

SECOND QUARTER 2022 EARNINGS PRESENTATION

TSX: GURU

June 14, 2022



This presentation contains “forward-looking statements” within the meaning of applicable Canadian securities legislation. Such forward-looking statements include, but are not limited to, information with respect to our objectives and the strategies for achieving those objectives, as well as information with respect to our beliefs, plans, expectations, anticipations, estimates and intentions. Forward-looking statements are typically identified by the use of words such as “may”, “would”, “should”, “could”, “expect”, “intend”, “estimate”, “anticipate”, “plan”, “foresee”, “believe”, or “continue”, although not all forward-looking statements contain these words. Forward-looking statements are provided for the purposes of assisting the reader in understanding the Company and its business, operations, prospects, and risks at a point in time in the context of historical and possible future developments, and the reader is therefore cautioned that such information may not be appropriate for other purposes. Forward-looking statements are based on assumptions and are subject to a number of risks and uncertainties, many of which are beyond our control, which could cause actual results to differ materially from those that are disclosed in or implied by such forward-looking statements. Those risks and uncertainties include the following, which are discussed in greater detail under “Risk Factors” in the Company’s Annual Information Form for the year ended October 31, 2021, available on SEDAR at www.sedar.com: management of growth; reliance on key personnel; changes in consumer preferences; significant changes in government regulation; criticism of energy drink products and/or the energy drink market; economic downturn and continued uncertainty in the financial markets and other adverse changes in general economic or political conditions, as well as the COVID-19 pandemic or other major macroeconomic phenomena; global or regional catastrophic events; fluctuations in foreign currency exchange rates; net revenues derived entirely from energy drinks; increased competition; relationships with co-packers and distributors and/or their ability to manufacture and/or distribute GURU’s products; relationships with existing customers; changing retail landscape; increases in costs and/or shortages of raw materials and/or ingredients and/or fuel and/or costs of co-packing; failure to accurately estimate demand for its products; history of negative cash flow and no assurance of continued profitability or positive EBITDA; intellectual property rights; maintenance of brand image or product quality; retention of the full-time services of senior management; climate change; litigation; information technology systems; fluctuation of quarterly operating results; risks associated with the PepsiCo distribution agreement; no assurance of continued profitability or positive EBITDA; and conflicts of interest. Certain assumptions were made in preparing the forward-looking statements concerning availability of capital resources, business performance, market conditions and consumer demand. Consequently, all of the forward-looking statements contained herein are qualified by the foregoing cautionary statements, and there can be no guarantee that the results or developments that we anticipate will be realized or, even if substantially realized, that they will have the expected consequences or effects on our business, financial condition, or results of operation. Unless otherwise noted or the context otherwise indicates, the forward-looking statements contained herein are provided as of the date hereof, and we do not undertake to update or amend such forward-looking statements whether as a result of new information, future events or otherwise, except as may be required by applicable law.



Carl Goyette
President and CEO



Ingy Sarraf
CFO

Pursuing our growth in Q2-2022

- Best Q2 topline performance to date driven by a strong increase in overall sales volume in Canada and the U.S., despite the impact of COVID-19 in the first half of Q2
- Launched first marketing campaign of the year, 'Made in Plants', in addition to first official in-store sampling events and activations with PepsiCo Beverages Canada
- Launch of GURU Guayusa Tropical Punch across Canada, currently ranked #1 Innovation in Quebec¹
- Launched new 500 ml format in Quebec, offering customer more choices
- Implemented price increase on May 16 to offset rising input and transportation costs



¹ Nielsen: Last 52-week period ending April 23, 2022, Convenience & Gas (C&G), Quebec vs. same period year ago.

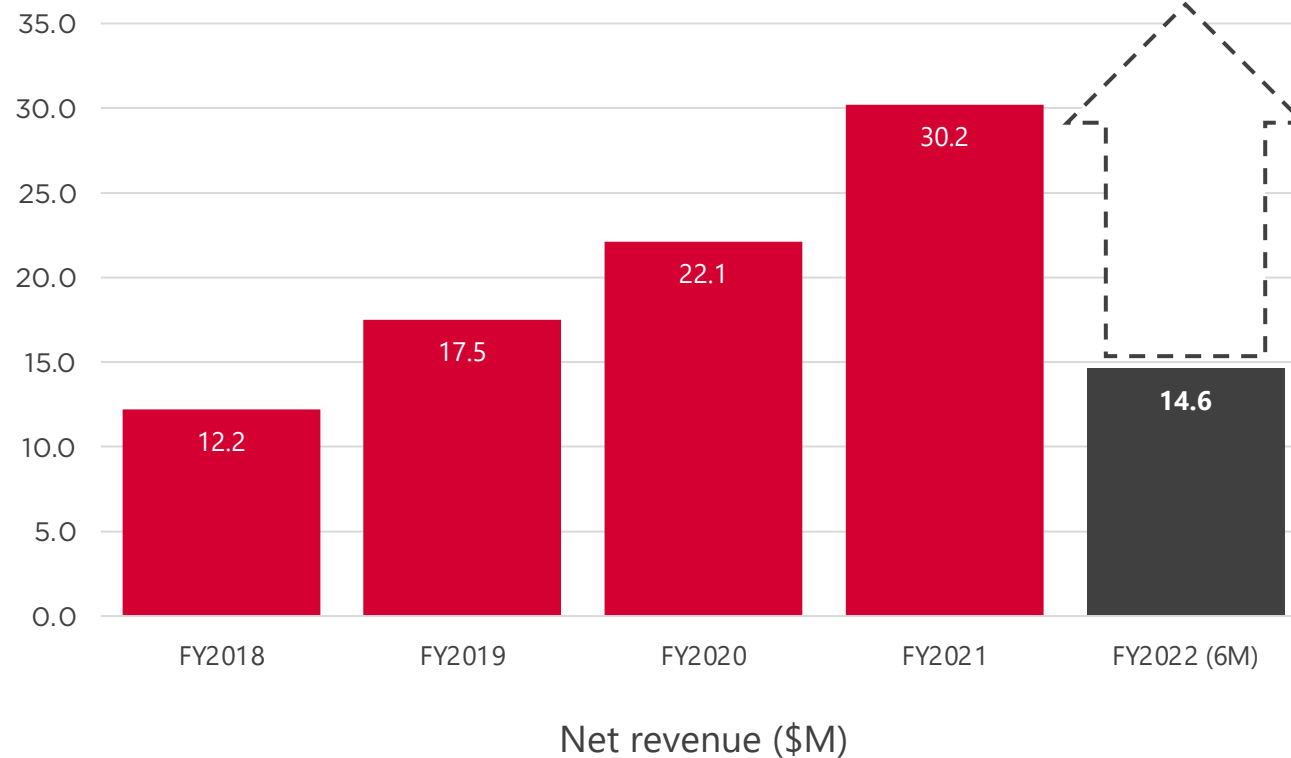


Ingy Sarraf
CFO



Generating record net revenue

Recorded best Q2 topline performance while maintaining sector-leading gross margins



\$7.6M

RECORD Q2 NET REVENUE

in Q2 2022

26%

GROWTH IN VOLUME

in Q2 2022

54%

GROSS MARGIN

in Q2 2022

A record second quarter performance

Q2 OVERVIEW

- Continuous sales growth driven by 26% increase in volume as a result of higher velocities, new product launches and increased points of sales
- Maintaining strong gross margins at 54% vs. 55% in Q1 2022
- Canada** – volume growth driven by higher velocities, new product launches and new points of sale despite the impact of COVID-19 in the first half of Q2
- U.S.** – volume growth driven by strong consumer demand and the limited-edition variety pack at 200 Sam’s Club locations

\$7.6M

NET REVENUE

vs. \$7.1M in
Q2 2021

(\$3.7M)

ADJUSTED EBITDA

vs. (\$0.8M) in
Q2 2021

14%

MARKET SHARE

in Quebec¹

\$62M+

**LIQUIDITIES AND
CREDIT FACILITIES**

to fund growth

¹ Nielsen: Last 52-week period ending April 23, 2022, Grocery Drug Mass (GDM) + Convenience & Gas (C&G), Quebec vs. same period year ago.

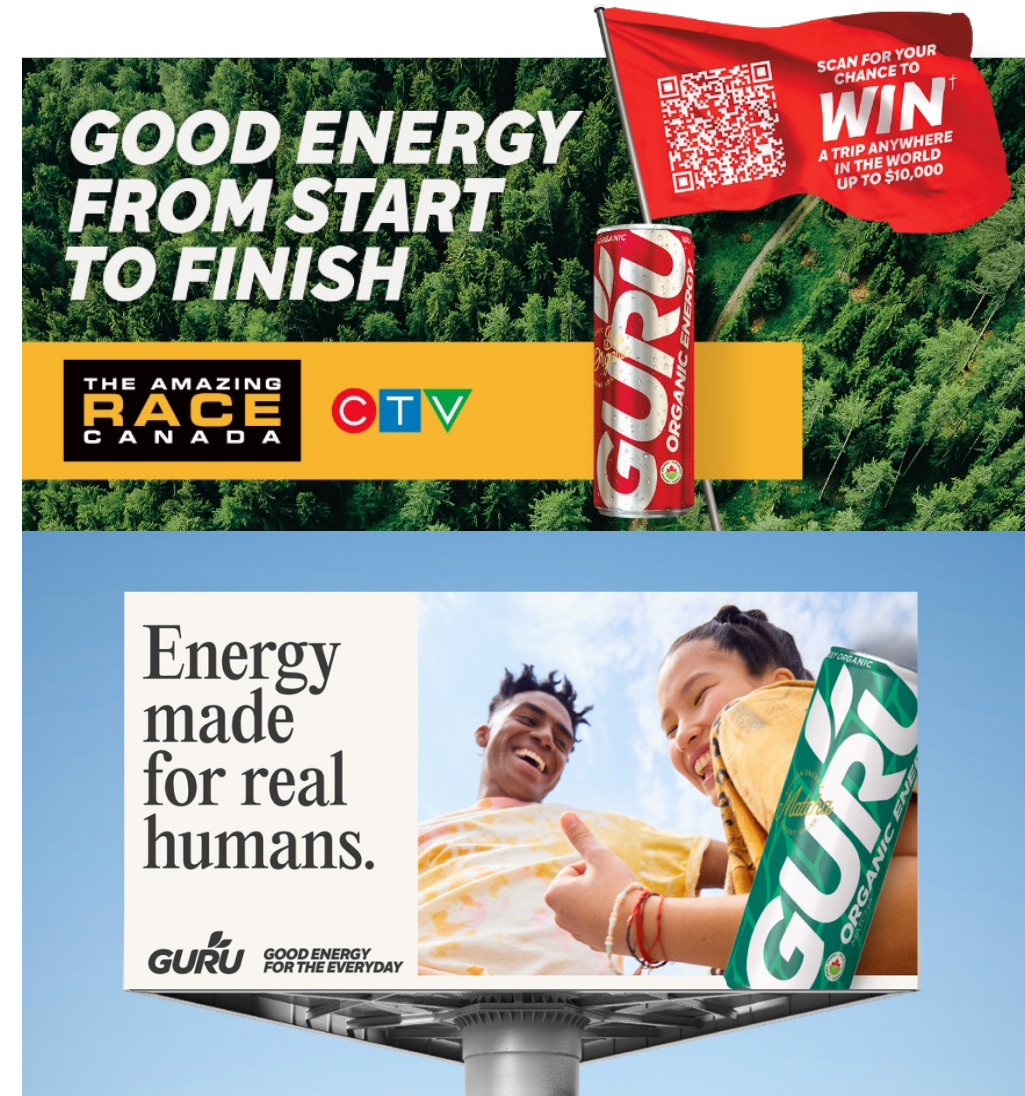


Carl Goyette
President and CEO



Q3 2022 and beyond – Focused on execution

- Canada – Launch of GURU’s largest national marketing campaign ever ‘Good Energy for the Everyday’, which will include:
 - Comprehensive summer sponsorship and sampling program with over 30 events from May to September
 - National out-of-home and digital marketing campaign in support of ongoing marketing activities running June through August
 - Official sponsor of CTV’s THE AMAZING RACE CANADA, Canada’s most watched summer series
 - In-store promotional activities in leading retailers across Canada, supported by PepsiCo Beverages Canada
- U.S. – Continue to make inroads in the U.S. with an emphasis on California, and launch of Guayusa in September
- Online – Continued investment in consumer acquisition and our e-commerce platforms



Thank you!

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GURU

