



pussy
NATURAL ENERGY

“The Champagne of Energy Drinks”
Presentation 2012



100% Natural Energy



The History

- Pussy was formally launched into the UK market in June 2007
- After careful crafting of the brand, **Pussy** was established as “The Champagne of Energy Drinks”
- The product was trialled with great success in London’s most premium and prestigious nightclubs
- Following this premium launch phase, the brand branched into larger wholesalers, smaller bar chains and restaurants and independent convenience stores in the UK market.



Today's Snapshot

- **Pussy** is now sold in 3,700 retail outlets and 1,300 bars and clubs in the UK.

It is the fastest selling energy drink in trendsetting London department store Selfridges and is now on sale in the UK's largest supermarket chain Tesco (online and in-store) and available on the Virgin Train network

- 400,000+ cans are sold every month in UK and international markets



Today's Snapshot

- **Pussy** is now available in 23 international territories worldwide and will launch in the USA later this year
- **Pussy** has partnered with some major brands and celebrities including:
Itsu, Cancer Research UK, Gonzales Byass, MTV International, Ocean's 13, Monaco F1 Viewing Lounges, OK Magazine, Celebrity Big Brother, Alan Carr, Jonathan Ross, BBC Top Gear, Gordon Ramsay's "F Word", All Star Family Fortunes and Soho House

The Name



- The name **Pussy** creates talkability
- Standout in a crowded market place
- A lasting memory of the product
- Premium and edgy,
- It inspires, challenges and refreshes.



The Ingredients

- **Pussy** contains ONLY 100% natural ingredients carefully sourced from across the globe including...
- White grape juice from Southern Italy
- Lime Juice from pressed Mexican limes
- Natural flavours of Lychee and Grenadilla
- Infused with an uplifting blend of 5 herbs and natural caffeine including: Guarana, Siberian Ginseng, Milk Thistle, Schizandra, Sarsaparilla, Ginkgo Biloba



What it does NOT contain



- Taurine
- Artificial Sweeteners
- Artificial Preservatives
- Artificial E numbers and additives
- Synthetic Caffeine



Foreign Partners

Pussy has already established a number of foreign partners in the following territories who distribute **Pussy** exclusively.

<u>Europe</u>	Latvia	<u>Australasia</u>
Germany	Iceland	Australia
Spain	Malta	New Zealand
Hungary	Bosnia & Herzegovina	
Netherlands		<u>Latam</u>
Switzerland	<u>Caribbean</u>	Dominican Republic
UK	Neckar island	
Ireland		<u>Africa</u>
Corfu	<u>Indian Ocean</u>	South Africa
Slovenia	Seychelles	Nigeria
		Ghana
		Sierra Leone
		Benin
<u>Launching 2012:</u>		
USA, Russia, Switzerland, Croatia, Cyprus		



The Brand





PUSSY
NATURAL ENERGY





Why partner with Pussy

Revenue - Pussy is a hot emerging brand which is picking up more and more traction....it will create significant incremental revenue for all partners

Profit Margin - Pussy delivers an outstanding profit margin

Coolness - Pussy has already attained “Twice COOL” status amongst young clubbers, fashionistas, and celebs. It has become an irresistible aspirational elegant and stylish brand.

Premium - demand for premium products continues to boom and Pussy is the 1st. premium natural energy drink.

Natural - Natural Energy drinks are tipped to be 1 of the top 5 health trends for 2012. Pussy’s 100% natural ingredients means it is the acceptable healthier alternative to Red Bull and the clone energy drinks in keeping with the current zeitgeist and wellness-aware consumer trends



Recent Press



<http://goo.gl/NxBRuA> soft drink named Pussy is born from can-do approach | Markets & Analysis

<http://multivu.prnewswire.com/mnr/prne/pussydrink/sltid/52138/>



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