

REJOY

Plant-based sports drink
infused with CBD

December 2020

drinkrejoy.com



DISCLAIMER

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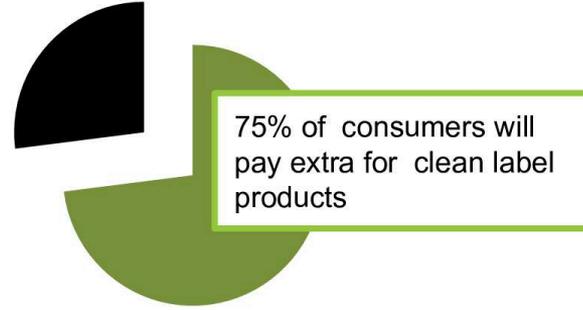
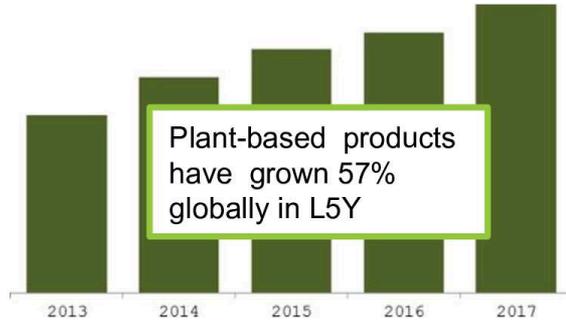
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**OUR DREAM AS ATHLETES IS TO
BRING THE CLEANEST, MOST
NATURAL & POWERFUL FUNCTIONAL
DRINKS TO OUR FELLOW ATHLETES.**

REJOY

ACTIVE LIFESTYLE CONSUMERS ARE DEMANDING NATURAL & CLEAN LABEL PRODUCTS



* MINTEL "Grocery Retailing US"

WHILE A BIG FAT CATEGORY, HEAVILY CRITICIZED FOR EXCESS SUGAR & ARTIFICIAL INGREDIENTS, IS RIPE FOR DISRUPTION ..



REJOY

A shirtless man with a beard is performing a kettlebell exercise in a gym. He is kneeling on a black mat, leaning forward with his right hand on the floor and his left hand holding a red kettlebell. He is wearing dark grey shorts. In the background, there are various gym machines, including treadmills and weight machines, and a person is visible working out. The gym has large windows and a modern, bright atmosphere.

**54 MN ADULTS WORK-
OUT REGULARLY IN THE
US BUT CAN'T FIND A
HEALTHY WAY TO
REHYDRATE & RECOVER**

REJOY

MORE THAN HALF USE OTC ANTI INFLAMMATORY & PAIN-RELIEVING MEDICATION



- every time / sports
- 1-2 times/week
- 2-3 times/month
- 1 per month
- less than monthly
- never

Source:

Veylinx. Quantitative study 10 - Major cities US 03/2019



REJOY

PROFESSIONAL ATHLETES ARE SHOWING THE WAY, USING **CBD** VIA SUBLINGUAL DROPS

USA Triathlon Becomes First-Ever U.S. National Governing Body to Form CBD Partnership, Aligns with Pure Spectrum CBD

Like 1.4K Tweet Email

BY USA TRIATHLON | OCT. 21, 2019, 6 A.M. (ET)

WIRED BUSINESS CULTURE GEAR IDEAS SCIENCE SECURITY TRANSPORTATION

CORONAVIRUS PAGE BY PAGE MASK HOW TO DEINFECT EVERYTHING HOME ESSENTIALS STATE LOCKDOWNS

DATA HUBBETZ SCIENCE 09.24.2019 07:00 AM

Lots of Athletes Say CBD Is a Better Painkiller.

There's almost no data on how the cannabis extract works in humans, but the sports world is embracing



The New York Times

Golfers Embrace CBD, Even as Its Gentility Is Questioned

PGA and Champions Tour players have been about using CBD to treat their ailments since removed from banned substances list in 2018



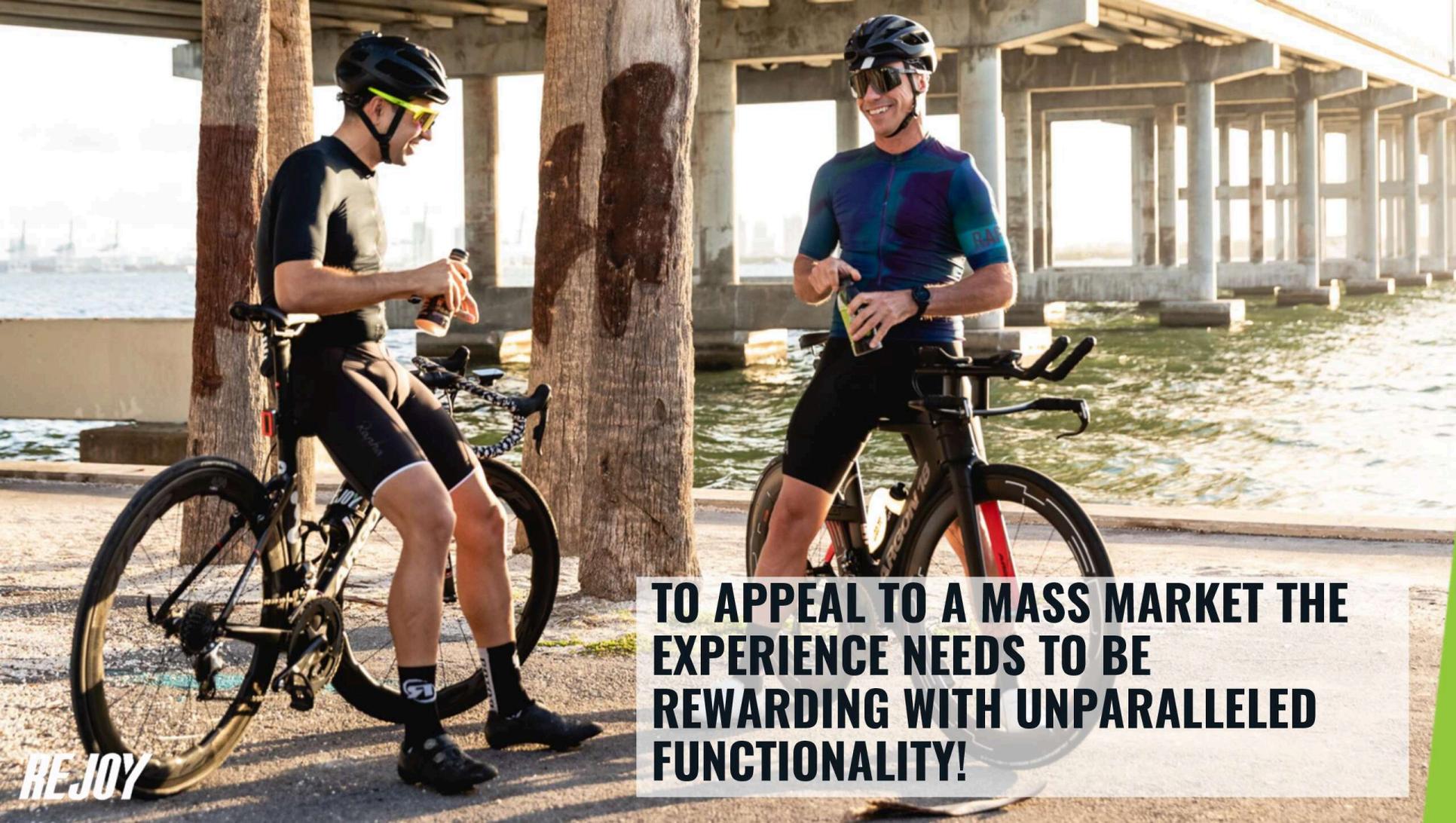
SBNATION

SPORTS IN THE AGE OF CANNABIS



**ATHLETES ARE
LEADING CANNABIS
INTO THE MAINSTREAM**

REJOY



TO APPEAL TO A MASS MARKET THE EXPERIENCE NEEDS TO BE REWARDING WITH UNPARALLELED FUNCTIONALITY!

REJOY

WE AIM TO SOLVE TWO KEY CONSUMER NEEDS

1. Rehydrate in a clean, natural and convenient way
2. Relieve pain and reduce inflammation without health risks

REJOY



INTRODUCING REJOY, THE FIRST EVER **PLANT-BASED SPORTS DRINK** **INFUSED WITH CBD**



Low cal natural **fruit juices** as source of carbs and great taste



Our favorite **plants & roots** for energy & electrolytes

CBD

20 Mg **Full Spectrum Organic CBD** as natural Anti-inflammatory and pain reliever



10X faster absorption than Oil



WITH THE **CLEANEST** AND **MOST NATURAL** OFFERING IN THE MARKET

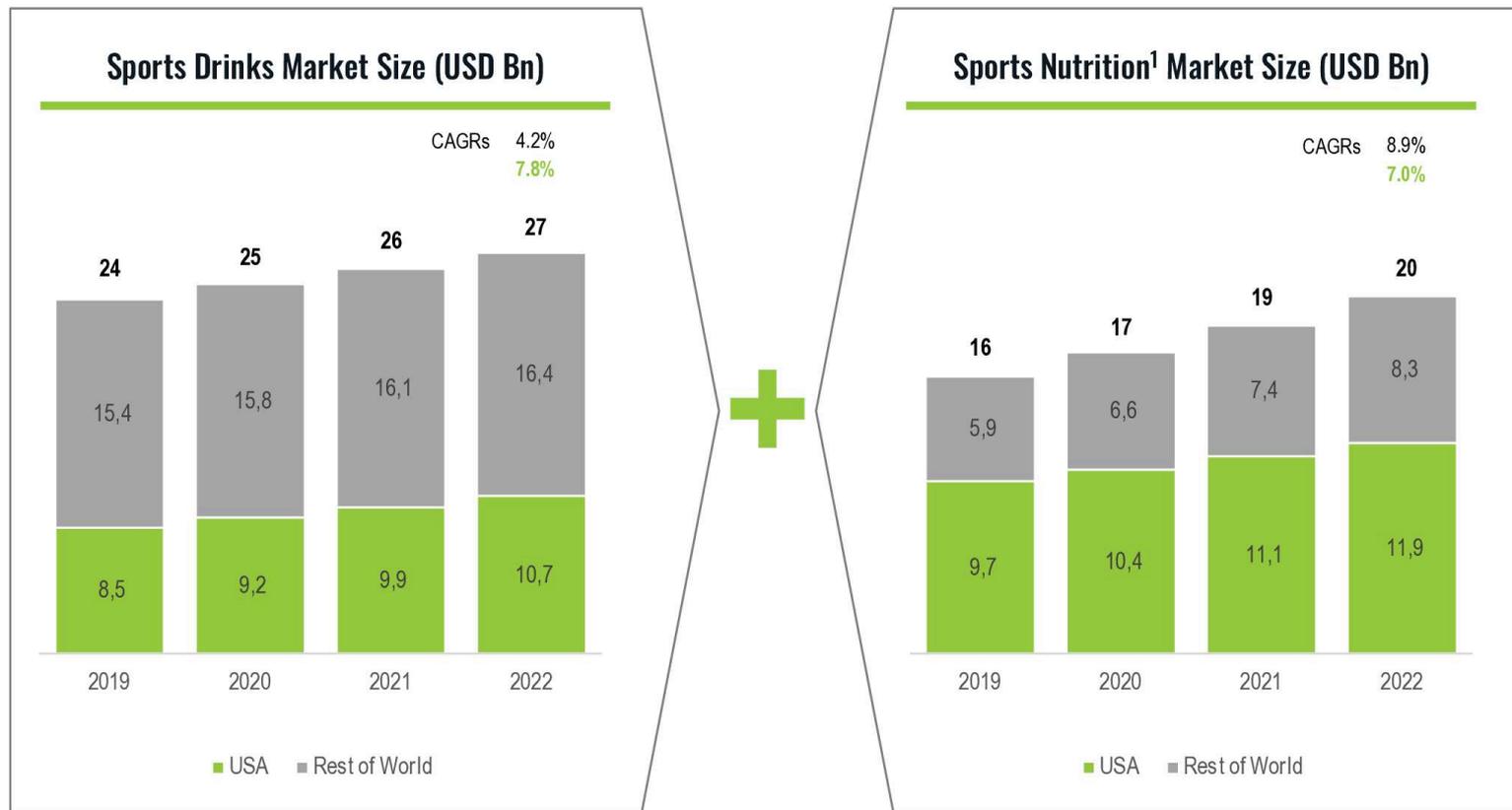
							
Price Point	\$4.99 16oz**	\$5.99 16oz	\$5.75 12oz	\$3.49 12oz	\$3.49 15oz	\$1.24 16oz	\$0.50 12oz
< 50 calories per serving	✓	✗	✓	✓	✗	✗	✗
< 10 ingredients	✓	✗	✗	✗	✗	✗	✗
Clean Label	✓	✗	✗	✓	✗	✗	✗
Vegan	✓	✓	✓	✓	✗	✓	✓
CDB dose per serving	20mg	20mg	25mg	20mg	✗	✗	✗

* classified & confidential, trade secrets contained

** new size to be launched end of 2020. Currently 16oz @ \$5.99

REJOY

MASSIVE MARKET OPPORTUNITY IN A GROWING INDUSTRY



Source: Euromonitor, Fortune Business Insights, Allied Market Research

¹ Food (protein & energy bars, etc.) and Supplements (powder, capsules/tablets, etc.)



AND A **CANNABIS DRINKS MARKET** EXPECTED TO GROW EXPONENTIALLY

- 1.** Global cannabis drinks market expected to triple to **USD 5.8Bn** by 2024
- 2.** **1 in 4** North Americans are interested in consuming cannabis-infused drinks
- 3.** Cannabis-infused drinks account for **25%** of rapidly growing cannabis consumer goods sector

PLAYERS BIG AND SMALL ALREADY WANTING TO GRAB A PIECE

Big CPG Players

Truss Beverage Co. - a joint venture between Molson Coors Canada and HEXO Corp. - reveals one of the widest portfolios of cannabis beverages for Canadians with five new brands

Aug 2020

Constellation Brands increases stake in Canopy Growth Corp

May 2020

Coors, Lagunitas Enter Colorado Cannabis Drink Market

Sep 2019

The big chill: CBD-infused ice cream coming to Ben & Jerry's

May 2019

Jefferies Expects CBD Beauty Market To Reach \$25 Billion In 10 Years

March 2019

Drinks Emerging Brands

Recess

Launched Oct. 2018
+4k accounts
Funding \$6.2m

SWEET
REASON
BEV CO.

Launched Dec. 2018
+200 stores in NY
Funding \$2.5m



Launched 2018
Funding \$6.5m

k-zen

Launched 2018
Funding \$5m

REJOY

AND A **WORLD CLASS TEAM** WITH EXTENSIVE INDUSTRY EXPERIENCE



**MARTIN
MORESCO**

Co-Founder & CEO
Former Global Commercial
Director at Danone
Amateur Triathlete



**DIEGO
BELBUSSI**

Co-Founder & CGO
Former Marketing VP at
Anheuser-Busch InBev



**RONNIE
SCHILDKNECHT**

Co-Founder & Advisor
Pro Triathlete
11X IM Champion



**SEBASTIAN
SANCHEZ**

Co-Founder & Advisor
Innovation & New Ventures
at Heineken
Amateur Triathlete



REJOY

PARTNERING WITH PROFESSIONAL ATHLETES TO BUILD CREDIBILITY AND OUR USER COMMUNITY

Ronnie Schildknecht

11X IronMan Champion

Co-Founder & Advisor



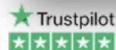
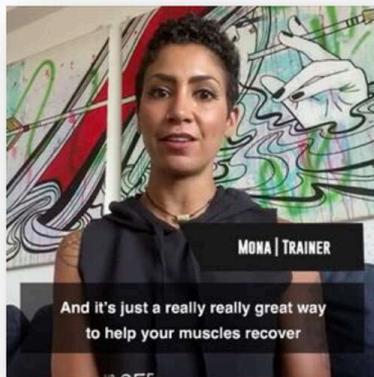
REJOY

SHOWING ENCOURAGING INITIAL RESULTS

- PRODUCT LAUNCHED IN JANUARY 2020 REACHING **+10K** CONSUMERS
- ALREADY PRESENT IN **+50** PHYSICAL STORES IN MIAMI AND ONLINE, WITH **~90%** REORDERING
- VERY POSITIVE CONSUMER FEEDBACK



"REJOY IS AWESOME BECAUSE IT COMBINES THE BENEFITS OF CBD AND REHYDRATION WITH A GREAT TASTE. SOMETIMES RECOVERY PROTOCOLS CAN BE TIME CONSUMING AND NOT ADAPTED TO REAL LIFE. REJOY IS DIFFERENT BECAUSE IT IS SO EASY AND ENJOYABLE"



"AFTER A 2+ HOURS TENNIS MATCH, REJOY REVITALIZES ME!!! I CAN FEEL AN IMMEDIATE SENSE OF RELAXATION"



"AFTER A WORKOUT I ALWAYS KEEP IT WITHIN ARM'S REACH, OH YEAH AND EACH REJOY RECOVERY ELIXIR CONTAINS 20MG OF FULL SPECTRUM HEMP EXTRACT! SO RELAX, HYDRATE AND CHILL WHILE YOU FEEL GOOD INSIDE OUT"

REJOY

MULTIPLE DRIVERS FOR SUSTAINABLE LONG-TERM GROWTH



** Non-exhaustive*

REJOY

PROGRESS TO-DATE & PLAN GOING FORWARD

2020 (Y1)

TESTING

Focus on KB & Miami

- Launch Product to market ✓
- Build Community: Athlete-2-Business ✓
- Build Online Presence on key digital platforms @drinkrejoy ✓
- Build Offline Presence: achieve distribution in 50 target high-end stores. ✓
- Launch Amazon
- Introduce new 12oz bottle @4.99 ✓

2021

EXPANSION

Focus on FL, TX and CA

- Expand Community of Ambassadors
- Develop Specialty Channel Sales: Vitamin Shoppe, The Feed, Sporting Goods, etc.
- Develop relationship with main groceries/convenience chains, targeting 1000 stores by end of year,
- Focus on Florida, Texas and California (top triathlon states)
- Scale Up winning online strategies

2022 ONWARDS

FULL SCALE

National coverage + New Products

- Engage top-tier sports Ambassadors
- Continue developing presence in main retailers achieving National Coverage
- Expand product line (powder, tablets, etc.)
- Scale Up winning online strategies

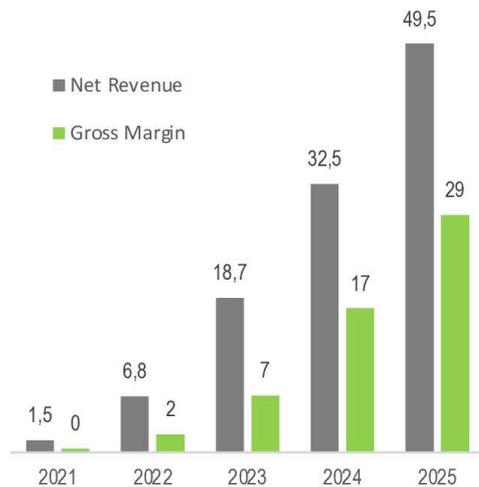
These projections are not guaranteed.



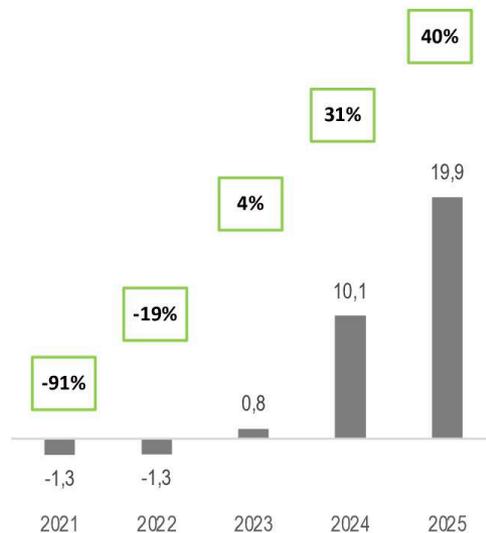
REJOY

FINANCIAL PROJECTIONS

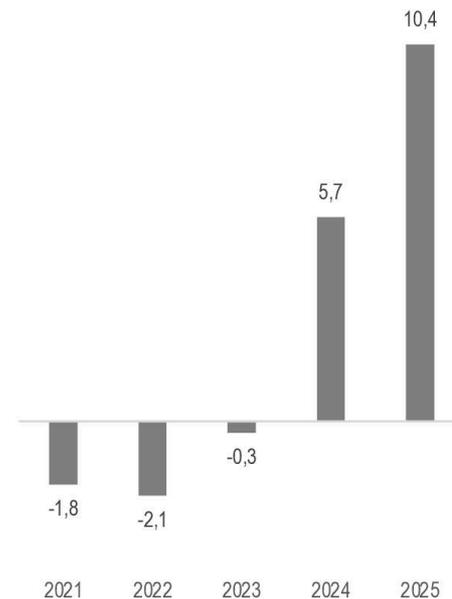
REVENUE & GROSS MARGIN



EBITDA (\$ and %)



CASH FLOW



* All figures in million USD. These projections are not guaranteed.

REJOY

INVESTMENT HIGHLIGHTS

- 1. Massive market opportunity**
- 2. Creating a new category of fast-acting cannabis-based products in a rapidly growing market with limited innovation**
- 3. A world class team with extensive industry experience**
- 4. Attractive economics and projected return on investment**

REJOY

DO IT AGAIN

