

MAD-CROOC®



energy



The Only Energy Brand with a True Product Portfolio

- Mad Croc a Global Brand
 - Launched in 2002
 - Product sold in 29 different countries
- Over \$1 Billion in Worldwide Sales
- Mad Croc USA Launched in June 2006
- Best Tasting Product
 - Mad Croc preferred 87% of the time over category leaders in blind taste test
 - Sampling is KEY!
- Marketing Support
 - Global Sponsorships
 - National TV & Print
 - College Sampling
 - Retail Programs
- High Margin Product in a High-Growth Category

Energy Drinks



Energy Gum



Energy Shots



Energy Chews



CROC-TAILS



Energy Liquorices



MAD CROC Beverages

- Regular (Made With Pure Cane Sugar)
- Sugar Free (Made with Sucrolose)
- Swiss Chocolate
- Milk Coffee
- Energy Cola
- Orange Cola
- Orange
- Green Apple
- Peach Tea



Mad Croc Global Marketing

global gamescom convention



Mad Croc Global Marketing global gamescom convention



Mad Croc Global Marketing

mad croc mobile game



The legend
is now a free
mobile game

FREE
MOBILE
GAME



Mad-Croc Energy Drink & Gam, a leading global fast moving consumer goods (FMCG) brand, has developed a free-to-play, mobile game. We are the first consumer goods brand to enter this space and bring the excitement of our brand to millions of players around the world. Launch date to global web coincides with the Gamescom exhibition on 05.08.2015.

ULTRA PREMIUM BRANDS Ltd.
19 Titan Court | Laporte Way, Luton | Beds. LU4 8EF
United Kingdom

madcrocsame.com

presented by:



**F-SECURE
FREEDOME**
A CROC-PROOF INTERNET

The Mad-Croc game is simple to play, yet hard to master. Guide your Croc as it swims upstream in some of the world's most famous locations, such as the Nile, Amazon or Hudson rivers. Chew on local delicacies and avoid the lurking dangers. Try out several Crocs, all with their unique strengths and weaknesses. Who can reach the furthest point upstream?

The game is completely **free to play**, with in-app purchases available for the impatient.

Tribefame can proudly claim to be one of the leading tablet games companies in the world. The company was founded in 2009 – a year before the iPad came out – with the vision that tablet computers are coming, and that they will make great gaming devices. Since then Tribefame has launched more than a dozen games and topped the charts multiple times on Android, iOS and Windows Phone. The best known Tribefame game so far is Benji Bananas, which has been downloaded over 60 million times. And now, as the Mad-Croc mobile game developer, we are expecting to go even further.



Mad Croc Global Marketing



mad croc mobile game

The Mad-Croc MOBILE GAME

WIN \$100,000



Available on the
App Store



GET IT ON
Google play



*Drive a MAD CROC RACE CAR
Featured in Electronic Arts Video Game
NFS - SHIFT 2 - UNLEASHED*



Global Sponsorships:



Global Sponsorship: FIS SKI WORLD CUP 2017 Levi Finland – World Wide Television Broadcast



INTERMEDIATE	
1	+0.30
2	+0.49

M. SHIFFRIN	44.17
Resi STIEGLER	41.1

MAD CROC BRANDS NASCAR RACING DEBUT With Kevin Harvick Inc. Retail Partner KROGER Stores



Formula 1 Global Sponsorship – Sauber F1 Team





PROFESSIONAL BASKETBALL TEAM Spain – Mad-Croc - Fuenlabrada



China Launch - 2016



madcroc_china
Lujiazui, Pudong



madcroc_china
Yongkang Road



madcroc_china



madcroc_china
Shanghai Pudong

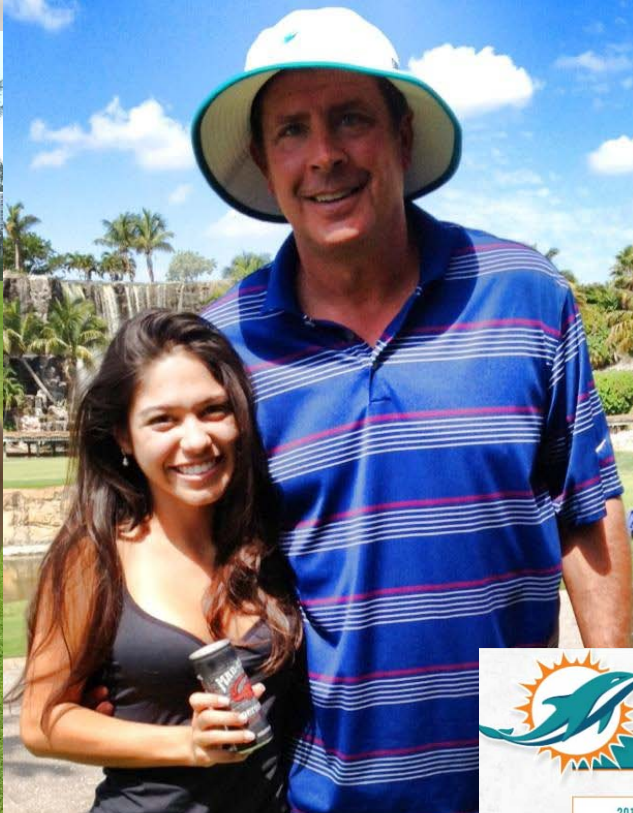


Walgreens

There's a way[®]







A screenshot of the Miami Dolphins website. The header features the team logo and navigation links for "TICKETS", "NEWS", "TEAM", "MEDIA", "CHEERLEADERS", "FAN ZONE", "COMMUNITY", "ESPAÑOL", "FANTASY", and "PRO SHOP". Below the header, there are sections for "2013 SEASON TICKETS", "3 GAME PLAN", "SINGLE GAME TICKETS", and "\$15 YOUTH TICKETS". The page also includes social media icons for Facebook, Twitter, Instagram, and an app download button.

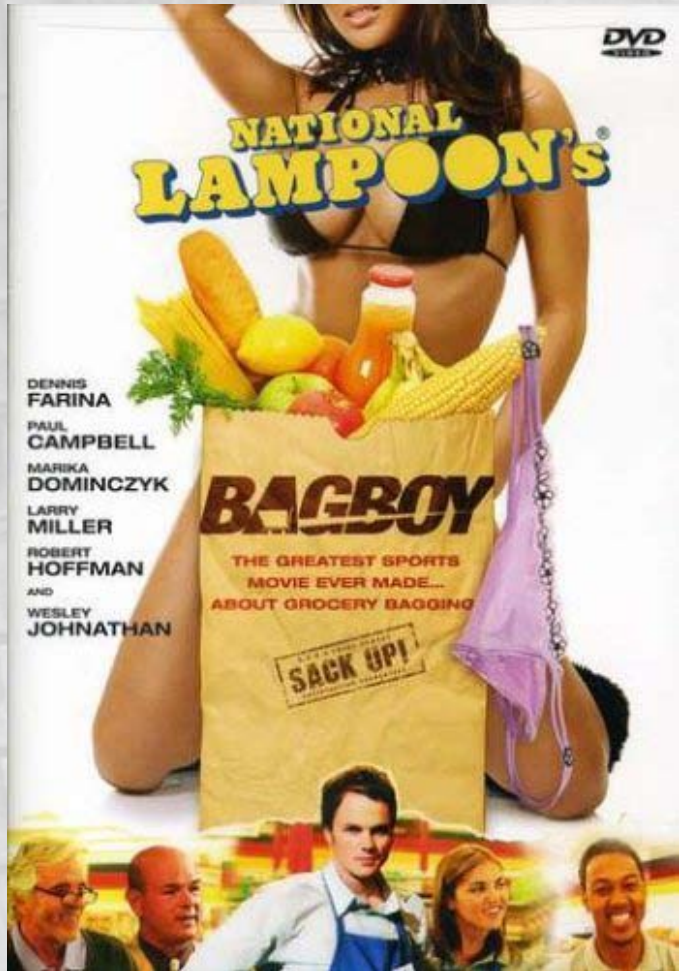


MAD CROC's HOLLYWOOD DEBUT IN: FEATURE FILM



NATIONAL LAMPOON'S

BAGBOY



**Starring: Dennis Farina, Paul Campbell
Brook Shields & Marika Dominczyk**

**Interactive Feature: MARIKA DOMINCZYK chews
MAD-CROC PEPPERMINT ENERGY GUM**



Sponsorship Photos



OFF PREMISE



OFF PREMISE : POS



ON PREMISE



ON PREMISE : POS



Coasters



Guides



Bomber Cups



Recipe Posters

SAMPLING:



INGREDIENTS



- Mad Croc regular is made with Pure Cane Sugar
- Mad Croc sugar free is made with Splenda™.

	Mad Croc Regular	Mad Croc Sugar Free	Red Bull	Red Bull Sugar Free	Monster	Full Throttle	Sobe No Fear	Rockstar
Serving	8.4 oz.	8.4 oz.	8.3 oz.	8.3 oz.	8 oz.	8 oz.	8 oz.	8 oz.
Caffeine	80 mg	80 mg	80 mg	80 mg	70 mg	72 mg	87 mg	80 mg
Calories	120	5	110	10	100	110	130	110
Sugar	28 g	0 g	27 g	0 g	27 g	29 g	33 g	27 g
Carbs	29 g	1 g	28 g	3 g	27 g	29 g	36 g	29 g
Sodium	250 mg	250 mg	210 mg	200 mg	180 mg	85 mg	115 mg	35 mg
Taurine	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Niacin	100%	100%	100%	100%	100%	20%	-	50%
B6	100%	100%	250%	250%	100%	20%	100%	50%
B12	100%	100%	80%	80%	100%	10%	100%	50%
Primary Sweetener	Pure Cane Sugar	Sucralose (Splenda®)	Sucrose	Aspartame	Sucrose	Corn Syrup	High Fructose Corn Syrup	High Fructose Corn Syrup

POS Motion Sensor Sign



 design phase

InvisiSign

The New Medium for Point-of-Purchase Advertising

InvisiSign® engages shoppers, attracts them within the 3' to 10' range, visually imprints a branding image or message, and then fades away into thin air leaving them focused directly on your product and packaging.





Sales Incentive



30 Day Starter Sales Kick Off Incentive

- *When:* Starting now until April 30th
- *How Much:* \$1.00 per case sold
- *Highest Sales:* Gets \$1600 Cash or 4 NASCAR MAD-CROC Sponsorship Pit Passes for Talladega Race Weekend