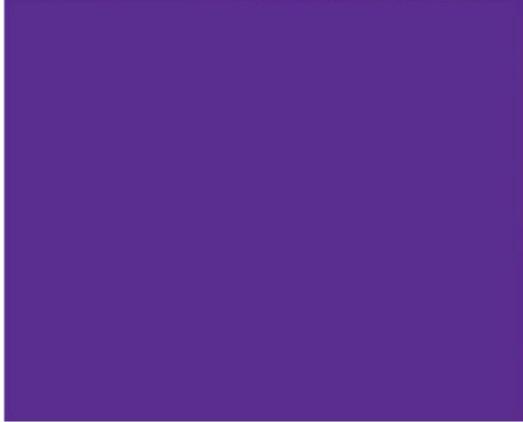




cubbo®  
FOR A FRESHER YOU



Want to drink one of these?



Without this:



CUBO®



## INTROJUICING CUBO

WATCH REAL USER VIDEO ON YOUTUBE!



- Single-serve CUBO®MACHINE makes FRESH and NATURAL beverages at the push of a button
- From ICE COLD to burning HOT, your choice
- Ready in a minute
- Self-cleaning system
- Frozen CUBO®POD technology for better preserving ingredients
- Household (B2C) & commercial versions (B2B)



Functional drinks



Lattes, Teas, Chocolate



Soups



Smoothies, Fruit Juices



Mocktails

cubo

## BUSINESS HIGHLIGHTS

### Your investment already in fruition

- **Previous rounds of financing - \$2.8M** – already invested in R&D immediately benefiting your investment
- **25+ patents** to protect your investment in USA, China, and Europe

### A wide audience

- Available Market: **\$45bn** for BtoB - **\$60bn** for BtoC
- Clear go to market strategy to optimize your investment:  
Step 1 = BtoB Sales to save on Marketing investment & scale sales organically
- Meet live with CUBO's existing Pilot BtoB customers

### Business development deals in progress

- Advanced discussion with a potential Co-packer
- Advanced discussions with a **key partner with 2,000 BtoB Clients** on his books - **\$13MM of potential sales** for CUBO



## REAL CLIENTS



“

From day one CUBO has proved to be a game changer in my restaurant. I can offer amazingly fresh drinks without any extra labor or training. This is pure revenues at no cost!

”

Mauro Yollera, owner of South End, Venice Beach



“

My Customers can now brunch with a Green Juice or a Cayenne Pepper Booster shot! The high quality and variety of CUBO's beverages is definitely on point!

”

Tropes Aubourg, owner of Atmosphere Cafe, Los Angeles



“

Finally! Every day I can enjoy a different smoothie on demand and don't have to drink my huge 40oz homemade batch over and over! And the best part? No messy prep and no cleaning :)

”

Ann Smith, CUBO Customer, Los Angeles



“

These countless mornings walking out the door to bring my 2 teens to school realizing I didn't have breakfast are now over! Thanks CUBO!

”

Patricia Contreras, CUBO Customer, Los Angeles

**cubo**

## BUSINESS MODEL

### Step 1 - B2B



**726K Restaurants/Coffee shops**

In USA

Penetration of 1% = 7,000 clients



**Free**

Machine is loaned

W/ Minimum Monthly Consumption



**300 Pods per month**

AVG Monthly Consumption



**1.95 USD/pod**

AVG \$ Price



**49MM USD**

Annual Recurring Revenue (ARR)



**40%**

Gross margin

### Step 2 - B2C



**58MM HOUSEHOLD**

WITH INCOME ABOVE 75,000 USD /YEAR

Penetration of 1% = 580k



**\$399**

Machine retail price



**15 Pods per month**

AVG Monthly Consumption



**2.99 USD/pod**

AVG \$ Price



**312MM USD**

Annual Recurring Revenue (ARR)



**70%**

Gross margin

**cubo**

## TEAM

### Nicolas Blatt (Founder and CHAIRMAN)

Serial entrepreneur with \$1bn+ in revenues. Mechanical engineer with a passion for solving big problems. Firm believer in XaaS (Everything as a Service). Consultant, board director and market disruptor expert.



### Grichka Frachisse (CEO)

MBA in Management & Masters in Financial Markets. Entrepreneur & Startup Advisor (Food, Logistics, Tech & Biomedical), Market Penetration, Growth, Finance. Main strengths: People's person AND getting things done / Always thinking out of the box. Weakness: Trying to analyse all possible scenarios gets tiring sometimes



### Olivier Rousselle (Executive Chef)

Executive Chef with a demonstrated history of management in the hospitality industry. Created multiple award winning products with his formulation expertise. Executive Sous Chef at Great Eastern Dining room & cook for members of the Royal family (Prince Charles, Queen Mother, ...)



### Denis Fonseca (Co-Founder and COO)

Electrical engineer, C-Level executive and entrepreneur. Passionate about turning ideas into successful products and services. Managed 1000's of people in manufacturing, R&D, logistics and call centers.



## ADVISORS

### Helio Waszyk (Scientific & Strategy Advisor)

40 years working in Nestle worldwide. Former Chairman and CEO Nestle India and Senior Vice President – Operations in Nestle South East Asia. Head of Nestle R&D Centers at the time of business and product development acceleration of the iconic encapsulated Nespresso. BSc Pharmacy and MSc Food Biochemistry



### Brad Zions (Strategy Advisor)

Experienced tech and hospitality investor and advisor to founders and CEOs. Lemonade Co-Founder and early investor in a range of disruptive, fast-growing startups including Clutter, Parachute Home, Jukin Media, PocketWatch, VidMob, Harri, Embrace, Obvious Wines and more.



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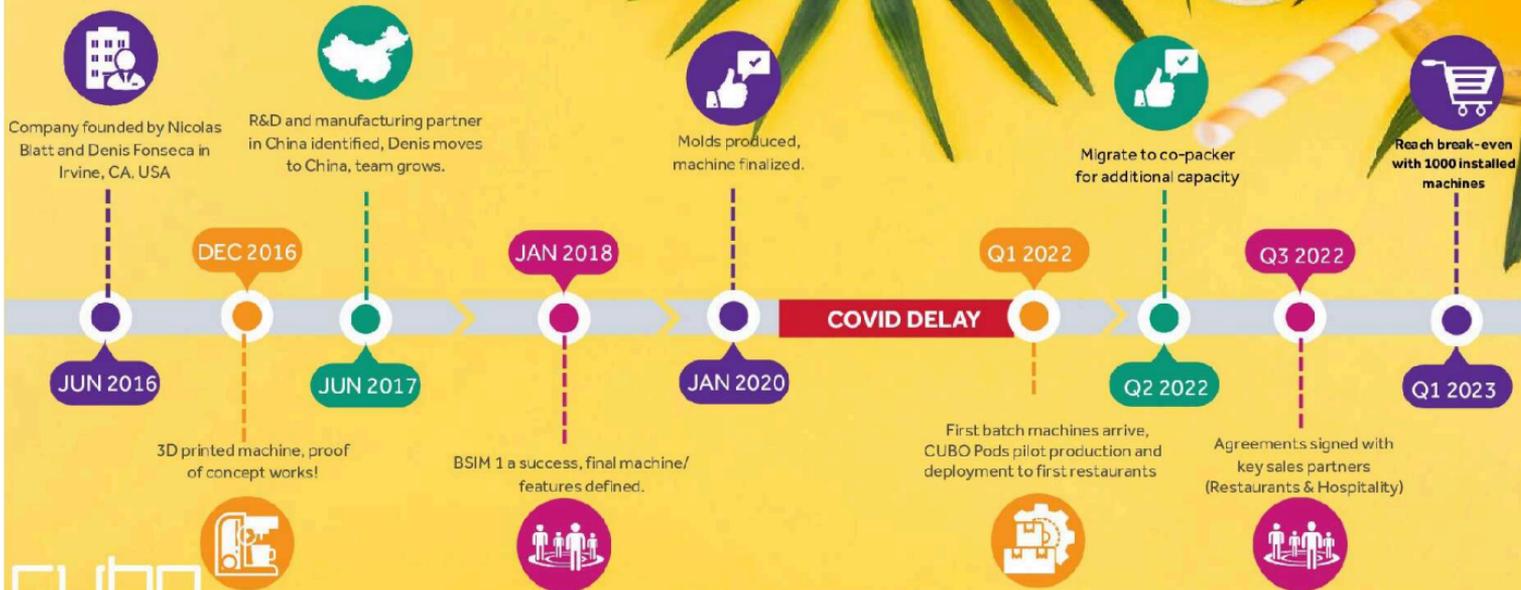
## TECHNOLOGY BEHIND IT ALL...

- Encrypted RFID on lid with CUBO@POD anti-counterfeit system
- QR Codes for interactivity and marketing campaigns
- Future-proof: Machine preparation is defined in Pod RFID
- Individualized screen Messages
- Big Data acquisition without internet connection
- Patented seal with embedded RFID and tear points
- Patented machine in US, Europe and CHINA
- Recyclable CUBO@POD

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# MILESTONES



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**cubbo**<sup>®</sup>

FOR A FRESHER YOU

For more information, please contact us at:

📞 Mobile: +1 (310) 467-4608

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🌐 [www.cubopods.com](http://www.cubopods.com)

The offering materials may contain forward-looking statements and information relating to, among other things, CUBO Beverages Inc. (hereby referred to as CUBO), its business plan and strategy, and its industry. These forward-looking statements are based on the beliefs of, assumptions made by, and information currently available to CUBO management, when used in the offering materials, the words "estimate," "project," "believe," "anticipate," "intend," "expect," "could," "might," "will" and similar expressions are intended to identify forward-looking statements. These statements reflect management's current views with respect to future events and are subject to risks and uncertainties that could cause CUBO actual results to differ materially from those contained in the forward-looking statements. Investors are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date on which they are made. CUBO does not undertake any obligation to revise or update these forward-looking statements to reflect events or circumstances after such date or to reflect the occurrence of unanticipated events.

Hola xxx,

Gracias por su tiempo y mucho gusto conocer-te! Justo escribia este email y llevo la licencia para operar CUBO!!!!

Anexado va a encontrar el business plan en excel. El archivo tiene todos nuestros números, entonces puede ser un poco overwhelming. Si tiene dudas, avisa-me. Estamos considerando USD1M de inversion en esta simulacion, que es suficiente para soportar el negocio hasta que llegemos al break-even. Aqui esta un vídeo de un influencer:

Las condiciones de inversion se encuentran en [www.wefunder.com/cubobeverages](http://www.wefunder.com/cubobeverages).

Ya hable con el team y ellos tienen disponibilidad semana que viene, di-me algunas opciones que te conviene (yo estare en Australia, probablemente el mejor horario sea de noche em BA.

Abzs,  
xxx

Oi Capra,

Espero lhe encontrar bem!

Desculpe a demora, porem tivemos uns hiccups com nossa plataforma de crowdfunding que atrasou todo o processo em algumas semanas. Finalmente resolvido and ready to go. Precisamos avançar na questão de advisory de supply chain. Marquemos outra reunião para isso? Seria interessante discutir com o Denis também, pois ele esta a frente de operações.

Abaixo um breve descritivo sobre a CUBO para que possa encaminhar aos seus contatos:

Ola, a CUBO foi fundada na California por Nicolas Blatt em 2016 com o objetivo de desenvolver uma maquina capaz de produzir sucos de altíssima qualidade baseado num sistema de capsulas de polpa congelada. Ao longo do desenvolvimento viu-se a necessidade de agregar outras bebidas e em sua versão final, a maquina aceita inúmeras opções, como, shakes, sopas, cafés, batidas, etc, quente ou frio. Estamos finalmente lancando na California neste mês e temos uma campanha de crowdfunding live no momento, onde encontrara todas as informações da empresa e as condições da rodada de investimento publico: [www.wefunder.com/cubobeverages](http://www.wefunder.com/cubobeverages)

Caso tenha alguma duvida, favor entrem em contato.

Xxx

Hi xxx,

CUBO focuses on Food Prep Automation. As you can see attached, after investing nearly \$3M & 2 years in R&D, we have come up with a machine that produces Juices/Smoothies on demand in under 2 minutes.

The CUBO machines placed in our pilot locations (B2B and B2C) are already receiving a lot of attention and we are getting good feedback.

Unlike Juicero, (lol), our product actually has strong added value and our proprietary pods are frozen to preserve the benefits of Fruits/Vegatables that compose them.

If/when your schedule permits, I would love to get on a call with you to get your feedback about it?

Thanks.

Kind regards,

Xxx



## Can you vouch for John Doe?

John has applied to raise funding for Company Name on Wefunder and provided your name as a personal reference.

| *Quote goes here*

Wefunder has raised hundreds of millions for startups that later went on to raise over \$5 billion in follow-on funding from venture capitalists.

Can you vouch for John?

VOUCH FOR JOHN

LEARN MORE

### About Wefunder

We help anyone invest as little as \$100 in the startups they believe in. We're also a Public Benefit Corporation with a mission to keep the American dream alive. We aim to help 20,000 founders get off the ground by 2029.

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Company Name is testing the waters to evaluate investor interest. No money or other consideration is being solicited; if sent, it will not be accepted. No offer to buy securities will be accepted. No part of the purchase price will be received until a Form C is filed and, then, only through Wefunder. Any indication of interest has no obligation or commitment of any kind.