

Corporate Presentation | MAY 2024

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FLEXTM

YOUR FUEL ON THE GO!

Ready to disrupt global ~ \$4 trillion beverage industry

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The Problem

Space and Lack of Mobility

Traditional brewing systems often require a fixed location, generally a kitchen or office space, due to their size and need for a power and water supply. This limits the user's ability to enjoy freshly brewed beverages on the go.

Limited Flexibility

Most brewing systems are designed for a narrow range of beverage options, typically coffee and tea. This restricts users who are looking for a single appliance that can handle a variety of beverages.

Limited to Coffee and Tea

Current systems are optimized for coffee and, to a lesser extent, tea, ignoring the wide array of other beverages people enjoy, such as hot chocolate, broths, or specialty health drinks.

Dependence on Power Supply

Being tethered to an electrical outlet restricts the use of brewing systems to areas with available power, rendering them unusable for outdoor activities or in places with power outages.

Innovation Stagnation

There has been a lack of significant innovation in the brewing system market, leading to a stale product offering that fails to excite new customers or retain existing ones.

Brewing System

(Current)



32 year age-old technology

Solution

Modular and Mobile Design

FLEX CANS address the space and mobility issues of traditional brewing systems with a compact, portable design that does not rely on a fixed location. Their lightweight and durable construction make them ideal for use at home, in the office, or on the go.

Multi-Beverage Compatibility

Unlike machines limited to coffee and tea, FLEX's proprietary technology accommodates a broader range of beverages. FUEL pods are designed to hold both solid grounds like coffee or tea and liquid concentrates. Ideal for hot and cold beverages, expanding the user's drink options far beyond traditional systems.

Power-Independent Operation

FLEX CANS do not require an external power source, liberating users from the constraints of electricity-dependent devices. This makes FLEX an ideal solution for outdoor activities, travel, or any situation where traditional brewing systems are impractical.

Beverage Customization

With features like the Spin-Control Straw Valve, users can adjust the strength of their beverage from light to strong, offering a level of customization that fixed brewing systems often lack.



FLEX's Vision Statement

Our Vision is to Fuel Active Lives with Innovative, Inspiring Products.

FLEX's Mission Statement

Our Mission is to Empower Your Journey On The Go!

Revolutionize the beverage industry by delivering unparalleled flexibility and quality through innovative brewing technology.



FLEXTM

YOUR FUEL ON THE GO!

Introducing FLEX™ Technology

As we move forward in a world that never stops, FLEX represents the next evolution in brewing technology. Acknowledging that traditional brewing methods no longer suffice for our dynamic lifestyle, FLEX introduces a system designed for individuality and mobility. Embracing the age of personalization and convenience, FLEX empowers you to enjoy a premium beverage experience tailored to your taste and schedule. Say goodbye to the constraints of old brewing techniques and welcome the innovation that meets the pace of today's world.

Our commitment to innovation and quality is rooted in the belief that every individual's needs should be met with flexibility, catering to the dynamic, on-the-go lifestyle.

2024 Transformation

(Brew & Beyond On The Go)



Today's Brewing

32 year old

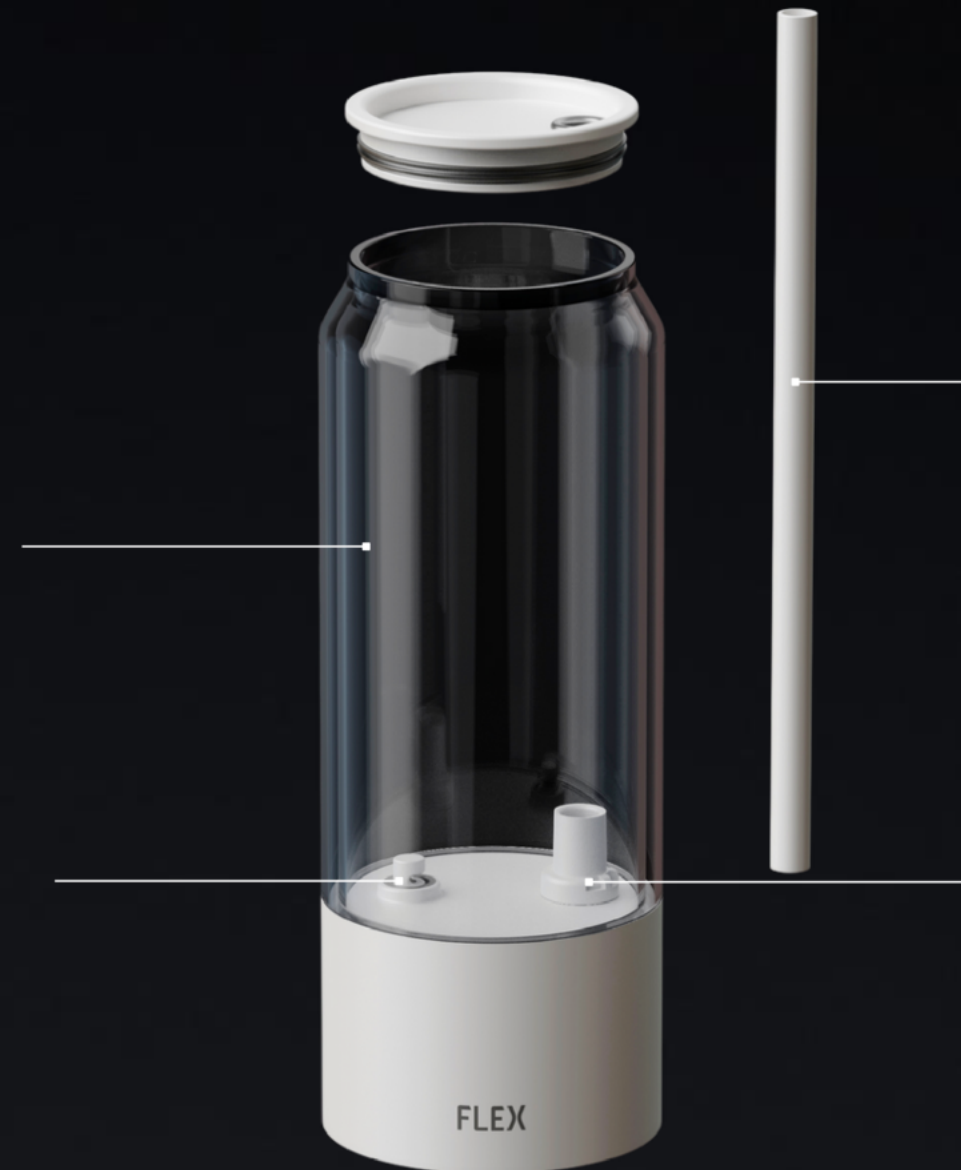


Tomorrow's Brewing

FLEX™ Technology

1 Double-walled plastic design ensures liquids stay hot for 6 hours and cold for 12 hours. (Metal option available)

2 Inlet Valve on-demand / directional



3 Straw for beverage consumption

4 Spin-Control Straw Valve for adjusting the strength of the beverage, i.e., from light to strong.

5 Proprietary FUEL Pod
Low-cost single-use disposable pod designed to hold both solid grounds and liquid concentrates.

6 FUEL Pod Holder
Leak-proof design

FLEX CANs & FUEL pods are protected by 4 US Technical Patents, and 3 US Design Patents

Unparalleled User Experience On-The-Go

Effortlessly dial in the intensity from LIGHT to STRONG with a twist of our innovative straw.

- *On-the-go beverage experience*
- *Familiar formfactor - 24 oz beverage can*
- *No power needed*
- *Customizable beverage strength*



FLEX™ Technology - Patent Protect

4 US Technical Patents, and 3 US Design Patents

No.	Type.
1	Utility
2	Utility
3	Utility
4	Utility
5	Design
6	Design
7	Design

~~\$69~~ \$25 with pod subscription

All Plastic Bottle Design

CLEAR

FLEXTM
CLEAR CANS

*Insulated.
Double-Walled.
Acrylic Plastic.*



All Metal Bottle Design

METAL

FLEXTM

METAL CANS

*Vacuum Insulated.
Double-walled.
404 Stainless Steel*

~~\$89~~

\$35 with pod subscription



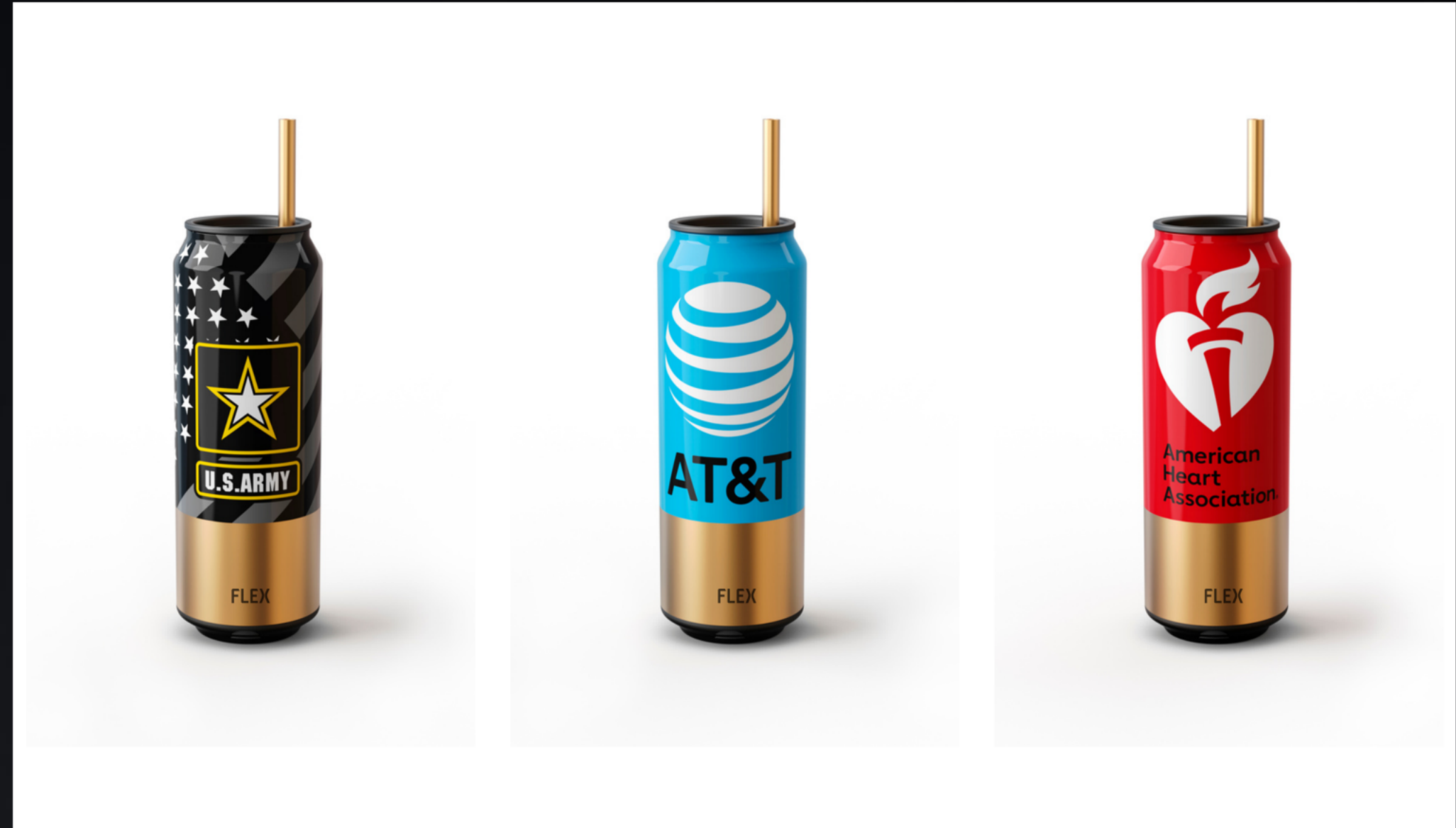
Customization

Disruption

FLEXTM

CORPORATE

*Custom FLEX Metal Cans for Corporations:
FLEX's Direct-to-Can Printing Technology
showcases corporate logos in vivid detail,
utilizing a spectrum of 2 million colors for
360-degree wraparound bottle printing*



Corporate Gift Bundles

Both CLEAR CANs and METAL CANs are customizable for corporate gifting programs.

The global corporate gift market size is estimated to be worth USD \$242 billion in 2022 and is projected to reach USD \$326 billion by 2030, growing at a CAGR of 4.2% during the forecast period.

Corporate gift package bundle



~~\$1.3~~ \$0.99 with pod subscription

FLEXFUEL™

Single-Use Disposable Pods

Flavorful mixers

Energizing coffee

Essential supplements

Serving size: 8 oz to 24 oz per pod depending on your strength preference. Effective cost per cup is \$0.25 to \$0.99.

Offered in variety of consumables. Ready to ship in Direct-to-consumer "DTC" subscription based business model.



Solid Grounds



Liquid Concentrates



FLEXFUELTM

Environmentally Friendly
Reusable FLEX CANS
100% Recyclable Pods

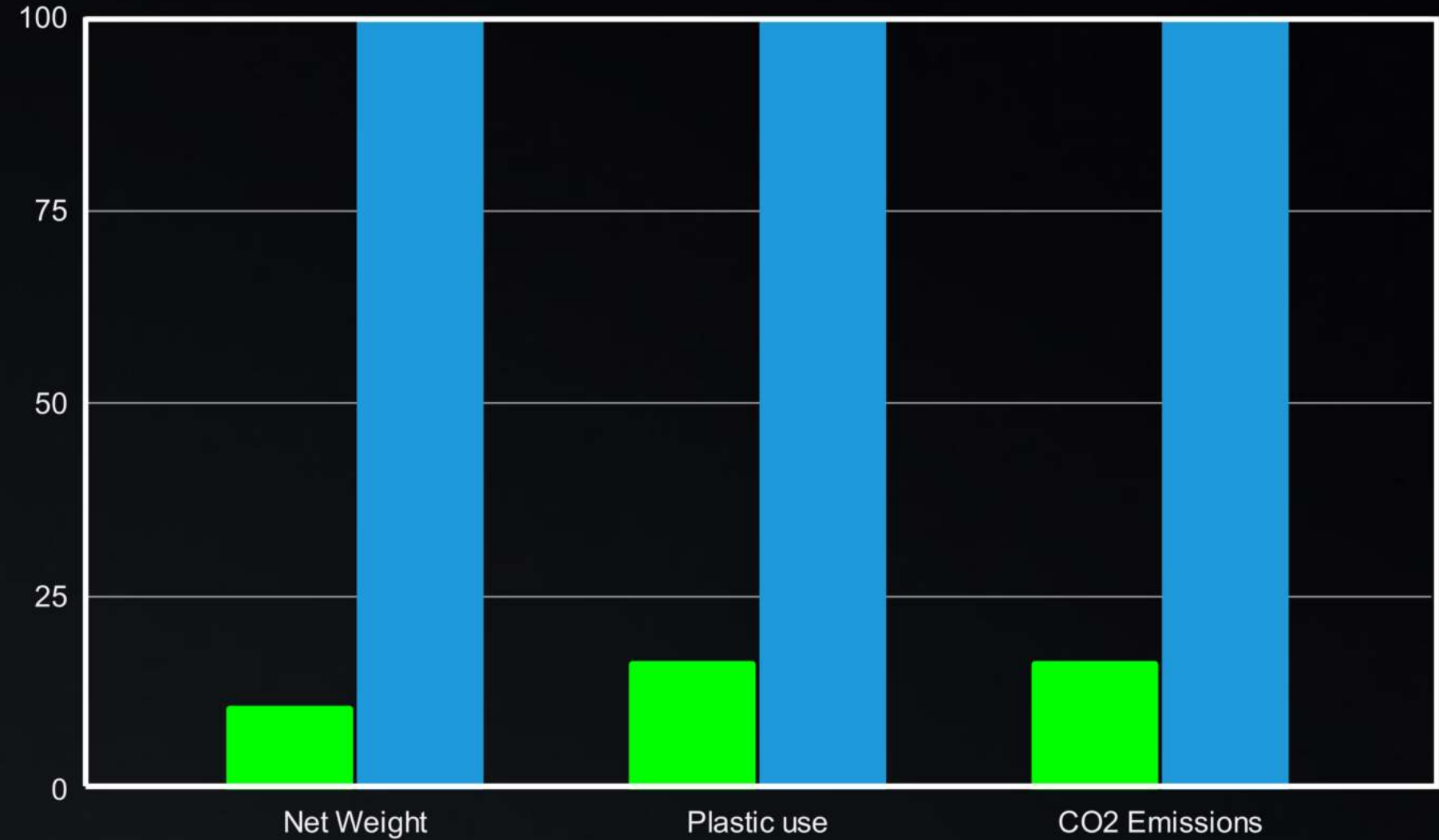


*Made with plastic #5
Recyclable at curbside pickup*





FLEX's IMPACT

On Carbon Footprint Reduction



The environmental impact of FLEX, compared to conventional, is significantly less across various metrics. FLEX's net weight is only 10.8% of conventional's, and it uses just 16.7% of the plastic, leading to a proportionately lower carbon footprint. The CO2 emissions from transporting FLEX is just 16.7% of those from transporting conventional. This demonstrates FLEX's superior sustainability profile, offering a considerable reduction in environmental impact.

 **FLEX**  **Conventional**

Keurig's Business Model

Razor-and-Blades

Keurig's business model exemplifies the "razor-and-blades" strategy, selling coffee brewers at low margins (the "razor") and profiting primarily from the recurring sales of K-Cup pods (the "blades"), fostering repeat business and a steady income from customers.

Proprietary Technology

Keurig's patented design for its brewers and K-Cup pods gave it an early edge and pricing control, with the pods' exclusivity to Keurig machines encouraging ongoing customer loyalty and repeat pod purchases.

Licensing Agreements

Keurig's licensing deals with various coffee brands expand its K-Cup variety, enhancing user choice and leveraging brand popularity for mutual benefit.

Over 75 of the world's best beverage brands trust Keurig®



Razor



Razor Blades

FLEX's Business Model

Razor-and-Blades

FLEX's business model embodies the "razor-and-blades" approach, offering FLEX CANS at minimal profit margins (the "razor") while primarily earning through repeated sales of FUEL pods (the "blades"), ensuring customer retention and consistent revenue. Differing from Keurig, FLEX's system technology is versatile, accommodating not only solid substances like coffee but also liquid concentrates including non-alcoholic and alcoholic.

Proprietary Technology

- 3 Pending technology patents on FLEX CANS
- 2 Design patents on FLEX CANS
- 1 Pending technology patent on FLEX FUEL Pods
- 1 Design patent on FLEX Pods

Licensing Agreements

FLEX intends to establish licensing agreements with brands for mutual benefit to establish credibility, trust, distribution, and market penetration.



Razor

Razor Blades

FLEX's — Licensing Agreements

Bring Your Beverage Brand to FLEX™

Customized Technology Integration: Tailor our FLEX™ systems to fit your product lines, whether you are looking to expand into coffees, teas, energy drinks, etc. beverages.

Sustainability Initiatives: Position your brand at the forefront of the sustainability movement with our environmentally conscious packaging solutions.

Market Expansion: Reach new segments and territories with a novel delivery system that's ready to deploy to meet the demands of on-the-go consumers.



Industry

— Non-Alcoholic, Alcoholic,

drinks, and other potable liquids intended for human consumption, including beer, wine, coffee, tea, soft drinks, energy drink, vitamin water, fruit juices, packaged or bottled water

Valuation

— ~\$4.4T

Global Beverage Industry Market by 2026.

CAGR

— 4.26%

During the forecast period (2023-2028).

Global Market Opportunity



FLEX's SWOT Analysis

Strength

- Innovative Product Design
- Intellectual Property
- Versatility Beyond Coffee/Tea
- Subscription Model
- Low-cost for Fuel Pods
- Licensing

Weaknesses

- Market Education
- Managing Multiple SKUs
- Production and Inventory Cost

Opportunities

- Innovative Leap in Beverage Industry
- Customization for Corporate Gifting
- Expanding Beverage Market
- Technological Advancements
- Licensing Opportunities with Various Brands

Threats

- Competition
- Market Acceptance



FLEX's Drivers For Success

KEY PARTNERS

- Beverage Brand Partners
- Technology Collaborators
- Supply Chain Distributors
- Retail and Online Marketplaces
- Eco-conscious Organizations

KEY ACTIVITIES

- Innovative R&D in Beverage Technology
- Production and Packaging of FLEX CANS and FUEL Pods
- Marketing and Brand Promotion
- Customer Service and Engagement
- Continuous Improvement and Sustainability Efforts

KEY RESOURCES

- Proprietary FLEX Technology and Patents
- The FLEX Brand and Trademarks
- Expertise of Employees and Management Team
- Online Presence and Digital Platforms
- Efficient and Responsive Supply Chain Management

VALUE PROPOSITIONS

- Cutting-edge Beverage Brewing Technology
- Convenience and Portability of Beverage Consumption
- Wide Range of Beverage Types Beyond Coffee and Tea
- Sustainable and Eco-friendly Product Options
- Customizable Beverage Strength with FLEX Technology

CUSTOMER RELATIONSHIPS

- Subscription-based Recurring Revenue Model
- Customer Loyalty and Retention Programs
- Direct Engagement Through Social Media and Community Forums
- After-sales Support and Warranty Services

CHANNELS

- E-commerce and Direct Online Sales
- Social Media and Influencer Collaborations
- Live Demonstrations and Pop-up Events
- Strategic Offline Marketing and Advertising

CUSTOMER SEGMENTS

- Environmentally Conscious Consumers
- Beverage Enthusiasts and Connoisseurs
- Outdoor and Travel Markets
- Corporate and Business Clients (for gifting and amenities)
- Health and Wellness-oriented Demographic

COST STRUCTURE

- R&D for Continuous Product Innovation
- Manufacturing of FLEX CANS and FUEL Pods
- Marketing and Customer Acquisition Campaigns
- Operational and Administrative Expenses
- Investment in Sustainability Initiatives

REVENUE STREAMS

- Direct Sales of FLEX CANS and FUEL Pods
- Subscription Services for Regular Pod Deliveries
- Licensing Deals with Beverage and Flavor Brands
- Collaborative Promotions and Co-branding Ventures
- Ancillary Products and Accessory Sales
- Corporate customization Gift Bundles

Management Team



Peter N. Christos, Chief Executive Officer; Pete is responsible for making major corporate decisions, overseeing all aspects of the business, and setting the company's strategic direction and plan for growth. He is a former Wall Street executive in New York with 30+ years of experience, and has specialized in corporate finance, M&A, corporate and strategic partnerships, while driving growth. In parallel, as an entrepreneur he has structured and financed turn-arounds, and co-founded and financed both private and NASDAQ listed public companies.



Jerry Pearring, Chief Operating Officer; Jerry is responsible for implementing the strategies into required tactics, and business operations to meet company objectives, while managing the day-to-day activity of employees and the daily operations of the company. With over 30 years of private and public company experience in the consumer products and beverage industries, he focused primarily on corporate and brand development, marketing strategy, corporate wholesale account development, logistics, costs and controls, sourcing of packaging and manufacturing, formulation development, and fulfillment.



Rakesh Guduru, PhD, Chief Technology Officer; Rakesh excels in technology development, product design, and sustainability. Renowned for his innovation, the CrazyCap Bottle, featured in Time Magazine's '100 Best Inventions of 2020,' his inventions also secured prestigious awards like the Red Dot and German Design Awards. With a unique blend of engineering and design expertise, and financial acumen, Rakesh not only ensures seamless design and functional experience but also focused on the commercial viability and long-term success of the products.



Thank You!