

The logo for K-ZEN BEVERAGES is contained within a yellow, rounded rectangular border. The text "K-ZEN" is written in a bold, dark purple, sans-serif font. Below it, the word "BEVERAGES" is written in a bold, yellow, sans-serif font.

K-ZEN
BEVERAGES

- Cannabis beverages with highest growth potential & mainstream appeal

- K-Zen will win with superior product and brands, experienced team, consistent supply chain and wide reaching distribution
 - *Product advantage with emulsion technology for fast & consistent effects and no cannabis taste*
 - *Seasoned team with brand management, beverage & cannabis expertise*
 - *Reliable supply chain with multi-state coverage*
 - *Category management approach to secure distribution at retail and online*

- Early interest by numerous mainstream beverage manufacturers

CANNABIS IS A LARGE MARKET OPPORTUNITY

K-ZEN

Consumer, government
and business trends
leading to increased
adoption and innovation

\$146.4 billion by 2025
(vs. \$17 billion today)

+35% CAGR



DRIVEN BY ITS HIGH CROSS-OVER APPEAL FOR MAINSTREAM CONSUMERS



- Fits current health trends (smoke free, discreet, low calorie, low dosage)
- Most familiar form with multiple usage occasions
- Greatest source of mainstream volume (~\$2 trillion global market in 2021)
- Active interest from numerous mainstream players

LEADING TO EARLY INTEREST BY KEY INDUSTRY PLAYERS

K-ZEN
REVIEWS

Molson Coors Bets on Pot With Cannabis-Drink Joint Venture

By [Katie Hasty](#)
August 1, 2018, 12:46 PM EDT Updated August 1, 2018, 1:01 PM EDT

- 1. [Molson Coors bets on pot with cannabis-drink joint venture](#)
- 2. [Molson Coors bets on pot with cannabis-drink joint venture](#)



Corona owner invests another \$4 billion in cannabis producer Canopy

By [Katie Hasty](#) and [Katie Hasty](#)

(Reuters) - Corona Beer maker Constellation Brands (STZ) will further invest \$4 billion into Canada's top cannabis producer Canopy Growth (CGC) on Monday, the biggest investment in the industry to date, according to a Bloomberg terminal file reviewed.

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Pepsi Slides After CFO Says Company Has No Plans for Cannabis



- Highly fragmented small regional players
- Poor product quality (taste, separation & odor)
- Inconsistent supply
- Minimal CPG Management
- Few standards and conventions

WE HAVE ASSEMBLED AN EXPERIENCED TEAM



JUDY YEE – Co-CEO



- EVP, Digital Strategy and Talent Tech
- CEO, SunShower Farm
- Director of Private Labels, Gateway
- Head of Marketing, Chiquita
- Brand Manager, Foods and Drinks
- Investor Relations & Finance, Citicorp

SOON YU – Co-CEO



- SVP – Branding, Design & Innovation
- Best Selling Author, *Brand Advantage*
- Global VP of Innovation, VPC
- General Manager, Citicorp & Chiquita
- EY Entrepreneur of the Year Finalist

JOHNNIE GILES – EVP BO & Regulatory



- Partner, REDHawk
- VP, Cannabis NBDs, External Affairs
- Managing Partner, Blackstone UIC
- Senior Executive at AgFutures
- Director, Publishing, CA, VP of Business, Mary Kay, Inc. (2000-2008)

MONIKA PANDI – Sales Account Manager



- Regional Sales Manager @ Leaf Holdings, LLC
- Cannabis Retail Management
- Advanced Culinary Professional
- President of 100+ Food Promotions & Events

COMMITTED TO OUR VISION AND MISSION

K-ZEN
BEVERAGES

VISION

...to become the
#1 cannabis beverage company



MISSION

...to share the joy and benefits
of cannabis beverages
to all people

THAT BRINGS YEARS OF RELEVANT EXPERIENCE

K-ZEN
BEVERAGES

FOOD / BEVERAGE



BRAND MANAGEMENT



CATEGORY MANAGEMENT



MEDIA



REGULATORY



CANNABIS



GOALS & ASPIRATIONS

- Create a mission based organization to “share the joy and benefits of cannabis beverages to all people”
- Reach iconic status and become the standard bearer for the cannabis beverage category

“HOW TO WIN”

SUPERIOR PRODUCT

Consistent Dose-Appropriate Formula, Crave-able Flavors, Rapid Effects

BRAND & CATEGORY MANAGEMENT

Consumer Insights, Analytics, CPG Best Practices, Category Adoption Programs

DISTRIBUTION

Category Management with Retail and Online (Eaze)

STRATEGIC NETWORK

Strategic Partners

OUR INITIAL ASSESSMENT OF OPPORTUNITIES...

TYPE	CURRENTLY SOLD IN DISPENSARIES	FUTURE OPPORTUNITY IN DISPENSARIES	CROSSOVER APPEAL	SIZE OF MAINSTREAM MARKET	TECHNICAL FEASIBILITY	OVERALL ASSESSMENT
Soft Drinks & Coolers	●	●	●	●	●	● Phase 1
Sparkling Water	●	●	●	●	●	● Phase 1
Shots & Energy Drinks	●	●	●	●	●	● Phase 1
Juice & Juice Drinks	●	●	●	●	●	● Phase 2
Sports & Functional	●	●	●	●	●	● Phase 2
Tea and Coffee	●	●	●	●	●	● Phase 2
Alcoholic Drinks	●	●	●	●	●	● Phase 3

How appealing was the product?

SURVEY – (500+ Respondents)



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THAT WILL BE FUELED BY THE FUTURE GROWTH OF CANNABIS BEVERAGES

TODAY
<\$100MM



2022
+\$2B



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Molson Coors Bets on Pot With Cannabis-Drink Joint Venture

By Kristina Orlan

August 1, 2018, 2:00 AM PDT Updated on August 1, 2018, 11:07 AM PDT

- Partnership with Multigrainery will focus on Canadian market
- It is expected to be another deal of "brand-adding" moves



BUSINESS NEWS AUGUST 1, 2018 11:07 AM PDT 2 MONTHS AGO

Corona owner invests another \$4 billion in cannabis producer Canopy

Uday Sampath Kumar, Nicholas Samincher

VIEW READ

(Reuters) - Corona beer maker Constellation Brands (STZ.N) will infuse another \$4 billion into Canada's top cannabis producer Canopy Growth (WEED.TO), the biggest investment in the industry, to capitalize on booming demand for marijuana.

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Pepsi Slides After CFO Says Company Has No Plans for Cannabis



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- CMO, Earthbound Farm
- Director of Private Labels, Safeway
- Head of Marketing, Chiquita
- Brand Manager, Nestle and Clorox
- Investor Relations & Finance, Clorox

JOHNNIE GILES – EVP BD & Regulatory



- Partner RED/Raiju
- VP Comcast NBCU External Affairs
- Managing Partner Blacksquare LLC
- Senior Executive at AgeWave
- Chronicle Publishing Co (*VP of Government Affairs, Executive Director MAA*)

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- President at MPowered Promotions & Events

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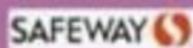
FOOD / BEVERAGE



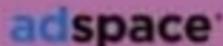
BRAND MANAGEMENT



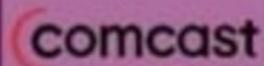
CATEGORY MANAGEMENT



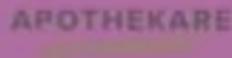
MEDIA



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LED TO THESE EARLY IDEAS



SPARKLING
WATER



COOLER /
SODA



SHOT /
CONCENTRATE

How appealing was the product?

SURVEY – (800+ Respondents)



CONSUMER INSIGHTS DRIVEN

- Leverage-able insights produce concepts with clear benefits and RTBs
- Positioning against most important needs and occasions
- Rapid prototyping approach (AB test and learn process)

BRAND BUILDING

- Consumer desireability and loyalty through compelling branding
- Signature elements to build iconic status
- Adoption language to create norms and conventions that build category

CATEGORY MANAGEMENT

- Retailer and consumer education
- Elevated retail experience
- Category insights and analytics



Partner with innovative co-pack manufacturers for speed to market and scalability

- Reliable sourcing
- Accurate dosing, stable and properly packaged beverages
- Licensed FDA compliant clean food & beverage manufacturing
- Multi-state footprint

“HOW TO WINS” – 5 P’S

PEOPLE - EXPERIENCED TEAM

PRODUCT - SUPERIOR TASTE, CONSISTENT EFFECTS, STRONG BRAND

PRODUCTION – DIVERSIFIED SUPPLY CHAIN AND CAPABILITIES

PLACEMENT - CATEGORY MANAGEMENT

PARTNERS - STRATEGIC ALLIANCES