

June 5, 2023



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**OPEN LETTER CONCERNING
THE PROPRIETY SPORTS DRINK BEVERAGE DEVELOPMENT PLAN**

The accompanying Business Development Proposal concerns a new sports drink beverage while this open letter was written for prospective interested parties who were not preliminarily selected as direct contact recipients of interest.

The proposal for the beverage business development plan is unique in two ways. First, it contains a formulation that is not known to exist within the sports drink, energy drink, or the larger soft drink category of the beverages marketplace. Second, while it might be possible for anyone to conceive a new beverage formula, this proposal equally involves unique branding aspects. Soft drinks are a major source of revenues, as referenced within the proposal. The mentioned unique combination of product formula and branding features should not only be capable of setting this product apart from others, but they are also believed to make it capable of becoming a highly lucrative commercial success.

In addition to beverage manufacturers and bottling companies who are anticipated to most likely be of interest, other interested parties might include those seeking a sports-related business opportunity, professional or retired athletes, or an investment firm looking for a new business opportunity potentially suitable for investment.

The proposal includes options for acquiring a limited, general, or complete interest in the business opportunity with an attributed valuation of the development plan based on the unique aspects of beverage to be developed, including potential intellectual property rights, and revenue generating potential. The minimum capital commitment reflects the estimated product-to-market budgeting without the need for additional capital infusions. As always, alternative proposals may be suggested.

**PLEASE REFER TO THE DISCLAIMERS AND DISCLOSURES SECTION FOR
ADDITIONAL IMPORTANT INFORMATION.**

Sincerely,

Mr. Cameron Mostaghim
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