

S M Á R I TM

INVESTOR OVERVIEW



YEARLY SUMMARY

	2019	2020	2021	2022	2023
Gross Revenue	358,914	819,095	4,122,056	10,933,334	21,866,669
Less: Trade Spend	(55,369)	(198,752)	(905,451)	(2,424,005)	(3,936,000)
Net Revenue	303,545	620,343	3,216,604	8,509,329	17,930,668
COGS	333,268	462,509	2,057,732	4,519,103	7,653,334
Gross Profit	(29,722)	157,834	1,158,873	3,990,226	10,277,334
Gross Margin	-10%	25%	36%	47%	57%
Expenses:					
G&A	249,531	338,670	368,217	447,206	717,227
Payroll	440,962	521,254	693,486	824,056	1,793,067
Sales & Marketing	297,727	758,841	1,387,722	3,344,959	5,020,587
Total Operating Expenses	988,220	1,618,765	2,449,425	4,616,221	7,530,881
Net Profit / Loss	(1,017,942)	(1,460,930)	(1,290,553)	(625,995)	2,746,454
Cash	275,604	(1,121,202)	(2,594,528)	(2,417,425)	329,029
Trade Spend of GM	-15%	-24%	-22%	-22%	-18%
Product Margins	7%	44%	50%	59%	65%
Revenue Growth %		128%	403%	165%	100%
Number of Stores	398	755	2669	4366	7789
Average Turns	1.3	2.85	4.18	6.12	7.54

*These are forward-looking figures that cannot be guaranteed.

SMÁRI™

Petaluma, CA
smarikaffi.com

ABOUT SMÁRI:

Smári, Inc. was founded by native Icelander, Smári Ásmundsson. He decided to combine his passion for food, his business education, and his Icelandic heritage to introduce the first organic Icelandic yogurt to the U.S. market.

Still focused on protein delivery, Smári then set his sights on the RTD beverage category. Like many other parents, he's always pressed for time. Coffee and a yogurt is his go-to breakfast – providing caffeine to kickstart the day and protein to keep it going. Smári Kaffi was inspired by this combination.

MARKET OPPORTUNITY:

The \$15.1 billion coffee category is projected to grow 22.7% through 2024 largely thanks to the trendsetting RTD (ready-to-drink) coffee segment. Innovation in the RTD coffee segment has contributed to its strong growth. In fact, RTD coffee continues to drive the category as the fastest growing segment, growing 31% in the last two years.

FUNDRAISING GOAL:

Seeking \$1M convertible note to fund growth, with a close date of 4/15/20.

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KAFFI ICELANDIC PROTEIN COFFEE

OUR PRODUCTS:



**NO rBST NO Soy NO Artificial sweeteners or colorings NO Antibiotics NO Hormones
NO Preservatives NO Carrageenan NO High fructose corn syrup**

PRODUCT ATTRIBUTES:

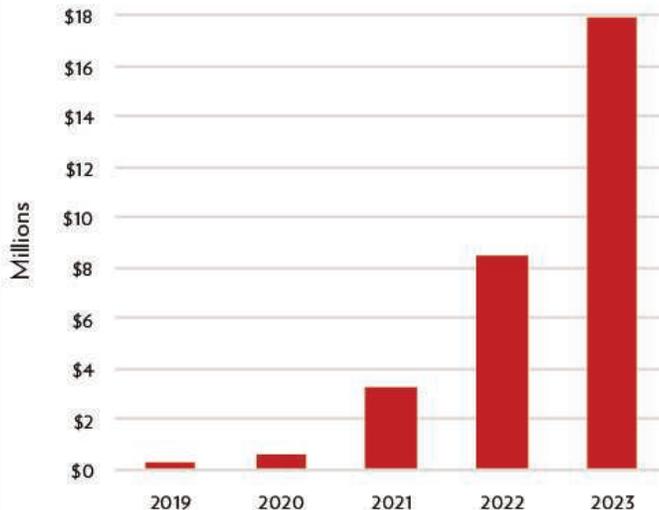
- Only 1-8g sugar per bottle
- High protein – 10g/Bottle
- High caffeine – 1.5+ cups of coffee equivalent
- Only 2g net carbs (in Keto Latte)
- Emerging, fast-growing category
- New addition to RTD coffee sets
- All natural and delicious
- Ready to drink
- Unique Icelandic protein coffee

While it's not scientifically proven to restore bravery, we think it certainly doesn't hurt.

LAUNCH HIGHLIGHTS:

Achieved placement in 398 stores within 6 months of launch.

NET REVENUE:



NATURAL/SPECIALTY:



CONVENTIONAL:



OUR LAWYERS MAKE US DO THIS...

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