

INVESTOR PRESENTATION
November 2024

SALTTM
100% AGAVE TEQUILA

COPA
DI
VINO
PREMIUM WINE

PULPOLOCO
SANGRÍA

CHISPO
TEQUILA

S **SPLASH**TM
BEVERAGE GROUP

FORWARD-LOOKING STATEMENTS

This presentation contains forward-looking statements. Forward-looking statements give our current expectations or forecasts of future events. You can identify these statements by the fact that they do not relate strictly to historical or current facts. Forward-looking statements involve risks and uncertainties and include statements regarding, among other things, our projected revenue growth and profitability, our growth strategies and opportunity, anticipated trends in our market and our anticipated needs for working capital. They are generally identifiable by use of the words “may,” “will,” “should,” “anticipate,” “estimate,” “plans,” “potential,” “projects,” “continuing,” “ongoing,” “expects,” “management believes,” “we believe,” “we intend” or the negative of these words or other variations on these words or comparable terminology.

Additional examples of forward-looking statements in this presentation include, but are not limited to, our expectations regarding our business strategy, business prospects, the market in which we operate, operating results, operating expenses, working capital, liquidity and capital expenditure requirements. Important assumptions relating to the forward-looking statements include, among others, assumptions regarding demand for our products, the cost, terms and availability of components, pricing levels, the timing and cost of capital expenditures, competitive conditions and general economic conditions. These statements are based on our management’s expectations, beliefs and assumptions concerning future events affecting us, which in turn are based on currently available information. These assumptions could prove inaccurate. Although we believe that the estimates and projections reflected in the forward-looking statements are reasonable, our expectations may prove to be incorrect.

This is not an offer to sell or a solicitation of an offer to buy any securities. Any such offer is only made by offering materials that are subject to specific terms and conditions, and only to Accredited Investors under the Federal Securities Laws. Neither the Securities and Exchange Commission, nor any other federal or state authority has passed upon or endorsed the merits of the accuracy or adequacy of the information in this presentation.

The Company's strategy is to rapidly develop new brands as well as acquire and accelerate preexisting brands that have high visibility or are innovators in their respective categories.



Splash Beverage Group (NYSE American: **SBEV**) owns a growing portfolio of successful alcoholic and non-alcoholic beverage brands.

The Company is led by a management team that has built and managed some of the top brands in the beverage industry and led sales from product launch into the billions with brands including RedBull, Gallo, Bacardi, Muscle Milk, FUZE, NOS Energy, Sparkling Ice, and Diageo.

THE LEADERSHIP TEAM



Robert Nistico
Chief Executive
Officer &
Managing
Partner

- 27 years experience in the Beverage Industry
- Executive management experience in all 3 Tiers of Beverage system; sales, marketing, distribution and brand development for beer, wine, spirits and nonalcoholic beverages
- 5th Employee at Red Bull North America; SR Vice President & General Manager for 10+ Years; took annual revenue from \$0 to \$1.6 Billion
- Most recently President & CEO of Marley Beverages, led company from \$0 to \$40 Million in annual revenue in 3 years



Julius Ivancsits
Chief Financial
Officer

- Mr. Ivancsits is a career finance and accounting professional with proven success scaling Public & PE-backed companies in both CPG and B2B companies
- Prior to joining the Splash, Mr. Ivancsits was Chief Financial Officer of Hexo Corporation successfully selling the company to Tilray Brands last summer. In addition, he has served as CFO at Goba Capital, Alpha Measurement Solutions, and Be Green Packaging along with long multiple roles at CPKelco with progressively increasing experience. Mr. Ivancsits has a BS in Business from Eastern Illinois University.



William Meissner
Sales President &
CMO

- 20 Years of leadership, sales and marketing experience in clean-label and functional Consumer Packaged Goods
- CEO of Sweet Leaf & Tradewinds Tea, CEO of Genesis Today (a VMS category leader), CEO of Tazza Pronto/Distant Lands Coffee, CEO of Jones Soda, President of Talking Rain, CMO of Fuze/NOS Beverage (Coca-Cola), Brand Director SoBe Beverages (PepsiCo), Nutritional Category Manager Tetra Pak
- Proven brand builder with experience growing consumer products with both large and limited budgets; Has taken multiple consumer brands from conception to +\$100mm in revenue



Sanjeev Javia
Nutritional Scientist
& Product
Development

- Sports Nutrition & Fitness Industry Expert
- Written 600+ nutritional plans for professional athletes, Olympic Gold Medalists, AD's and strength & conditioning coaches
- Client list includes Super Bowl MVPs: Tom Brady & Kurt Warner, World Series Champions: Curt Schilling & Randy Johnson, Stanley Cup Champions, PGA Players, Green Bay Packers, Red Sox & Denver Nuggets
- Mr. Javia provides a unique advantage that Splash expects to leverage and communicate at a time we deem proper

INITIAL BRAND LINE UP

Portfolio maximizes manufacturing & distribution efficiencies and minimizes risk over multiple channels



Copa di Vino

Pulpoloco

SALT Naturally Flavored Tequila

Chispo Tequila



Single Serve Varietal Wine by the Glass “Born” on Shark Tank

Flavored Sangrias from Spain packaged in The First Flavored Hand Crafted Eco-Friendly Biodegradable Paper Cans 100% Agave 80-proof Tequila

100% Agave Premium Tequila Priced to compete at a value

GROWTH DRIVERS

In its infancy, SBG has developed powerful and active growth drivers:

Chain Relationships:

- In a few short years SBG has established a foot-in-the-door with several of the larger retailers in the US. SBG has a brand in test or early distribution with:
 - Ralphs (Kroger)
 - Am/Pm
 - Walgreens
 - HyVee
 - Walmart
 - 7-Eleven
 - Circle K
 - Save Mart
- SBG has invested in a chain team of 2 experienced and accomplished national account salespeople, whose responsibilities are to introduce and manage Splash brands with the larger store-count retail operators.

Powerful Distribution Partners:

- SBG has been able to attract the top distributors in the beverage industry. The network is overwhelming comprised of AB InBev and Miller-Coors wholesalers.
- SBGs most advanced brand has a near national footprint. Copa di Vino can reach 82% of the consumers in the US. With this lead brand as the catalyst, SBGs other brands have less friction than other early-stage brands in being represented by this elite group of distributors.

Innovation:

- Innovation drives excitement and new opportunities for our distribution system. New items can replace slower moving SKUs or enhance our assortment.

COPA DI VINO



SALT



CONSURF WATER



With the pipeline built and the foundation brands now flowing into retail and through to consumers, larger acquisitions are the next phase

Qplash: Unlocking the Growth Potential of E-Commerce

Qplash stands out as a dynamic and growing player in the e-commerce and direct-to-consumer (DTC) space, focusing on premium consumable goods. Leveraging expertise in supply chain management and online marketplaces such as Amazon, Walmart, Shopify, and Target, Qplash has developed a highly scalable model. This model is bolstered by a network of third-party logistics (3PL) operators, close partnerships with major shipping carriers, and strong relationships with high-demand brands, positioning the company for continued growth and improved margins.

In addition to its broader e-commerce operations, Qplash emphasizes building its own platform and customer base, particularly through its B2B team. This team serves high-end retail clients like LVMH, Tag Heuer, Ralph Lauren and Tiffany among others. The company's platform is set to expand across multiple verticals, enriching its product catalog and client base.

With 2025 projected revenues of approximately \$18 million and ever-improving gross margins at 38%, Qplash is well-positioned to be a key driver of digital commerce strategy and a significant revenue contributor moving forward."



Notable Beverage M&A Transactions



A tequila brand founded by George Clooney and Rande Gerber in 2013, who scaled the brand for four years before selling for \$1 billion



Actor Ryan Reynolds bought a significant stake in the gin brand in 2018, and helped scale the brand to 100,000 cases before selling for \$600 million



A San Diego-based craft beer that gained momentum, eventually selling for \$1 billion to Constellation Brands



A healthier sports drink that gained strong athlete endorsements, most notably Kobe Bryant, and an early investment from Coke, eventually selling at an \$8 billion valuation

Additional Comparable M&A Transactions

YEAR	TARGET	AQUIRER	PURCHASE PRICE	EV/SALES MULTIPLES
2024			\$990M	8.6x
2022			\$420.0M ¹	11.3x
2022			~725.0M	14.7x
2021			\$4.5B	1.3x
2021			~\$700.0M	4.0 – 6.0x
2018			\$525.0M	6.5x
2017			\$1.7B	6.7x
2016			\$475.0M	5.1x
2013			\$1.6B	6.1x
2007			\$4.2B	13.1x

Source: S&P CapIQ, SEC filings, and publicly available information

⁽¹⁾ Purchase price for 70% stake

1st Acquisition Performance

Investment Thesis



Brand: Founded on *Shark Tank* and relied heavily on the reruns of the 2 epic episodes. Branding is clear and concise but is off trend for the consumer of single-serve wine.

Opportunity: Distracted founder and covid have created some distress for the company. Splash can gain 80+ Anheuser Busch distribution network for its brands. Recently launched imported brand PulpoLoco Sangria has on-trend sustainability traits, excellent liquid and comes with rights to unique packaging.

Value Creation

Brand: Revitalize the look of the branding, add multi-packs reintroduce to chain retailers across the country.



Business: Energize the distribution network, open up chain accounts including 7-11, Circle K, AM/PM, Kroger-Ralphs & Harris Teeter, Loves, Lowes, Walgreens (test) and Walmart (test)



Splash Current Platform and Brand Set 2025 Plan

Qplash

- Replenish inventory levels from capital raise
- Launch Walmart
- Add an additional 3PL to win more buy boxes

COPA DI VINO
PREMIUM WINE

- Walmart and Walgreen Expansions from 2024 test
- Leverage 2024 authorizations with in-store merchandising
- Open new production facility for significant CoGS & SGA improvements

PULPOCO
SANGRIA

- 7-eleven expansion from initial 2k stores
- Leverage eco-friendly package in Sprouts & Whole Foods
- Piggyback on Copa rack placements in authorized stores

SALT
100% AGAVE TEQUILA

- New label for enhanced shelf and back bar impact
- Launch Silver and Jalapeno
- New volume for 4 new control-states added in late 2024

CHISPO
TEQUILA

- Q4 2024 Brand launch
- Leverage distributor's relationships on-premise for premium well placements
- Add 50ml singles and multipacks

Acquisition Pipeline

Western Son Vodka



Category: Vodka

Net Revenue: \$22MM

Gross Margin: 61%

Great brand with excellent early-stage distribution and tremendous upside. North Dallas distillery will become Splash's operational and logistics hub for its family of brands.

- Fast growing vodka brand, 3 straight years on the Hot Prospect List, Winner of Newsweek's reader's choice award as the #1 Vodka in America
- Production and distribution campus in north Texas will anchor Splash supply-chain and logistics
- Major addition to the team, providing an incremental 17 sales personnel and elite operations team
- Generating its revenue largely from only a few states. Geographic expansion provides material upside.

Thank you!

