

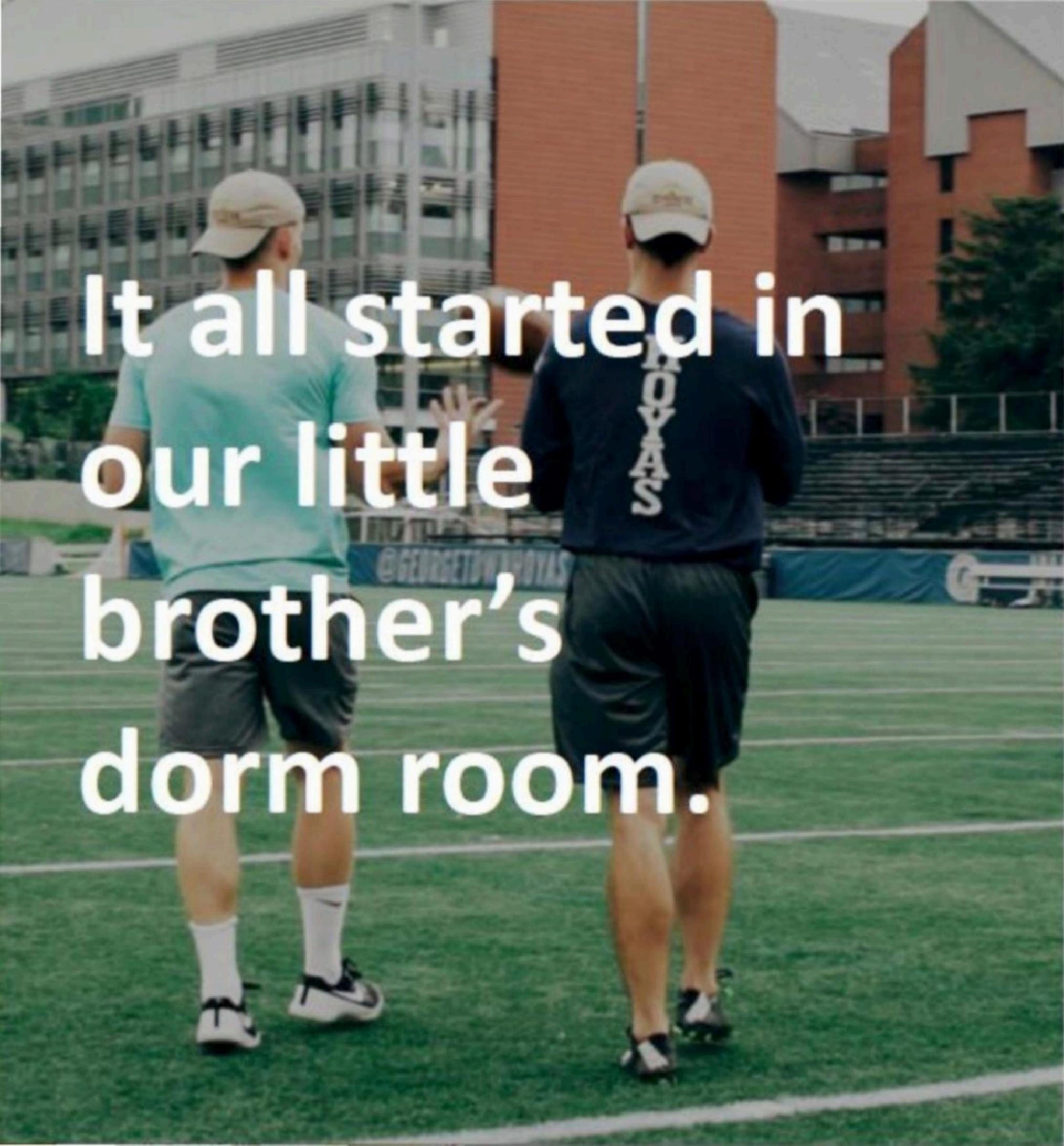
CHANGE
YOUR ENERGY



CHANGE
YOUR WORLD



SUPER COFFEE SUPER *Creamer* SUPER *espresso*



**It all started in
our little
brother's
dorm room.**

Founded by three-brothers, each a collegiate student-athlete, when their Youngest Brother, Jordan, was falling asleep in class after 5am basketball practice.

Tired of unhealthy drinks, he wanted more from his day.

Crafted out of necessity, KITU Life is for those who refuse to settle for mainstream coffees and energy drinks loaded with sugar.

Our initial product line is better-for-you bottled coffees, with other product like Super Creamer and Super Espresso hitting shelves in 2019.

Originally created by tired college students for tired college students, KITU Life built its consumer following by targeting sales on college and corporate campuses.

THE PROBLEM? SUGAR & HIGH CALORIES

SUPER COFFEE IS THE ANSWER

RTD Coffee continues to be the fastest growing category, while big brands continue to duplicate the same flavors and the same nutrition facts. **83% of Americans** are seeking healthier options (e.g. lower sugar & lower calories).

THE BAD GUYS



45G SUGAR
250+ CALORIES



20G SUGAR
190 CALORIES



45G SUGAR
260+ CALORIES



40G SUGAR
250 CALORIES



0G SUGAR

80 CALORIES

"KITU IS THE HALO TOP OF COFFEE"
- DOUG BOUTON
FOUNDER, HALO TOP



Kitu Super Coffee has 25% more healthy fat than an avocado!

CHANGE YOUR ENERGY



CHANGE YOUR WORLD

SUPER COFFEE



KITU Super Coffee



Bulletproof Coffee



Dunkin Donuts Ice Coffee



Starbucks Frappuccino



La Colombe



High Brew

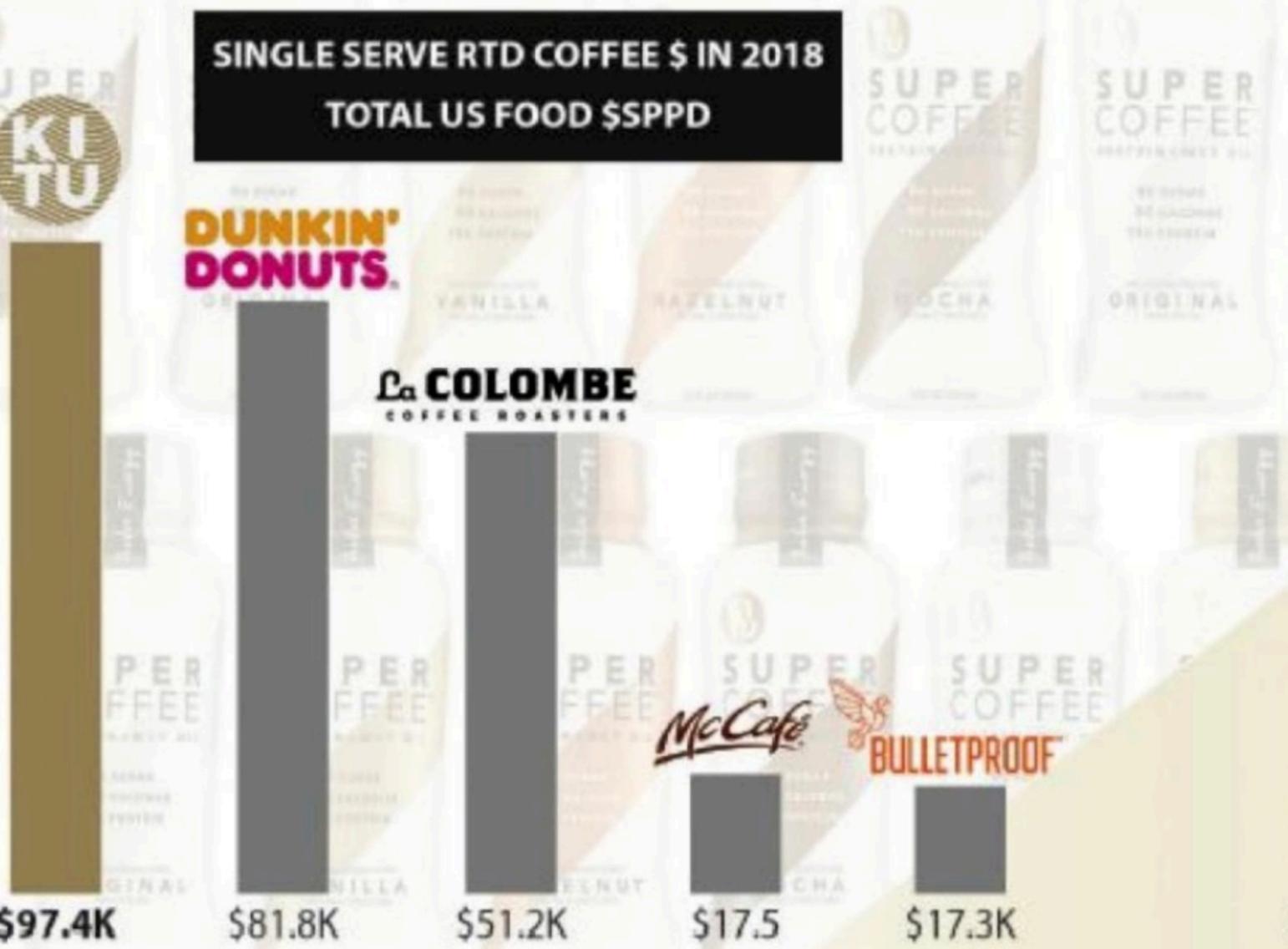
FLAVOR	Vanilla	Vanilla	Original	Vanilla	Vanilla	Mexican Vanilla
OUNCES	12	12	12	12	12	12
ORGANIC	Yes	No	No	No	No	No
SUGAR/SUGAR ALCOHOLS (g)	0	15*	45	40	20	21
CALORIES	80	210	290	250	190	135
CARBS (g)	1	22	47	46	25	24
PROTEIN	10	2	13	8	9	3
MCT OIL (g)	Yes	Yes	No	No	No	No
CAFFEINE (g)	200	200	171	95	120	150

*CONTAINS SUGAR ALCOHOLS

KITULIFE.COM

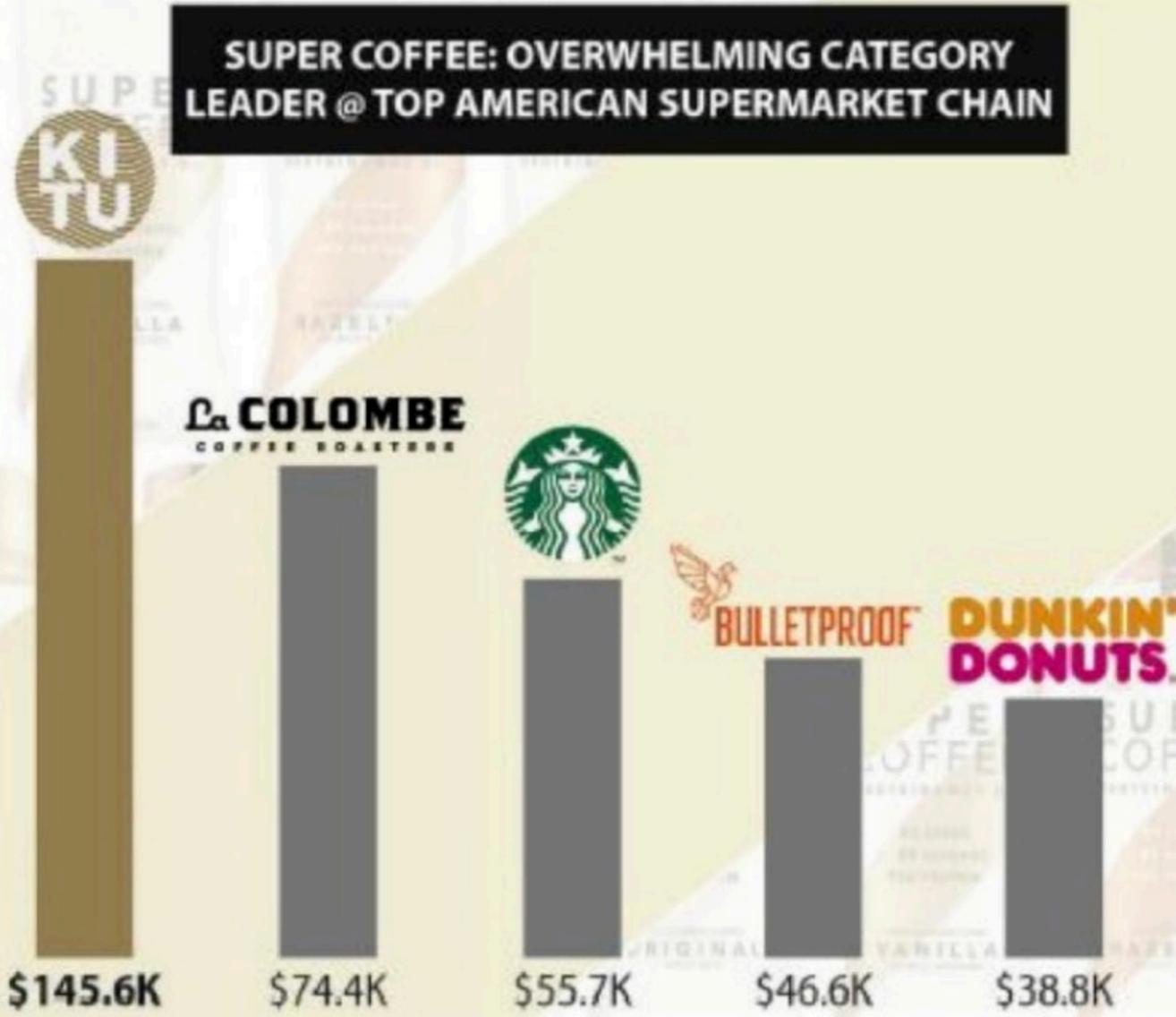
@DRINKSUPERCOFFEE

**SINGLE SERVE RTD COFFEE \$ IN 2018
TOTAL US FOOD \$SPPD**



SS RTD | Total US Food L52 Weeks | Period Ending 08/12/18 | SPINS

**SUPER COFFEE: OVERWHELMING CATEGORY
LEADER @ TOP AMERICAN SUPERMARKET CHAIN**



2018 Monthly Average | Retailer Portal Data

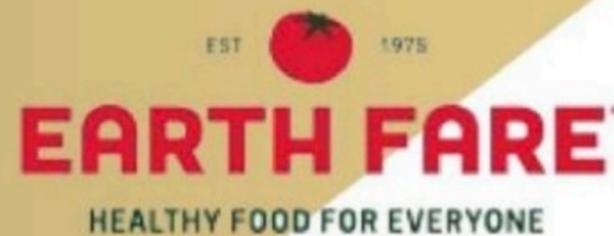
NATURAL CHANNEL L12 \$PPDW



SPECIALTY CHANNEL L12 \$PPDW



SUPER RETAIL AUTHORIZATIONS



SUCCESS IN STORES



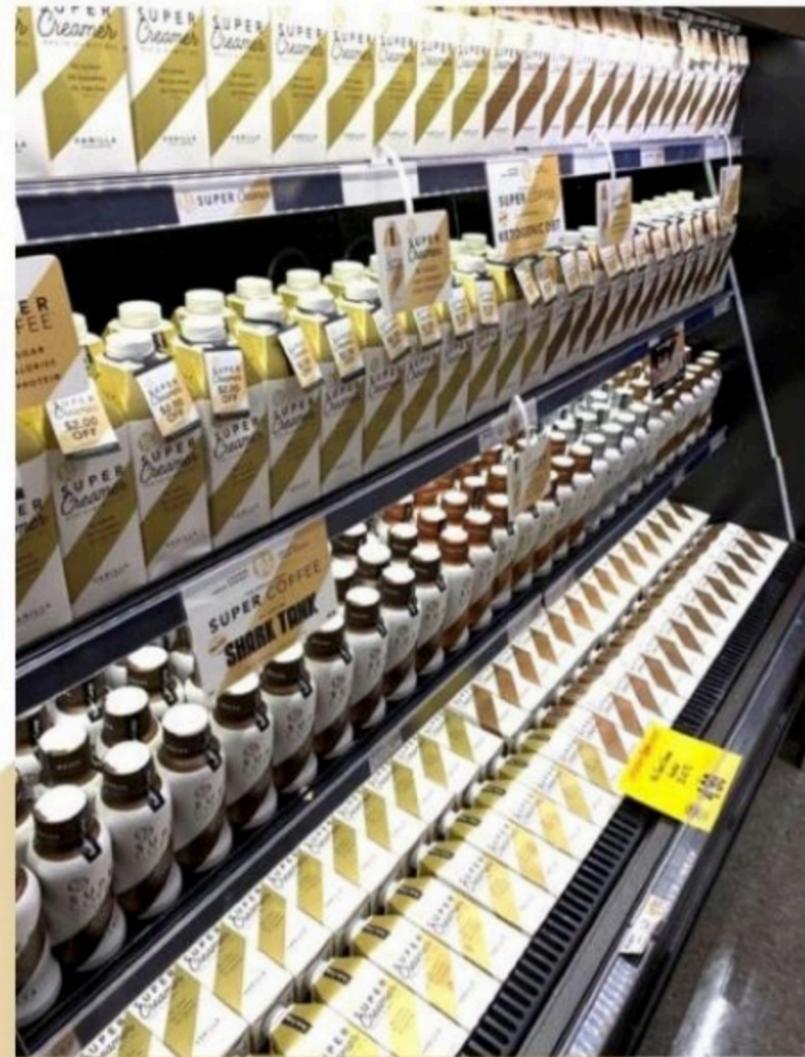
SUCCESS IN STORES



SUCCESS IN STORES



SUCCESS IN STORES



SUPER SUCCESS AT TARGET



SUPER SUCCESS AT TARGET

