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[Torque Lifestyle Brands, Inc. \(TQLB\)](#)

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Members,

According to a recent report from Grand View Research, **the global sports nutrition market size was valued at \$10.7 billion in 2020** and is expected to expand at a compound annual growth rate (CAGR) of 10.9% from 2021 to 2028.

The report notes a rise in the number of consumers focused on self-care and preventive medication and fitness. Moreover, awareness of the increased risk of serious illness in COVID-19 patients suffering from obesity, diabetes, and heart diseases is growing.

In addition, the number of consumers with lifestyle diseases such as diabetes, and obesity is growing rapidly. According to International Diabetes Federation, 463 million adults between 20 and 79 years suffered from diabetes in 2019, which is estimated to increase to 700 million by 2045.

All these factors are estimated to increase participation in fitness activities and drive the consumption of different supplements including sports nutrition products during the forecast period.

That makes the space one of the fastest growing niches in the retail marketplace, which itself is growing rapidly due to the broad post-Covid global economic recovery. It is also a popular area of interest for younger investors, who are gaining traction as a key swing demographic defining trends in this retail-driven bull market.

One company in this sector that we believe has the potential to breakout big is [Torque Lifestyle Brands, Inc. \(TQLB\)](#).

About Torque Lifestyle Brands Inc.

Torque Lifestyle Brands Inc. (TQLB) is an emerging leader in the **\$150B+** sports nutrition and supplements market. Leveraging a growth-by-acquisition model and a growing suite of influencers as brand ambassadors, the Company offers a wide array of active lifestyle products through its e-commerce presence and tier-1 U.S. retailer relationships. Torque's growing family of in-house brands include [Storm Lifestyles](#) and [Core Natural Sciences](#).

Company Highlights

- . **Diverse Brand Portfolio:** Torque's growing family of in-house brands includes Storm Lifestyles and Core Natural Sciences.
- . **Strong Revenue Growth:** Guidance for >\$1.5 million in sales in 2021 at a healthy 30-40% targeted gross margin profile through use of contract manufacturers.
- . **Robust Distribution Footprint:** Torque products are sold in 700 tier-1 stores like GNC with an additional 150 store placements expected in the near-term.
- . **Influencer Marketing Platform:** Driving aggressive growth leveraging both 'big name' brand ambassadors as well as hyper-engaging fitness micro-influencers.
- . **Building a Platform Company:** Seeking near-term accretive acquisitions of attractive supplement brands and vertical integration opportunities.
- . **Planned OTCQB Uplisting:** Planning to complete an audit in anticipation of filing a Form 10 and transition to an OTCQB listed fully reporting company.

Growth Strategy

Increase Brick & Mortar Footprint

- Torque products currently sold in 700+ tier-1 brick & mortar stores nationwide, such as GNC and comparable regional chains
- Expand SKUs and locations in new and existing tier-1 health and nutrition retailers.
- Broaden reach to fitness institutions, large retail & mass merchandisers, small retail, drug & specialty stores

International Expansion

- New markets include the UAE, Singapore, & South America

Direct-to-Consumer E-Commerce Efforts

- Seeking to grow high-margin, direct-to-consumer sales through:
 - Marketplace platforms (i.e. Amazon)
 - Dedicated brand-level e-commerce stores

Execute Upon Near-Term Accretive Acquisitions in the Supplement Space

- Goal of acquiring at 3x revenue multiple
- Drive aggressive organic growth

New Products Lines

- New formulas including Pump – Stimulant Free Pre-Workout
- Complementary products including creatine, which has a global market value of nearly \$400M

11



Torque Family of Brands

[Storm Lifestyles](#)

Features a line of sports nutrition and fitness lifestyle products targeting the under-35 demographic

- Apparel, sports nutrition beverages, pre-workout supplements, post-workout recovery aids, vegan muscle recovery supplements and fat burning supplements
- Leveraging built-in distribution marketing, and product sourcing edge to a younger audience are attached to the healthy lifestyle brand profile
- Available through direct-to-consumer e-commerce channels and physical store distribution

[Core Natural Sciences](#)

Brand of nutrition and health supplements designed to execute into high growth Affiliate Marketing platforms as well as utilizing social media influencers.

- Products such as Turmeric and Curcumin, CLA, Keto, Moringa and many others
- Focused on 45-and-up demographic which is prime for Affiliate Marketing in addition to E-commerce sales

[Torque Lifestyle Brands Reports Record Financial Results](#)

Key Fourth Quarter and Subsequent Operational Highlights

Initiated new product shipments into national locations of tier-1 health and nutrition retailers including GNC, Max Muscle Sports Nutrition and Vegas Discount Nutrition.

Announced joint venture with leading contract manufacturer Zero Day Nutrition, contributing capital to the JV to support machinery and other capital expenditures, while Zero Day will contribute manufacturing expertise and sales from its portfolio of current and prospective client brands - including rapidly growing, award-winning brands such as Glaxo - expected to be up to several million dollars in revenue annually.

Initiated OTCQB uplisting strategy concurrent with the appointment of Michael T. Studer CPA P.C. as the Company's independent auditor.

Board of Directors approved and declared a three-for-one forward split of the Company's common stock to make stock ownership more accessible to employees and investors.

Engaged international investor relations specialists MZ Group to lead a comprehensive strategic investor relations and financial communications program across all key markets.

Launched [new IR website](#) reflecting ongoing efforts to provide up-to-date information for shareholders and prospective investors.

[Plans To Uplist](#)

Torque Lifestyle Brands Announces Uplisting Strategy, Appointment of Michael T. Studer CPA P.C. as Independent Auditor

TQLB has announced the initiation of its OTCQB uplisting strategy concurrent with the appointment of Michael T. Studer CPA P.C. as the Company's independent auditor. The change of the Company's independent registered public accounting firm was approved by the Audit Committee of its Board of Directors.

"Given Torque's robust M&A and capital markets strategy, the Company has decided it was an appropriate time to transition to Michael T. Studer CPA P.C. to leverage its industry expertise, resources, and professionalism," said David Lovatt, Chief Executive Officer of Torque Lifestyle Brands.

"We will work closely with Michael T. Studer CPA P.C. in the months ahead to refine our acquisition strategy and complete our audit, a vital step in anticipation of filing out Form-10 and planned uplisting to the OTCQB Venture Market. We look forward to working with our new auditors and creating long-term value for our shareholders," concluded Lovatt.

Benefits of Uplisting

An uplist to the OTCQB® can provide enhanced investor benefits including more comprehensive compliance requirements, higher reporting standards, and greater access to analyst coverage.

Recent Developments

[Torque Secures Non-Dilutive Funding for Majority Owned JV Through \\$1.3 Million Asset Sale](#)

Successful Sale of American Metabolix Positions Company to Service Top Sports Brand, Glaxon

TQLB recently announced the successful sale of its American Metabolix subsidiary for \$1.3 million in total consideration, coming in the form of \$500k in cash and the divestiture of \$800k in current liabilities.

The deal will leave Torque in position to fully fund its recent 51% owned manufacturing joint venture partnership (the “JV”) with leading contract manufacturer Zero Day Nutrition (“Zero Day”), which carries the potential for multi-million-dollar sales for the Company given that it includes the rapidly growing, award-winning sports nutrition brand, Glaxon (Glaxon.com).

“Given our recent move to position as majority owner of the JV, dealing American Metabolix was a decision best aligned with the goal of maximizing future shareholder value,” noted Leonard K. Armenta Jr, President of Torque Lifestyle Brands. “The deal will leave us with \$600k in cash on hand, which is enough to fully fund the JV with no dilution. While American Metabolix was a promising venture, we have other brands in our portfolio. And the JV is an extremely promising and low-risk path to consistent and growing cash flows once funded.”

Glaxon won multiple industry awards in its first year of sales:

Nominated for Stack3d "Overall 2020 Brand of the Year"

Named Stack3d "Newcomer Brand of the Year"

Named Priceplow "Breakout Brand of the Year"

Named Fitness Informant "Breakout Brand of the Year"

Glaxon is currently sold in roughly 1,000 stores and recently began being offered by GNC.

Market Outlook

The global sports nutrition market size is expected to reach USD 34.5 billion by 2028, according to a new report by Grand View Research, Inc. The market is expected to expand at a CAGR of 10.9% from 2021 to 2028. Growing awareness of fitness and active living among consumers is a major factor contributing to the growth of the segment. For instance, according to the Global Wellness Institute, the fitness and mind-body sector was valued at USD 542.0 billion in 2015 and reached USD 595.4 billion in 2017.

In addition, a rise in the number of gym-goers consuming supplements is driving the market. According to a study conducted in 2020, approximately half of the gym-goers consume supplements. Moreover, the importance of healthy eating and nutrition is growing among athletes. Many athletes are consuming nutritional products to enhance performance, muscle recovery, and endurance. This, in turn, is driving the market, globally.

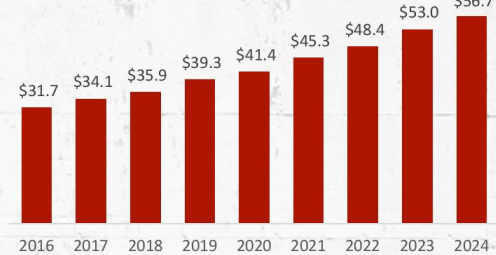
Although the spread of COVID-19 has negatively impacted the market, immunity-boosting sports nutrition products are gaining traction globally. Many manufacturers are introducing

nutritional products supporting the immunity system.

Market Opportunity

- U.S. dietary supplements market expected to reach \$56.7B in market size by 2024¹
- Growth Drivers:
 - Increasing number of athletes and bodybuilders who are the major consumers of sports nutrition products
 - Escalation of obesity and dietary health disorders driving adoption of healthier lifestyles that include
 - Growing health awareness of protein-based products and ketogenic diets
- Several faster developing niches including:
 - Global Sports Nutrition Market size expected to reach \$33.0B by 2028² with a CAGR of 9.3%
 - The global Ketogenic (Keto) Diet Market is expected to reach nearly \$15B by 2027 and was recently ranked as the most popular consumer diet⁴

Total U.S. Dietary Supplements Market ¹
\$ Billions



~90,000

Health Food Stores in the U.S.⁵

1) Statista 2) Polaris Market Research 3) Grand View Research 4) 7th annual Pollock Communications and Today's Dietitian "What's Trending in Nutrition" 2019 survey 5) ibisworld

4

TORQUE
LIFESTYLE BRANDS

TQLB's Low Float Makes It The Perfect Breakout Candidate

The float for **TQLB** is extremely at just 4.763M.

We did the quick math, and that adds up to just around \$128K worth of shares available to the public for trading!

This ticker is no stranger to big moves...

On August 4th, we watched **TQLB**'s share price nearly double on heavy volume, running from \$0.035 to \$0.0677 for **gains of over +90%!**

If **TQLB** were to see another volume surge, we could be in for an interesting day of trading!

The Bottom Line

TQLB appears to be running on all cylinders, and could be one of the biggest growth stories in the health sectors.

With their aggressive growth strategy, and plans to uplist, we could be well on our way to new highs in the very near future!

That being said, we ask that you start your research now, and add **TQLB** to the top of your watchlist immediately!

Best Regards,

The PennyStockLocks Team

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