

SUMMON YOUR STRENGTH

PREDATOR SHOT

PREDATOR
SHOT
ENERGY DRINK

TAURINE / LUTEIN / CAFFEINE

SUMMON YOUR STRENGTH

26 March 2021

Prepared for

CUSTOMER
LOGO HERE

The background is a cinematic illustration of a Predator team in a dark, alien landscape. The terrain is rocky and covered in a greenish, bioluminescent glow. In the distance, jagged, dark mountains rise against a sky filled with swirling green and yellow energy. A group of Predators, wearing their iconic black armor with silver details, are positioned in the foreground and middle ground, looking towards the horizon. The overall atmosphere is mysterious and intense.

PREDATOR BRAND

WE ARE A GLOBAL
GAMING LOVEMARK



CONFIDENTIAL

WORLD'S LEADING GAMING PORTFOLIO



EUROPEAN MARKET 2020

No. 1 in gaming monitors

No. 2 in gaming desktops

No. 3 in gaming laptops



CONFIDENTIAL

WE ARE WORLD CLASS ESPORTS

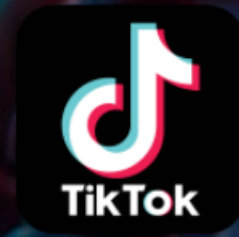


SIM RACING TEAM



CONFIDENTIAL

WE HAVE A MASSIVE & LOYAL COMMUNITY OF
5M FANS



CONFIDENTIAL

WE HAVE THE REAL
DRINK FOR GAMERS



CONFIDENTIAL

THE PRODUCT



PREDATORSHOT



250 ML

500 ML

INGREDIENTS

water, sugar, glucose, acid: citric acid; carbon dioxide, taurine (0,4%), acidity regulator: sodium citrate; flavoring, caffeine (0,032%), lutein (0,15mg/100ml), color: riboflavin, vitamins: niacin, pantothenic acid, vitamin B6, vitamin B12.

NUTRITION VALUE IN 100 ML

| | | |
|--------------------|----------------|----------------|
| Energy value | 196 kJ/46kcal | |
| Fat | | 0g |
| of which saturates | | 0g |
| Carbohydrates | 11g | |
| of which sugars | 11g | |
| Protein | | 0g |
| Salt | | 0,16g |
| Niacin | | 7,0 mg/44% RI* |
| Pantothenic acid | 2,0 mg/33% RI* | |
| Vitamin B6 | | 0,7 mg/50% RI* |
| Vitamin B12 | | 0,5 µg/20% RI* |

%RI - Reference intake of an average adult



CONFIDENTIAL

SUGARFREE



INGREDIENTS

water, acid: citric acid; carbon dioxide, taurine (0,4%), acidity regulator: sodium citrates; flavoring, caffeine (0,032%), sweeteners: acesulfame K, sucralose; lutein (0,15mg/100ml), colour: riboflavin; vitamins: niacin, pantothenic acid, vitamin B6, vitamin B12

NUTRITION VALUE IN 100 ML

| | | |
|--------------------|----------------|----------------|
| Energy value | 25 kJ/6 kcal | |
| Fat | | 0g |
| of which saturates | | 0g |
| Carbohydrates | 1,3g | |
| of which sugars | 0g | |
| Protein | | 0g |
| Salt | | 0,16g |
| Niacin | | 7,0 mg/44% RI* |
| Pantothenic acid | 2,0 mg/33% RI* | |
| Vitamin B6 | | 0,7 mg/50% RI* |
| Vitamin B12 | | 0,5 µg/20% RI* |

%RI - Reference intake of an average adult



CONFIDENTIAL

OUR PORTFOLIO

PREDATORSHOT



SUGARFREE

250 ML

500 ML

500 ML

250 ML



CONFIDENTIAL

ICONIC CAN DESIGN

PREDATOR MASK

The iconic symbol of one of the most popular gaming brands in the world

AGGRESSIVE COLORS

Associated by gamers for the best available performance in gaming computers

SPECIAL FORMULA WITH LUTEIN+

Antioxidant for people who spend a lot of time in front of the computer

BLACK TOP PART

Black top and easy opener underline the premium look of the can



CONFIDENTIAL

THE POWER FORMULA

TAURINE

Taurine is part of various vital processes inside the human body such as stabilization of cell membranes and neural transmissions.

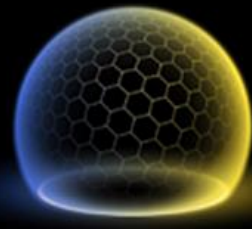
LUTEIN

Lutein plays an essential role in the human eye. It can absorb up to 90% of harmful blue-light and helps to maintain optimal visual function.



CAFFEINE

Caffeine helps to retain mental performance and counteracting fatigue with its stimulating effects.



B-GROUP VITAMINS

B-group vitamins (B3, B6, and B12) are supporting the regeneration of muscles and neural system. They are also important for the human metabolism and help to release the energy of carbohydrates.



CONFIDENTIAL

MARKETING PROMOTION



PRODUCT IS KING



What you see is what you get!

- Product-centric staging
- Clear value proposition & benefits



CONFIDENTIAL

PROFESSIONAL MARKETING CONCEPT

DIGITAL ASSETS

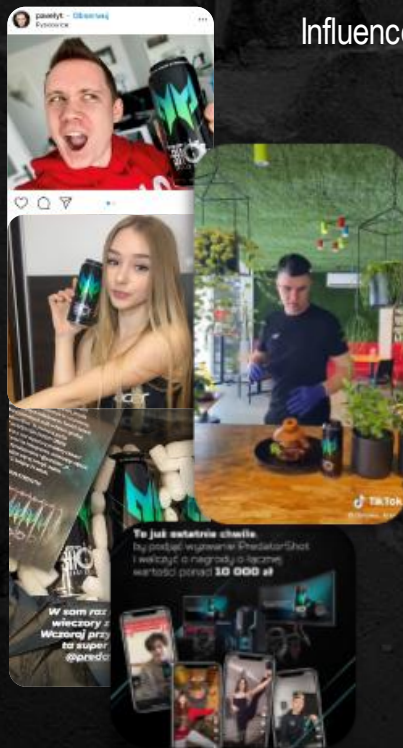


Product Comms



CONFIDENTIAL

SOCIAL MEDIA



Fan Contests

INTERNATIONAL PARTNERSHIPS



eSports
Team



POINT-OF-SALES



On-Shelf

Impulse Buy

SALES PROMO CAMPAIGNS



Bundles &
Cross-Promos

MAXIMUM VISIBILITY AT POS

MULTIPLE & FULLY CUSTOMIZABLE SOLUTIONS FOR ALL NEEDS

ON-SHELF

STAND-ALONE



Multi-packs

Tray Units

Pallets

«Gondolas»

Endcap Displays



CONFIDENTIAL

INTERNATIONAL PARTNERSHIPS

BRAND AMBASSADOR

Jan "Predator" Blachowicz
UFC Light Heavyweight Champion



R8G eSports by former F1 driver
Romain Grosjean



THE OFFICIAL ENERGY DRINK



CONFIDENTIAL

SUMMON YOUR STRENGTH

SUMMON YOUR STRENGTH

PARTNER OPPORTUNITIES

AT A GLANCE

**NEXT GENERATION
ENERGY DRINK**

**ACCESS TO TREND
SETTING GAMING
COMMUNITY**

**TAILOR-MADE
POS DISPLAY
CONCEPTS**

**EFFICIENT SALES
PROMOS WITH RETAIL
LINK**



CONFIDENTIAL

REFERENCE QUESTIONS



REFERENCE QUESTIONS

Information collection from partner for the development of a marketing plan

How many shops do you have?

What is the average size of your shops?

How do you want to present PredatorShot in your shops? (e.g. on-shelve or stand-alone)

If stand-alone, where do you want to place PredatorShot? (e.g. aisle heads, check-out area...)

Do you have an online shop?

Do you have a home-delivery or click & collect service?

How do you regularly communicate offers with your customers? (e.g. flyer, website, online app...)

Which social media platforms are you using to communicate & engage with customers?

Do you have a loyalty program for customers?





THANK YOU



LEGAL DISCLAIMER

This document is privileged and strictly confidential and can only be used for Acer's INTERNAL purposes.

It contains proprietary information and intellectual property of Acer and is intended solely for authorized Acer personnel or for the person to whom they are transmitted in confidence.

Neither this document, in whole or in part, nor any of the information contained herein may be by any means reproduced or disclosed without the express written permission of Acer.

All authorized recipients are responsible for maintaining these obligations.

Acer Europe SA
Via Della Posta 28
CH - 6934 Bioggio



CONFIDENTIAL