

SOMTM

SLEEP

Sadly, we're willing to bet that you or someone you know isn't getting enough sleep

*86% of people have trouble sleeping at least **1 night a week**
50% have trouble sleeping **3 nights a week***

Due to:

- ▶ Caffeine
- ▶ Anxiety
- ▶ Stress
- ▶ Social Media
- ▶ Screen Time
- ▶ Increasingly Complex World

Sleep doesn't discriminate by gender, race, education, socio-economic status. Every group has issues with sleep.

And the crazy thing is that most people do nothing about it because current sleep solutions are.....



EXPENSIVE



TIME CONSUMING



MEDICINAL

How do you fix this?



Through a solution that is:

- ▶ Enjoyable
- ▶ Cost Effective
- ▶ Quick
- ▶ Non-Medicinal
- ▶ Safe



Introducing Som Sleep Stick Packs



Zero Sugar Berry

Zero Sugar Cherry

Just mix & drink 30 minutes before bed to help you fall asleep faster and sleep better

- ▶ **Scientifically Effective:** Tested & proven
- ▶ **Healthy:** All ingredients are found naturally in your body and a healthy diet
- ▶ **Clean Ingredients:** Drug-Free, Non-Habit Forming, Vegan, DPH-Free
- ▶ **Sustainable:** Recyclable
- ▶ **Travel Friendly:** Easy to pack & carry and TSA compliant
- ▶ **Tastes good:** Berry & Cherry Flavors

Som Sleep is for those who care about living a full life.
We're backed by world-class doctors, trainers and nutritionists & used by champions in MLB, NFL, NBA and NHL.

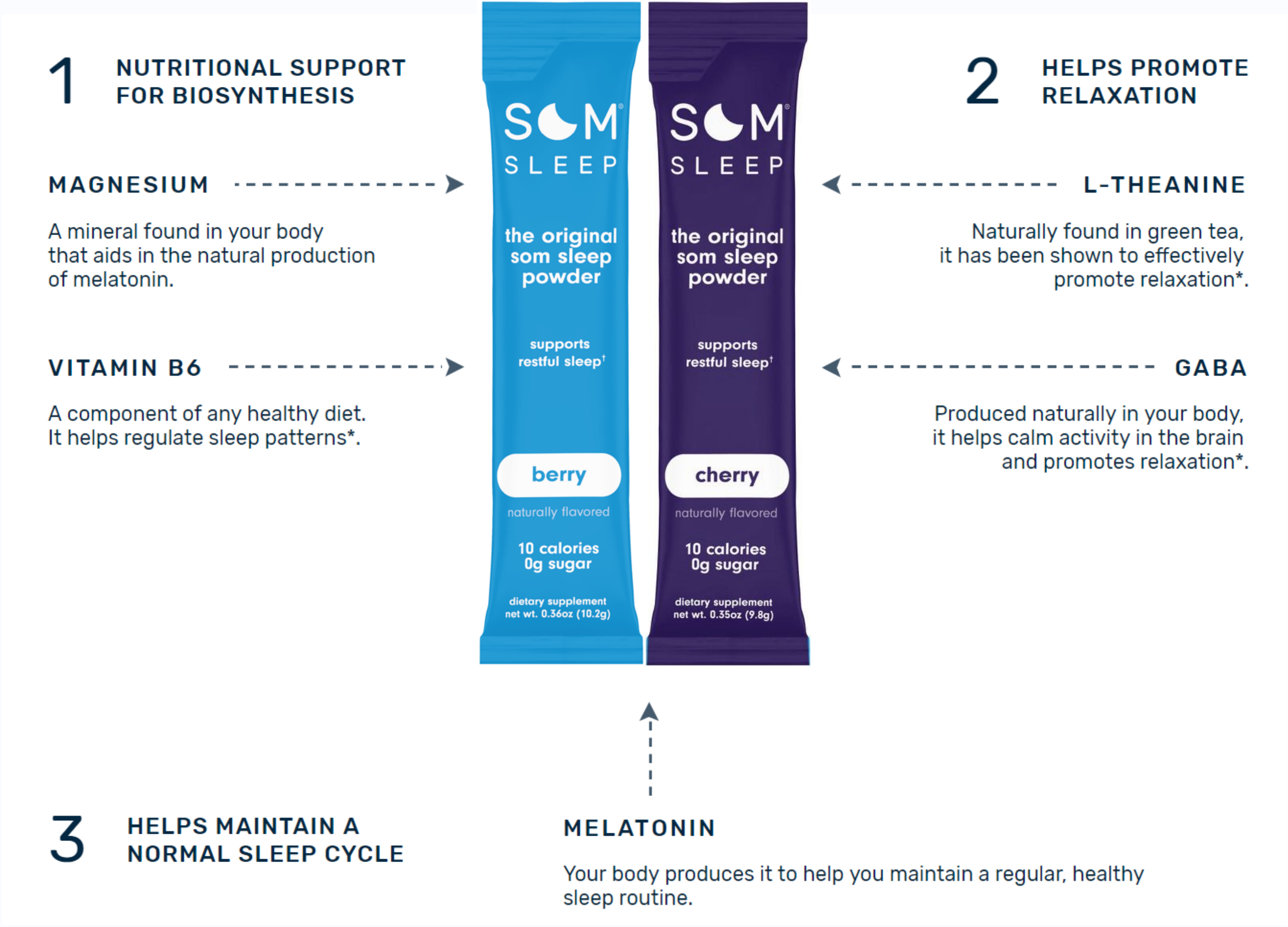
Stick Packs are popular & growing

Stick Packs are already extremely popular for Hydration and Vitamin C.....



...We're just doing it for Sleep with a great product

Backed by science + health first approach



* No 5-HTP, which is found in Dream Water and Neuro Sleep, which can lead to sleep disturbances associated with abnormally elevated Serotonin levels

DRUG FREE

NON-HABIT FORMING

LOW CALORIE

NO SUGAR (SOM ZERO)

GLUTEN FREE

DAIRY FREE

VEGAN

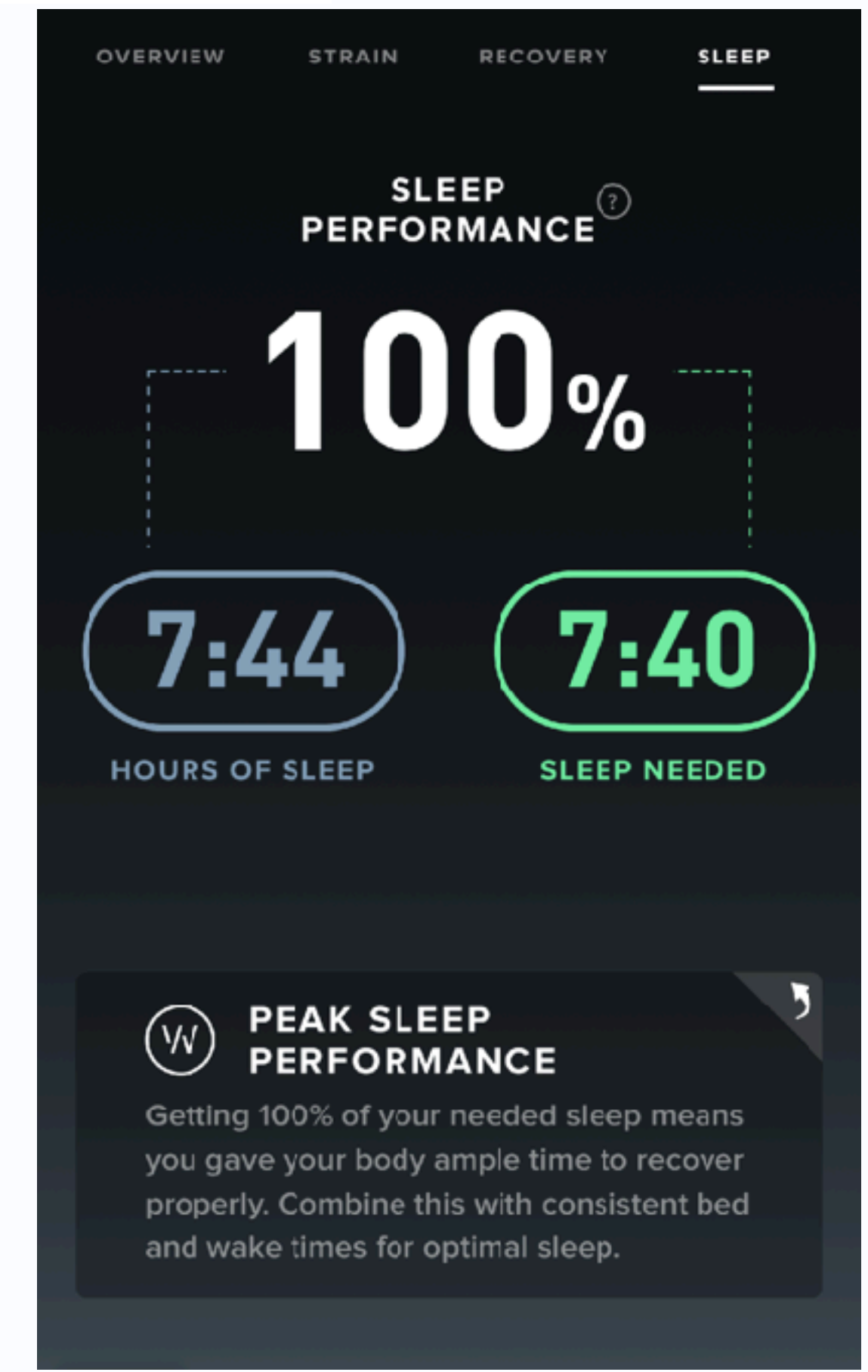
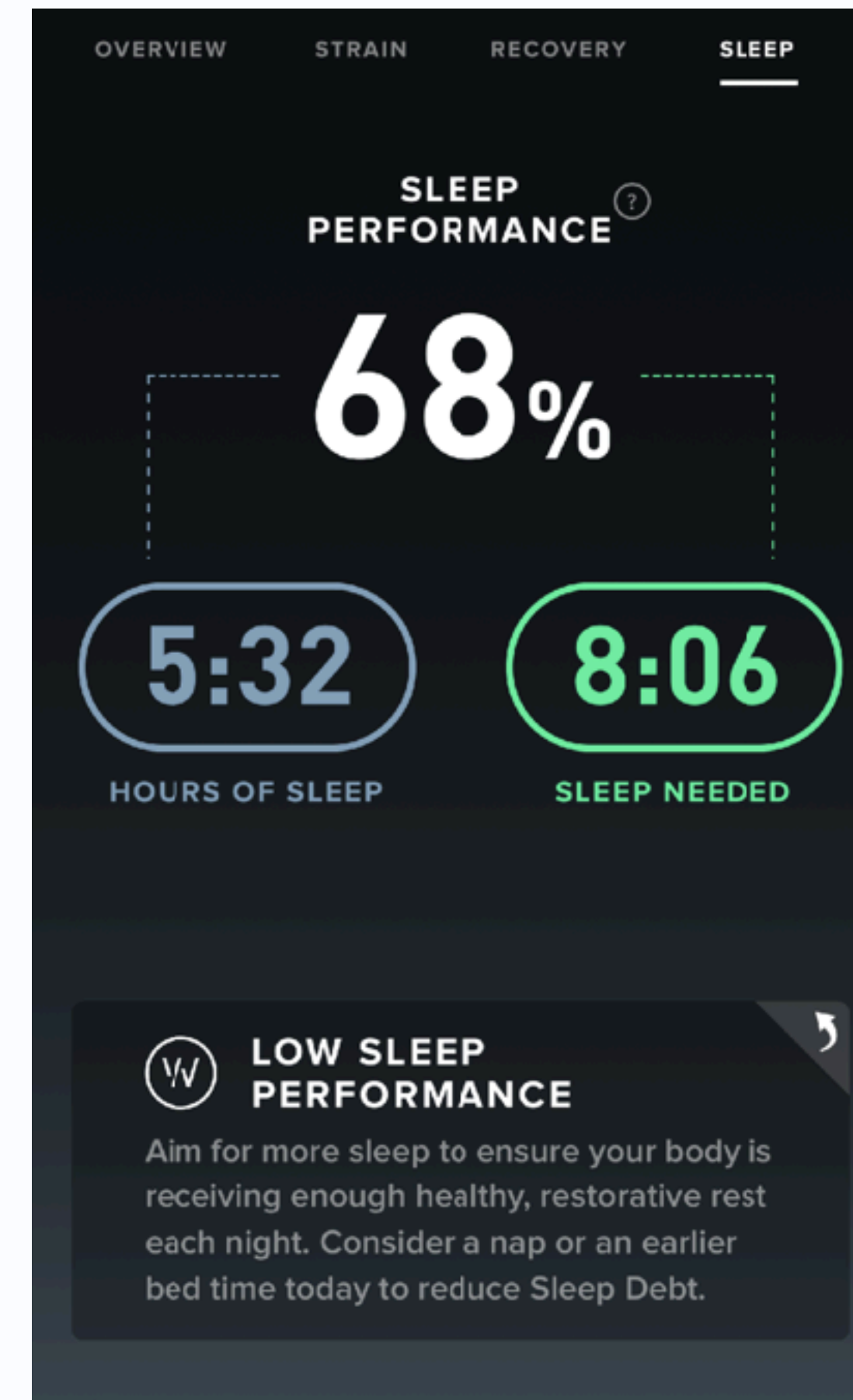
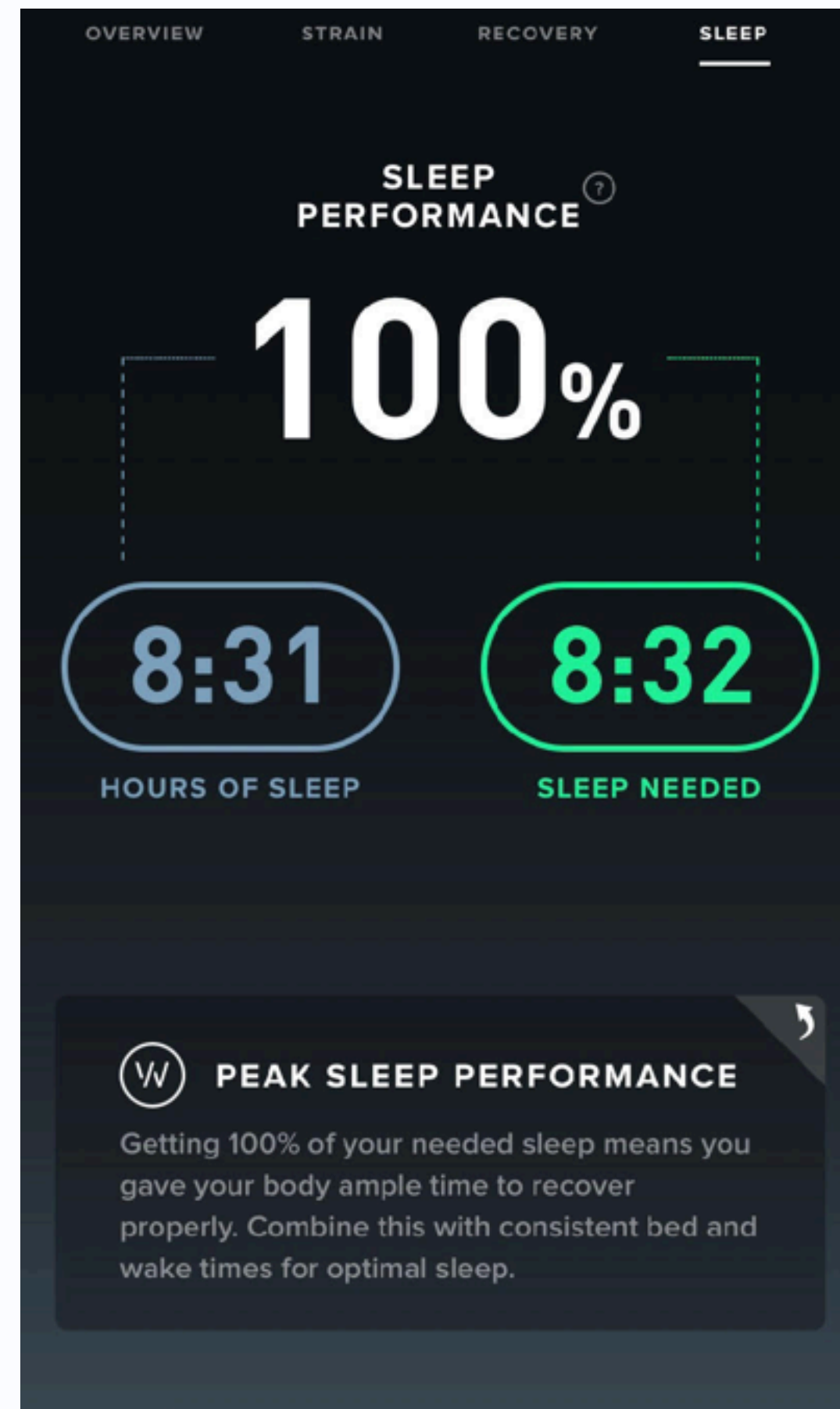
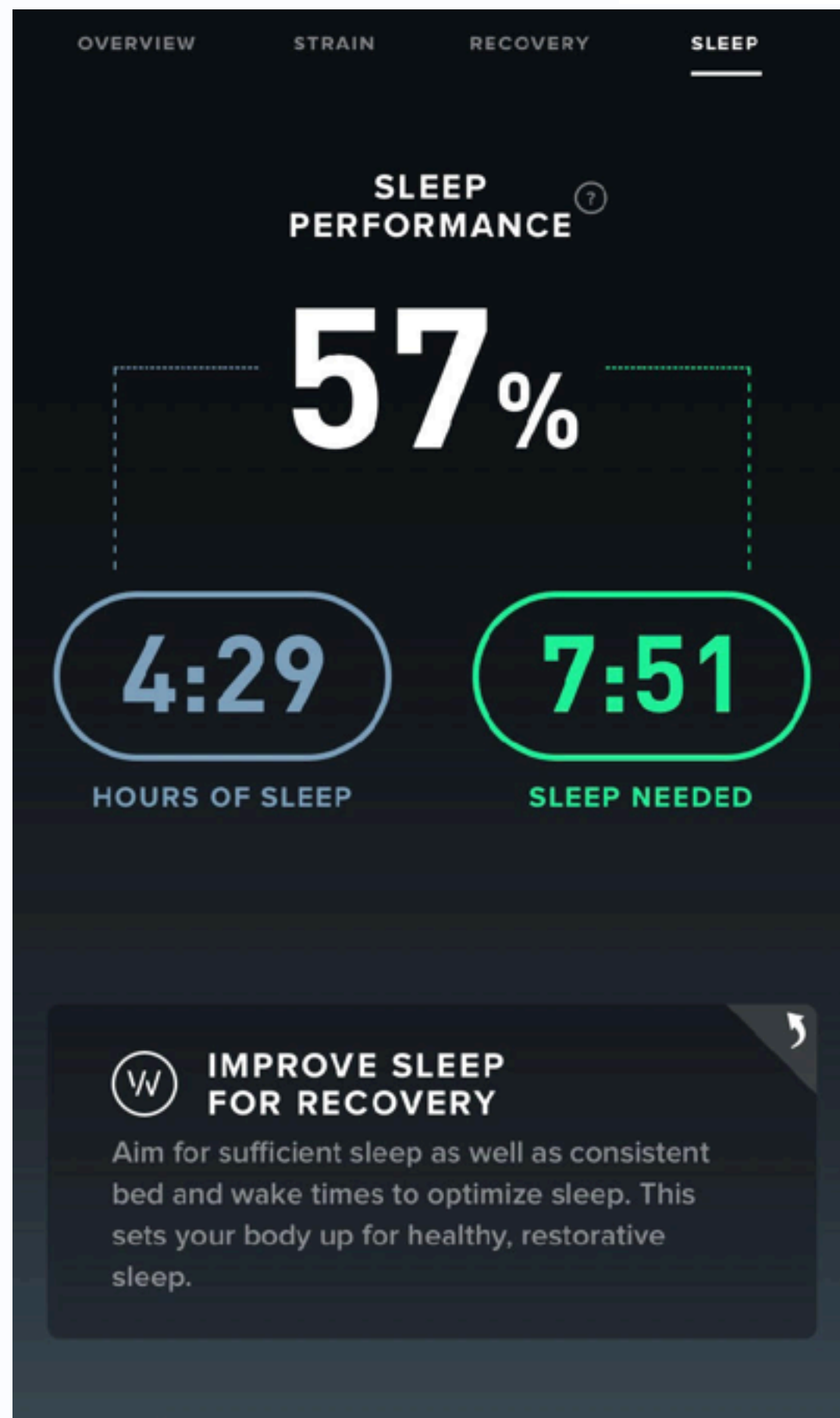
ALLERGEN FREE

NON GMO

NON CARBONATED

NSF CERTIFIED

Our sleep performance speaks for itself



...Over 30% improvement in sleep scores

Used by over 100 pro sports teams, 1500 athletes & celebs



Relied on by MLB, NFL, NBA, NHL Champions

... With real championship backers

Justin Thomas



Justin Verlander



..... All time greats who backed Som Sleep after seeing our impact on their lives & performance

You can say we're the drink of champions...

2023 MLB Post Season



2024 NFL Super Bowl



...All are Som Sleep customers

... And we help everyday people

Yesterday at 4:14 AM

I just wanted to say thank you... my daughter was in the Oxford High School shooting this past week. Sleeping has been a struggle. A friend had recommended your product to me quite a while ago, so I had some here, but my daughter had not tried it yet. Various sounds and repeating nightmares were keeping her up again so I had her try one last night. She has had a solid 9 hours of sleep and feels fantastic this morning! I was so pleased to see your subscription service this morning. We signed up, of course, as I think that Som Sleep will become a regular part of our routine, especially as we start our journey of healing!

OUTSTANDING!!! My fiancé was reluctant to try these, but he has had insomnia for so long, he got to the point where he'd try anything. For the first time in several years, after drinking one of these at night, he got a decent night's sleep. The next night, he drank it, and got a good night's sleep. He's been drinking one nightly for the past 2 months, and his sleep has been consistently good. Don't get me wrong, he also takes prescription medicine at night, but that had never been effective, until he paired it with Som Sleep drinks. He's refreshed in the morning, has more energy, and his mood has definitely improved. Thank you for creating this product. It really has made a world of difference!

My daughter suffers from poor sleep due to autism. We tried homeopathic and modern medicine to curb her spikes in aggressive behavior and to soothe her sensitivities. Nothing worked. Our family had accepted her behaviors until my Dad gave me an article on SOM sleep he had read in Sports Illustrated. Our pediatrician approved it - I bought it and our lives have changed. I didn't realize how much sleep (or lack of it) had made our daughter so much more susceptible to wild behaviors. She takes her drink about :20 before bedtime and sleeps through the night. She still has spikes in behavior but they are far and few between and much less aggressive. We literally have our daughter back rather than fighting her symptoms. Sleep has completely contributed to overall well being. Thank you SOM!

Hi,

This has really helped me a lot. Due to some complex living situations in the past 8 years, I developed chronic insomnia and psychiatrist prescribed benzodiazepines to help me with sleep, and they did a very good job. I've had a quite a few falls the past two years, and I think it was the drugs (which after Googling the meds and falls was confirmed) and decided to totally stop them two weeks ago. I've felt a bit out of sorts, but nothing too terribly awful, and then there is that getting and staying asleep problem, which Som Sleep has helped me with so much.

Thank you!

Media agrees

“The new solution for NBA insomniacs”

Sports Illustrated

“I drifted into what felt like a deep slumber”

THE WALL STREET JOURNAL.

“You’ll be lulled to a better night’s sleep”

People

“This super cheap sleep drink knocks you out in less than 30 minutes”

delish

“It turns out they actually made a difference”

BUSINESS INSIDER

“Som Sleep exceeded my expectations”

Southern Living

“Som Sleep is making a splash in the wellness market”

GOOD MORNING AMERICA

“Hilary Duff sips on this supplement before bed to wind down”

NEW BEAUTY

“I’m hooked on sleep water (Som)”

GLAMOUR

“This sleep-inducing drink knocks me out in 10 minutes, every time”

BYRDIE

“Som helps combat dangerous sleep deprivation with tasty drink”

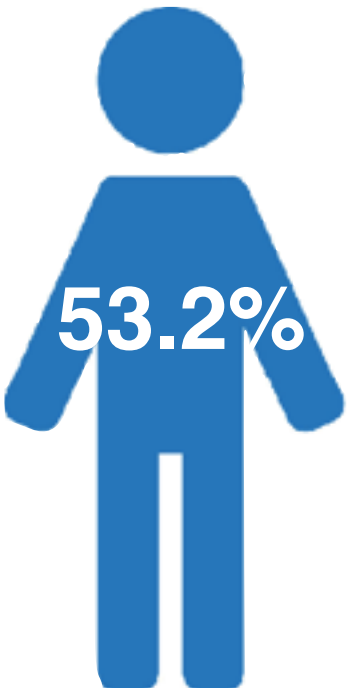
 **cheddar**

“A drink just for bedtime”

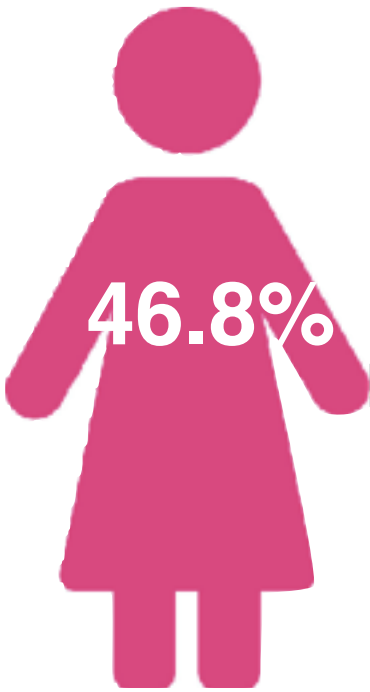
ELITE DAILY

Desirable customer demographics

Gender



53.2%



46.8%

Evenly split M/F

Age

18-24

7%

25-34

31%

35-44

23%

45-54

19%

55-64

20%

Household Income

\$50-75K

19%

\$75-100K

21%

\$100-150K

25%

\$150K+

35%

Purchase Rate

Repeat
Purchases
57.3%

Over 5 million nights of sleep delivered

The perfect offering to meet consumer demand



Zero Sugar Berry Sticks Packs



Singles

berry flavor · zero sugar · 10 calories

mix one stick pack thoroughly with 8oz of water. drink 30 minutes before you're ready to fall asleep.

Supplement Facts

Serving Size 1 Stick (9.8g)

Amount Per Serving	% DV*
Calories 10	
Total Carbohydrate 8g	3%
Total Sugars 0g	**
Erythritol 8g	
Vitamin B6 2mg (as pyridoxine hydrochloride)	118%
Magnesium 40mg (as magnesium citrate)	10%
Proprietary Blend 357mg** L-Theanine, GABA, Melatonin	

* Percent Daily Values are based on a 2,000 calorie diet.

** Daily Value (DV) not established.

drug-free & non-habit forming

vegan & non-gmo

gluten & allergen-free

no artificial colors & flavors

OTHER INGREDIENTS: natural flavors, citric acid, monk fruit extract, stevia leaf extract.

15-Packs

Zero Sugar Cherry Sticks Packs

Singles

cherry flavor · zero sugar · 10 calories

mix one stick pack thoroughly with 8oz of water. drink 30 minutes before you're ready to fall asleep.

Supplement Facts

Serving Size 1 Stick (9.8g)

Amount Per Serving	% DV*
Calories 10	
Total Carbohydrate 8g	3%
Total Sugars 0g	**
Erythritol 8g	
Vitamin B6 2mg (as pyridoxine hydrochloride)	118%
Magnesium 40mg (as magnesium citrate)	10%
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OTHER INGREDIENTS: natural flavors, citric acid, monk fruit extract, stevia leaf extract.

15-Packs

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This is not just a company for us. Sleep is our mission.



Sleep issues are an epidemic, which impact all facets of life:
Mental, Physical, Emotional, Health



We support communities where sleep is crucial...

When COVID first hit, we delivered over 10,000 nights of sleep to front line medical workers and received notes from over 200 nurses across the country on how we helped them during a time of extreme need.

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**The most fulfilling
thing we have
done to date**

Our Mission: A Som Sleep next to every bed in America

SOMTM

SLEEP

Thank You

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