



KDP STRATEGIC PARTNERSHIP

SEPTEMBER 2024

DISCLAIMER

Forward-Looking Statements

This Presentation (this “Presentation”) contains forward-looking statements about BRC Inc. (the “Company”) and its industry that involve substantial risks and uncertainties. All statements other than statements of historical fact contained in this Presentation, including statements regarding the Company’s intentions, beliefs or current expectations concerning, among other things, the Company’s financial condition, prospects, growth, strategies, future market conditions and expected future financial performance, as well as any information concerning possible or assumed future results of operations, are forward-looking statements. In some cases, you can identify forward-looking statements because they contain words such as “anticipate,” “believe,” “continue,” “could,” “estimate,” “expect,” “intends,” “may,” “might,” “plan,” “possible,” “potential,” “predict,” “project,” “should,” “will,” “would” and similar expressions, but the absence of these words does not mean that a statement is not forward-looking.

The events and circumstances reflected in the Company’s forward-looking statements may not be achieved or occur and actual results could differ materially from those projected in the forward-looking statements. Factors that may cause such forward-looking statements to differ from actual results include, but are not limited to: competition and our ability to grow and manage growth sustainably and retain our key employees; failure to achieve sustained profitability; negative publicity affecting our brand and reputation, or the reputation of key employees; failure to manage our debt obligations; failure by us to maintain our message as a supportive member of the Veteran and military communities and any other factors which may negatively affect the perception of our brand; our limited operating history, which may make it difficult to successfully execute our strategic initiatives and accurately evaluate future risks and challenges; failed marketing campaigns, which may cause us to incur costs without attracting new customers or realizing higher revenue; failure to attract new customers or retain existing customers; risk related to the use of social media platforms; failure to provide high-quality customer experience to retail partners and end users, including as a result of production defaults, or issues, including due to failures by one or more of our co-manufacturers, affecting the quality of our products, which may adversely affect our brand; decrease in success of the direct to consumer revenue channel; loss of one or more co-manufacturers, or delays, quality, or other production issues, including labor-related production issues at any of our co-manufacturers; failure to manage our supply chain and accurately forecast our raw material and co-manufacturing requirements to support our needs; failure to effectively manage or distribute our products through our Wholesale business partners, especially our key Wholesale business partners; failure by third parties involved in the supply chain of coffee, store supplies or merchandise to produce or deliver products, including as a result of ongoing supply chain disruptions, or our failure to effectively manage such third parties; changes in the market for high-quality coffee beans and other commodities; fluctuations in costs and availability of real estate, labor, raw materials, equipment, transportation or shipping; failure to successfully compete with other producers and retailers of coffee; failure to properly manage our rapid growth, inventory needs, and relationships with various business partners; failure to protect against software or hardware vulnerabilities; failure to build brand recognition using our intellectual properties or otherwise; shifts in consumer spending, lack of interest in new products or changes in brand perception upon evolving consumer preferences and tastes; failure to adequately maintain food safety or quality and comply with food safety regulations; failure to successfully integrate into new domestic markets; failure to raise additional capital to develop the business; risks related to supply chain disruptions; risks related to unionization of employees; failure to comply with federal, state and local laws and regulations; failure to prevail in civil litigation matters; and other risks and uncertainties indicated in our Annual Report on Form 10-K for the year ended December 31, 2023 filed with the Securities and Exchange Commission (the “SEC”) on March 6, 2024 including those set forth under “Item 1A. Risk Factors” included therein, as well as in our other filings with the SEC. Such forward-looking statements are based on information available as of the date of this Presentation and the Company’s current beliefs and expectations concerning future developments and their effects on the Company. Because forward-looking statements are inherently subject to risks and uncertainties, some of which cannot be predicted or quantified, you should not place undue reliance on these forward-looking statements as predictions of future events. Although the Company believes that it has a reasonable basis for each forward-looking statement contained in this Presentation, the Company cannot guarantee that the future results, growth, performance or events or circumstances reflected in these forward-looking statements will be achieved or occur at all. These forward-looking statements speak only as of the date of this Presentation. The Company does not undertake any obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as may be required under applicable securities laws.

Industry and Market Data

This Presentation contains estimates and other statistical data made by independent parties and by the Company relating to market size and growth and other data about the Company’s industry. This data involves a number of assumptions and limitations, and you are cautioned not to give undue weight to such estimates. In addition, projections, assumptions, and estimates of the future performance of the markets in which the Company operates are necessarily subject to a high degree of uncertainty and risk. Any trademarks, servicemarks, trade names and copyrights of the Company and other companies contained in this Presentation are the property of their respective owners.

Important Information and Where to Find It

This Presentation shall not constitute an offer to sell or the solicitation of an offer to buy any of the Company’s securities nor shall there be any offer, solicitation or sale of any of the Company’s securities in any jurisdiction in which such offer, solicitation or sale would be unlawful prior to the registration or qualification under the securities laws of any such jurisdiction. Investors and securityholders will be able to obtain free copies of the reports that the Company has filed or may subsequently file with the SEC through the website maintained by the SEC at www.sec.gov.

PARTNERSHIP SUMMARY

BLACK RIFLE
ENERGY



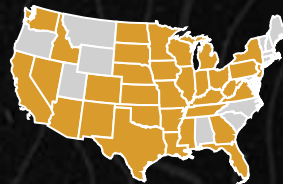
OVERVIEW

Long-term
distribution
agreement within
KDP's U.S. Footprint



DIRECT STORE DISTRIBUTION

Quickly Reaching
National Scale
through KDP's
DSD network



PRODUCT

Proprietary
Black Rifle Energy™
Blend delivering
zero-sugar energy
alternative



MARKET

Enters the Energy
Drink market
representing a \$21B
T.A.M. and
new consumption
occasions



BENEFITS TO BRCC



Long-term, **national distribution** agreement unlocking significant market penetration not possible without a partnership



Leverages **KDP's extensive experience** in innovation, sales and distribution



Provides **immediate access** to 180k+ retail outlets via KDP's fleet of trucks, eliminating the need to organically create distribution



Improves **quality of distribution** with a world-class partner ensuring best in-store delivery and superior economics

**LAUNCHING
DECEMBER 2024**

BLACK RIFLE

E N E R G Y™

BLACK RIFLE
E N E R G Y™



Black Rifle Energy™ brings a zero-sugar energy option to a consumer market ready for our unique mission-driven approach: Now paired with the power of the KDP distribution network.

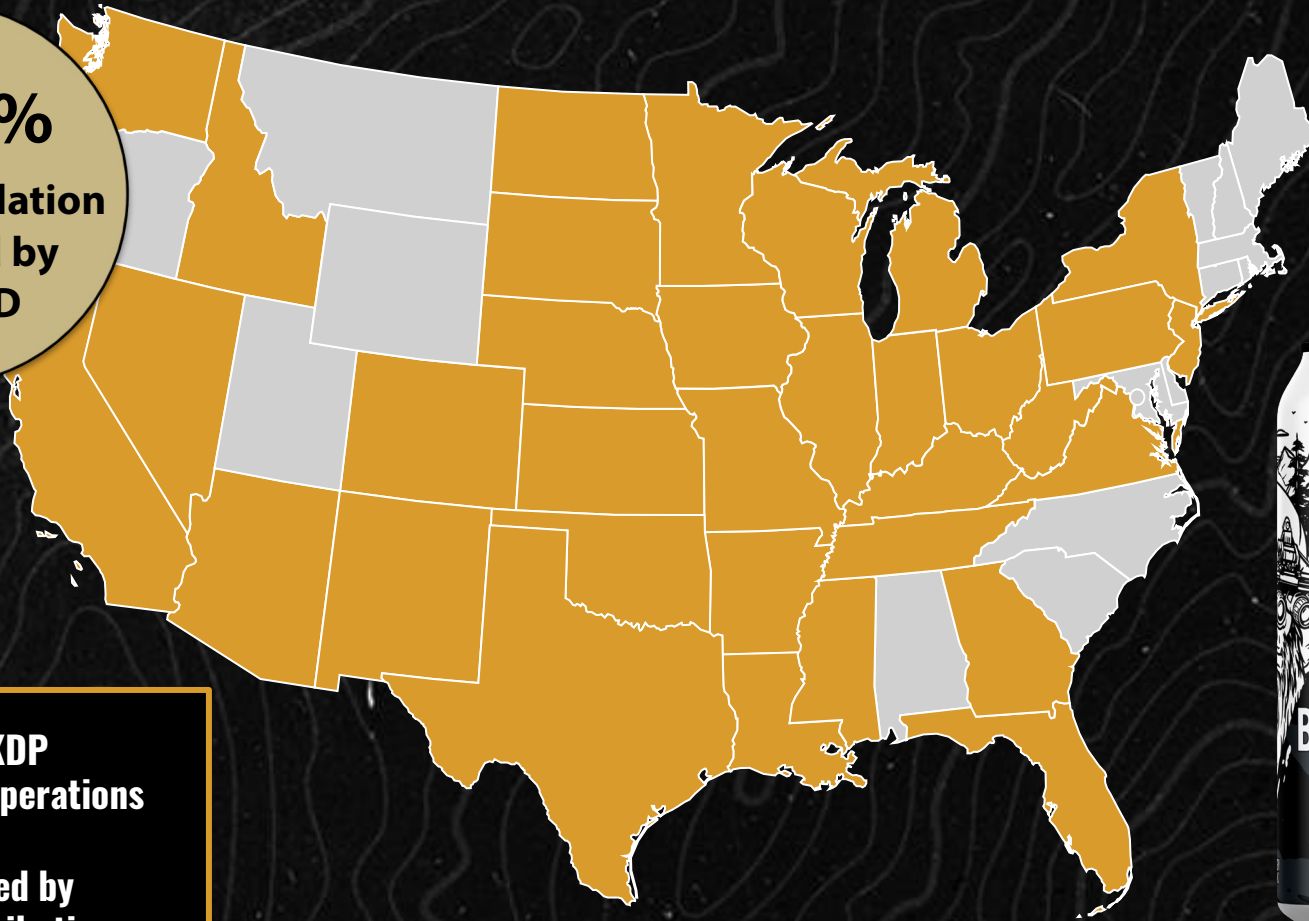
DSD DRIVES NATIONWIDE AVAILABILITY

BLACK RIFLE
ENERGY

Current KDP DSD Coverage

~80%

of U.S. population
is covered by
KDP DSD



States with KDP
owned DSD operations

States covered by
existing distribution



Channel Reach

Grocery ● Club ● Dollar ● Convenience ● Foodservice ● Military

THANK YOU



To learn more, refer to our website at
ir.blackriflecoffee.com or contact us
directly at ir@blackriflecoffee.com

BLACK RIFLE

E N E R G Y™