



BIG GROWTH IN 2023



"WE WANTED TO CREATE A GREAT-TASTING, HEALTHY ENERGY DRINK WITH ADDED IMMUNITY TO POWER YOU TO KEEP GOING EVERY DAY. BECAUSE WHEN WE ARE STRONGER AS INDIVIDUALS, WE ARE EVEN STRONGER TOGETHER."



Dwayne Johnson *Daye* *Dave Kinzi* *John S. Smith*



ZOA HEALTHY ENERGY =

- 100% VITAMIN C
- ZERO SUGAR
- NATURAL CAFFEINE (GREEN TEA AND GREEN COFFEE BEANS)
- 7 B VITAMINS
- ELECTROLYTES FOR HYDRATION



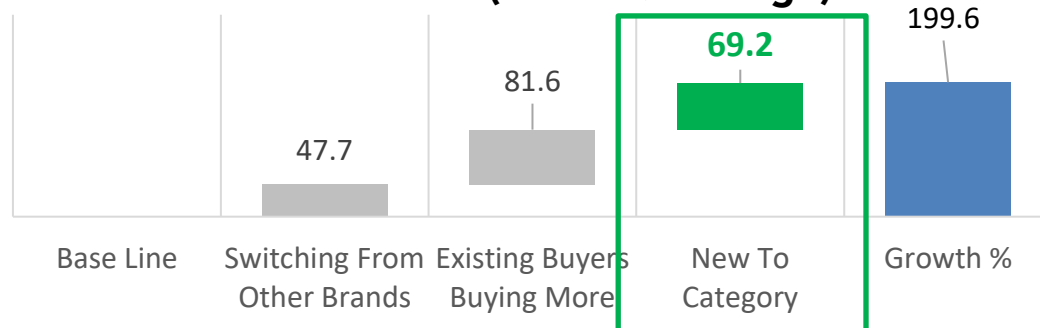
ZOA IS DRIVING AMAZING CATEGORY GROWTH

The Energy Drinks Category added **1.9MM Households** – more than any other Non-Alcoholic Shelf Stable Beverage Category

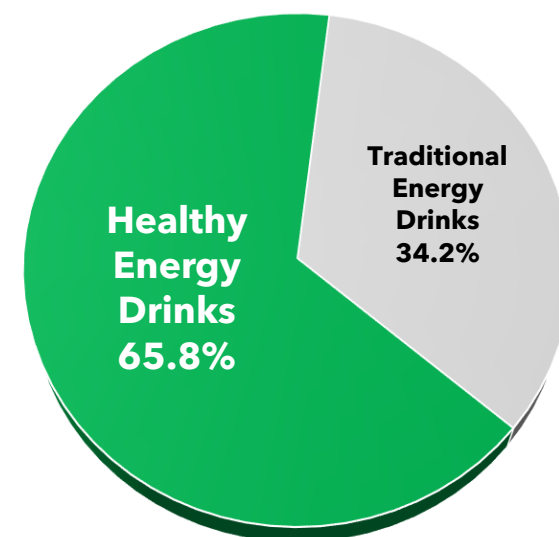
Healthy Energy is on fire! Healthy Energy Drink Brands account for 10% of the Category but are driving **66%** of all Category Dollar Growth

69.2% of ZOA's YTD growth is from NEW Households to the Category

ZOA CONTRIBUTION TO DOLLAR GROWTH PERCENTAGE (+199.6% Vs Yago)



\$-SHARE OF ENERGY CATEGORY GROWTH (TOTAL US MULO+C)



ZOA[®]



Nutrition Facts	
Serving Size	1 can
Amount per serving	
Calories	10
Total Fat	0g
Sodium	110mg
Total Carbohydrate	2g
Total Sugars	0g
Includes 0g Added Sugars	0%
Protein	0g
Potas. 60mg 2%	Vit. C 90mg 100%
Riboflavin 0.3mg 20%	Niacin 12mg 80%
Vit. B6 1.5mg 80%	Folate 75mcg 20%
Vit. B12 1.8mcg 80%	Pant. Acid 4mg 80%
Magnesium 10mg 2%	Choline 20mg 2%

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, vitamin D, calcium, and iron.

INGREDIENTS: CARBONATED WATER, CITRIC ACID, NATURAL FLAVORS, SODIUM CITRATE, BETA-CAROTENE COLOR, POTASSIUM CITRATE, NATURAL CAPSULE, ASCORBIC ACID, L-ASCORBIC ACID, MAGNESIUM LACTATE, SUCRALOSE, GREEN TEA EXTRACT, ACESULFAME POTASSIUM, L-ALANINE, L-GLUTAMINE, CHOLINE BITARTRATE, NAC-MANNADE (VIT. B5), PHOSPHONIC HYDROLYSIS (VIT. B5), POLYACID, BIODERMA (VIT. B5), CANU CANU EXTRACT, TURMERIC EXTRACT, CYCLOCODOLAMIN (VIT. B12).



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Nutrition Facts	
Serving Size	1 can
Amount per serving	
Calories	10
Total Fat	0g
Sodium	110mg
Total Carbohydrate	2g
Total Sugars	0g
Includes 0g Added Sugars	0%
Protein	0g
Potas. 60mg 2%	Vit. C 90mg 100%
Riboflavin 0.3mg 20%	Niacin 12mg 80%
Vit. B6 1.5mg 80%	Folate 75mcg 20%
Vit. B12 1.8mcg 80%	Pant. Acid 4mg 80%
Magnesium 10mg 2%	Choline 20mg 2%

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8 50021 01507 7



Nutrition Facts	
Serving Size	1 can
Amount per serving	
Calories	10
Total Fat	0g
Sodium	110mg
Total Carbohydrate	2g
Total Sugars	0g
Includes 0g Added Sugars	0%
Protein	0g
Potas. 60mg 2%	Vit. C 90mg 100%
Riboflavin 0.3mg 20%	Niacin 12mg 80%
Vit. B6 1.5mg 80%	Folate 75mcg 20%
Vit. B12 1.8mcg 80%	Pant. Acid 4mg 80%
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Nutrition Facts	
Serving Size	1 can
Amount per serving	
Calories	10
Total Fat	0g
Sodium	110mg
Total Carbohydrate	2g
Total Sugars	0g
Includes 0g Added Sugars	0%
Protein	0g
Potas. 60mg 2%	Vit. C 90mg 100%
Riboflavin 0.3mg 20%	Niacin 12mg 80%
Vit. B6 1.5mg 80%	Folate 75mcg 20%
Vit. B12 1.8mcg 80%	Pant. Acid 4mg 80%
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Nutrition Facts	
Serving Size	1 can
Amount per serving	
Calories	10
Total Fat	0g
Sodium	110mg
Total Carbohydrate	2g
Total Sugars	0g
Includes 0g Added Sugars	0%
Protein	0g
Potas. 60mg 2%	Vit. C 90mg 100%
Riboflavin 0.3mg 20%	Niacin 12mg 80%
Vit. B6 1.5mg 80%	Folate 75mcg 20%
Vit. B12 1.8mcg 80%	Pant. Acid 4mg 80%
Magnesium 10mg 2%	Choline 20mg 2%

Not a significant source of saturated fat, trans fat, cholesterol, dietary fiber, vitamin D, calcium, and iron.

INGREDIENTS: CARBONATED WATER, CITRIC ACID, NATURAL FLAVORS, SODIUM CITRATE, BETA-CAROTENE COLOR, POTASSIUM CITRATE, NATURAL CAPSULE, ASCORBIC ACID, L-ASCORBIC ACID, MAGNESIUM LACTATE, SUCRALOSE, GREEN TEA EXTRACT, ACESULFAME POTASSIUM, L-ALANINE, L-GLUTAMINE, CHOLINE BITARTRATE, NAC-MANNADE (VIT. B5), PHOSPHONIC HYDROLYSIS (VIT. B5), POLYACID, BIODERMA (VIT. B5), CANU CANU EXTRACT, TURMERIC EXTRACT, CYCLOCODOLAMIN (VIT. B12).



8 50021 01565 7



Nutrition Facts	
Serving Size	1 can
Amount per serving	
Calories	10
Total Fat	0g
Sodium	110mg
Total Carbohydrate	2g
Total Sugars	0g
Includes 0g Added Sugars	0%
Protein	0g
Potas. 60mg 2%	Vit. C 90mg 100%
Riboflavin 0.3mg 20%	Niacin 12mg 80%
Vit. B6 1.5mg 80%	Folate 75mcg 20%
Vit. B12 1.8mcg 80%	Pant. Acid 4mg 80%
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8 50021 01501 5



Nutrition Facts	
Serving Size	1 can
Amount per serving	
Calories	10
Total Fat	0g
Sodium	110mg
Total Carbohydrate	2g
Total Sugars	0g
Includes 0g Added Sugars	0%
Protein	0g
Potas. 60mg 2%	Vit. C 90mg 100%
Riboflavin 0.3mg 20%	Niacin 12mg 80%
Vit. B6 1.5mg 80%	Folate 75mcg 20%
Vit. B12 1.8mcg 80%	Pant. Acid 4mg 80%
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ZOA IS ONE OF THE MOST COMPLETE & BALANCED HEALTHY DRINKS ON THE MARKET!



IMMUNITY SUPPORT & ANTIOXIDANTS

Consumers love a boost of immunity and antioxidants. That's why ZOA delivers more Vit C than any leading healthy energy brand.



B-VITAMIN ENERGY BLEND

B vitamins are a healthy way to deliver an energy boost AND extra mental focus. ZOA has 6 of the highest-demand B-vitamins.



AMINOS TO SUPPORT THE BODY

ZOA delivers BCAAs – meeting the demand for more among the most fitness-focused consumers.



AMAZING HYDRATION

Consumers want energy drinks also to deliver great hydration. ZOA has a similar electrolyte system as the best hydration drinks.



CAMU CAMU BERRIES

Packed with Vitamin C and only found in ZOA!



NATURAL CAFFEINE

ZOA delivers great energy. ZOA caffeine comes from natural green coffee and green tea.

ZOA HAS IMMUNITY SUPPORT AND ENERGY BLEND

TOP TIER ANTIOXIDANT & IMMUNITY SUPPORT

ZOA delivers **100% DV*** of Vitamin C which supports immunity and reduces inflammation.

Vitamin C is also a powerful antioxidant that can protect against damage caused by free radicals. Free radicals can build up and contribute to the development of health conditions such as cancer, heart disease, and arthritis.

5 benefits of vitamin C

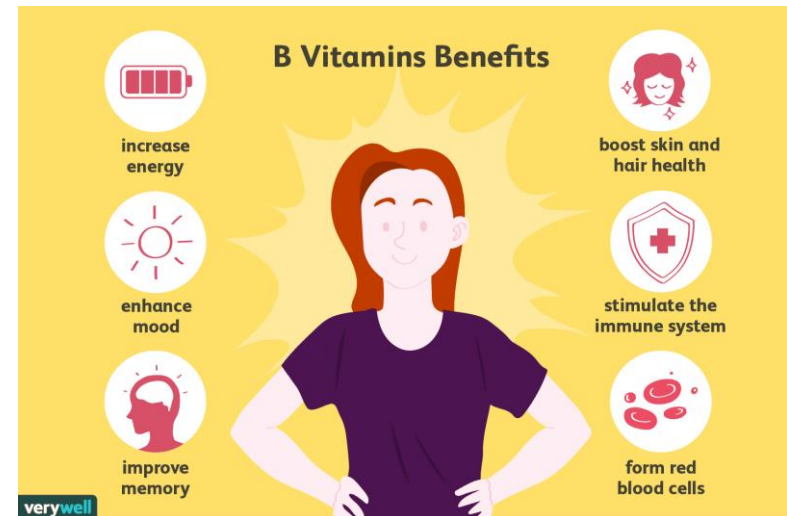


* % Daily Value per 12oz Can

B-COMPLEX VITAMIN ENERGY BLEND

B-vitamins are a healthy way to deliver an energy boost, improved cell function AND extra mental focus. ZOA has 6 of the highest demand B-vitamins.

- B2 Riboflavin (20% DV*) – Antioxidant
- B3 Niacin (80% DV*) – Supports Cholesterol levels & Circulation
- B5 Pantothenic Acid (80% DV*) – Supports Cardiovascular Health
- B6 Pyridoxine (80% DV*) – Maintains a Healthy Nervous & Immune System
- B9 Folate (20% DV*) - Red Blood Cell, Cell growth
- B12 Cobalamin (80% DV*) – Red Blood Cell Formation & Healthy Cell growth
- Choline – Essential Nutrient which boosts the effect of the B vitamins



ZOA HAS SIMILAR HYDRATION TO THE MOST POPULAR ISOTONICS

ZOA HAS AMAZING HYDRATION

Consumers want energy drinks to also deliver great hydration. ZOA has a similar electrolyte system as the best hydration drinks.

TOTAL HYDRATION

12oz Can = 180mg Electrolytes

16oz Can = 240mg Electrolytes

Nutrition Facts	
Serving Size	1 can
Amount per serving	
Calories	10
Total Fat 0g	
Sodium 110mg	
Total Carbohydrate 2g	
Total Sugars 0g	
Includes 0g Added Sugars	
Protein 0g	
Potassium 50mg 10% Vitamin C 30mg 100% Riboflavin 0.3mg 20% Niacin 12mg 80% Vit. B6 1.5mg 80% Folate 75mcg 20% Vit. B12 1.1mcg 80% Pantoic Acid 4mg 80% Magnesium 10mg 2% Choline 250mg 4%	



OUR ELECTROLYTE SYSTEM

Sodium 110mg

Potassium 60mg

Magnesium 10mg

SPORTS DRINK HYDRATION

12oz Gatorade = 210mg Electrolytes

12oz Powerade = 150mg Electrolytes

Nutrition Facts	
Serving size 1 Bottle	360 mL
Amount per serving	
Calories	80
Total Fat 0g	
Sodium 180mg	
Total Carbohydrate 22g	
Total Sugars 21g	
Includes 21g Added Sugars	
Protein 0g	
Potassium 50mg	



Nutrition Facts	
Serving size per container	12 fl. oz (340 mL)
Amount per serving	
Calories	0
Total Fat 0g	
Sodium 150mg	
Total Carbohydrate 0g	
Total Sugars 0g	
Includes 0g Added Sugars	
Protein 0g	



ZOA HAS BCAAS TO HELP PROMOTE PROTEIN SYNTHESSES

WHAT ARE BRANCH CHAIN AMINO ACIDS?

BCAAs fill several metabolic and physiologic roles. Metabolically, BCAAs promote protein synthesis and the metabolism of glucose.

AMINOS TO SUPPORT THE BODY

Amino Acids help meet the demand for the most fitness-focused consumers.

OUR BCAA SYSTEM

L-Leucine
L-Valine
L-Isoleucine

12oz Can = 190mg

16oz Can = 250mg



ZOA - ONE OF THE MOST COMPLETE ENERGY DRINKS

12oz					
CAFFEINE LEVEL	160mg	200mg	200mg	150mg	114mg
NATURAL CAFFEINE	YES	YES	YES	YES	NO
VITAMIN C	100% DV	NONE	67% DV	100% DV	NONE
B VITAMIN BLEND	6 B-Vitamins	5 B-Vitamins	6 B-Vitamins	3 B-Vitamins	4 B-Vitamins
BCAAs	190mg	NONE	NONE	NONE	NONE
ELECTROLYTES	180mg	190mg	NONE	25mg	150mg