

FUELUP™

For Life!

Advanced Aloe Hydration Energy Drink!



A Product of eH8 Sports, Inc.

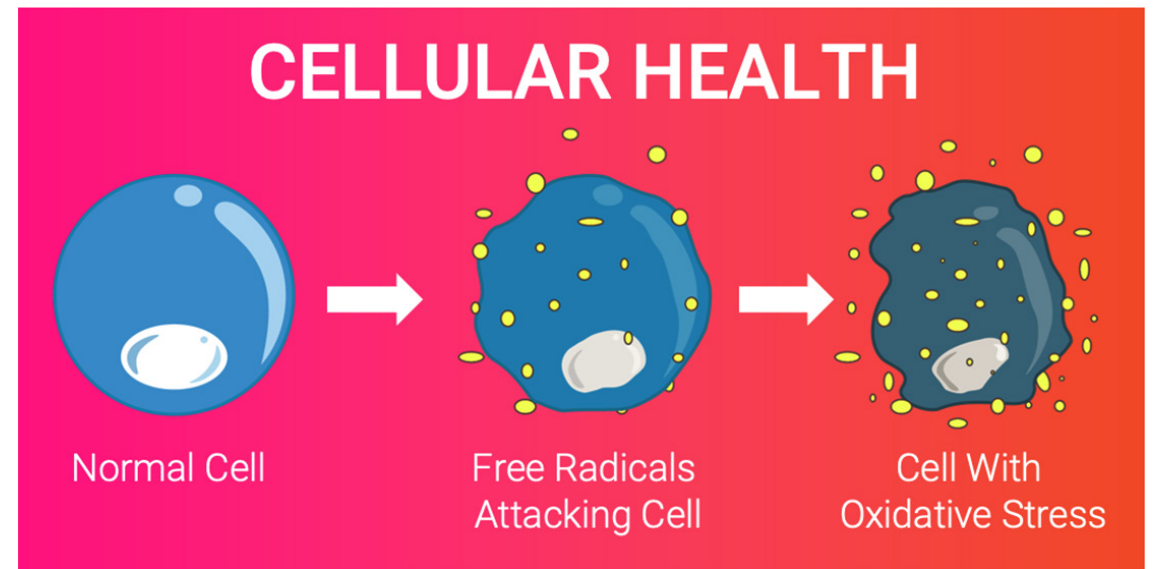
AMERICAN MADE 
GLOBALLY SOURCED

CONFIDENTIAL

The Problem: Dehydration

Dehydration is bad for bodies.

- Being 2% dehydrated can impair physiological and performance responses.
- By the time you feel thirsty your body is already dehydrated.
- 75% percent of Americans are chronically dehydrated, which frequently leads to hospitalization.⁽ⁱ⁾
- Dehydration leads to oxidative stress (fatigue, muscle/joint pain, memory loss, headaches, inflammation).

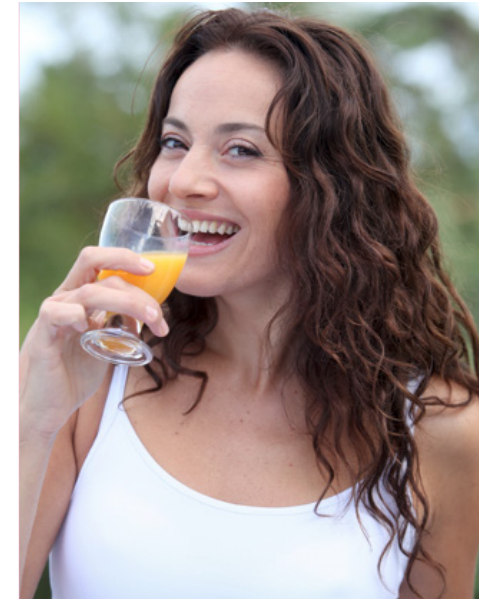


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The Solution: FUEL UP!

FUEL UP is good for bodies.

- 3-product, state-of-the-art hydration system
- Blend of antioxidants, electrolytes and select B vitamins, for sustained hydration, cognition, and focus
- Proprietary nutrient blend with **BiAloe**[®] for immune support
- Convenient powder to mix with water and a ready-to-drink (RTD) liquid



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What is FUEL UP?

100s of products hydrate.

Only FUEL UP has:

+ Advanced Aloe Hydration (AAH)

With BiAloe® for immune support and optimal cellular health

+ Proprietary Blend

Ginger Root - aids digestion and assists anti-inflammatory response

Glucuronolactone - important structural component of connective tissue

L-cysteine - may help prevent overproduction of free radicals

L-carnitine - plays a crucial role in energy production by transporting fatty acids into mitochondria

PLUS

+ Electrolytes

Essential to optimal cellular function

+ Antioxidants

Prevent or slow free-radical damage to cells

+ B Vitamins

Cofactors for the synthesis of neurotransmitters

Energy, Focus, Motivation:
A/C/B/E vitamins proven to FUEL UP FOR LIFE!

Advanced Hydration:
Increase performance with balanced electrolytes.

Recover Faster:
Advanced Aloe Hydration nourishes cellular health.

Supplement Facts

Serving Size: 1 Scoop (10 grams)
Servings Per Container: 30

Amount Per Serving		% DV*
Calories	25	
Total Carbohydrates	6 g	2%
Total Sugars	2 g	†
Vitamin A (as vitamin A palmitate)	800 mcg	89%
Vitamin C (as ascorbic acid)	300 mg	333%
Vitamin E (as d-alpha tocopherol acetate)	20 mg	133%
Vitamin B3 (as niacinamide)	9 mg	56%
Vitamin B6 (as pyridoxine hydrochloride)	4 mg	235%
Vitamin B12 (as cyanocobalamin)	12 mcg	500%
Pantothenic Acid (as calcium pantothenate)	20 mg	400%
Magnesium (as magnesium oxide)	64 mg	15%
Sodium (as sodium chloride)	100 mg	4%
Potassium	600 mg	13%

Proprietary Blend	3000 mg	†
Coconut Water Concentrate, Glucuronolactone, Ginger Root Extract, L-Cysteine, L-Carnitine, BiAloe® (Aloe vera extract).		

* % Daily Values are based on a 2,000-calorie diet.
† Daily Value not established.

Other ingredients: Tripotassium Citrate Monohydrate, Natural Flavors, Citric Acid, Malic Acid, Vegetable Juice Powder (Color), Maltodextrin, Calcium Silicate (Anticaking Agent), Stevia Leaf Extract (Rebaudioside A), Beta Carotene (Color).

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The Hydration Industry

Market Analysis

\$2.8B

MARKET CAPACITY

Market size forecasted to increase by USD 2.8 Billion between 2021 and 2029.(i)



Flooded with copycat brands that don't offer a substantive difference.

MARKET RESPONSE

Ten years ago, there was only one scientific dehydration drink: Pedialyte®. The hydration drink market has exploded with room for new players.(i)

8.4%

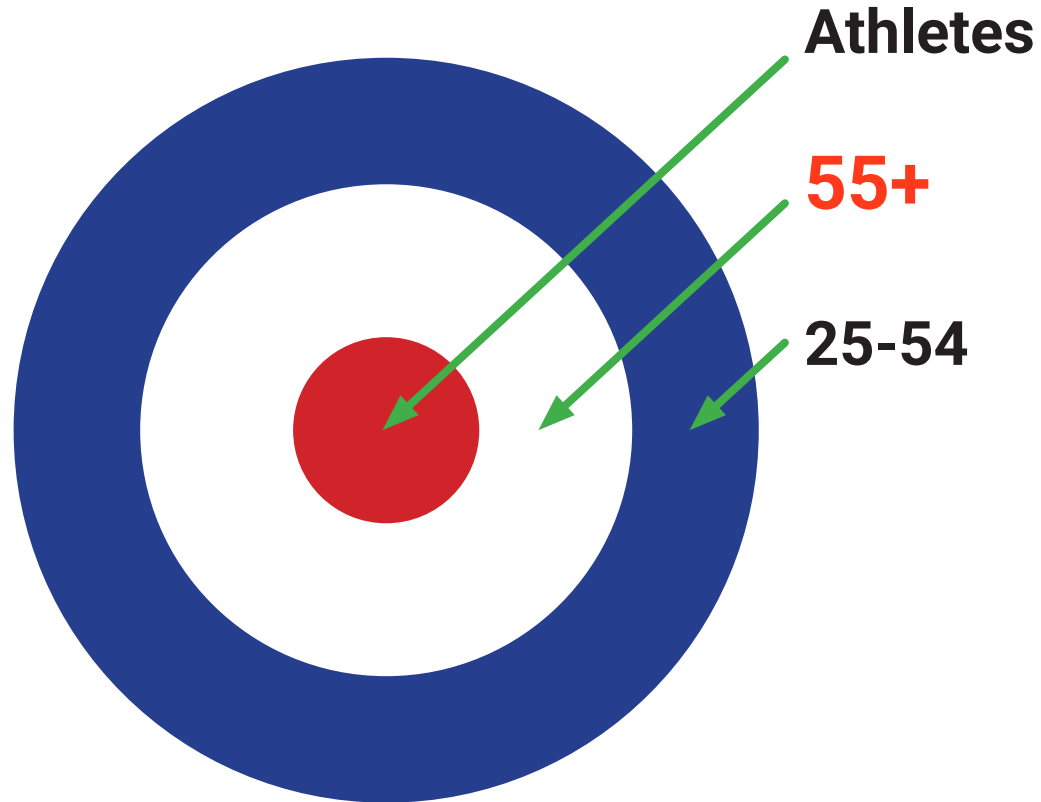
MARKET CAGR

CAGR of 8.4% between 2021 and 2029.(i)

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The Target Market

Thriving Hydration Lifestyle



Health-conscious 25- to 54-year-old consumers who

- want to maintain a healthy lifestyle
- care about the ingredients that they drink
- want their children to drink a beverage that benefits them

Health-conscious 55+ year-old consumers who

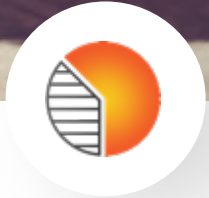
- are left behind in the RTD beverage segment
- want to keep their bodies and minds sharp as they age

Athletes who

- are looking for an edge over competitors
- want to ensure that a hydration drink provides nutrition and hydration

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55+ Market Characteristics



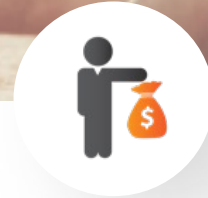
Over 51% of America's Wealth

Baby boomers hold 51% of all wealth in the United States. They spend an average of \$53,325 each year on non-housing related purchases.



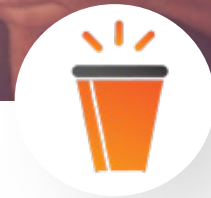
Prioritizing Health

59% of baby boomers are willing to pay extra for socially compliant products, and 49% are interested in functional foods including probiotics and vitamins.



Ignored Market

According to VISA®, consumers over 50 currently account for more than half of all U.S. spending, and they also controlled spending growth within the past decade.



Non-Alcoholic Beverage

Over the last 10 years, aging adults have spent 49% more on non-alcoholic beverages than previous years.

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FUEL UP Has

- A unique hydration formula
- World-class manufacturing facility
- Steady source of ingredients
- Access to experts in multiple disciplines
- Efficient and cost-effective distribution center
- Loyal, passionate customers

FUEL UP Needs

- Capital



FUEL UPTM
For Life!

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Competitive Comparison

	Gatorade	BODYARMOR	POWERADE	FUEL UP
Antioxidant - Vitamin A and Vitamin C		X		X
Antioxidant - Vitamin E	X	X		X
Artificial flavors		X		
B Vitamins		X	X	X
Colorant Synthetic Dye	X		X	
Electrolyte - Chloride	X	X		
Electrolyte - Magnesium	X	X		X
Electrolyte - Potassium	X	X	X	X
Electrolyte - Sodium		X		X
Immune support - Advanced Aloe Hydration (AAH) with BiAloe®				X
Proprietary blend of select nutrients (taurine, tyrosine, glucuronolactone, ginger root extract, L-cysteine, L-carnitine, BiAloe®, D-ribose)				X
Sweetener - Acesulfame Potassium			X	
Sweetener - Erythritol	X	X		
Sweetener - Stevia Leaf		X		X
Sweetener - Sucralose	X		X	
Sweetener - Sucrose		X		

All other brands have a cumulative market share of 2%.

FUEL UP's Advantages: Proprietary nutrient blend; BiAloe® (immune support); antioxidants; select B vitamins; electrolytes; and no artificial flavors, colors or dyes.

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FUEL UP *For Life!*



ENERGIZE WITH WAKE

WAKE provides energy and motivation to tackle your day with energy left over to enjoy your life.



FOCUS WITH PLAY

PLAY provides sustained focus and concentration to accomplish your goals and play hard.



REJUVENATE WITH REST

REST promotes rejuvenation and repair so that you can achieve the most out of life.

TASTE THE DIFFERENCE. Enjoy a hydration drink that is refreshing and actually tastes great! **FUEL UP *for life!***

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WAKE Up to Life!

FUEL UP **WAKE** is a powdered, orange sherbet-flavored HYDRATION DRINK designed to promote jitters-free MOTIVATION (180 mg caffeine).



FUEL UP **WAKE**

- Contains 180 mg of caffeine to force sustained energy with no jitters or crash*
- Supports and helps optimize the immune system*
- Supports hydration and general well-being*
- Helps relieve fatigue*
- Helps the body control inflammation from stress and exercise*
- Supports the digestive and nervous systems*
- Supports body recovery from over indulgence*

AREA OF DISTINCTION:

WAKE has 180 mg of caffeine for an energy boost without the jitters or crash*

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PLAY Now! REST Later!

FUEL UP **PLAY** is a powdered, fruit punch-flavored drink that helps keep your body hydrated to maintain energy and increase focus and concentration.



FUEL UP **PLAY**

- Support hydration to maintain energy and increase focus and concentration*
- Supports and helps optimize the immune system*
- Helps protect and support healthy cells*
- Helps reduce inflammation from exercise*
- Supports the digestive and nervous systems*
- Supports general heart health*
- Promotes production of neurotransmitters*

FAST FACT:

Dehydration can negatively affect your mood, attention, memory and motor coordination. As dehydration increases, it will eventually harm ALL bodily systems.

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REST to Recharge

FUEL UP REST is a powdered, blackberry lavender-flavored hydration drink with melatonin designed to promote restful sleep and REJUVENATION.



FUEL UP REST

- Contains 10 mg of melatonin to promote sleep, relaxation, rest and recovery*
- Supports hydration that promotes relaxation, rest, and recovery*
- Supports and helps optimize the immune system*
- Helps protect and support healthy cells*
- Promotes deeper, more restful sleep*
- Helps reduce inflammation from exercise*
- Supports the digestive and nervous systems*
- Supports general heart health*
- Assists in recovery from overindulgence*

AREA OF DISTINCTION:

REST has 10 mg of melatonin to promote sleep, relaxation, rest, and recovery.

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Proven Success and Immense Potential

We have successfully pioneered the dehydration market with our powdered formulas, established a robust customer base and achieved exponential growth. Now, we are poised to capitalize on this momentum by venturing into the RTD sector, bringing our innovative hydration solutions to even more customers.

90%

LOYAL CUSTOMERS

90% returning customers rate

12-month cohort retention rate above 25%

300%

EXPLOSIVE GROWTH

300% sales boost over 2021 with 100% growth from January to December

\$504

AVERAGE SUBSCRIBER

Average retention: **154 days**

Revenue Per subscriber: **\$504**

Average subscription order: **\$72**

1000%

BRAND RECOGNITION

\$7,500 sales within 6 months of launching on Amazon with no direct marketing efforts

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New Product Development



STICK PACKS
(POWDER)



RTD BOTTLE
(LIQUID)

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Our Customers Trust Us

99% of Our Customers *FEEL THE DIFFERENCE!*

FUEL UP customers are loyal and find our products incredibly effective.

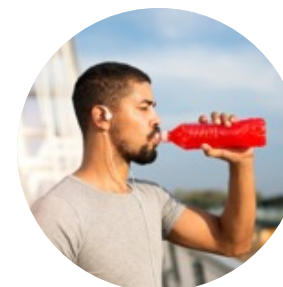
FUEL UP hydration is a trusted brand.

Our new customer, returning customer and subscription retention metrics are above industry averages, proving that customers love our products and *FEEL THE DIFFERENCE* once they start using them.



90% Returning Customers

When we gain a customer, we keep a customer. **FUEL UP** customers feel the difference and do not look for competitor products.



5-star Review Satisfaction

We have over 320 unsolicited reviews averaging 4.79 stars. Our customers cannot stop talking about **FUEL UP!**



Each non-subscribing customer spends an average of \$353

Each **FUEL UP** subscriber spends an average of \$504.

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Use of Funds: Up to \$5 Million

1. Stick Packs, 2. Targeted Regional Rollouts of Liquid Version, 3. C-stores



50%

OPERATIONS - INVENTORY

- Reserve for inventory - to support growth
- Increase customer service capability
- Distribution network liquid market



20%

INCREASED PARTNERSHIPS

- Continued and increased “co-marketing” efforts with partners who run their own marketing channels via radio, TV, Internet and podcasts



25%

MARKETING & PROMOTIONS

- Increased DRDM marketing
- Remnant cable
- Increased Amazon presence
- Increased social media presence
- Liquid Market Promotions



5%

PRODUCT DEVELOPMENT

- Stick packs
- Liquid products
- Additional flavors

Go To Market strategy available - For more information contact Kevin@fuelup.gg or Tim@fuelup.gg

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The FUEL UP Team



KEVIN KIECHLER

Founder, President & CEO

For over 40 years, Kevin has thrived as an executive in the marketing and advertising world, both nationally and internationally. To name just a few, he represented such giants as BP Oil and the Vatican, has experienced in the movie and music industries, was an agent in the NFL and served as director for multiple charities. Kevin brings incredible spirit and integrity to eH8Sports.



DAN ZUCKERMAN

President - RTD Liquid

Dan's 34 years in the consumer products industry has given him a keen eye for emerging product lines. Working with brands such as Bass Beers, Guinness, Harp, Rolling Rock, Grolsch, Monster Energy and Anheuser Bush, he has successfully capitalized on new and underrepresented markets. On a personal level he is never satisfied with what he has done and is always looking for the next challenge.



TIM HOLLAND

Chief Financial Officer / Chief Operating Officer

Tim has more than 35 years of experience in fiscal oversight, strategic planning, and improvement initiatives across a range of industries. As a forward thinking executive, he has a proven track record of building, turning around and operating successful companies, making him an invaluable asset to our team. His expertise and financial management and strategy has helped us navigate complex challenges and seize opportunities for growth.

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The FUEL UP Team



TERRIE BAYLESS

Chief Administrative Officer

Terrie possesses a wide-ranging skill set including customer service C-level executive assistance, office administration, adaptive thinking and a meticulous attention to detail. Her experience, energy, and determination keep all of our initiatives at eH8sports running at full steam. She is uniquely gifted at seeing the 30k view of where we need to go as well as any bumps in the road that can hold up progress.



BRUCE PESCHEL

Founder, VP Creative

With more than 35 years experience in innovative and visually stunning design, Bruce has an impressive background as a freelance artist, art director and creative director having crafted compelling designs for more than 20 companies ranging from ambitious startups to fortune 500 giants. His creative talents extend far beyond the boardroom, as he has even worked with MLB as an illustrator and the Vatican on specific design needs.



CHRIS KRAFT

Chief Marketing Officer

Chris is a true trailblazer in the digital marketing industry. With a proven track record of building successful companies, brands and campaigns, he has won countless awards for his outstanding work, including an impressive 13 Emmy Awards! As a seasoned executive, he brings a unique perspective and foresight to our team helping us stay ahead of the curve in the ever-evolving landscape of digital marketing.



RUSSELL GOODRICK

Chief Technology Officer

With more than 20 years experience in the tech industry Russell is a seasoned expert. He has played a critical role in helping countless startups and established brands implement cutting-edge infrastructure and e-commerce solutions. He is a true visionary who knows how to turn bold ideas into reality. Russell is always pushing the boundaries of what's possible.



CATHERINE TONE

QA, Regulatory Affairs

Catherine has more than 25 years experience in the pharmaceutical and nutritional supplement industries. She has designed and implemented quality systems in compliance with FDA regulations to include writing SOP's for manufacturing, laboratory, clinical and document control use. Catherine has also authored or co-authored many papers for peer review publications and scientific presentations.



LISA STARKWEATHER

Event Marketing

A highly skilled sales and marketing professional with more than 25 years experience in the hospitality products, cosmetics and nutraceutical industries. With a talent for building successful partnerships between manufacturers and clients, Lisa is adapt at leveraging their interpersonal skills and industry knowledge to create winning collaborations.

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The FUEL UP Advisory Board



SANTIAGO RODRIGUEZ, PHD

Dr. Santiago Rodriguez is renowned as the foremost expert on Aloe vera processing. He is credited with revolutionizing commercial Aloe vera farming and processing.

His dream was to produce the finest Aloe vera on the planet. His creativity and astute attention to detail enabled him to unlock the secret to an Aloe vera processing system that was truly unique. It left the best of nature intact while improving upon the bioavailability and immunomodulatory functions of Aloe. His years of passion and dedication culminated when he perfected the process that resulted in the creation of BiAloe® with the most bio-available Aloe Poly Acetyl Mannans on the market and truly the perfection of Aloe vera processing.



SHANE ALBERS, MBA

Shane has built a solid reputation as the go-to leader in the oil, gas, and energy space. He launched his career with BP and received multiple promotions in diverse roles, such as Project Engineer – Assurance, Topsides & Subsea Lead, Technology & Services Advisor, Chief of Staff, and Advanced Analytics Portfolio Advisor roles. A 14+ year track record of executing global capital projects and strategizing digital transformation direction for Fortune 500 companies. He has successfully created \$100M+ in value by developing strategic digital transformation direction throughout the M&A life cycle, Mr. Albers excels at implementing cost solutions for enterprise risk management. He also specializes in global project management.

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*We have created the **BEST**
hydration drink. Period.*
*Join us. - **Kevin Kiechler***

Founder, President & CEO

FUEL UP TM

Thank You

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Combined Markets P&L Forecast

Revenue/GM - Powder/RTD Divisions	Prior Yrs (est)	2024	2025	2026	2027	2028
Powder Sales - Gross Revenue	\$462,371	702,965	5,597,355	11,413,451	17,907,386	25,386,904
Powder COGS (Product + Pack/Ship)		284,056	2,197,171	4,352,234	6,633,381	9,135,311
Powder \$GM	95,971	418,909	3,400,184	7,061,307	11,274,005	16,251,593
RTD - Gross Revenue - Wholesale		3,672,000	10,187,597	18,936,445	29,798,721	47,306,615
RTD COGS (Product + Pack/Ship)		3,040,875	8,353,892	15,375,766	23,958,362	37,661,931
RTD GM\$		631,125	1,833,705	3,560,679	5,840,359	9,644,685
Combined Divisions Total Sales	462,371	4,374,965	15,784,952	30,349,896	47,706,107	72,693,519
Combined Divisions \$GM	\$95,971	1,050,034	5,233,889	10,621,986	17,114,364	25,896,278
Operating Expenses						
Sales and Marketing Expense	293,727	516,309	2,309,278	2,717,575	2,949,510	3,007,931
Operations General and Administrative Expense	175,567	104,831	249,800	287,222	321,159	349,214
Sales and Marketing Salaries		175,494	775,284	1,038,582	1,310,323	1,600,819
Operations General and Administrative Salaries	741,890	394,127	972,142	1,035,953	1,131,025	1,227,378
Sales Commissions (Channels)	64,570	78,727	251,881	313,872	1,790,739	2,538,690
Development and Maintenance		12,000	48,000	72,000	108,000	120,000
IT/Tech Stack	43,040	44,119	213,094	219,486	226,071	232,853
Combined Divisions Total Operating Expenses	1,318,794	1,325,607	4,819,479	5,684,690	7,836,827	9,076,885
Net Income Before Tax	-1,222,823	-275,573	414,410	4,937,296	9,277,537	16,819,393
NI % of Sales	-264.47%	-6.30%	2.63%	16.27%	19.45%	23.14%

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Risk Factors

- Loss of one or more contracts may have a significant impact on future revenue.
- If we fail to maintain satisfactory relationships with our major customers, our results of operations could be adversely affected.
- We are exposed to risks related to international sales and operations.
- Loss of our key management and other personnel, or an inability to attract new management and other personnel, could impact our business.
- Uncertain global economic conditions could have an adverse effect on our business and financial performance.
- The global scope of our operations and our corporate and financing structure may expose us to potentially adverse tax consequences.
- We may be unsuccessful in making and integrating mergers, acquisitions and investments, and completing divestitures.
- Our insurance may not adequately protect us against business and operating risks.
- eH8 Sports, Inc., may not be able to raise additional capital.
- Our capital expenditures may not achieve the desired outcomes or may be achieved at a higher cost than anticipated.
- There may not be an active, liquid trading market for our common stock.

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