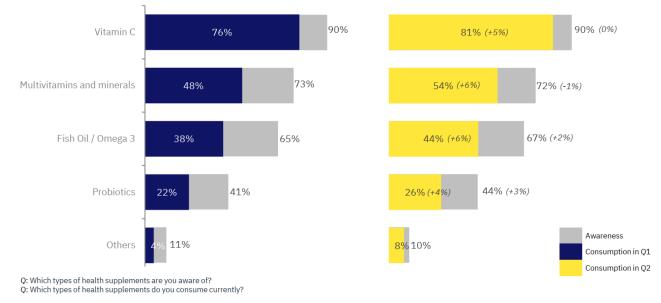
KEY SUPPLEMENT CATEGORIES TRACKING

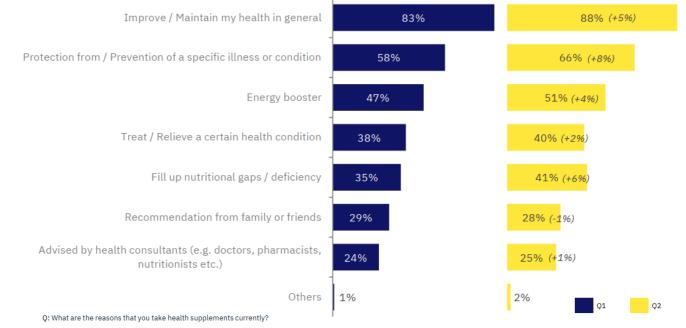
In March & June 2021, 2 online surveys were conducted with a total sample size of N=416 & 400 to understand and track the ongoing changes in consumers' behavior towards key supplements categories.

1. HEALTH SUPPLEMENTS AWARENESS & CONSUMPTION



- The awareness remain the same in the past 2 quarters whereas the consumption has increased in Q2.
- The consumption mirrors awareness, with vitamin C (76% & 81%) being the most consumed health supplement, followed by multivitamins (48% & 54%) and fish oil / omega 3 (38% & 44%).

2. REASONS FOR CONSUMING HEALTH SUPPLEMENTS



- Improving/maintaining health in general continues to top the reason for consumers to take health supplement.
- There's an upward pattern for consumers to take supplements due to prevention from a specific condition (58% to 66%) and filling up nutritional gaps (35% to 41%).

NEXUSWISE



3. CURRENT & FUTURE HEALTH CONCERNS

| Current health problems | |
|-------------------------|--|
| 34% | 32% (-2%) |
| 26% | 24% (-2%) |
| 18% | <mark>21% (</mark> +3%) |
| 18% | <mark>19% (</mark> +1%) |
| 16% | 17% (+1%) |
| 13% | 14% (+1%) |
| 13% | 10% (-3%) |
| 13% | 13% (0%) |
| *N/A | 12% |
| 12% | 13% (+1%) |
| 9% | 11% (+2%) |
| 8% | <mark>7%</mark> (-1%) |
| *N/A | <mark>7%</mark> |
| 6 | <mark>7%</mark> (+1%) |
| 1% | 4% (+3%) |
| 1% | 1% (0%) |
| 89 | 4% (-4%) |
| | 34% 26% 18% 18% 16% 13% 13% 13% *N/A 12% 9% 8% *N/A 6 1% 1% |

Health concerns for future

| I don't face any health problems/concerns | 15% | 17% (+2%) |
|--|------------|-------------------------|
| Lack of stamina / energy | 31% | 35% (+4%) |
| Skin problems (e.g. eczema, cellulite etc.) | 17% | 17% (0%) |
| Backache / Back pain | 23% | 27% (+4%) |
| High cholesterol | 47% | 42% (-5%) |
| Obesity | . 26% | 24% (-2%) |
| Allergy | 15% | 11% (-4%) |
| Hypertension / High blood pressure | 38% | <mark>32% (</mark> -6%) |
| Constipation / Other digestive system condition | *N/A | 15% |
| Eye problems | 28% | 27% (-1%) |
| Arthritis / Joint pain | 23% | 25% (+2%) |
| Anxiety/Depression/Other mental health condition | 16% | 21% (+5%) |
| Asthma / Other lung condition | *N/A | 15% |
| Diabetes | 32% | <mark>34% (</mark> +2%) |
| Heart problems / Coronary diseases | 36% | <mark>34% (</mark> -2%) |
| Cancer | 27% | 26% (-1%) |
| Others | 1 % | 2% (-2%) |
| | | |

Q1 Q2 *Option is newly added in Q2

Q: What are the health problems that you are facing currently? Q: What are the health concerns that you worry about for your future?