

What Consumers Are Searching For



Minimal Ingredients, High Protein & Gluten Free



Driving Turns in the Convenience Channel⁸

Introducing RXBAR® A.M.



Package label now #1 influencer for product purchasing.¹

Almost 6 in 10 consumers indicate "clean label" is important to making purchase decision¹

Using real ingredients like: egg whites, fruits, nuts

No gimmicks, no hype. short list of real ingredients

#3 Healthy Lifestyle bar brand³

RXBAR® Chocolate Sea Salt is the #10 Healthy Lifestyle bar item³

Simple and delicious ingredients

including soft rolled oats, creamy nut butter, wildflower honey, egg whites, crispy brown rice, and pumpkin seeds

What consumers want⁴



Clean Ingredients



Transparency



High-Quality, Great-Tasting Products



Protein Enrichment

RXBAR® super consumers purchased multiple brands on a regular basis - traffic increasing behavior²

10+g of protein per bar ideal for a broad array of consumer occasions

Egg whites provide source of high quality protein⁵

58% of consumers look for products with a short list of relevant ingredients⁶

RXBAR® is gaining momentum

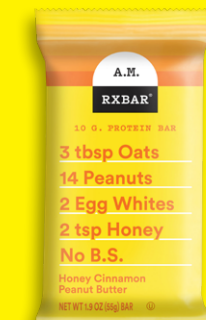
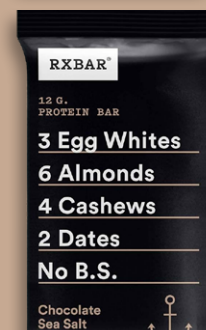
RXBAR® has seen dollar growth every quarter since Q2 of 2021⁷

Half of all C-Stores are now carrying RXBAR®¹²

RXBAR® A.M. drives incremental dayparts with 50% of bar consumption occurring in the A.M.⁹

The introduction of RXBAR® A.M. in the convenience channel has increased the size of the total brand by 39%.¹⁰

RXBAR® (both Core + RXBAR® A.M. drives a higher basket spend of +\$1.28 more than the Nutritional Bar category.¹¹



RXBAR®

Real Food.

1. 2020 Health and Wellness Trends in Marica – Consumer Insights and Trends Report 2. Proprietary RXBAR consumer study 2019

3. Nielsen Connect, Total US Conv, dollar sales, Latest 26 Weeks w/e 8.12.23

4. International Food Information Council, NPD US Census Bureau, IRI/SNAXPO Consumer Surveys 2010-2016

5. Van Vliet, S., Burd, N/A., & van Loon, L.J. (2015). The skeletal muscle anabolic response to plant-versus based animal-based protein consumption. The Journal of nutrition, 145(9), 1981-1991

6. 2020 Health and wellness trends in Marica – Consumer Insights and Trends Report

7. Nielsen Connect, Total US Conv, Total Rx Bar brand dollar % change, Q2 2021-Q2 2023

8. Top 15 Nutrition Bar Brand, Ranking in dollars – Nielsen xAOC 52w 10/22/22

9. Mintel, Snack, Nutrition, and Performance Bars, March 2021

10. Nielsen Connect, Total US Conv, Total Rx Bar brand unit % change, Q4 2022 vs Q2 2023

11. IRI Unify L26wks w/e 10/9/22

12. Nielsen Connect, Total US Conv, Latest 26 Weeks w/e 8.12.23 ©2023 Kellanova