



Investor Deck

@drinkibaenergy
www.drinkiba.com



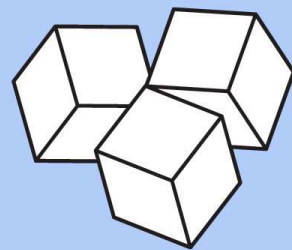
where is the problem?

Too Much Sugar & Bad Stuff

The Average American consumes 152 lbs of sugar per year or 3 lbs per week

42% of all Americans are obese

Most major energy drinks are full of sugars and unhealthy ingredients



Focus on Male Consumers

Traditional energy drink market segment focuses on men 18-34

Female consumers are overlooked with few brands addressing their specific needs and wants



Clean & Functional

Consumers are demanding cleaner products, 72% want more transparency

The majority of energy drinks use synthetic ingredients

Consumers want more function from their energy drinks



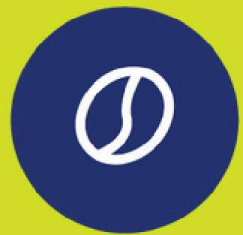
our mission

iba is a lightly sparkling, plant-powered energy drink that delivers a clean, natural alternative to the traditional energy drink market; iba transports your mind & body to the healthy and joyful energy of Brazil



MENTAL ACUITY ✨ CLEAN ENERGY ✨ IMMUNITY BOOST

Simple ingredients. Clean formula.
No artificial flavors or sweeteners.
Zero sugar.



150mg
Plant Based
Caffeine



Botanically
Infused



High
Potency
Vitamin C



Naturally
Sweetened



Vegan

BRAZILIAN
SUPERBLEND

ZERO
SUGAR

WOMEN
OWNED



how we're different

Zero sugar. Less ingredients. More functionality. Tastes great.

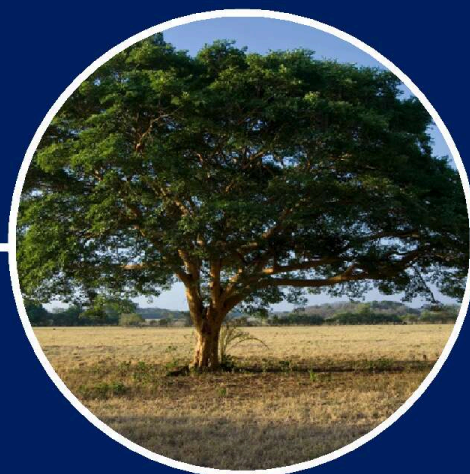


Acerola Cherry

One of the world's best sources of Vitamin C



IMMUNITY BOOST



Copaiba

Comes from inside the tree



IMMUNITY BOOST

ENERGY * OF BRAZIL superblend

Proprietary blend of
natural + functional
superfood ingredients
native to Brazil.

* We have partnered with leading US suppliers that import the ingredients from Brazil. These companies already have all the required certifications, safety protocols and approvals required by FDA. Once we achieve scale, the plan is to partner with producers that support local communities and sustainability practices.



Guarana

Helps to improve mental acuity + focus



MENTAL ACUITY



Green Coffee

Healthy + natural source of caffeine



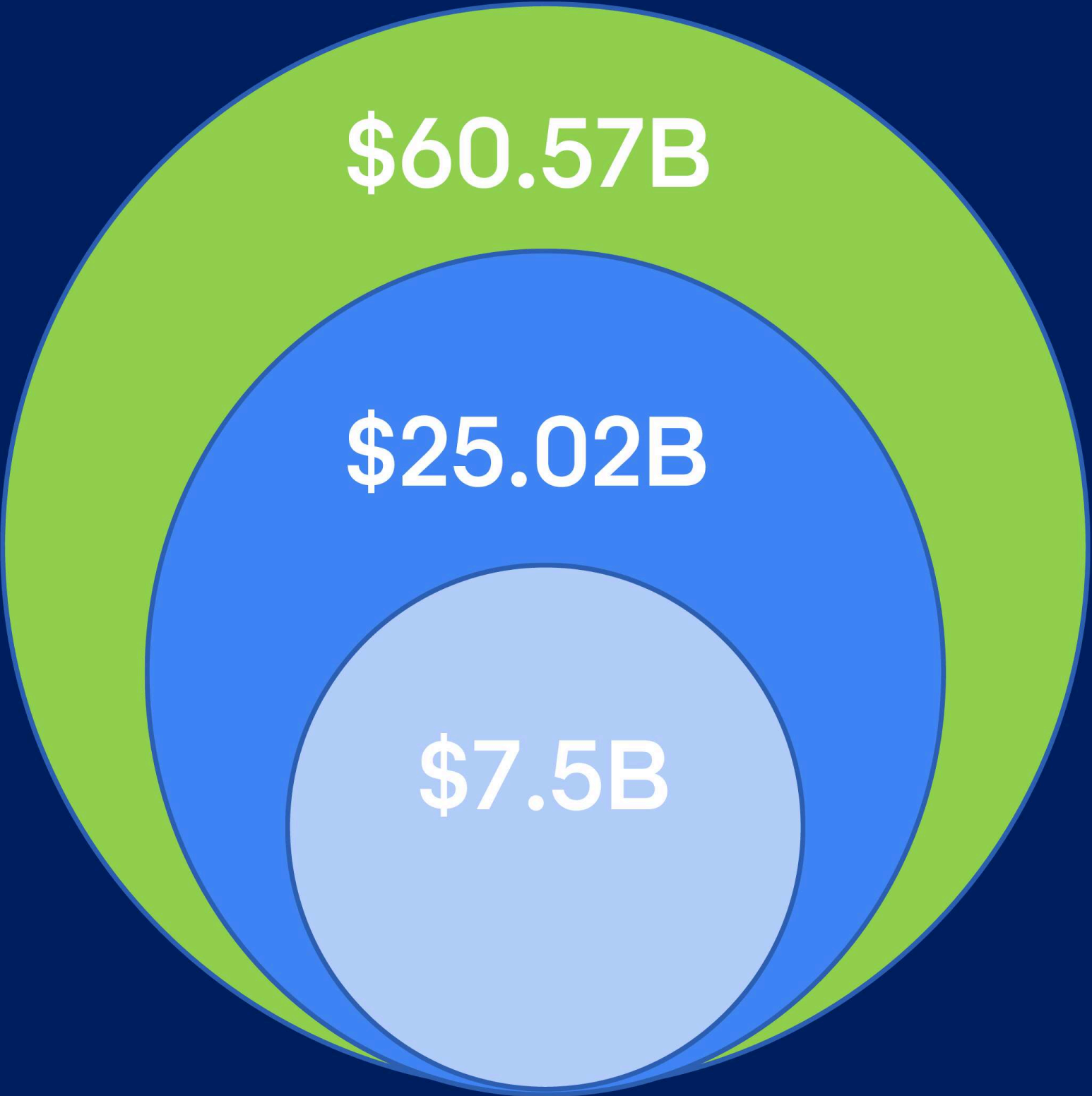
ENERGY

market opportunity

**Total Addressable Market (TAM) North American
Functional Beverage (EST 2022) (8.9% CAGR)**

**Functional Beverage Energy Drink Segment TAM
(EST 2022) (6.8% CAGR)**

**Natural "Better For You" Energy Drink
Segment of Functional Beverage TAM
(EST 2022) (20.0% CAGR)**



target audience: *conscious hustler*

Ages 25-45

Gender Neutral (female skew)

Urban Living

College Educated

FT or Self-employed

Key Consumption Trends

- Spends towards healthier, lower sugar drinks
- Invests towards plant-based & products that are better for the planet
- Demands For more functionality - immunity, cognitive support, and added vitamins



Go-getters & builders of
careers, families, + communities



Believers in conscious living
+ preventative health



Professional, well educated,
& discerning shoppers



Trend followers driven
by new innovation



Big believers in anything
plant-based



Time-strapped,
convenience seekers

Functional “Better For You” Energy

NATURAL

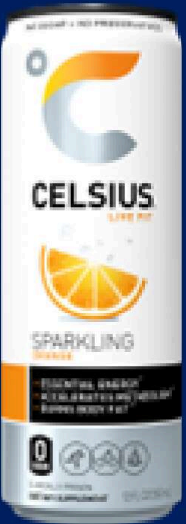
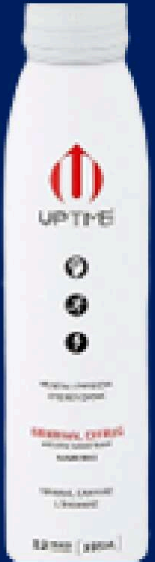
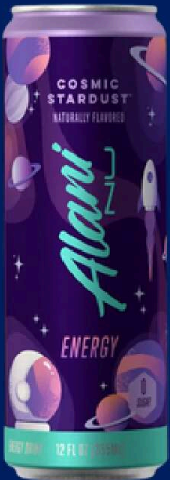


WHITE SPACE



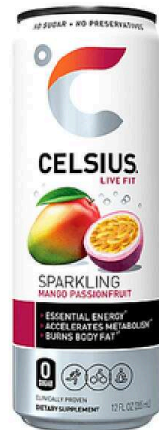
LESS
FUNCTION

MORE
FUNCTION



ARTIFICIAL

how iba stacks up



Sugar	0g	9g	0g	0g	0g	0g
# of Ingredients	10	9	13	18	25	26
Functionality	Energy, Focus, Immunity	Energy	Energy, Focus	Energy, Burn Fat, Metabolism	Energy	Energy, Focus, Immunity
Signature Blend	Guarana, Green Coffee, Acerola + Copaiba	Tapioca From Cassava root	L-Theanine, Ginseng Root, Angelic Root, Coenzyme Q10	Metapulus Proprietary Blend	B Vitamins, L- Theanine	Vitamins, Electrolytes, Camu Camu
Artificial Ingredients	no	no	YES	YES	YES	YES
Naturally Sweetened	YES	YES	no	no	no	no
Calories per serving	10	60	5	10	10	10

go to market strategy



OMNI CHANNEL FOCUS
iba targeting multiple
channels - DSD, Specialty,
Wholesale & Direct to
Warehouse with a focus on
retail brick & mortar



iba Healthy Energy Drink,
Variety Pack, Clean Energy, 0
Sugar, Sparkling, Low Calori...

Variety Pack

12 Count (Pack of 12)

Options: 4 flavors

★★★★☆ ~ 59

\$29⁹⁹ (\$2.50/Count)

Save more with Subscribe & Save
FREE delivery on \$35 shipped by
Amazon.

Add to cart

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retail brick & mortar strategy

SALES EXECUTION: Strategy focuses on regional geography - Master those markets before expansion. iba officially launched with KeHE in April 2024. In addition, we have been selected to launch with HEB/Central Market in Texas, July 2024. Our plan is to scale through an already contracted fractional sales company that has existing relationships, knows the sales cycle and could open doors with regional/national retailers. This fractional model will eventually transition to company employees.





marketing support

- Quarterly Promotions
- Regular In-Store Demos & Sampling
- Necker Coupons & Shelf Talkers
- Strong Brand Merchandising Team
- Social Media / Influencers / Brand Ambassadors
- Community Events
- College Field Marketing + Ambassadors
- Email Marketing, SEO, Geo-targeted ads to drive to retail

marketing execution

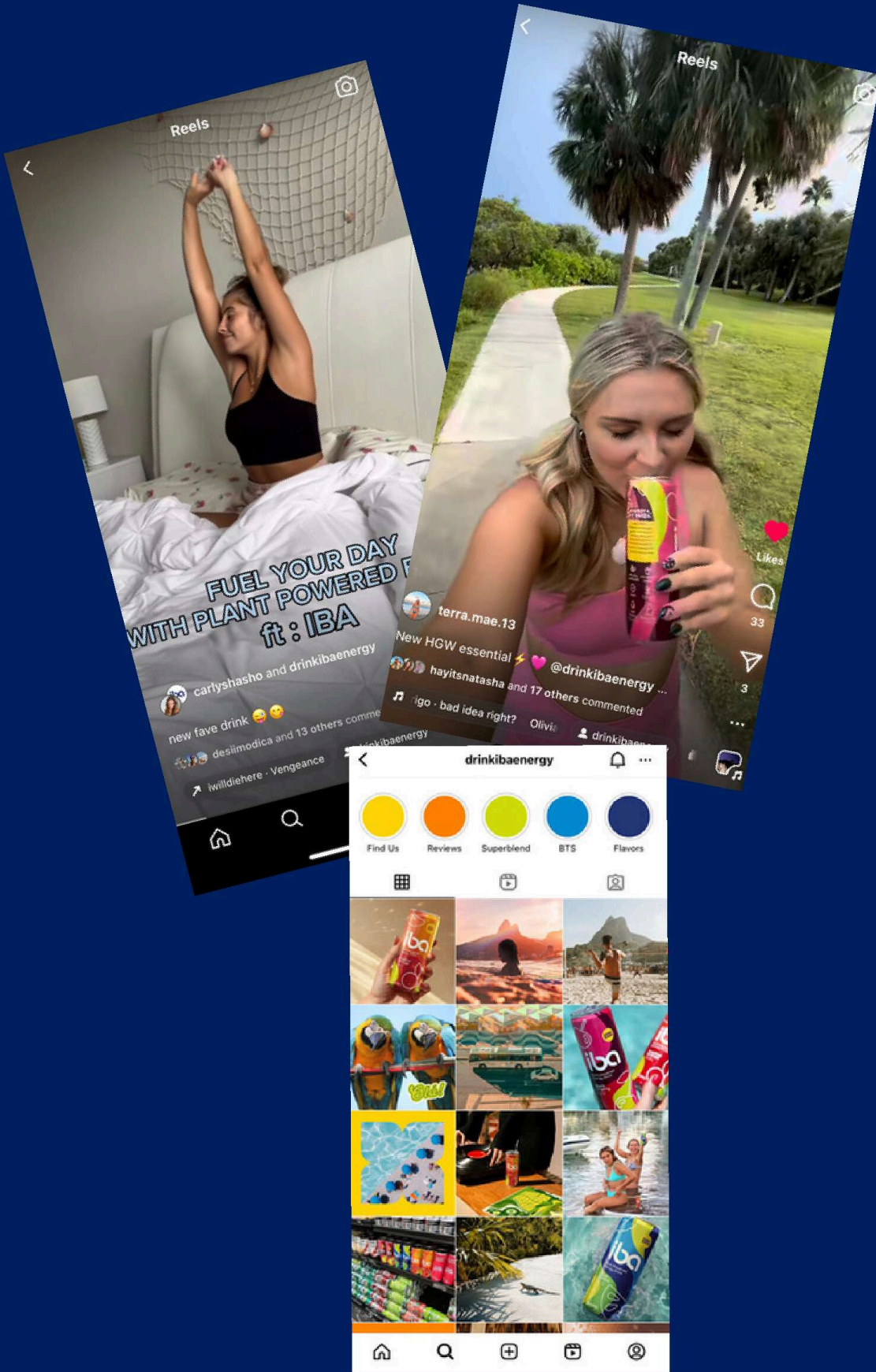
Social Media & Influencers



Brand Collateral



Community Events



Direct to Consumer Controlled Approach

A phased approach that will aim to build direct relationships, support trial, and provide convenience.



Phase 1

Introduce digital commerce sign up experience to capture interest and build community (SOFT LAUNCH). Launch direct eCommerce sales and fulfillment on drinkiba.com (support trial initiatives + swag + set up 3PL partner)



Phase 2

Support retail expansion leveraging 3rd party delivery platform (Amazon, Go Puff, Gorillas) with native promotion campaign.



Phase 3

Expand 3rd party delivery platform partnerships, distribution, accelerate online promotions and promote loyalty and database-building initiatives - These aim to optimize the consumer journey across digital touch points; from awareness down to advocacy.

Overall Pick



iba Healthy Energy Drink, Variety Pack, Clean Energy, 0 Sugar, Sparkling, Low Calorie, Plant...

Variety Pack **12 Count (Pack of 12)**

Options: [4 flavors](#)

★★★★★ ~ 47

50+ bought in past month

\$29⁹⁹ (\$2.50/Count)

Save more with Subscribe & Save

FREE delivery **Sat** on \$35 of items shipped by Amazon

Or fastest delivery **Wed**

Only 14 left in stock - order soon.

Add to cart

iba Leadership



Flavia Baggio Greenwood
Founder/CEO

A native of Brazil and formerly served as the US General Manager for a Brazilian hardwood flooring business, helping to successfully establish their presence in the US market.

She is a graduate of the prestigious Fundacao Getulio Vargas (FGV) school in Brazil and attended for 6 months at Bocconi University in Italy during her degree. She resides in Miami, Florida, speaks four languages and enjoys kite-surfing, traveling and spending time with family.



Jodie Doyle
Founder/ Strategic Advisor

He currently serves as the President of Indusparquet USA. He has considerable experience in both the deployment and management of remote sales teams as well as serving his company with both supply chain and marketing functions. Flavia and Jodie have met and developed great relationship while working together in the flooring industry since 2019.

Jodie and his wife Kelly have three children. They are both proud graduates of the University of Dayton (OH) and they currently reside in Louisville, Kentucky.

strategic advisor



Vanessa Dew
Founder
Health-Ade Kombucha

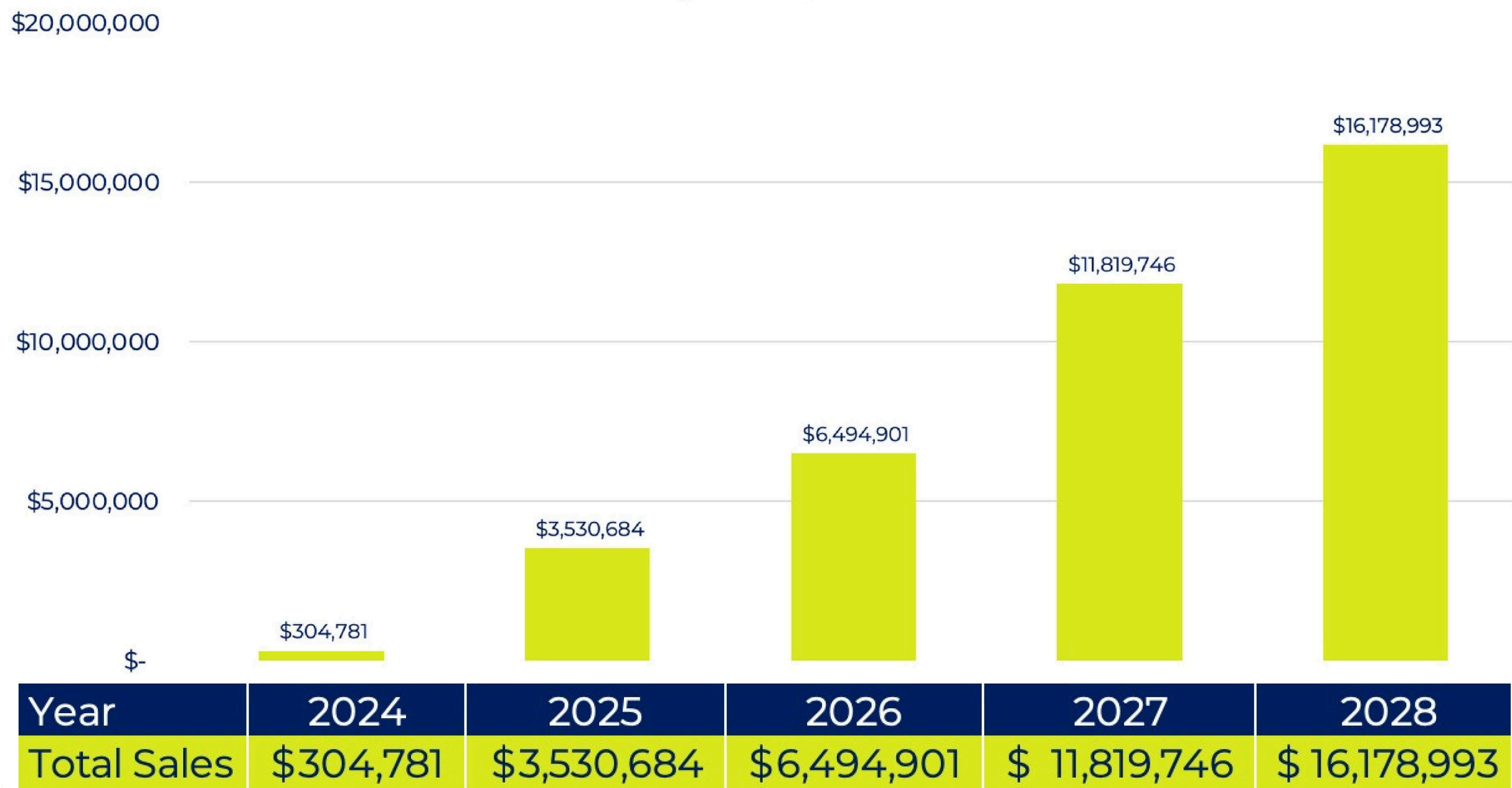
Vanessa co-founded Health-Ade in 2012 alongside her best friends and husband-and-wife team, Justin and Daina Trout. She recently exited their business after a successful sale of the business to First Beverage Group and has agreed to join iba Energy Drink's co-founders Flavia Baggio and Jodie Doyle in a strategic advisory role. During her time at Health Ade, they raised almost \$50 million to create the industry's biggest kombucha beverage brand. Her main role at Heath-Ade was on the sales and marketing side, where she served as Chief Sales Officer. They grew the company from an LA Farmer's Market staple to a brand now available in 30,000 stores including Whole Foods, Target and Trader Joes.

Originally from Los Angeles, Dew received her BS in Biochemistry from UC San Diego and an MBA from the University of Southern California. She constantly gives back to the community and serves as a USC Marshall Mentor, advises several, young CPG companies, and is an active member of the Female Founder Collective, Entrepreneur's Organization (EO) and Asian Business Association (ABA).



financial projections

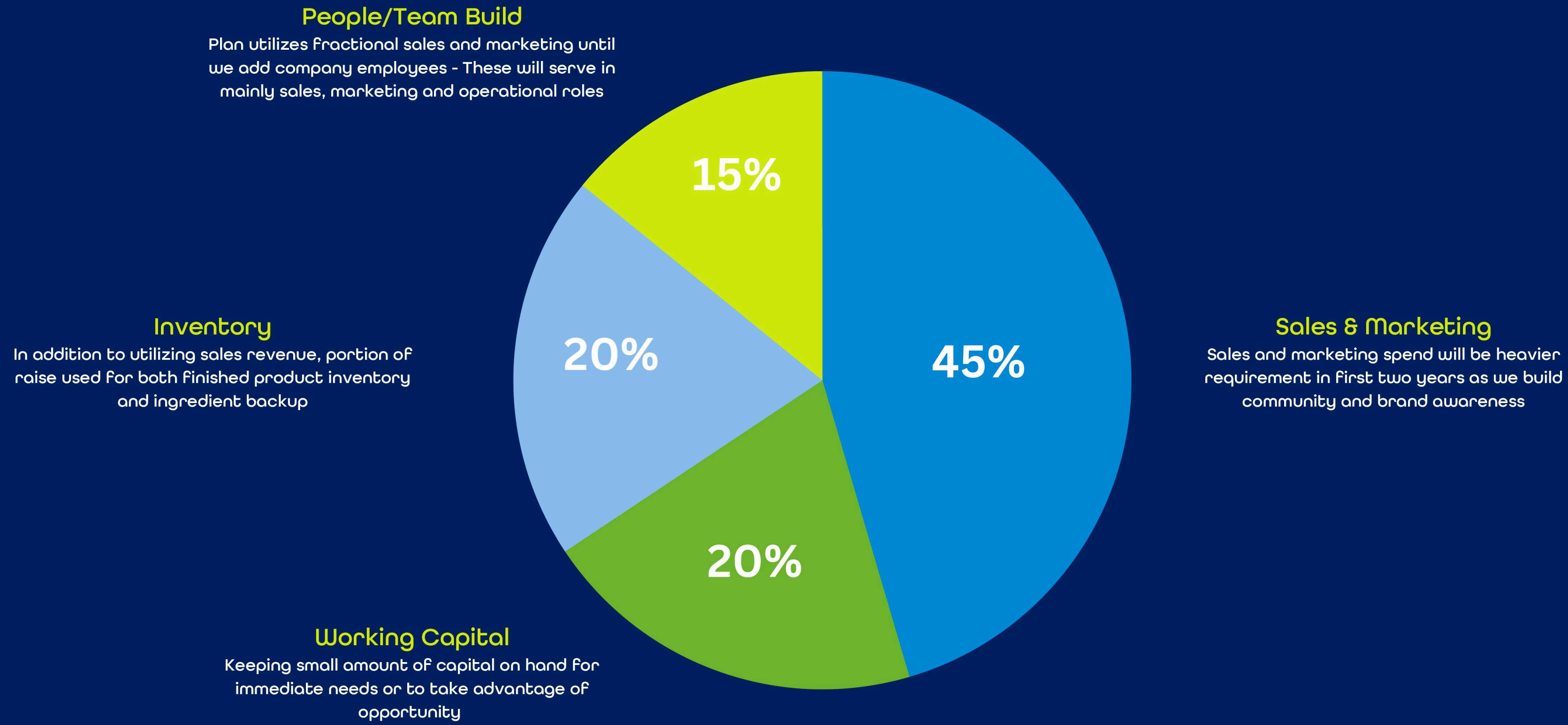
Five Year Operating Performance



Forward looking projections are not guaranteed.

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Desired Funding/Use of Proceeds





thank you!



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Questions?

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