

OVERVIEW

UCAN - YOUR COMMITTED NUTRITION PARTNER

AGENDA

UCAN: Unique Purpose

UCAN: Unique Benefits, Proven with Science

UCAN: Unique, Natural Food Technology

UCAN: Proven By Athletes

UCAN: Product Portfolio

UCAN: Use Cases

UCAN: Unique Purpose

The Jonah Story



Authentic beginnings – UCAN was developed to help children with a very rare genetic blood sugar disease, GSD, manage their energy.



Through further testing it was discovered that UCAN has enormous implications for fitness, and general health.

Blood Sugar Management Paradigms are Changing

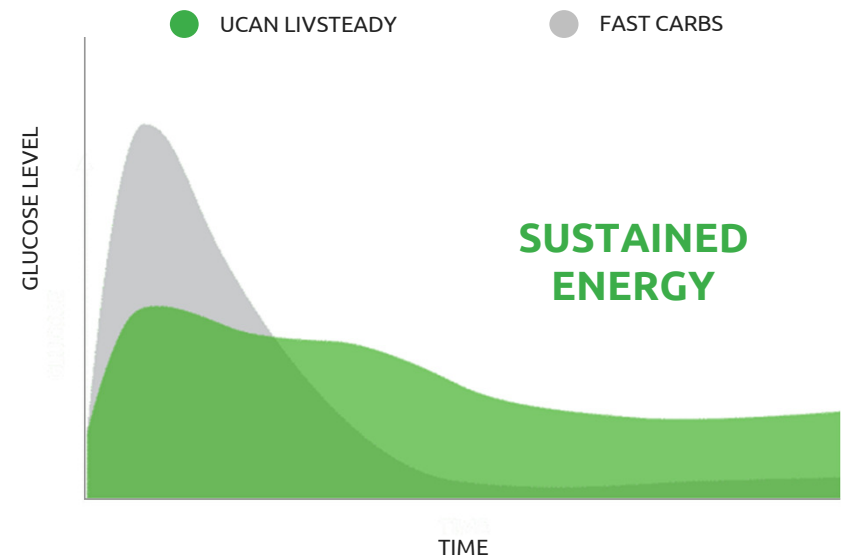
The old paradigm

Typical carbohydrates spike a human's glucose levels when processed by the body



The new paradigm

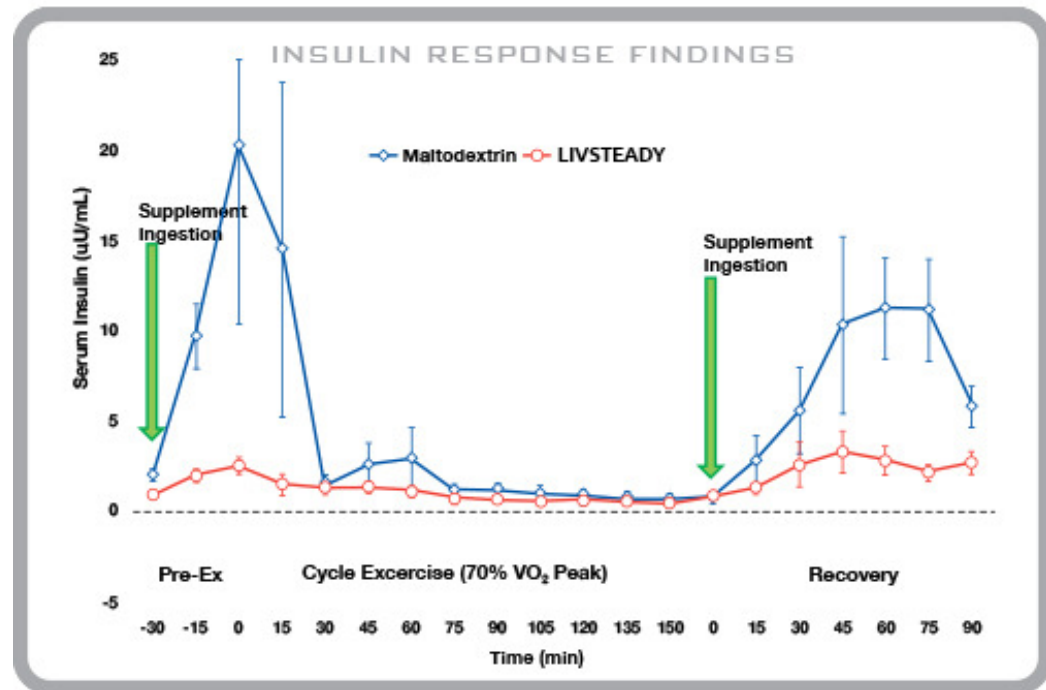
LIVSTEADY® enables a slower release of energy **without triggering an insulin response**



PROVEN SCIENCE: Insulin



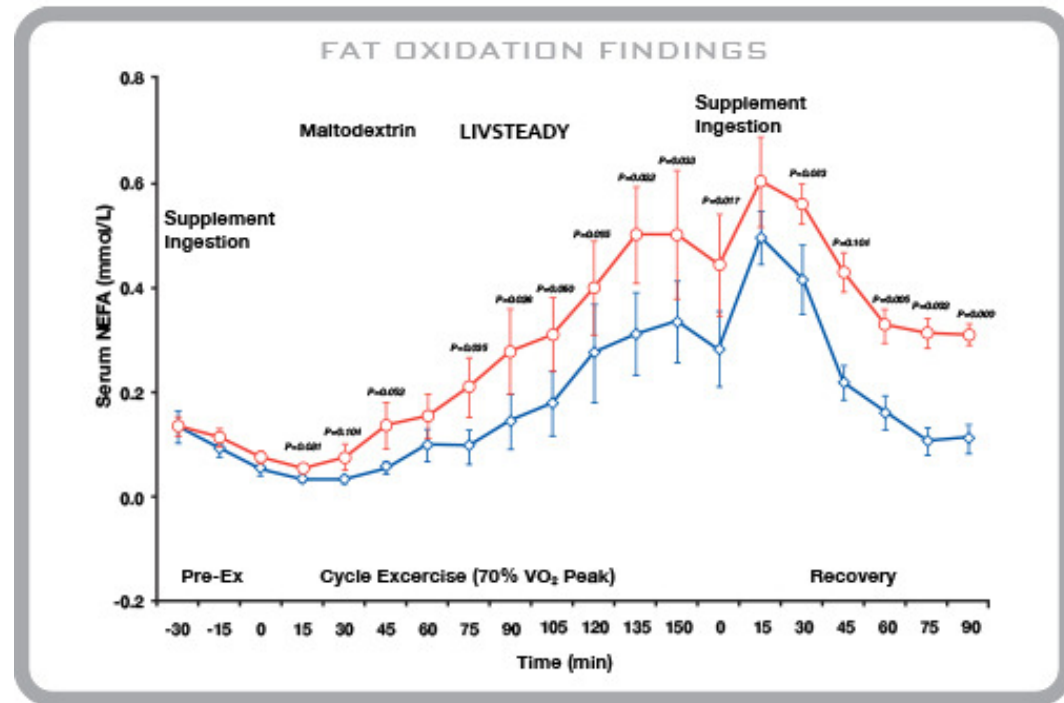
LIVSTEADY –
a carb that doesn't block
your body's ability to burn fat!



PROVEN SCIENCE: Fat Oxidation



LIVSTEADY –
Finally a carb that doesn't block
your body's ability to burn fat!



LIVSTEADY ALLOWS YOUR BODY TO BURN FAT DURING EXERCISE

LIVSTEADY:

A breakthrough ultra low-glycemic, sugar-free, non-GMO carbohydrate – a patented ingredient with production trade secrets



The Benefits - Long-Lasting Energy without Sugar

Supported by 16 clinical studies



- ★ No spikes and crashes
- ★ Helps burn fat while exercising
- ★ Reduces fatigue
- ★ Muted insulin response/blood sugar management
- ★ Gentle on the stomach

ucan®

Efficacy supported by independent clinical studies



.... and top researchers in the field



Dr. Jeff Volek
Professor, Kinesiology,
Ohio State University
author of low-carb/keto
nutrition books



Dr. Catherine Yeckel
Professor, Public
Health, Yale University



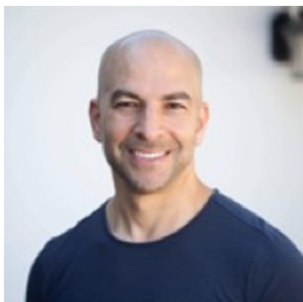
Bob Seebohar
Olympic Dietitian

UCAN is recognized by top experts in the field



Tim Ferriss
#1 ranked podcast,
Entrepreneur, NYT bestselling
author of 4-hour book series

"I was amazed to see UCAN's results with glucometer and endurance reports. I now use UCAN powder to power my workouts and low-calorie bars to stay sharp throughout the day. It is amazing to keep hunger in check, avoiding fatigue and loss of focus without making metabolic compromises."



Peter Attia, MD
Stanford/Hopkins-trained
physician, author of NYT
bestseller Outlive

"I simply refer to LIVSTEADY as "superior technology". If LIVSTEADY is an iPhone, all other sports nutrition products are rotary phones. They simply don't belong in the same sentence."



"Countless athletes I've worked with have been able to transform their performance through UCAN increasing energy levels, reducing body fat, increasing lean mass and speeding recovery time between intense training sessions. It's definitely a game changer."

Ben Herbert
Head of Performance, University of Michigan Football



"When I give UCAN to our players, they stay fueled throughout the game without spikes in blood sugar that causes them to crash. From the 1st quarter to the 4th, UCAN helps them feel more prepared, giving them the sustained energy they need."

Bar Malik
Director of Performance, New York Knicks



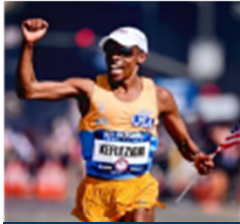
"UCAN sold itself in the locker room. There are countless supplements out there, but it's hard to tell they actually work. UCAN is different. Athletes and coaches know it works; they can feel the difference."

Katherine Hopkins
Director of Performance Nutrition, Detroit Lions

The UCAN difference - fueling the best



Alex Smith
Former NFL Star
Quarterback

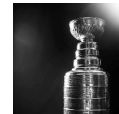


Meb Keflezighi
4x U.S. Olympian &
Marathon Champion



Michael Andrew
U.S. Olympian & Pro
Swimmer

- 400+ professional and college teams
- Won the Super Bowl, Stanley Cup, UFC, NBA and NCAA Championships



Tim O'Donnell
Pro Triathlete & Ironman
Champion



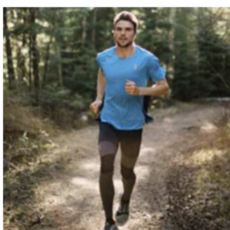
Scott Panchik
10x CrossFit Games Athlete
& CrossFit Coach



Katie Zaferes
2x U.S. Olympic Medalist &
Pro Triathlete



Katie Samuelson
U.S. Olympian & Pro
Basketball Player



Joe Klecker
U.S. Olympian & Pro
Runner



Maggie Steffens
4x Olympic Gold Medalist &
U.S. Water Polo Captain



Keira D'Amato
American Half Marathon
Record Holder



Emily Sisson
American Marathon
Record Holder

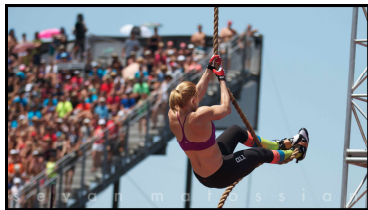


Emma Bates
Top American Finisher @
2023 Boston Marathon



Sara Hall
American Masters
Marathon Record Holder





THE BEST KEPT SECRET IN SPORTS!



An hour before each game, players drink a shake with slow-releasing carbohydrates; it is designed to bolster their energy and stabilize blood-sugar levels.

Credit Jessica Hill/Associated Press
~ NY Times , March 23, 2017

Strictly Confidential



UCAN comes in convenient formats

all natural ingredients, non-GMO, gluten free, keto-friendly, vegan (other than 2 bars, 2 Energy + Protein)

Gels



- 4 flavors
- lasts 2x longer
- 0g sugar
- 0 GI distress
- tastes like milkshake

Bars



- 4 flavors, two are chocolate-covered
- 2 are vegan
- low sugar
- lasts longer
- natural ingredients

Energy Powders



- 5 flavors of tubs/sachets
- 2 flavors of individual packets
- Loooooong lasting
- 0g sugar

Energy+Protein



- 4 flavors - 2 whey and 2 plant
- 19-20g protein
- Looong lasting
- 0g-2g of sugar (0g added)

Electrolytes



- 4 flavors in sticks and jars
- 1 flavor with aminos
- 0g sugar
- 5 essential electrolytes in perfect balance

New brand identity is unique and distinct on shelf










Award winning product

- ✓ Sustains Energy Without Spikes Or Crashes
- ✓ No GI Distress
- ✓ Minimize timing



UCAN Edge Gels are the Most Unique & Effective Fuel

Brand	Energy Source	Simple Sugars	Rec. Usage
	15g LIVSTEADY	0g	1 Every 75 Min
	23g Sugar	23g	1 Every 30 - 45 Min
	16g Maltodextrin + 7g Fructose	23g	1 Every 30 - 45 Min
	22g Maltodextrin + 1g Sugar	23g	1 Every 20 - 30 Min
	24g Sugar	24g	1 Every 30 - 45 Min
	14g Glucose + 11g Fructose	25g	1 Every 20 Min
	25g Glucose + Fructose	25g	1 Every 30 - 45 Min

YOUR EVERYDAY NUTRITIONAL TOOL

“I Haven’t Eaten Since Lunch”

It’s 6pm and your client has not eaten in 5+ hours. On top of that, their lunch of a salad with protein amounts to only roughly 250kcal. Now, they have to turn up the energy for your 1:1 training session or group training class. The problem? They’re tired-or even worse-**they are hungry**. Before reaching for cheap energy tricks like caffeine (not great in the evening) or a sugar rush, have them try:

- 1 UCAN bar (170-190kcal) a few hours after lunch, but at least 45 minutes before exercise session
 - OR
 - 1 Serving UCAN Workout Energy (80-85kcal) shaken vigorously with cold water, 30-45 minutes before exercise.
- * For added hunger control, pair UCAN Workout Energy with a Life Time protein powder*



“Early Morning Champion”

You love your morning crew: folks who regularly show up before dawn are dedicated to their fitness goals. Often, this group of exercisers either don’t have time to eat before class, or don’t like to workout with a full stomach. However, coming in under-fueled can lead to poor performance during training sessions, causing them to miss out on the maximum benefits of their exercise program. Have them try:

- Mix 1 serving UCAN Workout Energy with 8-10oz of cold water **the night before** training, and leave in the fridge. Drink 30 minutes before training session, and enjoy improved consistency of the mixture
- OR
- Mix 1 serving UCAN Workout Energy with 1 serving Life Time protein powder or BCAA powder in 8-10oz of ice cold water. Drink 30 minutes prior to your workout and go!

“The Sweet Tooth”

Satisfy your client’s sweet tooth and improve their overall nutrition in one fell swoop: have them make a ‘sugar swap’!

Recommend your client swap out their sweet treats for a UCAN Anytime energy Bar for all of the indulgence, with much healthier calories. Have them try:

- Instead of visiting the office candy jar every afternoon, eat a UCAN Peanut Butter Chocolate Anytime Energy Bar
- OR
- Instead of a big bowl of ice cream after dinner every night, have them blend UCAN Cocoa Delite Workout Energy with unsweetened almond milk and unsweetened yogurt for a delightful lower-calorie, lower-sugar dessert option

FITNESS PROFESSIONALS QUESTION 1: WHAT DO YOU FEEL IS THE MOST VALUABLE CHARACTERISTIC OF UCAN FOR YOUR CLIENTS?

"Most people go hours without eating and then binge around that 3/4 time frame. I also train a few Doctors and Nurses who work long shifts. I love the UCANN powder to help my clients who need to keep their blood sugar level stable, so they do not have a crash or crave bad food."

"Blood sugar, cravings"

"It helps the body transition"

"Working out without having to worry about getting hungry/feeling fatigued"

"Helps to utilize fat for energy resulting in fat loss for those looking to lose BF"

"hinders carb hunger post long training sessions"

"optimal fat burning, insulin stabilization to curb cravings, and performance."

*"With clients the most valuable application is for those new clients who are coming in after years of bad nutrition and want to exercise, but their bodies don't have the ability to perform. I feel a lot of clients would quit due to the fatigue/exhaustion/blood sugar crash that happens in these instances, but **all I do is ask them to always show up after drinking UCAN or with UCAN in their water bottle and they start to get through that wall right away!**"*

"It curbs hunger/cravings, and keeps blood sugar more stable."

"Recommend it to some clients for better sleep and to others to make it through the mid-afternoon slump."

"Blood sugar control, sustained energy for workouts and enhanced fat loss"

"I've seen so many people that can't push themselves to finish strong through the end of their workouts because of their blood sugar crashing and UCAN changes the game."

*"My clients drink ucan before workouts. If they forgot to eat or feel bad during workout I always have ucan bars and electrolytes available for my clients. **They usually feel the benefits instantly and purchase the products.**"*

"Blood sugar regulation to aid in weight loss and to help them get through tough intense workouts without wearing down."

"Curbing hunger and providing steady energy."

"Controlled blood sugar - I connect with a lot of individuals that really benefit from this feature"

"Same as for myself. Fat loss, sustainable energy and a good carbohydrate source."

FITNESS PROFESSIONALS QUESTION 2: PLEASE PROVIDE YOUR FAVORITE UCAN SUCCESS STORY/STORIES

"A past client, woke up every night between 2 and 3am, no matter what. It took some time, but I finally got her to try UCAN for 3 nights in a row. Our next session was following the third night, I personally had never seen her with so much energy. She was excited to lift and nearly directed our workout that evening. It helped her sleep comfortably through the night to make sure she got the valuable sleep needed to recover and function day to day."

"72 year old client no longer on insulin medication"

"All my clients have seen much more success inside the gym after ucan. Whether its to promote weight loss or help them move more weight, I never recommend my clients train without it !"

"My client Jason started taking UCAN about 1.5 years ago because he was having blood sugar crashes, and since then we have dropped 80# and he notices a massive difference btwn the days he takes his super shake, and doesnt."

"I have a client with type 2 Diabetes. He was taking UCAN twice a day, once before workouts and once before bed. In conjunction with proper diet and exercise, we were able to decrease his A1C a whole point in approximately a 1 to 2 month time frame."

"Weight loss, body fat for several clients, 2 off meds for being pre-diabetic"

"AW is a mom of 3 (new born under 5 months old) and struggled to come to terms with the energy demand of 3 little ones, a full schedule, working husband and owning her own business. She uses UCAN before and after her training sessions and mid-day to bump up her energy, attitude and tolerance for her demanding life. SD is a female client who started working with me about the same time i started working as a new trainer. I had 0 access to products and information like UCAN and we struggled to regulate her results through exercise alone. Enter UCAN: DRAMATICALLY changed her body, diet and cravings. She stocks up on UCAN and recommends it to my other clients during class now."

"One of my clients started intermittent fasting, but she felt like she wasn't getting enough in her window. I recommended UCAN. She kept up with her diet and lost 10lbs in a few weeks!"

"Has used every recommendation possible in training and nutrition. Uses UCAN before every workout every day, and she is total down almost 70 pounds and from 40 to 24% body fat. She went from a weight loss client to a performance client and is now working on mastering her first pull up!"

"I have had a client who is overweight and hated doing cardio. I had her start taking ucan six months ago. It allows her to go harder during workouts without feeling sick or light-headed. She has also lost over 35 pounds!"

"One of my clients is super anti supplements/cheap and I recommended this to her, as she is super active with tennis & GTX Burn. She used to crash halfway through her tennis match and she tried UCAN once and was hooked. She uses it before every tennis match and never feels an energy crash & before GTX Burn!! She tells everyone about it now :)"



Thanks so much for spending the time!

Any questions or suggestions (all appreciated!):

Peter Kaufman

peter.kaufman@ucanco.com

203-627-7930

FASTED STATE

Client Name: Dan Pulvermacher
 Facility: Schaumburg
 Date of Assessment: January 14, 2013
 Assessment Administrator: Dan Pulvermacher
 Next Assessment: March 11, 2012

	zone 1	zone 2	zone 3	zone 4	zone 5
heart rate (beats/min.)	177-190	191-194	195-198	199-208	209-212
VO ₂ (ml/kg/min.)	36-41	41-45	45-49	49	-
calories (min.)	14.7-17.4	17.4-19.2	19.2-20.8	20.8	-
fat utilized (%)	100-54	54-45	47-45	47-0	0
carbs utilized (%)	0-46	46-55	53-55	53-100	100
workload	6.8 mph 1 incline %	7.6 mph 1 incline %	8 mph 1 incline %	8.4 mph 1 incline %	- mph - incline %

UCAN 30 MIN. PRIOR

Client Name: Dan Pulvermacher
 Facility: Schaumburg
 Date of Assessment: January 18, 2013
 Assessment Administrator: Dan Pulvermacher
 Next Assessment: March 11, 2012

	zone 1	zone 2	zone 3	zone 4	zone 5
heart rate (beats/min.)	169-181	182-185	186-189	190-198	199-209
VO ₂ (ml/kg/min.)	38-46	46-47	47-49	49	-
calories (min.)	15.8-19.2	19.2-19.7	19.7-20.9	20.9	-
fat utilized (%)	100-78	78-65	65-58	58-0	0
carbs utilized (%)	0-22	22-35	35-42	42-100	100
workload	6.8 mph 1 incline %	7.6 mph 1 incline %	8 mph 1 incline %	8.4 mph 1 incline %	- mph - incline %

TREADMILL TEST :: PRE-WORKOUT UCAN VS. FAST-ACTING CARB – HAMMER HEED

10-Jan-13 UCAN						
PH	Warm Up Phase			Testing Phase		
	RQ	Fat%	HR	RQ	Fat%	HR
1.9	0.71	98.6	137	0.69	100	143
1.3	0.82	60.3	148	0.75	84.7	156
1.7	0.82	58.3	156	0.73	92.3	163
0.1	0.83	54.3	162	0.81	83.7	170
0.5	0.86	47.1	168	0.81	83.3	177
0.9	0.88	37.1	170	0.84	53	179

16-Jan-13 HEED						
MPH	Warm Up Phase			Testing Phase		
	RQ	Fat%	HR	RQ	Fat%	HR
8.9	0.78	73.7	139	0.78	73.3	149
9.3	0.87	43.5	148	0.81	62.2	158
9.7	0.90	30.7	157	0.84	53.5	166
10.1	0.89	36.7	164	0.91	30.3	173
10.5	0.92	24.7	171	0.93	24.3	179
10.9	0.93	23.7	174	0.96	12.7	180