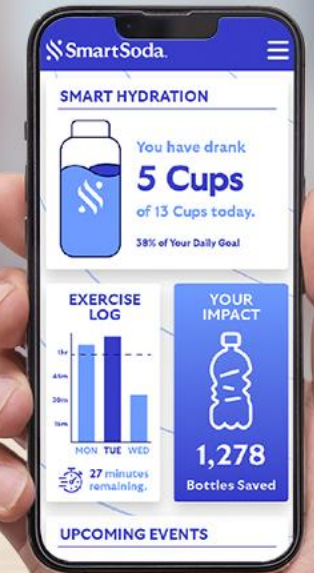




Revolutionizing Hydration Through AI,
Wellness, and Sustainability

AI | SAAS | WELLNESS | SUSTAINABILITY





Smart Soda offers Hydration as a Service, combining AI, SaaS, and clean-label beverages to tackle global dehydration and drive a new era in healthy living.



The Need



75% of the US population is chronically dehydrated.



Consumer demand for healthier, sugar-free, functional “better-for-you” options is skyrocketing



Sustainable concerns
Bottling, transportation & single-use plastics create considerable waste.



**Limitations of
Current Options**



Traditional Fountain & Bottled Drinks

High Sugar. Low Nutrition.

The **average sugar content** in a traditional soda is 3.3-4 teaspoons.



Stagnant Consumer Experience

Minimal choices & limited customization.



High Costs – Cans/Bottles

Much higher cost per oz.



Introducing Smart Soda as a Service

What It Is: A connected beverage platform (JuLi dispenser + AI software + functional flavors).

How It Works: Subscription-based solutions or pay-per-use for enterprises, hospitality, retailers, or free vend (mostly corps).

Key Differentiator: “Hydration as a Service”—blending hardware, AI, wellness data, and convenient user experiences to drive better health and sustainability.



JuLi™ The “All-in-One” Beverage Dispenser



Cold brew
coffee



Sports
drinks



Iced tea &
lemonade



Flavored
waters



Sparkling
mineral water



Healthy soda
options



Juice



Added energy,
immunity, etc.

Touchless dispensing via QR code or POS
Built-in 4G connectivity for remote maintenance



30+
Flavors

Alkaline
Water

Vitamin
Infused

Tech
Package

The AI Platform Software & Personalization

Personalized Hydration

Recommends daily fluid intake tailored to user's data (weather, calendar, health goals).

User Engagement & Loyalty

Payment system, POS for loyalty, corporate wellness tie-ins, and food service segments.

Real Time Insights

Monitor consumption, reorder supplies automatically, gather usage data.

Results

200% Increase in usage.





One Brilliant JuLi™ — Two Business Models

Scaling AI-Driven Wellness Across Multiple Sectors

Free Vending

Product provided at
no cost



Airport Business
Lounges



Institutions
(Gov, Edu, Healthcare)



Offices



Customer Service
Center

Paid Products

POS & SaaS



Offices



Convenience



Retail Stores



Restaurants &
Hotels



Micromarkets



Wellness &
Fitness



A Market Ready for

SmartSoda™ as a Service

Growing Demand for Wellness Solutions

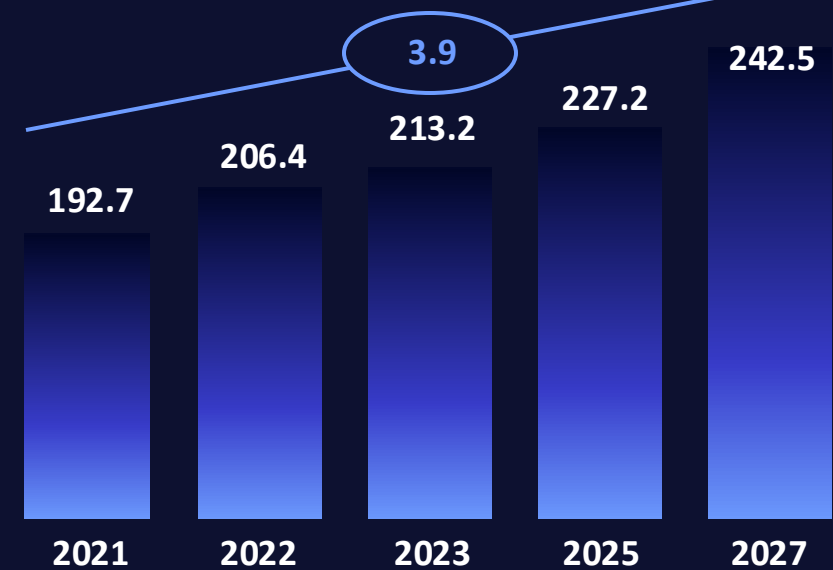
Enterprises investing in employee health and wellness.

Familiarity with SaaS Models

Easier adoption due to existing SaaS relationships.

Water, Carbonates, Sports, and Flavored Beverages (“WCSF”) Market

US market size, USD Bn, 2021-27E



1) 31% of US consumers avoid artificial flavors and preservatives in their food and beverages. Source: GlobalData, Statista

The SmartSoda Ecosystem





Business Model – ROI and Profitability

Robust revenue streams through SaaS



Equipment Sales

20%-35% Gross Margin

Rent

ROI – 6-12 Months



Subscription and Data Insights

Monthly Fees for Access to Hardware and AI Services.

Potential Future Revenue from Anonymized Data Analytics



Consumable Sales

Ongoing sales of beverage products
High Margin 50%-69% Depending On Channel

Per Month
Per Unit



Sales (RTD Cans)

Up to 55% Gross Margin

Go-to-Market: Partners, and Early Adopters

Food Services Management Companies



Vending Operators



Office Coffee Services



Distributors





Go-to-Market: Serving Fortune 500 Companies



On-site Installations





Sustainability Impact

Daily Impact Calculator



Tracks individual and collective reduction in plastic consumption.

Making a Real Difference — One Drink at a Time



Each JuLi dispenser saves approximately 35,000 plastic bottles annually.

Corporate Social Responsibility



Aligns with companies' sustainability goals.

Reducing Plastic Consumption



With projected sales, Smart Soda will save ~2.3 billion plastic bottles by 2028.



Leading the Industry

SaaS		Competitors
Smart Hydration (Patent Pending)		
SaaS Model		
Personalized Hydration Recommendation		
Personalized Sustainability Calculator		
Smart Tumblr		
Patented Functional Shot Dispensing Tech		
Alkaline Water		
All Flavors are vitamin infused: B3, B5, B6, B12		
Self-contained chiller and carbonator above chiller		
Cold brew coffee		
Flavored waters, soda, diet soda, iced tea, lemonade, and sports drinks		
Built-in 4G mobile modem with SIM card		
Touchless dispensing via QR Code		
Remote inventor management & reordering		
Remote service & maintenance		



Leadership Team

The minds behind SmartSoda®



Lior Shafir

Co-founder, CEO, Chairman of the Board

Mr. Shafir is a serial entrepreneur and highly-ranked executive in the water and beverage industry. He is the former CEO and exclusive distributor of Soda Stream Professional in the USA and has demonstrated growth and leadership skills throughout his 25-year career in the field. His global marketing strategy and sales precision tactics have landed him great opportunities in the local and global markets. Mr. Shafir was born and raised in Israel and relocated to the USA in 2011. Mr. Shafir served as the chairman of Aquatal Group LTD.



Kevin Amrine

COO

Kevin Amrine is the SVP of Operations for SmartSoda. He oversees operational process improvements, go-to-market, and Customer Service. Before joining SmartSoda, Kevin spent the last ten years working in various high-growth companies in the technology sector in various leadership roles, where he specialized in transformational initiatives, go-to-market, operational efficiency, and business expansion. Kevin served as an Infantry Officer in the United States Army and is pursuing his MBA at the University of Michigan, Ross School of Business.



Ash Singh

CTO, Co-founder SmartSoda Technologies

Ash Singh is a serial entrepreneur and highly accomplished technology executive with a passion for scaling businesses and driving innovation. As the former Chief Technology Officer of the largest digital loyalty program for McDonald's in Southeast Asia, Ash built and managed a comprehensive network that included point-of-sale systems and a digital plasma screen network across all 125+ McDonald's outlets in the region. His loyalty platform reached remarkable success, with 1 out of every 8 Singaporeans joining the program, acting as a key growth catalyst for the brand.



Alex Garson

VP Business Development

An experienced business development professional with a successful sales track record in vending and food service industries. He is focused on strategic partnerships and cultivating relationships. Alex manages and excels in his role as the key point of contact for some of the industry's largest players. His portfolio includes Fortune 500 companies, end users, partners, and distributors. His ability to handle such high-stakes relationships is a testament to his experience and competence.

Leadership Team

The minds behind SmartSoda®



Brian J. Esposito

Chief Strategy Officer

Brian J. Esposito is the CEO & Founder of Esposito Intellectual Enterprises, a holding company of 110+ entities, 200+ joint ventures, and proudly operating in over 25 industries. He is also the CEO of Diamond Lake Minerals (\$DLM), raising market cap from \$1m to over \$300m in just 10 months of taking over the public company. A luminary in the corporate world, he has been consecutively ranked among the top 10 CEOs globally in 2020, 2021, and 2022, as acknowledged by The World CEO Rankings Awards organized by Adria Management.



Francisco Cueto

Investor, Smart Soda LATAM

Francisco is the Founder and Managing Member of Reka Capital, a private consulting boutique firm in the Investment Banking sector in Mexico and the rest of Latam. He also served in different senior positions with investment banks such as J.P. Morgan, Credit Suisse, and Deutsche Bank.



Solomon Mayer

Co-Founder, Investor, Board Member

Mr. Mayer, also known as Sol, serves as a board member at Innovative Food Holdings Inc. (OTCMKTS: IVFH), Microbot Medical Inc. (NASDAQ: MBOT), and DropCar Inc. (NASDAQ: DCAR). Sol is also the founder and co-chairman of Chai LifeLine.



Michael Hillman

Director of Sales

Mike has 20 years of experience in the beverage industry. Throughout his career, Mike's strategies have helped fine dining, fast-food, fast-casual, and casual dining establishments improve their beverage programs and increase customer satisfaction. Mike's focus is to help restaurants improve their profitability while providing healthier, sustainable offerings to their customers.



Lonnie Yates

Service Manager

Lonnie brings over 25 years of extensive experience managing installation and repair teams in the beverage industry to SmartSoda. His expertise and commitment are unmatched. Customers value his meticulous attention to detail and proven ability to solve their needs effectively.



Ian Webb

Partner, Commercial Director, Smart Soda UK

Ian has extensive experience in the water and drinks industry. Graduating in Hotel Management, he enjoyed a career in hospitality before entering the drinks sector. As commercial director of The UK Water Group, he helped its dynamic growth from start-up to UK market leader within 6 years.



Richard Macadam

Partner, Client Services Director, Smart Soda UK

Richard brings a wealth of experience gained from 25 years in the luxury Hotel and Restaurant industry. Achieving the coveted Michelin star he demonstrated his ability to lead and mentor winning teams. His proven ability to exceed customer expectations and build long-term trusted relationships.



Jawad Bisbis

Advisory Board Member

Jawad Bisbis is the Global VP of Marketing at Ball Corporation. Prior to that, he was the VP of Proprietary Beverages at 7-Eleven where he oversaw the US dispensed beverages business including coffee, fountain and frozen across 10,000 stores. Before joining 7-Eleven, he was a VP of Marketing at Focus Brands. In that role, he provided marketing leadership across more than 50 international markets and 2000 stores.



Jefferey Stein Esq.

Advisory Board Member and Securities Counsel

Mr. Stein is an experienced corporate and securities attorney, specializing in advising companies, whether public, or private, in establishing, building, and maintaining strong and effective business and corporate governance policies and strategies. Mr. Stein's services also include representing both private and public companies concerning general corporate and business law issues, as well as Securities and Exchange Commission filings and compliance.

Partnerships: Hardware, Software and Syrups

In one line with the world's largest beverage brands.

Celli, the world leader in **beverage dispensing technology**, works with brands like **Coca-Cola, Pepsi, and Heineken**. In 2022, Celli entered a **strategic global partnership with Smart Soda** to develop our equipment, digital platform, and future developments.



Refresco is the world's largest independent beverage bottler, with 75 facilities, 14,000+ employees, and over \$6B in revenue across Europe, North America, and Mexico' works with brands like **Coca-Cola and Pepsi**. Refresco has been producing Smart Soda's syrups since 2020.



Scalable Growth: Organic Vs. Growth Capital

Combined business plan summary, USD Mn, 3 Years

Subscription Revenue Growth:

Increasing Monthly Recurring Revenue (MRR).

High Gross Margins:

Enhanced by software and service components.

Long-Term Customer Value:

Strong retention due to integrated hardware and software.

2025

- **Q1: \$1.1M.**
- **Commitment** from Compass for 500 units, PO expected April 2025.
- **Aramark** Launch Q2/2025
- **Turned positive cash flow.**
- **\$12M contract signed.**

	Organic Growth			Growth Capital		
	2024	2025	2026	Year 1	Year 2	Year 3
JuLi™ Rev (\$Mn)	1.01	3.79	5.80	8.43	12.90	20.86
% Gross Margin	24%	27%	32%	25%	30%	32%
BIBs Syrups Rev (\$Mn)	0.99	2.38	6.52	5.30	14.50	28.86
% Gross Margin	55%	62%	69%	69%	69%	69%
RTD Cans Rev (\$Mn)	0	2.17	2.86	4.83	6.36	10.26
% Gross Margin	0%	38%	53%	53%	53%	53%
Syrup Rev (\$Mn)	0.25	2.10	2.50	2.10	2.50	5.88
% Gross Margin	25%	25%	26%	25%	25%	26%
Total Revenue (\$Mn)	2.09	9.3	17.68	20.67	36.25	65.85
% Total Gross Margin	29%	33%	49%	42%	48%	49%
Total Expenses (\$Mn)	3.94	2.27	3.38	5.05	7.53	11.02
Expense Ratio (As % of Revenue)	-46%	21%	17%	24%	21%	17%
Total EBITDA (\$Mn)	-1.85	1.62	4.36	3.60	9.70	21.29
% Total EBITDA Margin	NA	17%	24%	17%	27%	32%

There is no guarantee that any specific outcome will be achieved. Past performance is not indicative of future results. Investments may be speculative, illiquid and there is risk of total loss.



Corporate Structure



Smart Soda Holdings, Inc
(2019)

TBD



Smart Soda
Technologies
(2025)

51%



Smart Soda
LATAM, LLC
(2025)

70%



Smart Soda
UK, LTD
(2021)

100%



Brilliant Life
Drinks, Inc
(2025)

Active

Pending Registration (LOI)



5 Years of Accelerated Growth



Launching SmartSoda
LATAM

VISA

3M

DocuSign

duolingo



LinkedIn

Epic

BDO

2024

Launching the \$140M EB-5
Raise

Completing the \$10M Series
C Round

20+ Employees



Launching SmartSoda
ASIA

Launching SmartSoda
Technologies

2025

Launching JuLi 1.5™

Launching RTD in retail

Launching SodaSpresso™

50+ Employees



Launching SmartSoda
Europe

2026

Launching JuLi 5.0™

Building M&A Team

100+ Employees



Launching SmartSoda
Middle East



Target IPO
Date

2027

Complete construction of
our US Factory

150+ Employees

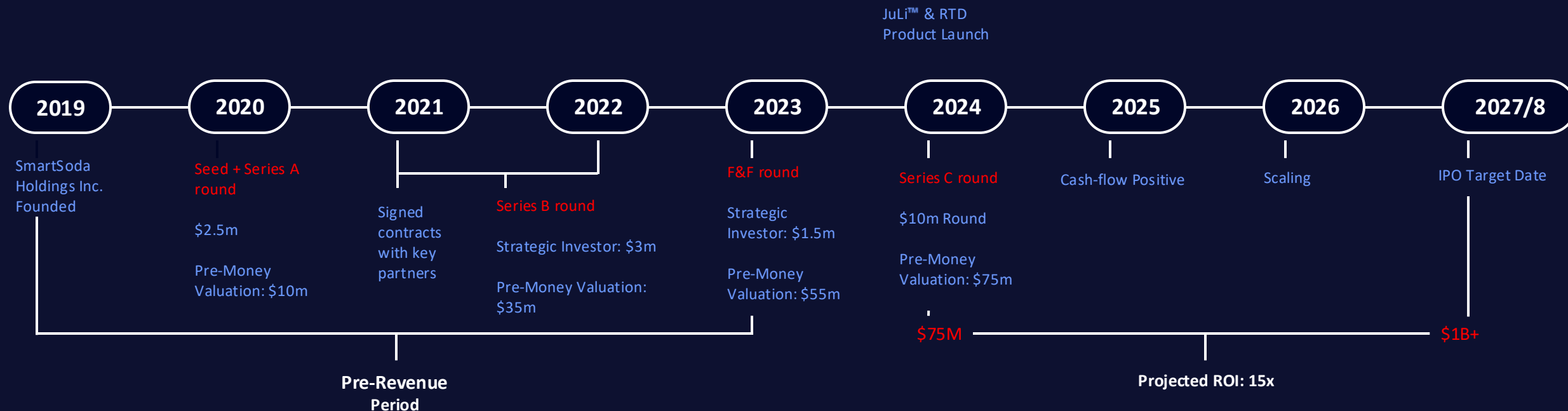


Launching SmartSoda
Australia & New Zealand

2028

200+ Employees

Projected Liquidity Event: Next 3-5 years



Current Funding Round:

- Raising \$10 million in Series C.
- Pre-money valuation at \$75 million

Use of Funds:

- Scaling Operations
- Expanding market presence domestically and internationally











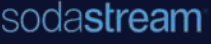




Projected ROI:

- Potential for 15x return on investment
- Liquidity event projected within 3-5 years.



As its beverage universe grows, Smart Soda is well-positioned to be an Ideal target an acquisition

Recent Acquisitions

Buyer	Target	Implied Multiple	Date	Transaction Value
	IPO	6.6x (Rev.)	2007	\$9.46B (04/03/2025)
		19x (Rev.)	Mar. 2024	\$1.9B
		4x (Rev.)	Feb. 2024	\$1.8B
		5.7x (Rev.)	Nov. 2021	\$5.6B
		3.6x (Rev.)	Mar. 2021	\$700M
		5.2x (Rev.)	Aug. 2018	\$3.2B
		7.4x (Rev.)	Nov. 2016	\$1.7B
		11.5x (Rev.)	May 2007	\$4.1B
Average		7.8 (Rev.)		

Source: Kroll Food and Beverage M&A Landscape,
SDR Ventures Food & Beverage Report, Company websites

A Legacy of Innovation

From SodaStream to SmartSoda

2007

Fortissimo (PE)
Acquires
SodaStream®
for \$6M.

2010

SodaStream
becomes an IPO
NASDAQ top
performer.

2014

Our CEO is appointed as
the exclusive US
distributor of
SodaStream®
Professional.

2017 - 2018

PepsiCo® Acquires
SodaStream® for
\$3.2B

2019-2023

Smart Soda Holdings,
Inc., is founded.
\$8M raised for
JuLi™ + RTD
development.

2023-2024

JuLi™ + RTD launches.
US patent granted.
AI Smart Hydration
global expansion:
\$10M Series C launched.
\$140M EB-5 launched.

2027

Projected IPO
\$1B+

sodastream

Pioneered home carbonation and
healthier beverage options.

Achieved significant market success as a
disruptive beverage company.



SmartSoda®

Now leveraging AI to become a
smart hydration company.

Innovated as a functional
beverage company.



