# 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.

As of 09/04/2026

# 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)**

230,434,141

**OPTIONS**

31,797,000

**WARRANTS**

87,740,575

**SHARES I/O (FD)**

349,971,716




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**

**HAS AN ALCOHOL PRODUCTION LICENCE**

**CONTRACTED TAKE OR PAY REVENUE OF:**

- **$25M - 7 MONTHS FY26**
- **$53M - FY27**




# CWENCH
## HYDRATION FACTORY

- PLANT CUSTOMERS ARE CURRENTLY ON TAKE OR PAY CONTRACTS FOR THE NEXT 5 YEARS
- CONTRACTS ARE WORTH $184MM IN REVENUE OVER THEN NEXT 5 YEARS

---

PLANT CURRENTLY GENERATES $18MM IN EBITDA/YEAR

---

$1MM CAPEX FOR ROBOTIC ARMS

- AUTOMATES END OF LINE PALLETIZING, WHICH IS EXPECTED TO ADD $2.4MM IN EBITDA PER YEAR

---

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

---

$130MM IN TAX LOSS CARRY FORWARDS FROM ACQUISITION




# CIZZLE

BRANDS

# 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

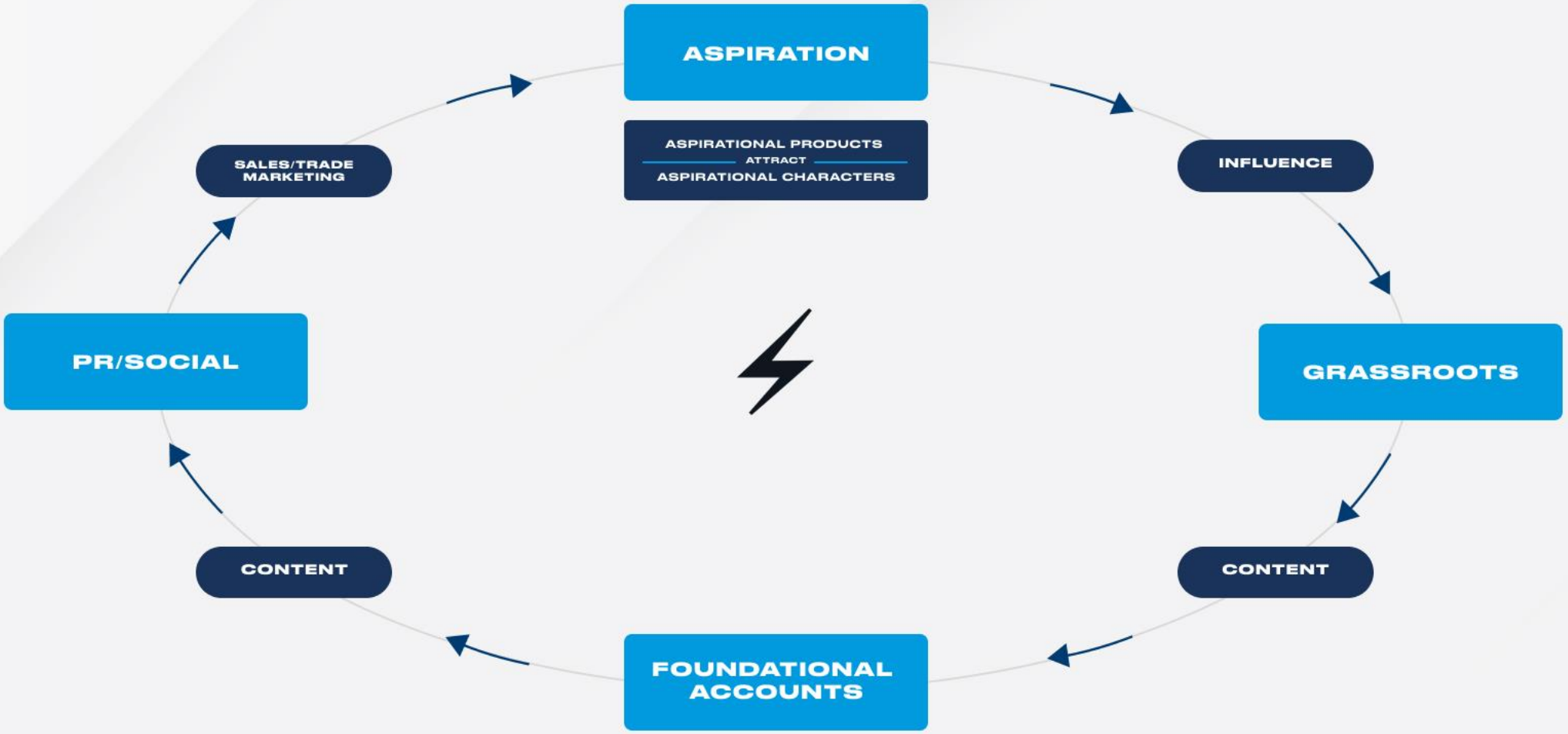
## THE HEALTHIER ALTERNATIVE

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<br>READY TO DRINK | CWENCH<br>500 mL (16.7 oz) | <br>591 mL (20 oz) | PRIME<br>500 mL (16.7 oz) | BODYARMOR<br>473 mL (16 oz) | BIO STEEL<br>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<br>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

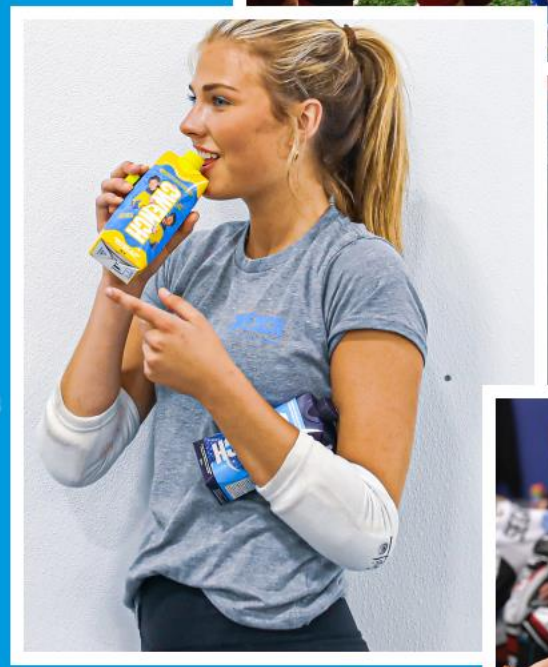
## 2,500 Teams
## 30,000 Athletes

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

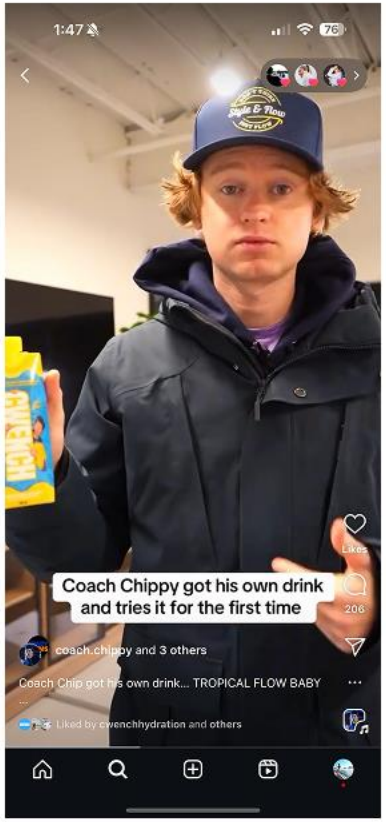


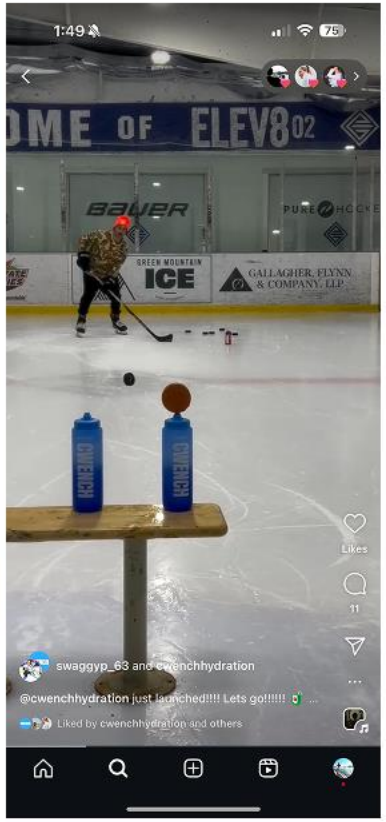

JADE IGINLA

# CWENCH CREATORS IMPACT

CWENCH Creators have a collective following of over **13.5 million** fans, providing unique and engaging content for the CWENCH brand.

**13.5M**
**TOTAL FOLLOWERS**

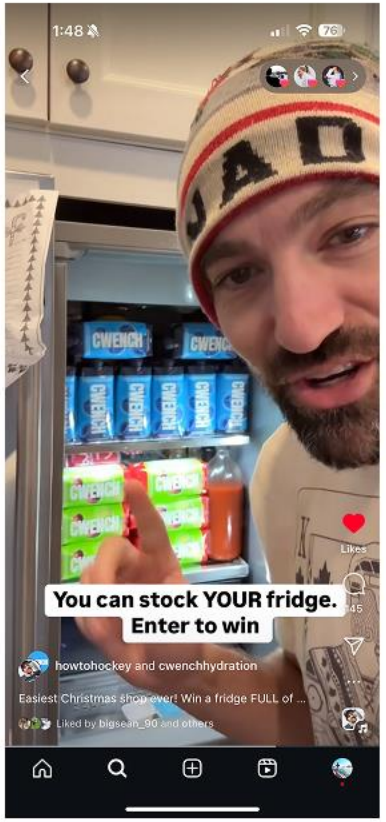








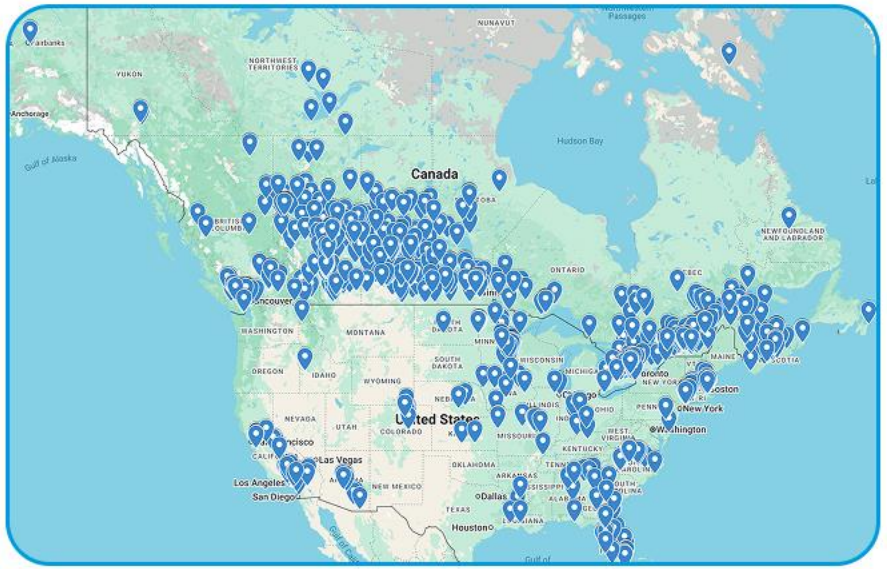




COACH CHIPPY | SWAGGY P | AUSTEN ALEXANDER | NASHER | COACH JEREMY | PAVEL BARBER

# RETAILER LANDSCAPE

**6,000 +**
CURRENT DOORS IN NORTH AMERICA




TARGET · Longo's · LIFETIME FITNESS · Loblaws · Sobeys · PURE HOCKEY · Hockey Life · CIRCLE K · SPORTCHEK · PETRO-CANADA · FORTINOS · SOURCE FOR SPORTS · LONDON DRUGS · metro · GOLF TOWN · SHOP santé · Healthy Planet · giant eagle · GIANT TIGER · CO-OP · CANADIAN TIRE

## DISTRIBUTION PARTNERS

SERVICEABLE DOORS

### 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**

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## 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

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## 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

# **BRANDS** FINANCIAL FORECAST

*Fiscal Year End is July 31

| $CAD | FY26E | FY27E | FY28E |
|---|---|---|---|
| ***BRAND SALES*** | ***$12M*** | ***$23M*** | ***$41M*** |
| **GROSS PROFIT** | **$5.7M** | **$11M** | **$21M** |
| | **48%** | **49%** | **50%** |
| **ADJ. EBITDA** | **$(9.6)M** | **$(5)M** | **$3M** |



# **MANUFACTURING** FINANCIAL FORECAST

*Fiscal Year End is July 31

| $CAD | FY26E | FY27E | FY28E |
|---|---|---|---|
| ***MANUFACTURING SALES**** | ***$22M*** | ***$65M*** | ***$75M*** |
| **GROSS PROFIT** | **$8.3M** | **$35M** | **$40M** |
| | **40%** | **53%** | **53%** |
| **ADJ. EBITDA** | **$5.2M** | **$28M** | **$35M** |

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



# **CONSOLIDATED** FINANCIAL FORECAST

*Fiscal Year End is July 31

| $CAD | FY26E | FY27E | FY28E |
|---|---|---|---|
| *BRAND SALES* | *$12M* | *$23M* | *$41M* |
| *MANUFACTURING SALES** | *$22M* | *$65M* | *$75M* |
| TOTAL NET SALES | $34M | $88M | $116M |
| GROSS PROFIT | $14M | $46M | $61M |
| | 42% | 52% | 53% |
| ADJ. EBITDA | $(4.4)M | $23M | $38M |

**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**
**jcelenza@cizzlebrands.com**