



**FIRST QUARTER 2024
EARNINGS PRESENTATION**

TSX: GURU

MARCH 14, 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. 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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





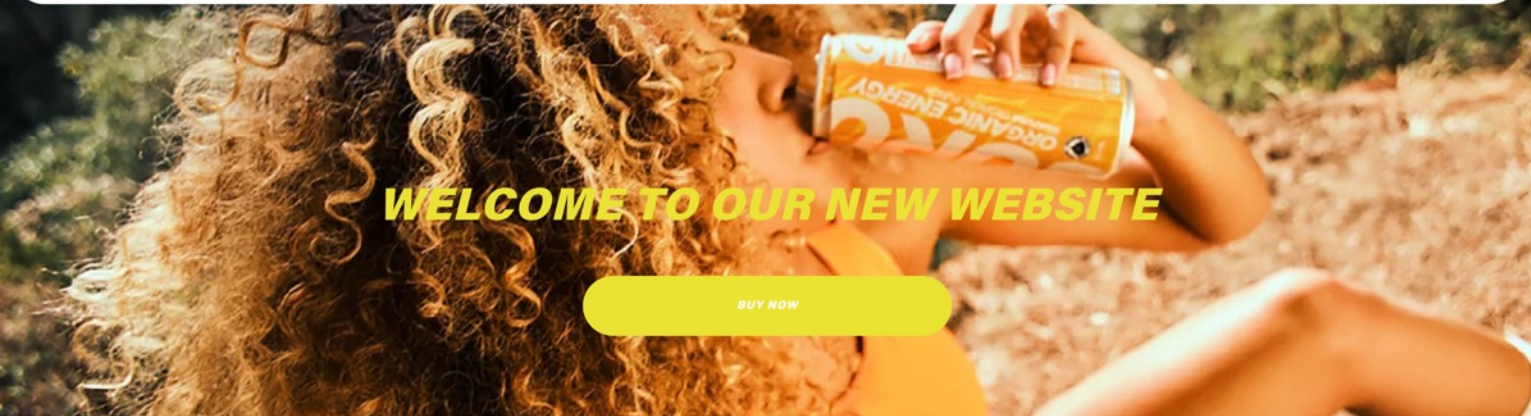
Carl Goyette

President and CEO



Q1 2024 PERFORMANCE

- ▮ Fourth consecutive quarter of topline growth and fifth quarter of decreased loss
- ▮ Solid retail channel results in Q1, lifted by strong momentum online and in wholesale club channels
- ▮ US online and wholesale club channels are each the same size as the Canadian energy drink market with strong potential for future growth
- ▮ Punch line continues to be the driving force
- ▮ On track with 2024 priorities to grow sales through our three sales channels and innovation pipeline, and accelerate return to profitability



WELCOME TO OUR NEW WEBSITE

[BUY NOW](#)







STAY TUNED



**ARE YOU
READY TO GET
PUNCHED
WITH ENERGY**

[EXPLORE THE NEW PUNCHLINE](#)

FRESH NEW LOOK

-  New and improved transactional guruenergy website
-  Better user functionality with more interactivity and simplicity
-  Enhancements expected to increase customer conversion
-  Site also showcases our new sleek can designs and emphasizes energy-focused brand features:
 - Improved FOCUS for our punch line
 - Metabolism BOOST for our upcoming new GURU line

GROWING OUR BRAND IN CANADA



Q2 INITIATIVES

- ▀ Introducing Peach Mango Punch to retailers in Canada
 - Supported by in-store activations and punchy marketing campaign
- ▀ Launching the first product in our new Zero Sugar line, featuring metabolism-boosting properties
 - Initial launch in Quebec at retail locations and online across Canada
- ▀ Achieved permanent status at Costco for the province of Quebec

US AND ONLINE EXPANSION



Q2 INITIATIVES

- Started rotational programs featuring our punch lineup at Costco locations in Los Angeles and the Midwest
- Rolling out Peach Mango Punch in natural food stores and other retailers
- Listing Tropical Punch in over 500 Whole Foods Market stores starting in April
- Achieving impressive growth on Amazon.com (89% growth in the last quarter¹) from recent punch line launches
 - Recent launches drove repeat customers to record levels of “new to brand” customer acquisition in January



Ingy Sarraf

CFO



Q1 FINANCIAL PERFORMANCE

- FOURTH consecutive quarter of net revenue growth
 - Sales up 35% in Canada driven by increased sales velocities
 - Sales up 87% in the US driven by ongoing online sales optimization
- Robust gross margin of 52.9% in Q1 2024
- Net loss decreased to \$1.9 million vs. \$2.6 million in Q1 2023

\$7.1M

NET REVENUE
vs. \$5.0M in Q1 2023

43%

SALES INCREASE
in Q1 2024

24%

DECREASE IN NET LOSS
in Q1 2024

\$41.2M

LIQUIDITIES AND CREDIT FACILITIES
to fund growth



Carl Goyette

President and CEO



FULL SPEED AHEAD!

- ▮ Continuing methodical investment in core retail sales channel
- ▮ Leveraging additional online and wholesale club growth opportunities with remarkable upside potential
- ▮ Prioritizing innovation pipeline and newly released products
- ▮ Demonstrating our ongoing commitment to growth and return to profitability



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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