



INGREDIENT SOLUTIONS
FOR THE DIGITALLY NATIVE CONSUMER

BIOGREDIA SUMMIT 2023



OUR TALK TODAY

1. Company Overview
2. Defining the 'Digital Age'
3. What Digital Natives are interested in?
4. How Gencor provides solutions for those living in the digital age
- 5.4 Customer Success Stories



COMPANY OVERVIEW

Our award-winning ingredients provide unique solutions for brands targeting lifestyle and performance nutrition.

- ✓ **Pharma-based approach to nutraceutical industry**
 - Commitment to science
 - In-vivo, in-vitro, & human clinical studies
 - Applied work with elite sport
- ✓ **Quality starts from the farm**
- ✓ **Innovation with technology**
- ✓ **Manufacturing excellence**
 - US FDA & TGA approved facilities
 - Full pharma GMP & NSF GMP
- ✓ **Global partnerships**
- ✓ **CSR**

Gencor™
Lifestyle Solutions





DEFINING 'DIGITAL NATIVES'

"Those who access digital channels wherever and whenever they want"

WHO ARE THE DIGITAL NATIVES?



- No age or geographical restrictions
- Convenience is key
- Active on multi-channels
- B2B vs B2C channels



WHAT INFLUENCES PURCHASING BEHVAIOUR?

POEM MODEL

Personalisation Better for You

- 1.Brands that understand their wants & needs
- 2.Educational & informative content
 - a.Heightened awareness of the important areas in our lives today
 - b.Published studies on public domain
- 3.Outsource goods to make lives more convenient



Environmentally Conscious Better for Planet

- 1.Environment, Social & Governance
- 2.Do something for the community (news worthy)
- 3.Give something of true value (people will share)
 - a.E.g. Tony Chocolony®, TOMS®, TENZING®

On-Trend Brands that can add value to their life

- 1.Innovation - consumers want what's trending & new
 - a.'Menopause', 'Longevity', 'Stress'
 - b.IG-worthy formats
 - c.Cutting edge ingredients & tech
- 2.Experience is critical [packaging / UX]
- 3.Ambassadors as role models

Multi-Channel Approach

- 1.Omni-channel presence
- 2.Targeted Ads
- 3.Interactive (engaged with the brand)
- 4.Consumers to control the content (they are the creators)

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The Ultimate Supplement [Shop now](#)

How Gencor provides solutions for those living in the digital age

B2B PERSPECTIVE

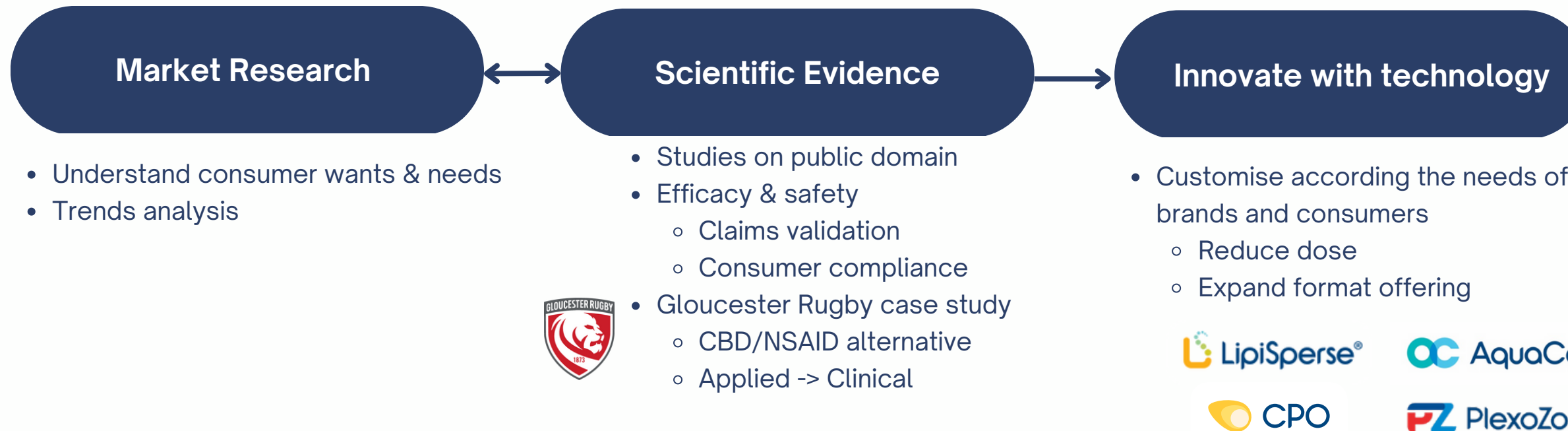


SCIENCE & INNOVATION AT THE HEART OF WHAT WE DO



Personalisation

"Not all ingredients are created equal"




On-Trend

Add value to brand & consumers life

1. Clinically-proven ingredient for categories that are 'on-trend'
 - a. Women's Health, Immunity, Healthy Ageing, Cognitive Health..
2. Award-winning brands
3. Enhancing consumer experience via IG-able and convenient formats



CUSTOMER ENGAGEMENT & ESG



Environmentally Conscious

Environmental, Social & Governance

- Reducing raw material with delivery technology
- RSPO Certified
- Informed-Ingredient Certified
- Diversity & inclusion
- Advocates of Gender Equality
- Supporting local communities



Multi-Channel Approach

- Omni-channel present
 - LinkedIn, Twitter, Podcasts
- Industry news
- Ambassadors & sponsorships
- Push-pull effect

LATEST CONTENT FROM GENCOR-PACIFIC SHOW MORE

CONTENT PROVIDED BY GENCOR-PACIFIC

The "Magic" of CBD vs. The "Science" of PEA

Over the past few years, CBD has painted an elaborate picture of wonder and excitement, but science has created a new reality centered around PEA, a CBD alternative.

CONTENT PROVIDED BY GENCOR-PACIFIC

Spotlight Ingredients for Sports Nutrition During Pandemic Times

A closer look at which ingredients are in the spotlight for sports nutrition during the global pandemic.

CONTENT PROVIDED BY GENCOR-PACIFIC

Moving Beyond Protein: How Ingredient Suppliers are Innovating

Sports nutrition category is growing but innovation is stagnant. Learn how ingredients such as Levagen+ PEA and HydroCurc are helping consumers recover quicker, sleep better & workout harder.

[Show more](#)

RELATED RESOURCES SHOW MORE

Sleep Benefits with PEA

New Levagen®+ PEA Study Shows Benefits for Sleep

Gencor-Pacific | 17-Mar-2021 | Technical / White Paper

For most of us here in the United States, we sprang forward this weekend. In addition to the sun being out later, it also means our circadian clock has...

Have you considered Curcumin & PEA for sports nutrition?

Gencor-Pacific | 28-Oct-2019 | Technical / White Paper

Sports nutrition is a \$12bn category. It is expected to continue growing at a CAGR of 8-10%. The growth has been fueled by increased interest in health...



4 Customer Success Stories

B2C PERSPECTIVE

the power of demand





GOOP

A-List celebrity taking the taboo away from sexual health



Personalisation

- Wants & needs of women with low sexual drive
- 'DTF' resonates with demographic
- Libifem® published clinical studies
 - Claims validation



On-Trend

- Women's Health
- Sex forward and empowering
- Gwenyth Paltrow



Environmentally-Conscious

- Sustainable products
 - Partnership with Ecoalf
- Progress together with community
 - Solution for women with low libido
- Women empowerment



Multi-Channel Approach

- YouTube
- Jimmy Kimmel Live!
- Women's Magazine

NUGENIX

*“Free and total testosterone booster you need to try to believe.
Rediscover your confidence, boost your energy and restore overall wellness”*



Personalisation

- Wants & needs of aging men
- Testofen® published clinical studies
 - Claims validation
 - Brand protection



On-Trend

- Natural test-boosters
- A-list celebrities



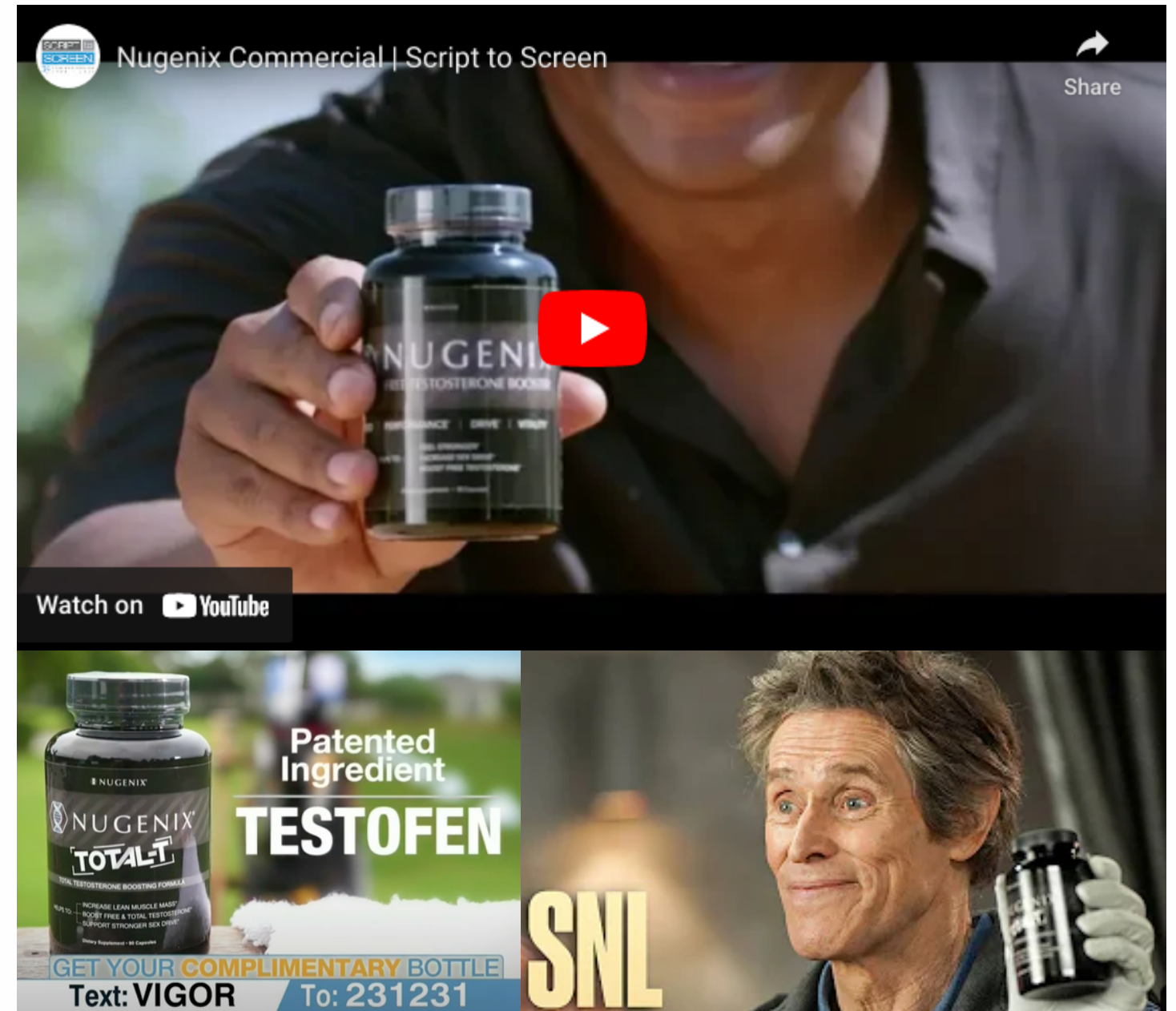
Environmentally-Conscious

- Natural ingredients
- A solution for men with low sexual drive or suffering andropause



Multi-Channel Approach

- TV Commercials



BPN

"A night-time sleep support supplement with ingredients to improve sleep quality and recovery"



Personalisation

- Customers are the creators
 - Feedback via reviews & comments
 - Performance & adaptation
- Levagen®+ published clinical studies
 - Structure function claim filed with FDA
 - 'Improved Sleep' & 'Deeper Rest'



On-Trend

- Sleep Health
- Night-time drink
- Ambassadors
 - Nick Bare



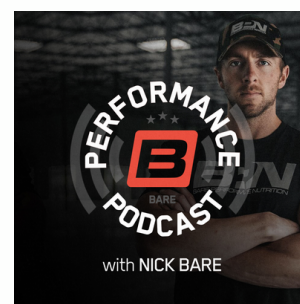
Environmentally-Conscious

- Informed Sport Certified
- Official partner with Team RWB (US Veterans)
- 'Go One More' Community



Multi-Channel Approach

- Interactive & informative
 - Nick Bare YouTube
 - BPN Podcast





NOURISH3D

"If anything in the world should be personalised; it should be our health and wellness."



Personalisation

- Personalised gummies
 - 'Nutrient Lab' - create your own
 - Questionnaires
 - Name on packaging
- HydroCurc® published clinical studies
 - Low, effective dose
- Convenient format



On-Trend

- Format innovation
 - 3D printed gummies & bars
 - LipiSpense® enhances functionality



Environmentally-Conscious

- 100% Vegan
- Biodegradable packaging
- Colgate x NOURISHED **NUTRISTACKS**
 - Xylitol, Arginine, Ca+



Multi-Channel Approach

- Omni-channel present
- Targeted Ads
- London Tube DLR
- Dragons Den



INSIDE THE FOUR WALLS

with **Nick Morgan**

Serving size: 60 mins

*Stories from the world of sport, active and lifestyle nutrition

Keeping it real 100% Essential knowledge. Genuine insight.



"We have four patented technologies that enables us to innovate - whether that be ingredient, flavour or format"

- Melissa Snover, CEO of Nourished



KEY TAKEAWAYS

- 1. Add value to brand & consumers life by understanding wants and needs**
 - a. Cutting edge ingredients & technology, convenient format, evidence based, community etc..
- 2. Reach new markets, new consumers and new channels via science and technology**
- 3. We support brands in creating a push-pull effect**
- 4. Brands can differentiate by leveraging trademarks and logos**
 - a. Quality, proven efficacy, clinical validation and innovation



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THANK YOU!!!

PROGRESS INDUSTRY FURTHER TOGETHER