

STICHTING
Obligatiehouders
BELANGEN

 **TUBES**
WINES & SPIRITS BY THE GLASS

Buitengewone vergadering van
obligatiehouders

CREATIVE CLOUD COMPANY B.V.

5 september 2024



AGENDA

1. Opening
2. Binnengekomen stukken; mededelingen SOB
3. Vaststelling notulen buitengewone vergadering van obligatiehouders van 6 mei 2024
4. Toelichting op halfjaarbericht over 1e halfjaar 2024
5. Rondvraag
6. Sluiting



4. Toelichting op halfjaarbericht over 1e halfjaar 2024

Flaviar's Whiskey Advent Calendar 2024

The perfect 24-day at-home holiday tasting retreat for any whiskey lover.

ADD TO CART





OUR STRATEGY: PARTNERSHIPS AND LOW COST ORGANISATION

Focus on healthy revenue & controlled profit

PARTNERSHIPS

Commercial and operational partnerships to evolve into a sustainable and scalable business model

REVENUE COMMITMENT

Different options to secure revenue

PARTNERSHIPS

- Operations: Sonoma Bespoke Beverages
- Commercial:
 - Listed Australian Wine Company (confidential)
 - Sampl
 - Flaviar EU & USA
 - Wine – Searcher
 - Robert Parker / Michelin Group
 - Vivino
 - Gallo

TUBES USA X SONOMA BESPOKE BEVERAGE

Build TUBES USA Inc as a lean and mean organization, under a commercial & operational partnership with Sonoma Bespoke Beverage which brings:

- National Distribution
- Full operational team
- Owned national brands
- Private label relations with retail and ecommerce
- Owned winery
- Savings on P&L



Operational partnership with the following organisational structure in which yellow taken over by local SBB team versus our previous situation;





Listed Australian Wine Company (confidential)

KEY DETAILS PARTNERSHIP

- Listed Australian wine and drinks company with global brands, recognised and available in 40+ countries.
- Act on the rising demands of the new generation and step into the single serve category with a new brand.
- TUBES requested to partner to develop a customized 187ml format for the brand based on the TUBES supply, design and bottling capabilities, based on an exclusive partner agreement.
- Project starts in 2024 with launches in UK and Australia as the first two countries. Projected conservative year volumes:
 - 2024-2025; 1.6mio units (15 SKU's) -> 2.2mio
 - 2026; 3.7mio units (increase # countries)
 - 2027; 5.4mio units (increase # countries)



FLAVIAR EU + USA

Flaviar's Whiskey Advent Calendar 2024

The perfect 24-day at-home holiday tasting retreat for any whiskey lover.

ADD TO CART

SELLS OUT EVERY YEAR!



KEY DETAILS PARTNERSHIP

- Flaviar Inc. Is the biggest sampling platform in the world focused on spirits, with sales in EU and USA.
- Partnership started in 2023 in EU with 3.500 Calendars.
- Partnership continues in 2024 with EU 3.500 calendars, and USA testorders for their tasting packs.
- Discussions started for 2025 on calendars in the USA



FLAVIAR ACQUIRED WINE-SEARCHER



KEY DETAILS PARTNERSHIP

- Flaviar Inc. Is the biggest sampling platform in the world focused on spirits, acquired wine-searcher.com - the biggest search and data platform in the world for wine.
- Wine-Searcher generates over 300mio wine searches per year by consumers and professional users.
- Flaviar Inc. As owners plans to copy the Flaviar sampling model for spirits, to a Wine-Searcher sampling model for wine.
- Partnership starts in 2024 in USA with 5.000 Calendars and expects to grow to the same level as the spirits segment;



ADVENT CALENDAR ONLINE



24 × 100ml samples

Guaranteed quality of samples and award-winning wines



Tasting booklet

With interactive tasting notes for each sample



Exclusive discount

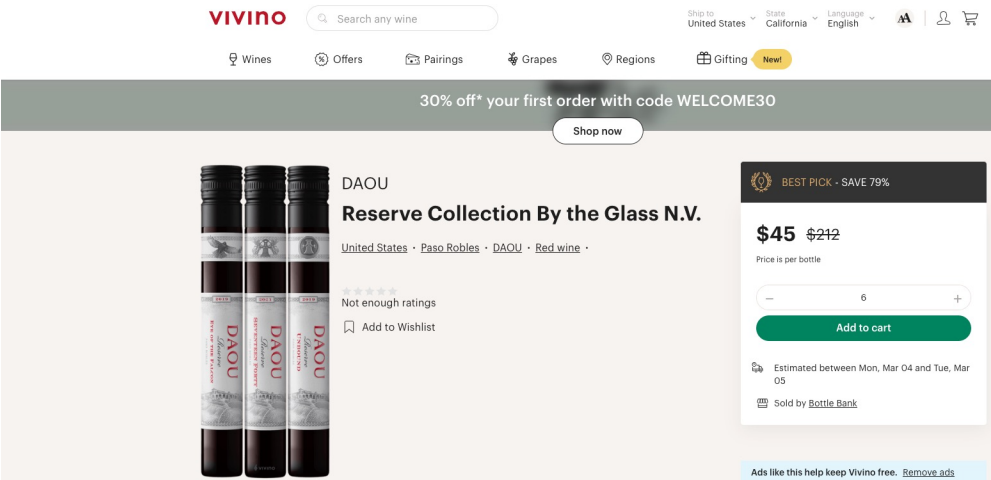
On full-sized bottles featured in the box



https://www.wine-searcher.com/advent-calendar?utm_source=winesearcher&utm_medium=email&utm_campaign=advent_2024_pro_email_3



VIVINO GLOBAL



KEY DETAILS PARTNERSHIP

- Vivino is the largest online wine marketplace and engagement platform globally with 68mio users globally.
- Vivino started a pilot in Q1 in the USA to test the try before you buy mechanism as a customer acquisition tool. The data was promising with 24% aftersales, which is more than double the average marketing campaign conversion.
- Discussions started for global program for consumers and producers, and a European pilot is planned for Q4.
- Partnership starts in 2025 with smaller projects to test the business model and operational/fullfilment aspect;
- TUBES is the first odd format (versus a regular bottle) sold on the largest wine marketplace in the world.
- Next to customer acquisition kits additional products like Calendars, (Corporate)gifting and subscription will be explored.

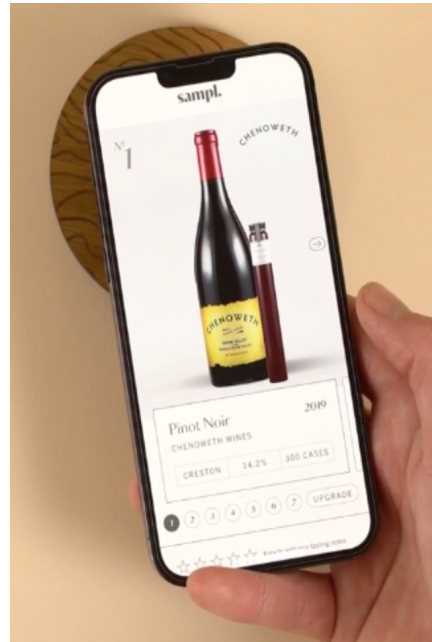


SAMPL: B2B2C MARKETPLACE MODEL

Driving Sales thru Sampling



EXPERIENCE.



SCAN.

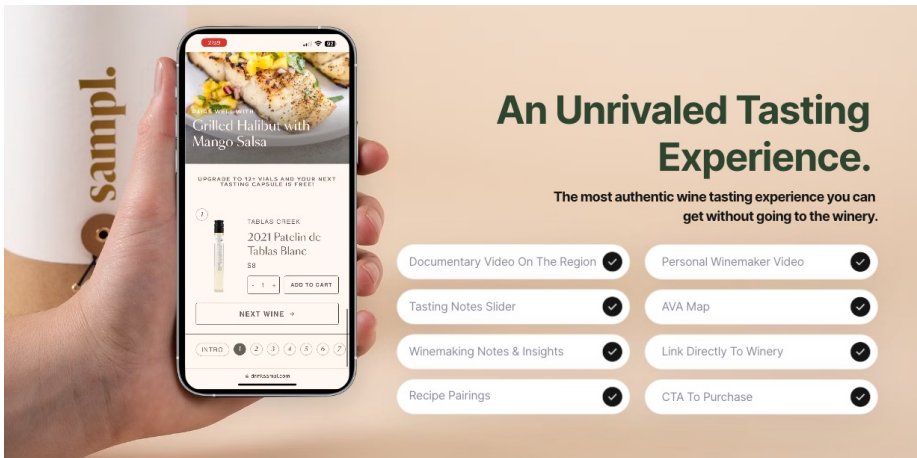


ENGAGE.

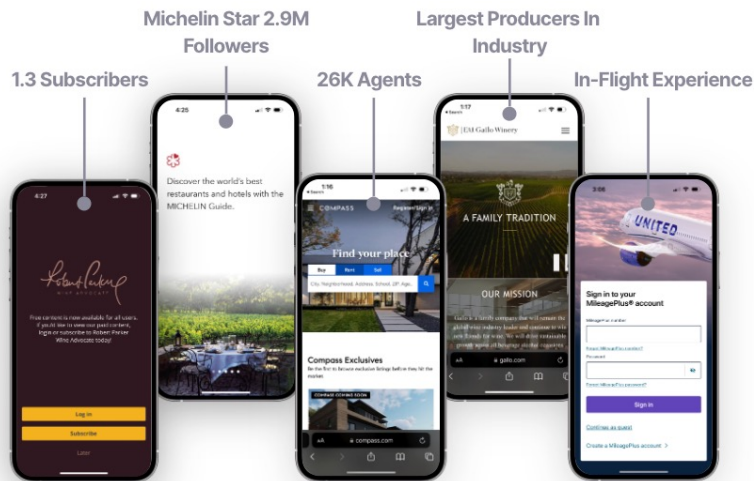


CONVERT.

WHY IT ADDS VALUE TO OUR COMPANY



- ✓ BECOME LITERALLY THE END PROVIDER FOR THE WINE INDUSTRY.
- ✓ ADD MORE VALUE TO OUR GLOBAL COMPANY WITH AN END-SOLUTION TO PRODUCERS AND CONSUMERS.
- ✓ ADD MORE PRODUCT EXPERIENCE TO OUR OFFERING.
- ✓ ADD MORE REVENUE STREAMS VIA DATA, AND BOTTLE SALES.
- ✓ ADD PATENTS TO OUR COMPANY WHICH BRINGS THE OPPORTUNITY TO CONTROL THE MARKET FROM OTHER ENTRIES.
- ✓ ADD D2C LICENSING AND THE DIRECT LINK TO CONSUMERS IN 42 STATES IN THE BIGGEST ALCOHOL CONSUMPTION MARKET.
- ✓ ADD A SCALEABLE SOLUTION TO OUR COMPANY WHICH IS EASY TO LAUNCH PER COUNTRY OR CONTINENT
- ✓ BUILDING A MULTICHANNEL COMPANY THAT OWNS THE FULL CHAIN FROM PRODUCTION TO END CONSUMER.





EXAMPLES OF COMMUNITIES TO UNLOCK WITH SAMPL.

MERCHANT OF RECORD MODEL

#1

VIVINO

63MIO USERS

CUSTOM MERCHANT OF RECORD

#2

WINE-SEARCHER

300MIO VISITORS

CUSTOM MERCHANT OF RECORD

#3

CORPORATE GIFTING

\$306 Billion + 8.1% CAGR

CUSTOM MERCHANT OF RECORD

WHITE LABEL MODEL

#1

ROBERT PARKER

1.3MIO SUBSCRIBERS

PRIVATE LABEL WINE CLUB

#2

TOTAL WINE RETAIL

Winery Direct Program

PRIVATE LABEL WINE CLUB

#3

PRODUCERS WITH WINE CLUB

17,020 PRODUCERS

PRIVATE LABEL WINE CLUB

INFLUENCER & COMMUNITY MODEL

#1

JAMES SUCKLING

373,000 COMMUNITY

COMMISSION FEE

#2

WARNER BOIN

110,000 COMMUNITY

COMMISSION FEE

#3

CELEBRITY / UNIVERSITIES

1.1MIO COMMUNITY

COMMISSION FEE



ROBERT PARKER WINE CLUB (owned by Michelin Group)



Unveil the Extraordinary Featured Wine Selection Join Us

ICONS OF TUSCANY

Experience some of the greatest wines of Tuscany in a guided video Masterclass with your host, The Wine Advocate Italy Reviewer Monica Larner

TUBES Samples Shipped to You

A tasting kit containing the 12 wines featured in the Masterclass will be delivered to your door in five-centiliter (5 cL) glass containers prepared by our partner, TUBES. Each wine is carefully rebottled in an inert environment using specialized technology to safeguard perfumes, flavors and quality.

Join Us -



KEY DETAILS PARTNERSHIP

- Robert Parker WineClub (RPWA). Quarterly subscription of ultra-premium wines.
- Soft launch Q1 2025 USA, full roll-out 2025 USA + EU.
- Sales price € 250 per kit.
- 2025 = 800 kits
- Target 2025 = 4.000 kits (<1% RPWA client base)
- Potential increase to Michelin target audience.

SUMMARY





STRATEGY: REDUCED COSTS AND PARTNERSHIPS

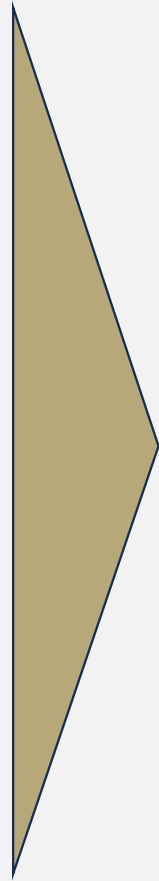
Mitigation OPEX on Target, Low and Minimum Case

FROM

High cost push strategy
 People need to convert leads
 High housing costs
 GM under pressure
 Unsecured revenue

TO

Balanced cost pull strategy
 Reduced salary costs
 Reduced housing costs
 Secured revenue
 Increase GM
 Partnerships



TUBES EU -2025: €4.5mio revenue

- LOCK IN PARTNERS: target 2025 €3mio revenue
- TOP LEADS: target 2025: 0,9mio revenue - mixed sizes
- REVINED: 180 machine; €630k

TUBES USA - 2025: \$4M Revenue

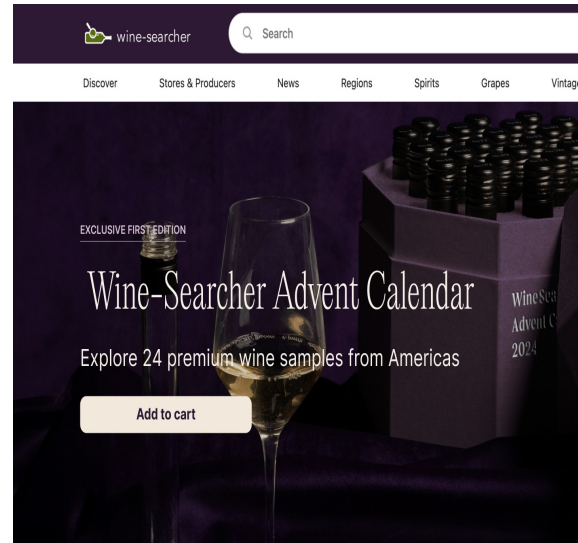
- LOCK IN PARTNERS: target 2025 \$2,8 mio revenue
- SMALLER RECURRING CLIENTS \$0,7 mio revenue - mixed sizes
- REVINED: 60 machine; €180k; Simple model via partners
- SAMPL as a B2B2C platform with community-based partners – 300k units
 -> Q4 = Current Platform Q1-2025 - New Products: Sampl Label for Robert Parker

P&L - TUBES 2025	Total	Low	Minimum
	euro	euro	euro
Total Turnover	8.148.415	6.217.631	4.500.000
Total COGS	4.896.476	3.730.579	2.700.000
Total Gross Profit	3.251.939	2.487.052	1.800.000
Total Gross Profit %	40%	40%	40%
Total number of Tubes	4.940.900	3.770.143	2.728.635
Total operation expenses	2.487.052	2.487.052	1.800.000
EBITDA	764.886	0	0

PARTNERSHIPS AS STRONG FOUNDATION FOR THE FUTURE



TUBES EU – organization lean and mean, partnerships



TUBES USA – new SBB operational partnership just started + launch with the biggest wine platform in the world Wine-Searcher + #1 US Wine company Gallo



TUBES REVINED – industry leaders Concha Y Toro, Gallo, SoGrape, VIK are endorsers, which we converted without marketing, but will be used for marketing, and attract distributors.



VERVOLGSTAPPEN OBLIGATIEHOUDERS

Aandeelhouders CCC bv willen financieren en toekomst borgen onder voorwaarde dat er aanvullende afspraken worden gemaakt met de obligatiehouders

- Uitstel heeft geholpen dat CCC bv niet failliet is gegaan - dank voor het vertrouwen
- Partnership strategie werkt, maar heeft meer tijd nodig.
- Om deze herstructurering zorgvuldig te kunnen voorbereiden en uitvoeren, willen we aan de obligatiehouders tijd vragen om extra stappen te zetten, o.a. tijd nodig tav rente.
- Om business plan te voldoen hebben we minstens 5 maanden extra uitstel rentebetalingen nodig
- We kunnen niet de op 10 september de rente inlopen en opnieuw rente betalen
- We hebben nog geen kant en klaar voorstel voor de obligatiehouders klaar
- Twee maanden nodig om verandering van de voorwaarden van de huidige afspraken vorm te geven
- We willen de mogelijkheden bespreken om daarmee een plan te maken
- Open discussie om daarmee ook input van de obligatiehouders te ontvangen.



VOORSTEL AAN OBLIGATIEHOUDERS

Twee opties:

- Om business plan te voldoen hebben we minstens 5 maanden extra uitstel rentebetalingen nodig
- We kunnen niet de op 10 september de rente inlopen en opnieuw rente betalen
=> 5 maanden extra uitstel gevolgd door concreet voorstel

- Twee maanden nodig om verandering van de voorwaarden van de huidige afspraken vorm te geven
=> Of 2 maanden extra uitstel gevolgd door concreet voorstel

6. SLUITING



Next Gen Eco Force

TUBES

The Supplierdays
powered by
2024 P P P *promz*

THE SUPPLIERDAYS 2024:
4 & 5 SEPTEMBER EXPO HOUTEN

LET'S MEET: STAND 4085 **PROMOTIONAL PRODUCTS** **OF PRICELESS VALUE**

CAIPARINHA
TRAVELER

OLIVE OIL
BLACK PEPPER