



PILOTSFRIEND.CA

ORGANIC ENERGY TONIC

ELEVATE YOUR SENSES

OUR IDENTITY AND ATTRIBUTES

- 1 What is PilotsFriend?** PilotsFriend is a healthy functional beverage. With a blend of 14 all-natural, organic fruit juices and herbal extracts, it's not only incredibly delicious, it's a healthy boost to feel reinvigorated - a healthy alternative to coffee and artificial sugary energy drinks.
- 2 Our Story** PilotsFriend was born out of necessity. Precision crafted and perfected over a decade by a team of bio-scientists and nutritionists, it was originally developed to help European jet pilots achieve optimal concentration and performance, without any side effects. After more than 10 years of success in Europe, this natural energy tonic is finally available in Canada.
- 3 Healthy Drink vs Energy Drink** The energy drink category has long been associated with extreme sports and alcohol. With PilotsFriend, we're reaching new consumers with a product designed for busy, health-conscious professionals.

PilotsFriend is not your typical energy drink. It has 14 ingredients, which provide digestive aid, stress-relief and energy. Our caffeine is derived from natural plant extracts. Although PilotsFriend has about one third the amount of caffeine found in a cup of coffee, Health Canada still requires it to be labeled as an energy drink – even though in Europe, it's labeled as a “feel-well” drink.

Typical energy drinks contain unnecessary high doses of caffeine. But PilotsFriend has just the right amount of natural caffeine derived from Guarana seed extract (quick-release agent), and slowly releases more caffeine from Kola nut extract to maintain the alertness over an extended period. On average, it releases the optimal amount of caffeine for 3-5 hours of sustained and natural benefits. No spike or crash, just enhanced mental clarity.

- 4 Ingredients and Taste** We source 14 premium natural and organic ingredients, including ginger, cardamom, acerola and gentian, from licensed farms in 11 different countries.

We're often told that PilotsFriend provides a feeling of clarity. In terms of taste, it offers a bold and balanced arrangement of woody, earthy and herbaceous flavours.

- 5 Certifications** PilotsFriend is certified organic, certified vegan, GMO free, gluten free, additive-free, and contains no artificial flavors, no artificial sweeteners, no Taurine, and no preservatives. Furthermore, we only use BPA-free cans.
- 6 Place of Production** We are currently crafted in Italy and Austria under the highest food grade standards. PilotsFriend West Inc. has the exclusive rights to the product and the brand for North America (all 41 countries and territories).
- 7 Target Audience** Busy professionals with a refined palate, who enjoy travel and the finer things in life.
- 8 Sugar Amount** Only 15 grams of sugar per can; less than what you'll find in an apple. 58% of the sugar is derived from fruit juices and the remaining 42% from minimally processed organic cane sugar.
- 9 Time of Use** Perfect for almost any time of day.

You can add PilotsFriend to your morning smoothie or use it as a substitute for your mid-morning coffee. Consume it prior to your meal as an aperitif or save it for after as a digestif. PilotsFriend can help overcome an afternoon slump or be used as an effective energizer for a big workout or a night on the town.

- 10 Size** With our 150ml cans, PilotsFriend delivers more with less.

Some energy drinks will dilute their content with high amounts of sugar and water, but we focus on providing the right amount of healthy ingredients in every can. We believe if you're thirsty, water is the best drink you can have but if you are looking for a refreshing drink to feel reinvigorated PilotsFriend is your drink

- 11 Price** Premium ingredients at an affordable price.
- 12 Endless Creativity** The unique, complex flavour of PilotsFriend has inspired chefs and mixologists in Europe to get quite creative with it, by adding it to their favourite concoction, making gelato, and ice-cream.

Due to Health Canada regulations, we are not permitted to promote mixing PilotsFriend with alcohol in Canada. We have recipes for healthier, alcohol-free alternatives on our website.

- 13 Sustainable and Socially Responsible** We dearly care about our environment and our community and that's why we have decided to provide a healthy alternative for all the sugary and synthetic energy drinks and over-consumption of caffeine.

We aim for the highest product quality, excellence and purity. That means we refuse monocultures, pesticides and genetic engineering and we aim to help preserve an ecological balance. In short, we treat Mother Nature with love and respect.

- 14 Vision and Mission** Our vision: PilotsFriend is the leading choice of beverage for a busy and health conscious lifestyle.

Our mission: To power people through their day and inspire them to be the best versions of themselves. We serve a great-tasting, all-natural health tonic that makes everyone feel well.

- 15 Dragon's Den** We brought PilotsFriend to the Dragons' Den for Season 12. We received amazing feedback from the Dragons and enjoyed our positive experience.

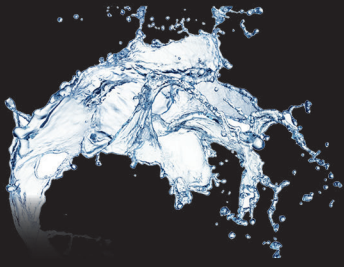
• ALL NATURAL ENERGY WITHOUT THE CRASH •



INGREDIENTS

ORGANIC FEEL-WELL TONIC

All of our premium ingredients are sourced from licensed farms around the world.



NATURAL SPRING WATER

Naturally sourced from European springs.

ORGANIC APPLE JUICE

Rich in antioxidants from the fields of Alto Adige in Northern Italy.



NATURAL GREAT YELLOW GENTIAN EXTRACT

Austrian grown flowers to strengthen the mind.

ORGANIC BLACK CARROT JUICE

A nutritious variant of the carrot family grown in Turkey, new to the western palette.



ORGANIC CHOKEBERRY JUICE

Sourced from Poland, it helps to maintain a clean and healthy lifestyle.

ORGANIC LEMON JUICE

Refreshing taste from Italy to clear the mind.



ORGANIC ACEROLA EXTRACT

Cultivated in Brazil, it is a high source of vitamin C in its fruit form.

NATURAL KOLA NUT EXTRACT

Cultivated in Nigeria, it provides finely balanced and natural caffeine content.



ORGANIC CANE SUGAR

Added for sweetness. Minimally processed and organically grown in Paraguay.

NATURAL QUININE EXTRACT

Sourced from Peru, it soothes the mind and body.



ORGANIC ORANGE EXTRACT

Grown in France it is rich in vitamins, minerals and dietary fibers In its fruit form.

ORGANIC GINGER EXTRACT

Sourced in India, it is traditionally used in Eastern cultures to cleanse the body.



NATURAL GUARANA EXTRACT

Provides fast releasing natural caffeine from Brazil.

ORGANIC CARDAMOM EXTRACT

Cultivated in France, it combines with ginger to create a unique taste and pleasant effect.

