

CHARLES & COMPANY

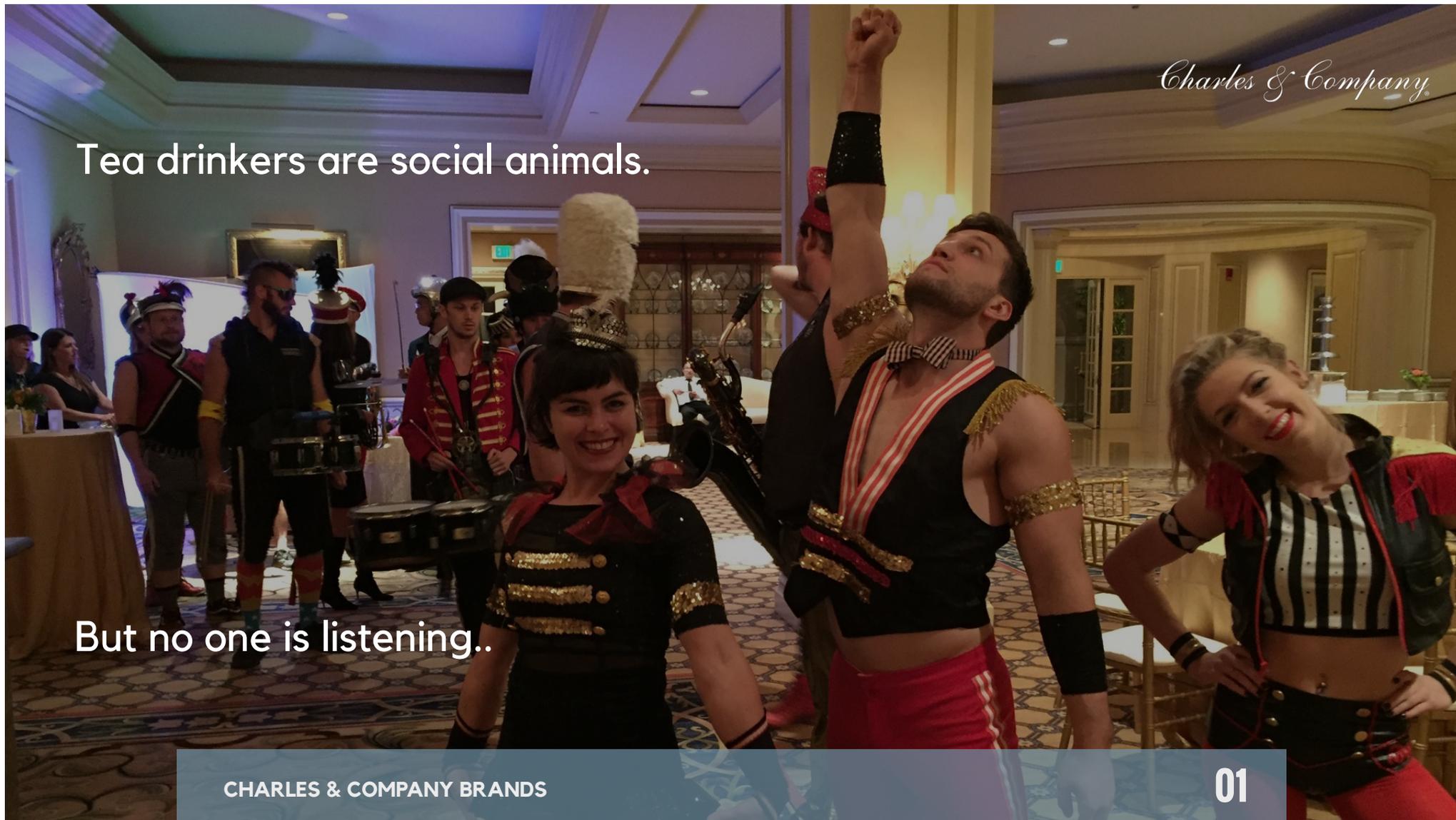
Charles & Company

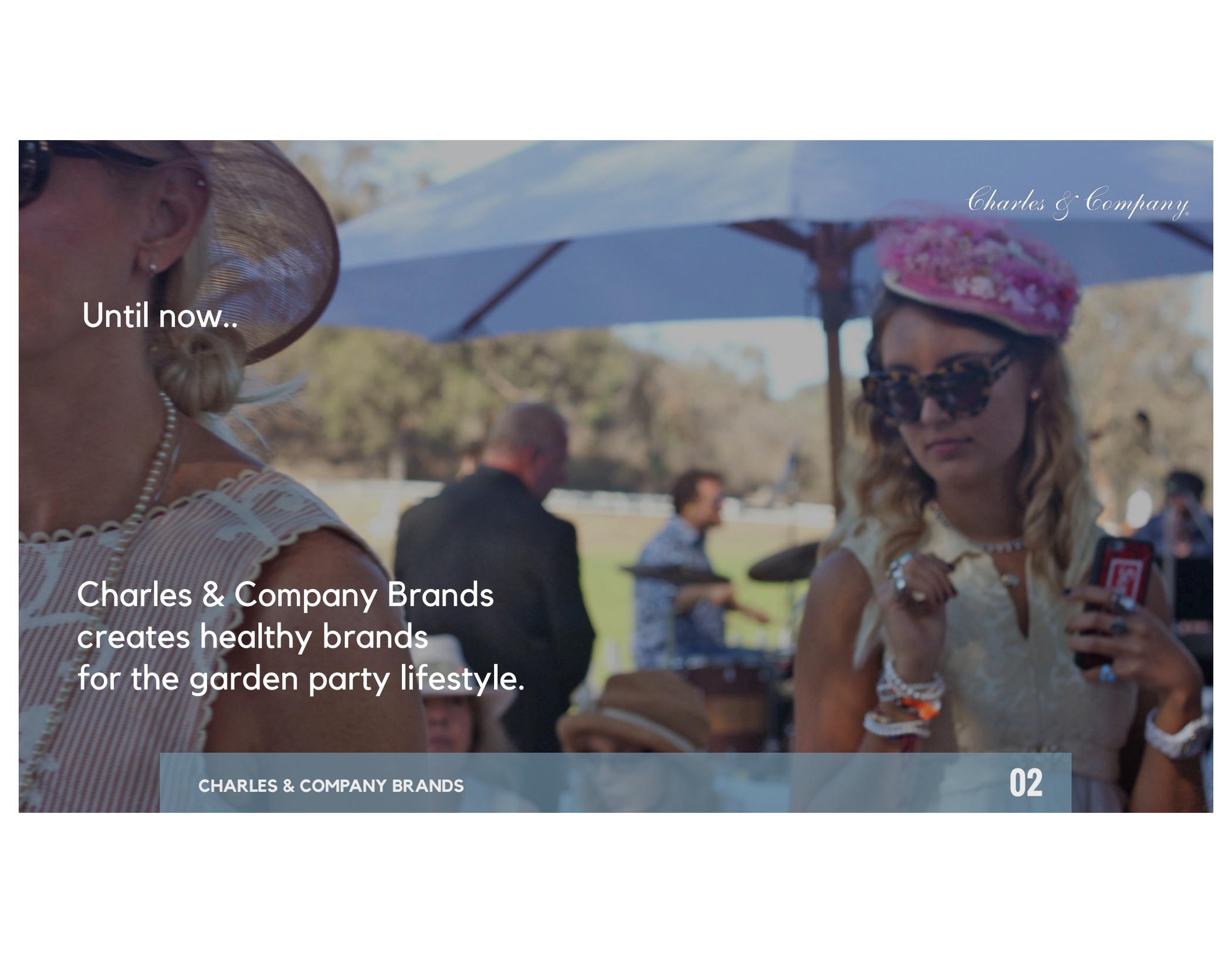
Lawrence Charles | Founder & CEO | lawrence@cnctea.com

Confidential: The contents of this document are confidential and intended solely for the recipient.

Tea drinkers are social animals.

But no one is listening..



A woman with blonde hair, wearing a pink floral hat, sunglasses, and a light-colored dress, is looking down at her smartphone. She is wearing multiple rings and bracelets. In the background, there is an outdoor event with other people and a large blue umbrella. The scene is set during the day with natural light.

Charles & Company

Until now..

Charles & Company Brands
creates healthy brands
for the garden party lifestyle.

CHARLES & COMPANY BRANDS

02

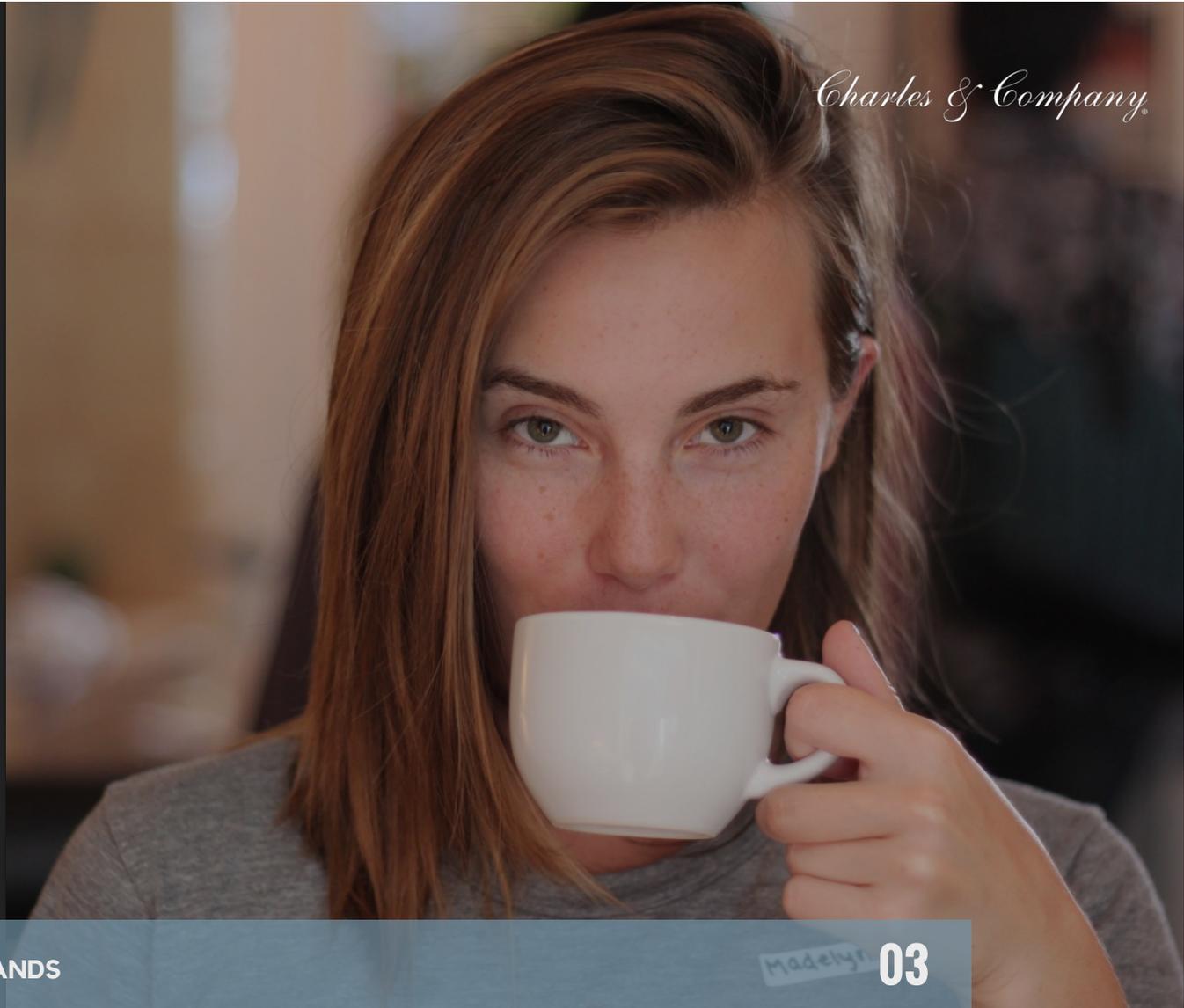
OPPORTUNITY

Tea has been revered for thousands of years.

Millennials are re-inventing tea, preserving its cultural roots, savoring its social and health benefits while exploring and inventing new forms of refreshment.

CnC is positioning itself to be at the core of this phenomenon.

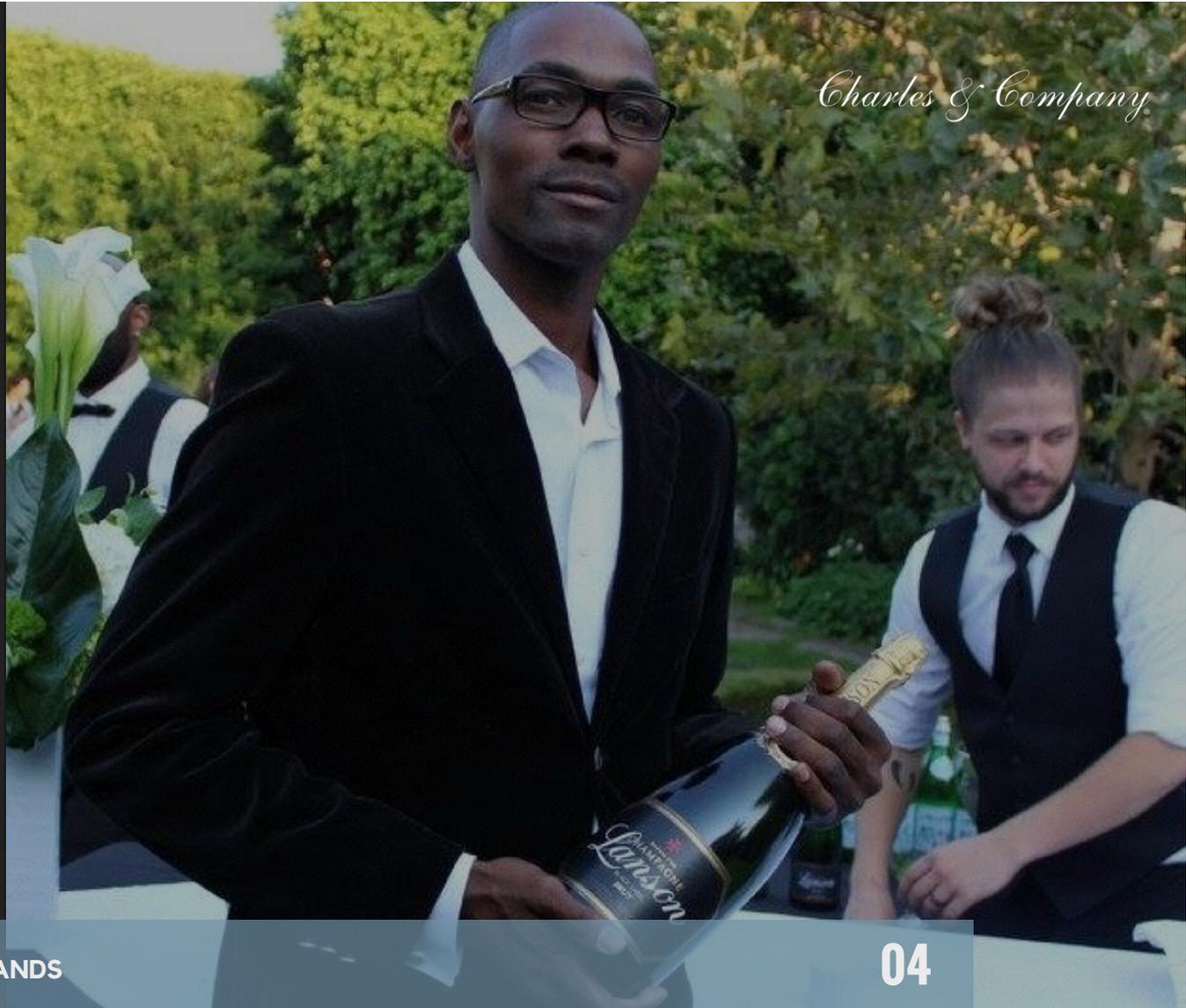
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VISION

We are partnering with visionaries in the tea cocktail, infused spirits and culinary arts to bring a new class of beverages to a new generation. We are creating a brand that represents a new way of thinking about a venerable product.

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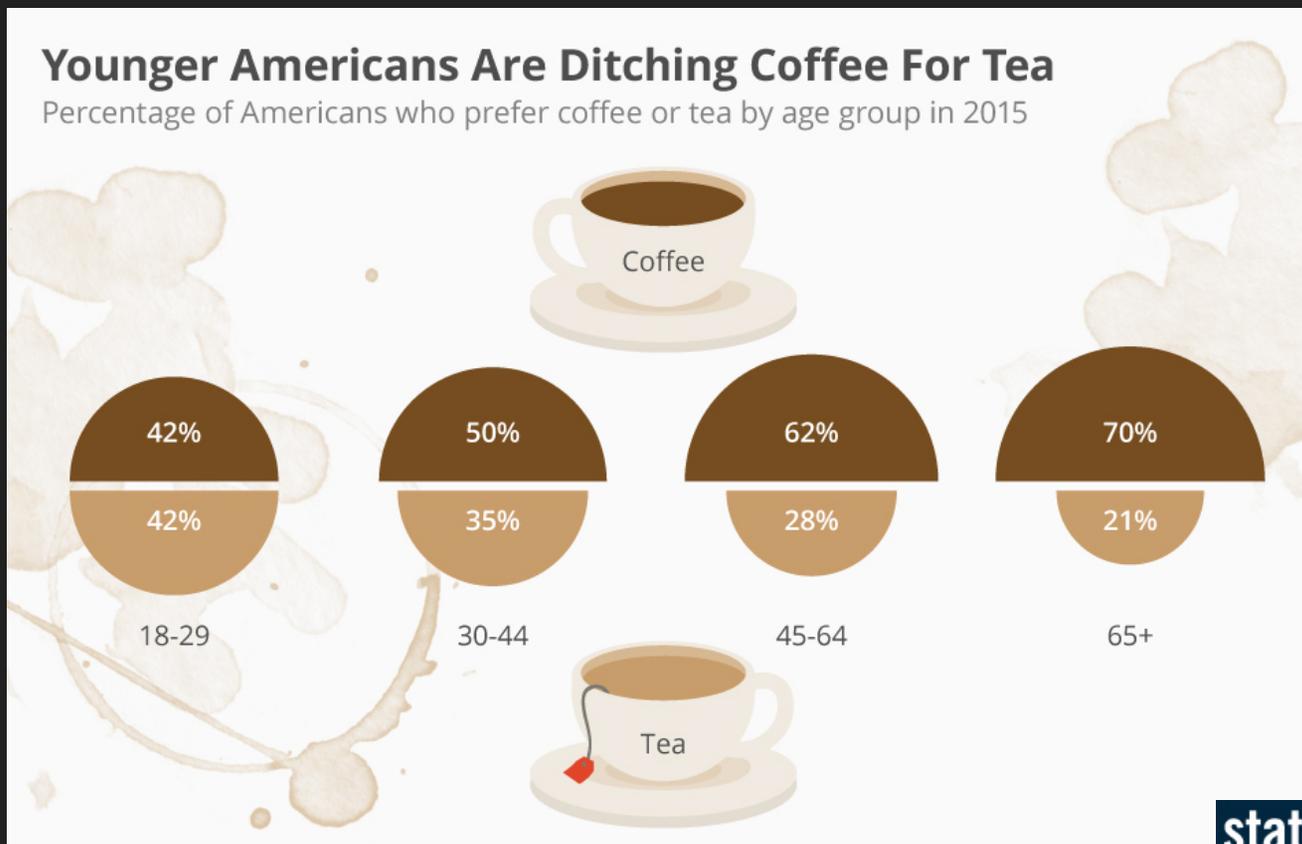


CHARLES & COMPANY BRANDS

04

THE SITUATION

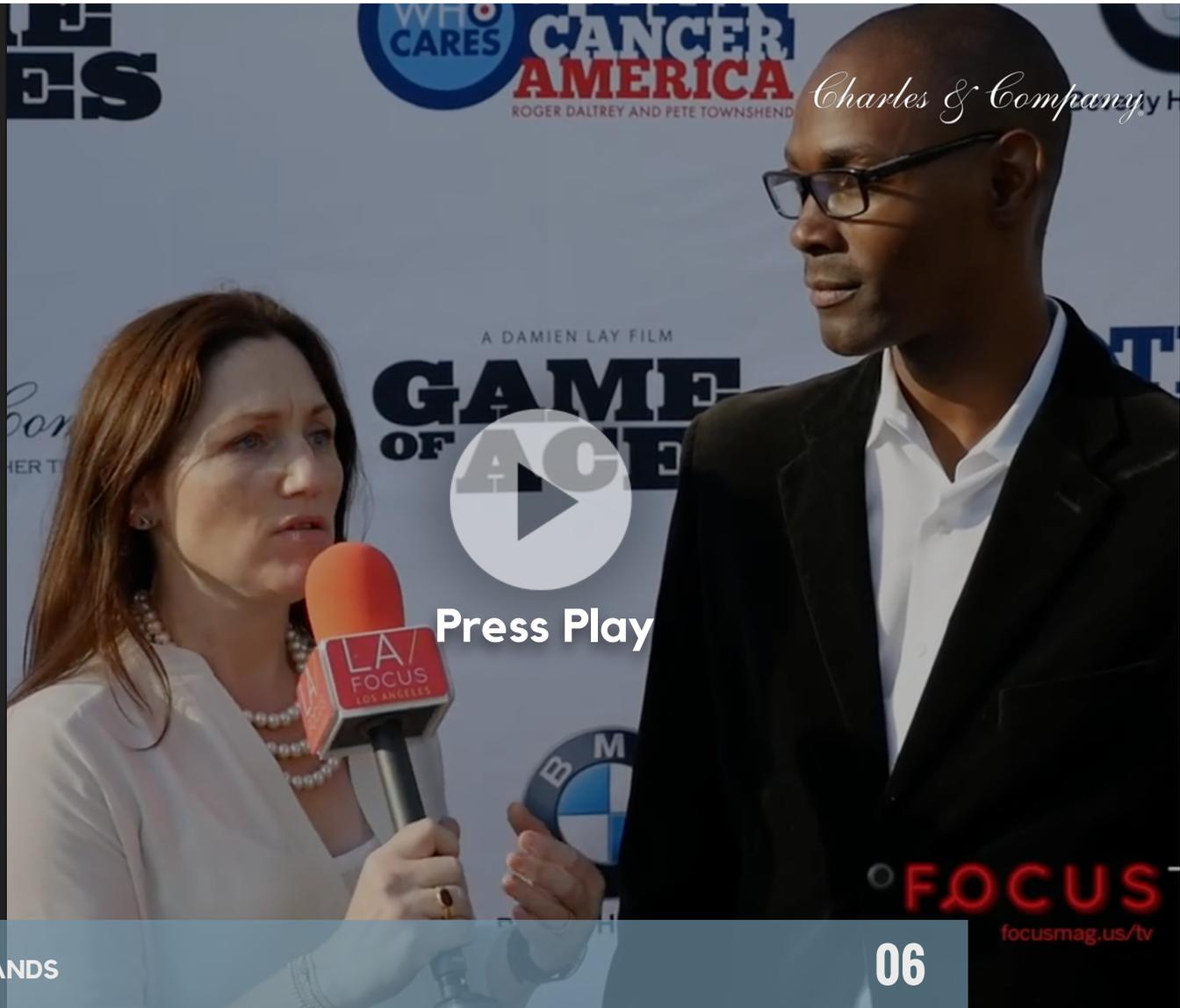
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statista

WHAT WAS BUILT ON JUST SOCIAL CAPITAL ALONE

CnC is a pioneer in the garden party movement in the Montecito - Bel Air - Hollywood crescent.



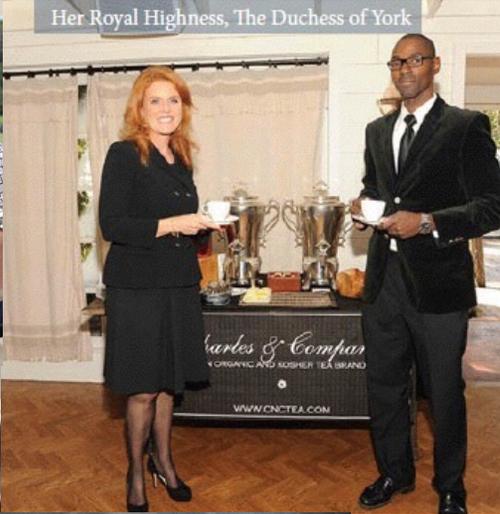
HIGH STATUS SOCIAL PROOF

Charles & Company.



Mimi Rogers

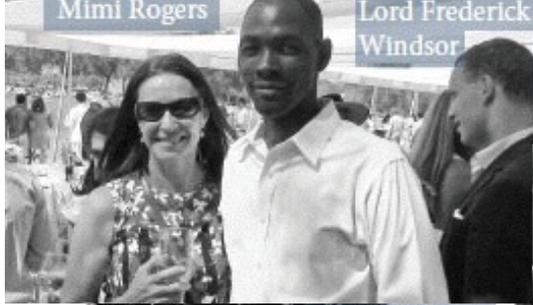
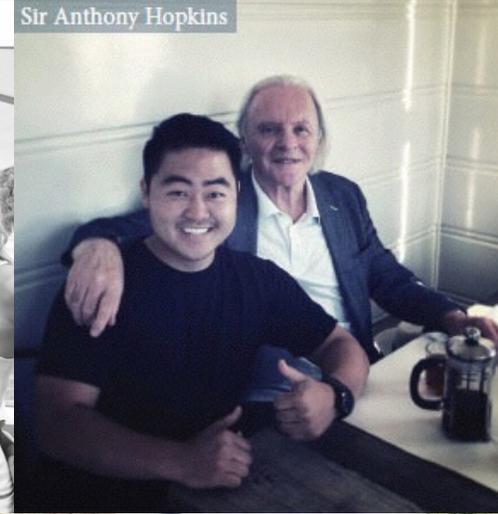
Lord Frederick Windsor



Her Royal Highness, The Duchess of York

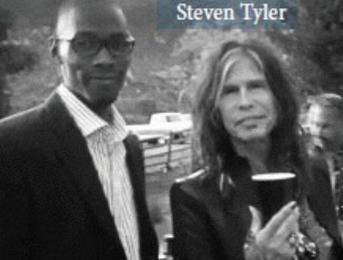


Sir Anthony Hopkins



Steven Tyler

Vivica A. Fox



Jon Turteltaub



CHARLES & COMPANY BRANDS



VANICHI

PRODUCT

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Charles & Company.
AN ORGANIC AND KOSHER TEA BRAND.

SELRAHC



3
When We Were
Kings

CHARLES & COMPANY BRANDS

08

BUSINESS MODEL

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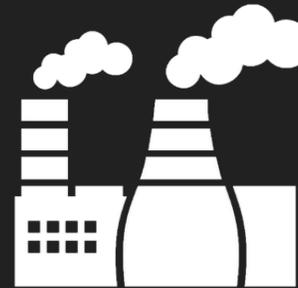
CnC will monetize this shift in consumer's relationship to tea by:



Ramping up sales
of our delicious
loose tea blends



High margin
specialty
beverages



Partnering with
distilleries and vintners



Bottling our
own blends of
iced tea

CnC will maximize revenue by creating a premium brand image. Our effectiveness in this area is evidenced by invitations to supply Silver Sea cruise lines, Crystal Cruises, Nobu Hotels, etc.

MARKET SIZE

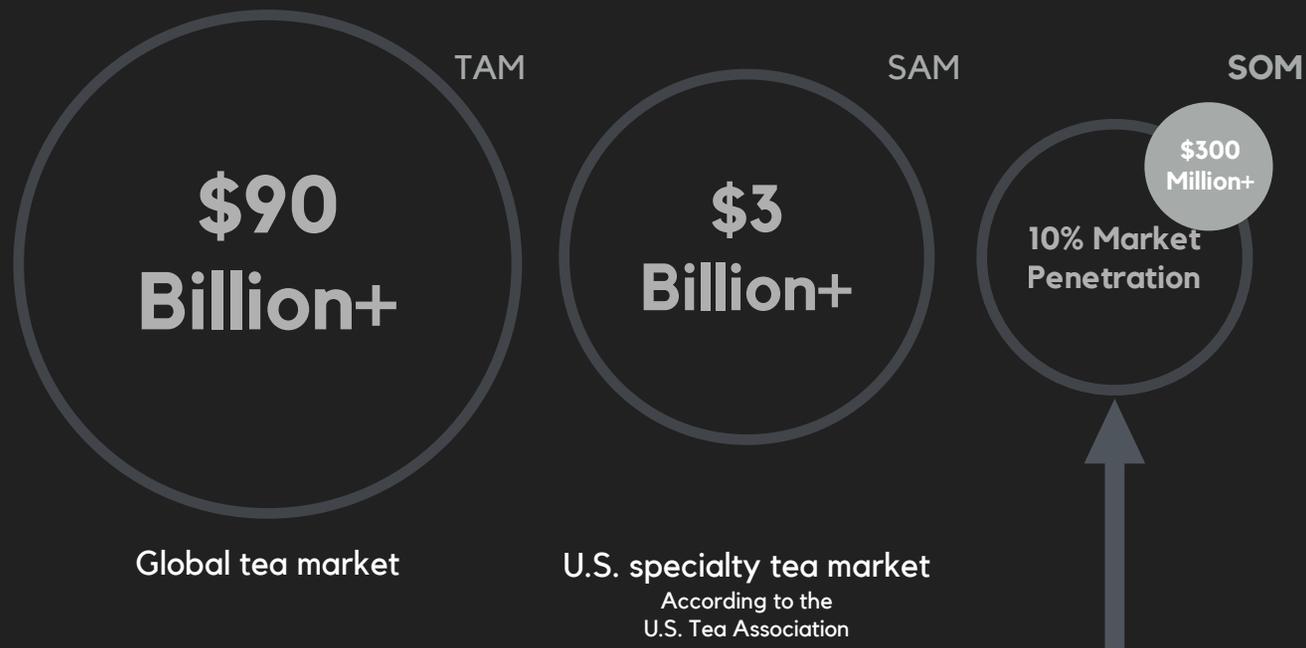
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TAM: Total Available Market is the total market demand for a product or service.
SAM: Serviceable Available Market is the segment of the TAM targeted by your products and services which is within your geographical reach.
SOM: Serviceable Obtainable Market is the portion of SAM that you can capture.

MARKET SIZE *(Audacious Goal)*

Charles & Company



TAM: Total Available Market is the total market demand for a product or service.

SAM: Serviceable Available Market is the segment of the TAM targeted by your products and services which is within your geographical reach.

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TRACTION

Retail Sales

Current: Garden Party Events

Events featuring Celebrities and Non Profit or Foundation Causes
1 out of 6 Individuals purchase tea and other items at the event.
Some Successful Events to Date:

- Tea With Victoria Summer
- British Polo Day - Elon Musk, Mimi Rogers, British Royals
- Malibu VS. Palisades Polo Event - Safety Harbor Kids
- James Beard Celebrity Chef Tour
- Leonardo DiCaprio Foundation Gala
- Greta Garbo Estate Event

Current: Online Retail

Online store cnctea.com

Wholesale Sales

Current: Hospitality

Charles & Co. Brand is featured in high-end restaurants and hotels and promoted by influencers such as chef Helene Henderson & the James Beard Foundation

Restaurant & Hotel Clients

- Malibu Farm - Malibu & Hawaii
- Peddlers Fork
- Olo
- Nobu Hotel
- Four Seasons



Charles & Company



FOUR SEASONS

Hotels and Resorts

NOBU



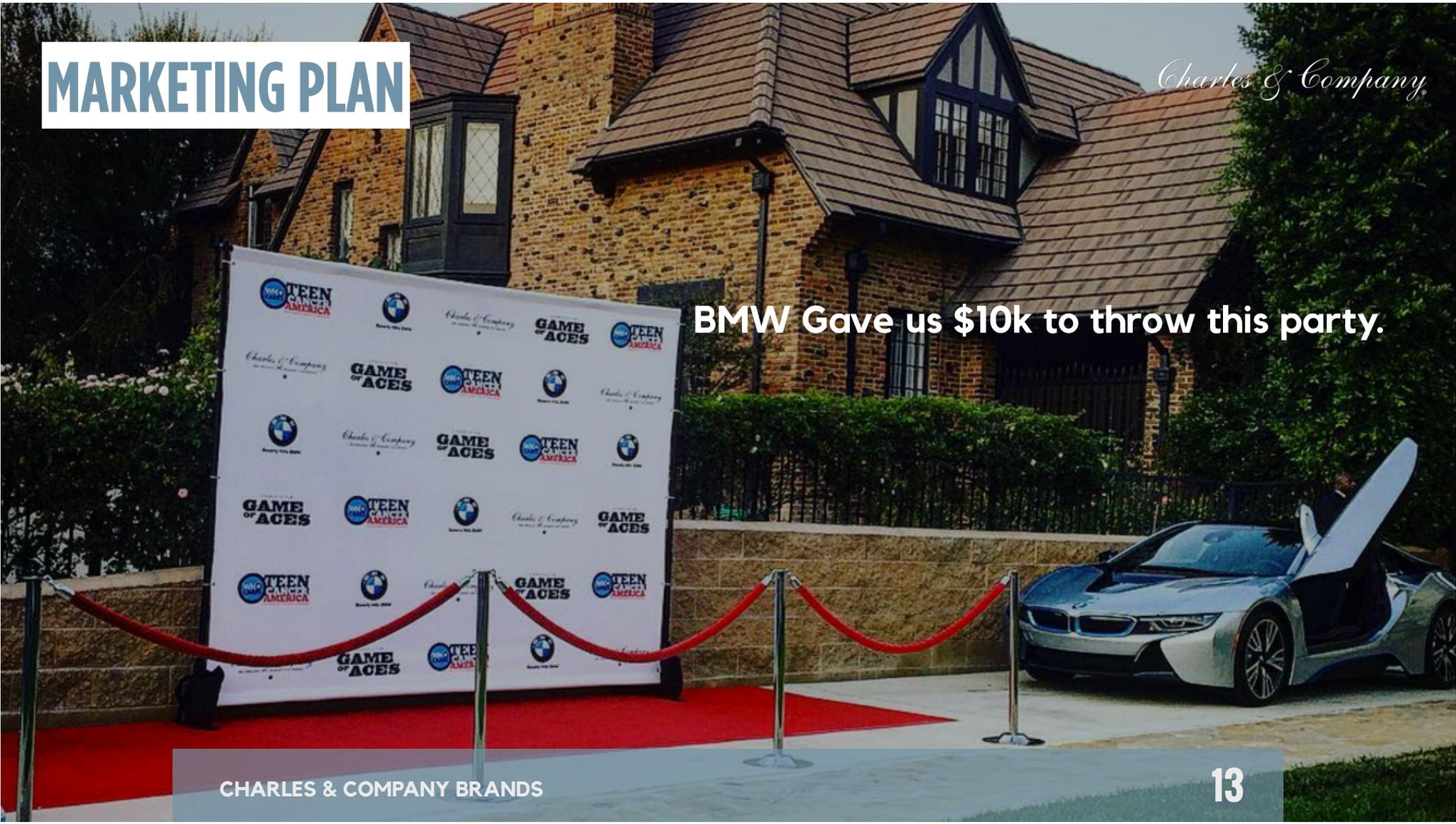
CHARLES & COMPANY BRANDS

MARKETING PLAN

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BMW Gave us \$10k to throw this party.

CHARLES & COMPANY BRANDS



TEAM

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Lawrence Charles
Founder, CEO

Lawrence Charles Founder, CEO Lawrence started Charles & Company on a mountain bike selling tea door-to-door in Los Angeles, and has successfully placed the company's products in several premiere restaurant and hotel brands. He is an award winning industrial designer and EY Entrepreneur of the Year Nominee, and has participated in numerous business development programs (including Dartmouth BHBP, the Initiative for a Competitive Inner City (ICIC), and USC Founder Bootcamp). Lawrence scored in the top 25% of worldwide applicants on the Predictive Admissions Test through Founder Institute's application process. A lifelong entrepreneur, Lawrence worked his way through the industrial design program at the Art Institute of Pittsburgh performing sales consulting for a major hair clipper manufacturer. He has since done design and promotional work for the television and apparel industries, before turning his attention to disrupting the tea market. Lawrence's skills as an industrial designer, strategist and marketer have been the key success factors of Charles & Company's growth.



Scott Huthmacher
COO

Scott is an experienced executive that focuses on the operational and financial management of Charles & Company. After finishing his MBA at UCLA Anderson in 2014, Scott held C-level roles at two startup businesses. FastEvac (1/15 to 11/15) was a B2B mobile application for facility disaster evacuations, where Scott served as CFO and co-founder. Propaganda E-Liquid (12/15 to 6/18) is a manufacturer of nicotine e-liquid for electronic cigarettes. Scott was integral in the startup and scaling of Propaganda's manufacturing operations (scaling 3x from \$2.5 mm to \$7.5 mm annual revenue over that period), as well as managing the company's financial function.

Strategic Advisers



Roberto Diaz

Facility, Operations,
Regulations, QA
Formerly Mighty Leaf Tea



Clifton Smith III

Business Intelligence
Columbia MBA Candidate



Susie Uramoto

Operations Leadership
Formerly COO Mighty Leaf Tea, VP OPS Fosters
Starbucks Coffee Company



Jen (Varas) Shepherd

Business Intelligence
Formerly Teavana
(a Starbucks subsidiary),
The Walt Disney Company, Deloitte,
Harvard Business School MBA

TEAVANA



Sherry West

Brand Growth Strategy, Licensing,
Costing, Implementation
Formerly J. Christopher Burch, Lilly Pulitzer

CHARLES & COMPANY BRANDS

WHAT CUSTOMERS ARE SAYING

Charles & Company

“

THANK YOU LAWRENCE !!!!!
WE LOVE YOU AND YOUR
COMPANY !!! YOU'VE
ALWAYS BEEN SO GREAT ;)))
CHEERS! LIFELONG
CUSTOMER!

-- Victoria
Candler, North Carolina

"Orlando Bloom is crazy about
your tea," He said. "He wanted
to know if we could sell him a
bag of it. I told him no. You're
going to have to go to their
website to buy it."

Mgr @
Our partner restaurant

OMG the teas are incredible. I
am indulging in the coconut
chamomile. You're always so
thoughtful and much
appreciated. Charles has a
great gift, hope he uses it
wisely.

-- DGGrey
Los Angeles, California

Thank you so much this is the
best service ever, I appreciate
you handling this with a sense
of urgency and going out of
your way.

-- Rozan
Irvine, California

I have my package and your
note right now so I'm very
happy. Thank you so much for
everything! Look forward to
drink it again, this time at my
home..

-- Aysin
Istanbul, Turkey

"Chef Gordon Ramsay visited
the restaurant. We showed him
everything the restaurant has
to offer, but the only thing he
raved about was the tea."

Mgr @
Our partner restaurant

ASK

Charles & Company

We are looking for 24 months in financing to reach \$3.56M in Charles & Company sales.



\$1.2M

Seed Round

Initial investment opportunity



61.7%

Total Gross Margin

Over 24 months



\$3.6M

Revenue

Over 24 months

THANK YOU

@charlesncompany
www.cnctea.com

Lawrence Charles
lawrence@cnctea.com

CHARLES & COMPANY BRANDS

END

APPENDIX

CHARLES & COMPANY BRANDS

APPENDIX 01

100% PURE HUSTLE

Lawrence Charles standing for a photo on stage with the CEO's of the major cruise lines.



PRESS

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YAHOO!
NEWS

VANICHI
MAGAZINE

POLO⁺¹⁰

THE
Hollywood
REPORTER

MODERN LUXURY
Angeleno

HT
HAUTE TIME

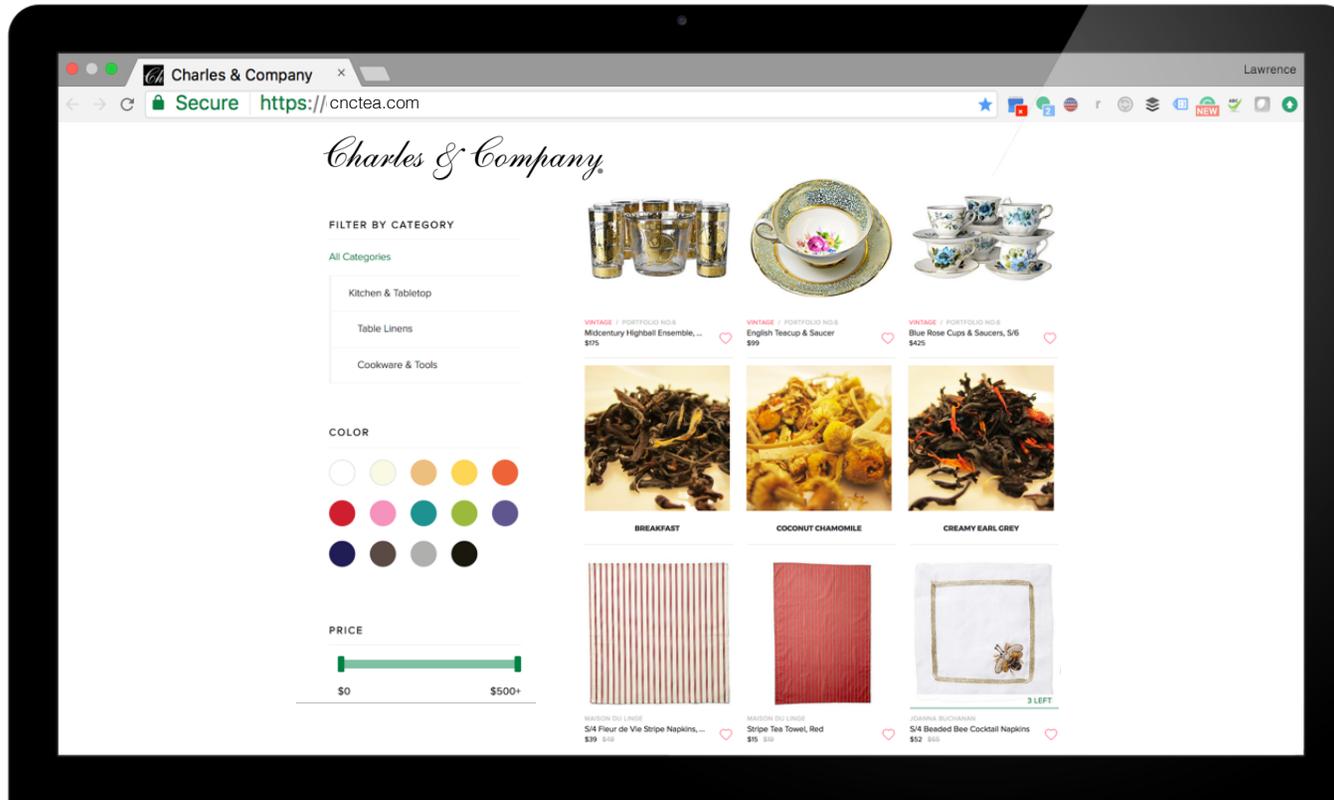
HAUTE LIVING
The New Standard of Luxury

FOCUS

 **Seatrade**
Cruise
Global

Garden Party Experience Online

Charles & Company.



CHARLES & COMPANY BRANDS

APPENDIX 04

SOCIAL GOOD

Charles & Company

While working to build the business, Charles & Company works to assist people and charities in under-served communities. Hosting round tables to create discussions and help minority communities, and creating events to help underserved charities. Tea is a key driver in sharing and having these conversations. A percentage of revenues also go towards other social and charitable initiatives like feeding the homeless.

The screenshot shows a Vanichi article page. At the top, the Vanichi logo is in purple. Below it is a navigation bar with categories: TRAVEL, FASHION & BEAUTY, ART & CULTURE (highlighted in orange), INTERVIEWS, DESIGN & LIVING, and EVENTS. A search icon and a user profile icon are on the right. Below the navigation is a breadcrumb trail: Home > Art & Culture > Culture > Events. The main image is a black and white photograph of Russell Simmons, Chris Klein, and Christopher Guy at an outdoor event. Below the image is the headline: **RUSSELL SIMMONS, CHRIS KLEIN, CHRISTOPHER GUY SUPPORT TEEN CANCER AMERICA**. Underneath the headline, it says 'Vanichi' and 'August 25, 2016'. There are social media sharing icons for Facebook, Twitter, and Email. Below that is a paragraph: 'Russell Simmons, Chris Klein, Christopher Guy and more support a Teen Cancer America benefit garden party at the British Consul General's Residence in Hancock Park that raises over \$27,000.' At the bottom right of the article area, it says 'Photography by JORDAN SWAIN'. Below the article is a 'VANICHI SOCIAL' section with icons for Twitter, Facebook, Google+, and YouTube.



Devin Colangelo (@Colangelo) is 2 with @Koushairey @LohanCat @CineSouls @CharlesCompany #foodstartups #event 34 3/11/16 via twitter.com/CharlesCo



C&C TEA

Charles & Company.

We separate ourselves
by our focus on quality.



CHARLES & COMPANY BRANDS

APPENDIX 06

OUR MARKETING & GROWTH STRATEGY

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We grow the brand through our market execution of Framing, Pollinating, then Capturing.

FRAME

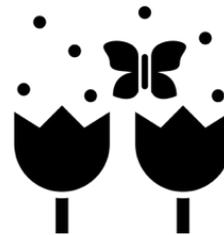


The Garden Party

Our garden party theme and experience frames the Charles & Company brand; Acts as our storefront; And is our brand marketing.



POLLINATE

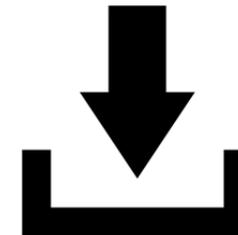


Wholesale Sales

Traveling, shopping and dining consumers discover, adopt, and reorder C&C from home.



CAPTURE



E-Commerce and Retail

We capture the customers who've tried our tea via hospitality and travel partners.

Through E-Commerce we sell our tea, but we also productize the garden party experience online.

EXECUTION

Charles & Company

Events & Partnerships



Charles & Company branded garden parties



Tea stations and local high-end beverage catering



Tea tasting parties



Charity and foundation partnerships



Luxury brand partnerships

7

Hospitality Partnerships

Partnering with exclusive properties to host these Garden Parties, and to make them a part of their events calendar. Like the Ritz Carlton has high tea, but bigger and better.



Hotels



Cruiselines

We not only create community, but this way, people start getting exposure to our teas and blends, and we use these parties to inform them of other outlets where people can get our tea.

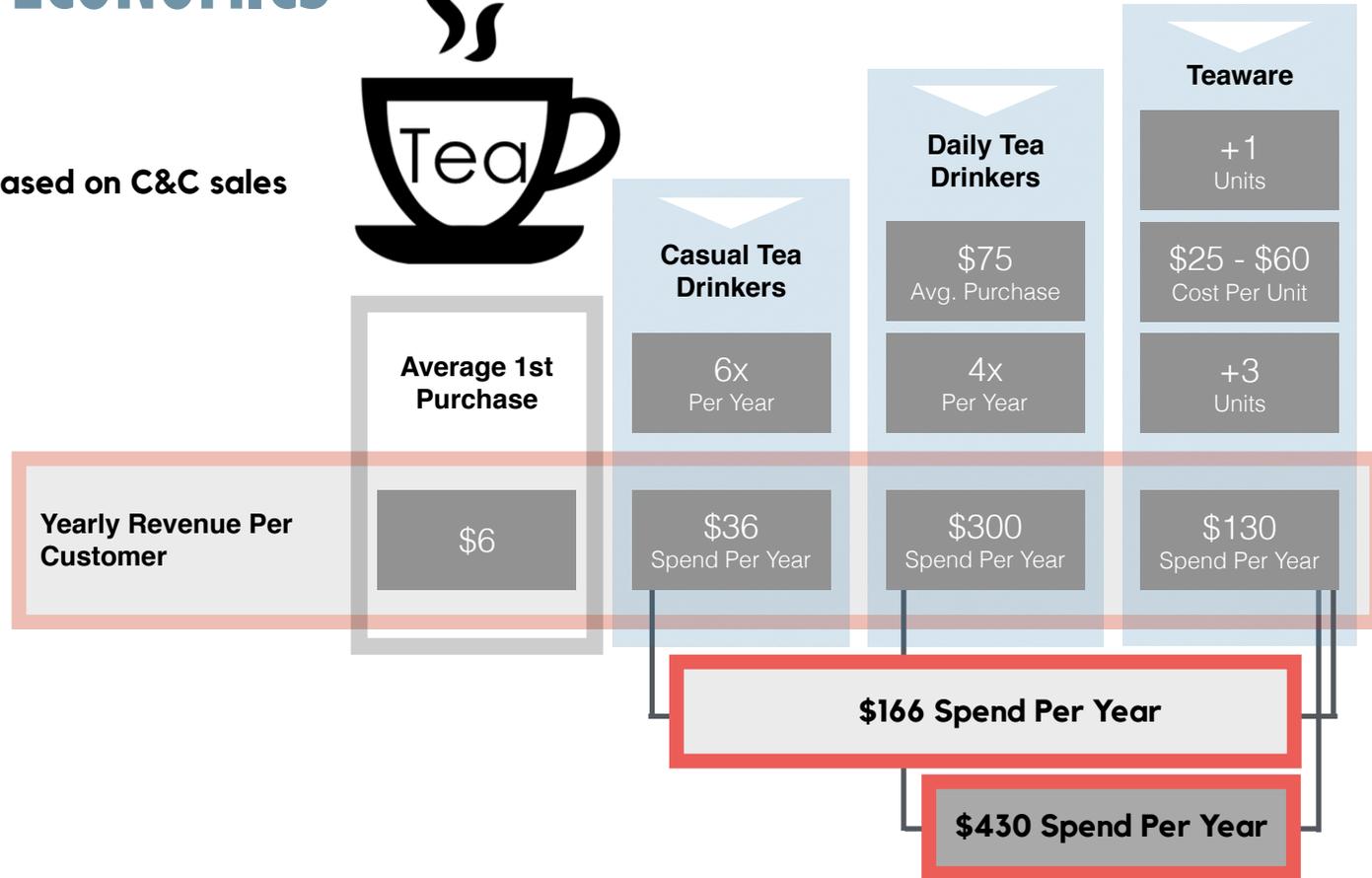
CHARLES & COMPANY BRANDS

APPENDIX 08

UNIT ECONOMICS

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Based on C&C sales



MARKET VALIDATION

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\$1B+

M&A
Over 3 years

Intl. Brands:
Most value created
Tea Retail Units



Teavana
\$900k Per Store
Annual Revenues \$163M
Sold to Starbucks for \$620M

DaidsTea
Annual Revenues \$142M
Recent IPO closed at +43%

Brands:
Most value created product only
Design Focused

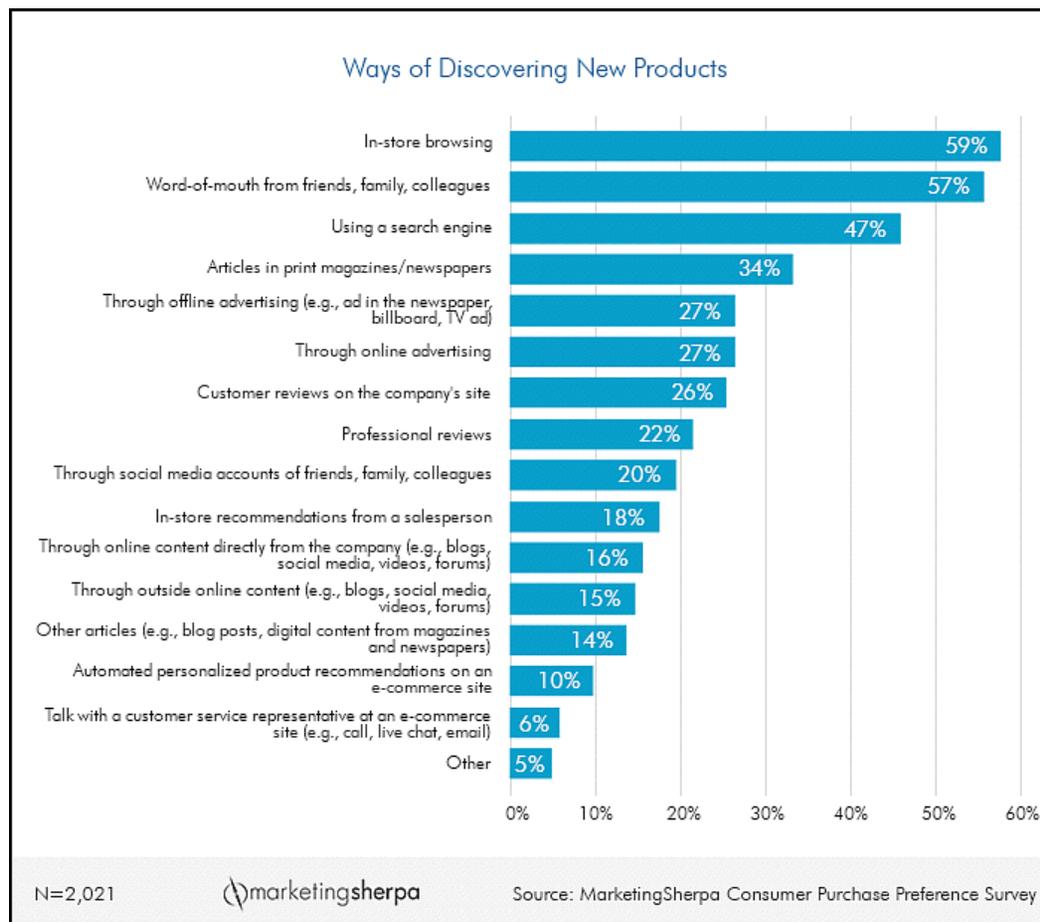


MightyLeaf
Sold to Peete's Coffee

TeaForte's
Sold multiple times

BRAND DISCOVERY

Charles & Company.



CHARLES & COMPANY BRANDS

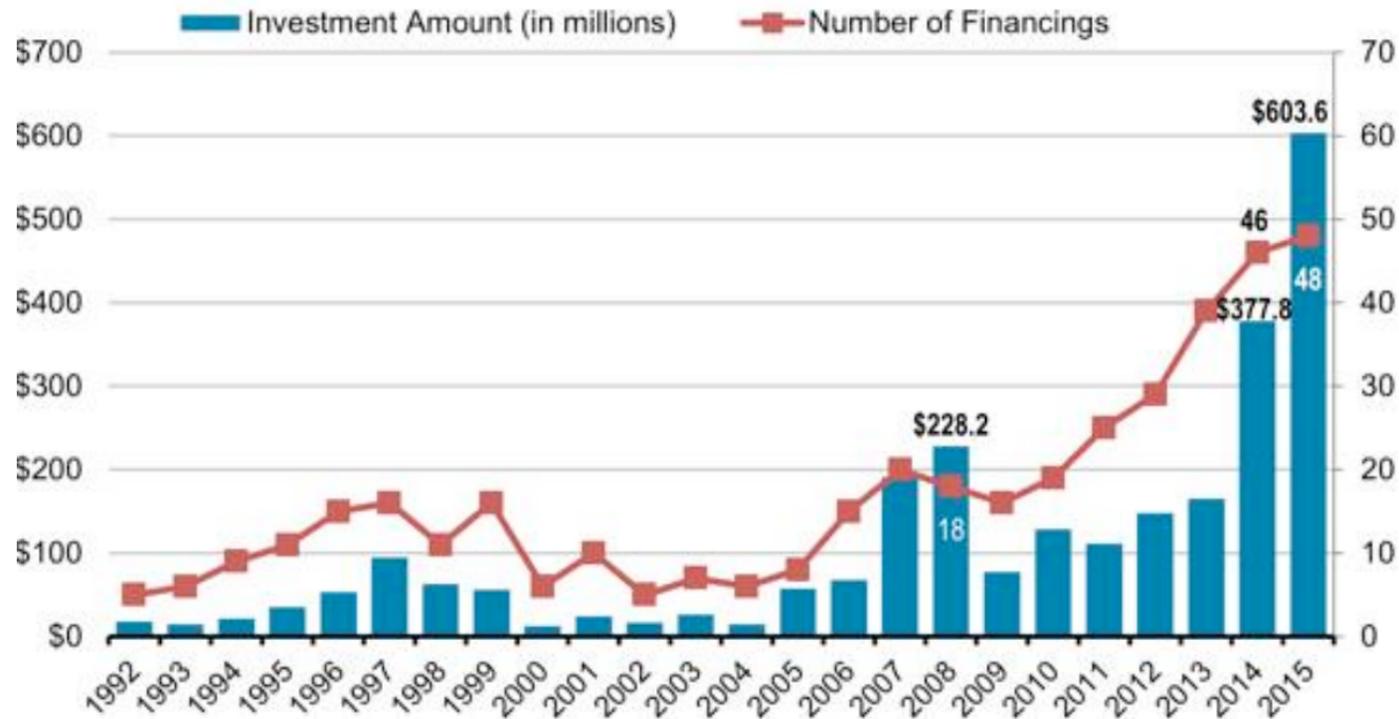
APPENDIX 12

INVESTMENT IN F&B

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VC Investment in Food, Beverage Companies Soars

Investment in U.S.-based, venture-backed companies



CHARLES & COMPANY BRANDS

Source: Dow Jones VentureSource

APPENDIX 13

Special Report: The war on big food

by Beth Kowitt @bethkowitt MAY 21, 2015, 8:30 AM EDT

Major packaged-food companies lost \$4 billion in market share alone last year, as shoppers swerved to fresh and organic alternatives. Can the supermarket giants win you back?

General Mills is starting a VC for food startups

by John Kell @johnnkell OCTOBER 22, 2015, 8:34 AM EDT

Campbell Soup Joins the Venture Capital Craze

by John Kell @johnnkell FEBRUARY 17, 2016, 4:17 PM EDT

The move is a telling nod by the maker of Cheerios and Lucky Charms that Big Food can learn a thing or two from entrepreneurs who are challenging the way the industry operates today. General Mills' net sales fell 2% to \$17.6 billion last year as major food makers are struggling to resonate with consumers who are buying more fresh fruits and vegetables, turning to organics, or favoring small specialty brands. *Fortune* wrote a special report earlier this year on the subject, "[The War on Big Food](#)."

Kellogg Launches VC Fund to Invest in Food Startups

The Special K and Frosted Flakes cereal maker on Monday **debuted** a venture-capital fund it is calling “eighteen94 capital,” which will invest about \$100 million into startups that are pioneering new ingredients, foods and packaging. The idea is to take minority stakes in those newer, smaller firms to help support their growth – mainly through the expertise Big Food makers like Kellogg can bring to packaging, marketing and distribution.

In recent years, hundreds of startups have raised over \$6 billion in funding from traditional venture capital investors and Big Food makers, challenging legacy brands in the process at a time when consumers are shifting their purchasing patterns to favor foods they believe are “fresh” and offer a feel-good message. Big Food makers have responded by making acquisitions in the space, while also moving to make modest changes to ingredients for some of the biggest food brands to help boost sales.

“When we acquired Teavana in 2012, we saw a unique opportunity to do for tea what Starbucks has done for coffee and expand the Teavana brand across many customer experiences and products,” said Starbucks Chairman and CEO Howard Schultz in a prepared

Starbucks has already made great strides expanding the Teavana brand. The company’s U.S. stores have sold more than \$1 billion of handcrafted Teavana drinks in the past year alone, representing 11% year-over-year sales growth.

TEA M&A +\$3B

Charles & Company.

Starbucks says: It's teatime in America

If the US is transforming into a nation of tea-slurping geezers, Unilever does not want to miss it.

Starbucks Becomes Caffeine-Fueled IBM With Teavana Buy

Starbucks is tripled down on an IBM-like growth blueprint, with its third big acquisition in a year.

"We believe the tea category is ripe for reinvention and rapid growth," Howard Schultz, Starbucks' chairman, president and chief executive officer, said in a release. "The Teavana acquisition now positions us to disrupt and lead, just as we did with espresso starting three decades ago."

Unilever adds to tea portfolio with ethical brand Pukka Herbs

Starbucks and Anheuser-Busch to bring Teavana iced teas to market

Unilever acquires Starbucks tea brand Tazo in deal worth \$384m

RTD ICED TEA / FUNCTIONAL BEVERAGES

Charles & Company



Breaking News on Food & Beverage Development - North America

A new era of sports drinks: health-conscious consumers, functional beverages & entrepreneurial brands

By Rachel Arthur*, 23-Feb-2016

Here's Why PepsiCo Might Be Looking To Acquire KeVita Inc

As reformed soda drinkers continue to look for healthier ways to get their caffeine fix, the world ready-to-drink (RTD) coffee and tea market is set to grow from \$69 billion in 2011 to \$125 billion in 2017—just under 11% annual growth—according to a analysis by research firm MarketsandMarkets. The

Nestlé USA to acquire Chameleon Cold-Brew

Chameleon Cold-Brew is No. 1 organic cold-brew in US

AB InBev expands non-alcohol portfolio with Hiball acquisition

Coca-Cola to acquire premium bottled water brand Topo Chico

↓ 84.74 USD

↓ 40.07 USD

Dr Pepper Snapple may be losing some of its fizz, but it still has pop.

The \$16 billion beverage maker's stock fell as much as 6 percent Tuesday on fears that [Bai Brands](#), in which it holds a minority stake, could end up in the hands of a rival. Bai, a maker of antioxidant, low-calorie drinks, is exploring a sale that could value it at more than \$2 billion, according to [Reuters](#).

Bai Brands inks distribution deal with Dr. Pepper Snapple Group

Honest Tea Announces New Partnership With Burger Chain

Fever-Tree co-founder offloads £29m stake after profit upgrade

Dr Pepper Snapple Group to Acquire Bai Brands for \$1.7 Billion

F&B ACQUISITIONS

Charles & Company

Nestlé takes majority stake in high-end coffee chain Blue Bottle

Michele Buck says Hershey could turn to M&A to help drive growth

Kellogg to buy Rxbar maker Chicago Bar Company for \$600m

Royal Cup buys out owner of US cold-brew coffee brand Icebox

Refresco receives second takeover bid from PAI Partners

Innophos completes acquisition of Novel Ingredients for \$125m

AB InBev's The High End buys remaining stake in Virtue Cider

GreenSpace Brands makes \$5m move for Canada's Cedar juice

ACTIVE CPG INVESTORS

Most Active CPG Investors
Q1'11 - Q1'16

Charles & Company.

Rank	Investor	Select Investments
1	AccelFoods	tea drops COWS GONE FOUR SIGMATIC™
2	Highland Capital Partners	DAVIDsTEA ALOHA Merri's
2	New Ground Ventures	Hampton Creek spindrift HEALTH WARRIOR
2	Alliance Consumer Growth	suja svol. Plum organics
2	Emil Capital Partners	balance GoodBelly PROBIOTIC JUICE DRINK Nit Mot
2	Greenmont Capital Partners	cheribundi the cherry people™ SAMBAZON madhava
7	MassChallenge	PMS BITES AJIRI TEA SIX FOODS
7	Khosla Ventures	UNREAL ALOHA Hampton Creek
7	Food-X	BIZZY TRUENERGY ChugaChaga
7	Lerer Hippeau Ventures	hungryroot LOLA soylent