CANLIFE





DRINK 2 RELAX



Kickoff of a relaxing drink concept!

CanLife Drinks is a new category of chillout beverages that will help you relax and unwind with every sip.

Our Relax Drinks are carefully crafted with terpenes like mycrene, linalool, limonene, which are all well known for their calming and southing effects.

It is intended to establish a new beverage category in a market with enormous growth potential.

As a pioneer for this new category of relax drinks, CanLife has already received several awards and has successfully placed various drink concepts on the market with different partners.

We believe that relaxation should be accessible to everyone in this stress driven society. That's why we've created a line of beverages that not only tastes great but also helps you relax and escape the stress.

Our ingredients are innovative, taste authentic and are 100% legal and suitable for export and retail markets worldwide. Without the use detection of THC, CBD or any cannabinoids whatsoever!

In our 5-years existence, we have been able to establish several cooperations and partnerships and have created a visibility of our CANLIFE brand in the market and within our core target group and must now be consolidated and structured on international levels.

WHY WE ARE STRESSED



80% of people are effected!

- If certain basic needs are not met, sooner or later this will trigger stress in us.
- Lack of time, deadline pressure, too many tasks, constant availability or double burdens in work and family are the most common stress factors.
- Too much negative stress can make you ill. Conversely, existing illnesses can also be a cause of too much stress.
- Stress-related diseases such as high blood pressure, sleep disorders, back pain, stomach ulcers or burn-out are often the result.



Self-actualization

desire to become the most that one can b

Esteem

respect, self-esteem, status, recognition, strength, freedom

Love and belonging

friendship, intimacy, family, sense of connection

Safety needs

personal security, employment, resources, health, property

Physiological needs

air, water, food, shelter, sleep, clothing, reproduction

Maslow's hierarchy of needs

IT'S TIME FOR A CHANGE



Time for a more relaxing Lifestyle!

- CANLIFE is the cool alternative to the numerous, unhealthy energy drinks whose negative side effects are increasing and becoming the focus of the mainstream media.
- That's why CANLIFE created the terpene-infused beverage concept to help you cope better with stress in our steady growing digitilized society.
- Our relax drinks are enriched with valuable and relaxing terpenes such as linalool (lavender) and limonene (citrus fruits).
- Our drinks therefore taste delicious and at the same time let you relax with every sip and are also reduced in sugar and not so sweet.

"THE WORLD HEALTH ORGANIZATION (WHO) NAMED INCREASING STRESS AS A CAUSE OF DISEASE "ONE OF THE GREATEST THREATS OF THE 21ST CENTURY". AND WARNS THAT INCREASING ENERGY DRINK CONSUMPTION IS LEADING TO SIGNIFICANT HEALTH PROBLEMS."

Study Exposes The Exact Effect of Energy Drinks On The Heart

Energy Drinks have been found to cause irreversible damage to tooth enamel and affect the contraction of the heart. According to an ongoing study reported at the Radiological Society of North America (RSNA), the popular drinks consumed by millions not only increase contractility of the heart, but they may cause long-term health risks.



THE IDEA



THREE IS THE MAGIC NUMBER

- **1. HARMONY:** A natural, authentic taste experience with ingredients such as mycrene, linalool, limonene help you to relax and be more present.
- **2. WISDOME:** CanLife Relax Drinks are a healthier alternative to unhealthy energy and over-sugered soft drinks.
- **3. UNDERSTANDING:** CanLife Drinks will grow through it's strong partnerships and by beeing presented throughout all social media channels and it's partners.

We are the functional drink for a relexed generation!



TERPENES



Effects & Values

WeedSocietyTerpene Chart

	Alpha & Beta Pinene	Caryophyllene	Geraniol	Humulene	Limonene	Linalool	Myrcene
Strain	Grape Ape Blue Dream	Girl Scout Cookies	Purple Punch Tahoe OG	Candyland headband	Wedding Cake MAC	Do-Si-Dos	Grand Daddy Purple
Found In	Pine Needles Basil Rosemary	Black Pepper Cloves	Lemons Fruits Berries	Sage Ginseng Coriander	Fruit rinds Juniper Peppermint	Lavender	Mango Thyme Hops
Medical Value	Asthma Antiseptic Neuro-Protective	Anti- inflammatory	Antioxidant anti-fungal	Pain relief Anti- inflammatory	Anti-fungal Anti- carcinogenic	Pain Relief Anti-anxiety Anti-depresesant	Antioxidant Sleep aid Anti-inflam
Effects	Alertness Memory retention	Stress relief	Uplifting Stress relief	Pain relief appetite Suppression	Elevated mood	Anxiety relief Sedation	Sedative Relaxing
Aroma	Pine	Pepper wood clove	Fruit Rose Floral	Wood Earth Spice	Citrus	Floral Candy	Musk Clove Earth



THE MARKET



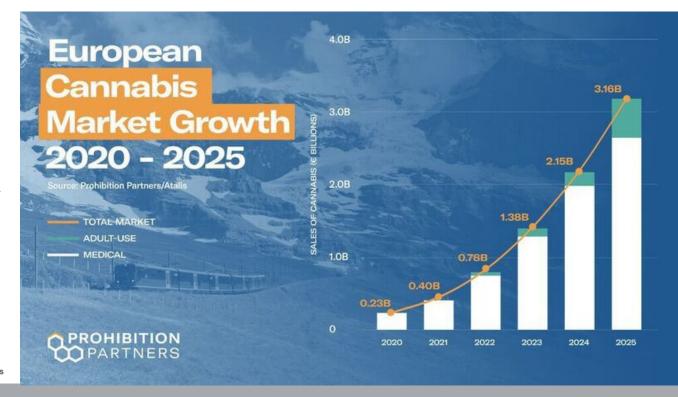
It's Potential

- The cannabis market in the US has already reached the \$20 bn. mark in 2022 and is expected to reach \$50 bn. in 2025 and \$100 bn. by 2030.
- At the same time, the percentage of acceptance and sales growth of **cannabis-infused beverages** is increasing worldwide and the growth potential will be gigantic due to the ongoing legalization processes around the world!

Cannabis-Infused Beverage Sales

Across CA, CO, NV, OR and WA, cannabis-infused beverage sales slightly outpaced the total market in 2020 and continue to trend upward in 2021.





AWARDS & ACHIEVMENTS



Milestones of a new beverage category















- 2019 Winner Food Innovation Camp **REWE Startup Lounge**
- 2020 Winner DICA Drink Innovation Cup Best Drink Startup 2020
- 2021 Winner About Drinks Beverage Award GOLD Kategory Best Drink 2021
- 2022 Winner Best Repurchased Product 2022 Snipes Juicy-O - Go-2-Market Research Supermarket
- 2023 Winner Best German-Rap-Drink HipHop.de (RAP Media)



CELEBRITY COMMUNITY













DJ KHALED

SIDO

OLEXESH

PALINA ROJINSKI

SSIO

UniqueSellingPoint



#Drink2Relax #RelaxDrink

- CanLife Drinks is a producer of terpene-infused drinks with a chill factor
- Our terpenes are the secret ingredients of our innovativ drink concept.
- Our drinks are 100% legal and approved for EXPORT worldwide.
- The ingredients are innovative and the category of chillout drinks has not yet been manifested.
- CanLife drinks taste authentic and our CanLife Classic line is the perfect filler for nightlife and all gastronomy concepts.
- The category also includes a variety of products for the food retail & OOH market, including lifestyle drinks, sports drinks,
 RTD (Ready To Drink) cocktails & mocktails.
- Our collaborations bring strong online visibility on social media and with our target audience.
- We are the drink for a more relaxed generation, with the focus on the two biggest youth cultures from HIPHOP and GAMING and thus appealing to millions of people.
- CanLife Drinks are the counter part and healthier alternative to energy drinks (Red Bull, Monster, Rockstar & Co).



MARKETING ACTIVITIES



Aktions speak louder then words!

- Event series "CanLife Kush Nights" (Clubs & Bars)
- CanLife Star-Search Events (Newcomer Competitions)
- Ticket raffels for concerts and festivals like "Rolling Loud"
- Win a trip for a RELAXed Vacation
- Backstage Chillout lounges & bar areas (Festivals & Events)
- Poster promotion in the big cities
- Money can't buy moments (Meet&Greet/ VIP-Guest lists)
- CanLife DJ Squad (DJ Teddy-O)
- Guerilla marketing with promotion teams and students
- International brand influencer and artist





CONQUER THE MARKET



Regional

- Market preparation
- Analyse Potencials (Distribution/ Customer/ Consumer)
- Recrute Brand Ambassadors
- Select key dealers
- Sales force
- Sales Routes
- Retail and consumer sampling
- Promotions
- Tour support for artists
- Social media support

National

- Agenda settings
- Social media posts
- Music/ Rap media
- PR talks Chillout drinks/ Cannabis market
- Digital approach
- Website/ SM accounts
- PR & brand communications
- Key Account offensive
- Kick off events
- Monitoring/ Analyse



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MARKET POTENTIAL



Red Bull Market Statistics 2022

"Red Bull gives you wings"

Red Bull Statistics Worldwide

Red Bull cans worldwide in 2022: 11.582 billion

Revenue of €9.68 billion

Red Bull Consumer Statistics – Germany

5,86 Million cans per week

Week x 4 = 23,4 Million cans per month

Month x 12 = 281 Million cans per year

"CanLife RELAXation begins"

CanLife with 1% market shares of RB Germany

1% per week = 58.600 can

1% per month = 234.000 can

1% per year = 2.812.800 can

CanLife with 5% market shares of Red Bull

5% per week = 293.000 can

5% per month = 1.170.000 can

5% per year = 14.064.000 can



For Further Questions, do not hesitate to contact us



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