

Dear *fizz* Holder,

Let's begin with the fact that nothing worthwhile is ever profoundly achieved without applying one's dynamic passion!

We love our LaCroix . . .

We are passionate about our LaCroix . . .

We are crazy about our LaCroix . . .

We #LIVE LaCroix!!

The Misleading Setback

The fabricated negativity emanating from false claims about LaCroix swiftly changed LaCroix's momentum. LaCroix still has the same healthy, good-for-you flavor essences that we have all known and loved for years, certified as natural by our suppliers and third-party laboratory testing.

Attempts to hurt LaCroix only magnified our resolve and made us stronger.

Challenge doesn't build character . . . it reveals it.

Tried and True

Over the last few years, we have sent product to those shareholders who have elected physical delivery of their Proxy and Annual Report materials. This year a special product was designed – the very innovative, exotic *Hi-Biscus*. Even its name is written and pronounced uniquely – *Hi-Biscus!*

Its aroma, its essence and the river of sentiment that flows from this exotic flower portrays the powerful passion that signifies our grit, our will and our mighty purpose.

Marketing Innovatives

We remain committed to the unique marketing strategy that has created robust engagement with Millennials and has propelled our loyal following to cult status. We continue to inspire user-generated content curated on key social platforms with authentic consumer endorsement and off-the-charts engagement. Event sponsorships are chosen strategically around health & wellness, community/charity, cultural/arts and Millennial, Gen Z and youth outreach that allows trial consumption and exposure in key target markets.



Next, our secret weapon, the acclaimed 'BrandED' in-store experience. This technique educates and converts consumers within the purchase environment, one experience at a time, and provides a real-time research feedback tool.

Our commitment and dedication to these strategies and techniques give us the courage and perseverance not to submit to anything typical.

Currently, there are giant LaCroix cans wrapped on buses travelling throughout the country that are bringing sights of delicious, mouth-watering LaCroix to many. New and passion-driven innovation continues to excite the very soul of our Company.



Partnership 'Displays' Success

A dynamic partnership gave rise to record sales from 8/26/18 – 9/1/18. One retailer delivered 624,278 LaCroix 8-packs to consumers – nearly \$2 million in retail sales in one week – a record. An active resource for a retailer is an item that is volume elastic (without giving it away). This is a genuine case where a product and retailer have similar consumers. This was not happenstance, but an effort by design to align the consumer, product and retailer. Under these circumstances, both the product owner and retailer must give maximum effort to insure success.

Refreshing Conclusion

Go to our LaCroix website - or click here lacbev.com/JF - to see the clip featuring LaCroix on *The Tonight Show Starring Jimmy Fallon* aired on July 25, 2019. This clip clearly reflects several key dynamics that differentiate LaCroix and characterize its uniqueness.

Watch it and enjoy . . . it is funny.

Thank you for your loyalty and allowing us to stay connected to your hearts and minds. Let us continue our refreshing journey together and, hopefully, our commitment and untiring resilience will continue to capture your taste buds while fulfilling your expectations.

Team National