

SQUEEZY[®]
SPORTS
NUTRITION

Annual Report 2010

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Key Figures of Squeezy Sports Nutrition GmbH

T€	2010 (German GAAP)
Total revenues	1,363
Operating profit (EBIT)	(23)
Operating margin	n. a.
Profit before tax	(25)
Profit margin	n. a.
Net income	(25)
Net income margin	n. a.
Earnings per share* (€)	n. a.

* calculated on the actual number of 12.500.000 outstanding shares.

To our shareholders

Looking at the last three preceding years, Squeezy has managed to establish its market position for innovative sports nutrition in the German and European consumer market. After the implementation of the cost saving and operational restructuring program in 2009, the current development for the Squeezy Group is proving the resumption of the aspired growth story.

With regard to the extension of the product portfolio, in 2010 Squeezy launched two new products targeting the weight loss market: FortiBalance - and Athletic Bar. The two innovations are based on the patented organic substance "Vitalose20" for which Squeezy and another licensing partner jointly hold the marketing and distribution rights. Future product differentiations are coordinated in collaboration.

Within the performance product line Squeezy was the first mover on the market offering a drinking gel which is branded as squeasypak. Squeasypak is targeting the broad market of ambitious recreational athletes. The innovation potential as well as the market acceptance within the athletic consumer segment was recently documented by receiving an award on the Eurobike in Friedrichshafen in 2011.

Furthermore, currently Squeezy is cooperating with Gelita AG to develop a specific mineral stick supporting the joint building process and an innovative joint gel. The product launches are scheduled at the beginning of 2012.

In 2010/2011, Squeezy can look back on several successful initiated marketing measures on the German and European market. The entrance into the Russian market was achieved by cooperating with a long-standing Russian sales partner operating a Russian website providing an integrated online shop. Besides the already started cooperation with international distribution partners in Norway, Greece and Cyprus, Squeezy is currently establishing further partnerships in Sweden, Estonia and Poland. In addition, a new direct sales channel for Squeezy's weight loss product line was recently built up in Germany and Europe.

To strengthen the German sales network, Squeezy can currently report a number of successfully concluded and promising measures all aiming to enhance the visibility of the Squeezy® brand.

- Starting in Q4/2011, Squeezy's full product range will be offered on the newly established and heavily promoted internet platform of Celesio AG/ Perfect Life AG. This measure is deemed to provide weight loss customers and health conscious consumers

the possibility to learn about Squeezy products when browsing specifically for functional food. The agreements are already signed.

- Within the second half of 2011, Squeezy's specialized product range was incorporated in the assortment of Sport Scheck, a German sports apparel and sports equipment retailer. The nationwide (16 branches) Sport Scheck sport stores are covering the target group of ambitious recreational athletes who can learn from Squeezy products when asking specifically for sports equipment and associated products.
- In 2011/2012 the first 30 Tegut stores, a German food retailer building its brand around the social and ecological issues (health and sustainability), will be equipped with the Squeezy product range.
- Currently, Squeezy is negotiating with another German convenient store retailer about the inclusion of Squeezy products into the company's large assortment.

In light of the recent positive developments especially with regard to the initiated distribution cooperation and sales agreements, Squeezy expects to see a growth in total sales for the fiscal year 2011. Taking into considerations, that most of the initiatives will take place during the end of 2011, the financial effects in the profit & loss statement are expected to be fully reflected not until 2012.

Maastricht, January 17, 2012

Roger Walter Milenk
Member of the Board

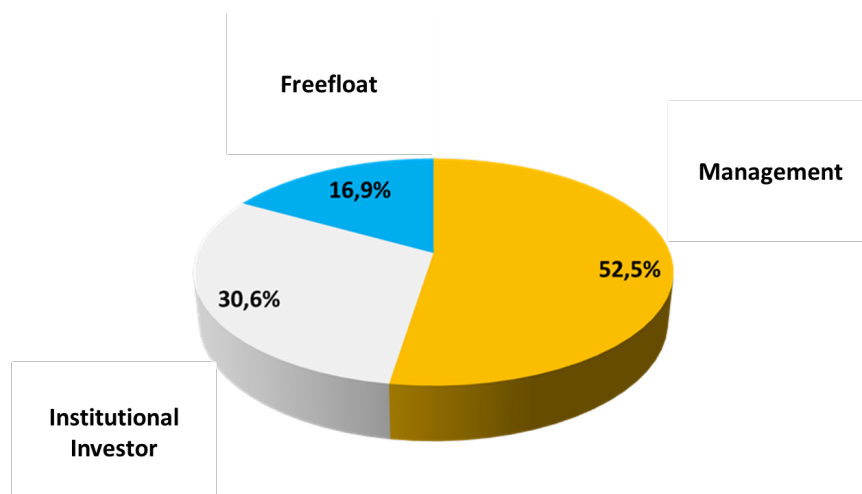
The Squeezy share

Squeezy Sports Nutrition N.V. shares have been listed on the Open Market of the Frankfurt Stock Exchange on November 30, 2007. The shares are traded on the Open Market (First Quotation Board) segment of the Frankfurt Stock Exchange, Xetra, the Stuttgart Stock Exchange and the Berlin Stock Exchange.

Referencing its closing price for the year 2009 of EUR 0.062, the company's share price declined to EUR 0.021 at the end of the year 2010. The share price marked its year-high at EUR 0.057 on February 12 and experienced its year-low at EUR 0.010 on July 5. The market capitalization on December 31, 2010 amounted to EUR 0.26m (31.12.2009: EUR 0. 375m).

Number of shares:	12.5m shares
End of year price:	EUR 0.021 per share
Price-High:	EUR 0.057 (FFM, 12.02.2010)
Price-Low:	EUR 0.010 (FFM, 05.07.2010)
Market capitalization:	EUR 0.26m (end of 2010)
Reuters Symbol:	3SQ
WKN:	A0M531
ISIN:	NL0006129066
Stock Markets:	Xetra, Frankfurt, Stuttgart, Berlin
Segment:	Open Market

The current shareholder structure looks as following (as of December 31, 2010):



Earnings Situation for Squeezy Sports Nutrition GmbH

For the fiscal year 2010 Squeezy Sports Nutrition GmbH reports total revenues of 1,363 TEUR (previous year's total revenues: 1,101 TEUR) which equivalents a 24% increase in revenues.

The company's operating cost block is amounting to 1,385 TEUR for the reporting period (previous year: 1,135 TEUR). The resulting operating profit amounts to (23) TEUR (previous year: (35) TEUR).

Extraordinary non-recurring income amounts to 25 TEUR, interest expenses to 27 TEUR. With a net income of (25) TEUR, Squeezy almost broke even in 2010 (previous year: 33 TEUR).

Asset Situation for Squeezy Sports Nutrition GmbH

As of December 31, 2010, total assets of Squeezy Sports Nutrition GmbH amounted to 735 TEUR of which 10 TEUR were attributable to cash and cash equivalents. The largest asset position are forming inventories with 331 TEUR (previous year: 251 TEUR) followed by trade and other receivables amounting to 274 TEUR (previous year: 236 TEUR). The growth in the current asset level can be explained in line with the growth in sales.

The company's total equity amounts to 10 TEUR. The equity ratio for the end of the fiscal year 2010 was 1 %. When adding liabilities to shareholders and associated companies (123 TEUR) to the economic equity of Squeezy, the adjusted equity ratio amounts to 18%. Within the reported liabilities, 349 TEUR are to be allocated to financial liabilities to banks of which in turn 268 TEUR are having short-term character (maturity of less than a year). Payables amount to 133 TEUR.

Annual Accounts 2010 for Squeezy Sports Nutrition N.V.

- Balance sheet
- Profit and loss account
- Notes

Balance Sheet

as of December 31, 2010

(after appropriation of result)	<u>31.12.2010</u>	<u>31.12.2009</u>
	EUR	EUR
Fixed assets		
Financial fixed assets	-	25,000
Current assets		
Current account subsidiary	-	-
Cash and banks	-	<u>6,000</u>
	-	6,000
Current liabilities, accruals and deferred income	<u>42,000</u>	<u>38,000</u>
Current assets less current liabilities	<u>(42,000)</u>	<u>(32,000)</u>
Total assets less current liabilities	<u>(42,000)</u>	<u>(7,000)</u>
Long-term liabilities	-	-
Shareholders' equity		
Issued share capital	125,000	125,000
Share premium	338,000	338,000
Other reserves	<u>(505,000)</u>	<u>(470,000)</u>
	<u>(42,000)</u>	<u>(7,000)</u>
	<u>(42,000)</u>	<u>(7,000)</u>

Profit and loss account 2010

	31.12.2010 EUR	31.12.2009 EUR
Gross operating result		
General and consultancy costs	13,000	45,000
Total expenses	<u>13,000</u>	<u>45,000</u>
Operating result	(13,000)	(45,000)
Share in result of subsidiaries	(22,000)	(26,000)
Financial income and expense	-	-
Result on ordinary activities before taxation	(35,000)	(71,000)
Taxation on result of ordinary activities	-	-
Result on ordinary activities after taxation	<u><u>(35,000)</u></u>	<u><u>(71,000)</u></u>

Notes

General

Activities

Squeezy Sports Nutrition N.V. is a public limited company incorporated in The Netherlands with its statutory office in Amsterdam and its physical address at Kruisdonk 66 in 6222 PH Maastricht. The company is an investment holding company through the intermediate holding company Squeezy Sports Nutrition GmbH (formerly Squeezy Holding GmbH) for its principle 50% subsidiary Squeezy Health GmbH. The former subsidiaries Squeezy Energy GmbH and Squeezy Nano GmbH have merged in 2009 with Squeezy Sports Nutrition GmbH. These subsidiaries are all located and working in Germany and principally involved in the field of manufacturing and distributing of sports nutrition products, such as power gels, energy enhancement food/drink supplementaries and weight loss products.

Squeezy Sports Nutrition N.V. was incorporated on 14th September, 2007. At 30th November, 2007 Squeezy Sports Nutrition N.V. has been listed at the Open Market of the Frankfurt Stock Exchange.

The average number of employees was 5 (5) in 2010 (2009).

These consolidated financial statements were approved for issuance by the Supervisory Board on 28th September, 2011.

General accounting principles for the preparation of the financial statements

The financial statements have been prepared in accordance with Title 9, Book 2 of the Netherlands Civil Code.

Valuation of assets and liabilities and determination of the result takes place under the historical cost convention. Unless presented otherwise, the relevant principle for the specific balance sheet item, assets and liabilities are presented at face value.

Income and expenses are accounted for on accrual basis. Profit is only included when realized on balance sheet date. Losses originating before the end of the financial year are taken into account if they have become known before preparation of the financial statements.

Consolidation

Due to the fact that Squeezy Sports Nutrition N.V. is a so called small company according to Title 9, Book 2 of the Netherlands Civil Code there is no obligation for consolidation of the financial statements of the subsidiaries. The subsidiaries are presented at net equity value.

Translation of foreign currency

Receivables, liabilities and obligations denominated in foreign currency are translated at the exchange rates prevailing at balance sheet date.

Transactions in foreign currency during the financial year are recognized in the financial statements at the exchange rates prevailing at transaction date. The exchange differences resulting from the translation as of balance sheet date, taking into account possible hedge transactions, are recorded in the profit and loss account.

Foreign group companies and non-consolidated participations outside the Netherlands qualify as independent foreign units. For the translation of the financial statements of these foreign entities the balance sheet items are translated at the exchange rate at balance sheet date and the profit and loss account items at the average rate. The translation differences that arise are directly deducted from or added to shareholders' equity.

Principles of valuation of assets and liabilities

Financial fixed assets

Where significant influence is exercised participations in non-consolidated group companies are valued under the net equity value method, but not lower than a nil value. This net equity value is based on the same accounting principles as applied by Squeezy Sports Nutrition N.V.

Participations with a negative equity are valued at nil. If the company fully or partly guarantees liabilities of the participation concerned a provision is formed, primarily comprising the receivables from this participation. The remainder is recognized under provisions, in the amount of the share in the losses incurred by the participation, or for the amount of payments the company is expected to make on behalf of these participations.

Where no significant influence is exercised participations are valued at cost and if applicable less impairments in value. With the valuation of participations any impairment in value is taken into account.

Other investments with a long-term nature are presented at acquisition cost or at lower market value and, if applicable, net of impairments.

The receivables on and loans to participations and other receivables are valued at face value after deduction of any provisions.

Securities included in financial fixed assets (per fund) are valued at cost or lower market value at balance sheet date.

The bonds and certificates stated under the financial fixed assets are valued at amortized cost. Deferred tax assets are stated under the financial fixed assets if and to the extent it is probable that the tax claim can be realized in due course. These deferred tax assets are valued at nominal value and have a predominantly long-term character.

Receivables

Receivables are included at face value, less any provision for doubtful accounts. These provisions are determined by individual assessment of the receivables.

Provisions

Provision for deferred tax liabilities:

For amounts of taxation payable in the future, due to differences between the valuation principles in the annual report and the valuation for taxation purposes of the appropriate balance sheet items, a provision has been formed for the aggregate of these differences multiplied by the current rate of taxation. These provisions are reduced by amounts of taxation recoverable in the future in respect of the carry-forward of unused tax losses, to the extent that it is probable that future tax profits will be available for settlement.

Other provisions:

Provision participations:

This provision is formed for the expected payments charged to the company on behalf of participations.

Long-term liabilities

Recorded interest-bearing loans and liabilities are valued at amortized cost.

Principles for the determination of the result

Revenues ensuing from the sale of from goods are accounted for when all major entitlements to economic benefits as well as all major risks have transferred to the buyer. The cost price of these goods is allocated to the same period.

Revenues from services are recognized in proportion to the services rendered. The cost price of these services is allocated to the same period.

The profit to be allocated to the work in progress is determined on the basis of costs incurred for the work as at balance sheet date, in proportion to the aggregate costs expected to be spent on the work. The net realizable value is based on an expected sales price net of costs to be incurred for completion and sales.

Gross operating result

The gross operating result consists of the net turnover, changes in inventory of finished goods and work in progress, capitalized production on behalf of own business, other operating income, cost of raw materials and consumables and the cost of subcontracted work and other external charges. Net turnover represents amounts invoiced for goods and services supplied during the financial year under report, net of discounts and value added taxes.

Share in result of non-consolidated subsidiaries

Where significant influence is exercised over participations, the group's share in the participations' results is included in the profit and loss account. This result is determined on the basis of the accounting principles applied by Squeezy Sports Nutrition N.V.

Where no significant influence is exercised, the dividend income is accounted for in the profit and loss as financial income.

Taxation

Corporate income tax is calculated at the applicable rate on the result for the financial year, taking into account permanent differences between profit calculated according to the financial statements and profit calculated for taxation purposes.

Notes to the specific items of the balance sheet

Financial fixed assets

Movements in financial fixed assets can be analysed as follows:

	<i>Participations in subsidiaries</i>
Balance as at 1 January 2010	25,000
Transferred from current account	-
Share in 2010 profit / (loss)	(25,000)
Balance as at 31 December 2010	<u><u>-</u></u>

The company's interests in group companies comprise the following:

	<i>Share in issued capital as percentage</i>	<i>Shareholders' equity as per latest adopted financial state- ments</i>	<i>Result as per lastly adopted financial statements</i>
Squeezy Sports Nutrition GmbH, Braunschweig Germany	100.00	0	(25,000)

Current account subsidiary

	31/12/2010	31/12/2009
Balance as at 1 January	-	62,000
Additions in financial year	-	(62,500)
Provision negative value subsidiary	-	<u>10,000</u>
	-	-

The current account with Squeezy Sports Nutrition GmbH has been repaid in 2009 with € 10,500. The remaining balance of € 61,000 has been written off in 2009.

Cash and banks

	31/12/2010	31/12/2009
UBS Bank and Nord Deutsche Landesbank	-	6,000

The bank account is free available.

Shareholders equity

Issued share capital:

The issued share capital of the company amounts to EUR 125,000 divided into 12,500,000 ordinary shares of € 0.01. The authorised capital amounts 50,000,000 shares of € 0.01.

Notes to the specific items of the profit and loss account**Share in result of subsidiaries**

	2010 EUR	2009 EUR
Squeezy Sports Nutrition GmbH	(25,000)	35,000
Write off current account	3,000	(61,000)
	(22,000)	(26,000)

Directors and Supervisory Board remuneration

The remuneration of directors and members of the supervisory board was nil in 2010 and 2009. Director Mr. Roger Milenk held 5,977,418 shares in the company at 31 December 2010 and 2009.

Significant events after the balance date

There were not any significant events after balance sheet date.

Signing of the financial statements

Maastricht, January 17, 2012.

Management Board:

Roger Walter Milenk

Supervisory Board:

Florian Pfingsten

Robert Käß

Detlev Kutscher

Other information

General

The company has utilized the exemption from an audit by virtue of article 2:396, paragraph 6 of the Netherlands Civil Code. For this reason a management report is also not included.

Statutory rules concerning appropriation of result

In Article 15 of the company statutory regulations the following has been presented concerning the appropriation of result:

- The Management Board is entitled, after approval of the Supervisory Board, to transfer a part of the profit to the other reserves;
- The appropriation of the remaining part of the profit shall be decided by the general meeting of shareholders.

Proposed appropriation of result for the financial year 2010

The Board of Directors proposes, with the approval of the Supervisory Board, that the result for the financial year 2010 amounting to EUR (35,000) should be transferred to the other reserves. The financial statements do reflect this proposal.

**Excerpts of the Annual Accounts 2010 for
Squeezy Sports Nutrition GmbH**

(established under HGB)

Balance Sheet

as of December 31, 2010 (in EUR thousands)

	December 31, 2010	December 31, 2009
ASSETS		
Non-current assets		
Capitalisation of start-up expenditures	53	70
Intangible assets	27	30
Fixed assets	15	26
Financial assets	12	12
	<u>107</u>	<u>138</u>
Current assets		
Inventories	331	251
Trade & other receivables	274	236
Bank balances and cash	10	2
	<u>615</u>	<u>489</u>
Prepaid Expenses	13	6
Total assets	<u>735</u>	<u>633</u>
EQUITY AND LIABILITIES		
Capital and reserves		
Paid-in capital	25	25
Share premium	500	500
Accumulated profits	(515)	(491)
	<u>10</u>	<u>34</u>
Total equity	<u>10</u>	<u>34</u>
Provisions	16	11
Liabilities	<u>709</u>	<u>588</u>
Total equity and liabilities	<u>735</u>	<u>633</u>

The accompanying notes and the full version of these financial statements can be found on the "elektronischer Bundesanzeiger" on the web !

Income Statement

for the fiscal year ended 31 December 2010 (in EUR thousands)

	2010	2009
TOTAL REVENUES	1,363	1,101
Costs of materials	809	641
GROSS MARGIN	554	460
COSTS		
Employee costs	200	184
Depreciation on non-current assets	36	22
General and administrative costs	340	288
	<u>576</u>	<u>494</u>
OPERATING PROFIT	(23)	(35)
FINANCIAL INCOME		
Interest	(27)	(29)
EXTRAORDINARY INCOME	25	97
PROFIT BEFORE TAX	(25)	34
Tax	-	(1)
PROFIT AFTER TAX	<u>(25)</u>	<u>33</u>

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