

## Going-Concern Sale of Sports Nutrition & Dietary Supplement Business

### COMPANY OVERVIEW

Our client (“Company”) is an established sports nutrition business, manufacturing, testing, packaging, marketing and globally distributing premium quality sports nutrition and dietary supplement products. These products include but are not limited to vitamins, weight management, vitality, anti-aging, meal replacements, protein powders, creatines, pre-workouts, amino acid supplements, and more.

The business markets and sells its products directly from its website to consumers across the globe and to distributors who wholesale its products to retailers and e-retailers in the U.S., South America, Europe, Middle East, North Africa, and Asia.

The business owns hundreds of valuable trademarks in the United States and abroad. The business spent upwards of \$15m to secure ownership of its IP. Replicating the business’ IP portfolio would take years to accomplish, if even possible.

The Company is currently facing two critical issues – the increase in the price of whey, and the disruption of its business in Russia and Ukraine.

### TRANSACTION OPPORTUNITY

This is the perfect bolt-on acquisition for an investor who is in - or wants to be in - the sports nutrition and/or dietary supplement business.

The acquisition of Company’s assets would provide you with a vertically integrated, 40-year-old business with essential IP and a global customer base, thereby enabling you to:

- vertically integrate your business,
- expand your manufacturing, testing and production to the East Coast, and/or
- expand into the United States market in general, with global distribution.

### FACILITY HIGHLIGHTS

#### Research, Development & Testing Laboratory:

The RD&T laboratory is operated by senior chemists, biologists, microbiologists and food scientists. Recently, the business invested \$1M into expanding the lab and updating its equipment. The lab includes ID, chemistry, micro, a “real time stability room” and a “accelerated stability chamber.”

The lab also has the capacity and certifications to perform 3<sup>rd</sup> party testing, along with stability and environmental monitoring, which opens another potential revenue stream.

The lab is FDA inspected, along with being NSF certified, and it is set to be certified for ISO17025 Certification in May 2022.

#### Manufacturing Facilities:

Operated by skilled employees and with Halal and Kosher products, in conjunction with EU, NSF and GMP certifications, the FDA and USDA inspected facilities are equipped to produce 500+ various product types including capsules, tablets, powders and liquids. If used at full capacity, the facilities have the capability to produce \$500M worth of product a year. This facility also has the capacity to perform 3<sup>rd</sup> party manufacturing, creating another possible revenue stream.

#### Inventory and Distribution Warehouse:

The ~90,000 square foot warehouse is equipped with a 3 rack-pallet system, 8 enclosed loading docks, upgraded dock levelers, upgraded lighting and a fully functional camera system. The warehouse is located approximately 100 miles from the ports of New York and Boston.

### COMPANY V. COMPETITORS

Company’s unique attributes include:

- In-house product testing via its owned laboratory,
- In-house R&D capabilities,
- In-house bottling and branding, and
- Ownership of IP in all global markets
- Ownership of key real estate assets
- Extensive digital assets
- Brand new website that can ship worldwide
- Large social media following
- Highly rated seller on many domestic and international ecommerce platforms
- Unique direct to consumer partnership opportunity with conglomerate company that bought and took a similar competitor from ~\$30 million to over \$1 Billion in 10 years.

### DIETARY SUPPLEMENT INDUSTRY HIGHLIGHTS

The dietary supplement market was valued at \$151.9bn in 2021, with a projected 8.9% CAGR from 2022 to 2030.

[Click here to see this study.](#)

### SPORTS NUTRITION INDUSTRY HIGHLIGHTS

The sports nutrition market was valued at \$40bn in 2021, with a projected 8.5% from 2022 to 2030.

[Click here to see this study.](#)

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