



THE WORLD'S #1 SPORTS NUTRITION BRAND

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World's #1
Protein Powder



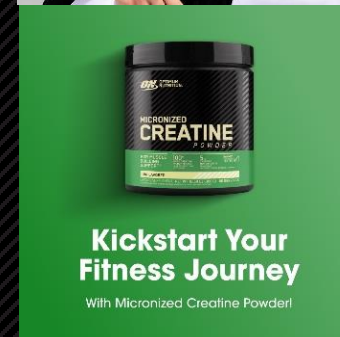
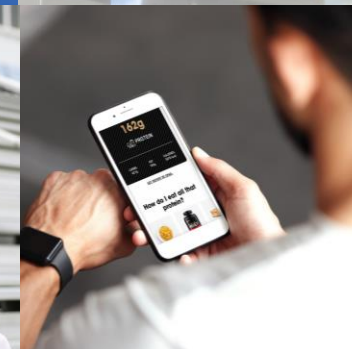
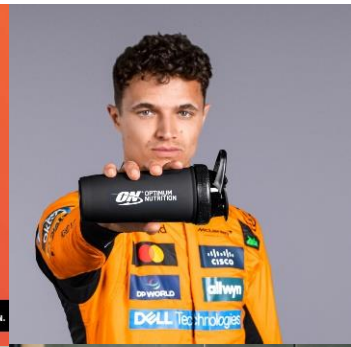
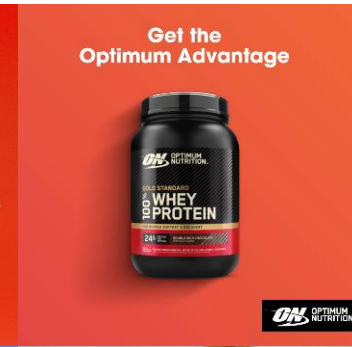
Sold in over 100
Countries



#1 SN Brand in
21 Markets



Top 3 SN Brand in
45 Markets



WORLD'S #1 SPORTS NUTRITION BRAND



Brand Essence:
Most trusted brand in sports nutrition



Brand DNA:
Uncompromising quality,
most trusted, world's #1,
global pioneer



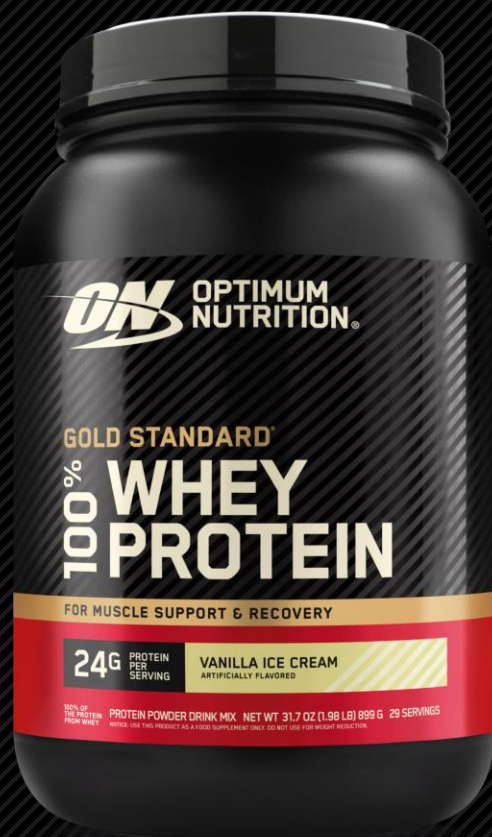
Brand Role:
To help people
experience the power
of fitness & nutrition

Consistently strong NPS scores¹:
US: 51 UK: 35 India: 51 China: 41 Mexico: 64

TRUSTED PERFORMANCE NUTRITION
FOR OVER 35 YEARS.



THE MOST TRUSTED EFFECTIVE PRODUCTS



1

In-House Manufacturing

2

Over 100,000 Quality Tests Annually

3

Industry Leading Certifications¹

4

Most Reviewed, Most Awarded

5

#1 in Protein Quality, Mixability, Digestibility²

THE BEST PORTFOLIO...



PROTEIN

CREATINE

ENERGY



GAINERS

ON THE GO

ENDURANCE

VMS

...FOR EVERY NEED AND OCCASION



WORKOUTS
(Pre/Intra/Post)

DAYPARTS
(Breakfast/Snacking/Dinner/Bedtime)

LIFESTYLES
(Nutrition)

CATEGORY MEGA TRENDS CONTINUE TO DRIVE GROWTH

Protein



+68%

"Increase protein intake"¹

+62%

Gen Z increased protein intake²

#1

US HHP Powder category, 1 in 3 adults³

Energy



+55%

An important fitness/wellness goal⁴

+67%

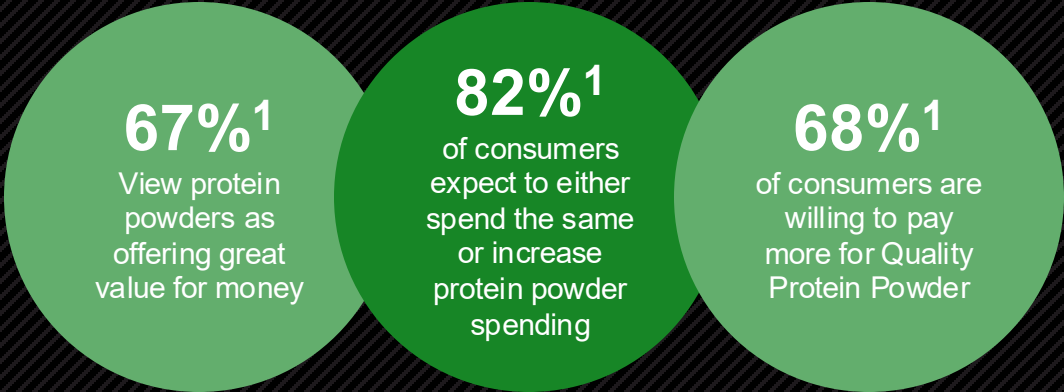
Increased global searches for energy⁵

+79%

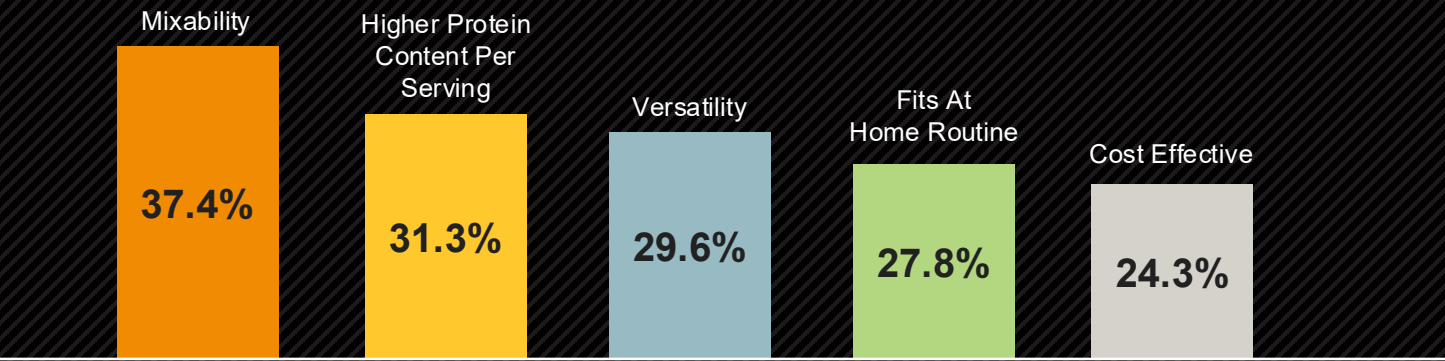
+63%

US & UK future increased creatine use¹

POWDERS ARE NOW MAINSTREAM AND OFFER MULTIPLE CONSUMER BENEFITS



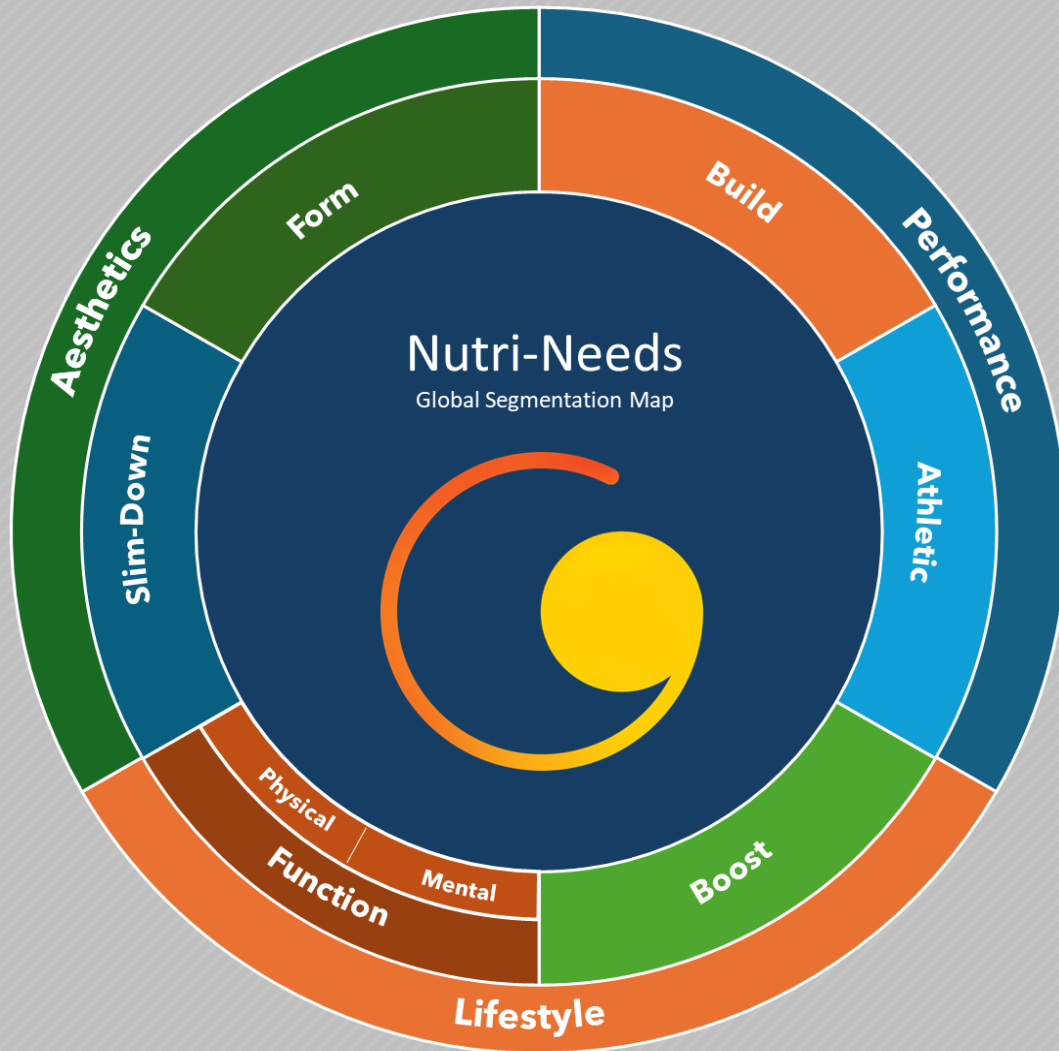
Top 5 reasons consumers prefer powder format²



Source: Attest GPN Panel Survey, Nat Rep US & UK, Q3 25
1. All strongly agree / agree answers (5-point scale)
2. 2. Format Advantages - Multi-Code - Top 5 of 15 Presented Here



NUTRI-NEEDS™ SEGMENTATION STUDY CONDUCTED BY PN



1

Proprietary segmentation based on consumers primary nutritional needs

2

18,000 Consumers, 5 markets, general population sample in US, UK, IN, AU, FR

3

For Optimum Nutrition:
Macro segment – Performance
Micro-segments – Build & Athletic

LARGE CONSUMER POOL IN ALL MARKETS, HEADROOM FOR GROWTH

CONSUMER TARGET



BY COUNTRY

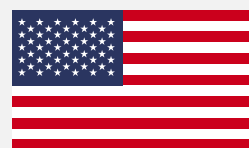


CONSUMER NEEDS

The Performance Motivated



Performance Motivated are
15-25% of adult populations¹



58M in US¹



111M in India¹



8M in UK¹



3M in Australia¹

Optimum Nutrition HHP in US
grew from **4.2% in 2022 to 5.8%²**



BUILD (US 27m)

Strength, Muscle, Bulk



ATHLETIC (US 31m)

Endurance, Energy, Stamina

Only 7% of Performance Motivated
claim to buy Optimum Nutrition¹

OPTIMUM NUTRITION USER IS HIGHLY ENGAGED IN THE CATEGORY



Spends 20% more on the category than the average buyer



Buys at least 4 performance nutrition categories, around double that of the average category buyer



Works out “vigorously” 74% more than the average category buyer



Has an income around \$100k, **13% higher** than the average category buyer

OPTIMUM NUTRITION HAS AN EFFECTIVE GROWTH PLAYBOOK

Broader Consumer Target



Product Edge



Optimised Design & Brand Assets



Inspiring Creative



Digital Media Reach & Engagement



Elite Athlete Advocacy



Product & Format Innovation



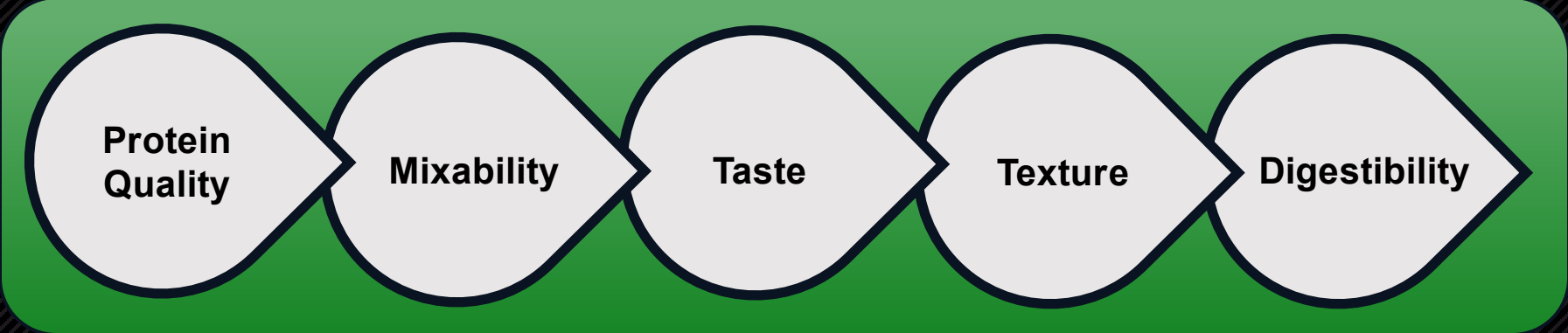
Broader Distribution Footprint



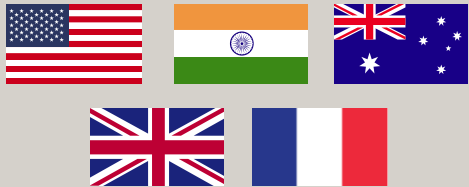
Supported by high impact targeted marketing investment of >\$0.25BN over last 3 years

OPTIMUM NUTRITION PRODUCTS RATED # 1 BY CONSUMERS

Desired Product Attributes for Protein Powder



Market Leading Results

Optimum Nutrition ranked #1	Highest Rated Brand	Key Strengths
	4.6 / 5★ Global Average Across all attributes	Protein Quality Perfect score globally Mixability Best-in-class dissolution

OPTIMUM ADVANTAGE CAMPAIGN LAUNCHES GLOBALLY IN JAN '26

Campaign Platform

THE **OPTIMUM** ADVANTAGE

Driving Impact: With 7 “hero” films featuring Optimum Nutrition athletes



Lando Norris



Cameron Brink



Rishabh Pant



Dan Sheehan



Marcus Smith

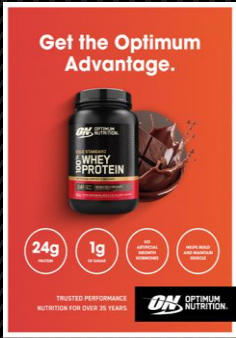
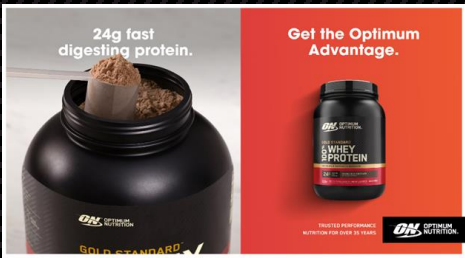


Harley Reid



Hamiso Tabuai Fidoi

Driving Persuasion: With social, channel specific retail & shopper point of sale



LEADING THE WAY IN EDUCATION & ADVOCACY

Tailored Education

Science-backed education programs for employees, trade & consumers

Sports Nutrition School™
Optimum Coach Academy
Optimum Insiders

Elite Athletes

Top-tier athletes drive digital reach and reinforce high performance credentials

60+ Athletes, 15 Olympians
Multiple sports, teams, markets

Local Heroes

Credible content producers drive digital engagement & product recommendations

1,200+ Content Creators
4,000+ Personal Trainers
UK Coach Program – 25M organic reach



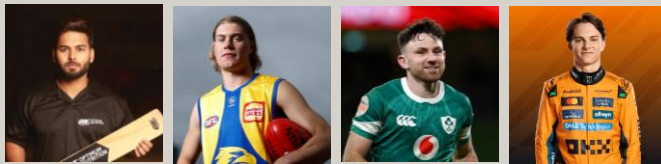
WE ARE WINNING IN DIGITAL MARKETING "BATTLEGROUND"

Reach & Community

Over 6m Social Media followers¹
+16% YoY



High reach athlete roster:
58.5m followers, 4X #2 brand²



India YouTube Channel:
0.25bn video views, +27% YoY
1 "Protein Review" video (8.2m)³

Education & Engagement

Protein
Calculator



McLaren
Unlocked
Series

57m Impressions,
3.4m video views¹



AI powered
Coach
Optimum



"Battleground" Results

+29%

Social Media
Engagement ytd '25¹

+11%
+12%

Website
Traffic ytd 2025
1st Party Sign Ups ytd²

+23%

Search
Optimum Nutrition Online
searches ytd Sep³

REASONS TO BELIEVE



**Strong consumer
& category growth**



**Broadened consumer pool
across all markets**



**#1 brand growing
fast globally**



**Award-winning
products**



**Best in-class
digital activation**



**High impact
investment**