



# FUTURE / PROOF

A NEXT GENERATION BEVERAGE COMPANY

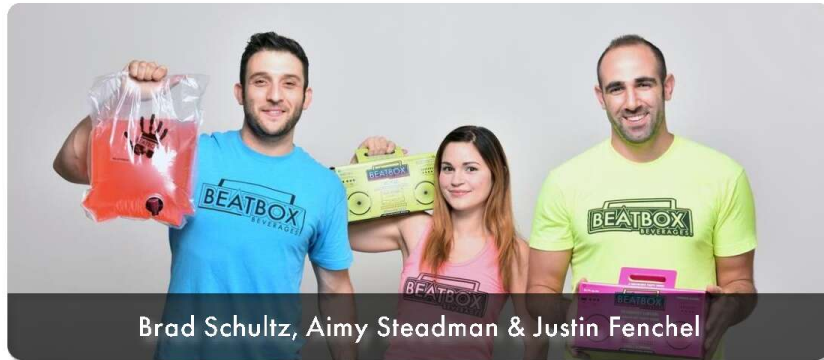


## CONFIDENTIAL BRAND OVERVIEW

### Fall 2020



# MESSAGE FROM THE FOUNDERS



Brad Schultz, Aimy Steadman & Justin Fenchel

We founded BeatBox Beverages almost 9 years ago with the mission of bringing people together and having fun; centered around music that connects us all globally. We wanted to build a brand that captured the feeling of being at a music festival with your best friends, not having a care in the world other than what stage you were going to hit up next. As founders this was an easy brand to represent, because this was authentic to our core with our passion for music, new connections and all-around great times. We looked up to experiential brands such as Red Bull, and truly felt from day one that we would be the Red Bull of the alcohol space, building a global experiential brand bringing a feeling of joy and connectedness across the globe.

With no prior industry experience, we utilized the entrepreneurial spirit of Austin, TX to get our product off the ground. We met incredible people that helped us navigate the complex world of the three tier-system and how to build a great brand. One of our biggest breaks occurred on national TV, when Mark Cuban decided to invest \$1m in our vision. He understood that we weren't selling wine, we were selling FUN. And we continue to do that to this day, 6 years later. Selling fun shows up in everything we do, from our packaging to our marketing to our entire team.

In addition to Mark Cuban, we've been fortunate to have like-minded celebrities join our company by making cash investments into the business and helping us create brand awareness. From MTV's Rob Dyrdek, who generously featured BeatBox on his hit show "Ridiculousness", to global headlining DJ's Party Favor, Louis The Child, G.T.A, and others who authentically put BeatBox in front of our core consumer, we believe we've only just scratched the surface on what these partnerships can bring to the brand. We have now figured out the perfect mix of product, team, wholesaler network and marketing strategy. As of August 2020, our TTM revenue on the BeatBox Beverages brand surpassed \$6m and Nielsen announced BeatBox as the fastest growing single-serve wine product by cases, dollars, and velocities.

Because of the disruptive nature of BeatBox and the excitement from our wholesaler partners about the incremental sales and profit we were bringing to them, we decided in late 2019 to reposition ourselves as Future/Proof Brands. Future/Proof is a collection of Millennial founders and industry veterans coming together to create disruptive brands for the next generation of adult consumers. Under this new name we launched two innovations, Brizzy Seltzer Cocktails and Corkless Canned Wine, both of which are being received with a lot of excitement in the market. With consumer habits moving increasingly in the direction of ready to drink, flavors, "better for you", and alternative/eco-friendly packaging, our current portfolio and the Future/Proof platform is positioned incredibly well to create disruptive beverage brands both in the current environment and the future.

The foundation is in place and the white space is there for continued exponential growth. Much like our DJ and music partners who perform all over the world, we feel the opportunity for BeatBox to be a global brand is there. There is a lot of work to be done, and we are incredibly excited for the next chapter as we continue to make our dreams a reality.

Cheers,

**- Justin, Aimy & Brad**

# THE FUTURE/PROOF WAY: CORE VALUES & CULTURE

Future/Proof recognizes that strong values and culture lead to a strong business. The Company is dedicated to living out its core values and emphasizes listening to its team members and celebrating successes, all while having fun.

**01**

## WE THINK LIKE OWNERS BECAUSE WE ALL ARE

- ✓ Everyone has ownership and a voice in the business
- ✓ F/P treats the company resources as their own
- ✓ The F/P team are the Company's Brand Ambassadors
- ✓ Management places a high-degree of value on living out and enforcing the Company's core values

**02**

## WE ARE THE CHANGE WE WISH TO SEE IN THE ALCOHOL INDUSTRY

- ✓ F/P believes diversity is an advantage with female leaders at every level
- ✓ Innovative products that disrupt fast-growing categories
- ✓ Integrated B-Corp business model that drives a more inclusive and regenerative economy "For The Future"

**03**

## WE ARE A SOLUTION FOR OUR WHOLESALE & RETAIL PARTNERS

- ✓ Not afraid of setting big goals and pushing to exceed them
- ✓ There are no traffic jams along the extra mile
- ✓ Implement products that are designed to be incremental to traditional beer portfolios

**04**

## WE ARE KIND EVEN WHEN IT'S TOUGH

- ✓ Partners & people want to work with and for F/P
- ✓ The brands drives what people say when they leave the room
- ✓ The Company has a strong moral compass and a strict policy to honor and respect everyone

**05**

## WE KNOW THERE IS ALWAYS A SOLUTION

- ✓ Led by a team of founders who find solutions
- ✓ Approach all challenges with a proposed solution
- ✓ Every NO brings F/P closer to a YES
- ✓ Identify and implement better solutions through rapid testing

**06**

## WE KNOW HOW TO HAVE FUN

- ✓ F/P doesn't sell alcohol, F/P sells FUN
- ✓ Believe WINNING IS FUN
- ✓ Enjoy the journey and celebrate successes together!

# FUTURE/PROOF BRANDS INTRODUCTION



**2012**  
Year  
Founded



**Austin, TX**  
Company  
Headquarters



**~150**  
Wholesaler  
Partners



**3**  
Disruptive  
Beverage Brands

## Building the Beverage Brands of the FUTURE

FUTURE/PROOF was founded on the belief that future generations will continue to demand products that authentically connect with their lifestyle. The Company's mission is to create cutting-edge beverage brands that speak to innovative individuals.



**24**  
States  
(Distribution Footprint)



**\$7.7M**  
FY 2020P  
Gross Product Revenue



**258k**  
FY 2020P Volume  
Case Equivalents (CEs)



**98%**  
FY 2019 YoY Revenue  
Growth Rate

# COMPANY HISTORY

2012-2013

BeatBox Beverages was founded as a business school project at The University of Texas in Austin.



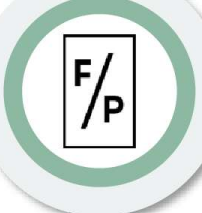
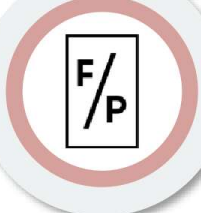
2016

BeatBox Beverages, which has become somewhat of a household name associated with a number of the country's largest, most influential music festivals, participates in its first national festival, which proved to be a great success.



2018

The Company's founders appear on MTV's hit TV show, Ridiculousness, with the show's host, and BeatBox investor and advisor, Rob Dyrdek.



BeatBox gains traction as local support grows throughout the Austin area & retailers like HEB jump on board.



BeatBox introduced its eco-friendly single serving product and sales began to take off.



BeatBox founders land \$1 million investment from Mark Cuban on Shark Tank.

2014



The Company aligns distribution network with beer network and hires industry veterans, growing sales 200%+.

2017

BeatBox beverages forms parent company Future Proof and announces new disruptive brands in fast-growing alcohol categories

2019

# INNOVATIVE & EXPERIENCED MANAGEMENT TEAM

Future/Proof is led by innovative founders and seasoned beverage industry executives that have successfully created and/or scaled early stage beverage and CPG brands.

Name & Title	F/P Tenure	Prior Experience
<b>Justin Fenchel</b> <i>Co-Founder, Chief Executive Officer</i>	9 years	 
<b>Aimy Steadman</b> <i>Co-Founder, Chief Operating Officer</i>	9 years	  
<b>Brad Schultz</b> <i>Co-Founder, Chief Marketing Officer</i>	9 years	  
<b>Tony Zangara</b> <i>Vice President of National Accounts</i>	< 1 year	  
<b>Jeff McNally</b> <i>Vice President of National Accounts</i>	2 years	 
<b>Hanna Swanson</b> <i>Vice President of Marketing</i>	1.5 years	 
<b>Tim Primus</b> <i>Vice President of Operations</i>	<1 year	  

# BRAND PORTFOLIO SNAPSHOT

FUTURE/PROOF is focused on building beverage brands of the FUTURE – the Company is comprised of three highly-disruptive, next generation brands, targeting the fastest growing alcoholic beverage categories in the market.



**BEATBOX**  
BEVERAGES

FOLLOW THE FIZZ

**BRIZZY**  
SELTZER COCKTAIL

CORKLESS

**WINE-BASED PARTY PUNCH**  
*(94% of LTM Gross Sales)*

**CANNED SELTZER COCKTAIL**  
*(4% of LTM Gross Sales)*

**ALTERNATIVE PACKAGING WINE**  
*(2% of LTM Gross Sales)*

# BEATBOX HIGHLIGHTS

F/P



## THE WORLD'S TASTIEST PARTY PUNCH

that Reinvented a Boring Category.

### DELICIOUSLY POTENT

(11.1% ABV)

### LOW CALORIE / WINE-BASED

(130 Calories, 8 Carbs & Gluten-Free)

### ECO-FRIENDLY TETRAPAK PACKAGING

(Trend-Right, Thoughtful Packaging)

### MILLENNIAL FOCUSED

(Highly Connected and Influential Customers)

### FESTIVAL / PARTY INSPIRED

(The Ultimate Party Beverage)

### SINGLE-SERVE RETAIL PACKAGING

(500ml Tetra Pak)

Blue Razzberry



Pink Lemonade



Tropical Punch



Fresh Watermelon

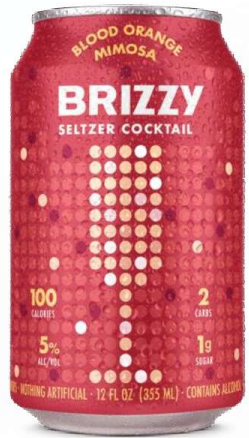


Fruit Punch

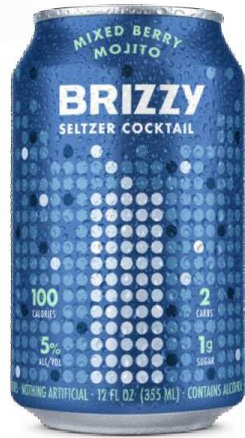


# BRIZZY HIGHLIGHTS

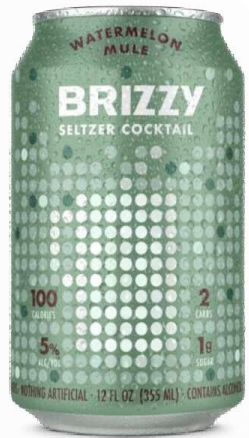
## Blood Orange Mimosa



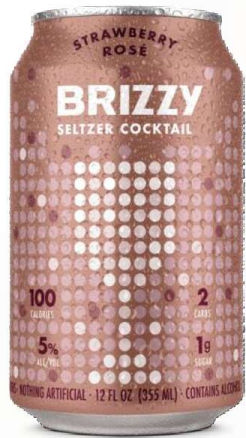
## Mixed Berry Mojito



## Watermelon Mule



## Strawberry Rose



# BRIZZY

## SELTZER COCKTAIL

CRAFT COCKTAILS MEET REFRESHING HARD SELTZER. PUSHING THE HARD SELTZER CATEGORY FORWARD WITH A PREMIUM BRAND PROMISE.

### MIXOLOGIST FORMULATED

(Cocktail-Inspired, Fruit-Forward Flavors, 5% ABV)

### "BETTER-FOR-YOU" BEVERAGE

(100 Calories, 2 Carbs, Gluten-Free & Nothing Artificial)

### UNIQUE APPROACH, BROADER APPEAL

(Disrupting the Female-Focused, Slim Can Market)

### VARIETY PACKS (12 pks) & SINGLE FLAVORS (6 pks)

(12oz. Standard Cans)

# CØRKLESS

Premium Wine, Beautifully Designed. A Wine Made to Go Wherever You Want to Go.

## PREMIUM CALIFORNIA WINE BLENDS

(Well-Sourced Liquids)

## LIGHTLY CARBONATED

(Light, Refreshing Finish)

## POSITIONED AS VALUE CANNED WINE WITH PREMIUM LIQUID

(Uniquely Positioned With Strong Value Proposition)

## BEER DISTRIBUTION MODEL

(Distributed via Beer Wholesalers)

## SINGLE 250ML CANS OR 4 PACK

(Slim Cans)



Cørkless is a proud partner of One Tree Planted, a non-profit focused on global reforestation. For each purchase of a Cørkless product, the Company donates a portion of the sale back to One Tree Planted. \$1 plants one tree.

# TRULY UNIQUE COMPETITIVE POSITIONING

## VALUE PROPOSITION

- #PARTYMATH = compelling value compared to other offerings in terms of amount of alcohol per dollar spent
- Unmatched portability



## SELECT COMP SET



## VALUE PROPOSITION

- Quality and attention to detail
- Mixologist formulated; craft cocktail inspired
- Incredible taste

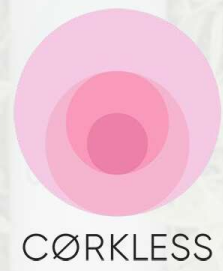


## SELECT COMP SET



## VALUE PROPOSITION

- Superior, California sourced wines
- Charity aspect; One Tree Planted partnership
- Critically acclaimed

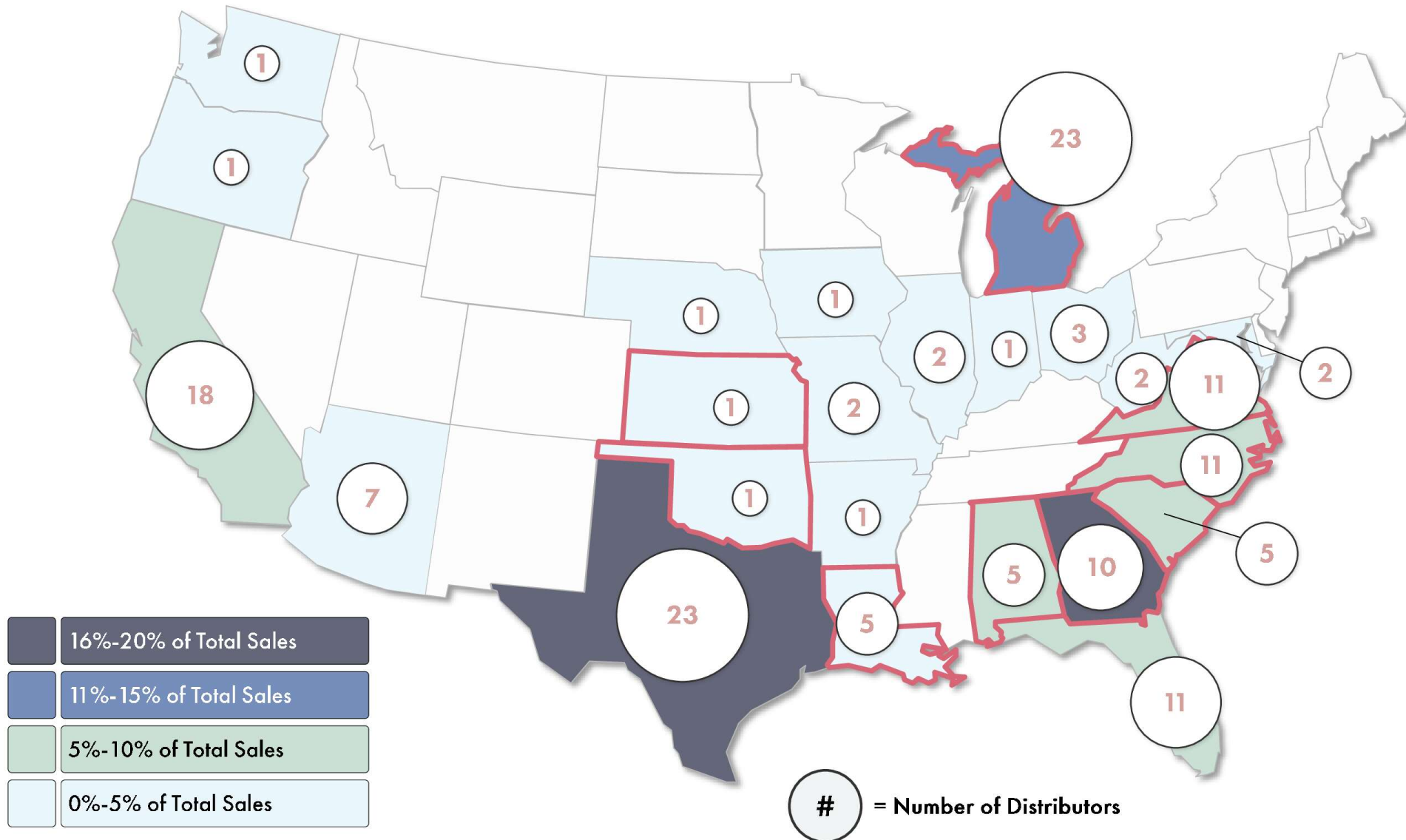


## SELECT COMP SET



# CURRENT DISTRIBUTION FOOTPRINT

Future/Proof currently distributes its brands across 24 states and aims to reach national distribution by the end of 2024. However, of the 24 states the Company is currently distributed in, Future/Proof is only distributed statewide in 9 of the 24, with minimal presence in the other 15 states.

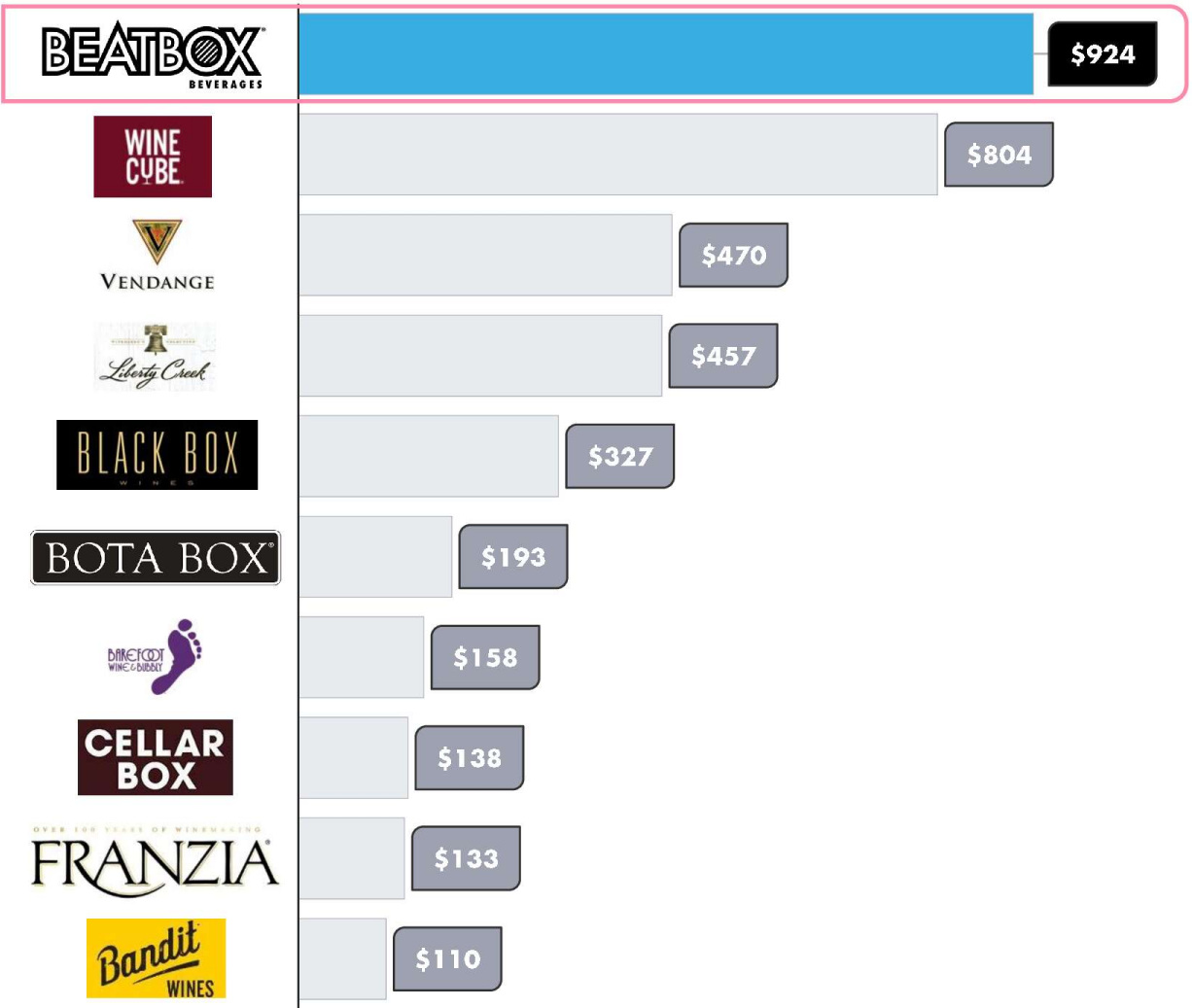


Note: States bolded in pink indicate the 9 states that the Company is fully distributed within (i.e. distribution rights already assigned in all counties). As of May 2020.

# UNPRECEDENTED DISTRIBUTION OPPORTUNITY

Unlike the segment's other leading brands, which have expansive distribution presences, BeatBox distribution opportunity is virtually untapped. BeatBox is a clear category leader with a remarkable track-record outpacing and leading the category, all while relying on a distribution base that is a fraction as small as the other leading brands.

\$ Sales per Point of CWD – Top 10 U.S. (\$000s)<sup>(1)</sup>



\$ Sales, Vol. Sales & CWD – Top 10 U.S. (\$000s)<sup>(1)</sup>

Top 10 in U.S.	Dollar Sales	Volume Sales	Cat Wtd. Distribution
VENDANGE	\$35,053	470,634	75%
BLACK BOX WINES	24,927	278,134	76%
Liberty Creek	12,584	189,823	28%
BOTA BOX	9,996	115,477	52%
DIRECTFOOT WINE & BUBBLY	7,190	78,860	46%
BEATBOX BEVERAGES	4,553	67,886	5%
WOODBIDGE by ROBERT MONDAVI	2,942	29,526	32%
WINE CUBE	2,746	33,337	3%
FRANZIA	2,300	36,537	17%
SUTTER HOME	1,506	17,743	30%
<b>Total</b>	<b>\$103,795</b>	<b>1,317,956</b>	<b>-</b>

Source: Source: IRI w/e June 28, 2020

(1) Note: includes top 0.5LT Brand Families with Dollar Sales exceeding \$10,000 for Multi-Outlet + Convenience.

# EXTRAORDINARY SALES VELOCITY & VOLUME GROWTH



## BEATBOX BEVERAGES NAMED C-STORES' FASTEST-GROWING SINGLE-SERVE WINE

**FASTEST GROWING WINE BRAND**



According to Nielsen, for the 52 weeks ending 01/25/20 BeatBox was the fastest-growing single-serve wine brand in the U.S. in dollars, volume & sales velocity (nearly 3.7 standard cases per placement in 2019). Additionally, Nielsen reported that BeatBox was a top 10 brand in the entire wine segment, despite distribution being limited to less than 25 states.

**RAPIDLY EXPANDING ACCOUNT PENETRATION**



Just a year ago, BeatBox was found in fewer than 100 chain locations. Today, BeatBox is available in 1,200+ Circle K locations, 300+ QuikTrips, 225+ Krogers, 200+ H-E-Bs, 215+ 7-Elevens, 150+ Speedways & more.


**LOOKING FORWARD**



BeatBox is well-poised to maintain its impressive recent trends – notably, growth continues with four new state openings, several new chain locations opening, and award-winning flavor innovations like brand new Tropical Punch all in 1H 2020.

# EFFECTIVE, OUT-OF-THE-BOX MARKETING STRATEGIES

The Company's marketing strategy goes beyond just digital platforms. Its festival and party presence is unmatched and has proven to be extremely effective in solidifying its ethos as a brand focused on getting together and having fun.




**Breakaway Music Festival**  
(65,000+ attendees)



**Imagine Festival**  
(25,000+ attendees)



**Moonrise Festival**  
(30,000+ attendees)



**ONE Musicfest**  
(50,000+ attendees)

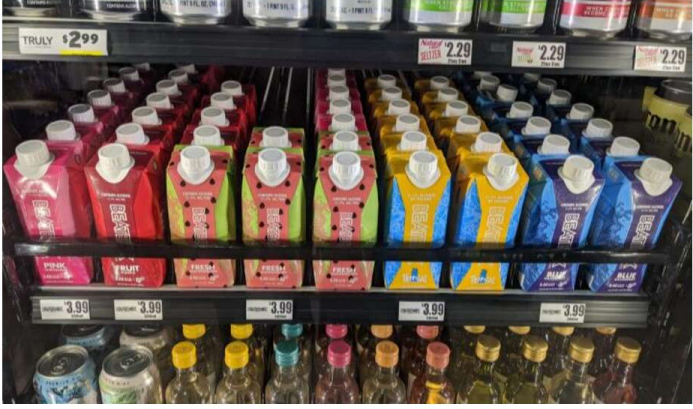


**Rolling Loud**  
(180,000+ attendees)



**Virtual House Party**

# EYE-CATCHING RETAIL DISPLAYS



## Select Set of Retail Partners



**11.3K+ ACCOUNTS HAVE PURCHASED OVER THE LAST 6 MONTHS**



# IMPRESSIVE NATIONAL MEDIA PRESENCE

## SHARK TANK

In 2014, BeatBox's co-founders pitched BeatBox Beverage on ABC's Shark Tank. Justin, Aimy & Brad received three offers, in total, from Mark Cuban, Barbara Corcoran and Kevin O'Leary. The three ultimately accepted a \$1M investment from Mark Cuban's.



“ [FP] has you covered, taking their innovative nature to the Hard Seltzer industry with the founders, née, BeatBox, are well-versed in marketing alcoholic drinks to Millennials... ”



“ Brizzy teamed up with renowned mixologist Terance Robson to ensure the flavor each product was formulated with attention to detail, while also in the convenience of a can. ”



“ The days of cheap wine product from boxes have been replaced with premium options. This change has occurred thanks to pioneers such as BeatBox. ”



“ United through a love of music and inspired by the entrepreneurial spirit of Austin, TX, the founders of BeatBox set out to create something that could help everyone #PartyBetter. ”



“ BeatBox may have once been a fantastic addition to any social setting, but now could be considered a necessity with current dynamics at universities. ”

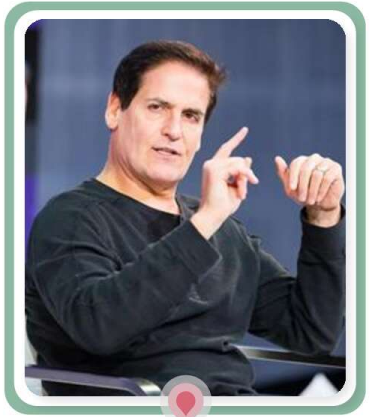


“ BeatBox Beverages started as a humble homemade cocktail and has grown to be one of the biggest disruptors in the single serving beverage market. ”

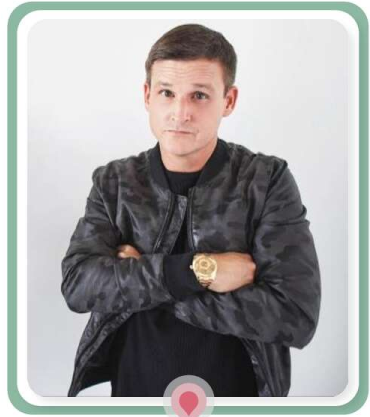


# WIDELY-RECOGNIZED INVESTOR BASE

Future/Proof's investor base includes a number of highly-influential individuals with strong media presences and deep knowledge across a wide array of industries.



**Mark Cuban**  
(Billionaire Entrepreneur & Investor)



**Rob Dyrdek**  
(Entrepreneur, TV Host, Ex-Pro Skateboarder & more)



**Anna Lunoe**  
(Musician, EDM DJ)



**Iikka Backstrom**  
(Professional Snowboarder)



**Party Favor**  
(Musician, EDM DJ)



**GTA**  
(Musician, EDM DJ)



**Louis the Child**  
(Musician, EDM DJ)



**Luke Davis**  
(Professional Surfer)



**Coast Club**  
(Musician, EDM DJ)



**Nick Gross**  
(Entrepreneur & Musician, EDM DJ)

# EXCEPTIONALLY PASSIONATE & INFLUENTIAL CUSTOMER BASE



**CORE CUSTOMER BASE OF HIGHLY-INFLUENTIAL SOCIAL MEDIA USERS THAT DISPLAY A DEEP PASSION FOR FUTURE/PROOF PRODUCTS**



**58K+ SOCIAL MEDIA FOLLOWERS ACROSS FACEBOOK, TWITTER & INSTAGRAM**

# MULTIPLE ACTIONABLE GROWTH OPPORTUNITIES



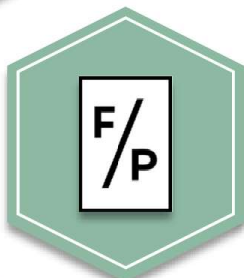
Further Penetration of Current Markets



Expansion into Near-Term Markets of Interest



Rollout of the Brizzy & Cørkless Brands



Execution of Margin-Improving Supply Chain Initiatives



New Product Development Across Current & Future Brands

