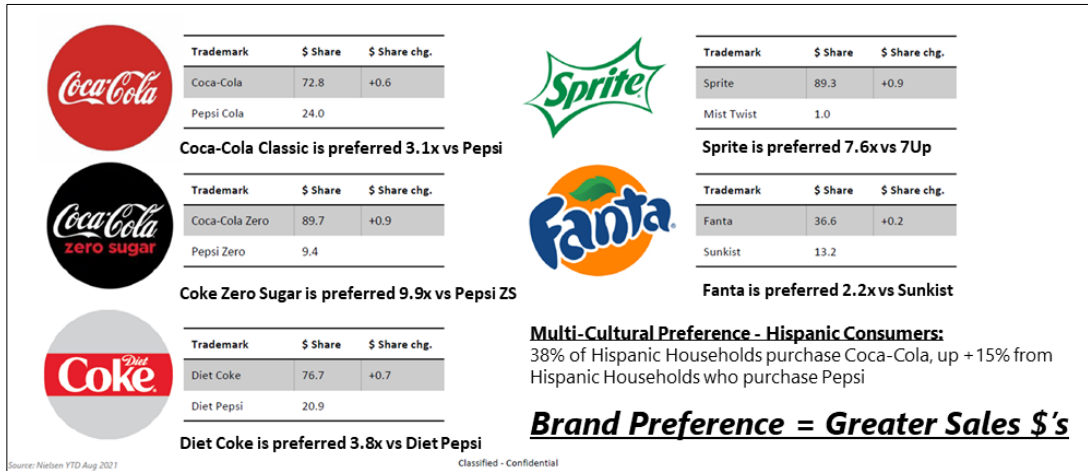


Coke Florida Highlights:

- ✓ A Florida based company headquartered in Tampa, FL. with ~5,000 employees
- ✓ NMSCD certified minority owned business
- ✓ Approximately \$14B in Economic Impact across the state
- ✓ Commitment and action in Sustainability, Recycling and Environmental Resiliency

South Florida Market Share & Brand Preferences:



Source Nielsen: Dollar Share YTD Aug 2021, Brand Preference vs. Closest Competitor, Ad Hoc Analysis for CCBF South BSA Region AMC; Dollar Volume 52W ending 6.25.21 Nielsen Spectra, Best Products with Hispanic Household profile; % Penetration measure. June 2021

Clarifying Points:

Dual-Water Strategy: Dasani & Smartwater Availability

- ✓ Dasani 16.9oz remains available for purchased by consumers and the City of Miami Beach
- ✓ Smartwater is positioned as our premium water and exclusivity is limited to (1) location within the proposed co-branded **Smartwater Oasis** being funded by The Coca-Cola Company's \$100,000 upfront cash investment and the \$75,000 value of the structure given to the City free of charge.
- ✓ We estimate an incremental \$10-\$30K in annual sales though the **Smartwater Oasis**

Note: The rendering presented is intended as a thought starter. A final concept is expected to be a collaborative design approved by the City of Miami Beach

Energy Category Exclusivity:

- ✓ Coke Florida will exempt Red Bull (RB) from our exclusive beverage agreement which allows the City to have a contract with RB for sale at events.
- ✓ Coke Florida will not allow RB to be sold in our equipment (coolers or vending machines)
- ✓ Coke Florida will retain the rights to sell our Energy portfolio within our equipment and vending machines.

Sustainability- Coke Florida's Sustainability Priorities and Investments include:

- ✓ Certifying our local manufacturing facilities as Zero Waste to Landfill through our third-party partner, GreenCircle Certified. Reducing our Carbon Footprint throughout our entire supply chain
- ✓ Adapting our Source Water Vulnerability Assessments (SVA) & Water Management Plans (WMP) to address identified vulnerabilities within our communities. Restoring the water we use in our finished beverages to communities and nature in critical watersheds
- ✓ Equipping Tractor Trailers with Solar Powered Liftgates and Pallet Jack Charging capabilities
- ✓ Developing Climate Resiliency and Risk Mitigation Toolkits for all Coke Florida territories



Financial Recap:

- ✓ Fixed Annual Sponsorship \$180,000
- ✓ Incremental Revenue Streams conservative estimated between \$30,000 - \$50,000 annually

Examples: Smartwater Oasis: 300 – 500 cases annual = 7200 -1200 units sold x \$4.00 = \$28,800 - \$48,800

Recycling Trailer Rental: 15 events annually x \$500 per rental = \$7500

Micro Market installations - Additional revenue & commission opportunities

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Total
Annual Sponsorship*	\$180,000	\$180,000	\$180,000	\$180,000	\$180,000	\$180,000	\$180,000	\$180,000	\$180,000	\$180,000	\$900,000
Projected Bottle/Can Rebates*	\$36,097	\$36,097	\$36,097	\$36,097	\$36,097	\$36,097	\$36,097	\$36,097	\$36,097	\$36,097	\$180,485
Projected FSV Commissions**	\$39,133	\$39,133	\$39,133	\$39,133	\$39,133	\$39,133	\$39,133	\$39,133	\$39,133	\$39,133	\$195,665
Marketing Fund Value	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$500,000
Smartwater Oasis Projected Profitability***	\$43,200	\$43,200	\$43,200	\$43,200	\$43,200	\$43,200	\$43,200	\$43,200	\$43,200	\$43,200	\$216,000
Sustainability Investment Value****	\$32,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$42,500
Complimentary Product	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$25,000
Total	\$435,930	\$405,930	\$405,930	\$405,930	\$405,930	\$405,930	\$405,930	\$405,930	\$405,930	\$405,930	\$2,059,650

*Projections based on estimated volume; actual payments will be based on actual volume purchased

** Projected FSV Commissions based on a 30% rate contingent on the placement of a micro-market.

*** Boucher Brothers sold 144,000 bottles of Dasani in 2019 at \$4/bottle. If 15% of that total shifted to Smartwater, it could equate 21,600 bottles retailed at \$6.

**** Event Rental Projected Revenue + the \$30,000 cost the trailer in yr.1 \$500/event; (5) events a year

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Smartwater Oasis



Recycling Trailer Rental



Micro-Markets For City Employees



The Pricing and Rebate Schedule

Package / Product	Price per SPC*
12 oz Can - SSD and Still	\$12.20
20 oz PET - SSD	\$25.93
2 Liter PET - SSD	\$15.60
12 oz PET - Dasani	\$12.64
12oz Can - Dasani	\$9.50
500 ml - Dasani	\$6.94
20 oz PET - Dasani	\$12.75
1 Liter PET - smartwater incl Alk and AO	\$39.64
20 oz PET - smartwater	\$27.10
12 oz PET - Powerade	\$30.04
20 oz PET - Powerade	\$21.71
20 oz PET - vitaminwater	\$33.38
18.5 oz PET - Gold Peak	\$35.62
20 oz PET - Fuze	\$27.43
16.9 oz PET - Honest Tea	\$34.68
23 oz Can - Peace Tea	\$26.12
12 oz PET - MMJTG	\$29.50
16 oz PET - Bodyarmor	\$35.36

Package	Rebate per SPC
20 oz PET - SSD	\$3.00
2 Liter PET - SSD	\$2.00
20 oz PET - Dasani	\$2.00
20 oz PET - smartwater	\$3.00
1 Liter PET - smartwater	\$2.00
20 oz PET - Powerade	\$2.00
20 oz PET - vitaminwater	\$2.00
18.5 oz PET - Gold Peak	\$2.00
20 oz PET - Fuze	\$2.00

* Subject to an annual price increase

