

HIMKOK



CRAFTING NORWAY'S GLOBAL COCKTAIL LEGACY

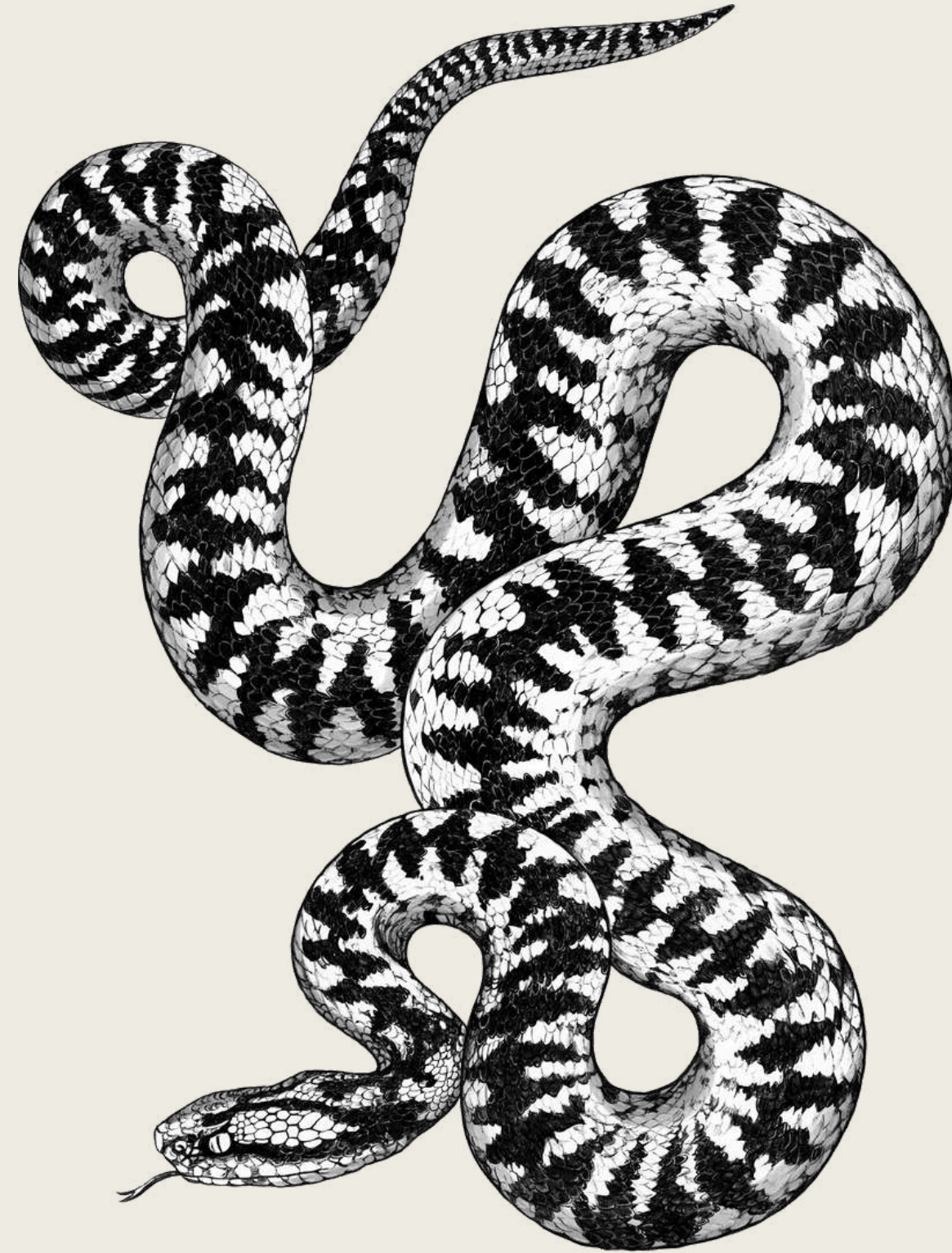


WHERE NORWEGIAN
TRADITION MEETS
GLOBAL INNOVATION

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



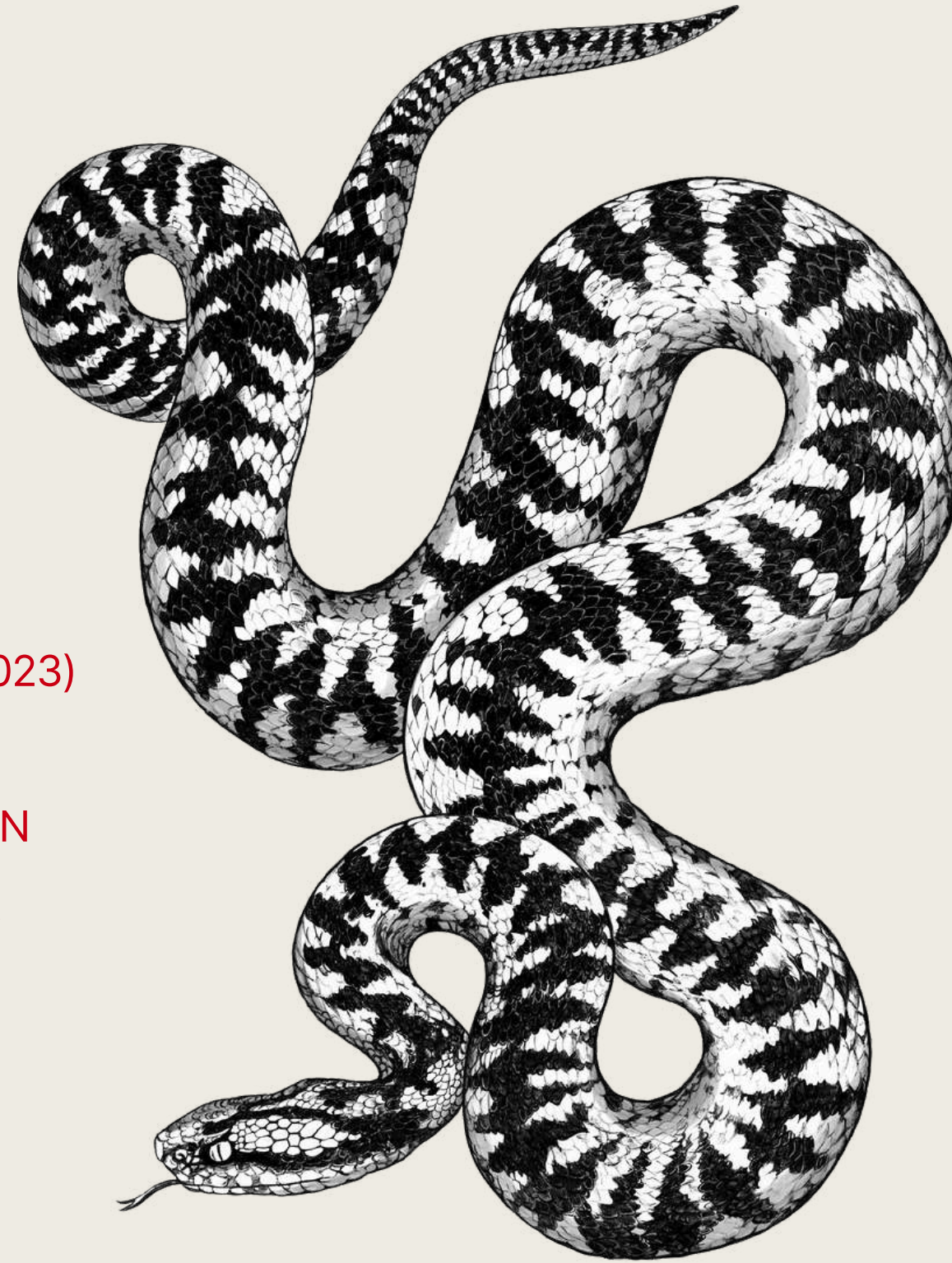
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OUR STORY

MAJOR ACHIEVEMENTS:

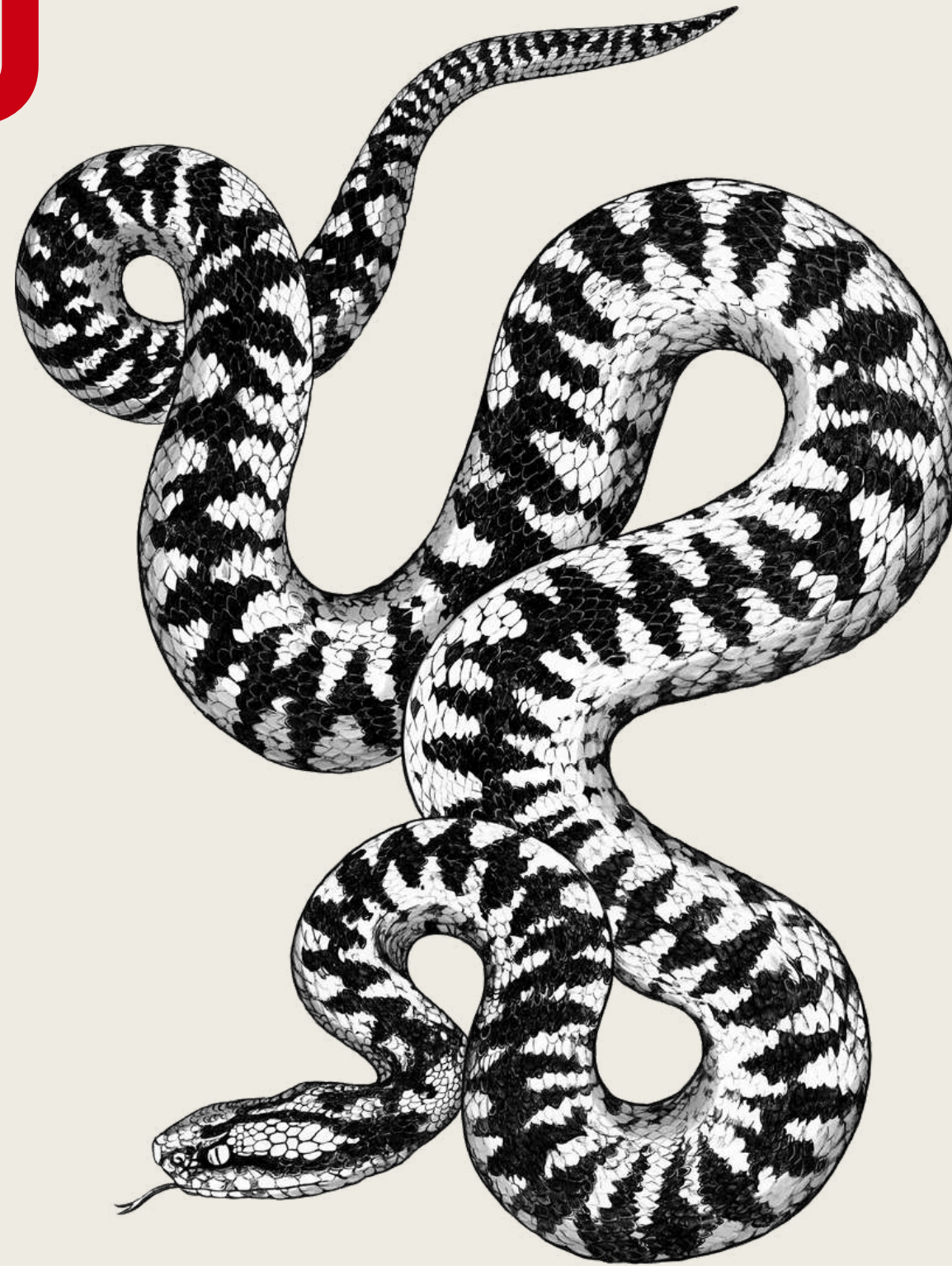
- RANKED #10 IN WORLD'S 50 BEST BARS (2023)
- NIKKA WHISKY HIGHEST CLIMBER AWARD (JUMPING 33 PLACES IN ONE YEAR)
- RANKED #1 IN TOP 500 BEST BARS (2024)
- PREVIOUS RANKINGS PROGRESSION (#43 IN 2022, #17 IN 2020)
- FIRST-EVER KETEL ONE SUSTAINABLE BAR AWARD WINNER (2018)



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

VISUAL: CIRCULAR DIAGRAM SHOWING HOW THESE ELEMENTS INTERRELATE AND SUPPORT EACH OTHER

FOUR REVENUE STREAMS

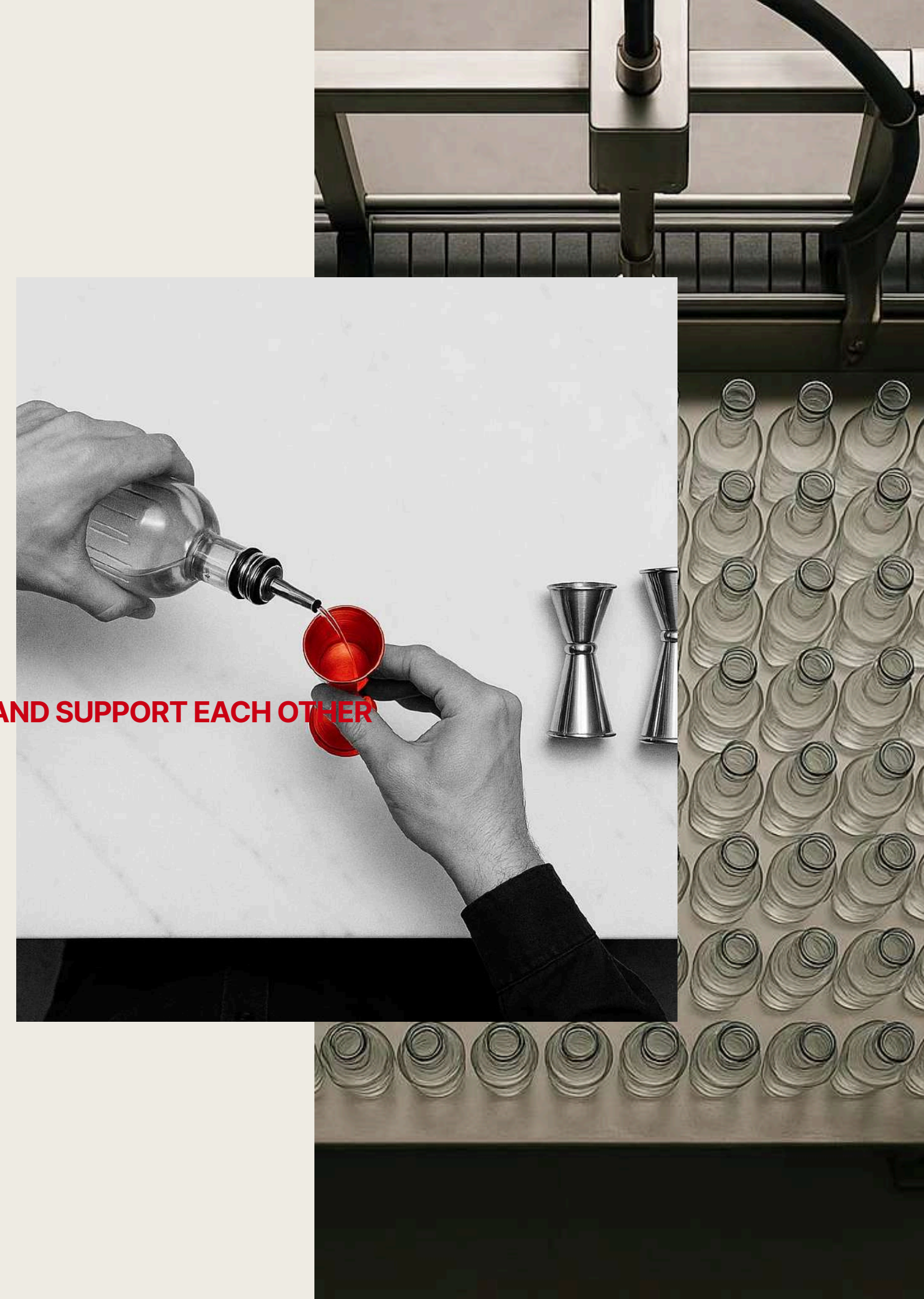
BAR OPERATIONS

IN-HOUSE DISTILLERY

READY-TO-DRINK (RTD) COCKTAILS

CONSULTING & KNOWLEDGE-SHARING

(04)



(05)

BAR OPERATIONS

450-GUEST CAPACITY ACROSS MULTIPLE SPACES

THREE DISTINCT BAR CONCEPTS UNDER ONE ROOF

MAIN DISTILLERY BAR (PREMIUM EXPERIENCE)
TAPTAIL 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



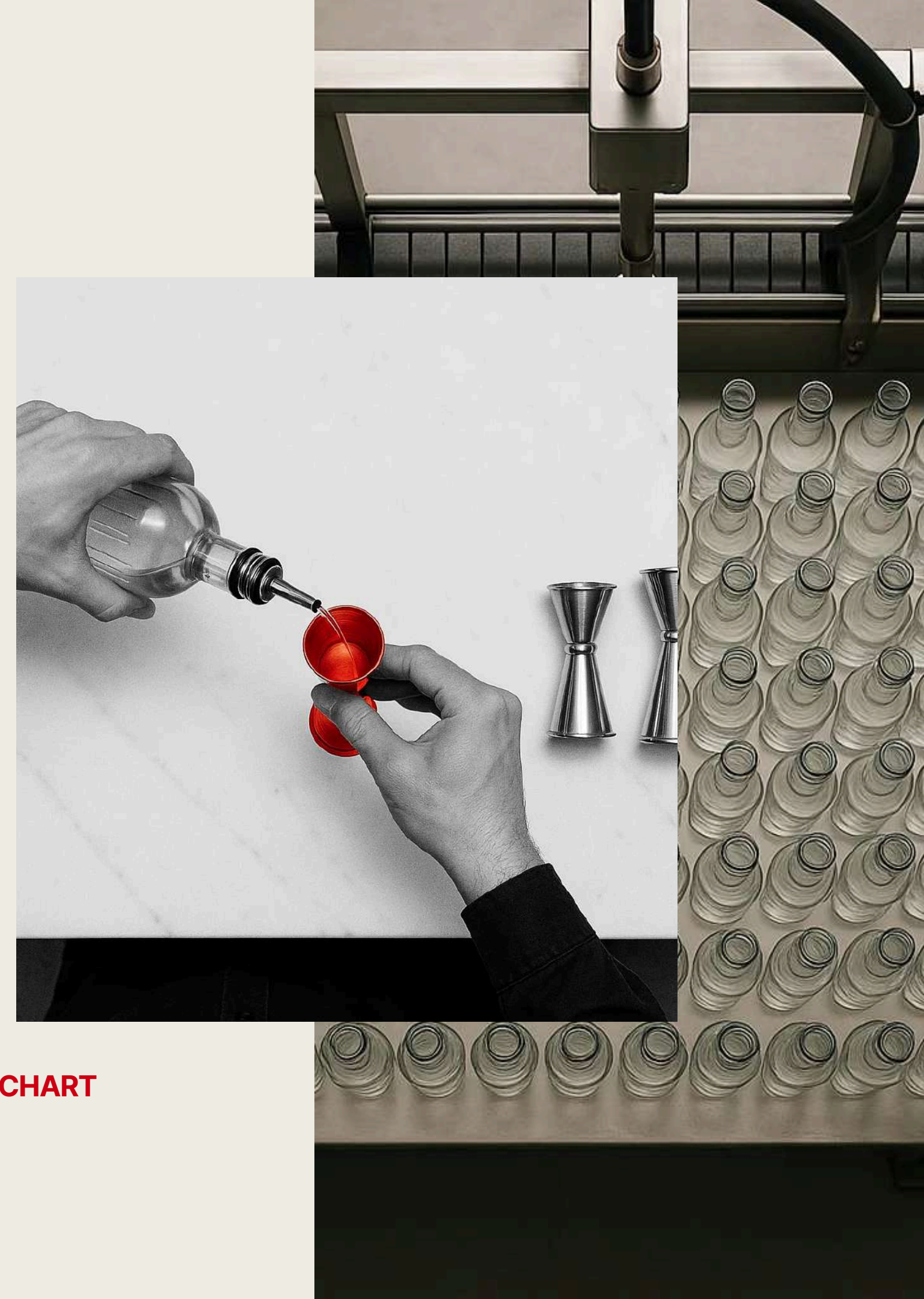
RTD COCKTAILS

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

(07)

VISUAL: PRODUCT LINEUP, DISTRIBUTION MAP, GROWTH TRAJECTORY CHART



(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

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

VISUAL: TRAINING SESSIONS, CONSULTING
PROJECTS, CLIENT TESTIMONIALS

(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

BRAND POWER

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)

LINE AQUAVIT CO-BRANDED SPIRIT

CULTURAL INSTITUTION PARTNERSHIPS

VISUAL: PARTNERSHIP LOGOS,
COLLABORATION IMAGES, MEDIA
COVERAGE EXAMPLES

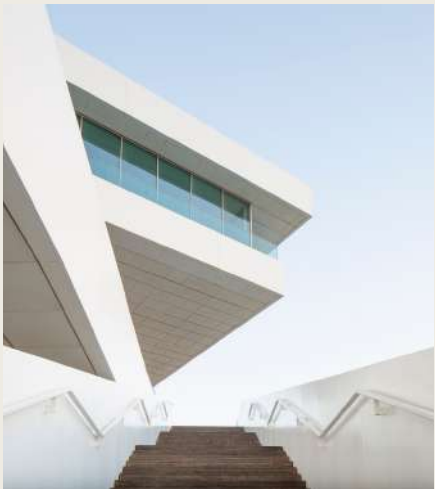
GROWTH

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 COLLABORATION 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
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ORGANIZATIONAL STRUCTURE:

BAR OPERATIONS

PRODUCTION

PRODUCT DEVELOPMENT

MARKETING & PARTNERSHIPS

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**VISUAL: TEAM
PHOTOS,
ORGANIZATIONAL
CHART, KEY
ACCOMPLISHMENTS**

INVESTMENT

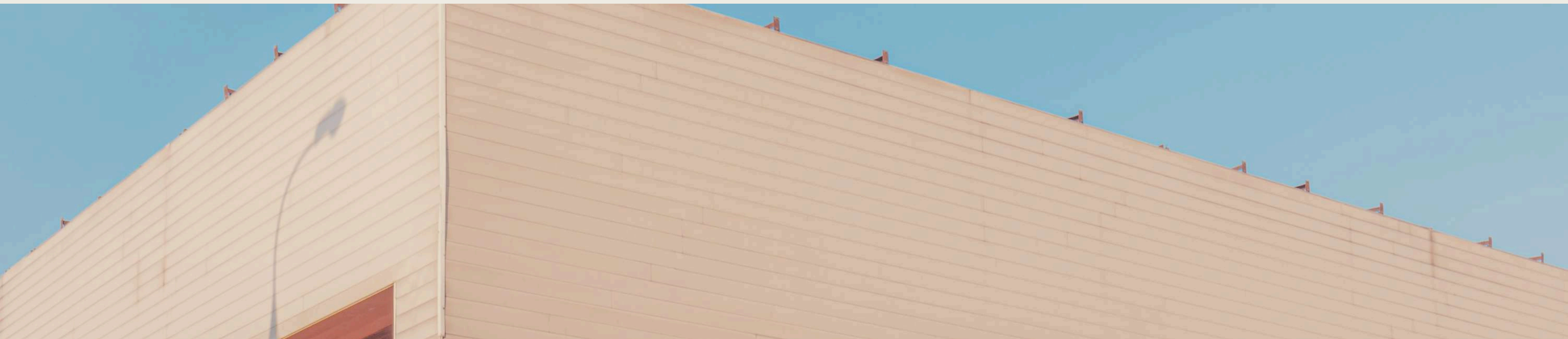
OPPORTUNITY OVERVIEW

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CAPITAL REQUIREMENTS SUMMARY

- Return profile
- Use of funds allocation
- Investment thesis

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INVESTMENT

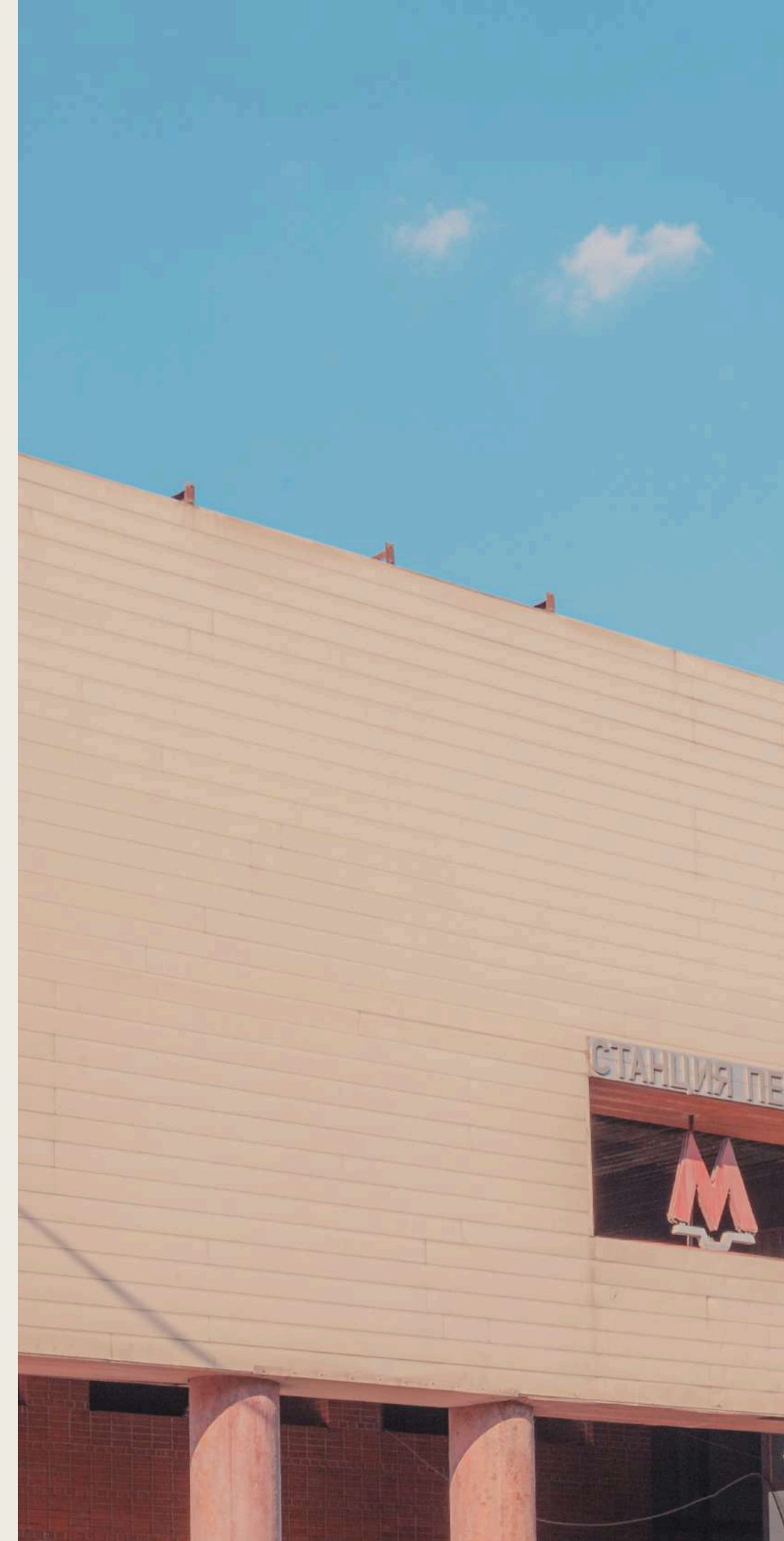
RTD PRODUCTION

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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

(23)

VISUALS:

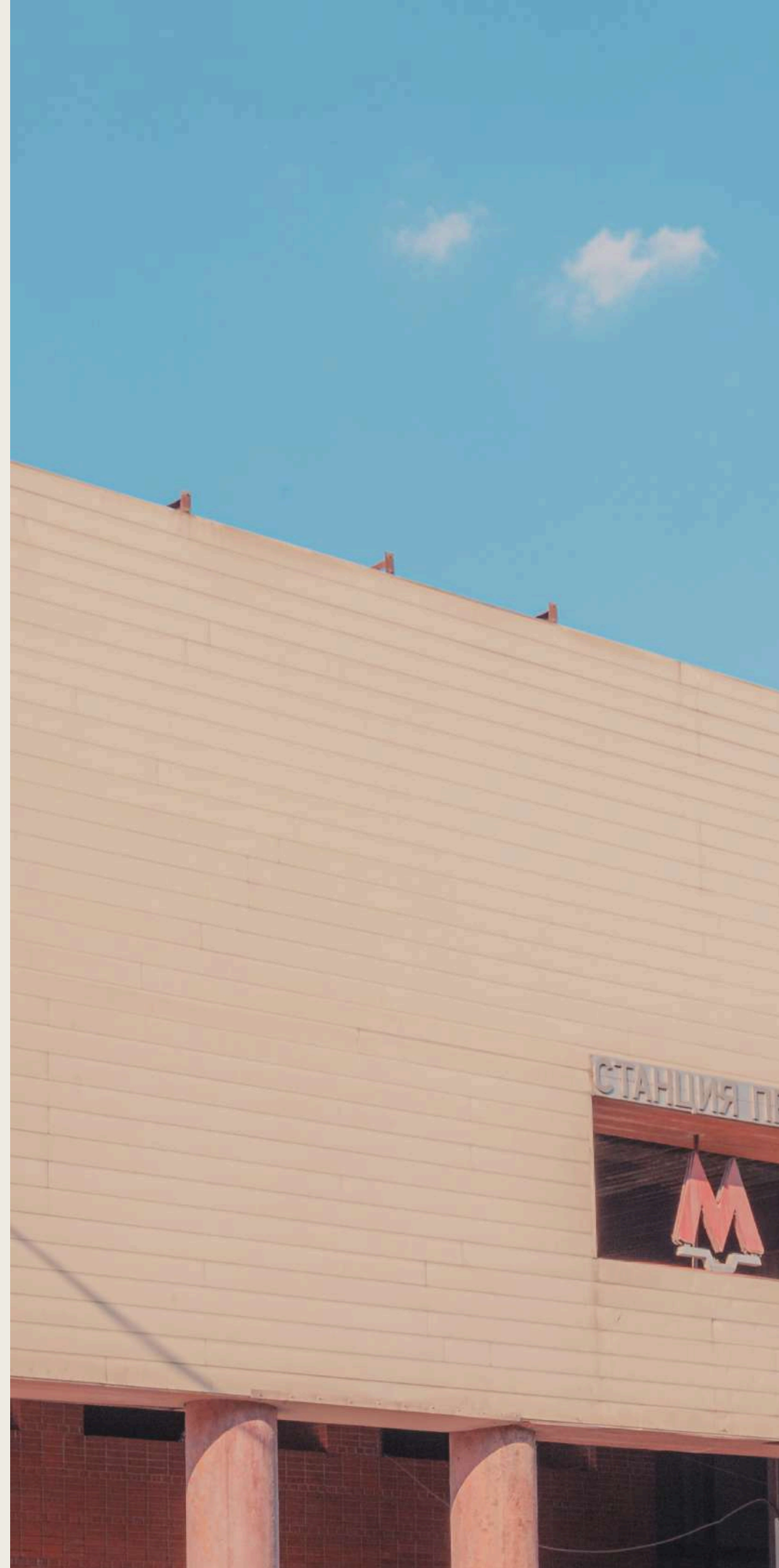
INVESTMENT
ALLOCATION CHARTS,
ROI PROJECTIONS,
CAPITAL
REQUIREMENT
BREAKDOWNS

WHISKEY DISTILLERY DEVELOPMENT COSTS AND TIMELINE

RTD PRODUCTION CAPACITY EXPANSION

QUALITY CONTROL SYSTEMS

SUPPLY CHAIN OPTIMIZATION



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



PARTNER SHIP OPPORTUNITIES

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THREE PARTNERSHIP AVENUES

BAR & HOSPITALITY BUSINESSES

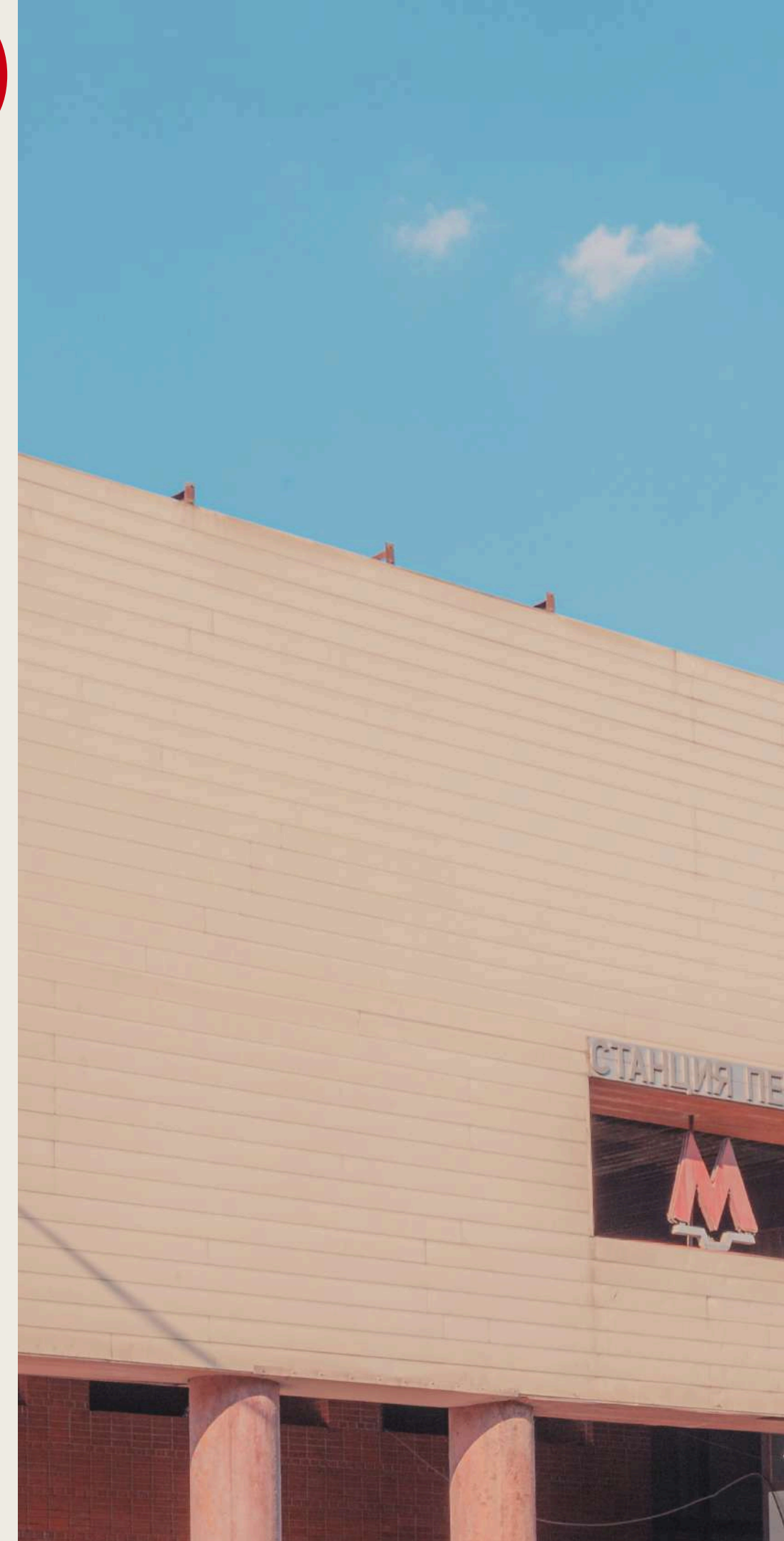
CO-BRANDED VENUE OPPORTUNITIES
MENU DEVELOPMENT COLLABORATION
STAFF EXCHANGE PROGRAMS
EVENT COLLABORATIONS

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**

