



March 17, 2016 - CONFIDENTIAL MATERIALS

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E-hydrate Founders

Dan Adler
Focus: Business Development

Dan Adler

- Former VP Creative Development, Walt Disney Imagineering
- Former CAA Agent / Executive CAA (Creative Artists Agency), Hollywood's Top Talent and Entertainment Business Firm
- Built and launched CAA's New Media Department, Dating back to 1991
- Served as Managing Director of famed One Laptop Per Child's initiatives in Israel.
- Served on California Film Commission as appointee of Gov. Arnold Schwarzenegger

Joshua Shirk
Focus: Product Development

Joshua Shirk

- A decade of product development, design and formulation experience
- Personally developed dozens of innovative vitamin supplements and natural performance-enhancing consumable products
- Strong relationships with major retailers and distributors in all channels of retail, big box, convenience, grocery, pharmacy
- Former CEO / founder of health supplements company which reached 20,000 points of retail within first 18 months of business

Vaughn Juares
Focus: Marketing Strategy

Vaughn Juares

- Co-owner of 4 patents for social media content technologies and algorithms for social recommendation and syndication of content
- Founder of SER International ad agency which serviced over 40% of all Spanish-language music releases for all major labels in North America by 2003
- Developed and oversaw execution of Mom Brands' (ready to eat cereal) retail launch in to mass big box retail - became most-selling item by weight in Walmart nationwide - built active following of 1,000,000+ in less than 6 months
- Former Executive Creative Director of North Woods Advertising

FROM NOW ON
THIS IS NATURAL HYDRATION

SAVE 30%
E-HYDRATE.COM
COUPON CODE:
HYDR8

HEALTHY.
HYDRATION.

ELECTROLYTES
VITAMINS
ZERO SUGAR

Stay hydrated without artificial colors, flavors or other additives. E-hydrate. Made from natural ingredients you can trust.

E-hydrate®
5% of our profits are donated to benefit veterans through IAVA

IAVA
INJURED AFGHANISTAN
VETERANS OF AMERICA

Notable E-hydrate Team Members

Phil Kent

Phil Kent

- Former CEO of Turner Broadcasting System, Inc., Responsible for ALL Turner Media Properties including, CNN Worldwide, TBS, TNT, Turner Classic Movies, Boomerang, CNN Headline News, CNN International, among others
- Former CAA Agent (Hollywood's Top Talent and Entertainment Business Firm)
- Recognized as a Top Media and Business Development Strategist

Bill Nicholson

Bill Nicholson

- Founder of Ideasphere, owners of TWINLABS, CPG Nutrition / Supplements
- Former COO of Amway
- Led Amway Business in to Multiple Billions of Dollars with Worldwide Expansion
- Cabinet Advisor to President G. Ford
- Co-Founder of Successful Ventures with Anthony Robbins, Rob Lowe, etc.

Sofia Vergara



Sofia Vergara

- Star of ABC hit television program "Modern Family" (Currently Top 5 in TV Ratings)
- 37th Most Powerful Woman in the World as Rated by Forbes List 2014
- Among the Most-Recognizable People in the World with Mass Market Appeal
- Captures Attention of General and Hispanic Markets in North America
- Commands a Social Media Footprint of Nearly 250,000,000 Users (via LWE)
- Aspirational Role Model and Trend-Setter Especially Among Females 34 - 55



Why E-hydrate is Different



E-hydrate's Patent-Pending RTM Pouch



Inventive

Innovative Package

Protein On-the-Go comes in the world's most innovative ready-to-mix pouch – just add water.

E-hydrate's one-of-a-kind single-use packaging is easy to understand and for consumers to get excited about with little education.



Natural

Tastes Great

Consumers are demanding healthier products like E-hydrate which are natural AND taste great.

E-hydrate products are a great alternative for everyday consumers who want to enjoy the foods and supplements they consume.



Electrolytes

In Every Product

E-hydrate's product lines all provide more electrolytes than leading sports drinks.

Protein On-the-Go is the only protein powder with electrolytes in single-serve, ultra-portable pouches.

E-hydrate helps maintain ideal hydration levels.





hydrate®

2015 Assortment



Suggested Retail Price Chart

Protein On-the-Go RTM/Powder	Hydration + Energy Drink Mix	KIDS Hydration + Immunity Drink Mix	BCAA + Electrolytes + Energy Gel
\$3.49 - \$3.99 - Single Protein On-the-Go Pouch	\$0.99 - Single Stick Pack	\$0.99 - Single Stick Pack	\$1.99 - Single Gel Pack
\$9.99 - \$11.49 - 3 COUNT BOX	\$9.99 - 10 COUNT BOX	\$9.99 - 10 COUNT BOX	\$44.99 - 24 PACK BOX
	\$27.99 - 30 COUNT BOX	\$27.99 - 30 COUNT BOX	



Paid Mainstream Media

Radio Partners (Partial List)



Television Media

- Recent campaign began: December 26, 2015
- "Get it at Target" CTA on all TV spot creative
- ~\$1MM+/mo TV ad impact @ \$230k/mo cost
 - Targeted TV and cable campaign with specific channel-specific creative for female and male audiences
 - Women 25 - 49
 - Men 25 - 49



Pandora & Radio Media

- Recent campaign began: December 26, 2015
- "Get it at Target" CTA on all radio spot creative
- ~\$300k/mo TV ad impact @ \$50k/mo cost
 - Targeted Pandora and broadcast / satellite radio campaign with specific channel-specific creative for each audience.
 - Women 25 - 49
 - Men 25 - 49
 - Click-through creative for Pandora with "Get it at Target" CTA and links to websites

TV Advertising Partners (Partial List)





Marketing Tactics & Impact Overview

TV Advertising Partners



Social & Earned Media

- YouTube
 - Continue to promote through YouTube agency partners
 - Leverage influencer impression footprint
 - Typical influencer audiences ~ 50,000+
 - Promoted placements ~ 1.2MM views per promo
- Facebook
 - Continue to promoted through celebrity accounts
 - Leverage influencer impression footprint
 - Typical ~50,000+ per influencer
- Facebook Channel Ads
 - Est. campaign impressions of greater than 18 Million
- Pinterest
 - Ads and boosted content
 - Goal of 1 Million+ impressions per campaign
 - Multiple simultaneous campaigns
 - Promoted through influencer networks
- Twitter
 - Promotion through paid influencer campaign
 - Boosted tweets
 - Metrics are variable and will be based on size of the influencers audience and their engagement metrics
- Instagram
 - Ad placement as part of Instagram's new ad platform
 - E-hydrate is approved agency to place ads
 - 80,000+ engagements
 - 2.8 Million impressions per promotion based on CPE



Estimated Campaign Reach

Monthly Media Reach by Launch (Impressions)	Total Social Network Reach (Users)
100,000,000 +	~225,000,000

E-hydrate Facebook Growth

E-hydrate FB Users as of Sept 1, 2015	E-hydrate FB Users Estimated by Feb 1, 2015
~6,000	260,000 +





Events & Sponsorship
Sports-Related

Athlete Sponsorship and Events



E-hydrate's event marketing will reach hundreds of thousands at events and drives home "buy now" call-to-action



Sports-Related Brand Building

NASCAR Xfinity Series partnership with Derrick Cope

- Millions of brand impressions through media (NBC)
- Focused on male demographic in Target-dense areas
 - Dallas
 - Phoenix
 - Las Vegas
 - Southern California
 - Florida
- Tens of thousands of samplings and trial at events
 - "Buy Now" call to action with samples
 - List building for "Get it at Target" follow up emails

Athlete Sponsorship on local and regional level

- Thousands of brand impressions and samplings at events
 - "Buy Now" call to action with samples
- Social media content produced by athletes drives brand



E-hydrate supports police and fire athletics.

NASCAR Sponsorship



Reaches millions of fans on NBC and NBC Sports and tens of thousands at NASCAR events.



North American Distribution Pipeline

Major Retail and Distribution Partners (2015 / 2016)



Distribution Outlook



GNC
LIVE WELL



KeHE

HyVee



GELSON'S
THE *Super* MARKET



shaw's
You're in for something fresh.™





Retail Placement Highlights



Anticipated Sales Highlights for 2016 Q1 & Q2

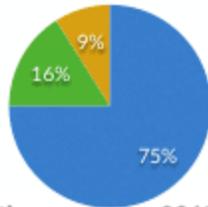
- Target Stores
 - Expansion of Protein On-the-Go with "ACTIVE" and "KIDS" lines
- Gelson's Grocery
 - End-cap program in negotiation.
- GNC
 - Anticipated PO for 3,300 locations to start and expand thereafter.
- Ingles Grocery
 - End-cap program in negotiations
- Hy-Vee
 - End-cap program in negotiations
 - PO Anticipated before close of Q1
- E-hydrate Listed in KeHE system
 - Strategic move allows for placement opportunity with Whole Foods, etc.,
- Walgreens
 - 6-7,000 locations possible placement in June
 - Q3 to over 10,000 points of distribution possible.
- CVS
 - Meeting set for Q1
 - High interest from retailer due to Walgreens and national presence in Target.
- US Military Commissaries may place RTM and tubs in all 300 bases. This consumer base is core to our target market with a high percentage of sales in the protein segment. Placement could be on shelves, March, end of Q1
- Hi Health, Phoenix based chain with forty locations will place PO for possible end of Q1 placement. May include entire product line
- Costco national buyer contacted E-hydrate
 - Requested immediate meeting which will take place by end of first week in February.
- Raley's and Bristol Farms
 - Expected placement in Q2



Proposed Use of Funds & P/L

Health and Wellness Consumer Spending by Category

- Food / Beverage
- Health / Beauty
- Other Goods



Source: The Nielsen Company, 2013

RAPID DISTRIBUTION EXPANSION

E-hydrate is currently on pace to have presence in ~85% of all grocery stores in the US by end of Q3 2016.

VISIBILITY WILL AID SELLTHROUGH

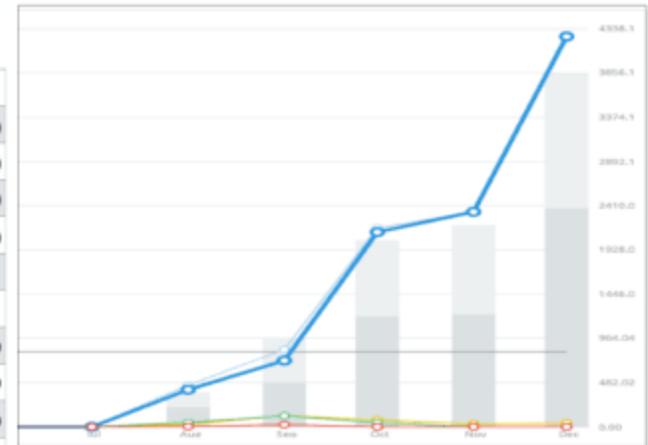
End cap programs will be implemented with each new retailer to enhance brand visibility. Additionally, E-hydrate will be featured with end caps in the top Target Store locations nationwide in mid-2016. High visibility will encourage sell through and strengthen the brand.

KEY COMPANY HIGHLIGHTS

- Major retail chains are coming online in 2016 (see next page)
- Gross margins are increasing as volume and sourcing optimizes
- E-hydrate fills the increased consumer demand for healthy and natural nutrition options
- Online sales illustrate customer return rates to be growing and have been as high as 62%

Description	2015**	2016	2017	2018
EXPENSES				
Marketing and	\$ (1,476)	\$ (5,300)	\$ (12,600)	\$ (16,570)
COGS	\$ (569)	\$ (8,340)	\$ (11,230)	\$ (21,400)
General and Admin	\$ (502)	\$ (5,400)	\$ (6,302)	\$ (11,600)
Other Expenses	\$ (31)	\$ (140)	\$ (100)	\$ (112)
INCOME				
Target	\$ 1,098	\$ 4,400	\$ 7,430	\$ 14,300
Other Retail	\$ 16	\$ 13,200	\$ 24,300	\$ 34,600
Online	\$ 12	\$ 1,200	\$ 4,800	\$ 11,700
GAIN / LOSS				
	\$ (1,452)	\$ (380)	\$ 6,298	\$ 10,918
EBITDA x 7	N/A	N/A	\$ 44,086	\$ 76,426
GROSS SALES X 7	N/A	\$ 131,600	\$ 255,710	\$ 424,200

** Notice: This document reflects non-audited, preliminary financials.

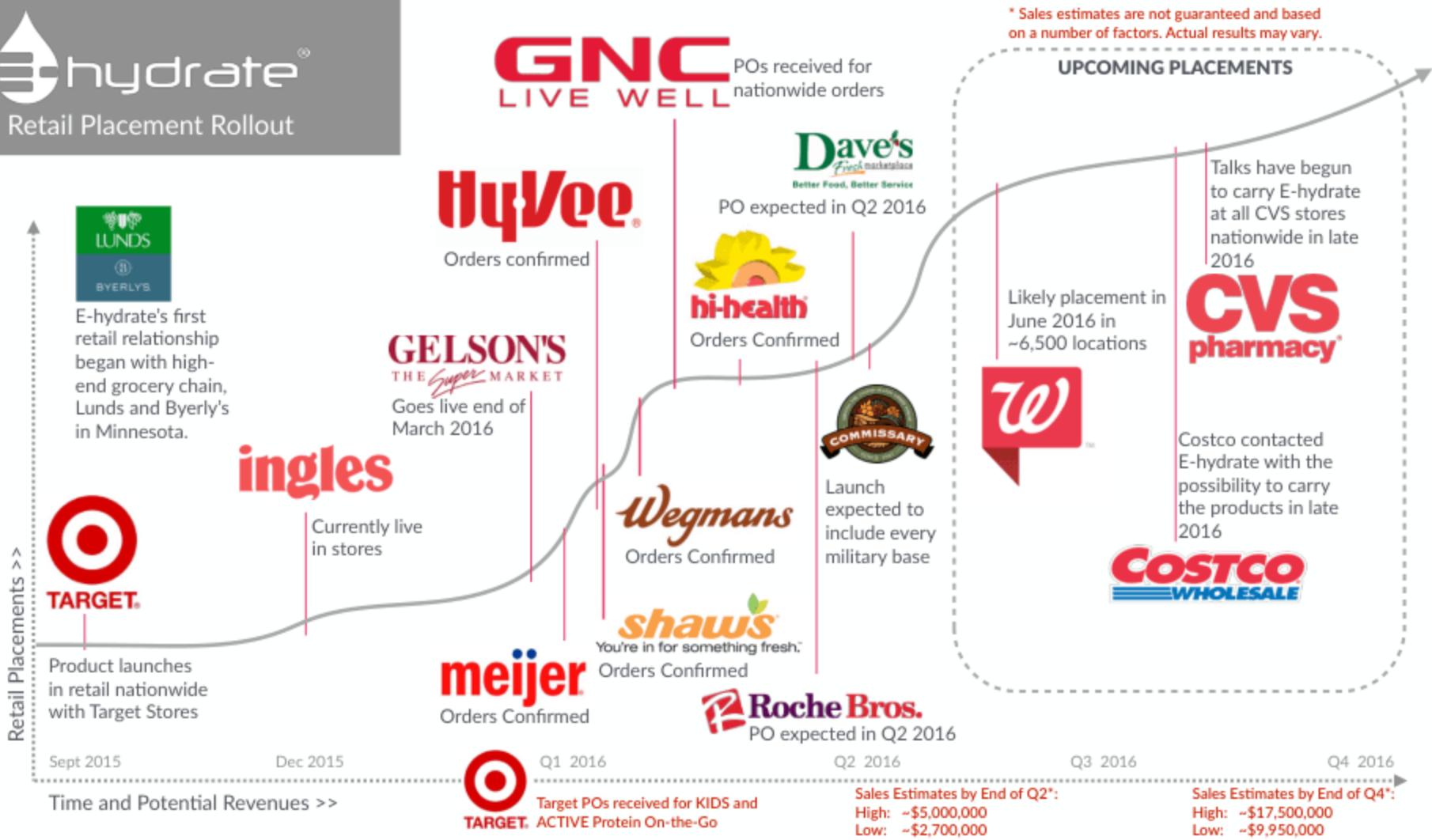


Online sales are growing

- Average growth rate 100%+ month over month
- Predicted online sales of \$10,000+ / month by Feb '16
- Affiliate marketing program started Q1 2016



hydrate[®]
Retail Placement Rollout



* Sales estimates are not guaranteed and based on a number of factors. Actual results may vary.

Retail Placements >>

Time and Potential Revenues >>

E-hydrate Supports the Community



Community Outreach

E-HYDRATE SUPPORTS THE COMMUNITY

E-hydrate believes in partnering with strong community organizations & causes which reflect the principles of the company and of E-hydrate's target customers. One key initiative the company undertook at launch was a donation of 5% of its profits to Iraq and Afghanistan Veterans of America (IAVA) in 2014.

E-HYDRATE SUPPORTS PROGRAMS THAT MATTER

With the launch of the E-hydrate Kids' line, the company is planning to donate the 5% of proceeds to a more kid-focused organizations, for example, Communities in Schools (CIS) is at the top of the list (One of our principals has been on its National Leadership Council for well over a decade). We know that encouraging trial and support among family-focused shoppers is a good message to send and an important reflection of our company's ideals.





FINALLY, NATURAL TASTES GREAT

THANK YOU