WHAT IS HEALTH·ADE?

Our brand story.
OUR MISSION

HELPING YOU BREW YOU,
HEALTH-ADE OFFERS DELICIOUS
FEEL GOOD BUBBLY BEVERAGES,
SO YOU CAN FOLLOW YOUR GUT!
AND SHOW THE WORLD WHAT
YOU’RE MADE OF.
WHO WE ARE

BEST TEAM.  
BEST PRODUCT.  
BEST BRAND.

- Most talked about brand in social media.
- Most frequently covered brand in media and PR.
- Most effective retail programs to drive velocity.
OUR GOAL

MAKING DELICIOUS FEEL GOOD BUBBLY BEVERAGES IS JUST THE START, AS HEALTH-ADE’S ULTIMATE MISSION IS TO BE THE CHAMPION OF THE HAPPIEST AND HEALTHIEST YOU.
**A STORY OF GROWTH**

<table>
<thead>
<tr>
<th><strong>ESTABLISHED BRAND &amp; BUSINESS</strong></th>
<th><strong>STRONG SCALE &amp; RESOURCES</strong></th>
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</thead>
<tbody>
<tr>
<td>$100M+ in retail sales, in 30k+ doors</td>
<td>250 employees, established national field support</td>
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<td>#1 % growth 3 years in a row among national brands</td>
<td>Proprietary vertical manufacturing with capacity to grow to $1B</td>
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<tr>
<td>#1 $ growth to category, only 6 years on shelf</td>
<td>Supported by top investors, including Coca-Cola</td>
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Health-Ade was founded in 2012 by a husband, wife and best friend in a true farmer’s market start up story. We had a small credit card and a big dream: to make the best-tasting, highest quality kombucha you could buy. After growing Health-Ade into one of the top selling kombucha brands in North America, we realized that kombucha was just the start of our journey. While we remain committed to making great-tasting, feel-good bubbly beverages, we are expanding our offering, beginning with our latest innovation: Health-Ade Booch Pop. No matter where we go or what we do next, our ultimate goal is for Health-Ade to be the champion of the healthiest and happiest you!

LEFT TO RIGHT
DAINA TROUT, JUSTIN TROUT, AND VANESSA DEW
Since 2012, our core kombucha has dominated the “healthiest”

Driving kombucha growth

- #1 in household penetration growth
- #1 in category growth
- #1 in retailer share growth
- Top 2 in $ ROS
- #1 highest basket ring

Health-Ade core wins with the “healthiest” consumer

Health-Ade over indexes the most with early market / “healthiest” consumer vs other major brands and categories.

<table>
<thead>
<tr>
<th>Segment</th>
<th>Health-Ade</th>
<th>Core Kombucha</th>
<th>Coca Cola</th>
<th>Kombucha Average for All Shoppers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Innovators</td>
<td>120</td>
<td>115</td>
<td>100</td>
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<tr>
<td>Early Adopters</td>
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<td>Early Majority</td>
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<tr>
<td>Late Majority</td>
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<tr>
<td>Laggards</td>
<td>102</td>
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</tbody>
</table>

Source: Numerator Jan 2020; L12M Adoption Curve Health-Ade, Coca Cola and Kombucha

Average for All Shoppers

Follow Your Gut!
OUR DELICIOUS LINEUP. EACH FIT FOR THE RIGHT CONSUMER.

THE BEST TASTING FEEL GOOD BUBBLY BEVERAGES

HEALTH-ADE KOMBUCHA
Refrigerated Kombucha
Probiotics + Healthy Acids
8oz, 16oz, 64oz glass bottles
14 flavors

HEALTH-ADE PLUS
Refrigerated Kombucha + Added Function
Probiotics + Healthy Acids + Functional Ingredients
16oz glass bottles
7 flavors

HEALTH-ADE BOOCH POP
Ambient Kombucha + Belly Benefit Blend
Healthy Acids + Minerals + Herbs + Prebiotics
12oz Slim Can
3 flavors
FOLLOW YOUR GUT!