Exhibit — Testing-the-Waters Communication #1

PROOF Hard Ice Cream (Liquorem Holdings LLC) · Email

From:	PROOF Hard Ice Cream [redacted]
To:	[redacted]
Sent:	Wednesday, September 2, 2026, 6:27 AM ET
Subject:	How a Kentucky recipe became the first Hard Ice Cream.
Preview text:	And why we want you to own a piece of it.

SHOP · [PROOF logo] · FIND US

[Header image (PROOF brand graphic)]

Hey Meg,

You signed up to hear about something we have wanted to do for a long time. Before we get to it, let us tell you where PROOF started.

It began with a family recipe from Kentucky and a question nobody had answered. Could you freeze real alcohol into real ice cream? Not infused or flavored, but actual spirits frozen right into the creamiest scoop you have ever had, at regulated levels. The two of us met in Columbia, South Carolina, became partners, and got to work. The experts said the science would not hold. We proved them wrong.

That is how the first Hard Ice Cream was born.

Since then PROOF has earned a loyal following and built a brand new category from the ground up. And the people who carried us here were not big investors. They were customers. People like you who tried a pint and then told everyone they knew.

So here is what we want to do. We are opening up the chance for our community to own a piece of PROOF through a Regulation Crowdfunding raise on Wefunder. You do not have to be wealthy or connected to back a brand you believe in. The people who love the ice cream can help own the company.

Over the next two emails we will show you where PROOF is today and where we are headed. For now, just know this. When the raise goes live, you will be the first to hear.

[redacted]

PROOF Hard Ice Cream, Columbia, SC. This email is for informational purposes only and is not an offer to sell or a solicitation of an offer to buy securities. Any offering will be made only through official channels. Investing in startups involves risk, including the possible loss of your entire investment. Must be 21+.

No longer want to receive our emails? Unsubscribe · © 2026 PROOF Hard Ice Cream · Must be 21 years of age or older. Please enjoy responsibly. [Social icons: Twitter, Facebook, Instagram]



Exhibit — Testing-the-Waters Communication #2

PROOF Hard Ice Cream (Liquorem Holdings LLC) · Email

From:	[redacted]
To:	
Sent:	Friday, September 4, 2026, 6:28 AM ET
Subject:	PROOF, by the numbers (the fun kind)
Preview text:	Flavors, freezers, and a moat nobody expected.

SHOP · [PROOF logo] · FIND US

[Header image (PROOF brand graphic)]

Hey [redacted]

Last time we told you how PROOF began. Now here is where it stands.

PROOF is real alcohol ice cream at 5% ABV, made by hand in South Carolina and regulated like the grown-up treat it is. You can find it in freezers across Florida, North Carolina, South Carolina and Wisconsin, with more states on the way. Every pint is one of six cocktail-inspired flavors, from Chocolate Espresso Martini to Sweet Caramel Old Fashioned.

Here is the part that gets us going. Selling frozen alcohol is hard. Every state has its own rules, and the cold chain is unforgiving. Most companies see that and walk away. We saw it and built a system around it. That difficulty is exactly what keeps the copycats out. It is a moat made of red tape, and nobody knows it better than we do.

We rebuilt the experience around it too. The packaging is the first shareable design of its kind, and the online store now ships pints to your door packed in dry ice.

None of this is theory. It is on shelves and in freezers right now. We are a female-founded brand that created a category and then figured out how to defend it.

More on where we go next in the final email.

[redacted]

PROOF Hard Ice Cream, Columbia, SC. This email is for informational purposes only and is not an offer to sell or a solicitation of an offer to buy securities. Any offering will be made only through official channels. Investing in startups involves risk, including the possible loss of your entire investment. Must be 21+.

No longer want to receive our emails? Unsubscribe · © 2026 PROOF Hard Ice Cream · Must be 21 years of age or older. Please enjoy responsibly. [Social icons: Twitter, Facebook, Instagram]

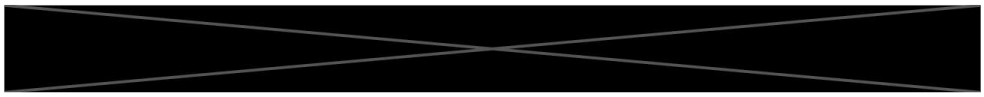


Exhibit — Testing-the-Waters Communication #3

PROOF Hard Ice Cream (Liquorem Holdings LLC) · Email

From:	
To:	
Sent:	Thursday, October 1, 2026, 11:45 AM ET
Subject:	A Grammy winner just joined the PROOF crew
Preview text:	October London tasted PROOF once. That's all it took.

[PROOF Hard Ice Cream logo]

A Grammy Winner Walks Into An Ice Cream Company (He Left As Our Chief Creative Advisor)

October London tasted PROOF once. That's all it took.

[Image: October London holding a pint of PROOF Hard Ice Cream]

We've got news, and we're a little giddy about it. (Okay, a lot giddy.)

Grammy-winning R&B artist October London is officially PROOF's Chief Creative Advisor.

How It Happened

October heard about us through a friend in Snoop Dogg's circle. One spoonful later, he was in. This is a man known to sip fine bourbon between songs onstage, so spirits meeting dessert? Right in his lane.

Hometown Show, Hometown Scoops

Before his Sept. 4 headline set at Townhall Auditorium here in Columbia, we served PROOF to a 21+ VIP crowd. Our backyard, our pints, and a room full of brand new fans.

What's Next

October is already working PROOF into his music, plus TV and film projects through his production company. Keep your eyes (and your freezer) open.

"It was a home run after tasting it the first time."

OCTOBER LONDON, CHIEF CREATIVE ADVISOR

READ THE STORY



Or skip the reading and find a pint near you.

The Crew Keeps Growing. Want In?

October's in. Now it's your turn. We're opening the chance for our community to own a piece of PROOF through a Regulation Crowdfunding raise on Wefunder. Get on the list and you'll hear the moment it opens. No money. No commitment. Just first in line.

BE FIRST IN LINE

Button links to: https://liquorem-holdings-llc.myklpages.com/l/VCGgvm

Stay cool,

The PROOF Crew

DESSERT WITH SPIRIT · COLUMBIA, SC

P.S. *Six flavors, 10 proof each, and now a Grammy winner's seal of approval. If you haven't tried the Chocolate Cherry Manhattan yet, consider this your sign.*

PROOFHARDICECREAM.COM

PROOF Hard Ice Cream · Columbia, South Carolina. This is not an offer to sell or a solicitation of an offer to buy securities. No money or other consideration is being solicited, and if sent, will not be accepted. This communication is for informational purposes only. An indication of interest involves no obligation or commitment of any kind. Must be 21 or older to participate.

[Badge: 21+ TO PARTICIPATE] · Unsubscribe



Exhibit — Testing-the-Waters Communication #4

PROOF Hard Ice Cream (Liquorem Holdings LLC) · Email

From:	[redacted]
To:	
Sent:	Tuesday, October 13, 2026, 3:22 PM ET
Subject:	October London is in. Are you?

[PROOF logo]

[Image: October London holding a pint of PROOF Hard Ice Cream]

Grammy winner October London joins PROOF

[redacted]

Some news we've been waiting to share: Grammy-winning R&B artist October London is expanding his creative portfolio through a new partnership with PROOF, taking on the role of Chief Creative Advisor for the collaboration, and he's an investor too.

He fell for the same thing you did: real cocktail flavor in ultra-premium ice cream, at 5% ABV. Chocolate Espresso Martini. Sweet Caramel Old Fashioned. And now we are expanding in Food Lion, Winn-Dixie, and several other great chains.

We're getting ready to open PROOF's community round. You can reserve your spot now. It's free, takes two minutes, and doesn't commit you to anything. No money is being accepted and no sales will be made until our Form C is filed, and only through Wefunder. A reservation is not a commitment.

[redacted]

Reserve my spot

Button links to: https://wefunder.com/proof.hard.ice.cream

PROOF Hard Ice Cream is testing the waters to gauge investor interest in an offering under Regulation Crowdfunding. No money or other consideration is being solicited, and if sent in response, will not be accepted. No offer to buy securities will be accepted and no part of the purchase price will be received until a Form C is filed, and only through Wefunder. A reservation involves no obligation or commitment of any kind.

Liquorem Holdings LLC · 151 Powell Road Suite 115 Columbia, South Carolina 29203 · Unsubscribe

Exhibit — Testing-the-Waters Communication #5

PROOF Hard Ice Cream (Liquorem Holdings LLC) · Email

From:	[redacted]
To:	
Sent:	Saturday, October 17, 2026, 7:07 AM ET
Subject:	How do you freeze a cocktail?

[Header image (PROOF product photo)]

How do you freeze a cocktail?

[redacted]

As PROOF's co-founder and Executive Chairman, I'm often asked what drew me away from the high-tech industry and into the ice cream business. The short answer is the proprietary technology behind this amazing product.

Alcohol does not freeze at ice cream temperatures. Mixing alcohol with ice cream leads to a slushy, icy soup. Even incorporating alcohol during the production of the ice cream doesn't solve the problem. Alcohol molecules are about one seventh the mass of sugar molecules. Gram for gram, alcohol lowers the freezing point of ice cream and disrupts the proteins and fat that hold the emulsion together. That's why the bourbon-in-the-churn ice cream Jenn grew up with in Eastern Kentucky was something you made at home and ate right away, not something you could buy.

The solution: we spent years working on **a proprietary dairy-mix formulation that binds the individual alcohol molecules**, so every scoop stays smooth and creamy at 5% ABV.

Today we make it ourselves in South Carolina: Chocolate Espresso Martini, Sweet Caramel Old Fashioned, Strawberry Daiquiri Spritz, and more. Our VP of Production, Cassandra Sanchez, brings 28+ years in food and beverage production to every batch.

We're getting ready to open PROOF to the people who love it. If you haven't yet, reserve a spot on Wefunder so you hear first when we launch. If you already reserved: thank you. And if you have a question about how PROOF is made, just hit reply.

No money is being accepted and no sales will be made until our Form C is filed, and only through Wefunder. A reservation is not a commitment.

[redacted]

Reserve a spot

Button links to: https://wefunder.com/proof.hard.ice.cream

PROOF contains alcohol: 21+ only, please enjoy responsibly. PROOF Hard Ice Cream is testing the waters to gauge interest in an offering under Regulation Crowdfunding. No money or other consideration is being solicited, and if sent in response, will not be accepted. No offer to buy the securities can be accepted and no part of the purchase price can be received until the offering statement is filed and only through an intermediary's platform. A person's indication of interest involves no obligation or commitment of any kind.

Liquorem Holdings LLC · 151 Powell Road Suite 115 Columbia, South Carolina 29203 · Unsubscribe



Exhibit — Testing-the-Waters Communication #6

PROOF Hard Ice Cream (Liquorem Holdings LLC) · Email

From:	[redacted]
To:	
Sent:	Tuesday, October 20, 2026, 11:06 AM ET
Subject:	Bourbon in the ice cream churn

How PROOF started

[redacted]

I grew up in Eastern Kentucky, where families added a splash of bourbon to hand-cranked ice cream. That's where PROOF really started.

Years later, at taste demos in South Carolina bars, people kept asking the same thing: **“Where can I buy this?”** So my co-founder Dirk Brown, a Cornell PhD in materials science, and I set out to solve the food science of real spirits in real ice cream.

Today that's PROOF: **5% ABV cocktail-inspired ice cream**, like Chocolate Espresso Martini, Sweet Caramel Old Fashioned and Strawberry Daiquiri Spritz.

We're getting ready to open PROOF to the people who love it. If you haven't yet, you can reserve a spot on Wefunder so you hear first when we launch. If you already reserved: thank you.

No money is being accepted and no sales will be made until our Form C is filed, and only through Wefunder. A reservation is not a commitment.

[redacted]

Reserve a spot

Button links to: https://wefunder.com/proof.hard.ice.cream

No money or other consideration is being solicited, and if sent in response, will not be accepted. No offer to buy the securities can be accepted and no part of the purchase price can be received until the offering statement is filed and only through an intermediary's platform. A person's indication of interest involves no obligation or commitment of any kind.

Liquorem Holdings LLC · 151 Powell Road Suite 115 Columbia, South Carolina 29203 · Unsubscribe

Other links in this email: reserve a spot on Wefunder → https://wefunder.com/proof.hard.ice.cream