

BEAST[®]



TINGLE SHAMPOO
Cleansing and Energizing

TEEN
More
Less
Waste

BEAST

16 FL OZ (473 mL)

Beast Brands, Inc.

Grooming & Personal Care Products

2022

Safe Harbor Disclaimer:

This presentation contains forward-looking statements that are subject to risks and uncertainties. All statements other than statements of historical fact included in this presentation are forward-looking statements. Forward-looking statements give our current expectations and projections relating to our financial condition, results of operations, plans, objectives, future performance and business. All forward-looking statements are subject to risks and uncertainties that may cause actual results to differ materially from those that we expected. Any forward-looking statement you see or hear during this presentation reflects our current views with respect to future events and is subject to these and other risks, uncertainties, and assumptions, and therefore are not guarantees of future performance. You are cautioned to not place undue reliance on such forward-looking statements because actual results may vary materially from those expressed or implied. All forward-looking statements are based on information available to Beast on this date and Beast assumes no obligation to, and expressly disclaims any obligation to, update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

The Beast Difference



We're dedicated to being planet-, animal-, and skin-friendly

Reducing plastic footprint while making sustainable, ethically sourced ingredients that are certified cruelty-free products



Botanical-rich scents you can really feel

Stimulating scents derived from all-natural, intense botanicals you can feel that are often tingly, always invigorating



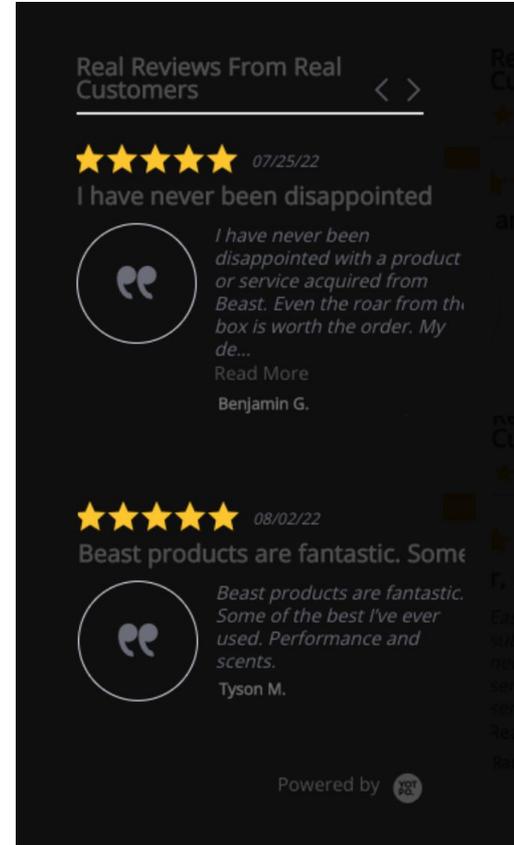
Natural ingredients with skin-comforting qualities

Award-winning products specially formulated for Beasts of all kinds, full of natural herbs, botanicals and tea extracts

KPI Highlights

- **\$9.27M** lifetime revenue
- \$2.5M trailing 12-month revenue
- **50,000+** total customers
- Net Promoter Score of 62
- 30k+ customers with high predicted lifetime revenue
- 32% of website revenue is recurring
- Amazon is a steady source of profitability
- Lifetime revenue and e-commerce conversion rate rising over time
- Over **4,000** retail partner stores added in 2022

12,700+ Positive Reviews



How We Win

Integrates customer loyalty, retail traction, and sustainable products

Loyalty

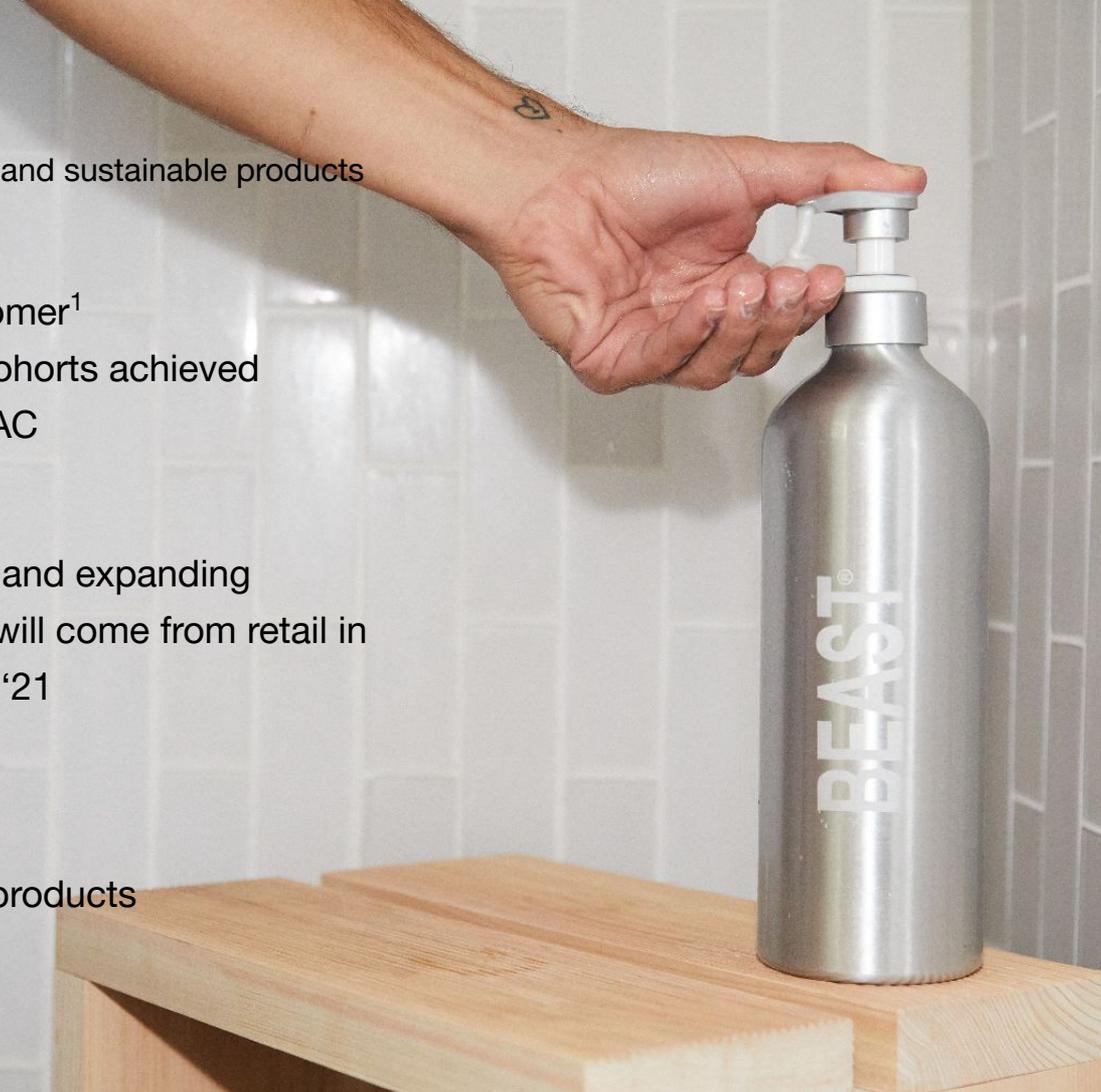
- **\$145** Average Revenue per Customer¹
- Returning and Loyal² customer cohorts achieved contribution profit in excess of CAC

Traction

- **4,000+** retail stores in 12 months and expanding
 - 52.4% of Projected Revenue will come from retail in FY'22, up from only 12.5% in '21

Sustainability

- 1% for the Planet member
- More sustainable, less plastic in products



1. Data from e-commerce application site

2. Returning defined as customers who order twice but no more than three orders, loyal defined as customers who place at least four orders

Loyalty by the Numbers



GROOM BOLDLY™

Strong repeat rate among all customer cohorts

61%¹ of customers made a second purchase in the last TTM

High in class NPS

62² Net Promoter Score well above Industry average of 43³

Achieved high satisfaction rates from customers

98% of customers are either Very Satisfied or Satisfied with our products⁴

High customer order rate among all cohorts

5.28x orders per customer among all customers⁵

1. Data from e-commerce website

2. As of Q2 2022

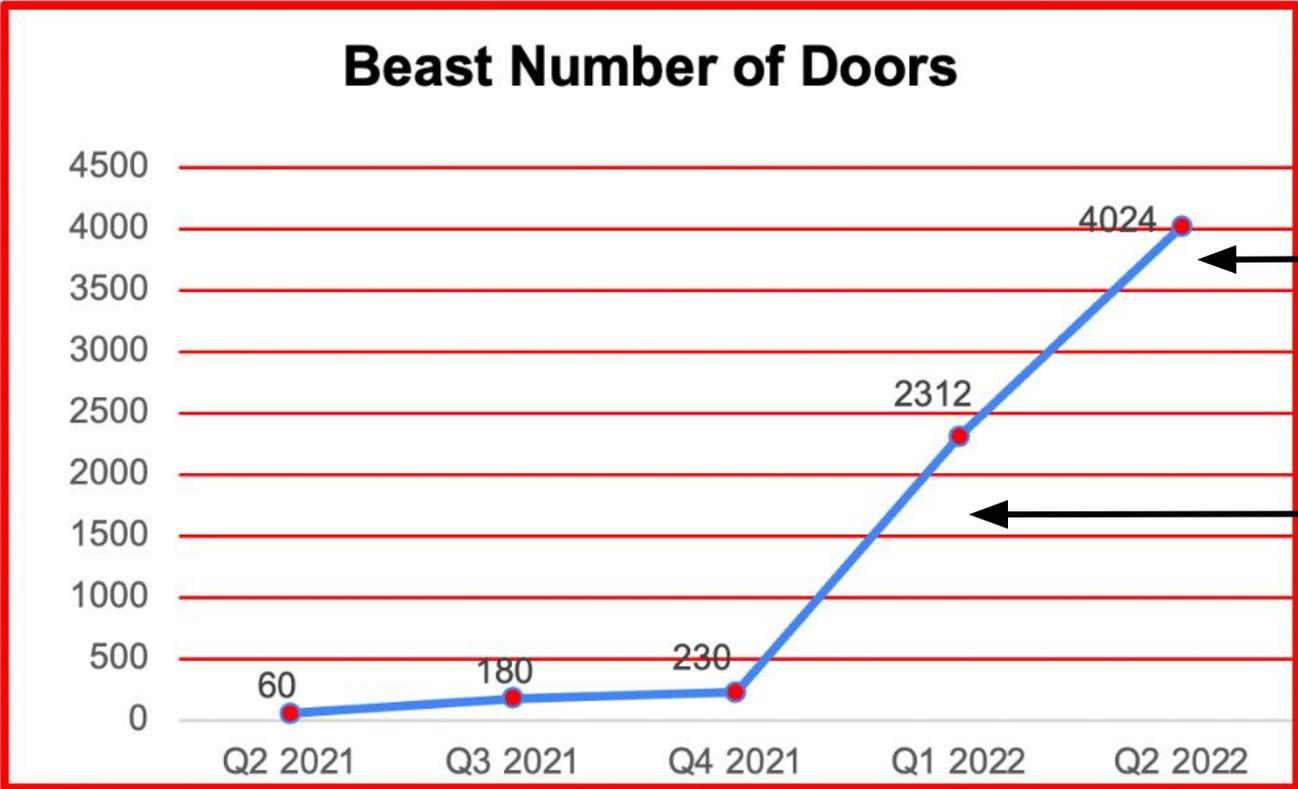
3. Data from SurveyMonkey.com

3. Data from Beast Customer Survey 2022

4. Data from e-commerce website cohort

Retail Strategy: EXPLOSIVE GROWTH!

4,000+ stores and growing!



74%



905%



Problem with the Industry



Source: Daniel Müller / Greenpeace



Source: Photograph: Paulo Oliveira/Alamy Stock Photo

Our Solution

Reduced Waste

9x

less space in a landfill

Reduced Carbon Footprint

80%

less plastic

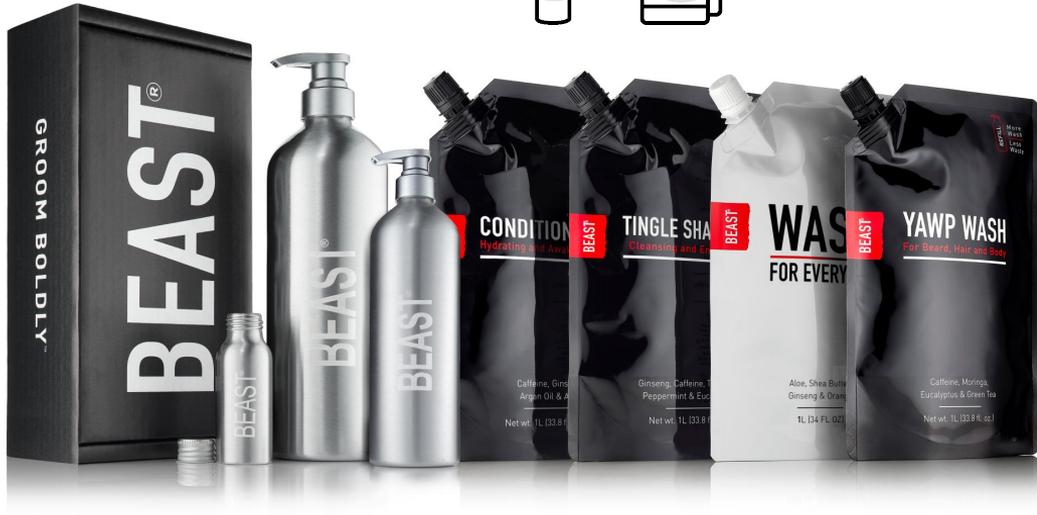
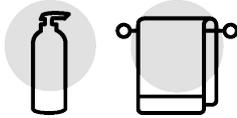
End of Life Reusability

Refillable



Top 3 Product Categories

Bottle + Shower



Face + Skin Care

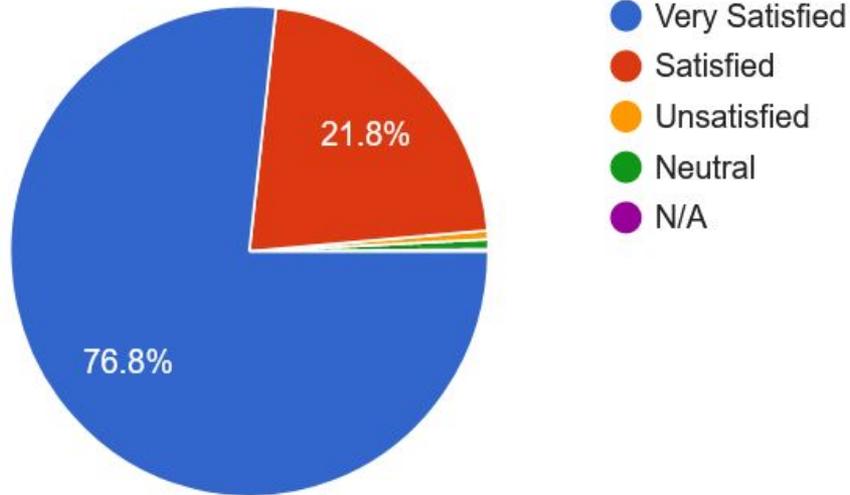


Beasts Are Happy Customers

98% Satisfaction Rate

How satisfied were you with our products?

1,387 responses



4.7/5 Average Stars by Users on YotPo Reviews



Great products and great concept.

Great products and great concept.
Love the scents and the refillable bottle is awesome.

John B.



Hydrating & Refreshing

Feels nice, mild tingle, hydrates & reduces friction greatly.

Thomas O.



Love it!

I love this shampoo! Its great quality, lasts me for 5/6 months and has a great smell and tingle to it!

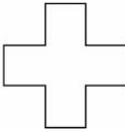
Amanda V.

Featured In

brobible

NEWBEAUTY®

SPY

WELL  GOOD

GMA

WWD

GQ

Men'sHealth

Forbes

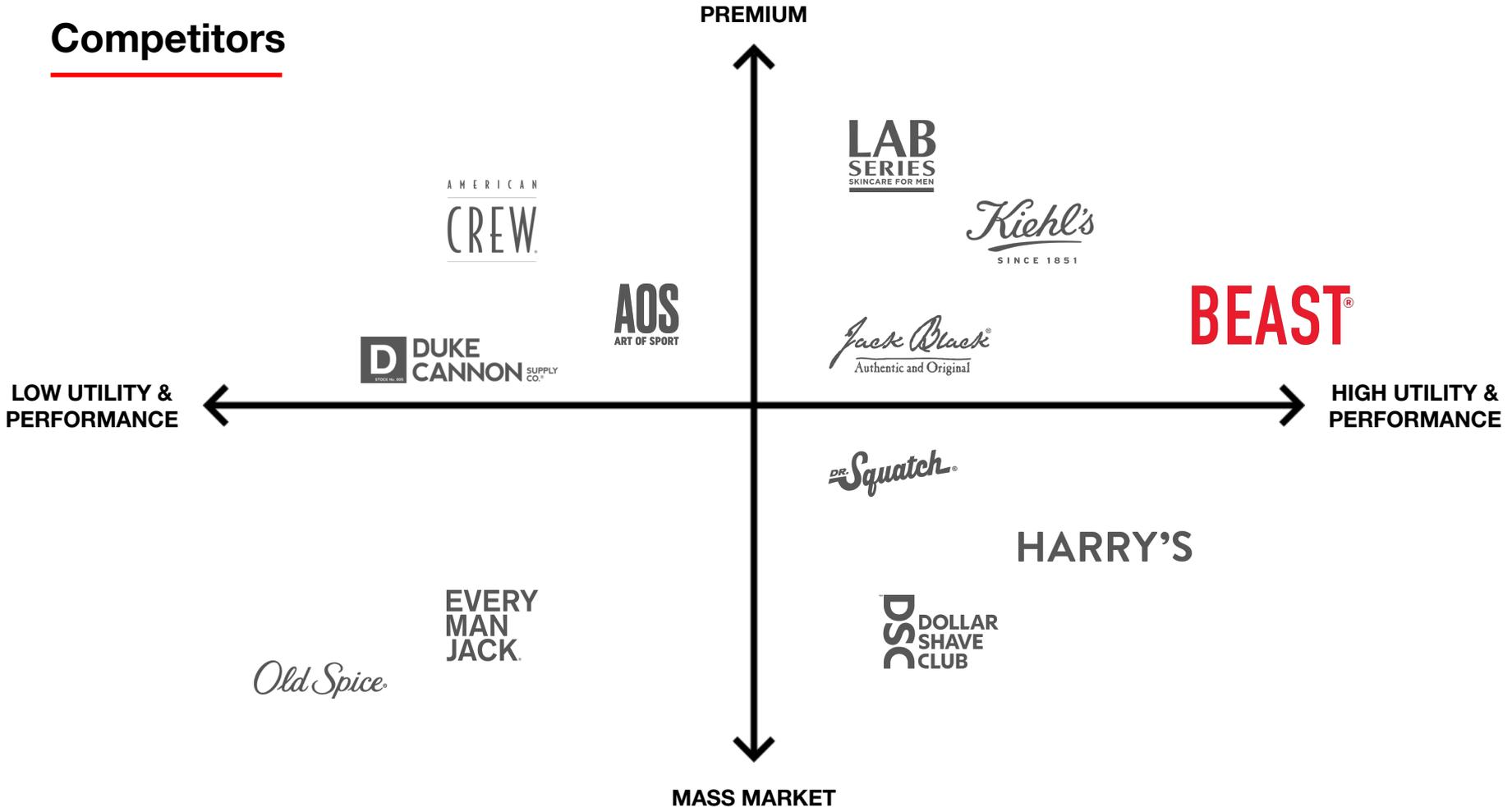
theCHIVE

Newsweek

 THE
MANUAL

yahoo!

Competitors



Market Opportunity

Win the emerging Consumer seeking a more premium & high performance body and hair care experience at an excellent value.

- Higher growth in Masstige Men's Grooming versus established mass brands
- Power of scent – 40% of men consider appealing fragrance a key factor in their personal care purchase decisions*
- Beast has premium ingredients, at better pricing than our competitors



Loyalty is Improving

- Customers are increasingly loyal with a 2.43 average email order count in Q3 2021, growing to 2.66 in Q2 2022.*
- Beast® AOC exceeds that of peer group median (Ecommerce, Health & Beauty industry) median by 63%*



* Klaviyo Benchmarks

Company Strategy



Where to Find Beast®

Great Clips®



BED BATH &
BEYOND®

JCPenney



URBAN
OUTFITTERS

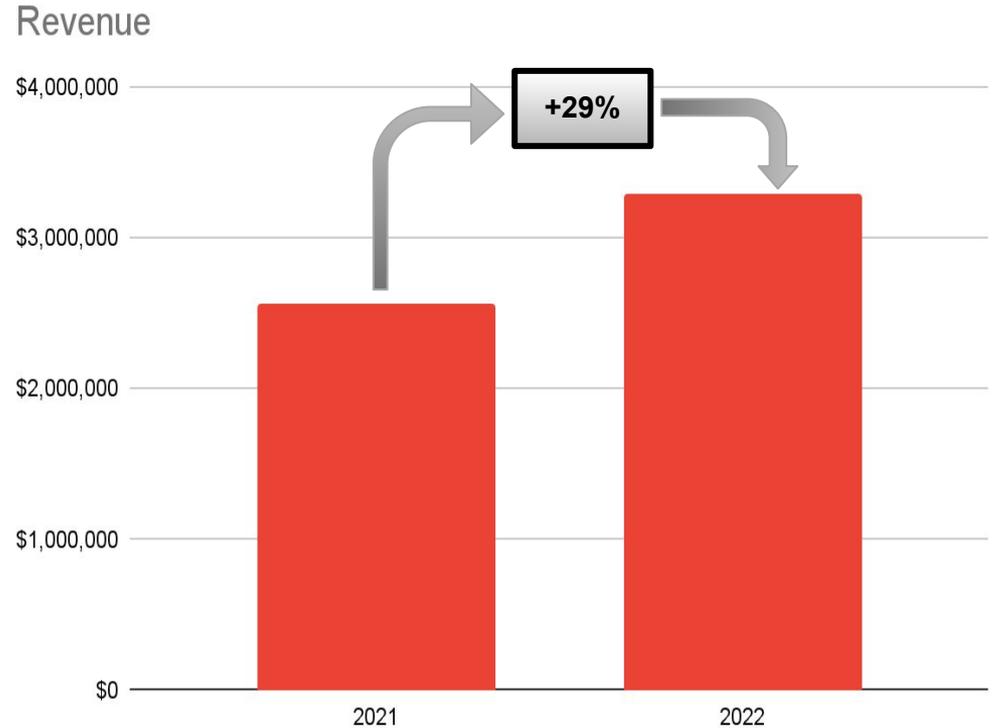




Financial Strategy

Financials

- \$3.29M Projected Revenue for FY'22
 - \$1.56M Projected Revenue from Retail Sales
- \$9.27MM in Lifetime Revenue
- Projected EBITDA positive by 2023



**Slide contains projections that are forward-looking statements. Please refer to slide 2 for important disclaimers and qualifications. Contact management for most current financial model. Forward looking projections and performance are estimates only and not guaranteed.*

Fundraise & Use of Funds

Estimated Use of Funds:

Wages & Salaries: 1%

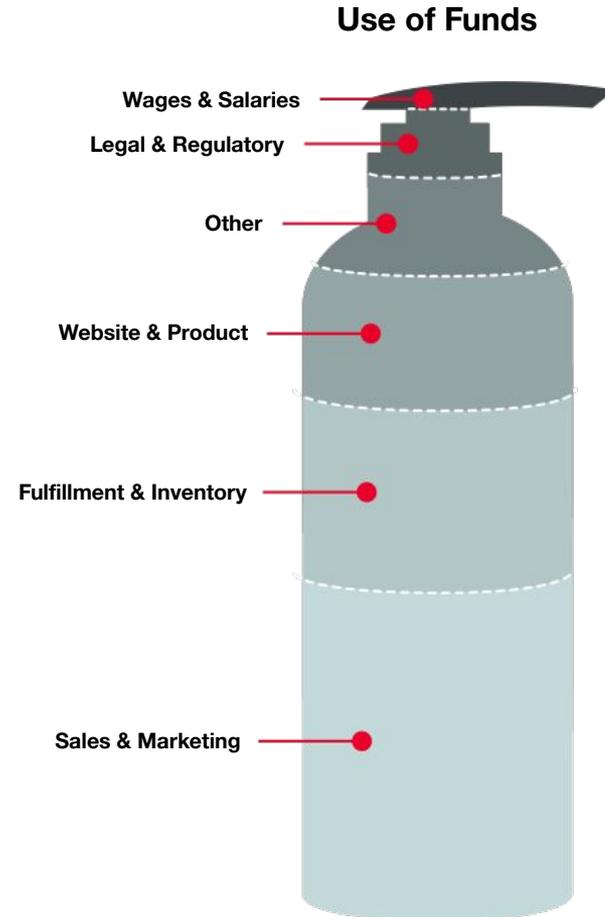
Legal & Regulatory: 5%

Other: 10%

Website & Product: 15%

Fulfillment & Inventory: 24%

Sales & Marketing: 45%



Meet the Founder



President and Founder John Cascarano has a passion for brands that make a statement, have a purpose, and reflect a sense of humor.

John received his Bachelor's degree at Duke University, where he was a founding member of Mental Floss. He attended law school at the University of Michigan and practiced law for five years before returning to startup life.

John built the online beauty product retailer Lock & Mane, which grew swiftly and sold in 2015. During his time there, he saw the opportunity to create Beast Brands, Inc.. While working on the early stages of Beast®, he served as E-Commerce Director for ABLE, a women's apparel and accessories retailer with the social mission of ending generational poverty; he helped nearly triple the company's online revenue in twelve months.

Team



CFO

Jack (Jackie) Rome, Jr.

Jackie has over 45 years of experience in all aspects of business enterprises, from “start-ups” to “well established, legacy” companies and in all phases of owning, operating and providing management consulting services to businesses in diversified segments.



Creative Director

Peter Miller

Peter has over a decade of visual design experience with a focus in packaging design, digital marketing and brand development. He has worked closely with Beast® in varying degrees since the brand's inception over 7 years ago.



Brand Ambassador

Jay Wilkison

Jay has almost two decades of retail branding, wholesale and distribution experience. In addition to working on Beast's brand strategy and serving as the face of Beast®, he has appeared in multiple TV shows, movies, and on Broadway.

Board

- **Mark Graffignini** - Partner at Callais Capital Ventures; experience in over 500 deals as VC attorney
- **Judy Sindecuse** - CEO/Managing Partner of Capital Innovators, a start-up accelerator based out of St. Louis, MO
- **Barton Howard** - Founder and CDO of Circle The Wagons, a group purchasing organization out of Houma, LA
- **Nicholas Callais** - Co-founder of Callais Capital Ventures; experienced investor in e-commerce and CPG brands

BEAST®

GROOM BOLDLY™



Shower



Shave



Style



Skin



Sets



Bottle

