

SPRING
INVESTMENT CONFERENCE



The New York Palace Hotel
New York, NY
June 2-3, 2015

Stephens
Capitalize on
Independence®

GNC HOLDINGS, INC. (NYSE: GNC)

MIKE ARCHBOLD, CEO

TRICIA TOLIVAR, EXECUTIVE VICE PRESIDENT AND CFO

June 2, 2015

Forward looking statement

THIS PRESENTATION CONTAINS FORWARD-LOOKING STATEMENTS WHICH INCLUDE INFORMATION CONCERNING OUR FUTURE RESULTS, TRENDS, AND OTHER INFORMATION THAT IS NOT HISTORICAL INFORMATION. ALL FORWARD-LOOKING STATEMENTS INCLUDED IN THIS PRESENTATION ARE BASED ON INFORMATION AVAILABLE TO US ON THIS DATE, CURRENT EXPECTATIONS, AND VARIOUS ASSUMPTIONS. WE BELIEVE THERE IS A REASONABLE BASIS FOR OUR EXPECTATIONS AND ASSUMPTIONS, BUT THEY ARE INHERENTLY UNCERTAIN, AND MAY NOT PROVE CORRECT. WE UNDERTAKE NO OBLIGATION TO PUBLICLY UPDATE, OR REVISE, ANY FORWARD-LOOKING STATEMENT, WHETHER AS A RESULT OF NEW INFORMATION, FUTURE EVENTS, OR OTHERWISE. ALL SUBSEQUENT WRITTEN AND ORAL FORWARD-LOOKING STATEMENTS, ATTRIBUTABLE TO US, OR PERSONS ACTING ON OUR BEHALF, ARE EXPRESSLY QUALIFIED, IN THEIR ENTIRETY, BY THE CAUTIONARY STATEMENTS CONTAINED THROUGHOUT THIS PRESENTATION. FOR A LIST OF IMPORTANT FACTORS THAT COULD CAUSE OUR ACTUAL RESULTS TO DIFFER MATERIALLY FROM THE FORWARD-LOOKING STATEMENTS IN THIS PRESENTATION, PLEASE REFER TO OUR PUBLIC FILINGS WITH THE SECURITIES AND EXCHANGE COMMISSION.

AGENDA

BRAND EVOLUTION AND PROMISE

SALES RECAPTURE INITIATIVES

GUIDANCE

BRAND EVOLUTION AND PROMISE

BRAND EVOLUTION



New brand positioning is grounded in data and evolutionary, not revolutionary
Seek to both expand share of wallet and broaden reach

Source: NBJ

BRAND PROMISE AND PILLARS

Connecting our customers to their best

**Meaningful,
long-term
connections
with our
customers**

**Deep
expertise in
health,
wellness,
and
performance**

**Customized
plans to
meet
customers'
unique
goals
through
associate
interactions**

**Best-in-
class
shopping
experience**

**Customer-
driven
decision-
making &
rigorous
quality
standards**

One-to-one customer engagement

BRAND EVOLUTION

Q4 2014

- Functional foods
- Plant and nature based proteins
- Women's business

Plant-Based Proteins



1st half 2015

- Probiotics



- Ultra Mega Green
- PUREEDGE



Contributing to category growth and customer acquisition

SALES RECAPTURE INITIATIVES

DEEP DIVE ANALYTICS

Sales recapture initiatives

- **Cycling unprofitable prior year promotions**
 - Affected Q1 comps by ~2%
 - Impact lessens in Q2'15, and is neutral thereafter
- **Restore marketing spend**
 - More consistent with prior year levels
 - Improved effectiveness of spend

Incremental initiatives

- **Expanding assortment**
- **Improving customer experience**

Sales recapture initiatives

- **Cycling unprofitable prior year promotions**
 - Affected Q1 comps by ~2%
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Restore marketing spend

- More consistent with prior year levels
- Improved effectiveness of spend
- **Increase reach and frequency of email and direct mail**
 - In place Q2 '15
- **My-source direct mail effectively addresses most-loyal customers**

Sales recapture initiatives

Incremental initiatives

- **Expanding assortment**
 - Saw improvement in two separate tests – returns exceed cost of capital
 - Q2 '15 implementation

- **Improving customer experience**
 - Realigning store personnel and scheduling
 - Focus on training
 - Assessment of top and bottom stores

GUIDANCE

2015 GUIDANCE (as provided on April 30, 2015)

- **EPS ~\$3.00 - \$3.15, excluding unusual items**
- **Low single digit increase in consolidated revenue for the full year**
 - **Q2 comp: low single digit decline to flat**
 - **Rest of year comp: low single digit increase**
 - **Modest revenue growth internationally**
 - **Manufacturing / Wholesale segment revenue generally in-line with 2014 levels**
- **Underlying assumptions:**
 - **Retail product gross margin improvements**
 - **Share repurchases ~5-6%**

GNC
LIVE WELL

