



**SECOND QUARTER 2023
EARNINGS PRESENTATION**

TSX: GURU

June 14, 2023

FEEL GOOD ENERGY
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DISCLAIMER

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 the Company’s objectives and the strategies to achieve these objectives, as well as information with respect to management’s beliefs, plans, expectations, anticipations, estimates and intentions. These forward-looking statements are identified by the use of terms and phrases such as “may”, “would”, “should”, “could”, “expect”, “intend”, “estimate”, “anticipate”, “plan”, “believe”, or “continue”, the negative of these terms and similar terminology, including references to assumptions, although not all forward-looking statements contain these terms and phrases. 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 therefore the reader is cautioned that such statements may not be appropriate for other purposes. Forward-looking statements are based upon a number of assumptions and are subject to a number of risks and uncertainties, many of which are beyond management’s control, which could cause actual results to differ materially from those that are disclosed in or implied by such forward-looking statements. These risks and uncertainties include, but are not limited to, the following risk factors, which are discussed in greater detail under the “RISK FACTORS” section of the annual information form for the year ended October 31, 2022: management of growth; reliance on key personnel; reliance on key customers; 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, the war in Ukraine and geopolitical developments, global inflationary pressure or other major macroeconomic phenomena; global or regional catastrophic events; fluctuations in foreign currency exchange rates; inflation; 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; seasonality; 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; repurchase of common shares; 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; accounting treatment of the PepsiCo Warrants; and conflicts of interest, as well as those other risks factors identified in other public materials, including those filed with Canadian securities regulatory authorities from time to time and which are available on SEDAR at www.sedar.com. Additional risks and uncertainties not currently known to management or that management currently deems to be immaterial could also cause actual results to differ materially from those that are disclosed in or implied by such forward-looking statements. Although the forward-looking statements contained herein are based upon what management believes are reasonable assumptions as at the date they were made, investors are cautioned against placing undue reliance on these statements since actual results may vary from the forward-looking statements. Certain assumptions were made in preparing the forward-looking statements concerning availability of capital resources, business performance, market conditions, and customer 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 management anticipates will be realized or, even if substantially realized, that they will have the expected consequences or effects on the 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 management does 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.

ON A MISSION TO CLEAN UP THE ENERGY DRINK INDUSTRY - ONE CAN AT A TIME



Green Tea



Guarana



Matcha



Yerba Mate



Guayusa

Natural caffeine



Stevia



Monk Fruit

Natural sweeteners



Ginseng



L-Theanine



Echinacea

Active ingredients





Carl Goyette

President and CEO



GROWING OUR BRAND IN CANADA



95% DISTRIBUTION C&G
77% DISTRIBUTION GDM

SOLID Q2 PERFORMANCE

- ▀ Q2 2023 net revenue of \$7.7 million = best Q2 in our history
- ▀ Performance driven by launch of Theanine Fruit Punch and higher sales velocities
- ▀ Theanine Fruit Punch achieved remarkable results in its first month, including:
 - Becoming the most successful launch in the last 2 years with over 3% market share in Quebec¹
- ▀ Strong ability to create successful innovations: Guayusa Tropical Punch and Theanine Fruit Punch are ranked among the top 3 innovations in Quebec since the beginning of the year¹

¹ Nielsen: Period ending April 22, 2023, Grocery Drug Mass (GDM) + Convenience & Gas (C&G), Canada vs. same period year ago.

GROWING OUR BRAND IN CANADA

Q3 INITIATIVES

- Summer of Feel Good Energy national marketing campaign
- CEBL and THE AMAZING RACE CANADA sponsorships
- Continue to showcase GURU Theanine Fruit Punch across Canada



95% DISTRIBUTION C&G
77% DISTRIBUTION GDM

GAGNEZ EN ÉNERGIE NATURELLE

Courez la chance de gagner **1 VOYAGE à travers le monde** valeur de 10 000\$¹

Scannez ici

1 litre 50 microzéros pour GURU

GURU x **CEBL**

1. Aucun achat requis. Le concours est ouvert aux résidents du Canada qui ont atteint l'âge de la majorité au moment de la participation au concours. Le concours débute le 19 juin 2023 à 00 h 01 et se termine le 14 août 2023 à 23 h 59 (PDT). Un (1) grand prix de 10 000 \$ sera remis au gagnant qui devra voyager et consacrer 100 \$ au volontariat d'un organisme à but non lucratif de son choix. Les chances de gagner dépendent du nombre d'inscriptions valides. Chaque gagnant éligible devra (a) répondre correctement à une question d'évaluation sur le site web du concours ou autre, et (b) signer et retourner la déclaration et le décharge de responsabilité. Pour participer, scannez le code QR ou visitez le site suivant: www.guruenergy.com/gagnezenenergienaturelle

WIN WITH FEEL GOOD ENERGY

GRAND PRIZE A TRIP AROUND THE WORLD* +1 of 80 amazing GURU gifts

scan here

THE AMAZING RACE CANADA **CTV**

GURU ORGANIC ENERGY **Natural caffeine. Zero sucralose. Zero aspartame.**

1. No purchase necessary. Contest open to residents of Canada who have reached the age of majority at the time of contest entry. Grand prize: a trip around the world, 2023, at 12:51 a.m. on Monday, 14 Aug. 2023, at 11:59 p.m. EDT. One (1) grand prize of \$100,000 cash. Contest by chance available to be won, and may vary. Official prize available. (416) 525-5125. Open to legal residents for details. Odds of winning depend on the duration of game events. Each eligible winner will be required to: (a) correctly answer a mathematical and history question without mechanical or other aid and (b) sign and return the Sponsor's declaration and release form. To enter, scan the QR code or visit www.guruenergy.com/theamazingracecanada. CTV is a trademark of Bell Media Inc., and under license.

U.S. AND ONLINE EXPANSION



U.S. ACTIVITIES

- ▀ Continue to secure our leadership position in the U.S. natural food channel
- ▀ Support Guayusa Tropical Punch, the #1 GURU product in sales velocity in the natural food channel
- ▀ New 12-week rotational program at leading U.S. club channel retailer to run from June through August



ONLINE ACTIVITIES

- ▀ Continue to show improved profitability in Q2 driven by stronger return on investments



Ingy Sarraf

CFO



Q2 FINANCIAL PERFORMANCE

- Net revenue increase mainly driven by increased sales velocities in Canada and launch of Theanine Fruit Punch
- Canadian market share up from February to April to a high of almost 5%¹
- Maintaining sector-leading gross margin of 53.1% versus 54.3% in Q2 2022
- Net loss of \$2.6 million versus \$4.0 million in Q2 2022
- Continued prudent balance sheet management

\$7.7M
NET REVENUE
vs. \$7.6M in Q2 2022

21%
SALES INCREASE
IN CANADA
in Q2 2023

(\$2.5M)
ADJUSTED EBITDA
vs. (\$3.7M) in Q2 2022

\$50.7M
LIQUIDITIES AND
CREDIT FACILITIES
to fund growth

¹ Nielsen: Period ending April 22, 2023, Grocery Drug Mass (GDM) + Convenience & Gas (C&G), Canada vs. same period year ago.



Carl Goyette

President and CEO



ON THE RIGHT PATH TO FUTURE GROWTH

- ▀ Definitely in a better position than last year or even last quarter
- ▀ Theanine Fruit Punch driving further market share gains in Canada and Guayusa Tropical Punch in the U.S.
- ▀ Several exciting initiatives underway, including the CEBL and THE AMAZING RACE CANADA sponsorships
- ▀ Strong balance sheet allowing us to self-fund our marketing efforts and growth initiatives
- ▀ Focused to meet our objective of cleaning up the energy drink industry and becoming the leader of organic and better-for-you energy drinks in North America



FEEL GOOD ENERGY

GURU Organic energy drinks have:

- Natural Caffeine
- Zero Sucralose
- Zero Aspartame

LONG-LASTING ENERGY WITH NO JITTERS

100%
CRAP FREE!



GURU **FEEL
GOOD
ENERGY.**