

cake

let's get weird.

the problem

The world doesn't have a sexual wellness brand they love.

There's two options — major players ignoring consumer needs and sex toy-centric products sold online or in awkward sex shops.

the problem

out-of-date brands



the problem

wellness not the focus

current products include:



parabens



alcohol



sulfates



dyes



fragrance



the problem

confusing in-store experience

the problem

embarrassing e-commerce experience

Adam & Eve *#1 Adult Toy Superstore*

Search GO

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For Her For Him **For Couples** Vibrators ▶ Bondage ▶ Lingerie ▶ Lubes & Oils ▶

Best-Selling Women's Toys Have Back Arching Orgasms

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HOT NEW VIBRATORS

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CUSTOMER FAVS TOP RATED ANAL TOYS

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BEST-SELLING MEN'S TOYS

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Masturbators (95)

Best Toys for Men

Penis Rings (77)

Penis Pumps (24)

Penis Sleeves & Extensions (28)

Love Dolls (4)

the solution

The most approachable sexual wellness brand on earth.

A digitally native brand, coming to a store-near you
(and you, and you, and you).

the solution

Modern branding and messaging, better ingredients and confusing-free shopping



the solution

fun

Product names are as descriptive as they are playful

so-low lotion

toy wonder

tush cush

clear

Each product articulates its use while remaining friendly and PG

a solo-play cream for men

a non-drip lubricant for toy play

A cushiony lubricant for backside play

helpful

Treating sex-care more like skincare encourages shoppers to browse and understand ingredients

free from:



Alcohol



Parabens



Dyes



Fragrances



Sulfates



Shame

\$108B

market
opportunity

\$33B

expansion 2019 - 2027

The market trends tell us the time is now

Growing at a CAGR of 4.62% from 2019-2027

\$33 Billion incremental revenue opportunity to be capitalized on in the next 8 years

Shift largely driven by a normalization and general acceptance of sexual health being a part of ones overall wellness routine

Opportunities in targeting younger populations

Integrated content & education is key

Change in perception of sexual products, including lube and toys, is likely to generate lucrative opportunities

Cake is a digitally-native, omni-channel sexual wellness brand.

Cake's direct-to-consumer brand launched in 2020 to help consumers have more fun in the bedroom.

In 2021, Cake and Walmart will be partnering to reinvent the sex aisle

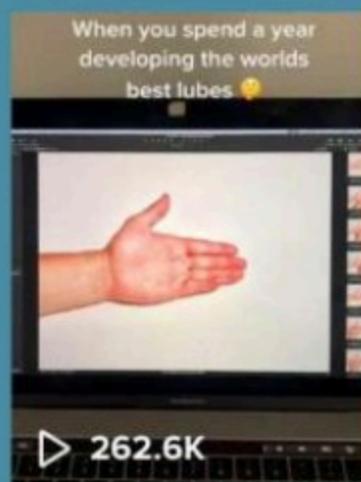


Speaking to a modern consumer who actually wants better sex

Gen Z and millennials are more sexually open than any other generation (34.2% report their sexuality as 'gay, queer, fluid, or open').

Straight couples are seeking new ways to play. In our customer survey, nearly half of Cake customers admitted to wanting to try new experiences in the bedroom.





Creating a world GenZ wants to be a part of

Cake will continue to increase organic WOM growth from TikTok (currently responsible for 25% of our MoM growth).

Cake's fully compliant paid advertising infrastructure will allow us to ramp growth (CPA continues to decrease and ROAS increases MoM).

We will expand into streaming and audio as we continue to build brand awareness for our national rollout.

We have built one of the only compliant sexual wellness infrastructure on, but not limited to:

social & search:



Google

TikTok

streaming:

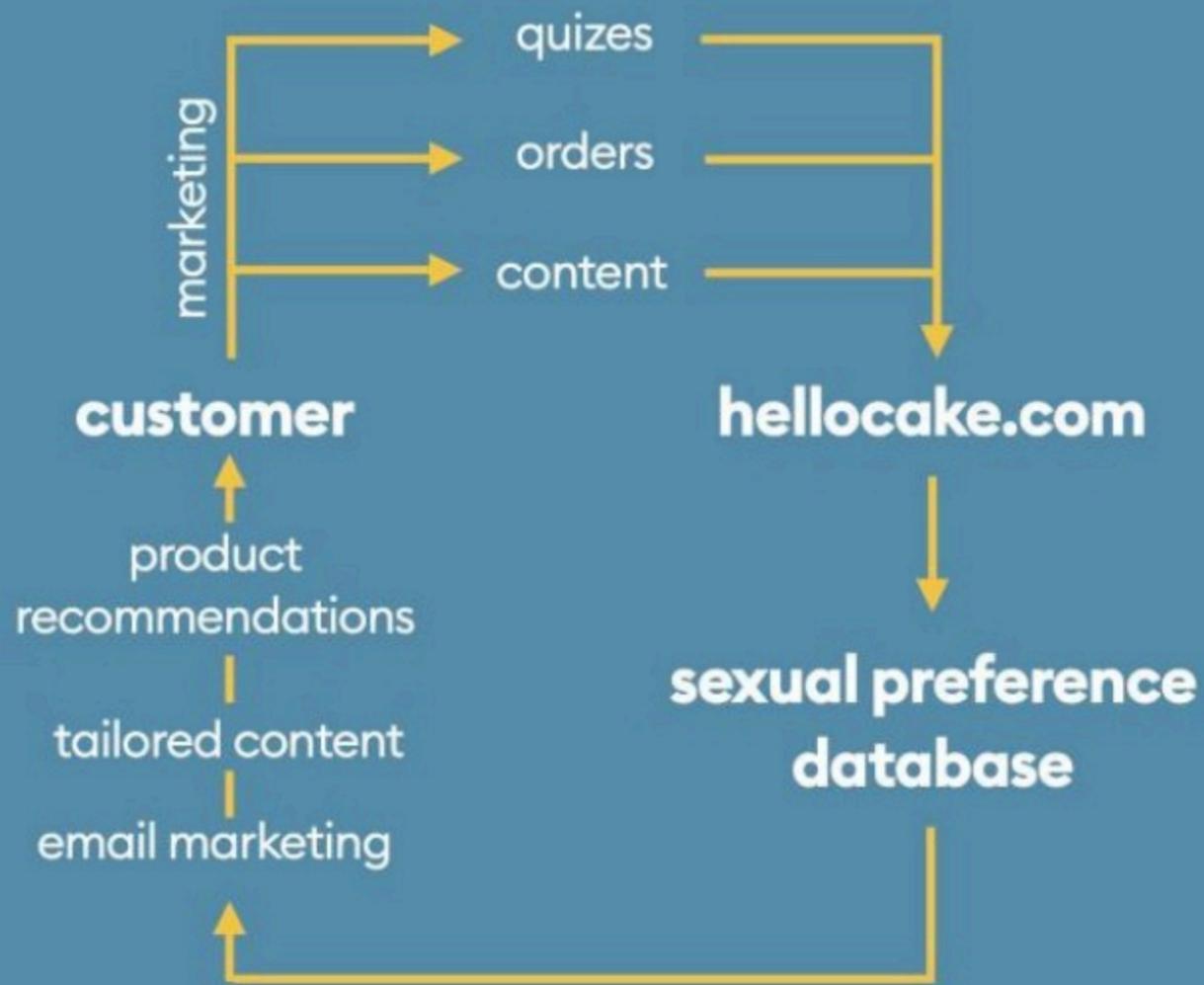
hulu

audio:



Creating a fully scalable and compliant marketing infrastructure

- Nearly zero rejections in past 90 days
- Collaborated with Hulu on upcoming national rollout
- Partnered to have Snapchat's corporate policy changed



Building the largest actionable sexual preference data-set in the world

Every interaction a consumer has with Cake tracks and their sexual preferences, products and shopping behaviors so that we can map their sexual wellness routine and tailor messaging and product recommendations throughout their lifetime.

Larger players in the category continue to operate with little to no personalized for 50+ years.

content