



CHOOSE GUUUUD ENERGY.

**FOURTH QUARTER 2023
EARNINGS PRESENTATION**

TSX: GURU

JANUARY 25, 2024



DISCLAIMER

This presentation contains “forward-looking information” within the meaning of applicable Canadian securities legislation. Such forward-looking information includes, but is 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. This forward-looking information is 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 information contains these terms and phrases. Forward-looking information is 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 information is based upon a number of assumptions and is 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 information. 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, 2023: 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; conflicts of interest; consolidation of retailers, wholesalers and distributors and key players’ dominant position; compliance with data privacy and personal data protection laws; management of new product launches; review of regulations on advertising claims, 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.sedarplus.ca. 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 information. Although the forward-looking information contained herein is 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 information. Certain assumptions were made in preparing the forward-looking information concerning availability of capital resources, business performance, market conditions, and customer demand. Consequently, all of the forward-looking information contained herein is 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 information contained herein is provided as of the date hereof, and management does not undertake to update or amend such forward-looking information 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



CHOOSE GUUUUD ENERGY.

GROWING OUR BRAND IN CANADA



FISCAL 2023 PERFORMANCE

- ▀ Average sales growth of **10%+ in the last three quarters**, ending the year with **13% growth in Q4**
- ▀ Performance driven by:
 - Retail sales growth in rest of Canada (Brand #4 in BC)
 - Significant growth of online activities
 - Increased presence in warehouse club channel
 - Profitable growth in Quebec core market
- ▀ Driving forces: Tropical Punch and Fruit Punch
- ▀ Innovation at the heart of GURU's expansion strategy
- ▀ On track with 2024 priorities: grow sales and reduce loss to accelerate our return to profitability

GROWING OUR BRAND IN CANADA



EARLY 2024 INITIATIVES

- ▀ 25th Anniversary: exciting initiatives and new flavors
- ▀ Unveiling of revamped website
- ▀ Introducing Peach Mango Punch to retailers in Canada in Q1
- ▀ Launch of new amazing innovation in Quebec early in Q2
- ▀ Successful rotational programs with Costco Quebec in 2023-2024: looking forward to showcase GURU to rest of Canada

US AND ONLINE EXPANSION



EARLY 2024 INITIATIVES

- ▀ Online launch on Amazon.com of Fruit Punch in December and Peach Mango Punch in January
- ▀ National listing of Tropical Punch in over 500 Whole Foods Market stores
- ▀ Retail launch of Fruit Punch and Peach Mango Punch in February
- ▀ Rotational programs featuring our punch lineup to start at Costco Wholesale in February in California and the Midwest



Ingy Sarraf

CFO



Q4 FINANCIAL PERFORMANCE

- Third consecutive quarter of growth
- 13% sales growth in Q4 driven by increased sales velocities in Canada and continued online growth in the US
- Gross margin of 53.4% versus 52.1% in Q4 2022, and 51.2% in Q3 2023
- Significant decrease of net loss to \$12.0 million in fiscal 2023 from \$17.6 million in fiscal 2022
- Strong financial position to continue self-funding our growth

\$7.7M

NET REVENUE
vs. \$6.8M in Q4 2022

13%

SALES INCREASE
in Q4 2023

32%

DECREASE IN NET LOSS
F2023 vs. F2022

\$43.8M

LIQUIDITIES AND CREDIT FACILITIES
to fund growth



Carl Goyette

President and CEO



CHOOSE GUUUUD ENERGY.

STRONG PROSPECTS FOR 2024

- ▀ Strategically and selectively investing in our 3 core sales channels – retail, online, and wholesale club stores – with growing success
- ▀ 2024 is off to a strong start with numerous initiatives beginning early in the year:
 - Launch of new Peach Mango Punch
 - Enhanced website
 - New rotational programs with a US wholesale club
 - Launch of a second amazing innovation in Quebec
 - Continuing marketing initiatives
- ▀ Expecting momentum in terms of net revenue growth and loss reduction to continue in the short and medium term



CHOOSE GUUUUD ENERGY

GURU Organic energy drinks have:

- Natural Caffeine
- Zero Sucralose
- Zero Aspartame

LONG-LASTING ENERGY WITH NO JITTERS

100%
CRAP FREE!





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