

Appendix I

Question 1 to Question 5 of Consumer Survey.

*1. Do you currently supplement with a protein product? if 'No', Finish survey.

- Yes
 No

2. What are your main considerations when purchasing a protein product?

- | | |
|---|---|
| <input type="checkbox"/> Value for Money / Price Budget | <input type="checkbox"/> Perceived Brand Quality / Advertisements |
| <input type="checkbox"/> Trusted / Previously Used Manufacturer | <input type="checkbox"/> Word of Mouth / Recommendations |
| <input type="checkbox"/> Taste | <input type="checkbox"/> Research Backed Formulas / Effectivity |

3. Have you ever used the same brand on multiple occasions?

- Yes
 No

4. Which best describes how often you purchase protein supplements?

- Weekly
 Biweekly (Every 2 Weeks)
 Monthly
 Quarterly
 Annually

5. What would best describe your average spend on a protein product?

- £1-£19
 £20-£29
 £30-£39
 £40-£49
 £50+

Appendix II

Question 6 to Question 7 of Consumer Survey.

6. There was a recent legislation change which now states that all sales of sports nutrition products will be subject to VAT at the standard rate of 20%, would you be willing to pay VAT additional to the price mentioned above?

- Yes
 No

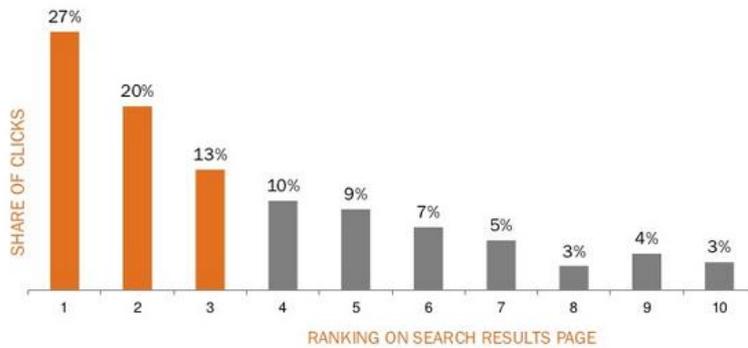
7. On a scale of 1 to 10, how would you rate your knowledge of sports nutrition products?

- 1 2 3 4 5 6 7 8 9 10

Done

Appendix III

60% of all organic clicks go to the top three organic search results.



SOURCE: MARKETINGSHERPA, FEBRUARY 2007

Appendix IV

Re: Peptide+

From: Melvyn John

[Mark as](#)

To: [★ Joshua Harman](#) [James](#) [Craig Coombs](#)

Date: March 28, 2013 7:16:20 AM

Josh,

Price for the raw ingredients are displayed below, as discussed previously these are based on a percentage of inclusion.

Whey Concentrate: 20.55p (1%)
Whey Isolate: 29.78p (1%)
Whey Hydrolysate: 37.83p (1%)
Milk Concentrate: 18.96p (1%)
Milk Isolate: 28.34p (1%)

In terms of quality the only measurable scale would be digestibility: protein content, we have a COA for all five available below.

Whey Concentrate: 64.4%
Whey Isolate: 90.6%
Whey Hydrolysate: 88.8%
Milk Concentrate: 35.7%
Milk Isolate: 79.1%

Hope this helps! If you require any further prices please get in touch.

Melvyn John
Vydex Corporation Limited

On 28/03/2013 13:23, Joshua Harman wrote:

Hi Melvyn,

Any update on the prices for the blend we made on Monday?

Regards,

Josh Harman
