



# INVESTOR PRESENTATION

July 2020



# FORWARD-LOOKING STATEMENTS

This presentation contains forward-looking statements. Forward-looking statements give our current expectations or forecasts of future events. You can identify these statements by the fact that they do not relate strictly to historical or current facts. Forward-looking statements involve risks and uncertainties and include statements regarding, among other things, our projected revenue growth and profitability, our growth strategies and opportunity, anticipated trends in our market and our anticipated needs for working capital. They are generally identifiable by use of the words "may," "will," "should," "anticipate," "estimate," "plans," "potential," "projects," "continuing," "ongoing," "expects," "management believes," "we believe," "we intend" or the negative of these words or other variations on these words or comparable terminology.

Additional examples of forward-looking statements in this presentation include, but are not limited to, our expectations regarding our business strategy, business prospects, the market in which we operate, operating results, operating expenses, working capital, liquidity and capital expenditure requirements. Important assumptions relating to the forward-looking statements include, among others, assumptions regarding demand for our products, the cost, terms and availability of components, pricing levels, the timing and cost of capital expenditures, competitive conditions and general economic conditions. These statements are based on our management's expectations, beliefs and assumptions concerning future events affecting us, which in turn are based on currently available information. These assumptions could prove inaccurate. Although we believe that the estimates and projections reflected in the forward-looking statements are reasonable, our expectations may prove to be incorrect.

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# EXECUTIVE MANAGEMENT TEAM

## **Robert Nistico**

*Chief Executive Officer & Managing Partner*

- 27 years experience in the Beverage Industry
- Executive management experience in all 3 Tiers of Beverage 3 Tier System. Served in executive roles with responsibilities for sales, marketing, distribution and brand development for beer, wine, spirits and non alcoholic beverage categories
- 5th Employee at Red Bull North America, Inc. and Served as SR Vice President & General Manager for Over 10 Years and took revenue from \$0 to \$1.6 Billion in annual revenue
- Most recently as President & CEO of Marley Beverages, led company from \$0 to \$45 Million in annual revenue in 3 years

## **Sanjeev Javia**

*Nutritional Scientist & Product Development*

- Sports Nutrition & Fitness Industry Expert
- Throughout his career he has written over 430 nutritional plans for professional athletes, Olympic Gold Medalists, AD's and strength & conditioning coaches
- His client list includes Super Bowl MVPs Tom Brady and Kurt Warner, World Series Champions Curt Schilling and Randy Johnson, Stanley Cup Champions, PGA Players, Green Bay Packers, Red Sox & Denver Nuggets
- We believe Mr. Javia provides us a unique advantage that we expect to leverage and communicate at a time we deem proper

## **William Meissner**

*President & CMO*

- 20 Years of leadership, sales and marketing experience in clean-label and functional Consumer Packaged Goods
- CEO of Sweet Leaf & Tradewinds Tea, CEO of Genesis Today (a VMS category leader), CEO of Tazza Pronto/Distant Lands Coffee, CEO of Jones Soda, President of Talking Rain, CMO of Fuze/NOS Beverage (Coca-Cola), Brand Director SoBe Beverages (PepsiCo), Nutritional Category Manager Tetra Pak
- Bill is a proven brand builder with experience growing consumer products with both large and limited budgets, He has taken multiple consumer brands from conception to +\$100mm in revenue

## **Dean Huge**

*Chief Financial Officer*

- 35 years experience in Accounting & Finance in both the public and private sectors
- Involved with in depth work in accounting, audits, IPOs, and secondary offerings (Managed four public offerings as CFO)
- Assisted numerous companies grow (including Catalyst Energy, Corp. which was named Inc. Magazine's Fastest Growing Company within 36 months)
- Dean's experience includes expertise in financial services, manufacturing, distribution and SAAS type programs

**\* Aida Aragon – Former VP Muscle Milk**

**Jason Schwenck – Former RedBull VP Joining Sept 1**



# SPLASH BEVERAGE GROUP BOARD OF DIRECTORS

**Peter McDonough**

*Former President & CMIO, Diageo Americas from 2008 to 2016*

**( Confidential – to be announced end of month )**

*Well Known Beverage Executives*

**Robert Nistico, CEO & Founder**

*Co-Founder of Splash, Former Red Bull SVP&GM*

**Pete Carr \***

*President of Bacardi – former President of Diageo Control States*

**( Confidential – to be announced end of month )**

*Well Known Beverage Executives*

**Jack Mulhern \***

*Former President of Nestle USA*

**Justin Yorke, McGrain Financial**

*Partner*

**John Walsh \***

*Former Deloitte & Touche Partner*



**Deloitte.**

*\* Transitioned to Advisory Board position*

# CURRENT BRAND LINE UP

We believe we have strategically selected our Portfolio to maximize manufacturing & distribution efficiencies and spread (dilute) risk over multiple channels

## TapouT Performance



3 in 1 Hydration & Recovery Isotonic Sport Drink  
Formally Associated with the UFC, now Aligned with and  
Licensed by ABG and The World Wrestling  
Entertainment (the "WWE").

## Salt Tequila



We Believe the First Flavored Hand Crafted 100%  
agave 80-proof. Tequila Line from Jalisco, Mexico

## Planned Expansions



### "TapouT Energy Drink"

Hispanic Focused Launch Planned for Late 2019  
in US and Latin America (Spanish Label)



### "prince"

Electrolyte Sport Chews & Beverage Planned  
for the Tennis and Golf Channels Late 2019



# BRAND PORTFOLIO STRATEGY

Required (Minimum) Brand Attributes Incorporated that we believe Reduce & Dilute Risk

## SALT Tequila



- We Believe We Are Among The First Flavored 100% Agave 80 Proof Tequila Line
- We think it has outstanding taste, especially given that it is 80 Proof
- We believe flavoring has influenced sales growth of Rum, Vodka ,and now, brown liquors such as whiskies and brandies– In our opinion, Tequila is next
- Positive Total Category Growth of 10.4% and High End Segment up 14.9% in 2019
- Pennsylvania Liquor Board authorized all 621 stores to carry SALT- The largest spirits buyer of the 17 Control States and, as such, we believe it is a leading influencer of merchandising in 16 other states where liquor sales are similarly controlled (i.e. “control states”)
- We now have a national authorization with Total Wine, the largest private wine & spirits chain in the US and WalMart Spirits.
- Repeat orders in MEX in high-end grocery chains such as Soriana’s have driven authorizations in other key chains such as Walmart MEX , HEB MEX, etc.
- We believe the brand is gender neutral and has appeal to female consumers given due to the flavor profiles of chocolate, berry and citrus

# KEY DRIVERS IN SPIRITS TODAY

## SALT NATURALLY FLAVORED TEQUILA IS A TRIPLE WIN:

### TEQUILA

IN THE LAST TEN YEARS,  
TEQUILA VOLUME HAS  
**GROWN BY 72%**  
(about 5.5% a year)

### FLAVORS

**12.3 MILLION**  
CASES OF TEQUILA WERE  
SOLD LAST YEAR  
(UP 2.9% FROM 2018)

### QUALITY

**40 NEW TEQUILAS**  
WERE INTRODUCED IN 2014

### FASTEST TEQUILA GROWTH HAS BEEN IN...

**SUPER PREMIUM TEQUILA**  
\$30+/bottle  
Grown by 430% since 2002  
(9.2% last year alone)

**HIGH END TEQUILA**  
\$18-\$30/bottle  
Grown 168% in volume  
since 2012  
(7% last year alone)

**10x**

Growth of Flavored Spirits vs.  
Unflavored

**14%**

Annual Growth of Tequila  
Consumption in the US,  
driven by 100% Agave  
varieties. Second highest  
next to whiskey.\*



# OUR HYBRID DISTRIBUTION MODEL USES ALL 3 ROUTES TO MARKET



*We have signed what we believe to be strategic key Broadline Distributors which should give us the ability to distribute to every national and regional chain – We consider this to be very important competitive advantage*

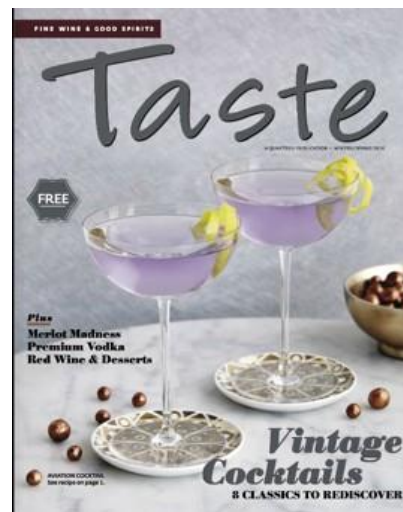


# BRAND ACTIVATION AND MARKETING



**EXODUS**  
LAS VEGAS

**bpm**  
Festival





# ILLUSTRATIVE EXAMPLES OF SPLASH'S MARKETING EXECUTION

All Brands on Shelf and Currently Available for Sale





# BRAND PORTFOLIO STRATEGY – TapouT BEVERAGES - MUST HAVE MEASURABLE LEVEL OF EXISTING BRAND AWARENESS

Required (Minimum) Brand Attributes to Reduce & Dilute Risk

## TapouT

- TapouT has 22 Years of Operating History selling Branded Merchandise. We Believe Our Partnership with the Core Brand Will Leverage Our Sales of TapouT Beverages
- New Partnership with WWE = 277M Impressions monthly in 62M households – All Celebrities to Wear TapouT Clothing
- TapouT athletic wear is already being sold at Major retailers ; we believe it appeals to both male and female consumers raising awareness to the core brand.
- New Branding Tied to WWE as Official Training Partner of TapouT ..... AND BILINGUAL.

***We believe TapouT's vision is to become the next Under Armour and not exclusively an entertainment wrestling brand. In our view, there are already a variety of TapouT branded products & properties to help realize the TapouT vision, (TapouT branded Yoga Clothing, TapouT Gyms, TapouT Athletic Equipment, TapouT Workout Videos, and TapouT Body Spray by Elizabeth Arden sold at Wal-Mart, among others).***





# TAPOUT'S WWE PARTNERSHIP




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## WWE to Relaunch Tapout Clothing Brand in New Joint Venture

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822



MARCH 25, 2015 | 08:00AM PT

*Tapout had previously been closely aligned with MMA fighting.*


**Marc Graser**  
Senior Editor  
@marcgraser

WWE has formed a joint venture with [Authentic Brands Group](#), in which the companies will partner to relaunch the [Tapout](#) clothing brand that was formerly closely associated with UFC and mixed martial arts fighting.

Tapout will now be repositioned as a broader lifestyle fitness brand, with the company also set to serve as the official fitness and training partner of WWE.

As part of the deal, Tapout will be integrated across WWE's various platforms, from its TV shows and pay-per-view events to series that stream on its WWE Network, as well as live events and social media.

**MOST POPULAR**

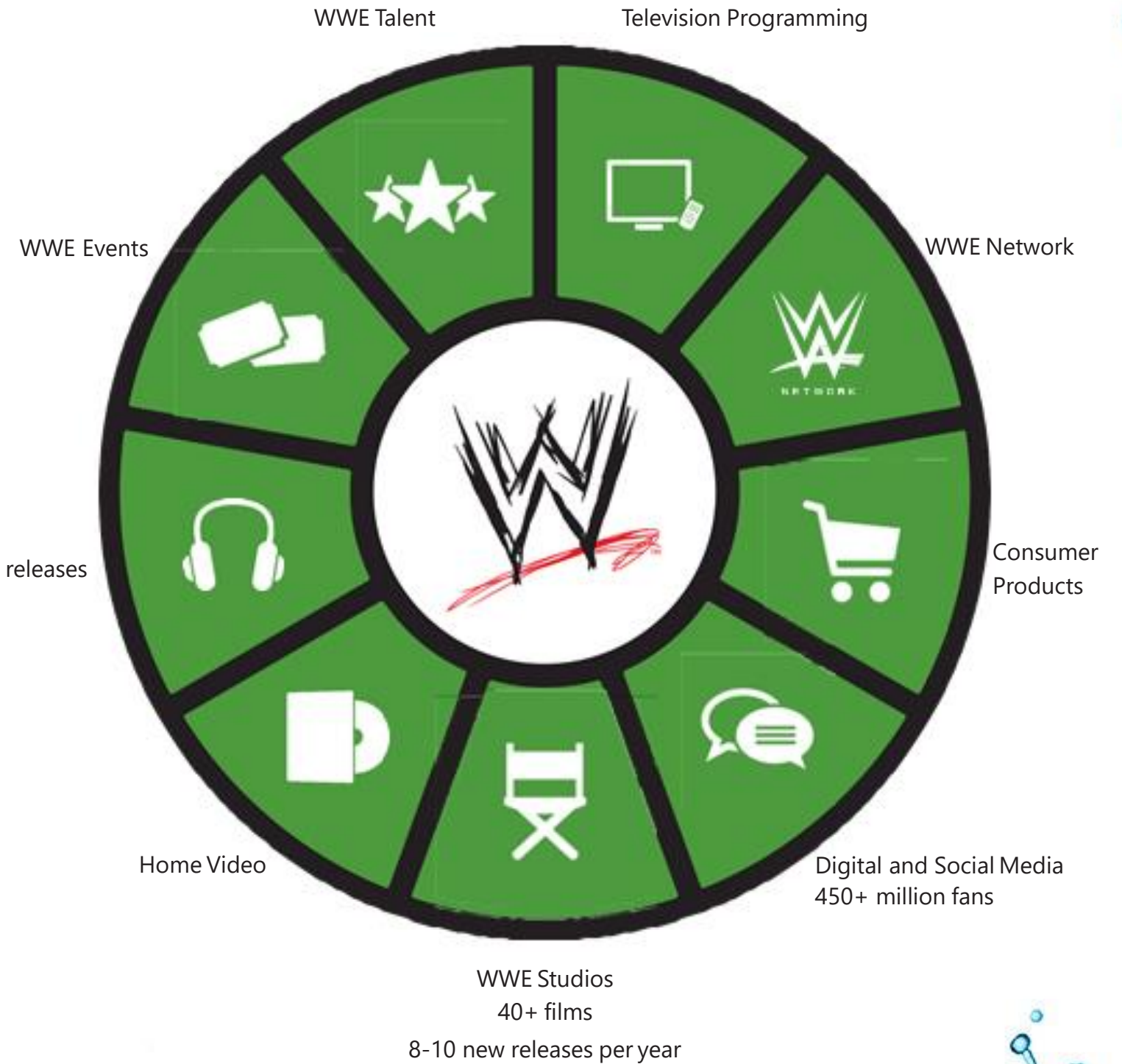
1  TV - 10:00PM PT

ALL YOU NEED IS THE INTERNET  
START STREAMING TODAY



Now available on  
Apple TV, iPad, and iPhone

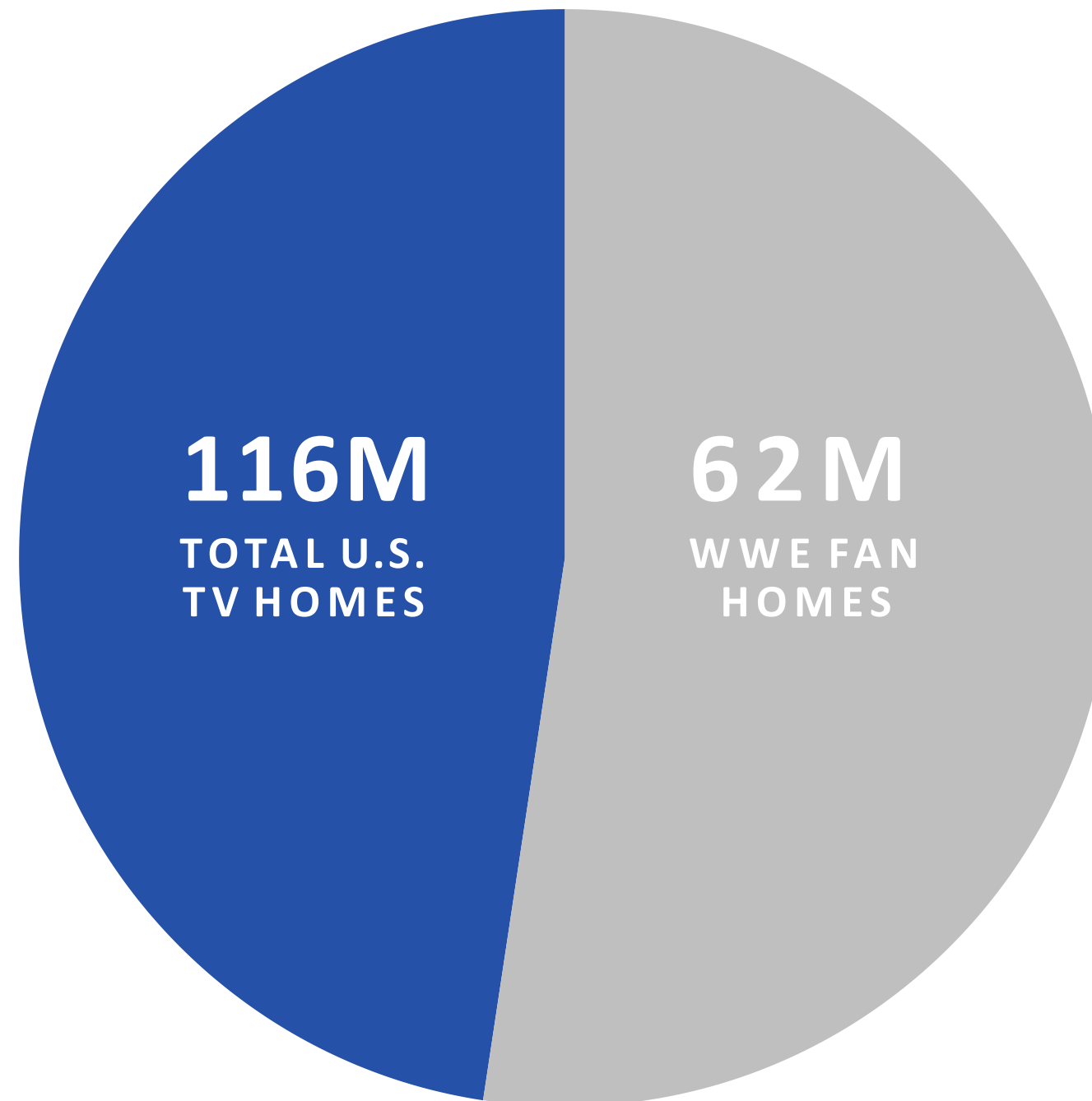
**1 MONTH FREE TRIAL**



\*Source: WWE World Wrestling Entertainment



WE BELIEVE THERE MAY BE AFFINITY FOR THE WWE AND ITS BRAND PARTNERS SUCH AS TapouT IN MORE THAN HALF OF US TV HOMES



**13M**  
PASSIONATE  
FANS

**28M**  
CASUAL  
FANS

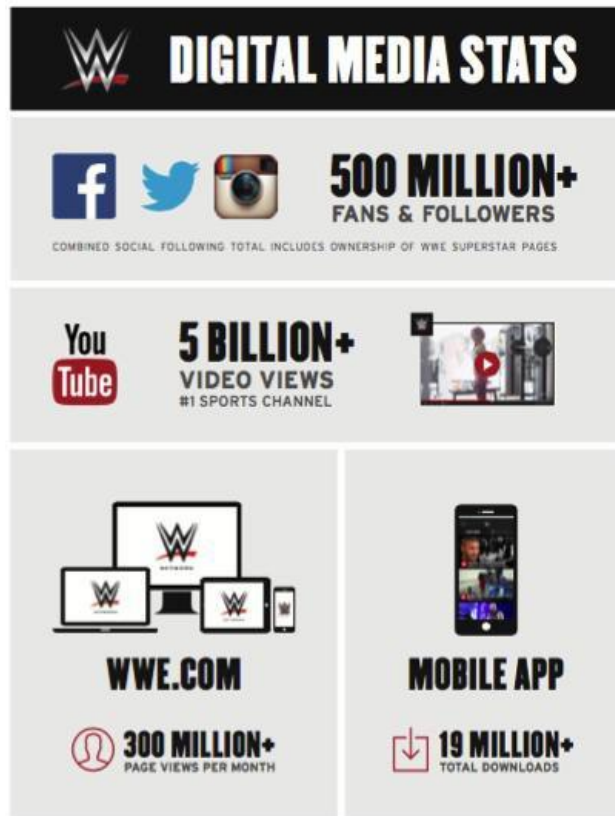
**21M**  
LAPSED  
FANS

\*Source: WWE World Wrestling Entertainment



# WWE MARKETING INTEGRATION WITH SPLASH'S TapouT BRANDED BEVERAGES

## – WWE HAS 739 MILLION FOLLOWS ON SOCIAL MEDIA TO LEVERAGE



### DIGITAL MEDIA

We have developed customized digital media content for social media and in store promoting TapouT as the official fitness and training partner of the WWE:

- Integration on WWE YouTube Channel
- Geotargeted digital ads around specific events
- Email blasts to TapouT and WWE fans to drive store traffic



### ENDORSEMENTS

Talent to tweet or post announcement that TapouT product has launched at 7-Eleven.

- John Cena – 15 Million+ fans
- Bella Twins – 12 million + fans



### LIVE EVENTS



Key tentpole events include:



Forbes names WWE one of the World's Top 10 Most Valuable Sports Brands in 2014



\*Source: WWE World Wrestling Entertainment



# ADDITIONAL INFLUENCERS

## Sports – Professional Athletes & Coaching

- Leverage Personal Relationships to Recruit *(Proposed)* “TapouT Dream Team” to Represent and Endorse TapouT (Formally & Informally) via Social Media. Examples Such As:



*Tom Brady – NFL (TBD)*



*AJ Hawk - NFL*



*Tom Danielson - Intl Cycling*



*Brea Scarborough – Olympic V-Ball  
(Signed)*



*Matt Krause/Coaching - MLB*











*Steve Hess/Coaching - NBA*



*Marco Andretti - INDY*




# SIGNIFICANT Q-1 /Q-2 DEVELOPMENTS

-  **Spirits** - SALT Tequila Has been Approved for Q-2 Start (**RNDC to Distribute**)
-  **COM AND**  **MEX** – TapouT Approved, Shipping End Q-3
-  Our Offer Has Been Presented for 18,000 Locations
-  PO for Food-4-Less in the SW U.S. Issued
- **ADELCO** One of The Largest Latin AM Distributor Has Agreed to Begin in Peru and Guatemala. Contract Being Written Now.
-  Gulf Distribution, One of the Largest Beer and RedBull Distributors On Board,  
Gulf Distributing Co. of Mobile, L.L.C.
-  Carolina Beverage and  Caffey Distributing all on board for TapouT in the Southeast US ... to Replace Body Armour Network



# SIGNIFICANT Q-1 / Q-2 DEVELOPMENTS



- **Chile** – We Have Successfully Negotiated a Distribution Deal for BOTH brands. This Group Sells to All Major Chains Including Wal-Mart Chile. Three 20' Foot Containers to Start Beginning of Q-3 2020.
- **Colombia** – We Have Distribution Deal for BOTH brands. Timing Q-4 2020.
-  We Have Final Meeting for **EU** Distribution of SALT Tequila With Henkell, a Subsidiary of Dr Oetker The Owner of Freixenet Cava in SF CA in 2 Weeks.



## Exclusive E-Com Platform

Q-PLASH Is our New E-Com Platform. We Hired The Team that was Amazons Largest Grocery/Beverage Fulfillment Group. This Gives Us Instant Coast to Coast Coverage and Our OWN Fully integrated Distribution Platform for ALL Beverage Categories Including an Exclusive Deal With Google to market Spirits (More to Come on This). This Group Will Add Significant Revenue to Splash.





# **S**

# **SPLASH**

BEVERAGE GROUP