



# Third Quarter Fiscal Year 2020 Supplemental Presentation



**August 6, 2020**

# Cautionary Statement Regarding Forward-Looking Statements

Certain matters discussed in this presentation are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These forward-looking statements are made based on known events and circumstances at the time of release, and as such, are subject to uncertainty and changes in circumstances.

These forward-looking statements include, among others, statements regarding BellRing Brands, Inc.'s ("BellRing," the "Company," "we," "us," or "our") prospective financial and operating performance and opportunities and statements regarding the effect of the COVID-19 pandemic on BellRing's business and BellRing's continuing response to the COVID-19 pandemic. These forward-looking statements are sometimes identified from the use of forward-looking words such as "believe," "should," "could," "potential," "continue," "expect," "project," "estimate," "predict," "anticipate," "aim," "intend," "plan," "forecast," "target," "is likely," "will," "can," "may" or "would" or the negative of these terms or similar expressions, and include all statements regarding future performance, earnings projections, events or developments. There are a number of risks and uncertainties that could cause actual results to differ materially from the forward-looking statements made herein.

## **THESE RISKS AND UNCERTAINTIES INCLUDE, BUT ARE NOT LIMITED TO, THE FOLLOWING:**

- the impact of the COVID-19 pandemic, including negative impacts on the global economy and capital markets, BellRing's ability and the ability of its third party manufacturers to manufacture and deliver its products, its supply chain and its operations generally;
- disruptions or inefficiencies in the supply chain, including as a result of BellRing's reliance on third party suppliers or manufacturers for the manufacturing of many of its products, pandemics, changes in weather conditions, natural disasters, agricultural diseases and pests and other events beyond BellRing's control;

- significant volatility in the costs or availability of certain commodities (including raw materials and packaging used to manufacture BellRing's products), higher freight costs or higher energy costs;
- changes in economic conditions, disruptions in the United States and global capital and credit markets, changes in interest rates and fluctuations in foreign currency exchange rates;
- BellRing's ability to attract key employees, loss of key employees, employee absenteeism, labor strikes, work stoppages or unionization efforts;
- BellRing's high leverage, its ability to obtain additional financing (including both secured and unsecured debt) and its ability to service its outstanding debt (including covenants that restrict the operation of BellRing's business);
- BellRing's dependence on sales from its ready-to-drink ("RTD") protein shakes;
- BellRing's dependence on a limited number of third party contract manufacturers and suppliers for the manufacturing of most of its products, including one manufacturer for the substantial majority of its RTD protein shakes;
- BellRing's operation in a category with strong competition;
- BellRing's reliance on a limited number of third party suppliers to provide certain ingredients and packaging;
- consolidation in BellRing's distribution channels;
- BellRing's ability to anticipate and respond to changes in consumer and customer preferences and trends and to introduce new products;
- BellRing's ability to maintain favorable perceptions of its brands;
- BellRing's ability to expand existing market penetration and enter into new markets;

# Cautionary Statement Regarding Forward-Looking Statements (Cont'd)

## (CONTINUED FROM PRIOR PAGE):

- allegations that BellRing's products cause injury or illness, product recalls and withdrawals and product liability claims and other litigation;
- legal and regulatory factors, such as compliance with existing laws and regulations and changes to and new laws and regulations affecting BellRing's business, including current and future laws and regulations regarding food safety and advertising;
- BellRing's ability to manage its growth and to identify, complete and integrate any acquisitions or other strategic transactions;
- fluctuations in BellRing's business due to changes in its promotional activities and seasonality;
- risks associated with BellRing's international business;
- risks related to BellRing's ongoing relationship with Post Holdings, Inc. ("Post"), including Post's control over BellRing and ability to control the direction of BellRing's business, conflicts of interest or disputes that may arise between Post and BellRing and BellRing's obligations under various agreements with Post, including under the tax receivable agreement;
- the loss of, a significant reduction of purchases by or the bankruptcy of a major customer;
- the ultimate impact litigation or other regulatory matters may have on BellRing;
- the accuracy of BellRing's market data and attributes and related information;
- economic downturns that limit customer and consumer demand for BellRing's products;
- BellRing's ability to protect its intellectual property and other assets;
- costs, business disruptions and reputational damage associated with information technology failures, cybersecurity incidents and/or information security breaches;
- risks associated with BellRing's public company status, including BellRing's ability to operate as a separate public company and the additional expenses BellRing will incur to create the corporate infrastructure to operate as a public company;
- changes in estimates in critical accounting judgments;
- impairment in the carrying value of goodwill or other intangibles;
- significant differences in BellRing's actual operating results from any guidance BellRing may give regarding its performance;
- BellRing's ability to satisfy the requirements of Section 404 of the Sarbanes-Oxley Act of 2002; and
- other risks and uncertainties described in BellRing's filings with the Securities and Exchange Commission.

You should not rely upon forward-looking statements as predictions of future events. Although BellRing believes that the expectations reflected in the forward-looking statements are reasonable, BellRing cannot guarantee that the future results, levels of activity, performance or events and circumstances reflected in the forward-looking statements will be achieved or occur. Moreover, BellRing undertakes no obligation to update publicly any forward-looking statements for any reason after the date of this presentation to conform these statements to actual results or to changes in its expectations.

# Additional Information

## Prospective Information

Any prospective information provided in this presentation regarding BellRing's future performance, including BellRing's plans, expectations, estimates and similar statements, represents BellRing management's estimates as of August 6, 2020 only and are qualified by, and subject to, the assumptions and the other information set forth on the slide captioned "Cautionary Statement Regarding Forward-Looking Statements."

Prospective information provided in this presentation regarding BellRing's plans, expectations, estimates and similar statements contained in this presentation are based upon a number of assumptions and estimates that, while they may be presented with numerical specificity, are inherently subject to business, economic and competitive uncertainties and contingencies, including the COVID-19 pandemic, many of which are beyond BellRing's control, are based upon specific assumptions with respect to future business decisions, some of which will change, and are necessarily speculative in nature. It can be expected that some or all of the assumptions of the estimates will not materialize or will vary significantly from actual results. Accordingly, the information set forth herein is only an estimate as of August 6, 2020, and actual results will vary from the estimates set forth herein. It should be recognized that the reliability of any forecasted financial data diminishes the farther in the future that the data is forecast. In light of the foregoing, investors should put all prospective information in context and not rely on it.

Any failure to successfully implement BellRing's operating strategy or the occurrence of the events or circumstances set forth under "Cautionary Statement Regarding Forward-Looking Statements" could result in the actual operating results being different than the estimates set forth herein, and such differences may be adverse and material.

## Market and Industry Data

This presentation includes industry and trade association data, forecasts and information that were prepared based, in part, upon data, forecasts and information obtained from independent trade associations, industry publications and surveys and other independent sources available to BellRing. Some data also is based on BellRing management's good faith estimates, which are derived from management's knowledge of the industry and from independent sources. These third party publications and surveys generally state that the information included therein has been obtained from sources believed to be reliable, but that the publications and surveys can give no assurance as to the accuracy or completeness of such information. BellRing has not independently verified any of the data from third party sources nor has it ascertained the underlying economic assumptions on which such data are based. Similarly, BellRing believes its internal research is reliable, even though such research has not been verified by any independent sources and BellRing cannot guarantee its accuracy or completeness.

## Trademarks and Service Marks

Logos, trademarks, trade names and service marks mentioned in this presentation, including BellRing®, BellRing Brands®, Premier Protein®, Dymatize®, PowerBar®, Premier Protein Clear®, ISO.100®, Elite Mass®, Elite Whey Protein®, Elite 100% Whey®, Super Mass Gainer®, All9 Amino®, PREW.O®, Athlete's BCAA®, PowerBar Clean Whey™, PowerBar Protein Plus™, Protein Nut2™, PowerBar Energize™, Joint Juice® and Supreme Protein®, are currently the property of, or are under license by, BellRing or one of its subsidiaries. BellRing or one of its subsidiaries owns or has rights to use the trademarks, service marks and trade names that are used in conjunction with the operation of BellRing or its subsidiaries' businesses. Some of the more important trademarks that BellRing or one of its subsidiaries owns or has rights to use that appear in this presentation may be registered in the U.S. and other jurisdictions. Each logo, trademark, trade name or service mark of any other company appearing in this presentation is owned or used under license by such company.

# Q3 FY2020 Consumption and Key Metrics

## Executive Summary

- Premier Protein Q3 FY2020 ready-to-drink ("RTD") shake consumption vs. prior year is up 11%<sup>1</sup> in tracked and untracked channels. This is mainly due to:
  - Distribution gains in food, drug and mass
  - Increased marketing and promotion
- Key metrics continue to show strong progress against our growth strategies and reaffirm a long runway for sustained growth.
  - Household penetration for Premier Protein is at 6.6%<sup>2</sup>, an increase of 22% vs. the prior year period, hitting our annual goal. The brand continues to have strong upside with household penetration of 24% in the liquid category and 55% within convenient nutrition.
  - Total distribution points ("TDPs") continue to grow, up 6%<sup>3</sup> vs the prior year quarter with strong results in food, drug and mass.
  - Premier Protein's market share continues to grow to 18.2%<sup>3</sup> of total liquids.

**Notes:**

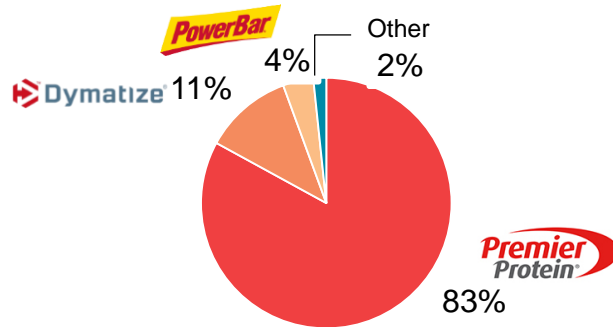
1. Nielsen xAOC+C 13 weeks ended June 27, 2020 and management estimates of untracked channels for the 13 weeks ended June 28, 2020.

2. Nielsen HH panel June 27, 2020.

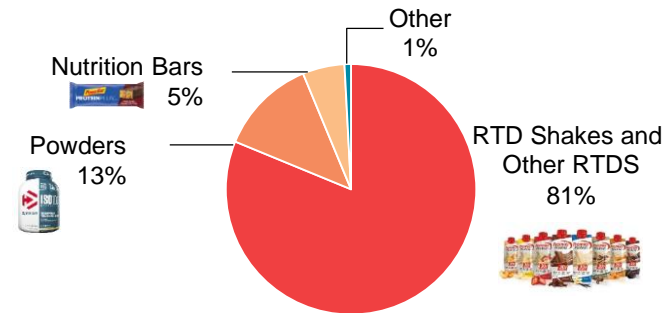
3. Nielsen xAOC+C 13 weeks ended June 27, 2020.

# Portfolio Breakdown

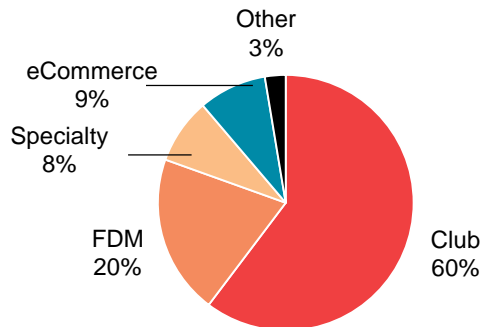
LTM 6/30/20 Net Sales By Brand



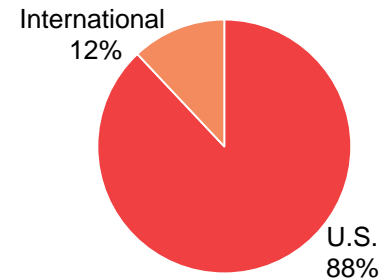
LTM 6/30/20 Net Sales By Product Type



LTM 6/30/20 Net Sales By Channel



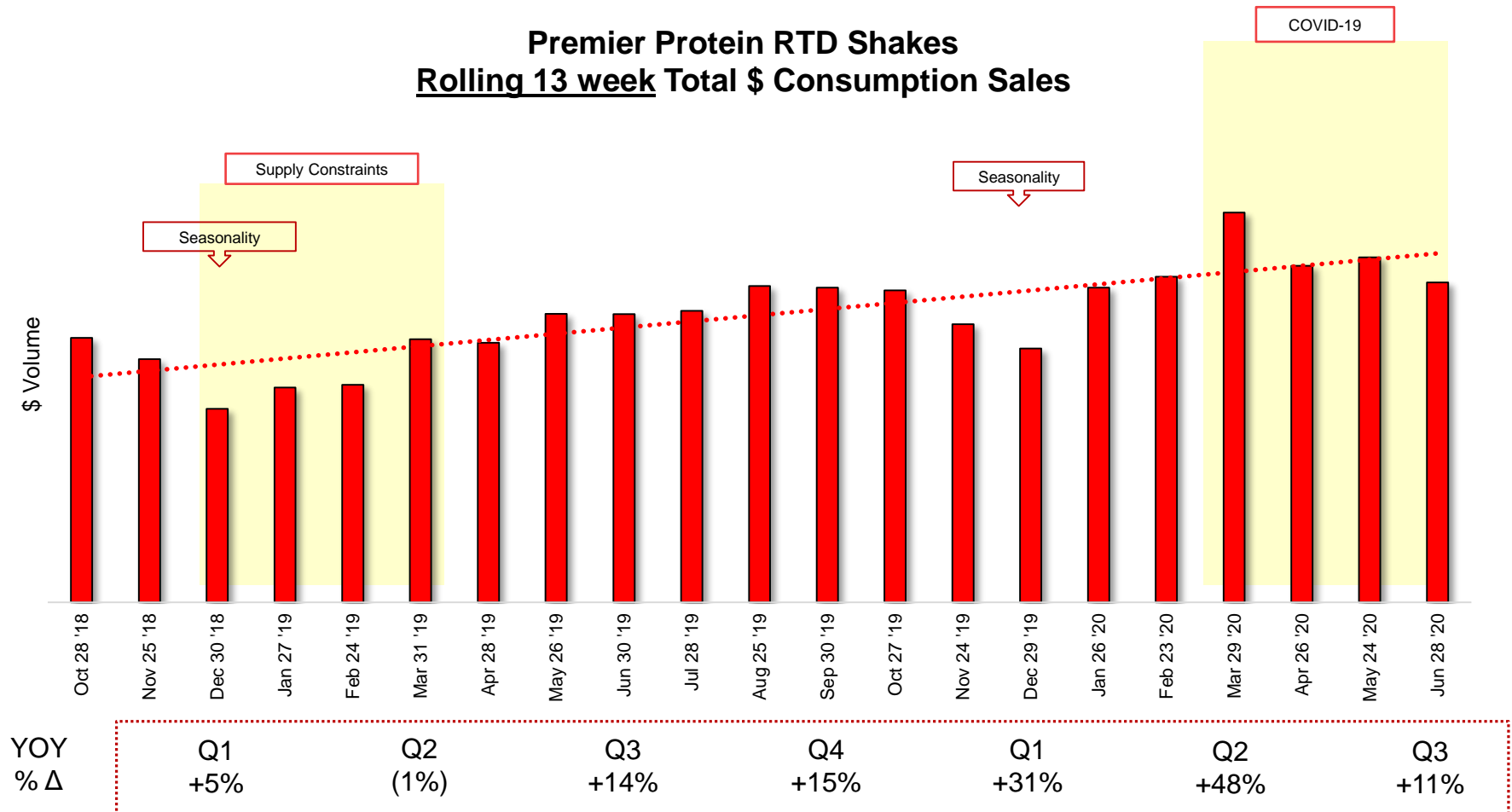
LTM 6/30/20 Net Sales By Geography



# Premier Protein RTD Shakes Growing in All Channels

	Premier Protein RTD Shakes Sales vs. Prior Year	
Channel	13 Weeks	52 Weeks
Club	0.1%	16.1%
Mass	1.3%	33.2%
Food	37.5%	43.9%
Drug	33.2%	34.5%
eCommerce	185.0%	144.5%
<b>Total Consumption (tracked + untracked channels)</b>	<b>11.0%</b>	<b>25.5%</b>
<i>Total Tracked</i>	-4.5%	17.1%
<i>Total Untracked</i>	32.5%	35.5%

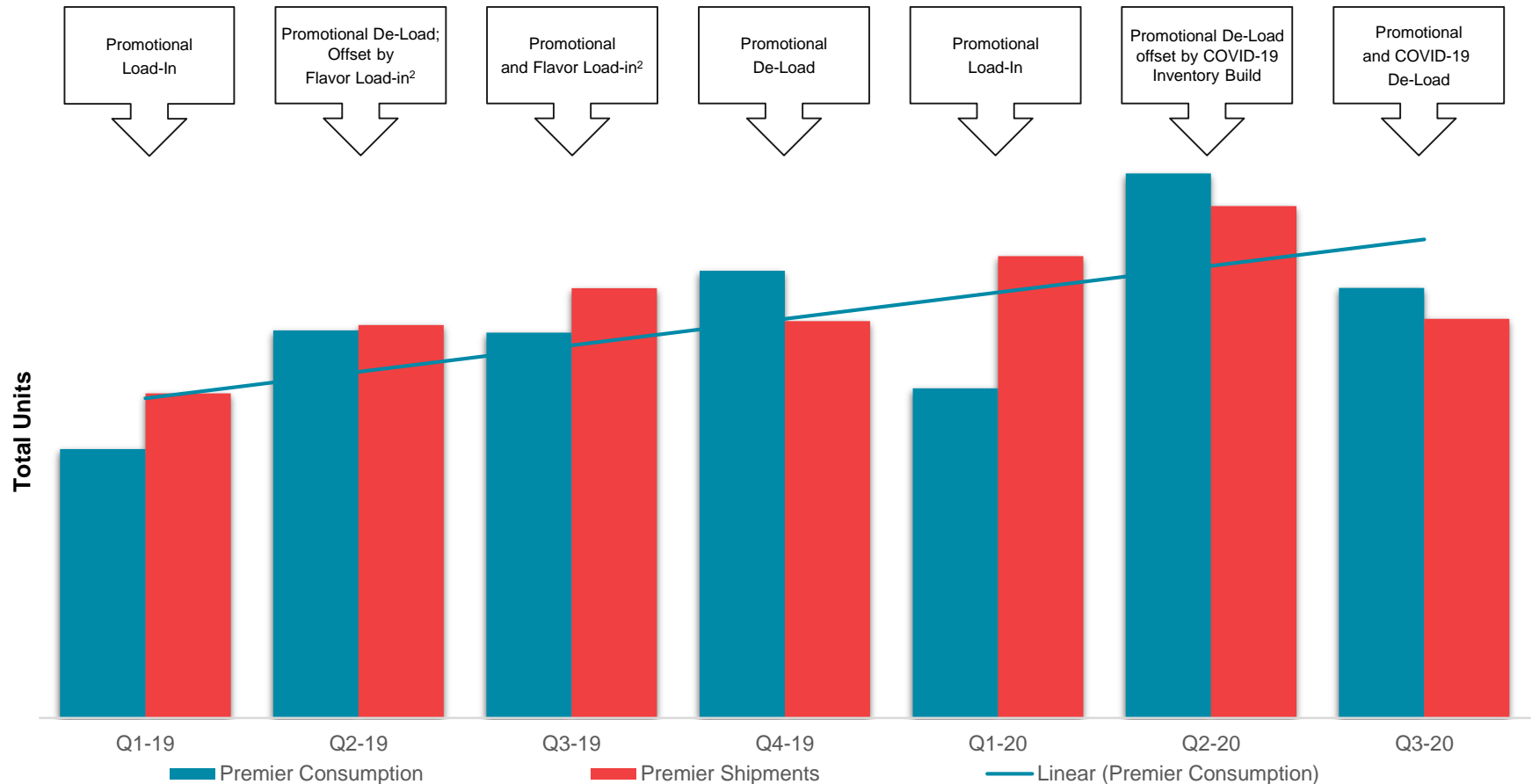
# Premier Protein RTD Shakes Continue to be a Strong Growth Brand





# Premier Protein RTD Shake Shipments Can Vary by Quarter Due to Major Promotional Events But Grow Over Time

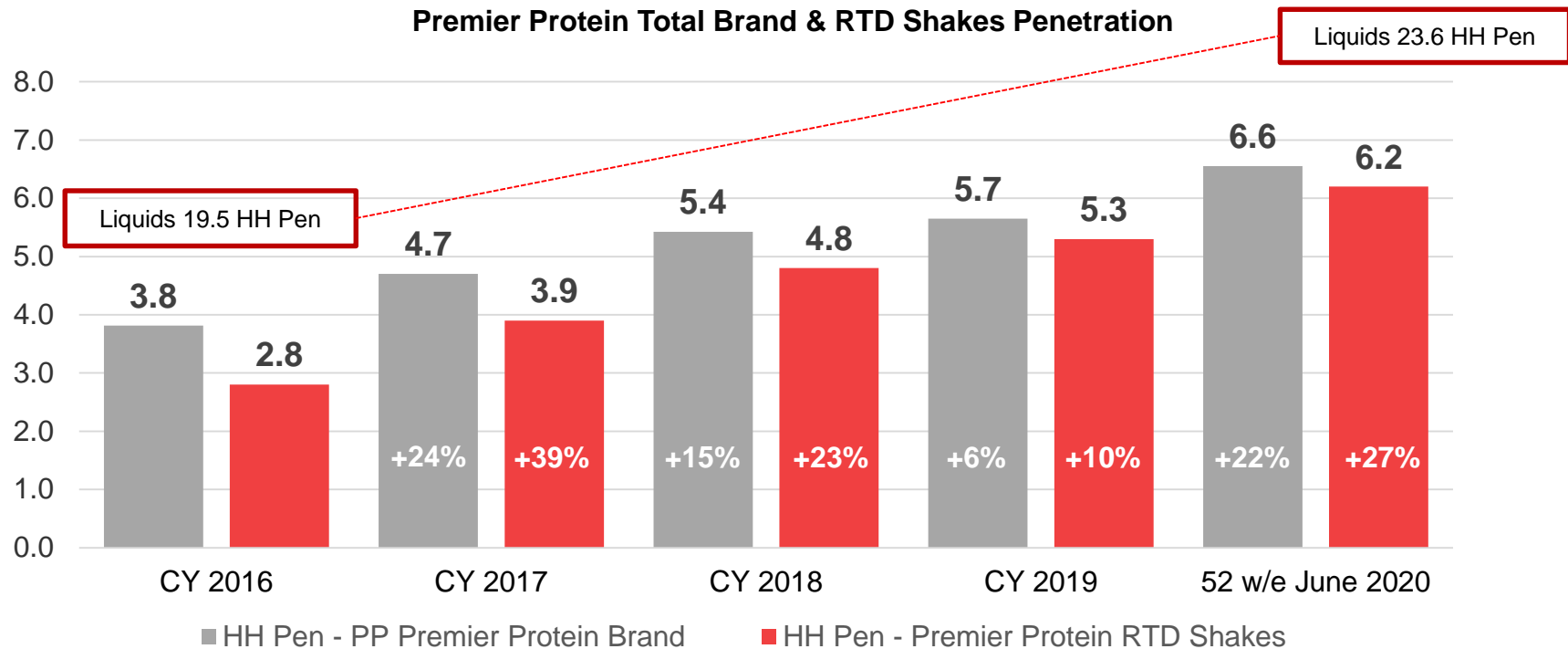
Premier Protein RTD Shakes Consumption vs Shipments<sup>1</sup>  
(13 Week Quarters)



**Notes:**

1. Nielsen xAOC+C and management estimates of untracked channels.
2. Flavor Load-In refers to the pipeline fill following supply constraints in early fiscal 2019.

# Media is Driving Household Penetration



**30g Shake  
Repeat  
Rates**

51%

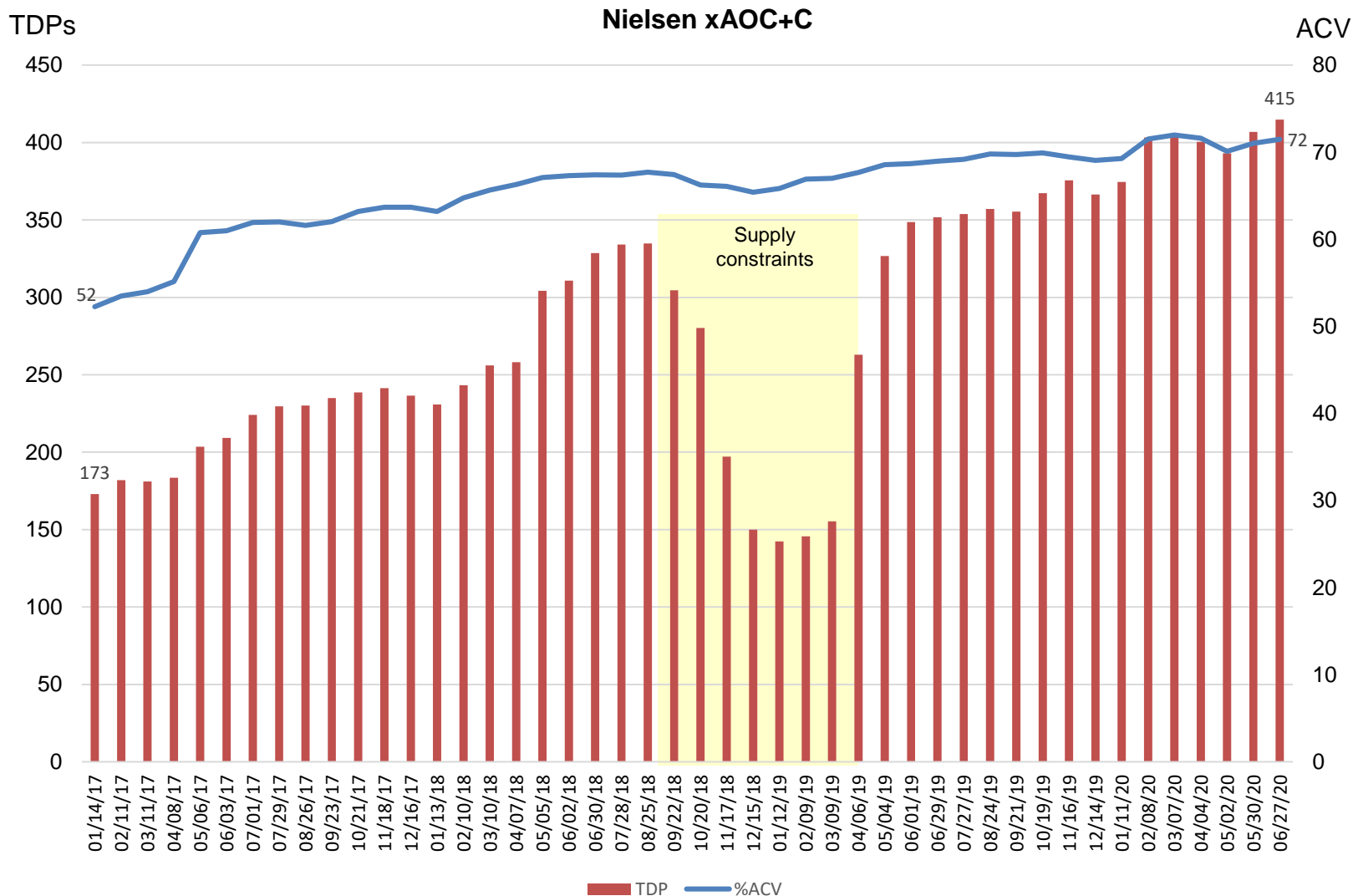
56%

57%

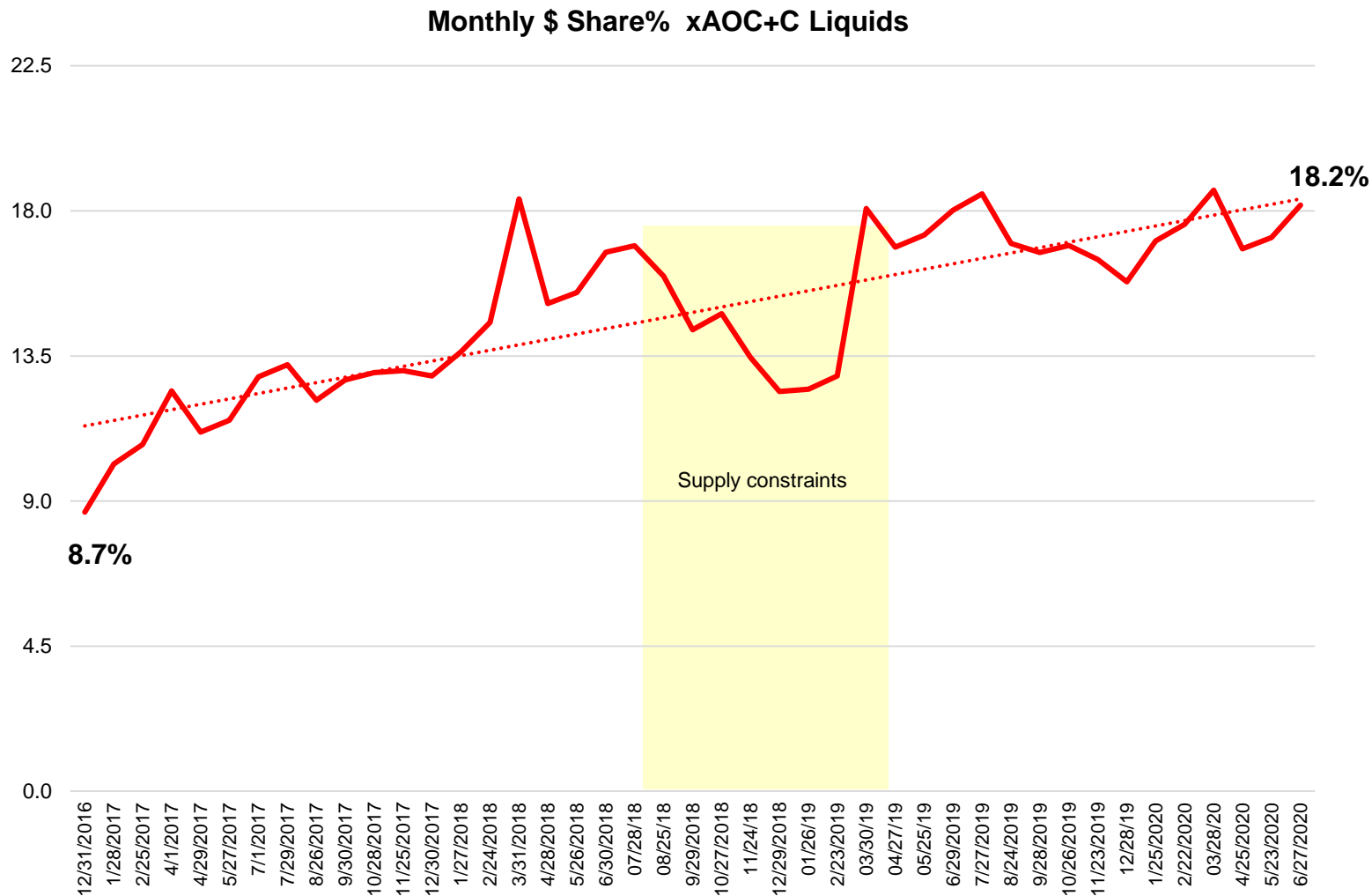
52%

49%

# Premier Protein RTD Shakes TDPs & ACV Continue to Grow



# Premier Protein RTD Shakes Strong Track Record of Share Growth





brands  
bellring®

Premier  
Protein

Dymatize

PowerBar