

lemon  
perfect.®

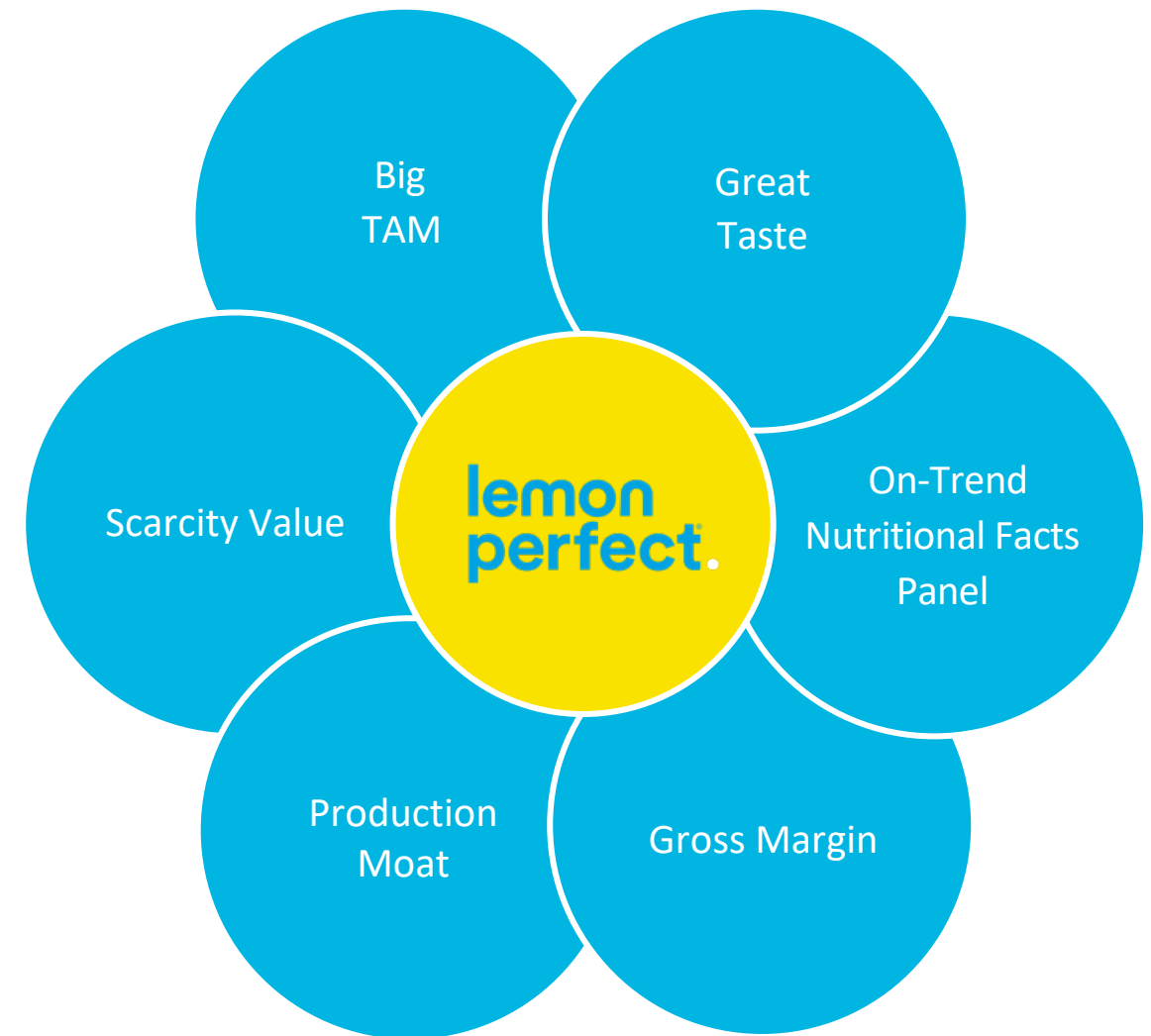
# Water never tasted this good.™

Lemon Perfect is a great-tasting  
and super-refreshing flavored  
lemon water with zero sugar  
and no artificial flavors or  
sweeteners.



# Lemon Perfect has all the pieces of the puzzle.

Lemon Perfect is the fastest-growing brand in the enhanced water category. With a double-digit distribution opportunity and strong velocity story, Lemon Perfect is on track to be the next billion-dollar beverage brand.



# Commitment to Sustainability



On January 1, 2022, Lemon Perfect became **Certified Carbon Neutral**. By achieving carbon neutrality—a net-zero carbon dioxide emissions footprint—Lemon Perfect is taking a meaningful climate action position with integrity.



Starting January 1, 2023, Lemon Perfect will become the **first Plastic Neutral bottled water brand**. Certified by rePurpose Global—the world’s leading plastic action platform—Lemon Perfect’s net-zero plastic footprint will set the bar for environmental stewardship in the enhanced water category. By funding the removal of as much plastic as we produce, Lemon Perfect is making a 1-for-1 impact promise that will resonate broadly with consumers.



# Lemon Perfect Delivers Where the Enhanced Water Category Falls Short

Lemon Perfect is uniquely positioned to take meaningful share from the category leaders.



Vitaminwater

Bai

Hint

- Full of Flavor
- Zero Sugar
- Squeezed from Real Fruit
- Functional Benefits
- Certified Organic
- Certified Plastic Neutral





## Lemon Perfect has Distribution in All 50 States





Retail Execution Driving Velocity in Key Retailers Across America





# Lemon Perfect is making noise.

Our top two SKUs outrank Bai's #1 SKU in unit velocity.



L26 Weeks Sales Comparison

Total US Food (Nielsen through 1.7.23)

Confidential



In 2017, Keurig Dr. Pepper bought Bai Brands for \$1.7B.

Drink more lemons. | 9



# Lemon Perfect is making noise.

We drove 139% retail sales growth in 2022.



L26 Weeks Sales Comparison

Total US Food (Nielsen through 1.7.23)

Confidential



Drink more lemons. | 10





# Costco Test Markets Performed Well; Major Club Expansion Slated for 2023







“I don’t typically enjoy drinks without added sugar, but Lemon Perfect is delicious. It was an easy decision to invest in something that not only tastes great and is healthy, but also, and most importantly, allows choosing a healthier lifestyle to be affordable and accessible to everyone.”

## **Beyoncé Knowles-Carter**

[Beyoncé Invests In Lemon Perfect, Bringing Its Series A to \\$31 Million](#)



Drink more lemons.™



lemon  
perfect.<sup>®</sup>

HYDRATING LEMON WATER