

# INVESTOR PRESENTATION

## Aug 2024

**SALT**<sup>TM</sup>  
100% AGAVE TEQUILA

**COPA**  
**DI**  
**VINO**  
PREMIUM WINE

**PULPOLOCO**  
**SANGRIA**

**TAPOUT**  


 **SPLASH**<sup>TM</sup>  
BEVERAGE GROUP



# FORWARD-LOOKING STATEMENTS

This presentation contains forward-looking statements. Forward-looking statements give our current expectations or forecasts of future events. You can identify these statements by the fact that they do not relate strictly to historical or current facts. Forward-looking statements involve risks and uncertainties and include statements regarding, among other things, our projected revenue growth and profitability, our growth strategies and opportunity, anticipated trends in our market and our anticipated needs for working capital. They are generally identifiable by use of the words “may,” “will,” “should,” “anticipate,” “estimate,” “plans,” “potential,” “projects,” “continuing,” “ongoing,” “expects,” “management believes,” “we believe,” “we intend” or the negative of these words or other variations on these words or comparable terminology.

Additional examples of forward-looking statements in this presentation include, but are not limited to, our expectations regarding our business strategy, business prospects, the market in which we operate, operating results, operating expenses, working capital, liquidity and capital expenditure requirements. Important assumptions relating to the forward-looking statements include, among others, assumptions regarding demand for our products, the cost, terms and availability of components, pricing levels, the timing and cost of capital expenditures, competitive conditions and general economic conditions. These statements are based on our management’s expectations, beliefs and assumptions concerning future events affecting us, which in turn are based on currently available information. These assumptions could prove inaccurate. Although we believe that the estimates and projections reflected in the forward-looking statements are reasonable, our expectations may prove to be incorrect.

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*The Company's strategy is to rapidly develop new brands as well as acquire and accelerate preexisting brands that have high visibility or are innovators in their respective categories.*



Splash Beverage Group (NYSE American: **SBEV**) owns a growing portfolio of successful alcoholic and non-alcoholic beverage brands. The Company is led by a management team that has built and managed some of the top brands in the beverage industry and led sales from product launch into the billions with brands including RedBull, Gallo, Bacardi, Muscle Milk, Jones Soda, Sparkling Ice, Sweet Leaf Tea and Diageo.



# THE LEADERSHIP TEAM



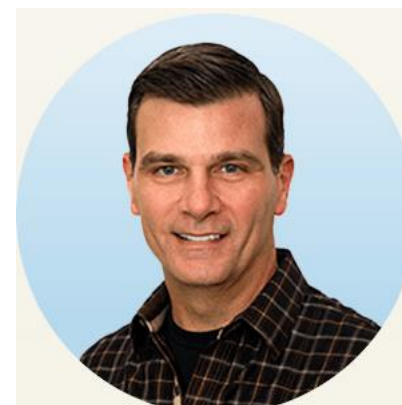
**Robert Nistico**  
*Chief Executive  
Officer &  
Managing  
Partn//er*

- 27 years experience in the Beverage Industry
- Executive management experience in all 3 Tiers of Beverage system; sales, marketing, distribution and brand development for beer, wine, spirits and nonalcoholic beverages
- 5th Employee at **Red Bull** North America; SR Vice President & General Manager for 10+ Years; **took annual revenue from \$0 to \$1.6 Billion**
- Most recently President & CEO of **Marley Beverages**, **led company from \$0 to \$40 Million in annual revenue in 3 years**



**Julius Ivancsits**  
*Chief Financial  
Officer*

- Mr. Ivancsits is a career finance and accounting professional with proven success scaling Public & PE-backed companies in both CPG and B2B companies
- Prior to joining the Splash, Mr. Ivancsits was Chief Financial Officer of Hexo Corporation **successfully selling the company to Tilray Brands** last summer. In addition, he has served as CFO at Goba Capital, Alpha Measurement Solutions, and Be Green Packaging along with long multiple roles at CPKelco with progressively increasing experience. Mr. Ivancsits has a BS in Business from Eastern Illinois University.



**William Meissner**  
*Sales President &  
CMO*

- 20 Years of leadership, sales and marketing experience in clean-label and functional Consumer Packaged Goods
- CEO of Sweet Leaf & Tradewinds Tea, CEO of Genesis Today (a VMS category leader), CEO of Tazza Pronto/Distant Lands Coffee, CEO of Jones Soda, President of Talking Rain, CMO of Fuze/NOS Beverage (Coca-Cola), Brand Director SoBe Beverages (PepsiCo), Nutritional Category Manager Tetra Pak
- Proven brand builder with experience growing consumer products with both large and limited budgets; Has **taken multiple consumer brands from conception to +\$100mm in revenue**



**Sanjeev Javia**  
*Nutritional Scientist  
& Product  
Development*

- Sports Nutrition & Fitness Industry Expert
- Written 600+ nutritional plans for professional athletes, Olympic Gold Medalists, AD's and strength & conditioning coaches
- **Client list includes Super Bowl MVPs: Tom Brady & Kurt Warner**, World Series Champions: Curt Schilling & Randy Johnson, Stanley Cup Champions, PGA Players, Green Bay Packers, Red Sox & Denver Nuggets
- Mr. Javia provides a unique advantage that Splash expects to leverage and communicate at a time we deem proper

# INVESTMENT HIGHLIGHTS

## Management Team & Board are Leaders in the Beverage Industry

- Over 120 years of combined experience in the beverage industry
- Brands managed by executives include: RedBull, Gallo, Diageo, Bacardi, Sweet Leaf Tea, Jones Soda, Sparkling Ice, Coca-Cola, FUZE/NOS, PepsiCo, SoBe, Muscle Milk, Bob Marley Beverages
- Board of Directors from companies such as RedBull, DIAGEO, Bacardi, Nestlé, Coke, Miller Coors

## Robust Distribution in Place and Growing

- Products are on retail shelves in multiple channels
- Chains are coming aboard quickly due to management's past relationships and brands' marketing reach
- DSD Distributors (Budweiser, etc.), Broad-liners (McLain, Cormark, KEHE, UNFI) all in place
- Geographic depth and breadth increasing in U.S. and internationally

## Preexisting Brand Awareness & Pure Innovation

- Business model requires preexisting brand awareness and / or pure innovation when acquiring new brands
- Preexisting Awareness: TapouT has 23 years of brand awareness.
- Innovation: SALT Naturally Flavored Tequila believed to be the 1<sup>st</sup> 100% Agave, 80 Proof line of flavored Tequilas
- Impact of flavors on Rum, Vodka, even brown spirits have been significant . . . Tequila is next

## Industry Growth Opportunities / Timing & Acquisition

- In the last 10 years, Tequila Volume has grown by 72%
- 10x Growth of Flavored Spirits vs. Unflavored and 110% growth on "pure spirits" – single malt / barrel brown spirits and 100% agave tequilas
- Functional Beverages have grown 32% in the last 5 years
- Acquisition strategy underway

# CURRENT BRAND LINE UP

*Portfolio maximizes manufacturing & distribution efficiencies and minimizes risk over multiple channels*



TapouT Performance Drinks



Building Lifestyle Brand

SALT Naturally Flavored Tequila



Believed to be the First Flavored Hand Crafted  
100% Agave 80-proof Tequila

Copa di Vino



Single Serve Varietal Wine by the Glass  
"Born" on Shark Tank

Pulpoloco



Flavored Sangrias from Spain packaged in Eco-Friendly Biodegradable Paper Cans



# GROWTH DRIVERS

In its infancy, SBG has developed powerful and active growth drivers:

## Chain Relationships:

- In a few short years SBG has established a foot-in-the-door with several of the larger retailers in the US. SBG has a brand in test or early distribution with:
  - Ralphs (Kroger)
  - Am/Pm
  - Walgreens
  - HyVee
  - Walmart
  - 7-Eleven
  - Circle K
  - Save Mart
- SBG has invested in a chain team of 3 experienced and accomplished national account salespeople, whose responsibilities are to introduce and manage Splash brands with the larger store-count retail operators.

## Powerful Distribution Partners:

- SBG has been able to attract the top distributors in the beverage industry. The network is overwhelming comprised of AB InBev and Miller-Coors wholesalers.
- SBGs most advanced brand has a near national footprint. Copa di Vino can reach 82% of the consumers in the US. With this lead brand as the catalyst, SBGs other brands have less friction than other early-stage brands in being represented by this elite group of distributors.

## Innovation:

- Innovation drives excitement and new opportunities for our distribution system. New items can replace slower moving SKUs or enhance our assortment.

### COPA DI VINO



### TAPOUT



### SALT



### SALT



With the pipeline built and the foundation brands now flowing into retail and through to consumers, larger acquisitions are the next phase

# Notable Beverage M&A Transactions



A tequila brand founded by George Clooney and Rande Gerber in 2013, who scaled the brand for four years before selling for \$1 billion



Actor Ryan Reynolds bought a significant stake in the gin brand in 2018, and helped scale the brand to 100,000 cases before selling for \$600 million



















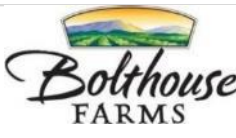



A San Diego-based craft beer that gained momentum, eventually selling for \$1 billion to Constellation Brands



A healthier sports drink that gained strong athlete endorsements, most notably Kobe Bryant, and an early investment from Coke, eventually selling at an \$8 billion valuation



# Additional Comparable M&A

YEAR	TARGET	ACQUIRER	PURCHASE PRICE	EV / SALES MULTIPLE
2022			\$420.0M <sup>(1)</sup>	14.7x
2022			~\$725.0M	11.3x
2021			\$4.5B	1.3x
2021			~\$700.0M	4.0x - 6.0x
2018			\$525.0M	6.5x
2017			\$1.7B	6.7x
2016			\$475.0M	5.1x
2016			\$105.0M	4.0x
2013			\$1.6B	6.1x
2007			\$4.2B	13.1x

Source: S&P CapIQ, SEC filings, and publicly available information

<sup>(1)</sup> Purchase price for 70% stake

# 1<sup>st</sup> Acquisition Performance

## Investment Thesis



*Shark Tank*



**Brand:** Founded on Shark Tank and relied heavily on the reruns of the 2 epic episodes. Branding is clear and concise but is off trend for the consumer of single-serve wine.

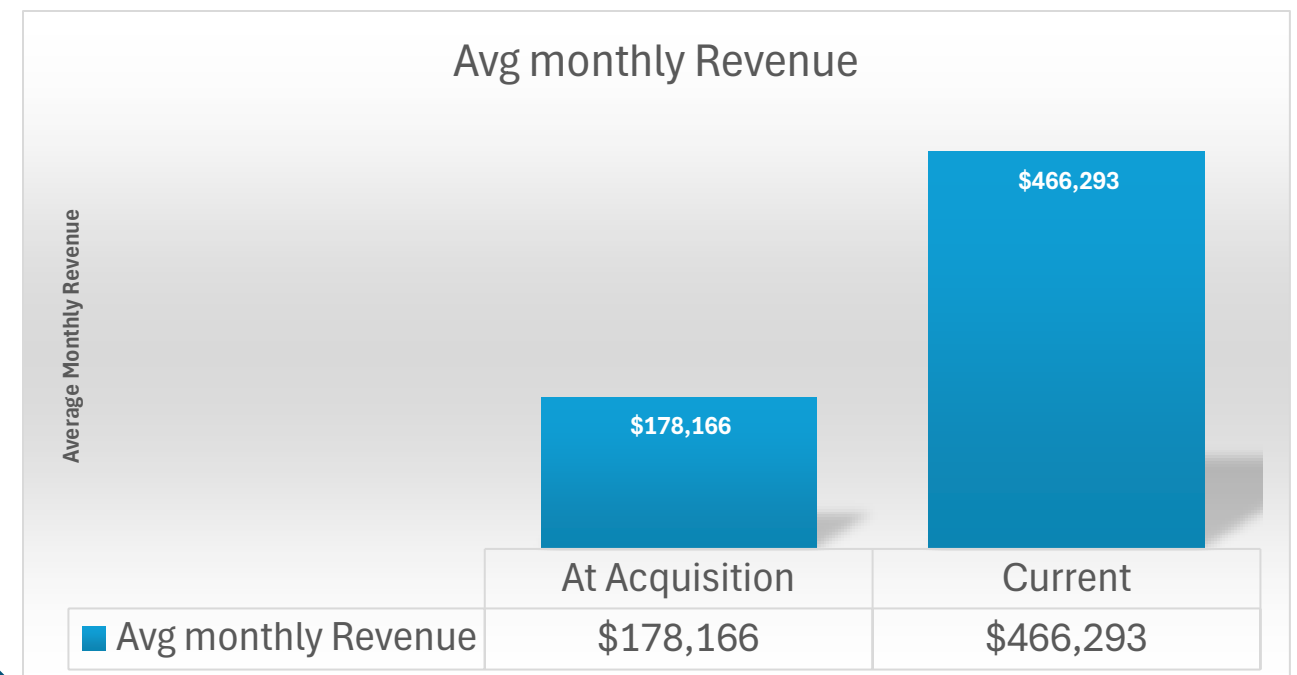
**Opportunity:** Distracted founder and covid have created some distress for the company. Splash can gain 80+ Anheuser Busch distribution network for its brands. Recently launched imported brand PulpoLoco Sangria has on-trend sustainability traits, excellent liquid and comes with rights to unique packaging.

## Value Creation

**Brand:** Revitalize the look of the branding, add multi-packs reintroduce to chain retailers across the country.



**Business:** Energize the distribution network, open up chain accounts including 7-11, Circle K, AM/PM, Kroger-Ralphs & Harris Teeter, Loves, Lowes, Walgreens (test) and Walmart (test)





# Acquisition Pipeline

--- CLOSING JUNE 2024 ---

## Western Son Vodka



Category: Vodka

Net Revenue: \$22MM

Gross Margin: 61%

Great brand with excellent early-stage distribution and tremendous upside. North Dallas distillery will become Splash's operational and logistics hub for its family of brands.

- Fast growing vodka brand, 3 straight years on the Hot Prospect List
- Production and Distribution campus in north Texas will anchor Splash supply chain and logistics
  - Warehousing
  - Production – Copa di Vino, Pulpoloco
- Major addition to the team, providing an incremental 17 sales personnel and elite operations team
- Great brand to pair in on-premise channels with Uptime
- RNDC Distribution deal will be executed before the end of Q3



