



MISUNDERSTOOD
BRANDS

INVESTOR WEBINAR

HOW FAR WE'VE COME

GROWTH SINCE OUR 2021 CAPITAL RAISE



+210%

**Annual
Sales Growth**

+\$7mm

**Total
Sales**

+12

**Distribution
States**

In June 2024, we made the decision to leave 375 Park Avenue Spirits and take back control of sales and distribution.

Since then, we've:

- Driven 32% depletion growth in half of the footprint
- Successfully launched OATRAGEOUS, and a private label brand for a large retailer, Total Wine
- Created more opportunities than ever in our company history

2025 WAS ALL THE RAGE

NAMED #17 MOST
INNOVATIVE SPIRIT
LAUNCH IN THE
WORLD

THE **SPIRITS**
BUSINESS



WON PLATINUM
AND INNOVATION
AT THE 2025 SIP

VegNews

NOMINATED
FOR BEST NEW
VEGAN PRODUCT
AT VEGNEWS!



GAINED
DISTRO IN
TRADER
JOE'S



OATY HAS
ARRIVED!



LAUNCHING
PRIVATE LABEL
WITH TOTAL!

LAUNCHED THE FIRST
ORANGE BLOSSOM
BOURBON



WON GOLD
AT THE
SFWS!



EARNED WALMART'S GOLDEN
TICKET. LAUNCHING IN ALL
FLORIDA STORES 2026

Walmart 

**20
26**

CORE GROWTH ENGINES

THESE THREE GROWTH ENGINES ARE HOW WE PLAN TO ACHIEVE OUR 24 MONTH TARGETS

STRATEGIC PARTNERSHIPS

EXPANDING STRATEGIC PARTNERSHIPS ALLOW FOR WITH LOFTED SPIRITS / BARDSTOWN BOURBON CO.

COLLABORATION WITH LOFTED SPIRITS/BARDSTOWN BOURBON CO., ALLOWS SCALE PRODUCTION, IMPROVE ECONOMICS, AND ACCELERATE SPEED TO MARKET.

PRODUCT & BRAND INNOVATION

INNOVATION IS THE HEART OF OUR BUSINESS AND A KEY DIFFERENTIATOR IN THE MARKET.

LAUNCHING HIGH-IMPACT, DIFFERENTIATED PRODUCTS AND PACKAGING THAT DRIVE TRIAL, STRENGTHEN BRAND EQUITY, AND EXPAND CONSUMER OCCASIONS.

RETAIL CHAIN GROWTH

DRIVE CONSUMER AWARENESS & TRIAL AT KEY NATIONAL CHAIN RETAIL PARTNERS.

THROUGH FOCUSED ACTIVATION, PRICING PROGRAMS, AND ACCOUNT-SPECIFIC EXECUTION, WE WILL CONVERT AWARENESS INTO REPEAT PURCHASES ACROSS NATIONAL RETAIL PARTNERS.



**MISUNDERSTOOD
BRANDS**

STRATEGIC PARTNERSHIPS



MISUNDERSTOOD

BRANDS

OUR NEW HOME ON THE KENTUCKY BOURBON TRAIL.

WE'VE PARTNERED WITH LOFTED SPIRITS (BARDSTOWN BOURBON CO.) TO STREAMLINE OUR PRODUCTION, SAVE COSTS, AND JOIN THE ELITE BRANDS ON THE HISTORIC KENTUCKY BOURBON TRAIL.



**20% BOTTLING
COST REDUCTION**



**\$100K STORAGE
SAVINGS**



**150,000+ VISITORS A
YEAR ABLE TO TASTE
& PURCHASE OUR
PRODUCTS**



**SINGLE BARREL &
BLENDING
CAPABILITIES**

"Lofted Spirits was built to partner with the most forward-thinking brands in the industry, and Misunderstood is exactly that, Chris and JD are hungry, visionary entrepreneurs who are aggressively and creatively building some great brands and we are thrilled to help bring them to life at Bardstown."

-Pete Marino, President Lofted Spirits

OAT WITH THE OLD, IN WITH THE BLUE.

Buckle up! OATRAGEOUS Espresso is boarding all JetBlue flights starting July 2026.

- OATRAGEOUS will reach 40 million passengers annually.
- 240,000 passengers are expected to purchase.
- Exclusive cream liqueur offering.
- On board every JetBlue flight including Dublin.



PRODUCT & BRAND INNOVATION



MISUNDERSTOOD

BRANDS



OATRAGEOUS

OAT OF THIS WORLD!

DELICIOUSLY DAIRY FREE!!

Introducing the first dairy free cream liqueur portfolio in the U.S. made with GMO free oats, real ingredients, way less sugar, and smooth bourbon whiskey. Find out what all the rage is about!



THE FUTURE OF CREAM LIQUEUR

BETTER FOR YOU IS THE FUTURE



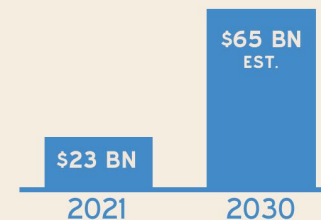
41% OF US
HOUSEHOLDS BUY
DAIRY-FREE MILK

70% OF THE WORLD IS
LACTOSE INTOLERANT

70%



GLOBAL ALT. MILK MARKET



ALT-MILK HAS 15%
MARKET SHARE
OF DAIRY MILK

CREAM LIQUEURS

\$2.1BN

TOTAL
ADDRESSABLE
MARKET



ALT-MILK
OPPORTUNITY

\$23BN

TOTAL
ADDRESSABLE
MARKET

THE OPPORTUNITY

1% OF MARKET SHARE =
\$20MM IN REVENUE

...and thats just the start

OATRAGEOUS

READY WHEN YOU ARE

- RTD = FASTEST GROWING CATEGORY IN SPIRITS
- EXPANDING THE OCCASION
- ACCELERATING TRIAL
- SHIPPING JULY 2026
- 100 ML | 14% ABV
- SUNNY COLADA & ESPRESSO MARTINI
- SRP \$4.99



JULY 2026



INFUSED BY NATURE

REAL WHISKEY, REAL INGREDIENTS, REAL TRANSPARENCY.

**REDEFINING FLAVORED WHISKEY &
BUILDING THE BRAND BILLBOARD**

**PERFECT FLAVORS FOR
EVERY SEASON**

**EXPANDING TOTAL REVENUE AND
DRINKING OCCASIONS**

**MADE WITH INTENTION
INTERSECTING GROWTH IN
FLAVORED PRODUCTS & QUALITY**

**FLAVORED WHISKEY 2.0
CAPITALIZING ON FLAVORED
WHISKEY'S \$37BN MARKET SIZE**



MISUNDERSTOOD WHISKEY

MISUNDERSTOOD RTD COCKTAILS

MAKING THE GREAT FLAVORS WE ALREADY HAVE IN A MORE CONSUMABLE FORMAT WITH THE MOST POPULAR WHISKEY COCKTAIL IN THE UNITED STATES.

- RTD = FASTEST GROWING CATEGORY IN SPIRITS
- ACCELERATING TRIAL
- 100 ML | 14% ABV
- GINGER SPICED & ORANGE BLOSSOM OLD FASHIONED
- SRP \$4.99
- SHIPPING JULY 2026



THE *Hometown* SERIES

THERE'S NO
TASTE LIKE
HOME.

**A UNIQUE "GEO-BARREL" RELEASE PROGRAM
BUILT FOR HYPER-LOCAL MARKETS. DESIGNED
FOR LOCAL PRIDE, HOMETOWN CONNECTION,
AND THE PEOPLE WHO GET TO CALL IT THEIRS.**

BETA Test: September 2026



RETAIL CHAIN GROWTH



MISUNDERSTOOD

BRANDS

IMMENSE CHAIN MOMENTUM

2025

BUILD EXISTING ACCOUNTS

+55% VOLUME AND +10% VELOCITY

Total Wine Publix
SPIRITS • BEER & MORE

Binnys SPEC'S ABC
BEVERAGE DEPOT WINES • SPIRITS • FINE FOODS FINE WINE & SPIRITS

HyVee TRADER JOE'S
EMPLOYEE OWNED

2026

ACCOUNTS LAUNCHING IN 2026

\$1MM REVENUE OPPORTUNITY

Walmart WHOLE FOODS Market Wegmans

2027+

FUTURE CHAIN PIPELINE

\$10MM REVENUE OPPORTUNITY

SPROUTS FARMERS MARKET



meijer

BevMo! by gopuff

BJS Wholesale Club

Albertsons



Winn-Dixie



COSTCO WHOLESALE

sam's club

OATRAGEOUS ORGANIC SUCCESS

PROVEN PRODUCT MARKET FIT - OUR CORE CUSTOMERS LOVE OATRAGEOUS

138%

**SAME STORE
VOL. GROWTH**

230%

**INCREASE IN
REPURCHASES**

100%

**ORGANIC SALES
NO PROMOTIONS**



INVESTMENT OPPORTUNITY



MISUNDERSTOOD

BRANDS

PROJECTIONS

Highlights:

- **2025:**
 - **Operating Earnings % saw +35% improvement**
 - **Sales Volume Allocation in 2025: OATRAEGOUS contributed to 45% and Misunderstood to 55%**
- **2026:**
 - **Warehouse and fulfillment transition will reduce G&A by 24% and and bottling costs by 20%**

	2024	2025	2026	2027	2028	2029	2030
Net Sales	1,045,523	1,679,000	3,287,630	5,741,698	9,493,946	15,913,443	25,714,535
Sales Growth		61%	96%	75%	65%	68%	62%
COGS	551,382	874,260	1,872,371	2,971,059	4,875,306	8,007,495	12,506,763
Gross Margin	494,141	744,740	1,415,259	2,770,638	4,618,640	7,905,948	13,207,771
Gross Margin %	47%	46%	43%	48%	49%	50%	51%
ASP + Digital Marketing	248,077	368,200	470,098	1,041,472	1,744,164	3,328,578	3,730,673
Direct Contribution	246,064	376,540	945,161	1,937,460	3,223,309	5,243,086	10,223,233
%	24%	23%	31%	35%	35%	34%	40%
Salaries	495,941	731,954	868,820	1,190,555	1,513,324	1,710,415	2,075,840
G&A	657,238	572,665	200,915	210,211	219,972	230,220	240,981
SG&A	1,153,179	1,304,619	1,069,735	1,400,766	1,733,295	1,940,635	2,316,821
Op. Earnings	-944,783	-928,079	-157,761	517,722	1,484,641	3,302,396	7,906,412

*2024 Shipments to Distributors totaled \$1.3mm, reflecting a 24% increase YOY. \$1mm above reflects revenue on our books net of previous import partnership.

NEW ADVISORY BOARD



TAYLOR FOXMAN
CEO, FOUNDER
THE INDUSTRY COLLECTIVE



CHRIS RIGBY
FORMER DON PAPA &
WILLIAM GRANT EXEC.



ZAARATH PROKOP
PRESIDENT, LSI
(FLOR DE CANA RUM)



KYLE HERMAN
EX. PRESIDENT, CCO
SELVAREY RUM, NINE
BANDED WHISKEY

TEAM'S EXPERIENCE



DIAGEO

SAZERAC



CAMPARI



GROWTH SAFE ROUND 2026

WE ARE LAUNCHING:

\$1.5MM 2026 SAFE GROWTH ROUND

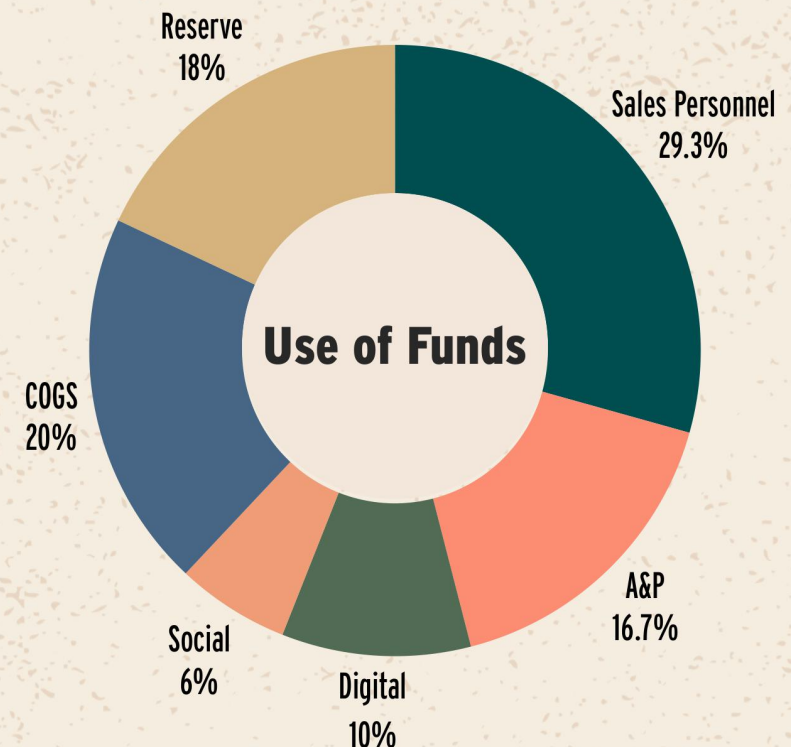
\$18MM VALUATION CAP / 20% VALUATION DISCOUNT

WHY NOW:

WE HAVE ONE SHOT TO LAUNCH:

Walmart ✨ *Wegmans* WHOLE FOODS TRADER JOE'S

**WE'VE EARNED THE PLACEMENT,
NOW WE MUST WIN THE SHELF.**



INVESTOR REINVESTMENT OPPORTUNITY

BONUS SHARES AVAILABLE UNTIL 3/31

5% REINVESTED → 2% CONVERSION CREDIT

10% REINVESTED → 5% CONVERSION CREDIT

25% REINVESTED → 7% CONVERSION CREDIT

50% REINVESTED → 10% CONVERSION CREDIT

WALK THROUGH

(EXAMPLE: \$5 SHARE PRICE NEXT ROUND)

PREVIOUS INVESTMENT AMOUNT = \$50K

10% REINVEST = \$5,000 REINVESTMENT

20% STANDARD SAFE NOTE DISCOUNT = \$4 PER SHARE = $(1 - 20\%) * \$5$

+ 5% CONVERSION CREDIT = $\$5,000 * 1.05 = \$5,250$

**TOTAL AMOUNT CONVERTED = $\$5,250 / \$4 = 1,313$ SHARES
(31% SHARE BONUS)**

THE END GAME

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**BEVERAGE ALCOHOL MERGERS
AND ACQUISITIONS IN 2024-
2025, WITH SPIRITS LEADING THE
WAY.**

ACQUIRERS ARE PRIORITIZING BRANDS WITH:

- **PROVEN CONSUMER TRACTION**
- **HIGH VELOCITY**
- **DIFFERENTIATION**
- **PREMIUM FEEL**
- **RTD FORMATS**

THIS IS OUR MOMENT

THANK YOU ALL FOR THE TIME.

**WE LOOK FORWARD TO MEETING
WITH YOU ALL INDIVIDUALLY!**

GROWTH SAFE ROUND 2026