EBO0ST 7%





EBOOST Happy, Clean Energy





CREATED BY THE BOLD

In 2009, Josh Taekman and John McDonald set out to find a cleaner way to fuel their busy days, and today **EBOOST** is changing the way people energize, replenish, and feed their well-being.



FOR THE BOLD

EBOOST is for people who live to do more every day—who thrive on the go and always have a new goal on the horizon. **We create products** that help you take on the day – wherever the day takes you.



FOR ALL THE MOMENTS THAT MATTER

Keeping it clean is everything. We don't compromise because you shouldn't have to. And we plan to push harder and go farther to keep you bold, focused, and naturally driven.

We are proudly:



Non-GMO



Gluten & Soy-Free



No Artificial Flavors, Colors or Sweeteners



Low in Sugar



High Quality Ingredients

EBOOST The Right Consumer





EBOOST brings health-conscious & dual gender customers to the energy category.

US Energy Drink Market: \$18.4bn, +12.2% YOY (\$'s)





\$7.2bn* +2.8% YOY units

(*Note: all Red Bull brands)



\$5.6bn** +1.0% YOY units

(**Note: all Monster brands)



\$0.83bn

-37.7% YOY units



\$0.71bn

-7.4% YOY units



\$0.43bn

+0.6% YOY units



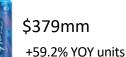
\$0.45bn

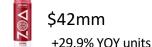
-1,0% YOY units

Functional Energy \$1.4bn

+106% YOY units

\$1.0bn





Source: IRI, Total US-Multi Outlet + Convenience 52-weeks ending 04.23.23

>80% YOY units

Opportunity #1: Category disruption \rightarrow deliver something that is cleaner, something w/ added functionality, something that tastes great, something SUPER

Opportunity #2: Reach a broader, more dual-gender audience. Qo



Opportunity #3: Drive new, health-conscious consumers to the category and to convert "bad" energy consumers to "good"/clean energy

FUNCTIONALITY/NUTRITION

Energy Drink Category Evolution









SUPER FUELTM: Redefining energy by delivering more









SUPER FUEL: Happy, Clean Energy.













KETO **FRIENDLY**





Clean + Great Taste + Added Vitamins + Low Cal/Sugar = Repeat

Get More...Than Just Energy

Get More...Vitamins, Minerals, and Added Nutrition

Get More...Work Done

Get More...Focus

Get More...SUPER

11.5 fl. oz

SUPER FUEL™: Happy, Clean Energy





	SUPER FUEL. To to 10 to	CELSIUS PEACH VIBE	HAWATA CE WAY TO THE W	TARA SECURI	LENON LINE CHAPTER AND THE PROPERTY OF THE PR	ENERGY SYNCHESTS	CHAST TWITCH CHAST SOUTH	STARBANIA EN LA MARCA	GOAT FUEL ENGO O DINN WHEN BLA O # # # # # # # # # # # # # # # # # #	Red Bull	M pn5ter
Sugars	1 - 2 g	0 g	0 g	0 g	0 g	0 g	0 g	0 g	0 g	39 g	54 g
Calories	10 - 15	10	15	10	10	5	5	0	15	160	210
Vitamins	10	9	5	10	5	4	3	2	11	3	4
Energy		Synthetic Caffeine	/	Natural Caffeine	"		-	Synthetic Caffeine		Synthetic Caffeine	
Caffeine	110 mg	200 mg	200 g	160 g	200 g	200 g	200 g	200 g	200 g	114 g	160 g
Non-GMO	Yes	No	No	No	No	No	No	No	No	No	No
Sweetener	Natural	Artificial	Artificial	Artificial	Artificial	Artificial	Artificial	Artificial	Artificial	Natural	Natural

/

SUPER FUEL™: When? Why?



WORK/STUDY



PRE-WORKOUT



HEALTHY MIXER



TRAVEL/JET LAG





SUPER FUEL™: Awards on Awards













Highly awarded energy drink.

















- BEST NEW BRAND OF 2021
- BEST LOW/NO SUGAR DRINK OF 2021

BEST NEW PRODUCT OF 2019

- BEST NATURAL ENERGY DRINK OF 2020
- BEST ENERGY DRINK OF 2021

- BEST HEALTHY ENERGY DRINK OF 2020
- BEST HEALTHY ENERGY DRINK OF 2021

SUPER FUEL™: Reviews







SUPER FUELTM Specs



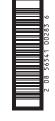
SUPER FUEL

Orange Mango



Single Can

12 Cans Tray (case)



SUPER FUEL

Strawberry Lemonade





Single Can

12 Cans Tray (case)



SUPER FUEL

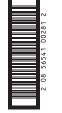
Ginger Lime





Single Can

12 Cans Tray (case)



SUPER FUEL

Blue Raspberry





Single Can

12 Cans Tray (case)



SUPER FUEL

Orange Mango

Nutrition Facts Serving size 1 can (12 fl oz)

Amount per serving Calories

% Daily Value*
Total Fat 0 g 0%

 Sodium 0 mg
 0%

 Total Carbohydrate 4 g
 1%

 Total Sugars 2 g
 Includes 1 g Added Sugars
 1%

Protein 0 g

 Vit. D 20mcg 100% ◆ Folate 400mcg DFE 100%

 Potassium 290mg 6%
 ◆ Vit. B₁₂ 15mcg 630%

 Vit. C 90mg 100%
 ◆ Zinc 11mg 100%

 Niacin 20mg 130%
 ◆ Selenium 7mcg 15%

 Vit B₃ 1.7mg 100%
 ◆ Chromium 35mcg 100%

*the % Daily Value tells you how much nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.
Not a significant source of saturaded fat, trans fat, cholesterol, dietary fiber, calcium, and iron.

INGREDIENTS: CARBONATED WATER, ORANGE JUICE FROM CONCENTRATE, CITRIC ACID, POTASSIUM CITRATE, HONEY, NATURAL FLAVOR, L'YTROSINE, ASCORBIC ACID (VITAMIN C), STEVIOL GLYCOSIDES, CAFFEINE (110MG FROM GREEN COFFEE BEANS AND GREEN TEA LEAF EXTRACTI, ZINC CITRATE, BETA CAROTENE FOR COLOR, NIACINAMIDE (VITAMIN B-3), CHOLECALCIFEROL (VITAMIN D-3), PYRIDOXINE HYDROCHLORIDE (VITAMIN B-4), L'HEANINE, CHROMIUM PICOLINATE, FOLIC ACID, CYANOCOBALAMIN (VITAMIN B-12), SODIUM SELENITE. BETA CAROTENE FOR COLOR.

SUPER FUEL

Ginger Lime

Nutrition Facts Serving size 1 can (12 fl oz)

Amount per serving Calories 1

	% Daily Value*
Total Fat 0 g	0%
Sodium 0 mg	0%
Total Carbohydrate 2 g	1%
Total Sugars 1 g	
Includes 1 a Added Suga	ars 1%

Protein 0 g

 Vit. D 20mcg 100% ● Folate 400mcg DFE 100%

 Potassium 290mg 6%
 ● Vit. B₁₂ 15mcg 630%

 Vit. C 90mg 100%
 ● Zinc 11mg 100%

 Niacin 20mg 130%
 ● Selenium 7mcg 15%

 Vit B₃ 1.7mg 100%
 ● Chromium 35mcg 100%

*the % Daily Value tells you how much nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice. Not a significant source of saturaded fat, trans fat, cholesterol, dietary fiber, calcium, and iron.

INGREDIENTS: CARBONATED WATER, LIME JUICE FROM CONCENTRATE, CITRIC ACID, POTASSIUM CITRATE, HONEY, L-TYROSINE, ASCORBIC ACID (VITAMIN C), STEVIOL GIVCOSIDES, CAFFEINE (110MG FROM GREEN COFFEE BEANS AND GREEN TEA LEAF EXTRACT, NATURAL FLAVOR, ZINC CITRATE, GINGER ROOT EXTRACT, MIACINAMIDE (VITAMIN B-3), CHOLECALCIFEROL (VITAMIN B-3), PYRIDOXINE HYDROCHLORIDE (VITAMIN B-4), L-THEANINE, CHROMIUM PICOLINATE, FOLIC ACID, CYANOCOBALAMIN (VITAMIN B-12), SODIUM SELENITE.

SUPER FUEL

Strawberry Lemonade

Nutrition Facts

Serving size 1 can (12 fl oz)

Amount per serving Calories

% Dail	y Value
Total Fat 0 g	0%
Sodium 0 mg	0%
Total Carbohydrate 3 g	19
Total Sugars 2 g	
Includes 1 g Added Sugars	19

Protein 0 g

Vit. D 20mcg 100% ● Folate 400mcg DFE 100%
Potassium 290mg 6% ● Vit. B₁₂ 15mcg 630%
Vit. C 90mg 100% ● Zinc 11mg 100%
Niacin 20mg 130% ● Selenium 7mcg 15%
Vit B₃ 1.7mg 100% ● Chromium 35mcg 100%

"the % Daily Value tells you how much nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Not a significant source of saturaded fat, trans fat, cholesterol, dietary fiber, calcium, and iron.

INGREDIENTS: CARBONATED WATER, LEMON JUICE FROM CONCENTRATE, HONEY, CITRIC ACID, POTASSIUM CITRATE, L'TYPOSINE, ASCORBIC ACID (VITAMIN C), STEVIOL GLYCOSIDES, CAFFEINE (110MG FROM GREEN COFFEE BEANS AND GREEN TAL LEAF EXTRACT), FRUIT AND VEGETABLE JUICE FOR COLOR, NATURAL FLAVOR, ZINC CITRATE, NIACINAMIDE (VITAMIN B-3), CHOLECALDIFEROL (VITAMIN D-3), PYRIDOXINE HYPOROCHORIDE (VITAMIN B-6), L'THEANINE, CHROMIUM PICOLINATE, FOLIC ACID, CYANGCOBALAMIN (VITAMIN B-12), SODIUM SELENITE.

SUPER FUEL

Blue Raspberry

acts Nutrition Facts

Serving size 1 can (12 fl oz)

Amount per serving Calories

ies 10

	% Daily Value
Total Fat 0 g	0%
Sodium 0 mg	0%
Total Carbohydrate 3 g	1%
Total Sugars 1 g	
Includes 1 g Added Suga	ars 2%

Protein 0 g

Vit. D 20mcg 100% ● Folate 400mcg DFE 100%
Potassium 290mg 6% ● Vit. B₁₂ 15mcg 630%
Vit. C 90mg 100% ● Zinc 11mg 100%
Niacin 20mg 130% ● Selenium 7mcg 15%
Vit B₃ 1.7mg 100% ● Chromium 35mcg 100%

*the % Daily Value tells you how much nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice. Not a significant source of saturaded fat, trans fat, cholesterol, dietary fiber, calcium, and iron.

INGREDIENTS: CARBONATED WATER, HONEY, CITRIC ACID, POTASSIUM CITRATE, L'TYROSINE, MALIC ACID, NATURAL FLAVOR, FRUIT AND VEGETABLE JUICE FOR COLOR, ASCORBIC ACID (VITAMIN C), STEVIOL GLYCOSIDES, NATURAL CAFFEIME (110 MG FROM GREEN COFFEE SEEDS AND GREEN TEA LEAF EXTRACT), GUM ACACIA, ZINC CITRATE, GLYCEROLESTER OF WOOD ROSIN, NADAGMAMDIE (VITAMIN B-3), CHOLECALCIFEROL (VITAMIN B-3), CHOLECALCIFEROL (VITAMIN B-3), CHOLECALCIFEROL (VITAMIN B-4), PYRIDOXINE HYDROCHLORIDE (VITAMIN B-6), L'THEANINE, CHROMIUM POLYNICOTINATE, FOLIC ACID, CYANOCOBALAMINI (VITAMIN B-12), SODIUM SELENITE.

Description	Case/Tray UPC	Unit UPC	Unit (oz.)	Size (lbs.)	Unit Dims (inches)	Case Pack	Case Dims (inches)	Case Weight (lbs)
SUPER FUEL Orange Mango fl.	20856541002836	856541002832	12.0	0.8	2.26Lx2.26Wx6.13H	12	9.68Lx7.06Wx6.25H	I 10
SUPER FUEL Ginger Lime fl.	20856541002812	856541002818	12.0	0.8	2.26Lx2.26Wx6.13H	12	9.68Lx7.06Wx6.25H	I 10
SUPER FUEL Strawberry Lemonade fl.	20856541002829	856541002825	12.0	0.8	2.26Lx2.26Wx6.13H	12	9.68Lx7.06Wx6.25H	I 10
SUPER FUEL Blue Raspberry fl.	20856541002546	856541002542	12.0	0.8	2.26Lx2.26Wx6.13H	12	9.68Lx7.06Wx6.25H	I 10

SUPER FUEL[™] Sticks







FUEL Natural Energy + Vitamins BLUE RASPBERRY

10 19 10 110















110 mg of Caffeine



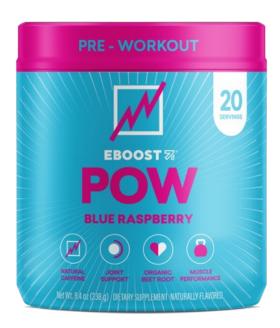


Naturally sourced from Green Coffee Seed + Green Tea.

7-Pack

POW Natural Pre-Workout









Muscle performance support

POW contains CarnoSyn® Beta-alanine, a natural amino acid that helps support muscle endurance and muscle strength and delays muscle fatigue during workouts.*



FruiteX-B®, a clinically researched nutraceutical, helps provide joint flexibility and comfort in as little as 7 days.*

Energy + Focus

Natural caffeine from unroasted coffee seed, n-acetyl-l-tyrosine (an amino acid), and DMAE (a nutraceutical) provide steady energy and focus without the typical jitters and crash.*

Circulation Support

Organic beet root juice powder helps promote healthy circulation during exercise.*

Stress-relief and mood support

5-HTP and L-theanine, two naturally occurring amino acids, help power you through your workout without the anxiety feelings associated with other pre-workouts products.*

Fast-acting effervescent system

Made with a unique effervescent system, POW® starts working within minutes!*

For every workout:

















NO ARTIFICIAL FLAVORS, **COLORS OR SWEETENERS**



POW Natural Pre-Workout Comparison



	PRE-WORKOUT 20 EBOOST ST POW TENTY VECONTEZ 3 FOLIA STATE ST	CIPICINAL NE HIRECULA DE COMPANION DE COMPAN	ORGANIC PRE-WORKOUT	AMINOLEAN MAX	Distribution of Parket State of State Stat	Vega pre-workout energiar	SPORT SOURCE OF THE PROPERTY O	ESO. 0 30 a servitation on	UTE UP XTRA	becleite becleite because because because	AMINO ENERGY
Energy	Natural Caffeine	Synthetic Caffeine	Natural Caffeine	Natural Caffeine	Natural Caffeine	Natural Caffeine	Natural Caffeine	Natural Caffeine	Natural Caffeine	Synthetic Caffeine	Synthetic Caffeine
Caffeine	175 mg	150 mg	150 g	250 g	125 g	100 g	85 g	150 g	100 g	0 g	100 g
Sugars	2 g	0 g	5 g	0 g	2 g	16 g	0 g	2 g	0 g	7 g	0 g
Flavors	Natural	Artificial	Natural	Natural	Natural	Natural	Natural	Natural	Natural	Natural	Natural
Fast-Acting	Yes	No	No	No	No	No	No	No	No	No	No
Non-GMO	Yes	No	Yes	No	No	Yes	Yes	No	Yes	Yes	No
Sweetener	Natural	Artificial	Natural	Artificial	Natural	Natural	Natural	Natural	Natural	Natural	Artificial
Joint Support	Yes	No	No	No	No	No	No	No	No	No	No
Mood Support	Yes	No	Yes	Yes	Yes	No	No	No	No	No	No

Retail Footprint Growth





+10,000 distribution points

On shelf display











Raley's



On shelf display













Wegmans





Marketing Support



Social Media/Influencers

Driving sales to key retailers and at EBOOST.com





Digital/Disruptive Messaging

Bringing new consumers to the energy drink category using disruptive messaging (digital and marketing).

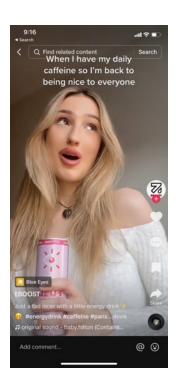


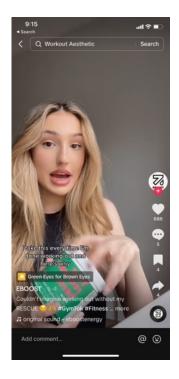


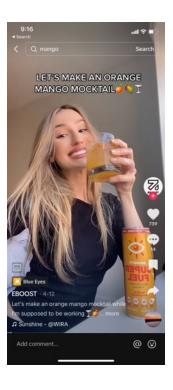


Social Media Influencers TikTok & Instagram

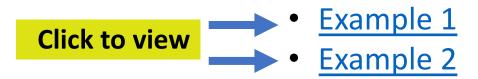




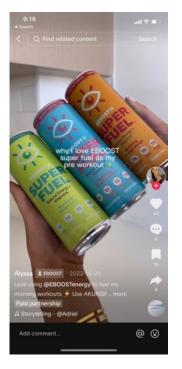




Content is strategically designed to drive brand awareness & consumer relevance.



Call to action: Go to EBOOST.com and/or key retailer.







Marketing Support Cont.



Traditional Blocking & Tackling

Building brand awareness & relevance + drive consumer traffic to doors.





































GoToAisle: Drive customers to your stores!



How it works:

- 1. Outreach: Geotargeted ad
- 2. Trial offer: Free four-pack (just pay shipping)
- 3. Call to action: Postcard insert driving customers to retail for an additional 3 more cans FOR FREE (EBOOST reimburses them)
- 4. Example: Social media post (click here)





GoToAisle: E-mail follow-up example



EBOOST 53



Hey Jhrad,

Thank you for claiming your free 4 pack of SUPER FUEL. But WAIT, there's more! We're going to give you another 3 cans. Yes you read that right, we're giving you 3 cans for FREE!

EBOOST 73°

GET 3 FREE CANS ON US!

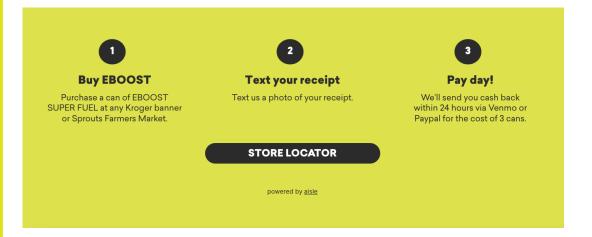
Enter your phone number, purchase three (3) cans of EBOOST SUPER FUEL at your local Kroger banner or Sprouts Farmers Market, and we'll Venmo you for the cost of all three (3) cans.

Enter your phone number... **SUBMIT** e recurring automated marketing text messages (e.g. cart reminders) at the phone number provided, a condition to purchase. Msg & data rates may apply. Msg frequency varies. Reply HELP for help and STOP to cancel. View our Terms of Service and Privacy Policy.



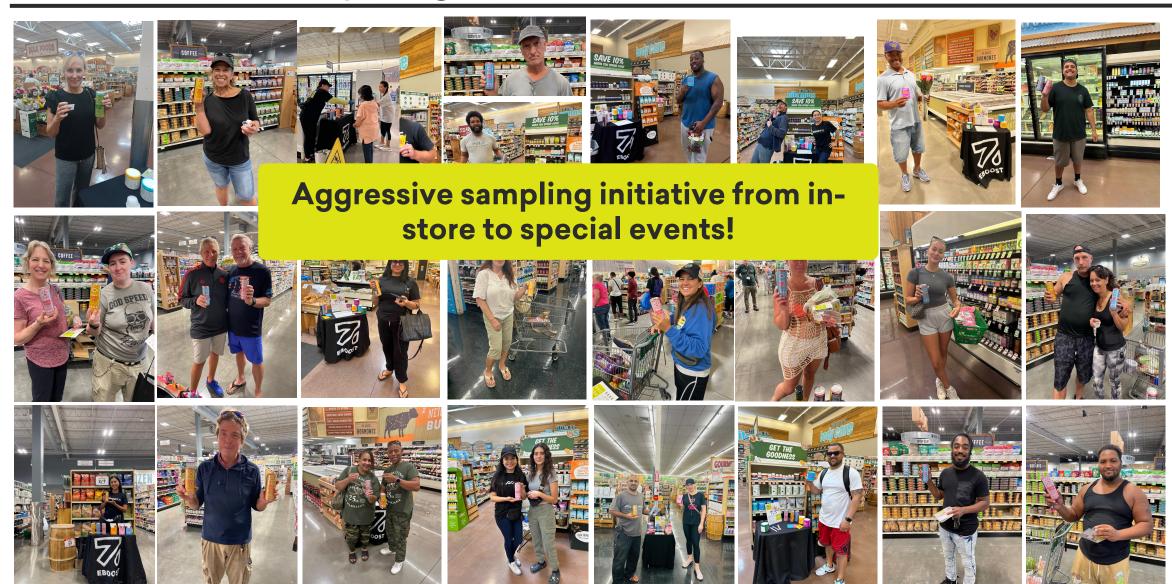






EBOOST Samplings





EBOOST Special Events



DesertSmash Event







Fit Expo LA





Lifetime Miami Marathon



Special Events Cont.





EBOOST 70 latural Energy + amins



Sonoma Car Race
SoCal Cup
10x10 Wins Pickleball tournament





EBO0ST 7%



