

# From the CEO's Desk

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THE **SHE**<sup>®</sup>  
Brand

Dear Friend,

I am beyond excited that you have joined us today. As the CEO of SHE Beverage Company, I am dedicated to growing your investment through the SHE Beverage Company IPO.

Ever since Sonja and I created SHE Beverage Company, I knew we had something amazing. However, in my wildest dreams, I didn't anticipate that we would arrive at this point as quickly as we have. As I have watched companies such as Apple, Starbucks, Facebook, and Amazon grow, I have strived to strategically and organically place us in this market with an amazing product and concept that cannot be overlooked. I am proud to say SHE Beverage Company has accomplished that and is now recognized as a major contender.

Four years ago, we set the standard to build an "Elite Woman Owned Company and Brand" and execute a beverage catalog more relevant to today and trending than the current companies dominating the beverage industry like Pepsi, or Coca-Cola. At that time, we will lead the industry poised and ready for the future of beverages.

Sonja, Kat & I work stealthily and purposefully, yet delicately to continue to create an elite brand and with this balance between the three of us, it's not surprising we have received the offers we have in such a short period of time. And to think, we have yet to be introduced globally.

As you browse through the pages before you, take special note of our growing beverage catalog, and proudly know that you are a part of this expansion, a part of its growth, and a part of its future. I want to personally thank you for working with us to continue growing and maintaining our position in this lucrative industry.

Finally, my promise to you is that I will continue to focus on our growth, and our unique beverages as well as trending products, and create a stellar line that will not only dominate the beverage industry, but also change the way we drink; one SIP at a time.

Sincerely,  
Lupe Rose  
Owner, Founder & CEO  
SHE Beverage Company, Inc.

# SHE Beverage Company

## NEW MEMBER WELCOME LETTER

Dear Investor,

Welcome to SHE Beverage Company. Congratulations on joining a well-respected women's organization that strives to propel women into economic, social and political spheres of power worldwide.

Founded by Sonja Shelby and Lupe Rose, SHE Beverage Company is more than just a company that provides a product to the consumer. SHE Beverage Company will be the voice of over three billion women, more than 10 million women-owned businesses and national organizations representing the interests of women entrepreneurs across all industries.

SHE Beverage Company is focused on providing a unique pre-public offering opportunity. As you may know, your initial investment doubles upon our IPO Launch, which is only months away. We anticipate IPO to open at \$15 per share.

With SHE Beverage Company's current growth, and interests as evidenced by several offers to purchase the brand ranging from 120 Million to 500 Million, SHE Beverage Company's "Public Announcement" will deliver the expectation to catapult our stock to a billion-dollar offer.

The goal of SHE Beverage Company is to leverage your "Financial Portfolio" as well as provide the tools and resources to take your business with SHE to greater heights.

Becoming an investor means that you've taken a step in the right direction to tap into the power of an already established community of successful women entrepreneurs, and the platform to raise your voice to effect change and influence within the business community.

SHE Beverage Company also has an open-door policy and would love your input with marketing & fundraising. To improve the overall growth of our illustrious company should you see areas for us to continue to soar, please feel free to bring them to our attention.

If you have any queries, please do not hesitate to contact me. We look forward to a long lasting and productive relationship with you. Thank you.

Cheers,  
Sonja, Lupe & Kat