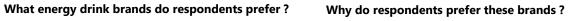


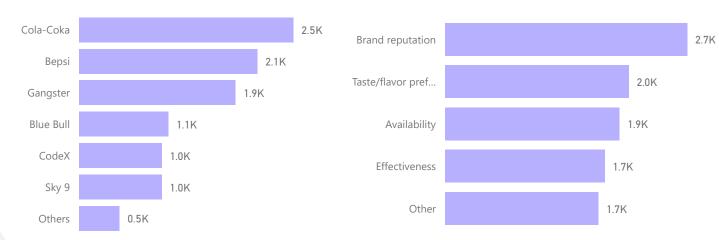
CODEX ENERGY DRINK SURVEY DASHBOARD Awareness and Perception City How many respondents heard of our energy drink? What do respondents think of our brand name/logo/design What are respondents perception of energy drink? ΑII \vee 2.9K Yes 4.45K (44%) — Neutral 5.97K (60%) — 2.6K 2.2K 2.2K Gender ΑII \vee Positive 2.26K (23%) No 5.55K (56%) Negative 1.77K (18%) — Effective Healthy Dangerous Not sure \vee Age **Product Experience** ΑII \vee Have respondents tried our drink? What ratings do respondents give our product? Reasons preventing respondents from trying our product 1474 Yes 4.88K (49%) — Health concerns 1197 1219 Not interested in energy drinks 1179 934 **Brand perception** 732 1165 Not available locally 522 ΑII \vee Unfamiliar with the brand 1030 ─ No 5.12K (51%) 548 Other

City ΑII \vee Gender ΑII \vee \vee Age ΑII \vee **Brand perception** ΑII \vee

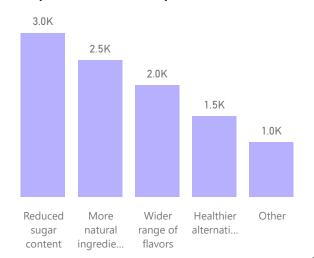
CODEX ENERGY DRINK SURVEY DASHBOARD

Competitor Experience



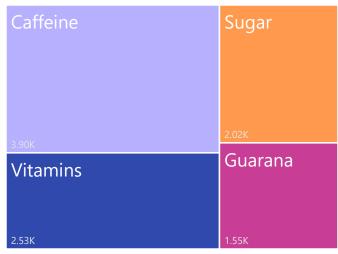


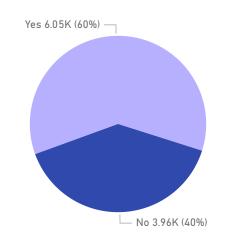
What improvements would respondents like to see?



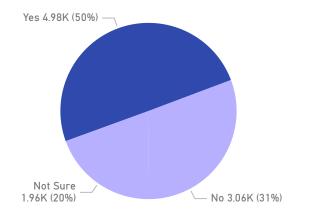
Ingredients and Health

What ingredients do respondents expect? Are respondents concerned about the health impact?





Are they interested in natural or organic ingredients?



CODEX ENERGY DRINK SURVEY DASHBOARD Marketing and Packaging City Would respondents buy limited edition packaging? What marketing channels do respondents come across? What type of packaging would attract respondents? ΑII \vee - Yes 3.95K (39%) 4.0K Online ads 4.0K Compact and p... TV commercials 2.7K Innovative bottl... 3.0K 1.5K Outdoor billb.. 1.2K Collectible pack... Gender \vee ΑII Eco-friendly des... 1.0K 1.2K Not Sure 2.03K (20%) Print media 0.8K Other No 4.02K (40%) — Age **Pricing and Availability** ΑII \vee What price range do respondents prefer? Where do respondents purchase energy drinks? In what situation do respondents consume energy drinks? 4.5K 4.3K 4.5K Supermarkets 3.2K 3.1K 2.6K Online retailers 1.5K **Brand perception** Gyms and fitnes... 1.5K 1.6K 0.5K ΑII \vee 1.0K 0.8K Local stores Other 100-150 Above 150 Below 50