

JUNE SHINE

HARD KOMBUCHA

Series A

9.2020



Company Purpose

To brew honest alcohol for a healthier planet



Year To Date

Year to date: covid significantly changed our 2020 outlook, rendering our on premise and our own premise ineffective. We pivoted to focus aggressively on off prem and dtc. The board made a conscious decision to test this pivot (instead of immediately resorting to severe cost cut measures), and the results are paying off. We hit key monthly revenue milestones (\$1mm in May, and \$2mm in June), and saw early signs of wholesale gross margin improvement, clearing 40% in June, and missing EBITDA breakeven by \$20k. We continued expanding geographically and into new retailers via spring 2020 chain mandates, although this was delayed from April to late June. Additional markets we planned to enter in June, we pushed in to Q3/Q4, prioritizing balanced expansion and focus over a widespread unfocused effort. We canceled capex spend at the beginning of March, and had to enact these purchases (used equipment financing) due to increased demands in May. A PPP loan also helped our cash position. The demand surge that grew sales also caused issues, such as lower margin (temporary labor due to inefficient equipment, delay in moving to painted cans). We exited "crisis mode" and moved into more strategic mode, making permanent changes to the field marketing org chart and establishing a dtc team. Space is growing more competitive; however we now have #1 and #2 sku, and are leading hk brand family.





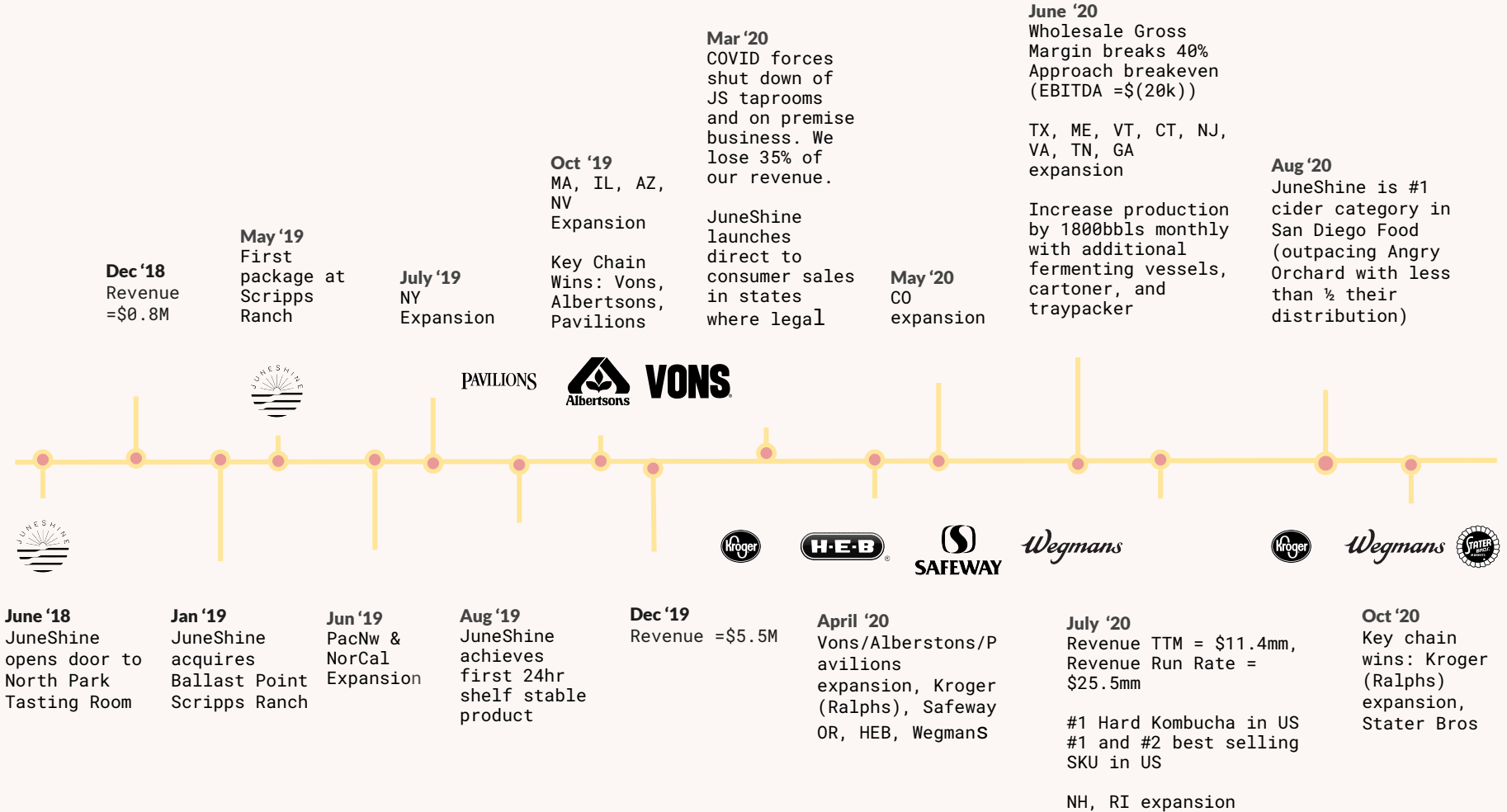
Next 18 Months

Next 18 months: the goal is to win the hard kombucha category. Be the clear leader, put major gap between us and #2 player. Do this by being in the right markets, and outselling competitors no later than 12 months of being in a new market. To do so, we need to continue expanding into new territories, and we need to focus on ecomm and off premise. We need to win grocery, chain and independent. We need to keep our people safe, cut non roi driving costs, and keep production running. We need to hire leader of dtc, leader of sales, and best in class chain sales team. Focus is important: at a national level we need to focus on BOM and MPK 6 packs, these are the two best selling hk skus in the country. In our home market we need to test a shelf stable variety pack, and we will do so post spring 2021 set, this will guide our decision making come 2022. The two most important years in establishing ourselves as a winner are 2021 and 2022, and this war is ultimately won in chain, so we need to spend aggressively here. Dtc is important, and we execute on scaling dtc, will be our strongest marketing tool. Outside of dtc, we need to continue building brand using social media spend, digital content, brand ambassadors, and sampling wherever possible. 2021 will be year of topline and gross margin focus, guaranteeing we are clear leader in category, with major gap between us and competitors, whereas 2022 we will begin generating bottom line profitability. We need to finance the business to stay competitive, and remain focused on best in class talent, product and brand, hence our Series A financing.





Progress





Next 18 Month Plan Summary

What are our 2020 thru 2021 goals?

Establish ourselves as national leader in hard kombucha.

1. New Market Expansion
2. Best selling hard kombucha brand (for any market we are in 12 months)





Next 18 Month Plan Detail

Dec 2020	<p>-Product: core 6 packs \$14.99 cold storage</p> <p>-People: DTC Sr Mgr, Chief Sales Officer, Chain Team (NW, MW, SE)</p> <p>-Brand: No Brand Changes, Emphasis on fighting seasonality with winter seasonals (Stone, Cran Apple, Sage Flavor) Holiday JuneShine gifting campaign. Focused on increasing national brand awareness specifically in new markets. Sign 2-4 more co-owner ambassadors</p> <p>-Wholesaler Expansion: FL, NC, SC, UT</p> <p>-Retailer expansion: fall set expansion in Vons, Ralphps, Safeway (norcal)</p> <p>-Capex: new canning line filler, new tanks</p> <p>-Capital: NA</p> <p>-Financial snapshot: Revenue = \$16mm / GM = 34% / EBITDA loss of \$4mm</p>
Dec 2021	<p>-Product: national focus: core 6 packs \$14.99 cold storage. San Diego focus: core 6 packs \$14.99 cold storage, shelf stable JS100 vpack released in May post spring sets (indie, Costco, TJs)</p> <p>-People: NA</p> <p>-Brand: National June Program Month, Brand refresh project begins to launch spring 2022</p> <p>-Wholesaler Expansion: OH, PA, WI, DE, ID all pre spring 2021. Post spring 2021, going wider in existing states, MN.</p> <p>-Retailer expansion: see Exhibit A</p> <p>-Capex: pasteurizer</p> <p>-Capital: Series A \$6.0mm</p> <p>-Financial snapshot: Revenue = \$28mm / GM = 46% / EBITDA loss of \$4mm</p>



2022/2023 Month Plan Detail

Dec 2022	<p>-Product: determine national focus a) core b) js100 and whether or not to be a) stable b) vpack. Use data from 2021 San Diego JS100 shelf stable vpack to make this decision</p> <p>-People: CFO, General Counsel, On Prem Chain</p> <p>-Brand: Launch refreshed packaging and brand platform nationwide through national awareness campaigns.</p> <p>-Wholesaler Expansion: Additional states related to chain mandates (ie KY, MT)</p> <p>-Retailer expansion: TBD</p> <p>-Capex: NA</p> <p>-Capital: NA</p> <p>-Financial snapshot: Revenue = TBD / GM = 50% goal / EBITDA break 10% margin goal</p>
Dec 2023	<p>-Product: consider additional extensions, or new product lines</p> <p>-People: NA</p> <p>-Brand: Focus on increasing brand loyalty through media and explore extensions of our brand platform.</p> <p>-Wholesaler Expansion: TBD</p> <p>-Retailer expansion: TBD</p> <p>-Capex: new brewery or contract manufacturing contract</p> <p>-Capital: TBD</p> <p>-Financial snapshot: Revenue = TBD / GM = TBD / EBITDA break 20% margin goal</p>



JuneShine Team / Advisors

Greg Serrao Co-Founder, CEO
Thrive / Summit Partners - Business
Development
Oppenheimer & Co. - Investment Banking

Forrest Dein Co-Founder, Chief Creative
Officer
Professional Cinematographer and
Photographer
Surfer Awards 2018 Best Documentary
Top Dog Entertainment (Kendrick Lamar) -
Content Creator

Greg Peters Chief Brewing Officer
Saint Archer - Director of Brewing
Lost Abbey
Maui Brewing

Matt Webster, MBA Director of Operations
Mason Ale Works - Director of Brewing
Lost Abbey - Director of Brewing

Ronnie Riedell Director of Brewing
Cutwater Spirits - Director of Production

Morgan Tenwick Lab/Quality Manager
Modern Times Beer - Quality Manager
Pharmatek - Project Manager

Chris Cantrell Dir. Sales, West
Stone - Dir. Sales, West

Steve Balram Dir. Sales, East
AB InBev Sr. District Mgr - Northeast
AB InBev Key Account Mgr - Northeast

Annie Atwell Director of Marketing
Imperfect Produce - Director of Brand
Experience
Siegel + Gale - Brand Strategist

Mitch Hall, Director of Finance
Constellation Brands - Assistant
Controller
Squar, Milner, Peterson, Miranda &
Williamson - Mgr.

Gwyn Reyes Dir. of Field Sales and
Marketing
Suja - Sales and Field Marketing Mgr.

Josh Lichtman Dir. of Development &
Hospitality
Crack Shack - Director of Development
Stone Brewing - Project Manager

Melissa Ninegar Dir. HR & Culture
Modern Times - Head of HR
Otter Products, LLC - Head of HR

Jeff Hansson
President - Co-Founder, Villager Goods
Saint Archer - COO
Boston Beer Co - National Account Manager

Jaisen Freeman and Jeff Wright
CEO and COO, Co-Founders - Phusion
Projects

Jared Smith and Peter Rahal
CEO and CFO, Co-Founders - RXBar

Randy Ornstein
Director of Alcohol - goPuff
VP Beyond Beer - Anheuser-Busch
VP Walmart, Sam's Club Anheuser-Busch

Tiffany Weir, PhD
Food Science and Human Nutrition, Colorado
State University

Joe Dickson
Director, Quality Standards - Whole Foods
Member, Standard Board - USDA Organic
Board Member - Non GMO Project

Rick Morgan
CFO - Ballast Point

Nik Sharma
CEO - Sharma Brands
Director of DTC Hint Water
Head of DTC VaynerMedia



JuneShine Team Chain Sales

Chris Gheen Director of National Accounts
Constellation – Director of National Accounts, West

Elizabeth Isenbart Sr Mgr, National Accounts, SW
Firestone Walker – Director of National Accounts, Central Division

Chris Zambukos Sr Mgr, National Accounts, PacNW
Pabst – NAM On Prem, NAM Alberstons
Rogue – Director of National Accounts
MillerCoors – Chain Account Exec, Walmart

Michael Prather Mgr, National Accounts, Kroger/Midwest
Delicato – National Development Customer Mgr, Kroger
ABInBev – Sr KAM, Kroger

Jeff Cossin, Sr Mgr, National Accounts, Southeast
Crook and Marker – Director of Key Accounts
FIFCO – Southeast Grocery NAM
Reyes – Director of Chains East Coast





JuneShine Brand

Social Media

JuneShine is the clear category leader in social media growth and engagement. In just over 2 years we have amassed 90k+ loyal brand followers on Instagram. In just 14 months, we've taken ownership of over 43% of the social media conversation surrounding Hard Kombucha. (bigger following than almost all of our top competitors combined)

Ambassadors

We continue to sign top tier co-owner ambassadors with the addition of Katheryn Winnick, and Evan Mock, as well as Tier B influencers in each key regional new market. Our reach is now 7M+ We are focused on adding 4 more co-owner ambassadors outside of our action sports bubble with a focus on art, music, and mainstream sports.

PR

In 2020 JuneShine controlled the narrative around Hard Kombucha replacing Hard Seltzer as the drink of the summer. We continue to be featured as a key category thought leader in industry articles, lifestyle outlets and business journals. In 2021 we plan to focus on more earned media with stories designed to hit media outlets' SEO / virality goals.

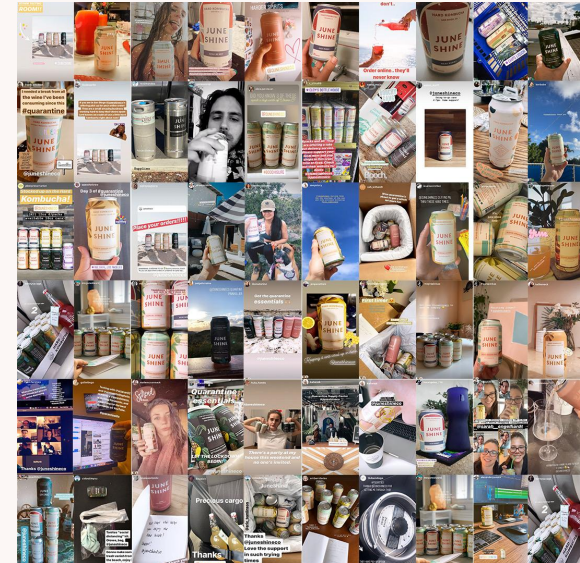
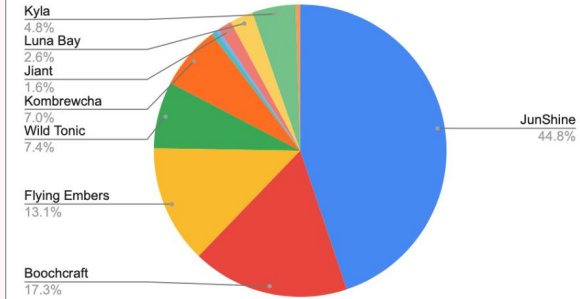
Digital Approach to Field Marketing

JuneShine pivoted from a Pre-Covid field marketing plan focused on building the JuneShine brand locally through community events, brand partners and ambassadors to a digital strategy focused on seeding product to regional ambassadors and influencers and generating virality through UGC content. We increased our monthly organic reach from 5M to 10M+ monthly from March-May. JuneShine is the most shared brand in Hard Kombucha with over 100 daily tags on IG/FB.

New Marketing Channels

JuneShine will invest in new marketing channels in 2021 including Podcasts, OOH, Meme Campaigns, retail Pop-Up experiences, and product collabs engineered to integrate into culture.

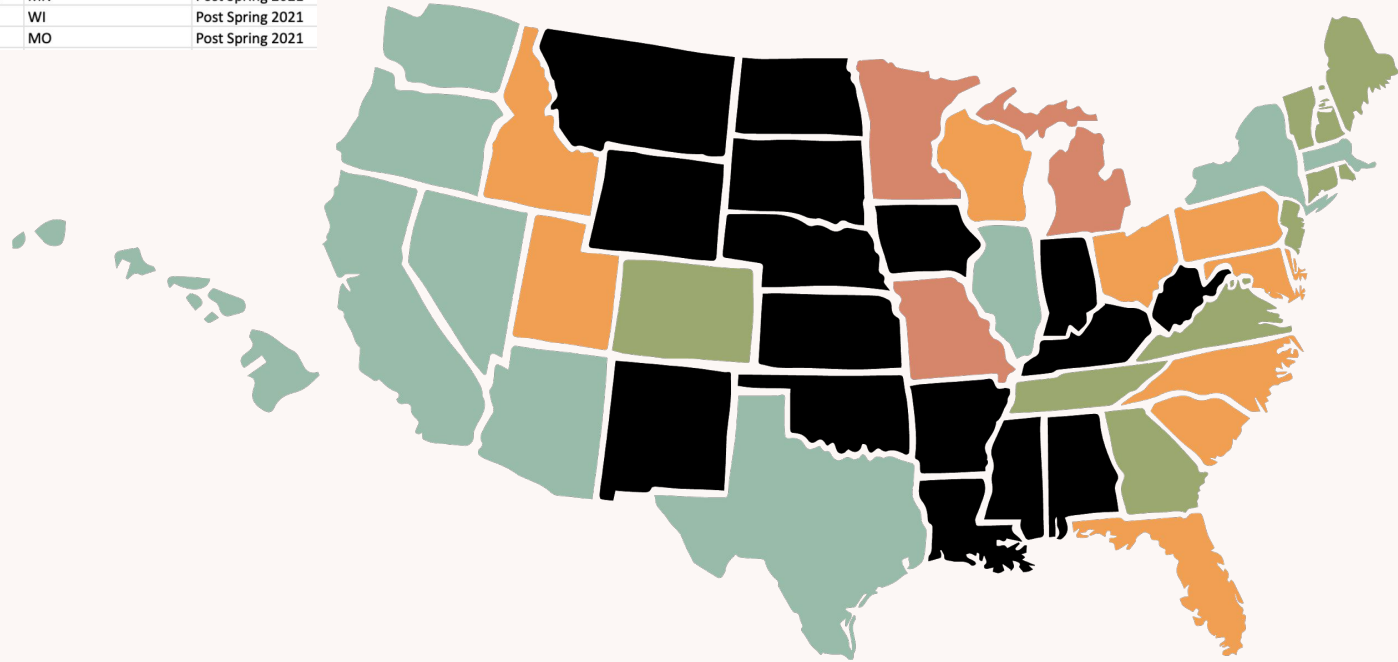
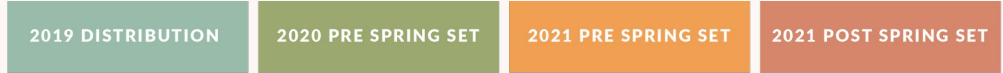
IG Following as % of total following of the category





Distribution Roadmap

Market	State	Timeline	Market	State	Timeline
San Diego	CA	Current	Miami	FL	Post Spring 2020
Orange County	CA	Current	Jacksonville	FL	Post Spring 2020
Los Angeles	CA	Current	Tampa	FL	Post Spring 2020
Sacramento	CA	Current	Orlando	FL	Post Spring 2020
San Jose	CA	Current	South Carolina	SC	Post Spring 2020
San Francisco	CA	Current	North Carolina	NC	Post Spring 2020
Portland	OR	Current	Phili	PA	Post Spring 2020
Bend/Eugene	OR	Current	SLC	UT	Post Spring 2020
Seattle	WA	Current	Boise	ID	Post Spring 2020
Las Vegas	NV	Current	Bozeman	MT	Post Spring 2020
Denver	CO	Current	Cleveland	OH	Post Spring 2020
Phoenix	AZ	Current	Milwaukee	WI	Post Spring 2020
Tuscon	AZ	Current	Minneapolis	MN	Post Spring 2021
Chicago	IL	Current	Milwaukee	WI	Post Spring 2021
Nashville	TN	Current	St. Louis	MO	Post Spring 2021
Atlanta	GA	Current			
Virginia	VA	Current			
Dallas	TX	Current			
Austin	TX	Current			
Houston	TX	Current			
Maine	ME	Current			
Vermont	VT	Current			
New Hampshire	NH	Current			
Boston	MA	Current			
Cape Cod	MA	Current			
NYC	NY	Current			
NY - LI	NY	Current			
NY - Upstate	NY	Current			
New Jersey	NJ	Current			
Connecticut	CT	Current			
Rhode Island	RI	Current			
San Antonio	TX	Current			
Delaware	DE	Current			
Maryland	MD	Current			
Washington DC	WDC	Current			
Hawaii	HI	Current			





Innovation

- **Shelf stable variety 8 pack of JuneShine 100 launching May 2021**
 - Priced at \$19.99
 - 4 flavors
 - 2 sleek cans of each flavor
 - Shelf stable (pasteurized with spore forming probiotics added back in)
 - Approachable flavors
 - Pineapple Orange
 - Hibiscus Lime
 - Mango
 - Black Cherry
 - Grapefruit





State of Industry

1. Alcohol

- Top 10 selling brands over the 4th of July weekend- Tito's, White Claw, Casamigos, Josh Cellars, Budlight, Corona, Veuve Clicquot, Bota box, Don julio and Bulleit.
- Beer: \$19.9 million sales ytd vs \$17.1 in 2019 (+15.7%).
- Seltzer: predicted to take 10% of the US beer category dollar sales by end of summer.

2. Hard Kombucha

- Hard Kombucha ytd off prem sales \$20mm, an increase of 63% compared to June 19.
- Industry estimates for the category: \$100mm by end of 2020, \$1bn within next 5 years.
- Top 3 leaders, % of total sales (L26 week): JuneShine = 27.5%, Boochcraft = 25%, Flying Embers 18%

3. NA Kombucha

- Averaging trends from 3 major players (Health Ade, Humm, Brew Dr), dollar sales are up 25%, acv 23%, total pods 21%, and velocity 3%, when comparing ttm vs same period last year. Conclusion: distro increasing faster than the rate of sale is increasing, and that's what's driving growth.





Hard Kombucha Chain Sales Data

Hard Kombucha Brand Family / SKU \$ Sales Ranking Total US Mulo + Conv

JuneShine is the #1 selling hard kombucha in the country and has the #1 and #2 top selling skus in the country.

TOTAL US MULO + CONV BRAND FAMILY RANKER LAST 26 WEEKS THROUGH 8.9

Rank	Hard Kombucha Brand Family	\$ Sales	\$ Sales Chg YA	\$ Trend vs LY	Dollar Sales per Point	Weighted Distribution
1	JUNESHINE HARD KOMBUCHA BRAND FAMILY	\$3,157,920	\$1,970,838	166.02%	\$1,248,584	2.53%
2	BOOCHCRAFT BRAND FAMILY	\$2,537,872	\$614,062	31.92%	\$1,413,699	1.80%
3	FLYING EMBERS BRAND FAMILY	\$1,980,107	\$1,902,000	2435.11%	\$336,833	5.88%
4	KYLA HARD KOMBUCHA BRAND FAMILY	\$866,181	\$156,275	22.01%	\$359,128	2.41%
5	NOVA EASY BRAND FAMILY	\$684,800	\$393,984	135.48%	\$2,239,372	0.31%
6	KOMBREWCHA BRAND FAMILY	\$663,190	\$580,764	704.59%	\$263,736	2.51%
7	WILD TONIC BRAND FAMILY	\$265,580	\$467	0.18%	\$212,839	1.25%
8	LOCAL ROOTS BRAND FAMILY	\$176,491	\$171,206	3239.29%	\$990,967	0.18%
9	STRAINGE BEAST BRAND FAMILY	\$151,203	\$151,203		\$211,739	0.71%
10	SYNERGY HARD KOMBUCHA BRAND FAMILY	\$88,071	(\$25,272)	-22.30%	\$88,398	1.00%
11	JIANT HARD KOMBUCHA BRAND FAMILY	\$68,139	\$68,139		\$284,864	0.24%
12	DR HOPS BRAND FAMILY	\$28,881	\$28,814	42941.00%	\$277,171	0.10%
13	AFTERGLOW HARD KOMBUCHA BRAND FAMILY	\$27,810	(\$8,766)	-23.97%	\$105,862	0.26%
14	TURA ALCOHOLIC KOMBUCHA BRAND FAMILY	\$23,776	(\$106,432)	-81.74%	\$64,663	0.37%
15	LUNA BAY BOOCH HARD KOMBUCHA BRAND FAMILY	\$12,437	\$12,437		\$178,183	0.07%
16	UNITY VIBRATION BRAND FAMILY	\$5,339	(\$15,324)	-74.16%	\$105,924	0.05%

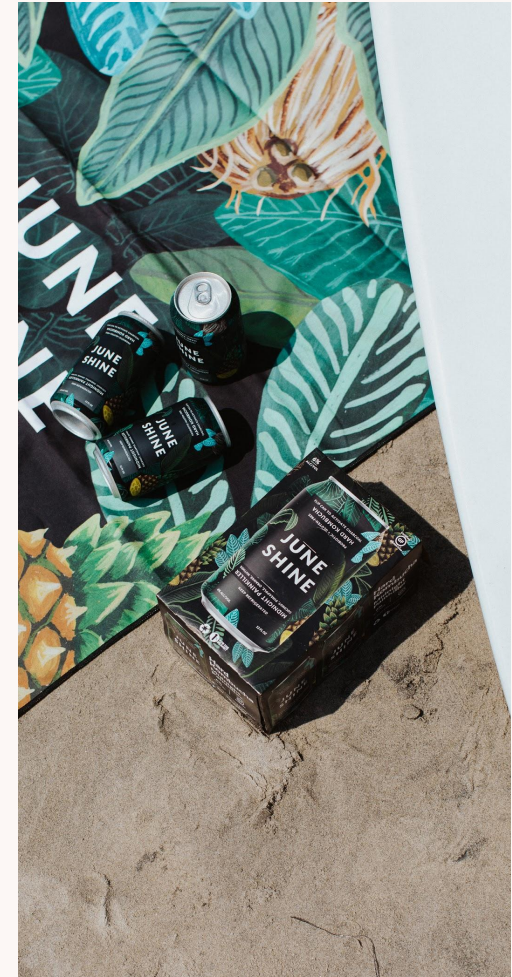
TOTAL US MULO + CONV SKU RANKER LAST 26 WEEKS THROUGH 8.9

Rank	Brands & SKUs	\$ Sales	\$ Sales Chg YA	\$ Trend vs LY	Dollar Sales per Point	Weighted Distribution
1	JUNESHINE HARD KOMBUCHA BLOOD ORANGE MINT CIDER 6 CT 12 OZ	\$845,463	\$707,213	511.55%	\$547,155	1.55%
2	JUNESHINE HARD KOMBUCHA MIDNIGHT PAINKILLER CIDER 6 CT 12 OZ	\$588,807	\$480,197	442.13%	\$673,692	0.87%
3	KOMBREWCHA HARD KOMBUCHA BERRY HIBISCUS CIDER 6 CT 12 OZ	\$568,607	\$521,117	1097.31%	\$243,671	2.33%
4	KYLA HARD KOMBUCHA VARIETY PACK CIDER 8 CT 12 OZ	\$528,274	\$199,295	60.58%	\$320,516	1.65%
5	BOOCHCRAFT KOMBUCHA GRAPEFRUIT HIBISCUS HEATHER CIDER 4 CT 12 OZ	\$491,751	\$299,215	155.41%	\$528,537	0.93%
6	FLYING EMBERS ORGANIC HARD KOMBUCHA ANCIENT BERRY CIDER 4 CT 12 OZ	\$447,429	\$447,429		\$216,830	2.06%
7	BOOCHCRAFT KOMBUCHA GRAPEFRUIT HIBISCUS HEATHER CIDER 6 CT 12 OZ	\$364,694	\$364,694		\$238,752	1.53%
8	FLYING EMBERS ORGANIC HARD KOMBUCHA GRAPEFRUIT THYME CIDER 4 CT 12 OZ	\$313,374	\$313,374		\$188,167	1.67%
9	FLYING EMBERS ORGANIC HARD KOMBUCHA PINEAPPLE CHILI CIDER 4 CT 12 OZ	\$288,213	\$288,213		\$158,664	1.82%
10	JUNESHINE HARD KOMBUCHA BLOOD ORANGE MINT CIDER 1 CT 16 OZ	\$269,915	\$20,284	8.13%	\$325,042	0.83%



Budget

	Forecast						2019	2020	2021
	Q3 20	Q4 20	Q1 21	Q2 21	Q3 21	Q4 21			
CEs Sold	171,437	126,348	141,249	217,465	227,812	197,201	131,583	470,778	783,727
BBLs Packaged	13,338	9,092	11,093	16,247	16,304	14,011	11,389	34,976	57,655
Revenue									
Distribution	\$5,305	\$3,662	\$4,032	\$6,416	\$6,685	\$5,771	\$4,286	\$13,965	\$22,904
Tasting Room	210	232	344	340	396	380	1,115	929	1,460
DTC	557	804	866	1,046	1,136	1,076	-	2,227	4,125
Revenue	\$6,072	\$4,698	\$5,242	\$7,802	\$8,217	\$7,228	\$5,401	\$17,122	\$28,489
Gross Margin									
Distribution	\$1,998	\$1,352	\$1,536	\$3,069	\$3,366	\$2,873	\$623	\$4,946	\$10,844
Tasting Room	94	150	217	213	255	245	688	461	930
DTC	158	252	272	327	355	341	-	622	1,295
Gross Margin	\$2,250	\$1,754	\$2,024	\$3,609	\$3,976	\$3,459	\$1,311	\$6,029	\$13,069
Gross Margin %	37.1%	37.3%	38.6%	46.3%	48.4%	47.9%	24.3%	35.2%	45.9%
Operating Expenses									
Sales and Mktg	\$1,915	\$2,025	\$3,198	\$3,579	\$3,555	\$3,486	\$2,865	\$6,806	\$13,817
G&A Payroll	235	261	302	322	327	338	412	916	1,289
Rent	195	177	167	167	167	167	453	753	666
Depreciation	147	194	217	250	251	251	381	540	969
Other	244	352	326	363	335	351	803	1,152	1,375
Operating Expenses	\$2,737	\$3,010	\$4,209	\$4,681	\$4,634	\$4,592	\$4,915	\$10,166	\$18,117
Operating Loss	(\$487)	(\$1,256)	(\$2,185)	(\$1,072)	(\$658)	(\$1,133)	(\$3,604)	(\$4,137)	(\$5,048)
EBITDA	(\$340)	(\$1,062)	(\$1,968)	(\$821)	(\$407)	(\$882)	(\$3,323)	(\$3,640)	(\$4,079)
EBITDA Margin %	NA	NA	NA	NA	NA	NA	NA	NA	NA
	Q3 20	Q4 20	Q1 21	Q2 21	Q3 21	Q4 21	2019	2020	2021
Free Cash Flow									
Net Income	(\$540)	(\$1,318)	(\$2,245)	(\$1,139)	(\$719)	(\$1,187)	(\$3,723)	(\$4,337)	(\$5,289)
plus: D&A	147	194	217	250	251	251	381	540	969
plus: interest	53	61	59	67	61	54	-	158	241
less: NWC	(80)	836	(865)	(877)	(162)	515	(706)	542	(1,388)
less: CapEx	(1,094)	(592)	(1,132)	(15)	(15)	(15)	(\$2,857)	(\$2,741)	(\$1,177)
Free Cash Flow	(\$1,514)	(\$819)	(\$3,966)	(\$1,713)	(\$584)	(\$382)	(\$6,904)	(\$5,839)	(\$6,644)
Beg Cash	\$4,288	\$2,953	\$8,863	\$5,095	\$3,073	\$2,172	\$175	\$4,165	\$8,863
Net Cash from Financing	179	6,729	198	(309)	(317)	(326)	\$10,875	\$10,537	(\$754)
Change in Cash	(1,514)	(819)	(3,966)	(1,713)	(584)	(382)	(6,885)	(5,839)	(\$6,644)
End Cash	\$2,953	\$8,863	\$5,095	\$3,073	\$2,172	\$1,465	\$4,165	\$8,863	\$1,465

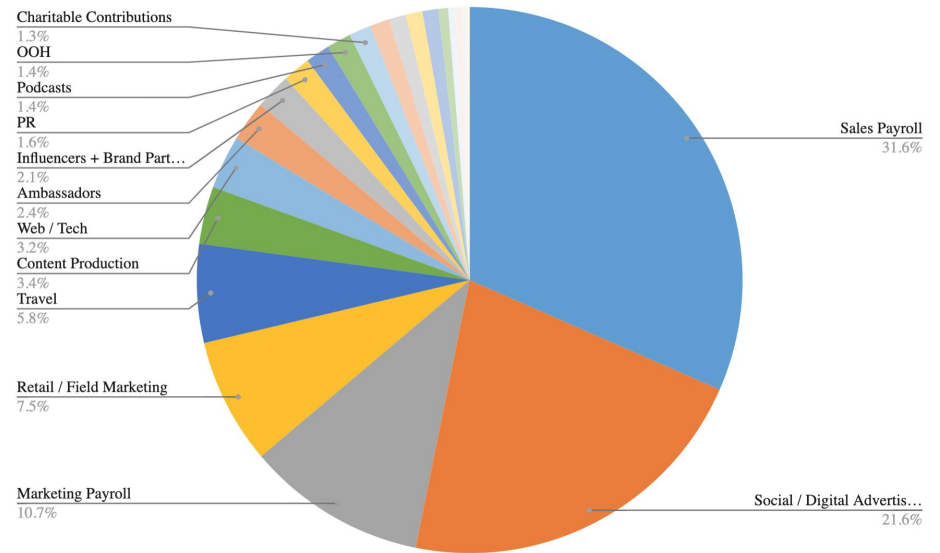




Sales & marketing budget

Category	2H 2020 Spend	2021 Spend	Total Mkt Spend
Sales Payroll	1,485,214	3,983,198	5,468,411
Social / Digital Advertising	881,756	3,457,070	4,338,826
Marketing Payroll	518,586	1,329,844	1,848,430
Retail / Field Marketing	41,000	1,250,500	1,291,500
Travel	263,801	747,465	1,011,266
Content Production (non paid)	149,100	439,700	588,800
Website + Order + Email Tech/Freelance	151,250	398,550	549,800
Ambassadors	62,000	354,000	416,000
Influencers + Brand Partners	72,000	294,500	366,500
PR	61,800	223,600	285,400
Podcasts	-	250,000	250,000
OOH	-	250,000	250,000
Charitable Contributions	82,881	142,445	225,326
Advertising (excludes DTC paid)	49,950	151,200	201,150
POS	41,500	133,000	174,500
Product Development + Art	24,000	148,000	172,000
Wholesaler Incentives (Contra-rev)	12,254	150,000	162,254
Brand	-	100,000	100,000
Team Tech	24,000	48,000	72,000
Tasting Room Promo	-	65,000	65,000
Consumer Research	16,200	32,400	48,600
Retention (loyalty, s&d)	15,500	18,500	34,000
Grand Total	3,952,791	13,966,972	17,919,763
Wholesaler Incentives (Contra-rev)	(12,254)	(150,029)	(162,283)
Total Sales and Marketing Spend	3,940,537	13,816,943	17,757,480

Total S&M Spend 2021 by Category





Margin Explanation

JuneShine, Inc. Margin trend analysis												
	Q1 19	Q2 19	Q3 19	Q4 19	Q1 20	Q2 20	Q3 20	Q4 20	Q1 21	Q2 21	Q3 21	Q4 21
Distribution (per CE)												
Revenue	\$ 38.48	\$ 37.51	\$ 35.64	\$ 35.13	\$ 33.14	\$ 32.66	\$ 32.77	\$ 32.54	\$ 31.97	\$ 31.97	\$ 32.02	\$ 32.10
COGS												
Raw Material Costs	(14.98)	(13.39)	(11.94)	(17.09)	(12.35)	(13.15)	(12.62)	(12.33)	(11.40)	(9.74)	(9.22)	(9.20) *
Labor	(11.92)	(9.22)	(7.52)	(8.39)	(6.46)	(3.99)	(3.83)	(3.80)	(3.55)	(2.23)	(2.14)	(2.49)
Shipping	-	(0.52)	(0.88)	(1.44)	(0.98)	(0.39)	(1.08)	(2.06)	(1.65)	(1.39)	(2.35)	(2.70) **
Other indirect exp.	(7.18)	(11.90)	(5.98)	(6.85)	(5.86)	(3.33)	(4.48)	(4.98)	(4.73)	(4.02)	(4.89)	(2.63)
WS Profit per CE	\$ 4.39	\$ 2.48	\$ 9.32	\$ 1.37	\$ 7.50	\$ 11.80	\$ 10.76	\$ 9.37	\$ 10.64	\$ 14.60	\$ 13.42	\$ 15.07
Distribution (\$)												
Revenue	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
COGS												
Raw Material Costs	-38.9%	-35.7%	-33.5%	-48.6%	-37.3%	-40.3%	-38.5%	-37.9%	-35.6%	-30.5%	-28.8%	-28.7% *
Labor	-31.0%	-24.6%	-21.1%	-23.9%	-19.5%	-12.2%	-11.7%	-11.7%	-11.1%	-7.0%	-6.7%	-7.8%
Shipping	-4.8%	-3.5%	-3.7%	-3.3%	-2.8%	-3.9%	-5.5%	-5.7%	-7.0%	-7.7%	-7.2%	-6.8% **
Other indirect exp.	-18.7%	-30.3%	-14.3%	-15.4%	-14.7%	-9.0%	-10.4%	-9.0%	-9.6%	-8.2%	-7.9%	-8.2%
Wholesale Gross Margin	6.6%	5.9%	27.4%	8.8%	25.8%	34.6%	33.9%	35.8%	36.7%	46.7%	49.3%	48.6%
Retail		65.3%	61.0%	59.3%	51.8%	34.8%	57.1%	64.8%	63.0%	62.6%	64.5%	64.5%
DTC					54.3%	22.2%	29.0%	31.4%	31.4%	31.3%	31.3%	31.7%
Consolidated Gross Margin	25.6%	17.5%	34.2%	18.1%	30.7%	32.4%	34.2%	36.5%	37.5%	45.3%	47.5%	46.9%
*Cost reduction drivers (per CE)												
Vol. Disc. on ingredients	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (0.06)	\$ (0.16)	\$ (0.20)	\$ (0.20)	\$ (0.20)	\$ (0.20)
Savings on painted cans	-	-	-	-	-	-	-	-	(0.78)	(2.51)	(2.98)	(2.96)
	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (0.06)	\$ (0.16)	\$ (0.98)	\$ (2.71)	\$ (3.18)	\$ (3.15)
**Driven by increased shipments to the east coast												



\$s BY WHOLESALER

Company	2019 Q3	2019 Q4	2020 Q1	2020 Q2	Q3 2019 - Q2 2020	%Revenue
Scout Distribution (C)	\$ 618,802.56	\$ 461,806.16	\$ 576,304.40	\$ 1,118,184.06	\$ 2,775,097.18	33.3%
Stone Distribution	\$ 410,853.14	\$ 441,242.50	\$ 347,189.18	\$ 1,059,005.94	\$ 2,258,290.76	27.1%
Mussetter Distribution	\$ 63,731.66	\$ 62,574.98	\$ 92,368.96	\$ 239,262.44	\$ 457,938.04	5.5%
Union Beer Distributors	\$ 111,074.00	\$ 12,601.00	\$ 92,325.90	\$ 211,971.50	\$ 427,972.40	5.1%
Morris Distributing	\$ 16,703.20	\$ 77,848.06	\$ 65,050.26	\$ 252,936.80	\$ 412,538.32	5.0%
Youngs Market Hawaii	\$ 72,029.50	\$ 159,001.50	\$ 118,639.80	\$ 21,310.00	\$ 370,980.80	4.5%
Maletis Beverage	\$ 67,419.50	\$ 10,871.00	\$ 36,899.60	\$ 68,887.50	\$ 184,077.60	2.2%
Lakeshore Beverage	\$ 20,064.00	\$ 25,536.00	\$ 42,585.00	\$ 85,956.00	\$ 174,141.00	2.1%
Brown Distributing Company	\$ 69,578.00		\$ 57,662.50	\$ 42,424.10	\$ 169,664.60	2.0%
NW Beverages LLC	\$ 7,717.50	\$ 45,912.65	\$ 34,651.60	\$ 75,288.45	\$ 163,570.20	2.0%
Golden Brands Richmond	\$ 28,488.96	\$ 43,989.48	\$ 22,613.20	\$ 18,724.80	\$ 113,816.44	1.4%
Craft Brewers Guild	\$ 14,249.80	\$ 7,087.00	\$ 37,259.40	\$ 53,937.50	\$ 112,533.70	1.4%
Pacific Beverage Company Santa Maria	\$ 22,213.30	\$ 7,148.80	\$ 23,418.16	\$ 57,954.33	\$ 110,734.59	1.3%
Crescent Crown Distributing LLC		\$ 47,782.50	\$ 25,517.00	\$ 31,107.50	\$ 104,407.00	1.3%
Mammoth Brewing Company	\$ 21,766.32	\$ 23,106.24	\$ 30,873.60	\$ 22,548.96	\$ 98,295.12	1.2%
Elyxir Distributing	\$ 30,143.58	\$ 10,255.00	\$ 10,609.64	\$ 22,066.80	\$ 73,075.02	0.9%
Southern Glazers		\$ 37,728.16	\$ 17,402.40	\$ 3,742.80	\$ 58,873.36	0.7%
Breakthru Beverage Colorado				\$ 50,709.30	\$ 50,709.30	0.6%
Andrews Distributing Co				\$ 42,319.20	\$ 42,319.20	0.5%
Specialty Beverage				\$ 21,252.00	\$ 21,252.00	0.3%
CBG Vermont				\$ 19,157.50	\$ 19,157.50	0.2%
Savannah				\$ 17,133.00	\$ 17,133.00	0.2%
Bounty Bev				\$ 16,590.50	\$ 16,590.50	0.2%
Lake Beverage				\$ 15,900.00	\$ 15,900.00	0.2%
SED Houston				\$ 11,904.80	\$ 11,904.80	0.1%
CBG Maine				\$ 11,400.00	\$ 11,400.00	0.1%
SED San Antonio				\$ 10,855.20	\$ 10,855.20	0.1%
Bigfoot Beverages			\$ 8,540.00		\$ 8,540.00	0.1%
McLaughlin & Moran				\$ 6,556.20	\$ 6,556.20	0.1%
CBG Connecticut				\$ 6,310.00	\$ 6,310.00	0.1%
Try-It Distributors				\$ 6,192.00	\$ 6,192.00	0.1%
T.J. Sheehan Distributing				\$ 6,014.00	\$ 6,014.00	0.1%
Hunterdon Brewing Company				\$ 5,970.00	\$ 5,970.00	0.1%
Sound Beverage Distributors Inc	\$ 4,230.00				\$ 4,230.00	0.1%
Grand Totals	\$ 1,579,065.02	\$ 1,474,491.03	\$ 1,639,910.60	\$ 3,633,573.18	\$ 8,327,039.83	



Sources & Uses

Sources	2020	2021	Total
Existing Cash (as of 8/31)	3,822,639	8,612,923	3,822,639
Debt			
>Draw on Working Capital Line	-	500,000	500,000
>Equipment Financing	986,826	-	986,826
Equity	6,000,000	-	6,000,000
Total Sources	10,809,464	9,112,923	11,309,464
Uses			
Operating Loss	(1,311,461)	(4,079,325)	(5,390,787)
Change In NWC	1,103,023	(1,388,232)	(285,209)
Capex	(1,419,370)	(1,176,737)	(2,596,107)
Debt Pmts	(318,733)	(1,253,950)	(1,572,682)
Safety Net	(250,000)	(750,000)	(1,000,000)
Total Uses	(2,196,541)	(8,648,243)	(10,844,785)
Cap Ex Breakdown			
Brewing Equipment	1,164,770	468,000	1,632,770
Retail Tasting Rooms	387,609	650,000	1,037,609
Total CapEx	1,552,379	1,118,000	2,670,379
CapEx net Equip Financing	565,554	1,118,000	1,683,554
Summary of Debt as of period end			
WC Line	500,000	1,000,000	1,000,000
Capital Leases	428,110	369,373	369,373
Finance Leases	2,005,647	810,434	810,434
Gov't Loans	981,850	981,850	981,850
Total Debt	3,915,606	3,161,657	3,161,657

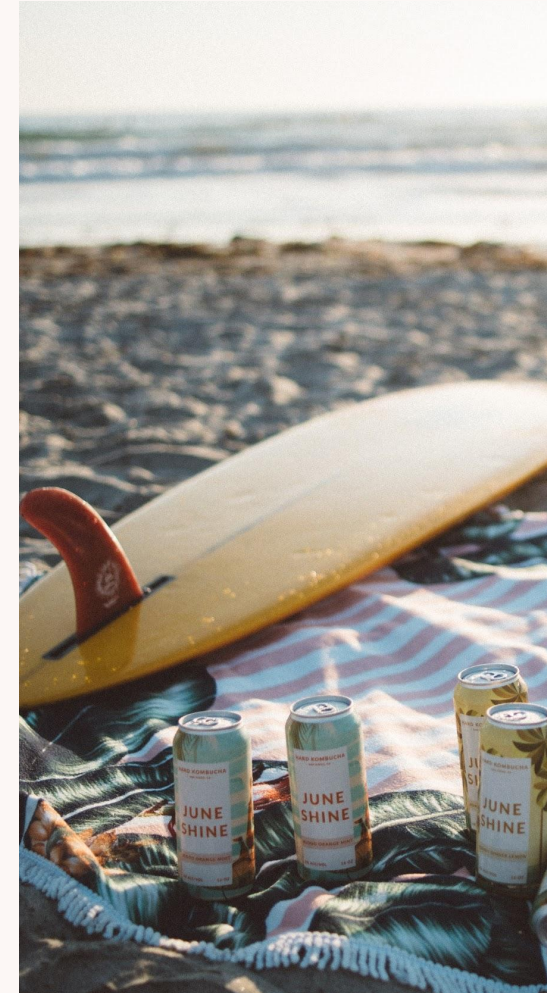




Exhibit A - Retailer Expansion Goals

California

WHOLE FOODS MARKET
BEVMO!
VONS
SPROUTS FARMERS MARKET
GROCERY OUTLET
TOTAL WINE & MORE
7 ELEVEN
BARONS MARKET
RALEYS
RALPHS
ALBERTSONS
PAVILIONS
RALPHS FRESH FARE
MOTHERS MARKET & KITCHEN
365 BY WHOLE FOODS
BRISTOL FARMS
GELSONS MARKET
JENSENS
IGA
KEG N BOTTLE - CA
TARGET STORE
NUGGET MARKET
BEL AIR MARKET
MOLLIE STONES MARKET
SAFEGWAY
NEW LEAF COMMUNITY MARKET
EREWHON
CIRCLE K
MOBIL
AM PM STORE
SHELL
WINCO FOODS
OLIVERS MARKET
MISSION WINE & SPIRITS

UNITED STATES MARINE CORP
VENDOME LIQUOR
WALGREENS
ALTA DENA DAIRY
NOB HILL FOODS
SIERRA SUPER STOP
CHEVRON
EXTRAMILE
76
BI RITE MARKET
ARCO
SMART & FINAL
STATER BROS
WALMART
SAVEMART

Hawaii

FOODLAND - HI
WHOLE FOODS MARKET
7 ELEVEN
TAMURAS FINE WINE &
LIQUORS
TIMES SUPERMARKET
BIG SAVE
SACK N SAVE HAWAII
H MART
Safeway
ABC LIQUOR

Oregon

NEW SEASONS MARKET
WHOLE FOODS MARKET
MARKET OF CHOICE
SAFEGWAY
PLAID PANTRY
GROCERY OUTLET
ROSAUERS FOOD & DRUG
CENTER
GREEN ZEBRA GROCERY
ALBERTSONS
NATURAL GROCERS
ZUPANS MARKETS
365 BY WHOLE FOODS
THRIFTWAY STORES INC
AM PM STORE
QUALITY FOOD CENTER
SHELL
JACKSONS
FRED MEYER
WINCO FOODS

Washington

JACKSONS
WHOLE FOODS MARKET
GROCERY OUTLET
TOTAL WINE & MORE
METROPOLITAN MARKET
BEVMO!
THRIFTWAY STORES INC
PCC COMMUNITY MARKETS
TOWN & COUNTRY MARKETS
THRIFTWAY STORES OF
WASHINGTON
SPROUTS FARMERS MARKET
HAGGEN FOOD & PHARMACY
QUALITY FOOD CENTER
RED APPLE MARKET
AMAZON FRESH
IGA
SHELL
NEW SEASONS MARKET
WINCO FOODS
76
AM PM STORE
AMAZON GO
TEXACO
7 ELEVEN
FLEMING OIL
BARTELL DRUG
FRED MEYER

Idaho

WHOLE FOODS MARKET
FRED MEYER
SAFEGWAY
ALBERTSONS
JACKSONS
WINCO FOODS

Nevada

TOTAL WINE & MORE
WHOLE FOODS MARKET
GROCERY OUTLET
ALBERTSONS
RALEYS
LEES DISCOUNT LIQUOR
LIQUOR OUTLET
SPROUTS FARMERS MARKET
SMITH'S
SPEEDEE MART NV

Utah

SMITHS
HARMONS
ASSOCIATED FOODS
WHOLE FOODS MARKET

Colorado

WHOLE FOODS MARKET
LUCKYS MARKET
NATURAL GROCERS
TOTAL WINE & MORE
KING SOOPER
LEEVEFS FOODS



Exhibit A - Retailer Expansion Goals

Arizona

SPROUTS FARMERS MARKET
 WHOLE FOODS MARKET
 TOTAL WINE & MORE
 BEVMO!
 H MART
 CHEVRON
 FRY'S FOOD & DRUG STORE
 FRY'S
 SAFEWAY
 BASHAS'
 AJS FINE FOODS

Texas

WHOLE FOODS MARKET
 H E B FOOD STORE
 TOTAL WINE & MORE
 H E B PLUS
 H E B CENTRAL MARKET
 SPECS WINE SPIRITS &
 FINER FOO
 ROYAL BLUE GROCERY
 TWIN LIQUOR
 SUNRISE MINI MART
 FOXTROT
 KROGER
 ARLANS MARKET
 365 BY WHOLE FOODS
 BREAD BASKET
 C MART
 UNITED MARKET PLACE
 TOM THUMB
 RANDALL'S
 GOODY GOODY LIQUOR

Illinois

WHOLE FOODS MARKET
 FOXTROT
 MISKA
 GARFIELDS BEVERAGE
 WAREHOUSE
 SOUTH LOOP MARKET
 INNOVATIVE BEVERAGE
 MARKETING
 UNITED LIQUOR MARTS
 PLUM MARKET
 ARMANETTI BEVERAGE MART
 BINNYS BEVERAGE DEPOT
 HYVEE
 MEIJR
 MARIANOS
 FRESH THYME
 JEWEL-OSCO
 FOREMOST LIQUOR

Ohio

KROGER
 WHOLE FOODS
 OHIO

Wisconsin

ROUNDYS
 WOODMAN'S

New York

WHOLE FOODS MARKET
 WEGMANS
 KEY FOOD STORE
 FRESH DIRECT
 FOODTOWN
 365 BY WHOLE FOODS
 TOTAL WINE & MORE
 C TOWN SUPERMARKET
 WESTSIDE MARKET NYC
 FOOD BAZAAR
 KHIMS MILLENNIUM MARKET
 7 ELEVEN
 IGA
 ASSOCIATED SUPERMARKET
 FAIRWAY MARKET
 SHOP FAIR
 CITY FRESH MARKET
 FOOD TOWN SUPERMARKET
 IDEAL FOOD BASKET
 PIONEER SUPERMARKET
 MET FOODS
 UNCLE GIUSEPPES
 MARKETPLACE
 PRICE CHOPPER
 TOPS
 DUANE READE
 FINE FARE SUPERMARKET

New Jersey

WHOLE FOODS MARKET
 BUY RITE LIQUORS
 WEGMANS LIQUOR
 WEGMANS
 USA WINE TRADERS CLUB
 KINGS SUPER MARKET
 BEST CELLARS
 GARYS WINE & MARKETPLACE
 WINE COUNTRY DISCOUNT
 LIQUORS
 SHOPRITE
 SPIRITS UNLIMITED

Connecticut

WHOLE FOODS MARKET
 BEVMAX
 ADAMS SUPER FOOD STORE
 PRICE CHOPPER
 BIG-Y
 STOP N SHOP
 M & R PACKAGE STORE

Vermont

IRVING
 CRAFT BEER CELLAR
 JOLLEY
 7 ELEVEN
 CHAMPLAIN FARMS
 SHORT STOP
 SIMONS
 MOBIL

Massachussets

TOTAL WINE & MORE
 WHOLE FOODS MARKET
 BLANCHARDS WINES &
 SPIRITS
 WEGMANS
 ATLAS LIQUORS
 KAPPYS LIQUOR
 MARKET BASKET
 GORDONS LIQUOR STORE
 ROCHE BROS SUPERMARKET
 CRAFT BEER CELLAR
 BUSA BROTHERS
 RICHDALDE FOOD SHOPS
 DELUCAS MARKET
 DOUGLAS LIQUORS

New Hampshire

MARKET BASKET
 HANNAFORD
 SHAWS

Maine

WHOLE FOODS MARKET
 ROOPERS BEVERAGE &
 REDEMPTION
 HANNAFORD
 7 ELEVEN



Exhibit A - Retailer Expansion Goals

Rhode Island

WHOLE FOODS MARKET

Maryland

TOTAL WINE & MORE
SUNOCO

DC

WHOLE FOODS MARKET
HARRIS TEETER

Virginia

WHOLE FOODS MARKET
WEGMANS
TOTAL WINE & MORE
KROGER
FARM FRESH
HARRIS TEETER
FRESH MARKET
PUBLIX
FASTOP

North Carolina

HARRIS TEETER
LOWES FOODS
FRESH MARKET
FOOD LION
PUBLIX

South Carolina

KROGER
WHOLE FOODS
HARRIS TEETER
FOOD LION
PUBLIX

Georgia

WHOLE FOODS MARKET
GREENS DISCOUNT BEVERAGE
STORE
SPROUTS FARMERS MARKET
SAVI PROVISIONS
TOTAL WINE & MORE
365 BY WHOLE FOODS
KROGER
SHELL
CHEVRON
LITTLE GIANT FARMERS
MARKET
INGLES
HARRIS TEETER
FOOD LION
FRESH MARKET
PUBLIX
AAFES

Tennessee

WHOLE FOODS MARKET
KWIK SAK
PUBLIX
KROGER
H G HILL FOOD STORES

Florida

WHOLE FOODS MARKET
PUBLIX
ABC W&S
FRESH MARKET



THE INFORMATION CONTAINED IN THIS COMMUNICATION IS CONFIDENTIAL AND HAS BEEN PROVIDED TO YOU FOR INFORMATIONAL PURPOSES ONLY. IT SHOULD NOT BE DISCLOSED TO ANY OTHER PERSON UNDER ANY CIRCUMSTANCES.

THIS COMMUNICATION DOES NOT CONSTITUTE AN OFFER TO SELL, OR A SOLICITATION TO BUY, ANY SECURITIES OF JUNESHINE OR ANY OF ITS SUBSIDIARIES OR AFFILIATES. ANY SUCH OFFER OR SOLICITATION, IF MADE, WILL BE MADE PURSUANT TO DEFINITIVE DOCUMENTS AND PARTICIPATION IN ANY SUCH FUTURE FINANCING WILL BE LIMITED TO ACCREDITED INVESTORS, AS THAT TERM IS DEFINED IN RULE 501 OF REGULATION D PROMULGATED UNDER THE SECURITIES ACT OF 1933, AS AMENDED.

UNLESS STATED OTHERWISE, THE STATEMENTS IN THIS COMMUNICATION ARE MADE AS OF SEPTEMBER 18, 2020. THE FORWARD-LOOKING STATEMENTS, ESTIMATES AS TO FUTURE PERFORMANCE (INCLUDING, WITHOUT LIMITATION, ALL FINANCIAL PROJECTIONS) AND OTHER STATEMENTS CONTAINED IN THIS COMMUNICATION REGARDING MATTERS THAT ARE NOT HISTORICAL FACTS ARE ONLY PROJECTIONS, AND IT CAN BE EXPECTED THAT SOME OR ALL OF THE ASSUMPTIONS UNDERLYING SUCH PROJECTIONS WILL NOT MATERIALIZE OR WILL VARY SIGNIFICANTLY FROM ACTUAL RESULTS DUE TO CERTAIN FACTORS, INCLUDING, BUT NOT LIMITED TO, JUNESHINE'S ABILITY TO EXECUTE ITS PLANS TO DEVELOP AND MARKET ITS PRODUCTS, COMPETITIVE FACTORS, LEGAL AND REGULATORY REQUIREMENTS AND GENERAL ECONOMIC CONDITIONS. ANY SUCH FORWARD-LOOKING STATEMENTS REFLECT ONLY THE CURRENT VIEWS OF JUNESHINE WITH RESPECT TO SUCH MATTERS AND ARE MADE SUBJECT TO THE FOREGOING AND OTHER RISKS, UNCERTAINTIES AND ASSUMPTIONS. AS A RESULT, THERE CAN BE NO ASSURANCE THAT THE EVENTS OR OTHER MATTERS DESCRIBED IN SUCH FORWARD-LOOKING STATEMENTS WILL IN FACT TRANSPIRE. JUNESHINE DOES NOT UNDERTAKE ANY OBLIGATION TO UPDATE SUCH FORWARD-LOOKING STATEMENTS.

NO REPRESENTATION OR WARRANTY, EXPRESSED OR IMPLIED, IS MADE AS TO THE COMPLETENESS OR ACCURACY OF THE INFORMATION CONTAINED HEREIN.

