



Rapid Nutrition China – H1, 2025 Performance & Investor Outlook

2025

Source: 1 July 2025 | Management Internal Report



EXECUTIVE SUMMARY

May represented a critical step forward in Rapid Nutrition's China market activation via Douyin. Results validate creator-led commerce, early content-market fit, and a strong foundation for scaling both ad spend and KOL engagement. The company has transitioned from test phase to strategic execution, demonstrating rising performance and operational learnings.




PERFORMANCE ANALYSIS

1. Revenue Attribution

- Approximately **80% of store sales** originated from **KOL activity**
- ~**60%** from livestreams
- ~**25%** from short-form videos
- ~**15%** from product cards
- The **top-performing KOL** accounted for roughly **40%** of KOL-driven revenue, leveraging strategic product pairing with a complementary weight-loss coffee brand

2. Paid Media Efficiency

- Douyin ad spend returned **3.23x ROI**
- Live-stream-based ads outperformed short-form content in both **engagement** and **conversion rates**


 **Shareholder Insight:** Strong early ROAS confirms SystemLS is well-suited to Douyin's conversion mechanics. Channel is scalable with incremental budget and strategic creator alignment.



STRATEGIC INITIATIVES

KOL Optimization


- 34 KOLs engaged, with 65% delivering conversions (up month-over-month)
- Strategic approach includes:
- Expanding partnerships with high-AOV wellness product creators
- Introducing **sachet-format offers** to widen accessibility
- New influencer testing underway for **Greens Superfood**

 **Viewpoint:** Creator-led sales model is maturing. Tactics now focus on improving quality of collaborations and optimizing product-KOL alignment.



Brand & Content Development

- Visual identity across Douyin content now fully unified using fixed templates, brand colour schemes, and consistent title layout
- Community hashtag (#SystemLS) campaign reached **50,000+ views**, demonstrating early organic traction
- June content calendar emphasizes:
 - Portability and convenience
 - Nutritional value (11 probiotic strains)
 - Digestive health and satiety
 - Weight-management positioning

 **Outlook:** The visual and messaging reset is foundational for long-term brand recall and community engagement. Early signals indicate improving resonance with the wellness consumer segment.



CONSUMER INSIGHTS

- **Top buyer regions:** Jiangsu, Guangdong, Shandong
- Short-video sales were composed of **~85% new customers** and **~15% repeat buyers**
- Full gender/age breakdown expected once order volumes expand

 *Strategic Insight:* Strong demand from China's Tier 1 and 2 provinces offers a data-led path for geographic scaling and campaign clustering.



OPPORTUNITY OUTLOOK



Short-Term Levers:

Scale collaboration with top KOLs showing consistent lift (e.g., ShiShi)

Replicate successful cross-brand pairings (e.g., weight-loss coffee)

Increase ad spend on high-performing formats (livestream-driven)

Introduce localized messaging around core benefits: gut health, portability, probiotic support



Mid-Term Strategy:

Expand product education via video content and creator testimonials

Launch Douyin-native product bundles (e.g., daily wellness kits)

Implement hybrid paid + KOL campaign structures to unlock efficiencies

Build niche authority in wellness and digestive health categories



MANAGEMENT INTERNAL REPORT

SystemLS is proving its ability to thrive in China's **fast-paced live commerce environment** with high conversion rates, low-cost digital media efficiency, and a flexible product format that suits Chinese consumer trends.

Early indicators suggest **clear product-market fit**, with strategic expansion now centered on scaling traffic and deepening creator partnerships.



CONCLUSION

Management Internal Report: Strong Early Traction | Scalable Model in Place

SystemLS is entering a phase of high-growth optionality with Douyin as a proven commerce engine. The company's creator-first approach, strong ad ROI, and unified brand storytelling offer a compelling path forward. Continued momentum in June and beyond is expected to further validate the China strategy and deliver long-term value for shareholders.

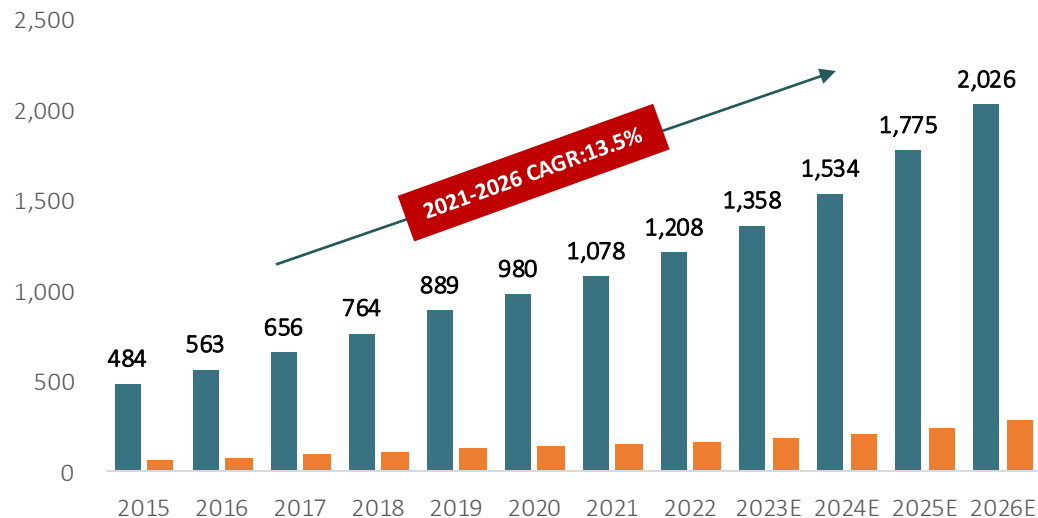


MARKET ANALYSIS

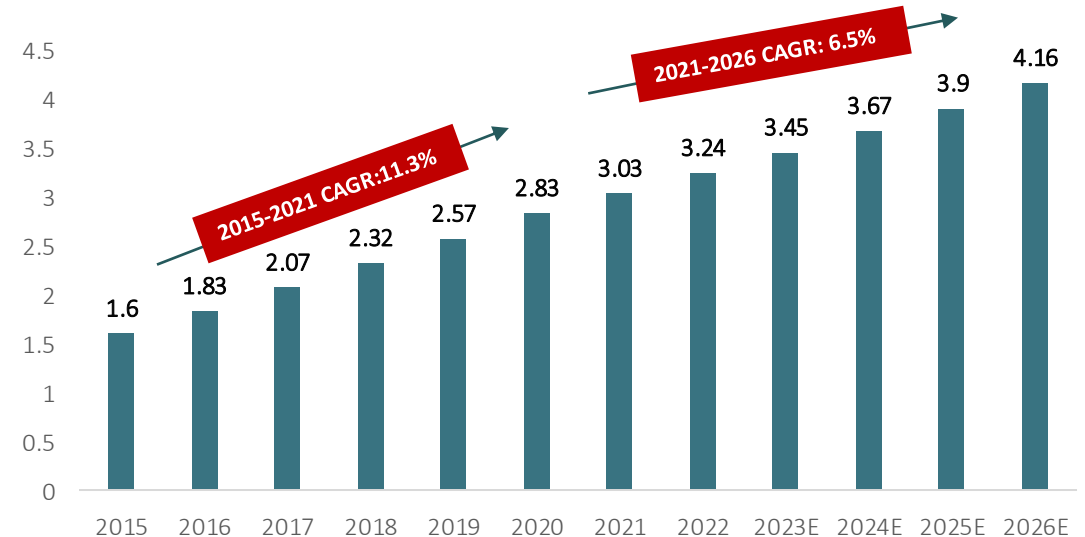
Trend Insight--China's fitness market size is on a sustained growth trend

- Fitness groups in China continue to expand
- The estimated average growth rate of fitness industry market size is **13.5%** over 2021 to 2026
- The fitness population is expected to reach **416 million** in 2026

2015-2026 China's Fitness Industry Market Size and Trend Forecast (Billion USD)



2015-2026 China's sports and fitness population (Unit: billion people)

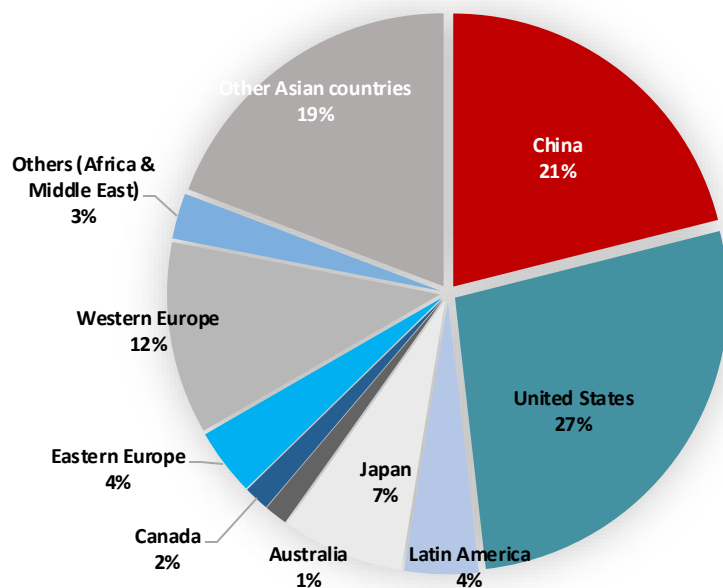


Data source: Keep prospectus, CNA Securities Research Institute

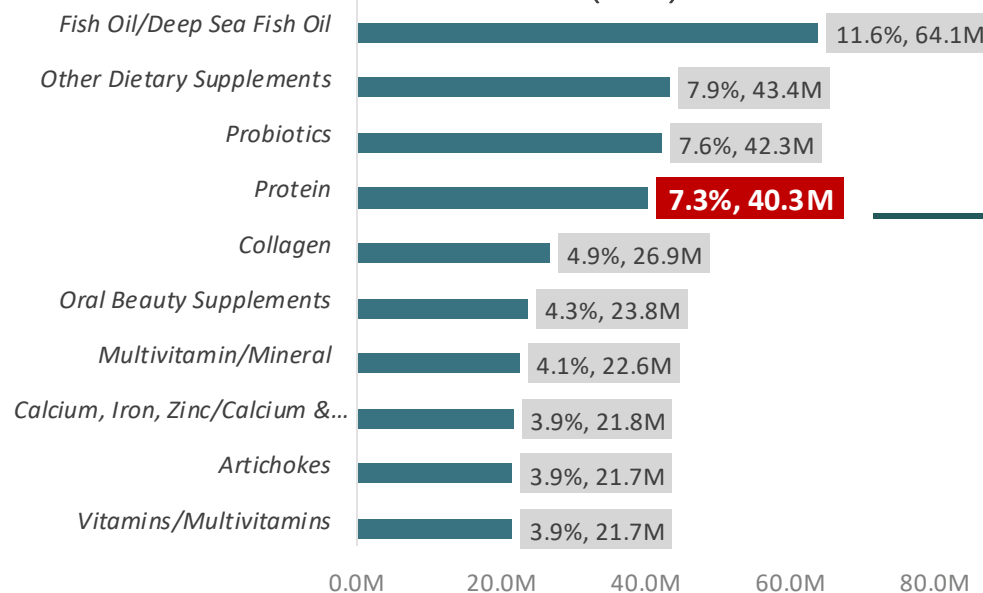
Trend insight- The importance of whey protein in China's market

- China is the world's second largest market for health supplements
- On Tmall, protein is the fourth largest segment of health supplements
- Nearly 70% of the market is occupied by whey protein

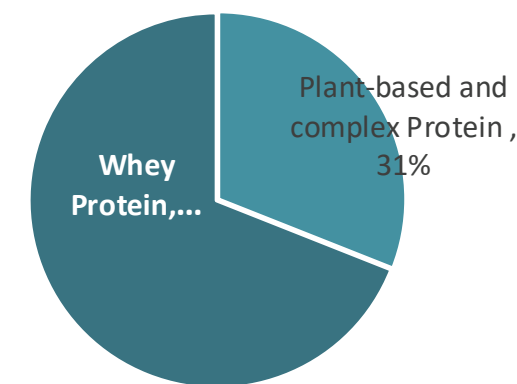
Global Health Supplement Market share (2021)



Tmall Health Supplements Top 10 Segments Market Size & Share (USD)



Tmall Protein Market Composition



Data source: Eruomonitor.

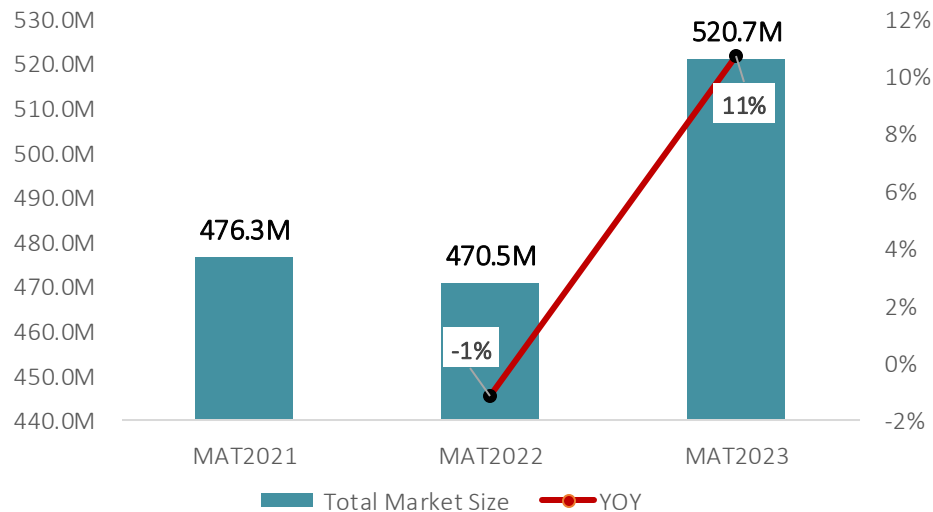
Data source: Tmall Business Intelligence, revenue data based on October 2023.

*Plant-based and complex Protein : Soy protein isolated/complex protein, Soy protein isolated

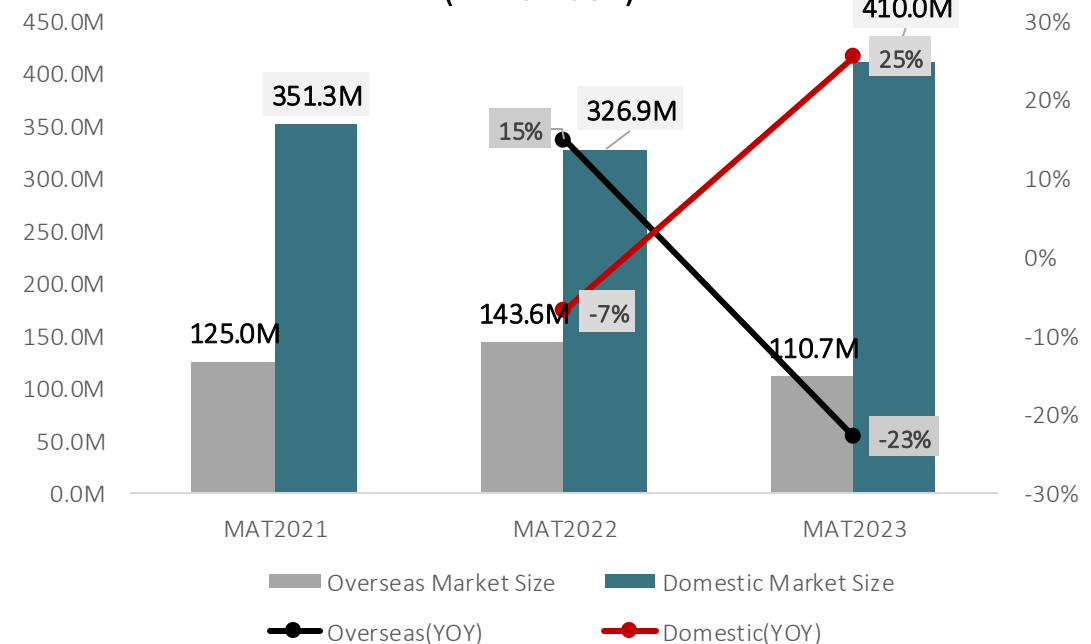
Trend insight-Overseas whey protein brand facing challenges driven by domestic competitors

Tmall protein Market reached 520.7 Million USD (yoy+11%) in MAT2023, driven by the domestic protein market

MAT2021-2023 Tmall Protein Market Size & Growth(Million USD)



MAT2021-2023 Tmall Overseas stores and Domestic stores Protein Market Size & Growth (Million USD)



*Data source: Tmall Business Intelligence.

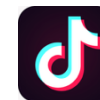
*MAT2023(Nov 2022~Oct 2023), MAT2022(Nov 2021~Oct 2022), MAT2021(Nov 2020~Oct 2021)



SOCIAL MEDIA



DOUYIN LIVE-STREAMING



黑色星期五 × system[™] LS 源自澳大利亚的高品质“清洁绿色”配方

黑五盛典 奢享豪礼

全店买1送1 送

活动时间: 11月23日 0:00-11月23日 23:59

天猫双11 × system[™] LS 源自澳大利亚的高品质“清洁绿色”配方

双11来啦 全场6.8折起

TIME: 10/31 20:00-11/3 23:59

CC乳清蛋白粉

是健身爱好者 增肌的得力助手?

SystemLS · 3-21 为什么要选SystemLS乳清蛋白粉? 看这篇就够啦 增肌减...

太香啦!

SystemLS · 3-21 素食主义者找不到合适的运动补剂? SystemLS植物蛋白粉...

465 浏览 数据分析

677 浏览 数据分析

公开可见 >

16:42

SystemLS 抖音号: 84513982147

380 获赞 34 关注 30 粉丝

饱腹控糖不上火, 日常也能科学营养 通勤健身两不误, 身材管理 so easy 关注 @SystemLS, 每天都更轻盈一点!

IP: 江苏

已关注 私信

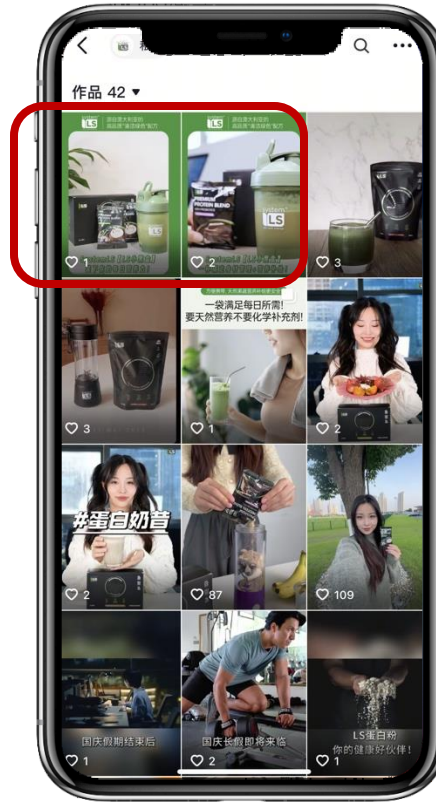
作品 42



SOCIAL MEDIA PLATFORM - ACCOUNT UPDATE



Before



Now

Visual Cover Optimization:

Adopted a unified cover template with fixed layout for titles and brand elements.

Applied brand color scheme to enhance recognition and professional feel.

Improved visual consistency strengthens brand identity and content recall, laying the foundation for future output.

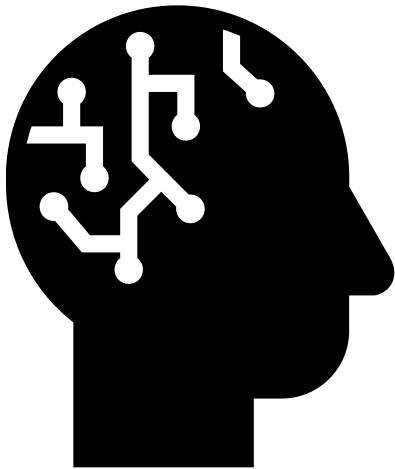


SOCIAL MEDIA PLATFORM





NEXT STEPS – H2



To further enhance brand image and content professionalism, SystemLS optimized and upgraded its Douyin content covers in May. The visual style has been unified to strengthen overall brand tone and recognition. Moving forward, all content will continue to adopt the updated cover format, gradually building a more distinct and recognizable visual identity for the brand.

Upcoming operational focus includes:

Continuously improving visual presentation by maintaining a consistent cover style to reinforce brand perception.

Highlighting product philosophy and usage scenarios through relatable, lifestyle-oriented content to deepen user understanding of SystemLS's value.

Steadily enhancing user engagement by guiding comments and setting relevant topics to increase content depth and audience connection.



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