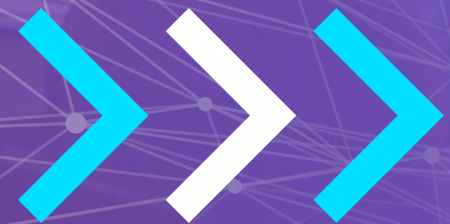


CONNECTED SUMMIT **HEALTH & FITNESS**

FEBRUARY 7-8 // LOS ANGELES

AN INTERVIEW WITH:

DEAN KELLY, CEO, **GAINFUL**



TELL US ABOUT YOUR LIFE BEFORE GAINFUL AND HOW YOU BECAME THE CEO OF AMERICA'S LEADING PERSONAL PERFORMANCE NUTRITION BRAND?

Two things I'm most passionate about are 1) staying fit and healthy, and 2) building big companies in emotional categories where we are doing something that makes people, or the world, better or happier. Joining Gainful as the CEO from the very early days gave me the perfect opportunity to combine those two passions. Removing the barriers to people feeling their best, making their own gain, in a \$150bn category category that has been going rapidly and will continue to do so for decades. And I get to do it with a phenomenal team!

Prior to Gainful, I was an executive at Zola, the US leading Wedding Planning platform and ran Pet Supplies across the US for all of Walmart's e-commerce channels. I started my career at Booz Allen, spent some time as Head of Strategy at Football Federation Australia, and in Malawi at the Clinton Foundation leading corporate development, before I set off building and selling a number of venture backed companies - including a furniture and homewares company, as well as some travel tech companies in Silicon Valley.

WHAT WERE SOME OF THE 2023 HIGHLIGHTS FOR GAINFUL?

2023 was HUGE - amongst other things we hit our millionth order, we launched nation-wide in Target where we partnered to bring customizable protein into retail for the first time, we had our first ever month of profitability, we became Hyrox's supplement partner, we partnered with Future Fitness App to bring customized performance nutrition to their customers and also bring personal training to Gainful customers, and we won the Nutrition Business Journal Leadership and Growth

award.

WHAT DO YOU THINK IT IS ABOUT GAINFUL THAT HAS DRIVEN THIS SUCCESS?

This has been a really intimidating category for a long time. Unsubstantiated claims, lack of transparency, confusion, questionable ingredients, and branding that has focused on building huge muscles as the primary benefit of taking protein. Recently, a number of brands have launched targeting specific verticals or customers - "we are a greens brand, we are a hydration brand, we are a celebrity backed brand, we are a collagen brand, we are a brand for athletes, we are a brand for runners, we are a brand for vegans, we are a brand for females or males" and so on. Beyond having clean ingredients and science advisors who ensure the quality and efficacy of our product, Gainful is the only brand that is FOR YOU - whoever you may be, regardless of your sex, goals, dietary restrictions, workout type, level of experience. We try to make it easy for you to build a system that makes sense for you, whoever you are and no matter where you shop. And that has really resonated with people across the country. Our brand also allows us to launch new products in new categories and add it to a customer's system.

Finally, combining product AND nutrition guidance is critical - our registered dietitians answer thousands of questions a day from our customers (completely free for them) which really deepens the personal experience. We aren't making claims we can't substantiate, and we aren't looking to be an overnight Tik Tok phenomenon that goes away just as quickly as it starts. We are building a forever brand.

LOOKING FORWARD, WHAT ARE YOU MOST EXCITED ABOUT IN THE FITNESS AND WELLNESS CATEGORY.

There are a number of incredible brands in the

performance ecosystem - from supplements, to tracking and performance, recovery, sleep, in person and at home fitness, connected fitness etc. I'm excited about the potential for these brands to partner and provide a wholistic solution for people looking to live their healthiest life. That's what we are trying to do with Gainful. We know our customers need more than just performance nutrition and our registered dietitians to achieve their goals. They need to be active, train, recovery, track their performance etc and we partner with brands (eg Future for Personal Training, Hyperice for Recovery, etc) who can help provide that to our customers, whilst we provide the personal supplementation and registered dietitians to their customers.

ANYTHING YOU'RE EXCITED ABOUT IN 2024?

Two things I can mention - This year, we will be extending the ways we remove barriers to customers feeling their best by launching a daily greens product. Here is all I can say - no wild claims, no secret formulas, nothing artificial, and ridiculously delicious. Secondly, we are expanding our product range available in Target, allowing customers to even further personalize their own system of products. Look out for this in April!



Dean Kelly
CEO
Gainful