



Company Overview

Results Matter!

Facebook – AXS Brands
LinkedIn – AXS Brands
www.gbsgrowthpartners.com



Who we are

The Premier Food and Beverage Industry Advisory Firm

- Highly selective client base
- Partners vs. “consultants”
- Fully integrate into client business

Proven Track Record of Success

- Founded in 2000
- “The beginning” - BYB Brands – creating \$500m in value

Experts at Building High Growth, High Potential Portfolios

- Knowledge of leveraging equity for value created, building strong portfolios in ‘white space’, identifying high potential categories and high potential brands

Single Source Solution for Beverage Companies

- **C-Level Advisory Services:**
Strategy & Commercialization
- **GBS AXS Brands:**
Commercialization strategy and execution
- **Strategic Partnerships:**
Full range of business needs – packaging, ‘disruptive’ marketing, leverage



Who we are

‘Old School’ Industry Knowledge

- Senior beverage & consumer products operating executives
- Coca Cola, PepsiCo, Dr Pepper, G. Heileman Brewing Company, HMS Host
- Deep industry contacts



‘New Skool’ Insights

- Founders & CEO’s of early stage companies
- BYB Brands, Honest Tea, Celsius, Zico, Sweet Leaf
- Advisors for over ten years to entrepreneurs, start-ups, early and mid-sized companies, and industry analysts
- Deep knowledge of emerging categories, high potential brands, creating high growth distributor portfolios, how to leverage equity and value



Who we are

Our passion - Building brands portfolios and creating success.

Our relationships - Long term, our clients are our family.

Our goal - Simple. Create value for our clients.

Our motto - Results matter!



Who we are

Strategic Partnerships

Touch Mobilizing Shoppers

“State of the art” mobile marketing specialist



Brand Action Team

Leading commercialization and marketing advisory in the beer, wine and spirits industry



Makai Marketing

Top 100 event marketing company – specialize in ‘disruptive’ consumer engagement



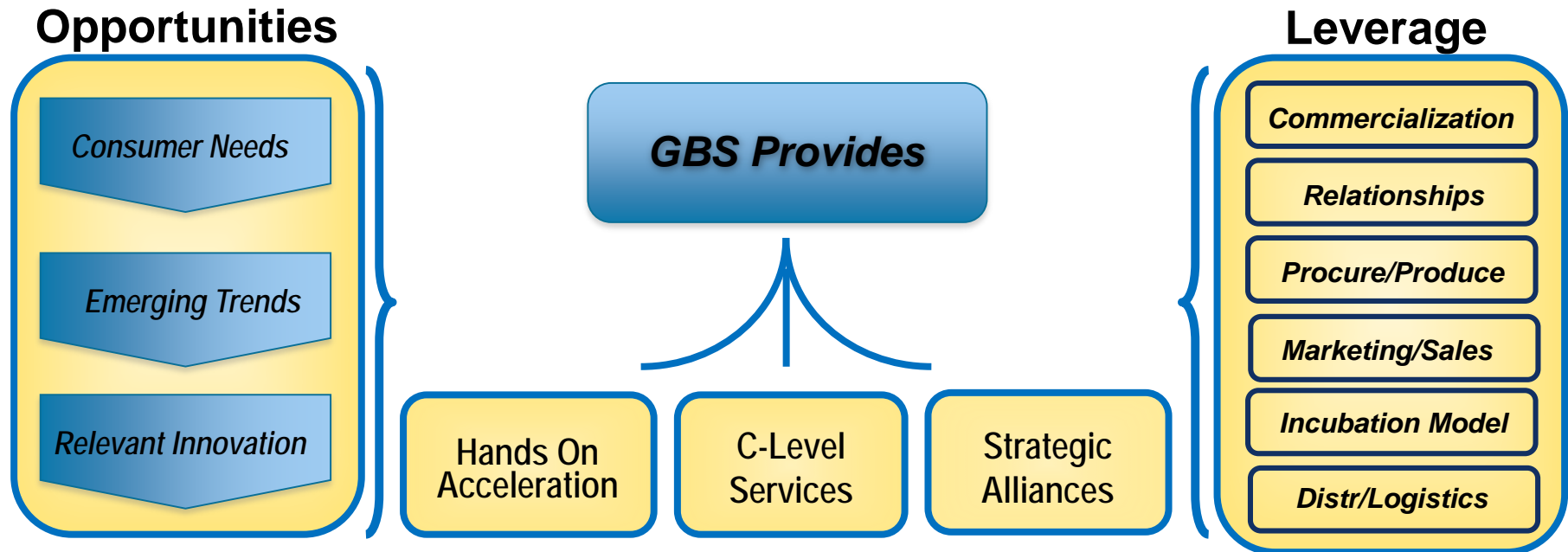
Zuckerman-Honickman

Packaging specialists - strategists



GBS Strategic Operating Model

Single Source Solutions



Our Criteria

- **Genuine**
- **Differentiated**
- **Commercially viable**
- **Capable Leadership**

The Output

- **Higher success probability**
- **Stronger performance**
- **Faster learning**
- **Fewer, less costly mistakes**

GBS AXS Brands Operating Model



Total Commercialization Services

Turn key system – we manage your local sales and marketing function (Key Major Markets) – California, Metro NYC, New England, Chicago, Florida, Texas)

- **Identifying and securing the right distributor**
- **Build retail availability**
- **Co-develop business plan**
- **Focused on creating traction!**
- **Execute retail marketing activities**
- **Dedicated Personnel**
- **Accountability**

**A Turnkey
Operation**

What we do – BYB Brands

Formed BYB

Subsidiary of Coke Consolidated – Largest Independent Coke Bottler in US

- 5 Brand partnerships/acquisitions
- Tum-E Yummies, Cinnabon Coffee, Cha Dao Tea
- Leading new beverage company/incubator



GBS Leverage

- Developed Growth Strategy and Plan
- Achieved 80% US distribution coverage in 16 months for BYB Brands
- Tum-E Yummies now in Coke distribution system nationally
- Introduced company to multiple new acquisitions, strategic partnerships

**BYB Today - \$100 million in revenue –
an estimated \$500M market value**

What we do - Celsius



Differentiated, leading functional energy brand

GBS Leverage

- **Helped create turnaround strategy – focus on “Deep Dive Markets”**
- **Brought on top tier distributors in California and Texas – Haralambos, Europa, Lone Star**
- **Enhanced Board of Directors with key industry players (2)**
- **Leading strategic partnering efforts – meetings with DPSG, KO**
- **Key consumer channel – fitness, building ‘daily drinker’ base through activation strategy – brand ambassadors, demo events**

**Company has increased revenue by 50%
per year in the past 2 years**

What we do – Bolthouse Farms



Sought breakout strategy in food service/local market distribution

GBS Leverage

- **Building sales organization, distribution system**
- **Launched brand in at-work, food service, college, grocery and convenience store channels**
- **Secured distribution in tier one distributors- Sysco, McLane, CoreMark, Labatt, Brothers Produce**

Creating model for national roll-out

What we do – Fulhum, Arty Water



- Mineral infused, alkaline water



- Artichoke water

Both companies seeking successful brand launch

GBS Leverage

- C- level advisory in all functions of the company
- Developed state-of-the-art commercialization plans
- Developed 3 year comprehensive business plan
- GBS-AXS Brands team over-seeing brand launch – 1/2015

State-of-the-art 'daily drinker' model

Who GBS has helped

....Mid-Sized Companies to Industry Leaders

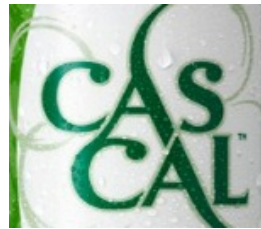


HONEST TEA®



Who GBS has helped

Early Stage Companies....



Who GBS Works With

Retailers and Distributors in all Channels...



.....We Connect with Consumers

We are GBS

John Blackington *Managing Partner* has over 30 years experience, both as the owner of his own company and as a senior executive for several leading food and beverage companies, including The Coca-Cola Company. He has helped jumpstart a number of successful new brands today in critical areas ranging from helping build sales and distribution systems, expanding retail availability, developing equity strategies and sourcing capital. John holds both BS and MBA Degrees from the University of Pennsylvania –Wharton School of Business.

Jack Brennan *Managing Partner* is a seasoned global executive with over 27 years in the food and beverage industry working with large companies as well as entrepreneurial start-ups. His experience spans senior positions with The Coca-Cola Company, Host Marriot Services, and G. Heileman Brewing. Jack has strong knowledge in critical areas such as strategic planning, business development, marketing, sales, distribution, operations and financing. Jack was previously a Partner with Tattleaux Partners, a consulting firm advising clients in areas of strategic planning and financing strategies. He has also been CEO of several beverage companies. Jack holds a BS Degree from Boston College - Carroll School of Business.

Gordon Hill *Managing Partner* has over 30 years experience in the beverage industry, holding senior management positions at both The Coca-Cola Company and the Dr. Pepper Company. He is a specialist in establishing optimal routes to market via Direct, Direct Store Delivery, and Hybrid distribution systems. He has hands-on experience in distribution management, logistics, customer/channel contact development, marketing, customer relationship management, and market operational planning. Gordon holds a BA degree from the University of Texas.

Hal Kravitz *Senior Advisor* has over 25 years experience in the beverage industry. He was recently named CEO of Aquahydrate. He also has held various senior executive positions at The Coca Cola Company and Coca Cola Enterprises (CCE) and Vitamin Water. Hal brings in depth knowledge of all aspects of the beverage business to GBS. Hal holds a BS Degree from University of Georgia – Terry College of Business.

Lorne Paskin *Senior Advisor* is currently a principle with Zuckerman – Honickman ... the largest packaging distributor in the US. Lorne's global supply chain experience and relationships including contract packing are a valuable asset early stage companies. Lorne has a BS from University of Maryland.

We are GBS

John Duva *GM of GBS AXS Brands* – Florida, has over 30 years of experience working with large companies such as Coca-Cola, Red Bull, Monster Energy Drink, National Beverage Corporation and RAW Foods International. John has a proven track record in sales, DSD/chain distribution, successful new brand launches for Red Bull and Monster, building and motivating sales teams along with excellent management skills. John also has an extensive background in the development of new products and brands, which encompasses creating flavor profiles, graphics and packaging, along with developing a brands message and company image to the consumer.

Marci Lederman – *GM of GBS AXS Brands* – NJ/NY, has over 25 years of national and global sales training and management experience in Consumer Product Goods at Coca-Cola Enterprises, Glaceau and Pfizer's (Infant Nutrition). Marci's background includes launching small businesses as well as global distribution for international brands. She has expertise in leveraging relationships to build branding and brand positioning for new and existing products. Marci received her BA in Communications from Kean University and Six Sigma Greenbelt from Villanova University.

Mike Patrick *GM of GBS AXS Brands* –Southeast, has over 32 years of sales, marketing and operational success in the beverage industry. He has worked in leadership roles in account management, sales development training, channel strategy and planning with The Coca-Cola Company. He led the retail merchandising planning and execution efforts for the Coca-Cola system. Mike has extensive experience calling on accounts like Kroger, Papa John's, 7-Eleven, Speedway, Albertson's, and Marsh Stores. Mike received his BS and MS degrees from Valdosta State University in Georgia

Dan Sweeney *GM of GBS AXS Brands - Northeast*, has 14 years of senior level sales management at The Coca-Cola Company. He has also owned and operated his own multi-franchised retail, shipping, printing and logistics firm. He specializes in advising small business, entrepreneurial and start-up enterprises regarding CPG and food service sales and marketing. Dan received his BA in Economics from the University of Massachusetts, Amherst and his MBA from the University of Southern Illinois.

Ken Tenace *GM of GBS AXS Brands* - California, has over 25 years of experience helping high potential brands across the US. He found his passion for launching new brands by taking a chance on a small start-up in 1998 called Red Bull. He worked with Los Angeles Distributors for Red Bull while calling on key accounts across Southern California. Ken has also helped Crunk Energy, PowerCoco and Neuro, opening hundreds of distributors and major retailers, and driving both brands to dramatic gains in availability. Ken received his BS in Marketing from Cal State University, Long Beach.

Dan Wilder *GM of GBS AXS Brands* – Texas, has over 25 years of sales, marketing and operational success in the beverage industry throughout the US. He has worked with/for both globally recognized brands (Coca-Cola, Pepsi-Cola, Dasani Water, ROCKSTAR Energy) as well as with early stage companies. Dan received his BBA from The University of Texas at