



**SUPER  
COFFEE®**  
POSITIVE ⚡ ENERGY

**SERIES C**

INVESTOR PRESENTATION  
SUMMER 2021



# INVESTMENT HIGHLIGHTS

THE #1 INDEPENDENT COFFEE BRAND IN SALES & GROWTH

**N° 1** AMERICA'S FASTEST-GROWING  
FOOD & BEVERAGE  
COMPANY  
**Inc.5000**

**167% CAGR**

\$4.5M ->\$90Me

2018 2021

**#1**

Largest Independent  
Bottled Coffee Company in US

**#4**

Largest Overall  
Bottled Coffee Company in US



ANHEUSER-BUSCH  
Exclusive Coffee

**35,000**

Accounts We're Sold In Today

**350,000**

Potential Accounts In AB  
DSD Network

**10,000**

Employees We Multiply Ourselves  
Through in the AB DSD Network

**Raising**

**\$50M**

Targeting August Close

**\$450M**

Pre-Money Valuation

**7x**

Multiple on \$65 TTM Net Sales

**Strategic Investments**



SUPERCOFFEE®

# THE STORY



# IT ALL STARTED IN OUR YOUNGEST BROTHER'S DORM ROOM...

6 YEARS AGO, WE TOOK A CHANCE ON A BIG IDEA: TO MASS PRODUCE POSITIVE ENERGY

## HOW IT STARTED...



5 YEARS AGO THE DECICCO BROTHERS BREWED SUPER COFFEE IN THEIR DORM ROOM AND DELIVERED TO 25 STORES IN WASHINGTON D.C... ON A SKATEBOARD.

## HOW IT'S GOING...



TODAY SUPER COFFEE IS DISTRIBUTED NATIONALLY BY ANHEUSER-BUSCH IN 40,000 ACCOUNTS ACROSS THE COUNTRY.

# SUPER COFFEE IS BREWING THE WINNING FORMULA...



**GREAT TASTE**

+



0g SUGAR

52g SUGAR

**0 SUGAR**

+



=

**SUSTAINED ENERGY**

N<sup>o</sup> **1** AMERICA'S FASTEST-GROWING  
FOOD & BEVERAGE  
COMPANY  
**Inc. 5000**

**#1**  
**INDEPENDENT  
COFFEE SALES**

**#1**  
**CUSTOMER  
GROWTH**

**#1**  
**DISTRIBUTION  
GROWTH**

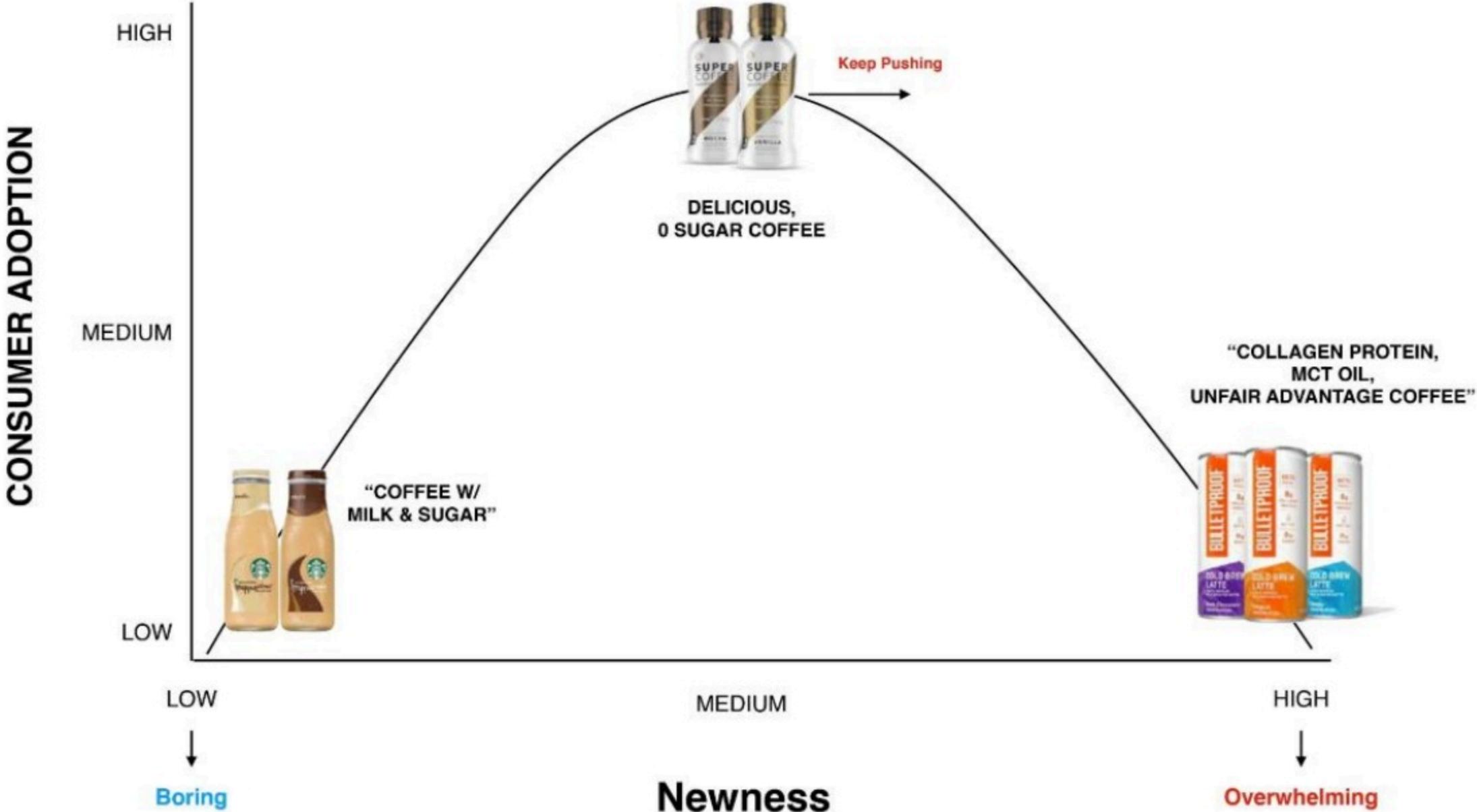
**SUPERCOFFEE**

Source: IRI Panel Data, Syndicated Cappuccino/Iced Coffee & Cold Brew Brands, Total US All Outlets L52 weeks through 12/1/20

# WE'RE BUILDING A BRAND MORE FOR WALMART THAN FOR WHOLE FOODS

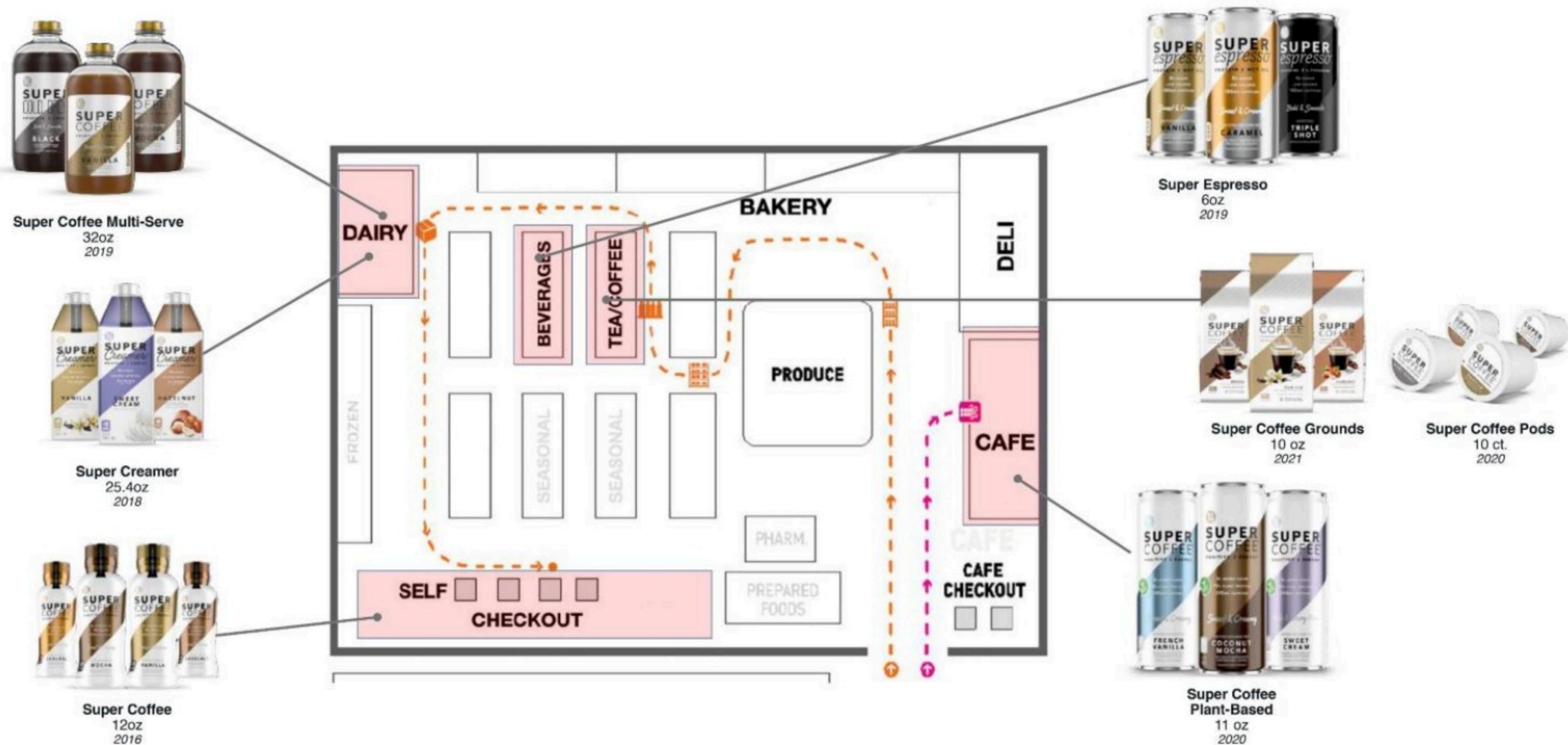
SUPER COFFEE IS BRINGING HEALTHY ENERGY TO THE MASSES—THROUGH CONVENIENT, AFFORDABLE, FLAVOR

## MAYA: MOST ADVANCED, YET ACCEPTABLE



# WE'VE SCALED THIS FORMULA INTO A TOTAL COFFEE SOLUTION FOR ALL CONSUMERS

BRAND BUILDING IN FIVE STRATEGIC SECTIONS OF THE GROCERY STORE



# ...WHILE STEALING SHARE FROM ADJACENT CATEGORIES

**COFFEE** +6% CAGR  
\$17B

**FUNCTIONAL**  
\$14B +4% CAGR



**ENERGY**  
\$14B +7% CAGR

**\$45B  
COMBINED**

**#1 THREAT**  
MINTEL 2020  
ENERGY DRINK REPORT

ENERGY DRINKS, US - MAY 2020

**MINTEL** Market Perspective

RTD coffee innovates, bringing new threats to energy drinks

Starbucks Nitro Cold Brew – Unsweetened Premium Black Coffee  
Califia – Nitro Latte Cold Brew Coffee with Oatmilk  
Kitu Super Coffee – Maple Pumpkin Coffee Beverage

Source: Mintel Category Reports: Coffee, Energy, Functional, 2020

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# OUR CUSTOMERS



# SUPER COFFEE CUSTOMERS ARE OBSESSIVELY LOYAL

IN 2020 WE ADDED MORE CUSTOMERS  
THAN ANY OTHER COFFEE BRAND

**40% REPURCHASE RATE**  
MAINTAINED DURING THE PANDEMIC

**62% LOYALTY**  
#1 IN INDEPENDENT COFFEE

**+9% \$ PER CUSTOMER**  
IN LINE W/ STARBUCKS

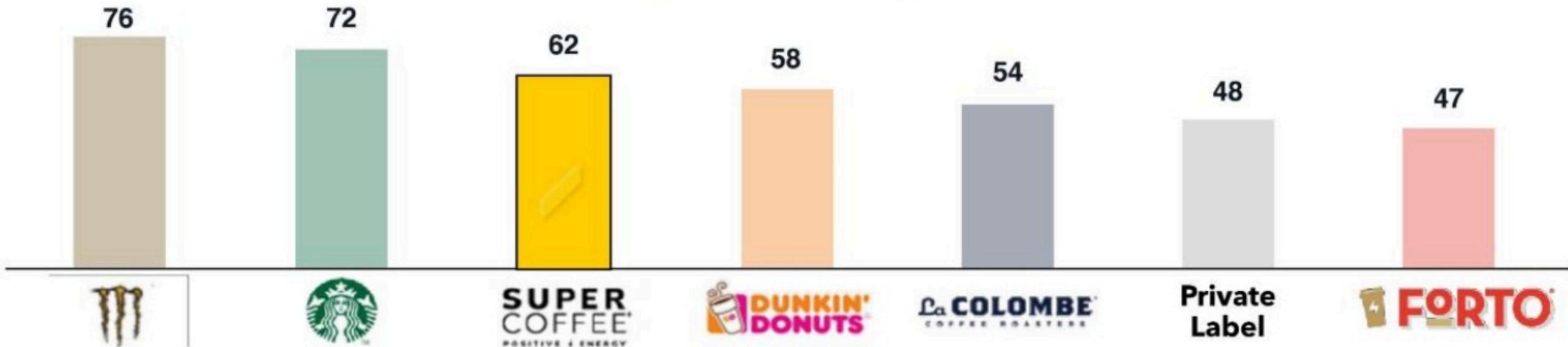
**-15% PROMOS**  
#1 IN INDEPENDENT COFFEE



Source: IRI Panel Data, Syndicated Cappuccino/Iced Coffee & Cold Brew Brands, Total USA All Outlets L52 weeks through 12/1/20

# SUPER COFFEE'S CUSTOMER LOYALTY IS 3RD OVERALL & #1 AMONGST INDEPENDENT BRANDS

## Top RTD Brands Coffee Loyalty % Units (L13 Weeks)



**Super Coffee has been #1 in Independent RTD brand Loyalty for the past 2 years!!**

Source: IRI Panel Data, Syndicated Cappuccino/Iced Coffee & Cold Brew Brands, Total US All Outlets L52 weeks through 12/1/20

# WHILE EXPANDING THE AUDIENCE OF THE TRADITIONAL COFFEE CATEGORY



## TRADITIONAL COFFEE

**53% MALE**  
CONSUMPTION

**135 INDEX**  
BLUE COLLAR CONSUMPTION

**AGE 25-44**  
HIGHEST CONSUMPTION



## SUPER COFFEE

**60% FEMALE**  
CONSUMPTION

**135 INDEX**  
WHITE COLLAR CONSUMPTION

**#1 SELLING COFFEE**  
OHIO STATE TARGET  
(W/ STRONG SALES TO 18-54 YO'S)

# AND WE'RE JUST GETTING STARTED...

WE'VE ONLY REACHED 1/20TH OF OUR BROAD DEMOGRAPHIC

## OUR AUDIENCE

WE CATER TO A MINDSET WITHIN THE  
18-64 YEAR OLD DEMOGRAPHIC

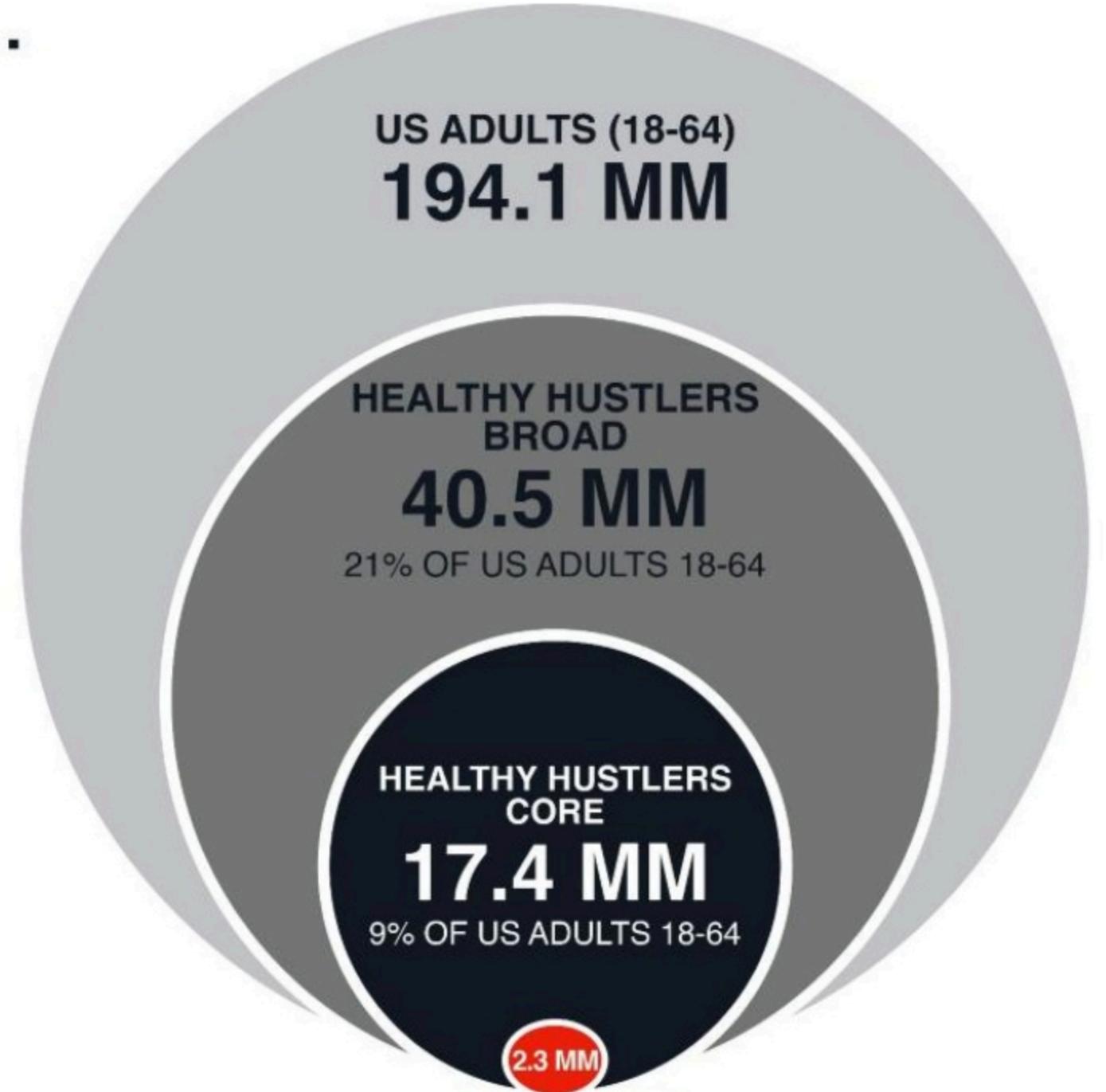
**The  
Healthy  
Hustler.**



- PACKED SCHEDULE
- ADVENTURE-SEEKING
- HELPING OTHERS
- OVERCOMING OBSTACLES
- STRIVING FOR SUCCESS

## CUSTOMER GROWTH PACE

3MM	4.5MM	6.5MM	10MM
<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>



1.4% OF US ADULTS  
**CURRENT PENETRATION**

Source: Simmons/MRI Data; BIG March 2020 Consumer Insights Report

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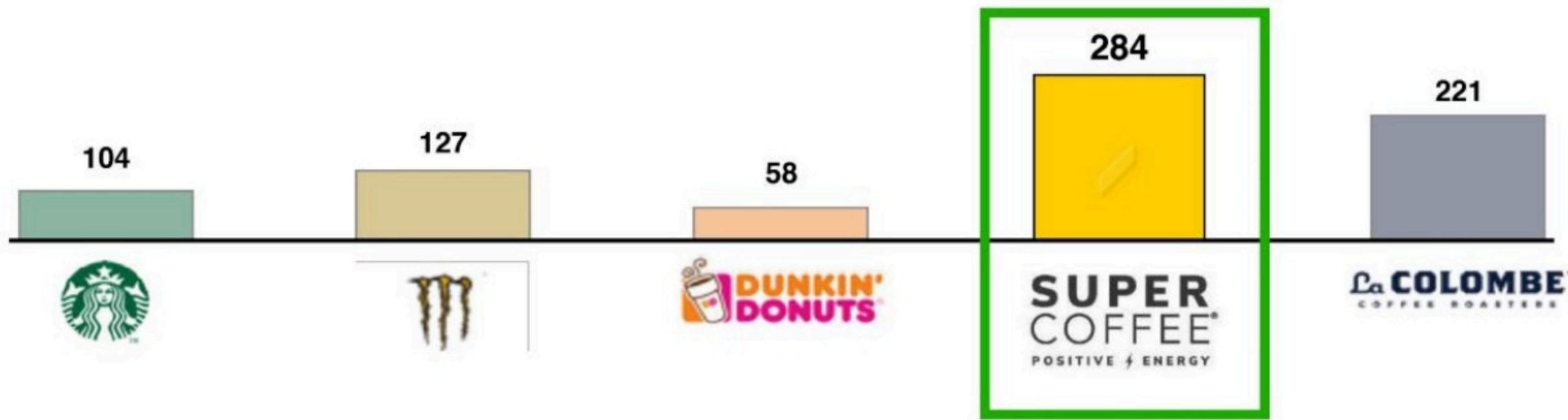
WHY WE'RE  
WINNING



# CATEGORY MANAGERS LOVE US BECAUSE WE'RE BRINGING NEW CUSTOMERS INTO THE CATEGORY

WE'RE BRINGING NEW SHOPPERS TO THE COFFEE CATEGORY EXPANDING THE SIZE OF THE PRIZE

## RTD TOP 5 BRANDS SHARE OF GROWTH V. SHARE OF CATEGORY INDEX



**PODS**

**71%**

**Net New/Expanded Sales**

At National Grocery Retailer

**CREAMER**

**77%**

**Net New/Expanded Sales**

At National Grocery Retailer

Source: SPINS SS RTD COFFEE, Total US MULO, Latest 52 w/e 4/18/21