

# **GURU**

**CHOOSE GUUUUD ENERGY.**

**INVESTOR  
PRESENTATION**

**TSX: GURU**

**MARCH 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](http://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



Stevia



Ginseng



L-Theanine



Matcha



Yerba Mate



Guayusa



Monk Fruit



Echinacea

Natural caffeine

Natural sweeteners

Active ingredients



# CHOOSE GUUUUD ENERGY

**GURU Organic energy drinks have:**

- Natural Caffeine
- Zero Sucralose
- Zero Aspartame

**LONG-LASTING ENERGY WITH NO JITTERS**

100%  
CRAP FREE!





# ***DISRUPTING THE MARKET***

Disrupting the **growing US\$20 billion** North American energy drink market<sup>1</sup> which is dominated by two artificial brands with 75% of the market.



<sup>1</sup> Circana, Last 52 weeks ending July 16, 2023

# ADDRESSING INCREASED DEMAND FOR BETTER-FOR-YOU ENERGY DRINKS

The next generation of **consumers** choose **GURU** because it uses healthy, better-for-you plant-based ingredients to deliver the desired energy boost

## 64%

of millennials consume energy drinks, making them the core consumer in the energy drink market<sup>1,2</sup>

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## 74%

of millennials express concerns about safety of energy drinks vs. 65% of all overall energy drink consumers<sup>1,2</sup>

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## 37%

of Quebec consumers <25 years of age consider GURU their #1 brand vs. a 13% avg. for other top 4 brands in Quebec<sup>3</sup>



<sup>1</sup> Energy Drink Report - Mintel, 2015

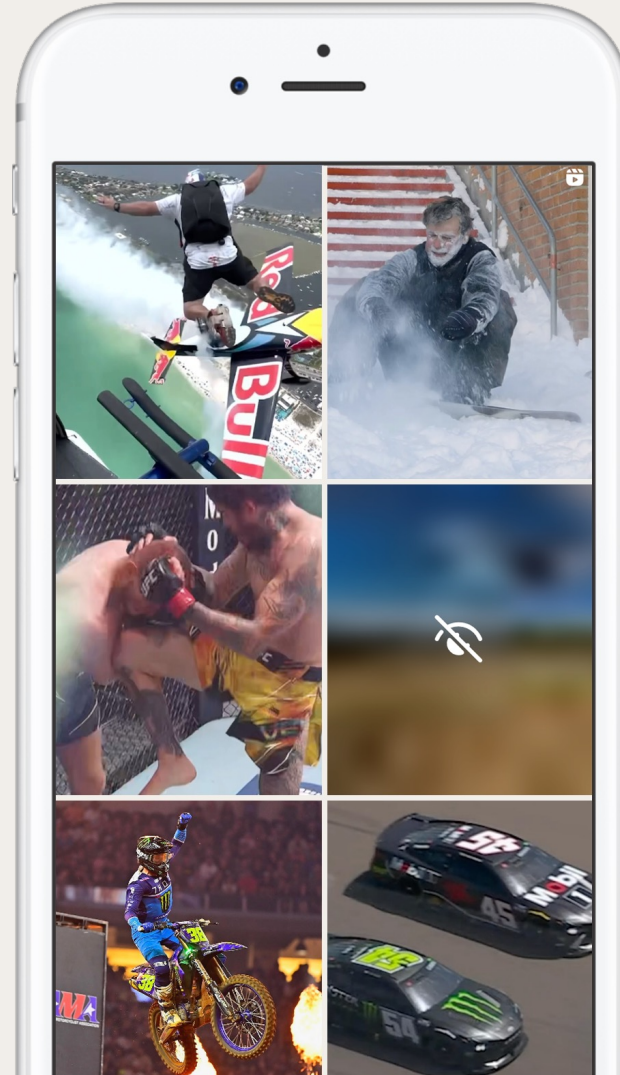
<sup>2</sup> Organic Trade Association

<sup>3</sup> Market Research conducted by element54 and Patterson Langlois for GURU in June 2021 with 1,500 participants in the province of Quebec

# AN INNOVATIVE BRAND FOR AN ACTIVE AND HEALTHY LIFESTYLE



**GURU**  
ORGANIC ENERGY



  
**Red Bull**

  
**MONSTER ENERGY**

# GROWING OUR BRAND IN CANADA



## MARKET

Fast-growing **\$1 billion market**

**#1 organic** energy drink brand in Canada

**#3** energy drink brand in Quebec

**#4** energy drink brand in British Columbia

## MAIN SALES CHANNELS

- ▀ Convenience stores and gas stations (C&G), grocery, drug and mass retailers (GDM), and foodservice, via PepsiCo® Beverages Canada
- ▀ Focus on online growth and profitability
- ▀ Continued expansion efforts in warehouse clubs





# METHODICAL APPROACH TO US EXPANSION



## MARKET

Vast and fast-growing **\$20 billion market**

## MAIN SALES CHANNELS

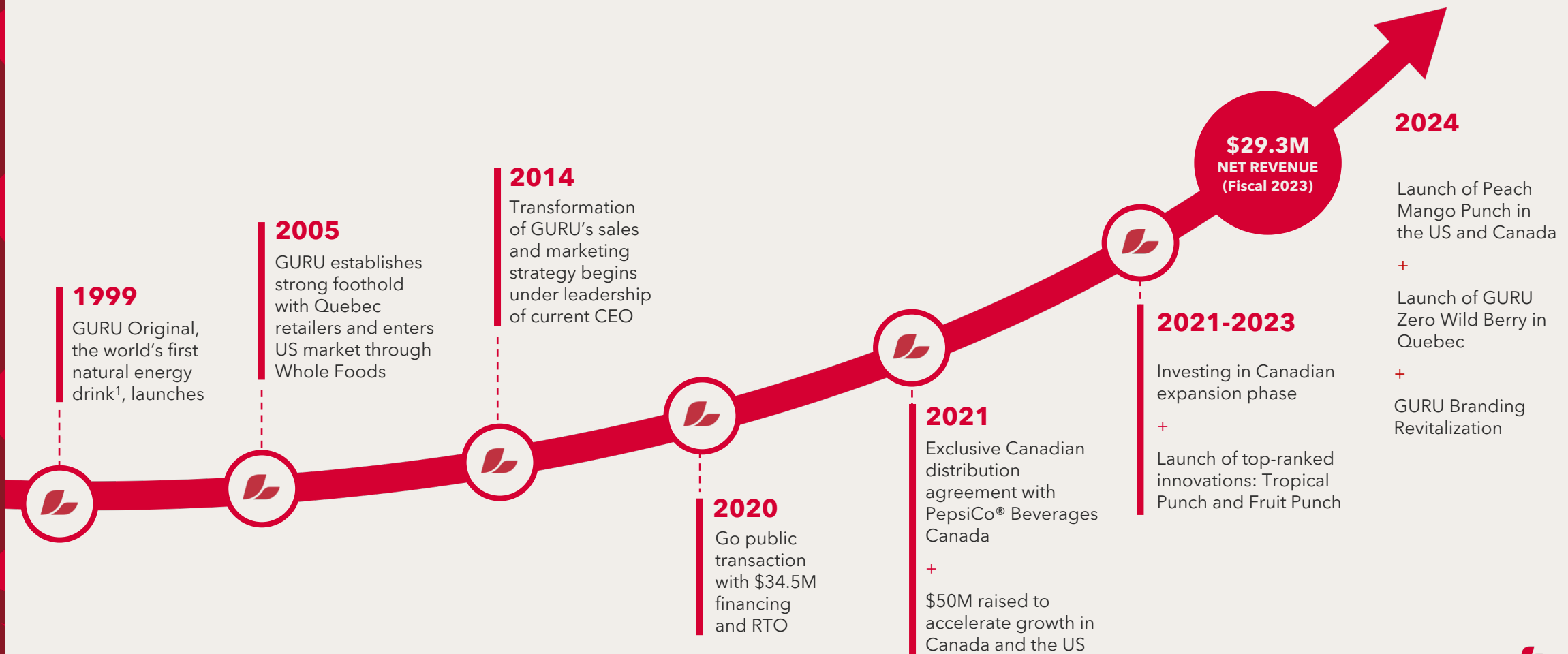
- ▀ Securing leadership position in natural food stores
- ▀ Focus on online growth (+43%, last 52 weeks<sup>1</sup>) and profitability, where we stand out as the #1 organic energy drink with an impressive 49% repeat purchase rate
- ▀ Continued expansion efforts in warehouse clubs



EREWHON



# 25 YEAR GROWTH STORY

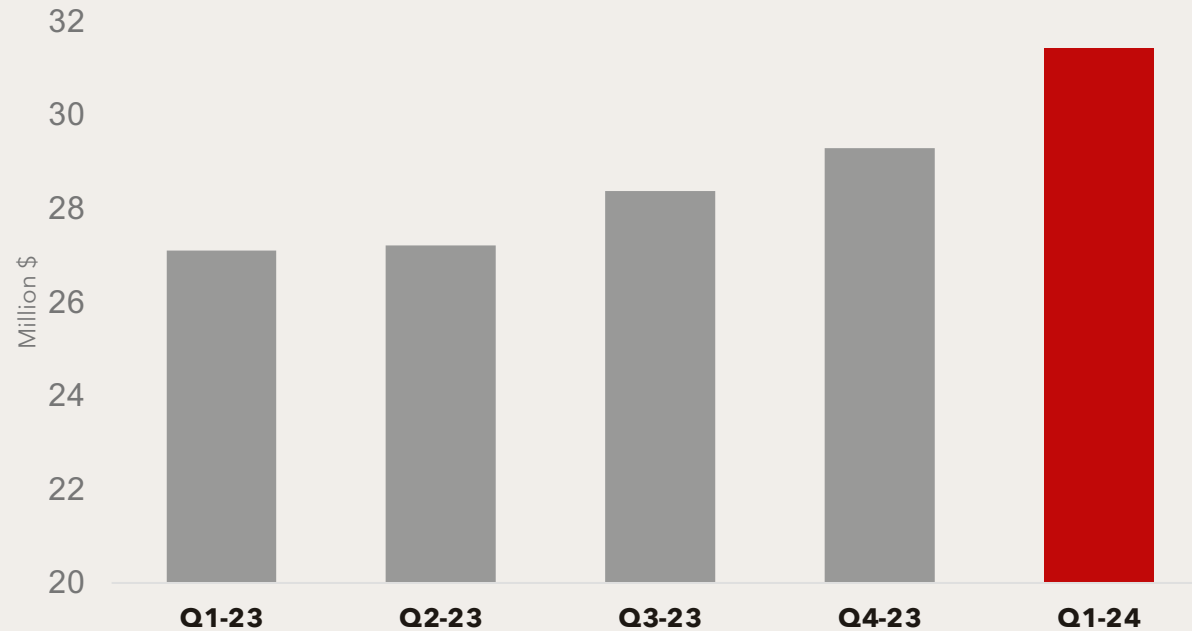


<sup>1</sup> Management's belief based on publicly available information

# SOLID PERFORMANCE

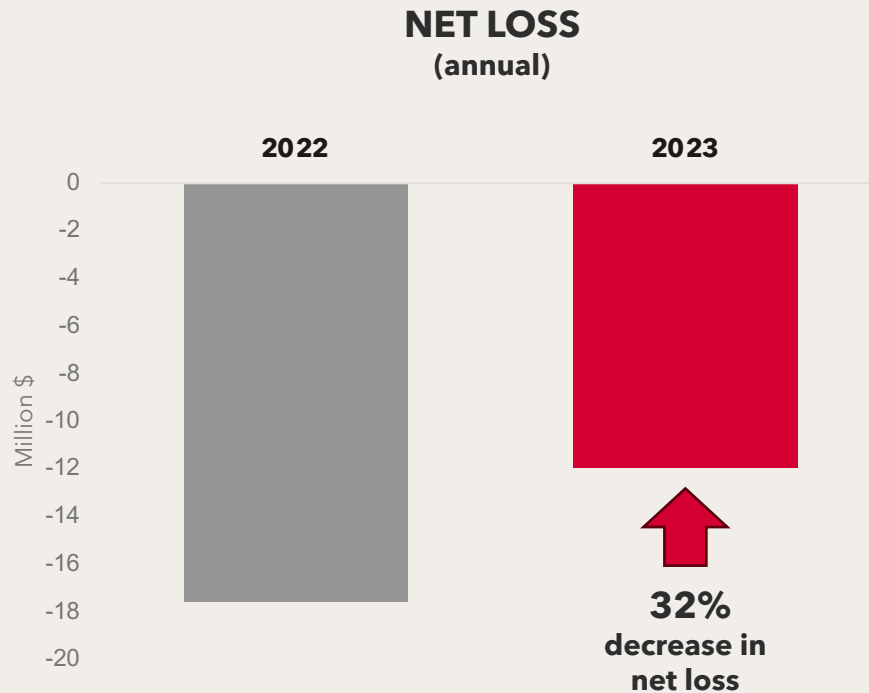
(Since end of transition period in Q1 2023)

## Trailing Twelve Month (TTM) Net Revenue

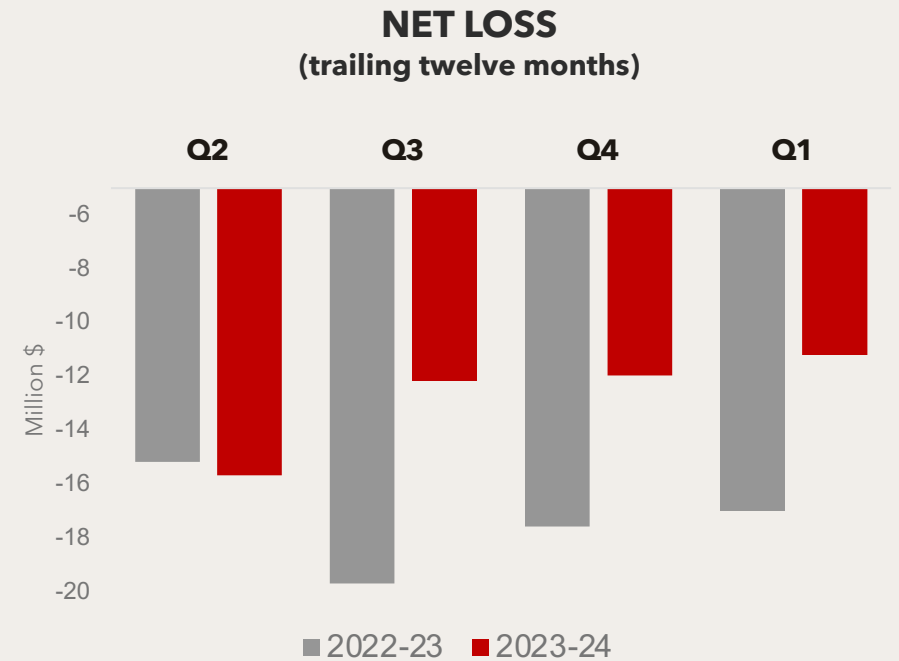


- 16% average net revenue growth over the last four quarters (**43% in Q1 2024**)
- Main performance drivers: GURU punch line consisting of Tropical Punch, Fruit Punch and newly-launched Peach Mango Punch
- Continued growth in online sales via Amazon in Canada and the US
- Increased wins in warehouse club channel in Quebec and the US

# ON PATH TO: RETURN TO PROFITABILITY



**Focus on return to profitability:**  
**\$5.6 million decrease in net loss** to \$12.0 million in 2023

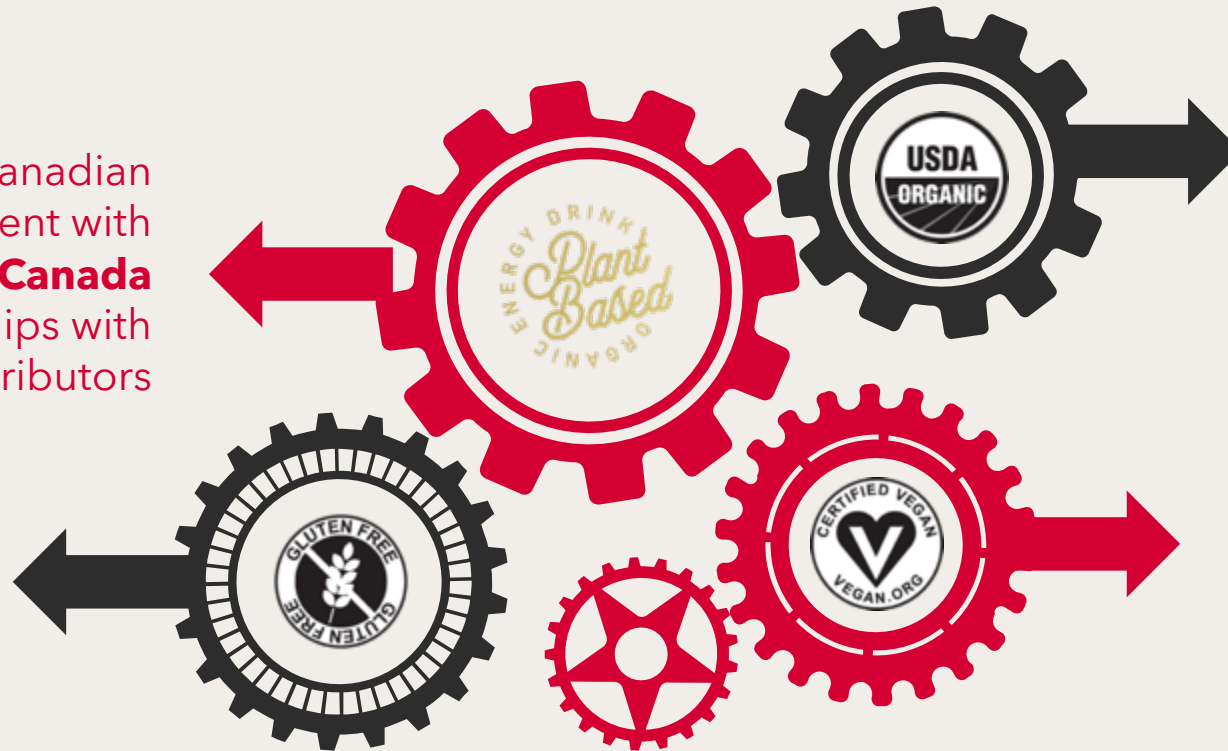


**Net loss reduction trend:**  
Q1 2024 marks the **third consecutive quarter of trailing twelve months net loss reduction** to \$11.2 million from \$17.0 million in Q1 2023

# ASSET-LIGHT OPERATIONS

Exclusive Canadian distribution agreement with **PepsiCo® Beverages Canada** and strong relationships with network of US distributors

Products 100% produced with co-packers certified to manufacture organic, vegan and gluten-free products



Proactive and diversified procurement approach to ensure availability of raw materials

Warehousing network optimized to cover US and Canadian markets

# LEADERSHIP



## **CARL GOYETTE**

### **President and CEO**

- Joined GURU in 2014 as one of the three main shareholders
- Over 20 years of experience in sales, marketing and strategic planning experience working at multinational CPG companies



## **LUC MARTIN-PRIVAT PHD, MBA**

### **VP, R&D and Innovation**

- Creative genius behind GURU's drinks and avid innovator
- Spent last 15 years in functional food development, including launch of energy drinks, sport gels, probiotics and vitamin supplements



## **INGY SARRAF CPA.CA, MBA, PPCC**

### **CFO and Corporate Secretary**

- Over 20 years of experience in finance, sales, marketing and business strategy roles in CPG companies
- 2022 winner of FEI Canada “Financial executive of a small or medium-sized enterprise” award and 2022 Star Women in Convenience award



## **ALEXIS GIGUÈRE**

### **VP, Sales Canada**

- 20 years of CPG experience in large-scale organizations including Procter & Gamble, L'Oréal and Nestlé Nespresso
- Has led the 8-year Nespresso expansion in Canada

# LEADER IN LAUNCHING INNOVATIONS IN QUEBEC<sup>1</sup>

- ▀ Fruit Punch was the #1 Innovation in 2023
- ▀ Tropical Punch was the #1 Innovation in 2022
- ▀ Tropical Punch and Fruit Punch are currently in the Top 3 Innovations
- ▀ Peach Mango Punch launched in January in the US and launching this month in Canada
- ▀ New GURU Zero Wild Berry metabolic boost innovation to be launched in Quebec retail and Canada online this month



# KEY GROWTH DRIVERS



## RETAILERS IN QUEBEC AND REST OF CANADA

- Good progress in major urban centers
- Launch of Peach Mango Punch (March 2024)
- New GURU Zero Wild Berry metabolic boost innovation in Quebec (end of March 2024)



## ONLINE SALES - AMAZON AND GURUENERGY.COM

- Growing sales momentum
- Fruit Punch on Amazon.com in December 2023
- Peach Mango Punch on Amazon.com in January 2024
- Launched new enhanced website in February
- Focus on profitable growth



## WAREHOUSE CLUBS & NATURAL

- Increased presence from 2022 to 2024
- Introduced punch lineup in February in the US
- Significant growth potential
- Launch of Tropical Punch in Whole Foods nationally in April 2024



# DIRECT PEER ANALYSIS

Company	Market Cap.*	Revenue* (TTM)	Enterprise Value (EV)/ Revenue*	Energy Category	Markets**
<i>In US Dollars</i>					
Red Bull	Private	\$12B	-	Conventional	World
Monster	\$64B	\$7.1B	8.3	Conventional	USA (62%) International (38%)
Celsius	\$22B	\$1.3B	16.1	Functional	USA (96%) International (4%)
Yerbae	\$33M	\$11.9M	3.0	Natural (yerba mate)	USA (100%)
<i>In CA Dollars</i>					
<b>GURU</b>	<b>\$72M</b>	<b>\$29.3M</b>	<b>1.3</b>	<b>Natural (various plants) Better-For-You Functional</b>	<b>Canada (80%) USA (20%) Quebec: #3 Brand British Columbia: #4 Brand</b>

# ***ON A MISSION TO CLEAN UP THE INDUSTRY***

GURU is poised to gain significant market share across North America by addressing industry's biggest problem: **consumer concern about the safety of ingredients**

And we have the right elements to succeed:

- ▀** Authentic brand with strong portfolio of great-tasting better-for-you organic energy drinks
- ▀** World-class partner that enabled our energy drinks to become available in most retailers across Canada
- ▀** Strong balance sheet allowing us to self-fund our marketing efforts and growth initiatives
- ▀** Solid and committed management team and Board



# CORPORATE SNAPSHOT

## CAPITALIZATION SUMMARY

TSX SYMBOL	GURU
Shares outstanding	30.31M
PepsiCo Beverages Canada warrants	1.65M
Options, RSUs and DSUs	0.63M
Fully-diluted shares outstanding	32.59M
52-week share price (high-low)	\$3.75 - \$1.51
Market capitalization (as at March 13, 2024)	\$72M
Liquidities and credit facilities (as at January 31, 2024)	\$41.2M

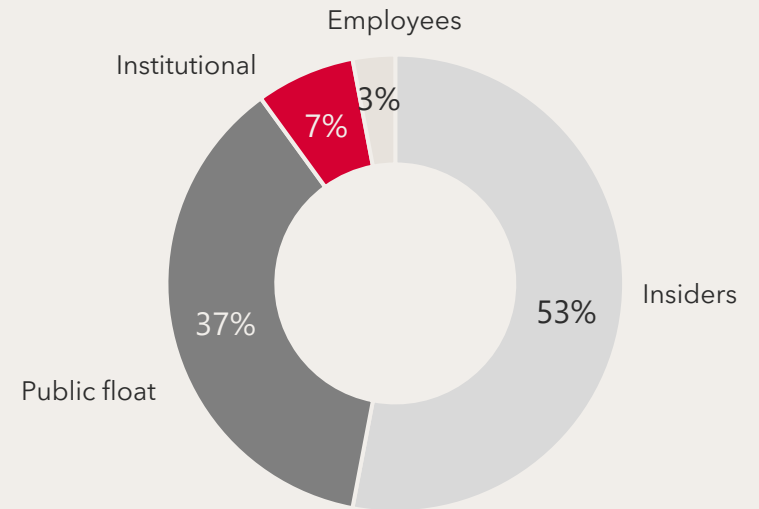
## ANALYST COVERAGE

CIBC Capital Markets  
John Zamparo, CFA, CA

ROTH Capital Partners  
Sean McGowan

Stifel GMP  
Martin Landry, CPA, CA

## STRONG INSIDER OWNERSHIP\*



# BOARD OF DIRECTORS



## JOE ZAKHER

**Founder; Director since 1999**

- Seasoned entrepreneur; prior to GURU, successfully launched various companies including being the driving force behind one of Montreal's most renowned EDM music venues
- Solid expertise in operations, retail and relationship with suppliers



## CARL GOYETTE

**President and CEO; Director since 2015**

- Joined GURU in 2014 as one of the three main shareholders
- Over 20 years of experience in sales, marketing and strategic planning experience working at multinational CPG companies

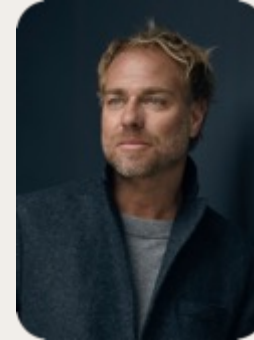


## ERIC GRAVELINE

**Independent Director, Chairman**

Managing Director, DEK Investments LLC

- Over 30 years of experience in the investment banking and investment management industry
- Previously Managing Director at Citigroup and President of Citigroup Risk Brokers, ran \$500 million division in NYC



## PHILIPPE MEUNIER

**Independent Director, Chair of Governance, Human Resources and Compensation Committee**

Chief Creative Officer and Co-Founder at SID LEE

- Renowned advertising and marketing executive, leading innovative thinkers for the past 28 years
- Built one of the world's premier creative agencies with offices in Europe and North America



## ALAIN MIQUELON

**Independent Director, Chair of Audit Committee**

Managing Director at Origin Merchant Partners

- Over 20 years of experience as senior officer of public companies, including as Senior Partner at Novacap and President and CEO of the Montreal Exchange Inc. (part of the TMX Group of companies)

***CHOOSE  
GUUUUUD  
ENERGY.***



ZERO SUCRALLOSE / ZERO ASPARTAME 355 ml  
NATURAL ENERGY / ENERGIE NATURELLE  
140 MG CAFFEINE / CAFEINE



ORIGINAL

# ***NATURAL ENERGY THAT LASTS***

Unlock the power of Mother Nature's original energy with an unwavering flow of clean caffeine so you can conquer your day for good.

- World's first natural energy drink since 1999<sup>1</sup>
- Naturally occurring caffeine from green tea and guarana





LITE

LITE

LITE

LITE



LITE

# **LITE ON CALORIES BIG ON ENERGY.**

With the lightness of 25 calories and the force of Mother Nature's natural caffeine boost, this is all the good energy you need, nothing you don't.

- Naturally occurring caffeine from green tea and guarana
- Naturally sweetened with monk fruit & stevia
- Only 25 calories





TROPICAL PUNCH

# PUNCH INTO PARADISE

Venture into the heart of the tropics, where each sip packs an exotic punch of energy, driving you deeper into a jungle of flavour while also providing your brain with that needed focus.

- Naturally occurring caffeine from green tea and guayusa
- **Known to have antioxidant properties**





FOCUS  
GOOD ENERGY  
NATURAL BROWN PERFORMANCE  
PERFORMANCE & COGNITIVES

GURU

FRUIT PUNCH  
PUNCH AUX FRUITS  
IMPORTED TEA BLEND

100% GUARANTEED  
Imported Canada / Importé Canada



FRUIT PUNCH

# LOTS OF FRUIT. MORE PUNCH.

Awaken your taste buds with a fruity flavour blast that propel your mental focus to new heights with a clean buzz that packs a punch.

- Naturally occurring caffeine from green tea and theanine
- **Proven to improve brain focus and mental performance<sup>†</sup>**



PEACH MANGO  
PEACH MANGO  
PEACH MANGO  
PEACH MANGO  
PEACH MANGO  
PEACH MANGO  
PEACH MANGO





PEACH MANGO PUNCH

# PEACH CLEAN MANGO DREAM

Drink in the sun-kissed sweetness of mango and peach for a vibrant surge of energy and focus, inspiring you on an invigorating journey.

- Naturally occurring caffeine from green tea and theanine
- **Proven to improve brain focus and mental performance<sup>†</sup>**



LEMONGINGER  
LEMONGINGER  
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LEMONGINGER





LEMON GINGER

# **MIDDAY CRASH. MEET YOUR MATCHA**

Experience a teatime revolution with a whirlwind of zesty lemon, spicy ginger, and smooth matcha, infusing your day with an exhilarating Zen buzz.

- Lemon Ginger flavour
- Naturally occurring caffeine from green tea and premium ceremonial grade matcha
- **Packed with antioxidants**



**CHOOSE GUUUUD ENERGY.**



AÇAI BERRY

# MIDDAY CRASH. MEET YOUR MATE

Send your taste buds to the heart of the Amazon, where the wild energy of Yerba Mate meets the exotic vitality of mouthwatering Açai berries.

- Açai-Berry flavour
- Naturally occurring caffeine from green tea, guarana and yerba mate
- Packed with antioxidants



WILD BERRY  
WILD BERRY  
WILD BERRY  
WILD BERRY  
WILD BERRY  
WILD BERRY  
WILD BERRY  
WILD BERRY



**BOOST ENERGY**  
140 MG CAFFEINE 4 CAFÉINE  
ZERO SUGAR 0 ZÉRO SUCRE  
METABOLISM BOOST MÉTABOLISME

**WILD BERRY  
BAIES SAUVAGES**

Supplemental Supplementaire  
Health Canada Santé Canada





ZERO WILD BERRY

# **WILD ON TASTE, ZERO ON SUGAR.**

With zero sugar, zero artificial flavours and the rich taste of wild berries, you can let your awakened energy run wild with absolutely zero regrets.

- Combination of natural green tea caffeine & EGCG/catechins clinically studied to boost your metabolism



**CHOOSE GUUUUD ENERGY.**



# ***WHAT IS GUUUUD ENERGY?***

GURU Organic Energy is the world's first natural energy drink<sup>1</sup> – the organic choice that delivers great taste and Guuuud Energy.

GURU energy drinks are made from a short list of plant-based active ingredients, including natural caffeine, with zero sucralose and zero aspartame. These carefully-sourced ingredients are crafted into unique blends that push your body to go further and your mind to feel sharper.

That's what makes GURU your trusted source of Guuuud Energy.

<sup>1</sup> Management's belief based on publicly available information

# GURU VALUES



## GOOD PEOPLE

The unsung superheroes of daily life, spreading positivity like confetti.

Good People are the human high-fives, making the world brighter one smile at a time.



## GOOD FOR YOU

Sip on the potion of vitality! "Good for you" is the cosmic high-five to your well-being. It's the approval for choosing a healthy energy drink, a concoction of good vibes and even better ingredients.



## GOOD LIFESTYLE

Living your best life is the retreat of turning the mundane into a masterpiece.

It's a symphony of joy, a feast of well-being, and a daily dance with happiness.



## GOOD IMPACT

Good Impact is the positive hurricane leaving smiles, inspiration, and good vibes in its wake.

From small acts of kindness to grand gestures, it's the superhero cape every do-gooder wears, making the world a better place, one heartwarming moment at a time.



## MORE ON GOOD IMPACT

Our success is not only measured by our financial performance, but by the contributions we make to the environment and our communities.



Organized clean-up community activities to clean up our outdoor playgrounds, and planning more activities in 2024.



We use healthy, sustainable-sourced ingredients: **99%** of our plant ingredients are sourced from organic farming.

**100%** of primary and secondary packaging is made of recyclable materials: aluminum and cardboard.



Active participant of environmental-friendly organizations such as **Protect our Winters, One Tree planted, Organisation Blue**, and more.







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