

# NOVA<sup>®</sup>

SPARKLING PROTEIN + ELECTROLYTES

— *Stars in Every Sip* —

A refreshing functional beverage combining protein, hydration, and great taste.

**15g Protein Per Can**

## Sparkling Hydration

- 15g Protein Per Can
- Electrolyte Hydration
- Light Fruit Flavors



# The Opportunity

Consumers want healthier beverages, but current options force a trade-off between nutrition and refreshment.

## Protein Drinks

- ✗ Thick
- ✗ Chalky texture
- ✗ Heavy and filling
- ✗ Not refreshing



## Soda & Energy Drinks

- ✗ Refreshing
- ✗ High sugar
- ✗ Little to no nutrition
- ✗ Not functional



Consumers are looking for a beverage that delivers both refreshment and nutrition.

# The NOVA Solution

NOVA introduces a new category of:

## Sparkling Protein Beverages

- 💪 15g protein per can
- 💧 electrolytes for hydration
- 💧 light, refreshing carbonation
- 🍓 real fruit flavors

Designed for active lifestyles  
and everyday hydration.



NOVA combines refreshment, nutrition, and great taste in every can.

# How NOVA Compares

Protein ✨ Refreshing ✨ Low Sugar

| Beverage Type                                                                                      | Protein | Refreshing  | Sugar  |
|----------------------------------------------------------------------------------------------------|---------|-------------|--------|
|  Soda           | ✗       | ✓           | High   |
|  Energy Drinks  | ✗       | ⚠           | Medium |
|  Protein Shakes | ✓       | ✗           | Medium |
| ✨ NOVA                                                                                             | 15g     | ✓ Sparkling | Low    |

NOVA combines **protein**, **refreshment**, and **low sugar** in one beverage.

# A Massive Market Opportunity

NOVA sits at the intersection of two booming trends.

**\$160B+**  
Global Functional  
Beverage Market

Consumers are shifting  
toward drinks that deliver  
health, hydration, and  
performance.

(Source: market research reports)

+

**71% of**  
Consumers Are  
Seeking More Protein

Protein has become one  
of the most in-demand  
nutrients in modern  
diets.

(Source: IFIC Food & Health Survey)



Consumers want beverages that combine:

**Protein ✨ Hydration ✨ Great Taste**

# Retail Pricing Strategy

## Suggested Retail Pricing

### Single Can (12 oz)

\$3.29 SRP

Competitive with premium functional beverages including Poppi, Olipop, and Celsius.

### 12-Pack Variety Pack (3 Flavors)

\$29.99 SRP

Equivalent to \$2.50 per can, offering strong value for consumers while maintaining premium positioning.

## Category Positioning

NOVA is priced within the premium functional beverage category while delivering;

- ✍ 15g of protein per can
- ⚡ Sparkling refreshment
- ⚡ Electrolytes for hydration
- 🏠 Low sugar functional nutrition

## Retailer Benefits

- Competitive category pricing
- Premium shelf positioning
- Strong consumer value in multipack format

Wholesale pricing structured to support standard retail margins.

# Delicious Fruit Flavors

✦ ✦ Three refreshing, fruit-forward flavors.

## Stardust Strawberry

- ✦ Bright strawberry flavor
- ✦ Light and refreshing
- ✦ 15g protein



## Cosmic Mango

- ✦ Smooth tropical mango
- ✦ Crisp sparkling finish
- ✦ 15g protein



## Nebula Blueberry

- ✦ Bold blueberry flavor
- ✦ Refreshing carbonation
- ✦ 15g protein



15g protein per can • Sparkling hydration • Great taste ✦ ✦ ✦

# Why NOVA Will Sell



## Growing Consumer Demand

- Consumers are actively seeking high-protein products
- Functional beverages continue to gain shelf space
- Shoppers are moving away from sugary sodas



## Strong Shelf Appeal

- Bright, eye-catching packaging
- Unique sparkling protein category
- Multiple fruit flavors for variety



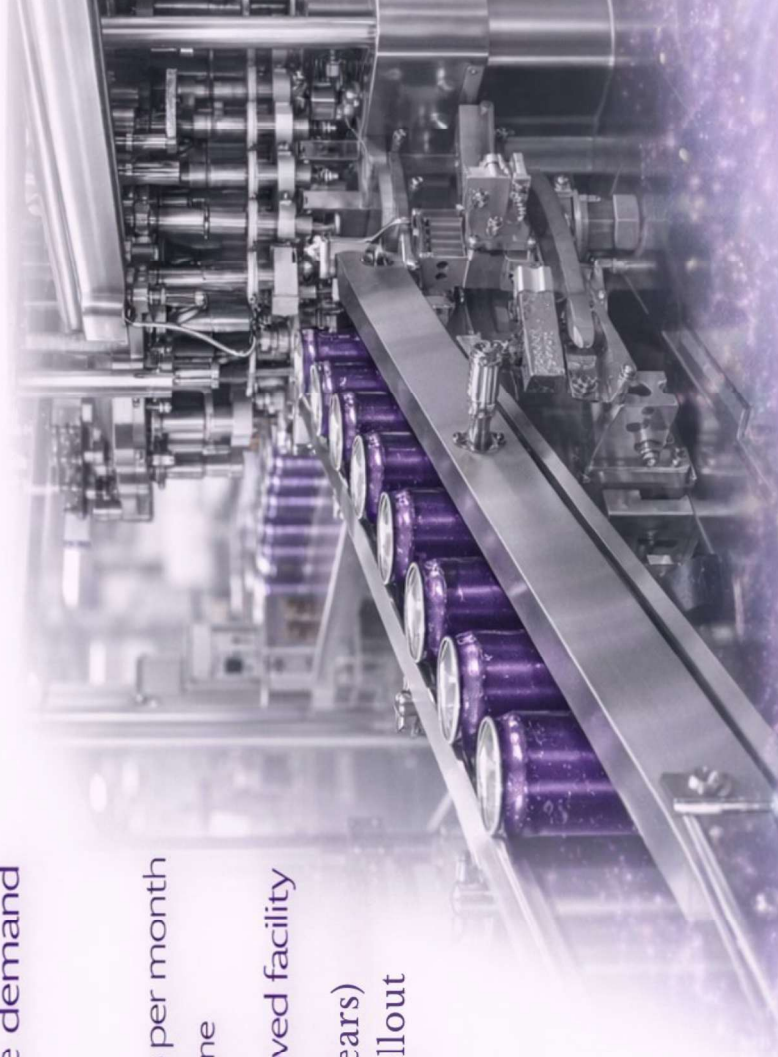
## Multiple Use Occasions

- Post-workout recovery
- Mid-day refreshment
- Healthy soda alternative

**NOVA delivers protein, refreshment, and flavor**  
in a format consumers already love.

# BUILT TO SCALE—RELIABLE U.S. MANUFACTURING

- ✓ NOVA is ready for warehouse-scale demand
- ✓ U.S.-based co-packing partners
- ✓ Capacity to produce 100k–1M+ cans per month
  - Standard 12oz sleek aluminum canning line
- ✓ Manufactured in a cGMP FDA approved facility
- ✓ Ongoing shelf-life testing (target: 1-2 years)  
Ready for regional pilots & national rollout



# The Future of NOVA

NOVA is building a new category of functional beverages that combine **protein**, hydration, and refreshment.



## Product Innovation

- Expanding flavors and future functional beverage formats



## Brand Growth

- Building a recognizable lifestyle brand in the health beverage space



## Retail Expansion

- Partnering with leading retailers to bring NOVA to consumers nationwide

Our goal is to become the leading sparkling protein beverage brand.

## NEXT STEPS

We are ready to partner with **Retailers** on:

- ✓ **Regional pilot launch** (suggested regions flexible)
- ✓ In-store demos & sampling support
- ✓ Promotional pricing windows
- ✓ Volume forecasting & supply chain planning
- ✓ Fast replenishment capabilities
- ✓ Retail-ready packaging & display

Samples available immediately upon request.



## THANK YOU

We'd love to bring NOVA to your shoppers.

For samples, follow-up, or next steps:

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