

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



ghost

UNINSPIRED FLAVORS



GHOS*T* 

ALIENATING MARKETING



ENTER GHOST

THIS IS OUR TIME

ghost 

CATEGORY **DEFINING** DESIGN





AUTHENTIC FLAVOR COLLABS

GHOST

INCLUSIVITY OVER EXCLUSIVITY



A BRAND THAT
BREAKS INTO ENERGY



CATEGORY-DEFINING LABEL DESIGN & TEXTURE

FULLY EFFICACIOUS FORMULAS

FULL TRANSPARENCY LABEL

INDUSTRY-FIRST AUTHENTIC FLAVOR COLLABS

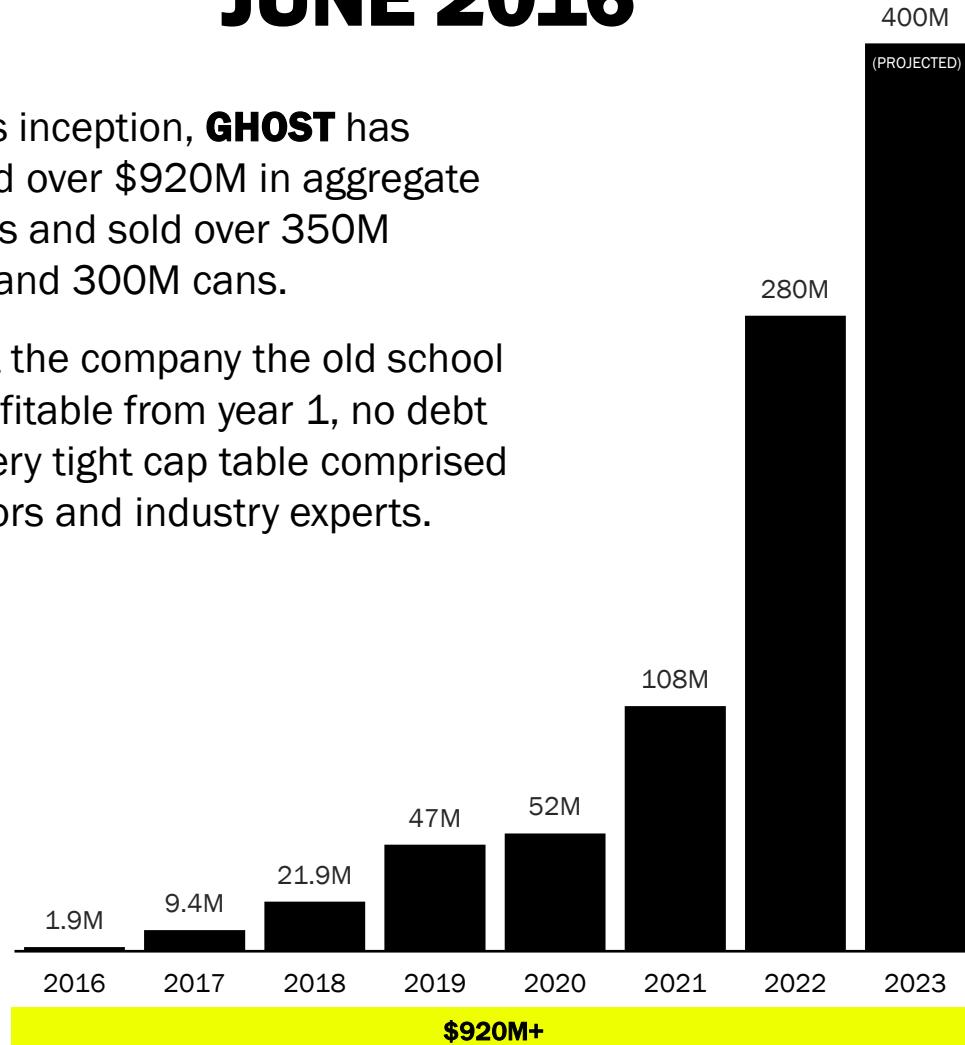


GHOST

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.



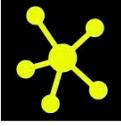
OUR STATS SPEAK FOR THEMSELVES

 **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)

 THE VITAMIN SHOPPE

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

 STACK3D

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

 FITNESS INFORMANT

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

 THE SUPPLEMENT ADVISOR

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"

 PRICEPAW

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

 CAFFEINEMAN

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

 JS
SCHALL CONSULTING

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

ghost 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

GHOS*T* 

THE IN-MARKET

VIBES ARE UNMATCHED



REACH: 200,000+

WHEN WE WERE YOUNG

REACH: 175,000

ADJACENT

REACH: 30,000

Innings
FESTIVAL

REACH: 20,000+

VEGAS
GOLDEN KNIGHTS
T-Mobile ARENA

REACH: 4,000,000+

INSOMNIAC

REACH: 8,000,000+

edc
LAS VEGAS

REACH: 500,000

edc
ORLANDO

REACH: 300,000

ESCAPE
HALLOWEEN

REACH: 80,000

HARD
MUSIC FESTIVAL

REACH: 80,000



BUILD THE BRAND FOR THE 99%

FORMULATE FOR THE 1%



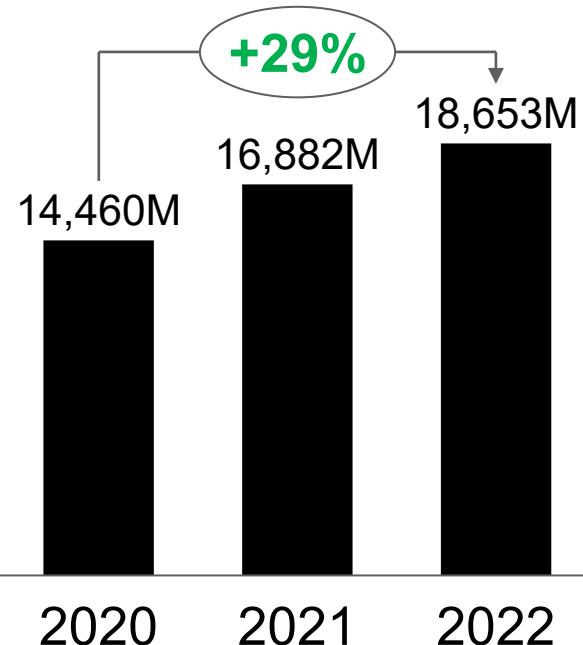
	Ghost	Red Bull	Monster	Rockstar	Reign	Celsius	C4	Alani Nu
FIRST TO MARKET COLLABS	✓	X	X	X	X	X	X	X
FULLY TRANSPARENT LABEL	✓	X	X	X	X	X	X	X
FULLY EFFICACIOUS DOSAGES	✓	X	X	X	X	X	X	X
ZERO SUGAR	✓	✓	✓	✓	✓	✓	✓	✓
NO ARTIFICIAL COLORS	✓	✓	✓	X	✓	✓	✓	✓
GLUTEN FREE	✓	✓	✓	✓	✓	✓	X	✓
VEGAN FRIENDLY	✓	✓	✓	✓	X	✓	X	✓
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

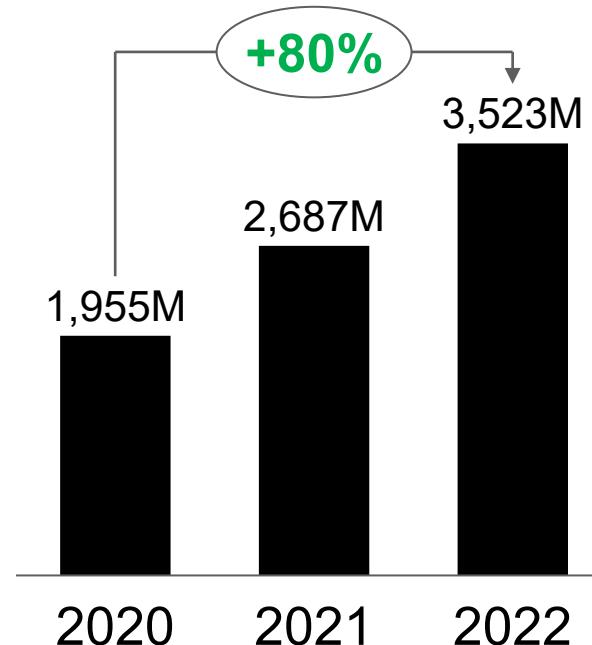
GHOST

CATEGORY PERFORMANCE

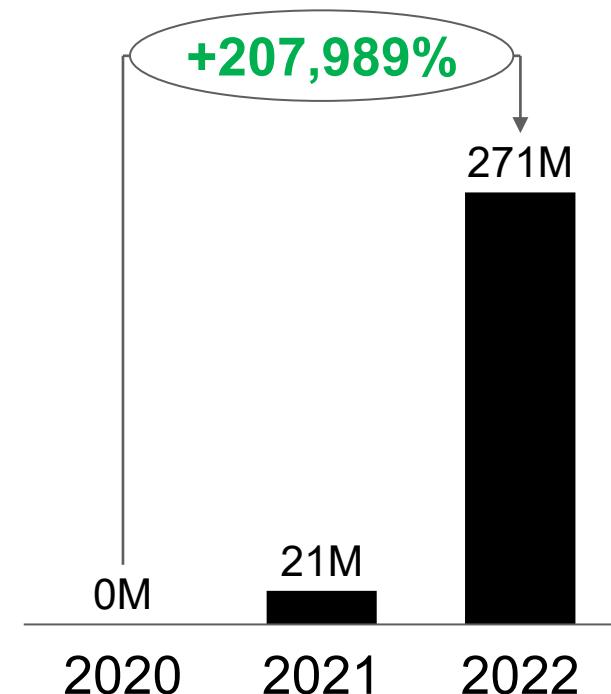
TOTAL ENERGY CONTINUES TO GROW



PERFORMANCE ENERGY IS KEY DRIVER



WITH GHOST LEADING THE WAY

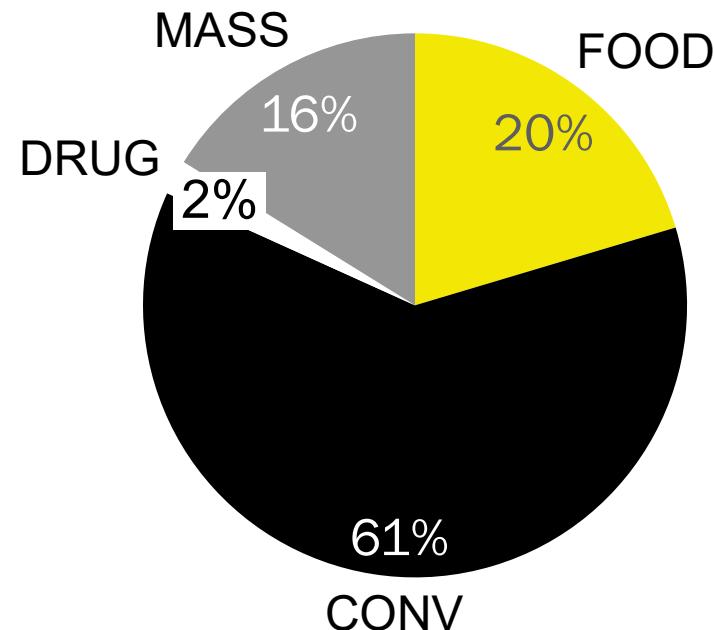


■ Total US – MULO+CONV DOLLAR SALES

GHOSI

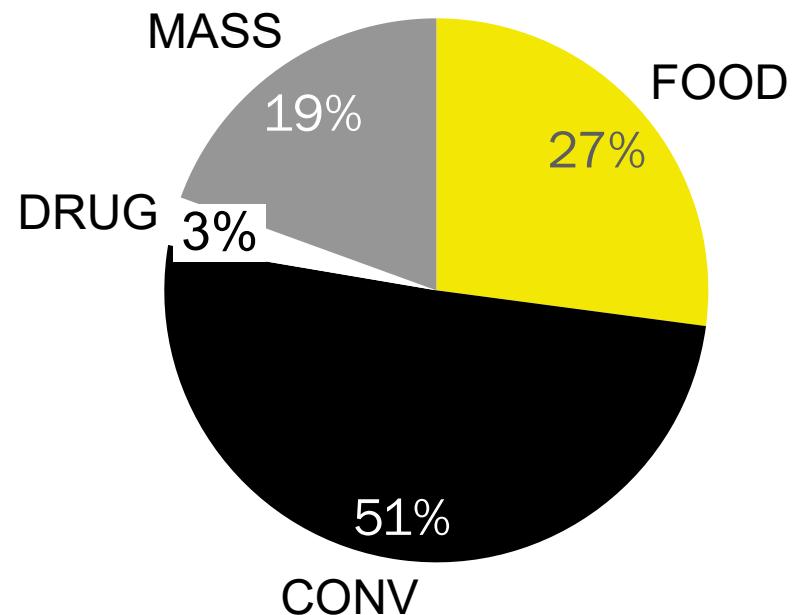
CATEGORY PERFORMANCE

CONV STILL MAKING UP MAJORITY OF SALES IN PERF ENERGY



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

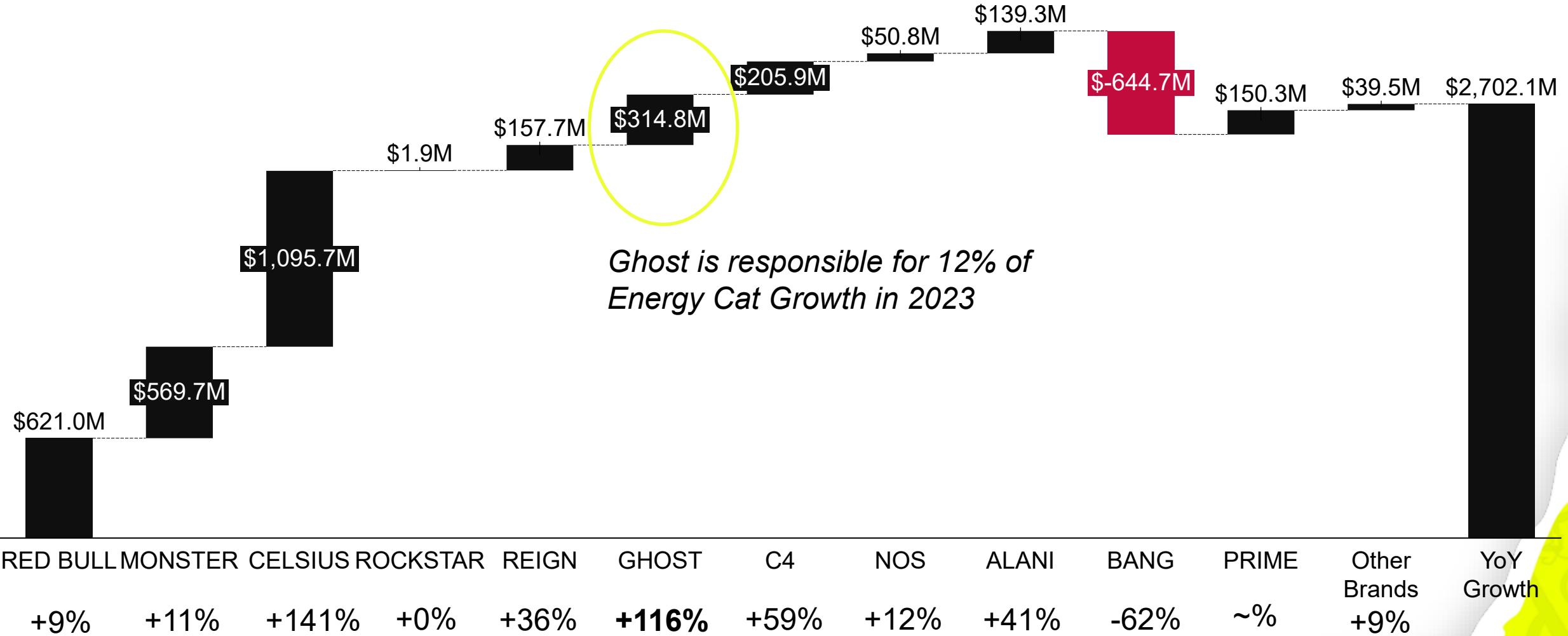
WHILE STILL CONTRIBUTING TO HALF OF CAT 3 YEAR CAGR GROWTH



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

GHOSI

HOST A MAJOR PLAYER IN TOTAL ENERGY IN 2023

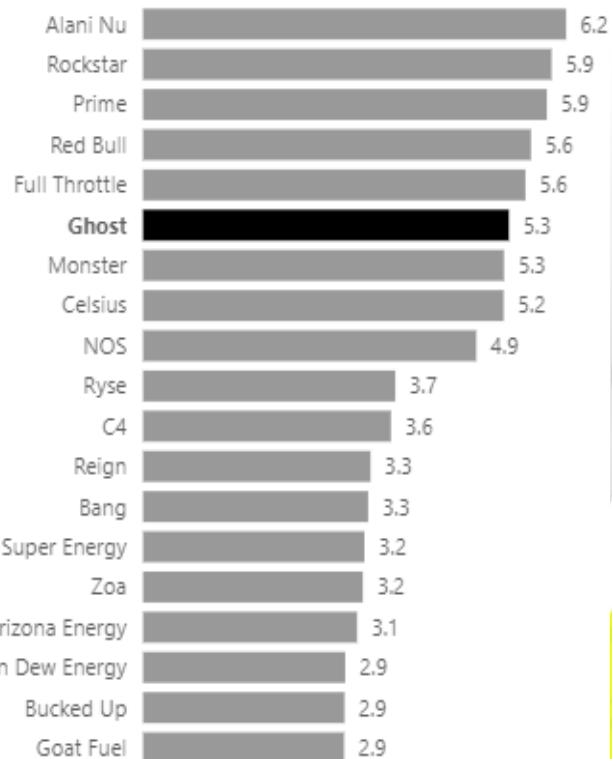


GHOST GREW A FULL SHARE POINT IN FOOD VS LY

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

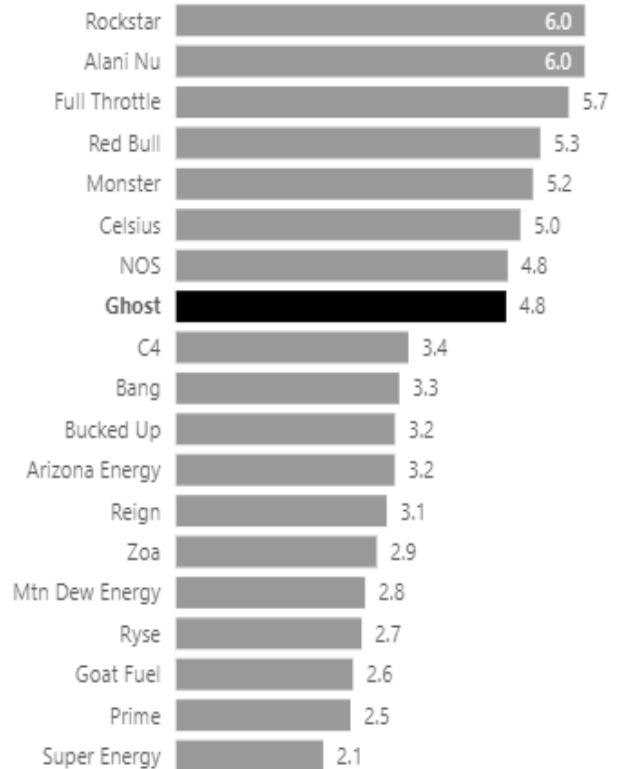


Q4 PERFORMANCE

TOTAL FOOD L13W 12-31 – TOTAL ENERGY

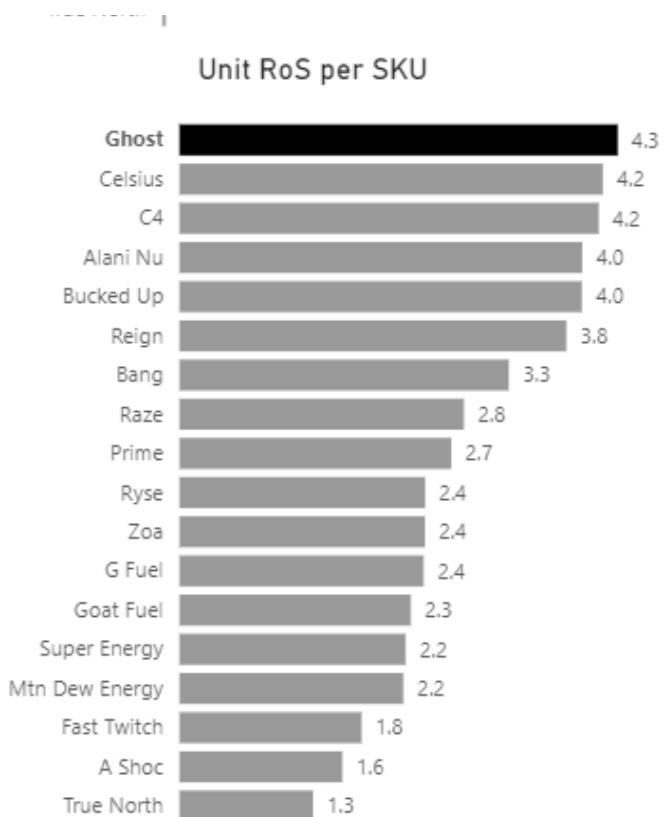
Brand_clean	Dollar Sales	Dollar Sales Year Ago	\$ Shr of Total Energy	\$ Share of Total Energy vs YA	Average Weekly ACV Distribution	Avg Weekly Items per Store Selling	Avg Weekly Units per Store Selling
Red Bull	\$224,764,174	228,913,841.09	32.21	-3.50	99.08	26.97	143.45
Monster	\$173,298,819	169,485,068.35	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

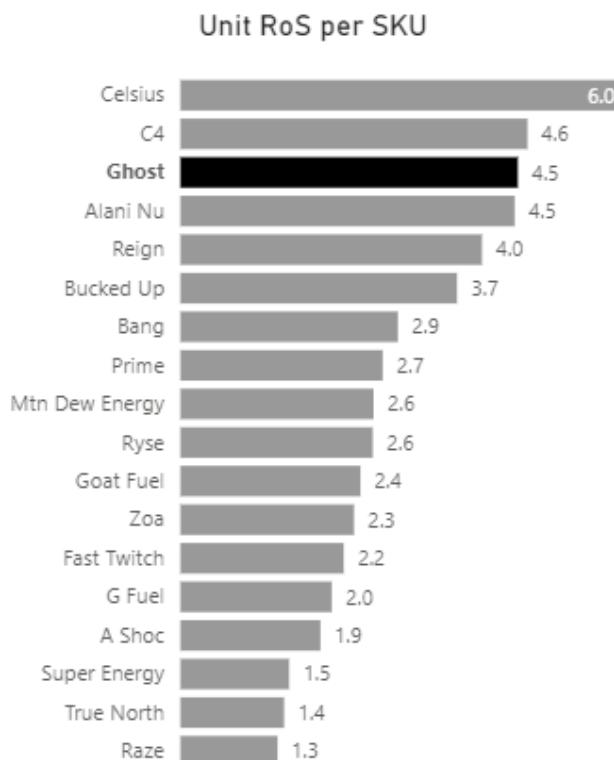


HOST CONTINUES TO LEAD THE WAY IN ROS

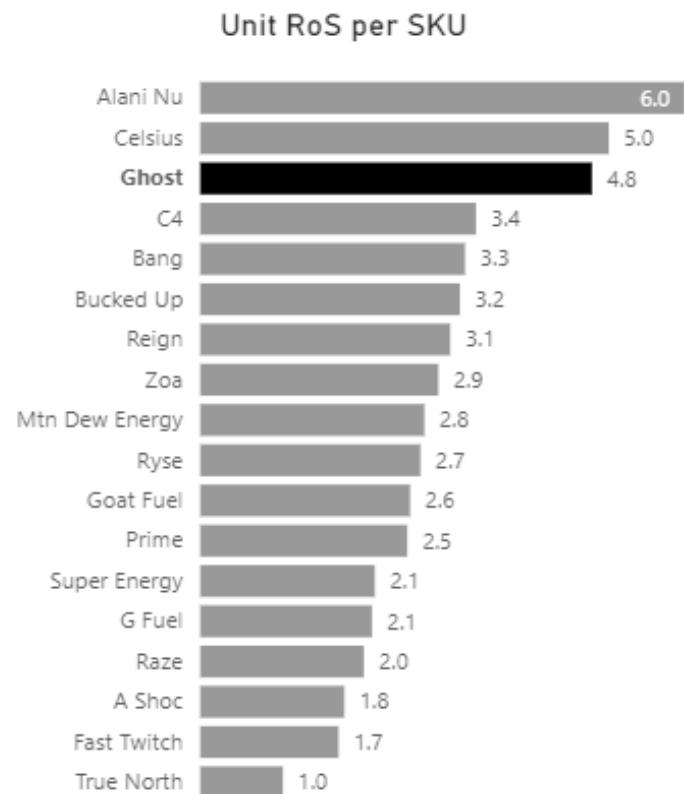
Total US – MULO+C



Total US – CONV



Total US – FOOD



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

GHOS**T**

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

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THE LINEUP



1



2



3



4

**LINEUP DOES NOT INCLUDE FALL LAUNCH PINK LEMONADE

GHOSI

RETAILER X PARTNERSHIP

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LET'S

LEVEL UP

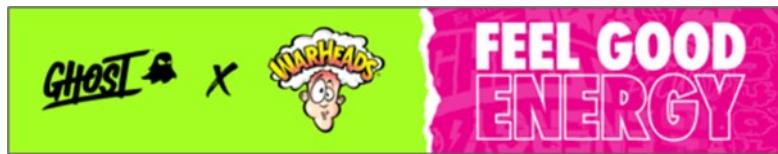
2023 PROGRESSION



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 % (50% EDLP/50% Promo) Volume Assumption	XX%

Full Year Blended Margin

Blended Margin % (40% EDLP/60% Promo) Volume Assumption	XX%
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GHOSI

QUESTIONS?

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