A man in a white t-shirt and dark pants is performing a handstand on a grey concrete floor. He is smiling and looking towards the camera. His body is surrounded by glowing, swirling lines of orange and yellow light. In the background, a large, stylized 'XS' logo is visible on the wall.

FUEL DREAMS with
POSITIVE ENERGY to
ENERGISE LIFE

XS™ POWER DRINK



XS™ POWER DRINK

YOUR ICE BREAKER TO THE YOUNG GENERATION

- The young generation **loves** energy drinks
- XS™ has a **simple message**
- XS™ is a **daily consumable** product

- XS™ adds **more fun** to your business
- XS™ can **energise** your **business**



KEY FEATURES



EXCITING FLAVOURS:

- Tropical Blast
- Electric Lemon Blast

REASON TO BELIEVE:

- **GREAT** taste! ➡ always **serve cold!**
- **ZERO** sugar! ➡ stay slim
- **Low kilojoules!** ➡ feel good
- **Potent** level of B-vitamins! ➡ stay alert

XS™ - the first exclusively sugar-free "energy drink" brand sold globally.*

* Source: Euromonitor International Limited. www.euromonitor.com/amway-claims



KEY FACTS: NUTRITION

Soft drink containing caffeine, B-vitamins, taurine and sweetener. Tropical Flavour.



XS™ Power Drink Tropical Blast	Per 250 ml can (SA RDAs)
Energy value	25 kJ / 5 kcal
Niacin (vitamin B3)	48 mg (265% RDA)
Pantothenic acid (vitamin B5)	15 mg (250% RDA)
Vitamin B6	4.2 mg (215% RDA)
Vitamin B12	7.5 µg (750% RDA)



KEY FACTS: NUTRITION



Soft drink containing caffeine, B-vitamins, taurine and sweetener. Lemon Flavour.

XS™ Power Drink Electric Lemon Blast	Per 250 ml can (SA RDAs)
Energy value	50 kJ / 12 kcal
Niacin (vitamin B3)	48 mg (265% RDA)
Pantothenic acid (vitamin B5)	15 mg (250% RDA)
Vitamin B6	4.2 mg (215% RDA)
Vitamin B12	7.5 µg (750% RDA)



COMPETITION

Nutritional values per 100 ml

	Sugar in g	Kilojoules (kj)	B-vitamins RDA in %	SA RDA* %	UK RDA** %	Sweetener
XS™						
Tropical Blast	0	10	Niacin	106%	120%	Acesulfame K Sucralose
Electric Lemon	0	20	Pantothenic acid	100%	100%	
Blast			B 6	85%	120%	
			B 12	300%	120%	
Competitor “A”	11	192	Niacin	44%	50%	
			Pantothenic acid	33%	33%	
			B 6	100%	143%	
			B 12	200%	80%	
Competitor “A” sugar free	0	14	Niacin	44%	50%	Acesulfame K Aspartame/ Sucralose
			Pantothenic acid	33%	33%	
			B 6	100%	143%	
			B 12	200%	80%	

Source: Manufacturers’ information on South African/UK products

*RDAs adjusted for SA.

** SA can label reflects UK RDAs

Niacin = vitamin B3, pantothenic acid = vitamin B5

XS™ Power Drink versus competitors:

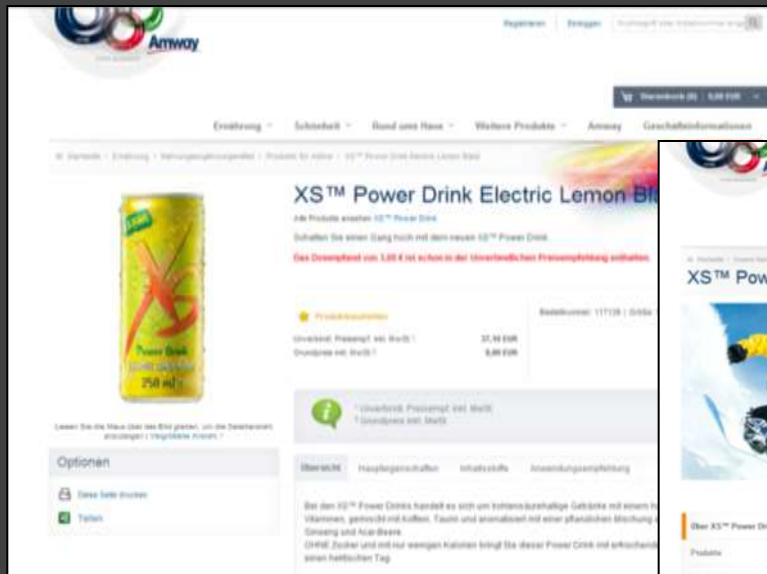
- All flavours of XS™ with “zero sugar” and low kilojoules
- Higher overall level of B-vitamins per 100 ml



AMWAY CORPORATE SITE

AMWAY CORPORATE SITE OFFERS YOU:

- Detailed product *information
- Product *order online



*Online ordering and product information is available from 1 November 2013



XS™ HELPS YOU APPROACH THE YOUNG GENERATION

Main channel of communication is **Facebook** supported by **Youtube** for event & lifestyle videos

www.youtube.com/user/xspowerdrink

www.facebook.com/XSEurope





XS™ POWER DRINK

GET READY TO BLAST INTO HIGH GEAR WITH THE NEW XS™ POWER DRINK

- **Great taste** flavoured with a herbal blend of Chinese Ginseng and acai berry
- With **ZERO sugar** and very **low kilojoules**
- Potent level of **B-vitamins, caffeine** and **taurine** helps you get through hectic days



XS™ POWER DRINK

