





STARCO BRANDS

## THE CONCEPT

**Proven Innovator**  
+  
**Extensive Existing Infrastructure**  
+  
**World Class Marketing Team/Partners**  
+  
**Low Overhead & Royalty Business Model**  
=  
**Rapid Revenue Growth,  
High Margins and Superior Returns**



THE STARCO GROUP



**ROSS SKLAR / CEO**

Chairman & CEO of The Starco Group.

Veteran formulator, licensor and chemical manufacturing operator.

Seasoned finance and M&A specialist - 10 acquisitions in a decade.

Multifaceted entrepreneur and manager spanning 6 facilities in the US.

**40,000 + PRODUCT FORMULAS**

**3,000+ PRODUCTS**

**10 CONSUMER PRODUCT CATEGORIES**

**4 PRIMARY MANUFACTURING FACILITIES**

**1 COMPANY**



# THE CATEGORIES WE PLAY IN

THE STARCO GROUP

OVER 3,000 PRODUCTS



Household Cleaning & Laundry



Air Care



Automotive & Motorcycle



Disinfection and Restoration



Personal Care  
Cosmetic  
OTC/FDA



Food & Beverage



Wine & Spirits



DIY Hardware



Paints, Coatings, and Adhesives



Arts and Crafts

INTRODUCING



STARCO BRANDS



STARCO BRANDS

**MISSION**

To create cutting edge products and brands that change behavior, across a vast portfolio of products.

Behavior Changing  
Products



STARCO BRANDS

Elevated Design &  
Disruptive Brands



STARCO BRANDS

MANUFACTURING  
UNIQUE IP  
DISTRIBUTION

WORLD CLASS  
MARKETING &  
ADVERTISING





STARCO BRANDS

## OPERATING PRINCIPLES

- Behavior-changing innovation
- Leverage TSG's existing infrastructure
- Leverage TSG's IP
- High margin royalty-based business model
- Ownership of brands
- Defensible IP in multiple consumer categories



STARCO BRANDS

# MARKETING & SALES TEAM

Brand

Advisory

Board



**DAVE DREYER**  
**Marketing**

20+ Years Marketing Blue Chip Brands:  
Apple, Pepsi, Pizza Hut, Sara Lee Brands  
Former Worldwide Managing Director  
Apple, TBWA/Media Arts Lab  
Adjunct Professor, Marketing, USC



**XANTHE WELLS**  
**Creative**

“40 Under 40” Advertising Age 2015  
“30 Most Creative Women in Advertising” 2015  
Executive Creative Director, TBWA\Media Arts Lab  
Former Chief Creative Officer, Pitch  
Creative Director, TBWA\Chiat\Day



**JIM LEONARDI**  
**Chief Sales Officer**

30 Years selling to mass retail  
Tremendous CPG experience  
Head of Sales for 3 100+M Companies  
Multiple companies from start up to 100m+



**LISA BECKER**  
**Public Relations**

Award-winning PR specialist  
Former PR Director at Burson-Marsteller  
Former PR professor at USC & Author of four  
highly-rated women's fiction novels



**KENDRA BRACKEN-FERGUSEN**  
**Digital and Social Media**

Co-Founder of Digital Brand Architects (DBA)  
1st agency to represent bloggers  
Essence Magazine 28 Most Influential AA Women  
Mobile Marketer Women to Watch



**AGENCY OF RECORD & SHAREHOLDER**

## OPERATIONS & FINANCE TEAM

### **DARIN BROWN**

#### **Chief Operating Officer**

20 Years in Chemical Operations

CPG distribution experience

Current EVP Operations for The Starco Group

Exceptional leader of 200+ chemical  
manufacturing

### **RACHEL BOULDS**

#### **Chief Financial Officer**

20+ Years as public CFO

Core competencies as Public Compliance CFO

Strong depth with SEC, FINRA, Auditing and  
regulatory compliance

### **TED ALPERT**

#### **Vice President, Finance**

30 Years CFO multitude of Companies

Both private and public experience

Key competencies in complex financial modeling

Historied private equity backed CFO



STARCO BRANDS



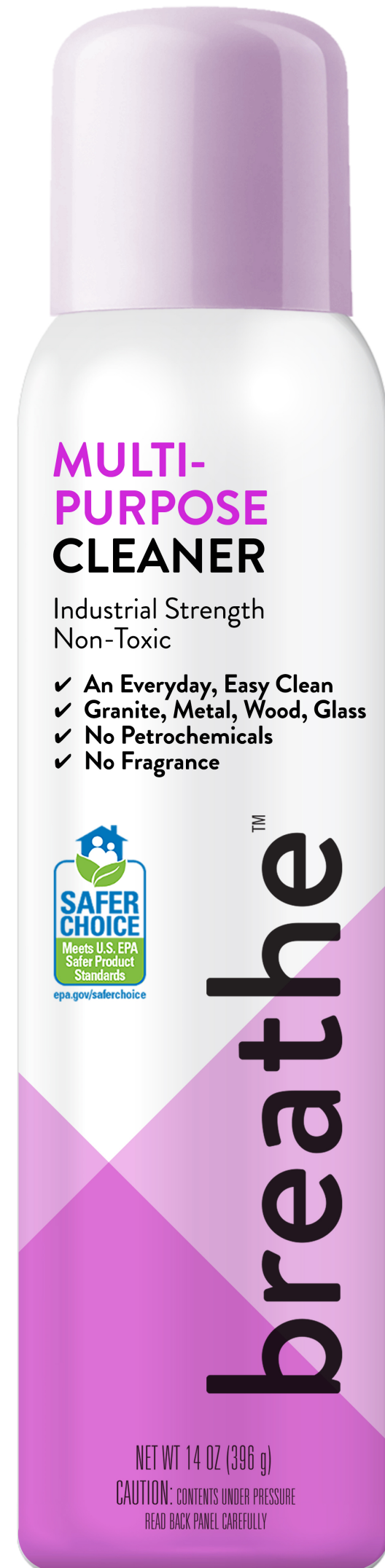
LIOLIOS

INVESTOR RELATIONS



STARCO BRANDS

# MAKE AEROSOL CLEANING SAFER WITH THE WORLD'S ONLY EPA APPROVED AEROSOL CLEANING LINE





## KEY DIFFERENTIATORS

- Long track record of defensible, innovative IP creation
- Proven experience in multiple consumer categories
- Infrastructure that takes other companies years to build:

Distribution

R&D

Vendor numbers

Logistics

HR

Customer service

Finance staff

QA/QC

Sales rep network

- Access to TSG's IP
- Marketing team/partners
- Low overhead



## CONFIDENTIAL & PROPRIETARY

Copyright (c) 2017-18

This document contains material that is non-public information and of a confidential nature, which is not to be used for any purpose other than the evaluation of the Company as described herein (the “Project”) and which may not be disclosed to anyone without the express written permission of any of the Principals of Starco Brands, Inc. Violation of this provision or improper use of this information could result in liability, including liability under state and federal laws. This document does not contain all information that one may desire in investigating the Project. This document includes certain statements, estimates and projections with respect to the anticipated future performance of the Company. Such statements, estimates and projections reflect various assumptions, which may or may not prove to be correct. This does not imply an offering of securities.

A large, abstract graphic in a vibrant red color is set against a dark teal background. The graphic consists of several overlapping, rounded shapes that form a stylized, organic form, possibly resembling a large letter or a decorative element. The shapes are smooth and have a slight gradient, giving them a three-dimensional appearance.

THANK YOU

250 26<sup>th</sup> Street Suite 200  
Santa Monica, CA 90402

[www.starcobrands.com](http://www.starcobrands.com)  
[www.breathecleaning.com](http://www.breathecleaning.com)  
[www.thestarcogroup.com](http://www.thestarcogroup.com)