

Vodka • Tequila • Whisky • Soju



GALAXY LOVE

Functional Luxury Spirits Portfolio



LUXURY
SPIRITS



WELLNESS
INNOVATION



PREMIUM
POSITIONING



GLOBAL
EXPANSION

CURRENT CAPITAL RAISE
Private Placement - Series A

BUILDING THE NEXT GENERATION OF
PREMIUM SPIRITS



INVESTMENT HIGHLIGHTS

A Unique Opportunity In A Large, Growing Market



CATEGORY CREATION

Pioneering the Functional Luxury Spirits category at the intersection of premium spirits and wellness innovation.

MASSIVE MARKET OPPORTUNITY

Addressing a \$400B+ global spirits market with strong tailwinds from premiumization and wellness trends.

PREMIUM PRICING & HIGH MARGINS

Ultra-premium positioning with high gross margins supported by strong brand equity and differentiation.

SCALABLE PORTFOLIO STRATEGY

Multi-category approach across Vodka, Tequila, Whisky and Soju with future expansion into RTDs and zero-proof.

MULTIPLE EXIT OPPORTUNITIES

Attractive potential for strategic acquisitions, IPO or licensing partnerships.

THE MARKET SHIFT

Consumers Are Drinking Differently

A structural shift is underway.

Consumers are moving from traditional alcohol to

Premium, functional and wellness-aligned beverages.

TRADITIONAL ALCOHOL

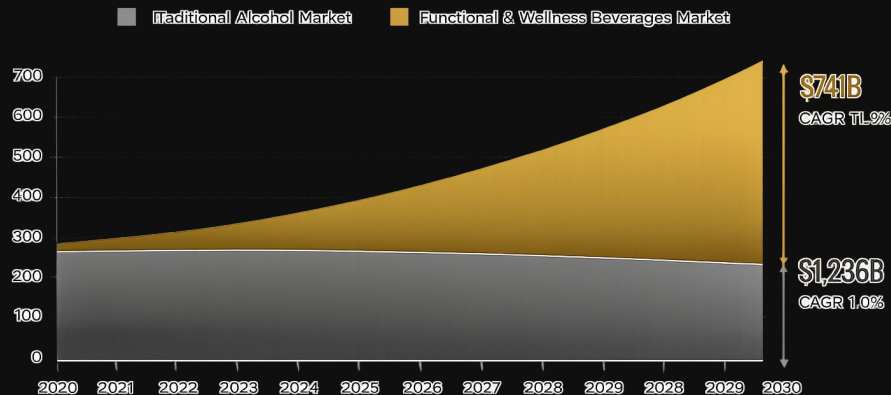
- Price Driven
- Mass Produced
- Quantity Focused
- Hangover & Guilt
- Alcohol First



FUNCTIONAL BEVERAGES

- Premium Experience
- Better Ingredients
- Wellness Focused
- Mindful Consumption
- Lifestyle & Identity

GLOBAL MARKET GROWTH USD BILLION



By 2030, functional & wellness beverages are projected to grow more than **7X** faster than traditional alcohol

KEY TREND DRIVERS

HEALTH CONSCIOUSNESS

Consumers prioritize products that support well-being and mindful lifestyles



INGREDIENT TRANSPARENCY

Demand for clean, botanical and functional ingredients continues to rise



PREMIUMIZATION

Consumers are trading up for better quality, craftsmanship and experiences



EXPERIENCE OVER EXCESS

Younger generations value experiences, authenticity and meaningful brands



INNOVATION & DISRUPTION

New categories and brands are capturing share with innovation at the core



THE PROBLEM

Alcohol Has An Innovation Gap

Consumers increasingly want products that feel **elevated, international and wellness-aware.**

THEY WANT:

- Premium Experiences
- Better ingredient stories
- Functional inspiration
- Lifestyle relevance

YET MOST SPIRITS BRANDS STILL RELY ON:

- Traditional formulations
- Commodity positioning
 - Legacy marketing
- Limited functional differentiation

Functional beverages are growing. Premium Spirits are growing.
But very few brands are building at the intersection of both.





THE SOLUTION

A New Category: Functional Luxury Spirits



LUXURY CRAFTSMANSHIP

Ultra-premium spirits crafted with meticulous attention to quality, provenance and detail for modern luxury consumers.



FUNCTIONAL INNOVATION

Botanicals, adaptogens and wellness-inspired ingredients integrated into every formulation to elevate the drinking experience



PREMIUM PORTFOLIO

Vodka, Tequila, Whiskey and Soju – under one cohesive platform built for global scale and category leadership.



BRAND EQUITY

Positioned at the intersection of luxury, wellness and premium experiences across lifestyle and culture



Galaxy Love is creating a premium beverage platform, not simply another spirits brand.

MEET THE FOUNDER



SASSOON SUMPTER
Chief Executive Officer / Founder

Sassoon Sumpter is a seasoned beverage industry executive with more than **20 years of leadership experience** spanning luxury wine & spirits, national brand development, distributor management, experiential marketing, and retail execution.

Throughout her career, she has led national sales and marketing initiatives for some of the world's most recognized consumer brands, including **Proximo Spirits, Bacardi USA, Heineken USA, Moet Hennessy, Aqua Hydrate, NJOY, State Farm, and Anheuser Busch**. Her experience encompasses every stage of the commercial lifecycle—from product launches and distributor development to national retail activation, strategic partnerships, and consumer engagement.

Sassoon has successfully managed multi-million-dollar marketing budgets, national field organizations, distributor sales teams, and large-scale promotional programs across both on-premise and off-premise channels. Her expertise includes brand positioning, go-to-market strategy, trade marketing, key account development, retail execution, and luxury consumer experiences.

As Founder and CEO of Galaxy Love, Sassoon is leveraging decades of industry relationships and commercial execution experience to create a new category within premium spirits by combining luxury craftsmanship with functional innovation. Her vision is to build Galaxy Love into a globally recognized lifestyle brand positioned at the intersection of premiumization, wellness, and modern consumer preferences.

- **20+ years** in wine, spirits, and consumer packaged goods
- Former leadership roles with **Proximo Spirits, Bacardi USA, Heineken USA, Moet Hennessy, Aqua Hydrate, NJOY, State Farm, and Anheuser Busch**.
- Launched Bud Light Seltzer & Cutwater
- Extensive experience managing national distributor networks and key retail accounts
- Expertise in luxury spirits, brand strategy, experiential marketing, and commercial execution
- Proven leader in national product launches, field sales management, and consumer brand development
- Bachelor of Science in **Chemistry & Biology** with a minor in **Theater**, combining scientific understanding with exceptional communication and brand storytelling

WHY NOW

Four Powerful Trends Are Converging



Galaxy Love sits at the intersection of four secular consumer trends.



GALAXY LOVE



1

PREMIUMIZATION

Consumers continue trading up into premium and ultra-premium spirits.

\$665B

GLOBAL SPIRITS MARKET
2025

Source: IWSR 2025

2

FUNCTIONAL BEVERAGES

One of the fastest-growing beverage categories globally.

\$165B

FUNCTIONAL BEVERAGE MARKET
2025

Source: Grand View Research 2025

3

WELLNESS CULTURE

Health-conscious purchasing now influences mainstream consumer behavior.

Millennials & Gen Z
driving demand for better for-you products.

Source: McKinsey 2024

4

EXPERIENCE ECONOMY

Consumers increasingly purchase brands that create identity, Community and lifestyle.

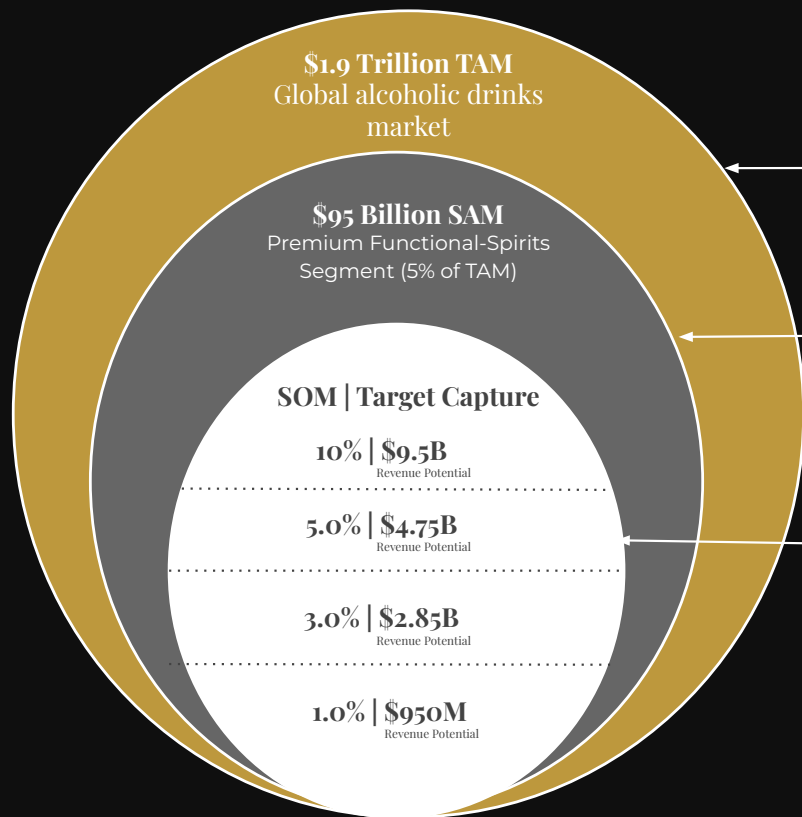


Source: Deloitte 2024



Galaxy Love is uniquely positioned at the intersection of **premium spirits**, **functional innovation**, **wellness**, and **lifestyle branding**.

MARKET SIZE



TAM

Total Addressable Market

The global alcoholic drinks market currently sits at approximately **\$1.9T** as of 2025.

SAM

Serviceable Available Market

The premium functional-spirits segment represents approximately 5% of the TAM representing **\$95+ Billion** in addressable opportunity.

SOM

Serviceable Obtainable Market

Galaxy Love's target capture represents the realistic portion of the market we aim to capture, delivering multi-billion dollar revenue potential.

MARKET VALIDATION

The World's Largest Beverage Companies Have Validated Both Premiumization and Functional Wellness: **Galaxy Love** Combines Them.

LUXURY SPIRITS LEADERS



✓ Consumers consistently pay premium prices for differentiated luxury spirits.

FUNCTIONAL BEVERAGE LEADERS



✓ Consumers increasingly demand beverages that deliver added wellness and functional benefits.

SELECT MARKET COMPARABLES



\$10B+

Peak Market Cap



\$1.8B

Valuation



\$1.95B

Acquired by PepsiCo (2025)



Global Luxury Spirits Brand



\$1B

Acquired by Diageo (2017)

INVESTMENT TAKEAWAYS

- ★ Premiumization continues to outperform value alcohol
- ★ Functional beverages are one of the **fastest-growing beverage categories** globally
- ★ Consumers increasingly reward brands with **authentic ingredients and differentiated positioning**
- ★ Major beverage companies continue **acquiring premium and wellness-focused brands**
- ★ **Galaxy Love** sits at the intersection of both trends - not replacing either category, but combining them.



The success of luxury spirits and functional beverages validates consumer demand. **Galaxy Love** combines both into a new premium category.

OFFERING SUMMARY

SUMMARY

Galaxy Love is seeking to raise \$6 million through a Series A financing from accredited investors and strategic partners to accelerate commercialization of the brand.

The proceeds will fund product launches, manufacturing, inventory, national distribution, strategic partnerships, and brand development, positioning Galaxy Love to capitalize on the growing convergence of premium spirits, wellness, and functional beverages.

This capital is designed to establish a scalable platform, drive market penetration, and build long-term shareholder value within one of the beverage industry's most compelling emerging categories.



FUNDING ASK

- ★ \$6 Million (20% of Galaxy Love)
- ★ Price per share: \$1
- ★ Shares Outstanding: 6,000,000
- ★ Reg D 506(c) for accredited investors only
- ★ Minimum: \$50,000
- ★ Maximum: \$6,000,000



SOURCES

- ★ EQUITY RAISE
- ★ Debt Financing
- ★ Creative / Strategic Partners



USES

- ★ Production & inventory
- ★ Marketing & brand launch
- ★ Distributor onboarding & trade activation
- ★ R&D (functional validation) & regulatory
- ★ DTC platform & fulfillment setup
- ★ Working capital & contingency

GALAXY LOVE DEVELOPMENTAL PHASES

A STRATEGIC ROADMAP TO BUILD VALUE AND ACCELERATE GROWTH



PHASE 1: RAISE SERIES A ROUND

Secure growth capital to fund product development, inventory, marketing and strategic initiatives.

PHASE 2: STRATEGIC PARTNERSHIPS AND DISTRIBUTION DEALS

Establish key partnerships and secure distribution agreements with top-tier wholesales and retail partners in the U.S.

PHASE 3: LAUNCH 2 PRODUCT (VODKA & WHISKEY) IN THE USA

Introduce our flagship Vodka and Whiskey into key U.S. markets with premium positioning and targeted go-to-market campaigns

PHASE 3.1: LAUNCH 2 ADDITIONAL PRODUCT LINES IN THE US

Expand our portfolio with two additional SKU's to strengthen shelf presence and broaden consumer reach.

PHASE 4: EXPAND TO GLOBAL EXPANSION

Enter international markets through strategic distribution, e-commerce and brand building initiatives.

PHASE 5: BUILD ICONIC BRAND & LONG-TERM VALUE

Scale the brand through innovation, premium experiences and continued expansion to drive long-term shareholder value.





GALAXY LOVE



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