



## Invest in the Next Great Whisky

### Brand Overview

Shinju, meaning "Pearl", was born from the slopes of the great Mt. Fuji, Japan's highest and most sacred mountain. The ancient Japanese believed that pearls were created from the tears of Angels; 'born of the water'. Our distillery is situated on the southeastern flank of Mount Fuji in Yamanashi Prefecture, which makes the sacred mountain its sole water source.

Our "White Pearl" blend is a proprietary blend of this pristine alpine water source and four distinct whisky expressions. All carefully crafted by our Master Distiller, each of which has been aged 2 - 4 years in new and mature white oak barrels to give Shinju its rich caramel color and distinct flavor profile.



### Brand Positioning and Strategy

- Become the affordable, premium Japanese Whisky
- Find a niche as 'THE' cocktail Japanese Whisky
- Market to Millennials who want to experience Japanese Whisky, but at an affordable price... perfect for a 'Drink with Friends'...
- Focus on developing a Japanese Whisky cocktail program for on-premise accounts
- Graduation from Bulleit and Jameson but not ready for single malts and 8 / 12-year-old Japanese Whiskies
- Affordable luxury positioning - Target MSRP: \$45.99 or Less

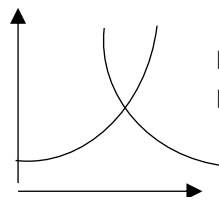
### Opportunity For:

A select group of early investors. The opportunity to invest in Shinju at a discounted share price.

### Why invest in Shinju:

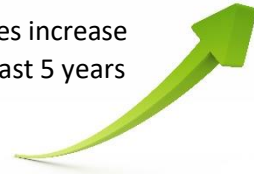
There's a huge opportunity in the market for a new Japanese Whisky. Shinju is ready to take advantage and position itself for a buyout. Be a shareholder when the brand is sold...

### Japanese Whisky Opportunity:



Huge Demand  
Lack of Supply

1300% sales increase  
over the past 5 years



"We can't supply enough to the market requirement," he said. "But in 10 years time, we will gradually be able to respond to the market need.

...Takeshi Niinami, CEO Suntory (which controls roughly 85% of the market)

### Shinju Taking Off:

- First container landed November 2018. Soft launch into MD/DC and Florida. 100 new accounts (75 in MD/DC, 25 in Florida) in first 90 days
- 2019 distribution will take brand to NY, NJ, PA, NV, NC, WV, VA, TX, AZ, CA, Mexico, Thailand, and Canada.
- Flagship Bloomingdales location (5th Avenue, NYC) added brand to menu Q1 2019
- Featured at New York City Fashion Week Q1 2019
- Pemberton Distribution (all Nevada casinos) adding brand Q1 2019
- Costco launch Q2 2019
- Total Wine in Q2 2019
- At 10,000 cases/year, in this category, brand becomes buyout target

### Investment Opportunity:

- For shareholders of Human Brands International, Inc. only (can buy in)
- Buy in now - Private Placement Offering (1M shares at \$2.00 per share)
  - Min investment: \$105 (1 share Human, 40 shares Shinju)
- Shinju Initial Public Offering via Regulation A+ at \$5.00 per share ~Q3
- Human Brands International, Inc. Initial Public Offering via Regulation A+ at projected \$50.00 per share ~Q4 2019

### Use of Funds:

- Production – add inventory to keep up with growth
- Support distribution through sales, marketing, promotions, brand ambassadors, PR
- Launch into new markets
- Expand product line – aged, flavors, etc

### Goal:

- Grow brand, get bought out, make shareholders a lot of money...