



FACT SHEET

FALL 2021 OTCQB: ICNB

Iconic (OTCQB: ICNB) is a vertically integrated innovative beverage and lifestyle branding company with expertise in developing, branding, licensing, manufacturing and distributing alcoholic beverages for itself and third parties. Iconic is building brands that are “better-for-you and better-for-the-planet” to meet the unmet demands and values of a new generation of adult beverage consumers. Iconic is a leader in “celebrity branding” of beverages, procuring superior and unique products from around the world, with internationally recognized celebrities. It currently offers Bellissima Prosecco and Sparkling Wines, by Christie Brinkley, which are certified Made with Organic Grapes and Vegan and include two Zero Sugar Sparkling Wines, Sonja Sangria by Sonja Morgan, a new line of premium-quality Sangria, and BiVi Sicilian Vodka by Chazz Palminteri, which is handcrafted in Sicily. Iconic’s recent acquisition of TopPop expands its offering from national distribution to product development and contract manufacturing, working with Fortune 500 companies and some of the largest brands in the alcohol industry. The TopPop subsidiary specializes in single-use flexible packaging applications in the food, beverage and health categories including ready-to-freeze (RTF) ice pops. It has an existing state-of-the-art 30,000 sq. ft. FDA-registered manufacturing facility and has recently added another 64,000 sq. ft. manufacturing facility to keep up with growing demand. Iconic is also actively working to expand its portfolio by adding new brands and products.



INVESTMENT HIGHLIGHTS

- **Market Size:** Iconic Brands and TopPop, with their combined portfolios of brands products and manufacturing, can address the entire “better-for-you” (health & wellness) alcoholic beverage category with innovative products, from wines to spirits, RTD, RTF, infused ice pops and mixers. The combined companies will capture exponential value and establish leadership in this category, and position the company as one of the only vertically integrated operators in the alcohol industry.
- **Mission:** Building brands that are “better-for-you and better-for-the-planet” to meet the unmet demands and values of a new generation of alcohol consumers.
- **Growth:** During the first 6 months of 2021, Iconic generated approximately \$1.2M in revenue and TopPop generated approximately \$8.2M in revenue, for a combined total of \$9.4M had they been consolidated.
- **Executive Team:** Highly accomplished executive leadership team with extensive experience in the beverage industry, packaging industry and marketing.

RECENT HIGHLIGHTS

- September ‘21: Iconic unveils new management team of experienced beverage industry executives as company materially expands its footprint
- August ‘21: Iconic sees continued expansion of existing branded product lines and manufacturing capabilities, and entrance into adult alcohol pops and pouch cocktail market with recently acquired TopPop LLC
- July ‘21: Iconic Brands, Inc. announced a \$40 million private placement and restructuring

MARKET OPPORTUNITY

1.58T

The global beverages market reached a value of U.S. \$1.58 trillion in 2020¹

The global ready-to-drink cocktails market size was valued at \$714.8 million in 2020²

NEW PRODUCT PIPELINE

New product opportunities for launch in 2021/22: Bellissima’s new line of Zero Sugar Zero Carb Still Wines, Prosecco ROSE and Bella Aperitifs new label redesign & brand positioning



MARKET SNAPSHOT

Share Price	\$0.45 (10/12/21)
52-Wk. Range	\$0.17-\$0.55
Avg. Vol.	96K
Shares O/S	89.1M
Market Cap	\$40.1M

Price and volume quotes from Yahoo! Finance and other sources

Sources: 1. Research And Markets 2. Grand View Research

BELLISSIMA

- Bellissima launched in late 2015, a line of vegan Prosecco and Sparkling Wines available online and in wine and spirits retail stores across the U.S. and direct-to-consumer (DTC) through SplashWines.com
- 5 products in 2 sizes (Prosecco DOC Brut, Sparkling Rosé Brut, Zero Sugar Sparkling White, Zero Sugar Sparkling Rosé - 375ml or 750ml; Prosecco Rosé- 750 ml)
- Uniquely positioned in Health & Wellness with the Premium Zero Sugar Wines - All made with organic grapes and certified vegan
- Bellissima's brand partner and spokeswoman has appeared on over 500 magazine covers worldwide, served as a spokeswoman for CoverGirl and performed on Broadway, on television and in film

TOPPOP

- Federal and state licenses to manufacture and package wine, malt and spirits - 30K sq. ft. FDA-registered manufacturing facility with SQF food safety certification, organic certifications; 30K sq. ft. of additional warehouse space; 64K sq. ft. manufacturing facility - Machine capacity is greater than 200 million units per year
- Environmentally friendly flexible packaging solutions in the beverage and better-for-you categories
- Launched first product in Q2 2020 - alcohol-infused, natural fruit flavor ice pops for major alcohol beverage companies
- Customers include the top flexible pack alcohol and non-alcohol beverage manufacturers of RTF in the U.S.
- Projects include the launch of 3 new brands for one of the largest alcohol products companies in the world
- Contract with Creative Arts Agency to sell through to major sports and entertainment venues
- R&D pipeline includes ready-to-drink RTD and ready-to-freeze RTF alcohol drinks and mixers, and single-serve food products in pouches

SONJA SANGRIA BY SONJA MORGAN

- SONJA Sangria is a new line of premium-quality Sangria, developed with the help of American television personality, businesswoman, socialite, and philanthropist Sonja Morgan
- 2 expressions: Sonja Sangria Red and Sonja Sangria White

BIVI SICILIAN VODKA BY CHAZZ PALMINTERI

- BiVi Vodka is made from the finest semolina wheat grown out of the rich volcanic soil and pure mountain spring water of Sicily
- BiVi is crafted by Master Distiller Giovanni La Fauci, who began his career when he was only 11 years old

EXECUTIVE LEADERSHIP

Richard DeCicco, President, Chairman & Founder: With over 45 years' experience in the global liquor industry, Mr. DeCicco has had an extensive career as a senior executive and leader in the wine and spirits industry, and will continue to champion spirits products and move into Chairman role.

Larry Romer, CEO: Brings over 40 years of beverage industry experience to Iconic, including senior management positions with Coca-Cola, The Paddington Corporation, Jim Beam and most recently as Senior VP and GM at Southern Glazer Wine & Spirits in New York.

John Cosenza, COO: 30-year Anheuser-Busch (AB) loyalist with in-depth experience in alcohol sales. Mr. Cosenza has extensive connections with major chains for distribution.

David Allen, CFO: Mr. Allen brings to Iconic 22 years of experience as a public company CFO, and over 40 years as a Certified Public Accountant.

Roseann Faltings, Co-Founder Iconic & VP Product Development: Ms. Faltings is an international liquor industry veteran with more than 20 years of experience in brand development, marketing, sales and distribution across the beer, wine, and spirits categories.

Tom Martin, President & COO of TopPop: 40-year veteran in the primary and secondary packaging industry. Mr. Martin's expertise is in sales, engineering and company building with accelerated growth.

Tom Belton, CFO of TopPop: has been instrumental in assisting businesses to create and drive innovation and growth strategies for over 35 years.

Websites & Social Media

Websites: Iconicbrandsusa.com;
bivivodka.com; bellissimaprosecco.com;
sonjasangria.com; toppopkg.com
Twitter: @BiviVodka
Instagram: @IconicBrandsUSA;
@BellissimaProsecco; @Bivivodka



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Forward-Looking Statements: This Fact Sheet contains forward-looking statements within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act. These forward-looking statements are made on the basis of the current beliefs, expectations and assumptions of management, are not guarantees of performance, and are subject to significant risks and uncertainty. These forward-looking statements should, therefore, be considered in light of various risks, including those set forth in Iconic's reports that it files from time to time with the U.S. Securities and Exchange Commission and which you should review, including those statements under "Item 1A - Risk Factors" in Iconic's Annual Report on Form 10-K.