



Simple Ingredients for a Real Happy Life!



INTERNATIONAL
MAY 2023

CONFIDENTIAL



Hydration makes us happy. For real. Studies show that drinking water has positive effects on the brain.

True Citrus has a positive effect on water, as in making it so tasty you can't help but reach for another helping. It's simple. Add True Citrus. Drink more water. Drink more water. Feel more happy. Simple ingredients for life's simple pleasures.

True Citrus ...

the official flavor of happy

...

80%

of adults in the
US say they
don't drink
enough water

94%

of True Citrus
customers happily
say "That's not me!"
thanks to True Citrus*

*True Citrus Internal Surveys, January & March 2023, n = 4,600



Who We Are



True Citrus offers consumers all-day hydration choices, made with premium ingredients and priced for everyone to enjoy

- ✓ Health-positive, affordable beverage options for the whole family
- ✓ Made from real lemons and real limes
- ✓ Simple, Non-GMO ingredients



and **NO:**

- ✗ Artificial sweeteners, flavors, or preservatives
- ✗ High calories
- ✗ High sugar
- ✗ Sodium
- ✗ Gluten
- ✗ GMOs

Nutrition Facts

10 servings per container
Serving size: 1 packet (3g)

Amount per serving
Calories 10

% Daily Value*

Total Fat 0g 0%

Sodium 0mg 0%

Total Carbohydrate 3g 1%

Total Sugars 1g

Includes 1g Added Sugar 2%

Protein 0g

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, vitamin D, calcium, iron and potassium.

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

INGREDIENTS: CRYSTALLIZED LEMON [CITRIC ACID, LEMON OIL, LEMON JUICE], CANE SUGAR, NATURAL FLAVOR, STEVIA LEAF EXTRACT, BEET POWDER (FOR COLOR).

Non-GMO Gluten Free
No Artificial Preservatives




The Official Flavor of Happy


True Citrus products align with the new consumer normal on Health & Wellness benefits/ingredients

 **86%** Say clean/simple ingredients are important

 **77%** Read ingredient labels

 **74%** Are looking to reduce their sugar intake

 **61%** Of millennials are changing eating habits to reduce sugar for themselves and their families

 **50%** Of all US grocery shopping trips now include a clean label food and/or drink

 **47%** Of 18-49 year olds have bought food labeled GMO-free (or Non-GMO) in the past month



Sources: FONA International. (2020). (rep.). 2020 Clean Report, Shorr. (2020). (rep.). FONA International. (2019). Millennials + Wellness, Sloan, E. (2018, April).Hefferon, M., Anderson, M. (2016, Dec..



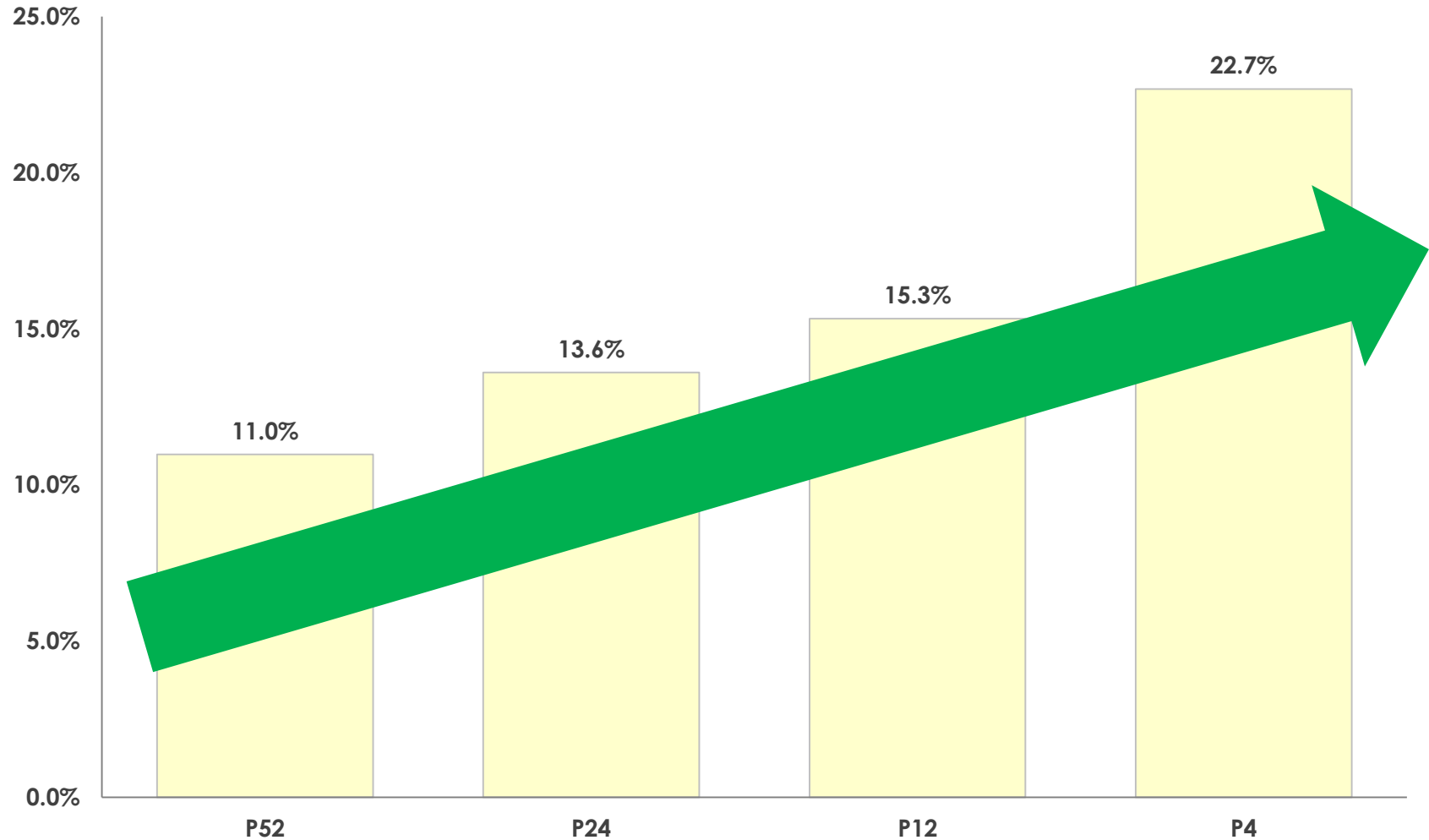
The Official Flavor of Happy

A \$100M consumer brand, True Citrus products are available in 45,000+ retailers nationally



Revenue Growth for True Citrus Brand is accelerating

Dollar Sales growth vs. Y Ago continues on a solid growth trajectory



Source: Total Multi-Outlet Latest IRI Ending 4/23/23 Dol Vol vs. Y Ago



The Official Flavor of Happy

True Citrus products are being recognized for their value to consumers

"2021, 2022 and 2023 Best Overall Water Enhancer"

verywellfit



"Perfect Water Flavoring Option"

Men'sHealth

"Best for Kids Healthy Water Flavoring"

LIVESTRONG.COM

"Top 25 trending products you'll want to get your hands on"

**GOOD
MORNING
AMERICA**



Happy is Giving Back

Through our partnership with **Feeding America®**, we've donated the equivalent of over **10,000,000** meals since 2014!

"We're thrilled to have a partnership with a company like True Citrus. While they're a small company, they're choosing to make a really big impact by integrating their commitment to solving hunger to every facet of their organization."

Leah Ray,
Vice President of Cause Marketing,
Feeding America



We are a Foundation Partner with **Girls on the Run®**, a national non-profit dedicated to helping 3rd – 8th grade girls **learn self-confidence & empowerment** through a strong mind/body connection.

Retail Products



True Citrus Retail Products



True Lemon and True Lime make fresh-squeezed taste easy and convenient



Problem

Fresh & Bottled Juice:

- Inconsistent flavor
- Perishable/Spoils
- Labor required
- Inconsistent cost (fresh lemons/limes)
- Not natural (bottled juice)
- Bottled juice not good in water & teas
- Not portable
- Needs refrigeration

Solution: True Lemon & True Lime


Crystallized Citrus:

- Made from real fruit
- Consistent fresh-squeezed taste
- Convenient
- Not perishable
- Easy to use
- More versatile than fresh or bottled
- Better value than lemons/limes
- Portability without a bottle

And, on Amazon, True Lemon & True Lime have 100,000



True Lemon & True Lime are ranked in the Top 100
of over 300,000 Grocery and Gourmet products

 JerrJenn **VINE VOICE**


★★★★★ **SUPER useful for Food, Atmosphere, Cleaning even!**

Reviewed in the United States on March 5, 2023

Flavor Name: Lemon | Size: 500 Count (Pack of 1) | **Verified Purchase**

These tiny 0.9 oz packets of POWERFUL LEMON FLAVOR are insanely useful...

- TOTALLY NATURAL with no additives, artificial or GMO ingredients
- Making basic WATER more palatable, to help us drink more
- Adding BRIGHTNESS to all kinds of food (instead of MSG, for instance!)
- x FRUIT SALADS that pop!
- x GREEN VEGGIES lit up with flavor
- x Just about all SALADS, VEGGIES and plant foods appreciate a new edge
- x Add a subtle new dimension to basic TEA
- x Bring out the flavor of a GRILLED FISH
- x Bite into an unexpected smile in POPCORN

 R. Willis

★★★★★ **Real lime flavor**

Reviewed in the United States on April 3, 2023

Style: True Lime (Pack of 100) | **Verified Purchase**

Love this stuff! Authentic lime flavor, great in cooking and drinks



As of 4/6/23, 100 counts and 500 counts combined

True Citrus current assortment of Beverage Mixes

Lemonades, Limeades and Orangeade



- 10 calories
- No artificial sweeteners, flavors or preservatives
- Non-GMO



Energys



- 0 calories
- 120mg green tea caffeine
- No artificial sweeteners, flavors or preservatives
- 100% Vitamin C
- Non-GMO

Unsweetened Wedges



- Made from Real Citrus
- Simple, Clean Non-GMO Ingredients
- Unsweetened; 0-Sugar, 0-Calories
- NO Artificial Sweeteners, Flavors, Colors or Preservatives

Kids



- 10 calories
- Low sugar
- 25% Vitamin C, A & E
- No artificial sweeteners, flavors or preservatives
- Non-GMO

True Citrus is the branded leader in Simple & Clean Ingredient PSDs

(Lots of these....)

Low calories

True Citrus is one of the Top 10 powdered stick drink mix brands at many retailers!

**Consumers Say
Simple & Clean True:**

- Is a beverage that you feel good about drinking
- Is healthy
- Contains natural ingredients
- Tastes natural
- Is naturally sweetened
- Contains no artificial anything



(Lots of these too...)







Artificial

Simple & Clean
Ingredients



Lots of calories

True Citrus stands out from the crowd!

	Made from Real Lemons	Made from simple ingredients	Non-GMO	Calories	No Artificial Sweeteners	No Artificial Preservatives	Low in Sugar	Natural colors	Cost	Ingredients
True Lemonade 	✓	✓	✓	10	✓	✓	✓		\$2.48/10 packets	Crystallized Lemon [Citric Acid, Lemon Oil, Lemon Juice], Cane Sugar, Natural Flavor, Stevia Leaf Extract, Beta Carotene (For Color), Non-GMO
Country Time 	✗	✗	✗	70	✓	✗	17g	✗ yellow 5	\$2.99/10 packets	Sugar, Citric Acid, Contains Less Than 2% of Maltodextrin, Magnesium Oxide, Sodium Citrate, Sucralose, Ascorbic Acid (Vitamin C), Natural Flavor, Artificial Color, Yellow 5 Lake, Soy Lecithin, Tocopherol (Preserve Freshness)
Crystal Light 	✗	✗	✗	10	✗	✗	✓	✗ yellow 5	\$2.69/10 packets	CITRIC ACID, POTASSIUM CITRATE, SODIUM CITRATE, ASPARTAME*, MAGNESIUM OXIDE, MALTODEXTRIN, CONTAINS LESS THAN 2% OF NATURAL FLAVOR, ACESULFAME POTASSIUM, SOY LECITHIN, YELLOW 5, ARTIFICIAL COLOR.*PHENYLKETONURICS: CONTAINS PHENYLALANINE
Crush 	✗	✗	✗	10	✗	✗	✓	✗ yellow 5 Yellow 6	\$1.19/6 packets	Citric Acid, Sodium Citrate, Maltodextrin, Natural & Artificial Flavor, Aspartame†, Acesulfame Potassium, Contains less than 2% of Silicon Dioxide, Yellow 5. †PHENYLKETONURICS: CONTAINS PHENYLALANINE.
4C 	✗	✗	✗	15	✓	✗	✓	✗ yellow 5	\$5.19/24 packets	Ingredients: Citric Acid, Natural Lemon Flavor With Other Natural Flavors, Sodium Citrate, Calcium Citrate, Ascorbic Acid (vitamin C), Cellulose Gum, Acesulfame Potassium, Natural Lemon Juice Solids, Sucralose, Magnesium Oxide, Yellow 5.
propel 	✗	✗	✗	0	✗	✗	✓	✗	\$5.49/10 packets	CITRIC ACID, SALT, SODIUM CITRATE, MONOPOTASSIUM PHOSPHATE, MALTODEXTRIN, SUGAR, ASCORBIC ACID (VITAMIN C), SUCRALOSE, SILICON DIOXIDE, NIACINAMIDE (VITAMIN B3), ACESULFAME POTASSIUM, CALCIUM DISODIUM EDTA (TO PROTECT FLAVOR), CALCIUM PANTOTHENATE (VITAMIN B5), NATURAL FLAVOR, VITAMIN E ACETATE, PYRIDOXINE HYDROCHLORIDE (VITAMIN B6), CYANOCOBALAMIN (VITAMIN B12).*

True Citrus Energys: A delicious, **clean** Energy option for the Health-Conscious Consumer

Delicious taste made with Non-GMO, simple ingredients

NO artificial sweeteners, flavors, preservatives or sodium

120mg of naturally sourced caffeine from green tea

100% RDA of Vitamin C

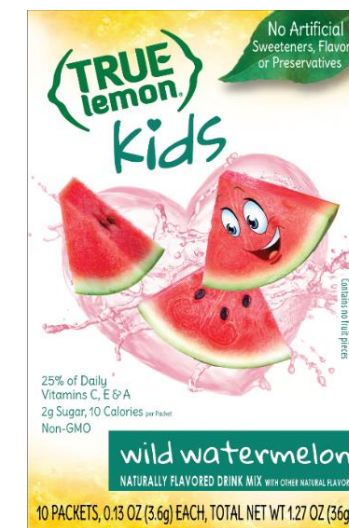
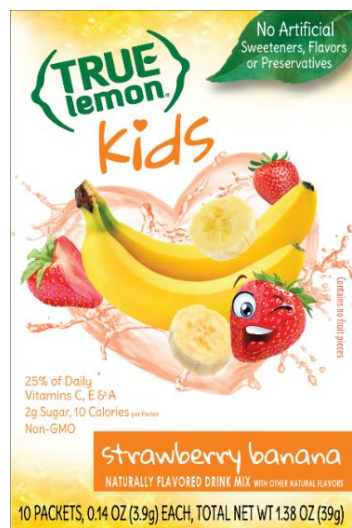
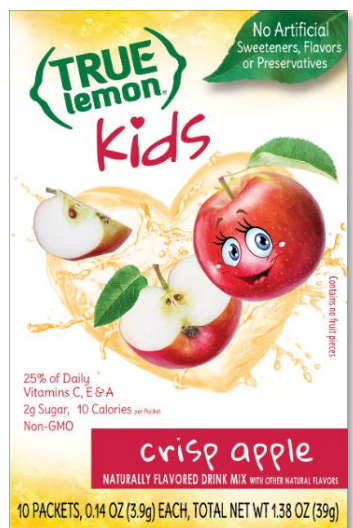
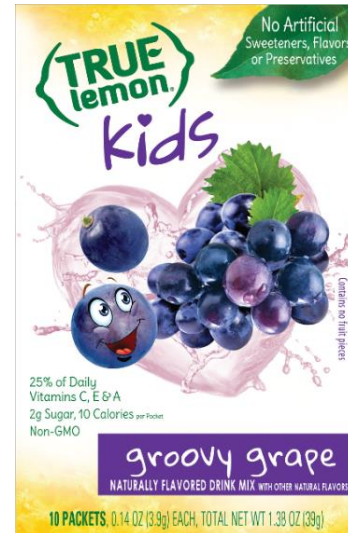
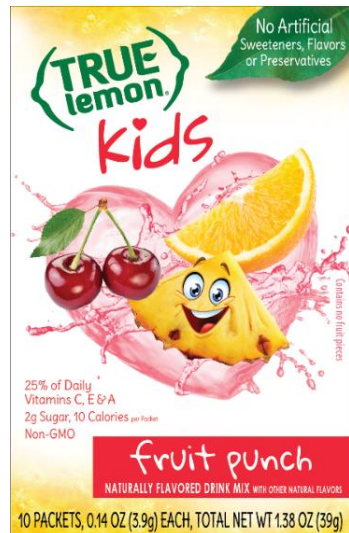
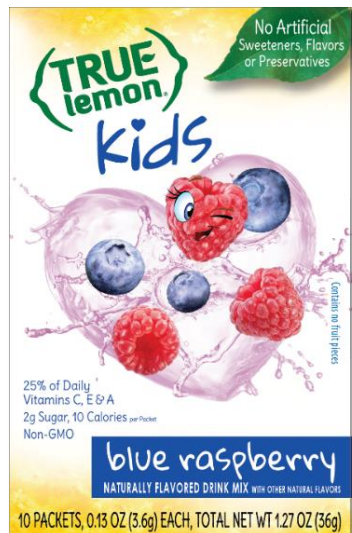
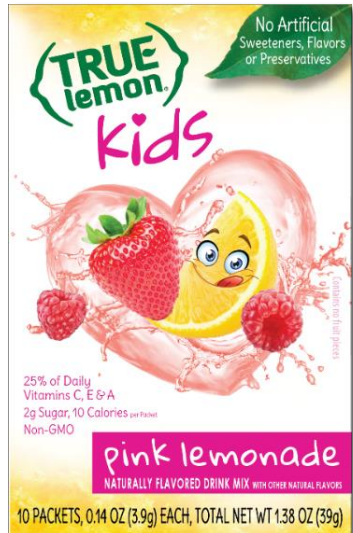
0 calories, 0g sugars



The Official Flavor of Happy

Created with Parents, True Lemon Kids deliver what parents want & 7 delicious flavors kids love

Perfect
for kids
of
all ages!



- ♥ Made with simple, Non-GMO ingredients that parents feel good about
- ♥ Sweetened with Stevia & just 2 grams of cane sugar per serving, True Lemon Kids has 92% less sugar than regular juice & soda, per 8 oz serving (True Lemon Kids = 2g per serving. Average regular juice & soda = 24g per serving)
- ♥ NO artificial sweeteners, flavors or preservatives
- ♥ Colors from natural fruit & vegetable sources
- ♥ 25% of kids' Daily Vitamin C, A & E
- ♥ Each packet flavors 8 ounces of water

True Lemon Kids flavors are a hit with kids and parents!



★★★★★
A great classic
Another winning flavor that our family loves! Thanks for offering this great (new) classic...we love it!



★★★★★
Both flavors are a hit!
Amazing you get both flavors in every sip!



★★★★★
Great taste!!
My kids love the sweet taste of True Citrus kids blue raspberry & I love the sugar free, natural ingredients! A win for all!



★★★★★
My favorite!!!
This flavor is amazing! Not too sweet or watered down....it's perfect!!

★★★★★
My New Favorite
Taste just like apple juice



★★★★★
Crisp Apple
Great flavor! Better than Apple juice!

★★★★★
Perfect grape flavor!
I love the grape flavor! It's my new favorite kids flavor (and I'm 35.. haha)!



★★★★★ **Love it!**
My children love this flavor. It gets them to drink more water instead of sugary drinks and makes me feel good about what they are drinking!

★★★★★
Our new favorite!!
Great flavor!!not just for kids!!!



Delicious! ★★★★★
Love this watermelon flavor! It is refreshing and my kids love it.

Lemon and lime are the most commonly used flavoring ingredients but are under-represented in the Seasoning Aisle

True Citrus shakers are citrus-based, have no salt and meet the needs of today's consumers



Unique Flavor & Seasoning Blend Innovation

- Only citrus-based seasonings in Category
- Incremental sales for your Category
- Patented recipe that maintains fresh-squeezed taste
- Made with simple & clean, Non-GMO ingredients

Health & Wellness

- NO sodium
- NO calories
- NO sugar
- NO artificial flavors, preservatives or colors
- Non-GMO
- According to the American Heart Association, While 9 out of 10 Americans consume too much salt, a new taste validation study shows that using lemons while cooking can allow for significant salt reduction in recipes while boosting flavor

Flavoring Solutions

- Makes using lemon and lime easy
- Delivers real citrus taste since citrus is first ingredient
- Reduces/eliminates need for salt

'23 Growth



Driving True Citrus sales

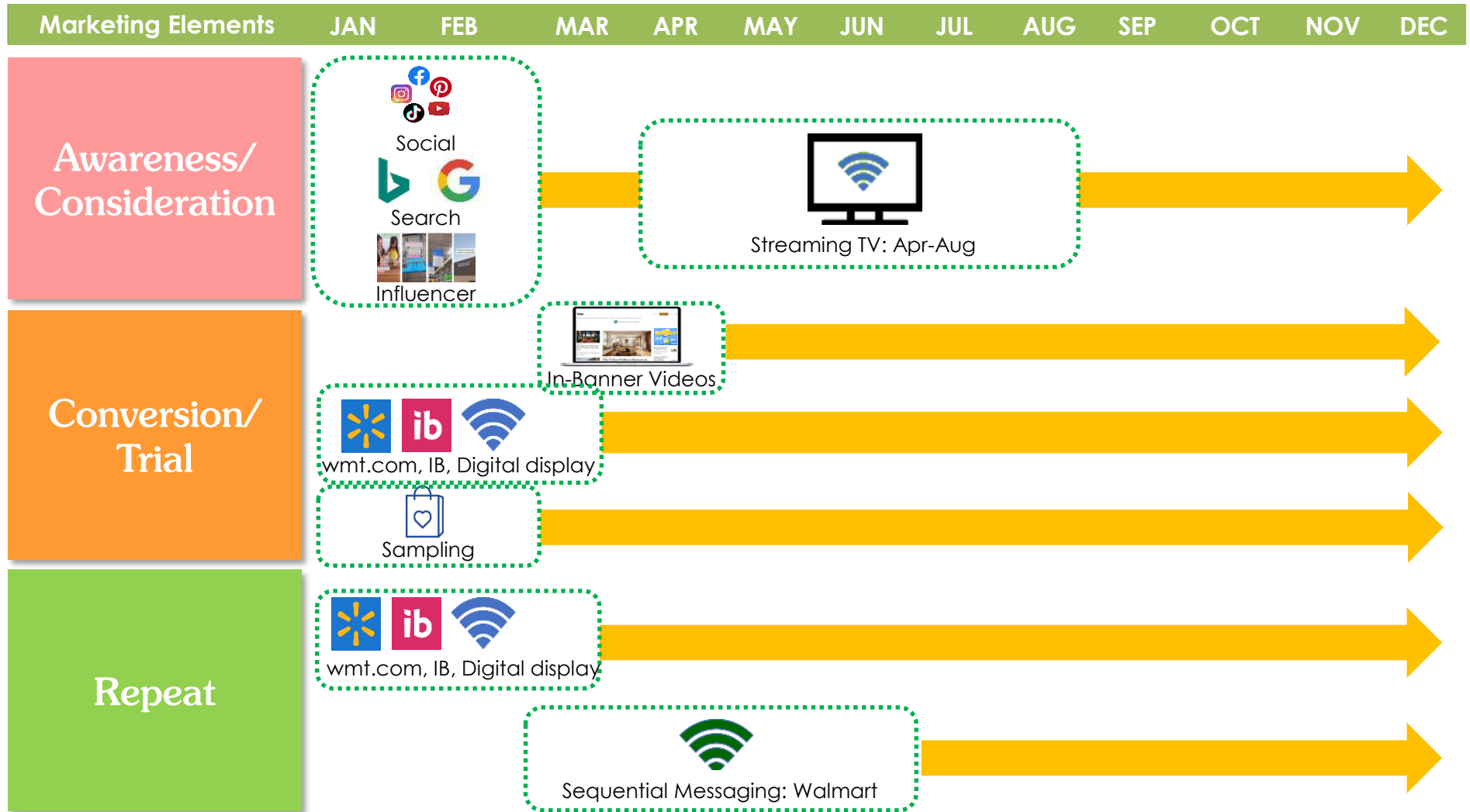
True Citrus connects with Hydration Seekers

Always-on, targeted communications along the purchase path driving consumers to sales

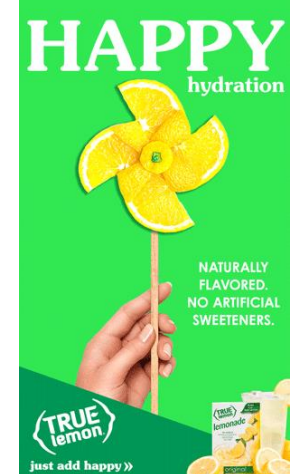


Robust '23 Marketing Calendar

With an integrated marketing plan designed to expand, refresh the brand and recruit new consumers to True Citrus



New “Just Add Happy” Advertising Campaign is driving awareness & sales



Bold, bright ads are running in Social and Display, designed to stop people from scrolling



In 2022, Influencers help spread the word about True Citrus on Instagram, Facebook & TikTok

Almost
600
Influencers

Generated over
13M
impressions

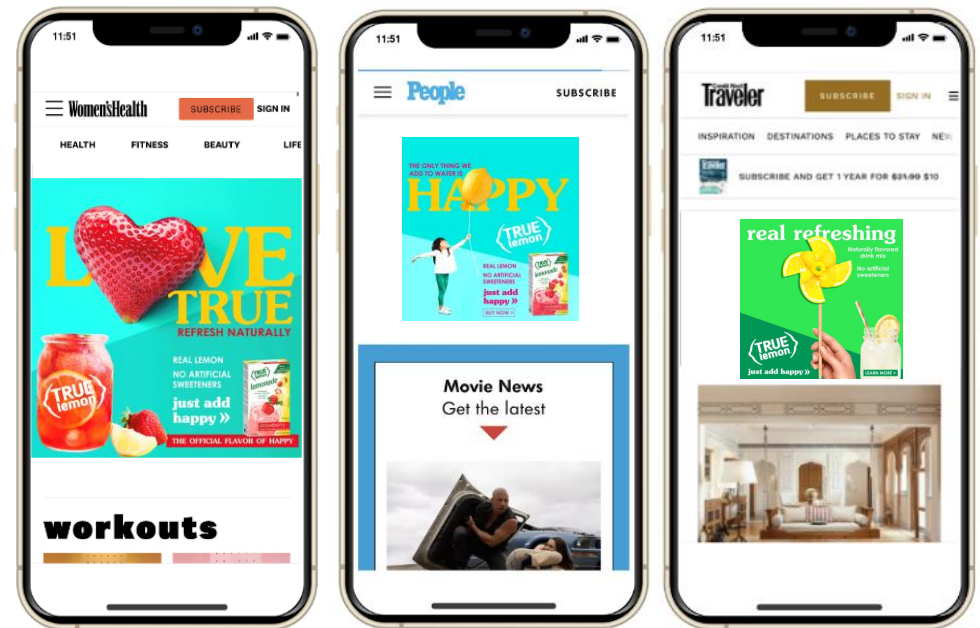
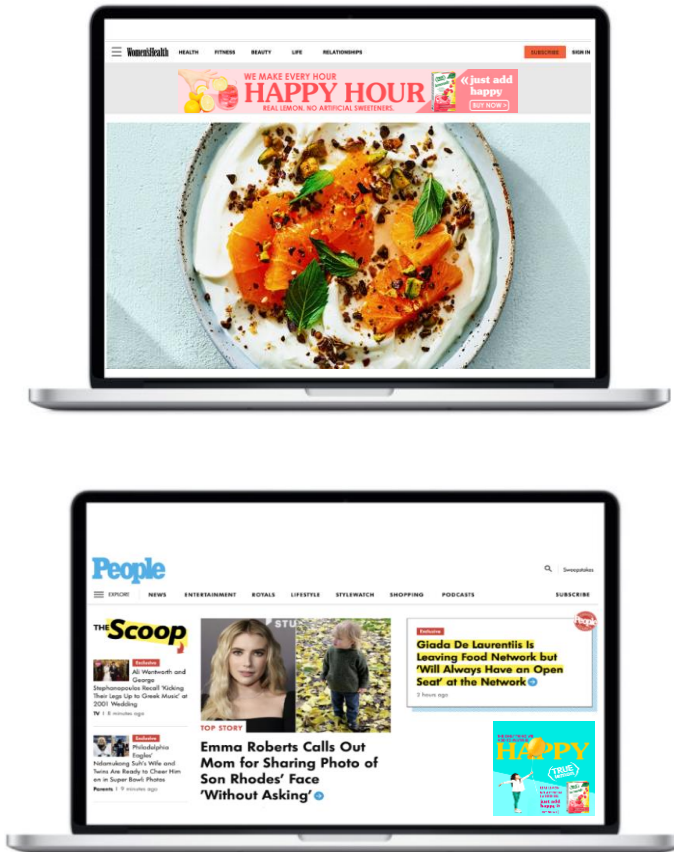
Creating more
than 1M
engagements

Equaling
\$1.8M
in media value



Influencers bring awareness and credibility to Brands and help drive trial. Given our success in 2022, we're increasing our Influencer budget to create even more meaningful connections with consumers.

Expanded programmatic digital display banners + rich media will help build awareness & drive repeat sales



Creating connections with consumers
throughout their day
and throughout
their sales journey

OTT, CTV + In-Banner Video To Increase Awareness



“Melon”

Open on a close-up shot where we see a kid relaxing in a watermelon raft. The camera slowly pulls out to reveal he’s in a glass of True Lime Watermelon Limeade-flavored water. We then cut to see a hand enter the scene, grab the glass and reveal our supers before leaving us on the end frame with our product shot and tagline.

Potential Distribution Platforms

Roku

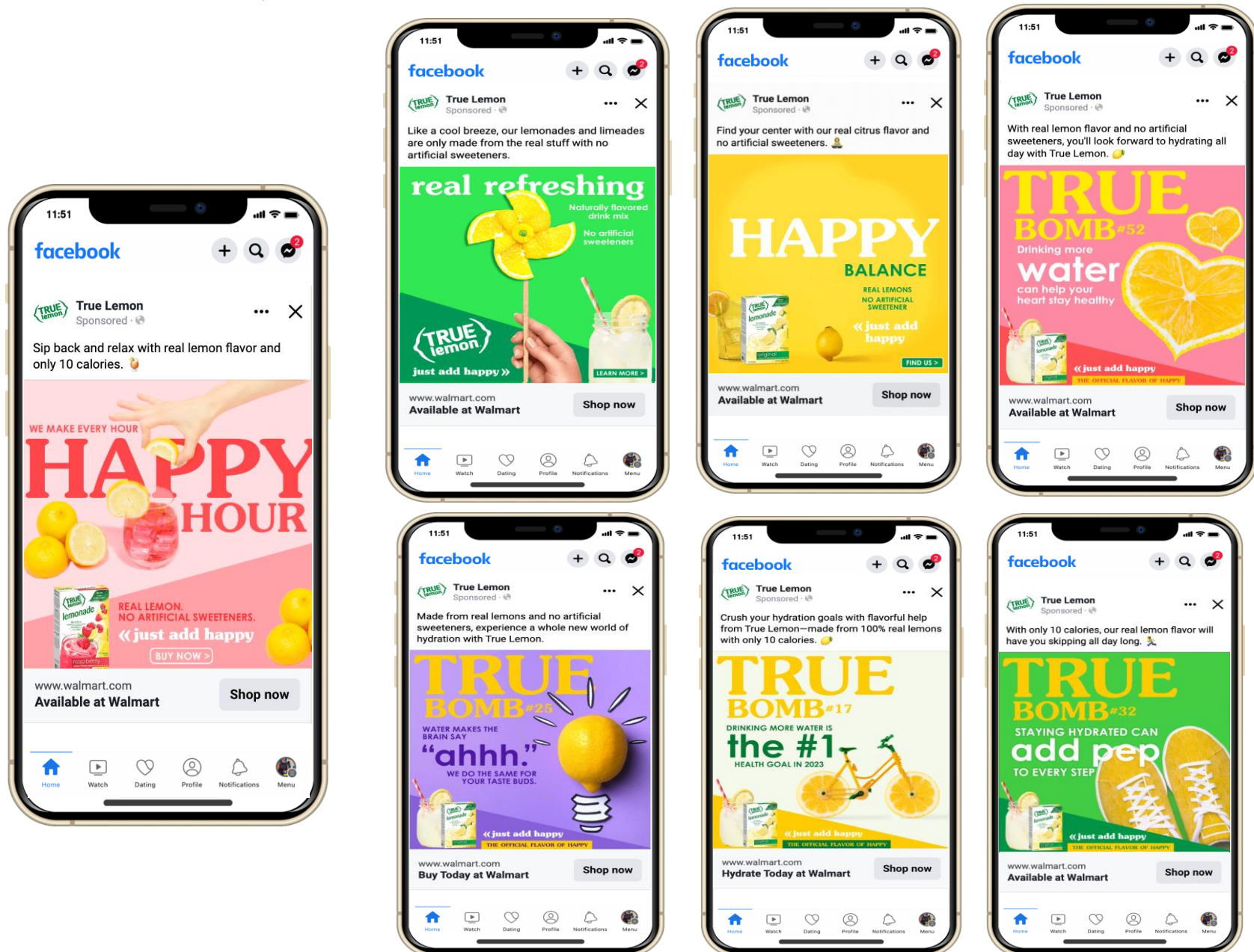
hulu


YouTube



The Official Flavor of Happy
May 2023

Social Media Ads & Postings drive awareness, connection, interest and sales



Conclusion



True Citrus Review

- 1) True Citrus products are made from real citrus and simple and clean, Non-GMO ingredients. They contain NO artificial flavors, sweeteners, or preservatives and are low in calories and sugar.
- 2) True Citrus products are on trend with what consumers are seeking today – great flavor, simple ingredients, and excellent value.
- 3) True Citrus is a growing consumer brand, with increasing sales, expanding distribution and recognition from the media for its high quality products.
- 4) True Citrus offers a range of products to meet consumer demand.
- 5) True Citrus is happy to work with international partners.





JUST ADD HAPPY



THANK YOU