



HEALTH-ADE INTRODUCTION

WHO IS HEALTH-ADE?





Our Story

Health-Ade was founded in 2012 by a wife, a husband, and a best friend in true farmers market fashion. With a small SCOBY and a big dream Daina, Justin, and Vanessa set out to help people unlock the power of their gut by brewing the best-tasting kombucha. And that's exactly what they did.

Today, Health-Ade has evolved into champions of gut health. We believe in the power of your gut and that if you follow it, you'll discover a healthier, happier you. We're on a mission to make gut-health digestible for everyone. By developing bubbly new products and flavors we hope to inspire you to follow your gut!

Follow Your Gut!®



HEALTH-ADE

To inspire you to
discover the power of
your gut and become
YOUR happiest and
healthiest self.

ESTABLISHED BRAND & BUSINESS



\$200MM+ in retail sales
in 40K+ doors



#1-dollar growth to the category
since 2019



Most talked-about kombucha brand
in social media and
most searched (#1 ranking)



Top National kombucha brand
Ranked #2 in \$ sales and \$ROS

DOING OUR PART FOR THE COMMUNITY AND THE ENVIRONMENT



Reducing Carbon Footprint

- ✓ 300lbs CO₂ emissions reduced
- ✓ 15% less freight mileage
2022 vs. 2021 calendar year



Reducing Manufacturing Waste

- ✓ Recycling 85% production waste
(ahead of LA average of 30%)



Giving Back

- ✓ 203k bottles donated
- ✓ \$200K donated to
underserved communities



Water Stewardship

- ✓ 2021 investment in water saving
tech = **6K gallons saved/week!**



Packaging Optimization

- ✓ New bottle (June 2023) improves
freight & cap recyclability

WHY HEALTH-ADE?



WHAT IS KOMBUCHA?



A bubbly fermented tea packed with living probiotics & detoxifying acids to promote feeling good from the inside out

Simple organic ingredients brewed together to create a variety of delicious flavors

No artificial flavors or sweeteners—just cold-pressed juice from organic produce

Certified Organic, Non-GMO, Gluten-free, Vegan and Kosher

HEALTH & WELLNESS EVOLVES TO FOCUS ON THE MICROBIOME



Old Health

Focused on low fat, low calorie processed foods.



New Health

Shift to whole, plant-based farm to table eating. Protein and fat are prioritized.



Future of Health

The Gut Microbiome becomes the focal point of health. Promotion of healthy gut bacteria will continue to rise.



Searches for “gut health” and “probiotics” have surged in the past year, up 188% and 30% respectively vs. 2019

HEALTH-ADE KOMBUCHA KEY DIFFERENTIATORS



REAL GUT HEALTH BENEFITS

- ✓ **1 Billion CFU of Living Probiotics** at time of bottling
- ✓ Detoxifying Acids and Natural Antioxidants from our fermented tea base
- ✓ **Organic, Vegan, Gluten-free and Non-GMO Certified**

INVESTING IN THE CATEGORY

- ✓ **Launching Marketing Campaigns** to drive category growth and velocity
- ✓ Investing in **Clinical Trials for Kombucha**
- ✓ **Launching Nutritionist Partner Program**

BEST TASTE & BEST FLAVORS

- ✓ **Only Use Cold-Pressed Juice for Flavoring**
- ✓ **270 Day Shelf Life**
- ✓ **No Stevia or Artificial Sweeteners**
- ✓ **No Artificial Ingredients** or Flavors
- ✓ ≤ 80 calories per serving



BIGGEST FAN BASE

- ✓ **Most loyal consumers:** More claimed loyalty than other top 2 kombucha brands.
- ✓ **Most popular:** Majority share of voice & most social media brand engagements
- ✓ Most searched kombucha brand (Google)

COMMITTED TO QUALITY

Always made with real food and simple, healthy ingredients



CATEGORY LANDSCAPE



HEALTH-ADE IS THE #1 GROWTH CONTRIBUTOR TO THE CATEGORY



Brands



Sales L52W **\$406.8MM**

% Change **+1.7%**

Abs. Change **+\$6.9MM**



HEALTH-ADE

\$146.1MM

+8.5%

+\$11.1MM

KEVITA

\$65.9MM

-20.2%

-\$16.7MM

BREW DR
KOMBUCHA

\$50.6MM

+7.4%

+\$3.5MM

humm
kombucha

\$29.3MM

-4.1%

-\$1.2MM

Dollar Growth by Channel

Health-Ade	52 WEEKS		12 WEEKS		4 WEEKS	
	\$	% Change	\$	% Change	\$	% Change
All Channels	\$146.1 MM	8.5%	\$35.3 MM	5.0%	\$11.8 MM	8.4%
Total MULO	\$102.4 MM	8.9%	\$24.5 MM	3.7%	\$8.3 MM	9.1%
<i>Total Food</i>	\$72.4 MM	7.7%	\$17.2 MM	3.5%	\$5.9 MM	12.0%
Total Natural	\$38.5 MM	4.3%	\$9.6 MM	7.0%	\$3.2 MM	7.6%
Convenience	\$5.2 MM	37.3%	\$1.1 MM	19.8%	\$348 K	0.3%
Drug	\$5.9 MM	12.5%	\$1.3 MM	5.8%	\$398 K	-1.7%

Strong Growth In Core Shopper Metrics!



HEALTH-ADE



Household Penetration

4.0%

2020

5.0%

2021

6.2%

2022



Repeat Rate

38.3%

2020

40.7%

2021

44.1%

2022

WE ARE #1 IN US GROWTH METRICS: HHP, SPEND, REPEAT, & BUY RATE



Household Penetration
Chg vs YA



9.0%
-0.5pts



HEALTH·ADE

6.0%
+0.3pts

KEVITA

4.7%
-1.7pts



Avg Annual HH Spend
Chg vs YA

\$25.66
+\$0.82

\$18.89
+\$3.33

\$17.53
+\$0.28



Repeat Rate
Chg vs YA

44.6%
-0.1pts

42.0%
+1.9pts

37.8%
-0.7pts



Purchase Frequency
Chg vs YA

3.6
-0.2

2.9
+0.2

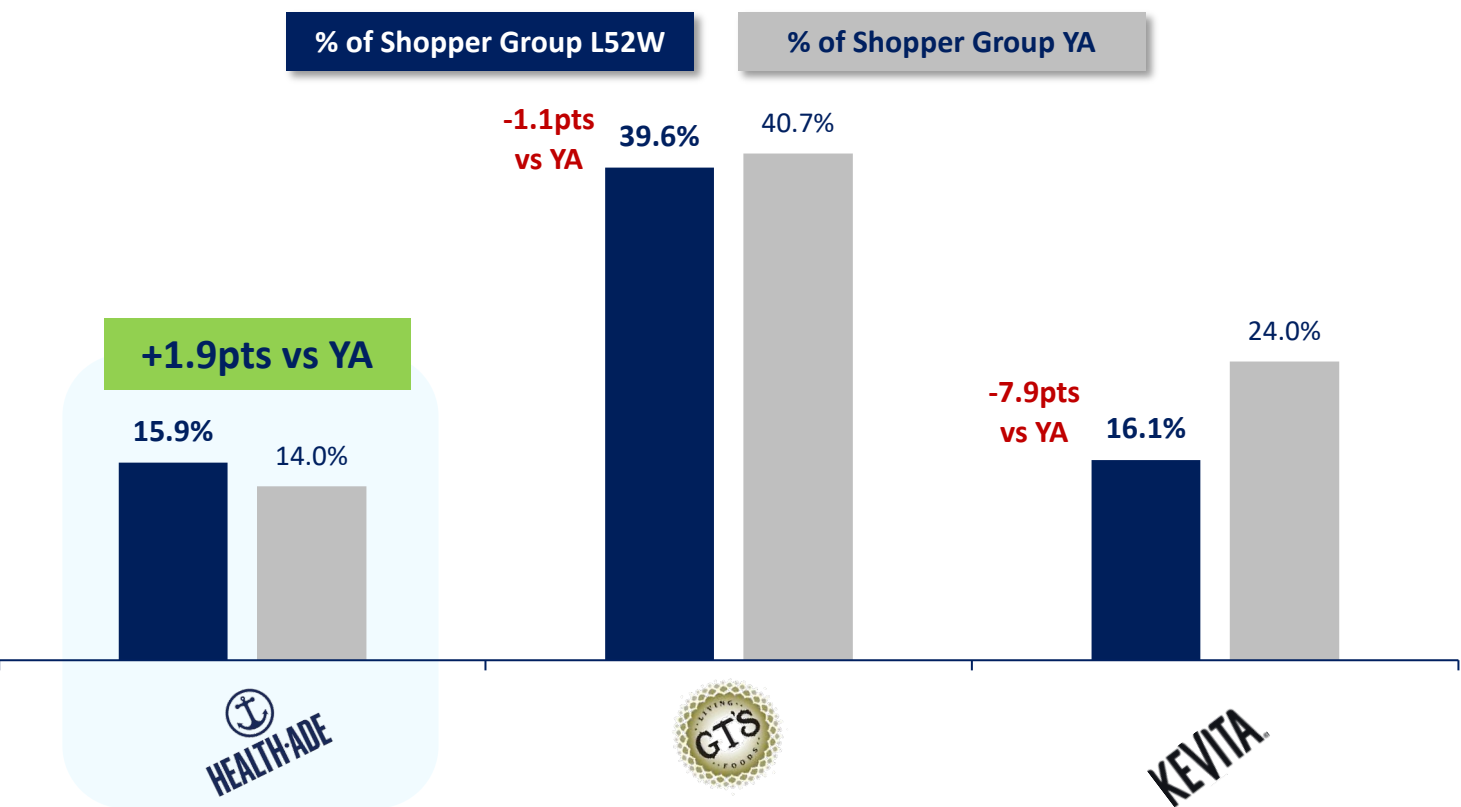
3.0
-0.1

OUR BRAND IS GROWING US LOYALTY AT THE FASTEST RATE

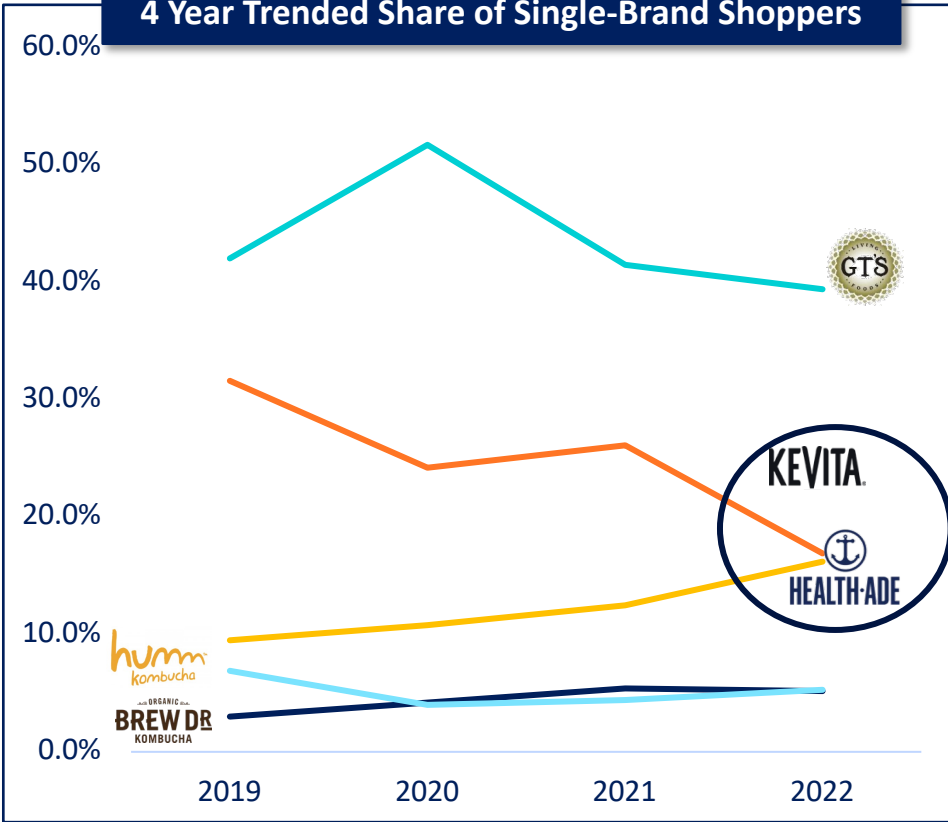


Among Households Who Purchase Only One Kombucha Brand, Shoppers Shift Loyalty to Health-Ade at the Highest Rate
(+1.9pts in share of shopper group vs YA)

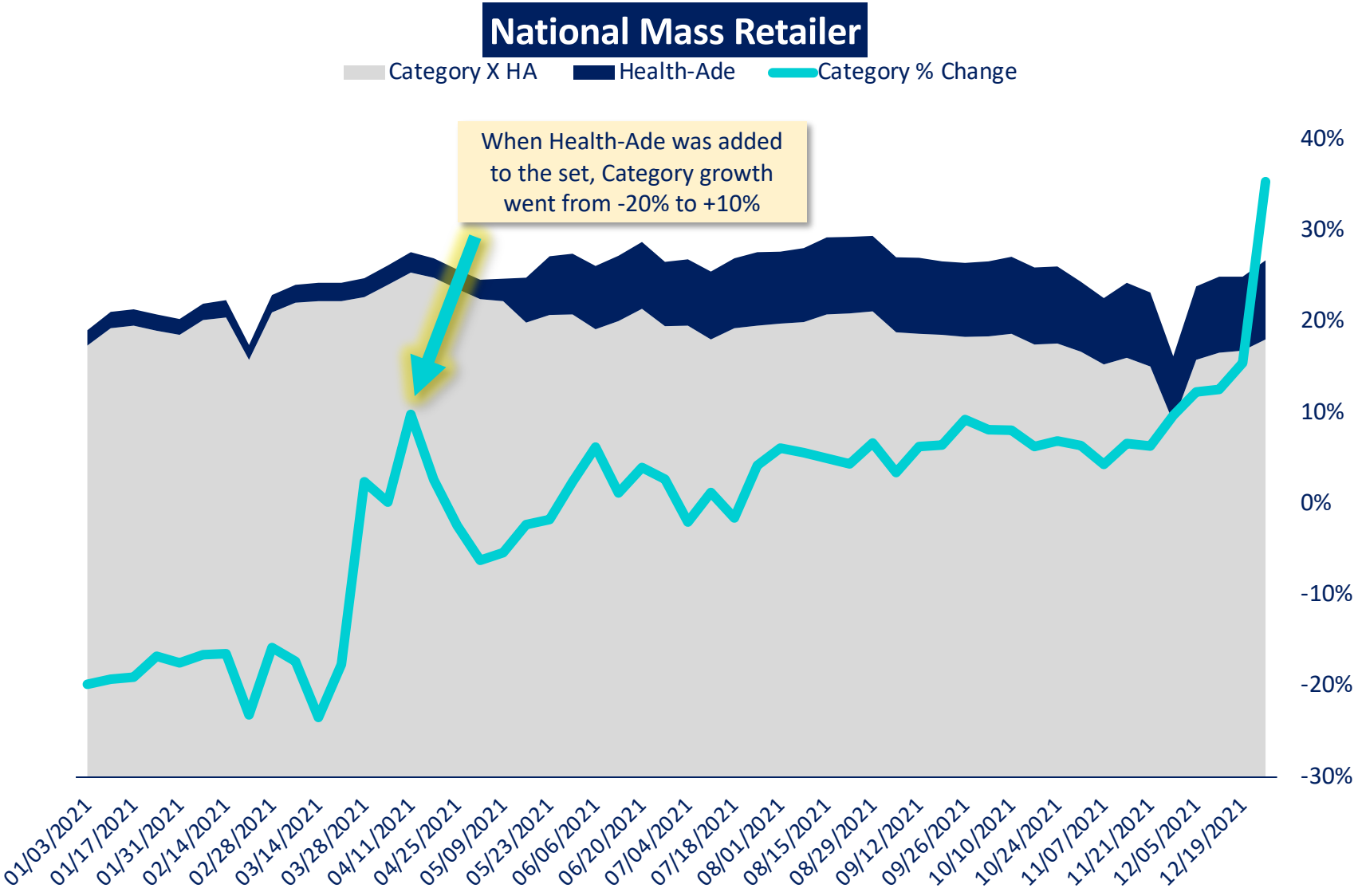
% of Shoppers Who Purchase Only One Brand and Which Brand They Purchase



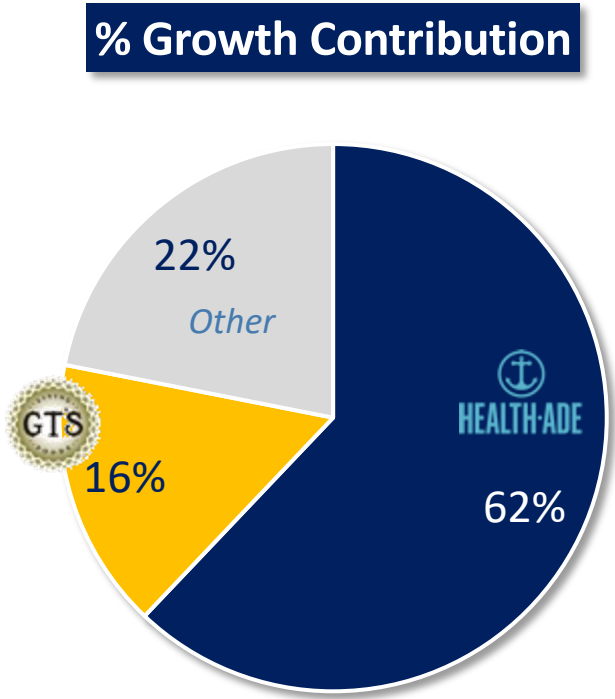
4 Year Trended Share of Single-Brand Shoppers



CASE STUDY: RETAILER X SAW +40% GROWTH AFTER ADDING HEALTH-ADE



Health-Ade Drove 62% of Kombucha Category Growth at National Retailer X, Despite Having Fewest Items On Shelf



HOW WE WIN, TOGETHER



HEALTH-ADE ITEM SPECIFICATIONS



Pink Lady Apple®



8 51861 00612 6



Ginger Lemon



8 51861 00609 6



Pomegranate



8 51861 00611 9



Passion Fruit
Tangerine



8 51861 00686 7



Berry Lemonade



8 11184 03125 0

16oz

Amber Glass Bottles

Refrigerated Beverage

Ingredients

Organic Kombucha*, Cold-Pressed Juice†, Live Active Cultures (Bacillus Coagulans MTCC 5856)
*Organic Kombucha: Filtered Water, Acids from Fermentation (Acetic†, Lactic, Gluconic, Tartaric), Cane Sugar†, Live Kombucha Cultures, Black Tea†, Green Tea†, Carbonation †Certified Organic

Shelf Life

9 Months

Single 48oz Bottle Dimensions

2-15/16" D x 6 3/4" H

Units per Case

12

Case Dimensions

12 1/2" L x 9 1/4" W x 7" H

Case Weight

23 Lbs

Pallet

75 Cases (D-Stacked)

Case Cube

0.47

TI x HI

15 x 5

SELL-IN FACTS BY FLAVOR



PINK LADY APPLE



- #1 Health-Ade SKU
- Within the top 10 SKUs in the category overall
- Outpacing all other top 10 SKUs in both \$\$ and units

POMEGRANATE



- #2 Health-Ade SKU
- Showing growth across all trends
- Outperforming all total category trends

GINGER LEMON



- #1 Health-Ade SKU
- Within the top 10 Category SKUs
- Greater Unit ROS than half of top 10 category SKUs

PASSION FRUIT TANGERINE



- #4 Health-Ade SKU
- Top \$ROS trend 16oz SKU
- Greatest dollar and unit trends within the top 20 SKUs

BERRY LEMONADE

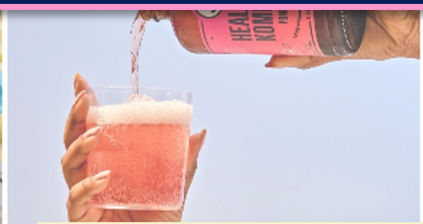


- Mainstream flavor appeal
- #1 HA ROS Item
- 50% of US Households are Lemonade Buyers

HEALTH-ADE IS #1 WITH SOCIAL FOLLOWERS & CELEBRITIES



#1 MOST TALKED ABOUT KOMBUCHA

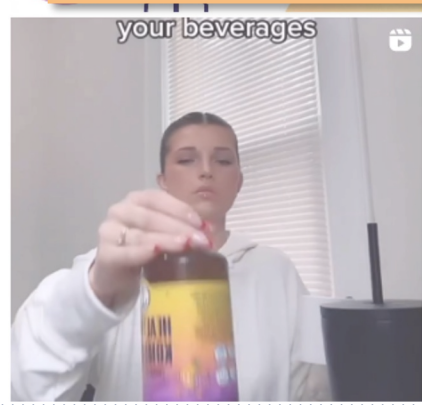


66 MILLION+ IMPRESSIONS YTD

NEW IS
BUBBLIN' UP
STAY
TUNED
SOMETHING
NEW IS



GROWING ENGAGEMENTS 125% YOY

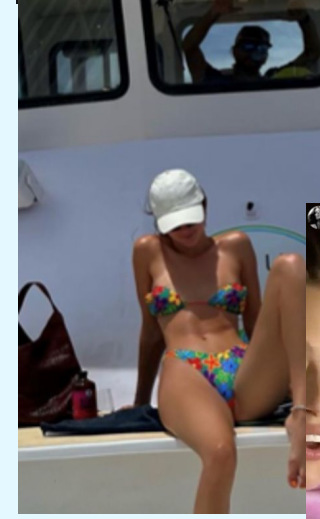


218K LOYAL FOLLOWERS & GROWING!

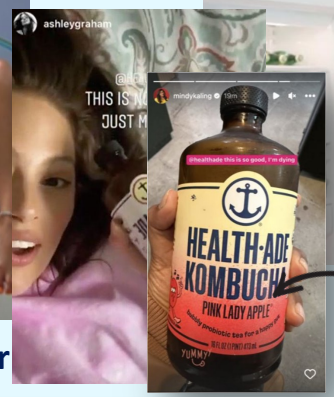
CELEB SIGHTINGS



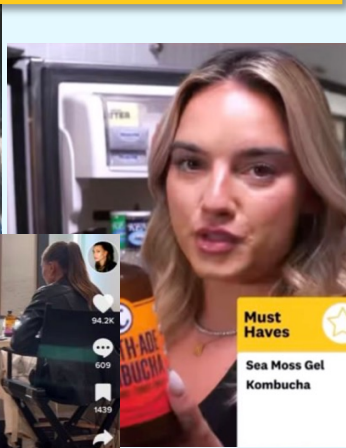
+ CELEB SOCIAL MEDIA



Kendall Jenner



Mindy Kaling



Hailey Bieber

= 500MILLION+ IMPRESSIONS A YEAR!



Source: Sprout Social May 2023

Follow Your Gut!®

360-DEGREE MARKETING RETAILER SUPPORT



COLD EQUIPMENT PROVIDES MORE HOLDING POWER



G6

Exterior Dimensions (wDh)
22.25" x 21.5" x 36.25"

Shelf Dimensions (wD)
17.5" x 11.5"

Pack Out Capacity
(72) 16oz HA bottles; 6 cases

Facings
6 Wide, 4 Deep

of Shelves
2+ Bottom shelf

G9

Exterior Dimensions (wDh)
20" x 21" x 63"

Shelf Dimensions (wD)
14.25" x 12.98"

Pack Out Capacity
(104) 16oz HA bottles; 8.67 cases

Facings
5 Wide, 4 Deep

of Shelves
4+ Bottom shelf

G10

Exterior Dimensions (wDh)
25" x 24.3" x 54"

Shelf Dimensions (wD)
20.875" x 17.375"

Pack Out Capacity
(140) 16oz HA bottles; 11.75 cases

Facings
7 Wide, 5 Deep

of Shelves
4+ Bottom shelf

G26

Exterior Dimensions (wDh)
30.5" x 30.5" x 79"

Shelf Dimensions (wD)
26" x 23.25"

Pack Out Capacity
(336) 16oz HA bottles; 28 cases

Facings
8 Wide, 7 Deep

of Shelves
5+ Bottom shelf

E-Barrel

Exterior Dimensions (wDh)
22.5" Dia. x 32.75" H x 17.83" Deep

Shelf Dimensions (wD)
N/A

Pack Out Capacity
(36) 16oz HA bottles; 3 cases

Facings
N/A

of Shelves
N/A

Ice Barrel

Exterior Dimensions (wDh)
21.25" Dia. x 36" H x 14.5" Deep

Shelf Dimensions (wD)
N/A

Pack Out Capacity
(34+) 16oz HA bottles; 3 cases

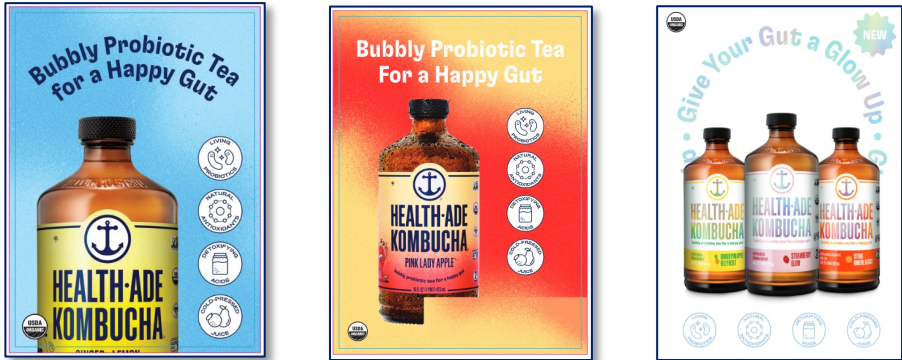
Facings
N/A

of Shelves
N/A

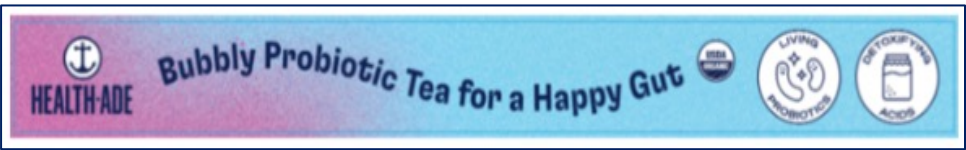
POINT OF SALE ASSETS AVAILABLE TO DRIVE TRIAL & REPEAT PURCHASE



Cooler Cling



Shelf Strip



Shelf Wobbler



Shelf Talker



Aisle Violator





HEALTH·ADE



Follow your gut!