

|  |                                           | Month            | Year              | Project           |
|--|-------------------------------------------|------------------|-------------------|-------------------|
|  | <b>Marketing</b>                          |                  |                   |                   |
|  | Brand Manager                             | \$ 5,000         | \$ 60,000         |                   |
|  | Advertising agency                        |                  | \$ -              |                   |
|  | Digital                                   | \$ 10,000        | \$ 120,000        |                   |
|  | Launch event                              |                  |                   |                   |
|  | PR events for the launch                  |                  |                   |                   |
|  | POS                                       |                  | \$ 20,000         |                   |
|  | Sponsorships at events as per your policy |                  | \$ 20,000         |                   |
|  | main sponsorship sport club               |                  |                   |                   |
|  | Influencer campaign                       | \$ 3,000         | \$ 36,000         |                   |
|  | OOH billboards and DOOH                   |                  |                   |                   |
|  | Branded car                               |                  |                   | \$ 30,000         |
|  | <b>OFFTR</b>                              |                  |                   |                   |
|  | E- com activity                           |                  |                   |                   |
|  | Branding in stores                        |                  | \$ 20,000         |                   |
|  | <b>KA + Impulse</b>                       |                  |                   |                   |
|  | Listing Fees                              |                  |                   | \$ 50,000         |
|  | Activities                                |                  |                   | \$ 50,000         |
|  | Promotional activities                    |                  |                   |                   |
|  | POSM                                      |                  |                   |                   |
|  | All activities include FOC samples        |                  |                   |                   |
|  | that can be given in fOC ice bottles      |                  |                   |                   |
|  | price per case 7.75 usd per 12 in a case  |                  |                   |                   |
|  |                                           |                  |                   |                   |
|  |                                           |                  |                   |                   |
|  |                                           |                  |                   |                   |
|  | <b>TOTAL</b>                              | <b>\$ 18,000</b> | <b>\$ 276,000</b> | <b>\$ 130,000</b> |
|  |                                           | cases            | caes              | case              |
|  | <b>Forecast in Ltrs of import</b>         | <b>2024</b>      | <b>2025</b>       | <b>2026</b>       |
|  | <b>TBD</b>                                | 5000             | 20000             | 35000             |
|  | <b>Final Price TBD</b>                    |                  |                   |                   |
|  |                                           |                  |                   |                   |
|  | <b>total value</b>                        | 144000           | 576000            | 1008000           |
|  |                                           |                  |                   |                   |



| Channels | Chains             | Listing Fees | Activity |
|----------|--------------------|--------------|----------|
| MT       | Shufersal          | 50000        | 100000   |
| MT       | Y.Biton (Carefure) | 50000        | 10000    |
| MT       | Tiv Taam           | 20000        | 10000    |
| MT       | Am-Pm              | 35000        | 25000    |
| MT       | Stop Market        | 20000        | 10000    |
| MT       | Yohananof          | 20000        | 10000    |
| MT       | Victory            | 10000        | 10000    |
| MT       | Super Yuda         | 20000        | 10000    |
| MT       | Keshet Teamim      | 20000        | 10000    |
| Impulce  | Yellow             | 50000        | 50000    |
| Impulce  | SoGood             | 15000        | 10000    |
| Impulce  | Dor Alon           | 35000        | 10000    |
| Impulce  | Menta              | 35000        | 10000    |

| Remarks                                      |
|----------------------------------------------|
| E-com banners + shelves stopper+ gondola end |
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