

BE PART OF EB!

OPPORTUNITY TO INVEST IN EKOBYGGERIET AB
BETWEEN JUNE 9 AND JUNE 30 2020.



EKOBYGGERIET

SWEDISH ECO BREW

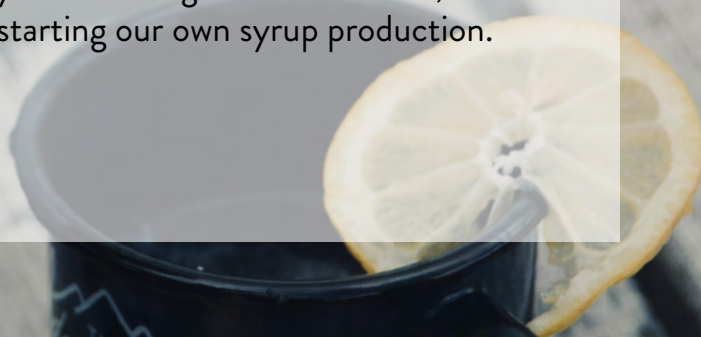


#bepartofebtonic

Ekobryggeriet (EB) offers a range of Sweden's no.1 premium tonic and mixers. The last few years we have been working tirelessly on establishing ourselves in the Fast moving consumer goods business in Sweden. Today our brand is represented in all major chains in Sweden and we can even call ourselves market leaders!

During the past year we have also knocked out competition on four major airlines, SAS and Norwegian to name few. We are of course ridiculously proud of this, and it also provides a good foundation for us to build brand awareness internationally.

We want you to invest in Ekobryggeriet and take part in our continued journey when taking on new markets, new thrilling projects and starting our own syrup production.



Join our journey!

Have you ever had the taste of the Swedish forest? In the summer of 2017 when we launched our first Ekobryggeriet organic Swedish premium tonic, we could barely dream of the love, encouragement and support we have received from our fans and consumers among tonic lovers, bartenders, home chefs and foodies in Sweden. Now we're looking for more supporters and ambassadors who want to help grow and spread Ekobryggeriet globally.

In three years' time we have evolved from a small garage production in Norrköping to being market leaders nationwide, challenging the big, multi-national brands. Add to that the ten odd export countries and four major airlines and it's beyond our wildest dreams.

Without our fans, owners, investors and ambassadors around the world, we wouldn't have been able to make the first leg of our journey so successful. With your questions, input and encouragement you provide us with inspiration, energy and new ideas. Also the fact that you ask for our products in your local stores is invaluable for us, ensuring that as many as possible can enjoy, what we believe is, the world's best tonic.

Now it's time for us to take our next big leap and we want you to join us in our effort to share our nordic flavors with the rest of the world. The more people we are, the stronger we get. Our vision is that we, with your help, will position EB as the natural choice of drink mixer for consumers around the world, reaching further beyond Sweden and Scandinavia.

Despite the current, challenging situation globally we have seen continued growth and even grown twice as fast as the market for premium tonic in general. This, in a time when the market (premium tonic) have grown by 50 percent YoY. Our journey and swift development has been noticed by other players in the industry and we have exciting news to share with you. Together with Campari we are launching a new tonic that will be available in stores before the summer.

This is of course another milestone for us and will yet again draw the attention to our brand, attracting new Ekobryggeriet supporters around the world.



Fredrik Fjellman, CEO

EKOBRYGGERIET
NORDIC TONIC



SWED

ECO

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WHY NEW SHARE ISSUE?

We love the idea of our consumers and fans owning Ekobryggeriet together with us. It creates a sense of fellowship and community that we believe in. We can also see how this has helped us to reach the position of market leaders in our product category in Fast moving consumer goods in Sweden. Therefore we are confident that we can make the same journey internationally if the community is even bigger and stronger. We need your support to establish the EB brand in Europe and the rest of the world. During the last few years we have invested in our product development, our organisation and our brand. The position as market leaders is a confirmation that we have done the right things, and done them right. Now we want to take care of the demand of our products that we see internationally.





EXPAND INTO GERMANY

The love and admiration between Sweden and Germany seems to be mutual, and Germany has the largest group of people that wants to travel to Sweden on vacation, 25,2 million people. We can also see great demand for Swedish products in Germany. We have taken our first baby steps in establishing our brand in Germany, but we know there is plenty of more to be done to be able to take on such a huge market. By dipping our toe in the water we can conclude that there is great potential for our products in this country.

The size of the German tonic market is 200MEUR (2019), and the gin market is worth 631 MEUR (2019). The expected growth in 2020 is around 6 percent. The German gin market is #5 in the world behind UK, US, India and Spain. With the tonic market being in direct correlation to the gin market, a similar growth can be expected.



CONTINUE OUR GLOBAL EXPANSION

The introduction of EB Tonic in four major airlines will help grow the brand awareness internationally. Once we have fully expanded into Germany we want to grow even further into strategic markets globally.

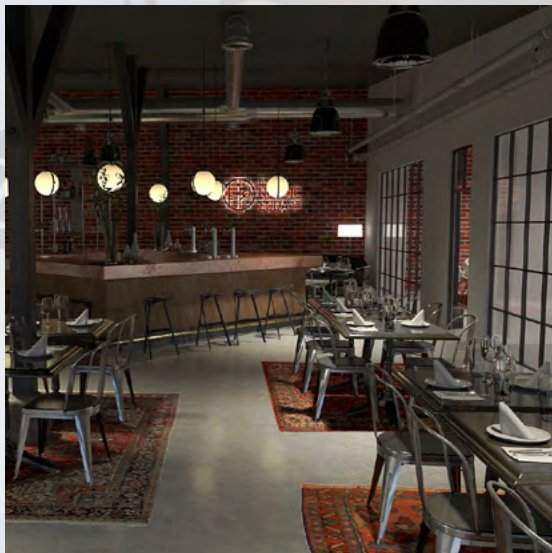
START OUR OWN SYRUP PRODUCTION IN SWEDEN

We want to start our own production where we can supply the international markets with our tonic syrup. Sustainability is highly prioritized for us and as the export volumes grow we want to ensure we can take care of that growth in a sustainable manner, both from an environmental as well as economical point of view.



By only shipping syrup, which is the base in our products, and adding water locally, we can reduce the carbon footprint as well as transportation costs, and at the same time ensure the quality. We won't export water!

The tonic syrup is also a fantastic product for HoReCa customers. Delivering high quality syrup with our unique flavors to hotels, bars and restaurants will be easier to handle with less bulky transports, less waste and better profit margins for all parties!



3D-images of syrup production, office och and bar education center.

WHY EKOBYGGERIET?

Ekobryggeriet was founded in the spring of 2017 and we can proudly say that we offer the country's no.1 organic premium tonic. It's important for us to show the world a sustainable and organic way to produce high quality tonic. For us, organic is a given, and we want to inspire more companies to see the opportunities with this. We still have a lot to learn, but we all need to start somewhere. Everybody can, and should, contribute to making our world more sustainable.

Being big also means you need to be kind. Apart from running a successful business we also want to find new ways of giving back to the world. This has led us to shaping the initiative **"A THIRD TO THE WORLD"**. It means we will donate a third of our profits to charitable organizations or similar human or environmental initiatives. For example we are currently building a school in Kawangware. For us it is a given that we as entrepreneurs need to take on a bigger responsibility if we want to have healthy and budding markets to grow our companies in. We want to make money, for the company and for our investors, but not at any cost. For us, this is the future of entrepreneurship.

Invest in us and be a part of EB. You will be part of fast growing and sustainable company with great visions and our heart and soul in everything we do.





OUTGROWING THE MARKET

In 2019 our growth was 107 percent while the category in general showed a growth by 49 percent, hence we are growing more than twice as fast as the market!



MOST SOLD IN FAST MOVING CONSUMER GOODS IN SWEDEN

When it's up to the customer, they choose Ekobryggeriet Nordic Tonic. Our products are part of the assortment in all major Fast moving consumer goods chains in Sweden. Our market share of premium tonic on ICA, Sweden's biggest chain of Fast moving consumer goods stores, is 40 percent. Read more at ekobryggeriet.se/en/most-sold/.



ORGANICALLY GROWING EXPORT

Today we are present in 13 markets. We receive new inquiries every week, but we need your help to be able to form an organization that can take care of the demand and make the most of our these opportunities!

ABOUT EKOBYRGGERIET

Ekobryggeriet was founded in 2016 by Thomas Jensen, Marcus Nyberg and Daniel Gustafsson. They had a vision of an organic soda. The idea eventually evolved into an organic, Swedish tonic. By today we have surpassed giants like Fever Tree, Britvic, Schweppes Premium and Fentimans in Sweden.

The company is based in Norrköping and the production site is located in beautiful Skåne in the south of Sweden. EB Nordic Tonic is made of natural aromas, carbonated water, organic sugar and citric acid. The bitter taste comes from the Quassia plant. Simple as that!

THE TEAM AND OWNERS



Marcus Nyberg
Founder
Marketing manager



Thomas Jensen
Founder
Product developer



Fredrik Fjellman
CEO



Madeleine Carlsson
Economy



Emelie Rönnlöf
Purchaser



Melina Atterflod
Marketing



Kajsa Albertsson
Marketing



Andreas Kiellarson
Sales manager



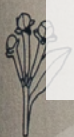
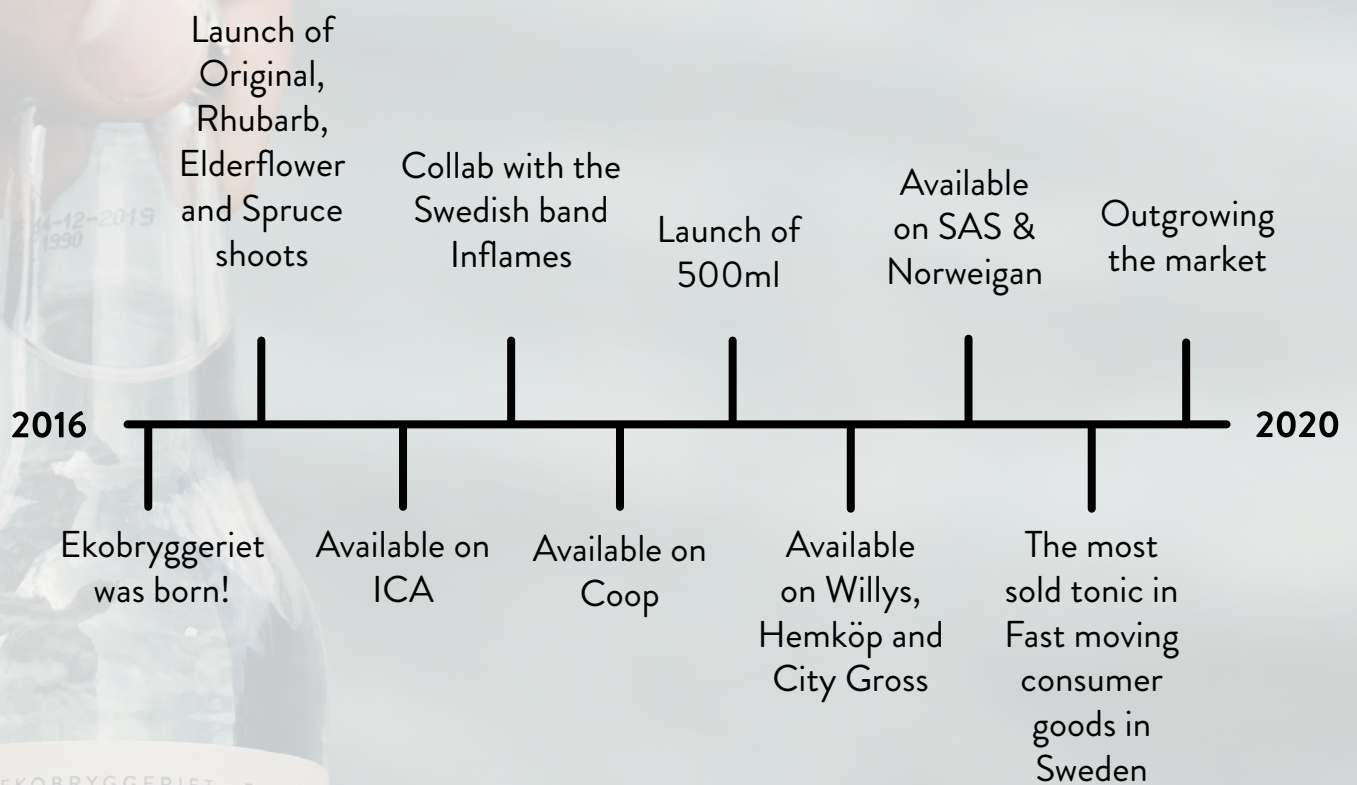
Lotta Rungård
Sales



Isak Abraham
Salesrep

Ekobryggeriet AB is owned 100 percent by Nordic Soda Company AB.

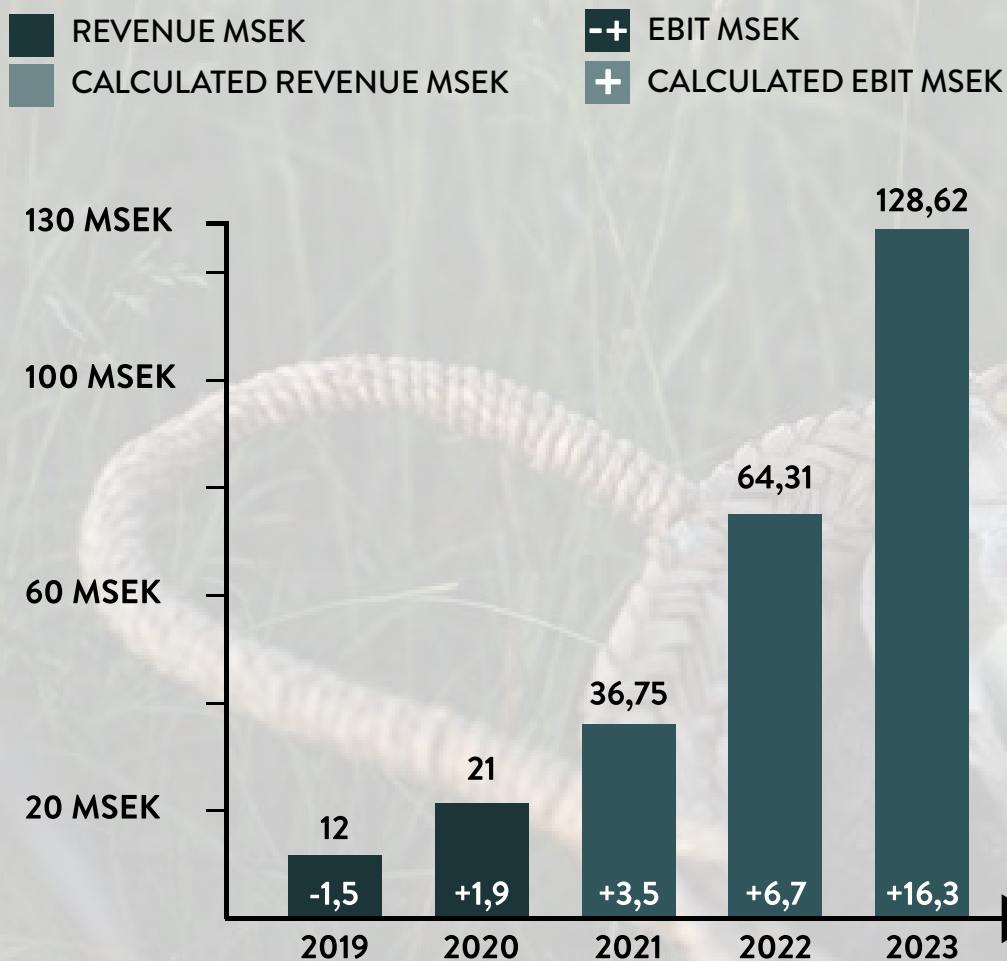
KEY MILESTONES



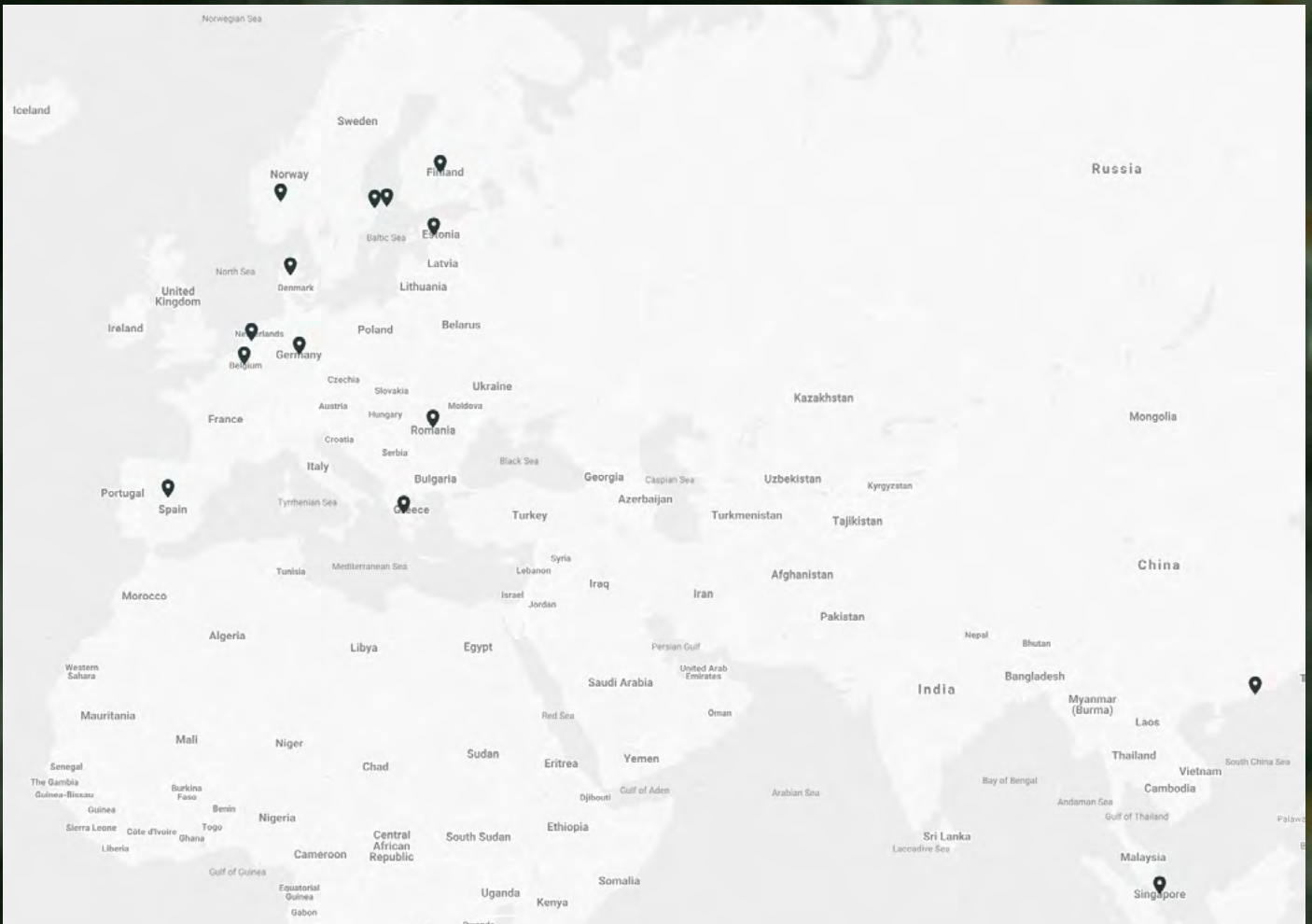
Glove
Kryddnejlika

REVENUE & EBIT

Ever since we launched our first tonics for the summer 2017, the trend has been constantly upwards. Initially our products were only to be found at ICA, but now Ekobryggeriet is listed on the four major retail chains in Sweden, a number of international markets and four airlines. The future looks bright with further investments in exports where Germany is the next big market to continue growing. We are also investing in markets in Asia where we see great potential to grow with a Swedish organic tonic.



GLOBAL MARKET



EUROPE: Sweden, Norway, Finland (Åland islands included), Denmark, Greece, Belgium, Germany, Holland, Estonia, Spain, Rumania

ASIA: Singapore & Hong Kong

The map highlights a selection of the countries we have exported to. Our focus now is to grow the export business by focusing on strategic markets. Let's start with Germany!

PRODUCT RANGE

We have sold more than 500.000 bottles of our EB Tonic Rhubarb, which is one of our ten tonic flavors, in the last two years.



ORIGINAL
200 ml



**SPRUCE
SHOOTS**
200 ml



RHUBARB
200 ml



ELDERFLOWER
200 ml



CLOVE
200 ml



BLUEBERRY
200 ml



CLOUDBERRY
200 ml



CUCUMBER
200 ml



INFLAMES
200 ml



SODA WATER
200 ml



ORIGINAL
150 ml



ORIGINAL
500 ml



**SPRUCE
SHOOTS**
500 ml



RHUBARB
500 ml



ELDERFLOWER
500 ml

TERMS OF INVESTMENT

Subscription period	9th of june 2020 -30th of june 2020
Subscription price	50 SEK per share
Minimum subscription	30 shares (equivalent to SEK 1500).
Share issue volume	The offer includes a maximum of 240 000 shares, corresponding to SEK 12 000 000
Number of shares before new share issue	1 200 000 shares
Pre-money valuation	60 000 000 SEK
Register of shareholders	Will be held by eAktiebok.se, invitation and contact note will be sent out after the share issue has been registered with Bolagsverket.



WHATS INCLUDED IN THE INVESTMENT

The minimum amount to invest is SEK 1500. Those who invest more receive extra benefits depending on how much they invest.






ALL WHO INVEST GET



Invitation to annual owner meeting



Exclusive news letter about what's happening at Ekobryggeriet

					
5 000 SEK	X				
15 000 SEK	X	X			
25 000 SEK	X	X	X		
50 000 SEK	X	X	X	X	
100 000 SEK	X	X	X	X	X



A package of tonic



Merch kit with soap, scented candle and bottle opener



Tonic tasting



Visit in the factory and lunch



Visit in the factory and dinner with the founders and the CEO



#PARTOFEBTONIC

QUESTIONS ABOUT THE SUBSCRIPTION ARE REFERRED TO
INFO@NORDIC-ISSUING.SE

OTHER QUESTIONS ARE REFERRED TO INVEST@EKOBYRGERIET.SE



EKOBYRGERIET

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