



*green*  
cola

Green Beverages  
Holdings Ltd.

# GREEN COLA INNOVATION

Great tasting drinks produced for health-conscious consumers.



No Sugar



No Calories



No Artificial  
Sweeteners



No Preservatives



Naturally  
Sweetened with  
Stevia



Naturally  
Caffeinated  
With Green  
Coffee  
Beans



*Following more than three decades in the beverage industry, over 25 years of that at the HBC Coca Cola PLC franchise, operating in over 25 countries, Green Cola's founder set off to develop his vision of a healthy alternative to soft drinks – “the Green Side of Refreshments!”*

**Vision:** Maintain superior taste, while eliminating all harmful ingredients, and replacing them with healthy ones.

**Quality Control:** Acquired self owned manufacturing and developed a proprietary formula, bottling process and supply chain system.

**Sustainability & Fair Trade:** Ensure product and company ethos are sustainable, diverse and ethical.

**Global reach:** Diverse and growing country portfolio, focused on growth in developed, developing and emerging markets, with multiple regional bottling and packaging operations.



# Green Cola - Brand Pillars

## A Green Brand with Innovative and Healthy Attributes

- Stevia sweetened
- Reduced energy intake (2 kcl)
- 0% aspartame
- 0% phosphoric acid
- 0% sodium cyclamate
- 0% preservatives
- 0% sugar
- 0% sodium benzoate
- 0% acesulfame K
- Natural flavorings
- Natural source of caffeine (green coffee beans)



**A. Proven Great Taste**  
Green Cola delivers in terms of pleasurable taste. The blind taste tests scored to 7 out of 10 people liking taste or liking it a lot.

**B. No sugar**  
Considering the adverse effects of sugar on health and the struggle to balance well-being without compromising taste

**C. Stevia**  
The use of the stevia plant in the Company's products offers consumers a refreshing taste with low to no calories.

**D. Green Coffee Beans**  
The Green range is produced from natural flavours and caffeine extracted from green coffee beans.

**E. Naturality**  
The purpose is to deliver a refreshment in a healthy and natural way. The way to do this is to use only natural ingredients.



Products Portfolio



Colas	Fruit Flavors	Mixers	Mocktails
No Sugar Cola	Orangeade	Soda	Mojito
	Lemonade		Pink Grapefruit
	Sour Cherry		Pomegranate
	Lemon Lime	Tonic	Ginger & Lime

# Green Cola: Competitive Advantage



Positive  
Attributes

Negative  
Attributes

	Green Cola	Coca Cola Regular	Coca Cola Life	Coca Cola Diet	Coca Cola Zero	Coca Cola Stevia	Pepsi Max	Pepsi Diet
Stevia	YES	NO	YES	NO	NO	YES	NO	NO
Natural Source of Caffeine	YES	NO	NO	NO	NO	NO	NO	NO
Sugar	NO	YES	YES	NO	NO	NO	NO	NO
Aspartame	NO	NO	NO	YES	YES	NO	YES	YES
Preservatives	NO	NO	NO	NO	NO	NO	NO	NO
Phosphoric Acid	NO	YES	YES	YES	YES	YES	YES	YES
Sodium Cyclamate	NO	NO	NO	YES	NO	NO	NO	YES
Acesulfame K	NO	NO	NO	NO	YES	NO	YES	NO
Calories per 100ml	0.6	42	27	0	0	0	0.4	0.6

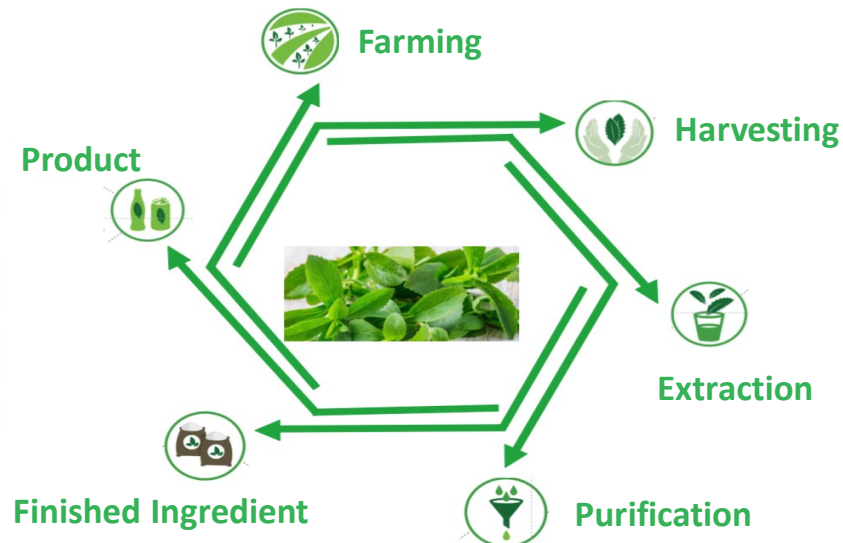
# Stevia Market

- Global Stevia Market forecasted to grow at **8,5% CAGR** in the next five years and reach \$1 bill. within 2027.
- The reduced sugar carbonates in Europe, even though they have a smaller market penetration (8-9% of the total market), are projected to keep increasing throughout the years with a CAGR index of 2%, from 1,3 mill. litters in 2015 to 1,4 mill. litters in 2022.
- Over 74% of the consumers are willing to pay more for a stevia sweetened food or beverage.
- The stevia market is growing rapidly on a global scale, with US and Japan accounting for 60% of global consumption.

## Worldwide Stevia Market Value



## Farming Process



**GROWING BUZZ AROUND  
SAFE & NATURAL  
STEVIA**

**250% increase**  
in the number of overall mentions  
of STEVIA since 2015-2017

When compared to other low- and no-calorie sweeteners such as sucralose, aspartame and sucrose, **STEVIA** remains the most talked about low and zero-calorie sweetener today

**5% increase**  
in positive sentiment  
in English speaking  
countries

**36% TOTAL**

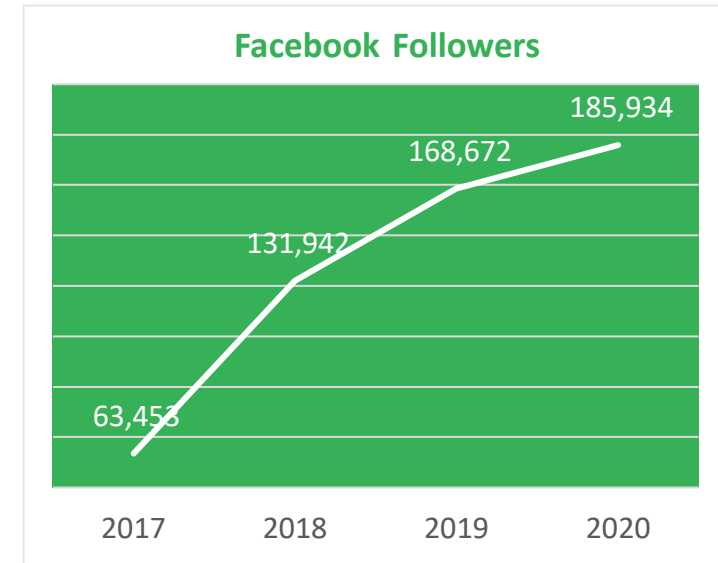
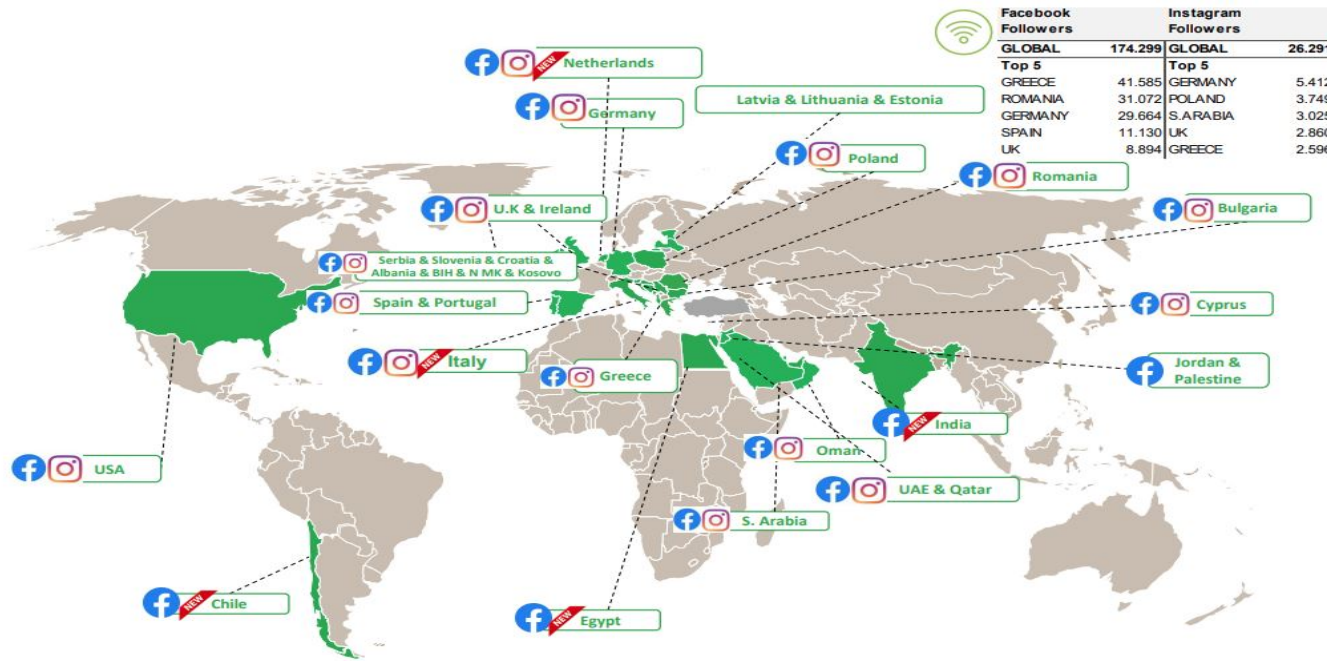
**11% increase**  
in positive sentiment  
in Spanish speaking  
countries

**34% TOTAL**

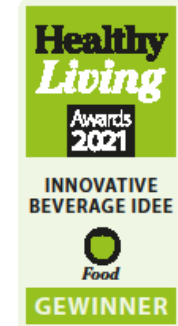
English increase: 101,697 to 258,669 | Spanish increase: 38,965 to 77,535



# Green Cola – Awards and Social Media

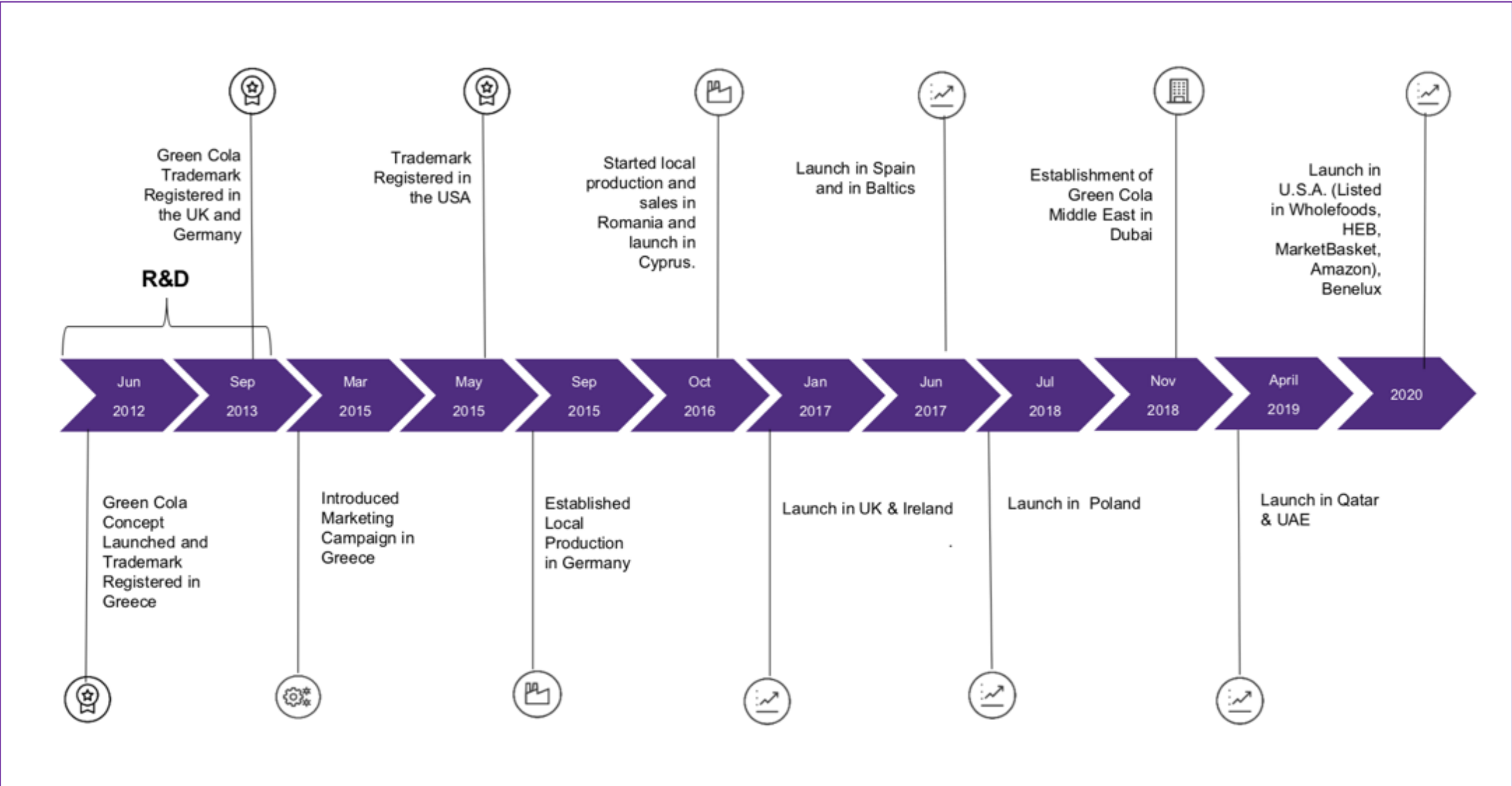


## Awards





# Corporate Development Timeline

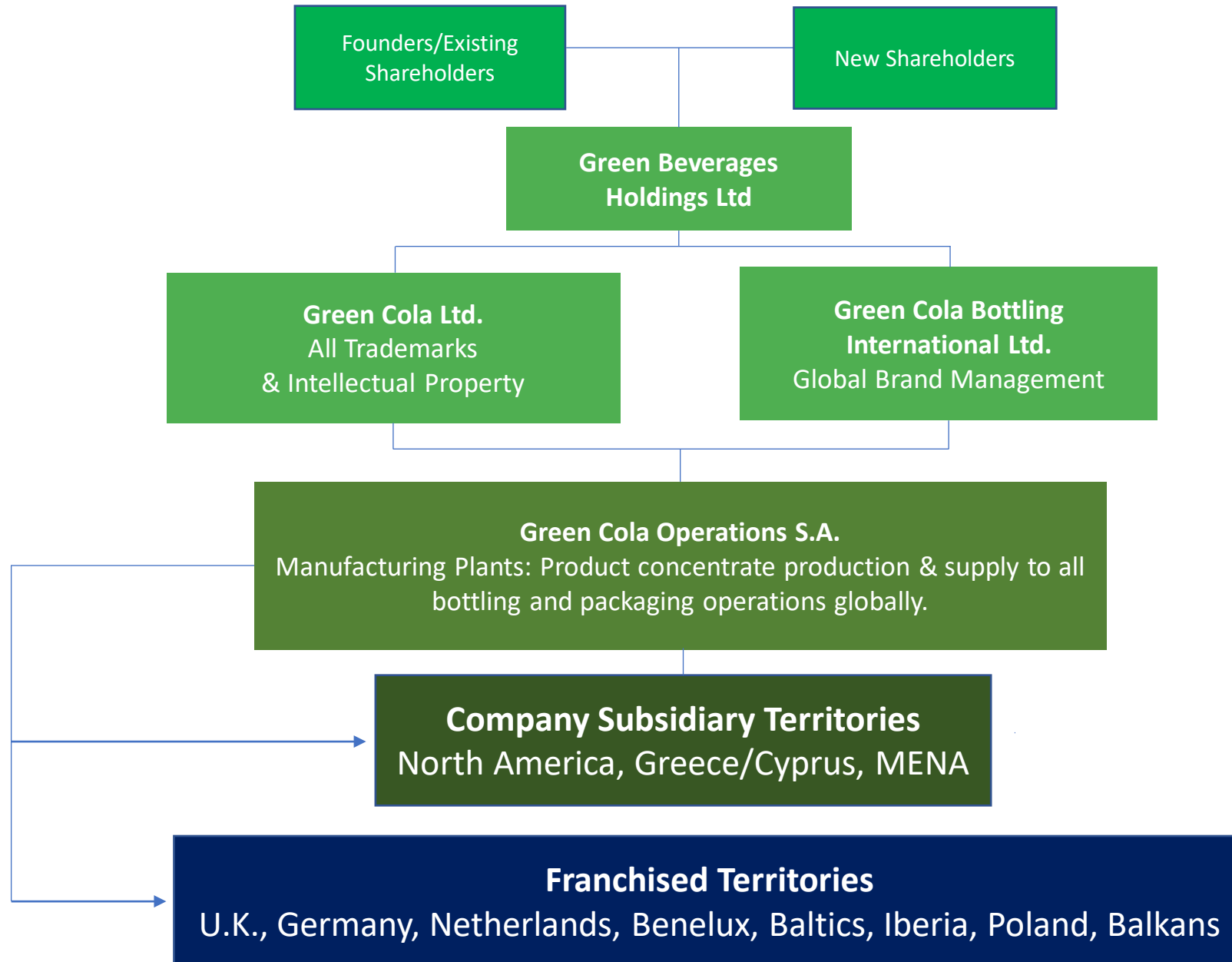




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## Group Structure & Brand Presence

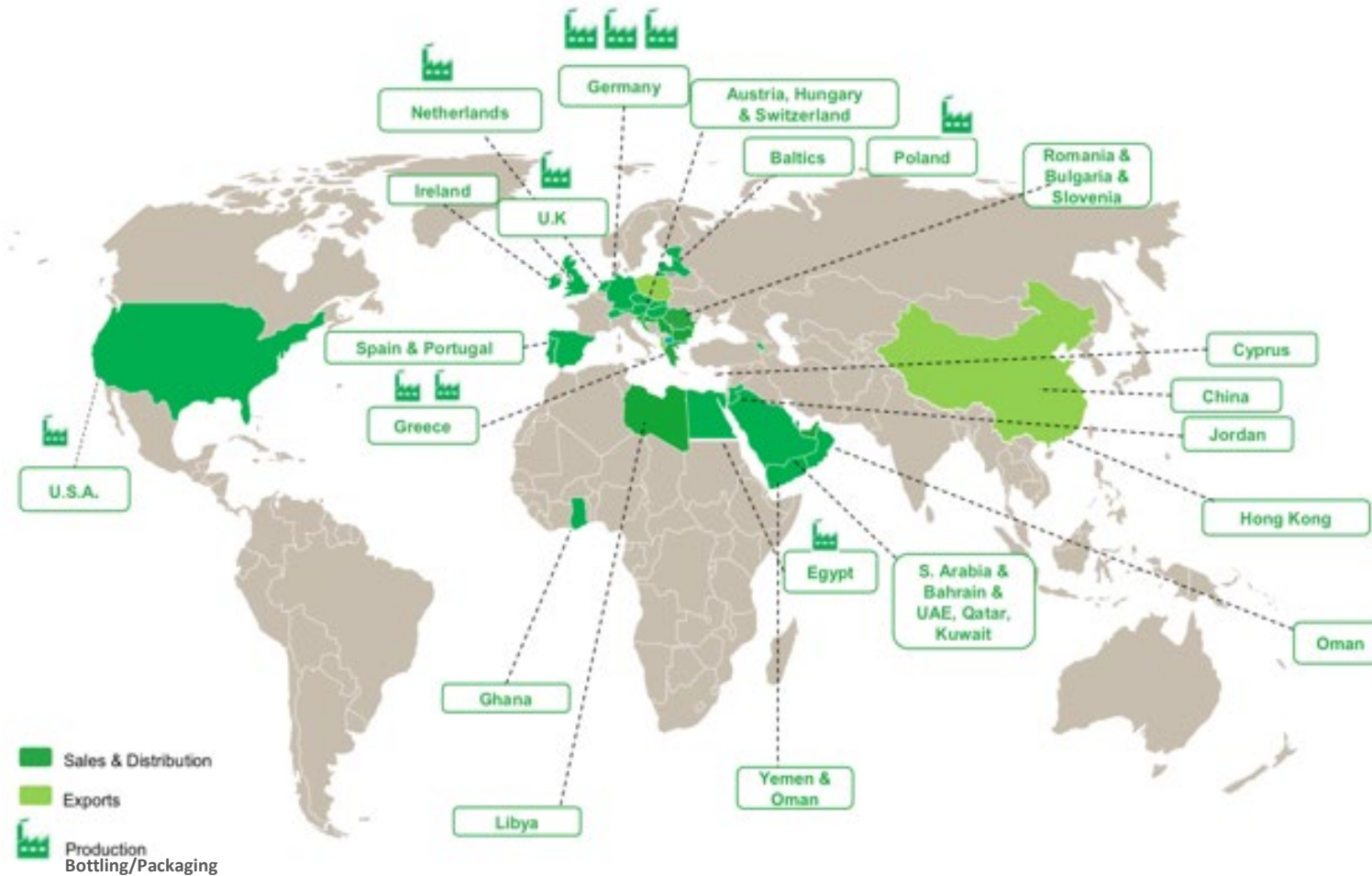




Greece		U.S.A		Hungary*		U.A.E	
Cyprus		Romania		Egypt		S. Arabia	
Germany		Bulgaria		Albania		Oman	
Spain		North Macedonia*		Libya		Yemen	
Portugal		Serbia		Morocco		Bahrain	
UK		Montenegro		China *		Qatar	
Ireland		Slovenia		Uganda		Jordan	
Croatia		Kosovo*		Russia*		Costa Rica*	
Latvia		Poland		India		Lithuania	
Estonia		Italy*		Singapore*		Chile*	



## Globally



- All concentrate is made exclusively in house in wholly owned manufacturing plant (Green Cola Operations SA) and is supplied globally to all bottling and packaging lines operated by company subsidiaries and franchisees.

- Company subsidiaries pay for concentrate, bottling, packaging and marketing in selling final product in their respective territory. Subsidiary revenue is consolidated at holding company level.

- Franchisees pay for concentrate and also a royalty on sales and/or provide an equity percentage of the franchise, to the Company.

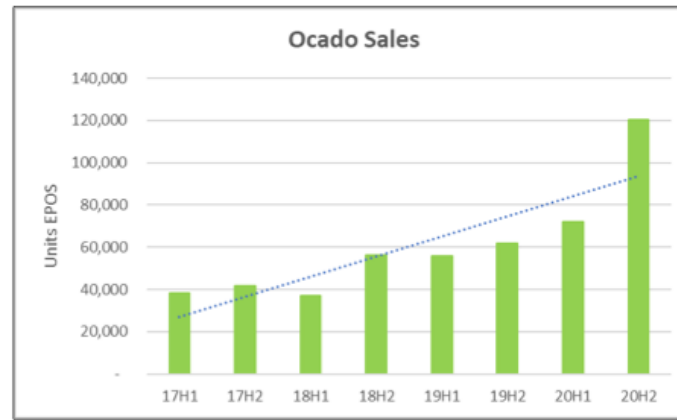
USA





## UK

*Having grown consistently since launch, both Amazon and Ocado sales have accelerated significantly in the pandemic*



- Constant growth since launch – Green Cola and Green Lemonade both category best sellers – over 1.1mn units sold in 2020, and over £1mn retail revenue
- 2020 was up 337% vs 2019, accelerating in H2, with H2 2020 up 363% vs H2 2019

- Constant growth since launch
- 2020 was up 64% vs 2019, accelerating in H2 with H2 2020 up 95% vs H2 2019

## HOLLAND & BARRETT

1<sup>st</sup> sales into Holland and Barret were at the beginning of 2020 with just Green Cola and Lemonade into 490 stores.

Late last year Green Cola extended into all 700 stores and as of next month, Cherry and Orange will go into the core 490 stores.



SPAR

Listed Green Cola cans and PET in 2020 with 100 company owned stores and at the end of 2020 extended distribution to include Lemon, Cherry and orange. Distribution is still building but now 70%+ stores.



Nisa.

Currently listed in 304 stores nationwide. Distribution varies month by month as Nisa is a buying group where the members typically buy on promotion.



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# Management

# Management Team



## **Periklis Venieris – Founder, Group Chairman & CEO**

- 35 years in the Bottling Industry – 30+ years in Soft Drinks industry, including 25 years at the HBC Coca Cola PLC, one of the largest Coca Cola bottlers globally, covering 25 countries. Involved in all aspects of the business, including operations, sales and management.



## **Manos Eleftheriou – CEO Green Cola North America**

- Operations Manager at the Coca Cola Company for 4 years, and Marketing & Franchise Director at PepsiCo US and Europe for more than 7 years, with an additional 5 years at Pepsi Bottling Group Greece.



## **Yiannis Chitos – Executive Director & Group Vice Chairman**

- Principal and Senior Executive Director at Chitos S.A., the holding of Zagori Spring Water, one of the largest in South East Europe. Active F&B investor and operator, including in Yoda.gr, GFG Bakery and Olympic Brewery S.A.



## **Panagiotis Lolis – CFO Green Cola Hellas S.A.**

- Formerly Budgeting Manager for 10 years at Karoulis S.A., a major drinks distributor in SE Europe, 4 years FPNA Manager & Supply Chain Controller and Olympic Brewery S.A. (4 years) and the past 2 years Finance Manager Green Cola Hellas S.A.



## **George Venieris – Executive Director/ Chief Operating Officer**

- 8 years experience in the Soft Drinks Industry and 3 years experience in FMCG industry, including 6 years as Commercial Manager for Green Cola Hellas.



## **Maria Papadaki – Head of Research & Development.**

- An LRQA Lead Auditor, she has previously served as Quality and Environmental Coordinator, Quality Assurance & Control Manager and Supervisor in two plants for Hellenic Bottling Company( HBC Coca Cola) for almost 25 years. .



## **Stephania Tsapala – International Marketing Manager**

- Over 10 years experience in brands management in FMCG sector, including Group Brand Manager at PepsiCo ( 6 years), Senior Brand Manager at IVI CSD's & 7Up in PepsiCo for 4 years, and a year at Athenian Brewery.





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# Financial Pack

# Group Profit and Loss Statement – Business Plan

(€000)	Pro-forma FY2020	FY2021B	FY2022P	FY2023P	FY2024P	FY2025P	CAGR
<b>Revenue</b>	17,386	23,910	34,755	55,566	80,966	113,251	30.8%
<b>Cost of Sales</b>	(10,542)	(14,887)	(21,607)	(34,018)	(48,488)	(66,626)	30.1%
<b>GOP</b>	6,845	9,023	13,149	21,548	32,478	46,624	31.7%
<b>Administration costs</b>	(2,183)	(2,529)	(3,278)	(4,383)	(5,538)	(6,374)	15.5%
<b>Marketing costs</b>	(607)	(940)	(2,522)	(5,556)	(8,341)	(10,117)	46.5%
<b>Sales costs</b>	(2,244)	(2,095)	(2,747)	(3,942)	(5,334)	(6,102)	17.0%
<b>Transportation costs</b>	(1,290)	(1,808)	(2,655)	(4,293)	(6,407)	(9,259)	32.4%
<b>Total Operating expenses</b>	(6,324)	(7,372)	(11,203)	(18,174)	(25,620)	(31,851)	25.9%
<b>EBITDA</b>	520	1,651	1,946	3,373	6,858	14,773	59.9%
<b>One-off expenses</b>	(73)	-	-	-	-	-	-100.0%
<b>Depreciation</b>	(604)	(778)	(1,023)	(1,162)	(1,201)	(1,218)	8.9%
<b>EBIT</b>	(156)	872	923	2,212	5,657	13,555	0.0%
<b>Finance</b>	(390)	(616)	(613)	(603)	(565)	(527)	3.4%
<b>EBT</b>	(546)	257	310	1,608	5,091	13,028	0.0%
<b>Income tax</b>	-	-	(44)	(179)	(374)	(2,535)	0.0%
<b>Net income</b>	(546)	257	266	1,43	4,717	10,492	0.0%
<b>KPIs</b>							
<b>GOP%</b>	39,4%	37,7%	37,8%	38,8%	40,1%	41,2%	
<b>EBITDA%</b>	3,0%	6,9%	5,6%	6,1%	8,5%	13,0%	



A celebratory scene with people and confetti. In the foreground, a man in a dark shirt and shorts is pushing a shopping cart. Inside the cart, a woman is sitting and smiling, with her arms raised in the air. To the left, another man is walking and smiling. The background is filled with many small, rectangular pieces of confetti or streamers falling through the air. The entire image has a strong green color cast.

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Thank you !



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