

ZOLLI[®]CANDY
CLEAN TEETH CANDY[®]

ILLUMINATION PRESENTS
minions
THE RISE OF GRU



400+ Mil Earned Media Impressions
Emmy nominated feature &  Influencer





Alina Starr Morse, Gen Z Leader

Entrepreneur, Speaker, Influencer, Show Host, Philanthropist

400 Mil+ Earned media impressions

Accomplishments

- ❖ Youngest Inc. 5000 CEO 2019 -2021 - Growth rate of business 765%+
- ❖ EY Entrepreneur of the Year Finalist 2020
- ❖ Youngest person on cover of Entrepreneur Magazine
- ❖ In Style Magazine named one of the “Top 50 Bad Ass Women Changing the World”
- ❖ Invited 2x to White House by First Lady Michelle Obama to share Zolli Candy at Easter Egg Roll
- ❖ Ted Talk Speaker “Why I Eat Candy!”
- ❖ Business Insider - 8 Women Under Thirty to Watch
- ❖ Success Magazine 30 Under 30
- ❖ Top 100 Women-Led Food Allergy Friendly Cos.
- ❖ NEXTY Award Winner (Natural product industry highest product award)
- ❖ Youngest supplier to CVS, Kroger, Whole Foods, Amazon & owner of Zollicandy
- ❖ Top 50 Business to Watch in Michigan
- ❖ Created & supports Million Smiles Initiative 501(c)(3)
- ❖ NBC/Universal Marketing Partner “Boss Baby”
- ❖ Show Host “Entrepreneur Chit Chat” on IG



100K+ Engaged, active growing community
Social media links:

www.instagram.com/alinastarmorse
www.instagram.com/zollicandy
<https://www.instagram.com/alinastarmorse/reels/>
www.facebook.com/zollicandy
www.youtube.com/zollicandy
www.twitter.com/zollipops
www.twitter.com/zollicandy
www.pinterest.zollicandy
www.zollicandy.com Blog & Newsletter
 Please follow & share.



Links to videos & features

- Alina Speaking Intro <https://www.youtube.com/watch?v=qLrBkRgKo30>
- Emmy nominated - Inside Edition Feature 2.3Mil+ views – 7k+ comments www.youtube.com/watch?v=9iGUqwH_F8I&t=70s
- Alina’s TED Talk “Why I eat Candy!”. You Tube <https://youtu.be/ezUrf62afq0>
- The LIST TV <https://zollipops.com/zolli-candy-on-the-list/>
- Scholastic <https://www.youtube.com/watch?v=HXM-wedMLyk&t=8s>
- My Hustle –Whistle <https://www.youtube.com/watch?v=-NSknsdLjAA>
- Tamron Hall Feature <https://zollipops.com/tamron-hall-july-20-20/>
- Shopify movie with Zolli CEO <https://www.instagram.com/p/CE9dgFrnXu1/>

Amazing young woman leader, inspiring the world, sharing healthy candy & smiles!

Successful Growth



Sold in America's Premier Retailers



2019 * 2020 * 2021

Fastest-Growing Private Companies in America



EY Entrepreneur Of The Year®

2020 Finalist



Fastest-growing Candy Company in Inc. 5000 in 2019, 2020 & 2021

Growth Rate 865% from 2016 - 2019

Ranked #532 overall and #15 of all Food & Beverage Cos.
Alina Morse, Youngest Inc. 5000 CEO in 2019, 2020, 2021





- ✓ **Zolli Million Smiles 501(c)(3)– Million+ Sampling in Schools, Zoos, National Parks & coupons to parents & teachers**
- ✓ **Digital ads, Brand Collaborations, Influencer content**
- ✓ **Halloween Photo/Video Contests & Giveaways**
- ✓ **NBC/Universal/Dreamworks Publicity & Social Media support with Boss Baby Movie & Series**
- ✓ **Verified, engaged, growing social media**

Dr. Oz TV Show & The View Drew Barrymore Show

4

Liquid OTC dba LOL's mission is to improve the quality of life of families by reducing childhood tooth decay, the #1 epidemic facing children, and inspiring kids that they can do anything.

Million Smiles Initiative support oral health & entrepreneurship education in schools.

The Million Smiles Initiative 501(c)(3) started by LOL provides Zollipops to schools and community programs globally.

LOL / Zollipops is a small, women-owned business.

10% of all profits committed to support Oral Health Education



Strategic partners:
America' SCHOOLS, PTA's & FAMILIES



LOL practices sustainability & socially responsible manufacturing, utilizing soy ink, FSC Certified cartons, recyclable material for its packaging.

LOL sources its natural, non-GMO and gluten-free ingredients from sustainable suppliers.



Zolli Candy full line of healthy candy options

Forbes – Top 10 Emerging Food Trends, ZolliPops listed #3, Healthy Candy



Zolli Candy brings:

- ✓ Top performing delicious items with unmatched quality
- ✓ Opportunity to bring new consumers into the category
- ✓ Only line of products that meet all consumer needs
- ✓ Unparalleled marketing support (TV Show- 2021)
- ✓ Syndicated Data
 - 42% increase in Households – 504,112 HH's Source: Nielsen panel
 - Repurchase rate 218.2% higher than similar brands - 42.1%
 - Zolli Shopper Basket Over Indexes with Millennials, GenZ, Families, Hispanic
 - Basket is 4.8% higher than Candy Shopper
 - Growth leader in SF Candy last 24 mos – Fastest growing candy co in Inc.5000

Source: Neilsen

Zolli Candy are:

- ✓ KETO and diabetic-friendly
- ✓ Sugar-free
- ✓ Nut-free
- ✓ Gluten-free
- ✓ Non-GMO

- ✓ Dentist recommended
- ✓ Dairy-free
- ✓ Fat-free
- ✓ Vegan/vegetarian
- ✓ Kosher
- ✓ Natural flavors & colors



Delicious, Fun, Family-Friendly, “Say YES to CANDY” Treat Everyone Can Enjoy!

- Leading natural retailer expanded store count to full chain in May 2022

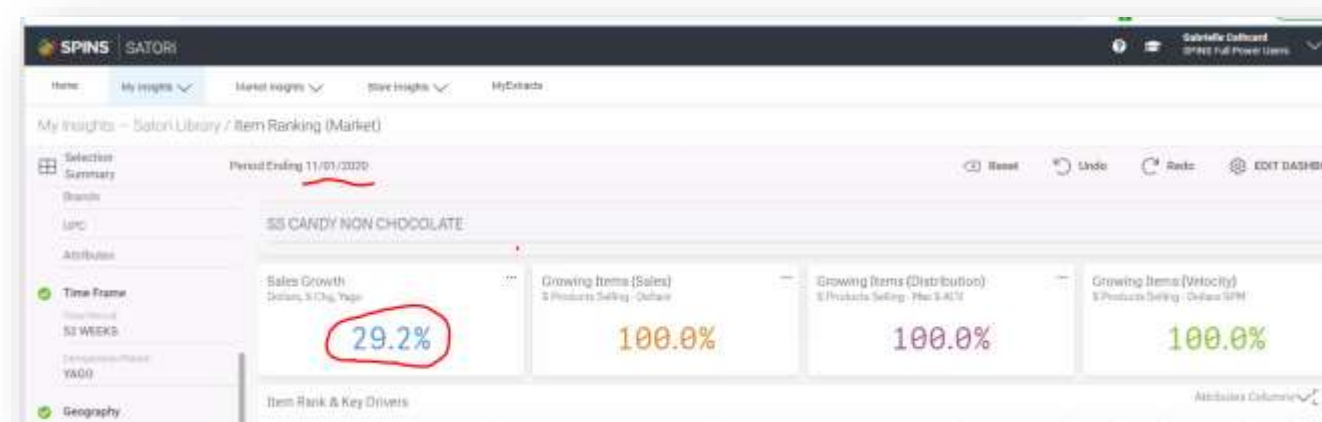
\$46.37 avg store sales/week

- Leading drug chain expands to 3 skus Zollipops, Zolli Ball Popz & Zolli PB Cups in June 2022

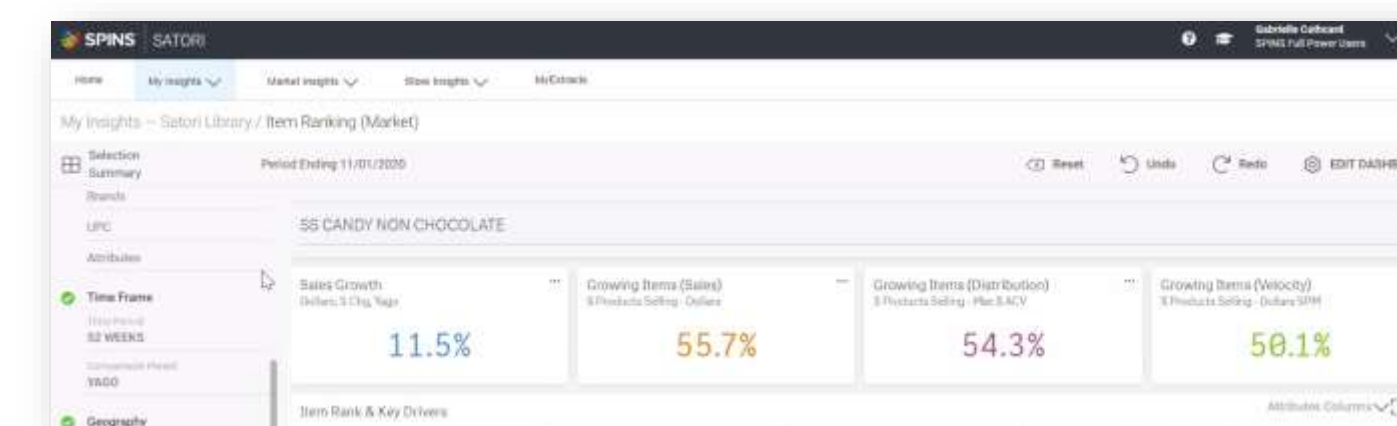
Brand sales 228% of projection

- Leading online retailer sales **increase**
+281.1% yr/yr

Retailer A



Retailer B



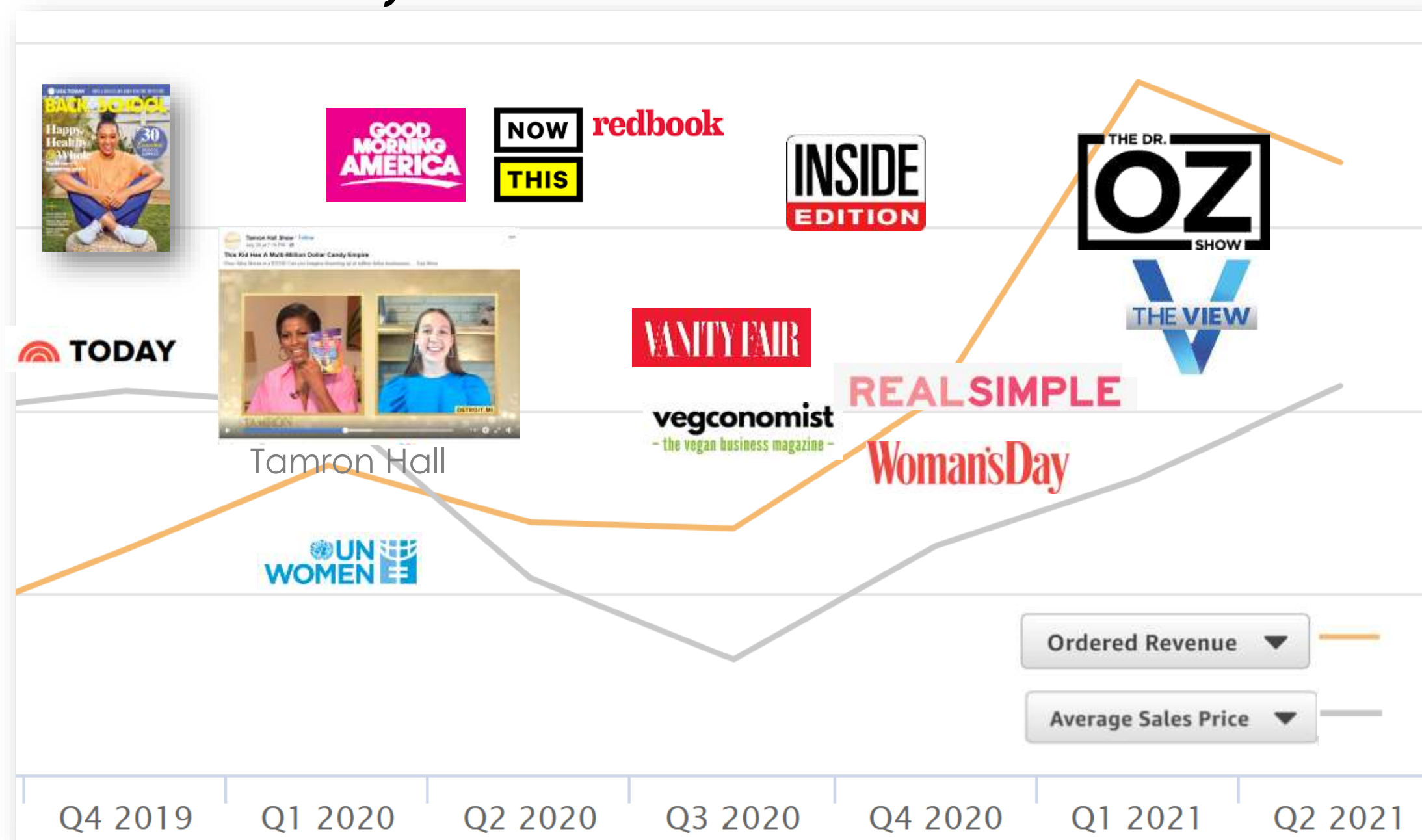
SPINS – Zollipops – 52wks ended 11/01/2020

Zolli Sales Growth 29.2% - Outpacing Candy Non-Chocolate by 10+%

Media events drive growth in sales

+281.1% Yr/Yr

In 2022, TV show to drive MORE



Retail Shopping SHIFT in 2020 (Brick & Mortar Retailers)

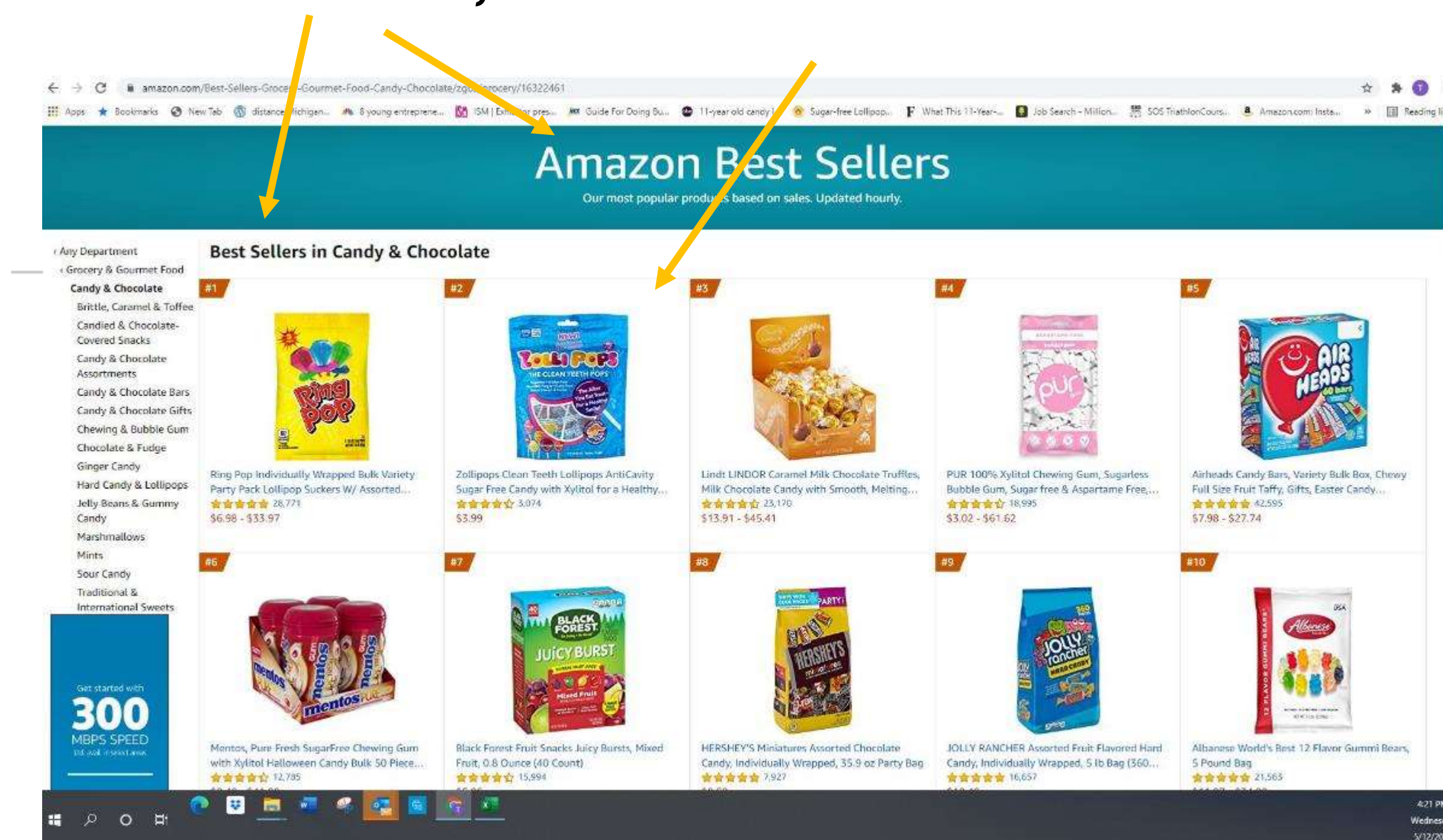
Jan-Feb 8% Online 92% In-store

Mar-Dec 32% Online 68% In-store

Zolli shopper base continues to grow in 2021

Zollipops is #10* of All Candy & Chocolate & #1 sugar-free candy on Amazon

11,387+ 4.6 Star reviews



• Per Amazon.com 5/12/2021 Best Sellers, updated hourly
https://www.amazon.com/Best-Sellers-Grocery-Gourmet-Food-Candy-Chocolate/zgbs/grocery/16322461/ref=zg_bs_unv_gro_2_17369015011_1

Accelerated shift from in-store to online purchasing as primary way to shop. Zolli® is a leader in Candy purchased online.



Shopper Profile Data – Zolli Candy – 52wks 10/25/2020

Zolli Over Indexes with Millennials, Gen Z, Families, Asian, Hispanic, Struggling

Zolli Shopper Basket is 4.8% higher than Candy Shopper

People Group	Avg Basket Spend	Increased Spend
Zollipops Candy	\$42.36	4.8%
Candy	\$40.42	

Repurchase rate of
Zolli 42.1%
218.2% Higher
than similar brands
* Per retailer data 11-2020

42% Increase in Households from 1/1/2020 – 12/31/2020
214,211 new households purchased Zolli Candy
Bringing Total to **504,112 HH's purchase during 2020.**
Source: Nielsen panel

Demographic	Element	% Zollipops Candy	% Candy	Index
Age (Generation)	Gen Z [> 1996]	6.2%	4.4%	142
Age (Generation)	Millennials [1982-1995]	38.8%	25.0%	155
Age (Brackets)	21-24	6.2%	3.9%	162
Age (Brackets)	25-34	23.6%	17.2%	137
Age (Brackets)	35-44	34.2%	19.4%	176
Amazon Prime	Prime	68.1%	56.0%	122
Amazon Prime	Secondary	5.9%	3.7%	160
Income Bucket	Middle Income (\$40k-\$80k)	28.5%	28.2%	101
Income Bucket	High Income (Over \$80k)	42.8%	42.5%	101
Income \$	- \$20k	14.4%	12.6%	114
Income \$	\$60k-80k	13.3%	12.9%	103
Income \$	\$80k-100k	14.1%	11.9%	118
Ethnicity	Hispanic/Latino	16.1%	13.5%	119
Ethnicity	Asian	10.9%	6.0%	183
Hispanic Acculturation	Acculturated	10.5%	8.0%	131
Hispanic Acculturation	Semi-Acculturated	8.7%	7.5%	116
Hispanic Identification	American	6.3%	5.9%	106
Hispanic Identification	Both	10.7%	7.9%	137
Language Preference (Spoken)	Bilingual	3.4%	3.3%	104
Language Preference (Spoken)	English-Preferred	12.4%	9.7%	127
Language Preference (TV)	Bilingual	3.4%	2.9%	118
Language Preference (TV)	English-Preferred	15.3%	12.4%	123
Has Children	Yes	65.7%	33.0%	199
Has Children (Ages 0-5)	Yes	37.2%	8.3%	449
Has Children (Ages 6-12)	Yes	35.6%	14.3%	250
Adult genders on trip	Female Adult Only	60.2%	54.9%	110
Adult genders on trip	Male and Female Adult on trip	16.8%	15.8%	106
Kids present on trip	Kids Present	13.9%	8.3%	168
Gender (App Owner)	Female	84.0%	75.3%	112
Education	High School/GED	19.0%	18.5%	103
Education	Some College or university	25.7%	22.6%	113
Education	4 year College Degree	23.3%	22.1%	105

Demographic	Element	% Zollipops Candy	% Candy	Index
Employment	Self Employed	10.9%	5.5%	198
Employment	Homemaker	17.4%	5.7%	307
Employment	Student	3.8%	2.2%	176
Employment	Unemployed	6.6%	5.0%	132
Household Size	3	16.2%	14.7%	110
Household Size	4	18.9%	13.1%	145
Household Size	5	20.2%	11.0%	184
Household Size	6	12.3%	4.5%	276
Household Size	7+	4.7%	3.8%	122
Marital Status	Married	62.1%	53.4%	116
Marital Status	Living with partner	11.1%	7.0%	158
Marital Status	Separated	4.0%	1.7%	234
Urbanicity	Suburban	39.1%	37.8%	103
Urbanicity	Urban	34.8%	34.0%	102
Census Division	East North Central	15.3%	15.6%	98
Census Division	Mountain	9.9%	7.3%	136
Census Division	New England	6.2%	4.6%	134
Census Division	Pacific	18.0%	14.8%	122
Census Division	West South Central	13.8%	11.7%	118
Lifestage	New Family	7.6%	1.6%	465
Lifestage	Large Younger Family	42.4%	13.7%	310
Lifestyle	Urban Struggling	13.5%	8.7%	156
Lifestyle	Suburban Middle Class	21.7%	19.7%	110
Lifestyle	Suburban Struggling	9.9%	7.7%	129
Lifestyle	Rural Affluent	5.6%	5.6%	100
Lifestyle	Rural Struggling	8.0%	7.1%	113
Purchase Power Percentile	10th percentile	15.7%	10.0%	157
Purchase Power Percentile	30th percentile	11.5%	10.0%	116
Purchase Power Percentile	50th percentile	11.1%	10.0%	111
Purchase Power Percentile	70th percentile	11.6%	10.0%	115

Shopper Profile Zolli Demographics - Zolli Over Indexes

How did Zollipops Candy compare to Candy during the 2019-10-28 to 2020-10-25 period?

Advanced Options: Parent Channel or Channel=FMCG Specialty eCommerce, Static Group=Mini-America (Beta), Subscribed Channel=Baby & Toy Beauty Bodega CloseOut
Club Dollar Drug Food Gas & Convenience Health Food Gas Convenience Health Home Improvement Liquor Mass Military Online Pet Specialty Food Retailer

View this report on Numerator Insights: <https://insights.numerator.com/#/browse/2371661>

Base Sizes
Zollipops Candy (Focus)
Candy (Benchmark)
Zollipops Candy (Focus) - Selected Buyers
Candy (Benchmark) - Selected Buyers

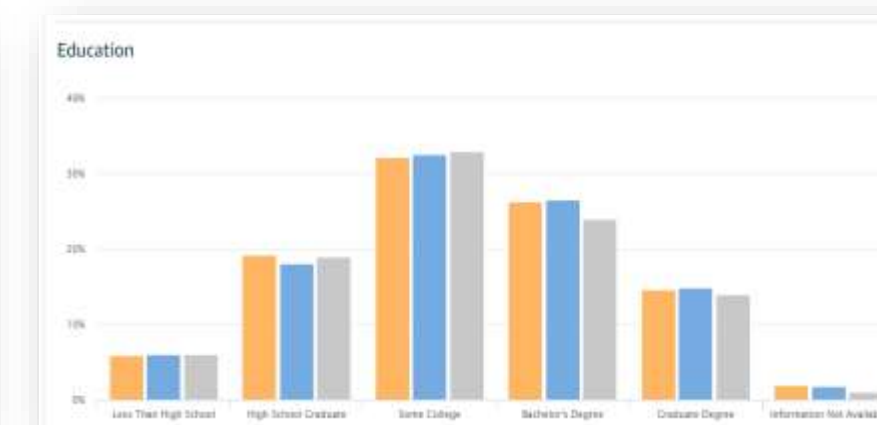
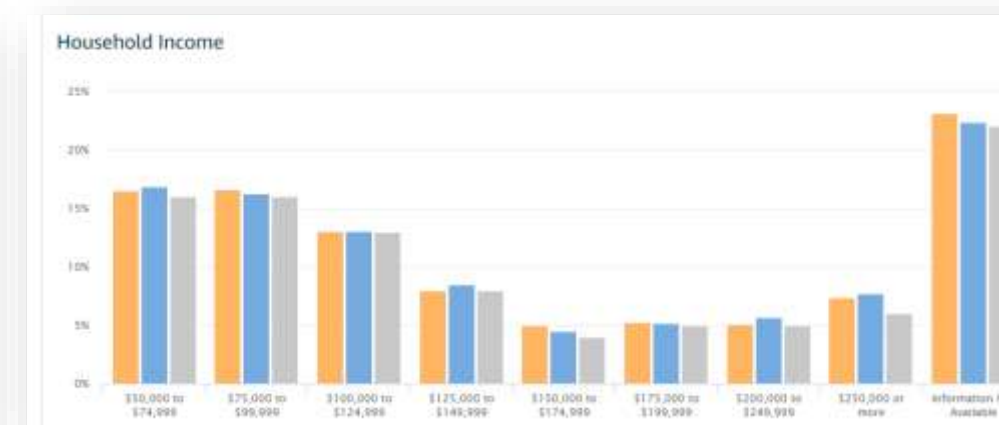
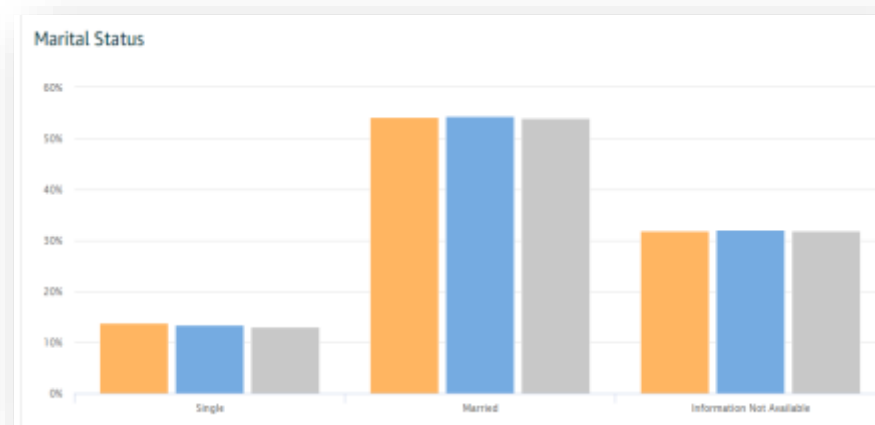
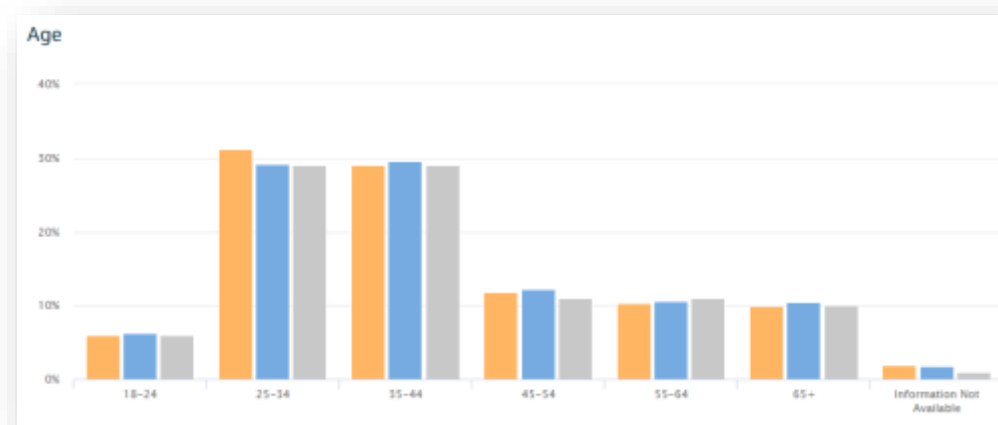
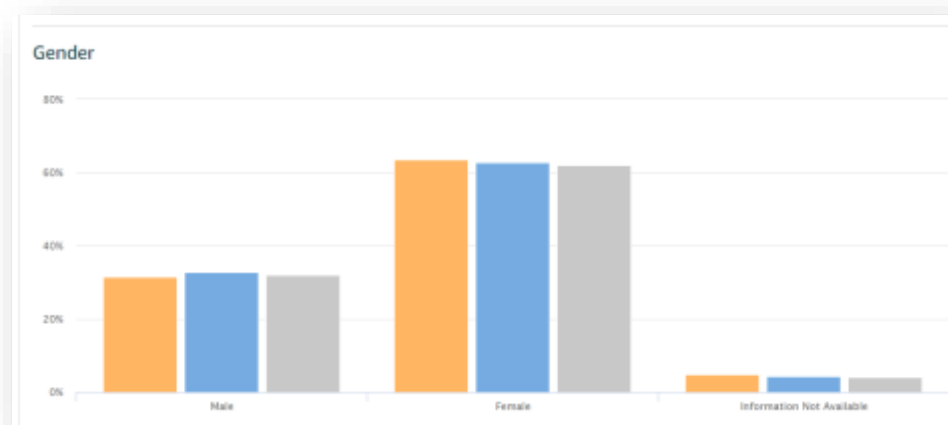
425
97,760
425
97,760

Zolli customer is higher consuming family shopper. EBT & SNAP Eligible!

Who Buys Zolli & Why?

Healthy Moms, KETO, Vegans, Allergy Restricted, PLUS Diabetics

WHO Buys Zolli? Primary: Female 25-44, Married, HHI \$50k - \$100k, Some College
Millennial Moms - The most desirable shoppers to most retailers – Influence majority of HH spend.



WHY Zolli? Taste, Healthy, Sugar-Free, KETO, Allergy-Free, Healthy for Family, Allowed to Share, Hygienic

Who Buys 0g sugar in store?

Age Range	Gender	Regular	Sugar Free
21 and Under	F	0.3%	0.2%
21 and Under	M	0.2%	0.1%
22-39	F	12.7%	7.9%
22-39	M	4.2%	2.3%
40-55	F	26.6%	21.0%
40-55	M	7.5%	5.5%
56-70	F	22.3%	25.7%
56-70	M	7.3%	8.4%
71+	F	13.7%	20.7%
71+	M	5.3%	8.2%

Age 40+
M&F 89.5%

Age 56+
M&F 63%

Repurchase rate of Zolli
218.2% Higher
than similar brands

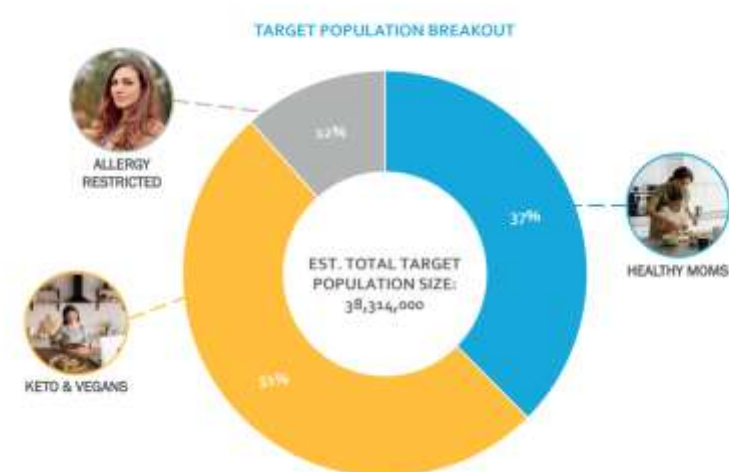
* Per retailer data 09-2020

Sugar-Free Shoppers: Spend More, Larger Baskets & are “A’s”!

- SF shoppers spend 34% more annually on sugar free peg candy than shoppers only buying regular peg candy
- SF shoppers have 15.5% larger average market basket of \$27.42 compared to \$23.18 for shoppers only buying regular peg candy
- 2.4% more “A” Customers. 38.5% of SF shoppers are “A” Customers, compared to 36.1% of regular peg shoppers

Sugar Free shoppers are defined as shoppers who purchased either or both Chocolate and Non-Chocolate Sugar Free subclasses at Drug. Preferred customers are broken in different tiers A,B,C.

WHAT ARE THE COUNTS WITHIN THE TARGETS?



Significant Opportunity to capture Millennials, Healthy Moms, KETO, Vegan & Allergy Restricted and expand SF/Healthy candy category



Win with Millennials, Families, Vegan, KETO, Allergy-free & Diabetic Shoppers
 “Cash in” on Fastest-Growing candy segment as Shoppers
 Seek delicious, healthier, reduced sugar candy. KETO, vegan snacks

ILLUMINATION PRESENTS

MINIONS
 THE RISE OF GRU



- Minions & Strawberry Shortcake packaging to be released – Q4 2021
- Everyday items flow through with studio character images

Zolli & Zaffi are:

- | | |
|---------------------|----------------------------|
| ✓ Vegan | ✓ Dentist Recommended |
| ✓ KETO | ✓ Dairy-free |
| ✓ Diabetic-friendly | ✓ Fat-free |
| ✓ Sugar-free | ✓ Vegan/vegetarian |
| ✓ Allergy- Free | ✓ Kosher |
| ✓ Nut-free | ✓ Natural flavors & colors |
| ✓ Gluten-free | |
| ✓ Non-GMO | |

Zolli Candy Display 5.2/5oz
 40 Units UPC 853231003952

- Zolli Pops 5.2oz - 10 Units
 UPC 853231003285
- Zolli Ball Popz 5.2oz – 10
 UPC 853231003032
- Zaffi Taffy 5.0oz - 10 Units
 UPC 853231003919
- Zolli Pops Tropical 5.2oz –10
 UPC 853231003063



Enjoy that fresh,
 clean teeth & mouth
 feeling with Zolli!

Shipper Specs:

Power Wing - No Floor Stand
 Dims (wxhxd) 14"x48"x5.38"

With Floor Stand
 Dims (wxhxd) 14"x57"x15"
 TI/HI - 5/8 – 24 per pallet



Inc.
500

2019 * 2020 * 2021

Fastest-Growing Private
 Companies in America



Delicious, Fun, Family-Friendly, “Say YES to CANDY” Treat Everyone Can Enjoy!

New ZOLLI PB Cups

Delicious Individually Wrapped Shareable Treats

Forbes – Top 10 Emerging Food Trends, ZolliPops listed #3, Healthy Candy



Individually wrapped sharable treats

Zolli PB CUPS Tower - 20 Units
Zolli PB CUPS Milk Chocolate
Zolli PB CUPS Dark Chocolate

Tower Specs:
Dims (wxhxd) 7"x54.75"x10" No Base
Dims (wxhxd) 12"x54.75"x16.5" w/ Base

SUP Specs:
3.1 oz - 5.5" w x 6.75" h x 1" deep



Displays available with licensed items & Zolli Dark Chocolate Caramelz



Stand-Up & Peg Resealable Bags
Display Ready Trays available
• Individually Wrapped Treats
Display Tray Specs:
3.1 oz - 5.5" w x 6.75" h x 9" deep
8 bags/tray * 16 per case



Display tray
Front Facing

Display tray
Side panel



Zolli PB CUPS are:

- ✓ Delicious
- ✓ KETO
- ✓ Diabetic-friendly
- ✓ Sugar-free
- ✓ Gluten-free
- ✓ Non-GMO
- ✓ Dentist Recommended
- ✓ Fat-free
- ✓ Vegetarian
- ✓ Kosher
- ✓ Natural flavors
- ✓ No Artificial Colors



Minions “The Rise of Gru”, #1 Grossing Animated Film Franchise July 2022 thru Halloween 2022



Zolli Candy Tower 3.1oz
20 Units
GTIN 608-53231-00352-2
Zollipops 3.1oz – 20 Units
UPC 853231003520
Zolli Ball Popz 3.1 oz – 20
UPC 853231003742

Tower Specs:

Dims (wxhxd) 7”x54.75”x10” No Base

Dims (wxhxd) 12”x54.75”x16.5” w/ Base



Zolli Ball Popz Counter 50ct
Display GTIN 8500022733024
Zolli Ball Popz
UPC853231003957

Specs:

Display Dims (wxhxd) 7.75”x4”x9.5”

Item Dims (wxhxd) 3”x3”x1.25”



Zolli Candy Display 5.2/5oz
40 Units

GTIN 208-53231-00353-1

- Zollipops 5.2oz - 10 Units
UPC 853231003285
- Zolli Ball Popz 5.2oz – 10
UPC 853231003032
- Zaffi Taffy 5.0oz - 10 Units
UPC 853231003919
- Zollipops Tropical 5.2oz –10
UPC 853231003063

of units of each may vary per display

Shipper Specs:

Power Wing - No Floor Stand

Dims (wxhxd) 14”x48”x5.38”

With Floor Stand

Dims (wxhxd) 14”x57”x15”





Strawberry Shortcake – NEW “Berry in the Big City”

40 New You Tube Episodes PLUS Streaming TBA

17.4 Mil You Tube *3.1MM Social Followers



Zolli Candy Tower 3.1oz
20 Units
GTIN 608-53231-00352-2
Zollipops 3.1oz – 20 Units
UPC 853231003520
Zolli Ball Popz 3.1 oz – 20
UPC 853231003742

Tower Specs:

Dims (wxhxd) 7”x54.75”x10” No Base

Dims (wxhxd) 12”x54.75”x16.5” w/ Base



Zolli Ball Popz Counter 50ct
Display GTIN 8500022733024
Zolli Ball Popz
UPC853231003957

Specs:

Display Dims (wxhxd) 7.75"x4"x9.5"

Item Dims (wxhxd) 3"x3"x1.25"



Zolli Candy Display 5.2/5oz
40 Units

GTIN 208-53231-00353-1

- Zollipops 5.2oz - 14 Units
UPC 853231003285
- Zolli Ball Popz 5.2oz – 14
UPC 853231003032
- Zollipops Strawberry 5.2oz - 12
Units

of units of each may vary per display

Shipper Specs:

Power Wing - No Floor Stand

Dims (wxhxd) 14”x48”x5.38”

With Floor Stand

Dims (wxhxd) 14”x57”x15”



Zollipops NEW DUO & Retro Swirls

Perfect for Sharing * Trade Up * Greater Value

Win with Millennials, Families, Vegan, KETO, Allergy-Free & Healthy shoppers

Enjoy that fresh,
clean teeth &
mouth feeling
with Zolli!



Caramel & Green Apple



Blue Raspberry & Grape



Cherry & Pineapple



Peach & Green Apple



Our Best-selling & newest flavors
combined in one amazing pop &
fun vibrant package!

Fastest Growing Candy Co.
Inc. 5000 – 3 straight years



- ✓ **Best selling**
- ✓ **5.2oz Stand Up pouches**
- ✓ **Delicious, new, trending flavors**
- ✓ **Greater Value**

Zollipops are:

- ✓ KETO
- ✓ Vegan
- ✓ Allergy-Free
- ✓ Diabetic-friendly
- ✓ Zero Sugar
- ✓ Nut-free
- ✓ Gluten-free
- ✓ Non-GMO
- ✓ Dentist recommended
- ✓ Dairy-free
- ✓ Fat-free
- ✓ Kosher
- ✓ Made with natural flavors & colors

Zolli Candy's delicious new items to keep everyone smiling!

Zolli Ball Popz

Perfect for Sharing * Trade Up * Greater Value

Win with Millennials, Families, Vegan, KETO, Allergy-Free & Healthy shoppers

Enjoy that fresh,
clean teeth &
mouth feeling
with Zolli!



UPC 850022733222
Green Apple & Strawberry



UPC 850022733215
Blue Raspberry



UPC 850022733239
Peppermint & Winter Mint



2019 * 2020 * 2021

Fastest-Growing Private
Companies in America

Fastest Growing Candy Co.
Inc. 5000 – 3 straight years

- ✓ **Best selling**
- ✓ **5.2oz Stand Up**
- ✓ **pouches**
- ✓ **Delicious, new,**
- ✓ **trending flavors**
- ✓ **Greater Value**

Zolli Ball Popz are:

- ✓ KETO
- ✓ Vegan
- ✓ Allergy-Free
- ✓ Diabetic-friendly
- ✓ Zero Sugar
- ✓ Nut-free

- ✓ Gluten-free
- ✓ Non-GMO
- ✓ Dentist recommended
- ✓ Dairy-free
- ✓ Fat-free
- ✓ Kosher
- ✓ Made with natural
flavors & colors

Zolli Candy's delicious new items to keep everyone smiling!

Summer Stand-up Bags & Shippers

with Delicious Individually Wrapped Shareable Treats

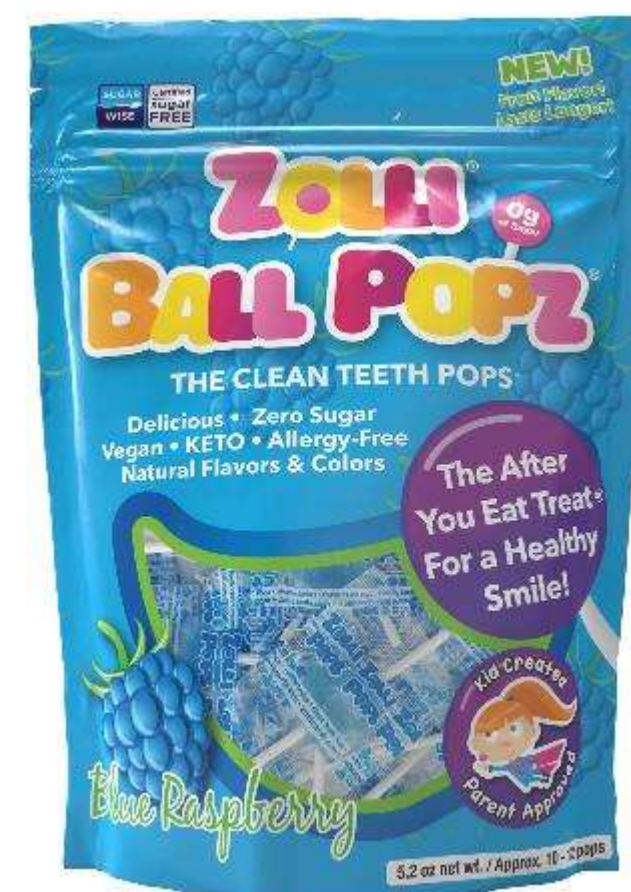
Forbes – Top 10 Emerging Food Trends, ZolliPops listed #3, Healthy Candy



Zolli Hard Candy 40ct

- 10 -ZolliPops Cherry Pineapple RETRO DUO
- 10 -ZolliPops Blue Raspberry Grape RETRO DUO
- 10 -ZolliPops Caramel Green Apple
- 10 Zolli Ball Popz Blue Raspberry

* Minions & Strawberry Shortcake packaging to be released – Q4 2021



SUP Specs:

5/5.2 oz - 5.5" w x 8.75" h x 1" deep



Stand-Up Resealable Bags In Display Ready Trays

- Individually Wrapped Treats
- Million Smiles Initiative Contribution

Display Tray Specs:

5.5" w x 8.75" h x 12" deep
8 bags/tray * 16 per case



Display tray
Front Facing

Display tray
Side panel



Zolli are:

- ✓ Delicious
- ✓ KETO
- ✓ Diabetic-friendly
- ✓ Sugar-free
- ✓ Nut-free
- ✓ Gluten-free
- ✓ Nut-Free

- ✓ Non-GMO
- ✓ Dentist Recommended
- ✓ Dairy-free
- ✓ Fat-free
- ✓ Vegan
- ✓ Kosher
- ✓ Natural flavors
- ✓ No Artificial Colors

Delicious New ZOLLIPOPS Flavors

Delicious Individually Wrapped Shareable Treats

Forbes – Top 10 Emerging Food Trends, Zollipops listed #3, Healthy Candy



Stand-Up Resealable Bags In Display Ready Trays

- Individually Wrapped Treats
- Million Smiles Initiative Contribution

Display Tray Specs:

3.1 oz - 5.5" w x 6.75" h x 9" deep
8 bags/tray * 16 per case



Display tray
Front Facing

Display tray
Side panel



Zollipops Tower - 20 Units
7 - Zollipops Watermelon
7 - Zollipops Blue Raspberry
6 - Zollipops Green Apple

Tower Specs:

Dims (wxhxd) 7"x54.75"x10" No Base

Dims (wxhxd) 12"x54.75"x16.5" w/ Base

SUP Specs:

3.1 oz - 5.5" w x 6.75" h x 1" deep

Zolli are:

- ✓ Delicious
- ✓ KETO
- ✓ Diabetic-friendly
- ✓ Sugar-free
- ✓ Nut-free
- ✓ Gluten-free
- ✓ Nut-Free
- ✓ Non-GMO
- ✓ Dentist Recommended
- ✓ Dairy-free
- ✓ Fat-free
- ✓ Vegan
- ✓ Kosher
- ✓ Natural flavors
- ✓ No Artificial Colors



2019 * 2020 * 2021

Fastest-Growing Private Companies in America



NEW Zolli® Ball Popz & Zollipops Tropical

New Watermelon, Green Apple, Peach & Blue Raspberry natural flavors

Zollipops Tropical 1.6oz Slim & Zolli Ball Popz 1.7oz.

Peggable, or in display ready trays. 12 units/tray, 3 trays/case, 36 bags/case

Marketing: Instacart Ads, Criteo Ads, Shipt Ads, Google Ads, Million Smiles Initiative 501(c)(3) sampling & coupons in schools, Universal Minions, Strawberry Shortcake, packaging and major earned media and publicity in TV, Digital and print, and Influencer campaign

In 2022, SCRIPTED TV SHOW based on Zolli CEO, Alina and how she balances family, school, life and running Zolli Candy - Distributed Top GLOBAL Streaming Service in 2022. EMMY Award winning writers & cast. 100+ Million Impressions



Sugar-free hard candy growth is outpacing total candy

Zollipops rank:

- ✓ #1 natural, sugar-free candy on Amazon
- ✓ 42% increase in Households - Nielsen
- ✓ Fastest growing candy company Inc. 5000 last 3 years

Zollipops & Ball Popz are:

- ✓ Delicious
- ✓ Sugar-free
- ✓ KETO
- ✓ Diabetic-friendly
- ✓ Nut-free
- ✓ Gluten-free
- ✓ Non-GMO

- ✓ Dentist recommended
- ✓ Dairy-free
- ✓ Fat-free
- ✓ Vegan/vegetarian
- ✓ Kosher
- ✓ Made with natural flavors and colors





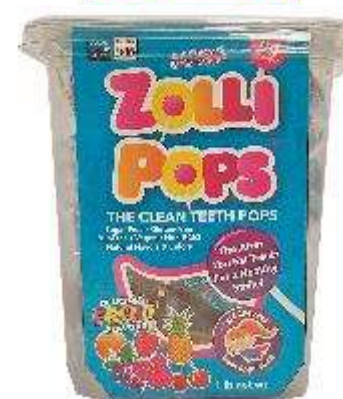
Zollipops Original 1 lb tub
Approx. 65-70 pops



All individually wrapped.

- Support –Demos (CDS), End caps, Coupons
- Major Media, Social Influencers

ZOLLI CANDY



Zollipops Tropical 1 lb tub
Approx. 65-70 pops



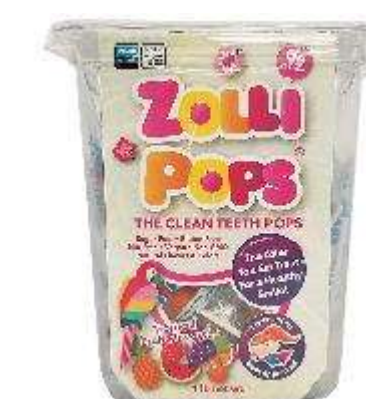
Zollipops are:

- ✓ KETO and diabetic-friendly
- ✓ Sugar-free
- ✓ Nut-free
- ✓ Gluten-free
- ✓ Non-GMO
- ✓ Allergy Free

ZOLLI CANDY



- ✓ Classroom Approved
- ✓ Dairy-free
- ✓ Fat-free
- ✓ Vegan/vegetarian
- ✓ Kosher
- ✓ Made with natural flavors & colors



Zollipops rank:

- ✓ **#49% growth year-over-year in IRI***
- ✓ **#1 natural, sugar-free candy on Amazon**
- ✓ **31% increase in Households - Nielsen**
- ✓ **#6 sugar-free brand & company in IRI***

ILLUMINATION PRESENTS



Minions – NBC/Peacock/Universal – New Movie

NBC Peacock Streaming



Strawberry Shortcake EXCLUSIVE Valentine Packaging
40 New Episodes – Berry & the Big City

YouTube, YouTube Kids
& Streaming Network TBA



Digital Coupons – Drive Guest to Order Pickup & Delivery

Instacart, Shipt, Criteo & Google Advertising

2+mil imps/mo



Million Smiles Initiative 501(c)(3) in Schools & Coupons

800 events – 100K + Coupons



Mom, Teacher & Hygienist Influencer & Co-marketing promotions

25-30 Influencers

Verified Influencers on Instagram & FB - @ZolliCandy & @alinastarmorse
100K+ engaged, growing social community



Tik Tok, You Tube & Instagram Reels – Pass Codes & Giphy's

10 mil media impressions



Dentist, Pediatric Dentist, Hygienist, Influencers & Dental Associations – Link to items



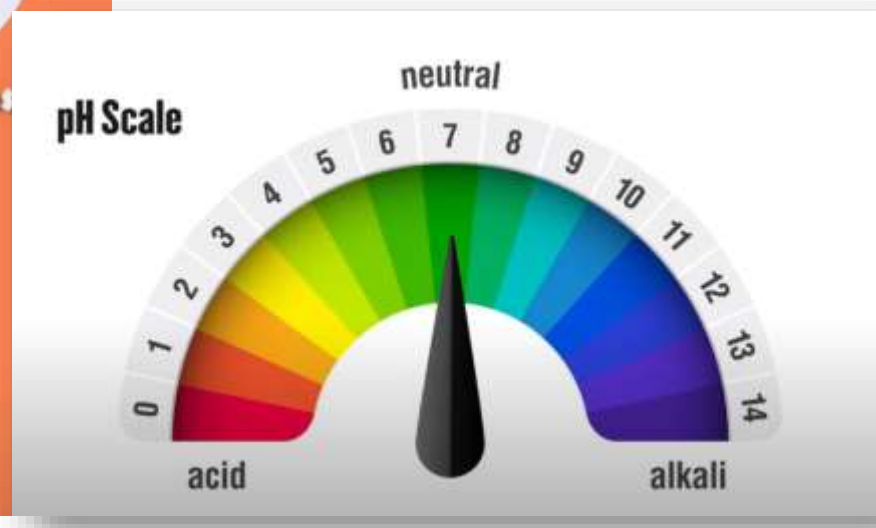
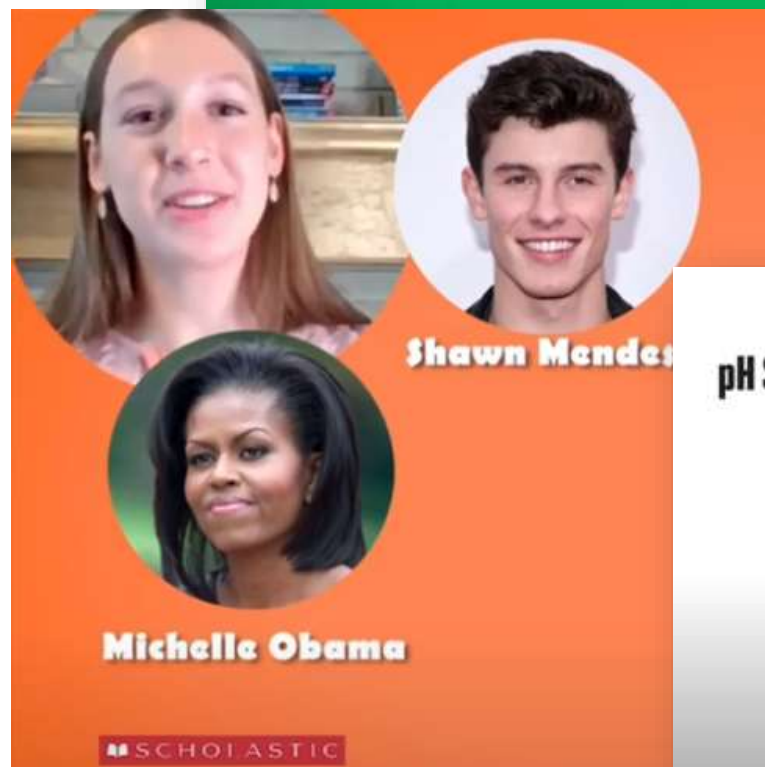
Department of Education, White House Easter Egg Roll, National Parks Events

Click Images to Watch



<https://www.youtube.com/watch?v=acyWMVR4258>

HOW DOES
ZOLLI CANDY WORK?



<https://www.youtube.com/watch?v=HXM-wedMLyk>



https://www.youtube.com/watch?v=Dow5DOJKo_o



<https://www.youtube.com/watch?v=MKS5H7z4gKk>



**THANK YOU
BERRY MUCH!**