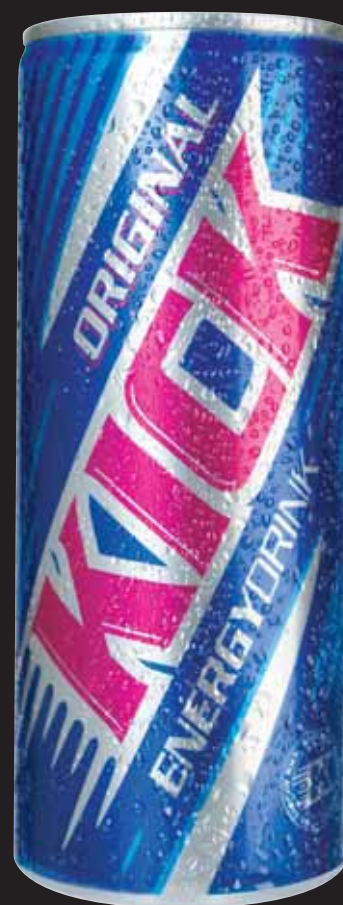


KICK ENERGY

- **A carbonated energy drink with Caffeine and Taurine**
- **Second largest energy drink brand in the UK on trade**
- **1 million cases of Kick Energy sold every month in the UK**
- **10% greater margin opportunity than the market leader (Based on average prices)**
- **61% of surveyed consumers preferred the taste to the market leader†**
- **88% of surveyed consumers said they would make their purchase decision based on taste if they had the choice available††**
- **Sponsors of the VK Vent Axia Honda World Superbike Team & the Stobart VK M-Sport Ford World Rally Team**
- **An extensive range of POS is available**



* AC Nielsen MAT 04.10.08 ** Internal on trade sales data. Month on month Oct vs Sept 2008
 †Based on 247 consumers surveyed in Newcastle & Oxford. Average age 22, male 63%, female 37%
 ††Victoria shopping centre, Nottingham: 203 people (92 male/111 female) Canterbury & Co. Research (ESOMAR Research council regulated)



Product	Case Size	ABV %	Case Dimensions (mm)			Case (kg)	Pallet Dimensions (mm)			Pallet	Shelf	13 Digit	14 Digit	
			Height	Length	Width	Weight	Height	Length	Width	Size	Life (m)	Barcode	Case Barcode	
Kick Energy	24x250ml	0	135	325	215	6.8	1510	1200	1000	160	10x16	18	5032678001015	05032678001022