grow and Give Back Holiday Drive. What started as a small-but-mighty holiday program serving 50 students in its inaugural year in Bryan, Texas, has grown dramatically. In 2023, we served 1,000 children and their families in Bryan and Austin. Alongside other community members, we offered a full holiday experience including a hot meal and \$100 worth of gifts for each child, ensuring that every single one would have a special holiday.

In London, we supported BADU in their “That Moment When” initiative, delivering nearly 400 holiday hampers to local underserved families. Each of these hampers was brimming with dinner items and presents, providing not only life essentials to struggling families but also a much-needed helping of holiday joy.

PARTNERS FOR CHANGE



For more than 15 years, we've worked with The GiveJoy Foundation to help provide healthy meals, educational programming, and mentorship to underserved Texas youth. The GiveJoy Foundation's programs include:

- **Joy Grants**, providing fitness and nutrition education programming to local schools
- **Rise Mentoring**, connecting students with mentors for weekly meetings to build character and inspire participants to reach their potential
- **JoyBoxes**, healthy snack boxes distributed to students participating in clubs and other after-school programs

Every holiday season, we also collaborate with The GiveJoy Foundation to deliver hot meals and hand-wrapped presents. In 2023, we delivered these special holiday packages to 1,000 local children and families.



Embodying our values:



"I take pride in working for a company that puts its mantra to "Grow and Give Back" into meaningful action. Through dedicated Volunteer Time Off and Nutrabolt Service Day, I'm able to support a charity in my community that provides equitable access to youth sports – a cause I'm very passionate about! Nutrabolt's commitment to helping others through volunteer and donation efforts is truly inspiring, and the impact is felt far beyond our workplace."

Briana Florez, Corporate Communications Specialist and regional captain for Service Day 2023



Embodying our values
BIAS FOR ACTION

NUTRABOLT SERVICE DAY

On August 11, 2023, Nutrabolt teammates gathered in locations across the U.S., Canada, and the U.K., with the goal of donating a combined 1,000 volunteer hours. We're proud to say that our team far exceeded that goal, delivering 1,490 hours to 63 incredible nonprofits, making our first-ever Nutrabolt Service Day an epic success.

Nutrabort Service Day looked different for every teammate participating. Some volunteered by themselves for the causes they care most about, others joined in groups of five to 20 to serve in the same location. For example, more than 100 teammates volunteered at our Austin headquarters to pack boxes with healthy snacks and backpacks with school supplies for local underserved children with The GiveJoy Foundation.

In alignment with our volunteer time off perk, teammates received full pay for their day of service, and were encouraged to pursue whichever cause spoke to their values. The hours volunteered also went toward our Dollars for Doers program, where Nutrabolt donates \$250 to the charity of a teammate's choosing for every 20 hours volunteered (up to \$500 total per teammate per year). From beach cleanups to youth programs to elder care and beyond, the work of our amazing team demonstrated the incredible diversity of perspectives and experiences that motivates each of them to do their best for their communities.

While our leadership team has long been committed to community engagement, seeing so many teammates show up in service of their communities and inspire participation from others was a watershed moment for our company and culture. Now armed with a powerful proof of concept, we look forward to broadening and deepening our work for future Nutrabolt Service Days.

1,490 HOURS **63 NONPROFITS**

BADU

In 2023, we were proud to announce a new partnership with London-based charitable organization BADU, allowing us to extend our support for underserved youth across the Atlantic. BADU is a Black-led community organization that uses sports to engage young people and create mentorship and employment opportunities. Our partnership specifically supports BADU's Centre of Excellence, which offers safe spaces for London's most vulnerable youth to find joy, build self-confidence, and develop life skills through sports. The Centre does this work with a special focus on fostering female leadership.



Our partnership with Wounded Warrior Project began in 2022, when we committed \$500,000 over two years to support their work, launched our C4 Energy x WWP Mango Foxtrot flavor and C4 x WWP Mango Foxtrot Pre-Workout, and sponsored special events. Wounded Warrior Project provides critical assistance to post-9/11 veterans and their families through peer support networks, physical and mental wellness programs, and long-term rehabilitation services for severely injured veterans. We are deeply honored to help serve those who have given so much in service to our country.

“
 We are delighted to partner with Nutrabolt – a global, active health and wellness company that shares our vision of empowering our community to create an equal field for all. Nutrabolt is the Human Performance Company providing premier brands for athletes around the world, and an industry leader who understands that staying ahead of the game means innovating through equal opportunity.”

Nana Badu, BADU Founder and Chief Executive Officer



Since 2022, we've partnered with the U.K.-based nonprofit REORG, which supports physical and mental well-being for veterans and emergency medical workers around the world. Through Brazilian jiu-jitsu and functional fitness programs, REORG not only provides participants with a foundation for an active lifestyle, but also connects them to a community of people with shared experiences to help ease their transition into civilian life.



Embodying our values
**PASSION FOR
 THE MISSION**

SUPPORTING THOSE WHO SERVE

To deepen our support for the powerful work being done by REORG worldwide, in 2023 we launched the Pineapple Head limited-edition product line with C4 Performance Energy and C4 Original Pre-Workout. In addition to donating a portion of sales from each product to the organization, we also created special labeling for each product featuring the REORG mission statement along with a QR code to give consumers a quick and easy way to learn more about their work and make a donation themselves.

GROW AND GIVE BACK



OUR PLANET

The health of our planet is everyone's responsibility, and where others in the CPG industry may see obstacles in navigating new regulations and rising demand for more sustainable products, we see the opportunity to lead.

Since 2021, we've been a proud Plastic Net-Zero Company, partnering with Plastic Bank to offset our plastic use. Our environmental impact plays a crucial role in shaping our strategies around packaging, ingredient sourcing, manufacturing, and distribution. To us, maximizing human potential doesn't happen in a vacuum. From the air we breathe to the water we drink, humanity can only be healthy when our planet is healthy.



2.9+ MILLION LBS

OF PLASTIC DIVERTED FROM OUR OCEANS THROUGH PLASTIC BANK PARTNERSHIP

100%

OF CARBONATED BEVERAGE PRIMARY PACKAGING IS RECYCLABLE

79%

OF ACTIVE NUTRITION PRIMARY PACKAGING IS RECYCLABLE

180K LBS

OF PLASTIC REDUCTION SINCE 2021

ENVIRONMENTAL STEWARDSHIP

As a CPG company, the environmental issues most material to our business are packaging management, ingredient sustainability, and greenhouse gas emissions and energy. In the past few years, we've made great progress on these issues.

Increasing the recyclability of our packaging is a priority for our company, and we're proud that in 2023 our beverage primary packaging was made from 100 percent recyclable materials. Since 2021, we've made shifts in our active nutrition line that brought us to 79 percent recyclable primary packaging for those products. We're currently developing a strategy that should see our active nutrition primary packaging reach 100 percent recyclability in the coming years.

While our goal is to minimize our plastic use, we've committed to offsetting every piece of plastic that we do use through our partnership with Plastic Bank. Thanks to this partnership, we helped divert almost three million lbs of plastic from our oceans in 2023 – and more than 10 million lbs since 2021 – while supporting economic development in the communities most affected by plastic pollution. By paying people in these communities to collect plastic waste before it enters the ocean, Plastic Bank not only limits ocean plastic, but also provides economic opportunities that help collectors afford groceries, education, healthcare, and other needs. We also continued our partnership with How2Recycle®, an organization that creates easy-to-understand labels to educate consumers about the packaging used for their products and how to make sure it avoids a landfill whenever possible.



INGREDIENT SUSTAINABILITY

Ingredient sustainability is an important focus for our company, which is why we prioritize finding ways to source ingredients responsibly at scale. We are also constantly innovating to create more efficient ways to move ingredients through our supply chain to decrease transportation costs, and lower our greenhouse gas emissions.

Not only is environmental stewardship important for external stakeholders, it is also a means of futureproofing our business. Where other companies may be caught flat-footed by new environmental regulations, environmental impact lawsuits from community stakeholders, or supply chain volatility due to unsustainable ingredient sourcing, we minimize our exposure to these risks by thinking long term. In other words, what's good for the environment usually ends up being good for business.

Embodying our values:

Results Driven

“Nutrabolt ensures product safety through strict supplier partnerships, compliance with anti-slavery laws and FSMA regulations, and a quality verification program. We remain dedicated to ethical, safe production and future collaborations with compliant, audited suppliers.”

Brendan O’Toole, Vice President Procurement

PACKAGING MANAGEMENT

According to the United Nations Environment Programme, humans currently produce about 400 million metric tons of plastic each year. If current trends continue, that number will likely reach 1.1 billion by 2050 – the same year that many scientists predict our oceans will contain more plastic by weight than fish. To help address this global crisis, our strategy has been to eliminate as much plastic packaging from our products as possible, and switch to recyclable options for any remaining plastic packaging.

In 2023, our primary carbonated beverage packaging was 100 percent recyclable aluminum. Considered to be the gold standard of recyclable materials, aluminum can be recycled repeatedly, and as much as 75 percent of the aluminum ever produced is still in use today. Our primary active nutrition packaging is not yet fully recyclable, but we've made great strides in the past few years to reduce our nonrecyclable packaging. In 2022, we transitioned away from nonrecyclable chrome high-density polyethylene (HDPE) packaging

to recyclable polyethylene terephthalate (PET) bottles and polypropylene (PP) lids in our domestic active nutrition products. As a result, we reduced our nonrecyclable plastic use by 388,000 lbs in 2022, and we continue to work with these recyclable materials domestically. In the coming years, our goal is to make the same transition internationally, bringing our primary packaging to 100 percent recyclability in our beverage and active nutrition categories.

180K LBS
OF PLASTIC REDUCTION BETWEEN
JANUARY 2021 AND DECEMBER 2023



ENVIRONMENTAL PARTNERSHIPS



Plastic Bank is an innovative social enterprise working to stop plastic waste from entering our oceans while fighting poverty in underdeveloped communities. With more than 49,000 community members operating out of 550+ recycling communities across five countries, Plastic Bank empowers individuals living in coastal areas to intercept plastic waste and bring it to local collection points. Collectors receive payment based on the amount of waste removed, then the plastic is processed into Social Plastic® feedstock for use in future products. Since Plastic Bank's launch in 2013, they've diverted more than 277 million lbs of plastic waste from our oceans – that's the equivalent of more than 6.3 billion plastic bottles. We've been a proud Plastic Bank partner since 2021 and our support has led to the diversion of more than 10 million lbs of plastic while helping those living in underdeveloped communities provide for themselves and their families. In 2023, we maintained our certification as a Plastic Net-Zero Company thanks to our support for Plastic Bank's important work.

10M LBS
OF PLASTIC DIVERTED



Recycling is complicated. How2Recycle® makes it less so. The organization provides custom recyclability assessments for products distributed in the U.S. and Canada, then creates product labels with clear instructions to help consumers understand how to properly dispose of the packaging. The labels describe the materials of the packaging, include special directions when necessary, and categorize packaging as “Widely Recyclable,” “Not Yet Recyclable,” “Store Drop Off,” or “Check Locally” to guide consumers toward responsible disposal. Since 2022, we've worked with How2Recycle® to create custom labels for C4, Cellucor, and XTEND cans, bottles, and tubs sold in the U.S. and Canada.

“**Since my husband has a health issue, I decided to help and start working. Before going to work, I cook for my family, help my daughter study, and do other tasks. After finishing the chores, I help my husband collect plastic waste near our house. Sometimes I go to the beach. There is often a lot of plastic, especially during holidays. Then, I sort out the plastic waste to get a higher value. Once sorted, I deposit the plastic at the Plastic Bank collection branch near our house. The benefits received through plastic exchange are used to provide for our daily needs. The most important thing we receive is BPJS Health Insurance for my husband's treatment.**”

Atmawati, Plastic Bank Indonesia Collector



GOVERNANCE

We believe that high performance is a product of good governance. Through strong corporate oversight, responsible management of external supply chains, and robust internal ethics and data protection policies, our system of governance is resilient and enables our company to thrive.

Like so many other aspects of Nutrabolt, our company culture helps drive our approach to governance. From our Board of Directors to our new hires, this team is motivated by our responsibility to consumers, customers, community stakeholders, and each other. Because we commit to developing the best systems of governance rather than merely abiding by regulatory minimums, we ensure our ability to adapt to any challenge and respond responsibly.



CORPORATE GOVERNANCE

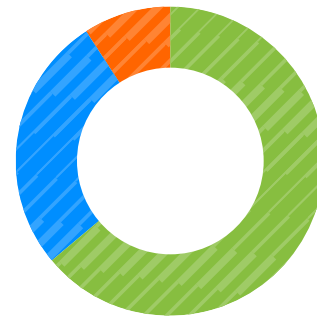
We hold every single member of our team to the highest ethical standards and constantly develop new systems and processes to ensure strong oversight, compliance, and accountability.

Good governance starts at the top. Over the years we've assembled a diverse and dynamic Board of Directors with unique perspectives and deep industry experience to help us navigate challenges in a way that aligns with regulations as well as our own values. The Board of Directors provides critical oversight of our company's business affairs and strategies, as well as guidance to our executive leadership. Between the Audit, Compensation, and Nominating Governance Committees, our Board of Directors has the systems and expertise necessary to further the interests of investors and our wider community of stakeholders. They achieve this through diligent standards that include accurate financial statements, thoughtful succession planning, and responsible compensation policies.

Beyond our Board of Directors, Nutrabolt is guided by Legal, Compliance, Quality, and Regulatory teams focused on risk management issues to ensure that our business complies with laws, rules, and regulations in all jurisdictions where we operate.

We believe breaking down barriers and increasing collaboration brings out the best in us and Nutrabolt as a whole. In 2023, we launched our Impact Council, consisting of teammates across departments working together to strengthen our company and more positively impact stakeholders. Through multiple initiatives, our leadership constantly explores new ways to live our values and more effectively pursue our mission.

BOARD DIVERSITY



BY GENDER

- 64% Male
- 27% Female
- 9% Chose not to identify/unspecified



BY AGE

- 45% Between 30 and 50
- 45% Over 50
- 9% Chose not to identify/unspecified



BY RACE/ETHNICITY

- 55% White/Caucasian
- 36% Belong to URGs
- 9% Chose not to identify/unspecified

BOARD OF DIRECTORS

NOMINATING GOVERNANCE COMMITTEE

- Wendy Unglaub, VP, Chief Tax Officer at General Mills
- Alicia LeBeouf, Head of Industry - Retail & Ecommerce at Meta
- Justin Whitmore, Chief Strategy Officer at Keurig Dr Pepper Inc.
- Alan Ennis, Vice Chairman of the Board, Audit Committee Chair, Former Revlon CEO
- Doss Cunningham, Chairman and CEO of Nutrabolt

AUDIT COMMITTEE

- Alan Ennis, Vice Chairman of the Board, Audit Committee Chair, Former Revlon CEO
- Wendy Unglaub, VP, Chief Tax Officer at General Mills
- George Lagoudakis, SVP Finance US Cold Beverage at Keurig Dr Pepper Inc.
- Jody Macedonio, Member of Audit and Nominating/Governance Committees, Strategic Adviser at Harper Wilde
- Doss Cunningham, Chairman and CEO of Nutrabolt

COMPENSATION COMMITTEE

- David Heath, Retired SVP Sales at Nike and Under Armour
- Brian Wynne, Chief Executive Officer at Acosta Group
- Derek Hopkins, Advisor, Former President, Cold Business at Keurig Dr Pepper Inc.
- Jody Macedonio, Member of Audit and Nominating/Governance Committees, Strategic Adviser at Harper Wilde
- Doss Cunningham, Chairman and CEO of Nutrabolt

BUSINESS ETHICS

It's not enough for us to produce the world's best performance products. We have to do so in an ethical way that reflects our values as a company. New hires discover the importance of business ethics at Nutrabolt during the onboarding process when they are introduced to our Code of Ethics. From health and safety policies to conflicts of interest and antitrust, our Code of Ethics is a guide to the practices that define our business. But our Code of Ethics is not a one-time box to be checked when new teammates join our ranks. Each year, every teammate is required to complete an anti-corruption training course to ensure critical policies are not forgotten.

If ethical breaches do occur, teammates are encouraged to contact our anonymous third-party hotline available by phone, mobile app, and web portal. Through this hotline, teammates can report any conduct they witness that they believe might violate our policies or applicable law in a safe, secure, and anonymous format. By creating an environment where every teammate feels empowered to communicate their concerns, we ensure a company culture that prizes ethical practices, champions accountability, and maintains focus on our mission.



DATA PRIVACY AND SECURITY

Our digital world is changing rapidly. Consumers are demanding increased data privacy, cybersecurity threats are on the rise, and an evolving patchwork of country- and state-specific regulations requires an adaptive strategy to ensure compliance. Here's how we meet the challenge.

- **Understanding Regulatory Requirements:** Our Regulatory, Legal, IT, and Security teams work closely to identify and understand the data privacy regulations applicable to our operations in different markets (e.g., GDPR for U.K. and E.U. operations, CCPA and CPRA for California operations).
- **Investing in Tools to Assist with Compliance:** We've invested in a comprehensive privacy platform via OneTrust, which allows Nutrabolt to track and ensure compliance with many different data protection requirements, including maintaining an up-to-date data inventory and processing consumer data rights requests.
- **Developing Internal and External Policies:** We've worked cross-departmentally to construct a clear and thorough privacy policy, implementing many different internal policies focused on data protection and privacy. For instance, we've added a step in our contract workflow process that requires any vendor who will be collecting, processing, or storing personal information to conduct a

vendor security assessment. That assessment is then reviewed by our Legal and IT departments to ensure minimum required data protection practices are in place.

- **Training Teammates:** Through ongoing data protection training programs, including monthly security lessons and regular teammate phishing tests, we maintain vigilance among our team.
- **Protecting Data Strategically:** We've established technical and organizational security measures to protect data from unauthorized access, disclosure, alteration, and destruction.
- **Managing Vendors:** Nutrabolt ensures that third-party vendors who handle data belonging to Nutrabolt, our customers, teammates, or other vendors adhere to data protection standards and regulations.
- **Monitoring and Reviewing Consistently:** Nutrabolt regularly reviews and updates its privacy and data protection practices and policies to stay current with evolving technologies, business practices, and legal requirements.

The challenge of maintaining data privacy and security will continue to evolve, but by investing in a nimble, adaptive system capable of responding quickly to new regulations and security threats, we know we will be ready to meet the moment.

SUPPLY CHAIN MANAGEMENT

We utilize a network of suppliers and co-manufacturers around the world to create and distribute our products, and it's important for us to understand how these partnerships align with our ESG strategy. As we vet new suppliers and co-manufacturers, we ask them a series of questions about their own approach to ESG issues. These questions explore topics such as environmental sustainability, workplace safety, and stakeholder engagement to determine if they meet our standards for partnership.

Over the past few years, it has been exciting to build new relationships with partners who prioritize ESG, and to see increased progress and enthusiasm around ESG issues from existing partners. Inspired by our work with Plastic Bank, some of our partners are exploring their own ways to reduce and offset plastic waste.

To ensure our suppliers and co-manufacturers use ethical business practices, we work with third-party organizations to conduct Sedex Members Ethical Trade Audits (SMETA). These audits check for compliance to both local laws and global ethical standards, including labor, health, and safety standards, business ethics, and an environmental assessment. If auditors encounter any violations, we quickly work with our partner to ensure corrective actions are taken.

Just as important as the quality of our partnerships is the efficiency of our strategy. Over the past few years, we've made strategic changes to our supply chain, such as in 2023 when we were able to localize the production of two key ingredients – creatine monohydrate

and creatine HCL – from Mongolia to Nebraska. That same year, we made great progress localizing production in Japan and the European Union. By bringing the links of our supply chain closer together and utilizing lower-impact transportation methods such as rail whenever possible, we're able to create a more efficient supply chain with a lower environmental impact.

In 2024, we plan to start incorporating the ESG progress of our global partners into our Quarterly Business Reviews, reflecting the steady progress that we've seen in these relationships. When our partners share our drive for ESG performance, we can be confident that our supply chain is resilient.

Embodying our values:

 **Results driven**

"Nutrabolt is passionate about our commitment to a sustainable supply chain and are consistently looking for ways to improve our packaging. Every year we are working to make more of our packaging recyclable and produced closer to point of manufacturing. As our business grows, we are committed to keeping the environment and sustainability top of mind."

Sam Christensen, Packaging Sourcing Manager, Nutrabolt



APPENDIX



ABOUT THIS REPORT

Thank you for your interest in the Nutrabolt 2023 ESG Report. We published this report to provide an overview of our company's activities related to environmental, social, and governance (ESG) topics that are important to our company and our stakeholders. Unless otherwise noted, this report is for the calendar year beginning on January 1, 2023, and ending on December 31, 2023. We intend to report on a three year cadence.

For the purposes of this ESG report, the concept of materiality used in our ESG disclosures is based on a definition of materiality specific to the assessment of ESG issues and does not correspond to the concept of materiality used in the securities laws and disclosures required by the U.S. Securities and Exchange Commission (SEC). Topics that we identify as "material" from an ESG perspective are not necessarily material to the Company under securities laws, rules, and regulations in place at the time of publication.

This report contains forward-looking statements, including but not limited to ESG goals, plans, and strategies to achieve results or goals. Any and all forward-looking statements are subject to internal and external uncertainties, risks, and opportunities that could impact actual future strategy, performance, or goals. We assume no obligation to update, amend, or restate any forward-looking statements found in this year's ESG report should future conditions change.

For additional information regarding this report and its contents and more about Nutrabolt's latest ESG activities, videos, awards, stories, and more, please visit [Nutrabolt.com](https://www.nutrabolt.com).



MATERIALITY AND STAKEHOLDER ENGAGEMENT

With the guidance and support of a third-party organization, we conducted our first materiality assessment in 2021 to identify, define, and prioritize our key ESG topics. In addition to our original assessment, we conduct ongoing research and stakeholder engagement to ensure the continued relevance of our priority topics.

Listening to our stakeholders is a cornerstone of our ESG strategy and core to our impact. We maintain regular and open communication with key stakeholders to inform our strategy and maximize our positive impact. The following table is an overview of our stakeholder engagement in 2023. The list of topics discussed and stakeholders engaged is illustrative and not fully inclusive of all of our engagement and communications.

PRIORITY TOPICS



ENVIRONMENTAL

- GHG Emissions and Energy
- Ingredient Sustainability
- Packaging Management



SOCIAL

- Community Engagement
- Consumer Health
- Diversity and Inclusion
- Product Quality and Safety
- Teammate Engagement
- Workplace Health and Safety



GOVERNMENT

- Business Ethics
- Corporate Governance
- Data Privacy and Protection
- Supply Chain Management
- Product Transparency

Stakeholder	How we engage
Teammates	<ul style="list-style-type: none"> • Teammate surveys • ERGs • All-hands meetings • Internal communication channels • Company-sponsored webinars and town halls • Regular training opportunities
Consumers	<ul style="list-style-type: none"> • Consumer surveys • Consumer event engagements • Social media
Suppliers	<ul style="list-style-type: none"> • Contracts • Meetings • Supplier questionnaires
Communities	<ul style="list-style-type: none"> • Community partnerships • Company and teammate giving • Teammate volunteerism
Investors	<ul style="list-style-type: none"> • Direct engagement • Informal engagement and presentations
Non-Governmental Organizations (NGOs), Universities, Subject Matter Experts	<ul style="list-style-type: none"> • Conferences • Publications and reports • Research
Industry Associations	<ul style="list-style-type: none"> • Meetings • Conferences • Workshops

DATA SUMMARY

People Data

New Hires by Gender	Male	45%	Turnover by Race/Ethnicity	White/Caucasian	15%	Individual Teammates by Gender	Male	45%
	Female	30%		Belong to URGs	13%		Female	39%
	Choose not to identify/unspecified ¹	25%		Choose not to identify/unspecified	4%		Choose not to identify/unspecified	15%
New Hires by Age	Under 30	30%	Executive Team by Gender	Male	80%	Individual Teammates by Age	Under 30	34%
	Between 30 and 50	67%		Female	10%		Between 30 and 50	62%
	Over 50	3%		Choose not to identify/unspecified	10%		Over 50	4%
New Hires by Race/Ethnicity	White/Caucasian	51.5%	Executive Team by Age	Under 30	0%	Individual Teammates by Race/Ethnicity	White/Caucasian	54%
	Belong to URGs ²	34.9%		Between 30 and 50	100%		Belong to URGs	36%
	Choose not to identify/unspecified	13.6%		Over 50	0%		Choose not to identify/unspecified	10%
Career Mobility by Gender	Male	61%	Executive Team by Race/Ethnicity	White/Caucasian	80%	Full Team by Gender	Male	49%
	Female	28%		Belong to URGs	10%		Female	34%
	Choose not to identify/unspecified	11%		Choose not to identify/unspecified	10%		Choose not to identify/unspecified	17%
Career Mobility by Race/Ethnicity	White/Caucasian	70%	Other Leaders by Gender	Male	52%	Full Team by Age	Under 30	23%
	Belong to URGs	22%		Female	28%		Between 30 and 50	71%
	Choose not to identify/unspecified	8%		Choose not to identify/unspecified	19%		Over 50	6%
Turnover by Gender	Male	15%	Other Leaders by Age	Under 30	7%	Full Team by Race/Ethnicity	White/Caucasian	59%
	Female	13%		Between 30 and 50	83%		Belong to URGs	29%
	Choose not to identify/unspecified	5%		Over 50	10%		Choose not to identify/unspecified	12%
Turnover by Age	Under 30	7%	Other Leaders by Race/Ethnicity	White/Caucasian	65%			
	Between 30 and 50	22%		Belong to URGs	19%			
	Over 50	3%		Choose not to identify/unspecified	16%			

¹ In 2023, we shifted from the category 'Other' to 'Choose Not to Identify/Unspecified' to allow team members to self-identify in their chosen way.

² Underrepresented groups.



Nutrabolt ESG