

Mission :

To empower individuals to take control of their health through trust, transparency, and high-impact solutions—providing proper nutrition without compromise.

THE **GROWTH** & INVESTMENT STRATEGY

t  **nic**

A POWERFUL SCALE-UP MODEL BUILT ON 3 KEY PILLARS

1

High dose, no junk cross category product innovation



2

Empowering a community driven health revolution fueled by attention



3

Accessible pricing & distribution

TESCO

Morrisons
Since 1899

Waitrose

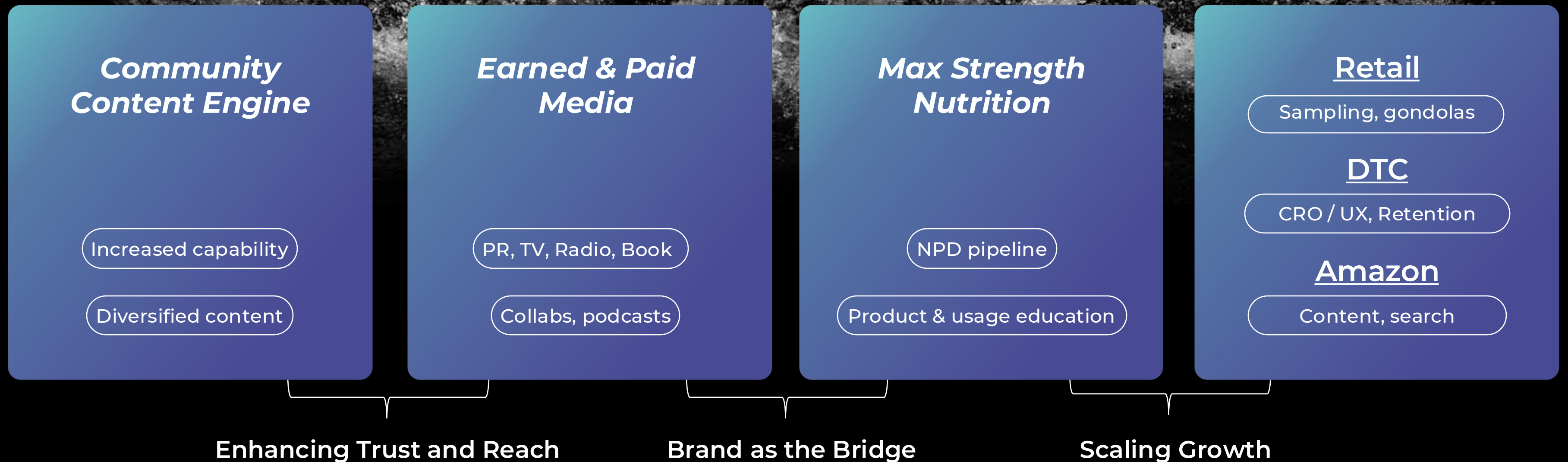
ASDA

Sainsbury's

Boots

THE *tonic* STRATEGY :

SCALING TRUST & ACCESSIBLE NUTRITION FOR ALL



THE STEP-BY-STEP INVESTMENT PLAN



tonic

***POWERING WELLNESS
FOR THE MANY***



FROM SOCIAL MEDIA VIRALITY TO THE 'MARTIN LEWIS OF HEALTH'



1.1m
Social

Martin Lewis – Finance

A journalist by trade, launched money saving expert, helping people with their finances. Followed this up with frequent TV appearances and government lobbying to help people's finances.

1. Help People with free resources

2. Position as Expert Books / TV / Radio

3. Justice Campaigns



10m
Social

Jamie Oliver - Cooking

A chef by trade, launched his TV career through the naked chef, but quickly moved into helping people with Jamie's Kitchen to train disadvantaged youths and Jamie's School Dinner to lobby government to feed kids better



BECOMING THE CONSUMER CHAMPION OF HEALTH

1

Help People with free resources

- Instagram
- TikTok
- Retailers
- Weekly Blog
- Newsletter
- IG Stories
- YouTube
- Free Guides

£232k

Increase Investment in Content Team & Production Budgets

2

Position as Expert – Books / TV / Radio

- PR
- Kids Book
- Adults Book
- Publicist
- Collaborations
- Podcast
- TV
- Radio

£185k

Hire PR team + Proactive Outreach

3

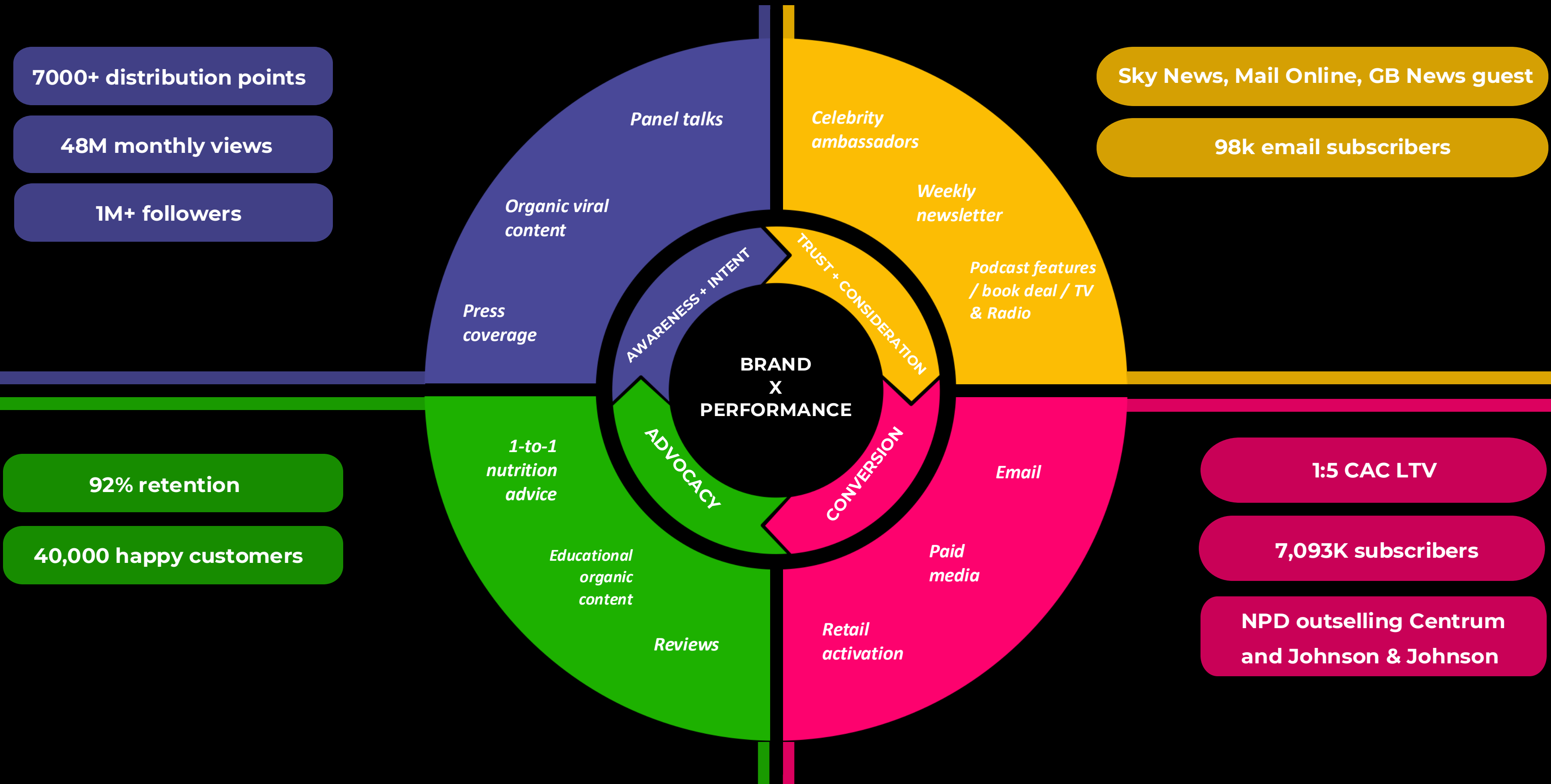
Justice Campaigns

- Leading change
- Petitions
- PR Stunts
- Help disadvantaged
- Annual Campaigns
- B Corp Status

£244k

Build justice campaign budgets and work to create health change

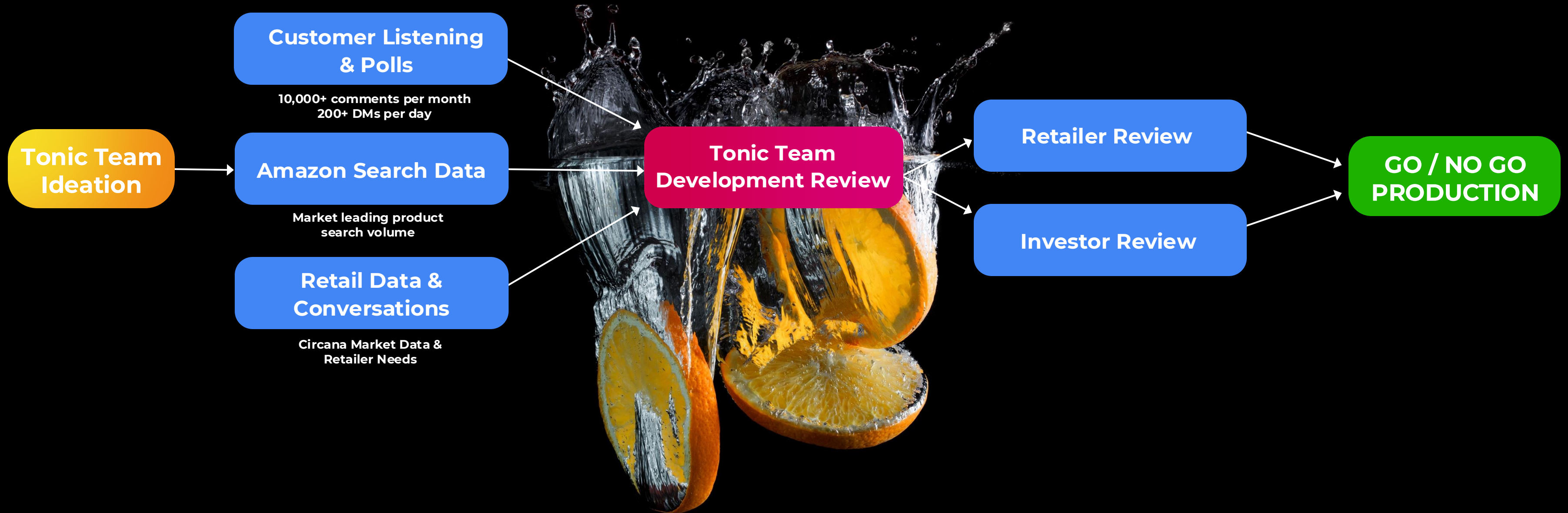
BRAND / PERFORMANCE BALANCE FOR A SUSTAINABLE & SCALABLE ACQUISITION MODEL



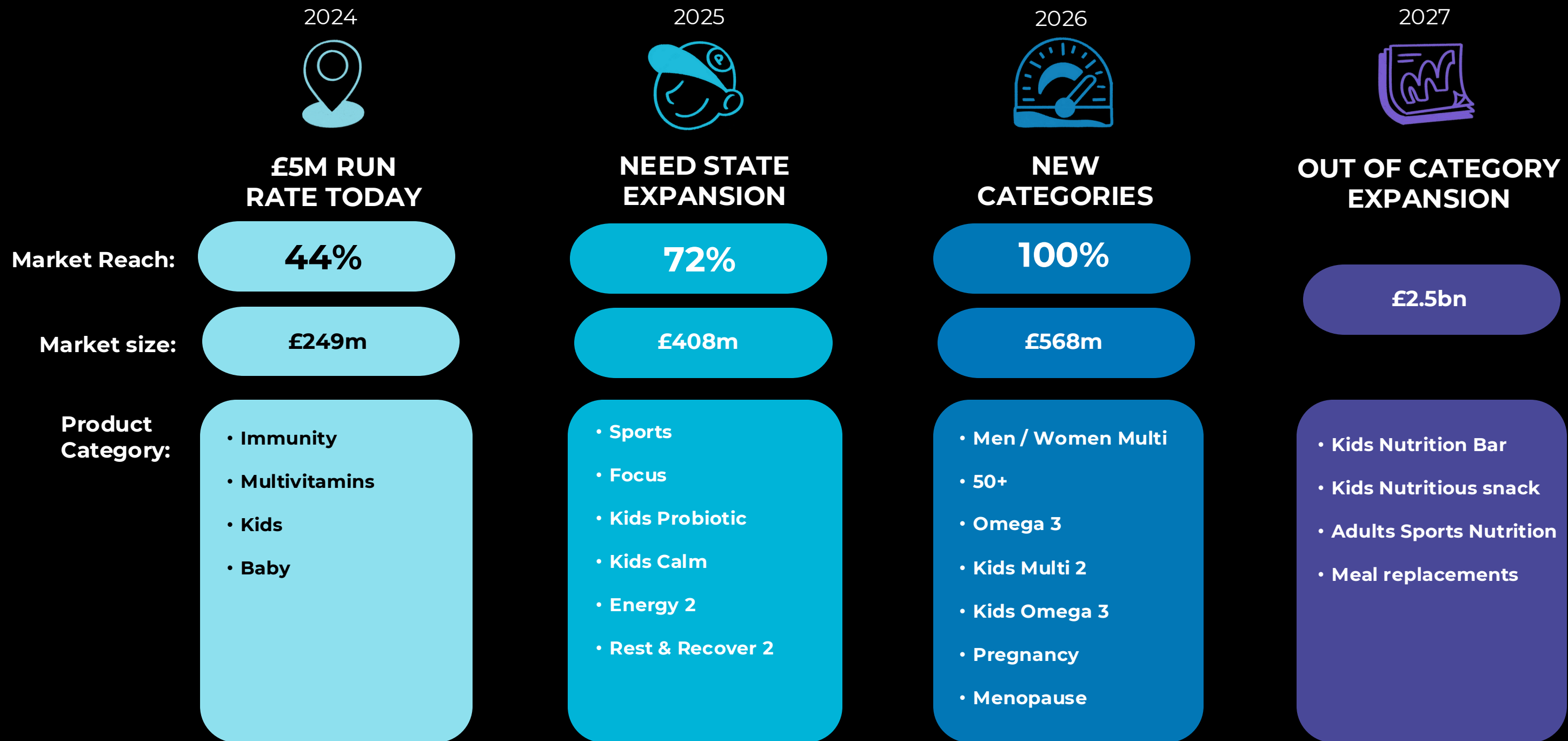
DRIVING GROWTH THROUGH INSIGHT LED NPD ROADMAP



MULTIPLE STAGE GATES IN THE NPD PROCESS TO ENSURE CUSTOMER CENTRIC LAUNCH SUCCESS



SCALING INTO THE NUTRITION OPPORTUNITY WITH NEW PRODUCT CATEGORIES



2025 WINNING IN KIDS GUMMIES



Sep 2025

Feb 2025

2025 TAKING ON BEROCCA IN EFFERVESCENTS



Nov 2024



Sep 2024



15



Sep 2025



Sep 2025

HUGE RETAIL DISTRIBUTION & ACTIVATION POTENTIAL



Blood
Orange

tonic

energy &
hydration

4-in-1

Blood
Orange

tonic

energy &
hydration

4-in-1

Blood
Orange

tonic

energy &
hydration

4-in-1

KIDS MULTIVITAMIN PERFORMANCE IN MARKET

WEIGHTED VALUE ROS

CWD WEIGHTED DISTRIBUTION



Our kid's product continues to demonstrate how much more opportunity there is in the market & that the best-in-class formulation & nutritional profile resonates incredibly well with parents

Source: North Star Circana Data: w/e 10th August for EANS: 5060604760279;5054563158703;5054563158369;5060216564760;3574661730561

3 SIMPLE STEPS TO SCALING TONIC IN RETAIL



1. PRODUCT SAMPLING

The most proven way to build traction in Retail is product trial. Product sampling will become a key acquisition and brand awareness tool into 2025.

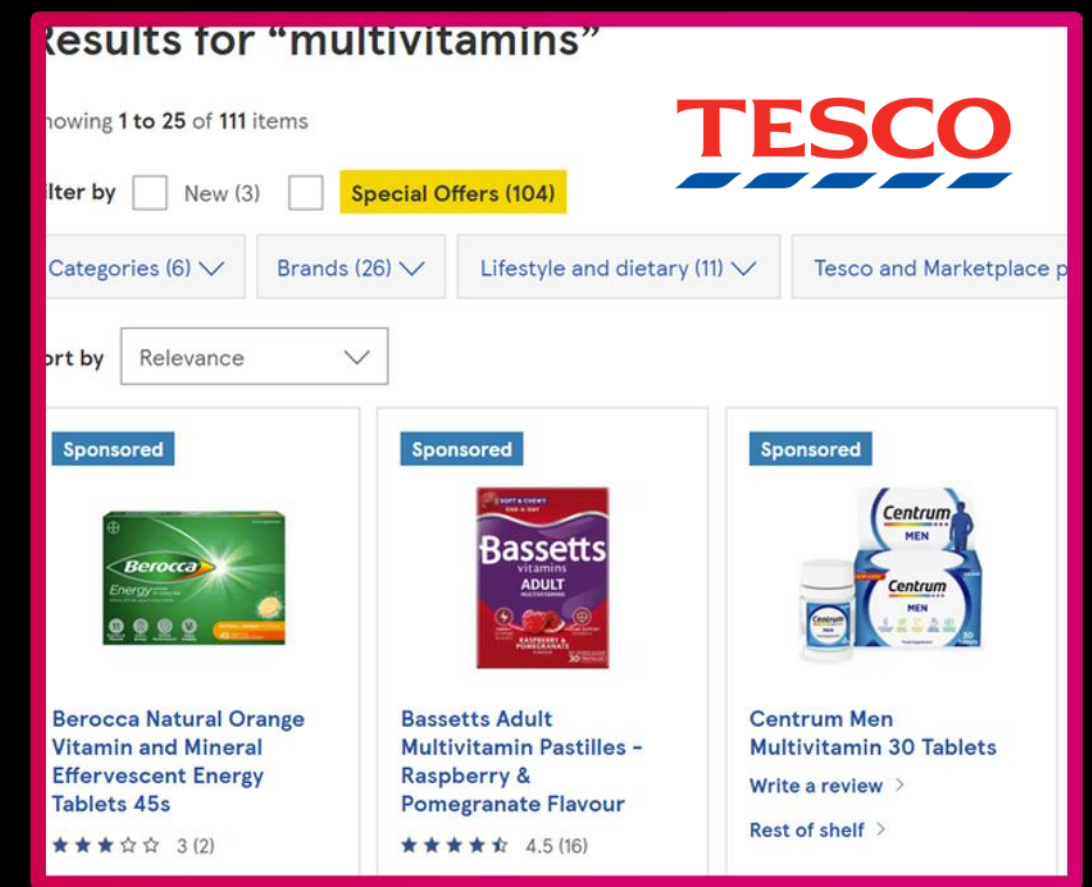
£120k



2. OFF SHELF FEATURES

Build the brand out of aisle to gain great awareness in store and drive more trial and consideration amongst non followers

£120k



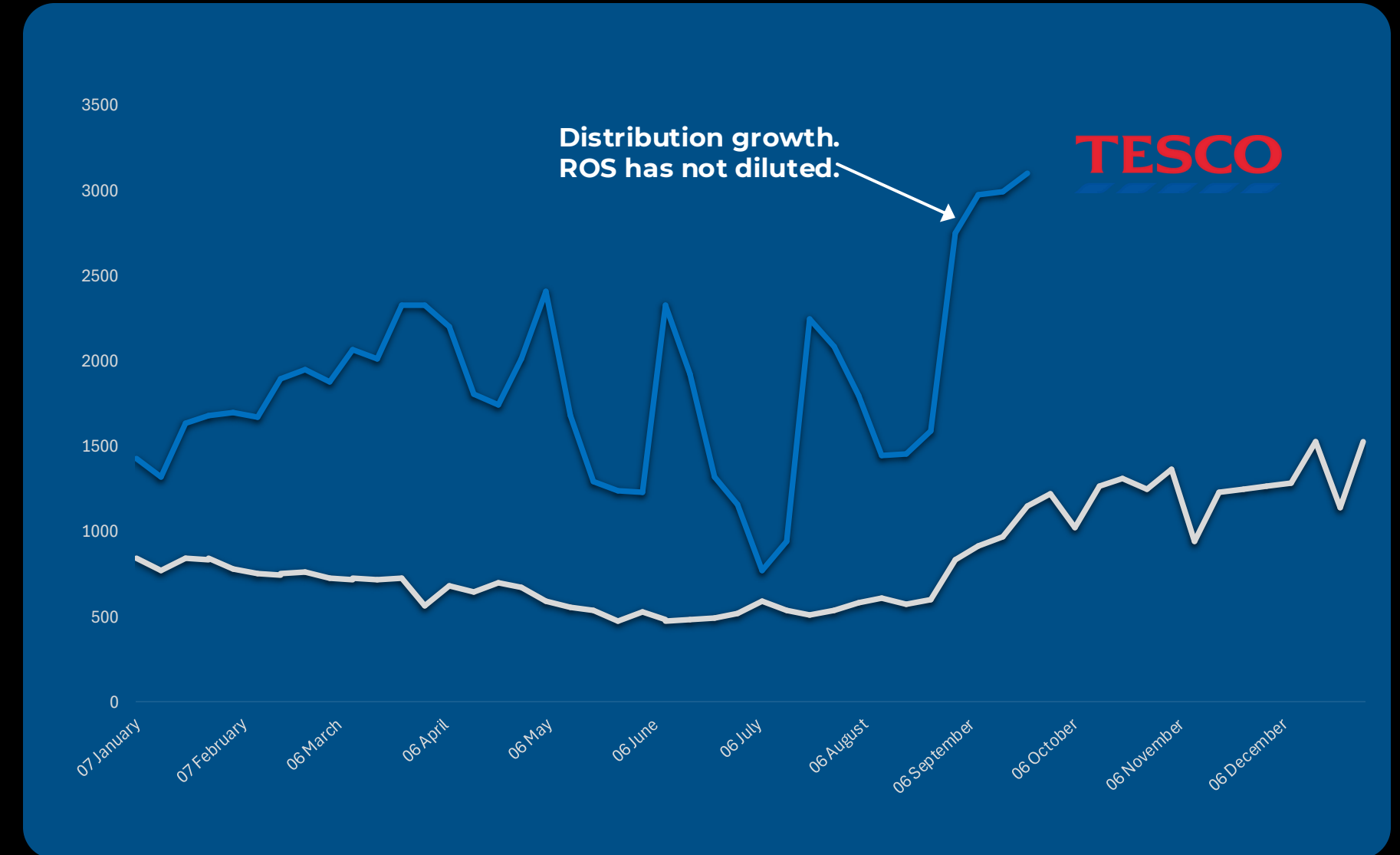
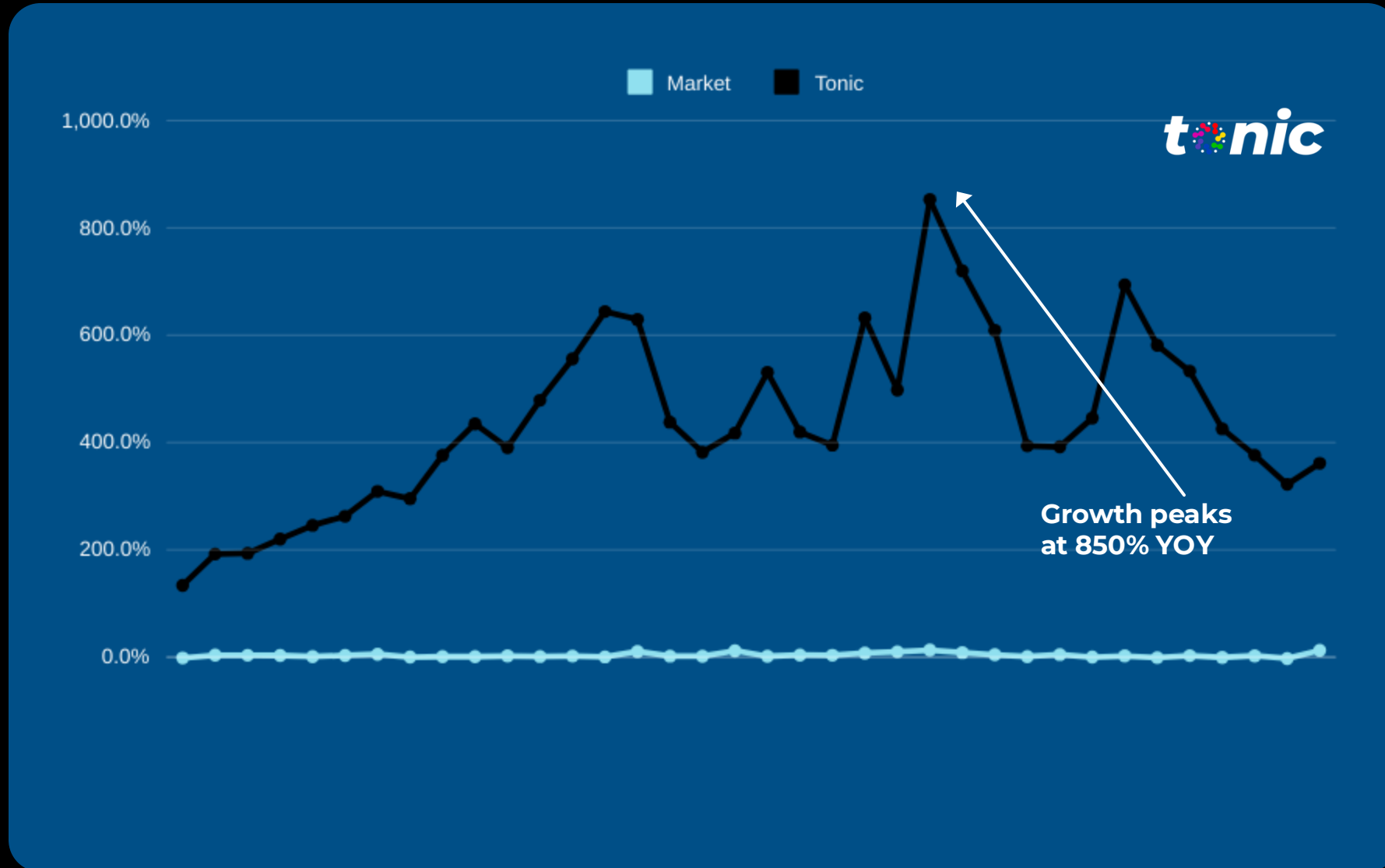
3. DIGITAL MEDIA

Investment into top of search is the highest digital ROI but requires long term investment into brand growth with negative short term cash implications.

125k

SECURING STOCK AVAILABILITY.

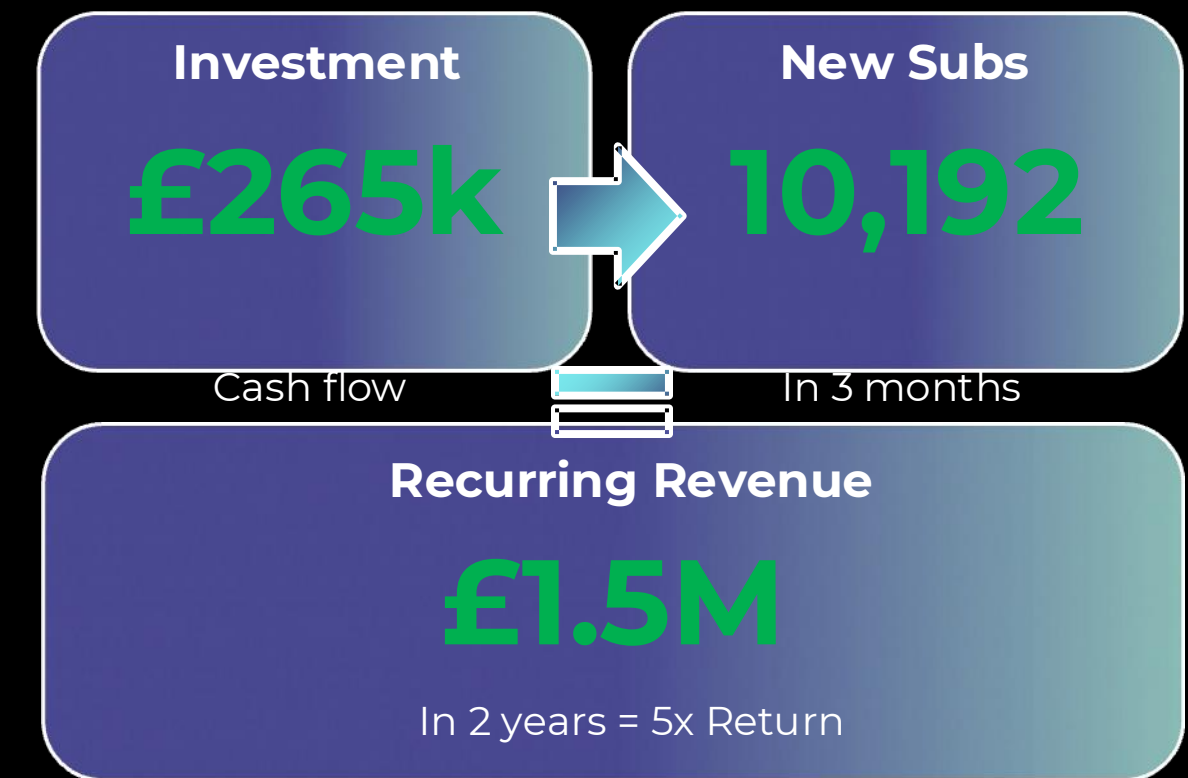
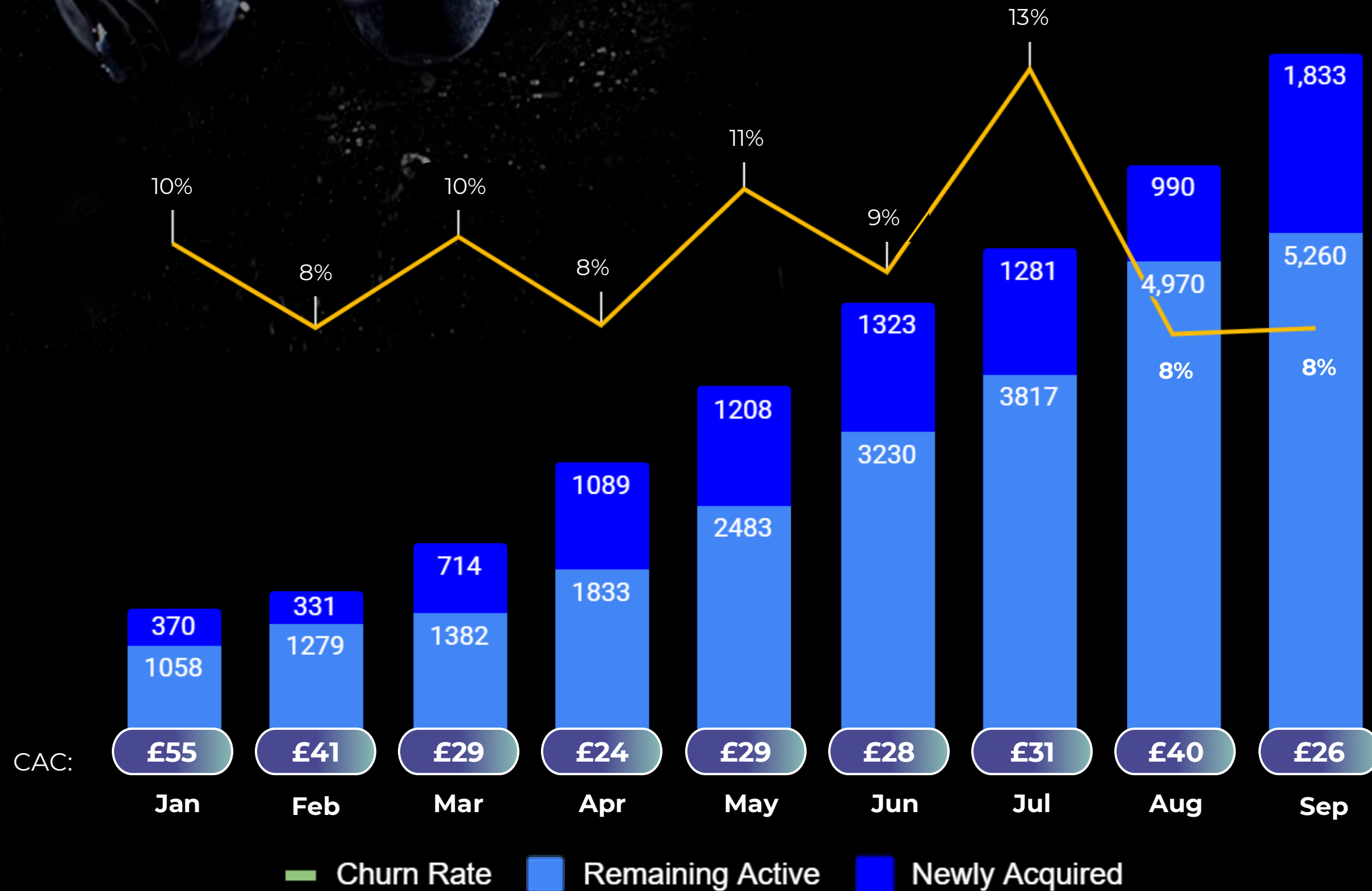
- £1 MILLION REVENUE IMPACT YTD



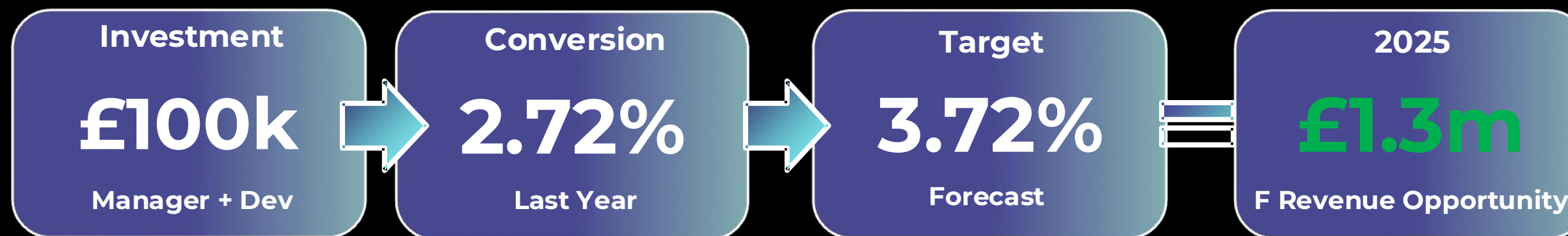
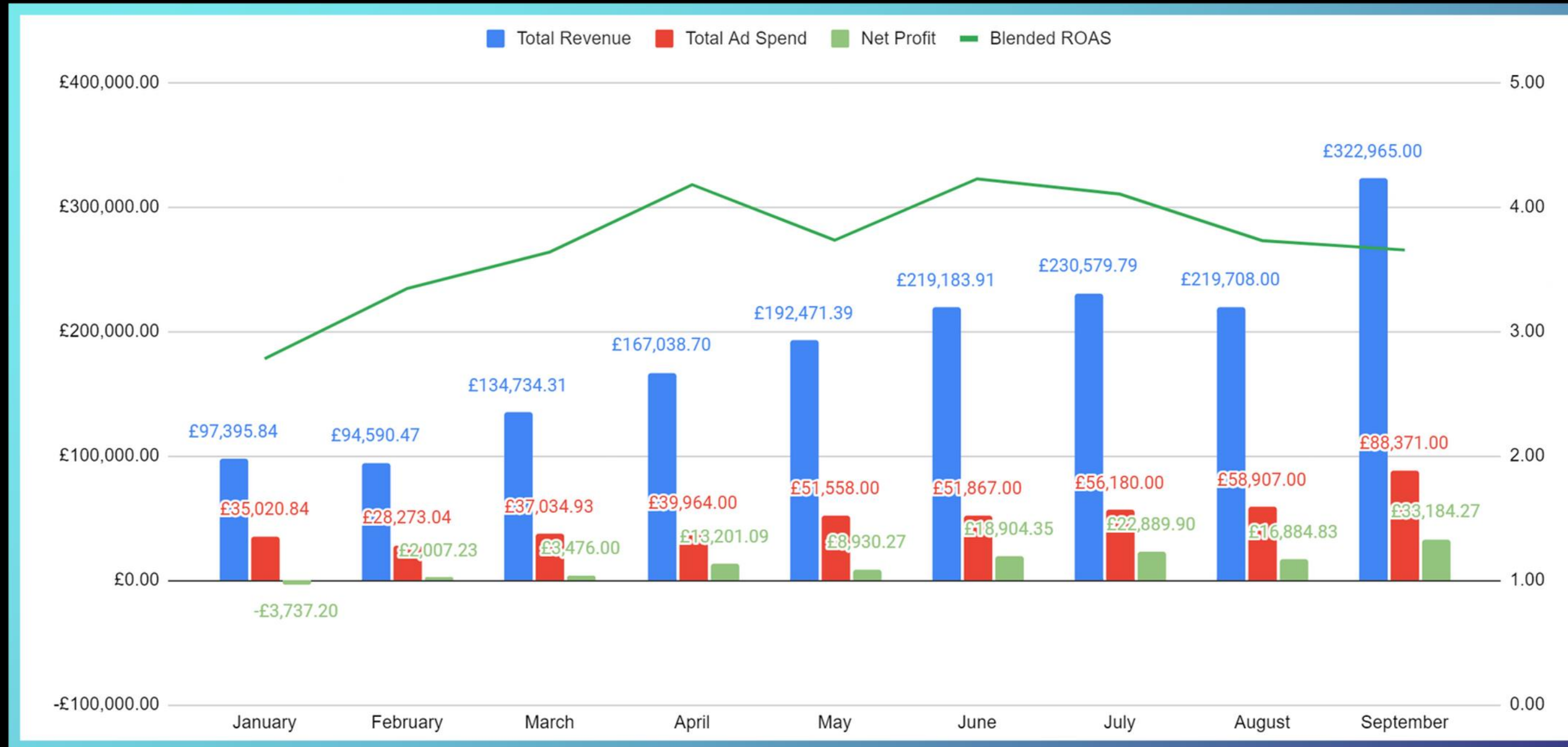
D2C OPPORTUNITY



SCALEABLE SUBSCRIPTION D2C MODEL WITH HEALTHY 1:5 CAC TO LTV RATIO



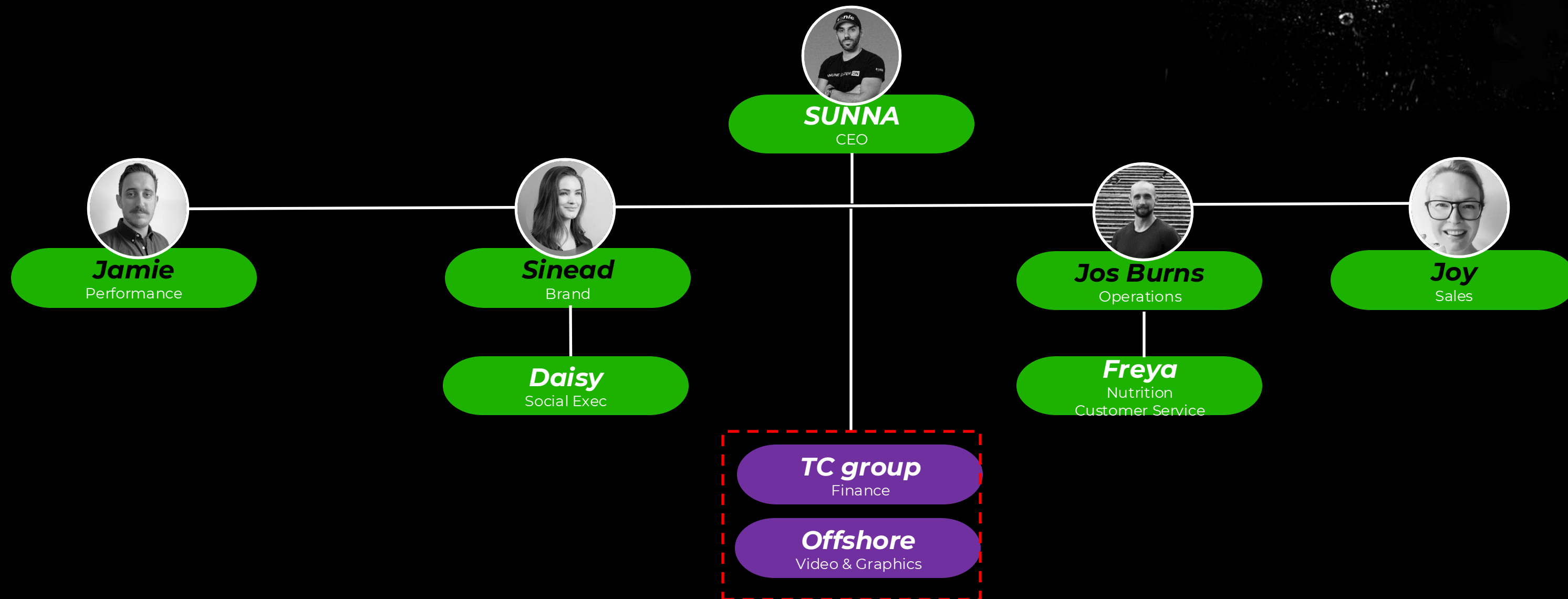
D2C MODEL SCALING STRONGLY – SIGNIFICANT UPSIDE FROM SMALL EFFICIENCY INVESTMENTS



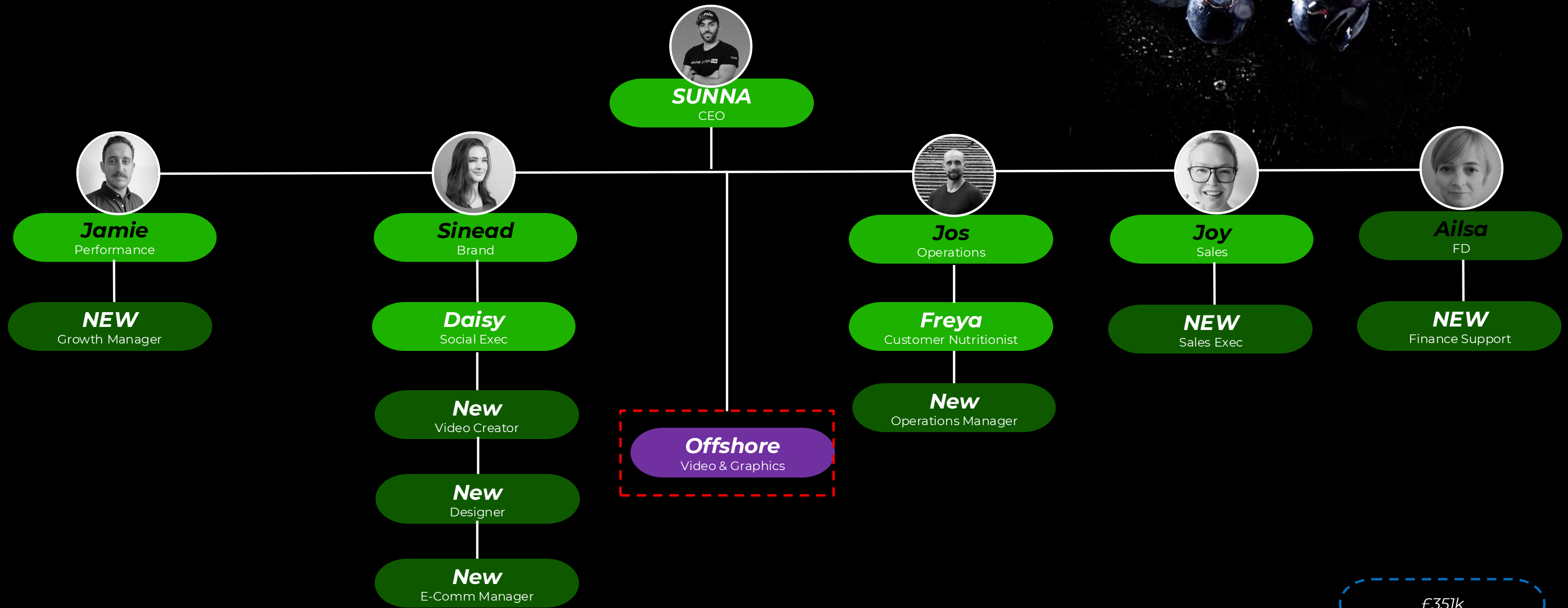
TEAM & CAPABILITY



TEAM AND OPERATING MODEL TODAY



TEAM AND OPERATING MODEL 2025



£351k

15 FTE

FTE Recruitment Outsource



**JOIN THE
MOVEMENT TO
MAKE A REAL
IMPACT ON THE
WORLD'S
HEALTH**



t^{onic}