



# BACKGROUND FROM DANIEL HERMAN, FOUNDER & CEO

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When I founded Bio-Synergy it meant giving up my dream of becoming a contender on Gladiators (although years later we supplied the show). It was my passion for fitness and nutrition that drove me to launch Bio-Synergy, as well as my dislike of drinking raw eggs (thanks Rocky!).

I wanted to create the first sports nutrition brand that would challenge the status quo and create products that would be suitable for gym goers and professional athletes alike and our mission was to create the first clean, effective and high quality range of sports nutrition.

To achieve this goal we had a number of beliefs that became the focus of everything that we do:

Education | Quality | Innovation | Flexibility  
Sustainability | Value | Customer satisfaction



# THE OPPORTUNITY

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The Global sports nutrition market is estimated by Statista to be worth in excess of **\$50bn** and expanding at **9.7% CAGR**

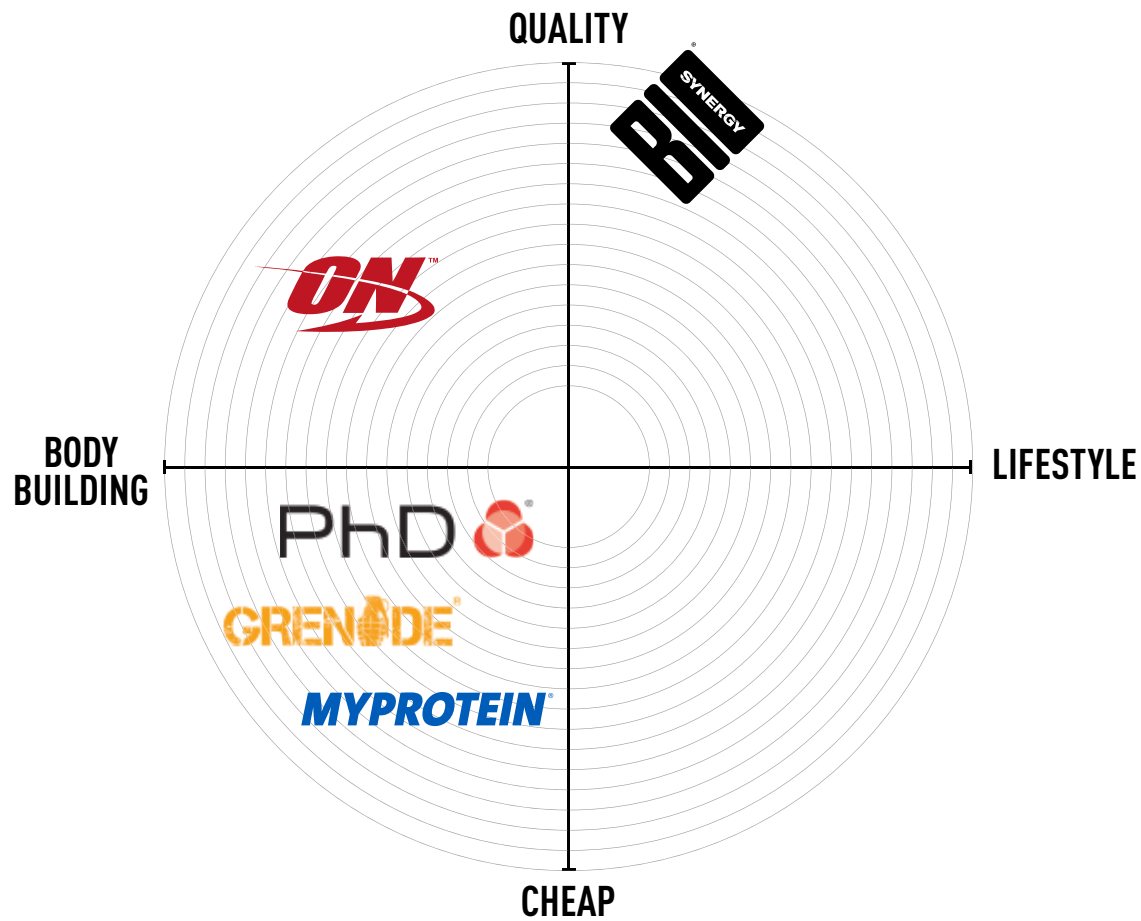
In the words of one of our shareholders  
Lord Sebastian Coe

**“Our aim is to be the number one sports nutrition company in the world.”**



# COMPETITORS

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# INNOVATION & COMMITMENT TO QUALITY

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In addition to developing many innovative supplements and drinks including Creatine Plus, Whey Better, Lean & Green, Limitless and Skinny Water we have also developed a smart vending machine which creates a fresh & delicious protein shake.

We are committed to identifying the latest research & using this to not only develop new products but provide you with the information that you need to make an informed decision.

Below are the agencies we partner with to test, research and work with to provide the highest quality product we can.





# HOUSE OF BRANDS

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The Bio-Synergy range incorporates performance products for the dedicated fitness/sport enthusiast as well as a range of Body Perfect weight management products and the Skinny range, including Skinny Protein & Skinny water #makeithappen

The core Bio-Synergy performance range is for those individuals with a deeper understanding of sports nutrition category who **demand premium quality that delivers results.**

It is a broad range of products that can be used to target specific needs, whether that be strength, performance, recovery, endurance, hydration or reducing body fat.

## BIO-SYNERGY®

At Bio-Synergy, we like to think we're as determined as you are. We know you have big goals for your health, body and sport. Since 1997, our only goal has been to develop the world's most effective sports nutrition range #makeithappen.



## ACTIVEMAN®

Designed exclusively for men, the cutting-edge, patented formulas in ActiVeman were developed alongside the ultimate active men: Olympic gold-medallist, James Cracknell.



## ACTIVE WOMAN®

The UK's first sports nutrition range dedicated to women. If you love fitness and getting results from your workouts, this range of sports supplements is perfect for you.



## SUPER 7®

Super7 range has been engineered for time-starved athletes, with busy professional & social lives, who find it difficult to spend endless hours in the gym.



## SPARTAN®

In ancient times, the Greek city-state of Sparta had a reputation for the severe and highly disciplined way of life. Physical training was required for both men and women. Spartan nutrition is a back to basics range of supplements for those dedicated to physical performance.





# OUR WAY OF WORKING

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Our process takes you on the journey from concept all the way through to successfully supplying your satisfied customers with a new innovative product.

1



Market understanding

2



Product leadership

3



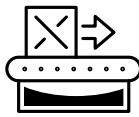
Early access to new ingredient innovations

4



Early access to new ingredient innovations

5



Exhaustive vendor assessment

6



Product validation

7



Full new product development

8



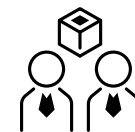
Samples for stability & pre-launch marketing

9



Finance

10



Project management

11



Ongoing supply chain management



# TEAM

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At Bio-Synergy we have an expert team which includes logistics, product development, manufacturing, design, PR, digital marketing, operations, sales and distribution all supported by our shareholders including Lord Sebastian Coe, so that we can offer a full turnkey solution that allows us to get products to market in a fast and efficient manner.



# HERITAGE

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Since launch over 10 million passionate sports & fitness enthusiasts have chosen Bio-Synergy to fuel their performance and make it happen.

Bio-Synergy products have been used by many of the world's most respected athletes and teams, in fact it could be said that Bio-Synergy is the best kept secret in sport!

Athletes and teams including David Coulthard, Pádraig Harrington, Will Greenwood the British & Irish Lions (both codes), the Basketball, Ice Hockey and Rugby Leagues, Premier Rugby, the Boxing Board of Control and Commonwealth Games to name but a few have incorporated Bio-Synergy into their regimes to make it happen. In fact our products may well have fuelled more Gold medals, PB's and World Cup wins than any other brand!

What this means is that you can rely on our brands & products to help you achieve your goals and #makeithappen.

So, if you hear someone raving about our amazing products, see them use it on the pitch or in training, you can be sure they're using it because they love the benefits Bio-Synergy delivers.



# ENDORSEMENTS

Critically acclaimed and award winning brand. Spanning sports supplements, slimming and well being.

## **your healthy living** 2018 AWARDS:

Best Supplement & Remedy - Activated Charcoal

Best Slimming or Fitness Award - Active Woman Define

## **Men's Fitness** 2019 AWARDS:

Best Whey Protein - Bio-synergy Whey Better

Best Protein / Snack Bar - Rebel Bar

Best Fat Burner - Thermogen

Best Vegan Product - Lean & Green Hazelnut

## **Health & Fitness** 2019 AWARDS:

Best Snack Bar - Rebel

Best Cold Drink - Skinny Water

Best Protein - Active Woman Activate





# ENDORSEMENTS

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"I recommend Bio-Synergy to all my clients"

**Perry Sugarman - IronMan and UK Athletics (running) certified coach.**

"Body Perfect, 9/10"

**Daily Mail**

"UK's most powerful protein"

**Men's Health**

"The winner .. If it's nutritional content you are concerned with then you can't beat Bio-Synergy. All of the proteins had good nutritional content but theirs was that much better"

**Essential Cyclist**

"The drink was very popular and in great demand. The athletes found it to be extremely appetising... can only endorse the product and assure you that we would look favourably on making use of Bio-Synergy in the future."

**Louise Martin - Chairman Commonwealth games**

"With the progression of the America's Cup to involve elite athletes, partnering with Bio Synergy didn't take much consideration. Bio-Synergy have consistently proven that they produce the best quality products in elite sport. Partnering with a brand which has such a versatile range of products has been key to furthering our physical performance programme. We are thrilled to have Bio-Synergy on board as a base supplier and we look forward to learning from their expertise in sports nutrition."

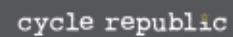
**Ben Williams - Head of Strength & Conditioning at Land Rover BAR**



# PARTNERSHIPS & DISTRIBUTION

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## RETAIL



## GOOD CAUSES



## SPORT





# PARTNERSHIPS & DISTRIBUTION

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Europe  
USA  
Scandinavia  
South East Asia  
Lebanon  
Dubai  
Saudi Arabia  
Peru  
Falklands





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