

cake

let's get weird.

Hello Cake, Inc.

the problem

The world doesn't have a sexual wellness brand they love.

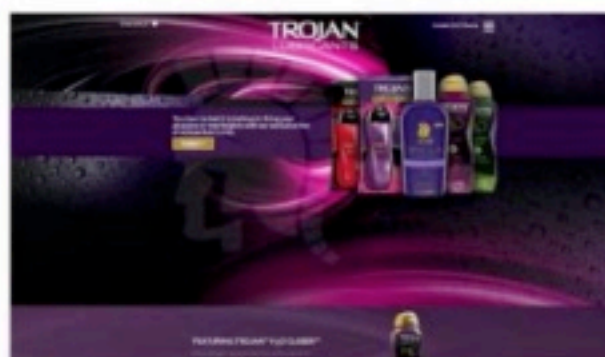
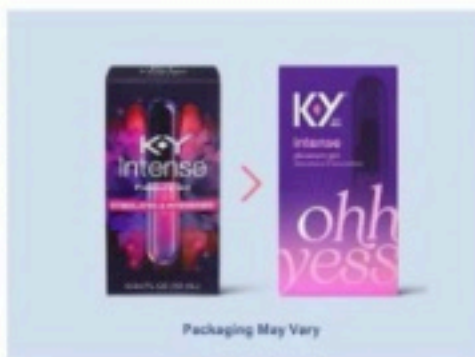
There's two options — major players ignoring consumer needs and sex toy-centric products sold online or in awkward sex shops.

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the problem

out-of-date brands



Walmart + Cake 4

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the problem

wellness not the focus

current products include:



parabens



alcohol



sulfates



dyes



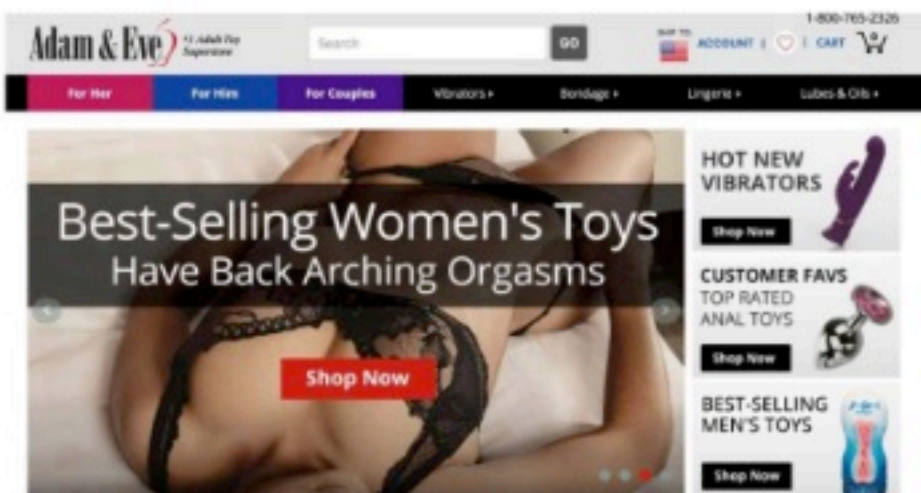
fragrance

the problem

confusing in-store experience

the problem

embarrassing e-commerce experience



the solution

The most approachable sexual wellness brand on earth.

A digitally native brand, coming to a store-near you
(and you, and you, and you).

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the solution

Modern branding and messaging, better ingredients and confusing-free shopping



Walmart + Cake 9

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the solution

fun

Product names are as descriptive as they are playful

clear

Each product articulates its use while remaining friendly and PG

helpful

Treating sex-care more like skincare encourages shoppers to browse and understand ingredients

so-low lotion

a solo-play cream for men

toy wonder

a non-drip lubricant for toy play

tush cush

A cushiony lubricant for backside play

free from:



Alcohol



Parabens



Dyes



Fragrances



Sulfates



Shame

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\$108B

market
opportunity

\$33B

expansion 2019 - 2027

The market trends tell us the time is now

Growing at a CAGR of 4.62% from 2019-2027

\$33 Billion incremental revenue opportunity to be capitalized on in the next 8 years

Shift largely driven by a normalization and general acceptance of sexual health being a part of ones overall wellness routine

Opportunities in targeting younger populations

Integrated content & education is key

Change in perception of sexual products, including lube and toys, is likely to generate lucrative opportunities

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Cake is a digitally-native, omni-channel sexual wellness brand.

Cake's direct-to-consumer brand launched in 2020 to help consumers have more fun in the bedroom.

In 2021, Cake and Walmart will be partnering to reinvent the sex aisle



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Speaking to a modern consumer who actually wants better sex

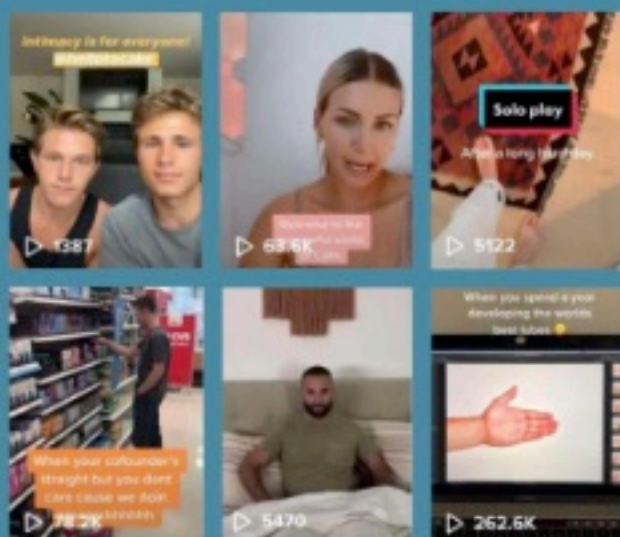
Gen Z and millenials are more sexually open than any other generation (34.2% report their sexuality as 'gay, queer, fluid, or open').

Straight couples are seeking new ways to play. In our customer survey, nearly half of Cake customers admitted to wanting to try new experiences in the bedroom.



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<https://www.hellocake.com/terms> for more information. Terms, privacy policy, and other legal notices.



Creating a world GenZ wants to be a part of

Cake will continue to increase organic WOM growth from TikTok (currently responsible for 25% of our MoM growth).

Cake's fully compliant paid advertising infrastructure will allow us to ramp growth (CPA continues to decrease and ROAS increases MoM).

We will expand into streaming and audio as we continue to build brand awareness for our national rollout.



Creating a fully scalable and compliant marketing infrastructure

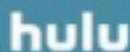
- Nearly zero rejections in past 90 days
- Collaborated with Hulu on upcoming national rollout
- Partnered to have Snapchat's corporate policy changed

We have built one of the only compliant sexual wellness infrastructure on, but not limited to:

social & search:



streaming:



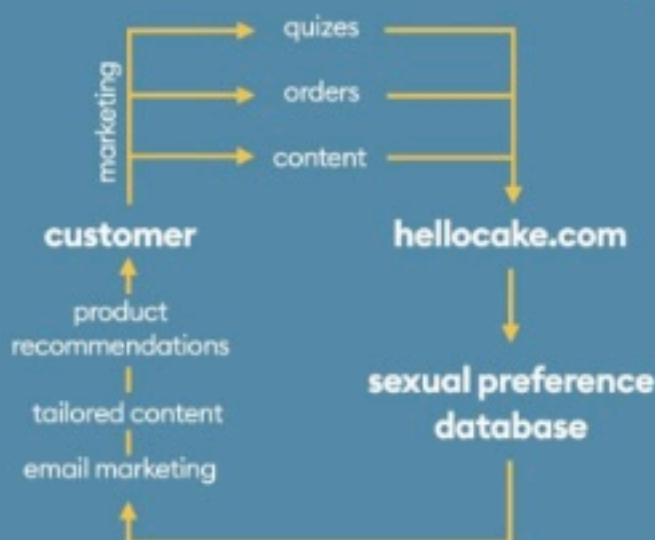
audio:



Building the largest actionable sexual preference data-set in the world

Every interaction a consumer has with Cake tracks and their sexual preferences, products and shopping behaviors so that we can map their sexual wellness routine and tailor messaging and product recommendations throughout their lifetime.

Larger players in the category continue to operate with little to no personalized for 50+ years.



content



Formulating products for how we actually get down vs. one-size fits all approach of dominant players

Solo play takes up one third of the market (30.9%) but is ignored by incumbent brands. So-Low Lotion is our top selling product.

Couples want to spice up their sex lives but are unsure where to turn. Bundles for backside exploration lead kit sales.

All Big-box retailers now carry sex toys, however men's object play is largely untouched. Cake launches our first object with Walmart nationally May 31, 2021.



Solo play



Backside play



Object play

Expanding to own the sexual wellness verticle



lubricants + lotions



objects



protection



enhancers



hygiene



Customers are loving Cake

organic aloe

Allie



As the lifelong owner of a very sensitive, picky vagina that freaks out if the pH of the shower is off, I have tried so. many. lubes. There have been a few that did the trick, but not like Cake. We usually don't have to reapply (shocking for a water-based lube). No stinging, itching or other reactions. And it doesn't leave weird stains. A+ all around.

tush cushion

Poppy W.



My boyfriend loves anal and I'm a newbie to it, and he is erm.... Above average. So, there have been painful attempts. We bought this lube because our last bottle was running low AND ALL THE CLAIMS ARE TRUE? It's magical, I really don't have any other words. Buy it. It's worth every dime. Im blown away. We will be ordering more whenever we run out.

so-low lotion

Perry



It really is the best stuff for that "self love time"! It combines the less-messy, moisturizing benefits of lotion with the endurance and slipperiness of silicone. I appreciate that the makers care about the ingredients in the product as much as I do, too: coconut oil, avocado oil... evening primrose oil!

so-low lotion

Bre



I got this to use on my bf and we love the consistency. It starts as a thick lotion then goes into a slicker, smoother jelly consistency that glides really easy. A little goes a long way and it's not runny so nothing will be wasted!!

tush cushion

Kayleigh C.



I am a woman and my husband would always want to have butt sex but I'd usually say no because I just couldn't handle it for the full time. I tried this for the first time last week and it really helped make it a better experience for me and he really liked it also.

so-low lotion

Joel



Didn't know what to expect, as the white color threw me off. But then about two minutes in my jaw dropped at how amazing this stuff feels. I feel like renaming the product "my wife", because I really wanna buy this stuff flowers.



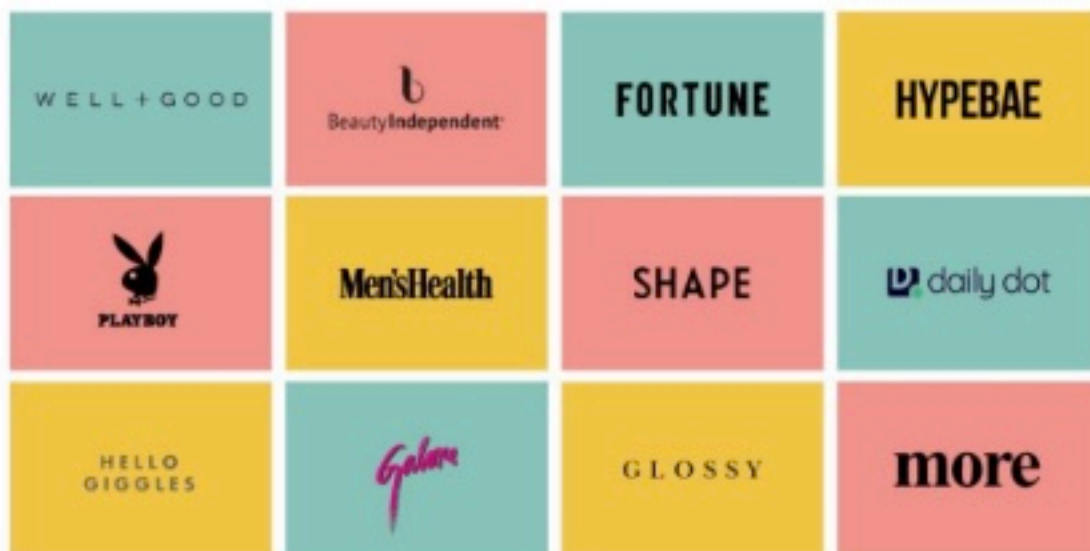
do you believe Cake helps
you have a better sex life?

Yes! 83.6%

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we're causing quite the stir



"if you weren't already familiar with the brand Cake,
I actually feel bad for you." – daily dot

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thank you!

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