



Rapid Nutrition China Market Entry Strategy

Phase 1
10 July 2023



slim with science
新一代奶昔代餐粉
健康瘦 自然美



高蛋白营养奶昔 (香草味)
低热量 · 营养均衡 · 天然成分 · 有机

产品信息



产品名称: 高蛋白营养奶昔 香草味

产品规格: 554g/袋

保质期: 24个月

主要成分: 益生菌、浓缩乳清蛋白、欧米伽-3不饱和脂肪酸、螺旋藻、维生素及矿物质

原产地: 澳大利亚

食用方法: 每日2勺 (39g)，加入到200ml水、果汁、牛奶或豆浆中，摇匀后即可享用。可替代日常的一到三餐

Project Background

Rapid Nutrition is seeking to develop the brand's digital and eCommerce programming into the China market

High-level goals are to achieve the following:

- Establish eCommerce and social presence with commerce point-of-sale Increase brand awareness
- Introduce key product portfolio to the market
- Gain positive customer feedback
- Build loyal community
- Accelerate direct-to-consumer online revenue

来自澳洲的
绿色有机食品新贵
——纤体科技 绿色有机食物



富含营养的
有机天然食品

高活性
益生菌复合物

10种
有机水果

快速代谢
让纤瘦和现实更接近
——你的高科技减脂武器



优良产热配方
(Accelerate™)

该配方既含ID-alG™海藻浓缩物、又含绿咖啡豆，它们都是天然、安全、有效的纤体成分，既能发挥燃烧脂肪的作用，又能加快新陈代谢，消除皮下和内脏脂肪，抑制卡路里的吸收。

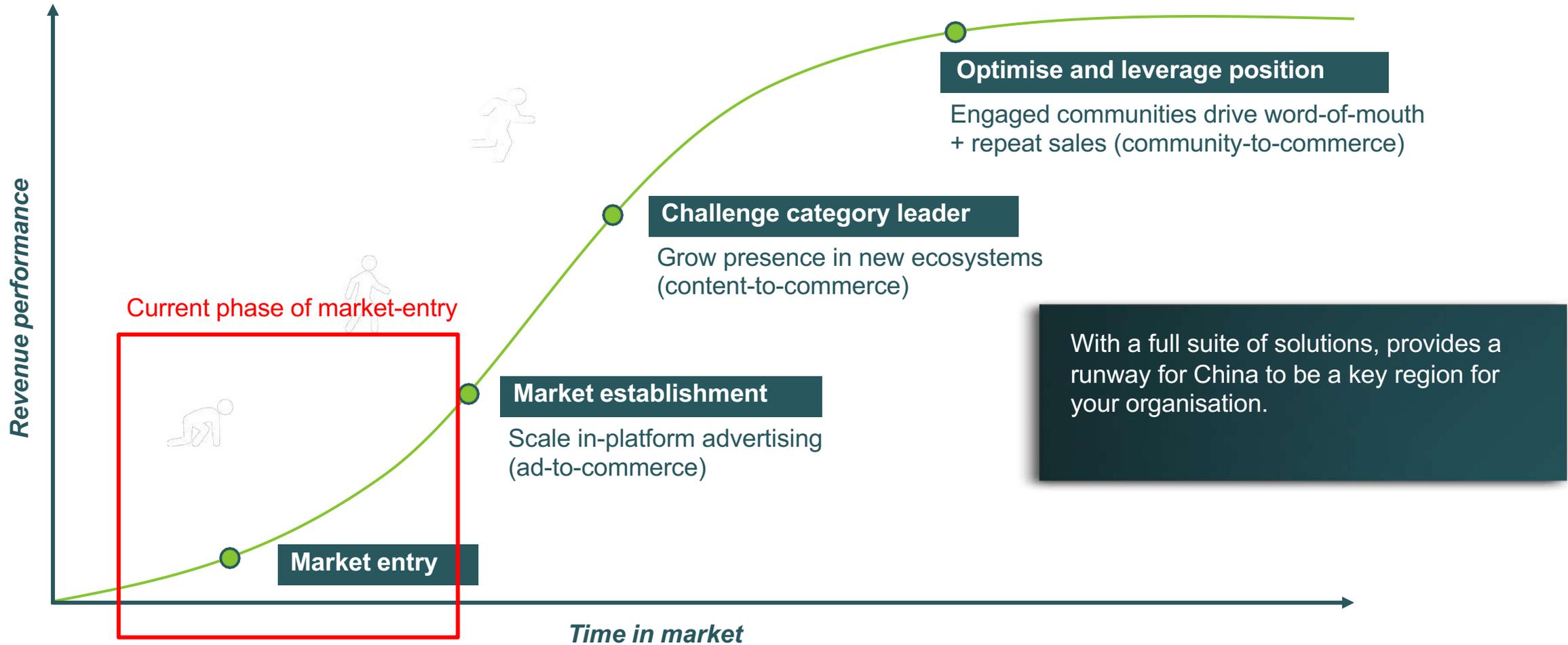


本品含200mg优质绿咖啡豆天然提取物。它含有绿原酸，能够降低身体对葡萄糖的吸收，从而降低血糖指数，预防脂肪堆积。

温馨提示：
选品时请注意，因为很多产品的含量未必足够让你达到目的。

海藻浓缩膳食纤维进入人体胃肠后，因吸收水分而膨胀，容易造成饱腹感，避免了因为摄取过多食物而造成肥胖，并达到减脂瘦身作用。

Current Situation



Overview of Approach

Ecommerce



Social Commerce



Moving Parts:

- China eCommerce
 - Via Tmall (and potentially JD)
 - No requirements for animal testing, or CFDA product approval
 - China Partner Team (“CPT”) administered, managed and reported
- Inventory stored in 3PL Warehouse in China
 - CPT-owned facility
 - CPT can pick up merchandise from Aus or US and FF to China
 - facility Any packaging updates can be handled by our team
- Marketing & Media Program
 - The team handles design, development and deployment
 - In-house produced content
 - Leverage some of Rapid Nutrition’ content in west, China team will custom dev localised content



system LS
slim with science
瘦身
从提高新陈代谢开始

加速代谢营养胶囊 (对抗顽固脂肪)
24h燃烧卡路里·加速代谢·拒绝反弹

产品信息

产品名称	加速代谢胶囊
产品规格	60粒/瓶
保质期	12个月
主要成分	D-α-G™海藻浓缩物、 咖啡豆、 维生素
原产地	澳大利亚
服用方法	每天2粒
储存方式	在阴凉干燥处，避免 接触。

温馨提示：1. 本品不含咖啡因及兴奋剂成分。
2. 本品不可用于诊断、治疗或预防任何疾病。
3. 本品旨在减轻体重，进行体重管理，为了获得更满意效果，请结合低热量饮食和规律运动。
4. 本品所含海藻浓缩物 (D-α-G™) 和绿咖啡豆的作
已获临床证明对减脂有效。

你有没有注意到有些人吃很多东西，
但仍能有美好的身材？
而你无论怎样少吃也长胖？这个困扰让你很烦恼！

事实上，吃不胖不等于代谢好！
新陈代谢就像我们身体里一列高速消耗
卡路里的小火车，代谢的越快，脂肪燃
烧的也就越快！

新陈代谢时，时时刻刻都在我们体内运作，
不停地燃烧热量，保持身体各个器官都
正常运转。但随着年龄的增长，身体新
陈代谢会随之下降。

Operational Overview

Operational Framework

CLIENT TEAM	GENERALISTS	SPECIALIST TEAMS (CHINA-BASED)			
<p>Governance & Core Responsibilities</p> <ul style="list-style-type: none"> ✓ Product ✓ Supply management ✓ P&L oversight ✓ Product compliance & regulatory ✓ Approval on program strategy & direction ✓ Channel & asset ownership ✓ Global marketing content and brand governance 	<p>Engagement Managers</p> <ul style="list-style-type: none"> • Primary day to day point of contact for all communications • Voice of customer 	Financial Services	Accounting, reconciliation, AR, AP, Expense tracking		
		<p>Strategists</p> <ul style="list-style-type: none"> • Program expansion planning • Market growth consulting 	Administrative & Legal Compliance/Counsel	Trademarks, legal/admin filing, applications	
			Technology	System integrations, IT, custom dev, web dev, ICP, engineering	
	Commerce		E-commerce, offline sales, merchandising, customer service, CRM, social commerce		
	Data & Insights		Data collection, research, social listening, analysis and presentation		
	<p>Project Managers</p> <ul style="list-style-type: none"> • Onboarding • Special project management 	Marketing Strategy	Brand, product & pricing strategy, brand positioning & localization		
		Creative Agency	Content Creation	Photo, Video, Social Content, Graphic Design, Copy	
			Media Planning & Buying	Paid ads on web, social & TV, OOH, Influencer (KOL/KOC) Marketing, Event planning, sponsorships, SEO, SEM	
	Social Media Management		Owned social & community management		
	<p>Executive Sponsor</p> <ul style="list-style-type: none"> • Account P&L owner 	Supply Chain	Warehousing, fulfillment, 3PL, inventory replenishments and product compliance		

SOW & Executive Governance

SERVICE GROUPS FOR PORTFOLIO

VALUE CHAIN



Monetising the Market

Content-to-Commerce

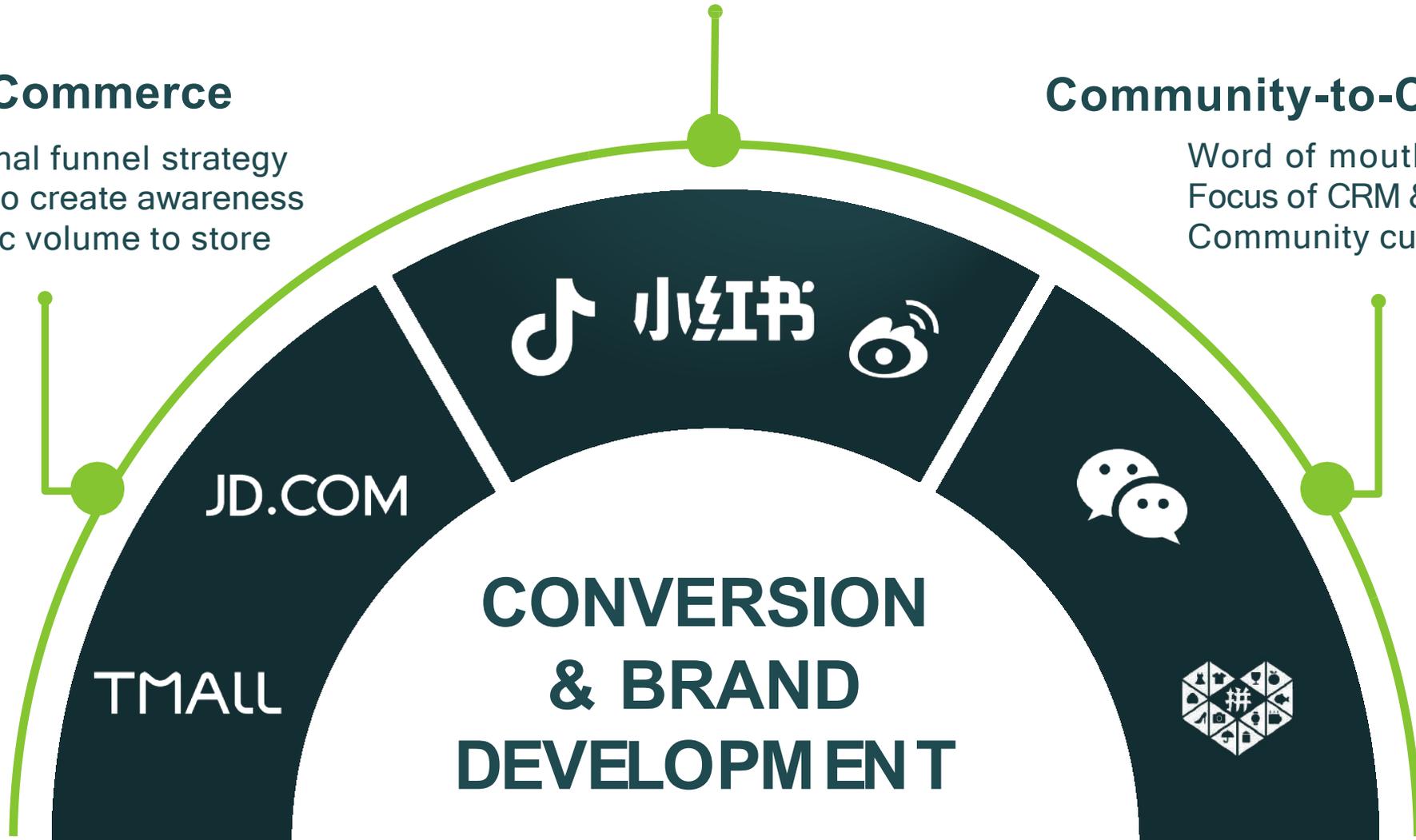
High levels of attention
Quick conversion of attention
Tactical driven initiatives

Ad-to-Commerce

Conventional funnel strategy
Advertise to create awareness
Drive traffic volume to store

Community-to-Commerce

Word of mouth driven
Focus of CRM & repeat sales
Community cultivation



Program Activation & Launch



CUSTOMER SERVICE SETUP & MANAGEMENT

China team will recruit, onboard and manage a CSR team, housed in China, on premise.

China Team to oversee the implementation of dedicated CSR Team:

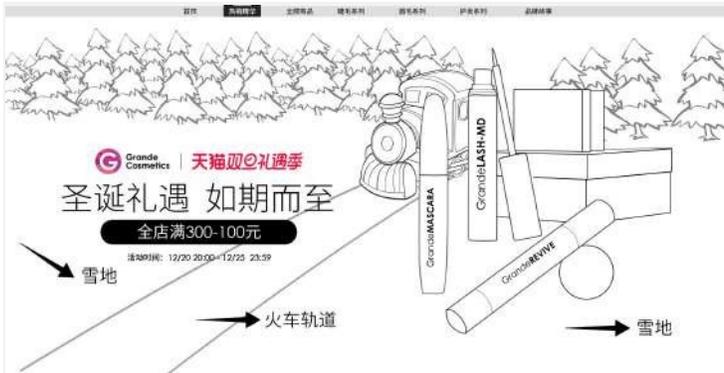
1. Full time, dedicated bodies to manage:
 - ✓ Online Chat
 - ✓ Email inquiry management
 - ✓ Toll-free call service
2. Front-line CSR co-operates with Client's inside sales/Global
3. CPT to scale CSR team as required
4. Aus/US Team to administer product training, FAQ and protocols

Training Timeline & Process:

- Start 45 days prior to store(s) opening
- Warehouse tours & orientation
- Product demonstrations
- Documentation creation and training
- Simulation exercises
- Report-out and report-up systems set
- Targets and Performance KPIs

Design & Development Process

Social Commerce store require a design, development and overall theme which is on-brand, China team will accelerate a creative and design process.



Propose Store Design Structure

From all the data, metrics and best/worst practices, China team will propose designs and store style layouts in mockup form



Revisions & Preparation for Final Sketch & Wireframe

Based on the interactivity between Chin team and the steering committee



Finalization & Approval

Implementation and final build-out after the Client steering committee has approved the designs

Store Deployment

Once the account(s) are created and the store access has been issued, as well as the SKUs being confirmed and the store design approved, China team will upload the store into the go-live domain and integrate into the 3PL system.

- ✓ Push store design live
- ✓ Integrate the store(s) API into the 3PL internal system
- ✓ Integrate the live chat accounts
- ✓ Setup the batch file production
- ✓ Test the daily reconciliation systems
- ✓ Stress-test, QA checks, order testing
- ✓ Go-Live (into Soft-launch mode)

产品信息

- 产品名称: 加速代谢胶囊
- 产品规格: 60粒/瓶
- 保质期: 12个月
- 主要成分: D-αG™海藻浓缩物、绿咖啡豆
- 原产地: 澳大利亚
- 服用方法: 每天2粒
- 储存方式: 在阴凉干燥处, 避免儿童接触。

温馨提示:

1. 本品不含咖啡因及兴奋剂成分。
2. 本品不可用于诊断、治疗或预防任何疾病。
3. 本品旨在减轻体重, 进行体重管理, 为了获得更满意的效果, 需结合低热量饮食和规律运动。
4. 本品所含海藻浓缩物 (D-αG™) 和绿咖啡豆的作用, 已被临床证明对减脂有效。

你有没有注意到有些人吃很多东西, 但仍能用有美好的身材? 而你无论怎样少吃也长胖? 这个困扰让你很烦恼!

事实上, 吃不胖等同于代谢好! 新陈代谢就像我们身体里一列高速消耗卡路里的小火车, 代谢的越快, 脂肪燃烧的也就越快!

新陈代谢时时刻刻都在我们体内运作, 不停地燃烧热量, 保持身体各个器官都正常运转。但随着年龄的增长, 身体新陈代谢会随之下降。

产品信息

- 产品名称: 绿色有机食物 浆果味
- 产品规格: 210g
- 保质期: 24个月
- 主要成分: 高活性益生菌、有机果蔬、有机海洋藻类
- 原产地: 澳大利亚
- 服用方法: 每日1勺 (7g), 取一勺加入约250ml温水果汁中, 摇匀后即可饮用。每天食用感觉更好, 不建议睡前饮用。

温馨提示: 孕期或哺乳期妇女、10岁以下的儿童、疾病患者食用前请咨询医师。

有机食品

是一种原生态的食品, 指在生产加工中不使用化学农药、化肥、化学防腐剂 and 添加剂, 也不用基因工程生物及其产物, 是真正源于自然、高营养、高品质的安全环保生态食品。

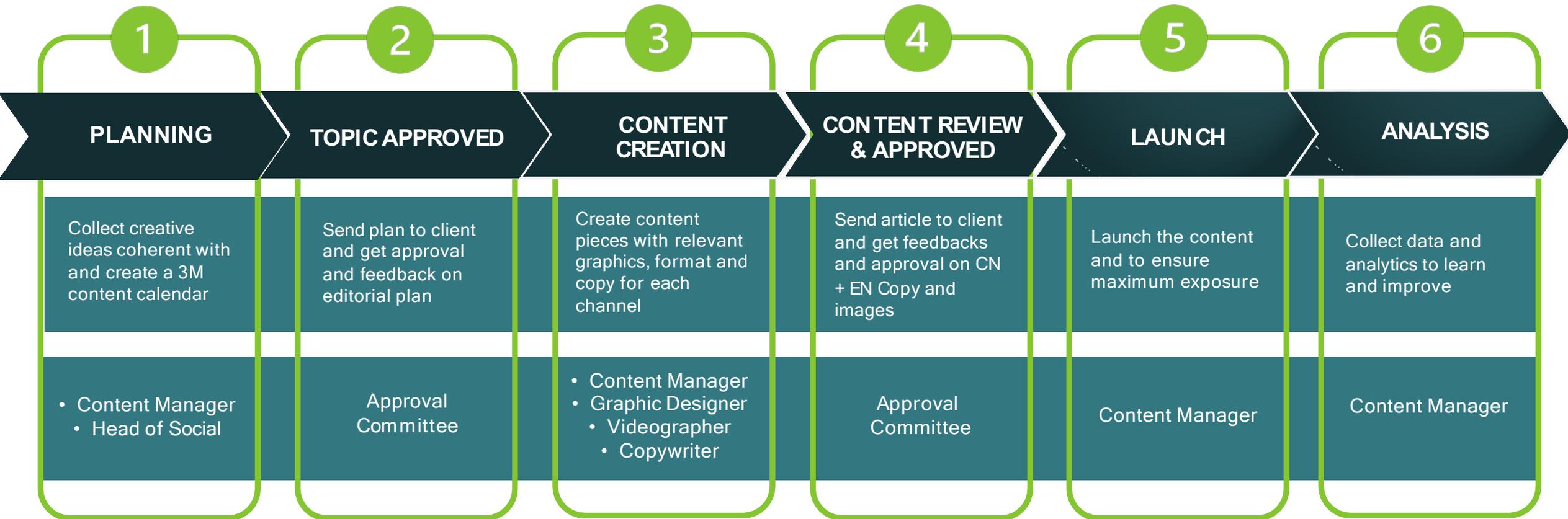
绿色有机食物的好处?

E-COMMERCE MANAGEMENT & OPERATIONS

China team employs a diverse and experienced team designed to execute all aspects of an organisation’s market growth solutions. Collectively, the team has decades of experience across all business functions required to accelerate growth, including digital marketing, e-commerce, logistics, international finance solutions, and more.

TEAM ROLES	DESCRIPTION
Global – Engagements Lead	Main focal for customer communication, strategic planning and engagement over the life of the engagement beyond activation
Global – Project Manager	Lead project manager for activation to ensure timeline and budget are met and escalations are made appropriately
Global – Creative Director	Lead for creative concepts and collaboration with in-market designers and developers to ensure the brand identity is maintained and effectively translated
China – Senior Marketing Strategist	Lead strategist for planning ad spend, channel selection, product mix recommendations and receiving customer feedback for Rapid Nutrition product development
China – Marketing Coordinator	Day-to-day marketing execution including ad spend, A/B testing, traffic monitoring and results reporting
China – Senior E-commerce Strategist	Lead strategist for pricing, bundling, promotional activities, discount strategy and in-platform customer engagement system strategies
China – E-commerce Coordinator	Coordinate day to day e-commerce operations such as inventory updating, traffic monitoring, promotional configuration and troubleshooting
China – Customer Service Representative	Lead on day-to-day customer engagement through e-commerce platform(s), including reputation management and review monitoring
China – Logistics Strategist	Define and oversee all logistics including customs clearance, regulatory liaising, and fulfillment strategy
China – Logistics Coordinator	Coordinate daily shipping, receiving, clearance and fulfillment
China – Financial Analyst	Implements and manages day to day financial transactions
China – Financial Strategist	Consults on financial system setup, transaction optimisation and capital expatriation methods

MARKETING & MEDIA MANAGEMENT PROCESS





LIVESTREAMING & KOL PROGRAMMING

China team to leverage the fastest growing commerce trend by streaming product content in the platforms.

Content examples:

Livestream facility:

- ✓ 11 Owned studios
- ✓ One click buy from livestream channels
- ✓ 200+ hours of content per day
- ✓ Generation of short video content
- ✓ Product reviews & education
- ✓ Bespoke content strategy & mix

KOL Programming:

- ✓ Identification
- ✓ Audits
- ✓ Ideation
- ✓ Deployment & Execution
- ✓ Film, edit, produce content
- ✓ Stream live, and/or broadcast assets to video platforms
- ✓ Integrate with sales channels to revenue boosts





- ✓ Multi-channel order fulfillment
- ✓ Warehousing
- ✓ Pick and Pack
- ✓ Order Replenishment
- ✓ Returns management & processing
- ✓ Product Personalization

LOGISTICS & WAREHOUSING

China Partner has 180,000 sq ft. of e-commerce logistics and warehousing space, optimized for ecommerce and equipped to support B2B and offline business.

Logistics Capabilities:

Based on the logistics pre-understanding, China Partners logistics team will coordinate with client to request initial shipment(s) of inventory into bonded warehouse for last-mile fulfillment.

- ✓ Supports B2B and B2C channels
- ✓ Shipment tracking
- ✓ Inventory tracking
- ✓ Restock alerts
- ✓ Importer of Record capabilities & solutions
- ✓ Seamless integration with the world's leading e-commerce platforms

DASHBOARD ACCESS

CPT e-commerce dashboard, providing up-to-date information and visibility into China's e-commerce ecosystems.

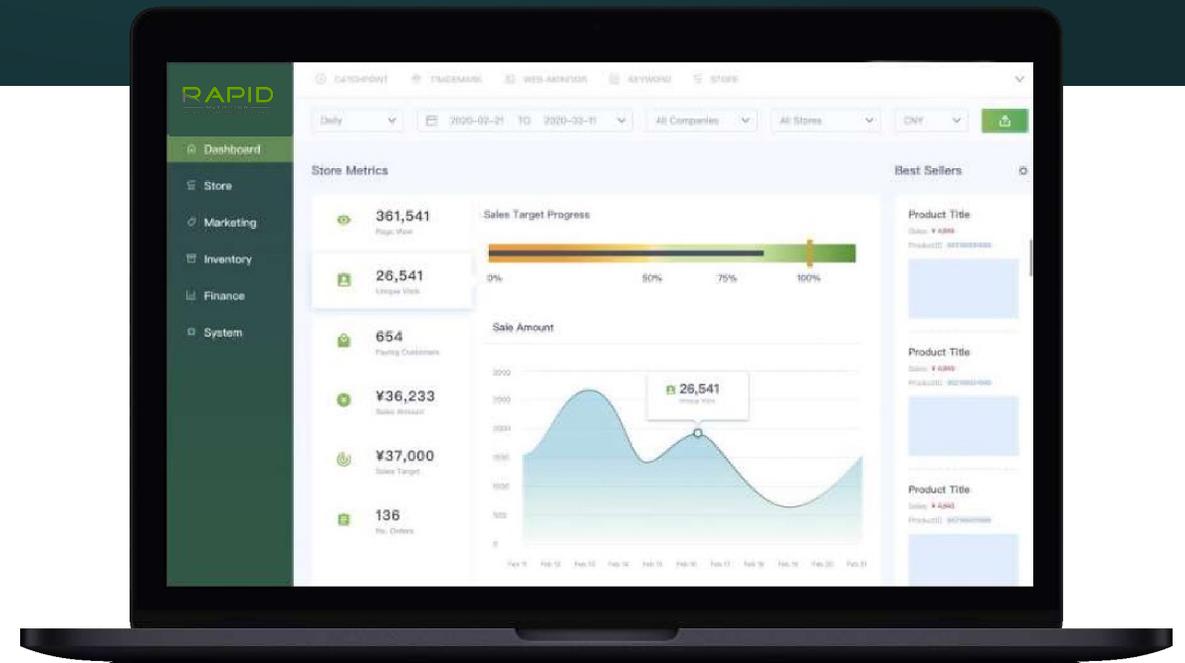
After go-live and stress testing is complete and the store's configuration has normalized, CPT will set up and make available the dashboard for team access.

REPORTING & ANALYTICS

The dashboard provides access to the most critical metrics we are measuring. CPT deploys a high-performance system of measuring against the planned performance.

Store Data Monitoring:

- ✓ Conduct routine monitoring of user marketplace behavior across various metrics
- ✓ Implement data tracking for in-platform marketing



Cost Structure & Forecasts

China eCommerce Launch Benchmark Model

Timeline	Year 1		Year 2		Year 3	
	Focus on category building, digital marketing, brand awareness and adoption		Focus on optimising eCommerce conversion, market adoption and brand awareness building.		Drive eCommerce conversion and brand development building. Shift focus to more conversion focused tactics leveraging the foundation and network	
	Lite Launch	Pop Launch	Standard Growth	Pop Growth	Standard Growth	Pop Growth
Growth Trajectory						
YoY Growth Rate			300%	200%	100%	125%
Gross Revenue Estimate	\$ 1,000,000	\$ 1,750,000	\$ 4,000,000	\$ 5,250,000	\$ 8,000,000	\$ 10,500,000
Customer Returns	\$ 50,000	\$ 87,500	\$ 200,000	\$ 262,500	\$ 400,000	\$ 525,000
Net Revenue Estimate	\$ 950,000	\$ 1,662,500	\$ 3,800,000	\$ 4,987,500	\$ 7,600,000	\$ 9,975,000
Annual Marketing Spend	20% \$ 200,000	\$ 437,500	18% \$ 720,000	\$ 1,155,000	18% \$ 1,440,000	\$ 1,890,000
Logistics & Warehousing Estimate	\$ 50,000	\$ 87,500	\$ 180,000	\$ 236,250	\$ 320,000	\$ 420,000
Platform Commissions	\$ 42,750	\$ 74,813	\$ 171,000	\$ 224,438	\$ 342,000	\$ 448,875
Payment Processing Fee	\$ 10,450	\$ 18,288	\$ 41,800	\$ 54,863	\$ 83,600	\$ 109,725
Monthly Operations & Management	\$ 198,000	\$ 198,000	\$ 198,000	\$ 198,000	\$ 198,000	\$ 198,000
Marketing Operations & Growth	\$ 89,400	\$ 89,400	\$ 89,400	\$ 89,400	\$ 89,400	\$ 89,400
Performance Fee	\$ 95,000	\$ 166,250	\$ 380,000	\$ 498,750	\$ 760,000	\$ 997,500
Operational Overhead Summary	\$ 685,600	\$ 1,071,750	\$ 1,780,200	\$ 2,456,700	\$ 3,233,000	\$ 4,153,500
Net Revenue Recognition	\$ 314,400	\$ 678,250	\$ 2,219,800	\$ 2,793,300	\$ 4,767,000	\$ 6,346,500
Net Revenue Contribution %	31%	39%	55%	53%	60%	60%

Disclaimer: The model and benchmarks included are examples only (exclusive of inventory). Sale revenues and variable costs are subject to change.

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system™
LS

slim with science

饿了嚼一嚼
身材瘦回来



高膳食纤维棒 (蔓越莓巧克力味)

低热量 · 低脂肪 · 高纤维 · 不含胆固醇

产品信息



产品名称: 膳食纤维棒 (巧克力蔓越莓味)

产品规格: 12支/盒

保质期: 12个月

主要成分: 有机黑巧克力、有机大豆、有机蔓越莓、有机燕麦、有机葡萄干、有机大米蛋白、有机枣等。

原产地: 澳大利亚

食用方法: 两餐之间饿了就吃

就...
不走...
不动...
的时候...
当你看见美食



当没:

THANK YOU



info@rnplc.com



www.rnplc.com



rapid_nutrition

