

Sponsors
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SponsorsOne Company Presentation March 2021

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OUR WHY. OUR HOW. OUR WHAT.

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WE EXIST TO DISRUPT BOTH DEMAND CREATION & BRAND CREATION

“Premium brands of tomorrow will be digitally native, data driven and direct engagement. We will meet the very demanding needs of the Millennial customer, with elevated products and speed to market.”





- **Complete end to end digital experience. Marketing, sales, customer engagement & fulfillment.**
- **Unique, high quality products, that the market demands in high growth categories.**
- **Democratize product creation through real time feedback. Emerging consumer need analysis via community driven network influence**





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OUR WHAT.

[Overview](#) [History](#) [Company](#) [Brands](#) [Distribution](#) [DTC](#) [SponsorCoin](#) [Team](#) [Wrap](#)

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- **Two of the largest and fastest growing segments, Beverage and Wellness.**
- **Direct to Consumer sales and delivery.**
- **Multi-channel distribution into retail.**
- **Monetization of Influence. Beyond traditional influencer model, into Network Influence, fueling sales, marketing, & Brand creation.**
- **SponsorCoin platform, engagement platform for influencers and brands to interact in real time.**

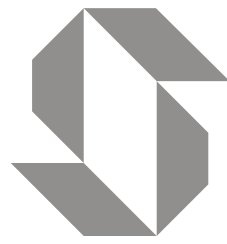




OUR HISTORY.

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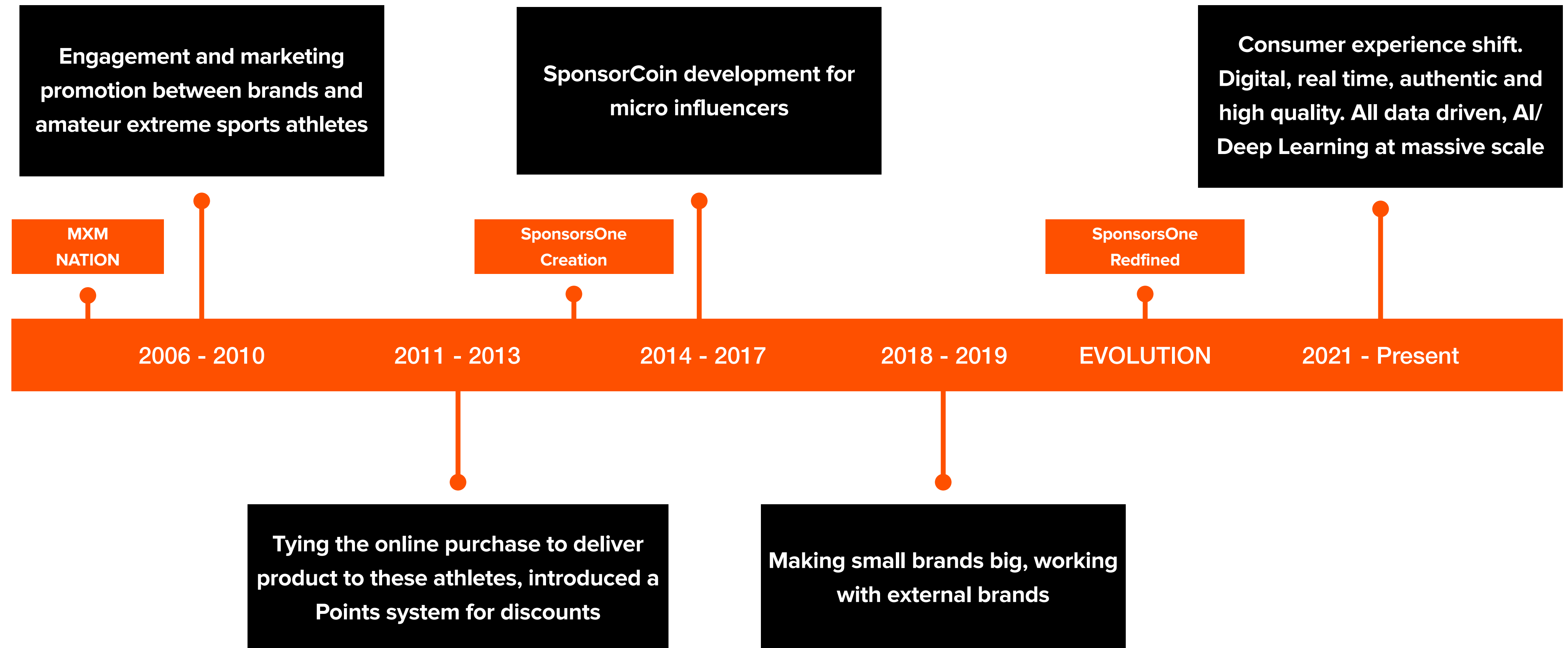




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OUR HISTORY.

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WE HAVE EVOLVED, STATUS UPDATE:

- 1. Athletes Hubs, they still exist as a potential influencer communities when we launch the SC platform.**
- 2. Thunder Studios, all public venues have been limited due to COVID and content creation for now is influencer generated. We are not sure if we will be proceeding with using the studio after COVID restrictions subside.**
- 3. Small brands like Shoenbyu, Native state Food, Blue Water, Champ, Verve, GrowthCel have all been terminated**
- 4. GO Nutraceuticals is still active and getting ready to launch its new branding and production capability for the DTC market.**
- 5. HempSmokes is still active, branding of this product category is under investigation now.**
- 6. Vitamin Shots are still in development.**



OUR COMPANY.

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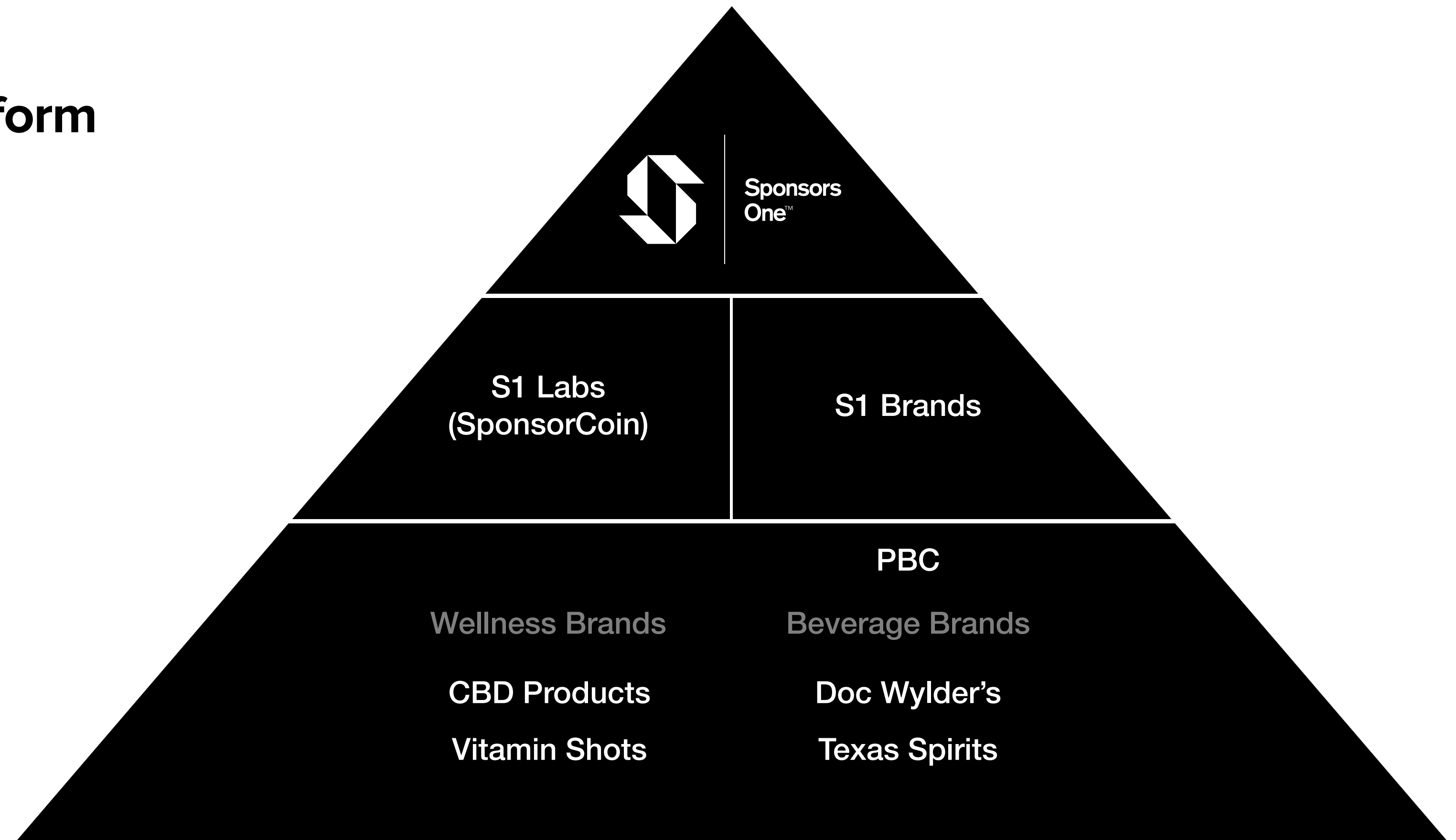
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NEW COMPANY STRUCTURE.

[Overview](#) [History](#) [Company](#) [Brands](#) [Distribution](#) [DTC](#) [SponsorCoin](#) [Team](#) [Wrap](#)

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- **Our Structure**
- **The SponsorCoin Platform**
- **BrandLabs**
- **Subsidiaries**
- **Brands & Products**
- **Locations:**
 - **Waterloo.**
 - **Toronto.**
 - **Phoenix.**
 - **Los Angeles.**
 - **San Diego.**





S1 LABS = DEMAND CREATION

- **Proprietary platform tracking real-time engagement across social networks using patent-pending technology.**
- **Network Influence. Digitally native, data driven with direct engagement.**
- **SponsorCoin platform to support the build up of Network Influence, SponsorCoin payments for authentic marketing/ engagement and real time financial settlement for cash commissions**





S1 BRANDS = BRAND CREATION

- Unique, high quality products, that the market demands, high growth categories.
- Emerging consumer need analysis via community driven network influence.
- Complete end to end digital experience. Marketing, sales, customer engagement & fulfillment.
- Omni channel development and management (DTC, Wholesale, Retail, National International)





OUR BRANDS.

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SponsorsOne - BrandLabs

OUR BRANDS.

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PBC Brand Portfolio:

- Doc Wylder's Infused Lemonades
- Smithville Texas Whiskey
- Four Corners Texas Vodka
- Riverview Texas Gin
- Wellness Brands

Wellness Brand Portfolio:

- CBD products
- Vitamin Shots





PRODUCT INNOVATION PIPELINE & LAUNCH SCHEDULE

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DOC WYLDER'S.

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Doc WYLDER'S

PREMIUM INFUSED LEMONADE

ONLY 95
CALORIES



GLUTEN FREE



NO SUGAR



ONLY 1 CARB

A person's hand is shown holding a small, dark-colored bottle of 'Bourbon Infused Lemonade' with an orange cap. The bottle is tilted, and a single drop of liquid is falling from its opening. The person is wearing dark trousers. In the foreground, a rustic metal bucket is filled with ice and several other bottles of the same beverage, some with green caps. The background is a soft-focus outdoor scene with warm, golden light, suggesting a sunset or sunrise. The overall mood is adventurous and refreshing.

HIGH QUALITY LEMONADE FOR THE ADVENTUROUS SPIRIT



CONVENIENT READY
TO DRINK COCKTAILS.

BLENDED PREMIUM COLD
FILTERED SPIRITS &
TRADITIONAL ALL NATURAL
LEMONADE.

DRINK IT ALL DAY.
DRINK IT ANY DAY.





95 CALORIES

Doc WYLDER'S

12
PACK

12 X 355 ML
4.5% ALC/VOL

GLUTEN FREE

NO SUGAR

ONLY 1 GARB

VARIETY PACK

NON-CARBONATED



SMITHVILLE WHISKEY.

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WELCOME TO
SMITHVILLE
THE HOME OF TEXAS WHISKEY'S



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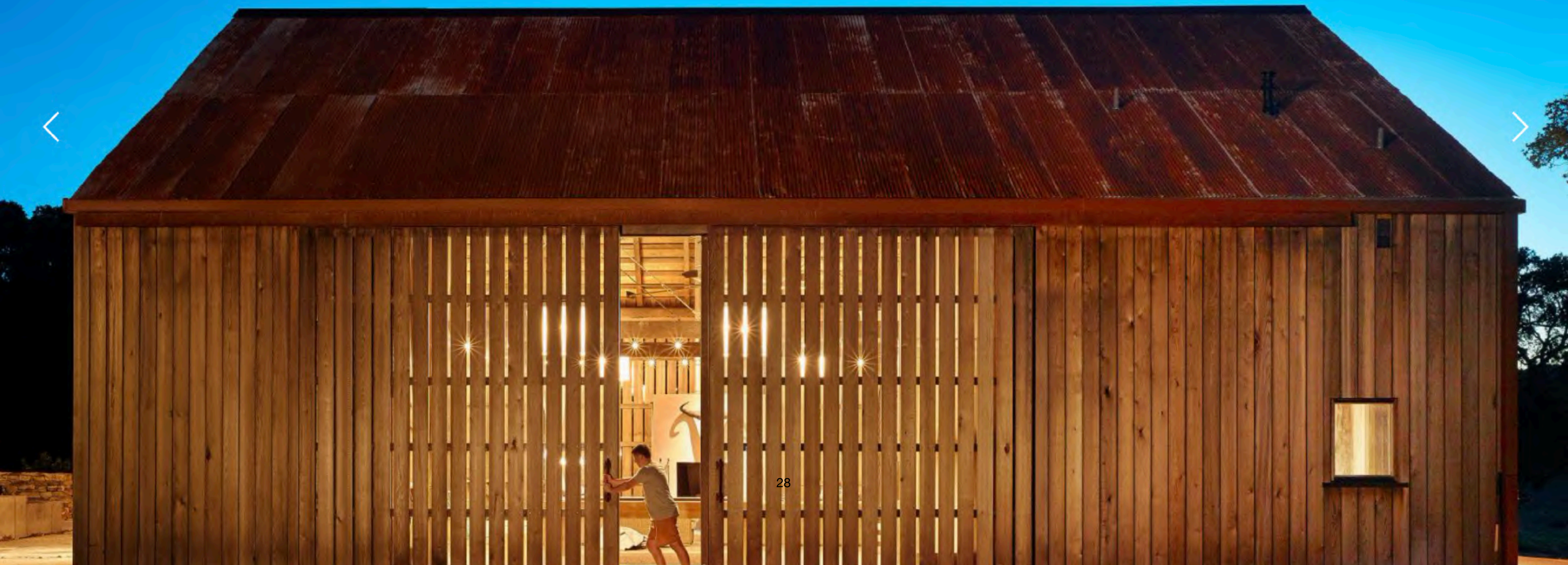


WELCOME TO
SMITHVILLE
THE HOME OF TEXAS WHISKEY'S

SMITHVILLE

THE HOME OF TEXAS WHISKEY'S

YOU'VE COME TO THE RIGHT PLACE.
KICK OFF YOUR BOOTS AND ENJOY THE TEXAS YOU DIDN'T EXPECT.



UNEXPECTEDLY TEXAS



SMITHVILLE
TEXAS STRAIGHT BOURBON WHISKEY





SMITHVILLE

Smithville is the legacy of a family whose whisky-making saga spans several generations. You can taste their unique stories and contributions to the whiskeys distilled in Texas.



SMITHVILLE

WATERING HOLE



THE DISTILLERY

Smithville is the legacy of a family whose whisky-making saga spans several generations. You can taste their unique stories in the our smokey flavors.

WE'VE GOT A STORY TO TELL

A woman with dark hair pulled back, wearing a grey dress with a gold pattern and a wide black belt, stands in a desert landscape with mountains in the background. She is looking down.

WE'VE GOT A STORY TO TELL

A top-down view of a glass of dark liquid, likely whiskey, sitting on a wooden tray. The glass is garnished with a slice of citrus and a snake-shaped metal garnish. Fresh herbs are scattered around the glass.

SMITHVILLE

TEXAS STRAIGHT BOURBON WHISKEY



FOUR CORNERS VODKA.

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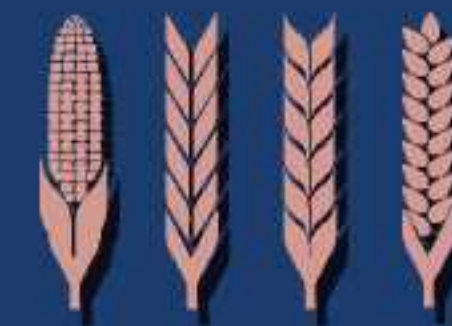
FOUR GRAIN VODKA

Distillation Perfection



THE WORLD'S ONLY FOUR GRAIN VODKA

The smoothest ultra premium
small batch vodka made with
our own unique proprietary
four grain blend.



Distillation Perfection

**PERFECT
FOR EVERYDAY
COCKTAIL
MOMENTS.**

FOUR CORNERS | TEXAS VODKA





Distillation Perfection

A culmination of small town expertise and dedicated craft into what cocktail enthusiasts love best.

Our vodka is distilled 7 times and filtered using crushed coconut shells creating the smoothest, richest, creamiest vodka on the market.



- ★ THE SMOOTHEST
- ★ THE RICHEST
- ★ THE CREAMIEST
- ★ TEXAS VODKA





RIVERVIEW GIN.

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RIVERVIEW
Texas Gin



A DISTINCTIVE BLEND OF
NATIVE BOTANICALS

750 ml (84 PROOF) 42% alc./vol.



A group of four people, two men and two women, are standing in a field of tall, golden-brown grass. They are positioned in the middle ground, looking towards the camera. The background features rolling hills with scattered trees under a clear sky. The foreground is filled with out-of-focus, tall grass, creating a sense of depth. The overall color palette is warm and natural, with earthy tones.

A DISTINCTIVE BLEND OF
NATIVE BOTANICALS THAT CAPTURE THE
HEART & SOUL OF THE WEST.







RIVERVIEW GIN



THE
PERFECT GIN
FOR THOSE
ONCE IN A
LIFETIME
COCKTAIL
MOMENTS.





The perfect pairing
for the perfect gathering.





RIVERVIEW GIN







DISTRIBUTION - NATIONAL & REGIONAL.

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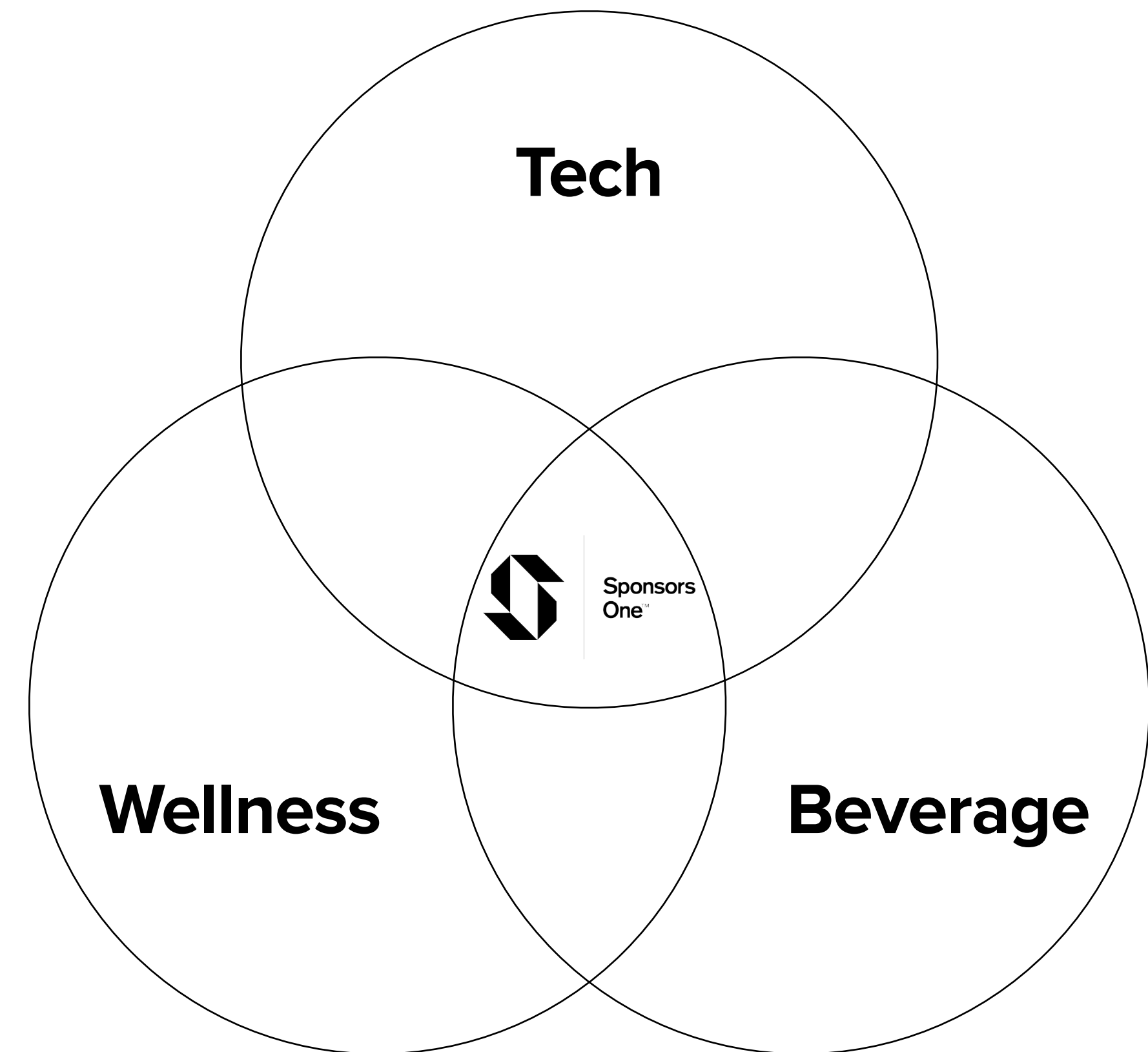




WELLNESS & BEVERAGE

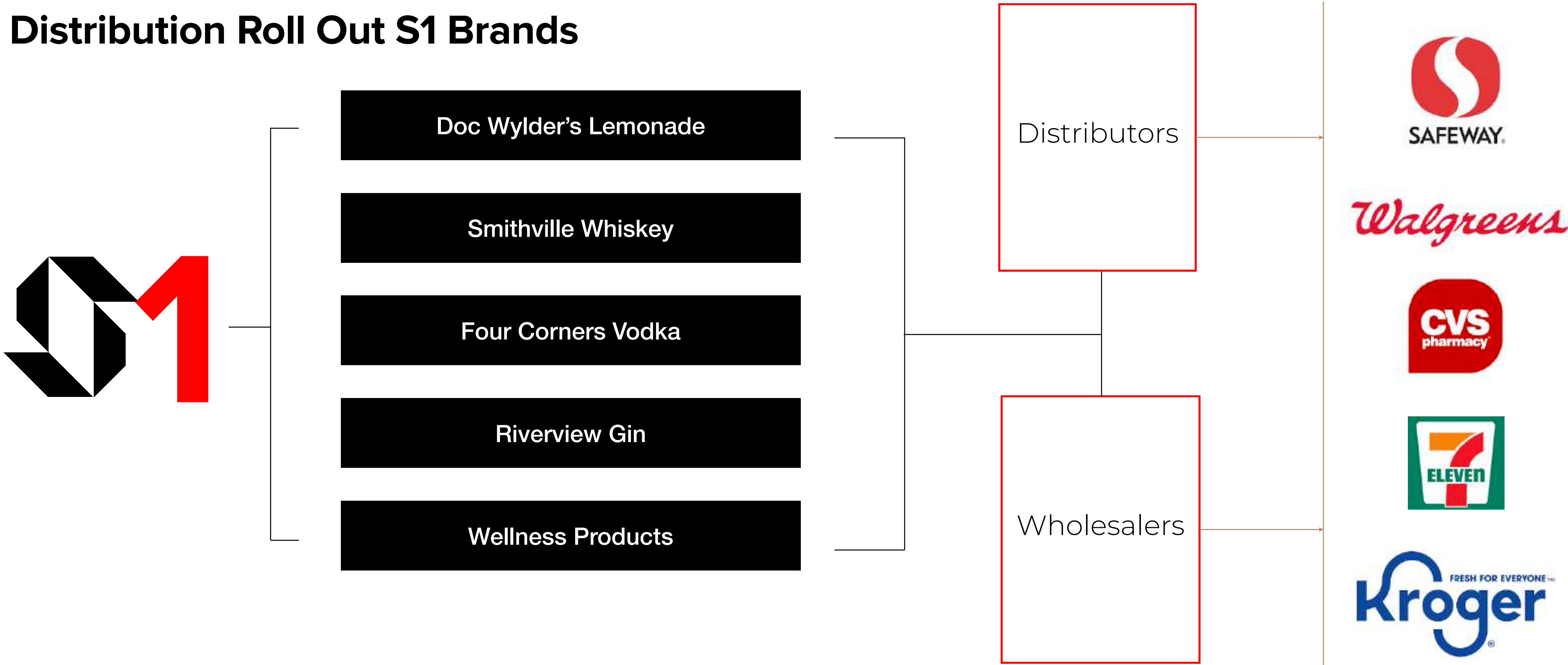
TOTAL MARKET SIZE = \$400B

- Total US Wellness business \$52 billion.
- Total US Alcohol business \$254 billion, with a 5.29% growth CAGR 2020 - 2025.
- Total US Beverage Market is currently \$348 billion.
- As we expand further with global distribution, this market opportunity will continue to grow.





Distribution Roll Out S1 Brands

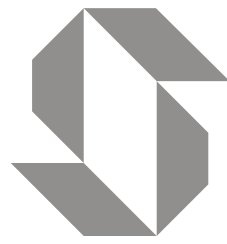




DIRECT TO CONSUMER STRATEGY.

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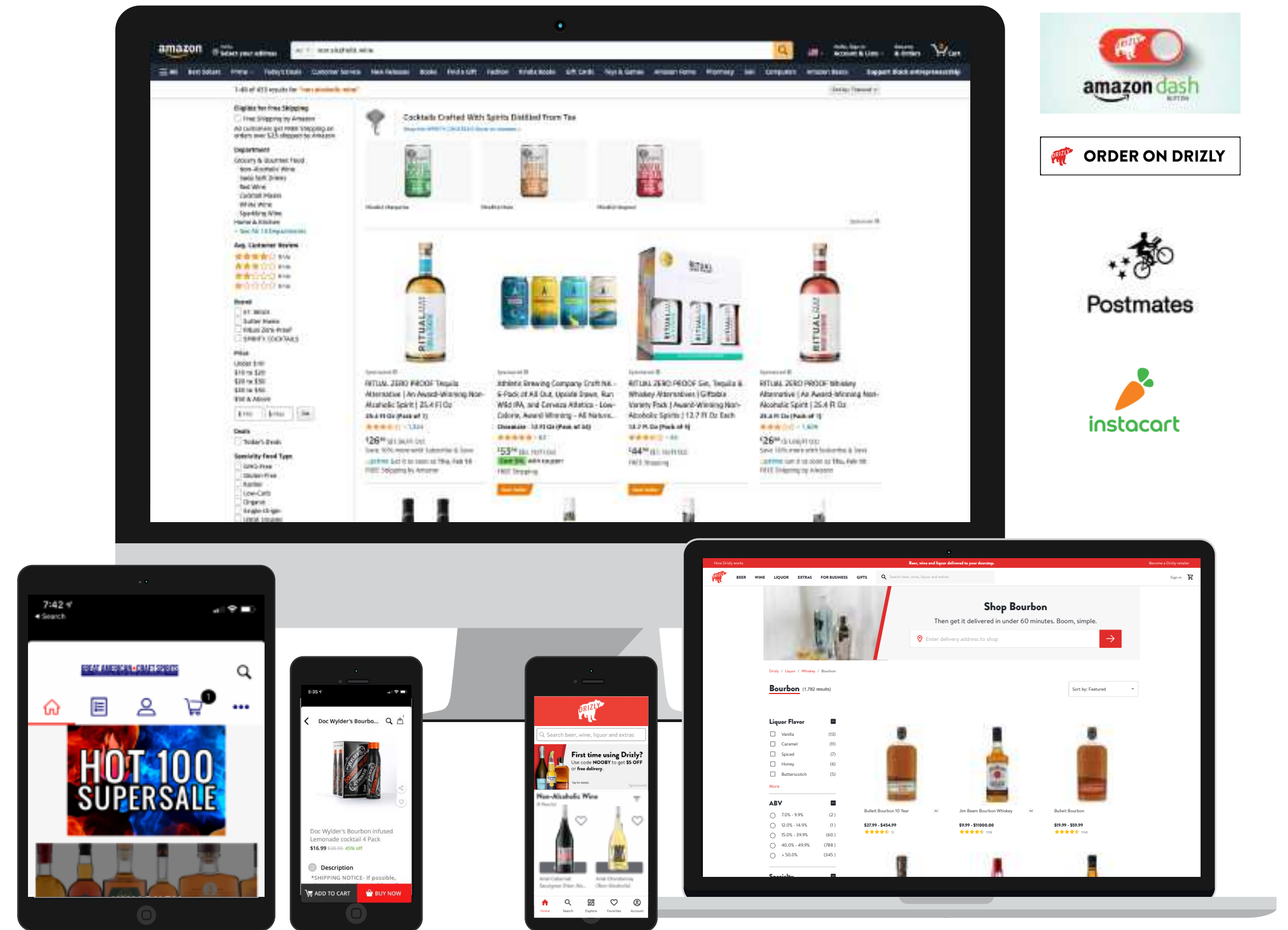
Overview History Company Brands Distribution **DTC** SponsorCoin Team Wrap

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WHERE TO BUY?

Despite the 2020 decline in on premise sales, off premise and DTC online retail drove the total US market sales to a volume increase of 4%.

Online DTC sales increase 31.7% in 2020





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DIRECT TO CONSUMER STRATEGY

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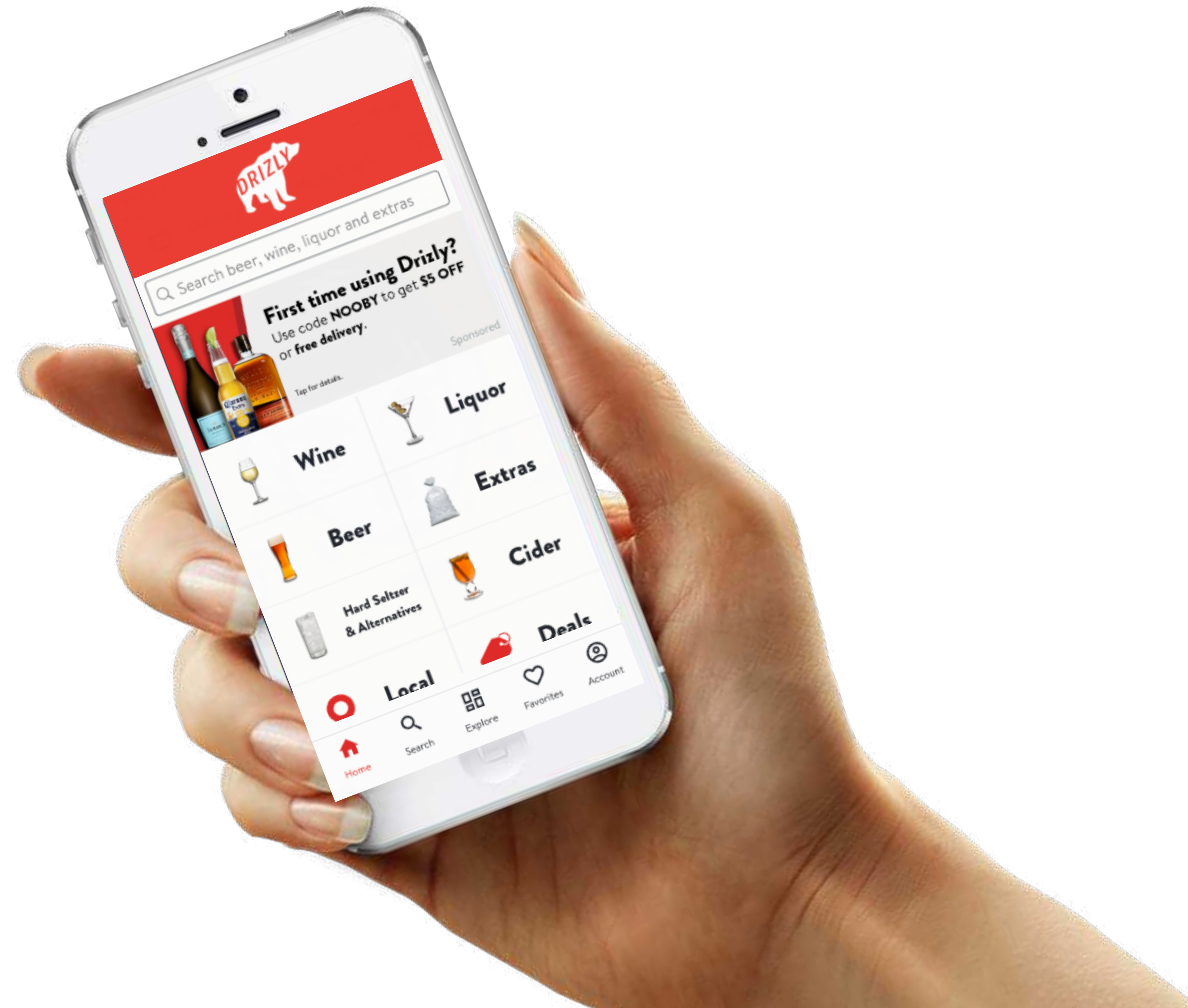
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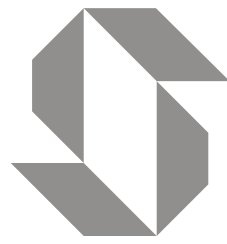
Consumer buying habits are changing.

**“DRIZZLY NOW DELIVERING ON
DEMAND TO OVER 1400 CITIES IN THE
US, VIA UBER.”**

**Orders are delivered within an hour and
arrives chilled.**

***2020 saw a 300% increase in Drizzly deliveries to US customers.**





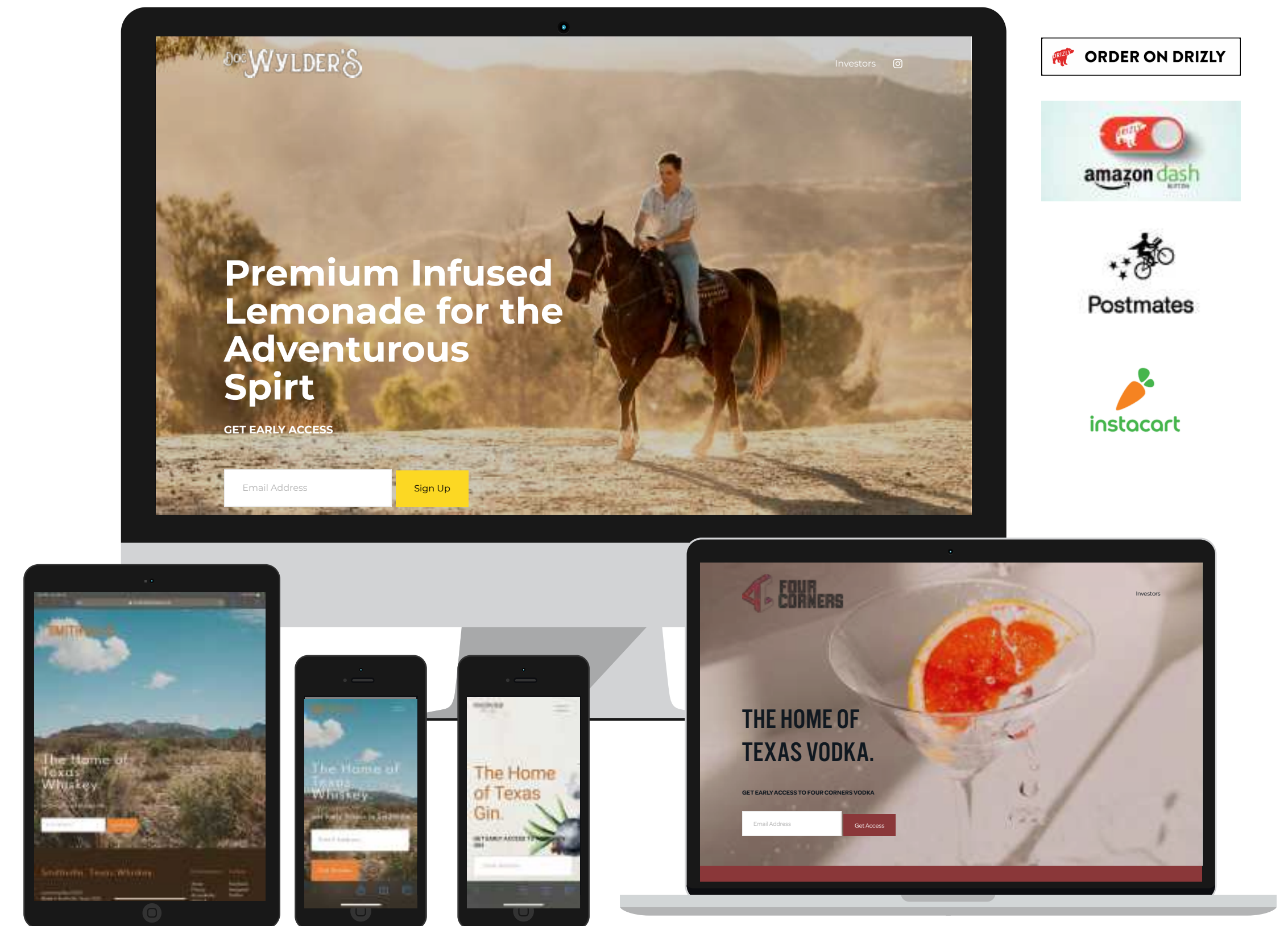
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- All brands will feature DTC platforms and be supported with a full funnel performance marketing execution.
- Doc Wylder's, Smithville, Four Corners, & Riverview Gin will launch in Q2 2021.





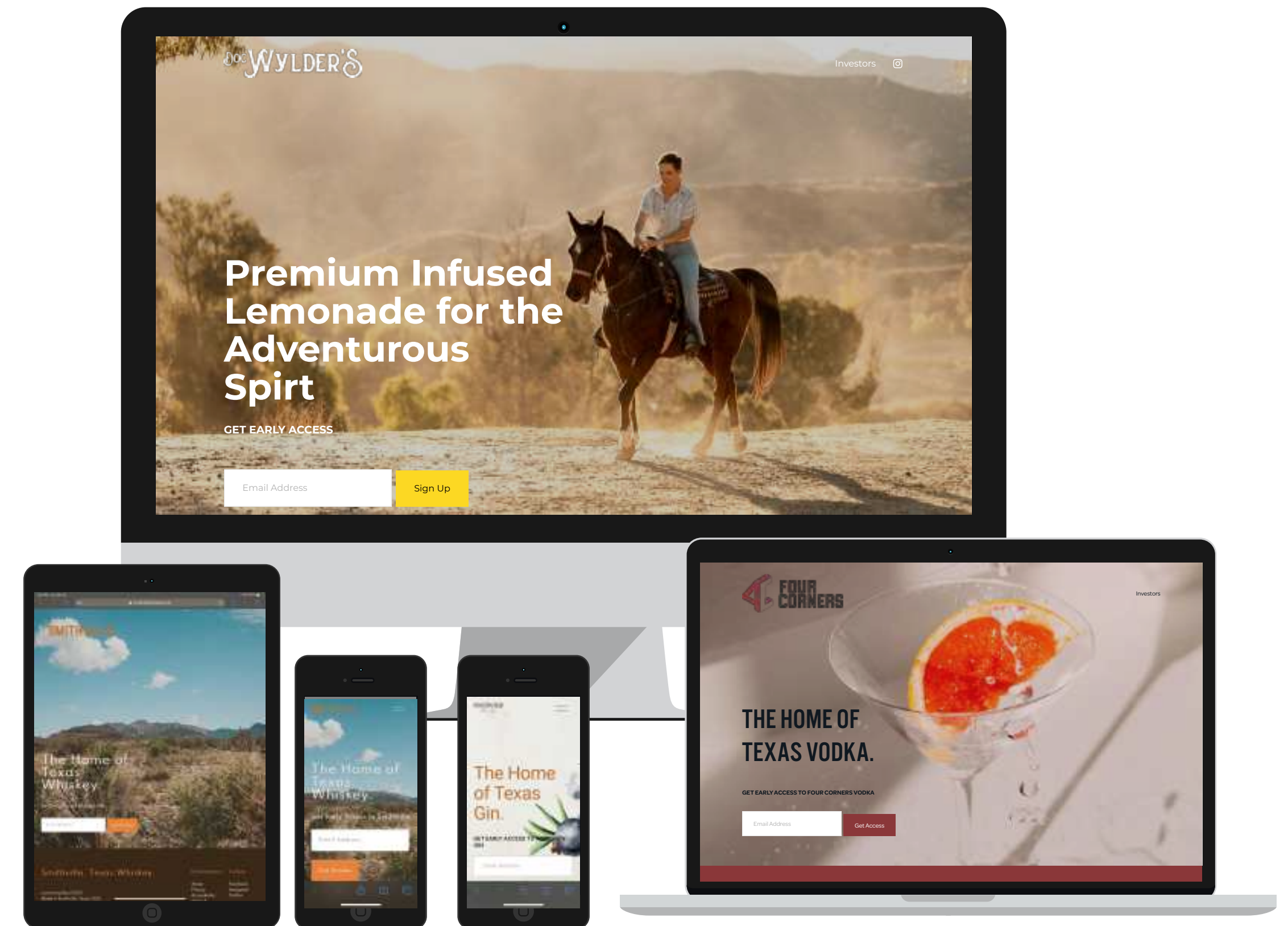
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- All beverage brands & DTC platforms will launch in mid April to mid May.
- Doc Wylder's, Smithville, Four Corners, & Riverview Gin will have early access email sign up options.
- As we enter our test phase we will email all early access customers exclusive discount codes.





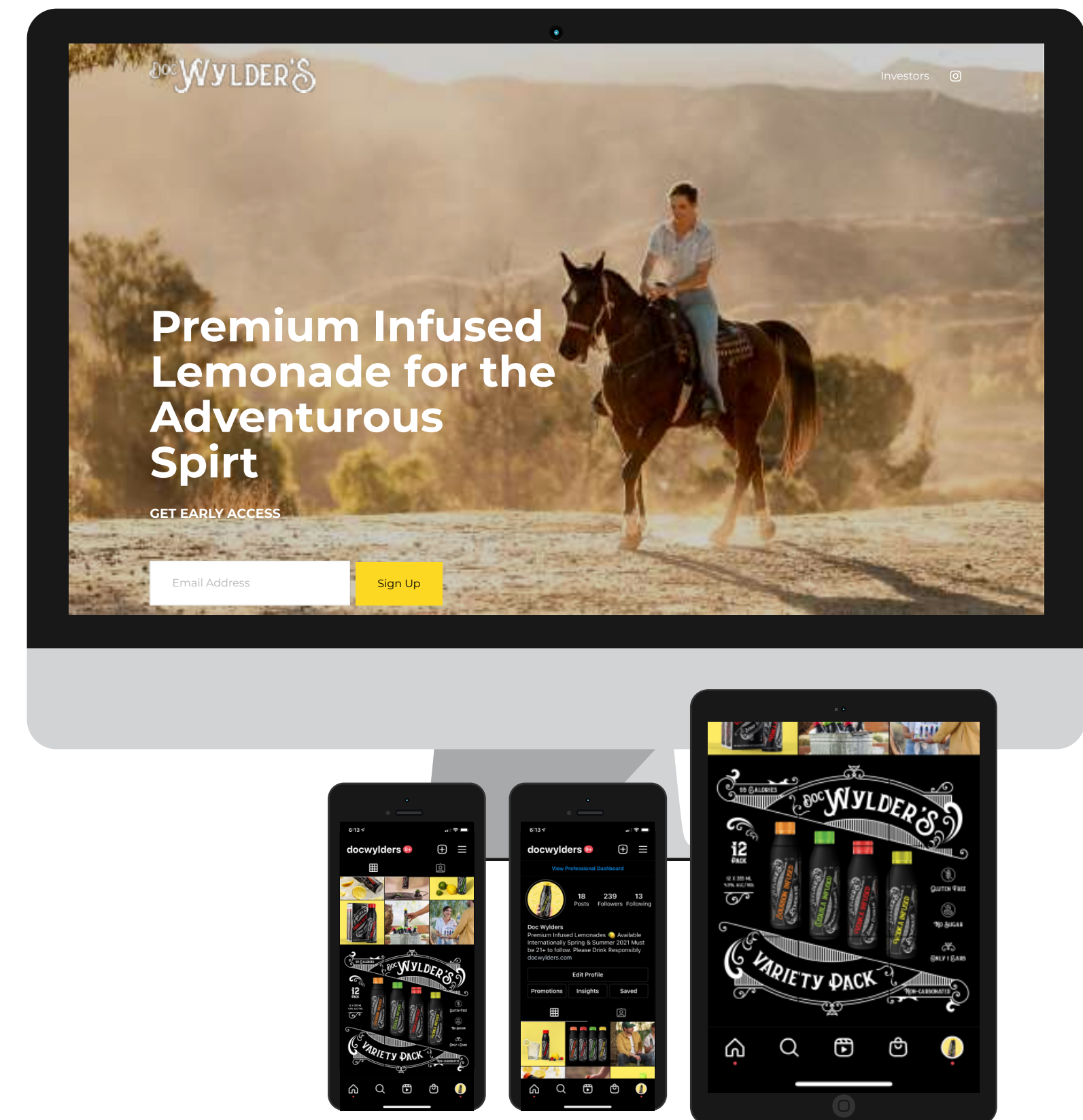
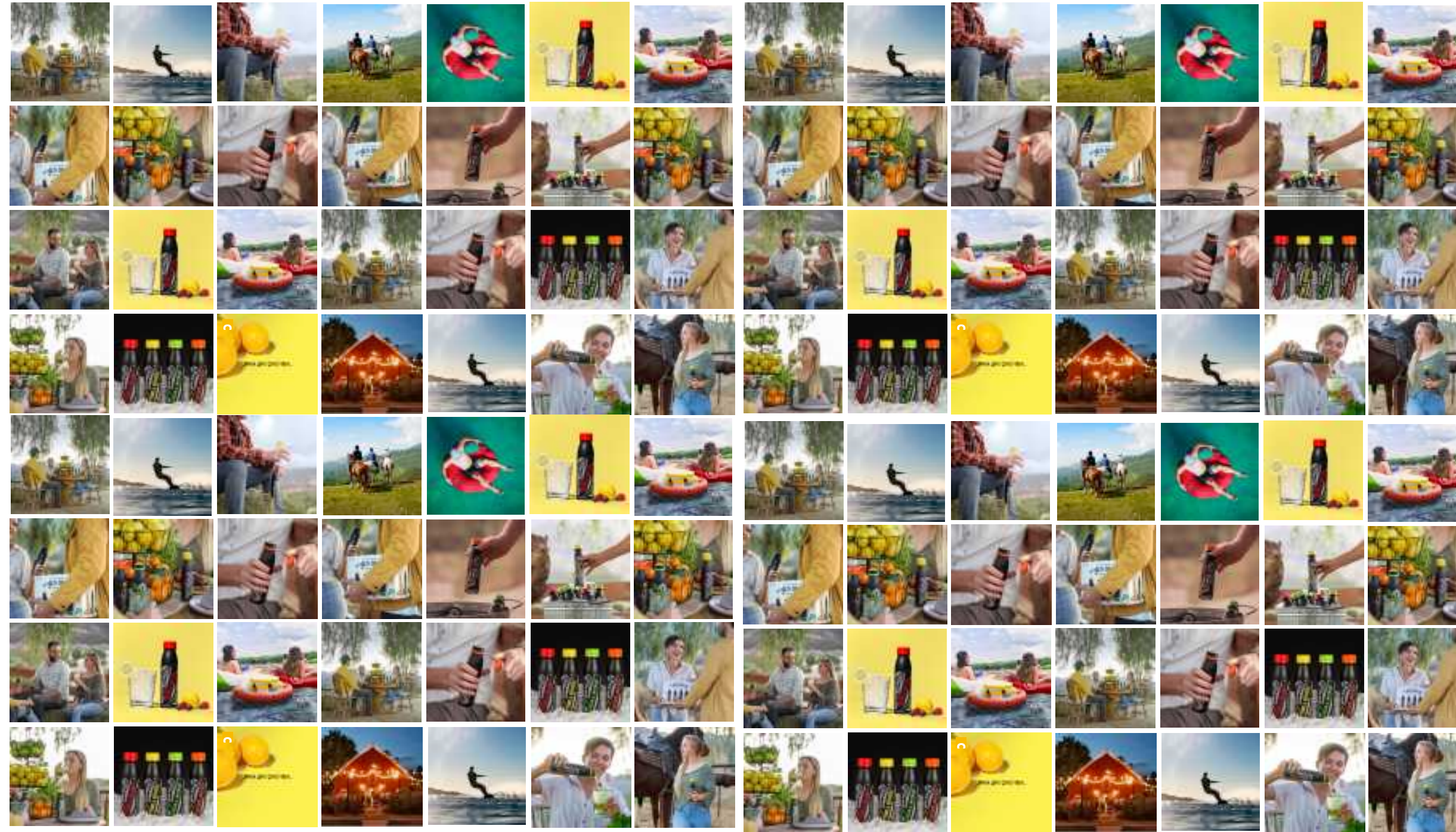
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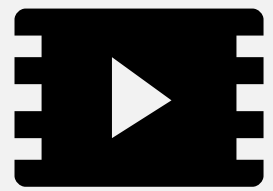
DIRECT TO CONSUMER STRATEGY

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“NETWORK INFLUENCE” - THE NETWORKS NETWORK.





VIDEO

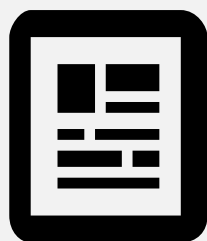
Views are easy to get and is a great option for upper funnel marketing, especially with budget.



PAID

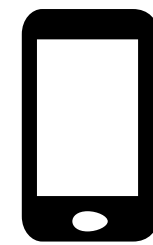


The biggest opportunity for bringing in product marketing to the mix.



CONTENT

Using the less understood content types like Stories, Status updates, Canvases and Galleries.



STORIES

Elevate the conversation with all the tools provided. Share info, gather info and apply to communication.



IGTV

Instagram is putting a lot of effort into this feature, so they are providing a ton of reach on it.



PAID



Elevate the content that works and use targeting to get that right message to the right people.

Upper funnel marketing spend (will support ecomm)



60



CONVERSATION

Perfect opportunity to recruit a younger female & achieve brand affinity at an early age.



BRAND BUILDING

Behind the scenes, conversations, documenting all the IRL activations & building episodic content.

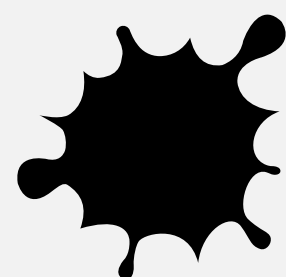


PAID

Powerful paid platform that can be effective on a full funnel level. **Ecomm Consideration**



PINTEREST



CONTENT

Technology is consistently a trending topic on Pinterest. With channel-specific content that shows the products, features, and benefits, Pinterest can be a powerful tool especially for women.



PAID

Pinterest is a massive search engine where users are ready to buy. By using the right kind of content with proper targeting, Pinterest can drive a lot of traffic.

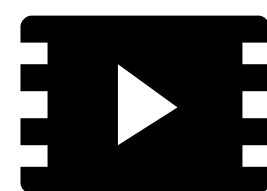


YOUTUBE



SEARCH

YouTube is a massive search engine and with the right content, we can meet the ideal audience at all stages of the funnel.



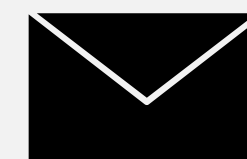
VIDEO

Driving product features and benefits through unboxing and demo videos can push potential customers to purchase.



PAID

As part of the Google suite of tools, YouTube's paid options provide a number of ways to get in front of the right audience.



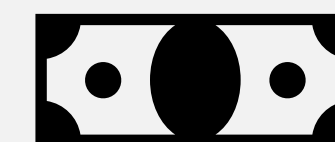
EMAIL

61



LEAD GENERATION

Using other channels as well as strategic offers on the website, we can build a list of qualified subscribers. Use [LTV as KPI](#)



CONVERSION

Email subscribers are a warm audience so using sales tactics will be important to implement into email campaigns.



BRAND BUILDING

Email is a great way to build the brand recognition through bite-sized storytelling adding a balance in the email content.



S1 LABS - THE SponsorCoin PLATFORM.

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Turning Social Media Accounts Into Bank Accounts

Influencers earn SponsorCoins by creating, posting, sharing, liking and selling brand products. The SponsorCoin platform tracks real-time engagement across social networks using patent-pending technology.





OUR EXECUTIVE TEAM.

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HIGHLY EXPERIENCED BOARD OF DIRECTORS

- **Directed over \$1B in market cap creation**
- **Dozens of successful start-ups to exit.**
- **Private and Public Board experience, over 50 years combined experience.**
- **Raised \$100's of million of dollars**
- **Deep experience in technology and innovation commercialization**





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**Gary
Bartholomew**
Chairman



**Myles
Bartholomew**
Director CEO



**Sandy
Kokkinis**
CFO



**Doug
Beynon**
Director



**Wit
Ostrenko**
Director



**Bryce
Bonniville**
GC



**Myles
Bartholomew**
CTO S1 Labs



**Kevin
Swadish**
President S1 Brands



**Ricardo
Camargo**
VP S1 Brands



**Ron
Miranda**
PBC President



tbd
Vessel Wellness



WRAP UP.

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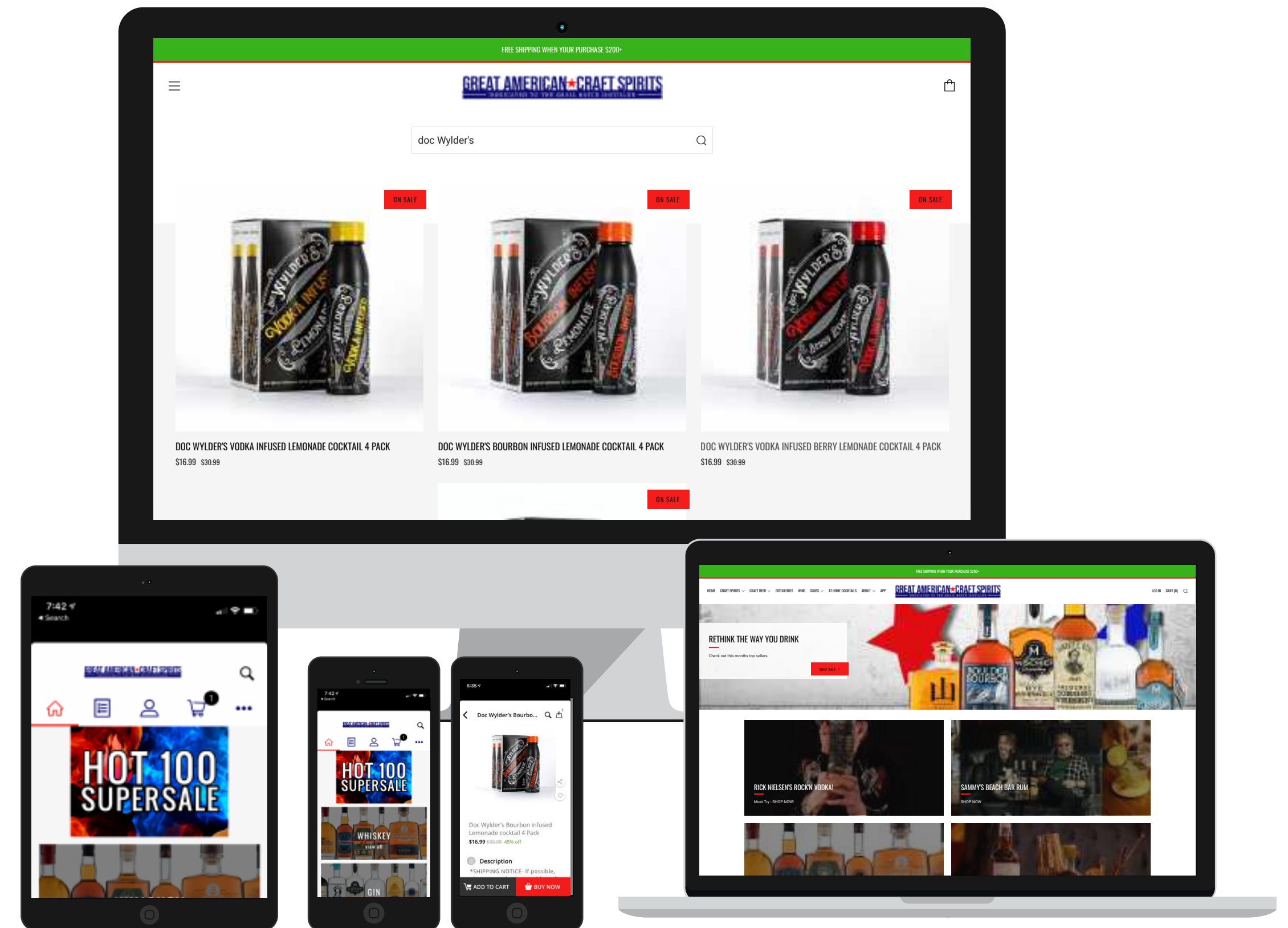


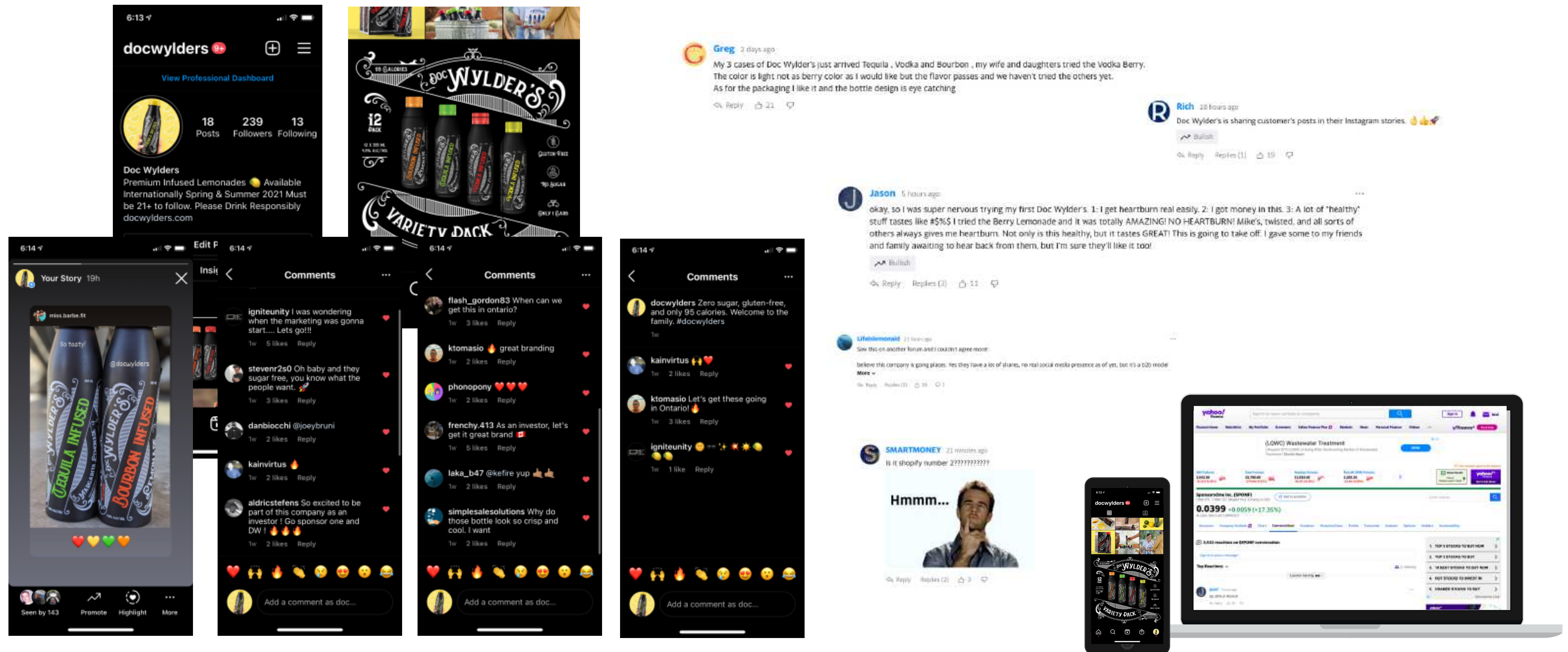
DOC WYLDER'S AT GREAT AMERICAN CRAFT SPIRITS



Great American Craft Spirits in Orange County, California.

- First US retailer to receive shipments of Doc Wylder's.
- 80% sell through in first week.
- Tasting notes:
 - Bourbon "Sweet Lemonade with oak textured whiskey"
 - Margarita "Sweet Lemonade with smooth tequila"
 - Berry "Sweet strawberry Lemonade"
 - Lemon "Sweet refreshing Lemonade"







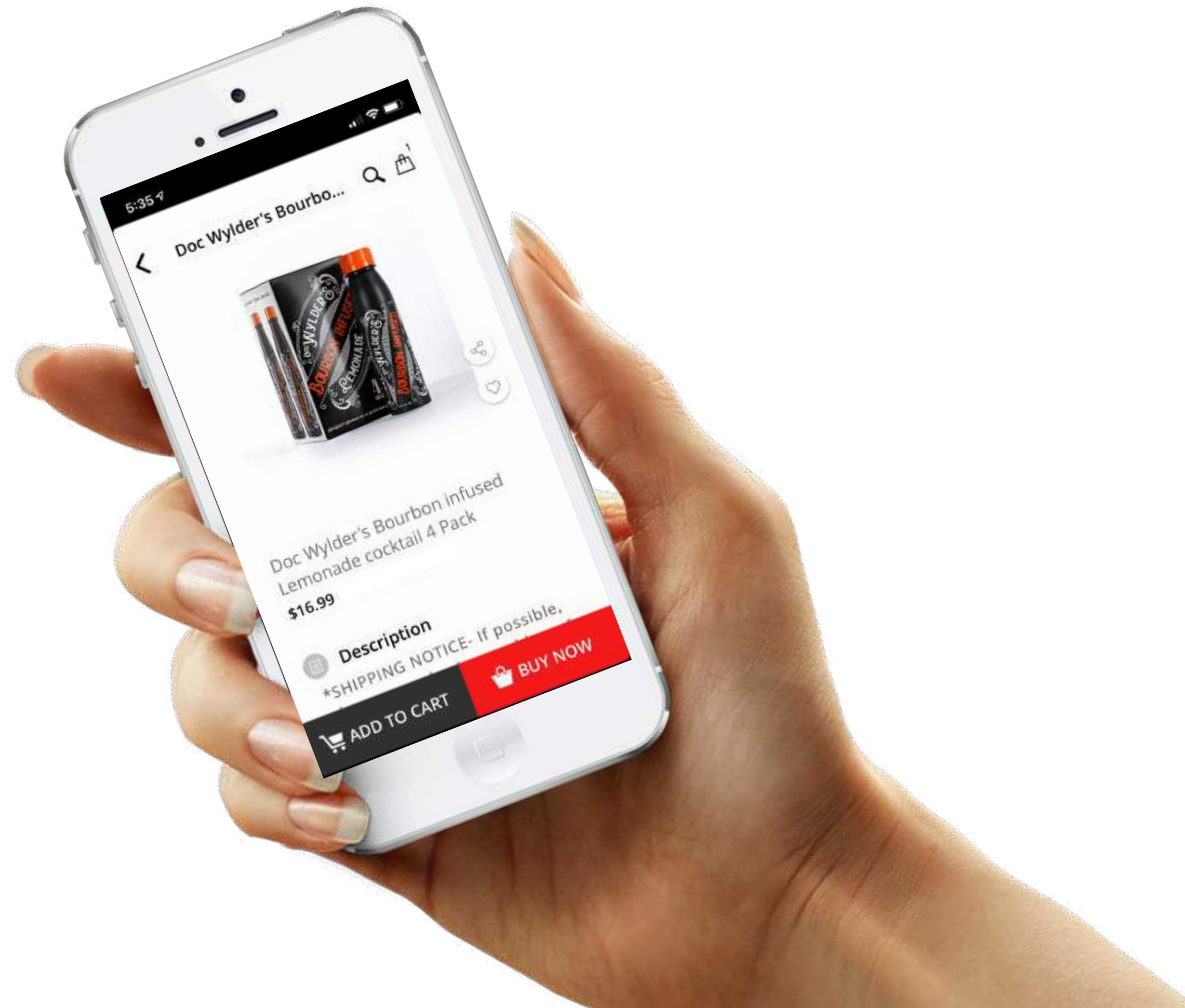
DOC WYLDER'S AT GREAT AMERICAN CRAFT SPIRITS

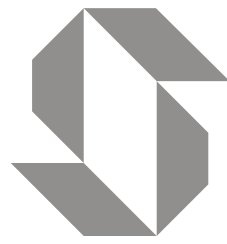
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Great American Craft Spirits

They also have an app. If you haven't already, jump on and grab yourself some Doc Wylder's before it sells out **AGAIN!**

www.gacraftspirits.com





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SHAREHOLDER DTC DISCOUNT

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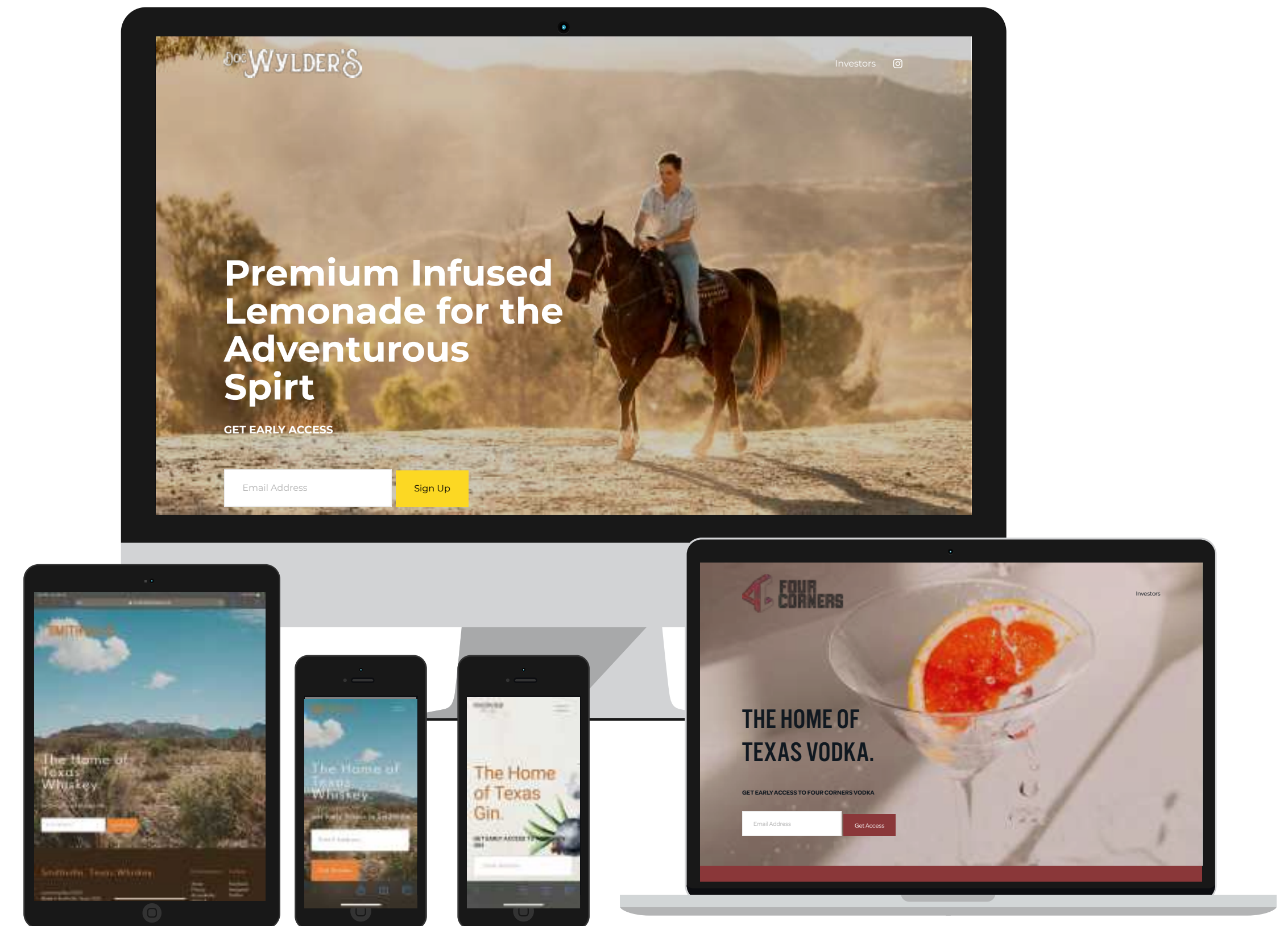
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**AS A SPECIAL THANK YOU WE WILL BE
LAUNCHING DOC WYLDER'S DTC
WITH A SPECIAL SHAREHOLDER CODE**

“GETWYLDER”

**ENTER AT CHECKOUT WHEN PLACING
YOUR ORDER TO REDEEM YOUR
SPECIAL OFFER!**

WWW.DOCWYLDER.COM





COMPANY PRESENTATION MARCH 2021

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We appreciate your time and are looking forward to an exciting year to come.

AGM Presentation & meeting video will be posted to SponsorsOne.com shortly.

THANK YOU.





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