

# The Plug<sup>®</sup>

LAST SHOT OF THE NIGHT



Sales Presentation  
January 2022

# Company Overview

**The Plug Drink ("The Plug")** is an all natural plant-based functional recovery beverage with **electrolytes** that rapidly cleanses your liver of toxins, reduces unwelcomed symptoms after a night out, boosts your immune system, and keeps you properly hydrated. Our formula is a science-backed proprietary blend of 13 plants, flowers, and fruits with the **highest herbal concentration (3.6g)** compared to competitors, and is designed to support your metabolism and optimize your lifestyle and productivity levels.

**Mission:** We are a lifestyle *better-for-you* wellness brand focused on optimizing everyone's lives by educating people about **the power of plants & herbs** and **bringing awareness to the liver.**





# PLANT-BASED

## Proprietary Blend of 13 Herbal Plants, Flowers, and Fruits

*ALL-Natural + Electrolytes*

*Highest Herbal Concentration (3.6g)*

Works to fight fever .....  
**Chrysanthemum Indicum**

Boosts liver performance .....  
**Oriental Raisin Tree (DHM)**

Boosts immunity .....  
**Artemisia Herb**

Helps to fight sickness .....  
**Pueraria Lobata**

Sustains a healthy liver .....  
**Alder Tree**

Vitamin A boost .....  
**Pine Needles**

Promotes healthy immune system .....  
**Pueraria Lobata Ohwi**

High in antioxidants .....  
**Purslane**

Protects the liver .....  
**Schisandra**

Boosts immunity .....  
**Dandelion**

Vitamin A boost .....  
**Honeysuckle Flower**

Helps get rid of dizziness .....  
**Morus Alba**

Supports digestive health .....  
**Licorice Root**



# The Opportunity

Hangovers cause a productivity loss in the U.S. of about \$250 billion each year.

Due to COVID-19, Liver Diseases are on the rise and the Liver Detox Market is growing rapidly.

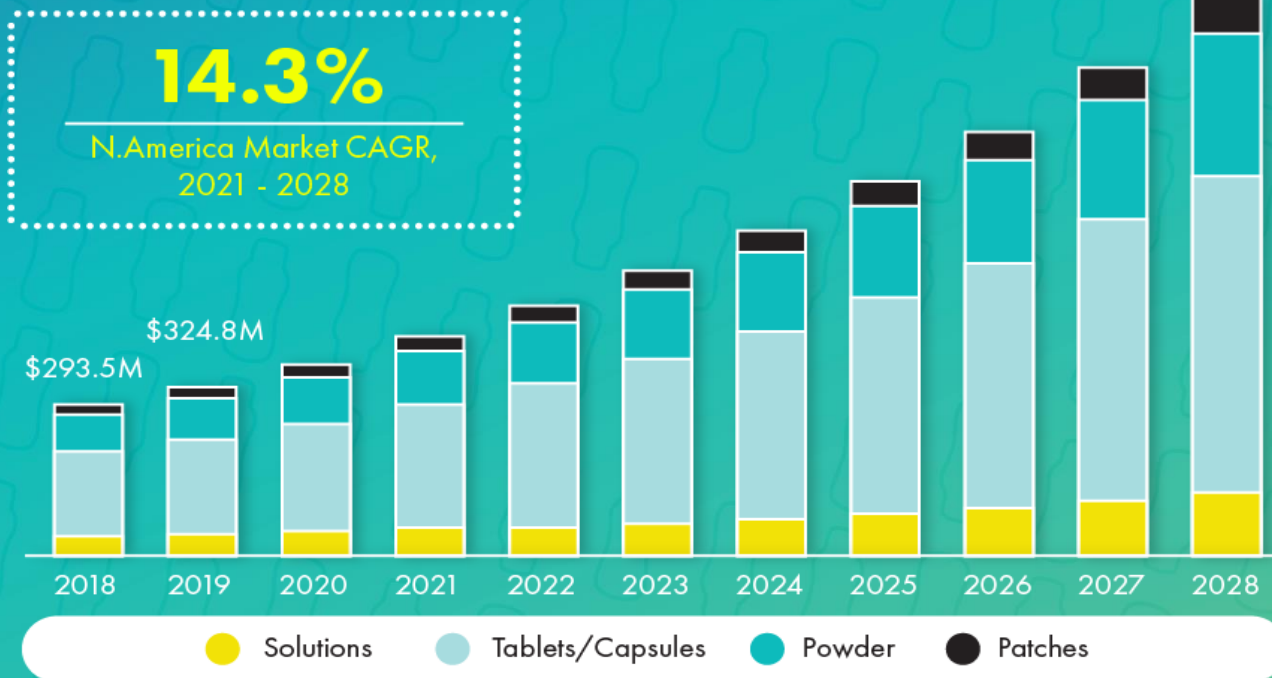




# North America Hangover Products Market

The North American hangover market is expected to grow due to the alcohol drinks market, which is expected to grow annually by **14.3% (CAGR 2021-2028)** and due to COVID-19, liquor sales are up with continued upward demand.

Size, by product, 2018 - 2028 (USD Million)



Source: [www.grandviewresearch.com](http://www.grandviewresearch.com)

# Functional Beverage, specifically the recovery hangover space is Superhot

## How BIG is the Market Size?

The Hangover Recovery Products Market Size was estimated at \$1.56 Billion in 2020 and is **expected to reach \$1.79 Billion in 2021.**

## Key Growth Drivers

Key factors that are driving the market growth include **increasing prevalence of liver diseases** such as liver cancer, fatty liver disease, and the rising inclination of consumers toward dietary supplements.

# Our PLUGFAM is STRONG

4.9 ★★★★★ Based on 403 Reviews

Anonymous Verified Buyer  
United States  
★★★★★

## It actually works

I love this stuff. It's a bit pricey, but it really keeps the awful hangovers away, so this is a game changer and I will be ordering more soon.

AB

## ★★★★★ Greatest Hangover Cure on the Market!!

Reviewed in the United States on July 3, 2020

Thomas K. Verified Buyer  
United States  
★★★★★

## Hydrated and Feeling amazing

I have used this 4 times now and each time I am amazed on how well it works. This product not only helped same time.

I encourage people who don't drink much water to give this product a try as it tastes like juice!!



Michelle Bean

I've tried them ALL, THIS ONE WORKS!!! 1000000%

Love · Reply · Send Message · 1d

## Great product

I was very impressed that it really did perform as advertised. I felt much better the morning after drinking than I had any right to!



Kimberly Handley We are on vacation. Game changer! Lol. We are exhausted from beach and had our Plug drinks and early be drinking these at bedtime every night



Like · Reply · Message · 16h

Anonymous Verified Buyer  
United States  
★★★★★

## Wonderful

It worked great and love the taste. I would definitely recommend



Steve C

## ★★★★★ Dont Believe the Naysayers- I'm 37 and I Drink and IT WORKS!

Reviewed in the United States on December 26, 2021

Hey guys wanted to let you know you're product is amazing. I had a bit of a beer night on Thursday and took the plug. Woke up feeling awesome.

Loved the product so much that I immediately went onto your website and ordered another 48 of them. Going to hand them out to my friends on new years eve as tchotchke gifts. They going to love em.

Never going back to just pedialyte again.

As for those sayin "It Doesn't Work"- what can I say? You're just flat out wrong. I've tried handfuls of b12, advil, pedialyte, electrolyte drinks like Gatorade and powerade, you name it- I've tried it.

This stuff though. THIS WORKS...dont let anybody convince you but yourself- order some, try it, and trust the feeling of freshness in the AM. You'll never go back to the old hangover cures again.

Thanks again Team- LOVE the product.

Anonymous Verified Buyer  
United States  
★★★★★

## Miracle worker

I've used it several times now and even had a buddy try it and can't believe how well it works! Definitely a must have at all times!



John Hunt

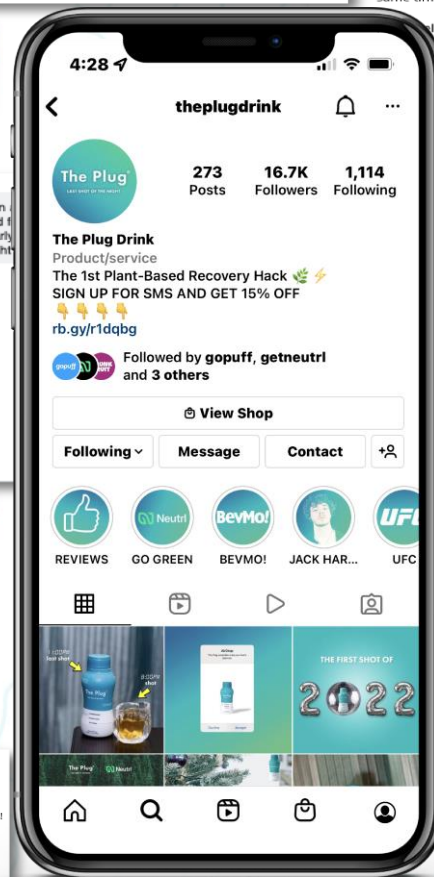
This stuff works. I'm trying (and somewhat succeeding) to drink less, but when I overdo it I drink two of these before going to bed. I may not wake up ready to conquer the world, but I feel MUCH better than I would without the Plug

Love · Reply · Message · 3h



Chris Melendez The Plug Drink but for some reason CVS has morning recovery and not the plug. Hopefully some day the plug will be available in stores!!

Love · Reply · Message · 1d



Dorothy McMahon

I bought this stuff for my adult kids X mas stockings. But, I had a few to many celebrating the ho iday, I dug them out and drank myself. Lol. I think they worked good.m

Like ·

A.J. Fusco

Not a robot or some person who works for these people and let me tell you.. this stuff works. Way over did it at a wedding. Downed two of these before bed and I wasn't "100% hangover free" but wowwww did I feel better than I expect. Ordering more cuz I swear IT WORKS

Love · Reply · Send Message · 1d

Mike

## ★★★★★ Holy crap it works

Reviewed in the United States on April 9, 2021

Verified Purchase

I know what you're thinking: it doesn't sound possible to nullify a hangover the night before. If you're like me you've tried several home remedies like Vitamin C, a glass of water before bed, a cold shower, and nothing really worked all the way.

This seriously works.

I haven't tried it on a night of total annihilation, but yesterday I had probably 10-12 drinks spaced out over 6 hours. This usually would give me some sort of hangover whether it be fatigue or a lingering headache or sour stomach or something. But when I woke up this morning for work... nothing. Absolutely no symptoms of a hangover at all. It is now the afternoon and I still feel fantastic. The taste isn't all bad either. It kind of reminds me of 5 hour energy the way that you can tell they tried to make it taste like fruit juice but there are definitely some medicines mixed in. Not at all bad.

One more word of caution since I have drank 2 of these now. The first one I drank before my last drink and I started rapidly sobering up and getting sleepy. Drink 1 AFTER your last drink or it might kill your buzz like it did mine. Also don't drink one of these and think you will be cool to drive it doesn't work like that.

~ Read le...

10 people

Maria

## ★★★★★ Amazing

Reviewed in the United States on August 10, 2021

Verified Purchase

These drinks are the bomb!! They made me feel so much better than I was expecting, after a night out with the girls.

It sort of tastes like apple juice?

Definitely going to buy some more! Life savers!!

Billi Fay

This stuff works great! No headache and actually feeling good today! Took one of these before bed and I'm good to go! Definitely buying more!!







Love · Reply · Message · 9h

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# Competitive Analysis

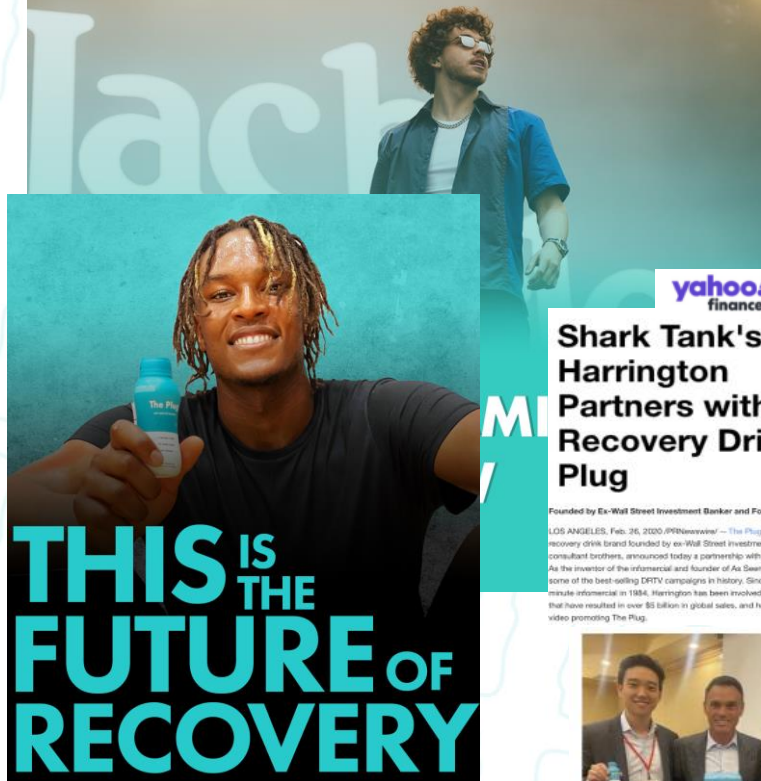
The Plug is a Superior Product when Compared Side-by-Side to its Competition with the Highest Herbal Concentration (3.6g) infused with combining rapid hydrating electrolytes.

							
<b>Calories</b>	<b>20</b>	50	70	5	40	50	25
<b>Carbohydrates</b>	<b>5</b>	12	16	NA	9	12	5
<b>Added Sugar</b>	<b>0</b>	9	16	NA	0	11	4
<b>Caffeine Free</b>	✓	✓	✓	✗	✓	✓	✓
<b>Herbal Formula Concentration</b>	<b>3.64</b>	2.75	0	0.915	0.190	0	0
<b>Superfruit Taste</b>	✓	✗	✗	✗	✗	✗	✗
<b>Proprietary Formula (Includes all of Plants, Flowers, and Fruit)</b>	✓	✗	✗	✗	✗	✗	✗
<b>Electrolytes</b>	✓	✗	✓	✗	✓	✓	✓



# Gaining National Recognition

**GRAMMY-Nominated Rapper Jack Harlow Invests In The Plug Drink's \$1.5 Million Seed Round To Expand Leading Plant-Based Recovery Beverage Business**



Celebrity-Backed The Plug Drink Secures Exclusive Distribution Partnerships With Gopuff and BevMo! To Expand Recovery Beverage Business

## Shark Tank's Kevin Harrington Partners with Recovery Drink The Plug

Founded by Ex-Wall Street Investment Banker and Fortune 500 Tech Consultant  
LOS ANGELES, Feb. 26, 2020 (PRNewswire) – The Plug, an all-natural anti-hangover recovery drink brand founded by ex-Wall Street investment banker and Fortune 500 tech consultant brothers, announced today a partnership with Shark Tank's Kevin Harrington. As the investor of the infomercial and founder of As Seen on TV, Harrington has launched some of the best-selling DRTV campaigns in history. Since producing his first thirty-minute infomercial in 1984, Harrington has been involved in over 300 product launches that have resulted in over \$5 billion in global sales, and has now released a testimonial video promoting The Plug.



EDITORS' PICK | Jul 12, 2021, 08:00am EDT | 404 views

## Plant-Based Recovery Beverage Startup The Plug Drink Secures \$1.5 Million Seed To Prepare For National Rollout



Douglas Yu Contributor @  
Food & Drink

I cover exclusive investment news of the food & beverage industry.



Listen to this article now

Powered by Trinity Audio

## These Sites Are Delivering Booze for You This Eve (or Your Post-2020 Blues)

Get beer, wine and liquor delivered to their door in the same time it takes to

by TIM CHAN



"Don't forget Gopuff has tons of remedies, including Advil, The Plug, Liquid I.V., Goody's powder mixes, and even a made-to-order 'Hangover Sandwich' from Gopuff Kitchen!"

— "The Struggles: Gopuff's Inaugural Award for The Most Hungover Cities on New Year's Eve"

## Best Hangover Pills in 2022 – List of Top Hangover Relief Pills and Supplements

By Kshiti Nigam - January 15, 2022

### Why do we recommend The Plug Drink?

During our research, testing, and analysis, we've found The Plug to be among the most efficient supplements for preventing the effects of hangovers. This supplement offers you extended benefits, as it cleanses your liver of toxins, reduces the side effects from overdrinking, boosts the immune system, and keeps your body properly hydrated.

In addition to its health benefits, The Plug features a tempting flavor, making it the hangover remedy you'll always want to consume. It is available online and in many stores across the United States.

=> Click



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An incredibly tough decision between our 3 very impressive finalists, but in the end, **Tobi Smith of AllDolsCook** was crowned the winner of our final ClearPitch Competition of the year!

Thank you to our partner co-hosts at **Silicon Valley Bank**, and our judges **Ashraf Hebela, CFA, Robert Sureck**, and Clearco's very own **Radha Kapoor**.

And a special thanks to our runner-ups **Ray Kim of The Plug Drink** and **Mario Cambardella** or **ServeScope** - it was an honour listening to you pitch today!

## BevNet – Mar 2021 (Functional Beverage)



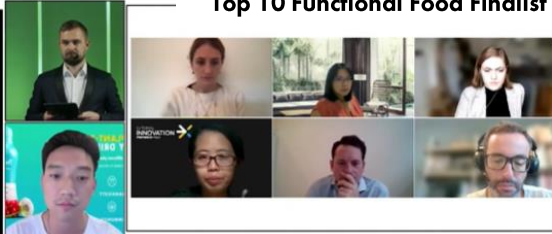
The Plug®



# The Plug Drink Marketing Presence

FOOD TECH CHALLENGERS

## Top 10 Functional Food Finalist



Gopuff LA Launch



**UFC**

**TAO**  
GROUP



**wish**

**THE h.wood GROUP**

**MARQUEE**  
NIGHTCLUB & DAYCLUB



**Forbes**  
Plant-Based Recovery Beverage Startup The Plug Drink Secures \$1.5 Million Seed To Prepare For National Rollout



GRAMMY-Nominated Rapper Jack Harlow Invests In The Plug Drink's \$1.5 Million Seed Round To Expand Leading Plant-Based Recovery Beverage Business



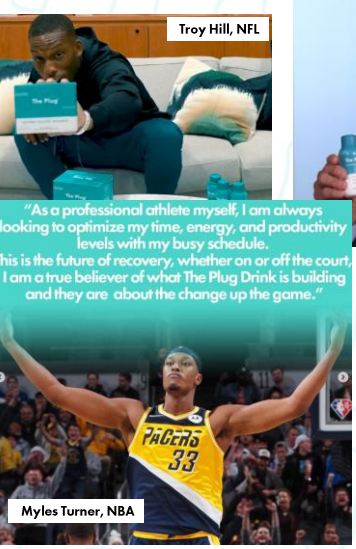
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**Top 3 High Growth Ecomm Startup**

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