BLACK RIFLE COFFEE COMPANY

First Quarter 2025

Serving Those Who Serve

DISCLAIMER

Forward-Looking Statements

This presentation contains forward-looking statements about the BRC Inc. (the "Company", "we", "us" and "our") 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 the Company's financial condition, liquidity, prospects, growth, strategies, future market conditions, developments in the capital and credit markets 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, manage sustainable expansion, and retain key employees; failure to compete effectively with other producers, distributors and retailers of coffee and energy drinks; our limited operating history, which may hinder the successful execution of strategic initiatives and make it difficult to assess future risks and challenges; challenges in managing rapid growth, inventory needs, and relationships with key business partners; inability to raise additional capital necessary for business development; failure to achieve or sustain long-term profitability; inability to effectively manage debt obligations; failure to maximize the value of assets received through bartering transactions; negative publicity affecting our brand, reputation, or that of key employees; failure to uphold our position as a supportive member of the Veteran and military communities, or other factors negatively affecting brand perception; inability to establish and maintain strong brand recognition through intellectual property or other means; shifts in consumer spending, lack of interest in new products or changes in brand perception upon evolving consumer preferences and tastes; unsuccessful marketing campaigns that incur costs without attracting new customers or realizing higher revenue; failure to attract new customers or retain existing customers; risks associated with reliance on social media platforms, including dependence on third-party platforms for marketing and engagement; declining performance of the direct to consumer revenue channel; inability to effectively manage or scale distribution through Wholesale business partners, particularly key Wholesale partners; failure to manage supply chain operations effectively, including inaccurate forecasting of raw material and co-manufacturing requirements; loss of one or more co-manufacturers or production delays, quality issues, or labor-related disruptions affecting manufacturing output; supply chain disruptions or failures by third-party suppliers to deliver coffee, store supplies, RTD beverage ingredients, or merchandise, including disruptions caused by external factors; ongoing risks related to supply chain volatility and reliability, including political and climate risks; fluctuations in the market for high-quality coffee beans and other key commodities; unpredictable changes in the cost and availability of real estate, labor, raw materials, equipment, transportation, or shipping; failure to successfully open new Black Rifle Outposts, including permitting delays, development challenges, or underperformance of existing locations; risks related to long-term, non-cancelable lease obligations and other real estate-related concerns; inability of franchise partners to successfully operate and manage their franchise locations; failure to maintain high-quality customer experiences for retail partners and end users, including production defects or issues caused by co-manufacturers that negatively impact product quality and brand reputation; failure to comply with food safety regulations or maintain product quality standards; difficulties in successfully expanding into new domestic and international markets; failure to comply with federal, state, and local laws and regulations, or inability to prevail in civil litigation matters; risks related to potential unionization of employees; failure to protect against cybersecurity threats, software vulnerabilities, or hardware security risks; and other risks and uncertainties indicated in our Annual Report on Form 10-K for the year ended December 31, 2024 filed with the Securities and Exchange Commission (the "SEC") on March 3, 2025 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 statement 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.

Non-GAAP Financial Measures

To evaluate the performance of our business, we rely on both our results of operations recorded in accordance with generally accepted accounting principles in the United States ("GAAP") and certain non-GAAP financial measures, including EBITDA and Adjusted EBITDA. These measures, as defined below, are not defined or calculated under principles, standards or rules that comprise GAAP. Accordingly, the non-GAAP financial measures we use and refer to should not be viewed as a substitute for performance measures derived in accordance with GAAP. Our definitions of EBITDA and Adjusted EBITDA described below are specific to our business and you should not assume that they are comparable to similarly titled financial measures of other companies. Further information relevant to the interpretation of non-GAAP financial measures, and reconciliations of these non-GAAP financial measures to the most comparable GAAP measures, may be found in Slides 26-28 of this presentation.

We define EBITDA as net income (loss) before interest, tax expense, depreciation and amortization expense. We define Adjusted EBITDA, as adjusted for equity-based compensation, system implementation costs, executive recruiting and severance, write-off of site development costs, strategic initiative related costs, non-routine legal expenses, RTD start-up production issues, (gain) loss on assets held for sale, contract termination costs and restructuring fees and related costs.

When used in conjunction with GAAP financial measures, we believe that EBITDA and Adjusted EBITDA are useful supplemental measures of operating performance and liquidity because these measures facilitate comparisons of historical performance by excluding non-cash items such as equity-based compensation and other amounts not directly attributable to our primary operations, such as system implementation costs, write-off of site development costs, non-routing legal expense, restructuring fees and related costs, RTD transformation costs and loss on impairment of assets. Adjusted EBITDA is also a key metric used internally by our management to evaluate performance and develop internal budgets and forecasts. EBITDA and Adjusted EBITDA have limitations as an analytical tool and should not be considered in isolation or as a substitute for analyzing our results as reported under GAAP and may not provide a complete understanding of our operating results as a whole. Some of these limitations are (i) they do not reflect changes in, or cash requirements for, our working capital needs, (ii) they do not reflect our interest expense or the cash requirements necessary to service interest or principal payments on our debt, (iii) they do not reflect our tax expense or the cash requirements to pay our taxes, (iv) they do not reflect historical capital expenditures or future requirements for capital expenditures or contractual commitments, (v) although equity-based compensation expenses are non-cash charges, we rely on equity compensation to compensate and incentivize employees, directors and certain consultants, and we may continue to do so in the future and (vi) although depreciation, amortization and impairments are non-cash charges, the assets being depreciated and amortized will often have to be replaced in the future, and these non-GAAP measures do not reflect any cash requirements for such replacements.

Forward Looking Non-GAAP Financial Measures

This presentation also includes certain forward-looking non-GAAP financial measures, specifically Adjusted EBITDA. We have not reconciled forward-looking Adjusted EBITDA to its most directly comparable GAAP measure, net income (loss) in reliance on the unreasonable efforts exception provided under Item 10(e)(1)(i)(B) of Regulation S-K. We cannot predict with reasonable certainty the ultimate outcome of certain components of such reconciliation, including market-related assumptions that are not within our control, or others that may arise, without unreasonable effort. For these reasons, we are unable to assess the probable significance of the unavailable information, which could materially impact the amount of future net income (loss). See "Non-GAAP Financial Measures" for additional important information regarding Adjusted EBITDA.

TODAY'S SPEAKERS

Chris Mondzelewski

President and Chief Executive Officer

Steve Kadenacy

Chief Financial Officer

Matt McGinley

VP Investor Relations

"Black Rifle is off to a promising start in 2025, driven by distribution gains across multiple product categories and targeted investments that position us well for sustained, multi-year growth. This quarter marked the beginning of what we anticipate will be a two-year distribution ramp for Black Rifle Energy™, and we're encouraged by our initial success in partnership with Keurig Dr Pepper (KDP). With marketing efforts set to accelerate throughout the year, we expect revenue momentum to build and remain confident in the strategy and long-term goals outlined earlier this year. Importantly, we continue to grow market share in every category in which we compete—underscoring the strength of our brand, our products, and our execution. As we move forward in 2025, our team remains focused on building brand awareness, strengthening our market presence, and advancing our mission of supporting veterans, first responders, and the communities we proudly serve."

- *Chris Mondzelewski, President and CEO*

2025 FIRST QUARTER HIGHLIGHTS

Revenue

Net Revenue

$90.0 million

down **$8.4M** YoY

Gross Margin

Gross Margin of

36.1%

compared to **42.9%** in Q1 2024

Profitability

Adjusted EBITDA[1]

$0.9 million

down **$11.6M** YoY

Wholesale Revenue

Wholesale Revenue

$56.8 million

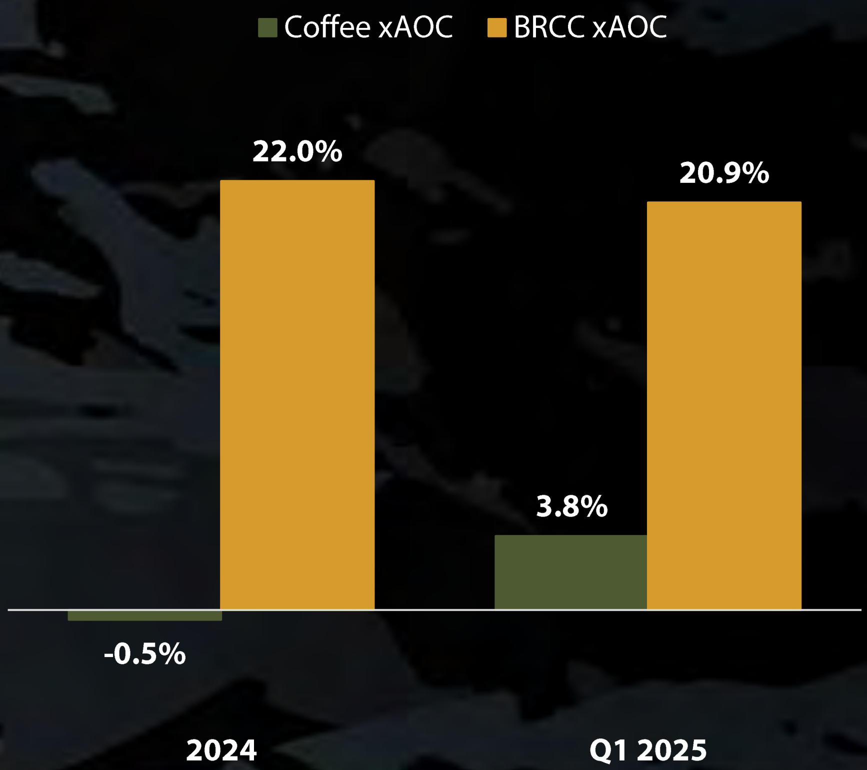
down **6%** or **$3.6M** YoY

up **9%** or **$4.9M** YoY excluding barter

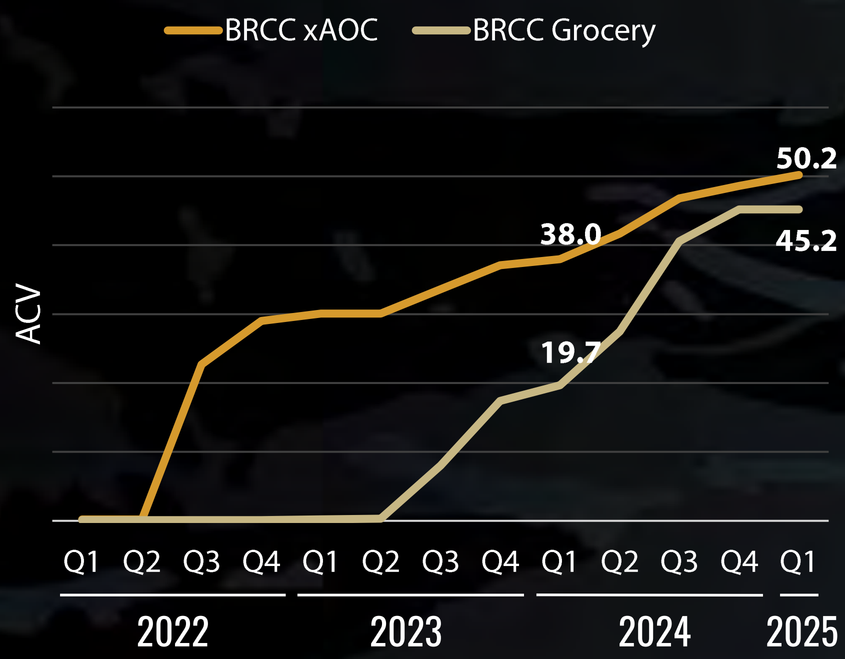
[1] Refer to slide 24 for a reconciliation of "Adjusted EBITDA"

Channel Highlights

DISTRIBUTION GROWTH IN FDM CONTINUES, DRIVING MARKET SHARE GAINS



ACV GAINS CONTINUE, WITH SIGNIFICANT ADDITIONAL POTENTIAL



Nielsen Total US Food, Total US xAOC
Dollar Growth & ACV: Calculated as the sum of "Coffee" + "Espresso" categories within Nielsen
Left: 2024 – Cal Yr 2024 period ending 12/28/24, Q4 – JFM week ending 03/29/25
Right: 4-Week periods ending closest to each Quarter's end-date

DTC FOCUS REMAINS A CORE STRATEGY

DTC / eCommerce serves as a strategic enabler for BRCC's broad reaching omni-channel ecosystem

DTC HIGHLIGHTS

181k+
Total Subscribers

2/3
of DTC Revenue From Subscribers

New Subscriber
AOV +13%
Higher than Existing Subs

STRATEGIC SUMMARY

- DTC continues to be an effective channel to **drive innovation, support loyalty** and **communicate directly** with our most passionate customers
- BRCC is constantly working to **remove friction, improve conversion** and **exceed customer's online shopping expectations**
- **Amazon** continues to serve as an effective DTC channel

EXCLUSIVE COFFEE SUBSCRIPTION

October '24

November '24

December '24

January '25

February '25

March '25

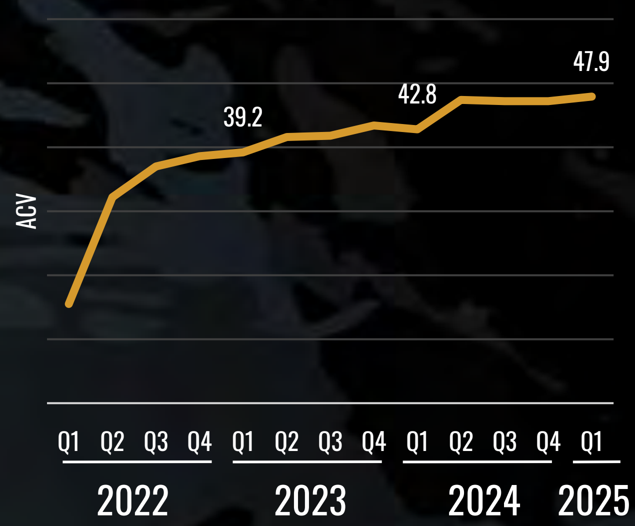
April '25

May '25

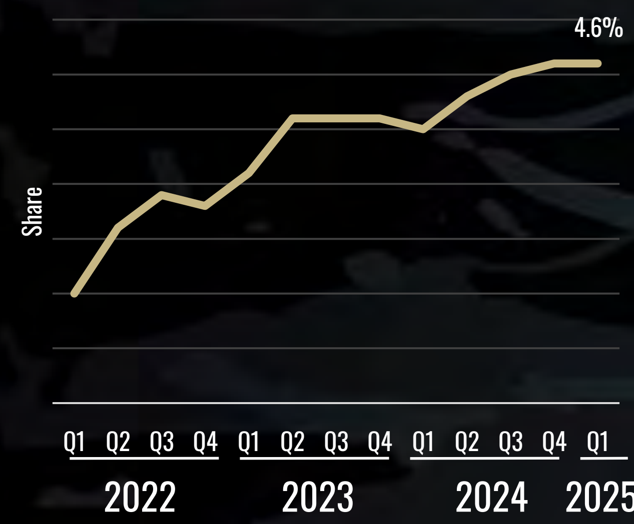
RTD DISTRIBUTION GAINS CONTINUE TO BUILD MARKET SHARE

Black Rifle Ready to Drink Coffee remains the #3 brand in the category in Q1 2025

BRCC RTD ACV
BRCC xAOC + Convenience



BRCC RTD Share
BRCC xAOC + Convenience



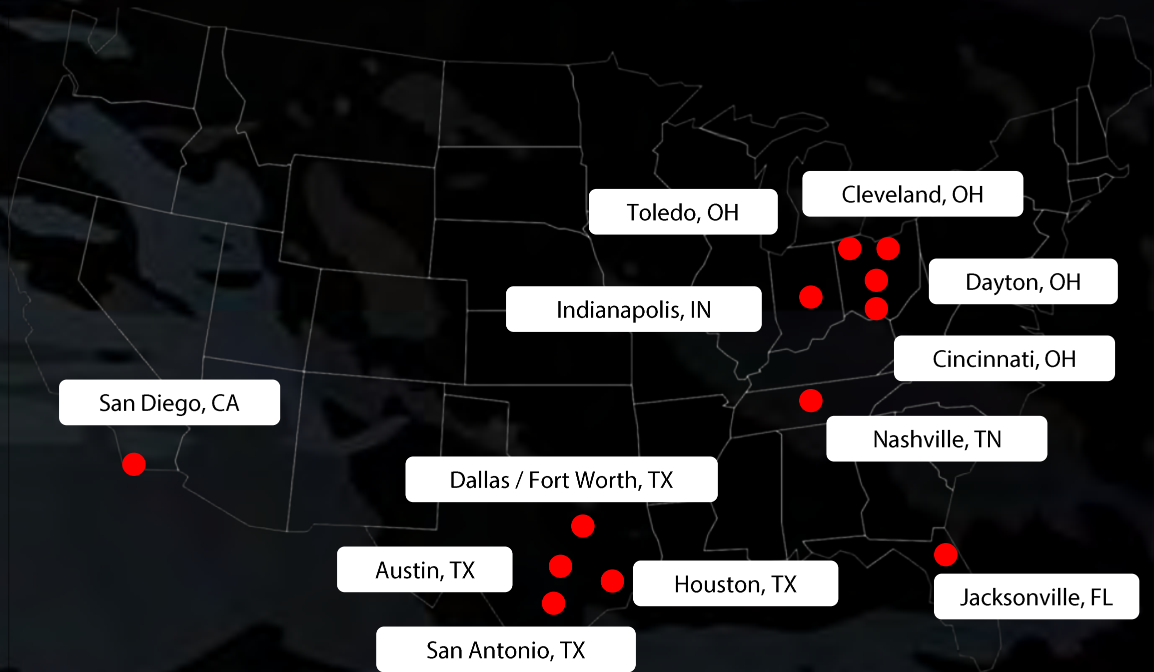
Nielsen Total US xAOC + Conv, 4-Week periods ending closest to each Quarter's end-date
Dollar Share & ACV: Calculated for the "RTD Coffee" category (Plus Monster-Java) for Single-Serve* within Nielsen
* Single-Serve RTD-Coffee Market excludes large-format brands like Stok, Bizzy, etc.

ENERGY LAUNCH STILL EARLY, BUT INITIAL PROGRESS STRONG

Nationwide rollout underway with a focus on 12 core markets to build critical momentum

BLACK RIFLE ENERGY INITIAL LAUNCH STATISTICS – MARCH 2025[1]

~21% ACV	**11,850** Doors of Distribution	**2,800** Walmart Locations	**~66%** Walmart ACV	**7,000** Convenience Stores	**~6%** Convenience Store ACV	**2,000** Grocery Stores	**~9%** Grocery Store ACV



Distribution Targets

~20-30%
ACV by end of 2025

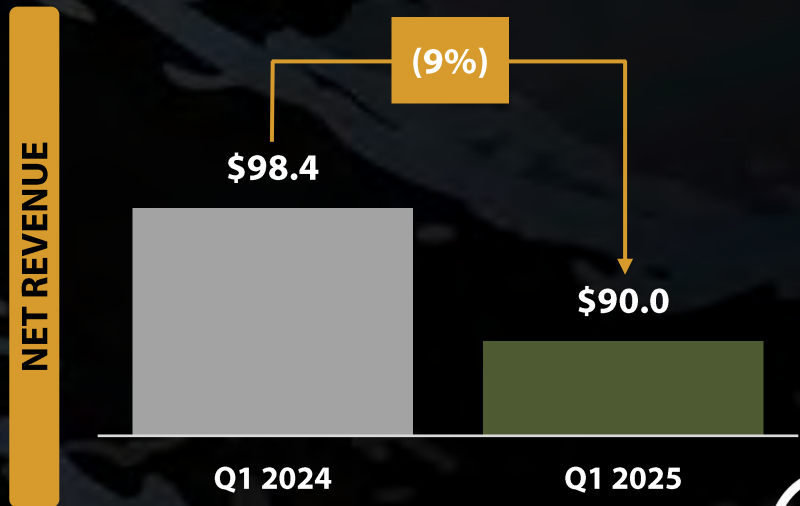
~70-80%
ACV 2-years post-launch

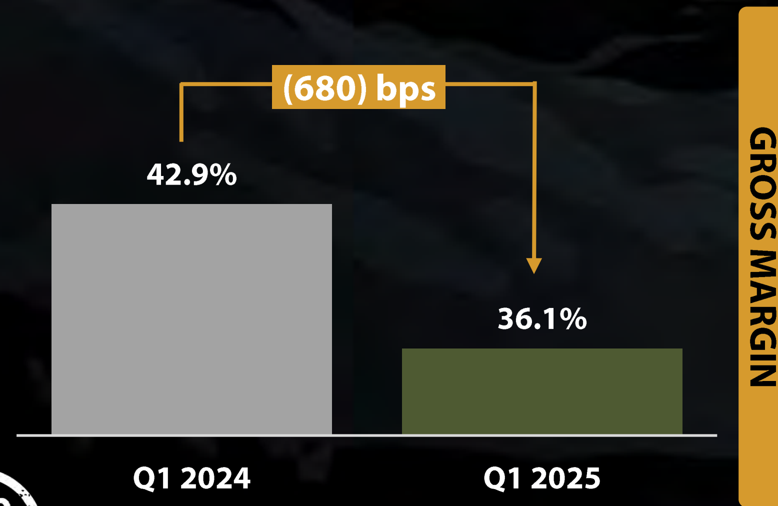
1. Nielsen Total US xAOC + Conv, As of 3/29/25

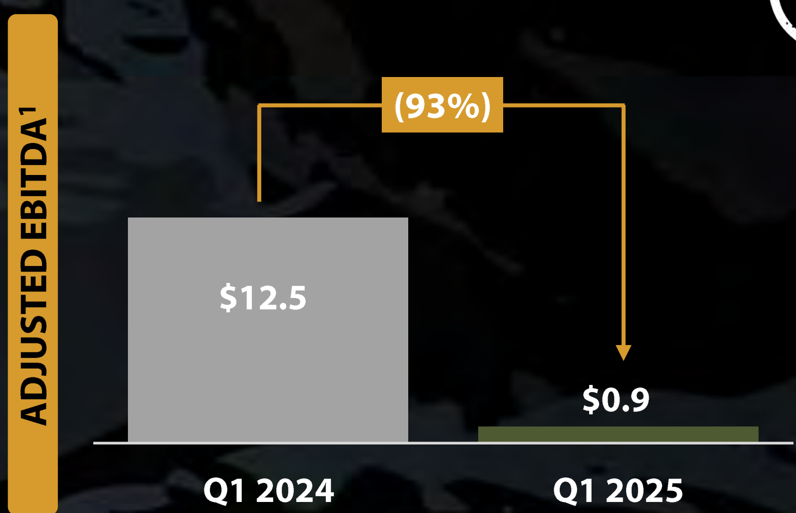
Operational Performance & Financial Results

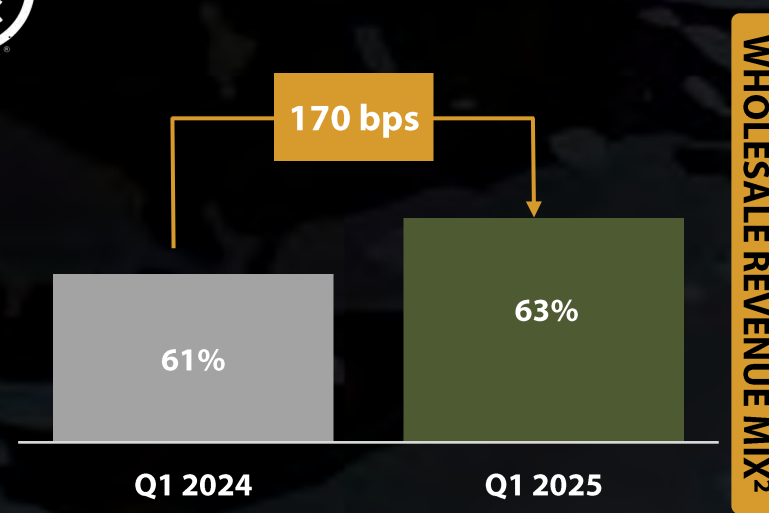
QUARTERLY FINANCIALS

$ million





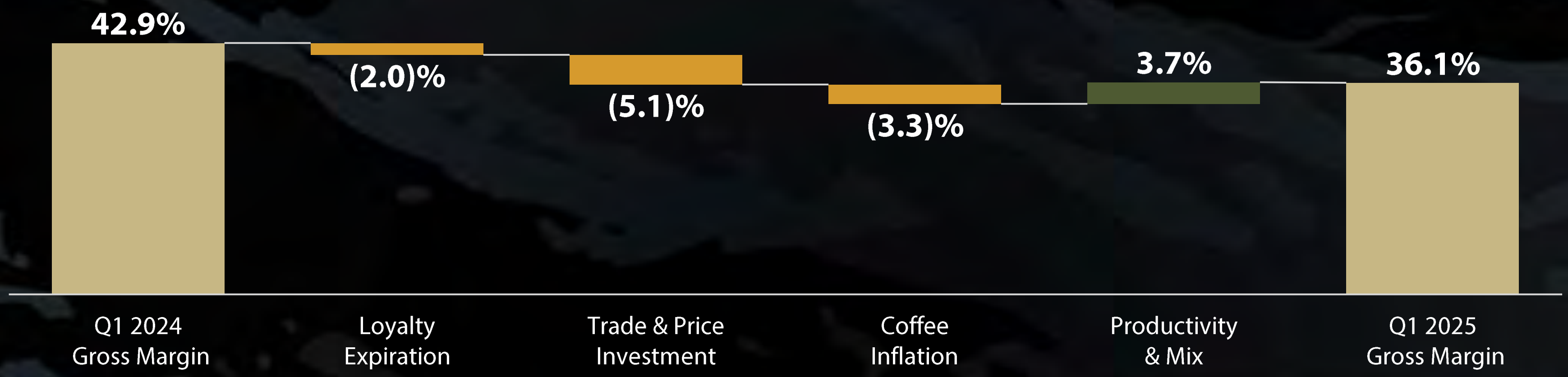




[1] Refer to slide 24 for a reconciliation of "Adjusted EBITDA"
[2] Wholesale Revenue Mix defined as Wholesale Revenue as a percentage of Net Revenue

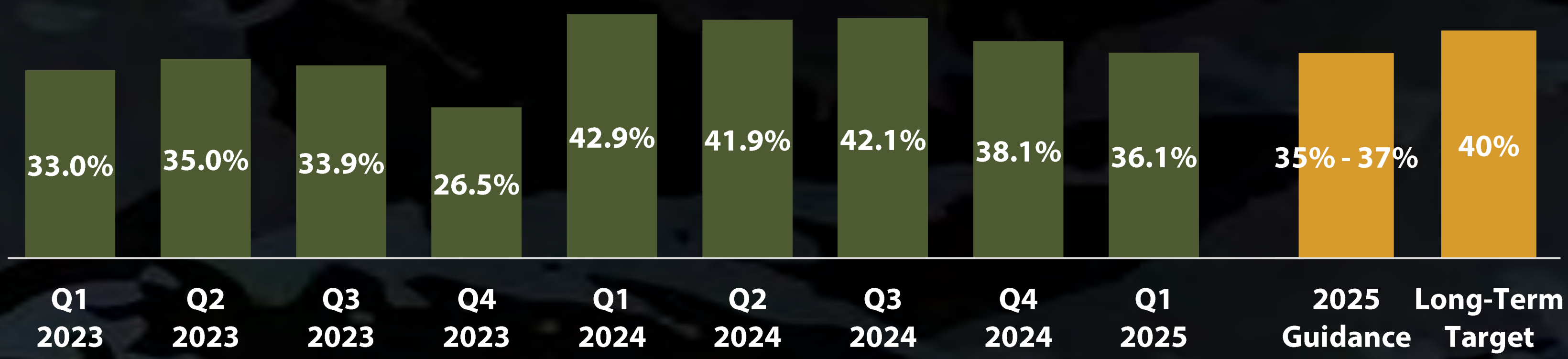
LONG RANGE GROSS MARGIN TARGET REMAINS 40%+

Q1 YoY Gross Margin



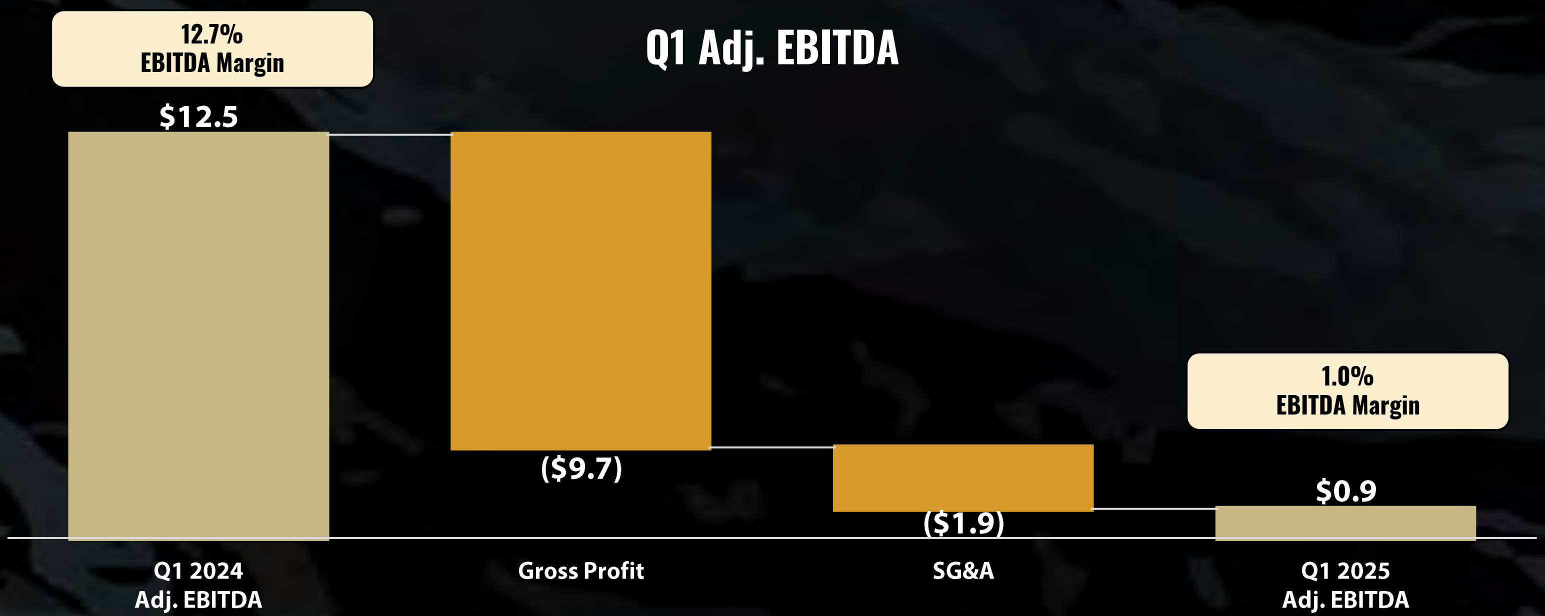
We are constantly looking to optimize our gross margin through productivity and other initiatives as part of our disciplined culture and to offset challenging environment

Gross Margin



OPERATIONAL DISCIPLINE AND INVESTMENT IN GROWTH INITIATIVES DELIVERED FLAT EBITDA

$ million



Focus remains on operational efficiency through disciplined cost management

- Focused Margin Improvement Initiatives
- Reduced Reliance on External Consultants
- Mix Between Channels and Products
- Aligned Headcount with FDM Focus

Outlook

2025 FINANCIAL GUIDANCE

Revenues

$395M-$425M

1% to 9% Growth in 2025

Cycling $30.4M of barter revenue and loyalty reserve benefits that will not recur in 2025

Non-recurring revenue impact expected to be $11.8M in Q1, $5.8M in Q2, $3.6M in Q3, and $9.1M in Q4

Revenue expected to be lower early in the year, with sequential increases each quarter

Gross Margin

35%-37%

Gross Margin Range

Key 2025 headwinds include:

- At least 3-point impact from green coffee inflation (net of pricing)
- Approximately 2.5-point impact from trade spending and normal promotional cadence
- At least a 1-point impact each from loyalty reserve and tariffs

Gross margins will benefit from an ongoing mix shift into FDM channels and productivity

Adjusted EBITDA

$20M-$30M

Adj. EBITDA Range

Dollar decline YoY driven by gross margin and marketing investments

Key dollar impacts include $10M+ green coffee, $10M trade/promo, $6.5M loyalty, $5M tariffs; partially offset by productivity, mix, and pricing

Limited EBITDA generation in 1H25; ramp expected in 2H25 on revenue growth and expense leverage

Expect $8-10M in annualized cost savings in 2H25


AMERICA'S COFFEE
BLACK RIFLE
COFFEE COMPANY
FREEDOM FUEL
Net wt 12 oz / 340 g
AMERICA'S COFFEE
Black Rifle
Coffee Company
BRCC
Freedom Roast
AMERICA'S COFFEE
BLACK RIFLE
COFFEE COMPANY
JB
JUST BLACK
Net wt 12 oz / 340 g

Appendix

3-YEAR FINANCIAL TARGETS

Revenues

10%-15%

Revenue CAGR Through 2027

Anticipate a higher rate of growth in 2026 and 2027 as launch fees phase out and ongoing benefits from distribution gains take effect

Gross Margin

40%+

Target Gross Margin

Gross margins will benefit from an ongoing mix shift into FDM channels and growth in the energy segment

Adjusted EBITDA

15%-25%

EBITDA CAGR Through 2027

Gross margin improvement and SG&A leverage are anticipated to drive EBITDA growth and improve the EBITDA rate in 2026 and 2027

FINANCIAL HIGHLIGHTS

First Quarter 2025 Financial Highlights
(in millions, except % data)

	First Quarter Comparisons			
	2025	**2024**	**$ Change**	**% Change**
Net Revenue	$ 90.0	$ 98.4	$ (8.4)	(8.6)%
Gross Profit	$ 32.5	$ 42.2	$ (9.7)	(23.0)%
Gross Margin	*36.1 %*	*42.9 %*		
Net Income (Loss)	$ (7.8)	$ 1.9	$ (9.7)	
Adjusted EBITDA	$ 0.9	$ 12.5	$ (11.6)	
Adjusted EBTIDA as a % of Net Revenue	*1.0 %*	*12.7 %*		

INCOME STATEMENT

Consolidated Statements of Operations

(in thousands, except share and per share amounts)

	Three Months Ended March 31,	
	2025	2024
Revenue, net	$ 89,974	$ 98,392
Cost of goods sold	57,502	56,207
Gross profit	32,472	42,185
Operating expenses		
Marketing and advertising	11,322	7,609
Salaries, wages and benefits	13,563	15,261
General and administrative	11,786	15,346
Other operating expense, net	1,233	14
Total operating expenses	37,904	38,230
Operating income (loss)	(5,432)	3,955
Non-operating expenses		
Interest expense, net	(2,370)	(2,051)
Total non-operating expenses	(2,370)	(2,051)
Income (loss) before income taxes	(7,802)	1,904
Income tax expense	44	49
Net income (loss)	$ (7,846)	1,855
Less: Net income (loss) attributable to non-controlling interest	(4,958)	1,307
Net income (loss) attributable to BRC Inc.	$ (2,888)	548
Net income (loss) per share attributable to Class A Common Stock		
Basic and diluted	$ (0.04)	$ 0.01
Weighted-average shares of Class A Common Stock outstanding		
Basic	78,411,354	66,312,366
Diluted	78,411,354	66,597,626

BALANCE SHEET

Consolidated Balance Sheets

(in thousands, except share and par value amounts)

	March 31, 2025	December 31, 2024
Assets		
Current assets:		
Cash and cash equivalents	$ 3,902	$ 6,810
Accounts receivable, net	27,005	33,604
Inventories, net	50,498	42,647
Prepaid expenses and other current assets	13,657	12,410
Total current assets	95,062	95,471
Property, plant and equipment, net	56,645	59,204
Operating lease, right-of-use asset	26,111	26,703
Non-current prepaid marketing expenses	44,590	45,506
Identifiable intangibles, net	344	359
Other	138	139
Total assets	$ 222,890	$ 227,382
Liabilities and stockholders' equity		
Current liabilities:		
Accounts payable	34,134	38,817
Accrued liabilities	30,661	27,900
Deferred revenue and gift card liability	3,814	3,918
Current maturities of long-term debt	2,297	2,047
Current operating lease liability	2,433	2,523
Current maturities of finance lease obligations	12	13
Total current liabilities	73,351	75,218
Non-current liabilities:		
Long-term debt, net	66,472	63,027
Finance lease obligations, net of current maturities	18	—
Operating lease liability	28,456	29,087
Other non-current liabilities	10,408	10,554
Total non-current liabilities	105,354	102,668
Total liabilities	178,705	177,886
Stockholders' equity:		
Preferred Stock, $0.0001 par value, 1,000,000 shares authorized; no shares issued or outstanding as of March 31, 2025 and December 31, 2024, respectively	—	—
Class A Common Stock, $0.0001 par value, 2,500,000,000 shares authorized; 78,609,684 and 78,286,909 shares issued and outstanding as of March 31, 2025 and December 31, 2024, respectively	8	8
Class B Common Stock, $0.0001 par value, 300,000,000 shares authorized; 134,536,464 shares issued and outstanding as of both March 31, 2025 and December 31, 2024	13	13
Class C Common Stock, $0.0001 par value, 1,500,000 shares authorized; no shares issued or outstanding as of March 31, 2025 and December 31, 2024, respectively	—	—
Additional paid in capital	137,470	136,583
Accumulated deficit	(126,318)	(123,430)
Total BRC Inc.'s stockholders' equity	11,173	13,174
Non-controlling interests	33,012	36,322
Total stockholders' equity	44,185	49,496
Total liabilities and stockholders' equity	$ 222,890	$ 227,382

CASH FLOW

Consolidated Statements of Cash Flows

(in thousands)

	Three Months Ended March 31,	
	2025	**2025**
Operating activities		
Net income (loss)	$ (7,846)	$ 1,855
Adjustments to reconcile net income (loss) to net cash provided by (used in) operating activities:		
Depreciation and amortization	2,576	2,413
Equity-based compensation	2,591	1,952
Amortization of debt issuance costs	266	301
Loss on disposal of assets	839	511
Paid-in-kind interest	1,234	—
Other	350	315
Changes in operating assets and liabilities:		
Accounts receivable, net	6,586	58
Inventories, net	(7,851)	(2,405)
Prepaid expenses and other assets	(25)	(1,892)
Accounts payable	(4,401)	7,264
Accrued liabilities	2,511	(2,331)
Deferred revenue and gift card liability	(104)	(3,468)
Operating lease liability	(721)	371
Other liabilities	(146)	(30)
Net cash provided by (used in) operating activities	(4,141)	4,914
Investing activities		
Purchases of property, plant and equipment	(1,173)	(2,718)
Proceeds from sale of property and equipment	—	41
Net cash used in investing activities	(1,173)	(2,677)
Financing activities		
Proceeds from issuance of long-term debt, net of discount	98,904	21,829
Debt issuance costs paid	(147)	(164)
Repayment of long-term debt	(96,162)	(32,224)
Financing lease obligations	17	20
Repayment of promissory note	(400)	(400)
Issuance of stock from the Employee Stock Purchase Plan	194	251
Net cash provided by (used in) financing activities	2,406	(10,688)
Net decrease in cash, cash equivalents and restricted cash	(2,908)	(8,451)
Cash and cash equivalents, beginning of period	6,810	12,448
Restricted cash, beginning of period	—	1,465
Cash and cash equivalents, end of period	3,902	3,997
Restricted cash, end of period	—	1,465

CASH FLOW (CONTINUED)

Consolidated Statements of Cash Flow (continued)

(in thousands)

	Three Months Ended March 31,	
	2025	**2024**
Non-cash operating activities		
Derecognition of right-of-use operating lease assets	$ —	$ (1,955)
Recognition of revenue for inventory exchanged for prepaid advertising	$ —	$ 8,487
Non-cash investing and financing activities		
Property and equipment purchased but not yet paid	$ 22	$ 622
Supplemental cash flow information		
Cash paid for income taxes	$ 72	$ 58
Cash paid for interest	$ 756	$ 1,816

KEY OPERATIONAL METRICS

Revenue by Sales Channel

(in thousands)

	Three Months Ended March 31,	
	2025	2024
Wholesale	$ 56,791	$ 60,428
DTC	27,720	32,614
Outpost	5,463	5,350
Total net sales	$ 89,974	$ 98,392

Key Operational Metrics

	March 31,	
	2025	2024
FDM ACV %[1]	50.2 %	38.0 %
RTD ACV %[2]	47.9 %	42.8 %
DTC Subscribers	181,900	209,000
Outposts		
Company-owned stores	17	18
Franchise stores	20	18
Total Outposts	37	36

(1) *FDM ACV% calculated as the sum of "Coffee" + "Espresso" categories within Nielsen. Nielsen Total US xAOC, 4-weeks ending 3/29/25.*

(2) *RTD ACV% calculated for the "RTD Coffee" category (Plus Monster-Java) for single-serve RTD coffee within Nielsen. Nielsen Total US xAOC + Conv, 4-weeks ending 3/29/25.*

RECONCILIATION OF NET INCOME (LOSS) TO ADJUSTED EBITDA

Reconciliation of Net Income (Loss) to Adjusted EBITDA

(in thousands)

	Three Months Ended March 31,	
	2025	2024
Net income (loss)	$ (7,846)	$ 1,855
Interest expense	2,370	2,051
Tax expense	44	49
Depreciation and amortization	2,576	2,413
EBITDA	$ (2,856)	$ 6,368
Equity-based compensation[(1)]	2,590	1,952
System implementation costs[(2)]	—	380
Write-off of site development costs[(3)]	825	1,181
Non-routine legal expense[(4)]	338	2,371
Restructuring fees and related costs[(5)]	—	266
Adjusted EBITDA	$ 897	$ 12,518

(1) Represents the non-cash expense related to our equity-based compensation arrangements for employees, directors, and consultants.

(2) Represents non-capitalizable costs (e.g. pre-implementation discovery, training, and post-implementation monitoring) associated with the implementation of our enterprise resource planning ("ERP") system and e-commerce platform. For the three months ended March 31, 2024, $0.2 million of costs were related to both our ERP system re-implementation and our e-commerce platform implementation.

(3) Represents the write-off of development costs for discontinued retail locations.

(4) Represents legal costs and fees incurred in connection with certain non-routine legal disputes consisting of certain claims relating to the exercise of certain warrants issued in connection with our business combination.

(5) Represents severance costs for the three months ended March 31, 2024.

2025 OUTLOOK

For full-year fiscal 2025, the Company updated its previous guidance as follows:

(in millions, except % data)

	FY2024		FY2025 Guidance (Previously Reported)				FY2025 Guidance (Updated)			
	Actual		Low		High		Low		High	
Net Revenue[1]	$	391.5	$	395.0	$	425.0	$	395.0	$	425.0
Growth		*(1)%*		*1 %*		*9 %*		*1 %*		*9 %*
Gross Margin		41.2 %		37 %		39 %		35 %		37 %
Adj. EBITDA	$	37.1	$	20.0	$	30.0	$	20.0	$	30.0

(1) A barter transaction favorably impacted Net Revenue in 2024 by $23.9 million, in addition to an increase to Net Revenue of $6.5 million as a result of the change in BRCC's Loyalty Program points policy in 2024.