

AEON: A NEW BEVERAGE CONCEPT FOR ENERGY, RECOVERY & HYDRATION

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N  C T U R N A

THE BIG FAT PROBLEM

- **Global epidemic of obesity, chronic fatigue, early aging...**
 - **Sharply-increased risk of cardiovascular problems, diabetes, liver disease, cancer...**
 - **Mismatch between our biochemistry and our urban lifestyle, diet**
 - **And exposure to chemical pollutants**
- **These are metabolic issues**

WHAT IF...

- **We rethink “healthy”, from a metabolic perspective?**
- **Far beyond cutting carbs and added sugars, needlessly adding stimulants or vitamins, or even bacterial / yeast colonies...**
- **...how about we clean, protect, and boost the liver – the body’s metabolic engine?**

**Introducing AEON - a new beverage concept
for the energy, recovery and hydration
market specifically formulated to clean,
protect and boost your metabolic engine.**

- **Premium RTD (Ready To Drink) beverage**
- **All natural, low carbohydrate / sugar**
- **Vegan friendly, kosher, halal**
- **High-end glass/metal packaging**
- **60 calories or less per serving**
- **Fantastic taste - nothing artificial!**

THE MAGIC

- **Proprietary fruit, vegetable extracts**
 - Designed to clean, protect, boost the liver
 - Activate metabolic, detoxification processes
 - Reduce sugar, other unneeded components
 - Multiple tuned variants
- **Water-soluble and completely bioavailable, with no “off” tastes**
- **An all-natural, kosher, halal food**

WHAT THIS MEANS

- **More stamina and alertness, no jitters**
- **Blood sugar stability, no crashes**
- **Detoxifying from alcohol or “bad” foods (saturated fats, starch...)**
 - Hangovers, fatigue, sluggishness...
 - Better sleep
- **Your liver is your core: liver health is key to a better immune system, hormone levels, energy, recovery**

OUR BUSINESS MODEL

- **Direct-to-Consumer**
 - Begins with mobile, delivered to the door
 - Engagement through special events
- **Direct-to-Retailer**
 - Specifically-chosen retailers to maximise brand value at launch
 - Exclusivity, high initial pricing power
- **Distribution downstream when brand established at different price points**

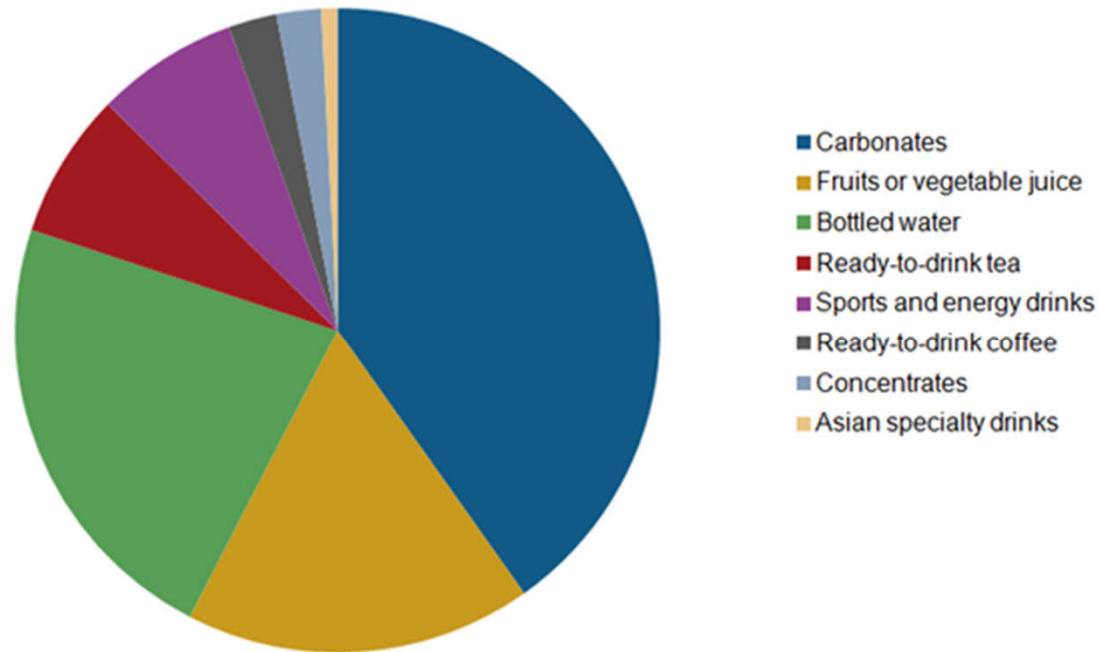
GOING-TO-MARKET

- **Social media with targeted spends on sponsored content advertising platforms**
- **Initial rollout to key influencers in large media markets in North America**
 - **Test in Toronto, launch in California**
 - **Across demographic spectrum: nutritionists; celebrities in sports, film, music**

COMPETITIVE LANDSCAPE

- **Huge, deeply-entrenched players in the beverage space, vs. revolutionary new concept in refreshment, health**
- **A revolutionary product takes outsiders to create**
- **No other product known to show measurable detoxification, restore energy**

Global Soft Drink Market Size - 2013 (\$840.6 billion)



Market Realist

Source: Euromonitor International

- **Goal: niche share of the energy, recovery and hydration market - >\$200B / year**
 - **The fastest growing market segment!**

We Seek Safe Harbour

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