



BOSTM



HEALTHY FUN

BOS: GROWING RAPIDLY SINCE LAUNCH IN 2010
BEST PERFORMING PREMIUM ICE TEA IN MULTIPLE
MARKETS

DIFFERENTIATED PRODUCT

+

GREAT CATEGORY

+

ON TREND

+

AUTHENTIC STORY

+

IN STORE IMPACT

+

PROVEN SUCCESS



SO WE TAKE OUR
INGREDIENTS
SERIOUSLY,
NOT OURSELVES.



ROOIBOS
OUR MAGIC INGREDIENT
ONLY GROWS IN
THE SPECTACULAR
WILDERNESS OF
THE CEDERBERG
MOUNTAINS IN
SOUTH AFRICA



BOS ICE ROOIBOS IS:
★ CAFFEINE FREE
★ COLOURANT FREE
★ PRESERVATIVE FREE
★ LOWER IN SUGAR



FRUIT FLAVOURS

ORIGINAL ★ LEMON ★ YUZU
PEACH ★ LIME & GINGER
WATERMELON & MINT



& THE BEST PART...
IT TASTES GREAT!
SO YOU CAN
— ENJOY —
BOS MORNING,
NOON & NIGHT



WE ALSO
PLANT & MAINTAIN
1 TREE FOR EVERY
2000
UNITS SOLD



SO GO ON...

GO BOS!
THAT'S SOUTH AFRICAN FOR
GOING CRAZY IN A FUN WAY.

REAL SHOPPER-STOPPER POWER WITH PACKAGING THAT

POPS



IMPULSE



ON-THE-GO



TAKE-HOME



TEA

BREATHING LIFE INTO THE CATEGORY IN ANY MARKET

FRANCE



NETHERLANDS



CALIFORNIA



SOUTH AFRICA





REFRESHING
SWEET TASTE



LOW IN SUGAR
AND CALORIES



RICH IN ANTI-
OXIDANTS



NATURALLY
CAFFEINE FREE



UNITQUE TO SOUTH
AFRICA'S CEDERBERG
MOUNTAINS



CERTIFIED ORGANIC,
HAND HARVESTED



ROOIBOS

ANCIENT

SUPERFOOD

ROOIBOS IS BOOMING

- ONLINE SEARCHES DOUBLED IN LAST YEAR
- 70% GLOBAL GROWTH
- THE NEXT BIG FLAVOUR, INTRODUCED IN DIFFERENT CATEGORIES

BOS AT THE FOREFRONT OF THE EVOLUTION OF ICE TEA CATEGORY SEGMENTATION

UNLOCKING VALUE GROWTH AND DELIVERING ON EMERGING CONSUMER EXPERIENCE DEMANDS

RED
(Rooibos)

GREEN
(Green Tea)

BLACK
(Regular Ceylon Tea)

BOS ATTRACTS A SHOPPER PROFILE DRIVING VALUE TO THE CATEGORY

- This shopper is interested in brands that fit their **lifestyle and values**
- **Price** is not leading in the purchase decision
- They are the **most frequent** shoppers per week (65% shops daily) and **spend the most** during the shopping trip
- Deliver **39% higher € sales/customer** than category



THESE SHOPPERS SPEND MORE PER SHOPPING TRIP AND ARE OFTEN NEW TO THE CATEGORY



SOUTH AFRICA

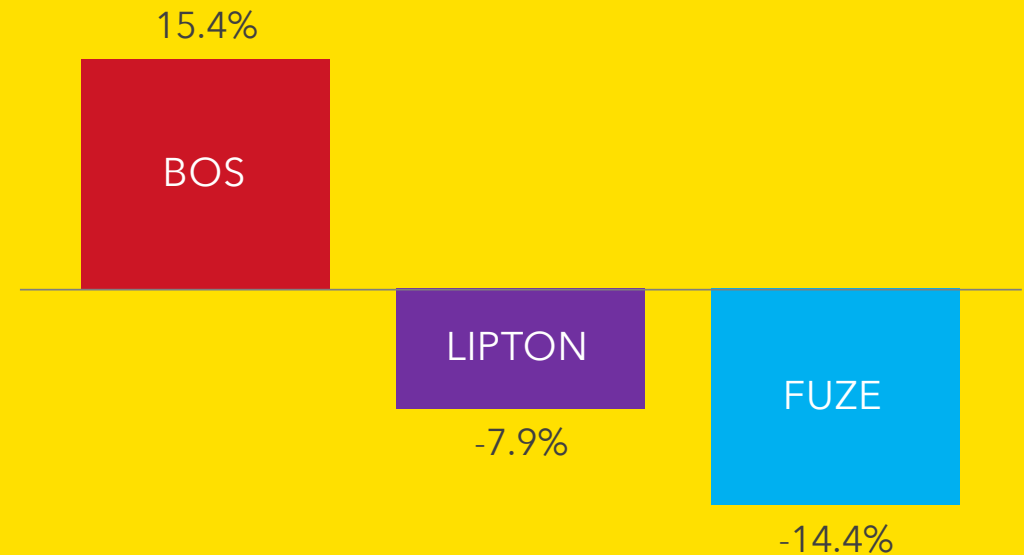
FIRST MARKET

#1 PREMIUM BRAND
#2 TOTAL MARKET

- BOS is a strong brand partner in Spar South Africa
- Driving growth and innovation vs. other global brands
- Spar typically first BOS partner to receive and launch new product innovation at scale

SPAR SA

YR ON YR GROWTH



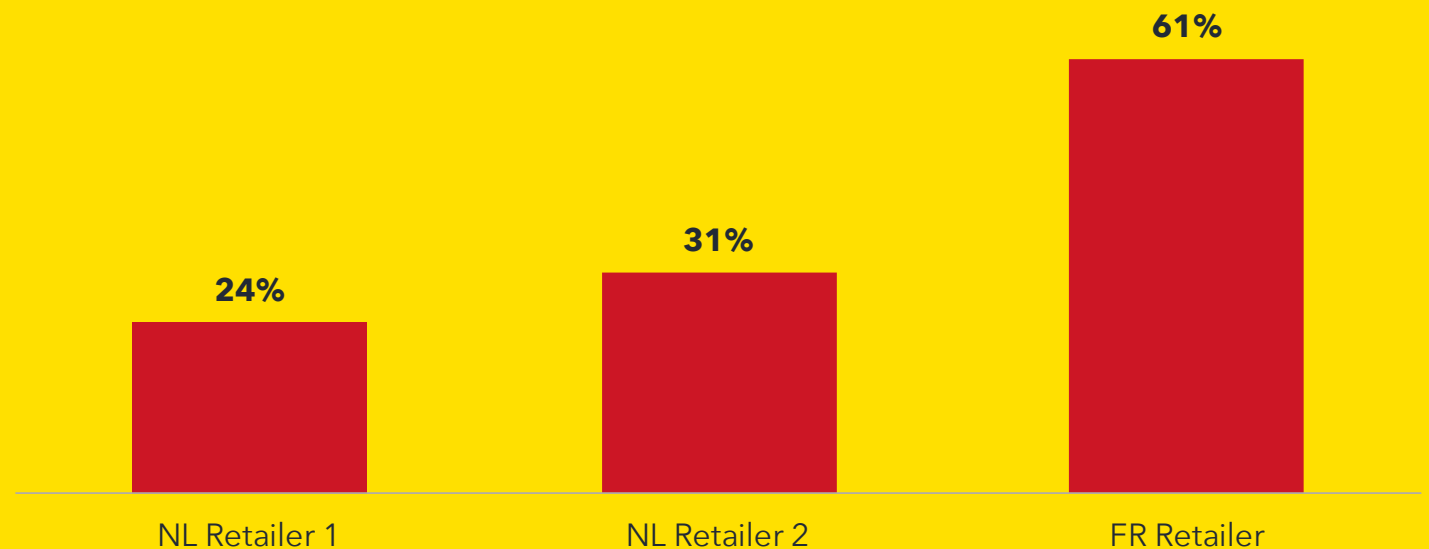


EUROPE

- Benelux and France to date
- Out-performing Honest Tea and Pure Leaf on like-for-like stores
- Voted 'BEST TASTING ICE TEA' in NL. Beating category leaders Lipton and Fuze.

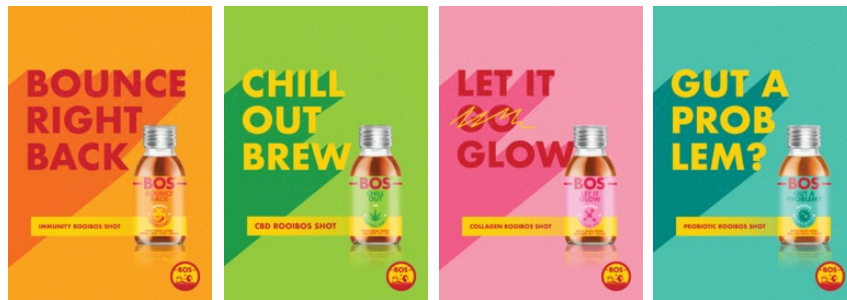
EUROPE EXPANSION

GROWTH YR ON YR ROTATION



NEW RANGE: BOS SHOTS

SHOWCASING KEY ROOIBOS FUNCTIONAL BENEFITS



- ★ IMMUNITY (+VIT C)
- ★ ANTI-AGING (+COLLAGEN)
- ★ DIGESTION (+PROBIOTICS)
- ★ RELAX (+CBD)

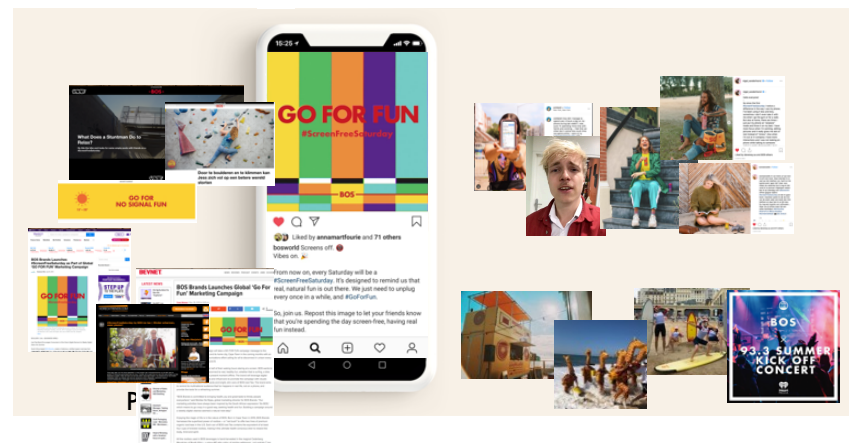
LAUNCHED SA MARCH 2020

ACCELERATING IN RESPONSE TO COVID-19

MARKET SUPPORT



- ★ SOCIAL CAMPAIGNS (HIT 42M PEOPLE IN 2019)
- ★ INFLUENCER PROGRAM
- ★ HORECA MERCHANDISE, PERFECT SERVE SUPPORT AND BOS COCKTAILS
- ★ PR: MAGIC OF ROOIBOS



SECOND PLACEMENTS



TASTINGS



EXCLUSIVE OFFERS



SA

+27 21 465 9989
info@bosbrands.com

CAPE TOWN

Fairweather House, 2nd Floor
176 Sir Lowry Road Woodstock, 7925
South Africa

EU

+31 62 540 9411
hallo@bosbrands.com

AMSTERDAM

Hamerstraat 1-E 1021 JT Amsterdam
Netherlands

USA

+18 444 BOS-ICED-TEA
hello@bosbrands.com

BOULDER

2975 Valmont Road, Suite 230,
Boulder, CO 80301
USA