

# KARMA<sup>®</sup>

water



#BelieveIn**KARMA**.

**KARMA**.

#BELIEVEINKARMA | 1

- ❖ **Karma continues to produce strong double digit YOY growth**
  - ❖ Double Digit growth *every year* since we launched back in 2011
  - ❖ Newly installed cap production line allows for 3x capacity (completed Dec 2021) – no inventory issues
- ❖ **“Better for you” & Immune supporting beverages continue to grow in popularity since pandemic occurred**
  - ❖ Probiotics continue to be a hot topic as well as the emerging CBD market
  - ❖ Probiotics account for ~80% of total volume
- ❖ **Strategic Partnership formed with *Constellation Brands* (Fortune 500 Co.) in 2020**
  - ❖ 1<sup>st</sup> NA investment ever by Constellation.....Full DSD coverage in 47 states
- ❖ **NEW Clean Energy line - launching Q4 2023**
  - ❖ natural caffeine, adaptogens, and patented *Cognizin* – different than all other offerings
- ❖ **National digital marketing campaign (Youtube, Facebook, Instagram, Connected TV - Hulu, Tik Tok) continues to run and drive new impressions and visibility**



Year	Case Growth
2016	96%
2017	36%
2018	18%
2019	37%
2020	40%
2021	65%
2022	13%



Constellation Brands



**KARMA®**

#BelieveInKarma

**Why Karma Water?**

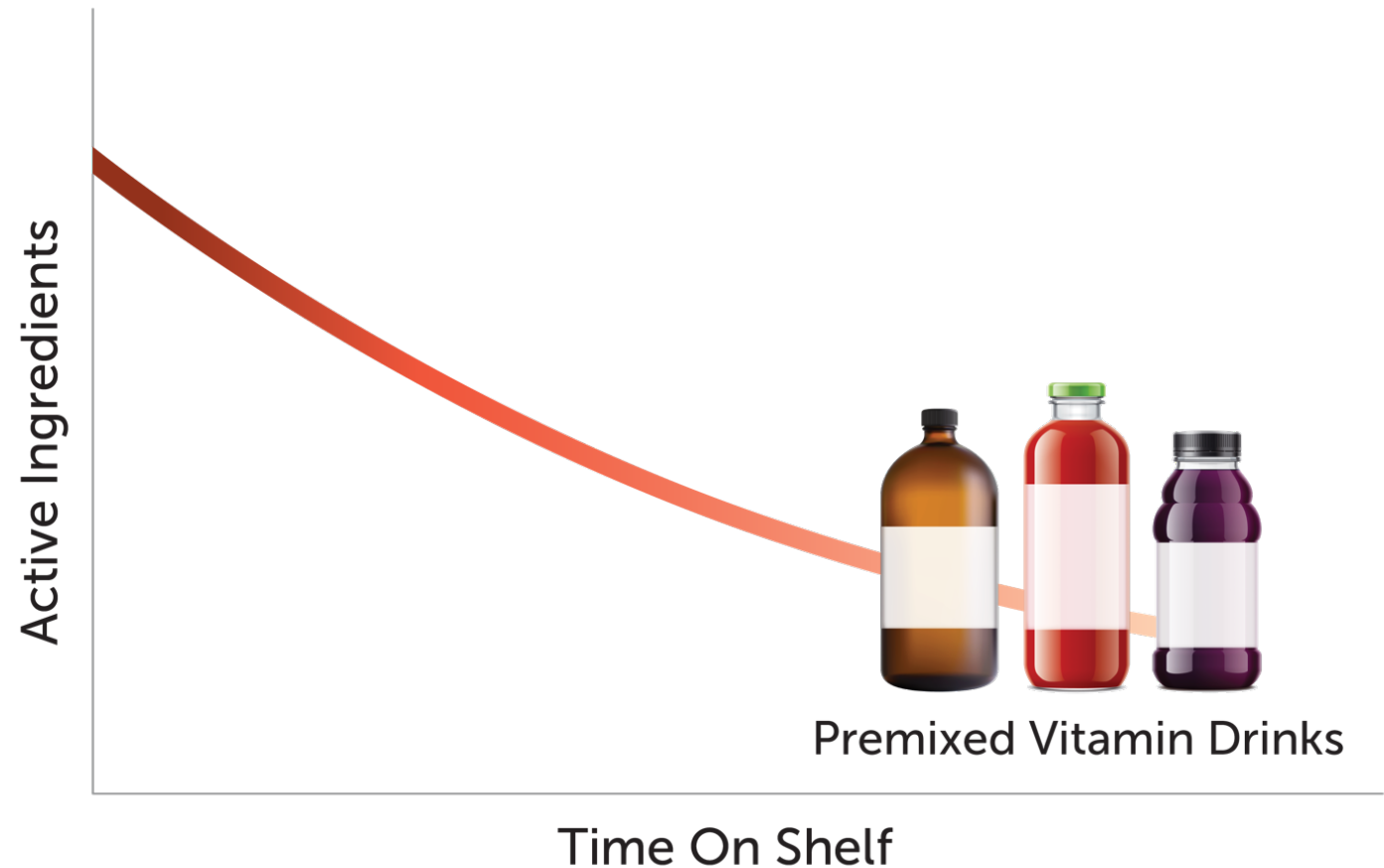
# The Natural Science behind the Brand...



# THE PROBLEM

Premixed drinks do not deliver on their promise...  
**consumers do not get what they pay for.**

A global food science company study validated that the active ingredients in premixed drinks deteriorate rapidly.

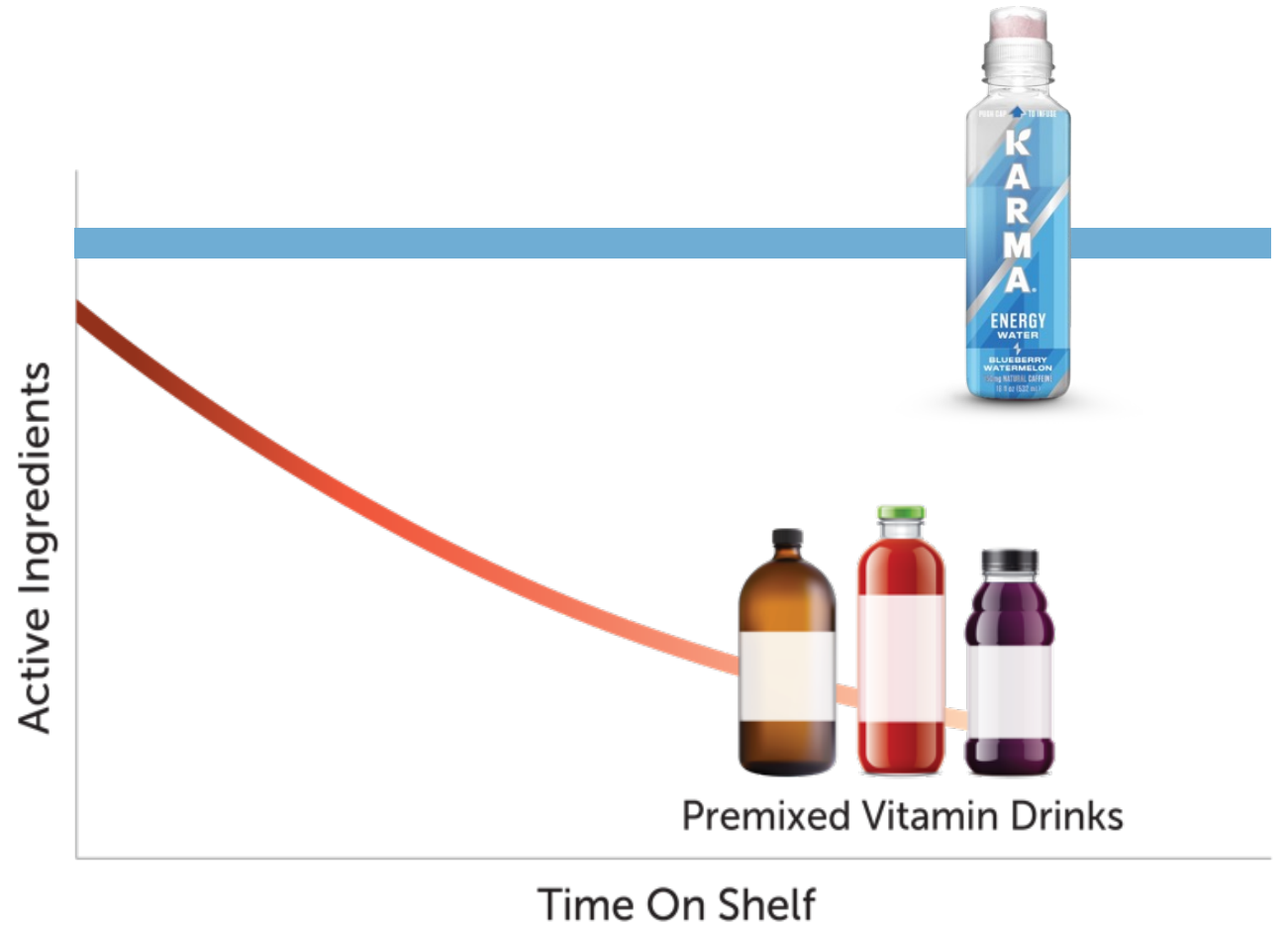


# THE SOLUTION

## KARMA<sup>®</sup> water

Karma stores vitamins, and nutrients in the protective Push Cap until the consumer infuses the ingredients just seconds before drinking.

This assures optimal potency at the time of consumption.



*Microbiological analysis conducted by an independent life science lab.*

# UNIQUE VALUE PROPOSITION

## Karma Push Cap Technology:

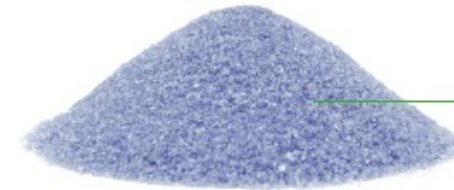
Karma's Push Cap is a unique, **patented** ingredient delivery system that allows our vitamins and nutrients to stay protected until the time of consumption.

Keeping ingredients separate is particularly important for ingredients such as vitamins that lose their effectiveness due degradation.

**Karma delivers optimal natural energy.**



KARMA'S PATENTED  
PUSH CAP



PROPRIETARY BLEND OF  
ESSENTIAL VITAMINS &  
CULTURES



ALL PROTECTED IN  
KARMA'S PUSH CAP  
UNTIL YOU'RE READY TO  
DRINK

**KARMA**®

#BelieveInKarma

**Our Lines:  
Probiotic Water  
Energy Water  
CBD Water**

**KARMA**®



# KARMA

## PROBIOTIC WATER

2 billion active cultures are kept in the KarmaCap until you're ready to drink. Formulated with GanedenBC<sup>30</sup> (*Bacillus coagulans* GBI-30, 6086), a patented strain of probiotic bacteria. Plus 100% of fresh vitamins A, E, B3, B5, B6 & B12. Peel Push & Shake to infuse the probiotic nutrition into the water and replenish your body to support digestive health.

Just another reason to **#BelieveInKarma**

The Undiluted Truth In  
Immune Support

2  
billion  
cultures

NON  
GMO

V  
VEGAN

G  
GLUTEN  
FREE

L  
LACTOSE  
FREE

20  
calories  
per bottle



KARMA

# Probiotic Market Expected to reach \$131B by 2032

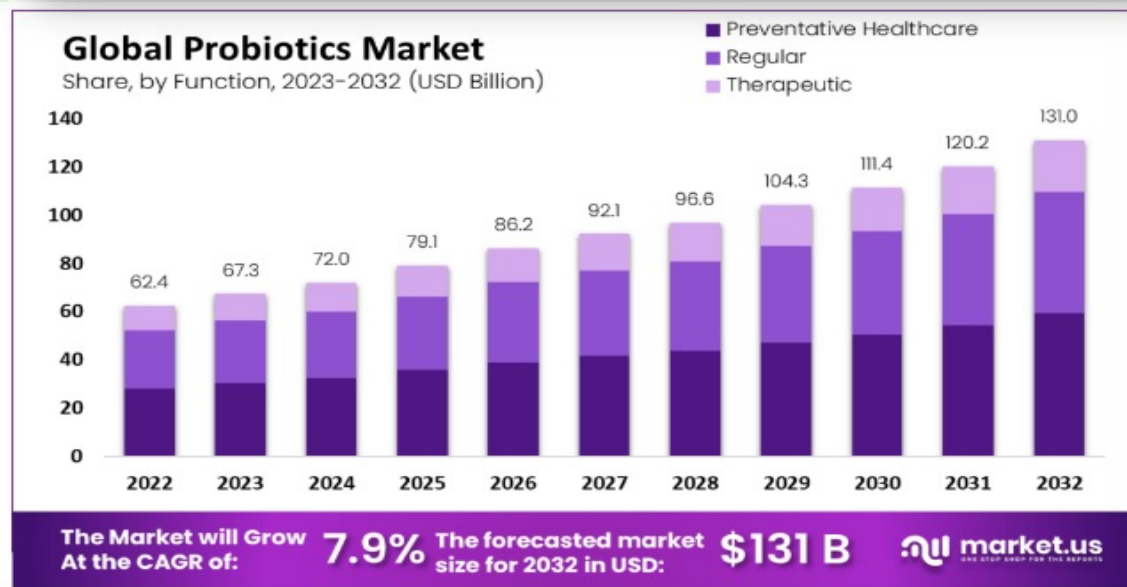
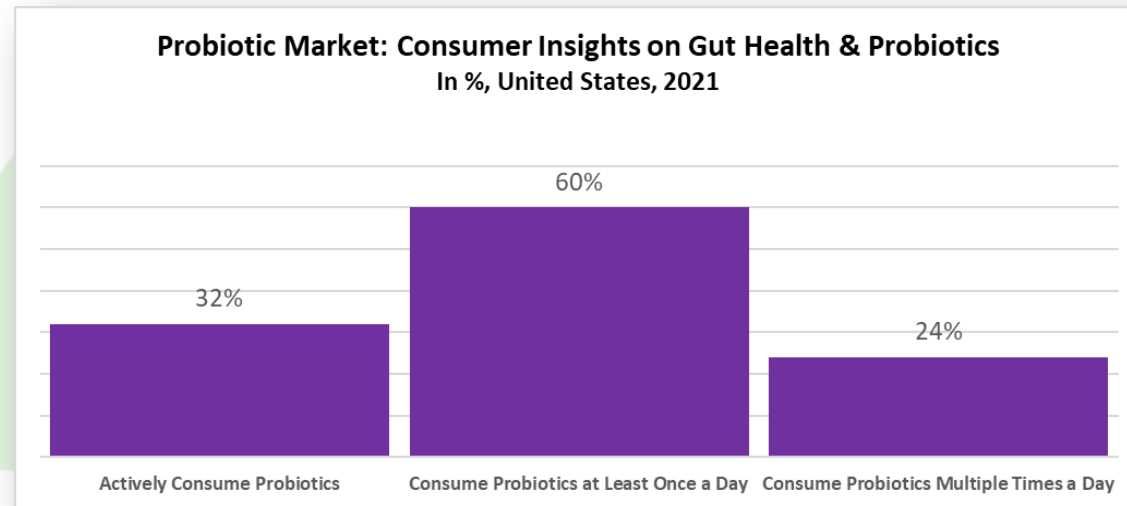
*Food and Beverage Industry Drives the Growth*

## Growth Factors of the Probiotic Market

**INCREASING HEALTH AWARENESS:** The increasing interest in healthcare and the health benefits of probiotics

**INCREASING AWARENESS OF BETTER IMMUNITY SYSTEM:** Probiotics help to prevent the growth of harmful bacteria in the digestive tract improving nutrient absorption, digestive health, immunity, and overall well-being.

**INCREASE IN DEMAND FOR NATURAL PRODUCTS:** The Increase in the awareness of using natural products to live a healthy life is the factor affecting the growth of the market. This is due to the increased consumption of functional foods and beverages that provide basic nutritional support and enhance health.



Source: Market.Us March 16, 2023

Source: International Food Information Council



# KARMA<sup>®</sup> ENERGY WATER

POWERED BY COGNIZIN<sup>®</sup>

3 Fresh New Flavors: *Dominating the Trends*

COMING SOON



Blueberry  
Watermelon



Raspberry  
Peach



Melon  
Dragonfruit



Orange  
Mango



Pineapple  
Coconut

# KARMA ENERGY WATER – All of the function, none of the fizz.

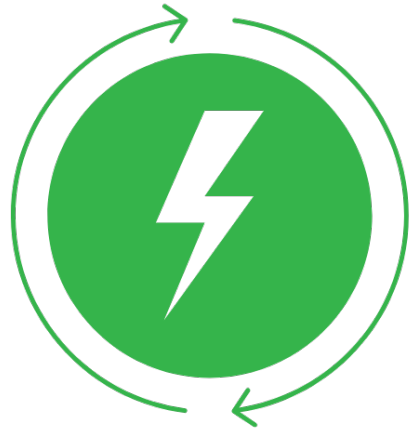
## Natural Energy & Mental Focus



- **Natural Caffeine:** 150mg sourced from Green Tea extract & B Complex Vitamins
- **Nootropics:** Cognizin® a patented Citicoline designed to support mental focus, attention & recall
- **Adaptogens:** Yerba Mate & Maca Extract
- **100% of Essential Vitamins:** C & B-Complex
- **Low Sugar:** 4 grams of sugar per bottle
- **No artificial colors, flavors, or preservatives**



# FUNCTIONAL. ESSENTIAL. NATURAL.



**FUNCTIONAL  
ENERGY**



**MENTAL  
FOCUS**



**CLEAN  
INGREDIENTS**

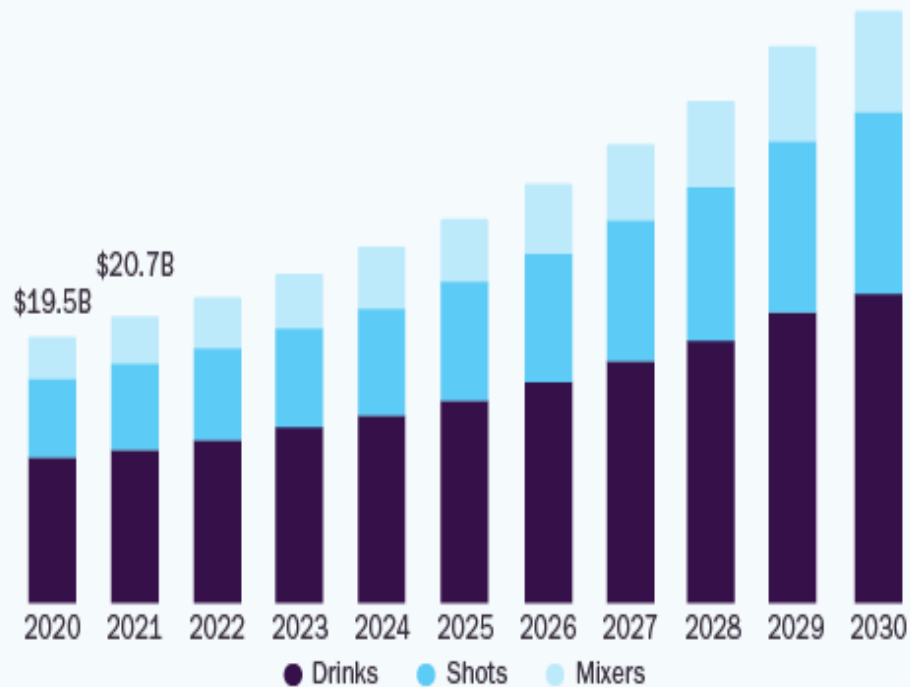


# U.S. Energy Market Expected to Reach \$42.9B by 2030

Doubling in next 8 years

## U.S. Energy Drinks Market

size, by product, 2020 - 2030 (USD Billion)



GRAND VIEW RESEARCH

8.4%

U.S. Market CAGR,  
2022 - 2030

Source:  
www.grandviewresearch.com

- Energy Drinks continue to build momentum with stalwarts of the category only combining for 11% of the total growth
  - Majority of growth comes from NEW players to the category and innovation
  - Consumers making smarter energy choices through education and media reports
  - Global Energy Drink Market was at \$86.3B in 2021 – expected to hit \$177.6B by 2030
- 
- Non-Carbonated Energy Drinks experiencing growth largely due to “Functional Fitness” brands
  - Functional Properties like: Metabolic boosting, Mental Focus, and Energy!!
  - Non-Carbonated has an overall “safer” connotation for today’s energy consumer

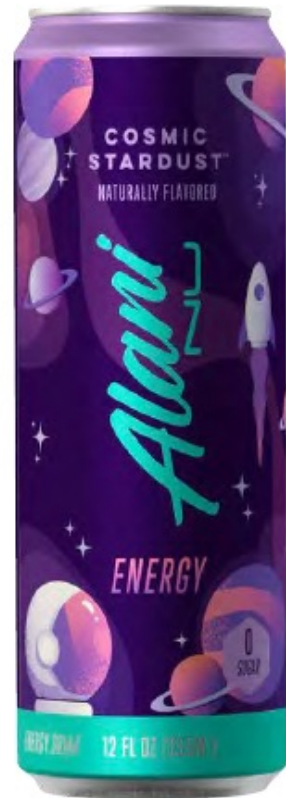
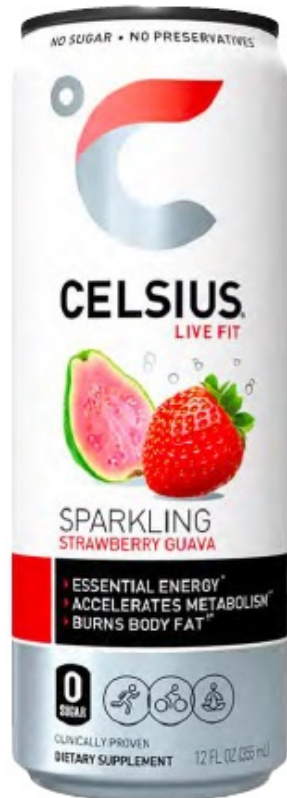
# TARGET CONSUMER

- ***New energy consumer demanding a healthier form of energy***
- ***Millennials/Gen Z becoming more aware of ingredients & overall health***
- ***Interested in non-carbonated natural option***
- ***Seeking functional benefits for mind & body***



# KARMA – ENERGY *REDEFINED*

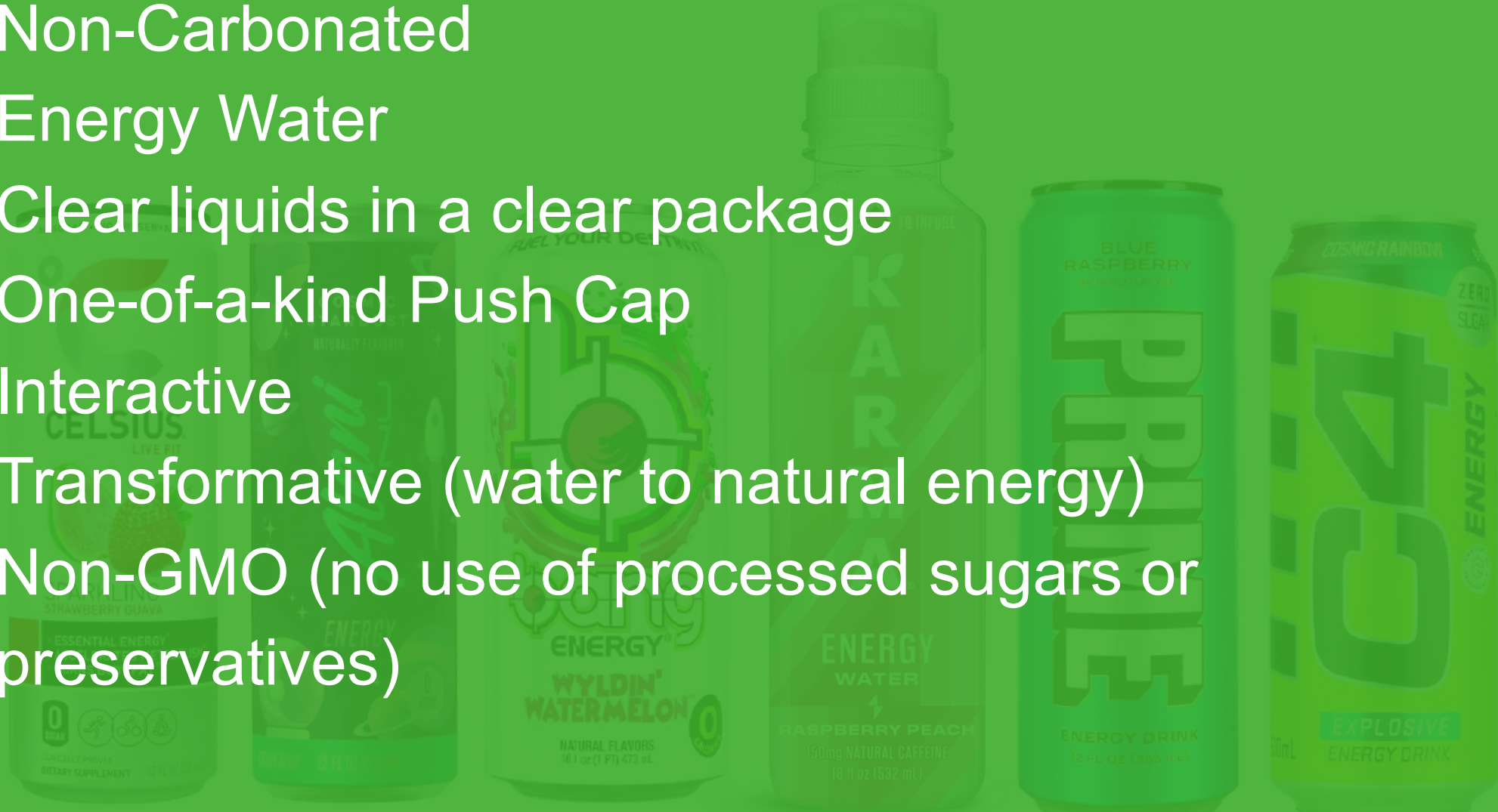
Dare to be different from the countless slim cans with carbonated energy, containing processed sweeteners and preservatives. Go all-natural, not just natural flavor.





# KARMA – ENERGY *REDEFINED*

- Non-Carbonated
- Energy Water
- Clear liquids in a clear package
- One-of-a-kind Push Cap
- Interactive
- Transformative (water to natural energy)
- Non-GMO (no use of processed sugars or preservatives)



# A NATURAL ENERGY DRINK... THAT IS ACTUALLY NATURAL.

Karma Energy is natural & non-GMO.

Others contain artificial ingredients, preservatives or processed sweeteners like sucralose or erythritol.



**KARMA**®

#BelieveInKarma

**Trends/Data/Retailers**

## The 10 best probiotics of 2023 (NY Post): Experts share benefits and how to choose



### Karma Voted: Best Probiotic Drink

- You may have heard of kombucha and kefir — common probiotic drinks. If you're in the mood for something that'll keep you hydrated (much like the No. 1 recommended drink, H2O), try the Karma Wellness Berry Cherry-Flavored Water.
- “Look for live and active cultures and pair probiotics with prebiotic-containing foods such as making a ‘shake’ with kefir and an underripe banana (rich in prebiotics),” Garden-Robinson said.
- This probiotic drink happens to contain not one, not two, but 2 *billion* live cultures to help offer digestive health support. It also contains GanedenBC30 which is “essential in delivering six times more active ingredients than premixed vitamin drinks”
- Oh, and if you're more of a soda guy or gal, we have relatively bad news.”Sodas in general are not the healthiest beverages...” Garden-Robinson explains. “

Though nearly all medical experts you speak with will likely advocate to include probiotic-rich foods into your diet as a first step and best practice, taking a probiotic supplement daily “may benefit skin conditions, aid digestion and combat gastrointestinal issues such as diarrhea or constipation,” Garden-Robinson notes, where a probiotic’s beneficial microbes “may help boost immunity and help complete the breakdown of food.”

# KARMA WATER RECOGNIZED FOR 2<sup>ND</sup> YEAR IN A ROW AS AN INSURGENT BRAND BY BAIN & CO

- DEFINED AS THOSE FMCG BRANDS THAT GENERATE MORE THAN \$25MM IN ANNUAL REVENUES, HAVE GROWN MORE THAN 10X CATEGORY AVG & HAVE REMAINED AN INDEPENDENT COMPANY
- KARMA WAS FIRST RECOGNIZED IN 2022
  - BRANDS ACCOUNT FOR LESS THAN 2% SHARE BUT CAPTURED 10% OF THE CATEGORY GROWTH
  - BAIN RECOGNIZED 99 BRANDS ACROSS MORE THAN 40 CATEGORIES



## First entered list in 2022



**NOTE: INSURGENTS ARE SCREENED BASED ON PERFORMANCE OVER PRIOR FIVE-YEAR PERIOD**

**SOURCE: NIELSEN IQ; BAIN ANALYSIS**

- Karma up 59.3% (Food) and 16.3% (Conv) versus overall FOOD categories being down 7% and CONV up just 1.3%
- Bai consistently losing share in all accounts – over spaced at this point. Less \$/TDP than Karma

# FLAVORED BRAND RANKING

## L52 Wks Ending 9/10/2023

		TOTAL US - FOOD									TOTAL US - CONVENIENCE								
		Dollars	Dollar Chg	Dollar % Chg	ACV	TDP	ANI	ARP	\$/TDP	% \$ Promo	Dollars	Dollar Chg	Dollar % Chg	ACV	TDP	ANI	ARP	\$/TDP	% \$ Promo
Grand Total		\$871,232,622	(\$65,675,906)	-7.0%	97	7,612	78.7	\$2.47	\$114,455.153	40%	\$781,490,518	\$10,349,522	1.3%	87	1,571	18.1	\$2.27	\$497,447.815	22%
PROPEL	1	\$178,357,409	\$5,774,954	3.3%	66	1,193	18.2	\$4.13	\$149,503.277	26%	\$196,266,370	\$44,437,766	29.3%	64	318	5.0	\$2.14	\$617,189.842	17%
VITAMINWATER	2	\$161,561,822	\$404,210	0.3%	97	869	9.0	\$1.92	\$185,916.941	50%	\$366,658,271	\$44,507,306	13.8%	87	475	5.5	\$2.39	\$771,912.149	25%
VITAMINWATER ZERO	3	\$144,985,522	\$7,618,966	5.5%	92	682	7.4	\$2.29	\$212,588.741	46%	\$53,594,783	\$5,708,447	11.9%	44	132	3.0	\$2.30	\$406,021.084	25%
BAI	4	\$89,794,480	(\$40,028,273)	-30.8%	94	1,231	13.1	\$2.40	\$72,944.338	44%	\$41,973,989	(\$17,080,931)	-28.9%	44	186	4.3	\$2.60	\$225,666.608	20%
HINT	5	\$79,423,983	(\$3,868,077)	-4.6%	82	1,057	12.9	\$2.81	\$75,140.949	45%	\$879,647	\$32,312	3.8%	3	8	3.1	\$2.21	\$109,955.854	11%
CAPRI SUN	6	\$51,926,626	(\$7,406,120)	-12.5%	91	423	4.6	\$3.38	\$122,757.982	25%	\$109,749	(\$1,277)	-1.2%	0	0	0.0	\$4.06		1%
PRIVATE LABEL	7	\$48,221,004	(\$2,400,546)	-4.7%	27	199	7.3	\$1.96	\$242,316.601	40%	\$8,912,397	(\$936,906)	-9.5%	8	19	2.5	\$1.98	\$469,073.539	24%
NESTLE PURE LIFE	8	\$26,636,167	(\$8,030,626)	-23.2%	63	262	4.1	\$3.10	\$101,664.760	43%	\$49,915	(\$627,693)	-92.6%	0	0	0.0	\$1.46		7%
LEMON PERFECT	9	\$21,722,787	\$9,005,008	70.8%	73	334	4.6	\$1.60	\$65,038.284	61%	\$1,848,399	(\$208,843)	-10.2%	3	12	4.0	\$2.41	\$154,033.285	19%
SMARTWATER	10	\$13,371,596	(\$10,164,511)	-43.2%	64	330	5.2	\$1.81	\$40,519.987	38%	\$29,501,108	(\$15,649,720)	-34.7%	28	118	4.3	\$2.40	\$250,009.391	20%
CLEARFRUIT	11	\$6,863,838	(\$2,391,372)	-25.8%	9	73	7.8	\$1.18	\$94,025.175	37%	\$11,191,699	(\$1,382,125)	-11.0%	2	26	10.6	\$1.54	\$430,449.974	9%
KARMA	12	\$6,145,593	\$2,287,085	59.3%	34	124	3.7	\$2.45	\$49,561.234	29%	\$6,433,183	\$903,287	16.3%	6	25	4.1	\$2.94	\$257,327.326	8%
GOOD 2 GROW	13	\$5,735,299	(\$1,785,452)	-23.7%	52	101	1.9	\$3.95	\$56,785.139	28%	\$7,044,064	(\$1,678,721)	-19.2%	13	23	1.8	\$4.74	\$306,263.640	10%
CRYSTAL GEYSER	14	\$4,206,976	\$99,115	2.4%	6	20	3.5	\$3.25	\$210,348.803	27%	\$631,055	\$179,749	39.8%	1	1	1.6	\$8.01	\$631,055.380	3%
FRUIT2O	15	\$3,937,388	(\$385,475)	-8.9%	6	32	5.2	\$4.16	\$123,043.368	16%	\$34,891	(\$6,148)	-15.0%	0	0	0.0	\$1.37		1%
ADIRONDACK	16	\$3,762,661	\$680,196	22.1%	6	30	5.3	\$1.50	\$125,422.049	14%	\$135,669	\$43,526	47.2%	0	0	0.0	\$9.22		0%
TUM-E YUMMIES	17	\$3,588,091	(\$643,528)	-15.2%	34	59	1.8	\$1.05	\$60,815.094	15%	\$24,548,530	\$1,933,257	8.5%	35	57	1.6	\$1.49	\$430,675.957	12%
KLARBRUNN	18	\$3,267,611	(\$385,177)	-10.5%	3	18	6.9	\$3.77	\$181,533.933	33%	\$1,826,013	(\$159,358)	-8.0%	2	2	0.9	\$1.47	\$913,006.305	20%
PROTEIN 2 O	19	\$2,673,644	\$115,983	4.5%	13	70	5.4	\$2.03	\$38,194.914	35%	\$56,935	(\$37,096)	-39.5%	0	0	0.0	\$2.69		2%
POWERADE	20	\$2,390,381	(\$7,114,140)	-74.9%	39	123	3.1	\$2.63	\$19,433.991	14%	\$6,666,045	(\$18,569,106)	-73.6%	22	42	1.9	\$2.01	\$158,715.361	11%
SHINE WATER	21	\$1,659,657	(\$316,699)	-16.0%	14	50	3.5	\$1.83	\$33,193.131	50%	\$1,937,848	(\$440,205)	-18.5%	4	13	3.5	\$2.46	\$149,065.253	19%
WEST VIRGINIA	22	\$1,386,554	\$763,285	122.5%	1	1	1.3	\$1.69	\$1,386,554.030	5%	\$7,337	\$7,337		0	0	0.0	\$2.56		0%
BALANCE	23	\$947,032	\$947,032		1	2	1.4	\$3.46	\$473,515.945	53%									
WATER JOE	24	\$889,293	(\$163,367)	-15.5%	6	11	2.0	\$2.56	\$80,844.797	20%	\$575,708	(\$925,182)	-61.6%	3	3	0.9	\$1.87	\$191,902.737	15%
KLARBRUNN VITA ICE	25	\$864,050	(\$436,149)	-33.5%	3	13	5.1	\$1.05	\$66,465.411	34%	\$1,476,528	(\$538,565)	-26.7%	2	10	5.0	\$1.36	\$147,652.761	24%
MONSTER ENERGY	26	\$670,020	(\$1,723,582)	-72.0%	33	58	1.8	\$2.27	\$11,552.064	19%	\$13,070,736	(\$19,727,640)	-60.1%	25	71	2.8	\$2.79	\$184,094.880	23%
BE LIGHT	27	\$639,783	(\$261,606)	-29.0%	1	3	3.9	\$2.58	\$213,260.957	39%	\$227,750	(\$42,898)	-15.9%	0	0	0.0	\$2.96		0%
TRIMINO	28	\$611,627	(\$1,406,500)	-69.7%	11	35	3.2	\$1.67	\$17,475.065	34%	\$340	(\$637)	-65.2%	0	0	0.0	\$2.84		0%
DRINK & PLAY	29	\$572,170	\$155,455	37.3%	17	17	1.0	\$2.32	\$33,657.050	29%	\$1,575,656	(\$61,676)	-3.8%	4	4	1.0	\$3.46	\$393,914.085	4%
HELLOWATER	30	\$433,444	(\$177,482)	-29.1%	4	15	3.6	\$2.01	\$28,896.294	19%	\$120,542	(\$137,791)	-53.3%	0	0	0.0	\$2.53		0%
FRUITSENSE	31	\$425,842	(\$321,157)	-43.0%	5	6	1.2	\$2.63	\$70,973.687	35%									

- Karma up 36.9 (Food) and 25.8% (Conv) L4 wks versus FOOD category being down 10.1% and CONV up 7.7%
- Karma one of 6 brands positive in both panels channels

## FLAVORED BRAND RANKING

### L4 Wks Ending 9/10/2023

		TOTAL US - FOOD									TOTAL US - CONVENIENCE								
		Dollars	Dollar Chg	Dollar % Chg	ACV	TDP	ANI	ARP	\$/TDP	% \$ Promo	Dollars	Dollar Chg	Dollar % Chg	ACV	TDP	ANI	ARP	\$/TDP	% \$ Promo
Grand Total		\$67,917,291	(\$7,650,272)	-10.1%	96	6,036	62.6	\$2.44	\$11,252.036	47%	\$71,314,241	\$5,068,953	7.7%	86	1,216	14.1	\$2.31	\$58,646.580	21%
PROPEL	1	\$15,072,080	\$1,984,659	15.2%	65	1,115	17.1	\$4.35	\$13,517.560	44%	\$19,388,377	\$6,083,804	45.7%	63	309	4.9	\$2.17	\$62,745.556	18%
VITAMINWATER	2	\$12,997,441	(\$1,010,841)	-7.2%	96	685	7.1	\$1.99	\$18,974.366	50%	\$35,084,592	\$4,480,473	14.6%	86	425	4.9	\$2.44	\$82,551.981	24%
VITAMINWATER ZERO	3	\$11,453,129	(\$124,626)	-1.1%	90	657	7.3	\$2.36	\$17,432.465	49%	\$4,966,712	\$655,815	15.2%	44	125	2.8	\$2.34	\$39,733.696	26%
HINT	4	\$6,484,665	(\$693,387)	-9.7%	78	894	11.5	\$2.51	\$7,253.540	43%	\$91,704	\$10,837	13.4%	2	6	2.6	\$2.13	\$15,284.072	36%
BAI	5	\$5,337,920	(\$4,525,859)	-45.9%	92	765	8.3	\$2.05	\$6,977.674	46%	\$3,236,629	(\$1,014,779)	-23.9%	35	135	3.8	\$2.61	\$23,975.030	19%
PRIVATE LABEL	6	\$4,016,824	(\$189,732)	-4.5%	27	176	6.5	\$2.03	\$22,822.861	43%	\$744,896	(\$53,955)	-6.8%	7	16	2.2	\$2.14	\$46,556.006	18%
CAPRI SUN	7	\$3,360,201	(\$1,610,662)	-32.4%	91	389	4.3	\$3.13	\$8,638.049	52%	\$5,943	(\$6,623)	-52.7%	0	0	0.0	\$3.85		0%
LEMON PERFECT	8	\$2,053,610	\$720,524	54.0%	72	323	4.5	\$1.49	\$6,357.927	68%	\$149,240	(\$41,240)	-21.7%	2	9	4.4	\$2.43	\$16,582.246	19%
NESTLE PURE LIFE	9	\$1,974,358	(\$561,345)	-22.1%	62	246	4.0	\$2.69	\$8,025.844	62%	\$3,118	(\$7,447)	-70.5%	0	0	0.0	\$3.01		1%
SMARTWATER	10	\$821,655	(\$860,408)	-51.2%	56	114	2.1	\$1.91	\$7,207.498	40%	\$1,991,227	(\$1,561,738)	-44.0%	24	47	1.9	\$2.46	\$42,366.537	18%
CLEARFRUIT	11	\$653,494	\$70,257	12.0%	9	71	7.6	\$1.12	\$9,204.145	53%	\$1,003,772	\$108,644	12.1%	2	19	8.9	\$1.47	\$52,830.105	2%
GOOD 2 GROW	12	\$554,694	(\$20,809)	-3.6%	50	97	1.9	\$3.83	\$5,718.495	29%	\$679,129	\$22,773	3.5%	11	18	1.7	\$4.75	\$37,729.380	7%
KARMA	13	\$509,475	\$137,358	36.9%	33	117	3.5	\$2.38	\$4,354.487	39%	\$637,589	\$130,821	25.8%	6	21	3.4	\$2.99	\$30,361.389	8%
CRYSTAL GEYSER	14	\$420,316	\$108,725	34.9%	6	20	3.5	\$3.31	\$21,015.786	47%	\$64,118	(\$7,857)	-10.9%	0	0	0.0	\$8.52		2%
FRUIT2O	15	\$305,475	\$6,563	2.2%	6	31	5.3	\$4.17	\$9,854.026	19%	\$1,250	(\$1,867)	-59.9%	0	0	0.0	\$1.59		0%
ADIRONDACK	16	\$295,354	\$34,513	13.2%	5	27	5.2	\$1.57	\$10,939.024	20%	\$10,912	\$4,504	70.3%	0	0	0.0	\$9.22		0%
TUM-E YUMMIES	17	\$292,299	\$84,927	41.0%	34	58	1.7	\$1.06	\$5,039.638	16%	\$2,353,111	\$1,154,421	96.3%	34	56	1.6	\$1.54	\$42,019.837	14%
KLARBRUNN	18	\$263,580	(\$11,986)	-4.3%	2	15	6.0	\$3.98	\$17,572.018	28%	\$123,647	(\$36,195)	-22.6%	2	2	1.2	\$1.56	\$61,823.730	16%
PROTEIN 2 O	19	\$195,570	(\$46,467)	-19.2%	9	54	5.8	\$2.12	\$3,621.661	30%	\$3,281	(\$1,319)	-28.7%	0	0	0.0	\$2.88		0%
SHINE WATER	20	\$120,934	(\$56,453)	-31.8%	14	46	3.3	\$1.87	\$2,629.006	47%	\$130,304	(\$104,299)	-44.5%	2	6	2.9	\$2.43	\$21,717.408	12%
BALANCE	21	\$108,481	\$108,481		1	2	1.4	\$3.47	\$54,240.455	57%									
WEST VIRGINIA	22	\$89,591	\$29,670	49.5%	1	1	1.3	\$1.69	\$89,591.340	0%	\$305	\$305		0	0	0.0	\$2.61		0%
KLARBRUNN VITA ICE	23	\$71,044	(\$18,156)	-20.4%	2	10	5.0	\$1.05	\$7,104.423	43%	\$120,749	(\$26,223)	-17.8%	2	7	4.5	\$1.40	\$17,249.866	22%
WATER JOE	24	\$65,331	(\$13,856)	-17.5%	4	7	1.7	\$2.64	\$9,332.964	16%	\$20,905	(\$69,166)	-76.8%	1	1	1.9	\$2.05	\$20,904.610	14%
DRINK & PLAY	25	\$47,447	(\$5,439)	-10.3%	16	16	1.0	\$2.49	\$2,965.409	17%	\$115,439	(\$16,805)	-12.7%	4	4	1.1	\$3.47	\$28,859.760	10%
BE LIGHT	26	\$47,268	(\$15,390)	-24.6%	1	3	4.2	\$2.67	\$15,756.070	36%	\$18,374	\$3,696	25.2%	0	0	0.0	\$3.10		0%
HELLOWATER	27	\$29,895	(\$22,756)	-43.2%	3	11	3.8	\$2.11	\$2,717.688	3%	\$10,274	(\$1,657)	-13.9%	0	0	0.0	\$2.69		0%
FRUITSENSE	28	\$28,481	(\$9,588)	-25.2%	5	5	1.1	\$2.56	\$5,696.152	45%									
HAPI DRINKS	29	\$26,741	(\$968)	-3.5%	4	9	2.3	\$4.66	\$2,971.189	26%									
BLK	30	\$24,622	\$19,891	420.5%	5	11	2.3	\$2.06	\$2,238.326	36%	\$20,022	\$4,322	27.5%	1	1	1.5	\$2.31	\$20,022.050	4%
FLOW ALKALINE WATER	31	\$23,763	(\$21,560)	-47.6%	5	16	3.0	\$1.43	\$1,485.212	48%	\$9	(\$163)	-94.5%	0	0	0.0	\$2.49		0%

# Retail Distribution



Giant



Publix



KARMA.



# **KARMA<sup>®</sup>**

**Find Your Good Inside**

***Thank you for your time and we hope to be  
boosting Immune Support and adding Energy  
within your wholesaler in 2024***

[www.drinkkarma.com](http://www.drinkkarma.com)

# Appendix

[www.drinkkarma.com](http://www.drinkkarma.com)

# Geo-Targeting Through Social Media

**We have the ability to reach your shoppers through geo-targeting across our social media platforms. Advertise promotions & drive foot traffic to your stores.**

**Advertise across all social platforms to reach your shoppers where they are most active**

We can target shoppers on Instagram, Facebook, TikTok, Twitter & Pinterest with paid ads (ad spend varies based on audience size and number of locations).

## Geo-Targeting

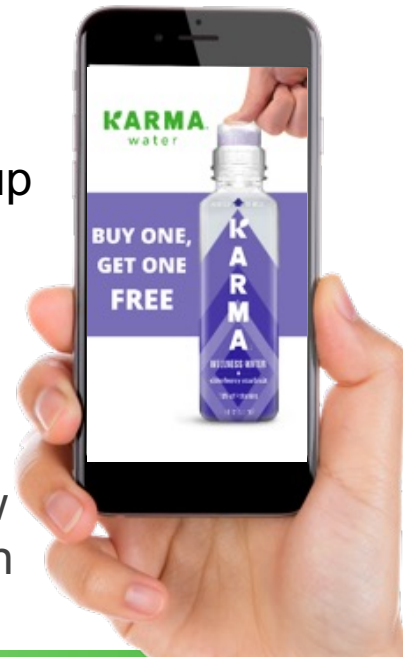
Provide our team with a list of zip codes for your stores and we can get in front of those consumers that already shop at your store or we can target new shoppers to their closest store location. We can direct shoppers to our store locator or to your retailer page.

## Promotions

Make shoppers aware of the Karma promotion happening in your store & ensure that they pick it up on their next visit or add it to their cart online for pick-up! We can run the campaigns for a select amount of time that the promotion is happening.

## Reporting

After the campaign is complete, our team can share a report on how the campaign performed-how many people were reached, who clicked to find a store near them, how many people engaged with the post and which locations performed best.



K  
A  
R  
M  
A

Karma Metal Rack  
Holds 9 cases



# Karma Water Merchandising Resources



Karma Plastic Rack  
Holds 9 cases

K



JOB #5861  
VERSION B  
SAS 32

OVERALL SIZE  
14 7/8" W  
14 9/16" D  
61 1/2" H  
TOP SHELF  
44" H

USEABLE SHELF DIM.  
12 1/2" W  
12 1/2" D

CAPACITY PER LEVEL  
25 - 18 OZ BOTTLE

COMPONENTS  
4 SHELVES  
12 - 13" UPRIGHT  
2 - 18" UPRIGHT  
4 - FEET

HEADER SIZE  
14 1/2" W  
9" H

SIDE PANERL SIZE  
11" W  
41 3/8" H

DATE  
07/27/21

**NYSKO**

NYSKO PRODUCTS, LLC  
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KARMA

# POWERED BY COGNIZIN®



Citicoline is a potent brain-health nutrient and nootropic.

A proprietary form of citicoline, Cognizin® has been clinically studied to support **mental energy, focus and attention.**



## What is citicoline?

A naturally occurring nutrient found in the brain.



## What does it do?

Citicoline increases an important substance in the brain called phosphatidylcholine that is critical for healthy brain function.



## What is Cognizin® Citicoline?

A clinically tested form of citicoline that can supply your brain with the nutrition it needs to stay sharp.

# KARMA<sup>®</sup>

## ENERGY WATER

*POWERED BY COGNIZIN<sup>®</sup>*



**Finally...**  
**A NATURAL**  
**ENERGY DRINK**  
**THAT'S ACTUALLY**  
**NATURAL.**



⚡ ***NO ARTIFICIAL OR PROCESSED SWEETENERS***

⚡ ***NON-CARBONATED***

⚡ ***NON-GMO***

⚡ ***POWERED BY COGNIZIN®***

**150 MG CAFFEINE** ⚡ **NOOTROPICS** ⚡ **ADAPTOGENS** ⚡ **ONLY 20 CALORIES**

**KARMA®**

# Karma Delivers on Its Promise...

**Cannabidiols in premixed CBD drinks deteriorate in water. But Karma's patented, protective push cap guarantees that our proprietary blend of CBD, adaptogens and essential vitamins is delivered at peak potency. Just peel, push and shake to**  
**#BelieveinKarma**

- Just peel, push, shake & infuse CBD + adaptogens into the water.
- 25 mg of Cannabidiol
- Plus 100% of fresh vitamins A, E, C & B Vitamins & adaptogens
- 100% THC-Free
- Non-Psychoactive
- BPA Free
- Kosher
- No Preservatives

**Winner of Best New  
CBD Beverage  
for 2022  
-Newsweek/BrandSpark**

