



GHOST® is an active lifestyle sports nutrition brand that powers and empowers users to be seen beyond the walls of the gym.

GHOST® ENERGY is disrupting the ready-to-drink category by combining robust, fully disclosed formulas with industry-first authentic flavor partnerships and eye-catching can designs.



SPORTS NUTRITION

A FAST GROWING MULTI-BILLION DOLLAR INDUSTRY RIPE FOR DISRUPTION



BORING BRANDS



UNINSPIRED **FLAVORS**



ALIENATING MARKETING



ENTER GHOST

THIS IS OUR TIME



CATEGORY
DEFINING
DESIGN



GHOST 

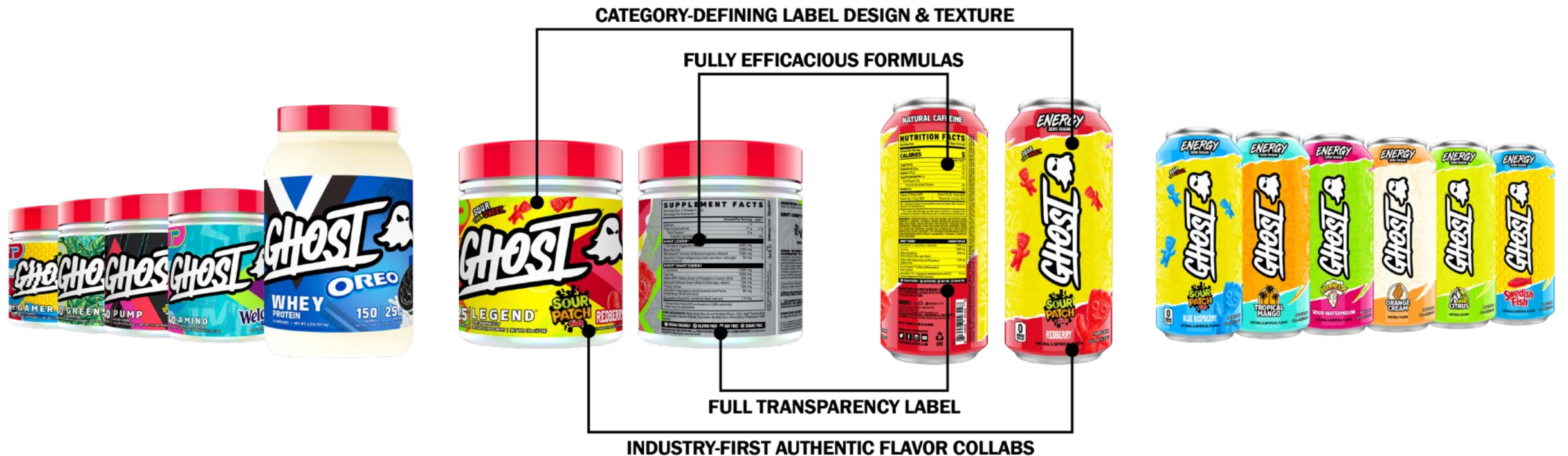
AUTHENTIC **FLAVOR** COLLABS



INCLUSIVITY OVER EXCLUSIVITY



A BRAND THAT ***BREAKS INTO ENERGY***

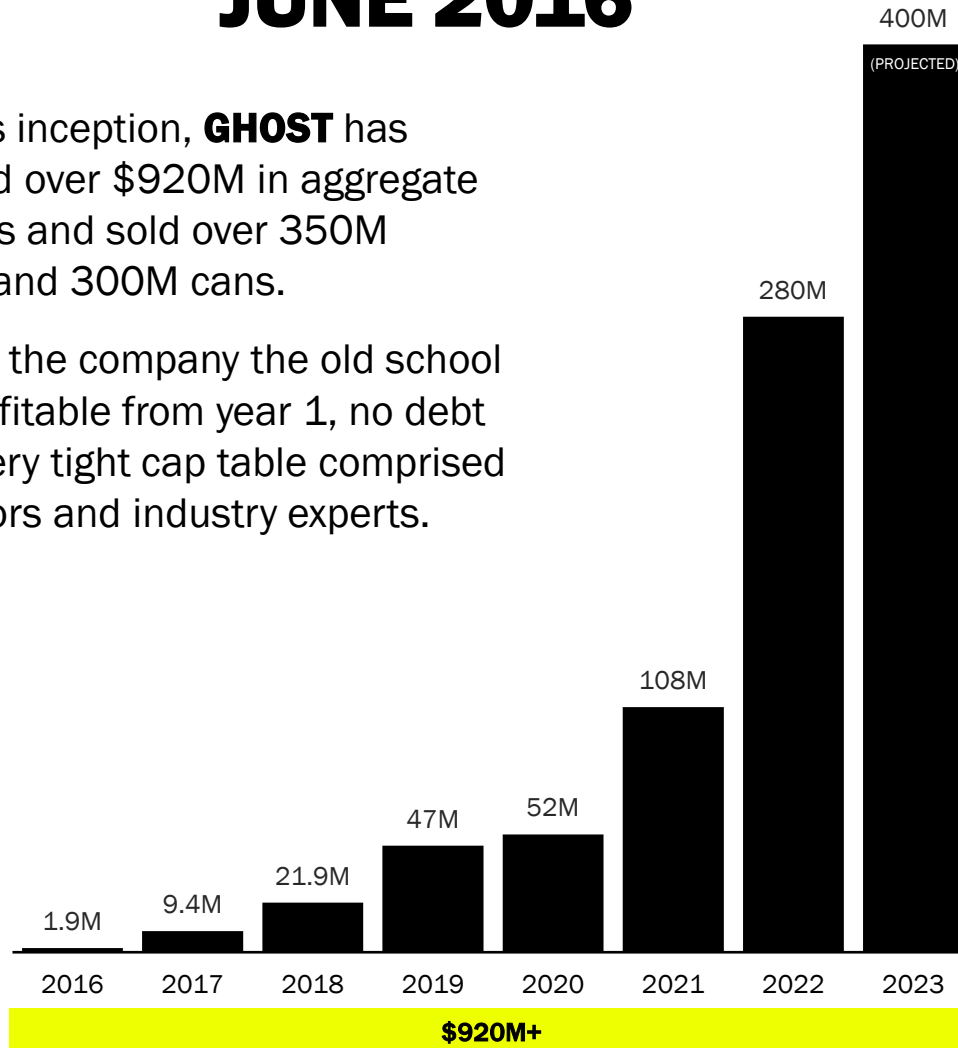


SINCE *LAUNCH*

JUNE 2016

Since its inception, **GHOST** has recorded over \$920M in aggregate net sales and sold over 350M scoops and 300M cans.

We built the company the old school way, profitable from year 1, no debt and a very tight cap table comprised of vendors and industry experts.



10M
UNITS SOLD



300M
CANS SOLD

900K
MERCH UNITS



350M
SERVINGS

54
COUNTRIES



OUR STATS

SPEAK FOR THEMSELVES

 **710K**
INSTAGRAM
FOLLOWERS

 **20X**
ENGAGEMENT VS.
COMPETITORS

 **8M**
VIDEO VIEWS

 **100+**
YEARS OF WATCHTIME

 **15M**
MONTHLY REACH
ACROSS INFLUENCER
NETWORK

 **100+**
INDUSTRY LEADING
INFLUENCERS

100%
ORGANIC REACH

BEVNET
RISING STAR AWARD ('22)
GHOST® ENERGY

7-ELEVEN
NEW BRAND OF THE YEAR ('22)
GHOST® ENERGY

GNC
LIVE WELL
BRAND OF THE YEAR ('19)
BRAND OF THE YEAR ('22)



BEST NEW PRODUCT ('22)
— GHOST® ENERGY "ORANGE CREAM"
BEST PROTEIN POWDER ('22)
— GHOST® WHEY x OREO®



BRAND OF THE YEAR ('20)
BRAND OF THE DECADE ('21)
ENERGY DRINK OF THE YEAR ('22)



BRAND OF THE YEAR ('19, '20, '21)
PROTEIN OF THE YEAR ('21)
— GHOST® WHEY x OREO®
PRODUCT OF THE YEAR ('20)
— GHOST® GAMER



BRAND OF THE YEAR ('21)
VEGAN PROTEIN OF THE YEAR ('21)
— GHOST® VEGAN "GINGERBREAD COOKIE"
BEST GAMING ENERGY PRODUCT OF THE YEAR ('21)
— GHOST® GAMER x SWEDISH FISH®
GREENS OF THE YEAR ('21)
— GHOST® GREENS "GUAVA BERRY"
BEST CREATINE/NATURAL MUSCLE BUILD OF THE YEAR ('21)
— GHOST® SIZE "NATTY"



BRAND OF THE YEAR ('18, '19, '20, '22)
PRODUCT OF THE YEAR ('22)
— GHOST LEGEND® x THAVAGE "MIAMI VICE"



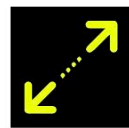
BEST ENERGY DRINK OF THE YEAR ('21)
— GHOST® ENERGY



BRAND OF THE YEAR ('18, '19, '20, '21)

BENEFITS THAT MATTER TO **OUR CONSUMER**

GHOST hits the on-the-go, fitness conscious millennial in the feels and GHOST ENERGY is made for their “tackle anything and everything” lifestyle.



18-34
AGE DEMOGRAPHIC



62:38
MALE TO FEMALE



1M+
LOYALTY MEMBERS



882K
ACTIVE EMAIL LIST



450K
MONTHLY UNIQUE
SITE VISITORS



2.5M
MONTHLY PAGEVIEWS

WHO IS THE GHOST CONSUMER?

INTERESTS



FITNESS



MUSIC



ACTIVE LIFESTYLE
(INSIDE THE GYM AND OUT)



GAMING

WHEN TO USE

- PRE-EXERCISE
- PRE-GAMING
- PRE-WORK/STUDY
- PRE-PARTY
- PRE-LIFESTYLE



UNMATCHED REACH

DIVERSE GHOST FAM REACHES MILLIONS

40M
MONTHLY REACH

300M
MONTHLY IMPRESSIONS



FAZE CLAN
11.5M Followers



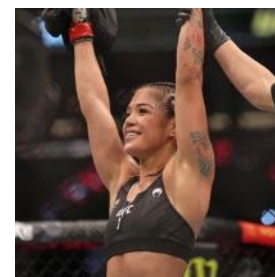
SWAGG
2.79M Followers



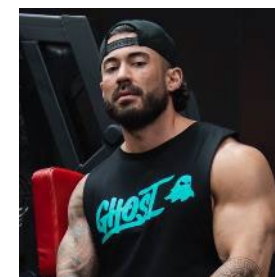
CHRISTIAN GUZMAN
1.1M Followers



COURTNEY SARRACINO
177K Followers



TRACY CORTEZ
581K Followers



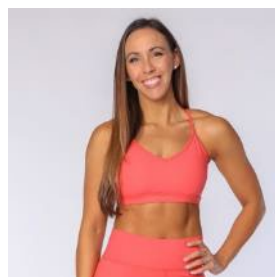
JOE ANDREWS
935K Followers



DEESTROYING
5.18M Followers



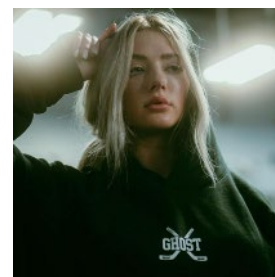
TEMPER
2M Followers



SYDNEY CUMMINGS
1.5M Followers



MAXX CHEWNING
385K Followers



MIRANDA COHEN
4.5M Followers



BADMAN MO
132K Followers





THE IN-MARKET VIBES ARE UNMATCHED



REACH: 200,000+



REACH: 175,000



REACH: 30,000



REACH: 20,000+



REACH: 4,000,000+



REACH: 8,000,000+



REACH: 500,000



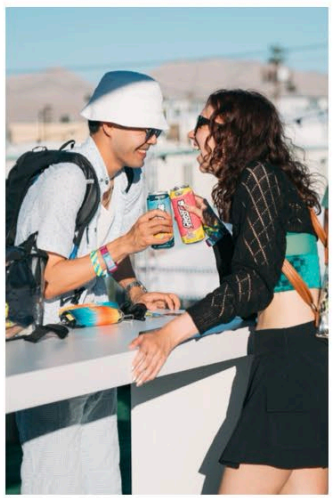
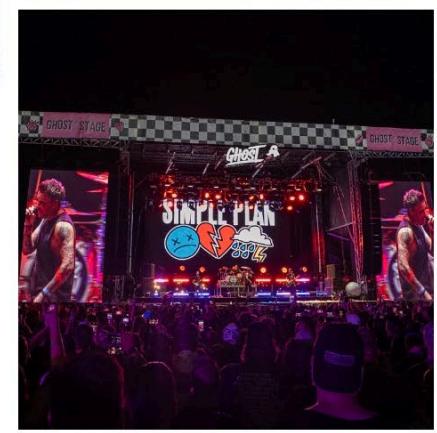
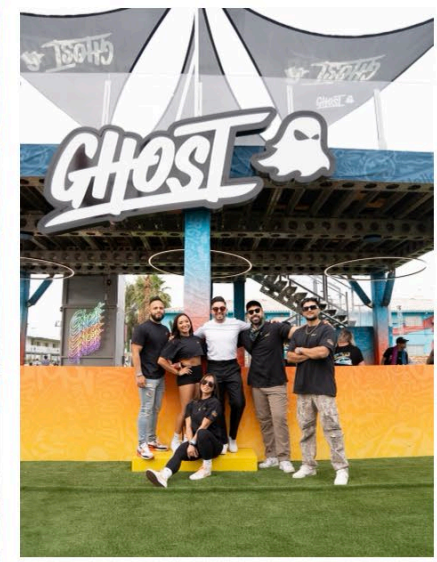
REACH: 300,000



REACH: 80,000



REACH: 80,000



BUILD THE BRAND FOR THE 99%

FORMULATE FOR THE 1%

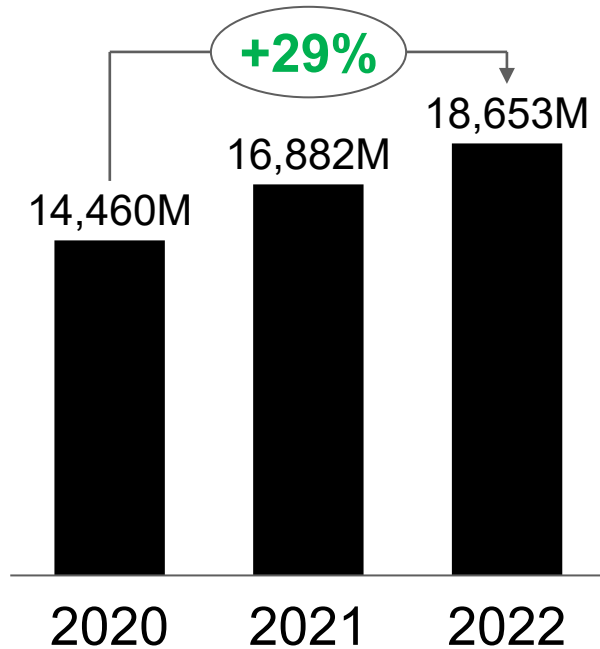
								
FIRST TO MARKET COLLABS	✓	X	X	X	X	X	X	X
FULLY TRANSPARENT LABEL	✓	X	X	X	X	X	X	X
FULLY EFFICACIOUS DOSAGES	✓	X	X	X	X	X	X	X
ZERO SUGAR	✓	✓	✓	✓	✓	✓	✓	✓
NO ARTIFICIAL COLORS	✓	✓	✓	X	✓	✓	✓	✓
GLUTEN FREE	✓	✓	✓	✓	✓	✓	X	✓
VEGAN FRIENDLY	✓	✓	✓	✓	X	✓	X	✓
NATURAL CAFFEINE	✓	X	X	X	✓	X	X	X
COGNITIVE INGREDIENTS	✓	X	X	X	X	X	✓	X
100% DAILY VITAMIN B	✓	X	✓	✓	✓	✓	✓	✓
100% DAILY VITAMIN C	✓	X	X	X	X	X	X	X

PERFORMANCE

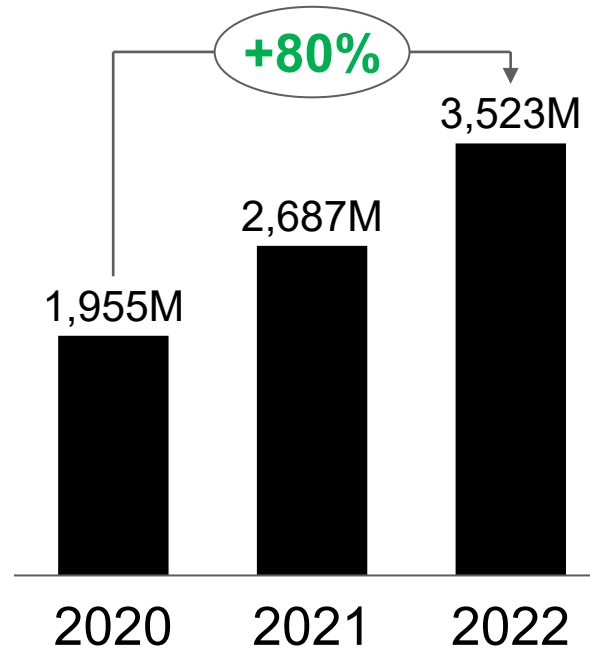


CATEGORY PERFORMANCE

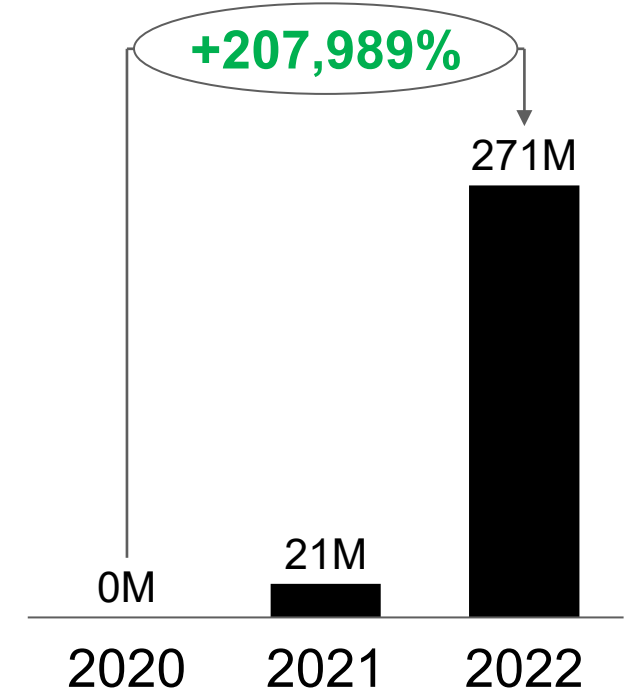
TOTAL ENERGY CONTINUES TO GROW



PERFORMANCE ENERGY IS KEY DRIVER



WITH GHOST LEADING THE WAY

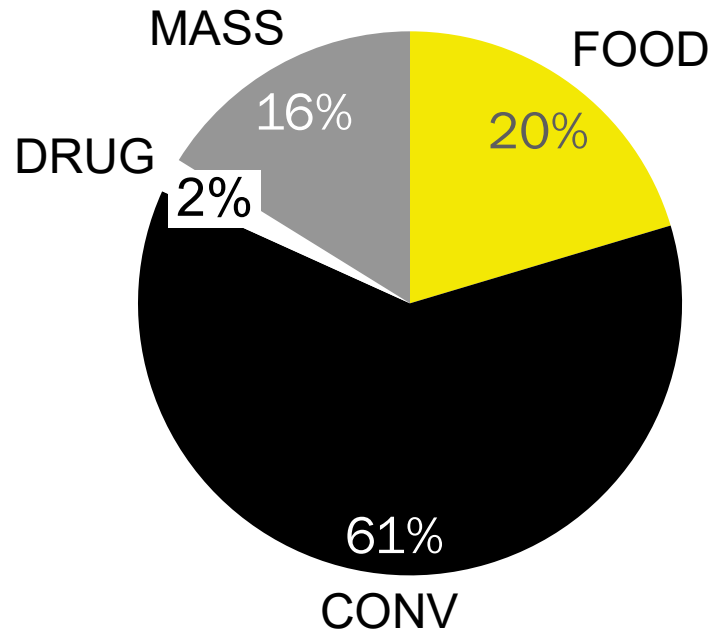


■ Total US – MULO+CONV DOLLAR SALES



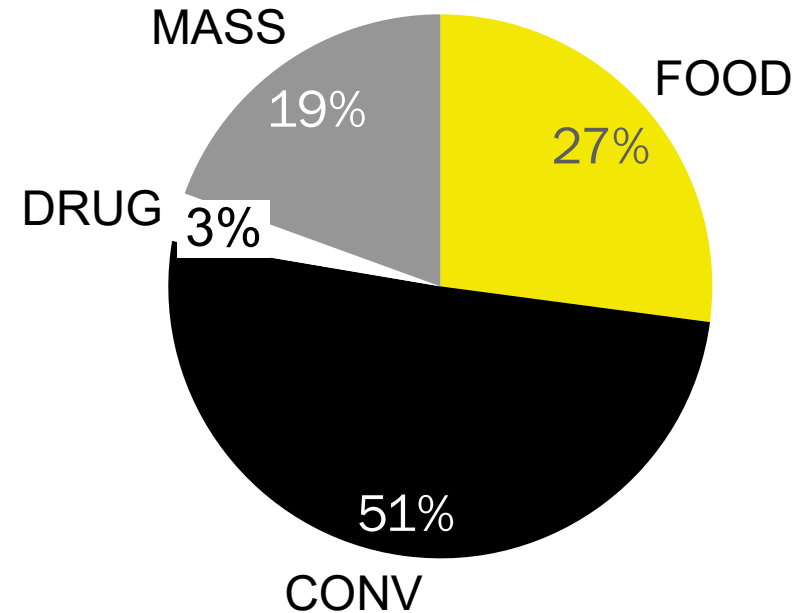
CATEGORY PERFORMANCE

CONV STILL MAKING UP MAJORITY
OF SALES IN PERF ENERGY



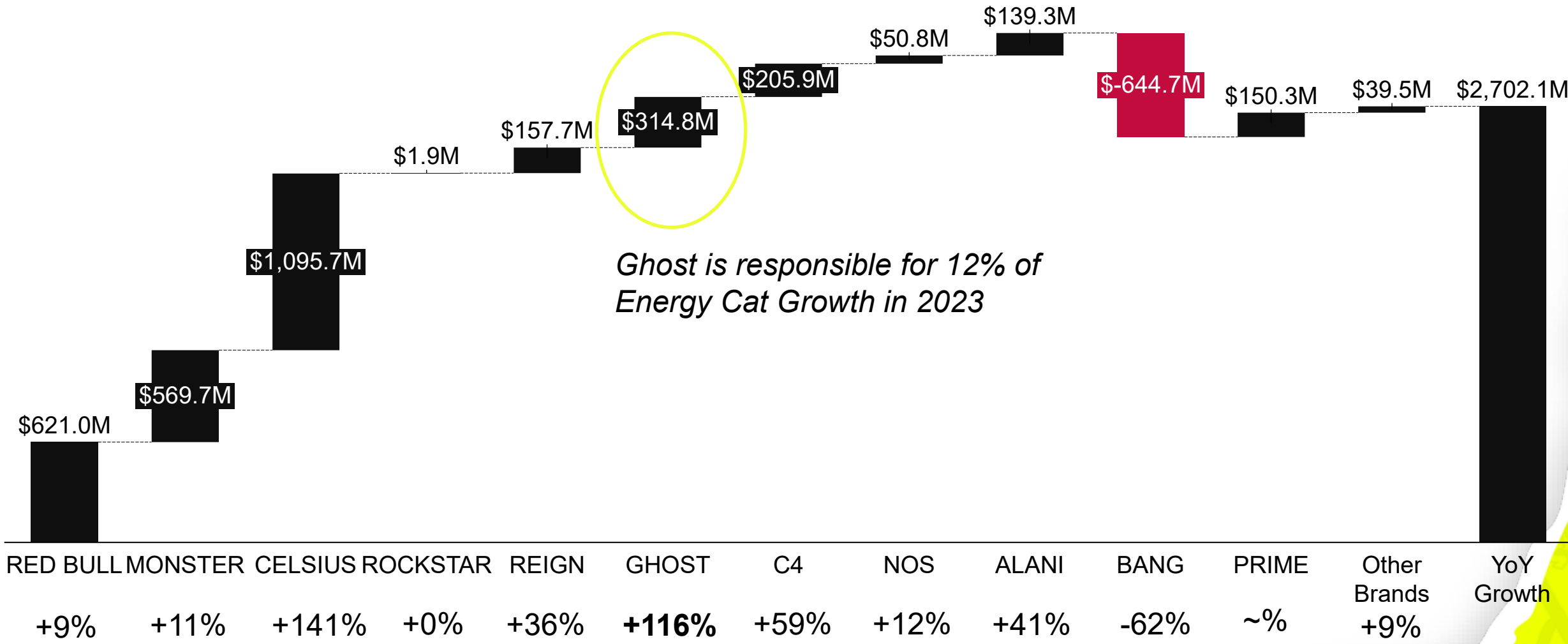
% of Total Performance
Energy Sales
Total US MULO+CONV (2022)

WHILE STILL CONTRIBUTING TO
HALF OF CAT 3 YEAR CAGR GROWTH



% of Total Performance Energy
Sales Growth (3 YEAR CAGR)
Total US MULO+CONV (2022)

GHOST A MAJOR PLAYER IN TOTAL ENERGY IN 2023

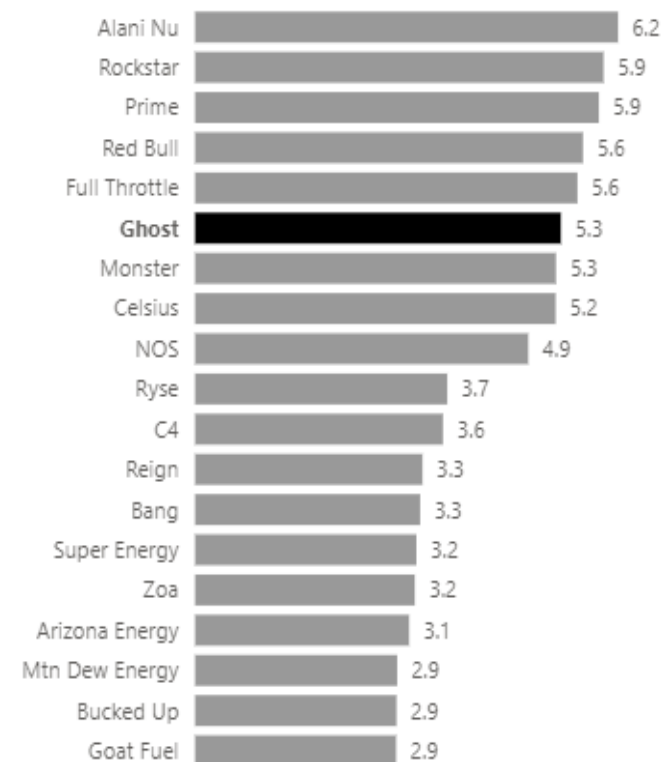


GHOST GREW A FULL SHARE POINT IN FOOD VS LY

TOTAL FOOD L52W 12-31 – TOTAL ENERGY

Brand_clean	Dollar Sales	Dollar Sales Year Ago	\$ Shr of Total Energy	\$ Share of Total Energy vs YA	Average Weekly ACV Distribution	Avg Weekly Items per Store Selling	Avg Weekly Units per Store Selling
Red Bull	\$904,101,170	868,244,761.15	31.77	-2.57	99.08	26.18	147.83
Monster	\$714,584,880	661,089,633.90	25.11	-1.04	99.69	21.80	114.53
Celsius	\$387,394,032	219,088,872.86	13.61	4.95	96.71	15.85	83.20
Rockstar	\$149,637,474	157,835,559.99	5.26	-0.98	87.61	9.33	55.47
Alani Nu	\$148,078,670	111,316,610.35	5.20	0.80	79.09	8.04	49.51
Ghost	\$106,297,951	67,728,250.62	3.74	1.06	77.59	6.93	36.90
C4	\$83,264,848	56,952,227.01	2.93	0.67	88.10	6.79	24.49
Bang	\$68,579,014	152,590,828.53	2.41	-3.63	80.06	7.29	23.89
Reign	\$61,444,339	51,818,984.43	2.16	0.11	85.31	5.98	19.79
Prime	\$40,963,419	663.60	1.44	1.44	60.40	4.26	25.06
NOS	\$27,690,593	27,677,830.05	0.97	-0.12	65.55	1.79	8.66
Fast Twitch	\$18,207,898		0.64	0.64	73.72	3.76	7.68
Mtn Dew Energy	\$11,090,653	24,539,732.06	0.39	-0.58	48.61	2.55	7.52
Zoa	\$8,641,688	12,845,227.20	0.30	-0.20	32.69	3.22	10.30
G Fuel	\$6,454,304	5,143,431.40	0.23	0.02	31.73	2.94	7.01
A Shoc	\$5,379,424	6,751,016.59	0.19	-0.08	28.74	3.40	5.85

Unit RoS per SKU

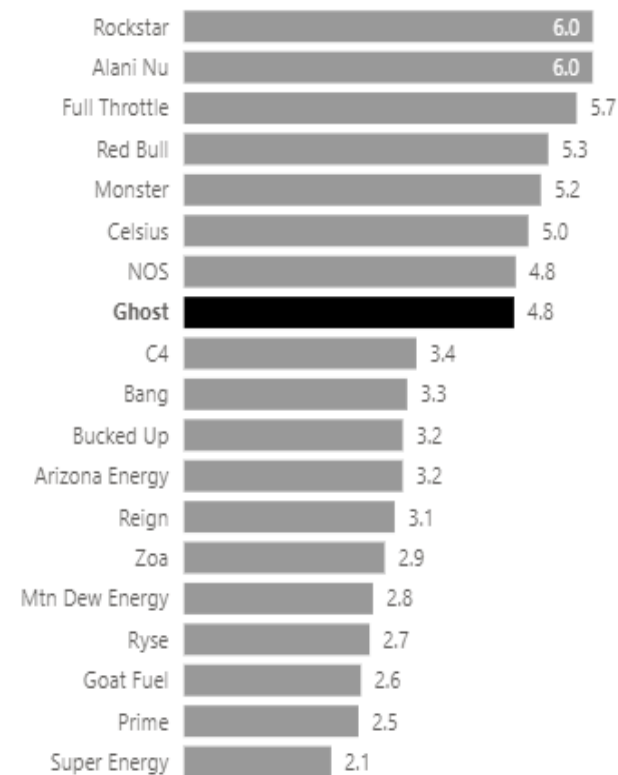


Q4 PERFORMANCE

TOTAL FOOD L13W 12-31 – TOTAL ENERGY

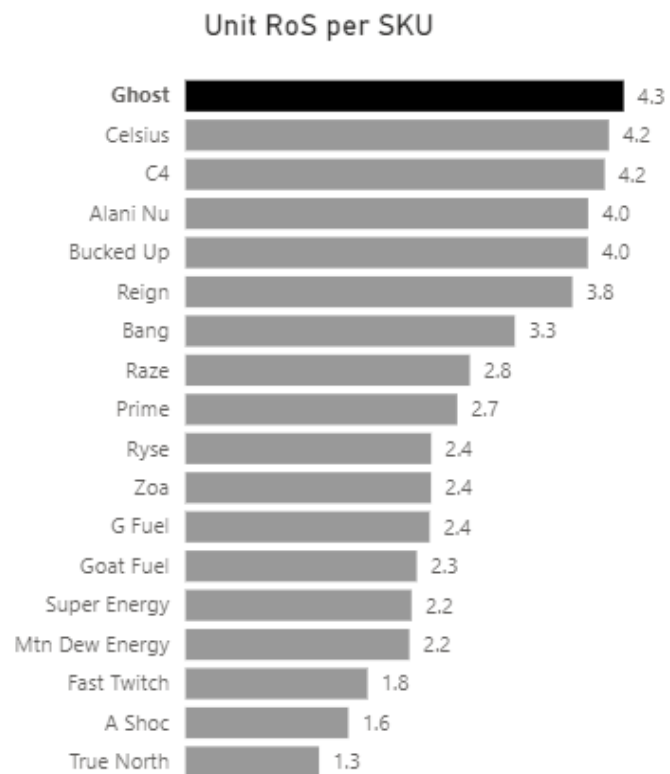
Brand_clean	Dollar Sales	Dollar Sales Year Ago	\$ Shr of Total Energy	\$ Share of Total Energy vs YA	Average Weekly ACV Distribution	Avg Weekly Items per Store Selling	Avg Weekly Units per Store Selling
Red Bull	\$224,764,174	228,913,841.09	32.21	-3.50	99.08	26.97	143.45
Monster	\$173,298,819	169,485,068.35	24.84	-1.61	99.68	21.66	112.83
Celsius	\$102,786,109	55,911,275.19	14.73	6.01	97.68	17.32	87.07
Alani Nu	\$39,509,841	29,506,764.68	5.66	1.06	83.61	8.49	50.61
Rockstar	\$34,685,045	38,230,628.89	4.97	-0.99	85.63	8.88	53.00
Ghost	\$26,742,159	19,001,397.09	3.83	0.87	82.26	7.44	35.87
C4	\$21,976,508	14,498,188.28	3.15	0.89	91.29	7.11	24.13
Reign	\$15,402,112	13,439,864.19	2.21	0.11	86.70	6.39	19.65
Bang	\$11,576,370	28,693,748.72	1.66	-2.82	76.19	5.15	16.79
NOS	\$6,688,406	7,233,295.67	0.96	-0.17	66.15	1.73	8.39
Prime	\$6,181,680	663.60	0.89	0.89	73.96	4.20	10.71
Fast Twitch	\$3,490,137		0.50	0.50	77.93	3.29	5.59
Zoa	\$1,983,672	3,082,347.63	0.28	-0.20	34.16	3.25	9.52
Mtn Dew Energy	\$1,443,720	5,200,325.15	0.21	-0.60	35.93	2.16	5.95
G Fuel	\$1,441,536	1,340,114.27	0.21	0.00	35.09	2.81	5.93
Bucked Up	\$1,278,714	440,958.01	0.18	0.11	15.31	3.67	11.73

Unit RoS per SKU

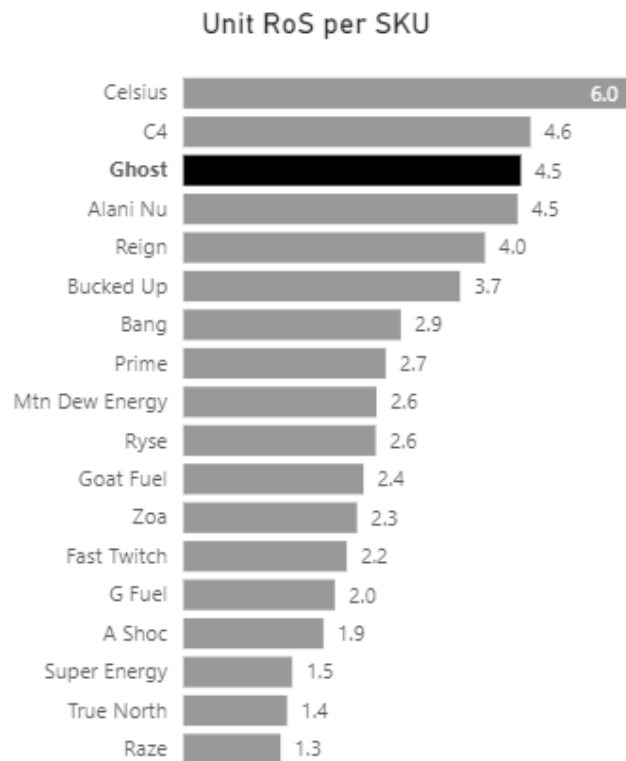


GHOST CONTINUES TO LEAD THE WAY IN ROS

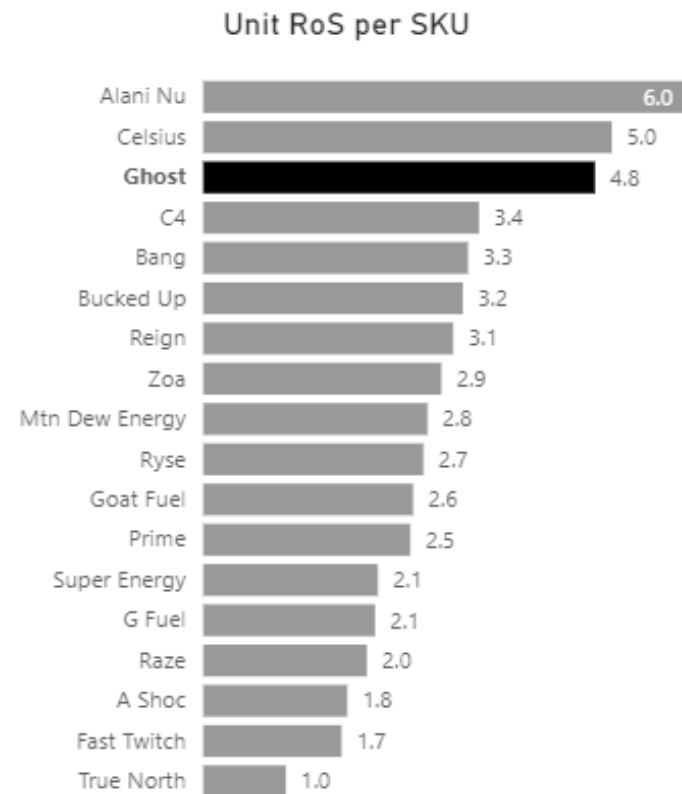
Total US – MULO+C



Total US – CONV



Total US – FOOD



**Source: IRI L13W (W.E 12.31)*

CRUSHING IT IN *FOOD CHANNEL*

UNIT/STORE/WEEK L26W



TUS
FOOD*
U/S/W

5.7

5.9

6.9

6.3

PERF
ENERGY
AVERAGE

4.9 U/S/W



5.5
U/S/W
L26



3.4
U/S/W
L26



3.6
U/S/W
L26



3.3
U/S/W
L26



DRIVE TO STORE

THINKING AND INVESTING LIKE THE BIG GUYS



LARGE FORMAT



WITH GREAT EXECUTION TO ***DISRUPT IN-STORE***



WITH GREAT EXECUTION TO ***DISRUPT IN-STORE***



THE LINEUP



THE LINEUP



1



2



3



4

****LINEUP DOES NOT INLCUDE FALL LAUNCH PINK LEMONADE**



RETAILER X PARTNERSHIP



LET'S

LEVEL UP

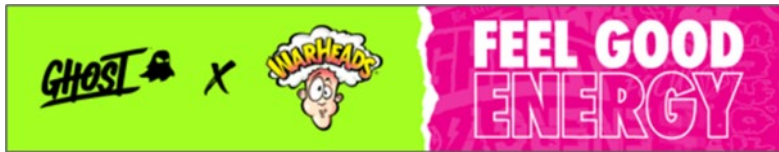
2023 PROGRESSION



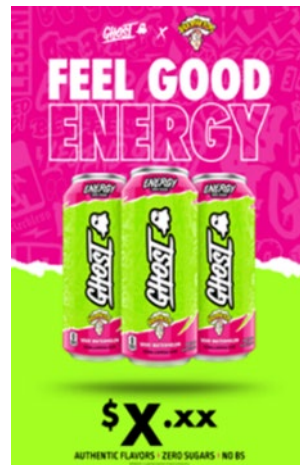
RETAILER X REWARDS

- PRODUCT DISCOUNT OFFERS
- REWARD POINT OFFERS
- LOYALTY PROGRAM

PRICING PROMO



2/\$X (Always-on)



Digital Ads & Consumer Sweepstakes



ENERGY SINGLES PRICING (HIGH/LOW)

EDV (26 Weeks)		PROMOTED (26 Weeks)	
Case Cost (12)	\$X	Case Cost (12)	\$X
Unit Cost	\$X	Unit Cost	\$X
EDV Retail	\$X	Promo Retail	2/\$X
Single Unit Margin %	XX%	Promo Blended Margin % <small>(50% EDLP/50% Promo) Volume Assumption</small>	XX%
Full Year Blended Margin			
Blended Margin % <small>(40% EDLP/60% Promo) Volume Assumption</small>		XX%	



QUESTIONS?

