

## ABOUT ARETE CAPITAL ASIA

Arete Capital Asia is a boutique financial advisory firm based in Hong Kong. Our Directors & Senior Team each have over 25+ years experience in international financial markets.

We are truly independent advisers – this means we offer advice based on the best solutions available and we are able to source a niche opportunities that we feel represent outstanding risk reward dynamics. The Arete Team digs deep and push boundaries to uncover and offer compelling risk / reward opportunities for our clients.

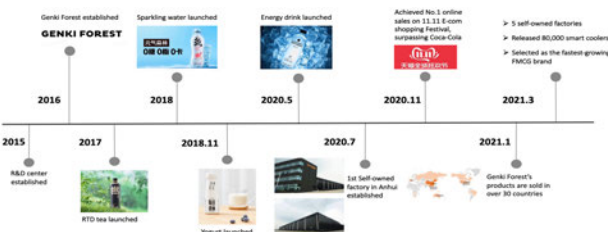
## ABOUT GENKI FOREST

Founded in 2016, Genki Forest is a Chinese beverage passion brand that specializes in sugar free sparkling water and instant tea. The increased popularity of “low calorie” and less sugar food among Chinese people, Genki Forest’s relatively healthier products have successfully catered to a substantial target market.

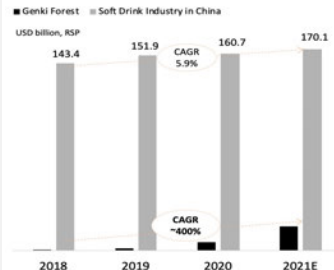
## COMPANY HIGHLIGHTS

- Solid revenue growth of c. 275% 2020 vs. 2019.
  - 2021 target revenue **c. USD 1.1bn**
  - Cash flow and EBITDA positive, H1 & Full Year 2021
- Gross margin > 50%
- Genki’s online sales **surpassed Coca-Cola** on 11.11 Global Shopping Festival in 2020 with **10+ million sales** on that day.
- Genki’s employs both OEM (c.80%) as well as self-owned factories (c. 20%) are equipped with industry-leading automatic aseptic filling and ultra-clean carbonic acid production lines.
- Bilibili focus group, over 70% of the participants chose “Genki Forest” as the brand most related to “sparkling water”
- Understands young generations between 16-35 years old and interact with them by sponsoring TV shows, leading Ups popular with them.

## COMPANY MILESTONES



## GROWTH



## DISTRIBUTION

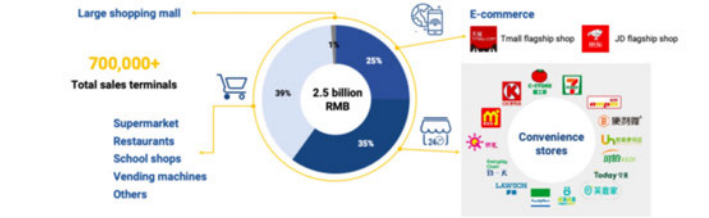
Covered 60,000 convenience stores, penetrating 90% mainstream CVS and 97% hypermarkets

## EXPANSION



- May 2021 - Launched US website
- May 2021 - Launched Amazon
- 2021 YTD - 30+ countries, Offices in US, JP, AUS, SeA

## RETAIL BREAKDOWN 2020



## INVESTMENT PARTICULARS

Target Company	Genki Forest Technology Group Holdings Limited
Type of Purchase	Primary (Shares in Cap Table SPV)
Type of Security	Series D-1 Preferred Shares
Purchase Valuation	USD 15B pre-money. Price / Sales 6.3x target 2022 revenue
Potentially Holding Period	Possibly an IPO exit in 2023, perhaps in Hong Kong. That said company is bottom line profitable in 2021 so possible to IPO sooner.
Fees (Fund expenses billed to Fund)	(2% Mgmt Fee * 2 years, sunk cost) 20% Performance Fee.
Deal Timing	Commitment by Oct. 22nd. Fund end Oct. 2021.

## FOUNDER AND CEO

**Binseng Tang**  
Binseng Tang is the founder of Genki Forest, the founding partner of Changers Capital, an angel investor in Tiger Brokers and founder and previous CEO of Elex which he founded in 2008. He led Genki Forest to become China’s leading sugar free and low-calorie DTC beverage brand.



Mr. Tang was recognized as one of the “top 30 entrepreneurs under 30 in China” by Forbes in 2012 and was a third-term student at Hupan University

He received M.S and B.S in Computer Science from Beihang University.

## PRODUCTS



## KNOWN INVESTORS



## HELPFUL LINKS

- BLOOMBERG Tech crackdown sees ..... China’s consumer startups <https://bloom.bg/3DQMya>
- Can do approach: Fast growing China firm Genki Forest unveils canned sparkling water strategy for Singapore and US <https://bit.ly/3ARRw3w>
- We aim to be the Coca-Cola of China: Genki Forest outlines SEA expansion plans with healthy beverages <https://bit.ly/3pcEsty>

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