
STCB



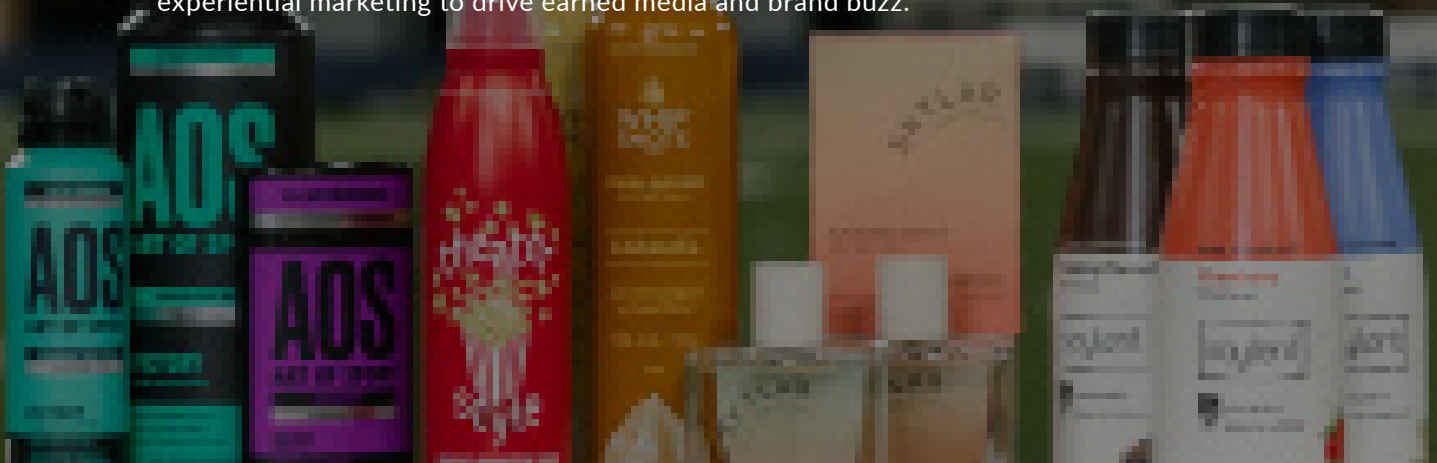
COMPANY OVERVIEW

Starco Brands is an inventive consumer products company that develops, acquires, and markets disruptive brands spanning personal care, OTC pharma, food, beverage, and spirits. Starco identifies whitespace opportunities to develop disruptive consumer products that spark excitement in everyday life. The company specializes in creating behavior-changing brands powered by innovative formulations, novel delivery systems and technologies, and insightful marketing strategies.

Starco Brands is publicly traded on the OTCQB venture market (OTCQB: STCB) and headquartered in Santa Monica, California. The company was founded in 2017 by CEO Ross Sklar, who brings decades of experience developing technologies and products powered by inventive chemistries.

KEY CONSIDERATIONS

- Starco is a multifaceted consumer packaged goods company specializing in commercializing products featuring innovative formulations and delivery systems.
- The company strategically identifies and targets consumer product categories ripe for disruption through formulations delivering new textures, sensations, experiences, and delivery methods.
- Through its manufacturing partner, The Starco Group, Starco Brands possesses the infrastructure to develop and produce aerosol, liquid, powder, and other novel product delivery systems.
- Starco's brand portfolio currently comprises Whipshots, vodka-infused whipped cream, Winona Pure popcorn spray, Skylar clean fragrances, Soylent nutrition, and Art of Sport body care.
- Leveraging relationships with celebrity influencers, Starco Brands employs social media and experiential marketing to drive earned media and brand buzz.



TRANSFORMING CONSUMER GOODS THROUGH BEHAVIOR-CHANGING PRODUCTS & BRANDS

STARCO IS BUILDING A 21ST CENTURY CONSUMER PRODUCTS POWERHOUSE BY INVENTING OR ACQUIRING BEHAVIOR-CHANGING TECHNOLOGIES AND BRANDS.

INNOVATIVE PRODUCT PIPELINE

Starco's current brand portfolio comprises Whipshots, Winona Pure, Skylar, Soylent and Art of Sport.

EXCELLENT TRACK RECORD

Starco Brands has over a decade of experience developing IP and formulations across household chemicals, OTC pharma, food & beverage, and personal care.

BRAND ACQUISITION STRATEGY

Starco targets acquisitions of like-minded inventor brands where operational expertise and digital marketing can unlock growth.

WHITESPACE OPPORTUNITIES

The company looks for asymmetric risk-return prospects that provide recurring revenue models by unlocking new use cases and tapping cultural or macro trends.

INTERNAL INCUBATION CANDIDATES

Starco continually evaluates internal brand incubation candidates, leveraging CEO Ross Sklar's depth of experience around formulations and delivery systems.

RESHAPING THE CPG LANDSCAPE

As consumer preferences shift, Starco Brands aims to situate itself at the epicenter, reshaping the consumer packaged goods landscape over the next decade.

CHARTING THE FUTURE:

STARCO BRANDS' BLUEPRINT FOR INNOVATION AND GROWTH

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CEO Ross Sklar has leveraged his chemistry expertise to focus the brand portfolio on inventive formulations and delivery mechanisms as a source of differentiation and recurring revenue. Through internal development and strategic acquisitions, Starco Brands has amassed a broad portfolio spanning several growth consumer product categories.

The current brand lineup includes Whipshots, the world's only vodka-infused whipped cream; Art of Sport, the body care brand designed for athletes and co-founded by Kobe Bryant; Winona Pure, the first indulgent theater-popcorn spray powered by air; Skylar, the only fragrance that is both hypoallergenic and safe for sensitive skin; and Soylent, the complete non-dairy nutrition brand.

In 2023, Starco Brands completed two acquisitions, expanding its portfolio into the nutrition and fragrance categories while greatly extending consumer reach. The purchase of clean fragrance leader Skylar brought products formulated without over 3,000 common irritants found in most fragrances, along with a predominantly digital go-to-market pathway. Shortly after, Starco Brands acquired category pioneer Soylent, which popularized complete plant-based meal replacement beverages and snacks. The company continues targeting acquisitions of like-minded inventor brands where introducing operational expertise around manufacturing and digital marketing can unlock growth.

With a dedicated manufacturing partner capable of producing aerosol, liquid, powder, and other custom delivery systems at a commercial scale, Starco Brands can rapidly transition ideas to finished goods. As a modern-day invention factory, the company commercializes products through brick-and-mortar retail, digital commerce, and direct-to-consumer channels.

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PORTFOLIO
BRANDS

\$66-77M

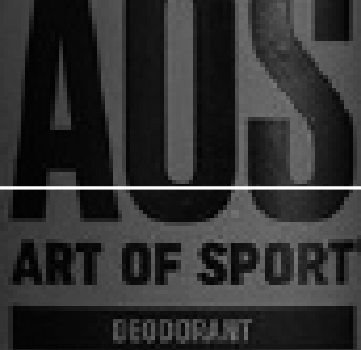
PROJECTED
2023
NET REVENUES

4M+
CANS OF
WHIPSHOTS
SOLD TO DATE

600M+

TIKTOK VIDEO
VIEWS

LEADERSHIP



ROSS SKLAR, FOUNDER & CEO // FOUNDER,

- 20 years of formulating and commercializing industrial, consumer and food and beverage products.
- over a dozen acquisitions in manufacturing and brands.
- grew the most diversified aerosol and liquid fill manufacturers to over 200 employees with multiple facilities across the us.
- launched Starco Brands (STCB), focusing on innovative, behavior-changing consumer products and brands.



DARIN BROWN, CHIEF OPERATING OFFICER //

- 20+ years in chemical manufacturing, business development, finance, and M&A.
- heads up all operations for the organization.
- seasoned expert in turnarounds, Brown has led over a dozen acquisitions in the last decade.



DAVID DREYER, CHIEF MARKETING OFFICER //

- 25 years of executive marketing experience leading advertising for such brands as Apple, Pepsi, Dr. Pepper, and the Grammy's
- leads all sales and marketing for the organization.
- in addition to his role as CMO, Dreyer is an adjunct professor at USC, introducing undergraduate students to advertising.



KEVIN ZACCARDI, INTERIM CHIEF FINANCIAL OFFICER //

- former cfo at soylent, with extensive expertise in financial management within the food and beverage industry.
- skilled in strategic financial planning, budgeting, and operations management,
- skillfully navigates the complexities of investor relations and cash management, demonstrating adeptness in driving financial strategy and growth.