



NUZEE
C O F F E E

INVESTOR PRESENTATION

September 2023

NASDAQ: NUZE



SAFE HARBOR



This presentation contains “forward-looking statements” that involve a number of risks and uncertainties. Statements that are not historical facts, including statements regarding our expectations, intentions or strategies regarding the future, as well as statements regarding operating results, future earnings, financial position, operational and strategic initiatives, are forward-looking statements. Forward-looking statements represent management’s expectations based on currently available information. Actual results, performance or achievements could differ materially from those expressed in any forward-looking statement.

Forward-looking statements are subject to risks and uncertainties, many of which are beyond our control, including: our plan to obtain funding for our operations, including funding necessary to develop, manufacture and commercialize our products; the impact to our business from COVID 19, including supply chain interruptions; general market acceptance of and demand for our products; our reliance on third-party roasters to roast and blend coffee beans necessary to produce our products and provide our co-packing services; our ability to successfully achieve the anticipated results of strategic transactions; the fact that certain of our products are expected to be manufactured for us by our new manufacturing partner on a purchase order basis pursuant to the manufacturing agreement; the fact that sales are completed on a purchase order basis without any written agreement between us and our customers; our commercialization, marketing and manufacturing capabilities and strategy; and the factors described under “Forward-looking Statements” and “Risk Factors” in our latest annual and quarterly reports and other filings with the Securities and Exchange Commission.

We undertake no obligation to update any forward-looking statements, whether as a result of new information, future events or otherwise. Investors are cautioned not to place undue reliance on our forward-looking statements.

OUR ORIGIN STORY



“My Father owned and operated a coffee shop in Fukuoka Japan, where my coffee story began. I have always been passionate about coffee, as both a consumer and entrepreneur. Today, my company, NuZee, follows the same dedication to providing coffee excellence through trusted manufacturing and ongoing innovation.”

Masa Higashida
President & CEO

“Tea & Coffee US” 1950
Fukuoka, Japan



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OVERVIEW



- ☞ **NuZee is a coffee technology company and co-packer for over 200 brands across all formats with products now sold in Walmart, Costco, Whole Foods**
- ☞ **We are focused on the largest segment of the coffee category, the single-serve market**
- ☞ **We are the #1 co-packer of single-serve pour over coffee in the US**
- ☞ **We have manufacturing facilities in the US and Korea, manufacturing partners in California and Tennessee**

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CUSTOMERS & PARTNERS



COPPER COW COFFEE



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MARKET OPPORTUNITY



The global coffee market in 2021 was valued at over US\$107 billion, projected to reach US\$151 billion by 2028 with an annual 4.51% CAGR¹



The **single-serve market is the largest coffee category** as today's consumer desires convenience, with better taste, less waste and an overall elevated coffee experience

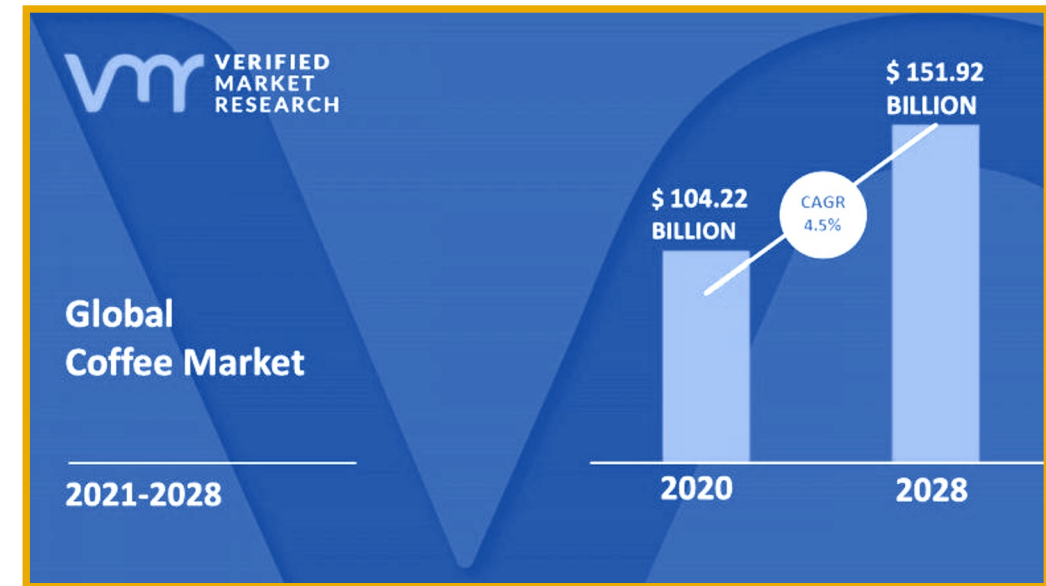


The **single-serve market is ripe for innovation and disruption** with its products rated among the fastest-growing private label food and beverage categories¹

NUZEE
COFFEE

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Note:
1. Statista, 2022



“ Coffee is ranked as the #2 most-consumed beverage in the world with over 62% of Americans drinking coffee daily. ”

- National Coffee Association - 2022

INVESTMENT HIGHLIGHTS

NuZee is focused on bringing innovation and disruption to the coffee market through our five primary business segments:

- (1) Pour Over**
Single-Serve Pour Over Coffee products
- (2) Brew Bags**
Single-Serve Coffee Brew Bags
- (3) Dripkit**
Patented Hot Water Single-Serve Brewer
- (4) Technology Partnerships**
Aripak / ePac (Compostable Film) & TIMELESS (Patented bag sealing technology)
- (5) Licensing**
5-year Global Licensing Deal with Stone Brewing For All Coffee Related Products

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Statista, 2022

POUR OVER

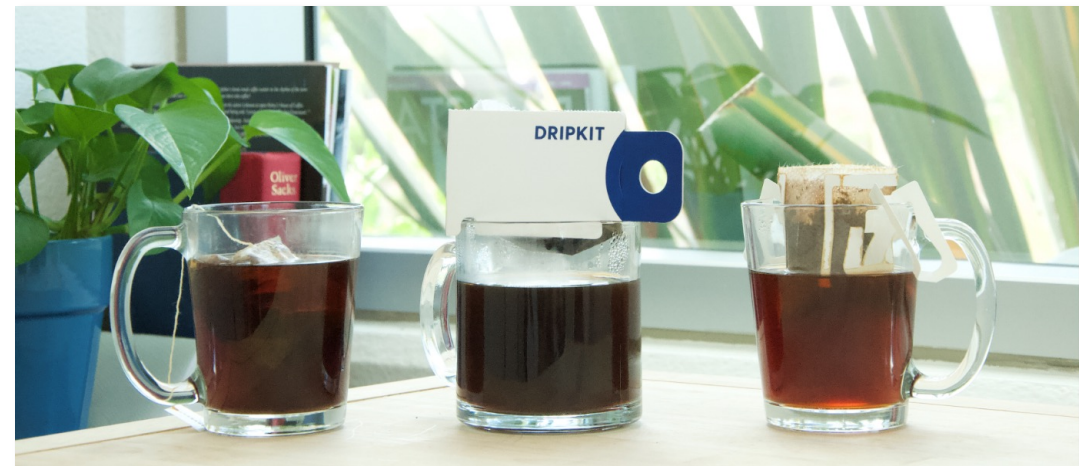


SINGLE-SERVE POUR OVER COFFEE

- ☞ Popularized in Japan, pour over is a fast-growing segment of the US single-serve market
- ☞ **NuZee co-packs the #1 selling pour over brand, Copper Cow.**
- ☞ We continue to grow our robust portfolio of pour over brands
- ☞ Organic, Halal, Fair Trade all available
- ☞ 5ct or 10ct Configurations Available



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BREW BAGS

SINGLE-SERVE COFFEE BREW BAGS

📺 Chamberlain Coffee is the brainchild of YouTube phenomenon Emma Chamberlain (12M+ Subscribers)



Emma Chamberlain

Forbes “30 Under 30 – Social Media”
Forbes “Top Creators 2022”

📺 Premium single-serve coffee experience

📺 Organic, Halal, Fair Trade all available

📺 5ct or 10ct configurations available



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NUZEE
COFFEE

DRIPKIT



PATENTED HOT WATER SINGLE SERVE BREWER

- Proprietary patented filter delivering a fresh, delicious, single serve coffee experience
- Produced by the largest home appliance manufacturer in the world
- NuZee has the exclusive relationship for hot water brewers



FEATURED IN

Forbes

O THE OPRAH
MAGAZINE

goop



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TECHNOLOGY PARTNERSHIP

COMPOSTABLE FLEXIBLE FILM

- ☞ NuZee has partnered with Aripack / Sacchital to bring BPI Certified Compostable material to the US market
- ☞ NuZee will be the supplier to ePac, the largest flexible film digital printer in the US with 20+ locations
- ☞ Material structure is BPI & TUV- certified and essential to ensuring optimal freshness



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TECHNOLOGY PARTNERSHIP



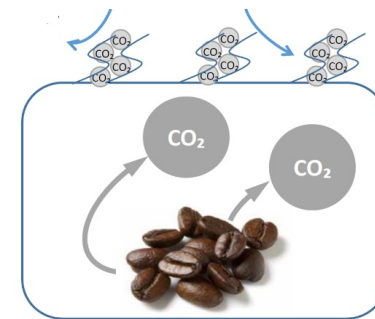
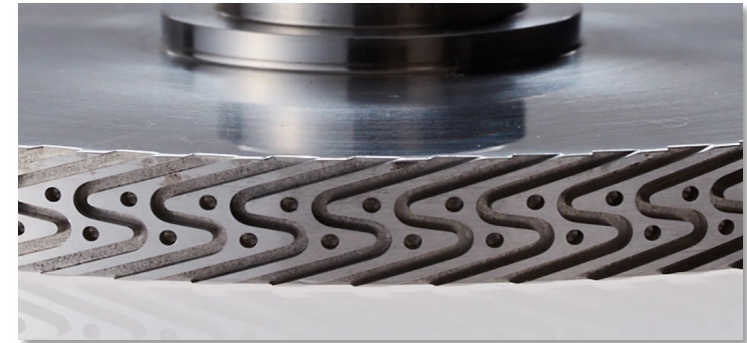
PATENTED BAG SEALING TECHNOLOGY

- ☞ TiMELESS is a disruptive bag sealing technology NuZee brought to market in 2023 through its trading partner Nagase, one of the top chemical trading houses in Japan
- ☞ The ultrasonic sealing technology allows for bags to degas without a plastic one-way degassing valve
- ☞ Eliminating plastic valves means coffee bags can become eco-friendly
- ☞ Eliminating plastic valves also enables the coffee bag supply chain and production cycles to be more efficient

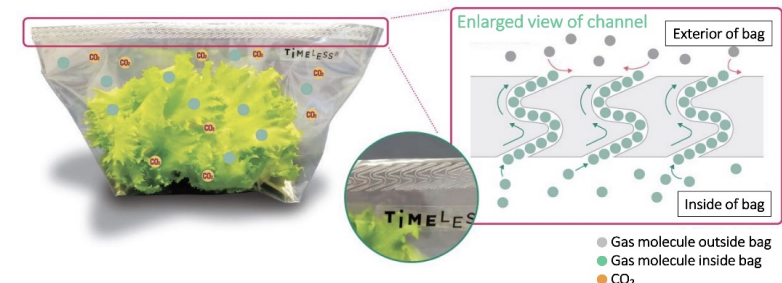


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TiMELESS®



TiMELESS® expels CO₂ gas,



LICENSING



FIVE YEAR GLOBAL LICENSING DEAL STONE BREWING



\$630M
TOTAL REVENUE

50
STATES

40+
COUNTRIES



- ☞ Founded in 1996 in San Marcos, California, Stone Brewing is the largest brewery in Southern California with total revenue over \$630M
- ☞ Based on 2020 sales volume, it is the ninth largest craft brewery in the United States
- ☞ Stone products are available in all 50 states and more than 40 countries
- ☞ NuZee has exclusive full manufacturing and branding rights to all coffee produced under the Stone brand for a period of five years
- ☞ NuZee has a reduced licensing fee of 5%, demonstrating Stone's confidence in NuZee's capabilities as well as the value associated with the relationship



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LICENSING



STONE COFFEE PRODUCT LINE



“Arrogant Bastard”

Dark Roast
Coffee

“Buenaveza”

OATMILK
Mocha Latte

“Drip Kit”

Single-Serve
Pour Over Coffee

“XoCoVEZA”

Medium Roast
Coffee



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NuZee now has significant East & West cost options for large-scale manufacturing

- ☞ To accommodate ongoing growth, NuZee secured additional manufacturing capabilities through an agreement with nationally-recognized coffee roasters Apffels and Goodson Brothers.
- ☞ NuZee utilizes manufacturing facilities in Vista, California, Santa Fe Springs, California, Lenoir City, Tennessee and Seoul, South Korea.
- ☞ With its enhanced operational flexibility, NuZee's supply chain can withstand disruptions



KEY MILESTONES



2015



Begins DBA Coffee Blenders selling own private label in various single-serve coffee formats

2018



Expands facility in Vista CA 4x

2020



Lists on the Nasdaq Capital Market;

2021



Completes hire of certain new management and board of directors

2022



Dripkit Acquisition



Twin Peaks TM pour over coffee launches

Establishes NuZee Korea

Joint venture with El Marino



2017

2018

2020



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SUSTAINABILITY OUTLOOK



OUR COMMITMENT TO SUSTAINABILITY

- Our goal is to become the premier manufacturer of single-serve coffees while innovating coffee products that further drive sustainability

HOW WE ACHIEVE SUSTAINABILITY:

- Our formats only require hot water and a mug, there is no other electrical equipment required
- Our coffee brew bag filters are intended to be industrially compostable,
- NuZee uses recyclable boxes for all its single-serve coffee products

OUR ACHIEVEMENTS RECOGNIZED BY GLOBAL ORGANIZATIONS:

- OK Kosher
- USDA Organic
- Safe Quality Foods Institute

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LONG-TERM STRATEGIC PLAN



“EXPAND”

Continue to expand our product portfolio to increase our visibility, consumer awareness and brand profile



“EDUCATE”

Continue to educate and advocate for pour over coffee products within the broader single-serve category



“ACQUIRE”

Evaluate acquisition opportunities that complement our existing product portfolio and footprint to gain scale



“BUILD”

Efficiently grow our manufacturing footprint and capacity, as global demand is anticipated to expand



“END GOAL”

Become the “go-to” coffee manufacturer for companies entering the single-serve coffee market in North America

FINANCIAL HIGHLIGHTS



Total revenue for our fiscal nine month ending June 30, 2023 was \$2,566,121 representing an increase from \$2,508,345 the previous year during the same period.



**REDUCTION IN
NET LOSS**



**REDUCTION IN
OPERATING LOSS**

KEY METRICS



NuZee Inc. (NASDAQ:NUZE)

Recent Price	\$8.01
Avg. Daily Volume	13,100
Shares Out	691k
Market Cap	\$7.1M
Float	434k*

As of 09/01/23

Fiscal Year-End	9/30
Total Revenue (TTM)	\$3.3M
Q3 FY2023 Revenue	\$649K
Cash & Other	\$3.6M
Total Debt	\$636k

As of 09/01/23

* NuZee expects to complete a near-term capital raise to increase its public float and fund its long-term strategic growth plan.



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MANAGEMENT



MASA HIGASHIDA

CEO & President

Mr. Higashida has served as the Chief Executive Officer, Secretary, and Treasurer of the Company since October 2014, and as Chairman of the Board since April 2013. He previously held the position of President of the Company from October 2014 until August 2017, and CFO from August 2014 until February 2019. Mr. Higashida has founded multiple companies, including a Korea-based financial company and a Singapore-based investment company, and began his career in the financial industry in Nagoya, Japan.



Randell Weaver

Chief Financial Officer

Mr. Weaver has held various senior management positions including President and Chief Financial Officer at Natural Alternatives International, Chief Executive Officer at Disposition Co and President, Secretary & Director at Transformative Health Products, Inc. President & Secretary at CellLife Pharmaceuticals International, Inc., Chief Financial Officer of Neptune Wellness Solutions, Inc., Managing Director at CGM Group Ltd. Mr. Weaver received an undergraduate degree from California State University-Northridge and a graduate degree from Santa Monica College.



TRAVIS GORNEY

Chief Innovation Officer & VP Sales

Mr. Gorney was named Chief Innovation Officer and VP of Sales in 2021. Mr. Gorney joined the company in 2013 and led various functions such as sales, supply chain management and marketing. Prior to joining NuZee, he was the CEO of Left Coast Threads, Inc., a company that operates retail clothing stores. Mr. Gorney was also the President and CEO of Point Blank Beverage, Inc. a premium energy drink company.



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BOARD OF DIRECTORS



NOBUKI KURITA

Director

Mr. Kurita has served on our Board since March, 2021. Kurita's background includes serving as President and Chief Operating Officer of Restar Holdings Corporation, a company listed on the Tokyo Stock Exchange and a manufacturer of semiconductor products, from September 2017 until his retirement in March 2020. Prior to that, Mr. Kurita was the President of Sony China Co., Ltd from April 2012 to June 2016.



KEVIN J. CONNER

Director

Mr. Conner has served on our Board since October 22, 2019. Mr. Conner is currently Managing Director of Conner & Associates, a restructuring & turnaround servicing firm he founded in 1991. Mr. Conner has held senior management and board seats of public & private companies along with being the Chair of the Conner & Associates' SEC audit practice. Mr. Conner is frequently retained as a qualified expert witness in matters before both Federal and State courts, including both corporate governance and general business matters.



David G. Robson

Mr. Robson has served on our Board since March, 2021. Mr. Robson has over twenty-five years of operational, finance and accounting experience and has held senior positions with both public and private companies in a variety of industries. Mr. Robson also served on the Board of Directors of Payference, a software business, since February 2020. Previously, Mr. Robson served as the Chief Financial Officer and Chief Compliance Officer of Farmer Brothers Co., a publicly traded national distributor of coffee, tea and culinary products from February 2017 to November 2019. Prior to that, Mr. Robson was the Chief Financial Officer of PIRCH, a curator and retailer of kitchen, bath and outdoor home brands; as the Chief Financial Officer of U.S. AutoParts; Mr. Robson began his career with the accounting firm Deloitte & Touche Tohmastu.



J. CHRIS JONES

Director

Mr. Jones has served on our Board since October 22, 2019. Mr. Jones is currently the Managing Director of Haddington Ventures, LLC, a venture fund manager and advisor Mr. Jones co-founded in 1998, where he focuses on acquisitions, financing and administrative issues of portfolio companies. While at Haddington, Mr. Jones has also served on over 12 boards of directors of portfolio companies, such as Lodi Gas Storage, which was sold to Buckeye Partners, and Bear Paw Energy, which was sold to Northern Border Partners



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