

The Stress Killer® Wellness Nutrition Brand

INVESTOR MATERIALS




stress:killer

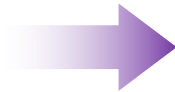
**KILL STRESS.
ENJOY LIFE.**

THE PROBLEM BEING ADDRESSED: STRESS

According to a Gallup poll:

“8 in 10 Americans are afflicted by **stress.**”

COVID-19
has intensified
stress levels



STRESS KILLER HELPS SOLVE THIS PROBLEM

Stress Killer contains a carefully designed formula of **10 nutrients that are supported by clinical data and science.**



“**L-Theanine** is a safe and effective way to help treat anxiety.”
- The Cleveland Clinic



L-Tyrosine “significantly decreases symptoms of stress.”
- U.S. Army Research Institute of Environmental Medicine



Vitamin B6, B9, and B12 resulted in “much lower levels of work stress” in a clinical study.
- Swinburne University of Technology



Potassium induced “a decrease in blood pressure in people exposed to behavioral stress” in a clinical trial.
- Journal of Health Psychology



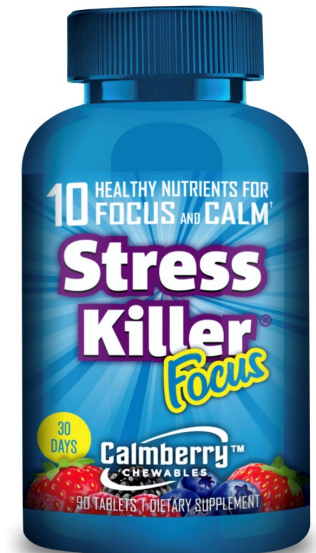
Magnesium “can prevent common stress symptoms.”
- The Cleveland Clinic



“**Vitamin D** has been shown to reduce stress and naturally increase the feel-good chemical serotonin, a hormone known to reduce anxiety.”
- Christiane Northrop, MD



Mood-supporting **Vitamin C** and immunity-supporting **Vitamin E**



THE SECOND PROBLEM WE'RE TACKLING: SLEEP

"Between 50 and 70 million U.S. adults suffer from some form of **sleep disorder**, including insomnia, according to the American Sleep Association."

- *Reader's Digest*

Stress and sleep are intimately related

"Lack of sleep causes stress"



PennState

These Stress and Sleep problems are top of mind for consumers

A screenshot of a webpage from Nutraceuticals World. The page has a green header with a menu icon and the text "Nutraceuticals World" and "MAGAZINE NEWS EXCLUSIVES NUTRACEUTICALS MA". Below the header, it says "TRENDSENSE" and "Getting Ahead of the Curve: Cognitive Fitness". The author information is "By Dr. A. Elizabeth Sloan & Dr. Catherine Adams Hutt, Sloan Trends, Inc." with a date "12.04.19". The main text reads: "Globally, mental well-being is the #1 attribute defining consumers' perception of being healthy... according to Euromonitor's 2019 Top Consumer Trends Impacting Health & Nutrition. Half of global consumers are looking for new solutions to prevent stress/anxiety issues, 48% sleeping problems, and 42% memory issues." The last sentence is highlighted in yellow.

Menu Nutraceuticals World MAGAZINE NEWS EXCLUSIVES NUTRACEUTICALS MA

TRENDSENSE

Getting Ahead of the Curve: Cognitive Fitness

By Dr. A. Elizabeth Sloan & Dr. Catherine Adams Hutt, Sloan Trends, Inc. • 12.04.19

Globally, mental well-being is the #1 attribute defining consumers' perception of being healthy... according to Euromonitor's 2019 *Top Consumer Trends Impacting Health & Nutrition*. Half of global consumers are looking for new solutions to prevent stress/anxiety issues, 48% sleeping problems, and 42% memory issues.

STRESS KILLER HAS A SLEEP SOLUTION, TOO

Stress Killer SLEEP contains a carefully designed formula of **10 nutrients that are supported by clinical data.**



“**L-Theanine** is a safe and effective way to help treat anxiety.”
- The Cleveland Clinic



Mg **Zn**

“Nightly **melatonin, magnesium, and zinc** appears to improve the quality of sleep and the quality of life.”
- University of Pavia, Human Nutrition Division

Stress Killer Sleep is the only product in the category with these 3 nutrients



“**Vitamin B3** has been shown to promote REM sleep. **Vitamin B6** helps the body to produce serotonin, which is known as the ‘calming hormone’.”

- Dr. Michael Breus, DoctorOz.com



“Passionflower contains an active ingredient called chrysin that has been demonstrated to bind to benzodiazepine receptors in the brain resulting in a general calming effect”
- James Lake, M.D., *Psychology Today*



Ca

“Research shows a link between low levels of **Vitamin D** and poor sleep quality... a study in *The Journal of Sleep Research* found **calcium** deficiency could disrupt the dream cycle of sleep.”
- *Reader's Digest*



KEY BRAND DIFFERENTIATOR: THE BRAND NAME

Stress Killer states the value proposition more clearly than its competitors

Consumers benefit from the clear messaging. They understand what our product is immediately.

The brand states the exact problem the product is solving, right on the label.

StressKiller
Published by Christian D'Andrea · 🌐

Kill stress. While you sleep.

Walmart.com

MELATONIN + 9 OTHER KEY NUTRIENTS FOR CALM AND RESTFUL SLEEP
Stress Killer Sleep
30 NIGHTS
Dreamberry CHEWABLES
60 TABLETS • 1 DIETARY SUPPLEMENT

StressKiller
Vitamins/Supplements [Shop Now](#)

👍❤️😮 1.9K 142 Comments 640 Shares

Most Relevant ▾

- Karen Okey** I need that 👍 1
Like · Reply · Message ·
- Barbara Dewitt** Great idea 👍 1
Like · Reply · Message ·
- Mary Martin** Need!!!! 👍 1
Like · Reply · Message ·
- Diane Cathey Dube** I need to try that 👍 2
Like · Reply · Message ·
- Norma Rangel** Look Nina Arriola this is for Us ! 👍 1
Like · Reply · Message ·

As a result, the “Stress Killer” name creates a visceral *I need this* response

KEY BRAND DIFFERENTIATOR: THE BRAND NAME

We own the intellectual property

1. We own www.StressKiller.com
2. We own three registered Stress Killer® trademarks

Supplements

United States of America
United States Patent and Trademark Office

Stress Killer


Reg. No. 5,317,537
Registered Oct. 24, 2017
Int. Cl.: 5
Trademark
Principal Register

D'ANDREA BROTHERS, LLC (UNITED STATES LIMITED LIABILITY COMPANY)
332 S. GLENROY AVE.
LOS ANGELES, CALIFORNIA 90049

CLASS 5: Dietary and nutritional supplements; Vitamin and mineral supplements
FIRST USE 5-1-2011; IN COMMERCE 5-1-2011

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 86-674,059, FILED 06-25-2015


Joseph Matal
Performing the Functions and Duties of the
Under Secretary of Commerce for
Intellectual Property and Director of the
United States Patent and Trademark Office

Drinks / Drink mixes

United States of America
United States Patent and Trademark Office

Stress Killer

Reg. No. 4,073,746
Registered Dec. 20, 2011
Int. Cl.: 32
TRADEMARK
PRINCIPAL REGISTER

D'ANDREA BROTHERS LLC (CALIFORNIA LIMITED LIABILITY COMPANY)
332 S GLENROY AVE.
LOS ANGELES, CA 90049


FOR: NON-ALCOHOLIC BEVERAGES, NAMELY, FRUIT DRINKS AND FRUIT JUICES, SPORTS DRINKS, ENERGY DRINKS, SYRUPS OR OTHER PREPARATIONS FOR MAKING BEVERAGES, NAMELY, SPORTS DRINKS AND ENERGY DRINKS, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 5-1-2011; IN COMMERCE 5-1-2011.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 85-309,305, FILED 5-1-2011.

KIMBERLY FRYE, EXAMINING ATTORNEY


David J. Kyppas
Director of the United States Patent and Trademark Office

Clothing

United States of America
United States Patent and Trademark Office

Stress Killer

Reg. No. 4,845,023
Registered Nov. 3, 2015
Int. Cl.: 25
TRADEMARK
PRINCIPAL REGISTER

D'ANDREA BROTHERS, LLC (CALIFORNIA LIMITED LIABILITY COMPANY)
332 S. GLENROY AVE.
LOS ANGELES, CA 90049


FOR: HATS, T-SHIRTS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 3-19-2015; IN COMMERCE 3-19-2015.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 86-570,577, FILED 3-19-2015.

DAVID YONTEF, EXAMINING ATTORNEY


Nichelle K. Lu
Director of the United States
Patent and Trademark Office

PROOF OF CONCEPT

The 1st Stress Killer product pilot - GNC

We test-launched Stress Killer as a powdered drink mix (in stick packs) at GNC. We quickly

1. Became a bestseller in many stores
2. Surpassed GNC's turn rate target by 25% within 6 months.



PROOF OF CONCEPT

The 1st Stress Killer product pilot - GNC

3. We became the #1 featured stress product on GNC.com
4. We gained 19,000 Facebook followers

The screenshot displays the GNC.com website interface. At the top, the GNC logo 'GNC LIVE WELL' is visible on the left, and a search bar on the right contains the text 'Stress'. Below the logo, navigation tabs include 'VITAMINS & SUPPLEMENTS', 'PROTEIN & FITNESS', 'HERBS & NATURAL REMEDIES', 'DIGESTION & SUPER FOODS', and 'WEIGHT MANAGEMENT'. A promotional banner below the navigation reads '\$9.99 Select Products Shop Now'. The main content area shows search results for the phrase 'stress', with the word 'stress' in the search bar circled in red. On the left, there is a 'REFINE SEARCH' sidebar with filters for 'CATEGORY' (Vitamins & Supplements, Digestion & Super Foods, Personal Care, Food & Drink) and 'PRICE' (Less than \$25, \$25-\$50, \$50-\$75). Below the sidebar, three products are featured:

Product Name	Price	Size / Servings
Stress Killer® Powdered Drink Mix - Soothing Berry	\$20.00	Size 10 Packets / 10 Servings Per Container
OLLY™ Goodbye Stress	\$14.99	Size 42 Gummies / 21 Servings Per Container
Nature's Way® B-Stress Formula	\$19.99	Size 100 Veg Capsules / 50 Servings Per Container

PROOF OF CONCEPT

The 1st Stress Killer product pilot - GNC

5. We became a finalist for the Supply Side CPG Editor's Choice Award



"This year's awards nominees deliver on all fronts - efficacy, taste, and value."

PROOF OF CONCEPT

The 2nd Stress Killer product pilot – Walmart.com

We ran a Stress Killer Sleep test pilot on [Walmart.com](https://www.walmart.com).

It quickly became the **#2 result for stress and sleep**.

This was achieved with almost no marketing, based purely on the strength of the brand name.

The screenshot shows the Walmart.com search results for the query "stress and sleep". The search bar is circled in red. Below the search bar, the text "1 - 40 of 1,000+ results" is circled in red. The "Sort by" dropdown menu is also circled in red and set to "Best Match". The results are displayed in a grid with four products:

Product Name	Price	Rating	Quantity
Doctor's Best L-Theanine with Suntheanine	150mg/90 Veggie Caps	★★★★☆	20
Stress Killer Sleep Dreamberry Chewables	30 nights - Melatoni...	★★★★★	4
Vicks ZzzQuil Pure Zzzs De-Stress Melatonin Sleep Gummies	1mg, ...	★★★★★	106
Triple Magnesium Complex	300mg of Magnesium Glycinate,...	★★★★★	5

Additional details from the screenshot: The search bar contains "stress and sleep". The "Sort by" dropdown is set to "Best Match". The "1 - 40 of 1,000+ results" text is circled in red. The "Stress Killer Sleep" product has a "NEW" badge and lists benefits: "100% natural flavor and color", "GMO FREE", "SUGAR FREE", and "GLUTEN FREE". The "Triple Magnesium Complex" product has a "Reduced Price" badge.

COMPETITIVE ADVANTAGE: MORE NUTRIENTS and HIGHER QUALITY

MORE GOOD STUFF. NO BAD STUFF.



Number of nutrients	10	6	6
Zero Trans fat	Yes	No	No
Zero artificial colors	Yes	No	No
Sugar free	Yes	No	No

“Sugar reduces sleep quality”
- Michael Breus, Ph.D., *Psychology Today*

COMPETITIVE ADVANTAGE

MORE NUTRIENTS

Stress Killer is the first product to combine the **10 safest and most effective anti-stress nutrients** in an “all-in-one.”



-  Calming **Magnesium citrate**
-  Highly bioavailable **Dimagnesium malate**
-  **L-Tyrosine**, which reduces “severe stress effects on mood and cognition” according to military research
-  **L-Theanine**, “a safe and effective way to improve concentration” and fight anxiety, according to a world-famous medical clinic
-  **Vitamins B-6, B-9, B-12** that resulted in “much lower levels of work stress” in a university study
-  Mood-boosting **Vitamin C**
-  **Vitamin D** to reduce stress from vitamin deficiencies
-  Electrolytes **sodium and potassium** that aid in production of calming neurotransmitters
- Delicious taste**
- Sugar-free, no artificial flavors or colors**

✓	✓
✓	✗
✓	✗
✓	✗
✓	✗
✓	✗
✓	✗
✓	✗
✓	✗
✓	✓

NEAREST COMPETITIVE COMPARABLE: OLLY

Founded in **2014** after Eric Ryan exited from Method which was acquired by SC Johnson.



October 13, **2017** - “To date, [Olly] has raised \$11.5 million from a handful of investors.”



2018 - “During the first year, you broke even. Then in 2017, I understand you were on track [to] doing 80 million in sales, and then 2018 the reported figure was over 100 million sales”



April 18, **2019** – “Unilever announced today that it has signed an agreement to acquire OLLY Nutrition, a premium U.S.-based wellbeing business in the vitamins, minerals, and supplements (VMS) category”

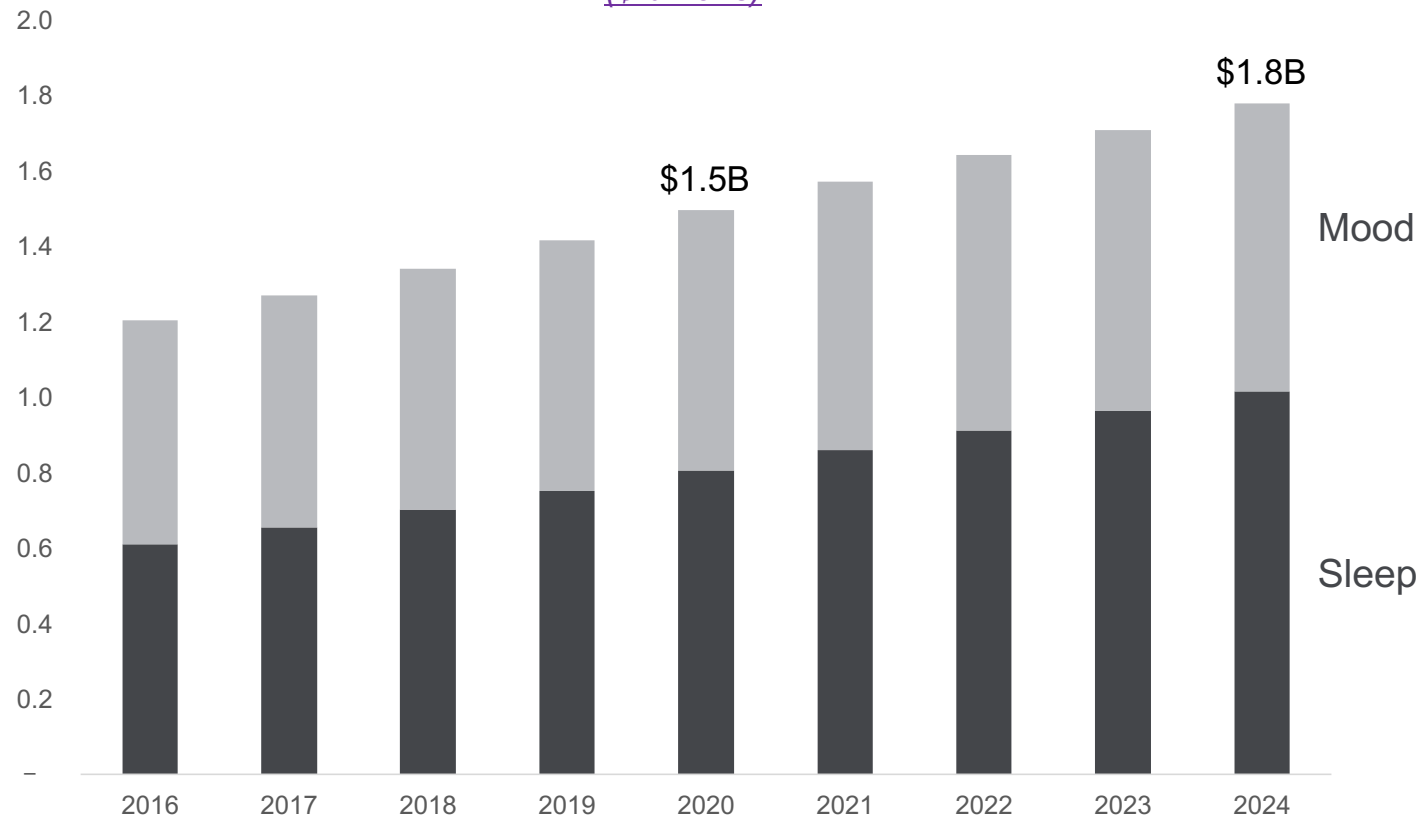


TARGET MARKET

Stress and sleep supplements are multi-billion dollar markets, growing quickly

Sleep and Mood Supplement Markets¹

(\$ billions)



Growth

“The brain health supplements market is expanding at a CAGR of 8.2%”²

¹ “Sleep supplement sales reached \$609 million in 2016, up 7.1% vs. 2015, and are projected to top \$808 million by 2020, according to Nutrition Business Journal (NBJ).” – *Nutraceuticals World*

“In 2016, sales of mood supplements reached \$594 million, up 3.2% vs. 2015 and are projected to reach \$691 million by 2020, per NBJ.” – *Nutraceuticals World*

² Grandview Research

COMMERCIAL GO-TO-MARKET

Next steps

FUND-RAISING

- Stress Killer has already run two successful product pilots with essentially no marketing spend
- **We are seeking a convertible note for \$1,000,000 of seed investment (\$4M valuation cap, 20% discount)**
- Primary uses of the investment:
 - Manufacture product
 - Create marketing programs to grow sales in the online DTC channel

12-MONTH GO-TO-MARKET CHANNEL

1. Direct to Consumer – using StressKiller.com

COMMERCIAL GO-TO-MARKET

12 month milestones



DTC Channel

DTC Channel buildout and launch

Collect data to evaluate target demographic and consumer shopping behavior

Demonstrate attractive LTV:CAC and scale

Retail Channel

Pilot signed with a leading Drug retailer for 10-200 stores

Financing

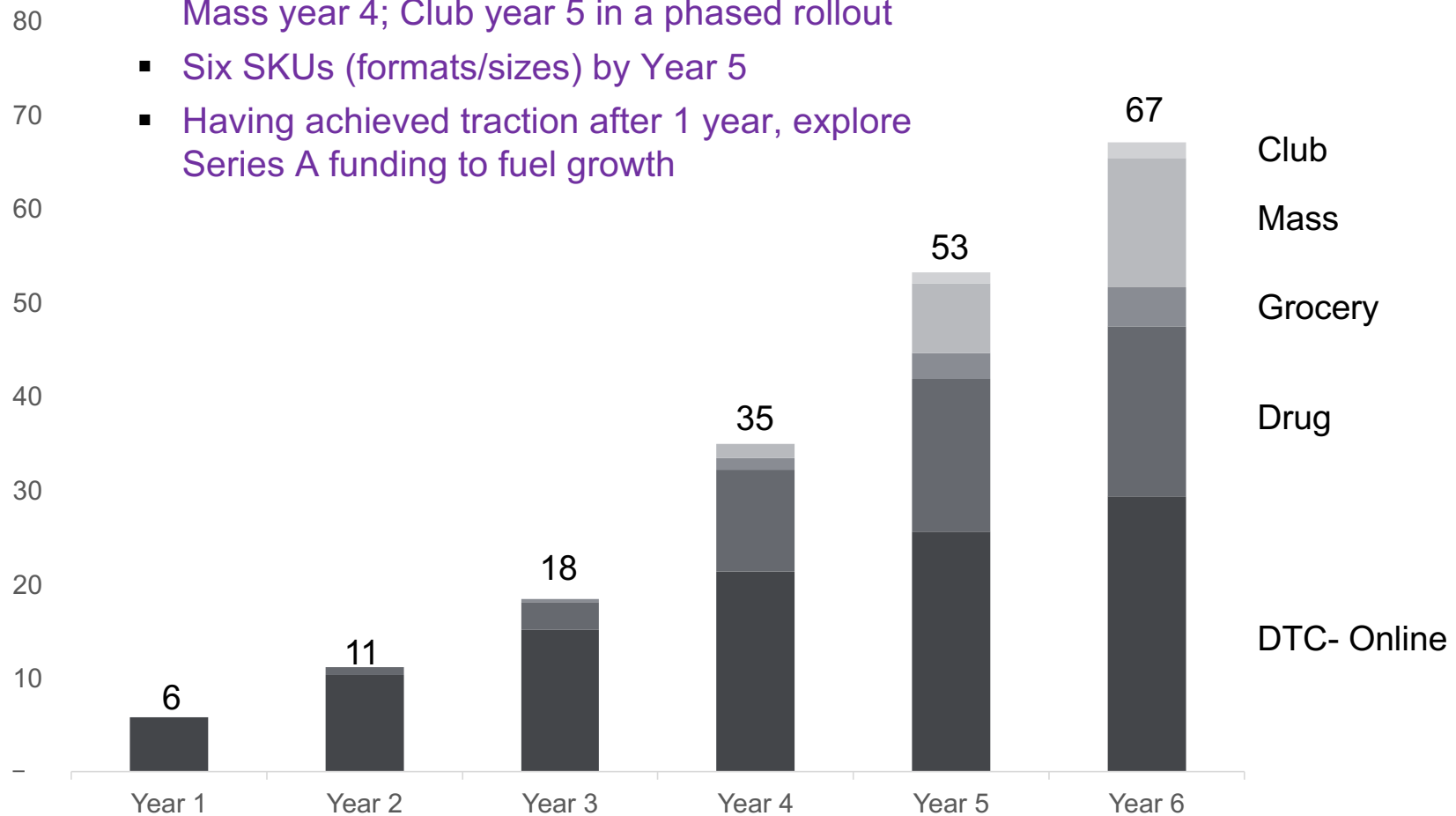
Potential Series A round to scale growth

COMMERCIAL GO-TO-MARKET

5-year targets

Key Milestones/Assumptions

- Launch drug channel in year 2; Grocery year 3; Mass year 4; Club year 5 in a phased rollout
- Six SKUs (formats/sizes) by Year 5
- Having achieved traction after 1 year, explore Series A funding to fuel growth



Note: see information about forward-looking statements on p. 27

BUSINESS MODEL

Unit economics and production capabilities

MARGINS / UNIT ECONOMICS

COGS: \$4.50 per bottle

DTC unit fulfillment: \$6

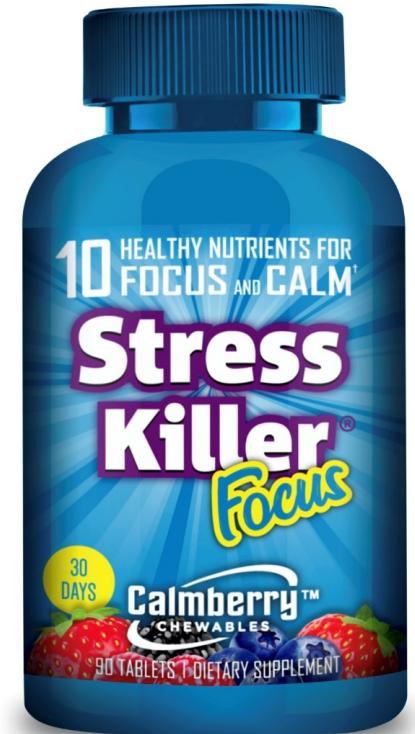
Initial DTC retail price: \$19.99

Wholesale price for brick and mortar pilots: \$10

SRP: \$17.99 (retailer margin = 44%)

ABILITY TO SCALE

We make Stress Killer chewables at the same co-packer that makes many of Walmart's private label vitamins.



THE TEAM

Stress Killer has a seasoned team of committed entrepreneurs



Christian D'Andrea

- Graduate of Harvard and Oxford
- Co-founded Soldier Fuel energy bars, which are used by militaries worldwide, including the IDF.
- Director/producer/creator of cable TV series (incl. Weather Channel's biggest hit series *Hurricane Hunters*)
- Author (*TOUCHING THE DRAGON*, Knopf and Vintage, 2019)

Mark D'Andrea

- Harvard graduate
- Co-founded Soldier Fuel
- Created boutique management consulting firm focused on increasing efficiency and reducing costs.

Aleco Bravo

- JD/MBA from Georgetown.
- Executive producer on *Hurricane Hunters*.



Clyde Tuggle

- Chief Public Affairs Officer and Chief Communications Officer for The Coca-Cola Company (2008 to 2017)
- Co-founder of Pine Island Capital Partners
- Yale graduate

APPENDIX

OUR BACKSTORY

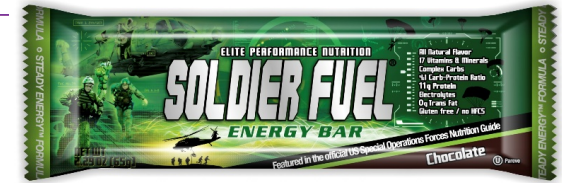
How we got involved in solving problems using nutrition

We're a team of brothers on a mission to help solve people's real-world problems using nutrition and the highest-quality ingredients.

Our company was born in 2004 when we came across an energy bar being used by our Armed Forces in the field. It was full of unhealthy trans-fat and tasted like cardboard. Military feeding officials said that it had to be this way to have 3 years of shelf life. We became the Army's Cooperative R&D partner and fixed the problem within a year: no trans fat, great taste, high performance, and 3 years of shelf life. Now our **Soldier Fuel energy bar** is the premier energy bar used by U.S. Special Operations Forces and militaries around the world.

Our military R&D partner lab was studying nutrients that reduce stress in warfighters. We had unusual access to the data, and we were surprised at the measurable impact certain nutrients had on stress. This sparked our journey: we decided to build on that science by studying troves of clinical data and identifying the 10 best stress-fighting nutrients and then putting them in Stress Killer.

Amazon's Choice for "emergency food bars"



"Soldier Fuel energy bars, an all-natural, zero trans-fat performance bar featured in the official U.S. Special Operations Forces Nutrition Guide, **tasted 1,000 times better than I expected.**"

- Bob Drury, **Men'sHealth**



Recent CPG acquisitions/strategic investments have had exit multiples of 4-8x revenue

- We deem a 4-8x revenue multiple to be reasonable given recent CPG acquisitions (see table below)
- The most likely path to liquidity involves a sale to a large CPG company or a private equity group
- The company will also consider dividend plans on hitting certain revenue/profitability targets

Acquisitions/strategic investments	Date	Valuation	Revenues	Revenue Multiple
Kellogg acquired RXBar	10/17	\$600M	~\$100-120M	5-6x
Mars invested in Kind, maker of Kind bars	11/17	\$3-4B	\$670M	4.5-6x
Conagra acquired Boomchickapop popcorn's parent company Angie's Artisan Treats	9/17	\$250M	~\$30M	8x
Hershey acquired Amplify, maker of SkinnyPop popcorn and Tyrrell's potato chips	12/17	\$1.6B	~\$380M	4.2x
General Mills acquired Blue Buffalo, a natural pet food brand	2/18	\$8B	\$1.3B	6x

THE PRODUCTS – BRAND EXTENSIONS

As we grow, the brand will have the potential to expand into adjacent supplement markets (e.g., CBD) and eventually into convenience packaging (beverages) and a 360-degree wellness brand focused on killing stress from all angles.

Product variants
(e.g. powder in a gusset bag)



Adjacent Supplements



THE PRODUCTS – BRAND EXTENSIONS

As we grow, the brand will have the potential to expand into adjacent supplement markets (e.g., CBD) and eventually into convenience packaging (beverages) and a 360-degree wellness brand focused on killing stress from all angles.

Packaged Beverages



Subscription wellness content channel

- Expert guidance
- Meditation plans
- Diet plans
- Workout plans
- Video content

Forward-looking statements

- Certain information set forth in this presentation contains “forward-looking information”, including “future oriented financial information” and “financial outlook”, under applicable securities laws (collectively referred to herein as forward-looking statements). Except for statements of historical fact, information contained herein constitutes forward-looking statements and includes, but is not limited to, the (i) projected financial performance of the Company; (ii) completion of, and the use of proceeds from, investment being discussed hereunder; (iii) the expected development of the Company’s business, projects and joint ventures; (iv) execution of the Company’s vision and growth strategy, including with respect to future M&A activity and global growth; (v) sources and availability of third-party financing for the Company’s projects; (vi) completion of the Company’s projects that are currently underway, in development or otherwise under consideration; (vi) renewal of the Company’s current customer, supplier and other material agreements; and (vii) future liquidity, working capital, and capital requirements. Forward-looking statements are provided to allow potential investors the opportunity to understand management’s beliefs and opinions in respect of the future so that they may use such beliefs and opinions as one factor in evaluating an investment.
- These statements are not guarantees of future performance and undue reliance should not be placed on them. Such forward-looking statements necessarily involve known and unknown risks and uncertainties, which may cause actual performance and financial results in future periods to differ materially from any projections of future performance or result expressed or implied by such forward-looking statements.
- Although forward-looking statements contained in this presentation are based upon what management of the Company believes are reasonable assumptions, there can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. The Company undertakes no obligation to update forward-looking statements if circumstances or management’s estimates or opinions should change except as required by applicable securities laws. The reader is cautioned not to place undue reliance on forward-looking statements.