

**CITIZELLE**

**B R A N D S**

**CBOE: CZZL**

# ELEVATING THE GAME IN HEALTH AND WELLNESS

We're on a mission to transform the health and wellness landscape by offering alternatives to the unhealthy, sugary, and fattening foods that line our pantries. We've assembled a top-tier team dedicated to bringing athlete level nutrition to our families and yours.



# OUR TEAM

Cizzle Brands is led by a team who deep experience in CPG, brand building and public markets.



**JOHN CELENZA, CEO**

Previous: Co-Founder & CEO  
BioSteel Sports



**TUCKER WRIGHT, President**

Previous: CEO, DreamWater,  
VP, BioSteel Sports



**STEVEN TSCHIRHART, CFO**

Previous: Kraft Heinz



**ANTHONY MILA, CMO**

Previous: CEO, HighRise Marketing  
Inc., CMO, BioSteel Sports



**SETTI Coscerella, CCO**

Previous: CEO,  
TAAT Global Alternatives



**RONAN LEVY, CSO**

Previous: CEO, Field Trip,  
Executive Chairman, Reunion  
Neuroscience (NASDAQ: REUN)



**BLANE KAUFMAN, COO**

Previous: Head of Operations,  
BioSteel Sports



**LEA TORCHETTI,  
MARKETING DIRECTOR**

Previous: NHL & BioSteel

# THE BETTER-FOR-YOU CATEGORY: CIZZLE LEADING THE WAY

Why Our Product Stands Out in the Evolving  
Hydration Landscape



**NATHAN  
MacKINNON**

**2023-2024 HART MEMORIAL  
TROPHY AND TED LINDSEY  
AWARD WINNER**

A handwritten signature in white ink, appearing to read 'N. MacKinnon', located at the bottom right of the page.

## **PREMIUMIZATION**

Increased willingness to pay for high-quality healthy food products that provide real benefits.

## **HEALTHY HABITS**

Increasing levels of exercise and activity driving increased sports drink consumption.

## **HYBRID CONSUMER DRINKS**

Increasing demand for hybrid drinks that offer flavour and nutritional benefits.

## **“CLEAN DRINKS”**

Part of a broader shift towards zero/low sugar and low calories offerings as consumers are more focused on health.

## **FORITFIED RE-HYDRATION**

Increasing interest in functional benefits as consumers embrace the link between nutrition and wellness.

**PRODUCTS TO BE PROUD OF**



# CWENCH

HYDRATION

**HYDRATING PASSION & PERFORMANCE**



**PERFORMING  
ELECTROLYTES**

**ZERO  
SUGAR**

**NATURALLY  
FLAVOURED/COLOURED**

**UNDER 10  
CALORIES**



HAPPIEATS

# × Sport PASTA<sup>o</sup>

DESIGNED FOR ATHLETES.  
ENJOYED BY THE WHOLE FAMILY.

HIGH IN PROTEIN & FIBRE SLOW DRIED GUT FRIENDLY SLOW RELEASING



HANDCRAFTED IN ITALY





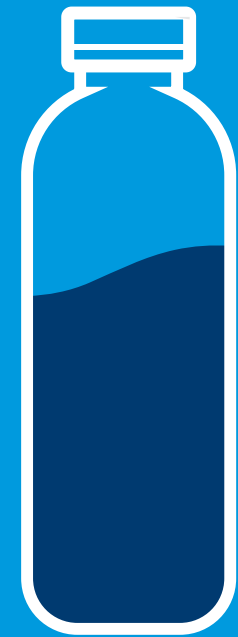


# GWENCH

HYDRATION

# CWENCHING THE MARKET

The better-for-you beverage category is experiencing significant growth and popularity.



**13.9%**

The overall beverage category saw consumer spending increase by 13.9% in 2022, outpacing overall industry<sup>1</sup>



**200 Billion**

The functional beverage market is expected to grow by nearly \$200 billion by the end of the decade<sup>1</sup>



**653.2 Million**

The hydration products market is forecasted to grow by USD \$653.2 million during 2023-2028, accelerating at a CAGR of 10.72% during the forecast period. <sup>2</sup>



**82.7 Billion**

The hydration supplement market was projected to grow from \$36.0 billion in 2024 to \$82.7 billion by 2034, with a CAGR of 7.9% <sup>3</sup>

# DEMANDED IN THE LOCKER ROOM

Formulated by legendary trainer Andy O'Brien, CWENCH Hydration has started making its way into the most prestigious locker rooms in professional sports.



**ANDY O'BRIEN**

3 X STANLEY CUP CHAMPION STRENGTH COACH

STRENGTH COACH TO NHL PLAYERS INCLUDING SIDNEY CROSBY  
AND NATHAN MacKINNON



**BETTER FOR YOU**

**PERFORMING  
ELECTROLYTES**

**ZERO  
SUGAR**






**NATURALLY  
FLAVOURED/COLOURED**

**UNDER 10  
CALORIES**

# CWENCH IS THE HEALTHIER ALTERNATIVE

CWENCH Hydration is a healthy and high-performing hydration solution formulated to help hydrate you faster and longer for your all-day hydration needs such as performance, school/study, work, travel, and wellness.



HYDRATION FEATURES READY TO DRINK	 500 mL (16.7 oz)	 591 mL (20 oz)	 500 mL (16.7 oz)	 473 mL (16 oz)	 500 mL (16.7 oz)
ELECTROLYTES	6	2	3	3	5
CALORIES	10	150	25	120	10
SUGAR	ZERO	34 G	2 G	28 G	ZERO
SWEETENER	STEVIA LEAF	DEXTRROSE & SUGAR	SUCRALOSE: ARTIFICIAL SWEETENER	CANE SUGAR	STEVIA LEAF
FLAVOURS & COLOURS	NATURAL FLAVOURS & NATURAL COLOURS	ARTIFICIAL FLAVOURS & ARTIFICIAL COLOURS	NATURAL FLAVOURS & ARTIFICIAL COLOURS	NATURAL FLAVOURS & NATURAL COLOURS	NATURAL FLAVOURS & NATURAL COLOURS
PACKAGING MADE FROM RENEWABLE SOURCES	✓	✗	✗	✗	✓
3:1 SODIUM TO POTASSIUM RATIO	✓	✓	✗	✗	✗
OPTIMAL ELECTROLYTE SOURCES	✓	✗	✗	✗	✗

# BETTER THAN THE COMPETITION

CWENCH Hydration is the better-for-you hydration product, ideal for the whole family.



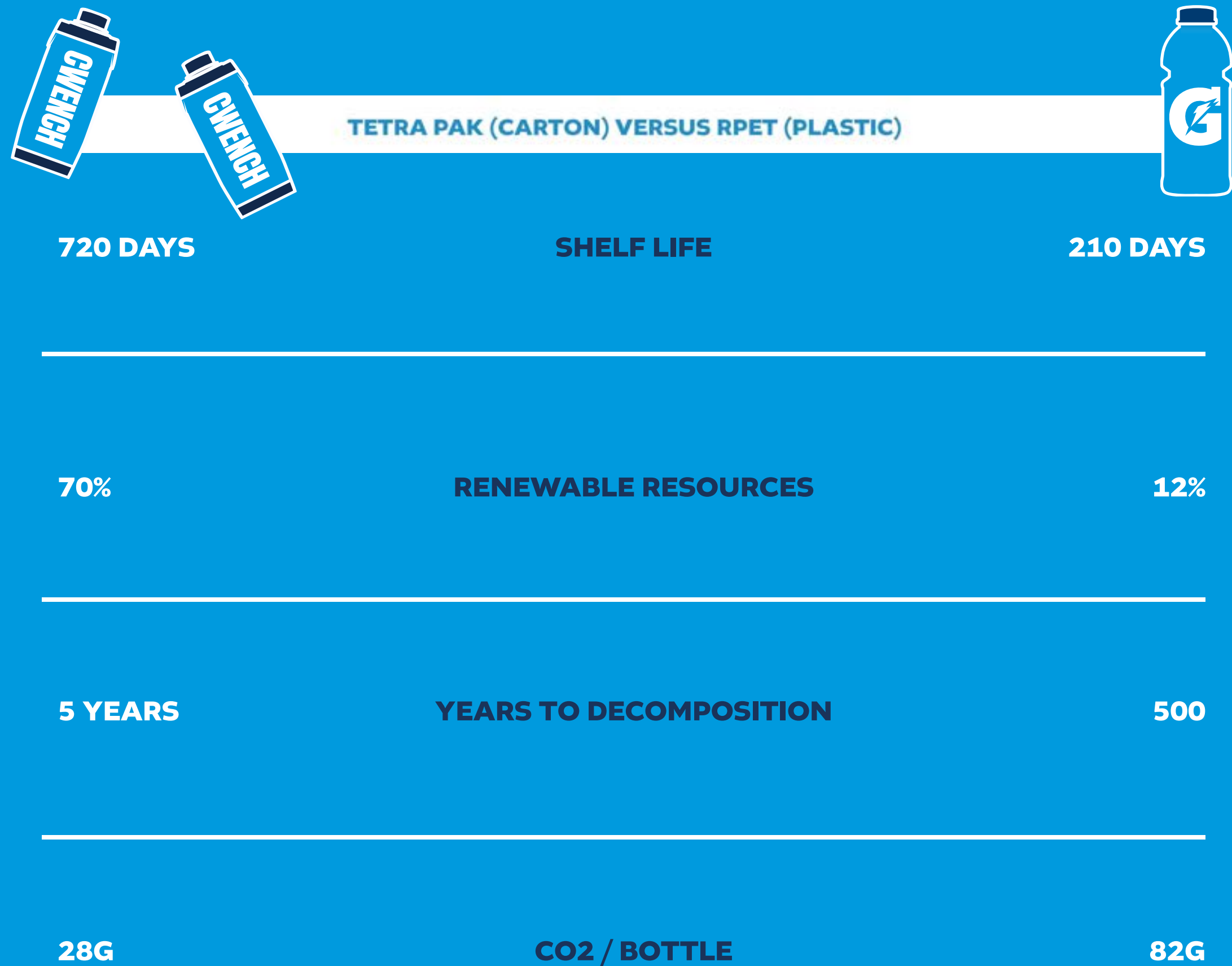
HYDRATION FEATURES POWDER	CWENCH	LM NT	BIO STEEL	LIQUID IV.	ORGANIKA	PRIME
	1 SERVING	1 SERVING	1 SERVING	1 SERVING	1 SERVING	1 SERVING
ELECTROLYTES	7	4	5	3	4	5
CALORIES	5	10	5	50	5	25
SUGAR	ZERO	ZERO	ZERO	11 G	ZERO	2 G
SWEETENER	STEVIA LEAF	STEVIA LEAF	STEVIA LEAF	CANE SUGAR & DEXTROSE	STEVIA LEAF & MALTODEXTRIN	SUGAR & SUCRALOSE
FLAVOURS & COLOURS	NATURAL FLAVOURS & NATURAL COLOURS	NATURAL FLAVOURS & NATURAL COLOURS	NATURAL FLAVOURS & NATURAL COLOURS	NATURAL FLAVOURS & NATURAL COLOURS	ARTIFICIAL FLAVOURS & NATURAL COLOURS	NATURAL FLAVOURS & NATURAL COLOURS
VITAMIN C	✓	✗	✗	✓	✓	✓
3:1 SODIUM TO POTASSIUM RATIO	✓	✗	✗	✗	✗	✗
OPTIMAL ELECTROLYTE SOURCES	✓	✗	✗	✗	✗	✗

# PRODUCT CATALOGUE

FORMAT	BLUE RASPBERRY	CHERRY LIME	BERRY CRUSH	RAINBOW SWIRL	COACH CHIPPY'S TROPICAL FLOW
READY TO DRINK					
315 GRAM					N/A
10 CT BOX					

# BETTER FOR THE PLANET.

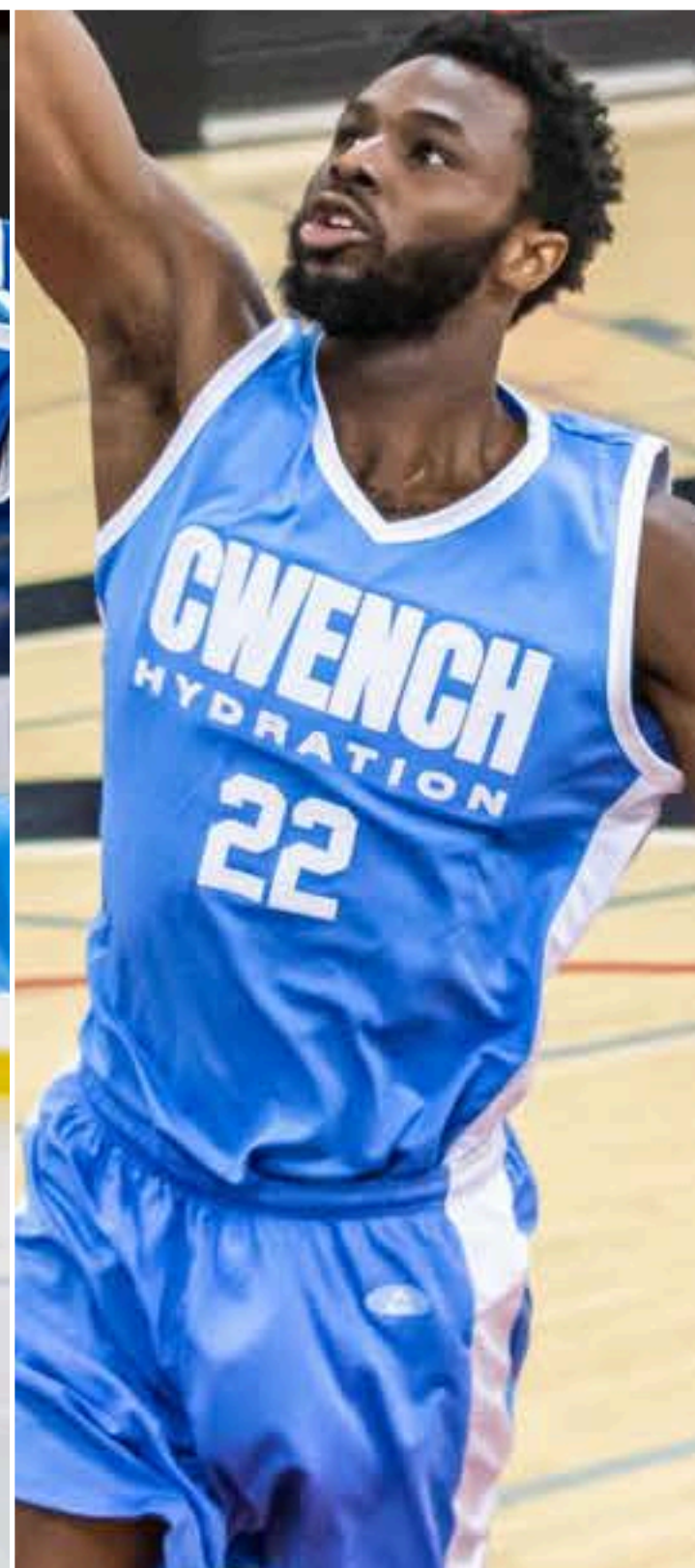
PLANT BASED CAPS. ECO FRIENDLY. MADE FROM RENEWABLES.





# TEAM CWENCH

CWENCH is endorsed by some of the top athletes in professional sports and has quickly become a go-to hydration choice at the highest levels of competition. Within just six months of launching, CWENCH products have already been ordered by half of all NHL teams, 14 MLB teams, 2 NFL teams, 2 NBA teams, and 16 NCAA programs. This rapid adoption underscores the trust elite athletes and organizations have in CWENCH as a premium hydration solution.



**NATE MacKINNON**

**COLE CAUFIELD**

**ANDREW WIGGINS**

**CHLOE PRIMERANO**

**GAVIN McKENNA**

**ADRIANA LEON**

**JADE IGINLA**

# CWENCH CREATORS

CWENCH is backed by the top hockey creators in North America, with a combined social media following of over 10 million and extraordinary virality on their posts. Their influence is helping to make our better-for-you hydration not just a smart choice for athletes, but a cool and aspirational brand for the next generation.

**10M+**  
TOTAL FOLLOWERS



COACH CHIPPY



SWAGGY P



AUSTEN ALEXANDER



NASHER



COACH JEREMY



PAVEL BARBER

# BUILDING THE COMMUNITY

From locker rooms to training camps, we are generating authentic brand loyalty and love.



## SPORTS MARKETING

- Sponsorships with Elite Athletes
- Sponsorship of Professional Trainer Organizations
- Minor league sponsorships



## FIELD MARKETING

- Market-based programming at local events
- In-store POS
- Community event activations

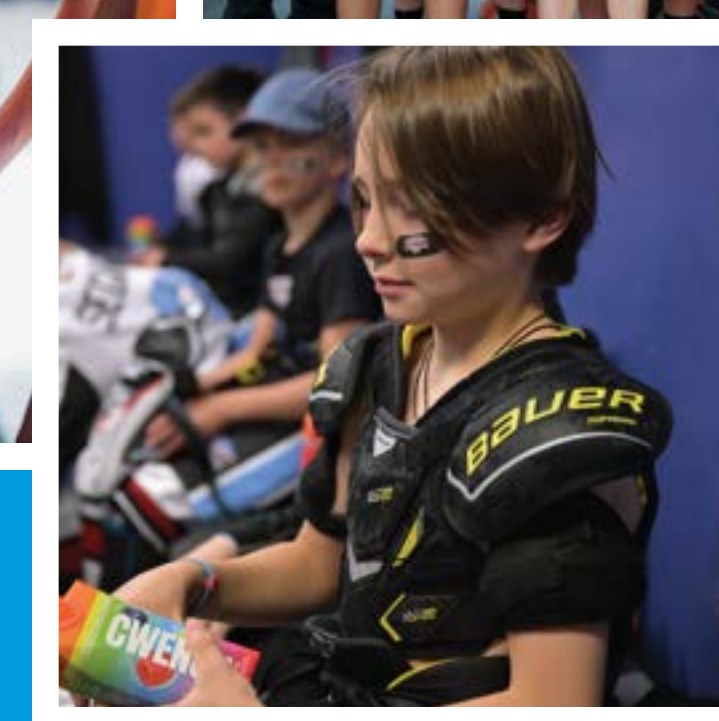


## TRADE MARKETING

- Tactical small run offerings with key influencers
- In-store Sampling
- Presence in sports arenas and facilities

# CWENCH TEAM SPONSORSHIP PROGRAM

CWENCH's Team Sponsorship Program is a grassroots initiative that is focused on providing clean, healthy, hydration for youth sports teams. Since launch in June 2024, more than 25,000 athletes across North America are participating. Each participating team receives our Team Bottles, Hydration Mix and iron-on CWENCH patches for their home and away jerseys. With that, they create engaging, user-generated content on Social Media, helping spread the word of better-for-you hydration.



# COACH CHIPPY'S TROPICAL FLOW

LIMITED  
EDITION





# TROPICAL FLOWIN' ON SOCIAL

Coach Chippy has sparked excitement within his lively community of followers with the launch of Tropical Flow. There is a buzz online as fans are eager to interact with both him and CWENCH, proudly showing off their recent purchase of Tropical Flow.



"DON'T THINK JUST FLOW" COACH CHIPPY "DON'T T

A man in a grey t-shirt is standing in a gym, with his arms outstretched. A black strap is attached to his right arm. In the background, another person is visible, and gym equipment is present. The word 'SPROKEN' is overlaid in large, bold, yellow capital letters across the center of the image.

SPROKEN

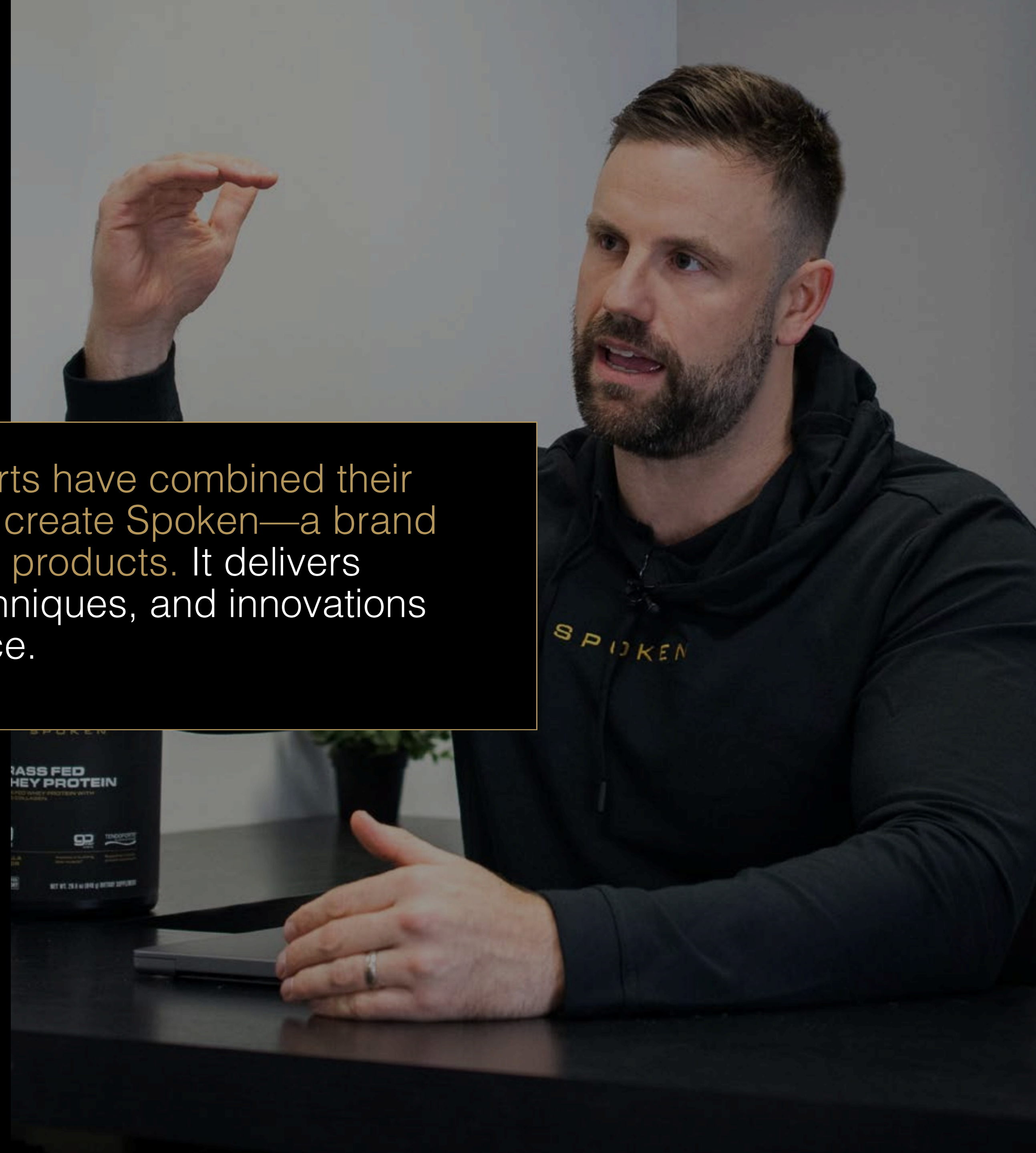
# CRAFTED WITH INTENTION

Your gateway to the inner circle of elite performance. Gain insider access to the same advanced knowledge and training that fuels the world's top athletes. Crafted with precision, proven by champions, and trusted by performance experts - our promise is simple: excellence in every product.

"YOU HAVE OUR WORD"







Spoken performance experts have combined their unparalleled knowledge to create Spoken—a brand that delivers more than just products. It delivers access to the science, techniques, and innovations that drive peak performance.

**CIZZLE INNOVATION**





# CWENCH

EXPLOSION DE BAIES ROCKET

*CPA*

**COLE CAUFIELD'S**  
**EXPLOSION DE BAIES ROCKET**

Collaborer avec nos athlètes nous permet de créer quelque chose de vraiment unique qui résonne auprès de leurs fans et de nos consommateurs. Nous avons développé une boisson sportive exclusive CWENCH Hydration x Cole Caufield – EXPLOSION DE BAIES ROCKET, afin que les fans puissent s'hydrater et donner le meilleur d'eux-mêmes, tout en nous rapprochant de l'incroyable communauté de fans de Cole.



**COLE  
CAUFIELD**



Style & Flow  
TESTFLOW



# CWENCH

COACH CHIPPY'S SUMMER FLOW  
TOUR

CWENCH  
HYDRATION



# COACH CHIPPY'S SUMMER FLOW

Coach Chippy is on a mission to inspire and hydrate the next generation of athletes as he drives across Canada in Summer 2025, promoting his newest Limited Edition Sports Drink - Pink Lemonade!

Hitting every major city across the country, Coach Chippy will be bringing his passion for sports, entertainment, and hydration to the youth sports community with action-packed hockey-related events with CWENCH hydrating all those involved. This is more than just a cross-country tour, it's an invitation for all kids everything to get in the game, have fun with Coach Chippy, and hydrate with Pink Lemonade.



HAPPIEATS

× *Sport*  
PASTA ×

DESIGNED FOR ATHLETES.  
ENJOYED BY THE WHOLE FAMILY.

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# × Sport PASTA°

HIGH IN PROTEIN & FIBRE • SLOW DRIED • GUT FRIENDLY SLOW RELEASING

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Fuel your performance with SportPasta, the perfect blend of nutrition and taste, designed for athletes. Handcrafted in Italy using premium durum wheat, this high-protein pasta is crafted to offer optimal digestion, ensuring that your body can absorb the energy it needs without the heavy feeling. Whether you're prepping for a big game, or looking for a healthy pasta alternative, SportPasta delivers a balanced, easily digestible source of carbohydrates and protein that fuels your muscles and supports your endurance. Elevate your nutrition the Italian way—where tradition meets peak performance.





**cwENCHIE**

**A BETTER JUICE BOX**

# cwenchie

A natural brand extension to CWENCH HYDRATION, focussed on expanding brand adoption with kids.



**EXPECT THE EXPECTED**



# EXPECT THE EXPECTED

IT'S A MENTALITY WE ARE PROUD TO HAVE ENGRAINED IN OUR TEAM CULTURE

## CONSISTENT NEWSFLOW SINCE GOING PUBLIC END OF DECEMBER

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- ⚡ Dec 30, 2024 – Cizzle Brands Commences Trading on CBOE as CZZL
- ⚡ Jan 8, 2024 - CWENCH Hydration Parent Company, Cizzle Brands Corporation, Provides 2025 Market Introduction
- ⚡ Jan 9, 2025 - CWENCH Hydration™ Gains Distribution in Metro Supermarkets Across Ontario
- ⚡ Jan 14, 2025 - Cizzle Brands Launching Spoken Nutrition™ as its Latest Performance-Driven Brand for Athletes
- ⚡ Jan 16, 2025 - Teams up with Hockey Influencer, Coach Chippy, to launch Tropical Flow, a Special Edition Coach Chippy
- ⚡ Jan 21, 2025 - Don Saladino Joins Cizzle Brands as an Advisor to CWENCH Hydration
- ⚡ Jan 23, 2025 - Cizzle Unveils its Team of Ambassadors to Accelerate North American Commercialization Initiatives
- ⚡ Jan 29, 2025 - Van Houtte Coffee Services Announce Agreement for Distribution of Cizzle Brands' Products Across Canada
- ⚡ Feb 4, 2025 - CWENCH Hydration™ Strengthens its Retail Footprint in Western Canada with 75 Locations of London Drugs
- ⚡ Feb 6, 2025 - Cizzle Brands Corporation Becomes Title Sponsor of the CWENCH All Canadian Volleyball Games

# EXPECT THE EXPECTED

## PRE-EXISTING KEY RELATIONSHIPS



## CURRENT KEY RELATIONSHIPS



# DEMANDED BY THE PROS



- Boston Bruins
- Calgary Flames
- Carolina Hurricanes
- Colorado Avalanche
- Columbus Blue Jackets
- Edmonton Oilers
- Florida Panthers
- Los Angeles Kings
- Minnesota Wild
- Montreal Canadiens
- New Jersey Devils
- Ottawa Senators
- Philadelphia Flyers
- San Jose Sharks
- St. Louis Blues
- Toronto Maple Leafs
- Utah Hockey Club
- Vegas Golden Knights
- Vancouver Canucks
- Washington Capitals



- Baltimore Orioles
- Boston Red Sox
- Chicago White Sox
- Cincinnati Reds
- Detroit Tigers
- Kansas City Royals
- Los Angeles Dodgers
- Miami Marlins
- Milwaukee Brewers
- Minnesota Twins
- New York Yankees
- Philadelphia Phillies
- San Diego Padres
- San Francisco Giants
- Seattle Mariners
- St. Louis Cardinals
- Texas Rangers
- Toronto Blue Jays



- Boston University
- Dartmouth College
- FAU
- Florida Gators
- LSU
- Minnesota State Mankato
- TCU
- Umass Amherst
- Umass Lowell
- University of Houston
- University of Maine
- University of Miami
- Villanova University



- Arizona Cardinals
- Las Vegas Raiders
- Miami Dolphins
- San Francisco 49ers

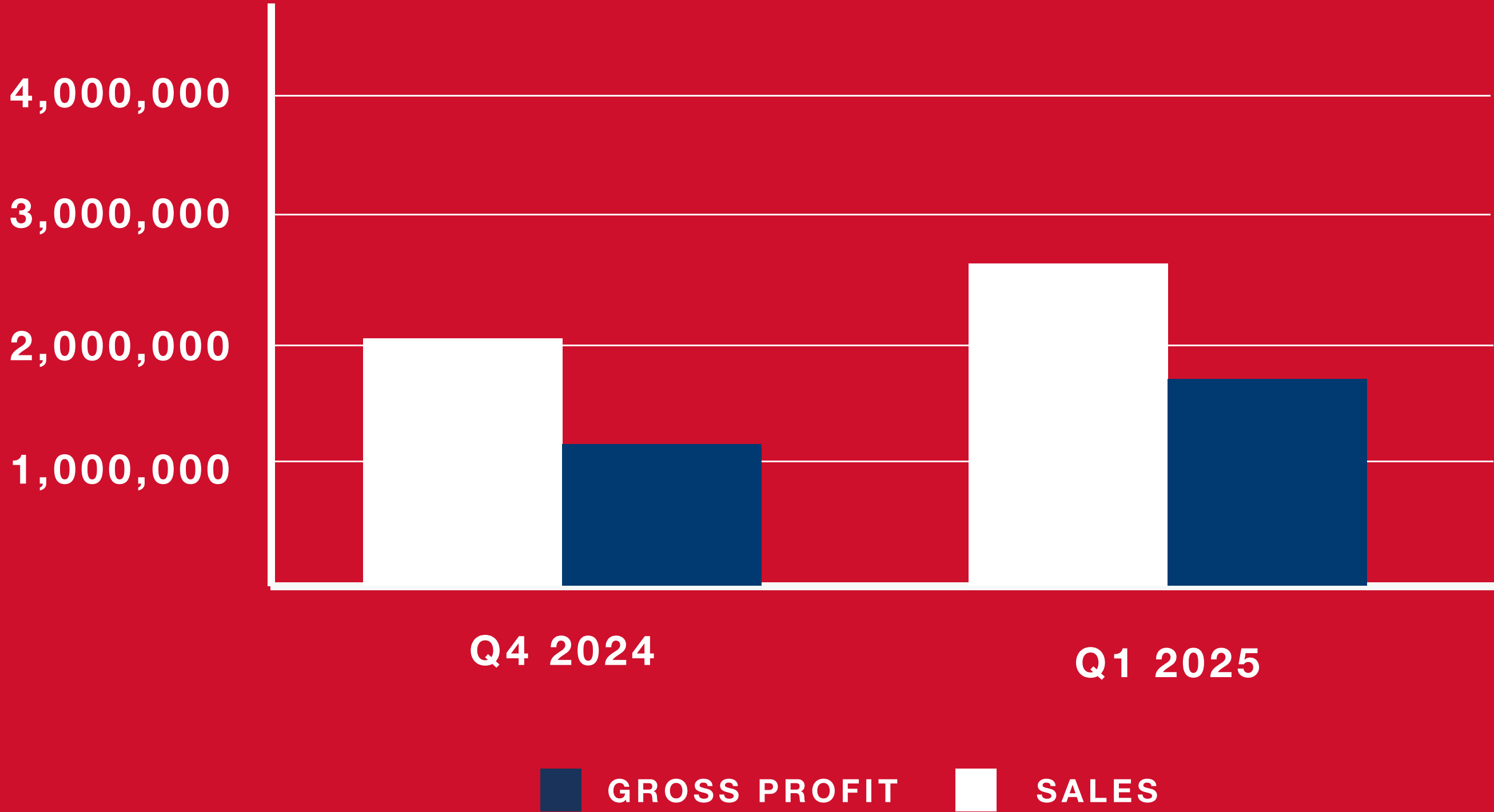


- Cleveland Cavaliers
- Golden State Warriors
- Miami Heat

# Cizzle Revenue

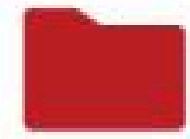
	Q4 2024	Q1 2025
<b>SALES</b>	<b>\$2,072,317</b>	<b>\$2,790,934</b>
<b>GROSS PROFIT</b>	<b>\$1,177,329</b>	<b>\$1,750,281</b>
<b>GROSS MARGIN</b>	<b>57%</b>	<b>63%</b>

## CIZZLE BRANDS SALES



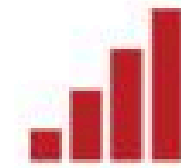
# SHARE STRUCTURE

MARKET  
CAP



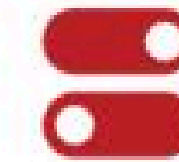
\$93.18M

ISSUED AND  
OUTSTANDING  
COMMON SHARES



196,173,264

OPTIONS



27,310,000

WARRANTS



39,637,216

 CIZZLE BRANDS CORPORATION   
**0.475** CAD +0.130 +37.68% Past quarter

1D 1M 3M 1Y 5Y All





**CITIZELLE**

**B R A N D S**

**CBOE: CZZL**