

INVESTOR
PRESENTATION

2025



PRIME DRINK

GROUP CORP.

OVERVIEW

WHO WE ARE:

A leading beverage company with expertise in production, marketing, and distribution. Innovators in gluten-free, craft, and spirit-based beverages.

CORE DIVISIONS:

1. **Prime Media:** Strategic marketing and brand innovation.
2. **Prime Bottling:** High-capacity beverage production.
3. **Prime Water:** Holding company for all water permits, managing Canada's largest groundwater reserves.

KEY ASSETS:

- Our groundwater reserve in Canada: **3.4 billion liters annually**
- **291 acres** of land for production and protected zones

BRAND PORTFOLIO:

- **Gluten-Free:** Glutenberg (75% Canadian market share)
- **Craft & Hard Seltzers:** Oshlag, Beach Day
- **Spirit-Based:** Oshlag and Beach Day spirits and RTDs

GROWTH STRATEGY:

- Market expansion in Canada and the U.S.
- Strategic acquisitions and partnerships
- Goal: **\$80M revenue in 2025.**

MISSION STATEMENT

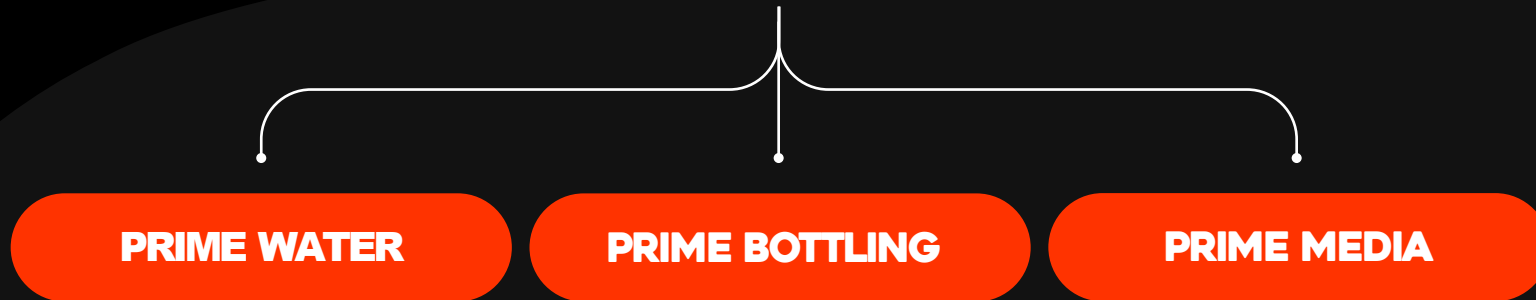
Prime Drink Group (PRIME) is and will continue to be a media force reshaping the local market's consumption landscape. Through its infrastructure, PRIME will capture the diverse social, cultural, and economic changes of the times to optimally address evolving consumer needs. Utilizing the power of informational interconnectedness, PRIME aims to enhance the experience of current and future customers.

**CURRENT COMPANY
STRUCTURE**



PRIME DRINK

GROUP CORP.





PRIME WATER

Holding company for all spring water permits, managing
one of Canada's largest groundwater reserves.

Prime is one of the largest fresh groundwater reserve rights holder in Canada, totalling 3.51 billion litres of annual volume.

100% PRIME WATER is positioned to meet the annual demand of ALL Canadians

PRIME ASSETS	ANNUAL VOLUME (IN LITERS)
• DUHAIME SPRING – LARGE VOLUME	2 B
• NOTRE DAME DU LAUS – ESKER	998 M
• COLORAINE SPRING – EVIAN	71.8 M
• OTHER	281.2 M
TOTAL / LITERS	3.51 B

Global spring water market projected to reach:

\$465 BILLION

by 2031 (CAGR of 8.7% from 2022 to 2031)¹

Industry's expansion is driven by consumer trends favoring natural and flavored spring water, which has experienced an annual growth of 31% over the past five years.

Prime also owns 291 ACRES OF LAND for protected zones and production facilities.

Prime has a TOP-LEVEL MARKETING TEAM with extensive consumer experience.



PRIME BOTTLING

Premier Brewery Specializing in the Crafting of Innovative
Beverages and Gluten-Free Beers.



PRIME BOTTLING

OVER

10 BRANDS

& Distribution Rights

550,000 HL

High-Capacity Beverage Processing
Facilities (HL annually)

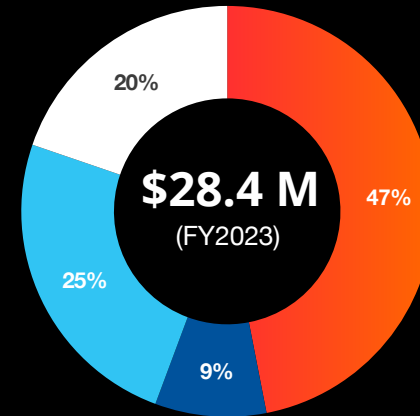
The **GLUTEN-FREE BEER MARKET** is projected to grow to **\$1.4 BILLION BY 2032** exhibiting a CAGR of 14.9% from 2023 to 2032.¹

BRAND PORTFOLIO

Diversified and innovative offering with over 10 brands in three product lines:

- Gluten-free beer offered under the **Glutenberg** brand
- Spirit-based beverages, comprised of spirits and spirit-based ready-to-drink beverages, offered under the **Oshlag** brand
- Craft beers and hard seltzers offered under the **Oshlag**, **Beach Day** energy and **Vox Populi** brands.
- **Glutenberg** dominates the Canadian gluten-free beer market with a 75% market share¹ and is the #2 brand in the US.²

FY2025 Revenue by Offering



- Gluten - Free Beer
- Spirit-Based Beverages
- Craft Beers & Hard Seltzers
- Services & Other

Gluten-Free Beer

Glutenberg

Spirit-Based Beverages

OSHLAG
BRASSERIE & DISTILLERIE

BEACH DAY
EVERY DAY

mojo

Craft Beers, Hard Seltzers & Energy

HICKSON
STRAWBERRY BEER

CHARLES HENRI
BIERE - BEER

.....MICROBRASSERIE.....
VOX POPULI

ÉNERGIE

OCTANE⁷⁰

BREWING AND DISTILLING

- Prime bottling is one of the few regional players to offer both brewery and distillery expertise, as well as private label and co-packing services.
- Manufacturing of a wide range of products including beer, hard seltzers, spirits and spirit-based RTDs, with the flexibility to manufacture gluten-free beer.
- Production infrastructure includes two plants and two warehouses.
- Projecting to increase capacity utilization to 100% by fiscal 2026, with minimal CAPEX of \$2 million.
- Focus on expansion through profitable growth.

HIGH-PERFORMANCE FACILITIES

TERREBONNE (CANS)
Employees

*85,000 square feet
75 employees*

ST-JEAN-SUR-RICHELIEU (GLASS)
Employees

*25,000 square feet
10 employees*

 **PRIME DRINK** INVESTOR PRESENTATION

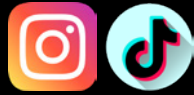


PRIME MEDIA

Strategic marketing and brand innovation.

SOCIAL STATS

LAST 30 DAYS



GOP

GESTION OLIVIER PRIMEAU

**VLOG
DAY
EVERY
DAY**





GROWTH STRATEGY

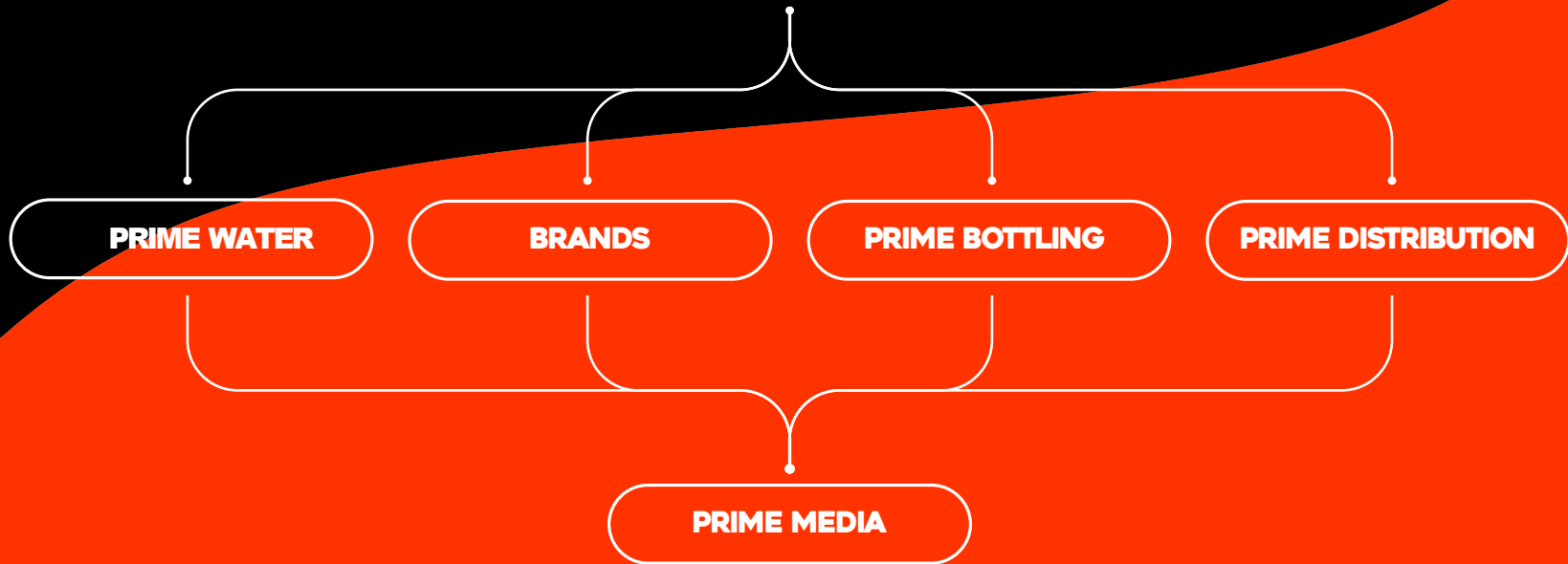
Strategic acquisitions and partnerships

FUTURE COMPANY STRUCTURE



PRIME DRINK

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UPCOMING ACQUISITION



PRIME DRINK
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BDED

CAD 10M (Shares),
CAD 12.5M Cash,
CAD 5.2M (Debt)

VLOG DAY

CAD 1M (Shares),
CAD 1.25M
(Cash over 24 months)

BRANDS

CAD 250K (CASH),
CAD 1M (SHARES)

DISTRIBUTION

7M (CASH),
8.5M\$ (ACTIONS)

MARKET OVERVIEW

**MINIMUM SHARES
OUTSTANDING**

341,173,212

**MAXIMUM SHARES
OUTSTANDING**

545,433,212

Post-Transaction

MANAGEMENT TEAM

Raimondo Messina, CPA, CA

Chairman of the Board

- Successful entrepreneur in the hospitality and beverage sector, with extensive experience in driving partnerships and M&As and building brand equity.
- Founder of Dream Hospitality Group.
- Partner at Beach Day Every Day.

Olivier Primeau

Chief, Branding and Innovation

- Serial entrepreneur and influential public figure in Quebec.
- Major success with his Beach Day Every Day brand, one of the largest ready-to-drink beverages in Canada and expanding rapidly in the US.
- Extensive expertise in marketing consumer products and events through Midway Group, his marketing company.

Alexandre Côté

President and CEO

- Over 20 years of breaking boundaries in the world of finance.
- Co-Founder of Hybrid Financial Ltd., an innovative investor relations firm.
- President of Fecteau Cote & Manocchio Ltee, an exempt market broker.

Audrey Bouchard, CPA, CA

CFO

- Over 12 years of finance and accounting experience, including leadership roles at PwC and Éconofitness.
- Proven expertise in financial control, strategic planning, and certification, with a focus on process optimization and accurate reporting.
- Skilled at leading teams and delivering strategic insights to drive operational efficiency and business growth.

Germain Turpin

President, Water Division

- Over 20 years of experience in the Quebec water industry, with an expertise in the acquisition of licenses and the development of water assets.
- Former owner of two of Prime's water assets.



THANK YOU