

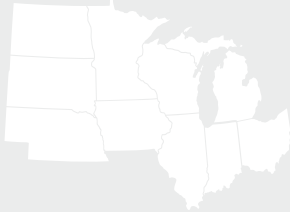


WINTER 2019

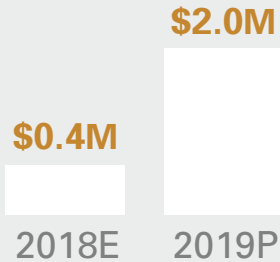
Data Services and Beverage Inventory Management Platform Seeks Acquiror or Investor

GEOGRAPHIC LOCATION:

MIDWEST U.S.



REVENUE:



COMPANY HIGHLIGHTS:

- Over \$30M Invested into Development
- Strong Customer Metrics - Avg. Overall Sales Increase of +15.7%
- Customer Retention Rate >97%
- Large Addressable Market – Est. \$758B by 2023
- Proprietary Data Sets
- Regulatory Change Presents Opportunity for Increased Demand for Platform

COMPANY OVERVIEW

The Company's cloud-based software platform provides alcoholic beverage retailers with an inventory management and intelligence system for their keg beer sales. The platform provides near real-time, actionable intelligence to retailers and their suppliers, boosting beverage sales and profitability. The robust offerings provide actionable insights necessary to improve localized inventory decisions and product mix management.

The Company's Omni-Channel Content Management system allows operators to identify waste, trending beer styles and brands, freshness of product and purchasing behaviors. The integrated marketing and digital engagement platform allows retailers and suppliers to promote products on any device in real-time to dramatically outperform legacy POS systems, printed menus, manual inventory checklists, flow meters, and other out of date tools retailers use to run their business.

The platform leverages near real time market sales data, combined with "inside the four walls" data, to provide retailers and suppliers the tools to:

- Maximize sales by immediately identifying what is selling, and what isn't selling
- Improve sell-through with real-time product and promotional recommendations

- Promote the optimized products with marketing and digital engagement strategies
- Manage draft beer inventory at previously impossible levels of efficiency
- Cut waste in half, increase product yields and lower cost of goods and safety stock levels, without out-of-stocks in any locations

CURRENT SITUATION

The primary investor is ready to exit and transition the business to an investor/owner, ready to support the next stages of growth. A new owner will benefit from the Company's well-established relationships with some of the largest beer producers and retailers in the world. The new owner will further benefit from the \$30 mm+ of investment to date in this disruptive platform. Three Twenty-One Capital Partners has been retained to conduct an expedited search process to identify and engage qualified investors or acquirers.

MARKETS SERVED:

IoT for Restaurant & Bar Beer Sales

FOR MORE INFORMATION

Please complete and return a signed Confidentiality Agreement (CA) on the next page for access to additional information. The signed CA can be emailed to: ca@321capital.com or faxed to: 443-320-9225.

DEAL CONTACTS

Tim Zahrobsky

443.325.5290 ext. 203
Tim@321capital.com

Erv Terwilliger

443.325.5290 ext. 201
Erv@321capital.com

Devin Hudgins

443.325.5290 ext. 205
Devin@321capital.com



CONFIDENTIALITY AGREEMENT - DATA SERVICES & BEVERAGE INVENTORY MGMT. PLATFORM - WINTER 2019

PLEASE COMPLETE AND RETURN AGREEMENT VIA EMAIL: CA@321CAPITAL.COM OR FAX: (443) 320-9225

This Non-Disclosure Agreement (hereinafter "Agreement"), which shall be regarded as a mutual and reciprocal contract between the Parties, is made and entered into as of this _____ day of _____, 2019 by and between Three Twenty-One Capital Partners ("Investment Banker") and _____ ("Recipient").

WHEREAS, the Parties hereto are desirous of establishing a mutually-beneficial business relationship for the entirety sale, refinance, investment, joint venture partnership, or other related transaction of our client, herein referred to as "The Company". The Parties hereto are prepared to disclose information or data of a confidential nature, including but not limited to financial information, client information, business concepts, business strategies, business opportunities, business relationships and sources of capital and financing.

NOW THEREFORE, in consideration of the mutual agreements contained herein,

1. Except as otherwise required by law, the Parties agree to hold all confidential or proprietary information or trade secrets ("Information") in trust and confidence and agrees that it shall be used only for the contemplated purpose, and shall not be used for any other purpose or disclosed to any third party under any circumstances whatsoever except as may be necessary to complete the desired results above.
2. When requested in writing, all materials are to be returned or destroyed and no copies may be kept. Notwithstanding the foregoing, one copy of the materials may be kept for legal, compliance, or other internal document retention policies, including electronic copies made during automated back-up procedures.
3. This Information shall not be disclosed to any employee, consultant or third party unless the said party agrees to be informed of and act in accordance with the terms of this Agreement.
4. Information excluded from these confidentiality obligations shall include any such information which: (i) is or becomes generally available to the public other than as a result of a disclosure by Recipient, (ii) becomes available to Recipient on a non-confidential basis from a source other than the Company or Investment Banker, (iii) was already in Recipient's possession prior to the date hereof and which was not obtained from the Company or Investment Banker, or (iv) was independently developed by the Recipient.
5. The Parties acknowledge the Information disclosed herein is proprietary or trade secrets and in the event of any breach, either Party shall be entitled to seek injunctive relief as a cumulative and not necessarily successive or exclusive remedy to claim for monetary damages.
6. This agreement shall be binding upon and inure to the benefit of the Parties, their successors and assigns.
7. Each Party acknowledges that this Agreement is a valid and legally binding obligation that has been executed by an authorized representative. A copy of this Agreement transmitted via facsimile, bearing the signature (or e-signature) of one or both Parties shall be deemed to be of the same legal force and effect as an original of the Agreement bearing such signature(s) as originally written by such one or both Parties.
8. This agreement expires upon one year of the date of execution of this document.

In witness of this, the Investment Banker and the Recipient have executed this Agreement as of the day and year first written above.

Signature: _____

Three Twenty-One Capital Partners: _____

Print Name: _____

Date: _____

Date: _____

Email: _____

Phone: _____

