



ENCLAVE BEVERAGE GROUP

PRODUCT ROADMAP & BRAND EVOLUTION

PRODUCT ROADMAP - THE ROAD AHEAD

PRODUCT

TIMELINE

ONE BRAND
EYE-V
ALCOHOLIC

EYE-V BREW
ALCOHOLIC

2017

ONE BRAND
LOW CALORIE
NON-ALCOHOLIC

WATER
NON-ALCOHOLIC

2018

CAPITAL
INVESTMENTS OCCUR

2019
EQUITY ROUND: SERIES A

ONE BRAND
WHISKEY
ALCOHOLIC

VODKA
ALCOHOLIC

2020

ONE BRAND
ROSÉ
ALCOHOLIC

CHAMPAGNE
ALCOHOLIC

2022

ENERGY
NON-ALCOHOLIC

2024

CENTRAL MANAGEMENT + COMPOUNDED SYSTEM = SUCCESSFUL PRODUCT LAUNCHES

DEDICATED INTERNAL SALES TEAM INCREASES ACCOUNT BASE

NATIONAL RETAIL PARTNERS STREAMLINE PRODUCT ROLLOUTS

ONE INTERNAL MARKETING TEAM MANAGES MULTIPLE BRANDS

COMPANY SCALES (EFFICIENT PRODUCT PRODUCTION AND DELIVERY NETWORKS REDUCE COST)

SALES CONTRACTS INCLUDE MULTIPLE BRAND DEALS

EXISTING SALES TEAM MANAGES LARGER PORTFOLIO OF BRANDS

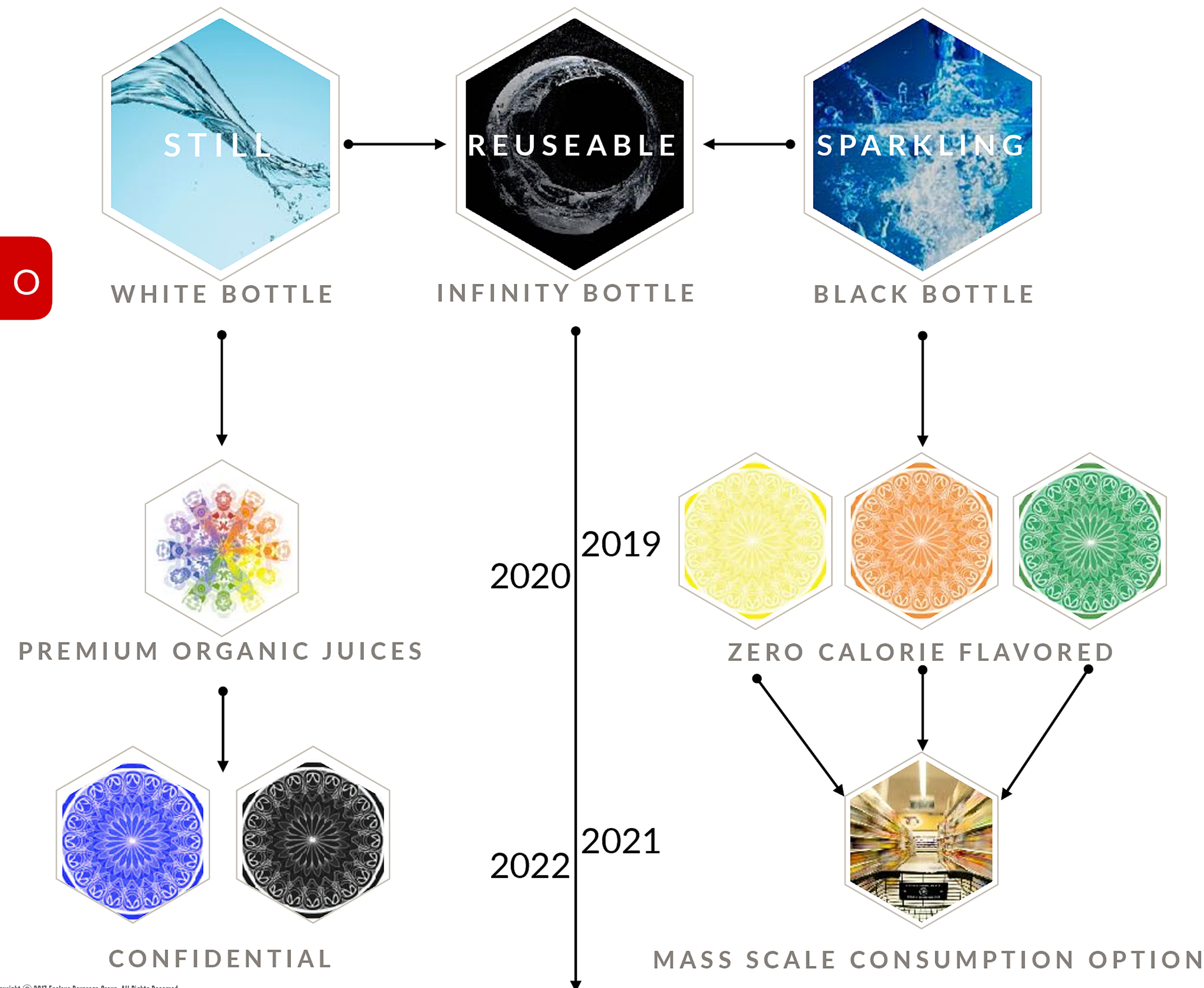
COMPANY INVESTS IN SUPPLY CHAIN SOLUTIONS TO FURTHER REDUCE COST

BRAND EVOLUTION

NON-ALCOHOLIC PORTFOLIO

We designed a brand that can be nimble and that will evolve in the coming years to fulfill consumers changing needs. This is a small snapshot into the evolution of our premium non-alcoholic beverage brand. It's important for all of our products to have a clear path & roadmap to success.

Please Note: Exact launch dates may change based on market conditions.



BRAND EVOLUTION

ALCOHOLIC PORTFOLIO

We will refresh the EYE-V portfolio in 2018 in order to achieve the following goals that are outlined on this page, while maintaining brand consistency between EYE-V (Pouch) and EYE-V BREW (Can). Ultimately these changes make the brand more visually appealing & strengthen our position in store.

Please Note: These are still conceptual designs and have not been finalized. Fonts, Placements, & Aesthetics may be updated in the coming months.



← INCREASED DETAIL VISIBILITY

ABV% & Reclosable Can communication are now prominently displayed

← DJ SIGNATURE & MUSIC IMAGERY

Artist & Music Imagery
Communicates stronger brand positioning in the space

← FLAVOR PROFILE ENHANCED

Flavor colors now dominate the packaging & make it more visually appealing & visible on shelf

← BRAND DESIGN CONSISTENCY

Packaging is now recognizable between all product variations

MOCK UP

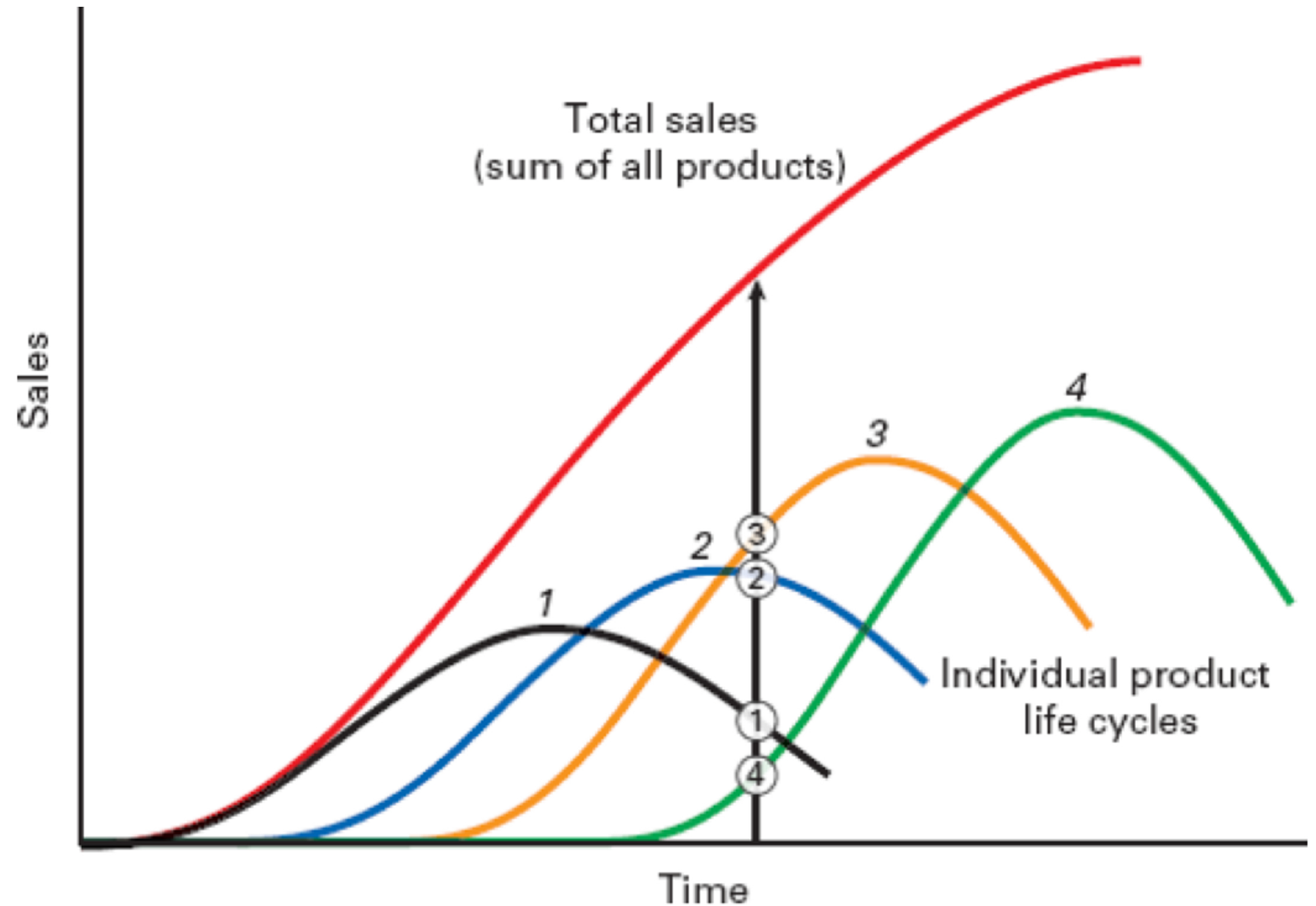


CONTINUOUS INNOVATION IS IMPERATIVE

DIVERSE PRODUCT PORTFOLIO

In order for companies to achieve a competitive advantage and to attain or sustain market leadership, it's imperative that they continuously innovate. It is the only way that they will generate an ongoing stream of meaningfully differentiated products, that will be valued by consumers.

As outlined by Columbia University Professor, Leonard Sherman, “such an approach yields a succession of new product launches whose growth trajectories more than offset declining sales of aging products, where total company sales at any given time is equal to the sum of sales from each product at the respective stage of its product life cycle.”



Graph Excerpt From: Sherman, Leonard. "If You're in a Dogfight, Become a Cat!." New York: Columbia University Press, 2017



VISION ALIGNMENT

It's important for every company to know where it's going, and it's my job to direct where we should & will be, not where we are.

We have an aggressive plan and we will execute against it by making educated decisions and by hiring an extraordinary team. We will be nimble and adjust our course as necessary, as all companies should, but our ultimate destination will not change.

We believe in our vision, for it is the only path to success.



Oscar A. R. Chow | Founder & CEO
Enclave Beverage Group