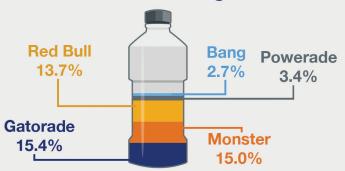
OUR VIEW ON THE US FUNCTIONAL BEVERAGE MARKET

US Functional Beverage Market Summary

Functional Beverages Reached \$39B in 2018 and Are Expected to Reach \$46B by 20231



The Top 5 Brands Account for 51% of the Functional Beverage Market¹



Preferred Protein
Source in
unctional Beverage

Functional Beverages & Perfo

Dairy Protein Source

Driver to Purchase Sports, Nutrition & Performance Drinks

52%

tisfy a Need State First?

High Protein

Consumers Purchase Functional Beverages to Satisfy a Need State First² Top Need States & Beverages Chosen Energy 739/



High-Protein Functional Beverages are Found in Practically Every Category of Functional Beverages



Yogurt Beverages



Meal Replacements



Sports Protein Drinks



Functional Waters



Dairy Alternative Beverages



Functional Juices



Functional Coffees



Functional Carbonates

