

# DO A 180 ON HANGOVERS



Investor Presentation: Q3, 2022





**A PLANT COMPOUND**

has been discovered that

**PREVENTS  
HANGOVERS**



# THE MARKET IS *ALREADY* SOARING

## The TOP 3 DHM-Based Brands:

Flyby, Morning Recovery, and Cheers

Were **Start-Ups** in 2017

In **2021**, they sold (an estimated)

**\$380,000,000 USD\***

The public is unaware that hangovers are solved, the latent demand is massive, yet the category is already validated



\* Grandview Research – Hangover Cure Products Market – Market Analysis 2020





# WE WILL BE THE FIRST PROFESSIONAL BRAND IN THE CATEGORY

We have a **Product** that is Proven

We have a **Team** that is Proven

We have a **Market** that is Proven

We have a **Strategy** that is Proven

# IT WILL COME DOWN TO EXECUTION IN A WAR OF AWARENESS

# HangOVR-180™ FINANCIAL POTENTIAL

## Hangover Prevention/Relief

Total Addressable US Market: **\$16B** (4% of US Alcohol Sales)

Strategic Addressable US Market: **\$8B** (50% of TAM in Prevention)

Serviceable Obtainable US Market for HANGOVR-180™:

- **Year 1:** **\$17M**
- **Year 2:** **\$38M**
- **Year 3:** **\$80M**
- **Year 4:** **\$120M**

\* Statista - Global market value of alcoholic beverages 2012 to 2025

# Why Invest Now?

1. There is pent up demand now
2. We have watched the mistakes of the competition and designed to solve for them
3. We have the team, the product, and the strategy complete
4. We are private, building for acquisition and not subject to the volatility of public markets
5. We are recession proof because drinking alcohol is recession proof
6. We are ready to take the leadership position and define this category to consumers



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