

# HIMKOK

CRAFTING NORWAY'S GLOBAL COCKTAIL LEGACY

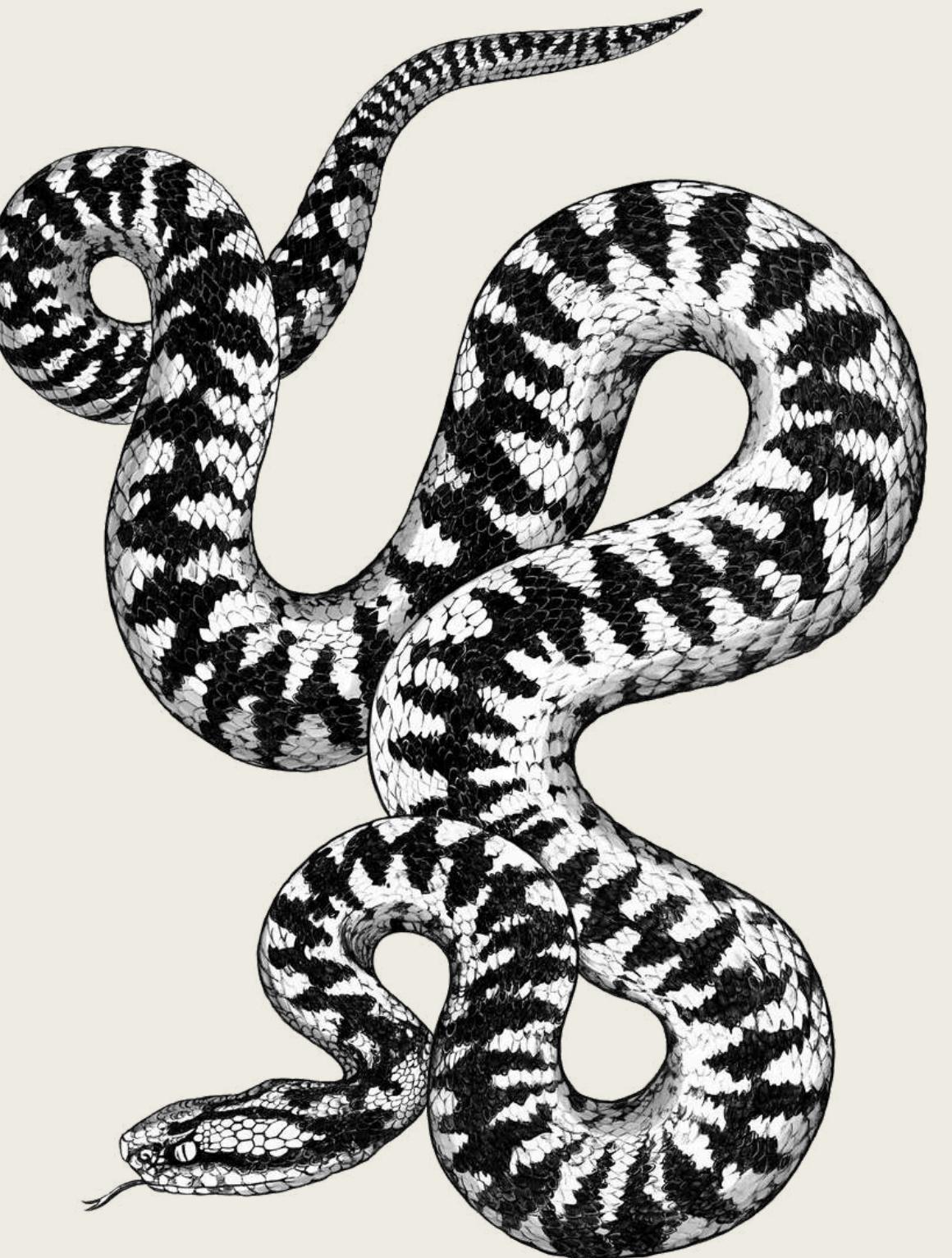


WHERE NORWEGIAN  
TRADITION MEETS  
GLOBAL INNOVATION

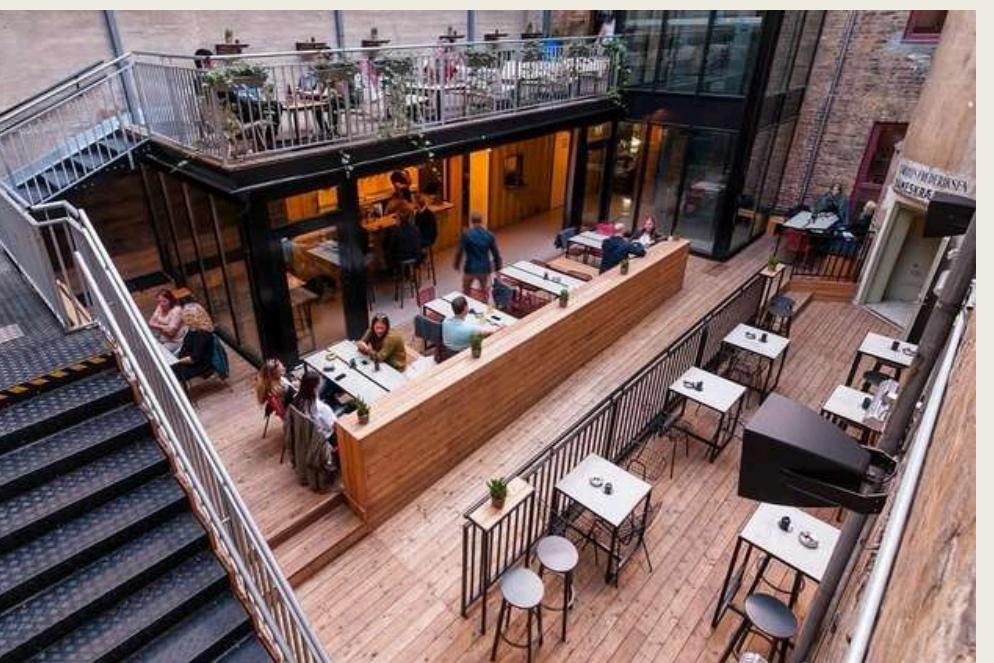
RANKED #11 IN  
WORLD'S 50 BEST  
BARS 2024

# OUR STORY

- Founded in 2015 as Norway's first bar with an on-site distillery
- Visionary founder Erk Potur's background and mission to showcase Norwegian flavors
- The brand's journey from local bar to global phenomenon



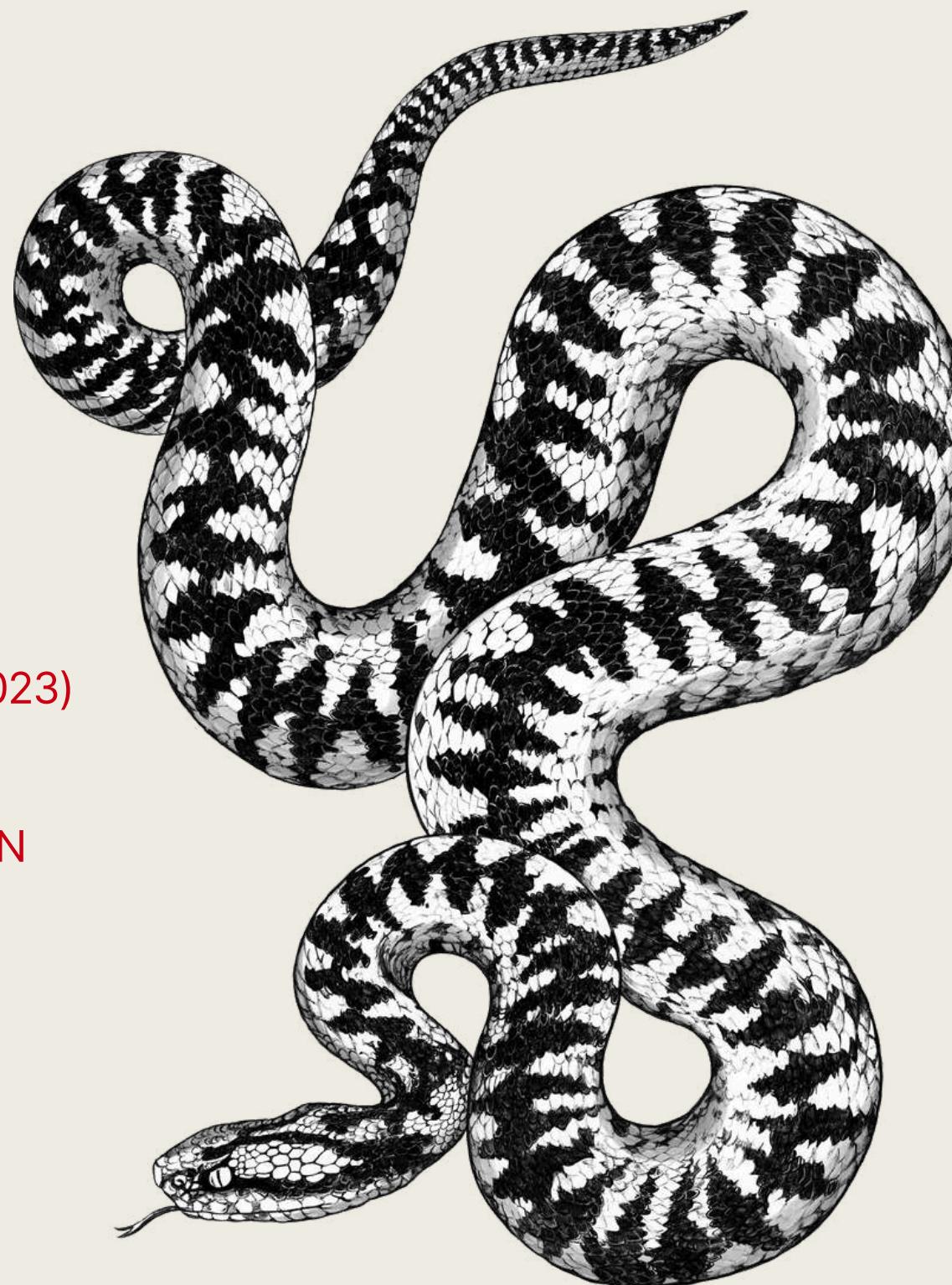
(01)



# OUR STORY

## MAJOR ACHIEVEMENTS:

- RANKED #10 IN WORLD'S 50 BEST BARS (2023)
- NIKKA WHISKY HIGHEST CLIMBER AWARD (JUMPING 33 PLACES IN ONE YEAR)
- RANKED #1 IN TOP 500 BEST BARS (2024)
- PREVIOUS RANKINGS PROGRESSION (#43 IN 2022, #17 IN 2020)
- FIRST-EVER KETEL ONE SUSTAINABLE BAR AWARD WINNER (2018)



(02)

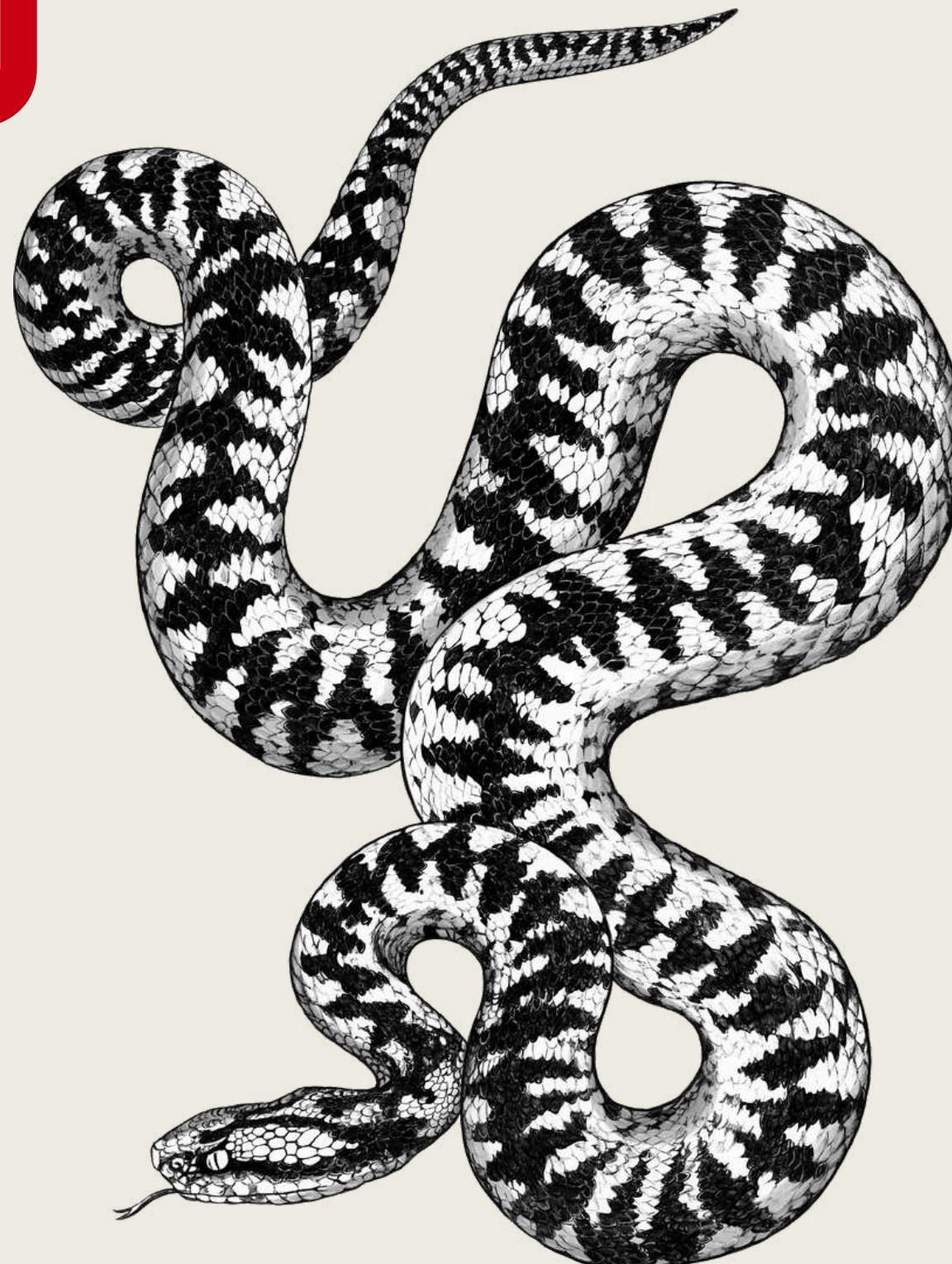
BLABLA BLA



# MARKET OPPORTUNITY

The global craft spirits market is experiencing robust growth, projected to reach \$80.43 billion by 2025, growing at a CAGR of 33.9% from 2020-2025. Nordic spirits particularly are gaining international popularity, with exports increasing by over 30% in the last five years.

(03)



- Key Market Data: Global craft spirits market projections (\$80.43 billion by 2025)
- Impressive CAGR of 33.9%
- RTD cocktail market growth trends (12% annual growth through 2027)
- Premium spirits market shift toward experience and authenticity
- Target Demographics: Primary customer base ages 30-49
- High-income professionals seeking authentic experiences
- Growing cocktail tourism segment

VISUAL: MARKET SIZE CHARTS, DEMOGRAPHIC BREAKDOWN

# BUSINESS MODEL

HIMKOK OPERATES A DIVERSIFIED BUSINESS WITH MULTIPLE ROBUST REVENUE STREAMS

(04)

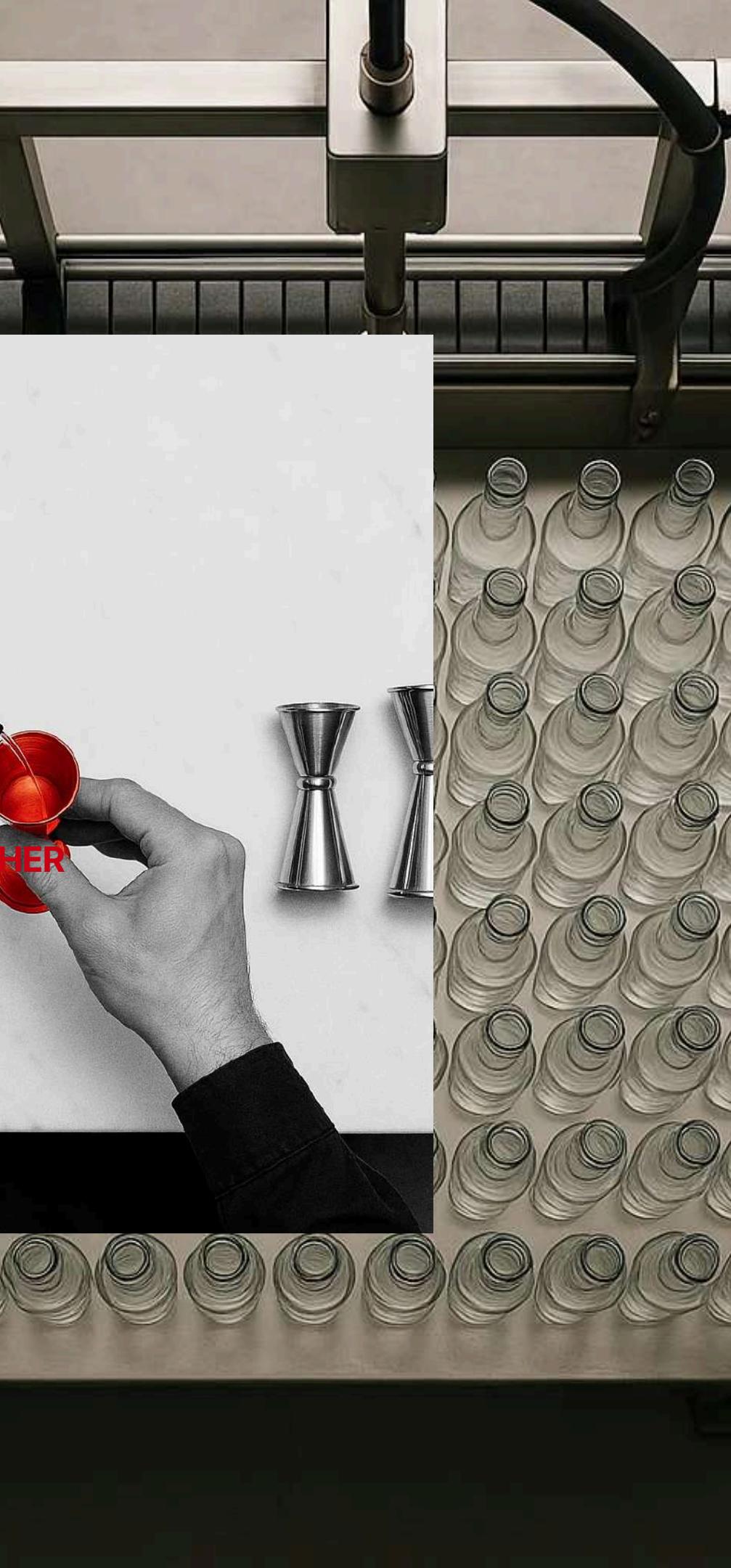
## FOUR REVENUE STREAMS

BAR OPERATIONS

IN-HOUSE DISTILLERY

READY-TO-DRINK (RTD) COCKTAILS

CONSULTING & KNOWLEDGE-SHARING



(05)

# BAR OPERATIONS

450-GUEST CAPACITY ACROSS MULTIPLE SPACES

THREE DISTINCT BAR CONCEPTS UNDER ONE ROOF

MAIN DISTILLERY BAR (PREMIUM EXPERIENCE)

TAPTAI BAR (HIGH-VOLUME CRAFT COCKTAILS ON TAP)

SEASONAL CIDER BAR (OUTDOOR COURTYARD)

AVERAGE CHECK SIZE AND TYPICAL GUEST FLOW

FINANCIAL HIGHLIGHTS

ANNUAL REVENUE CONTRIBUTION

STRONG MARGINS COMPARED TO INDUSTRY AVERAGE

VISUAL: INTERIOR PHOTOS SHOWCASING THE DIFFERENT SPACES AND ATMOSPHERE



(06)

# THE DISTILLERY

- 10,000 liters of spirits produced annually
- 180L hybrid copper still (specifications)
- 80% of spirits used in bar are produced in-house
- **Core products:** aquavit, gin, vodka with seasonal variations
- **Competitive Advantage :** Full integration with bar operations
- Ability to create custom spirits for specific cocktails
- Unique Norwegian botanical profiles



# RTD COCKTAILS

READY TO DRINK - ( SOMETHING CATCHY )

- Partnership with Aass Brewery (Norway's oldest brewery)
  - Distribution in 493 stores nationwide
  - Norwegian Air in-flight service partnership
  - Production capacity of 100,000-200,000 liters annually
- **Product Portfolio:**
- Oslo Mule (market share percentage)
  - Oslo Paloma (market share percentage)
  - Snake Bite (energy cocktail; market share percentage)
  - All at strategic 4.7% ABV for grocery store distribution
  - Visual: Product lineup, distribution map, growth trajectory chart



VISUAL: PRODUCT LINEUP, DISTRIBUTION MAP, GROWTH TRAJECTORY CHART

(07)

(08)

QUOTE : B2C MARKET FOR COURSES ARE OFF THIS  
MUCH DEMAND ETC.....

# CONSULTING & KNOWLEDGE SHARING

COURSES B2C MARKET  
BAR CONCEPT DEVELOPMENT  
MENU CREATION AND STAFF TRAINING  
SUSTAINABILITY IMPLEMENTATION  
DISTILLERY SETUP CONSULTATION

CASE STUDIES

HOTEL BAR DEVELOPMENT PROJECTS  
INTERNATIONAL BAR PARTNERSHIPS  
FESTIVAL/EVENT ACTIVATIONS

VALUE PROPOSITION

VISUAL: TRAINING SESSIONS, CONSULTING  
PROJECTS, CLIENT TESTIMONIALS

ACCESS TO HIMKOK'S EXPERIENCE AND METHODOLOGY  
WORLD-CLASS EXPERTISE ADAPTED TO LOCAL CONTEXTS

(09)

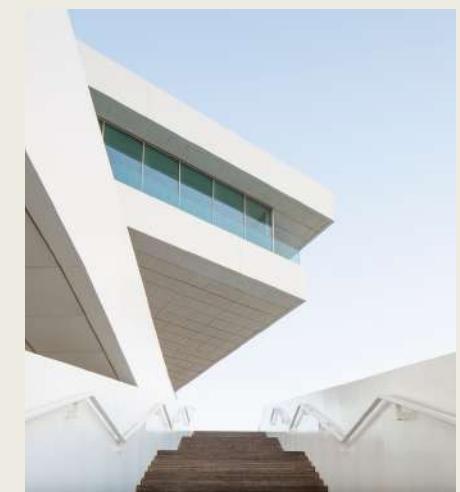
# FINANCIALS

REVENUE BREAKDOWN BY SEGMENT

72% GROSS MARGIN (IMPRESSIVE FOR HOSPITALITY SECTOR)

NOK 5.8M OPERATING CASH FLOW

6.2% NET MARGIN (EXCEEDING INDUSTRY AVERAGE)



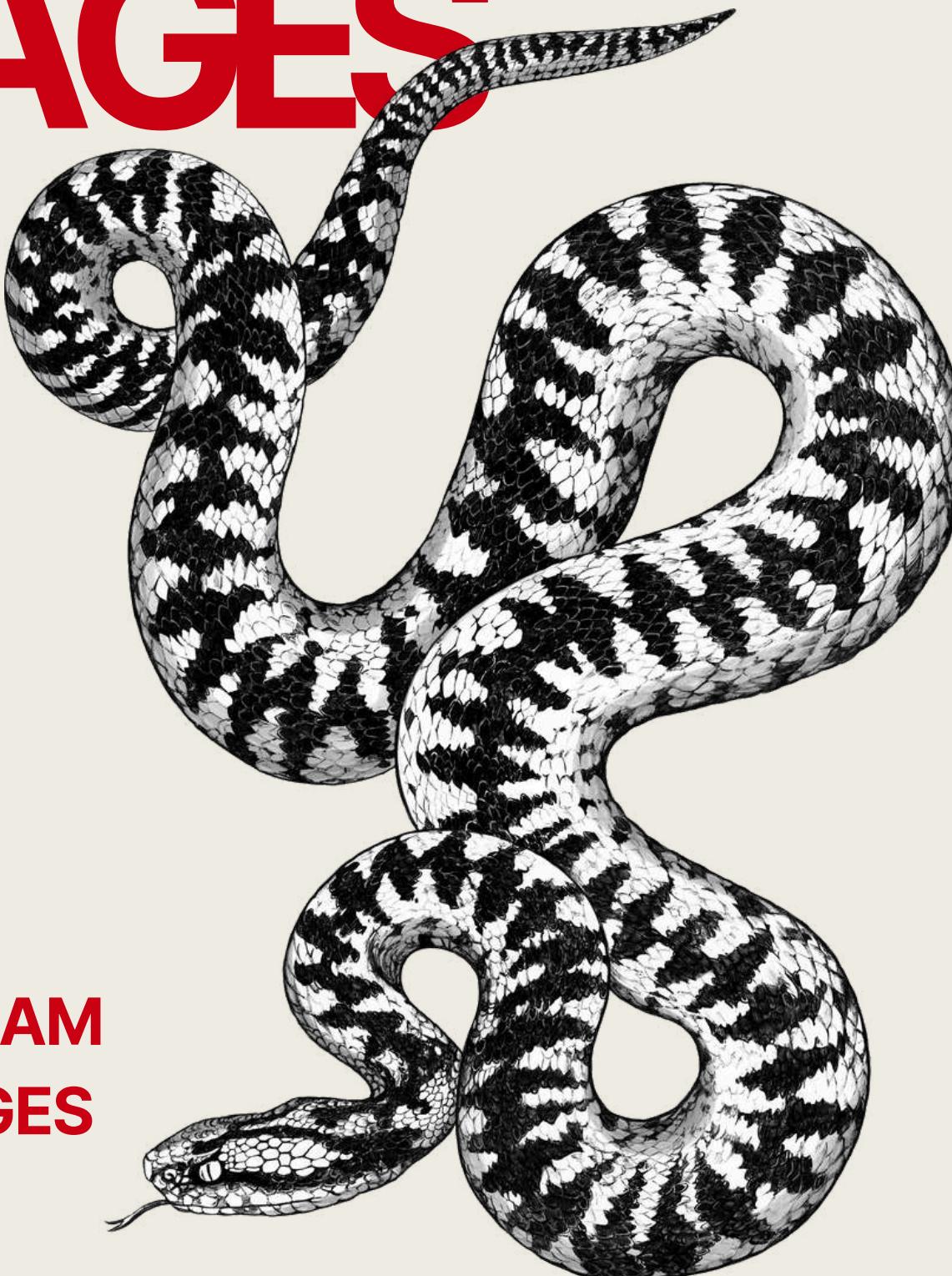
RESILIENCE METRICS: ONLY 15% REVENUE DROP DURING ECONOMIC DOWNTURN (VS. 25-30% INDUSTRY AVERAGE)

QUICK RECOVERY AND GROWTH TRAJECTORY

VISUAL: CHARTS SHOWING REVENUE DISTRIBUTION, MARGIN COMPARISON TO INDUSTRY, GROWTH TREND

# COMPETITIVE ADVANTAGES

- Award-Winning Excellence
- Vertical Integration
- Operational Efficiency
- Brand Recognition & Collaborations



**VISUAL: FOUR-QUADRANT DIAGRAM  
HIGHLIGHTING THESE ADVANTAGES**

**(10)**

# AWARD WINNING EXCELLENCE

**VISUAL: TEAM PHOTOS RECEIVING AWARDS, MEDIA COVERAGE HIGHLIGHTS**

**BUSINESS IMPACT: HOW AWARDS DRIVE TOURISM AND CUSTOMER ACQUISITION  
MEDIA EXPOSURE VALUE**

**PARTNERSHIP OPPORTUNITIES UNLOCKED BY RECOGNITION**

**VISUAL: TEAM PHOTOS RECEIVING AWARDS, MEDIA COVERAGE HIGHLIGHTS**

- Consistently ranked in World's 50 Best Bars since 2016
- Winner of inaugural 50 Best Sustainable Bar Award (2018)
- International recognition drives tourism and partnerships

# VERTICAL INTEGRATION

## PRODUCTION INTEGRATION

- Control over production process and quality
- Ability to experiment and innovate rapidly
- Reduced costs and increased margins

## SUPPLY CHAIN

- Partnerships with local farmers and producers
- Seasonal Norwegian ingredients highlighted
- Sustainability benefits of short supply chains

**VISUALS: PRODUCTION FLOW  
DIAGRAMS, FARM-TO-GLASS  
STORY, SUPPLIER MAP OF NORWAY**

# OPERATIONAL EFFICIENCY

## OPERATIONAL MODEL

### DIVERSIFIED REVENUE STREAMS CREATING STABILITY

- CROSS-UTILIZATION OF STAFF AND RESOURCES
- LABORATORY APPROACH TO R&D AND MENU DEVELOPMENT
- SUSTAINABLE PRACTICES REDUCING COSTS

# STRATEGIC GROWTH & ADAPTABILITY

## STRATEGIC ADAPTABILITY

PANDEMIC PIVOT TO RTD AND RETAIL

- DIGITAL INNOVATIONS (NFT MENU, AR EXPERIENCES)
- CREATIVE MARKETING WITHIN REGULATORY CONSTRAINTS
- INTERNATIONAL GUEST SHIFTS AND KNOWLEDGE EXCHANGE

**VISUALS:** CHARTS SHOWING REVENUE DIVERSIFICATION, EXAMPLES OF INNOVATIONS, OPERATING MODEL DIAGRAM

# BRAND RECOGNITION & COLLABORATIONS

## BRANDPOWER

GLOBAL RECOGNITION DRIVING EARNED MEDIA

STRONG SOCIAL MEDIA PRESENCE DESPITE ADVERTISING RESTRICTIONS FRAMED DIFFERENTLY?

CUSTOMER LOYALTY AND ADVOCACY METRICS

### KEY COLLABORATIONS:

SONY MUSIC PARTNERSHIP (BEATS & SIPS MENU)

FASHION COLLABORATIONS (ELINE DRAGESUND)

LINIE AQUAVIT CO-BRANDED SPIRIT

CULTURAL INSTITUTION PARTNERSHIPS

**VISUAL: PARTNERSHIP LOGOS,  
COLLABORATION IMAGES, MEDIA  
COVERAGE EXAMPLES**

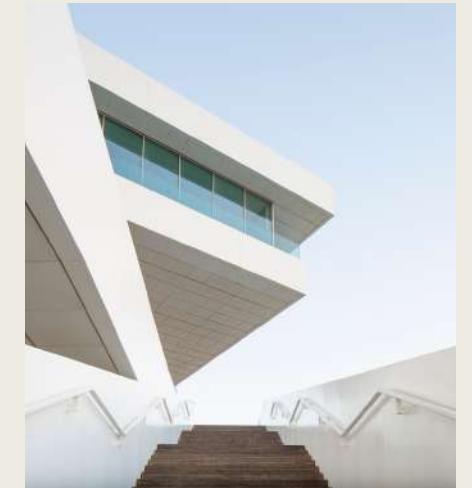
# GROWTH STRATEGY OVERVIEW

## THREE-PILLAR APPROACH

(OVERVIEW OF STRATEGIC GROWTH VECTORS)

MARKET OPPORTUNITY SIZING

TIMELINE AND MILESTONES



# GROWTH

## RTD & PRODUCT EXPANSION

- International RTD market entry strategy
- New products development pipeline
- Production scaling plans
- Distribution channel expansion

**VISUALS: GROWTH  
ROADMAPS, PROJECTION  
CHARTS, CONCEPT  
RENDERINGS**

# GROWTH

## LOCATION & EXPERIENCES

- Northern Norway whiskey distillery development
- Visitor experiences and tourism integration
- Strategic pop-ups and guest shifts internationally
- Event activation opportunities

### VISUALS:

GROWTH ROADMAPS,  
PROJECTION CHARTS, CONCEPT  
RENDERINGS

(18)



# GROWTH

## BRAND & IP

## LEVERAGING

(19)

- CONSULTING EXPANSION PLANS
- CO-BRANDED PRODUCT STRATEGY
- FUTURE OPPORTUNITIES
- VISUAL: EXAMPLES OF CURRENT OR PROPOSED PARTNERSHIPS



# OUR TEAM

- Leadership Profiles: Erk Potur, Founder (background and vision)
- Maroš Dzurus, Bar Manager (operational excellence)
- Paul Aguilar, R&D Head (product innovation)
- Olivia Wilson, CMO (brand development)
- Other key team members
- 

## ORGANIZATIONAL STRUCTURE:

BAR OPERATIONS

PRODUCTION

PRODUCT DEVELOPMENT

MARKETING & PARTNERSHIPS

(20)

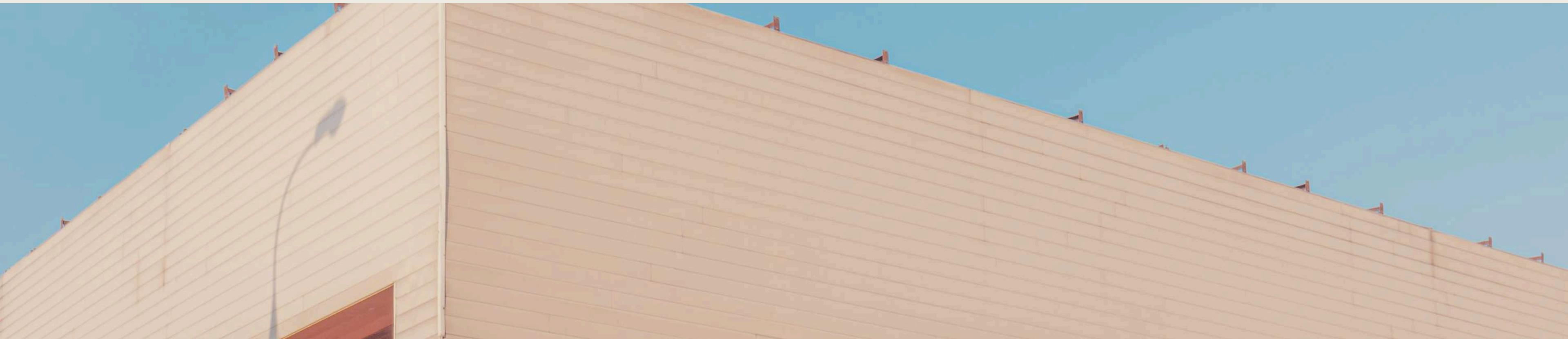
VISUAL: TEAM PHOTOS,  
ORGANIZATIONAL  
CHART, KEY  
ACCOMPLISHMENTS

# INVESTMENT OPPORTUNITY OVERVIEW

(21)

## CAPITAL REQUIREMENTS SUMMARY

- Return profile
- Use of funds allocation
- Investment thesis
  -



# INVESTMENT

## RTD PRODUCTION

(22)

### CURRENT PERFORMANCE METRICS

SCALING NEEDS AND OPPORTUNITIES

EXPORT MARKET POTENTIAL

REQUIRED EQUIPMENT AND RESOURCES

**VISUALS:** INVESTMENT ALLOCATION  
CHARTS, ROI PROJECTIONS, CAPITAL  
REQUIREMENT BREAKDOWNS



# INVESTMENT PRODUCTION SCALING

WHISKEY DISTILLERY DEVELOPMENT COSTS AND TIMELINE

RTD PRODUCTION CAPACITY EXPANSION

QUALITY CONTROL SYSTEMS

SUPPLY CHAIN OPTIMIZATION



(23)

**VISUALS:**

INVESTMENT  
ALLOCATION CHARTS,  
ROI PROJECTIONS,  
CAPITAL  
REQUIREMENT  
BREAKDOWNS

# INVESTMENT

## BRAND & MARKET DEVELOPMENT

(24)

**VISUALS:** INVESTMENT ALLOCATION  
CHARTS, ROI PROJECTIONS, CAPITAL  
REQUIREMENT BREAKDOWNS

INTERNATIONAL MARKETING INITIATIVES  
DIGITAL PLATFORM DEVELOPMENT  
TALENT ACQUISITION  
R&D FOR NEW PRODUCT LINES



# PARTNERSHIP OPPURTUNITIES

## THREE PARTNERSHIP AVENUES

### BAR & HOSPITALITY BUSINESSES

- CO-BRANDED VENUE OPPORTUNITIES
- MENU DEVELOPMENT COLLABORATION
- STAFF EXCHANGE PROGRAMS
- EVENT COLLABORATIONS

### DISTRIBUTORS

- RTD DISTRIBUTION OPPORTUNITIES
- EXCLUSIVE PRODUCT ARRANGEMENTS
- MARKET DEVELOPMENT COLLABORATION

### DISTRIBUTORS

- RTD DISTRIBUTION OPPORTUNITIES
- EXCLUSIVE PRODUCT ARRANGEMENTS
- MARKET DEVELOPMENT COLLABORATION



**LET'S CREATE MAGIC  
TOGETHER**

