

APRU

BRANDS



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OUR SHORT STORY

It was in Northern California in 1972 that Apple Rush, the first 100% All-Natural Sparkling Juice was born. Simply adding carbonation to the juice, made this beverage appealing, unique, refreshing and the only soda replacement on the market - redefining carbonated soft drinks. Popularity grew and distribution started in Chicago of 1974 where Robert Corr, a natural food entrepreneur, became captivated with the juice. Distribution expanded across the Midwest to support the rapidly growing consumer sales and natural health food channel. During the 80's & 90's, long before the All Natural "health craze", Apple Rush became the choice of beverage for anyone looking to consume a carbonated soft drink and found continued success in California and the Midwest. Great taste, No preservatives, 100% All-Natural Juice was his ticket to success.

Due to the accomplishments of the juice, The Apple Rush Company, Inc. (OTC: APRU) went public in 2007 through a reverse merger. The decision was made in order to raise additional capital and accelerate growth. A couple years later, after acquiring Garden Distributing, Apple Rush was placed in all the Chicago Whole Foods stores. Sales began to accelerate, and visions were vast. However, administration had some difficulty with bottling and other manufacturing challenges that put the company at a complete standstill, but management knew that the liquid was good and that there was still an enormous demand for a healthy alternative to carbonated soft drinks.



OUR SHORT STORY CONTINUED

Being at a complete standstill for multiple years due to one of the worst economic periods in our nation's history, APRU found it extremely difficult to raise capital and understood that they needed to look for additional help. It was then that Mr. Corr, reached out to LiveWire Ergogenics (OTC: LVVV), VP of Sales - Tony Torgerud, to be the CEO of APRU. His mission was to find an opportunity to relaunch the brand, as the taste profile of the juice was already a proven success. Bob sold controlling interest in APRU to LVVV, and Tony then spent a couple years finding a new co-packer, creating and refining new packaging, building new relationships in the CPG category and continued to look for additional distribution partners and retail outlets.

In 2017, Apple Rush was introduced to Peter Busch and his son Philip A. Busch, in hopes for distribution help by their company Southern Eagle Distributing (SED). After partaking in a couple meetings, SED's executive team quickly realized that this wasn't the typical Non-Alcohol supplier request for contract; not only was SED going to distribute Apple Rush but have the opportunity and challenge of building a brand, while being a major shareholder of APRU. Months later, it was then that Philip reach out to a couple friends and fellow Anheuser-Busch wholesalers, Joel Champagne (Champagne Beverages) & Gentry Pelham (North Florida Sales), to see their interest on not only distributing Apple Rush, but more importantly, will they be willing to help build the brand too. The answer was YES, and just like that, Phase I of the Apple Rush 'Dream Team' was created.



OUR SHORT STORY CONTINUED

With all the enthusiasm created, building the brand and working on finding more members to join the 'Dream Team', scrubbing APRU's fundamentals was a major priority and a critical focus point for 2019. During the past year, management worked on retiring billions of shares from stockholders including Mr. Corr, the removal of the OTC Market Stop Sign, the elimination of the DTC Chill and the addition of DWAC. Most significantly, Tony had multiple conversations with Bill Hodson of LVVV, and has canceled just over 15B shares. Due to this, APRU has now eliminated the controlling interest held by LVVV increasing shareholder value. Some other highlights have been adding 8oz slims cans to the Apple Rush portfolio, which are currently listed on Amazon Prime, as well as creating an impactful new logo and having a complete brand refresh.

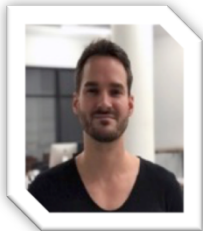
As we enter 2020, Phase II has just begun, having already announced new Executives such as CMO - Nicholas Kinports, COO - Jason Atwell and creating a powerful Advisory Board. APRU BRANDS will not only sell and distribute Apple Rush but will also have a new CBD line extension. APRU has great tasting products and an influential team that can take brands internationally. We look forward to 2020 and many years beyond!



EXECUTIVE TEAM



Tony Torgerud – is currently the Chief Executive Officer of APRU. He assumed the role in 2014 and is responsible for overseeing all sales, marketing, supply chain, R&D, and logistics. He is leading APRU in its continuing evolution as a juice beverage company. His desire with the brand is to make life's everyday moments more enjoyable, all while doing business the right way. The result is shared opportunity for communities, customers, employees and shareowners. Prior to APRU, Tony held multiple roles at LiveWire Ergogenics, Inc., Pacesetter Corporation, and G&K Services. Tony holds an Associate's Degree in Computer Programming at Western Technical College.



Nick Kinports – is the Chief Marketing Officer at APRU. He is also the founder and technologist at NOTICE, an agency built from the ground up to push the limits of digital and experiential marketing for global brands including Visa, Anheuser-Busch, Visa, The Obama Foundation, Porsche, and Restoration Hardware. His early work has focused on the emergence of the Internet as a marketing tool which evolved into an award-winning digital agency www.lonelybrand.com - acquired in 2013 by integrated advertising agency HY Connect. After experiencing tremendous growth throughout 2015, HY Connect was acquired by Myelin Communications, a Boston-based holding company funded by Baird Capital. Now he shares his knowledge, drive, and enthusiasm to as APRU's chief marketer for America's favorite sparkling juice. Nick holds a Bachelor's degree from Creighton University and also an MBA at Thunderbird School of Global Management.

ADVISORY BOARD



Philip A. Busch – is the President and owner of Southern Eagle Distributing Inc. and Managing Partner of PP & Topp and Ocean & Field Holdings. He is an incredibly successful entrepreneur with an impressive track record of running highly profitable businesses. Philip's strengths and expertise are in the acquisition, sales & marketing of beverage brands. Some of the brands include the Anheuser-Busch portfolio, Constellation Brands portfolio and 36 other local and national suppliers. Philip's dedication is to be a great corporate citizen and a leader with his philanthropic endeavors. Philip holds a Bachelor's degree from Northwood University.



Brian Florio– Experienced Executive within the Food & Beverage industry with a demonstrated history focused on Sales and Sales Strategy. Strong Sales Professional skilled in Customer Insight, Team Building, Corporate Strategy Fast-Moving Consumer Goods (FMCG), Consumer Products, Sales, Trade Marketing, M&A, Brand Building, and Innovation launches.



Gerrit Topp – is the Chief Business Development Officer of Southern Eagle Distributing Inc., a managing partner of PP & Topp and of Ocean & Field Holdings. He specializes in logistics and strategy, understanding the full spectrum of routing, delivery and merchandising operations, including development and implementation. Exemplifies integrity, energy, hard work and the commitment to quality in customer relations; bringing a wealth of knowledge in business efficiencies. Gerrit has over a decade of experience working with big brands such as Anheuser-Busch, Constellation Brands, national craft and local suppliers within the Florida community. He is also a firm believer in giving back to his local community, participating in and contributing to numerous charitable events. Gerrit holds a Bachelor's degree from Indian River State College.

ADVISORY BOARD



Randy Ornstein– is a former 14 year veteran/executive at Anheuser-Busch who oversaw the sales strategy for alcoholic brands like Bon & Viv spiked seltzer, and non-alcoholic offerings such as [Hiball Energy](#). He led a team of 55 employees and was responsible for in-store execution and selling of Anheuser-Busch products within all channels (grocery, c-store, drug, military, on-premise, mass) for the total US representing over +\$60 million in sales. Prior to his last role, he was the Vice President of Sales for the Walmart channel and also held various positions in Category Management. Randy also spent approximately 4 years at IRI as a Sr. Project Manager conducting extensive research on the alcohol industry. Randy holds a Bachelor’s degree from the University of Indiana and an MBA from the University of Arkansas.



Gentry Pelham – is the owner & President of North Florida Sales, an Anheuser-Busch beer wholesaler and distributor headquartered in Jacksonville & Lake City, Florida. He is also a philanthropist who has dedicated his part for the environment by charitable donations and programs. He firmly believes the best part of giving back is being able to help the people of northern Florida. His company also participates in programs in other communities such as Anheuser-Busch’s Better World Project in Las Vegas, San Antonio and elsewhere. Gentry holds a Bachelor’s Degree at the University of North Florida.



Joel Champagne – is the owner and President of Champagne Beverage Company, an Anheuser-Busch beer wholesaler and distributor headquartered in Madisonville, LA. He has partnered with various national and local beverage brands and is committed to making sure its consumers throughout the Louisiana market are able to find their favorite beverages right within their own communities. He is incredibly proud to be a respected employer, good corporate citizen, and sponsor of many local community initiatives. Joel holds a Bachelor’s Degree at the Louisiana State University.

ADVISORY BOARD



Leonard Marshall – is a former American football defensive lineman who played twelve seasons in the National Football League (NFL). Marshall has been active in several business and entrepreneurial activities in the CBD industry and in real estate development since retiring. He also has spent time as a football camp instructor, a football head coach, a student, a professor, and a radio broadcaster. Marshall graduated from Louisiana State University with a degree in Business Administration and also received his MBA from Seton Hall University.



Dan Hardee– is an entrepreneur, real estate broker, and race car driver. Dan also continues his role in the Hardee Family Foundation as IT Director and Investment Strategist. Dan is a graduate of Mercer University in Macon Georgia, earning his Bachelor of Business Administration in Business Management in 1988.



MJ Connelly – is the Chief Executive Officer of Plant Foods, Inc. established in 1962. He brings over 25 years of experience in Manufacturing, distribution, warehousing, logistics, and business development. As a business to business operation, PFI services the AG, Golf, Turf, Ornamental, Hydroponic, Hemp, and Industrial applications markets regionally, nationally, and internationally. They have manufactured for industry giants such as Scott's Miracle Gro, Nutrien, Helena, CNI, LidoChem, Howard's, and Land O Lakes. M.J. holds a Bachelor's degree from Florida State University.

ADVISORY BOARD



Christopher Han – is currently the Director of Sales at Anheuser-Busch. He is responsible for leading sales and accelerating organic growth – leading multiple aspects of channel growth and strategy. Previously before joining Anheuser-Busch, Christopher held numerous sales positions at PepsiCo where he was responsible for representing +\$60 million in sales for major brands such as Gatorade, Quaker, Tropicana, & Naked Juice. He was responsible for in-store execution and selling of PepsiCo products within the Walmart channels and large format grocery channels for the heartland Midwest region. He holds a Bachelor's Degree from Villanova University.



David Reynolds Derian – is a leader in the herbal supplement industry. David has introduced multiple rare botanical products to the USA. Providing people with natural herbal solutions is a passion of David's. He has been a pioneer in the botanical supplement industry since 1992. David is A licensed Hemp farmer and processor in the state of Virginia and has been advocating for Various Botanical industries nationally and has been instrumental in drafting legislation on a state and federal level. His passion and motivation is to bettering the lives People by offering natural alternatives.

APPLE RUSH

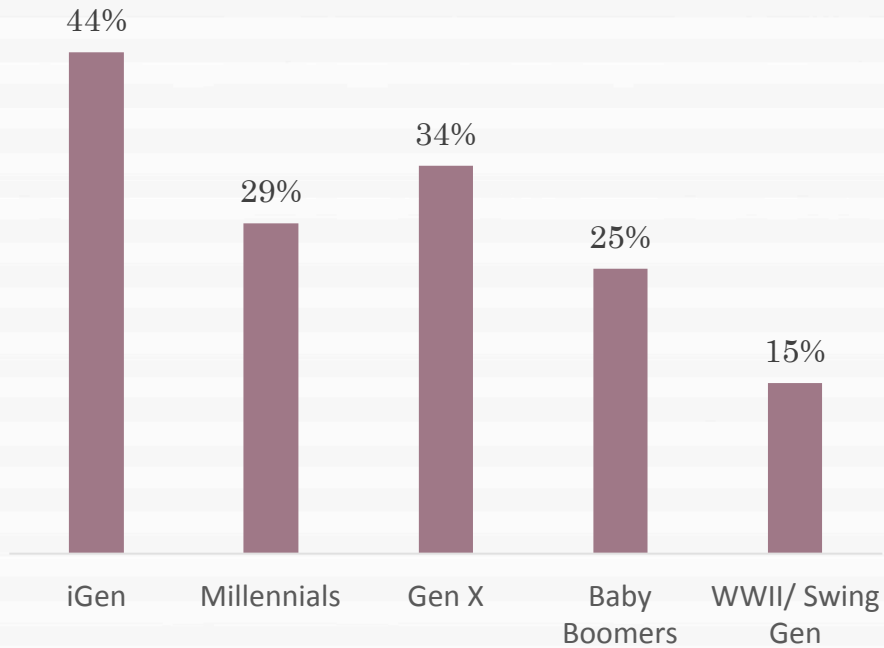
SPARKLING JUICE

ARTIFICIAL INGREDIENTS ARE THE MAIN REASON CONSUMERS CONTINUE TO REDUCE CARBONATED SOFT DRINK CONSUMPTION

ALL AGE GROUPS PLAN TO CONSUME FEWER CSDS

% Consumers by Age group

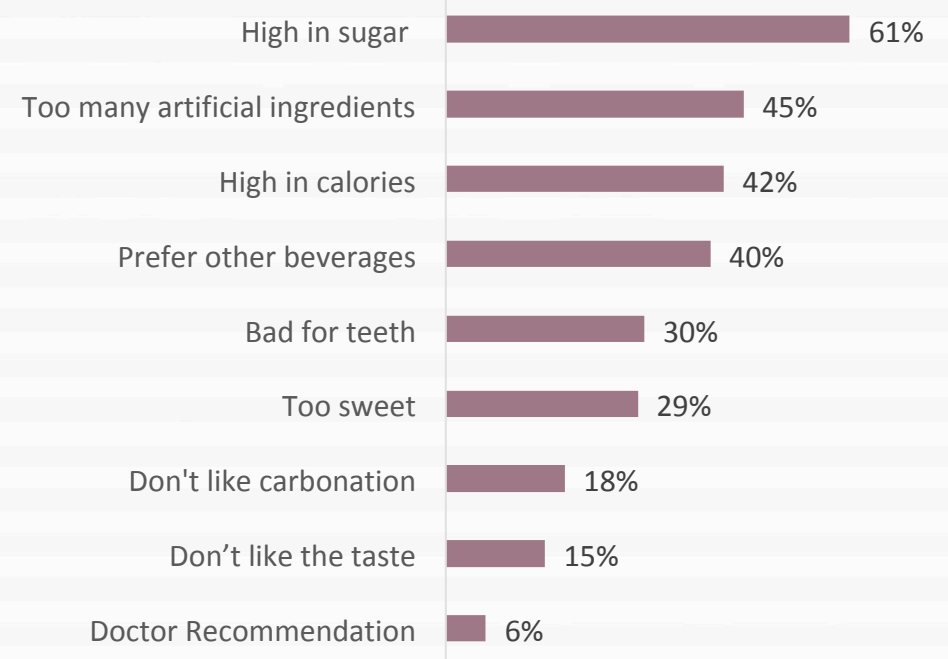
■ I plan to reduce my CSD consumption



AND THEY HAVE MULTIPLE REASONS WHY

Reasons to NOT drink CSDs

■ % Respondents



CONSUMERS ARE LOOKING FOR ALTERNATIVE OPTIONS TO TRADITIONAL CARBONATED SOFT DRINKS AS BEVERAGE SOLUTIONS



SPARKLING JUICES

Source: Lightspeed/Mintel – Carbonated Soft Drink Mintel – US April 2019



NATURAL SODAS



SPARKLING WATERS

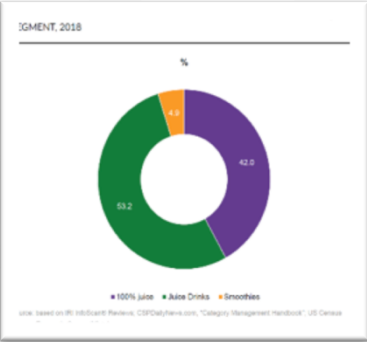
APPLE RUSH SPARKLING JUICE IS WELL POSITIONED TO PROVIDE CONSUMERS & RETAILERS AN ALTERNATIVE BEVERAGE OPTION WITHIN THE CATEGORY

JUICE AND JUICE DRINKS IS A HUGE CATEGORY

\$19.2
BILLION



JUICE DRINKS COMPRISE HALF OF THE MARKET SHARE



53.2%
Category Sales
Juice Drinks



Canned



Bottled

Sustainable Packaging



Competition

CONSUMER TRENDS

1. Flexitarians are coming. Veggie focused consumers, who will occasionally consumer meat / animal products
2. Niche diet trends will garner the attention of retailers: Keto, Paleo, Plant-Based
3. Good Intentions don't always equal healthier choices

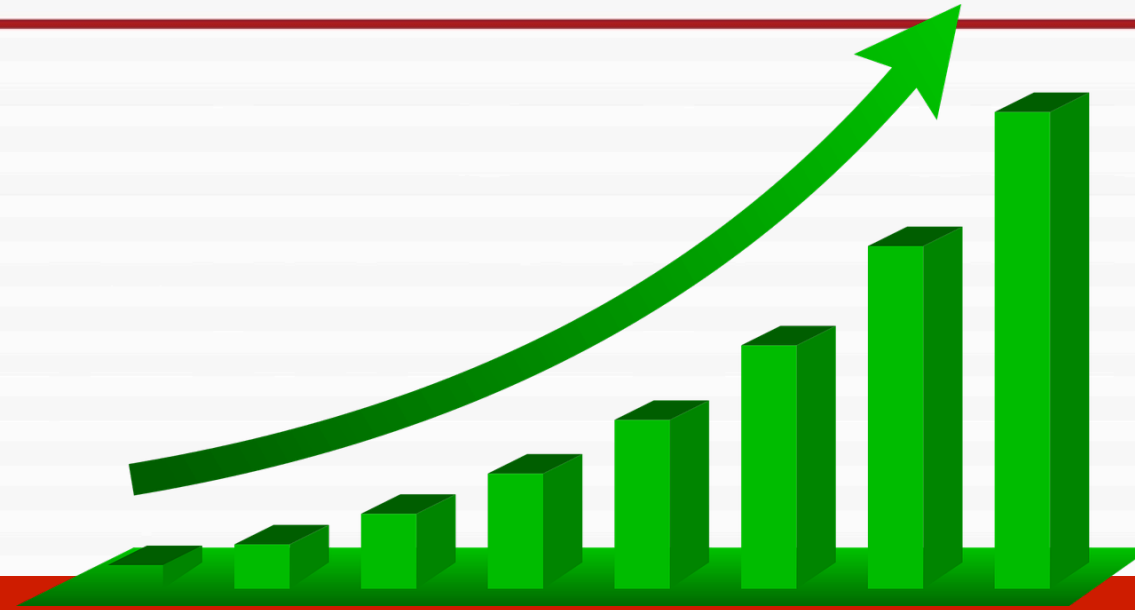


US SALES AND PRICING



PRODUCT	DOLLAR SALES	UNIT SALES	DOLLAR SHARE OF CATEGORY	UNIT SHARE OF CATEGORY	PRICE PER UNIT	WEIGHTED AVERAGE BASE PRICE PER UNIT
CANNED JUICE DRINKS	\$1,003,719,647	646,665,767	73.64	83.41	\$1.55	\$1.66
CANNED FRUIT JUICE	\$180,445,794	70,358,196	13.24	9.08	\$2.56	\$2.65
CANNED JUICES - SS	\$1,362,940,178	775,243,281	100.00	100.00	\$1.76	\$1.86
BOTTLED JUICES - SS	\$6,931,725,864	3,098,166,569	100.00	100.00	\$2.24	\$2.36
JUICE/DRINK CONCENTRATE - SS	\$30,954,893	4,089,309	100.00	100.00	\$7.57	\$7.85

WEEKLY US SALES



Product	Avg Weekly Dollars per Store Selling	Avg Weekly Units per Store Selling	ACV Weighted Distribution	Avg Items per Store Selling	Avg Weekly Items per Store Selling	% Stores
CANNED JUICE DRINKS	\$81.47	52.49	99.34	48.6	26.1	94.56
CANNED FRUIT JUICE	\$52.76	20.57	83.11	8.3	4.7	36.28
CANNED JUICES - SS	\$109.77	62.44	99.71	64.1	35.6	94.88
BOTTLED JUICES - SS	\$539.54	241.16	100.00	264.0	168.6	96.99
JUICE/DRINK CONCENTRATE - SS	\$38.99	5.15	59.69	8.2	3.2	11.56

APPLE RUSH 100% SPARKLING FRUIT JUICE, PLAYS A UNIQUE ROLE, OFFERING TWO DELICIOUS OPTIONS FOR CONSUMERS TO ENJOY



PREMIUM 12OZ GLASS BOTTLES



**APPLE
RUSH**
SPARKLING JUICE



CONVENIENT 8OZ CANS



Dubai ★

Macau ★

Tokyo ★

New markets we are testing in 2020 ★

Markets we are currently testing ★

Walmart 



Lucky



amazon

IN 2020 APPLE RUSH WILL BE REINTRODUCED TO THE MARKET



Let's take **Publix**
SUPER MARKETS and their 1,239 stores
And take one case of each flavor
4 cases a week x 1,239 store = 4,956 cases



4,956 cases per week x 52 weeks = 257,712 cases per year

257,712 cases per year x \$28 a case = \$7,215,936

The Element brands containing CBD and
Kratom will result in a higher case price with
an average margin of 15% more than the
standard juice products

*This is JUST ONE chain and
ONE case of each flavor
WOW!!!*

LET'S PAINT A PICTURE.....



If only a few of these companies order
4 cases a week for each of their stores....



CBD



KRATOM



Delta 8 From Hemp

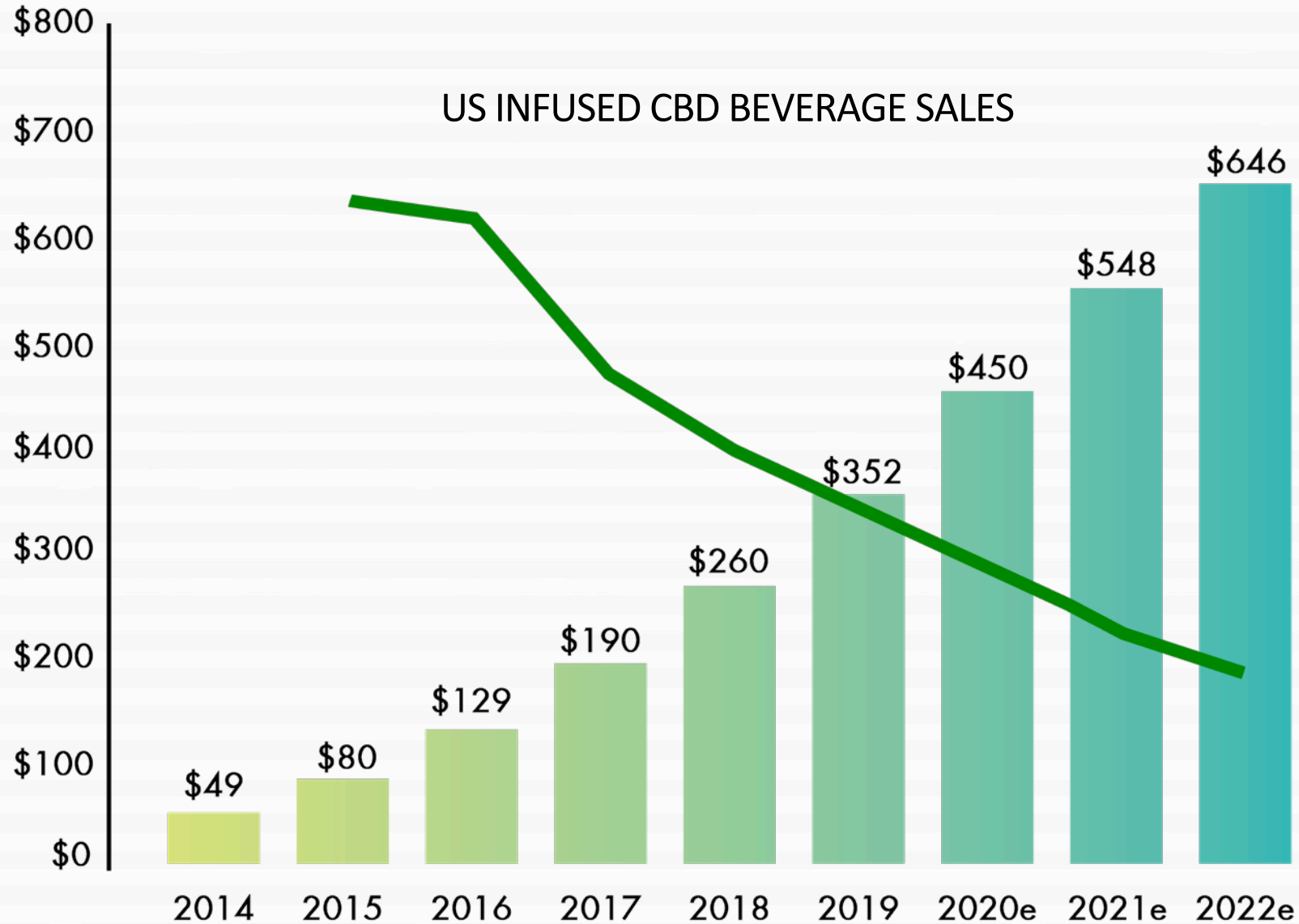


Seltzer

Element Brands



- NO CHALKY TASTE
- NON-GMO
- NO ADDED SUGAR
- GLUTEN FREE
- 25 MG CBD



HEALTH BENEFITS OF CBD

CANCER

Cannabinoids may have benefits in the treatment of cancer-related side effects



BRAIN

Anti-Anxiety, Anti-Depressant, Antioxidant, Neuroprotective



WELL BEING

Helps to relax and to calm body and mind



SPINAL CORD INJURY

Studies have not only demonstrated CBD's pain-killing properties, but also its ability to reduce spasms and improve motor function in SCI patients



BONE STRUCTURE

CBD works by improving bone density and reducing the occurrence of bone diseases. It strengthens the collagen "bridge" that forms at the site of the break which then hardens with the new bone



ASTHMA

CBD has potent immunosuppressive and anti-inflammatory properties



EYES

Compounds found in CBD feature neuro protection and vasodilation properties which further assist in the conservation and treatment of glaucoma



HEART

Anti-Inflammatory, Atherosclerosis, and Anti-Ischemic



INTESTINES

Cannabidiol reduces intestine inflammation through the control of the neuroimmune system



STOMACH

Antiemetic, Appetite Control



CBD BEVERAGE COMPETITOR



CBD SPARKLING BLACK CHERRY

CBD Sparkling Black Cherry is an intriguing twist on this classic soda flavor. We only use premium black cherry flavor extracts and lightly sweeten it with organic agave nectar to make the flavor pop! The final result is a full flavored black cherry soda that has the cleanest possible finish. Only problem is it keeps you wanting more...

BLACK CHERRY
12 PACK

\$50.00

Add to Cart

BLACK CHERRY
48 PACK

\$180.00

Add to Cart

Nutrition Facts

Serving size	1 Can (12oz)
Amount Per Serving	
Calories	100
	% Daily Value*
Total Fat 0g	0%
Sodium 0mg	0%
Total Carbohydrate 26g	9%
Sugars 26g	
Protein 0g	

*Percent Daily Value are based on a 2,000 calorie diet.

INGREDIENTS:
SPARKLING WATER
ORGANIC AGAVE NECTAR
NATURAL FLAVOR EXTRACTS
NON-GMO CITRIC ACID
PCR HEMP EXTRACT

THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE, OR PREVENT ANY DISEASE AND HAS NOT BEEN EVALUATED BY THE FDA.



WWW.SPARKLINGCBD.COM
COLORADO'S BEST DRINKS
DENVER, CO 80216

35% more Sugar

Lower CBD Content

Added Sweeteners



In addition to depression and anxiety, Kratom is said to possibly help the following conditions:

- pain
- muscle aches
- fatigue
- high blood pressure
- opioid addiction and withdrawal
- diarrhea
- post-traumatic stress disorder (PTSD)

Tropical tree widely found in Thailand, Malaysia, Indonesia, Myanmar and other countries in Southeast Asia.

FDA Disclaimer: This product is not for use by or sale to persons under the age of 18. The statements made regarding these products have not been evaluated by the Food and Drug Administration. The efficacy of these products has not been confirmed by FDA-approved research. These products are not intended to diagnose, treat, cure or prevent any disease. All information presented here is not meant as a substitute for or alternative to information from health care practitioners. Please consult your health care professional about potential interactions or other possible complications before using any product. The Federal Food, Drug and Cosmetic Act requires this notice.

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APRU, LLC has over 20 other CBD and Kratom Products

Chews, Tinctures, Powders and More



Element Brands 50% Sparkling Fruit Juice and Sparkling Waters, play a unique role, offering two delicious options for consumers to enjoy



Element D Sparkling Mango Water

- ✓ NO Sugar Added
- ✓ NO Preservatives
- ✓ Gluten Free
- ✓ Vegan



Element C CBD Juice and Water

- ✓ NO Sugar Added
- ✓ NO Preservatives
- ✓ Gluten Free
- ✓ Vegan



- No Chalky Taste
- NON-GMO
- No Added Sugar
- Gluten Free
- 15 MG CBD Delta 8



- No Chalky Taste
- NON-GMO
- No Added Sugar
- Gluten Free
- 25 MG CBD



Private Label Kratom Formulation

World's First
Kratom SODA

Feel great about what you drink!

 *Strictly the Best*

sales@botanaway.com
800-882-0878



Use with Caution: Do not take while operating motor vehicles or working with heavy machinery. Do not take if your pregnant and ask your doctor for any interactions if prescribed or taking other medication.

 **Zion Herbals**
Trusted Since 2010

No Sugar Added

Speciosa SODA

Powered by *Mitragynine*

Contains *Kratom Extract 55mg*

Blueberry

Flavored 355ml



Black Cherry

Flavored 355ml



All Natural **100% Non GMO** **Gluten Free** **Vegan** **No Added Sugar**



The Original Kratom Tea



LEMON FLAVOR

12 FL OZ 355ML



blacklabelkratom.com

Social
 [blacklabelkratom](https://www.facebook.com/blacklabelkratom)
 [blacklabelkratom](https://www.instagram.com/blacklabelkratom)

Sales
804-223-4921
Sales@blacklabelkratom.com

FARM fresh PRODUCTS

ALL NATURAL

vegan

DRINK WITH CAUTION: DO NOT OPERATE A CAR OR HEAVY MACHINERY. USE AS DIRECTED ON DRINK LABEL.

WHERE WILL WE BE BY YEAR 3?

A conservative estimate growing a chain a year

APRU Estimated Budget

PLANNED EXPENSES	YEAR 1	YEAR 2	YEAR 3
Employee Costs			
Subtotal	\$983,600.00	\$1,638,855.00	\$2,602,390.00
On-Site Expenses			
Subtotal	\$142,650.00	\$179,908.00	\$239,808.00
Marketing Costs			
Subtotal	\$105,600.00	\$178,670.00	\$489,790.00
Travel/Trade Shows			
Subtotal	\$54,100.00	\$75,555.00	\$127,475.00
TOTALS			
TOTAL Planned Expenses	\$1,285,950.00	\$2,072,988.00	\$3,459,463.00



WHERE WILL WE BE BY YEAR 3?

A conservative estimate growing a chain a year

Revenue			
CBD	\$3,930,809.27	\$5,829,390.15	\$13,891,436.72
Apple Rush	\$8,465,094.32	\$25,251,376.36	\$93,000,819.12
Kratom	\$3,584,078.21	\$5,315,187.99	\$7,350,904.98
Element C	\$9,830,298.29	\$28,340,749.97	\$104,812,595.61
Subtotal	\$25,810,280.09	\$64,736,704.46	\$219,055,756.44
Revenue Margin			
CBD	78.00%	80.00%	82.00%
Apple Rush	37.00%	39.00%	42.00%
Kratom	70.00%	72.00%	75.00%
Element C	63.00%	65.00%	66.00%
Revenue Profit			
CBD	\$3,066,031.23	\$4,663,512.12	\$11,390,978.11
Apple Rush	\$3,132,084.90	\$9,848,036.78	\$39,060,344.03
Kratom	\$2,508,854.75	\$3,826,935.35	\$5,513,178.74
Element C	\$6,193,087.92	\$18,421,487.48	\$69,176,313.11
Subtotal	\$14,900,058.80	\$36,759,971.73	\$125,140,813.99
Net Profit			
Profit	\$13,614,108.80	\$34,686,983.73	\$121,681,350.99





Contact

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- info@aprulc.com
- OTCpink APRU

APRU

BRANDS

