



**February 2015**

## **Pulse Beverage Quickly Expanding its Distribution Platform of Nutritional/Functional Beverages, a Hotbed of M&A Activity.**

*By Paul Silver*

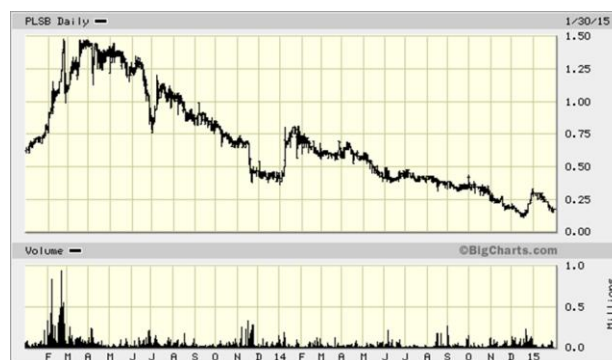
Pulse Beverage (OTC: PLSB.QB) is an emerging growth beverage company that manufactures and distributes Natural Cabana® Lemonade, Limeade, and Natural Cabana™ Coconut Water. Pulse Beverage is also re-launching its flagship product PULSE HEART AND BODY HEALTH brand of functional beverages, originally developed by Baxter Healthcare Corp., a subsidiary of Baxter International, Inc. (NYSE:BAX), which will be marketed in a new, more consumer appealing, better tasting, non-gender-specific formulation in the fourth quarter 2014.

At present, the beverage industry is trending towards niche beverages that contain functional ingredients that have shown to promote health, and away from the broad consumption of carbonated soda drinks. Due to declining growth in traditional soda sales, major beverage companies are seeking to participate in the growing functional beverage sector.

### **Distribution**

Pulse Beverage spent the majority of 2012 and 2013 building its distribution system in order to secure listings with regional and national grocery and convenience chain stores such as Albertsons, Kmart, Circle K, GNC, Hannaford, Whole Foods, HEB, Walgreens, Kroger, 7-Eleven, Winco Foods, HyVee, RaceTrac, and others.

In January 2015, The Company announced that Natural Cabana™ Lemonade and Limeade, due to its success in 2014, is now available in the cooler sets at 218 Kmart® locations nationally. Previously, Natural Cabana™ Lemonade and Limeade was available in a limited number of Kmart® locations regionally in the grocery section.



### **Product Detail**

In order to create interest, Pulse started its product in the well-known lemonade market. Pulse sold 220,000 cases of Natural Lemonade in 2012 and 338,000 in 2013, an increase of 54%. To-date (for the trailing 12 months) sales are up approximately 38%. Due to the seasonality of lemonade, the Company sought to secure another product to support more sales volume. Starting late March 2014, Pulse Beverage began selling Natural Cabana™ Coconut Water, entering an emerging beverage category which has doubled yearly since 2006.

The Company is also entering the growing Mexican market through the same distribution partner that introduced Monster Energy to Mexico. Management conservatively estimates Mexican-based Coconut Water case volume of 150,000 the first year expanding to 300,000 the second year. Finally, the Company just completed its first commercial run of its Pulse product is expects to get it out to stores in the near future. Finally, the Company is looking to acquire another brand to bring into its portfolio that sells in the 300,000-500,000 case range, putting Pulse over the one million case hurdle/milestone that will make it an attractive acquisition candidate.

**Third Quarter 2014 Highlights**

- Pulse entered a partnership with Smashburger to enter into the multi-billion dollar food business. Natural Cabana® Lemonade now available at all 265 Smashburger locations nationwide;
- Pulse secured a deal with a major national distributor of high end beverages, Unique Foods, to distribute Pulse's Natural Cabana® Coconut Water throughout Canada. Unique Foods is a leading importer of premium beverage brands such as: Stewart's Old Fashioned Sodas, Cascade Ice™, Hype Energy™, AQUAhydrate™ and ACTIVATE® Vitamin Drinks;
- During the last few months Pulse has received approved listings at nationally recognized chain stores to carry its brands in more than 2,500 additional stores;
- Pulse's lemonades and limeades are now being sold in more than 20,000 stores and its coconut waters are sold in more than 5,000 stores.

**Investment Positives**

- Pulse's products are targeted at the nutritional and functional beverage segment of the non-carbonated beverage market which potential market size is in excess of \$1 billion in annual sales.
- The Company is focused on growing case volume to over one million cases annually, organically as well as via acquisition. As a general industry guideline, one million case volume equates to \$100 million in market valuation, or \$100 per case.
- With Coca-Cola recently taking a large equity stake in Monster (and its brands including Huberts Lemonade), Coke will likely take over distribution formerly done by Anheuser-Busch. As such, Anheuser-Bush distributors will be looking to replace that business which may create opportunities for Pulse.
- Pulse Beverage owns all the formulations, rights, and trademarks relating to the Pulse Brand of beverages under license from the Baxter Healthcare Corporation.

**Examples of Acquisitions**

- VITAMIN WATER - Coca-Cola purchases for a reported \$3.4 billion when it was selling approximately 10 million cases per annum (\$340 per case).

- SOBE – Pepsi Cola purchase for a reported \$378 million with only 3 million cases per annum (\$126 per case)
- HONEST TEA – Coca-Cola purchased them for a reported \$400 million while doing about 1.4 million cases per annum (\$285 per case).
- ARIZONA ICED TEA – The principals of this brand turned down an offer from Coca-Cola for \$2.1 billion when their sales were approximately 25 million cases per annum (\$84 per case).
- MONSTER — Coca Cola will pay \$2.15 billion for 16.7% of Monster with 2013 case volume of 221 million (\$58 per case).

**Investment Conclusions**

With a strong product offering led by highly successful beverage executives, Pulse Beverage Corporation is well-positioned to emerge as the next hot brand in the nutritional/functional beverage market. It's common in the beverage industry for the giants to acquire successful brands and these emerging brands are typically valued at a multiple of sales revenues. Coca-Cola has stated they are looking for another "Billion-Dollar Brand" and one million cases and/or \$20 million in revenues is their "proof of concept" benchmark. This should put PULSE BEVERAGE on the "RADAR".

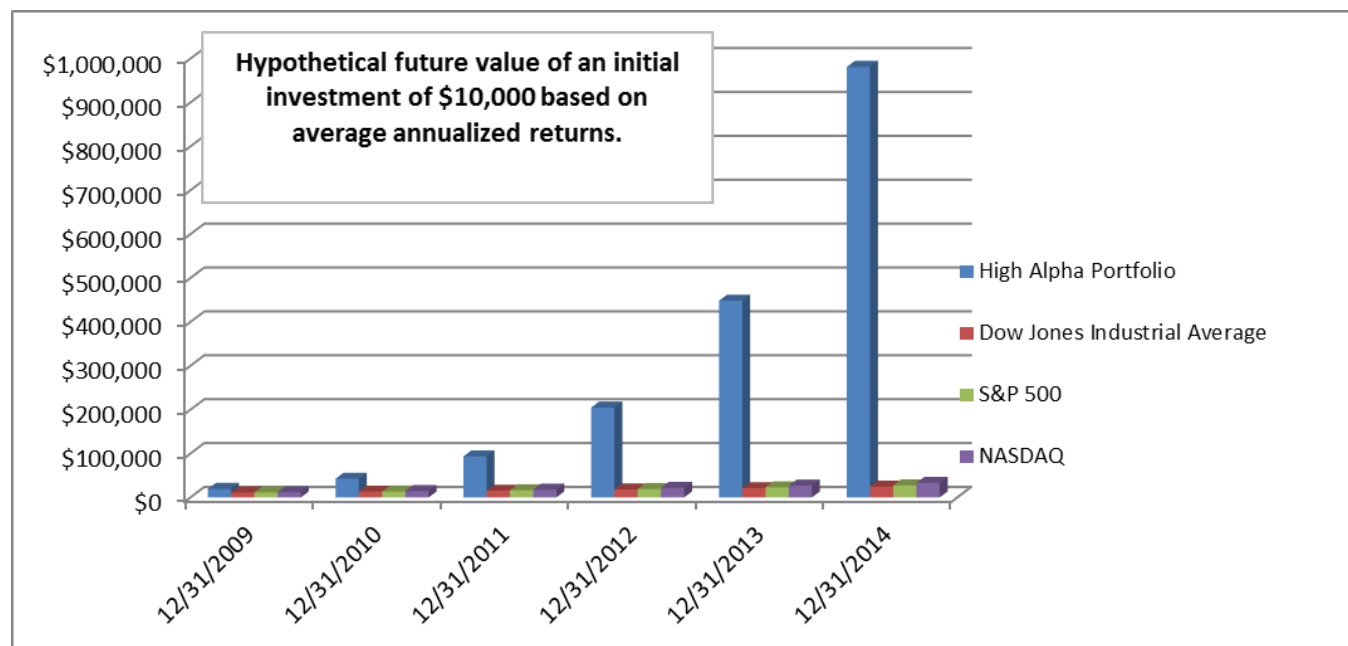
**Paul Silver**

*Paul Silver is the Managing Director of Research at Wall Street Resources. Previously he has been in auditing with a Big Four accounting firm in New York City, a sell-side research analyst for two global investment banks in New York City including Salomon Smith Barney and UBS Paine Webber. At Salomon Smith Barney he was a member of the firm's research team covering Real Estate Investment Trusts that was consistently ranked #1 by Institutional Investor magazine. Mr. Silver has written extensively on small cap equities and is a contributing writer to numerous publications is a co-manager of the WSR High Alpha model portfolio which has resulted in a 127.39% average annualized return from inception on March 13, 2009 through December 31, 2013. For more information visit:*

[http://www.wallstreetresources.net/High\\_Alpha\\_Performance.aspx](http://www.wallstreetresources.net/High_Alpha_Performance.aspx)

## Performance Update 3-13-2009 through 12-31-2014

As we close the record books for 2014, we are very pleased to report the following results.



Portfolio or Index	Value 3/13/2009	Projected Value 12/31/2009	Projected Value 12/31/2010	Projected Value 12/31/2011	Projected Value 12/31/2012	Projected Value 12/31/2013	Projected Value 12/31/2014	Average Annualized Return
High Alpha Portfolio	\$10,000	\$19,541	\$42,767	\$93,600	\$204,851	\$448,333	\$981,214	118.86%
Dow Jones Industrial Average	\$10,000	\$11,363	\$13,293	\$15,550	\$18,191	\$21,280	\$24,894	16.98%
S&P 500	\$10,000	\$11,524	\$13,711	\$16,313	\$19,409	\$23,092	\$27,475	18.98%
NASDAQ	\$10,000	\$11,844	\$14,564	\$17,909	\$22,022	\$27,079	\$33,299	22.97%

### Additional Portfolio Statistics:

High Alpha Portfolio 3/13/2009 to 12/31/2014	Open Positions	%	Closed Positions	%	Open & Closed Positions	%
Winning Trades	11/21	52%	77/99	78%	88/120	73%
Losing Trades	10/21	48%	22/99	22%	32/120	27%
Average Return	83.66%		61.05%		64.97%	
Average Annualized Return	-5.06%		144.88%		118.86%	

For a complete list of every trading alert from 3/13/2009 through 12/31/2014, as well as full access to all of our premium content, sign up for your risk free trial to WSR's High Alpha Stocks at:

[https://www.wallstreetresources.net/HighAlpha\\_Signup.aspx](https://www.wallstreetresources.net/HighAlpha_Signup.aspx)

**WSR's Featured Companies:**

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**Featured Companies:****Adamis Pharmaceuticals, Inc.**  
**NASDAQ:ADMS**

Adamas Pharmaceuticals, Inc. is a specialty pharmaceutical company driven to improve the lives of those affected by chronic disorders of the central nervous system. The company achieves this by modifying the pharmacokinetic profiles of approved drugs to create novel therapeutics for use alone or in fixed-dose combination products. Adamas is currently developing its lead wholly-owned product candidate, ADS-5102, for a complication of Parkinson's disease known as levodopa-induced dyskinesia, or LID, and is evaluating other potential indications. The company's portfolio also includes two approved products developed with Forest. The first is a fixed-dose combination product, Namzaric, and the second is a controlled-release product, Namenda XR. Forest markets both products in the United States under an exclusive license from Adamas.

To obtain additional information go to: <http://www.wallstreetresources.net/Adamis.aspx>

**Arch Therapeutics, Inc.**  
**OTCQB:ARTH**

Arch Therapeutics, Inc. is a medical device company developing a novel approach to stop bleeding (hemostasis) and control leaking (sealant) during surgery and trauma care. Arch is developing products based on an innovative self-assembling peptide technology platform to make surgery and interventional care faster and safer for patients. Arch's flagship development stage product candidate, known as AC5 Surgical Hemostatic Device(TM), is being designed to achieve hemostasis in minimally invasive and open surgical procedures.

To obtain additional information go to: <http://www.wallstreetresources.net/Arch.aspx>

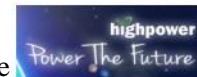
**GeoVax Labs, Inc.**  
**OTCQB:GOVX**

GeoVax Labs, Inc. (OTCQB: GOVX) is a biotechnology company developing vaccines to prevent, and treat, Human Immunodeficiency Virus (HIV) infections. GeoVax's unique, two component vaccine, a recombinant DNA and a recombinant modified vaccinia Ankara (MVA), is designed to stimulate both anti-HIV antibody and anti-HIV T cell immune responses. GeoVax's DNA and MVA vaccines are used in a prime/boost protocol in which priming is done with the DNA and boosting with the MVA. Both the DNA and MVA express the three major proteins of the HIV virus: Gag, Pol, and Env, and produce non-infectious virus-like-particles. GeoVax's vaccines are unique in expressing virus-like particles that display the native form of the trimeric membrane-bound HIV-1 envelope glycoprotein. GeoVax's vaccines are currently being tested in human clinical trials, for both preventive and therapeutic applications. Clinical trials for GeoVax's preventive HIV vaccines have been conducted by the U.S. National Institutes of Health-supported

HIV Vaccine Trials Network (HVTN) with funding from the National Institute of Allergy and Infectious Disease (NIAID). Overall, GeoVax's vaccines, in various doses and combinations, have been tested in close to 500 humans.

To obtain additional information go to: <http://www.wallstreetresources.net/Geovax.aspx>

**Highpower International, Inc.**  
**NASDAQ:HPJ**



Highpower International was founded in 2001 and produces high-quality Nickel-Metal Hydride (Ni-MH) and lithium-based rechargeable batteries used in a wide range of applications such as electric buses, bikes, energy storage systems, power tools, medical equipment, digital and electronic devices, personal care products, and lighting, etc. Highpower's target customers are Fortune 500 companies, and top 10 companies in each vertical segment. With advanced manufacturing facilities located in Shenzhen, Huizhou, and Ganzhou of China, Highpower is committed to clean technology, not only in the products it makes, but also in the processes of production. The majority of Highpower International's products are distributed to worldwide markets mainly in the United States, Europe, China and Southeast Asia.

To obtain additional information go to: <http://www.wallstreetresources.net/Highpower.aspx>

**Inovio Pharmaceuticals, Inc.**  
**NASDAQ:INO**



Inovio is revolutionizing the fight against cancer and infectious diseases. Our immunotherapies uniquely activate best-in-class immune responses to prevent and treat disease, and have shown clinically significant efficacy with a favorable safety profile. With an expanding portfolio of cancer immunotherapies and clinical studies, the company is advancing a growing product pipeline. Partners and collaborators include Roche, the University of Pennsylvania, NIH, HIV Vaccines Trial Network, National Cancer Institute, U.S. Military HIV Research Program, US Dept. of Homeland Security, and University of Manitoba.

To obtain additional information go to: <http://www.wallstreetresources.net/Inovio.aspx>

**Liberator Medical Holdings, Inc.**  
**OTCBB:LBMH**



Liberator Medical Holdings, Inc.'s subsidiary, Liberator Medical Supply, Inc., established the Liberator brand as a leading national direct-to-consumer provider of quality medical supplies to Medicare-eligible seniors. An Exemplary Provider(TM) accredited by The Compliance Team, its unique combination of marketing, industry expertise and customer service has demonstrated success over a broad spectrum of chronic conditions. Liberator is recognized for offering a simple, reliable way to purchase medical supplies needed on a regular, ongoing, repeat-order basis, with the convenience of direct billing to Medicare and private insurance. Approximately 85% of its revenue comes from supplying products to meet the rapidly growing requirements of general medical supplies, personal mobility aids, diabetes, urological, ostomy and mastectomy patients. Liberator communicates with patients and their doctors on a regular basis regarding prescriptions and supplies. Customers may purchase by phone, mail or internet, with repeat orders confirmed with the customer and shipped when needed.

To obtain additional information go to: <http://www.wallstreetresources.net/Liberator.aspx>



**Midwest Energy Emissions Corp.****OTCQB:MEEC**

Midwest Energy Emissions Corp. develops and employs patented and proprietary technologies to remove mercury from coal-fired power plant emissions. The U.S. Environmental Protection Agency's (EPA) Mercury and Air Toxic Standards (MATS) rule requires that all coal- and oil-fired power plants in the U.S., larger than 25 mega-watts, must remove roughly 90% of mercury from their emissions starting April 16, 2015. Midwest employs patented technology that has been shown to achieve mercury removal levels compliant with MATS at a significantly lower cost and with less operational impact than currently used methods, while preserving the marketability of fly-ash for beneficial use, a roughly \$450mm industry annually. Management estimates that mercury emissions control is a recurring \$2-\$3 billion opportunity in the U.S. annually, with further international growth expected as countries adopt mercury emissions regulations under the United Nations Minimata Convention on Mercury.

To obtain additional information go to: <http://www.wallstreetresources.net/MidwestEnergy.aspx>

**Sanomedics International Holdings, Inc.****OTCQB:SIMH**

Sanomedics International Holdings, Inc. (SIMH) is a medical technology holding company that focuses on game changing products, services and ideas "a place where physicians, entrepreneurs, and medical companies can work together to drive innovative technologies through concept, development, and ultimately commercialization. Sanomedics plans to grow existing business organically and through strategic acquisitions specifically relating to healthcare technology and services. SIMH operates three wholly-owned subsidiaries: Thermomedics, Biscayne Medical and SanoER.

To obtain additional information go to: <http://www.wallstreetresources.net/Sanomedics.aspx>

**OncoSec Medical, Inc.****OTCQB:ONCS**

OncoSec Medical Inc. is a biopharmaceutical company developing its investigational ImmunoPulse intratumoral cancer immunotherapy. OncoSec Medical's core technology is designed to enhance the local delivery and uptake of DNA IL-12 and other DNA-based immune-targeting agents. Clinical studies of ImmunoPulse have demonstrated an acceptable safety profile and preliminary evidence of anti-tumor activity in the treatment of various skin cancers, as well as the potential to initiate a systemic immune response without the systemic toxicities associated with other treatments. OncoSec's lead program evaluating ImmunoPulse for the treatment of metastatic melanoma is currently in Phase 2 development, and is being conducted in collaboration with several prominent academic medical centers. As the company continues to evaluate ImmunoPulse in its current indications, it is also focused on identifying and developing new immune-targeting agents, investigating additional tumor indications, and evaluating combination-based immunotherapy approaches.

To obtain additional information go to: <http://www.wallstreetresources.net/OncoSec.aspx>

**Pulse Beverage Corporation****OTCQB:PLSB**

Pulse Beverage Corporation is an emerging beverage company that offers a line of great tasting, refreshing, low-calorie natural drinks, including Natural Cabana Lemonade and Limeade, Natural Cabana Coconut Water and Pineapple Coconut Water, and PULSE brand of functional beverages. Combining all-natural ingredients, essential vitamins and minerals, Pulse's line of

beverages provides consumers with high-quality, healthy alternatives at a reasonable price.

To obtain additional information go to: <http://www.wallstreetresources.net/PulseBeverage.aspx>

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### **Small Business Development Group, Inc.**

**OTC:SBDG**



Small Business Development Group, Inc. (symbol: SBDG) is a current-information Pink company, incorporated in the State of Texas, trading on OTCMarkets.com, structured and operated as a holding company. It was formed in 2013 as a result of the rehabilitation and restructuring of a Virogen, Inc. Its purpose is four-fold: to acquire stable, profitable companies for its portfolio; through its subsidiaries, to provide a range of business and financial services to its portfolio companies, and to other entities, as a profit center; to serve as a test bed for the development and refinement of the premier SBDG business model, 'the Engineering of a Public Company'; and finally, to provide a vehicle for the spinoff of its mature portfolio silos into Business Development Companies (BDCs), or a stand-alone public or private company thereby creating structured exit strategies and liquidity events for owners and investors.

To obtain additional information go to: <http://www.sbdgp.com>

### **Stevia First Corporation**

**OTCQB:STF+VF**



Stevia First Corp. is an agricultural biotechnology company that has developed expertise for the production of stevia using fermentation and for improvement of traditional stevia farming and processing methods. The Company is also applying breakthrough technologies in software and the life sciences to develop product applications far beyond stevia and the food and beverage industry.

To obtain additional information go to: <http://www.wallstreetresources.net/Sanomedics.aspx>

### **Vycor Medical, Inc.**

**OTCQB:VYCO**



The Company operates two business units: Vycor Medical and NovaVision, both of which adopt a minimally or non-invasive approach. Both technologies have exceptional sales growth potential, address large potential markets, have the requisite regulatory approvals and are commercialized and generating revenue. Vycor Medical's ViewSite Surgical Access Systems (VBAS) is a suite of clear cylindrical minimally invasive disposable devices that hold the potential for speedier, safer and more economical brain surgeries and a quicker patient discharge. NovaVision develops and provides science-driven neurostimulation therapy and other medical technologies that help improve and partially restore sight in patients with neurological vision impairments. The company's proprietary Visual Restoration Therapy (VRT) platform is clinically supported to improve lost vision resulting from stroke, traumatic brain injury ("TBI"), or other acquired brain injuries. To obtain additional information go to: <http://www.vycormedical.com>

**Water Technologies Intl., Inc.**  
**OTC:WTII**

Water Technologies International, Inc., (WTII) is in the business of designing, manufacturing and distributing Atmospheric Water Generators (AWGs) and related products through its subsidiaries Aqua Pure International, Inc. and GR8 Water, Inc. The Company has patent pending products in water generation, air filtration, water filtration and dehumidification. WTII sells and distributes home, office and commercial AWGs units that produce drinking water, ranging from seven gallons to several thousands of gallons per day by extracting water from the air.

To obtain additional information go to: [http://www.wallstreetresources.net/Water\\_Tech.aspx](http://www.wallstreetresources.net/Water_Tech.aspx)

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