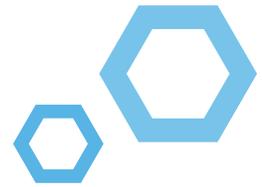


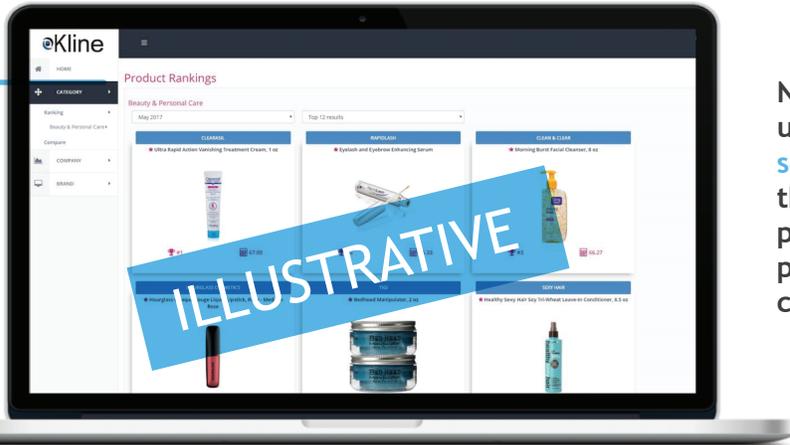
AMALGAM



NUTRITIONAL PRODUCTS DIGITAL TRACKING SERVICE

New web extraction tool that continuously tracks nutritional brand performance online

To be published monthly starting Q4 2018



New interactive online service using a proprietary algorithm to **score nutritional brands** based on their ranking among best-selling product listings, customer ratings, prevalence, and duration on the charts.

CONTENTS

Two deliverables include a monthly database and quarterly written report.

- The interactive online database **allows users to view data on thousands of nutritional products organized by:** product class, category, segment, brand, company, price and score. Database contents will be updated monthly.
- The information contained in the monthly database and quarterly reports will help your organization be better informed about online nutritional trends and give you the ability to be more nimble when adjusting online marketing strategies for your brands.

CATEGORY SCOPE

DIGESTIVE HEALTH
Digestive enzymes
Probiotics

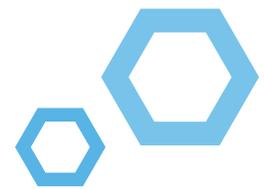
SPECIALTY SUPPLEMENTS AND MINERALS
Calcium, CoQ10, Glucosamine and chondroitin, Iron, Melatonin and Omega 3

VITAMINS
Adult multivitamins
Children's multivitamins
Single-letter vitamins A, B, C, D, and E

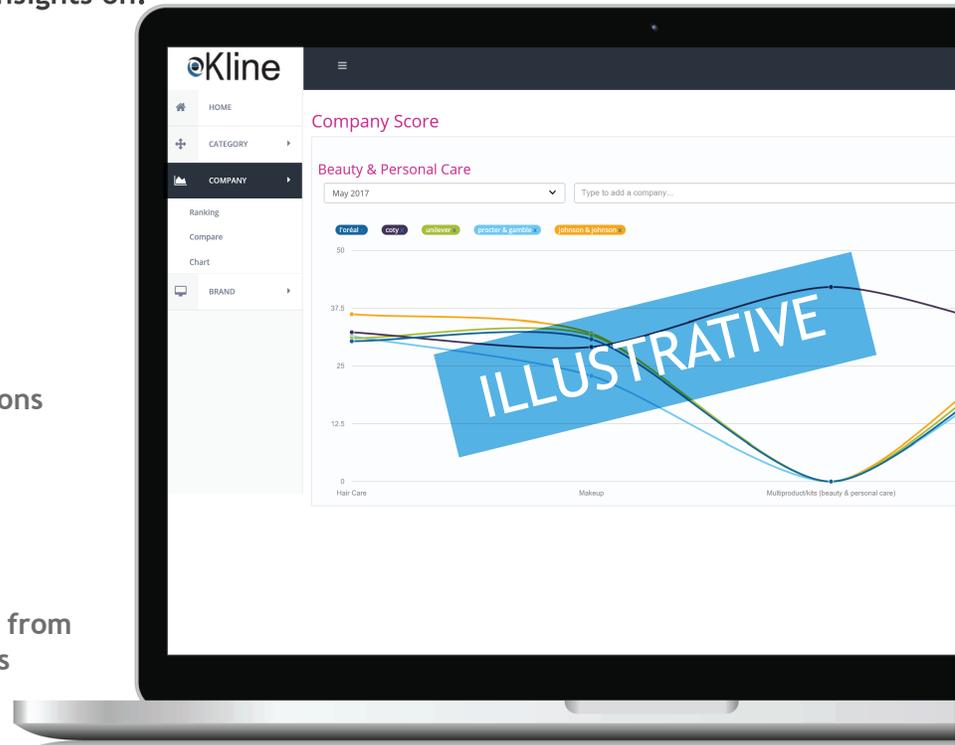
HERBAL SUPPLEMENTS
Curcumin/turmeric, Echinacea, Garlic, Ginkgo biloba, Ginseng, Saw palmetto, Soy

SPORTS NUTRITION
Energy
Muscle builders
Protein

WEIGHT MANAGEMENT
Appetite control
Fat and calorie burners
Meal replacements



REPORT CONTENTS



METHODOLOGY

Based on a continuous collection, aggregation, and blending of data, Kline scans leading retailer websites on a weekly basis to collect data on sales ranking, ratings, and the number of reviews for the leading nutritional brands in each category and runs this data through our proprietary algorithm to score brands.

Retailer websites scanned include: Amazon, Walmart, Walgreens, Target, Rite Aid, GNC, Vitamin Shoppe, Vitamin World, Puritan's Pride, Swanson, and Vitacost.

KEY BENEFITS

This service provides subscribers with a single source to monitor and assess nutritional products online.

1 Understand which nutritional brands are winning online

2 Benchmark your brands' performance online with competing brands

3 Identify new brands early and understand where they are being sold online

4 Analyze pricing trends

5 Continuously monitor nutritional brands to better predict future market trends

6 Monitor competition