

SIX REASONS TO INVEST IN HOOK HAND RUM

ONE

It starts with a great product / brand

We are unique as a premium blood orange flavored rum. As a 35% ABV we appeal to the modern consumer who wants to drink less and enjoy more. **Younger consumers (25-34 age group) are the largest share of rum consumers**, driven by this shift. (Park Street Imports). We also have a strong brand that is based on the human connection of sharing stories. Our positioning is Where Tales Are Born. Which resonates in all age groups.

Brand, Packaging and Product Differentiation

TWO

Now is a good time for rum

Rum as a category is going through a premiumization. The U.S. rum market size was estimated at USD 2.91 billion in 2024 and is expected to grow at a **CAGR of 4.9% from 2025 to 2030, reaching USD 3.86 billion by 2030** (Grand View Research). The global numbers are even better.

We are positioned to ride a growth wave

THREE

A super strong leadership team

Dan Olson, a past CEO of Y&R / Wunderman LA, is a renowned branding expert. He's worked with the world's best, including Diageo, Coca-Cola, Jaguar Land Rover, AT&T, Disney, and Virgin. As CEO, Dan brings **extensive P&L experience and strategic vision** to our leadership. **Andrew Olson is a subject matter expert in Media Technology** and an SVP at Infillion. He manages the Central and Western US markets, serving major clients like Fox, Disney, Amazon, T-Mobile, Monster Energy, and Nissan.

The company is run by world class marketers

FOUR

A solid forecast and plan

We hold a critical competitive edge with guaranteed distribution in California, Florida, New York, and New Jersey, securing our presence in four of the nation's top five consumption markets. Hook Hand Rum's initial success in California, with over **30 locations**, and its robust **online sales reaching all 41 available states through Flaviar**, demonstrate strong consumer demand. Our organic depletion rates are exceeding all forecasts, setting the stage for aggressive, rapid expansion through focused advertising, marketing, and a powerful ambassador network.

Hook Hand Rum is ready for rapid expansion

If you are interested to learn more contact Dan Olson at dan@hookhandrum.com



FIVE

Original Crew



We've harnessed the membership economy, understanding that **loyalty drives superior revenue and growth**. This is our secret weapon. Our Original Crew program, where lifetime memberships sell for \$1,000, tackles the common two-step distribution challenge of knowing your customer. **It provides \$4.5 million in initial non-diluting capital, and up to 20% of ongoing revenue** with lower subscription levels, building a powerful fanbase for our brand.

Knowing customer behavior is key to success

SIX

A strong acquisition market

Many in the industry see rum following in the footsteps of tequila, which successfully underwent a premiumization transformation, leading to significant brand value and numerous acquisitions. Recent Rum Acquisitions: **Diageo / Don Papa: \$285mm, 2023, Brown Forman / Diplomatico: \$725mm, 2024, Next Century Spirits / Blue Chair Bay Rum: Partnership with equity swap 2025.**

Rum is mirroring tequila's premiumization success

