

WHEN THE CROWD
CHANTS
NECK-ITTM

NECK-ITTM
THE CHANT DRINK



The World's First
Ritual-Driven
Beverage Category

WHEN THE CROWD
CHANTS
NECK-IT™

A NEW GLOBAL
CELEBRATION DRINK



NECK-IT™
THE CHANT DRINK



EVERY BAR. EVERY FESTIVAL. EVERY CELEBRATION.

When the crowd chants:

NECK-IT™

THE CHANT DRINK

WHEN THE CROWD
CHANTS
NECK-IT™

NECK-IT™ is creating the world's first ritual-driven beverage category

A DRINK BECOMES A MOMENT



THE NECK-IT™ RITUAL

NECK-IT™

THE CHANT DRINK

THE NECK-IT™ RITUAL

WHEN THE CROWD CHANTS
NECK-IT™



Revellers NECK-IT™ Together

Bells ring to celebrate the moment



CHANT IT



NECK-IT™



RING IT

BUILT TO SPREAD

Built for crowds, celebration and social sharing

NECK-IT™

THE CHANT DRINK

WHEN THE CROWD
CHANTS
NECK-IT™



Ritual drinks grow faster because customers promote them for you

• Jägermeister shots • Fireball whisky • Red Bull vodka • Tequila slammers

THE GLOBAL CHANT MOMENT



NECK-IT! NECK-IT! NECK-IT!

WHEN THE CROWD
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NECK-ITTM



10,000+ PEOPLE CHANTING NECK-IT IN UNISON



BRAND UNIVERSE

ONE RITUAL.
EVERY OCCASION

WHEN THE CROWD
CHANTS
NECK-IT™



Product Family 1

Alcohol

THE ENERGY SECTOR

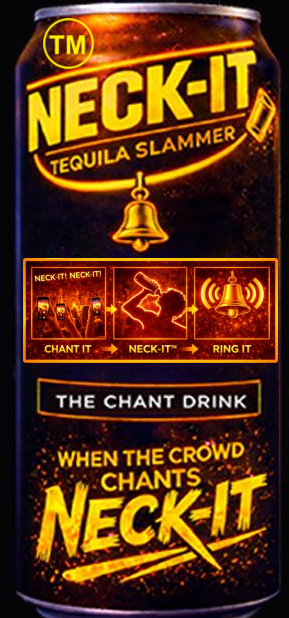
CLEAN ENERGY

PARTY TIME!

THE ENERGY SECTOR

CLEAN ENERGY

PARTY TIME!



Product Family 2

Non-alcoholic

FUNCTIONAL

HYDRATIONAL

WELLNESS

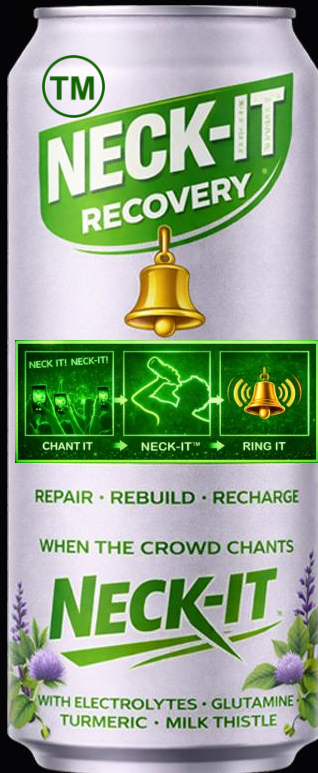
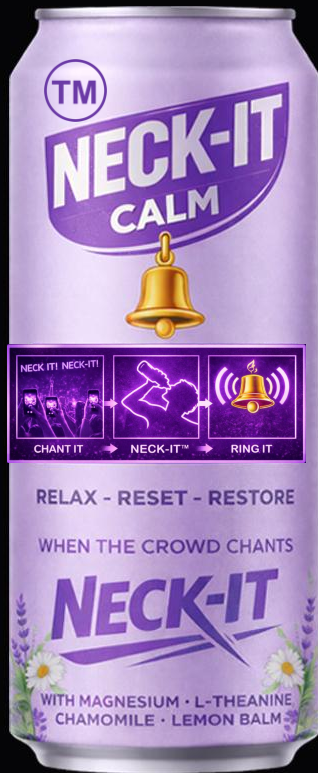
RECOVERY

FUNCTIONAL

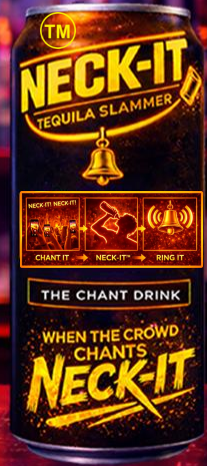
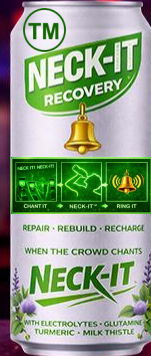
HYDRATIONAL

WELLNESS

RECOVERY



NECK-IT



NECK-ITTM

ORIGINAL

THE MOVEMENT

WHEN THE CROWD
CHANTS

NECK-ITTM

CHANT IT - NECK-ITTM - RING IT

- Build the world's first ritual-driven beverage brand
- Combine nightlife, wellness, and functional drinks
- Create a globally recognizable drinking ritual.



WHEN THE CROWD
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NECK-IT™



NECK-IT™
THE CHANT DRINK



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NECK-IT™

THE CHANT DRINK



WHEN THE CROWD
CHANTS
NECK-IT™

HOW NECK-IT™ SPREADS THROUGH NIGHTLIFE

NECK-IT! NECK-IT!™

CHANT IT

NECK-IT™

RING IT

More Revellers

Spreads to New Venues

WHEN THE CROWD
CHANTS
NECK-IT™

THE VIRAL ADOPTION LOOP OF NIGHTLIFE



TM

NECK-IT

TEQUILA SLAMMER



HUMANS CELEBRATE IN RITUALS

Crowds Love Rituals

- 🎵 Concert chants
- ⚽ Stadium chants
- 🍾 Champagne toasts
- 🍸 Tequila shots

Shared rituals amplify emotion and connection



NECK-IT™ turns celebration into a repeatable ritual.

The Social Amplifier

- 📱 Phones filming
- 🔥 Nightclubs
- 🎪 Festivals
- 📱 Social media

Moments spread instantly across social media



NECK-IT™ transforms a drink into a global celebration moment

The world doesn't just drink — it celebrates.

NECK-IT™ gives celebration a ritual.

WHEN THE CROWD
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NECK-IT™

HOW CULTURE BUILDS BILLION-DOLLAR BRANDS



Trend + Ritual



Energy + sport activation



Viral Events



Skydiving, Flugtag, Motorsports



Billion-Dollar Brand



Culture drives mass behavioural change



NECK-IT has the opportunity to become the ritual for celebrations.

Because **culture** creates billion-dollar brands.

NECK-IT TM



RESPONSIBLY



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NECK-IT™

THE CHANT DRINK



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