

HOLY

SOFTDRINKS 2.0



Founders









Philipp Nass

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WE ARE BUILDING THE NEXT GENERATION OF SOFTDRINKS FOR THE CONSCIOUS CONSUMER...

OPPORTUNITY

	Meat	Cereals	Milk	Beverage
Old Industry				
New Industry				

... WITH TASTY YET HEALTHY & ECO-FRIENDLY SOFTDRINKS



Healthy Indulgence

HOLY drinks are low-sugar, low-calorie & only contain natural flavors, resulting in a clean conscience.



Functional

HOLY offers highly functional softdrinks for different needs – let it be a wakeup kick or a summer refreshment.



Eco-Friendly

With our powder-based drinks, we reduce plastic pollution & CO2 from transportation (weight) by > 90%.



OUR DELICIOUS PRODUCT-LINES DISRUPTS EXISTING MULTI-BILLION-DOLLAR CATEGORIES



HOLLY ENERGY

Energy push
Concentration push

The block contains the 'HOLLY ENERGY' logo in a stylized, italicized font with 'ENERGY' in a smaller oval to the right. Next to it is a blue and red can of Holly Energy with a shark illustration. To the right of the can are the text 'Energy push' and 'Concentration push'.

HOLLY ICED TEA

Immunity support
Gut health

The block contains the 'HOLLY ICED TEA' logo in a stylized, italicized font with 'ICED TEA' in a smaller oval to the right. Next to it is a pink and green package of Holly Iced Tea with a green character illustration. To the right of the package are the text 'Immunity support' and 'Gut health'.

HOLLY LEMONADE

Hydration
Anti-hangover

The block contains the 'HOLLY LEMONADE' logo in a stylized, italicized font with 'LEMONADE' in a smaller oval to the right. Next to it is a white pouch of Holly Lemonade with the Holly logo. To the right of the pouch are the text 'Hydration' and 'Anti-hangover'.

WITHIN LESS THAN 2 YEARS, WE ACHIEVED UNRIVALED GROWTH AND CUSTOMER SATISFACTION

Customers
(Jan 23)

>100k

8x Y-o-Y

Trustpilot Score
(Jan 23)

4.7/5

+6k Ratings

Net Revenue
2022

>€5M

7x Y-o-Y

WE ARE BUILDING A LOVE BRAND BY FOCUSING ON CAMPAIGNS, CONTENT, CREATORS, COMMUNITY & COLLABS

CREATORS

250+ creators, mostly with long-term partnerships



CONTENT

User-generated content, street tastings & more



COMMUNITY

>10k Discord members, 15k Whatsapp subscribers & more



CAMPAIGNS

10+ campaigns per year



HOLY

COLLABS

10+ co-branded products



OUR R&D ENGINE FUELED BY COMMUNITY FEEDBACK ENABLES US TO LAUNCH DRINKS THAT CUSTOMERS LOVE

In-depth customer understanding through direct sales data and customer feedback



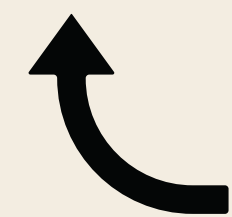
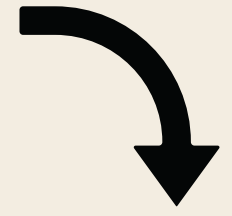
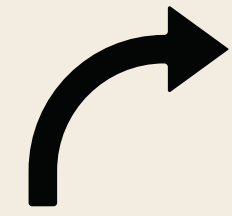
Launch flavors with certainty of success due to development-on-demand

Best-in-class product development in collaboration with Symrise.

Flavor development in less than 3 weeks
















Unfiltered product feedback from community



THIS IS ONLY THE BEGINNING: WE HAVE A CLEAR PRODUCT, GEOGRAPHY AND CHANNEL EXPANSION PLAN

EXPANSION

Year	2021	2022	2023	2024
Product	   			
Geography	  		  	 
Channel	D2C			
				Marketplace
			Quick Commerce	
			B2B	
				Pop-up Stores
				Food Retail

BY 2030 WE WILL HAVE REDUCED SUGAR CONSUMPTION BY 87.5 THOUSAND TONNES AND AVOIDED WASTAGE OF 2.5 BILLION PLASTIC BOTTLES.

Assumption: 500ml bottles with sugar content of 7g / 100ml

CONSUMERS DEMAND HEALTHY & SUSTAINABLE SOFTDRINKS



Less sugar — more taste

87% of consumers actively try to reduce their sugar intake without compromising on taste.



Functionality first

The demand for products with functional benefits has risen by 33% since 2021.



Need for sustainable alternatives

Consumers want sustainable products and 51% are willing to pay more for eco-friendly options

Global Softdrink Market 2027

Healthy Softdrink Market 2027

2022

\$570bn

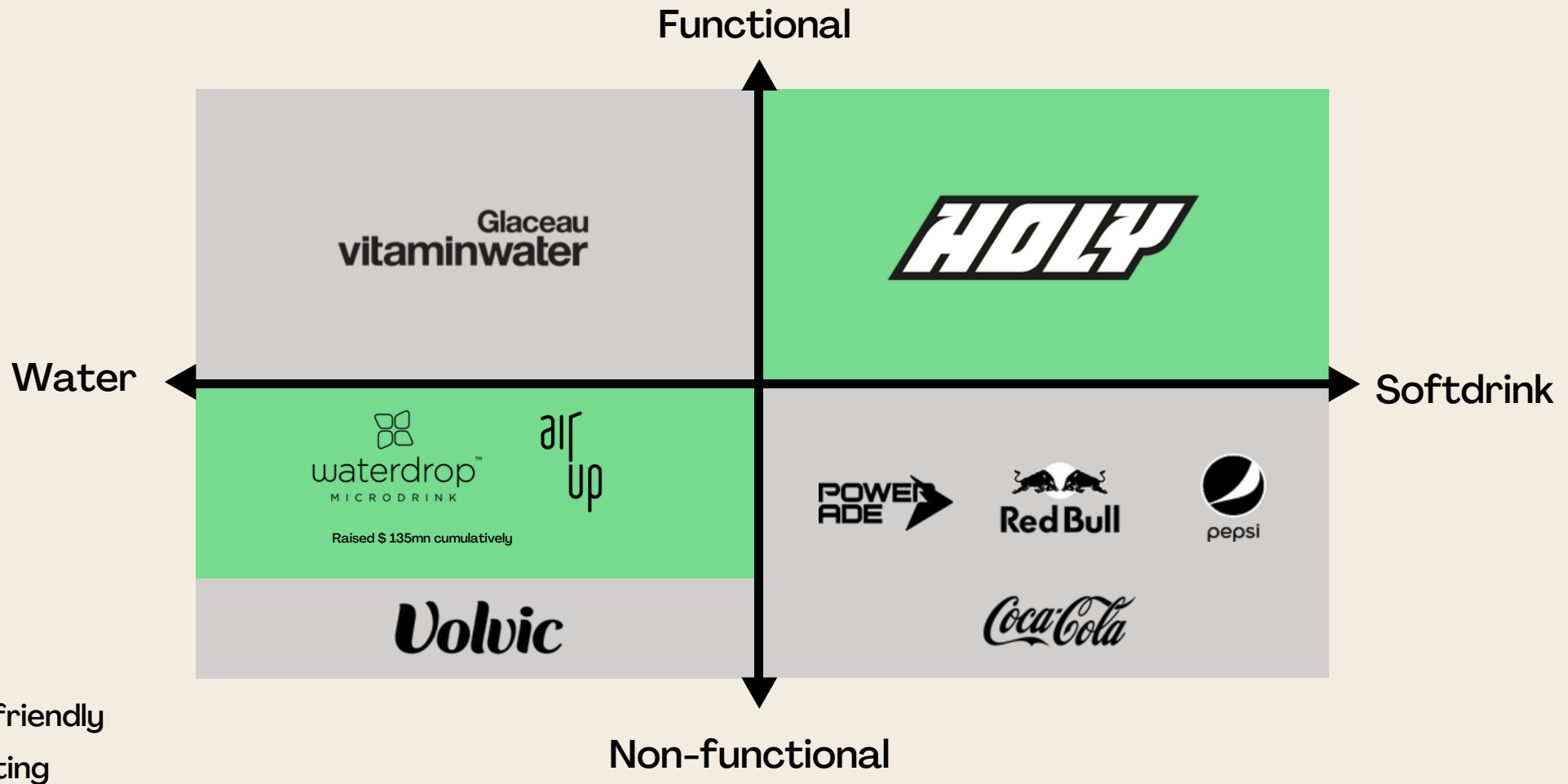
\$765bn

\$1.4trn

6.06% CAGR

WE ARE PLAYING IN OUR OWN CATEGORY BY OFFERING TASTY, FUNCTIONAL AND ECO-FRIENDLY SOFTDRINKS

COMPETITION



OUR TEAM COMBINES COMPLEMENTARY EXPERTISE TO SCALE A NEW GENERATION CONSUMER BRAND

HOLY Founders



PHILIPP NASS

CMO

Leads our marketing org and budgets across all distribution channels and geographies



MATHIAS HORSCH

Co-CEO

Leads our brand vision and new business while ensuring organizational excellence



FREDERICK JOST

Co-CEO

Leads our product vision and fundraising while building operational excellence

crealytics ●●● REFORGE

happyfresh WHU 
Otto Beisheim School of Management

amazon IBM
WU  TUM

HEC PARIS eurazeo
BCG WHU 
Otto Beisheim School of Management

Extended Leadership Team



SANDRA GREILING & ANNIKA JANSSEN

Head of Design



PATRICK POHL

Head of Finance



TAOUFIQ BORTAI

Country Manager
France



MORITZ WAHRlich

Head of
Operations

WE ARE SUPPORTED BY INDUSTRY VETERANS AND DIRECT-TO-CONSUMER LEADERS

ADVISORS & INVESTORS

Seed Investors



Business Angels



AKOS PIFFKO
Founder & CEO | Ava & May



KLAAS KERSTING
Founder Gameforge



TIM MARBACH
Serial Founder & Investor

HOLY

