

AMP Quick Facts

Pulse Beverage Corporation (PLSB)

*All Natural
Beverage
Market*



Symbol: PLSB

Last Price: \$.85

(August 27, 2013)

Sector:

Consumer Goods

Industry: Beverages

All Natural

Debt: Zero

Cash: 3.8 Million

March 31, 2013

52 Week Range:

Low \$.45

High \$1.48

Market Size: \$23B

Market-Cap: \$43.7M

Shares: O/S 51.43 M

Avg. Vol. (90 days):

55,300k

Shareholders: 4300



For More Information

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**Acorn Management
Partners**

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Pulse Beverage (PLSB.OB) is an emerging growth beverage company that manufactures and distributes Cabana 100% Natural Lemonade and has launched its flagship product PULSE brand of functional beverages, originally developed by a major healthcare company, in three health platforms: PULSE Heart Health Formula, PULSE Women's Health Formula and PULSE Men's Health Formula.

The company seems to be in a sweet spot in the beverage market due to its focus on beverages containing functional ingredients that have shown to promote health. Coca-Cola has stated that it is searching for another billion dollar brand, and is betting that the next big beverage will be a niche product. Coke has expressed to the company that the beverage industry is trending toward niche beverages such as the company's Pulse brand. Notably, Coca-Cola's "proof of concept" benchmark is one million cases.

- **With a strong product offering led by highly successful beverage executives, The Pulse Beverage Corporation is well-positioned to emerge as the next hot brand in the nutritional/functional beverage market.**
- **Recent sales reported by the major players and forecasts released by industry experts indicate that the market is experiencing a strong shift away from the broad consumption of carbonated soda drinks to healthier options. Pulse's products are targeted at the nutritional and functional beverage segment of the non-carbonated beverage market which potential market size in excess of \$1 billion in annual sales.**
- **The PLSB line has over \$10M being spent in the development, formulation, and marketing of the Pulse® brand of beverages under license from the Baxter Healthcare Corporation. PLSB owns all trademarks, rights, formulations, etc., royalty-free.**
- **Initial sales are driven by PLSB's - Cabana™ 100% Natural Lemonade product, which should hit the magic 1M cases shipped mark by year-end, on a 12-month delivery-to-store basis. These milestones are key as numerous brands have been acquired at premium valuations by major players once the 1M cases shipped per annum mark is reached.**
- **The PLSB management team has launched and managed distribution for over 25 major brands**
- **Pulse Beverage intends to up-list on the NASDAQ, as soon as it completes all requirements**

Acquisition Target:

The Pulse® NutriPurpose™ beverage brand is the only natural brand proven by a major "pharma" company to have actual health benefits. Pulse Beverage owns all the formulations, rights, and trademarks relating to the Pulse Brand of beverages. In addition, the brands are about 2 to 3 years ahead in development compared to other "emerging" brands.

- **It's common in the beverage industry for the giants to acquire successful brands and these emerging brands are typically valued at a multiple of sales revenues**
- **If a brand reaches case sales of 1 million cases per annum, it garners the attention from majors**

Examples of Acquisitions:

- **VITAMIN WATER - Coca-Cola purchases for a reported \$3.4 billion when it was selling approximately 10 million cases per annum**
- **SOBE - A Pepsi Cola purchase for a reported \$378 million with only 3 million cases per annum**
- **HONEST TEA - Coca-Cola purchased them for a reported \$400 million while doing about 1.4 million cases per annum**
- **ARIZONA ICED TEA - The principals of this brand turned down an offer from Coca-Cola for \$2.1 billion when their sales were approximately 25 million cases per annum**

Coca-Cola has stated they are looking for another "Billion-Dollar Brand" and one million cases and/or \$20 million in revenues is their "proof of concept" benchmark. This should put PULSE BEVERAGE on the "RADAR".

The Pulse Beverage Corporation, 11678 N Huron Street Northglenn, CO 80234 (www.pulsebeverage.com)

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