

RICH



ENERGYTM



RICH



ENERGY[®]

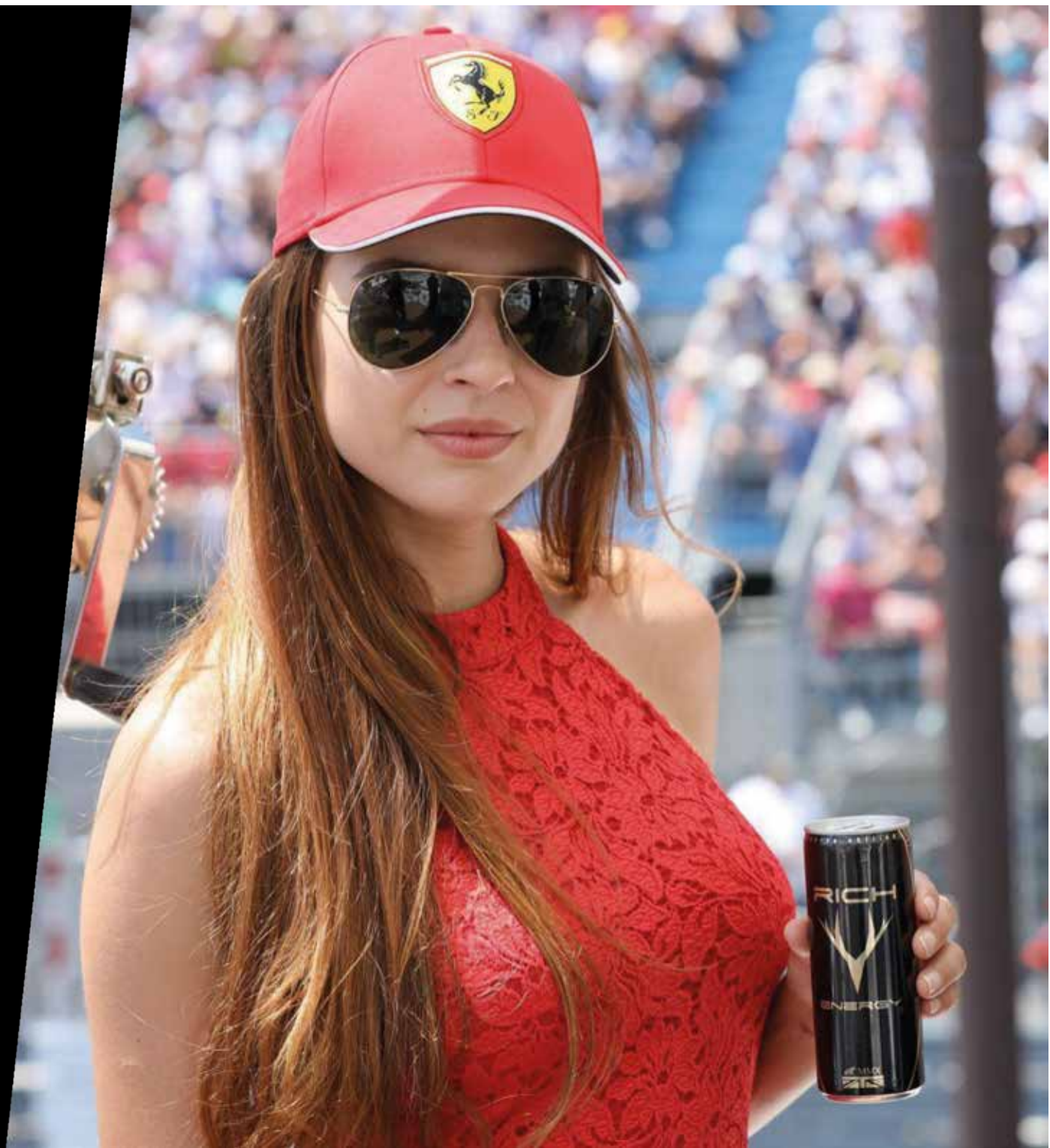
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Rich Energy is a world leading energy drink developed over the last decade without compromise. It utilises only the finest ingredients and pure Alpine mineral water to deliver a drink that is peerless as a premium energy drink and delivers a genuine alternative to the status quo. Rich Energy delivers a powerful punch in a sophisticated package.

The cans are made in the UK and filled in our state of the art multi million pound facility in Austria. We comply with the highest of all EU and US legislation and quality standards.

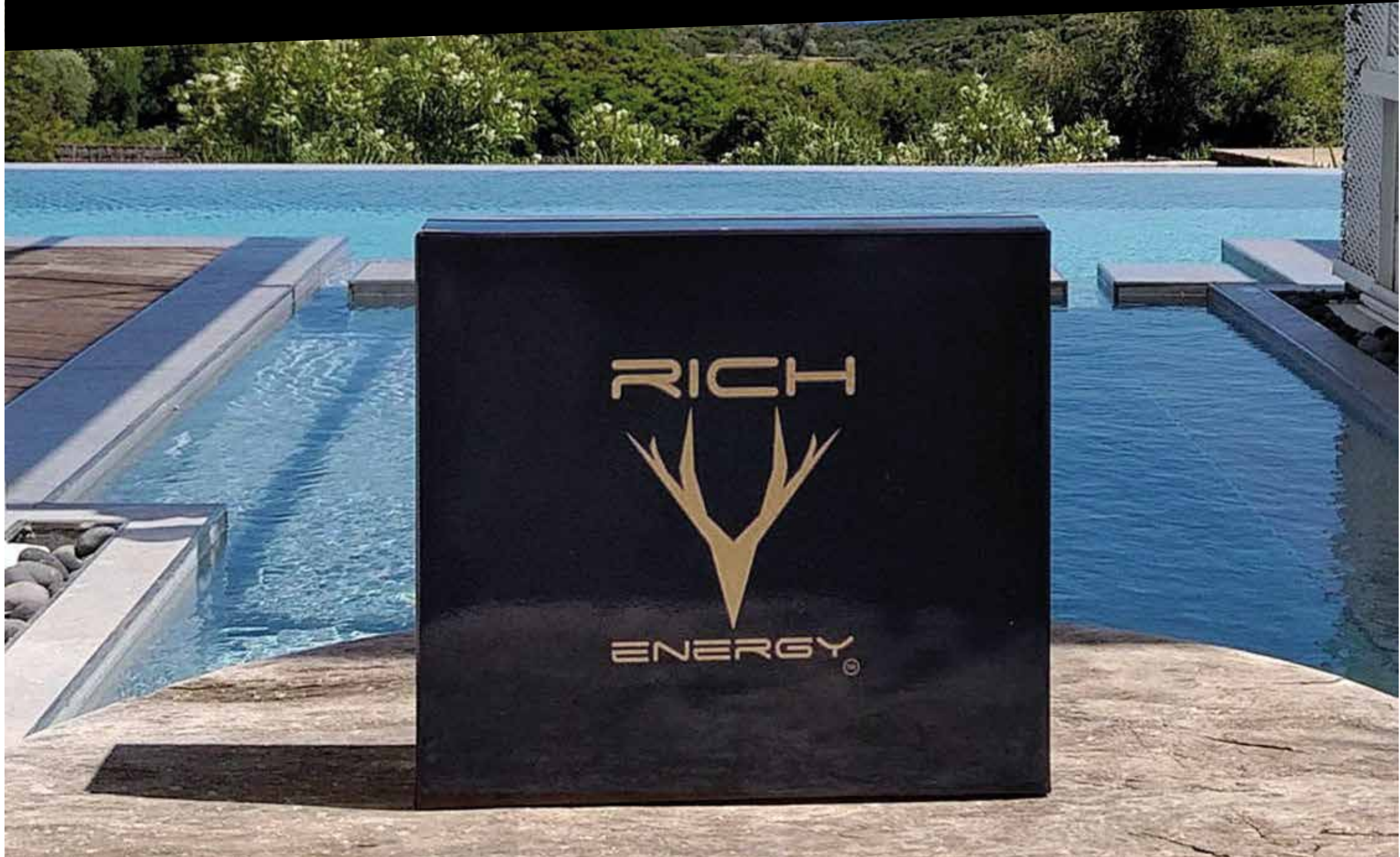


Rich Energy is already in over 2000 outlets in London ranging from bars and clubs to hotels and retail outlets. We have a large marketing campaign ongoing which includes sponsoring various extreme sports events eg microlight world championships and a world record attempt at the Nürburgring in our Rich Energy supercar. We also have a range of multiple world champion ambassadors including Gennady GGG Golovkin, Dakota Schuetz and Alex Thomson.

Partners include Hugo Boss, Spartan Races, Vendee Globe, Premier League Football Clubs and TT Races. We have ever increasing brand exposure across all media.

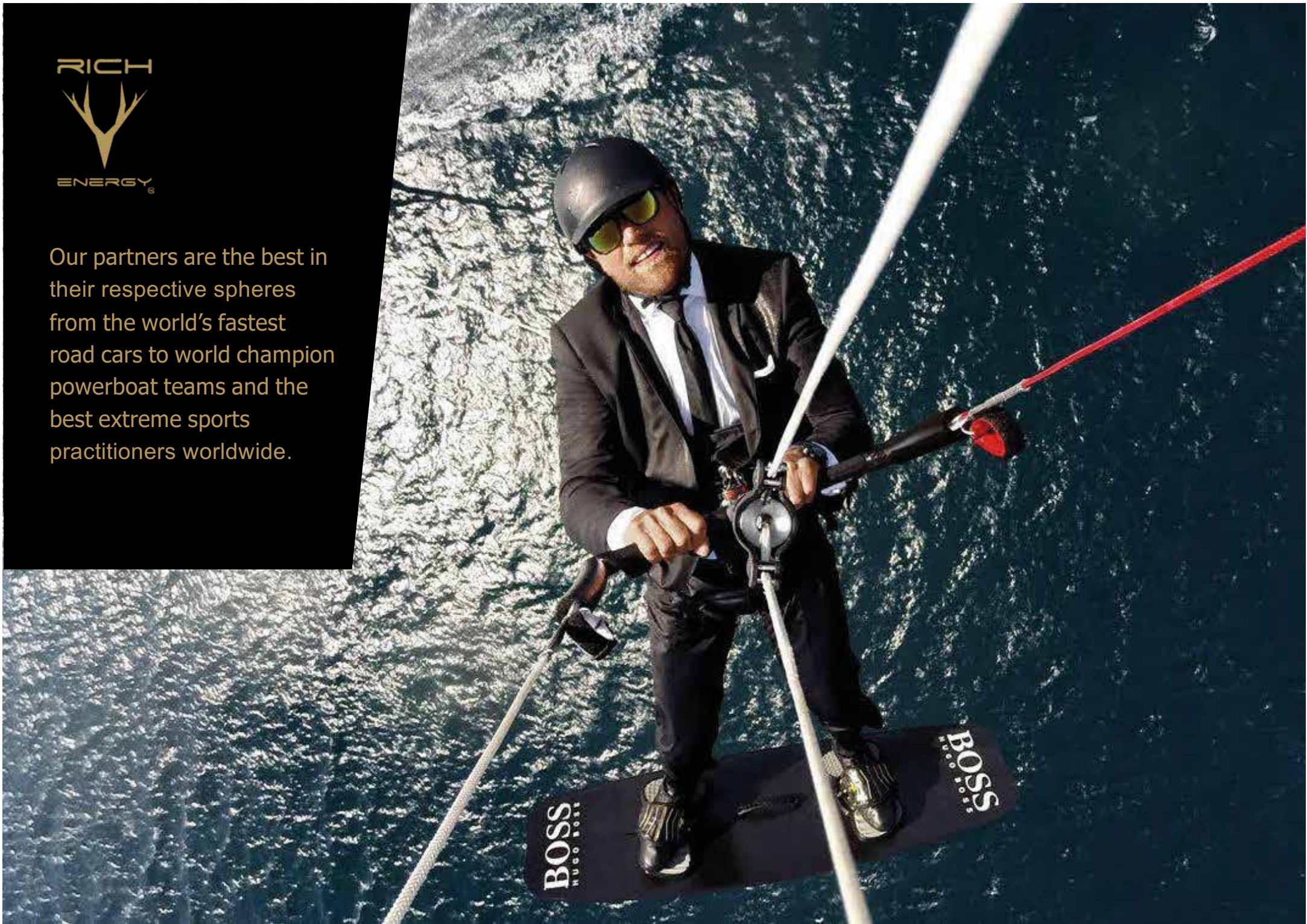


Our infrastructure gives us a current capacity of 70 million cans a month manufacturing capability.
The ethos of the brand is simple: Premium, British and High Performance





Our partners are the best in their respective spheres from the world's fastest road cars to world champion powerboat teams and the best extreme sports practitioners worldwide.





With a beautiful logo and packaging we have the perfect compliment to the best tasting and performing energy drink in the world. We are proud of our British heritage and export to over 30 countries around the world.





Our journey is beginning and we want to work with distribution partners who share our passion for our product and commitment to being the best we can.



Rich Energy wins all taste tests both as a stand alone high performance energy drink and also as a refreshing mixer in clubs and bars.



One of our largest areas for brand activation is Motorsport given its resonance with our ethos of Premium British performance. At the time of writing we sponsor multiple world class motorcyclists and racing drivers.



We have signed a 5 year Title sponsorship deal with Haas F1 to create the Rich Energy Haas F1 team now officially registered by the FIA with the first race in Melbourne in March. This deal has been externally funded by shareholders.









Gennady Golovkin

Current undisputed world middleweight champion with WBC, WBA, IBF and IBO belts. Gennady has the highest knockout percentage in championship history and is widely regarded as the pound for pound best boxer on the planet today.



Rob Lee

A premier league and English football legend who was one of the best midfielders of his generation running the Newcastle United midfield under Kevin Keegan and creating a huge number of goals for Shearer, Ferdinand, Asprillia and Ginola in the famous entertainers side.



Dakota Schuetz

The four time Scooter world champion and the most exciting young extreme sports star in America starring in Nitro games and in competitions around the world. Also runs the international "Kota Camps" from Australia to California inspiring a generation of young kids in the sport he dominates.



Toby Sowery

McLaren Autosport finalist and F3 driver. One of the most exciting race drivers in Britain and a man tipped for Formula One.



Phil Campion

British special forces legend and Army veteran who has gone on to become a media personality and founder of the Born Fearless SAS boxing team.



Kidd Dynamite

Tipped as a future world champion, Kidd Dynamite (Jay Carrigan - Mcfarlane) is seen as the next superstar of world heavyweight boxing and fuelled by Rich Energy who sponsor all his training camps and support his career.



Alex Thomson

Currently competing in the round the world Vendee Globe race in his £6m Hugo Boss Carbon fibre boat, Alex is one of the greatest British sailors of all time and fuelled by Rich Energy on his adventures.

PANERAI
LABORATORIO DI IDEE.

SPARTAN RACE
YOU'LL KNOW AT THE FINISH LINE

 **Santander**

Le
Château
EVENTS




SILVERSTONE


Hilton


ARMY
BE THE BEST



Waitrose

BOX
NATION



BOSS
HUGO BOSS


The Alan Shearer
Foundation