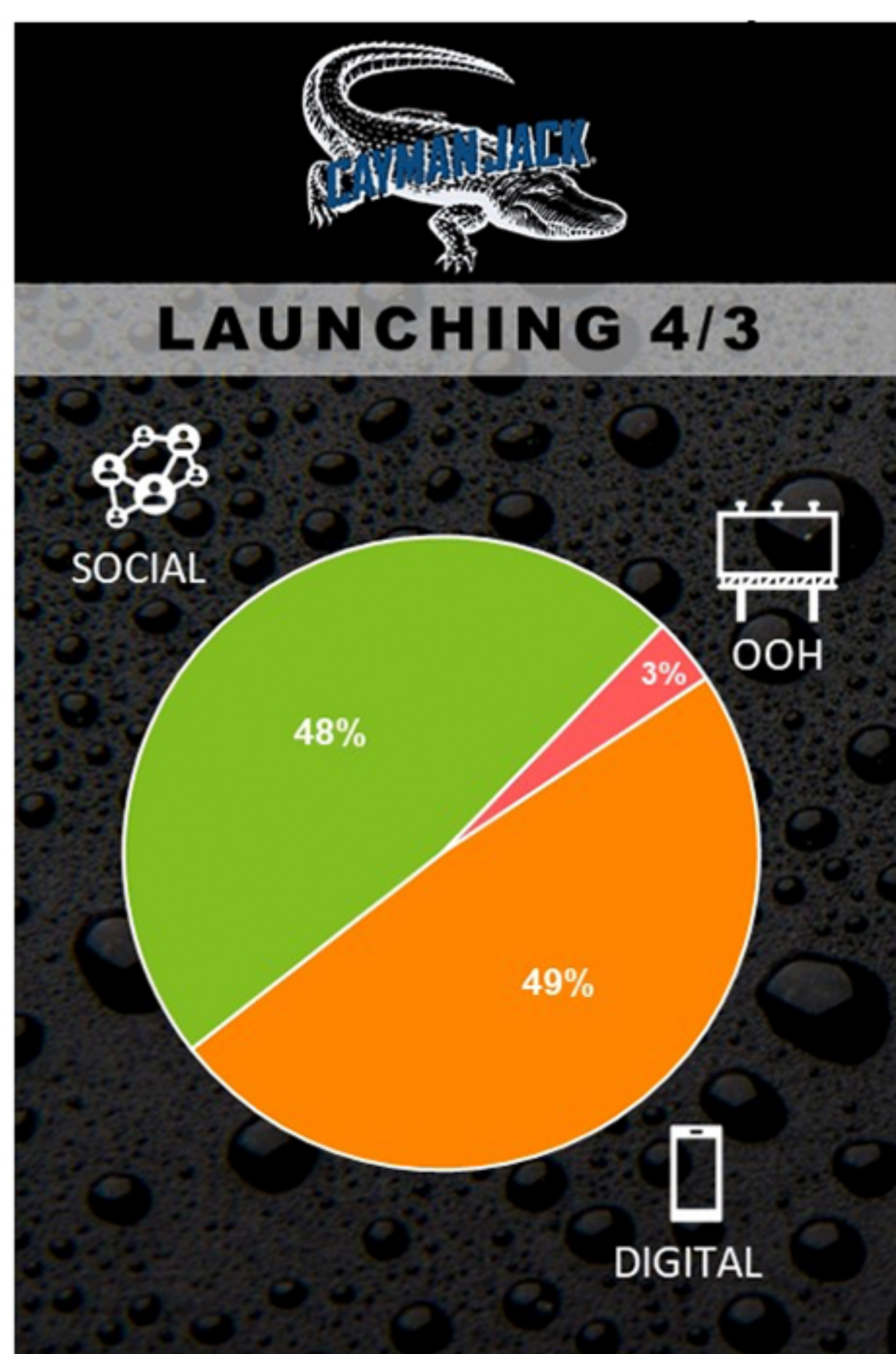




INTRODUCING CAYMAN JACK® ZERO SUGAR

Cayman Jack, the **#1** Margarita flavor FMB brand, rose to even greater heights in 2022! Dollar sales grew +47%, making it the fastest growing large FMB brand. And Cayman Jack now holds the top 3 Margarita flavor SKUs within FMB due to last year's successful launch of the Margarita Variety Pack!*

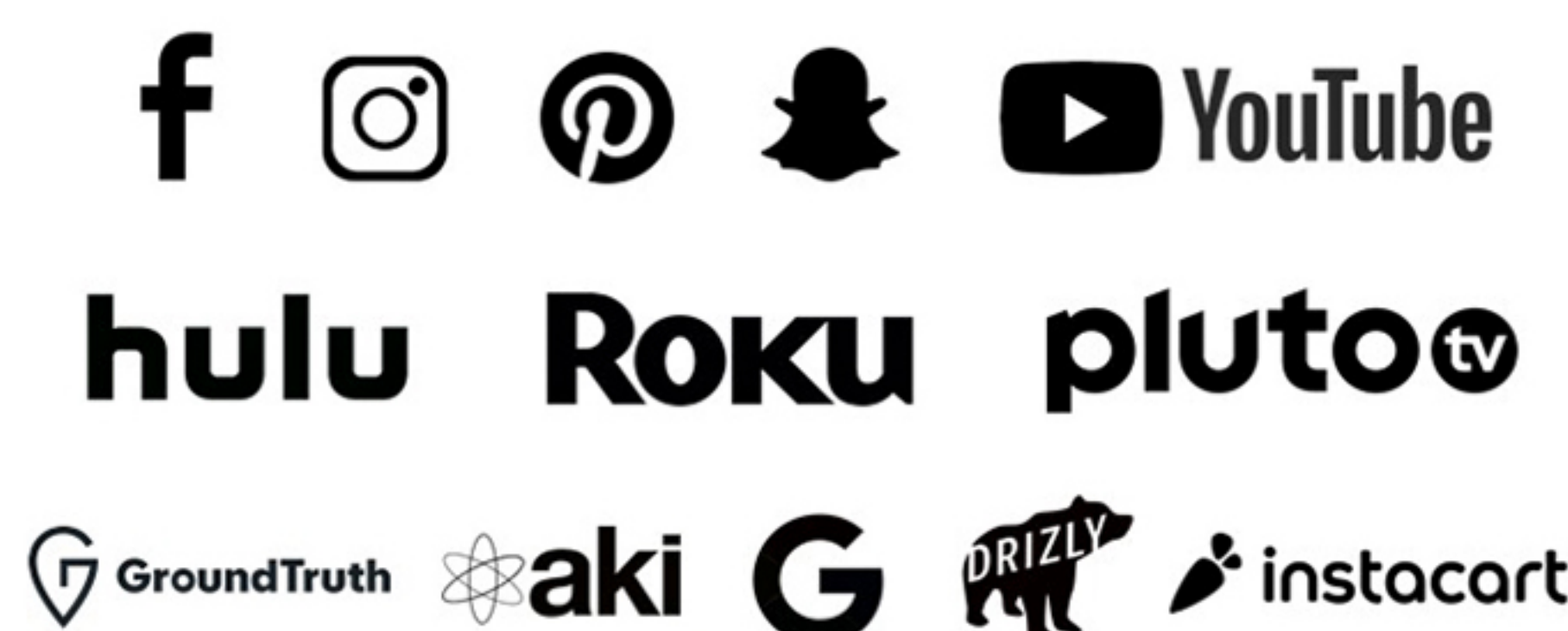
And this year, Cayman Jack is ready to do it again. We've expanded our portfolio to include a Zero Sugar offering. This is a 100 calorie, classic authentic-tasting Margarita flavor without the sugar. And it's made with lime juice, agave nectar and our own unmatched plant-sourced sweetener recipe for an unrivalled zero sugar margarita taste.



1.3B IMPRESSIONS

Core Target: A25-44
Est. Reach/Frequency: 69% / 13x

PARTNERS / CHANNELS



Media will deliver mass awareness and engagement with more than 300 million impressions. We'll reach digital-first consumers across Social, Connected TV, and Online Video. We'll also intercept consumers at points of digital purchase across search and ecommerce.

Cayman Jack will continue its successful Discover Legendary Taste campaign and reach consumers across a range of social and digital platforms with over 1.3 billion impressions!

And coming summer of 2023, the Cayman Jack rivershack experience is brought alive through a national tour that features interactive elements and a standalone bar. The Cayman Jack tour is expected to deliver more than 60,000 samples at festivals in major markets.



Let's make 2023 another incredible year for Cayman Jack!
Thank you for your continued support for this amazing brand!

John
John Shea
Chief Marketing Officer
Mark Anthony Brands

*IRI MULC+L Dollar Sales FMB Segment CY Ending 1/1/23.

Good things come to those who wait. Don't drink until you are 21. ® Premium Malt Beverage with Natural Flavors. All Registered Trademarks used under license by American Vintage Beverage Co., Chicago, IL.

Zero Sugar: Per 12 fl. oz. - Average Analysis: Calories 100, Carbohydrates 11g, Protein 0g, Fat 0g.