



KÚKAXÓCO

*the first delicious,
healthy diet cola soda
-- the power of the Andean coca leaf --
the next healthy green leaf*



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No Toxic Sugar
Product of Colombia, Peru & Bolivia
12 fl. oz. (355 ml)

What is KukaXoco?

KukaXoco – pronounced *Kú-ka-Zó-co*

Kuka – Andean word for coca

Xoco – Aztec word for cacao

A delicious Diet Coke/Diet Pepsi-like beverage invented by Greg Aharonian, an expert in coca leaf science/technology

- * Flavor-enhanced sodas with extract of special coca leaf varieties
- * Tastes better by eliminating some bitter ingredients now used
- * Healthier for people, and safer for the environment
- * Similar benefits for other related beverages (i.e., a hot cocoa-coca), chocolate creams, health bars and other potential food and beverage products



THE SOLUTION

KukaXoco's Breakthrough!

Soda industry sales are over **\$250 billion**/year.
Diet sodas sales are **\$100 billion** a year.
KukaXoco wants at least 1%.



Start with foul-tasting Diet Coke/Pepsi soda. The standard mix of: carbonated water, cola syrup, artificial sweeteners, etc.



Add de-cocainized coca leaf extract, derived from specially chosen varieties of the coca leaf from the Andes



Add drops of a specially designed artificial sweetener
Stir.



Simple deliciousness.
Never done before with diet sodas!!!

What is KukaXoco?



KukaXoco Soda -

The first delicious diet cola soda with “No Toxic™ Sugar!”

KukaXoco Health -

Includes a natural insulin and natural fat-burner

KukaXoco Blast -

The first delicious soda – legally with a bit of ‘cocaine’



THE SOLUTION

What is KukaXoco?



KukaXoco Soda -

Uses de-cocainized coca leaf extracts (basically semi-dehydrated coca tea) from South America to make delicious diet cola sodas. By using such extracts, the soda can be sold, now, legally around the world. KukaXoco has patents pending in the US, Canada, Europe, Brazil and China, for both diet cola sodas and chocolate drinks with reduced sugar.

SIDE NOTE: KukaXoco has trademarked "Toxick Sugar", craftily invented to be disparaging, but isn't because "toxick" is not a word (which is why we can obtain a trademark). We will license to all companies with sugar-free products. We also have trademarked "Toxic Sugar", and will be hiring a social media company in Colombia to launch a huge social media campaign (backed up by rigorous scientific data) to take down the semi-addictive, semi-cancerous, sugar.



THE SOLUTION

What is KukaXoco?



KukaXoco Health -

The first delicious soda with extracts of plants that act as a natural insulin (insulin costs are a huge controversy) and as a natural fat-burner for weight loss (companies earn zillions with drugs such as Ozempic). The extracts have little to no taste, so don't interfere with the taste of KukaXoco soda. Others can tout the medicinal properties, avoiding FDA regulation.

SIDE NOTE: over the years, KukaXoco has established connections with people familiar with the traditional medicinal knowledge of cultures in the Andes and Amazon. KukaXoco can launch a line of medicinal sodas championing and partnering with these communities.



THE SOLUTION

What is KukaXoco?



KukaXoco Blast - I

The first soda legally with a bit of 'cocaine'. This exploits the sloppy semantics of drug policy officials and scientists in the last 100 years. KukaXoco Soda uses de-cocainized coca leaf extracts. However, just as easily to manufacture, and at a lower cost, KukaXoco can use coca leaf extracts with the coca alkaloid. The amount is similar to the amount found in coca tea, which has been safely consumed in South America for 500 years. Most of the coca alkaloid is broken down in the stomach, while the rest has an effect similar to that of caffeine.



THE SOLUTION

What is KukaXoco?



KukaXoco Blast - II

This soda can be legally sold in South America now, and with the addition of a few other plant extracts, this soda can be legally sold around the world. More disruptively, while the coca alkaloid and cocaine have a relationship similar to grape juice versus wine, sloppy officials and scientists for 100 years have referred to both as 'cocaine'. Which for marketing purposes, KukaXoco can do so as well. A 'cocaine' soda that really doesn't have cocaine. Drives officials crazy. And drives consumers to KukaXoco. The free publicity campaign when launched will be huge, thanks to a bored press.



THE SOLUTION

Diet Cola Soda

Industry and Statistics

Industry Sales:



The global soft drinks market is valued in the hundreds of billions of dollars. Demand for diet drinks has witnessed good growth in recent years due to shifting consumer food habits towards healthier alternatives to high calorie beverages. Growing concerns over obesity and wellness have pushed consumer preferences towards diet beverages and the market is expected to grow significantly. But diet beverages still have a big taste problem.

Industry Liabilities:



Hundreds of thousands of people a year around the world die from regular consumption of sugary beverages (diabetes, heart disease), which also contributes to 13% of adults being obese. Cola sodas contain hormone disruptors. Sugar is increasingly viewed as addictive and carcinogenic (Delaney clause trigger). Cola sodas are designed to be mildly addictive. Caffeine pollutes the environment (never breaks down – coca alkaloid does).

KukaXoco soda has none of these health liabilities – the safe, non-toxic, cola soda!

This innovation opens the global marketplace to products from the coca growing families of Colombia.



Planned Soda Products



- **KukaXoco Diet Soda:** - sugar-free diet cola soda that tastes as similar as possible to sugary Coca-Cola and Pepsi

- **KukaXoco Coca Soda:** - sugar-free diet cola soda that tastes similar to sugary Coca-Cola and Pepsi, but with a strong coca leaf taste, creating a new triad of 'rooty' sodas: cola, root beer, coca

- **KukaXoco Health Soda:** - sugar-free diet cola soda that contains extract of Andean plants that contain natural insulins, and other nutraceuticals to help diabetics

- **KukaXoco Zesty Soda:** - sugar-free diet cola soda that is extremely sweet – a 'healthy' candy for children

- **KukaXoco HydroCoca water:** - hydrogenated water that is flavored with the coca leaf (exploiting this current fad)

Health Benefits

NO TOXICK SUGAR!!!

KukaXoco's new delicious diet cola soda will be embraced by those suffering from obesity (**13%** of the world's population is obese)



KukaXoco's new delicious diet cola soda will be embraced by the diabetic community (**10%** of the world's population aged **20-79** has diabetes)

A variety of other healthy Andean/Amazonian plant extracts can be easily added to KukaXoco soda, e.g., extracts that are a natural insulin, can affect weight loss and that have potential anti-cancer benefits

Using organic coca alkaloid in some KukaXoco products is healthier for the human body and safer for the environment (caffeine pollutes)





Why We Will All Succeed



- ✔ **Revolutionary:** no one else uses coca leaf in diet sodas (Coca-Cola stopped after 'New Coke', Pepsi has never used)
- ✔ Healthy benefits for the obese and diabetic looking for sugar-free 'delicious'
- ✔ Tastes delicious and is healthier than its 2 largest competitors, Diet Coke/Diet Pepsi
- ✔ Operations start in Colombia and Peru, leverage that to U.S., then global
- ✔ "Virtual" operations, initially outsourcing as much production as possible where cost effective
- ✔ Colombia/South American cost advantages
- ✔ No direct competition
- ✔ Patents issued: Canada, New Zealand. Patents pending: US, Europe, Asia
- ✔ Trademark registration for "Toxick Sugar", as in "No Tox**Ick** Sugar!"
- ✔ Sponsored a Coca Industrialization Investor Conference: October 2023, Cali, Columbia, with the University of Libre and business/civic groups; government of Colombia to replicate conference in other cities



Business Strategy



Parallel paths, highly coordinated in Colombia/Peru/South America and U.S.

- Product - such as taste tests
- Production - identify private bottlers
- Marketing - sophisticated plans including social media
- Distribution - traditional/non-traditional networks



Rapid launch by partnering with existing soda bottlers to avoid large initial capital expenditures for manufacturing, warehousing and distribution.



Launch in Colombia/Peru/South America and three months later in U.S. using “lessons learned” – generate global pre-sales with a KickStarter project



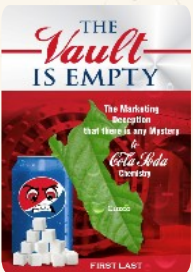
Work with others to create additional beverages, such as chocolate products and healthy snacks (including a healthier competitor to Nutella). Work with government training agencies to teach others to be coca entrepreneurs.





KukaXoco Marketing

MASS AWARENESS CAMPAIGN



SOCIAL/DIGITAL/CONTENT CREATOR



FIELD MARKETING & RETAIL



SHOPPER MARKETING

COUPONING & LOYALTY



MEDIA & PROMOS

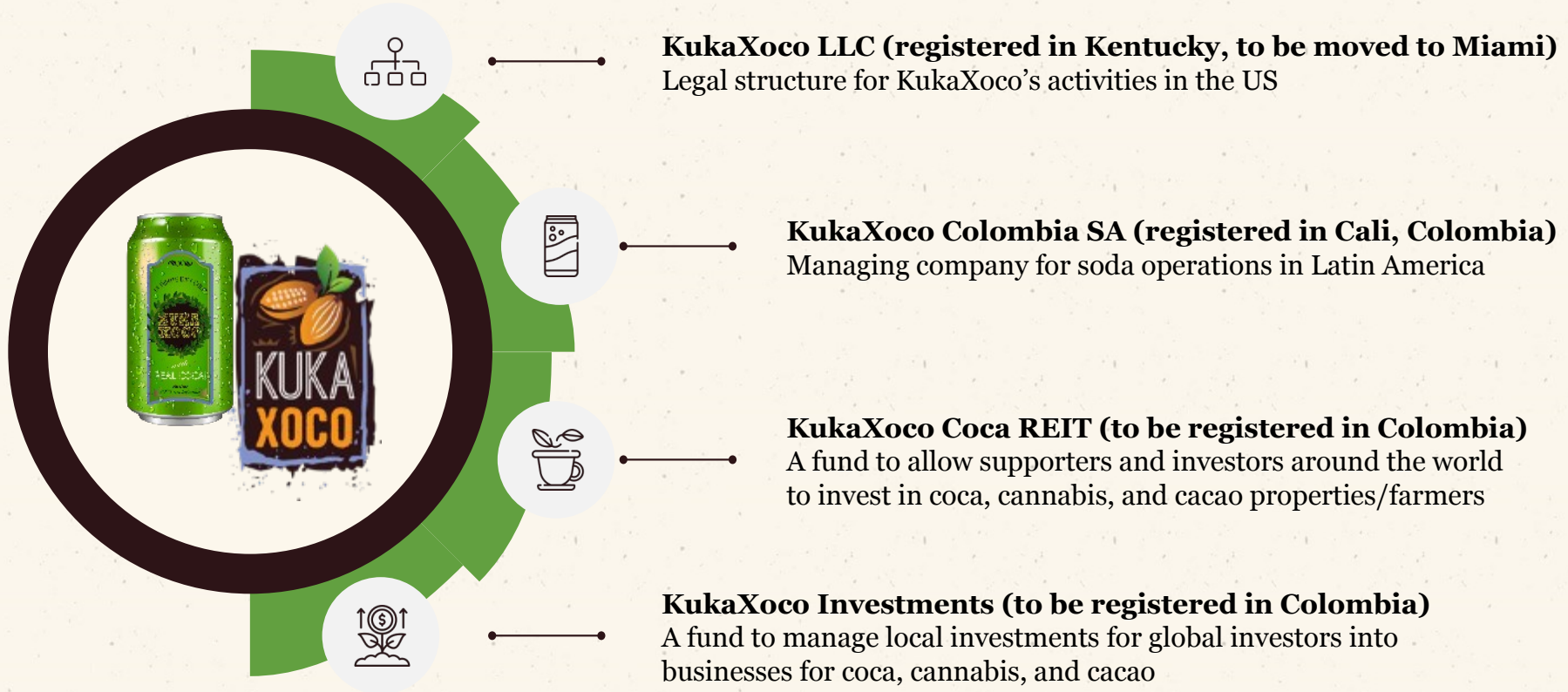


SHOPPER PARTNERS



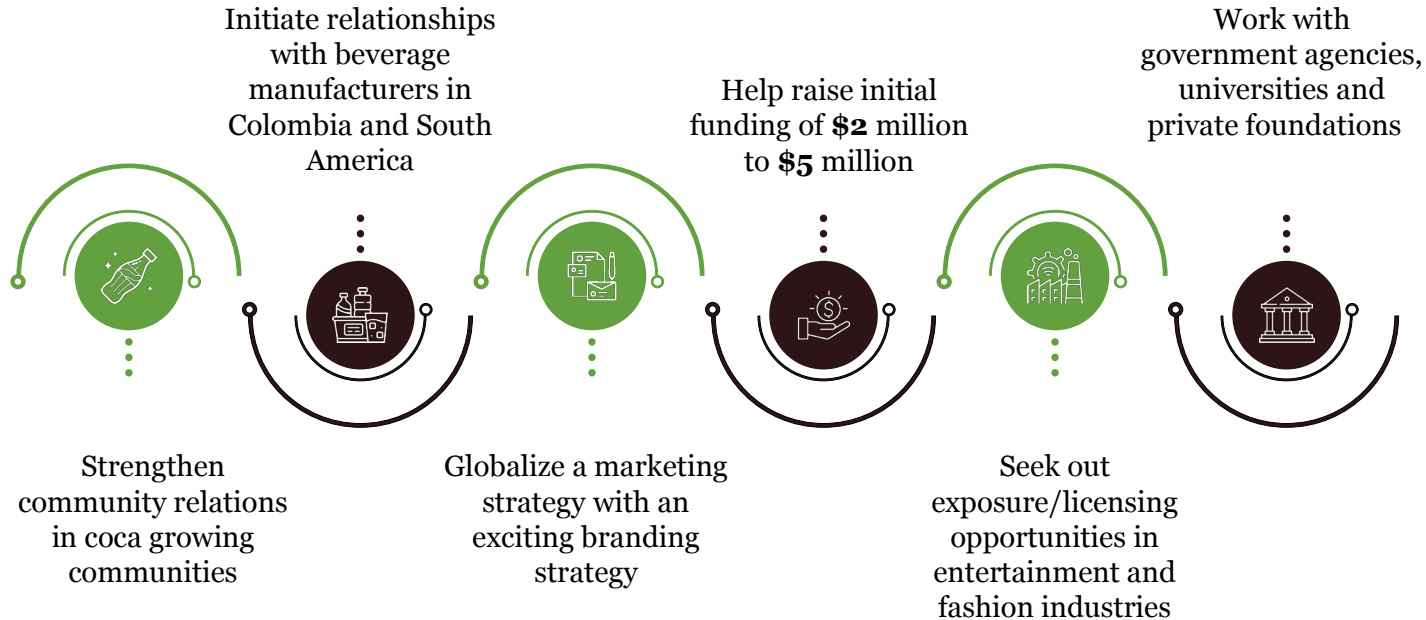


Business Structure



Key Partners

KukaXoco has retained Advisors to:





Management and Advisors



GREG AHARONIAN – CEO/Founder - Expert in technology valuation, innovation/patent analysis and technology investing. Twenty-five year career in patent law consulting to corporations, law firms and financial firms. Author, speaker, entrepreneur. Degrees in physics and computer science from Brandeis University and Cornell University. Mr. Aharonian has been pioneering coca leaf industrialization since 2014, navigating complex politics. Born in Boston and now lives in Cali, Colombia

ROY CLAUSS – Advisor - Highly experienced investment banker. Former Salomon Brothers Managing Director, Lehman Brothers Partner. Billions of dollars of debt/equity financing, M&A, restructuring transactions including Avianca Airlines. Advisor/entrepreneur - aircraft operating lease, internet, electric vehicle, laser weapons, aviation, cyber insurance companies. Expert in capital raising.

RAFFI MANJIKIAN – Advisor - Entrepreneur, investor, hands-on accomplished senior executive. Strong track record in raising debt and equity capital for seed, startup and growth stage companies

EDGAR BARRERA – Advisor – food engineering professor at the University ICESI in Cali, Colombia, and co-founder (along with Greg) of the NGO InterAndean Institutes of Coca Science.



Virtual Enterprise



Soda Beverage Formulation Consultant – Food Scientist for Hire - a food consultant collective that develops food and drink products from concept to launch. Food technologists/developers with years of experience working for companies like Mars and Unilever. Have successfully launched over 100 products across various food & beverage categories. Experts in product development/formulation with a deep understanding of the science behind beverage production/technology. Netherlands-based with ties to Refresco, the world's largest independent bottler of beverages.



Soda Beverage Bottling Colombia - bottling companies in Colombia to start production of KukaXoco Diet Cola sodas for initial distribution in Colombia, and then across Latin America. Some of our potential partners are local companies that are competing quite well, in terms of sales, with Coca-Cola and Pepsi. This will generate an income stream for KukaXoco that can later be used to establish our own bottling plants.



Soda Distribution Colombia – KukaXoco is in discussions with nationwide community groups to have their members market and distribute KukaXoco's soda across Colombia, and then Latin America. This will be a permanent relationship to reward their initial support. This is one key to success – all profiting from distribution.



Soda Bottling Global – KukaXoco is investigating, for 2024 partnerships, soda bottlers in the United States and Europe that also have warehousing and distribution services (e.g. Refresco). We will make use of these services for Food Scientist for Hire. Again, this will generate income for KukaXoco that can be used to build its own plants.





Responsibilities

GREG AHARONIAN

- Establish foundation for global coca soda, chocolate bars and health bars enterprise, beginning in Colombia/South America
 - Strategic leadership and international political coordination
 - Work closely with counterparts to develop parallel paths in every aspect of KukaXoco
-
- ✓ R&D, product development evaluation strategy to focus on both taste and health attributes for Colombia/South America and U.S.
 - ✓ Negotiate with ENACO (main supplier of coca leaf extract) for South American and U.S. supply
 - ✓ Source ingredients/suppliers
 - ✓ Develop costs/pricing data
 - ✓ Address supply chain - production, warehousing, distribution
 - ✓ Address brand and sales/marketing issues for Colombia/South America
 - ✓ Involve social media company in Lima and Cali including GoFundMe/KickStarter
 - ✓ Address regulatory issues (INVIMA is the FDA of Colombia), if any, in South America and U.S.
 - ✓ Refine social impact agenda – continue fostering relations with community organizations
 - ✓ Build Management Team and Board of Directors
 - ✓ Engage in capital raising including government grants
 - ✓ Organize Investor Conferences





Greg Aharonian – (mostly safe) field research



Greg – coca fields, Sierra Nevada, Colombia



Greg – coca field, Los Yungas, Bolivia



Responsibilities



- ✔ **Roy Clauss, Stephen Smart** -
 - work with Mr. Aharonian to develop financial projections
 - work with Mr. Aharonian to develop financing plans
 - help coordinate Mr. Aharonian/advisors activities
 - keep priorities moving fast
 - pursue licensing arrangements
 - lay groundwork for sale in 3-5 years

- ✔ **Raffi Manjikian** - provide input wherever needed - brand, marketing, distribution, etc. Board of Directors-like role. Focus on potential investors.

- ✔ **Edgar Barrera** – coordinating logistics for the first conference for coca investors/industrialization in Colombia in 2023 (second in 2025). Also organize potential partnerships with soda bottlers in Colombia.



Legal Status of the Coca Leaf and IP Protection



Decocainized coca leaf extracts are fully legal to use in the United States, not regulated by the DEA, and Generally Recognized as Safe (GRAS) by the FDA (the European Food Safety Agency has similar regulations).



Pending patent applications for our soda technology in the US, EU, Canada, China, and India. The first patents for our coca-cacao technology have issued in Canada and New Zealand.



KukaXoco has a US trademark for KukaXoco and ToxIck (will apply for others). There is ample US trademark case law that “Coca” and “Cola” can be used separately in product names. Coca-Cola only has rights to “Coca-Cola”.



Despite similarity of KukaXoco diet cola soda to existing cola sodas, there is no infringement because all ingredients and their combinations are in the public domain. KukaXoco also has the exact formula for Coca-Cola syrup. Activist funds in New York would buy KukaXoco just for this information, which will cause the large beverage and food chains liabilities in the future.



A New Hope for Colombia

There are over **200,000** proud and industrious families in Colombia that survive because of their coca farms. It is bad enough that no one helps them and no one treats them as what they are – hardworking entrepreneurs who will reward investors. They need help to industrialize:



The coca farms need the support of the Ministries of Agriculture and Commerce



They need access to eco-friendly farming technology, and production/distribution



Their coca culture (and in Peru and Bolivia) – music and art – needs to be celebrated



They need support to earn good livings legally with the coca leaf, not forced to substitute

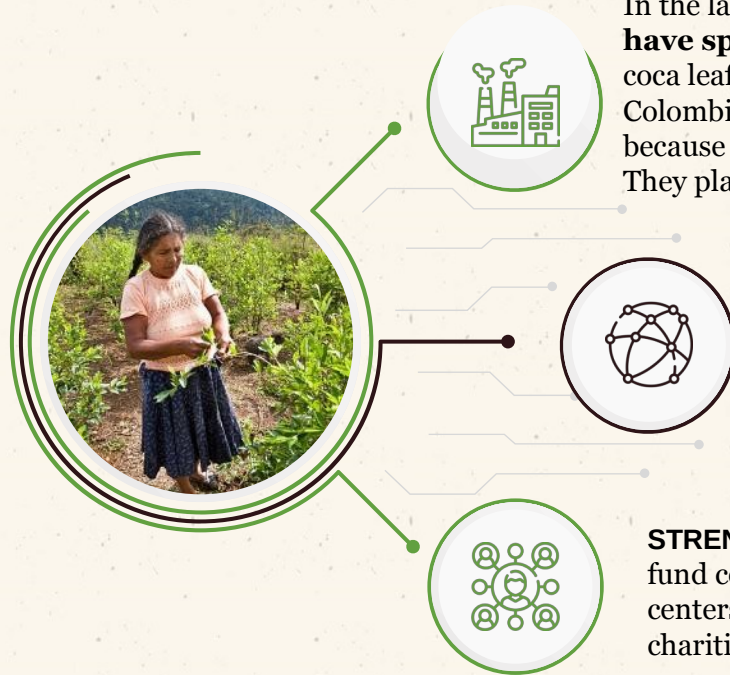


The universities need to help them with science, technology, and business growth



THEY NEED SOLUTIONS. AND THEY NEED A CHAMPION.

Social Impact Agenda



PEACE THROUGH INDUSTRIALIZATION:

In the last 20 years, the governments of the United States, Europe and Colombia **have spent over \$10 billion** trying to find peaceful solutions to the problem of the coca leaf, and have completely failed, including failing the 250,000 families in Colombia who rely on the coca leaf for their livelihoods. The governments failed because they ignored the entrepreneurial skills and needs of the coca growers. They plan to spend billions more – an opportunity for KukaXoco.

PEACE THROUGH GLOBALIZATION:

By opening world markets to new uses of extracts of the coca leaf, we create a channel for new Colombian products using many other plant extracts from the Andes and Amazon – new products means new jobs.

STRENGTHENING COMMUNITIES: KukaXoco will create a charitable arm to fund community social projects (e.g., scholarships, libraries, innovation training centers) in the coca growing communities it works with, working with other charities in Colombia.



A national asset, not a threat. A culture, not a crime.
A family builder, not destroyer.

A tough businesswoman, a member of vibrant
communities. Let us help her, not hurt her.

*from: “The silenced lives of the women who grow
coca leaf”, El Periodico, July 2019,*

<https://www.elperiodico.com/es/cuaderno/20190615/vida-silenciada-mujeres-colombianas-cultivadoras-coca-7500626>

Investor Outreach



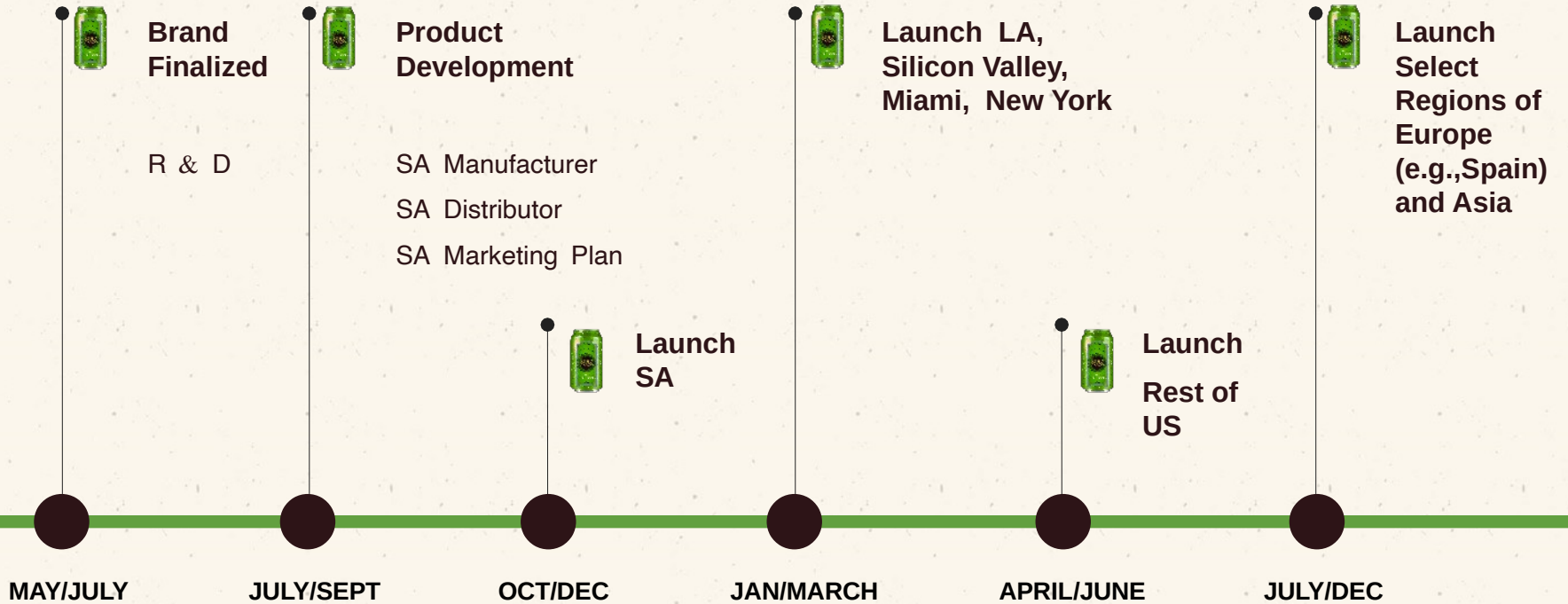
GREG AHARONIAN has invested nearly U.S. **\$500,000** in recent years to bring KukaXoco to where it stands today. He is investing an additional U.S. **\$500,000** to accelerate KukaXoco's development in connection with U.S. **\$2MM - \$5MM** seed funding from investors.



KUKAXOCO is confident that it will find an investor or co-investors in this seed round, that there will be substantial investor interest as a result of the October **2023** Coca Industrial Investor Conference in Cali, Colombia (and subsequent conferences) – especially Colombia-based investors, and that there will be a significant number of investors in the Series A and future rounds, if required. One of the few, pure, ESG, investments.



Timeline 2025-2026





Seed Investment Terms

Potential Returns

The information on this slide contains forward looking statements. KukaXoco makes no representations that these projections are achievable.

- ✓ **\$2MM - \$7MM** convertible note seed financing at 20% discount to Series A financing anticipated in Winter 2026 in **\$25MM - \$50MM** plus range.
- ✓ Anticipate **\$300MM** in revenues by end of year 5 (or sooner)
- ✓ Objective is sale, at **7.5X** earnings when **\$300MM** revenues achieved, for **\$2.25B**.
- ✓ There are examples of beverage companies with a unique story, rapid growth, revenues that match KukaXoco's growth projections, revenues similar to KukaXoco's at the time of sale and projections, like KukaXoco's, of becoming a billion dollar revenue company, that sold at **7.4X** revenues.
See: : <https://silverwoodpartners.com/bai-high-valuations-in-alternative-beverage-ma/>
- ✓ **1%** hypothetically worth **\$22.5MM**. **5%** hypothetically worth **\$112.5MM**





STAGE I – Budget, Activities

The information on this slide contains forward looking statements. KukaXoco makes no representations that these projections are achievable.

BUDGET: \$2 million

This will be used to do a coca farm land-flip deal for publicity purposes. (Legally) Buy about \$2 million worth of coca farm land in Colombia, and sell in the USA and Europe for \$4 million to investors and people who want the latest gimmick gift. KukaXoco has the legal and commercial mechanisms set up to do this, and a deal indigenous groups to co-manage the properties.

As important as the profits are, this will create huge publicity around the world for KukaXoco and coca industrialization, creating an immediate customer base for KukaXoco soda (and confound the heck out of government drug authorities - the legal mechanism we have created satisfies all existing laws). A vibrant social media campaign will be launched. And we further strengthening our ties to the coca farming communities.

This can also be the basis for a KukaXoco REIT - managing for investors the purchases of larger-area coca and marijuana and cocoa farm lands across South America.





STAGE II – Budget, Activities

The information on this slide contains forward looking statements. KukaXoco makes no representations that these projections are achievable.

BUDGET: \$5 million

Launch sales of KukaXoco Soda, leveraging the publicity and potential customer lists from the land sales gimmick from Stage I. Use a private bottler in Europe (Refresco) to handle manufacturing and warehousing in the USA and Europe (until we fund our own plants – build up market share and cash flow first). We will use local bottlers in Colombia, Peru and Bolivia (from which we can ship to Chile, Brazil and Argentina).

We will work with indigenous and coca growing communities for sales and distribution around South America (and work with their colleagues in the native American communities of the USA and Canada) for distribution. We will work with diabetes organizations around the world, who are constantly looking for new delicious products for their communities.

We will continue with our active social media campaign, championing the coca growing communities we work with across Colombia, Peru and Bolivia. Indeed, at this stage with established distribution channels, the focus will be on the many health and social benefits of coca industrialization.





STAGE III – Budget, Activities

The information on this slide contains forward looking statements. KukaXoco makes no representations that these projections are achievable.

BUDGET: \$25 million

Launch KukaXoco Health and KukaXoco Blast, using existing manufacturing, distribution, marketing and sales channels. This will be a continuation of existing management activities, including the social media campaign, enhanced with the 'cocaine' angle. This generates huge publicity that can be channeled directly into marketing and sales.

With our product channels, we can distribute/sell KukaXoco rebranded products from other coca leaf producers in South America: coca beers, coca liquors, coca chocolate, coca breakfast products, etc. Many small producers can't get their products into global markets, because of a lack of government help or interest. If their products are delicious, KukaXoco will move them.

Other opportunities. KukaXoco will base operations in Medellin, Colombia. Medellin is the fashion capital of Colombia. We can work with local fashion companies to launch a KukaXoco line of coca-themed fashions. And of course, there is the obligatory contest for "Senorita Coca". And to have fun, have musicians rewrite some songs for our advantage: "Macho Man" → "Coca Man" (the rest of the words still work).





1st Investors Conference for the Industrialization of the Coca Leaf 5/6 October 2023 in Cali, Colombia



- ✓ Co-sponsored by KukaXoco and the University Libre, Cali
- ✓ Followed by private investors/businessmen meetings in Cali
- ✓ Summary Agenda
 - Focus on industrialization of coca leaf – financing, IP, regulatory
 - Promote coca leaf as the next green leaf for the investment world
 - Solicit domestic and international investment in several sectors -
 - food and beverage, real estate, financial services, etc.
 - Review social benefits for growers, businesses, government, etc.
 - Have trade show to allow other coca leaf product producers to attract investments
 - Have workshops to teach KukaXoco's coca technologies
- ✓ Follow-up conferences planned in other Colombian cities co-sponsored by the government of Colombia – one will be a virtual global conference for investors, the second a presential conference in Bogota which will attract the powers that be



Investor Opportunities

While the primary business of KukaXoco will be its line of delicious and healthy line of diet cola soda (and related beverages), our activities in launching the industrialization of the coca leaf create overlapping business opportunities for our investors. For example, we will be working with many coca leaf entrepreneurs in Colombia, Peru and Bolivia, in order to obtain our raw ingredients, and to obtain products of their that we can rebrand. These entrepreneurs also are seeking investments to expand their operations. KukaXoco is the best bridge between investors and these entrepreneurs.

KukaXoco will offer five investment opportunities with a common brand:



KUKAXOCO SODA – the foundation of KukaXoco



KUKAXOCO REAL ESTATE FUND – which will purchase coca farm land for investors



KUKAXOCO COCA INVESTMENTS – which will manage investments in coca startups



KUKAXOCO COMMODITY HEDGE FUND – which will help farmers hedge their crops



BANCO de KUKAXOCO – serving the coca and cannabis growers of South America

