



K-ZEN
BEVERAGES

The logo for K-ZEN BEVERAGES is contained within a yellow rectangular border with clipped corners. The text "K-ZEN" is in a bold, dark purple, sans-serif font, and "BEVERAGES" is in a bold, yellow, sans-serif font.



- 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
BEVERAGES

- Consumer, government and business trends leading to increased adoption and innovation
- \$146.4 billion by 2025 (vs. \$17 billion today)
- +35% CAGR



THAT WILL BE FUELED BY THE FUTURE GROWTH OF CANNABIS BEVERAGES

TODAY
<\$100MM



2022
+\$2B



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
BEVERAGES

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Molson Coors Bets on Pot With Cannabis-Drink Joint Venture

By Kristine Qaram

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

- Partnership with Hydrovotary will focus on Canadian market
- JV expected to be nothing short of trendsetting, sources



BUSINESS NEWS AUGUST 1, 2018 / 4:11 PM / 3 MONTHS AGO

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

Uday Sampath Kumar, Nichola Saminther

6 MIN 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



- 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, Crystal Geyser and Tejava Tea
- 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/Raiku
- VP Comcast NBCU External Affairs
- Managing Partner Blacksquare LLC
- Senior Executive at AgeWave
- Chronicle Publishing Co (*VP of Government Affairs, Executive Director M&A*)

SOON YU – Co CEO



- SME – Branding, Design & Innovation
- Best Selling Author: *Iconic Advantage*
- Global VP of Innovation, VFC
- General Manager, Clorox & Chiquita
- EY Entrepreneur of the Year Finalist

MOHINI PANDE – Sales Account Manager



- Regional Sales Manager at Leef Holdings, LLC
- Cannabis Retail Management
- Advanced Culinary Professional
- President at MPowered Promotions & Events

COMMITTED TO OUR VISION AND MISSION



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



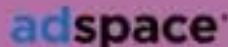
BRAND MANAGEMENT



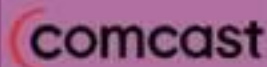
CATEGORY MANAGEMENT



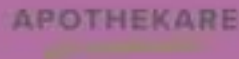
MEDIA



REGULATORY



CANNABIS



WE HAVE A WINNING STRATEGY TO DRIVE CATEGORY GROWTH



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 WINS"

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

LED TO THESE EARLY IDEAS



12 oz

**SPARKLING
WATER**



12 oz

**COOLER /
SODA**



2 oz

**SHOT /
CONCENTRATE**

How appealing was the product?

SURVEY – (800+ Respondents)



LEADING US TO BUILD STRONG BRANDS THROUGH CONSUMER INSIGHTS AND CATEGORY MANAGEMENT



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

WHICH WE WILL GO-TO-MARKET THROUGH STRATEGIC PARTNERSHIPS



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