



CORPORATE PRESENTATION

FORWARD LOOKING STATEMENTS

MATTERS DISCUSSED IN THIS PRESENTATION CONTAIN FORWARD-LOOKING STATEMENTS WITHIN THE MEANING OF THE PRIVATE SECURITIES LITIGATION REFORM ACT OF 1995. THESE STATEMENTS, WHICH INVOLVE RISKS AND UNCERTAINTIES, RELATE TO THE DISCUSSION OF OUR BUSINESS STRATEGIES AND OUR EXPECTATIONS CONCERNING FUTURE OPERATIONS, MARGINS, PROFITABILITY, LIQUIDITY AND CAPITAL RESOURCES AND TO ANALYSES AND OTHER INFORMATION THAT ARE BASED ON FORECASTS OF FUTURE RESULTS AND ESTIMATES OF AMOUNTS NOT YET DETERMINABLE. WHEN USED IN THIS PRESENTATION, THE WORDS "ANTICIPATE," "BELIEVE," "ESTIMATE," "MAY," "PREDICT," "WILL," "COULD," "PLAN," "PROJECT," "PRELIMINARY," "INTEND," "EXPECT" AND SIMILAR EXPRESSIONS IDENTIFY SUCH FORWARD-LOOKING STATEMENTS. THESE FORWARD-LOOKING STATEMENTS ARE MADE BASED ON EXPECTATIONS AND BELIEFS CONCERNING FUTURE EVENTS AFFECTING US AND ARE SUBJECT TO RISKS, UNCERTAINTIES, ASSUMPTIONS AND OTHER FACTORS RELATING TO OUR OPERATIONS AND BUSINESS ENVIRONMENTS, ALL OF WHICH ARE DIFFICULT TO PREDICT AND MANY OF WHICH ARE BEYOND OUR CONTROL, THAT COULD CAUSE OUR ACTUAL RESULTS, PERFORMANCE OR ACHIEVEMENTS TO DIFFER MATERIALLY FROM THOSE CONTEMPLATED, EXPRESSED OR IMPLIED BY SUCH FORWARD-LOOKING STATEMENTS. THESE FACTORS INCLUDE, BUT ARE NOT LIMITED TO, OUR HISTORY OF LOSSES, OUR ABILITY TO EXPAND OUR OPERATIONS IN BOTH NEW AND EXISTING MARKETS, OUR DEPENDENCE ON A LIMITED NUMBER OF SUPPLIERS, OUR ABILITY TO DEVELOP OR ACQUIRE NEW BRANDS, OUR RELATIONSHIPS WITH DISTRIBUTORS AND THE SUCCESS OF OUR MARKETING ACTIVITIES, THE EFFECT OF COMPETITION IN OUR INDUSTRY AND ECONOMIC AND POLITICAL CONDITIONS GENERALLY, INCLUDING THE CURRENT ECONOMIC ENVIRONMENT, AND OTHER FACTORS DETAILED IN PERIODIC REPORTS FILED BY HUMAN BRANDS WITH THE SECURITIES AND EXCHANGE COMMISSION. YOU SHOULD NOT PLACE UNDUE RELIANCE ON THESE FORWARD-LOOKING STATEMENTS, WHICH APPLY ONLY AS OF THE DATE OF THIS PRESENTATION. WE UNDERTAKE NO OBLIGATION TO UPDATE OR REVISE ANY FORWARD-LOOKING STATEMENT, WHETHER WRITTEN OR ORAL, RELATING TO MATTERS DISCUSSED IN THIS PRESENTATION, EXCEPT AS MAY BE REQUIRED BY APPLICABLE LAW.

This presentation may include industry and market data obtained through research, surveys and studies conducted by third parties and industry publications. We have not independently verified any such market and industry data from third-party sources.

Human Brands



Producer



Distributor



Marketer



Premium Spirits, Wine, Beer



Fastest Growing Market



Largest Market



Trend Leading Market

Why this model...

Why this business...



Problems Are Creating Opportunities

Problem #1

(for large beverage companies)

Changing consumer habits, social media, technology are allowing small brands to take market share.

DIAGEO



Opportunity

...for small brands to seize market share and force large beverage companies to buy them out.

Human Brands Solution: Create brands in high growth categories to seize market share

Problem #2

Small brands struggle to get meaningful distribution without large marketing dollars.



Opportunity

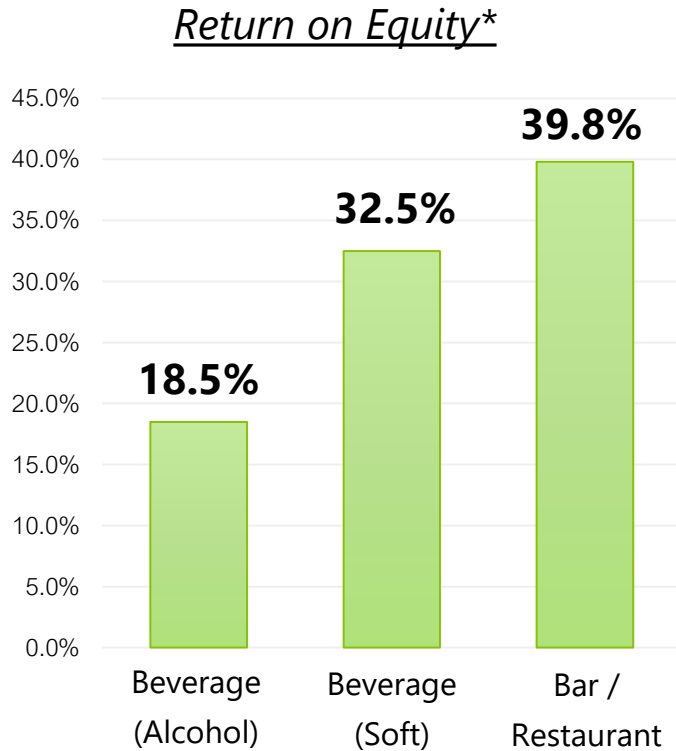
...for those that can achieve distribution, in key markets - they will become buyout targets.

Human Brands Solution: Build our own distribution

The Beverage Opportunity

The beverage industry is dynamic right now:

① Providing returns not seen in most industries



3 of the top 5 across major sectors

② Emerging liquor markets = massive growth potential



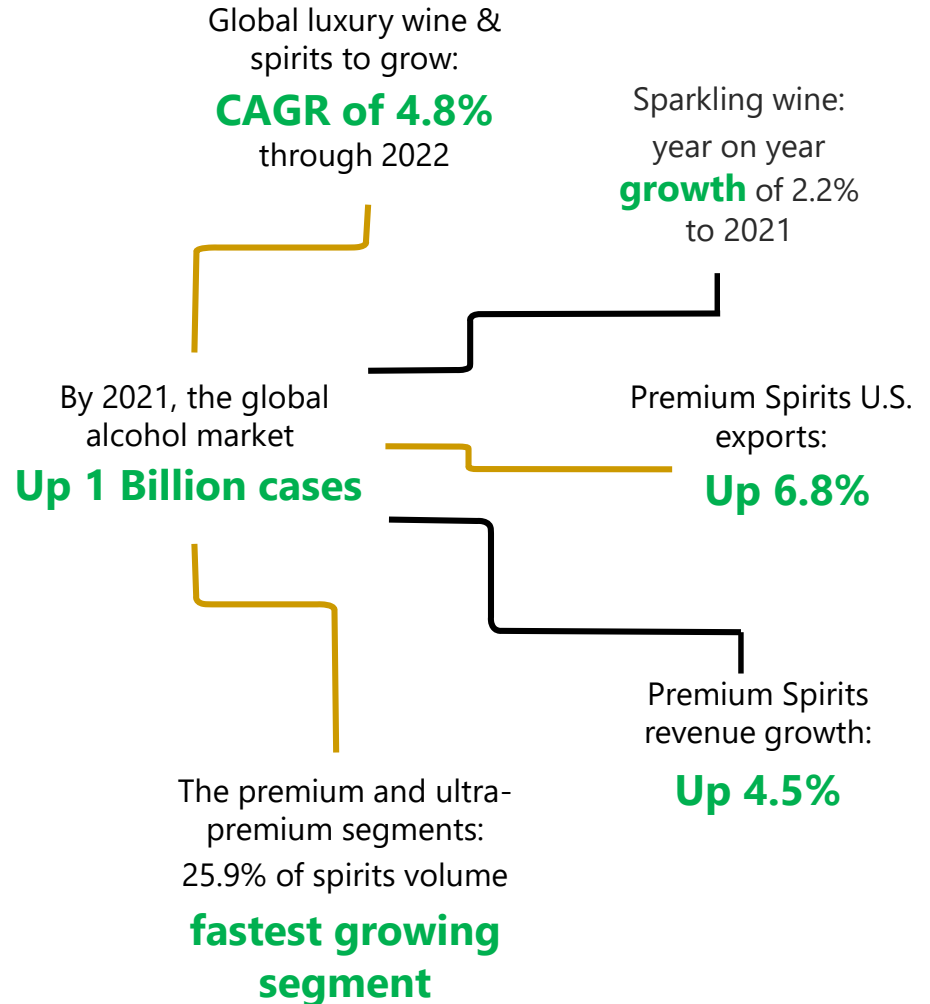
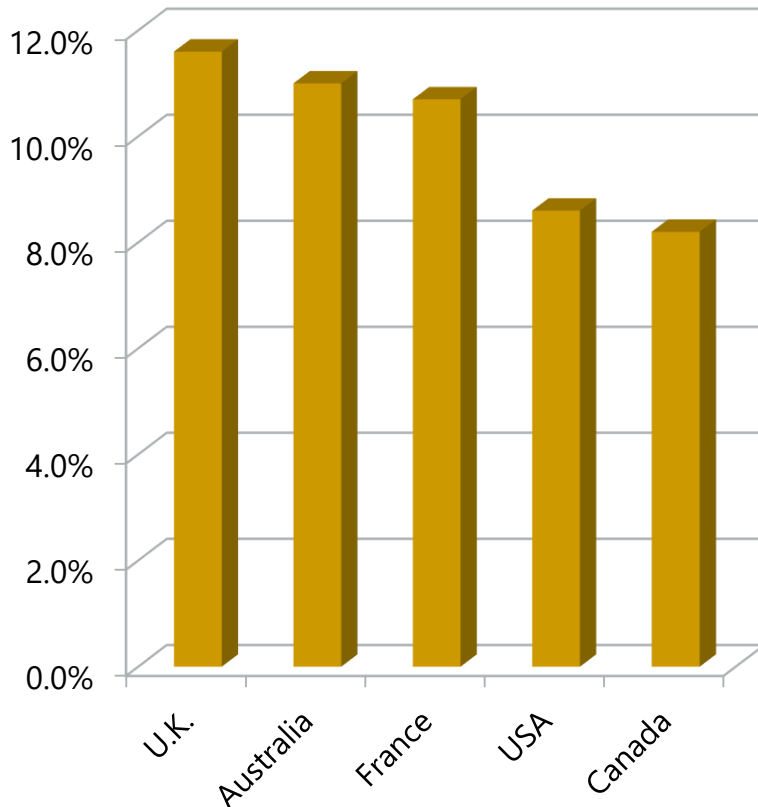
80%

By 2018 Asia will consume nearly 80% of the liquor sold in the world.**

The Beverage Opportunity

3 Changing consumer trends are bringing a golden age in beverage.

Premium Spirits Sales Growth Y/Y

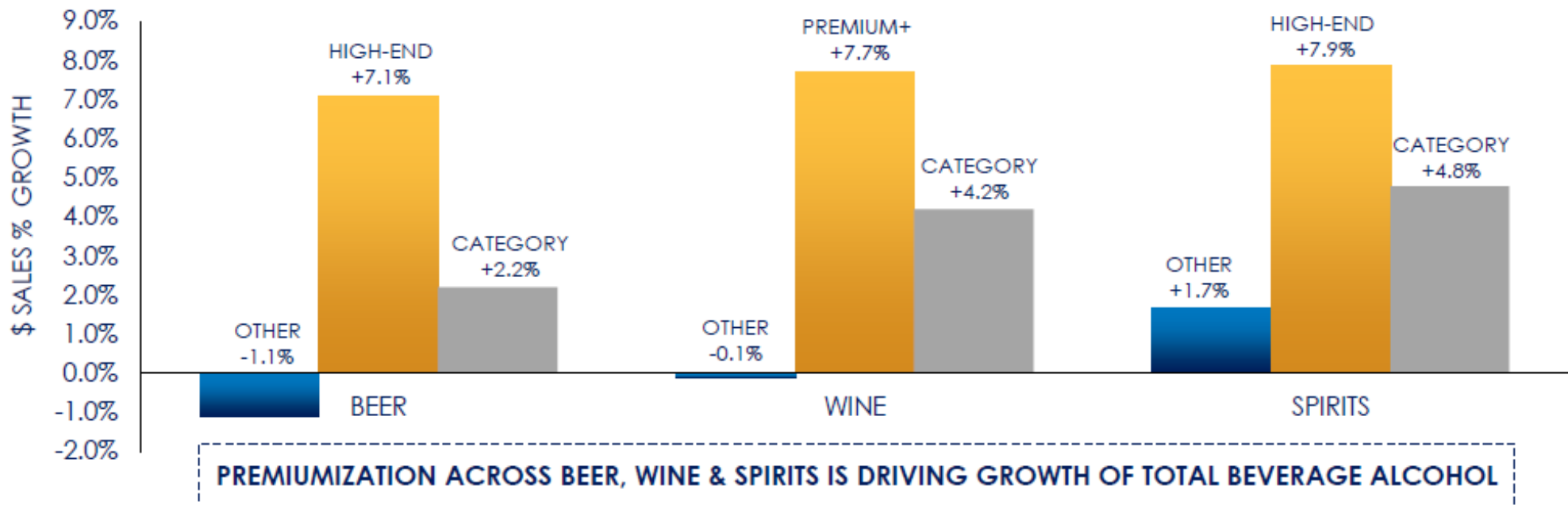


The Beverage Opportunity

Premiumization is driving growth and providing new opportunities.


U.S. INDUSTRY PREMIUMIZATION DRIVES *growth*

PREMIUM SEGMENT GROWTH BY CATEGORY





Acquisition has become the new R&D for large beverage companies.



16.5%

Increase in beverage M&A due to changing
consumer trends and fast growth*

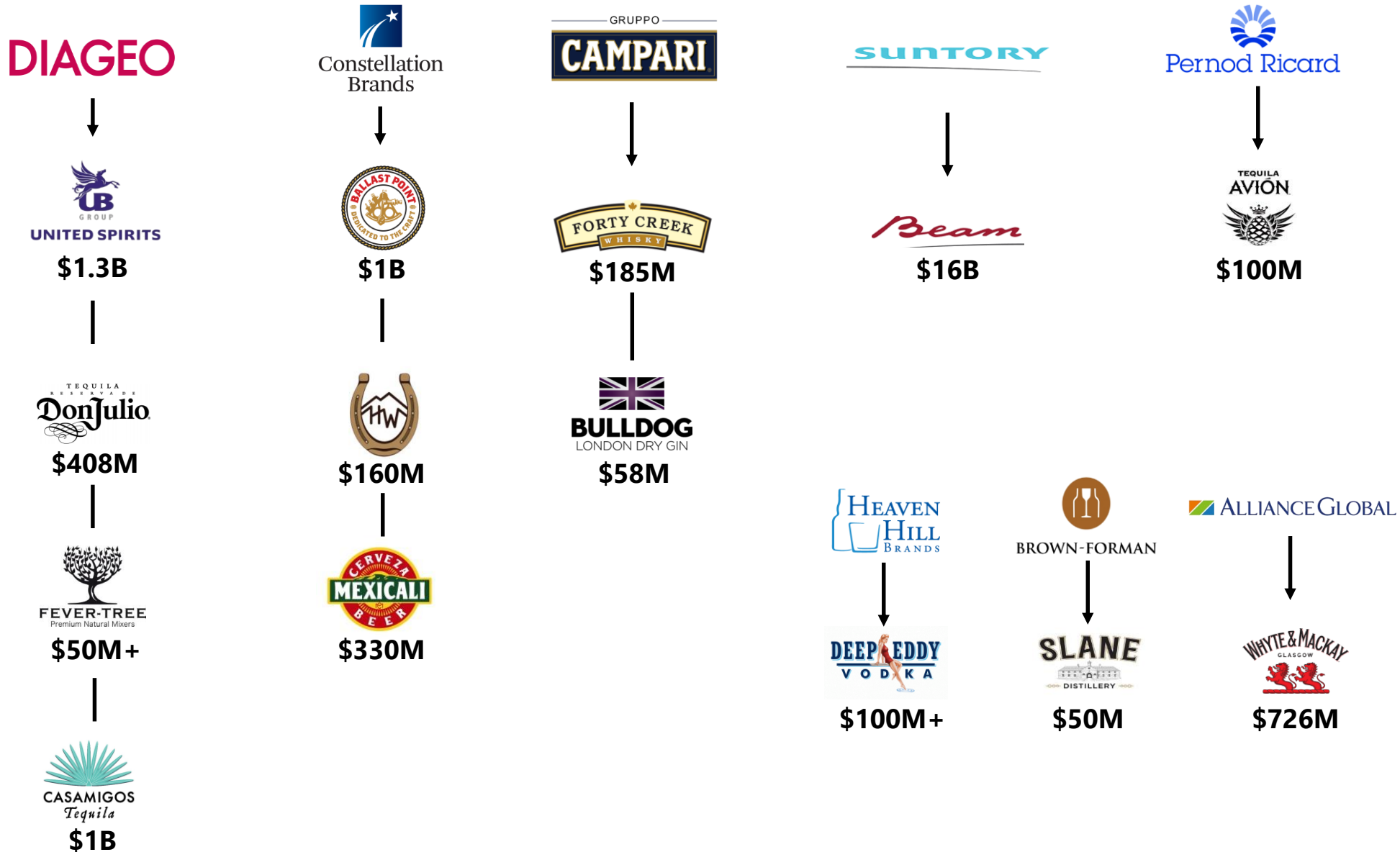
81

Number of acquisitions in Beverage in 2016*

\$50M

Median acquisition price*

Recent Transactions in Beverage



Beverage – Producing Big Returns

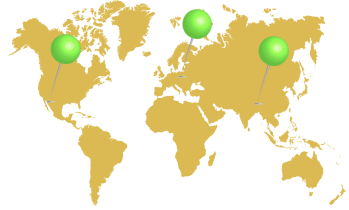
Year	Brand	Acquirer	Cases ('000 9L)	Acquisition Price	Price / Case	Revenue Multiple
2017	Bulldog Gin	Grupo Campari	150	\$58M	\$387	4.9x
2016	High West	Constellation	70	\$160M	\$2,285	~6x
2015	Ballast Point	Constellation	N/A	\$1B	N/A	~10x
2015	Angel's Envy Bourbon	Bacardi	45	N/A	N/A	N/A
2012	Pinnacle & Calico Jack	Beam	3,000	\$605M	\$202	4.9x
2011	Skinny Girl	Beam	110	\$90M	\$818	11.2x
2010	Zacapa	Diageo	100	\$200M	\$2,000	15.8x
2007	Cabo Wabo	Campari	56	\$91M	\$1,429	9.6x
2007	Ketel One	Diageo	1,700	\$1,800M	\$1,059	8.4x
2007	Svedka	Constellation	1,100	\$384M	\$349	8.4x
2006	42 Below	Bacardi	90	\$91M	\$1,011	13.0x

YEAR	ACQUIROR	TARGET	EV/ EBITDA
2001	Diageo/Pernod Ricard	Seagram	15x
2004	Bacardi	Grey Goose	26x
2004	LVMH	Glenmorangie	21x
2005	Pernod Ricard/Fortune Brands	Allied Domecq	10x
2006	Brown-Forman	Chambord	
2006	Brown-Forman	Case Herradura	22x
2008	Pernod Ricard	Vin & Spirit	21x
2009	Davide Campari	Wild Turkey	12x
2010	William Grant & Sons	C&C Spirits & Liqueur business	20x*
2010	Davide Campari	C&C Spirits & Liqueur business	7.5x*
2011	Diageo	Mey Icki	9.9x
2012	Diageo	Ypioca	17x
2012	Remy Cointreau	Bruichladdich	24x
2012	Beam Inc	Pinnacle Vodka	17x
2012	Davide Campari	Lascelles de Mercado	15x
2013	Suntory	Beam Inc	20x

Human Brands has spent the past two years building a model to capitalize on these key opportunities.



Mission and Model to Capitalize



Build distribution in key markets. Premium brands



Focus on increasing customer accounts



Leverage distribution. Acquire equity in brands



Produce own brands. Sell into distribution



Acquire direct-to-consumer outlets to push brands



Grow case counts. Grow markets

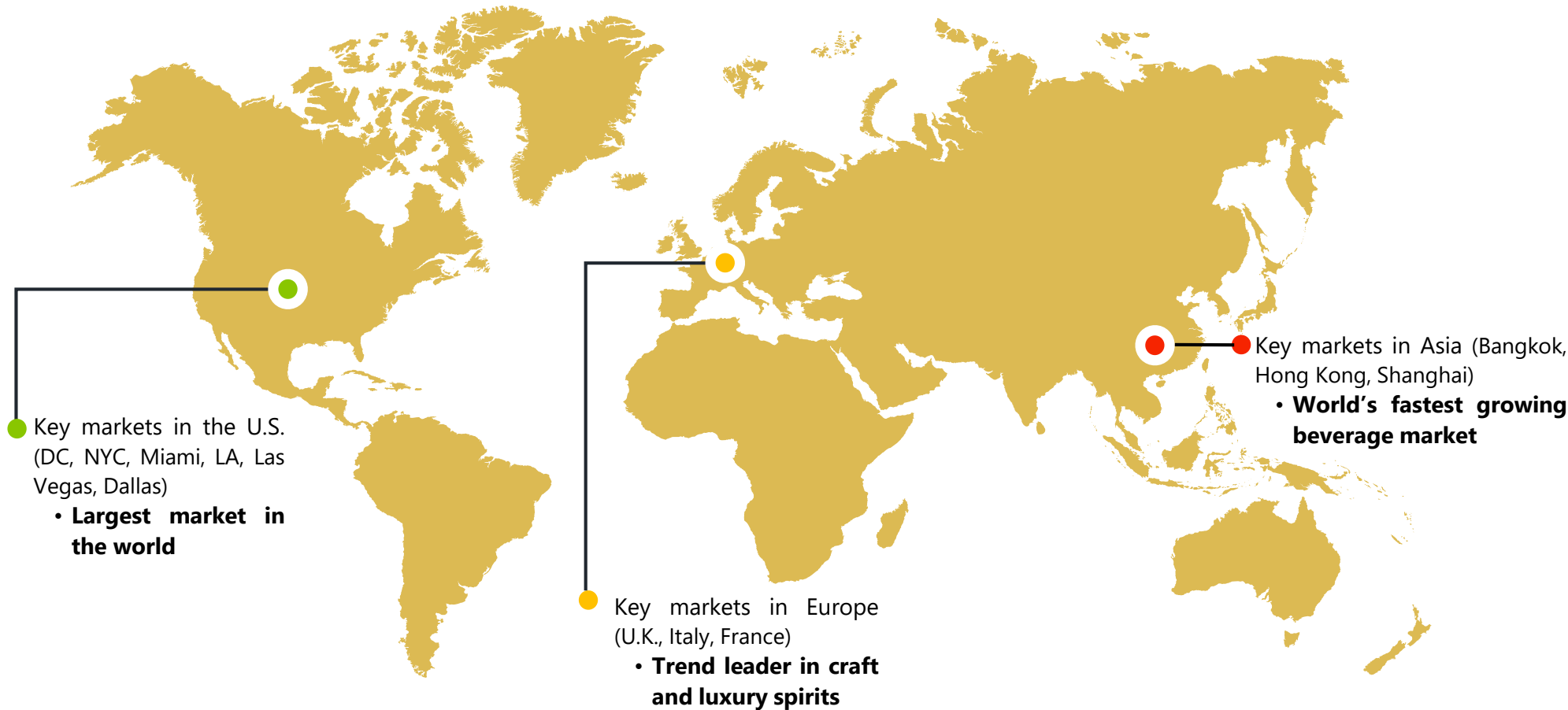


Position each brand for a buyout

Traction: Distribution – Key Markets

Our key focus for two years has been building distribution in Key Markets

Triangle of Success – USA, Europe, Asia



Traction: Distribution – Key Markets

Established



USA

New York
D.C.
Florida
New Jersey



Thailand

Bangkok
Phuket
Ko Samui
Chaing Mai
Pattaya

Early Stage



China

Shanghai
Macau



Hong Kong



Singapore



Cambodia

Ready to Launch



Japan



Mexico



Italy



Canada



U.K.



France



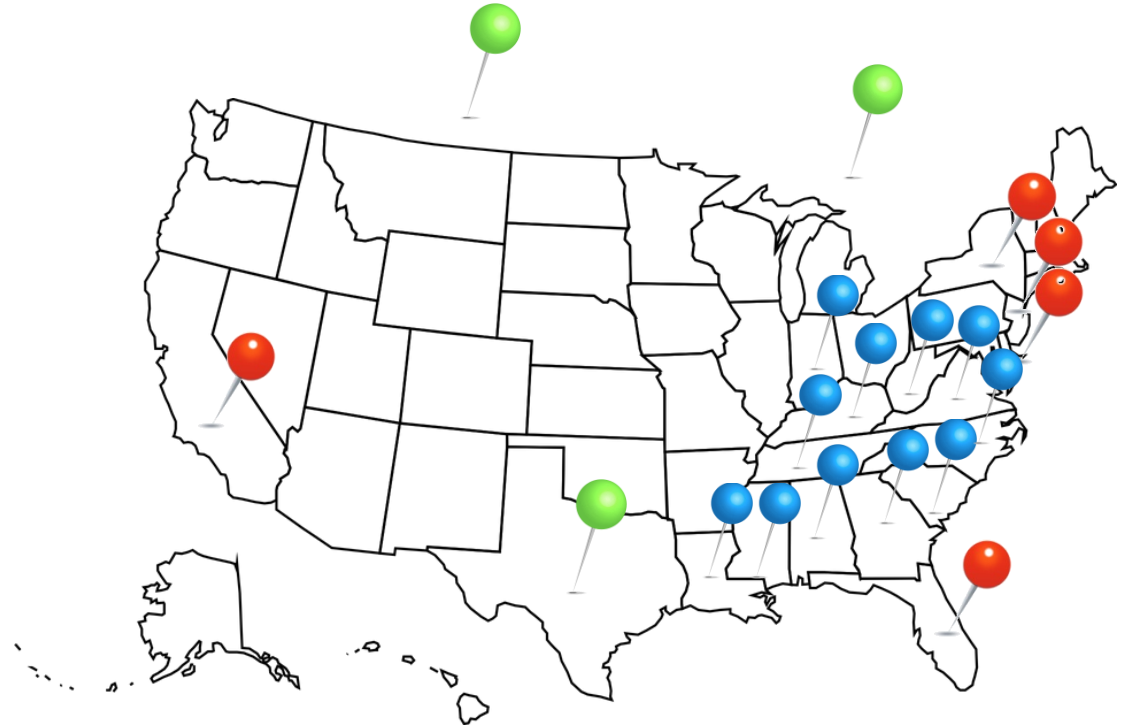
USA

California
Las Vegas

Building the Foundation

Started establishing distribution in the U.S. in December 2016

- Selling into NY, NJ, FL, and DC.
Licensed to sell in CA. MD license in process
- Put together a world class team with key regional managers from Republic National Distribution
- Coming nationwide contracts with Rodizio Grill and Fogo de Chao to sell into all their locations. Regional contract with Buffalo Wild Wings
- Minority Certificate opportunity which allows us easy access to sell into Casinos, Hotel Groups, Convention Centers
- Selling into Carnival Cruise Lines and Fairn & Swanson
- Planned nationwide distribution partnership with RNDC – starting in 11 states (in blue)
- Texas distribution license through acquisition (in process). Launching brands into the LCBO (Ontario) and Alberta (in green)



Building the Foundation

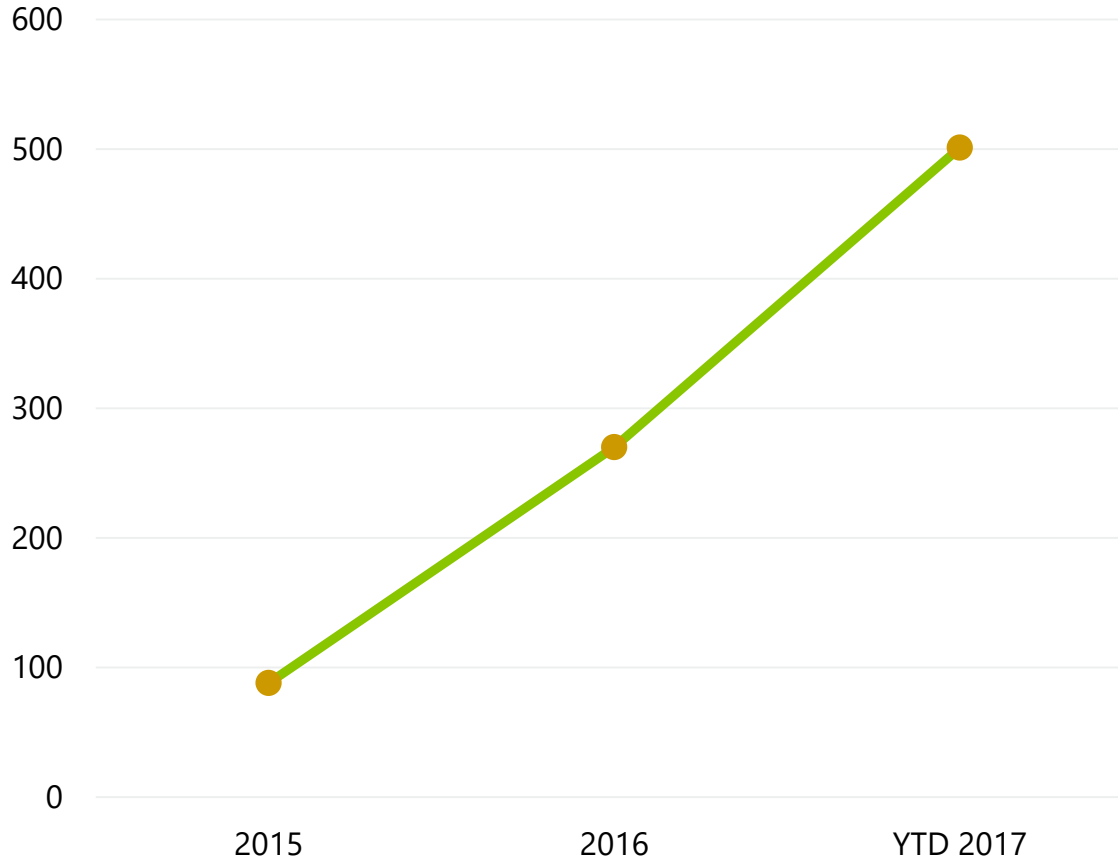
Expanding our presence in multiple countries with core 2018 focus in Thailand, Hong Kong, and Shanghai

- Selling into Thailand, Hong Kong, Cambodia, Singapore, and China
- Have become the 2nd largest premium spirits distributor in Thailand
- Selling to world class customers like Marriott, Westin, Four Seasons, Hard Rock, TOPS, Starwood, Centara Grand
- Opened own distribution in Hong Kong
- Developing online platform in Bangkok/Phuket servicing direct-to-consumer
- Started selling into Duty Free through KingPower



Traction: Increasing Customer Accounts

Customer Accounts



2018

- 500 accounts in Washington DC
- 2,300 Japanese bars & restaurants in Thailand
- National USA rollout with Fogo de Chao
- 7-Eleven and Watsons in Hong Kong
- Accor Hotel Group Asia
- Carnival Cruise Lines

World Class Accounts



* Sampling of our customers

Product Portfolio & Strategy

Build a portfolio of emerging, high-demand products – with a core focus on *PREMIUM*.

Some of our Products



X-Gin

- Premium Belgian Gin made with a hint of chocolate



Burnside Bourbon

- Award winning bourbon from one of the fastest growing distillers in the U.S.



Don Papa Rum

- Popular Asia Rum
- Aged for 7 years



Kavalan Whisky

- Voted 2015 World's Best Single Malt



Chopper Kings Beer

- Premium German beer.
- Perfect for the 'hipster' dive bar trend



Miolo Wine

- From the 2nd largest winery in Brazil
- Growing in popularity quickly

Award-Winning Portfolio

The #1 Single Malt in the World (Kavalan)

Multiple Craft Spirits Awards

Multiple San Francisco World Spirits Awards

Multiple Spirits of Mexico Awards

Gold Medal International Spirits Awards

Multiple Gold Awards from Beverage Testing Institute

Multiple World Whisky Awards

The Second Most Popular Wine in Brazil (Miolo)

A Beer Created From 200,000 Year Old Icebergs

World Renowned Wine Created By Two Of The World's Top Winemakers (SUO)

One Of The Most Popular Canadian Beers (Moosehead)

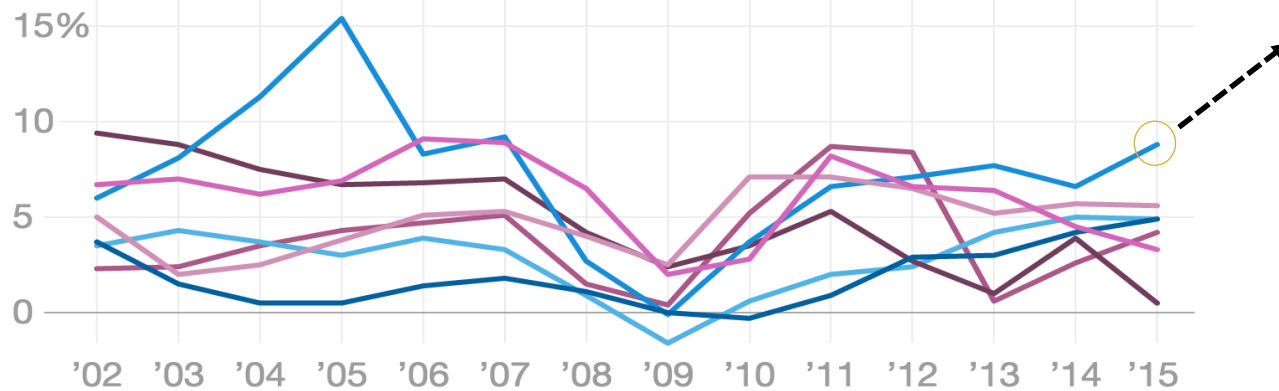
The World's First Certified Organic Tequila

Brand Development

- We are at the beginning of a Tequila wave. Enormous opportunity and huge growth in tequila right now.
- We have developed a tequila to capitalize on this opportunity.

Global sales growth of spirits, year on year

■ Brandy and Cognac ■ Liqueurs ■ Rum ■ Tequila (and Mezcal)
 ■ Whiskies ■ Gin ■ Vodka



△ T L △ S | Data: Euromonitor

- Tequila is the fastest growing sector in liquor
- 5% growth yr over yr in US. 4.2% growth yr over yr overall
- Super Premium sales up 706% since 2002
- 185,000 margaritas are sold per hour in the US
- Tequila still only makes up 1% of the global liquor market!
- Emerging tequila markets, like China, have yet to fully develop

And the buyouts are picking up steam...

- Diageo bought Don Julio for \$408M
- Diageo bought Casamigos for \$1B
- Pernod Ricard bought majority stake in Avion for \$100M
- Grupo Campari bought Cabo Wabo for \$91M
- Brown Forman buys Casa Herradura for \$776M

The Next Great Tequila



We are bringing the world's best tequila to market.

- Was the world's **first** certified organic tequila
- 100% organic blue agave
- Aged 8+ years in white oak barrels
- Aged 12 years total
- 21 years to develop (plant -> barrels -> tank)
- Created from volcanic soil. No chemicals. All organic.
- Recipe of tequila master Don Hector Galinda



**Copa Imperial
Tequila**



Blanco

Aged 0 – 6 months

Multiple Spirits
Awards

MSRP: \$59.99



Reposado

Aged 2+ years

Multiple Spirits
Awards

MSRP: \$64.99



Añejo

Aged 4+ years

Multiple Spirits
Awards

MSRP: \$79.99



Extra Añejo

Aged 12 years total

Multiple Spirits Awards
Voted 1 of 12 best liquors in world

MSRP: \$399 - \$1000

The Next Great Tequila

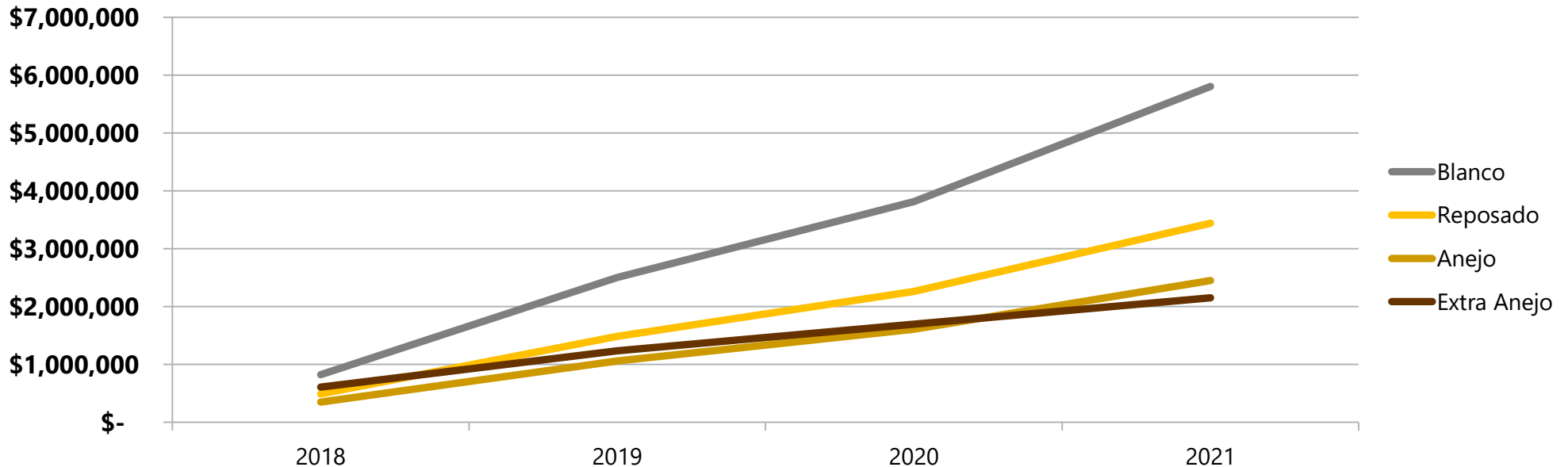
- 🕒 Lead with the Extra Anejo
- 🕒 Positioning it as the next great, aged tequila
- 🕒 Position as 'aspirational', almost 'unattainable'
- 🕒 Build brand heat through massive PR
- 🕒 Then launch the 'attainable' blanco, reposado, and anejo

Assumptions:

- Conservative projections
- Does not include mass distribution opportunities like Costco, Total Wine, and emerging markets like China and Russia

Total Projected Sales of Copa Imperial over the next five years.* (2018 – 2022)

Blanco:	\$12,940,100
Reposado:	\$7,668,207
Anejo:	\$5,463,598
Extra Anejo:	\$5,688,530
Total Sales:	\$31,760,435



* Assumes additional funding

Brand Development

- Big demand for Japanese Whisky and a massive shortage in supply.
- We hear this direct from our customers.
- Developing a Japanese Whisky to capitalize on the demand.

"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



- ❖ Since 2013, Japanese whisky in the U.S. has grown by 577% in dollar sales and by 508% in volume.

- Launching Shinju Japanese Whisky in October
- Customers and national distributor (US) lined up to buy once ready.
- ~2,300 Japanese bars and restaurants* in Thailand alone.
- Shinju will retail for around \$39.99. Cost to produce roughly \$12.00 / btl.
- A majority of Japanese whiskies are \$60 and above. We want to make a good Japanese whisky available in the middle price range – “Affordable Luxury”

Japanese Whiskey – Big Demand



Lead with Shinju White (Pearl)



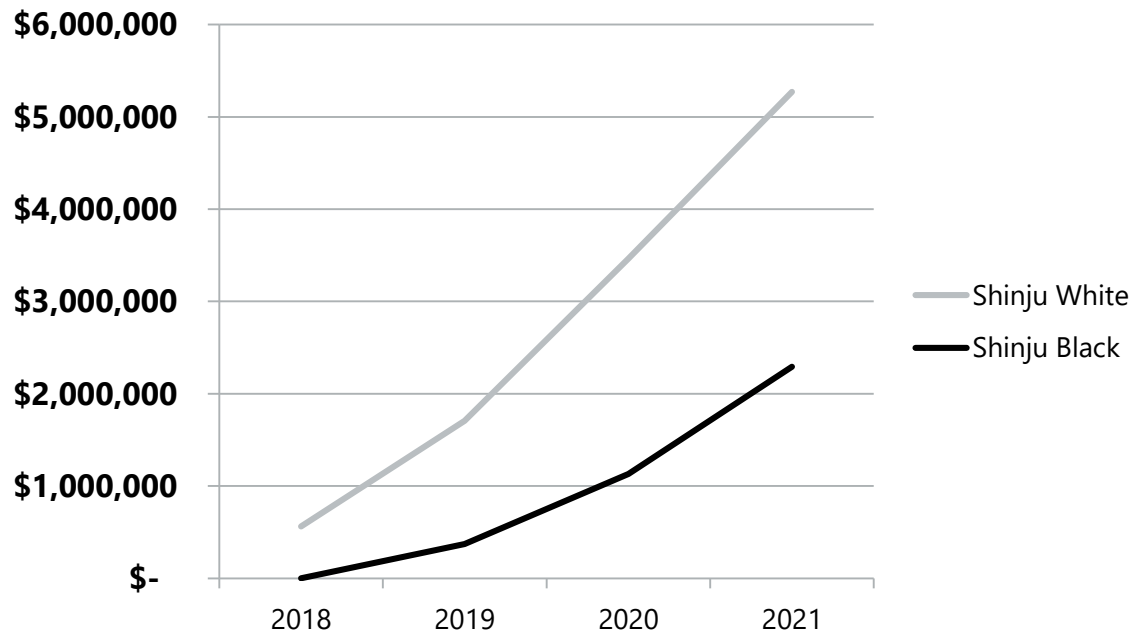
Follow with Shinju Black (Pearl) - Premium

Assumptions:

- Conservative projections
- Launch Shinju Black in 2019
- Numbers based on our core markets

Total Projected Sales of Shinju over the next five years.* (2018 – 2022)

White Pearl:	\$11,002,473
Black Pearl:	\$3,792,795
Total Sales:	\$14,795,268



Shinju, meaning “pearl” in Japanese. Ancient Japanese believed pearls were created from the tears of Angels, born ‘of the water’.

Shinju Whisky was developed on the slopes of one of Japan’s three sacred mountains, Mt. Fuji, its tallest peak, commonly called “Fuji-san”. The pristine waters from the ‘south alps’ of the snow-capped mountain range are used in the development of Shinju to create a smooth and truly magnificent whisky.

Imported By
CapCity Beverage LLC
Capitol Heights, MD

GOVERNMENT WARNING: (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

* Assumes additional funding

Direct to Consumer Outlets

Acquisitions of outlets to push our own brands, grow sales, and increase case counts.



Bin 1301 in DC

- Bar in Washington DC growing in popularity
- We sell our own products direct to consumer
- Gives us the ability to push our own brands and grow case counts
- \$500k in sales in 2016
- Projected \$750k in 2017



Partnership with the BB&T Center in Miami

- We take over one of the bars in the Arena
- For all events (games, concerts, events)
- All of our products stocked and on menus
- 3 year deal
- Projected to generate \$300k+ in revenue per year
- Comes with mass PR throughout Miami region
- Local bars and restaurants around the arena stock our product as well
- Advertising throughout South Florida

Financial Overview



Profit & Loss	2015	2016	2017
	\$	\$	\$
Turnover			
Group Sales	33,026	447,661	283,775
Operational & management fees	-	-	380,017
Licensing fees	-	-	50,669
Other income	10,000	-	360
	<u>43,026</u>	<u>447,661</u>	<u>714,821</u>
Cost of sales	-	202,863	191,758
GROSS PROFIT	<u>43,026</u>	<u>244,798</u>	<u>523,063</u>
Expenses			
Audit and legal	15,023	21,294	8,503
Advertising & Marketing	-	10,697	33,349
Bank charges	3,130	4,716	6,109
Consulting fees	29,999	11,974	79,549
Directors fees	7,000	22,903	26,337
Office, administration, IT and miscellaneous	881	141,985	90,140
Other operating costs	48,924	23,194	41,469
Salaries	-	91,433	66,520
Travel	11,563	26,140	27,150
Transportation & Freight	642	21,316	10,329
Interest expense	29,717	44,160	4,903
Total cash expenses	<u>146,880</u>	<u>419,812</u>	<u>394,357</u>
Profit/(Loss) before non cash expenses	<u>(103,853)</u>	<u>(175,014)</u>	<u>128,706</u>
Non-cash expenses			
Stock-based compensation in lieu of salary - offic	-	250,000	550,000
Stock-based payments for services - consultants	-	-	637,910
Foreign exchange (gains)/losses	-	-	493
Write-off of intangible asset	-	128,466	-
Amortisation	1,430	2,714	4,413
Depreciation	-	999	1,123
Total non-cash expenses	<u>1,430</u>	<u>382,179</u>	<u>1,193,939</u>
Profit/(Loss) after non cash expenses	<u>(105,283)</u>	<u>(557,193)</u>	<u>(1,065,233)</u>

- Unaudited accounts
- Achieved with limited funding
- Revenues reinvested back into business

Balance Sheet

Balance Sheet	2015	2016	2017
	\$	\$	\$
FIXED ASSETS			
Intangible assets	142,036	2,272,013	2,295,560
Property Plant & Equipment	-	2,918	446
	<u>142,036</u>	<u>2,274,931</u>	<u>2,296,006</u>
CURRENT ASSETS			
Trade debtors and prepaid income	141,696	84,273	540,963
Inventory	101,138	297,046	410,138
Cash at bank	3,485	106,952	243,292
	<u>246,319</u>	<u>488,271</u>	<u>1,194,393</u>
CURRENT LIABILITIES			
Accounts payable and accrued liabilities	2,645	49,894	141,221
Loans and borrowings - short term	330,453	50,267	65,108
Other current liabilities	-	1,570,458	27,147
	<u>333,098</u>	<u>1,670,618</u>	<u>233,476</u>
NON CURRENT LIABILITIES	\$ -	\$ -	\$ 173,320
NET ASSETS	<u>\$ 55,257</u>	<u>\$ 1,092,584</u>	<u>\$ 3,083,603</u>
CAPITAL AND RESERVES			
Called-up equity share capital	7,556	10,654	16,853
Share premium	253,411	1,861,429	4,891,113
Foreign Exchange reserve	-	(16,595)	3,775
Retained earnings	(205,710)	(762,904)	(1,828,138)
TOTAL EQUITY	<u>\$ 55,257</u>	<u>\$ 1,092,584</u>	<u>\$ 3,083,603</u>

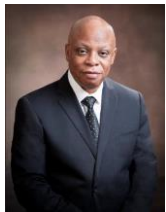
- Unaudited accounts
- Achieved with limited funding
- Revenues reinvested back into business

The Team



Ryan Dolder (CEO)

13 yrs in beverage industry working with some largest distributors in the world. Worked for Rande Gerber at Midnight Oil Group. Ran two of the largest bars in Chicago.



Robert Montgomery (New York Sales)

20 years experience in entertainment marketing and brand building. Worked with Don Modesto Spirits. Founded Empire Feature which co-produced 'Notorious'.



John DeBerry, Jr (Advisor)

Former lead manager for Republic Nat'l Distributing. Led the Beam/Suntory line. Sold more Effen Vodka than anyone in the US.



Martin Ekechukwu (Advisor)

Held senior positions at Bacardi, Hershey, Pabst, and Dr. Pepper/Snapple. Helped relaunch Colt 45.



Janon Costley (COO)

15 yrs in the beverage industry. Many involved with brand development like Copa Imperial, Tiny's Tequila, Tequila Alibrijes. Senior positions at Fifa, Converse, and Skechers.



Phil Churchyard (VP Asia Operations)

Five years investing in and working in beverage in Asia. Leads HBI's China expansion. Specializes in finance. Formerly worked with Lloyd's Banking Group and Lloyd's of London.



Brad Donovan (Managing Director Mexico)

Formerly COO of Tequilera La Quemada. Expert in tequila production. Currently Iceland Ambassador to Mexico.



Honorable Peter McCreath (Advisor)

Former Member of Parliament and federal cabinet minister in Canada. Founding Chairman of the Nova Scotia Liquor Corporation in 2001

Strategy Forward

1. Launch own brands into key markets
2. Strategic acquisitions

Asia

1. Grow Hong Kong
 - Add salespeople. Increase inventory.
2. China expansion
3. Tequila!
 - Tequila is just starting in Asia
4. Finalize deals with 7-11, Family Mart

USA

1. Grow Bin 1301
 - Gives us direct sales to consumer
 - Will add \$600k+ to bottom line this yr
2. Finalize Mazeray acquisition
 - \$100k to bottom line. TX distribution
3. Online distribution
4. Private label brands with celebrities
5. Grow Miami and NY. Open Las Vegas.

Leverage Public Markets for Strategic Acquisitions

Europe

1. Begin full liquor distribution
 - Utilize other distributors for quicker sales in near term
2. Develop our own prosecco (started)
3. Distribution in place in Italy

Mexico

1. Acquire the distillery
 - Allows us to do private label
2. Tequila Trail
 - Huge growing opportunity.
 - Building our brand, owning the distillery allows us to bring people to our brand.

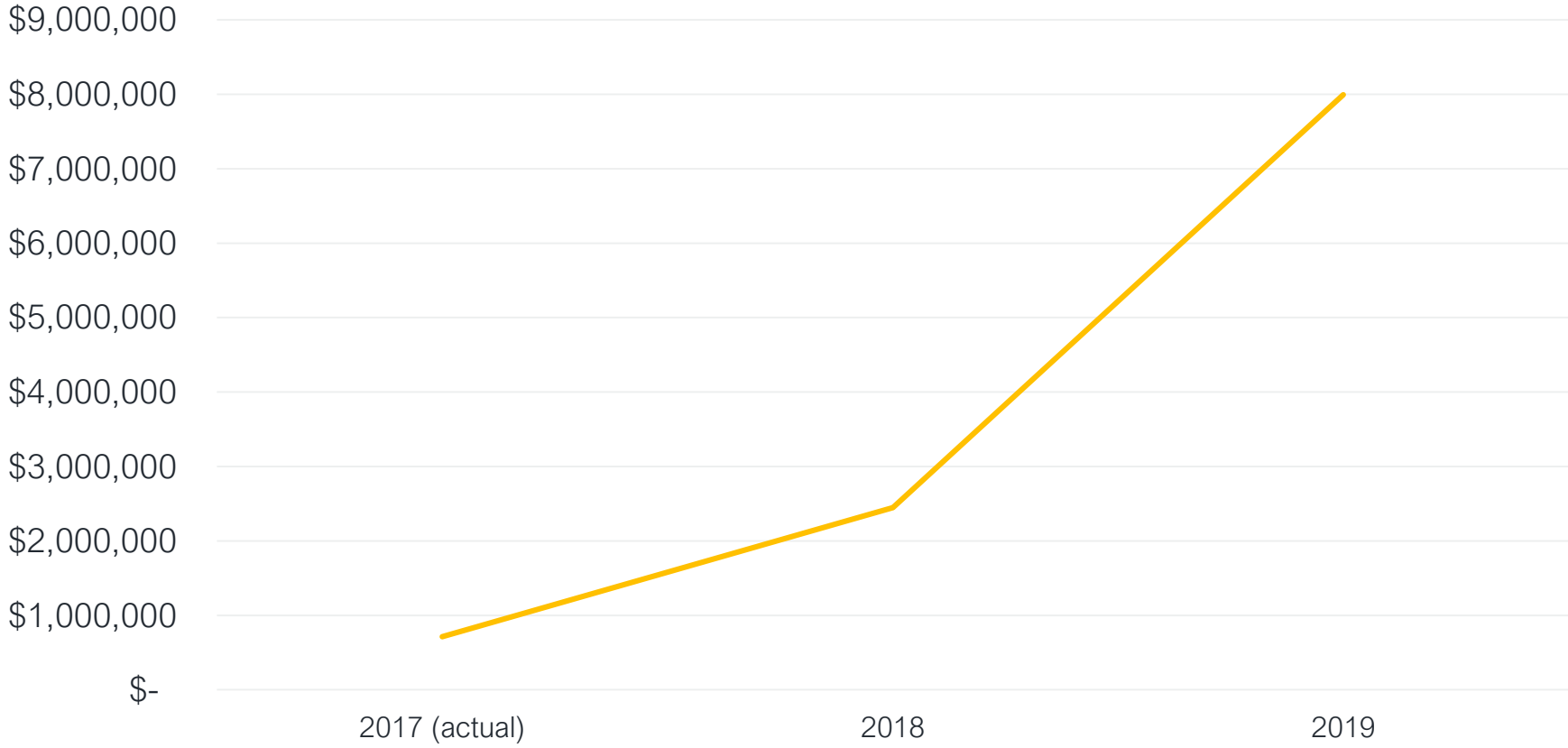
Forward Projections



Assumption
• \$2M Investment

2018: \$2,448,300
2019: \$7,995,800

Projected Sales



Beverage Public Company Valuations

- Public companies in the spirits industry trade for approximately 5-6x revenue and 16-20x EBITDA.
- Acquisitions are often made at higher revenue multipliers.
- As an emerging growth company we believe we can produce the same or higher multiples.
- There will be no shortage of significant, exciting news as we expand our markets and brands around the world.

Recent Earnings Reports

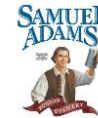
DIAGEO

- Operating Profit up 20%
- Raised its target for profit margin growth



Constellation Brands

- Adjusted earnings surged 52% year over year
- Net sales up 3%



- Q2 earnings up 10% compared to last year

Company Name	Balance Sheet			Income Statement			Valuation Multiples (LTM)			
	Stock Price	Market Cap	Total EV	LTM Revenue	LTM EBITDA	LTM EPS	TEV/Rev	TEV/EBITDA	P/E	
Diageo plc	\$114.91	\$72,470	\$83,900	\$13,820	\$4,425	\$4.70	6.1x	19.0x	18.8x	
Pernod-Ricard SA	\$101.75	\$27,050	\$35,960	\$8,890	\$2,529	\$3.61	4.0x	14.2x	28.5x	
Brown-Forman Corp	\$97.73	\$19,180	\$20,417	\$3,091	\$1,110	\$5.26	6.6x	18.4x	18.6x	
Constellation Brands Inc.	\$163.93	\$33,160	\$41,312	\$6,789	\$2,240	\$5.14	6.1x	18.4x	32.5x	
Remy Cointreau SA	\$77.80	\$3,780	\$4,150	\$1,050	\$197	\$2.10	4.0x	21.1x	37.0x	
Typical							5-6x	16-20x		

Investing in Human Brands

Human is creating brands for acquisition while providing returns in the process.

