



JBN — pure, guilt-free pleasure...

ST JOHN HARVEY — CHIEF COMMERCIAL OFFICER

ABOUT US

- ▶ At Theodore Global Ltd, we believe passionately about alcohol-free beverages that taste great and that are great for you. Our JBN brand is vibrant, colourful, international – just like the drinks themselves and the people behind them...
- ▶ We don't take alcoholic wine and take out the alcohol. That's not what we do.
- ▶ The general attitude towards drinking has shifted in the past years. Guests are more interested in the flavour profiles and the creativity that goes into a drink instead of how much alcohol it contains.
- ▶ We are creating a new premium product that took a lot of R&D and has very specific production requirements.
- ▶ We're niche whilst resonating with mainstream tastes.
- ▶ We are global in our reach with manufacturing and bottling facilities currently in the US and UK and plans to expand this into the Middle East and Greece in the short term.



WHAT IS JBN?

- ▶ Natural, slightly sparkling grape juice beverage.
- ▶ 72% fruit juice.
- ▶ Full of fresh fruit ingredients in 3 popular flavours:
 - ❑ Red, Rosé & White
- ▶ With 5 new flavours under development for late '23/early '24 launch including:
 - ❑ Caribbean punch, ginger winter punch, pineapple & grapefruit, avocado & white grape plus a range of children's healthy beverages
- ▶ Fortified with Vitamin C and free from:
 - ❑ Alcohol, Added sugar, Preservatives, Gluten, Artificial colours, flavours & sweeteners
- ▶ It's vegan, vegetarian friendly and Halal too.
- ▶ It tastes great and it's great for you – no goodness taken out; no nasties added



CONTEXT

- ▶ No/low alcohol trend has gained momentum over the last decade. Until recently we viewed these choices as general trends, but they are now seen as behaviours that are part of a generational change.
- ▶ Generation Z (born 1990s – early 2000s), as well as Millennials (1981 – 1996) have started to reduce their intake of alcohol as a conscious lifestyle choice. The most recent ONS figures revealed that around two in five Gen Zs are now teetotal.
- ▶ Research from Mintel suggests the decline in alcohol consumption is due to younger people seeking control in the face of constant social media surveillance. Unlike previous generations, nights out are documented through photos and videos across multiple social media platforms where it is likely to remain for the world to see, including future employers. Today, everyone is their own brand and they want to protect it.
- ▶ The aftermath of the coronavirus pandemic led many consumers to reassess their health and they will continue to strive for healthy lifestyles.

TRENDS

- ▶ More than half (54%) of consumers are also making a conscious effort to consume healthier options, while 37% are doing so to benefit their mental health.
- ▶ Healthier options apply to children's menus too – many parents want to see a variety of healthier drinks for the wider family group.
- ▶ Interest and take-up of low/no alcohol drinks has surged since the trend first came onto the radar several years ago. Over half (55%) of consumers want to reduce their alcohol consumption in 2023 – up from 32% in the previous year and this is even higher for Gen Z drinkers at 65%
- ▶ Low/No drink consumption is set to rise by a third by 2026
- ▶ “Nothing is more powerful than an idea whose time has come” – which is where JBN comes in...



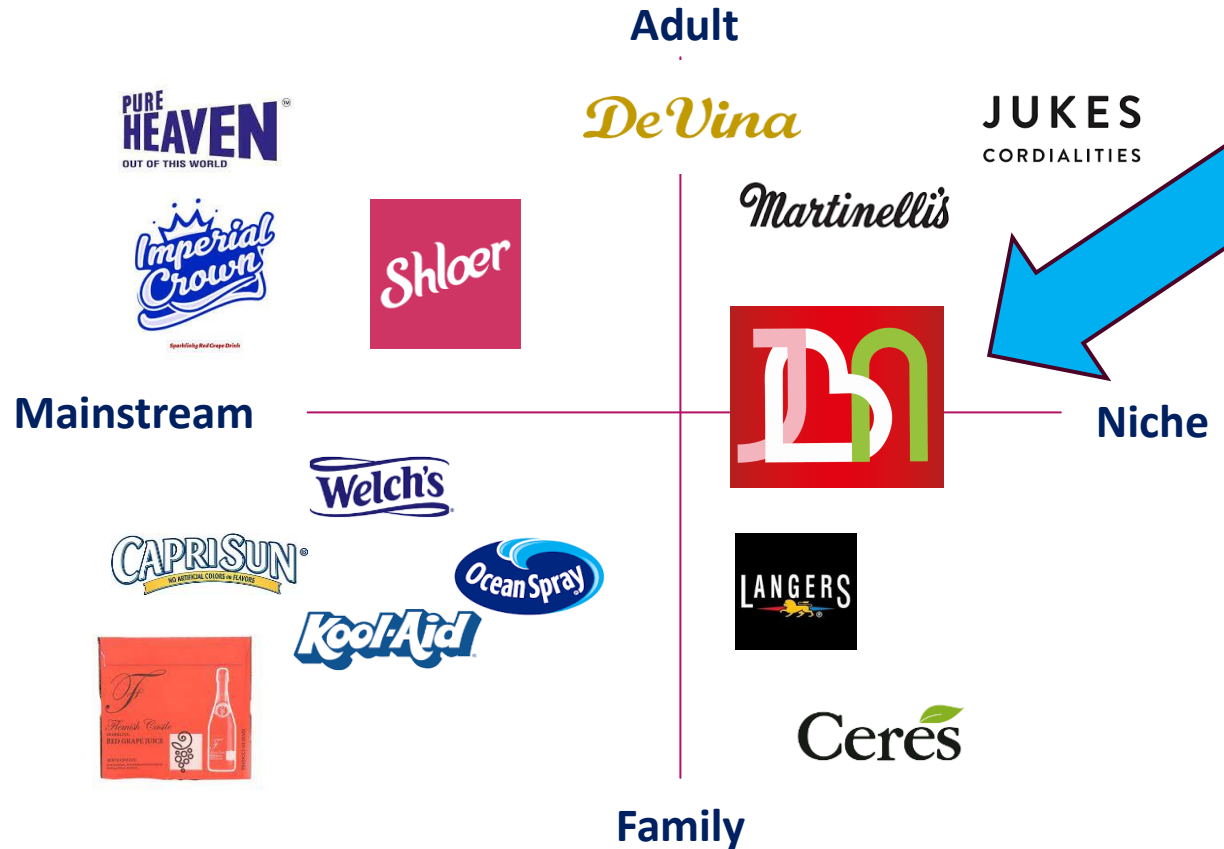
OUR STORY (SO FAR...)

Janet Theodore's story

- ▶ We are a family business comprising of a mother, Janet and two daughters; Bethany and Nicola – JBN! . We keep life simple, laugh often and love lots. Our delicious beverages are guilt-free and tasty to the last drop.
- ▶ Too often Janet saw shoppers compromise when shopping adult beverages, sacrificing taste, quality or convenience
- ▶ We love what we do and we love to think our drinks can play a small part in bringing others together to share happy times and celebrations. Our drinks are versatile, inclusive and made with love - just a few of the things we really cherish.
- ▶ Mother is the gate keeper, especially when she is buying for the family. She prioritises taste and health. It's hard to find an adult beverage that suits daily consumption and entertaining.



MARKET POSITIONING – we're niche whilst resonating with mainstream tastes...



HEALTH BENEFITS OF JBN

▶ Heart Health:

Grape juice may provide healthy heart benefits by supporting normal circulation in healthy adults

▶ Vitamin C:

Vitamin C is crucial for growth and repair of cells and supports a healthy immune system

▶ Polyphenols:

Antioxidant properties of polyphenols help regulate/maintain certain bodily functions including brain health and body weight

▶ Brain health:

Grape juice is proven to support brain health and cognition



SUSTAINABILITY



- ▶ Cans and glass bottles are 100% recyclable.
- ▶ Reducing food miles with local-to-market manufacture, bottling and supply (US, UK followed by Middle East & Greece).
- ▶ Our grape juice suppliers are committed to:
 - ❑ Protection of soil, water, air, biodiversity and natural landscape suppliers.
 - ❑ Protection by means of rational planning in the establishment of new vineyards and manufacturing/bottling plants
 - ❑ Restructuring/adaptation of existing vineyards by applying basic ecological principles and optimising the management of new or existing manufacturing assets
 - ❑ Low-carbon production and bottling processes

A SOLID BUSINESS WITH BOLD AMBITIONS

- ▶ Having set up in the US, we're now developing the UK, continental Europe & MENA territories
- ▶ Solid investor base aligned with our ambitions and plans
- ▶ CEO with deep industry expertise & contacts supported by a dynamic commercial/international business development team including partnership with World Franchise Associates
- ▶ Solid partnerships with world-class manufacturers & bottlers/copackers
- ▶ Accredited & compliant with all local standards and statutory regulations (details on request according to market)
- ▶ Trade sales focussed targeting distributors, wholesalers & hospitality channels
- ▶ Seeking trusted Licensees/Agent partners aligned with our values and visions for accelerated growth internationally
- ▶ Realistic 2023/24 "mature" sales growth target of 200%



COMPETITIVE ADVANTAGE

- ▶ Standout high grape juice content (72%) = real taste authenticity
- ▶ 100% natural ingredients = better for you, better tasting, better “class”
- ▶ HFSS compliant (UK) = immune from government restrictions on the promotion of foods that are High in Fat, Sugar and Salt (HFSS)
- ▶ HFSS has forced some competitors to substitute added sugar for artificial sweeteners compromising taste = not so with JBN which has no added sugars...
- ▶ A drink that is genuinely & transparently good for you, your family & friends with no “nasties” added & no goodness taken out
- ▶ A no-excuses drink you can recommend with confidence whatever the audience, whatever their taste
- ▶ Positioned to appeal to both adults and Generation Z/Millennials carving a niche segment without abandoning mainstream appeal – JBN is a drink for all!



MEET THE TEAM MEET THE TEAM

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