CIZZLE BRANDS

Elevating the game in health and wellness.

CBOE: CZZL | OTC: CZZLF

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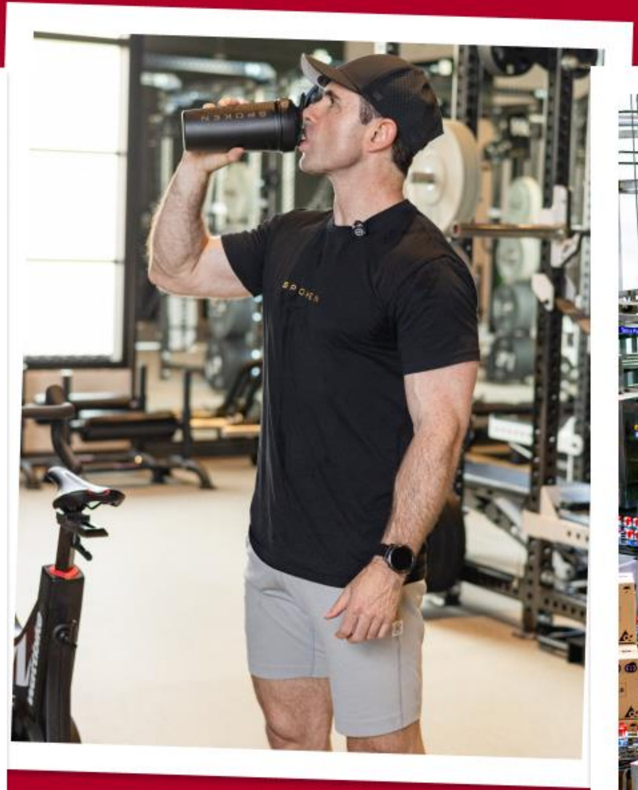
CIZZLE
BRANDS




CWENCH
HYDRATION

HAPPiEATS

SPOKEN
"YOU HAVE OUR WORD"

CWENCH
HYDRATION FACTORY

EXECUTIVE SUMMARY

- High-Growth Revenue Acceleration & Operational Inflection: Cizzle Brands is demonstrating rapid top line growth driven by plant acquisition and growing brand awareness in the "better-for-you" CPG category, achieving record quarterly revenue alongside its first positive adjusted EBITDA milestones.
- Proven Management & CPG Execution Track Record: Led by seasoned CPG and capital markets executives—including former leadership from successful functional beverage and CPG brands—with a clear, playbook-driven focus on expanding unit distribution and gross margins.
- Aggressive Omni-channel Distribution Expansion: Expanding retail presence across major national grocery, convenience, and specialty retail channels (e.g., Loblaws, Circle K, Walmart, Canadian Tire Gas+) while growing a direct-to-consumer subscriber base.
- Strong Grassroots Equity & Athlete Endorsement Model: Leverages cost-effective sports marketing, partnership programs, and high-profile professional and youth athlete endorsements (such as CWENCH Hydration) to drive brand equity and organic velocity.
- Vertical Integration & Superior Margin Control: Fully owning the 110,000 sq. ft. CWENCH Hydration Factory (a state-of-the-art multi-line Tetra Pak facility) eliminates co-packing markups and supply chain bottlenecks. This secures proprietary, in-house production capacity for internal brands while driving COGS down as unit volume scales.
- B2B Revenue Scaling & Competitive Moat: Beyond servicing CZZL's internal brand portfolio, the facility acts as an immediate B2B revenue engine through third-party co-manufacturing contracts. Owning scarce, high-demand sustainable packaging capacity creates a structural barrier to entry and accelerates the path to positive free cash flow.

ABOUT $CZZL

BRANDS HQ
TORONTO, ON

MANUFACTURING HQ
AURORA, ON

~140
EMPLOYEES

CANADA & US
OPERATIONS

INSIDE OWNERSHIP
= 44%

SHARE STRUCTURE

MARKET CAP (BASIC)	~$80,000,000
SHARES I/O (BASIC)	230,252,282
OPTIONS	31,917,000
WARRANTS	87,740,575
SHARES I/O (FD)	349,909,857


CWENCH
HYDRATION FACTORY

CWENCH
HYDRATION FACTORY

LARGEST TETRA PAK PLANT IN NORTH AMERICA. 110,000 SQ FT HIGH VALUE SPECIALIZED TETRA MANUFACTURING

ONLY AVAILABLE LINE TIME OUTSIDE OF 2 FACILITIES IN MEXICO

CAPABILITIES: 1L TETRA, 500ML, 330ML

6 LINES RUNNING

CWENCH FACTORY HAS AN ALCOHOL PRODUCTION LICENCE

CONTRACTED TAKE OR PAY OF:
- $25M - 7 MONTHS FY26
- $53M - FY27

CWENCH
HYDRATION FACTORY

- KEY PLANT CUSTOMERS ARE CURRENTLY ON TAKE OR PAY CONTRACTS WHICH STRETCH OUT FOR THE NEXT 5 YEARS
- CONTRACTS ARE WORTH $184MM IN REVENUE OVER THEN NEXT 5 YE ARS

PLANT CURRENTLY GENERATES $18MM IN PROJECTED EBITDA/YEAR

$1MM USD CAPEX FOR ROBOTIC ARMS

- AUTOMATES END OF LINE PALLETIZING WHICH ADDS $2.4MM IN EBITDA PER YEAR

- EXISTING INFRASTRUCTURE CAN ABSORB 70MM MORE BOTTLES OF PRODUCTION
- THIS WOULD INCREASE EXPECTED EBITDA TO $35-$40MM/YEAR
- PIPELINE OF NEW CUSTOMERS ALREADY BEING DEVELOPED TO ABSORB LINE TIME

$130MM IN TAX LOSS CARRY FORWARD


CIZZLE
BRANDS
CWENCH
HYDRATION
CWENCH

MARKET OPPORTUNITY

1
Paradigm Shift Away from High-Sugar Legacy Brands

2
Massive & Expanding Functional Beverage TAM

3
Retailer Appetite for Modern, High Margin Brands

4
Tailwind Behind Sustainable Packaging Initiatives

5
Institutional & Pro Sports "Halo Effect"

1. Consumers are aggressively abandoning high-sugar, artificial legacy sports drinks in favor of zero-sugar, clean-label, electrolyte-dense formulations. Cizzle Brands captures this structural pivot toward healthier functional hydration.

2. The global functional drinks market is climbing toward $200B+, with sports and daily hydration categories expanding at double-digit CAGRs. Modern consumers increasingly treat sports hydration as an everyday wellness requirement rather than a workout-only product.

3. Major national grocers, convenience chains, and sporting outlets are actively reallocating shelf space away from legacy incumbent brands to stock innovative, higher-margin functional products that drive higher basket size and velocity.

4. Global ESG trends and regulatory pressures are forcing a transition away from single-use plastics. Cizzle Brands is positioned ahead of this curve with its eco-friendly Tetra Pak manufacturing infrastructure, fulfilling retailer demand for sustainable ready-to-drink solutions.

5. Rapid organic adoption across elite pro sports leagues (NHL, MLB, NBA, NFL) and top NCAA programs provides immediate institutional validation. This top-tier athletic backing creates a powerful trickle-down halo effect that accelerates mass-market consumer adoption.

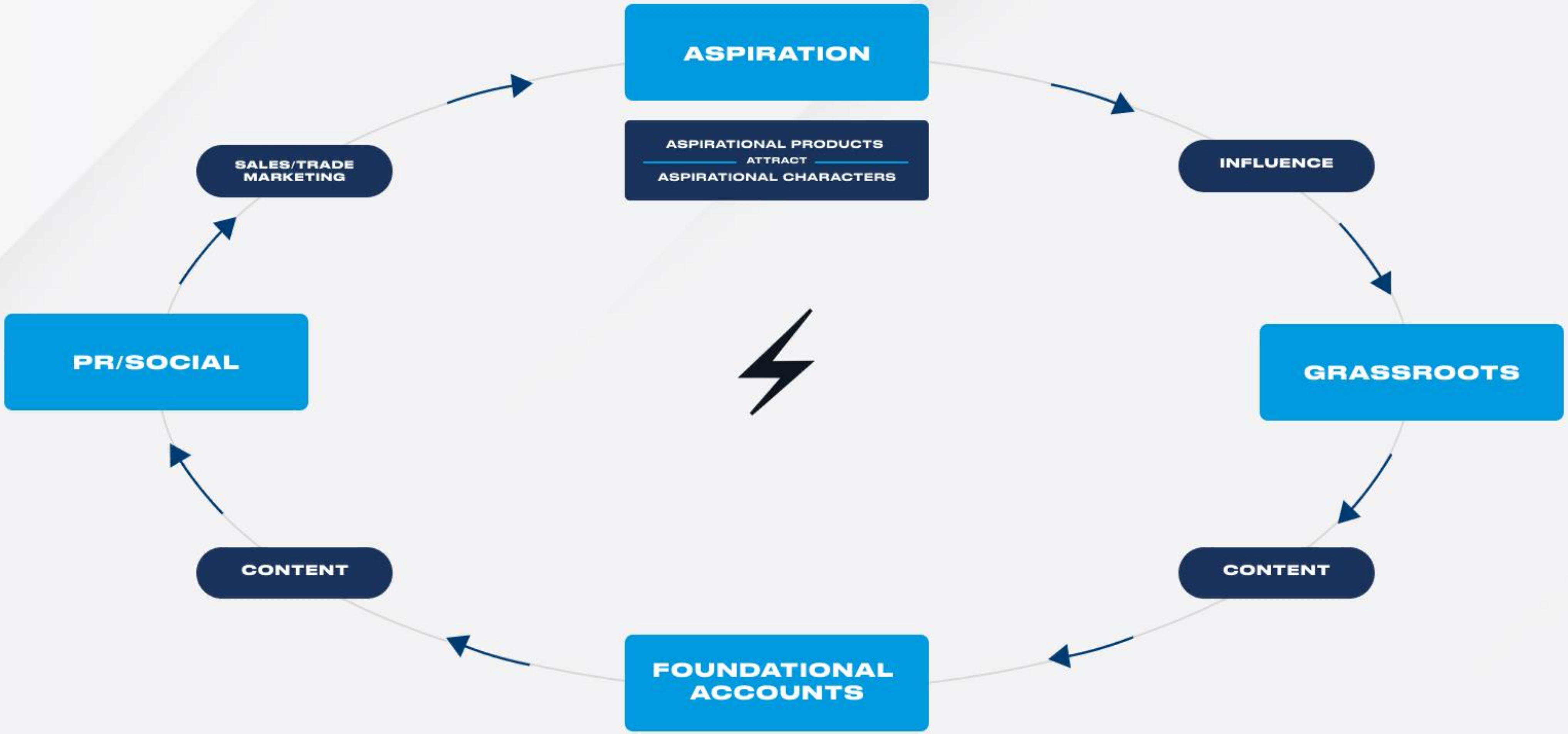
CWENCH
HYDRATION

THE HEALTHIER ALTERNATIVE

CWENCH Hydration is a healthy and high-performing hydration solution formulated to help hydrate you faster and longer for your all-day hydration needs such as performance, school/study, work, travel, and wellness.

HYDRATION FEATURES READY TO DRINK	CWENCH 500 mL (16.7 oz)	G 591 mL (20 oz)	PRIME 500 mL (16.7 oz)	BODYARMOR 473 mL (16 oz)	BIO STEEL 500 mL (16.7 oz)
ELECTROLYTES	5	2	3	3	5
CALORIES	10	150	25	120	10
SUGAR	ZERO	34 G	2 G	28 G	ZERO
SWEETENER	STEVIA LEAF	DEXTROSE & SUGAR	SUCRALOSE: ARTIFICIAL SWEETENER	CANE SUGAR	STEVIA LEAF
FLAVOURS & COLOURS	NATURAL FLAVOURS & NATURAL COLOURS	ARTIFICIAL FLAVOURS & ARTIFICIAL COLOURS	NATURAL FLAVOURS & ARTIFICIAL COLOURS	NATURAL FLAVOURS & NATURAL COLOURS	NATURAL FLAVOURS & NATURAL COLOURS
PACKAGING MADE FROM RENEWABLE SOURCES	✓	✗	✗	✗	✓
3:1 SODIUM TO POTASSIUM RATIO	✓	✓	✗	✗	✗
OPTIMAL ELECTROLYTE SOURCES	✓	✗	✗	✗	✗

CIZZLE BRANDS FLY WHEEL



BUILDING THE COMMUNITY

From locker rooms to training camps, we are generating authentic brand loyalty and love.

SPORTS MARKETING

- Sponsorships with Elite Athletes
- Sponsorship of Professional Trainer Organizations
- Minor league sponsorships

FIELD MARKETING

- Market-based programming at local events
- In-store POS
- Community event activations

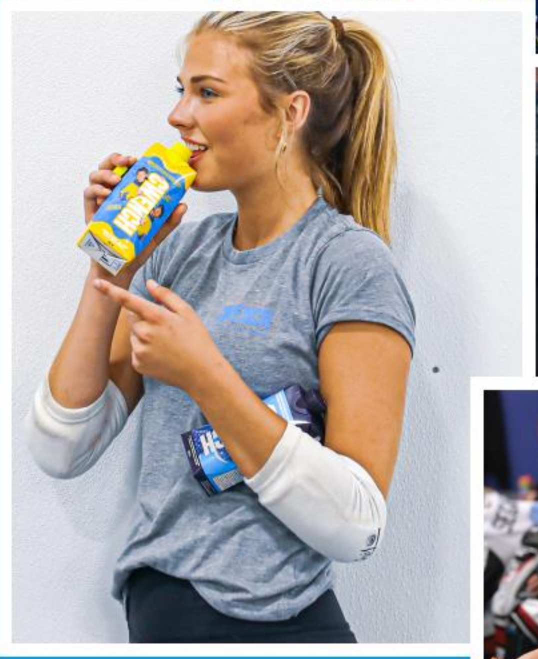
TRADE MARKETING

- Tactical small run offerings with key influencers
- In-store Sampling
- Presence in sports arenas and facilities

CWENCH TEAM SPONSORSHIP PROGRAM

1,500 Teams
30,000 Athletes

CWENCH's Team Sponsorship Program is a grassroots initiative that is focused on providing clean, healthy, hydration for youth sports teams. Each participating team receives our Team Bottles, Hydration Mix and iron-on CWENCH patches for their home and away jerseys. With that, they create engaging, user-generated content on Social Media, helping spread the word of better-for-you hydration.



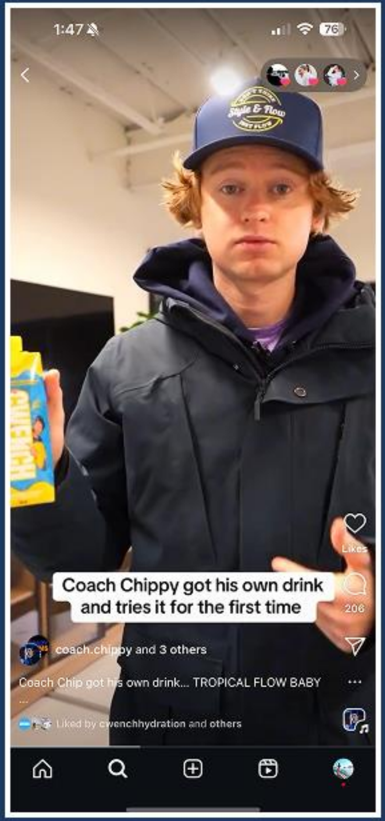
TEAM CWENCH

NATE **MacKINNON** | COLE **CAUFIELD** | ANDREW **WIGGINS** | CHLOE **PRIMERANO** | GAVIN **McKENNA** | ADRIANA **LEON** | JADE **IGINLA**

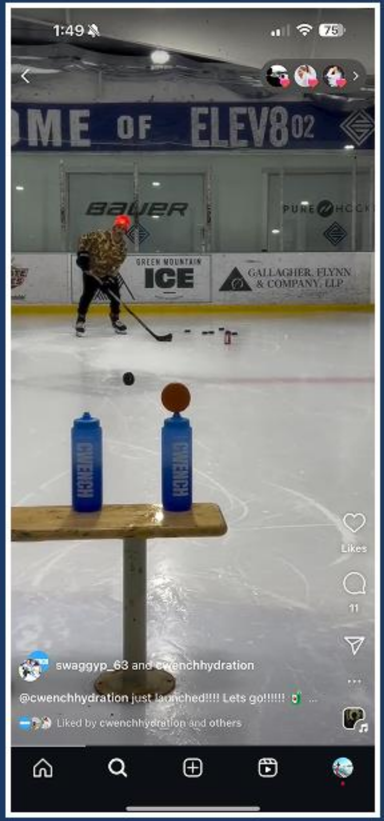
CWENCH CREATORS IMPACT

CWENCH Creators have a collective following of over **10 million** fans, providing unique and engaging content for the CWENCH brand.

10M+
TOTAL FOLLOWERS



COACH CHIPPY



SWAGGY P

AUSTEN ALEXANDER

NASHER

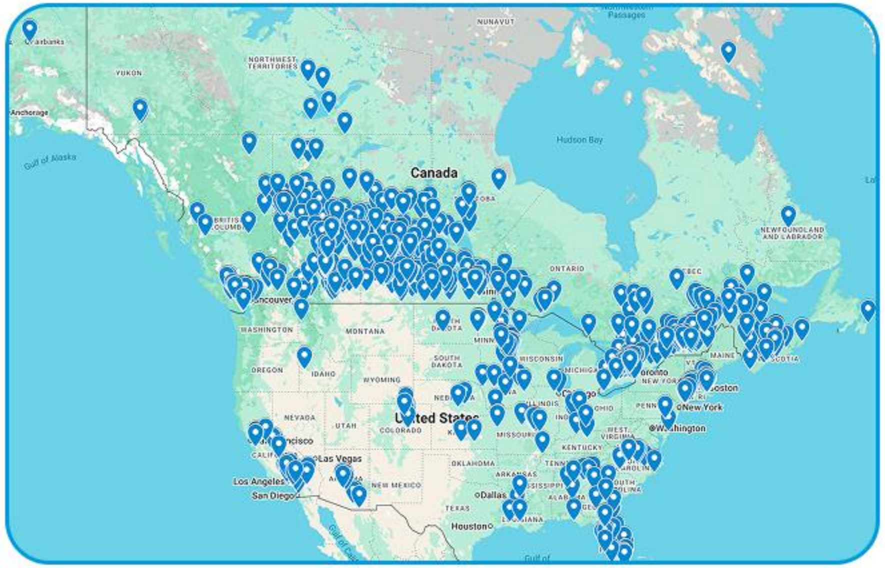
COACH JEREMY

PAVEL BARBER

RETAILER LANDSCAPE

6,000 +

DOORS IN NORTH AMERICA



DISTRIBUTION PARTNERS

VHCS: CANADA

Total Doors Serviced: 30,565

HORIZON: CANADA

Total Doors Serviced: 3,000+

MUSCLE FOODS: USA

Total Doors Serviced: 15,000

COMPLETE DISTRIBUTION: CANADA

Total Doors Serviced: 3,000+

SPORT LIFE

Total Doors Serviced: 7,500

UNFI CANADA

Total Doors Serviced: 5,600

COREMARK NORTH AMERICA

Total Doors Serviced: 40,000

BIG BOX OPPORTUNITIES

TARGET

CURRENTLY UNDERWAY WITH A TEST AT TARGET IN NE USA

Walmart

APPROVED FOR LISTING AT WALMART CANADA

- IN DISCUSSIONS WITH WALMART USA FOR A TARGETED LAUNCH

COSTCO WHOLESALE

SIGNED WITH *OLIVER GALANTI*

- LARGEST BROKER TO COSTCO IN THE WORLD
- IN DISCUSSIONS WITH COSTCO FOR ROLLOUT IN CANADA

Loblaws REAL CANADIAN SUPERSTORE

BROADENED DOMESTIC REACH

- EXPANDED DISTRIBUTION TO APPROXIMATELY 400 LOBLAWS AND REAL CANADIAN SUPERSTORE LOCATIONS.

USA EXPANSION

Leveraging the “Miracle On Ice” USA Hockey–licensed SKU as a flagship entry into U.S. hockey markets

Targeting high-density hockey regions (Midwest, Northeast, East) as expansion beachheads

Executing a hockey-first go-to-market strategy through USA Hockey programs and events

Driving product trial via tournaments and camps, converting to repeat retail demand

Expanding through hockey specialty retail and rink channels to accelerate adoption

Positioning CWENCH as the leading hydration brand in hockey, ahead of broader U.S. expansion
Building regional velocity and brand equity to support scalable national growth


CWENCH
HYDRATION
USA
HOCKEY
OFFICAL HYDRATION PARTNER OF USA HOCKEY
USA HOCKEY
CWENCH
SPORTS HYDRATION DRINK
MIRACLE ON

CONSOLIDATED FINANCIAL FORECAST

$CAD	FY26E	FY27E	FY28E
BRAND SALES	*$12M*	*$23M*	*$41M*
*MANUFACTURING SALES**	*$22M*	*$52M*	*$57M*
TOTAL NET SALES	**$34M**	**$75M**	**$98M**
GROSS PROFIT	**$14M**	**$35M**	**$48M**
	42%	**47%**	**49%**
ADJ. EBITDA	**$(4.8)**	**$15M**	**$27M**

*excluding intercompany sales; FY 2026 represents 7 months of contribution from date of acquisition

Q3 2026 HIGHLIGHTS

FINANCIAL PERFORMANCE

- **EXPONENTIAL REVENUE GROWTH:** TOTAL NET SALES SURGED 253% YEAR-OVER-YEAR TO $12.6M (VS. $3.6M IN Q3 2025), POWERED BY THE STRATEGIC INTEGRATION OF CONTRACT MANUFACTURING OPERATIONS.
- **ROBUST GROSS PROFIT:** DELIVERED $5.7M IN GROSS PROFIT AT A 45% GROSS MARGIN.
- **TURNAROUND TO POSITIVE ADJUSTED EBITDA:** ACHIEVED AN ADJUSTED EBITDA GAIN OF $0.4M, A SUBSTANTIAL MILESTONE REVERSING THE $(2.4)M LOSS FROM THE PRIOR-YEAR PERIOD.

STRATEGIC & OPERATIONAL MILESTONES

- **MANUFACTURING REVENUE SYNERGY:** THE NEWLY ACQUIRED MANUFACTURING BUSINESS GENERATED $9.3M IN CONTRACT MANUFACTURING REVENUE (74% OF TOTAL Q3 SALES), VALIDATING CIZZLE BRANDS HIGH-UTILIZATION DUAL-OPERATING MODEL.
- **UNFI NETWORK RECOGNITION:** AWARDED BY UNFI CANADA AS ONE OF THE NETWORK'S FASTEST-GROWING BRANDS, SPECIFICALLY RECOGNIZED FOR THE FASTEST GROWTH IN AVERAGE MONTHLY CASE MOVEMENT SINCE ITS LAUNCH.
- **ENHANCED BOARD GOVERNANCE:** APPOINTED SEASONED CONSUMER PACKAGED GOODS (CPG) EXECUTIVE DAVID GIANCOULOS TO THE BOARD OF DIRECTORS, EFFECTIVE MAY 1, 2026.

KEY TAKEAWAYS

Financial Inflection and Growth

Delivering explosive revenue growth (revenue up over 250% YoY to $12.6M in Q3 2026) alongside our first positive Adjusted EBITDA quarter, proving the execution model is working and rapidly scaling.

Owned Manufacturing Asset & High-Margin Cash Flow

Owning the 110,000 sq. ft. CWENCH Hydration Factory provides vertical integration, cutting COGS for proprietary brands while generating massive recurring B2B co-manufacturing revenue from scarce, high-demand Tetra Pak capacity.

Rapid Mass-Market Retail Expansion

Expanding distribution doors across major national accounts (including Target, Walmart, Loblaws, and Canadian Tire Gas+) with strong organic velocity driven by modern, "better-for-you" consumer shifts away from legacy sugar drinks

Elite Grassroots & Athlete Equity Halo

Leveraging efficient, high-impact marketing partnerships with premier athlete endorsements (e.g., Nathan MacKinnon, Cole Caufield, Gavin McKenna, USA Hockey) to build authentic brand equity and drive shelf turn.

CIZZLE BRANDS

THANK YOU FOR YOUR TIME!

John Celenza, CEO
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