

◆ K O R S ◆
V O D K A



◆ KORS ◆
V O D K A

Introduction

- Kors Vodka is The Most Exclusive Vodka On The Market
- Prices per Bottle Range Between \$12,500 - \$24,500
- Offered In Limited Editions Only
- Target Group: Wealthy Individuals & Corporations
- Competition: Almost None



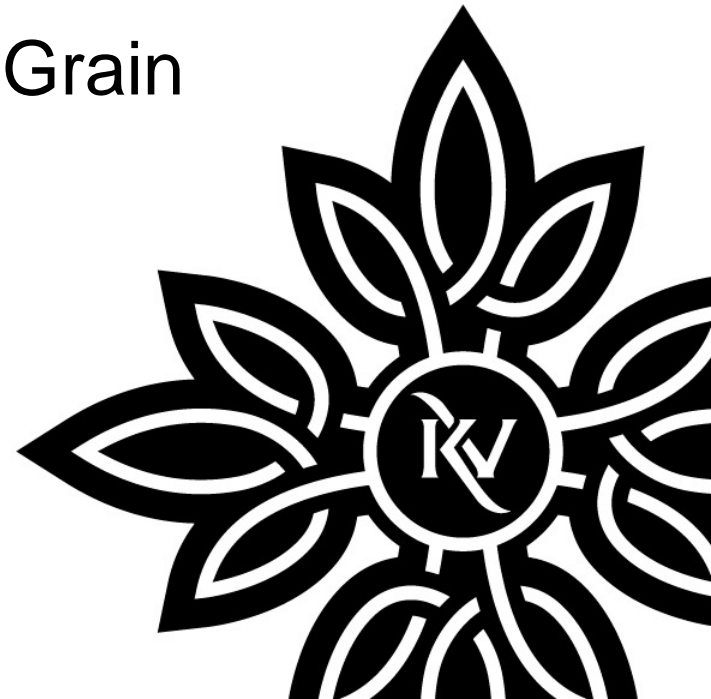
The Potential

- There Is A Huge Demand For Expensive High End Vodka On The Market And We Want To Establish Kors Vodka As The Leader in This Segment
- The Expensive Vodka Niche Is Completely Empty
- People Spend Thousands On High End Champagnes But Have No Other Option But To Order “Grey Goose”
- Looking For Investment In Exchange For Equity Stake In Kors Vodka Brand To Achieve Goals Presented in Future Slides



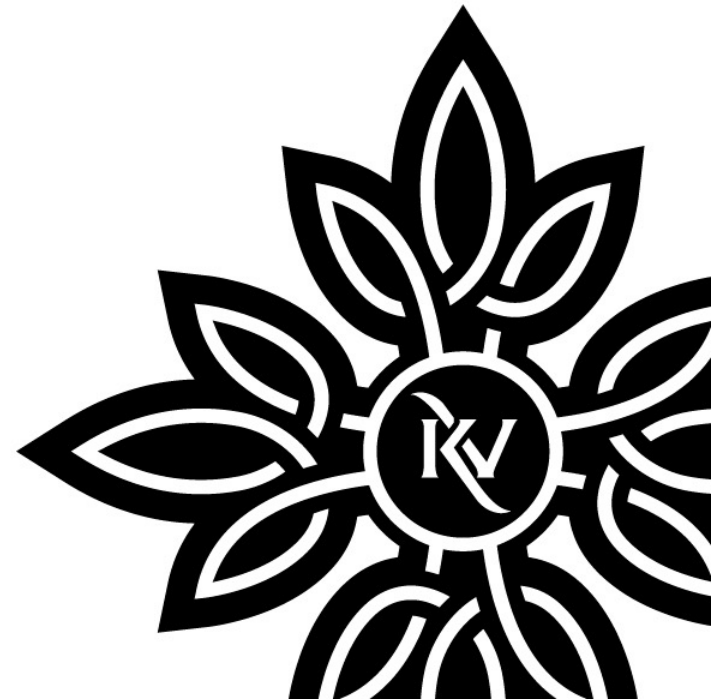
The Brand

- Kors Vodka: Short Name With Meaning (Kors = Cross in Scandinavian Languages)
 - Trademark Protected Worldwide
 - Name Easy To Remember
 - Logo: Combination Of Cross & Grain
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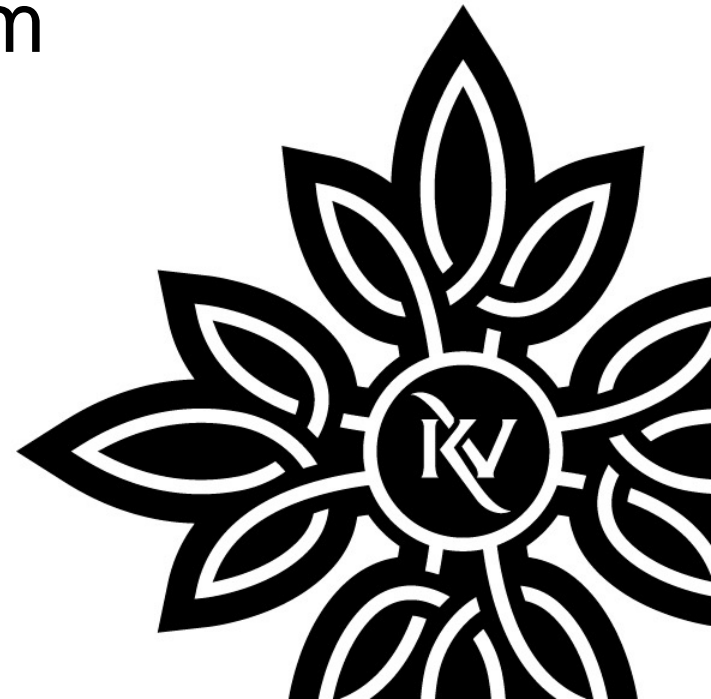
The Vodka

- Produced In Finland
- Made From Winter Grains
- All Handmade
- Best On The Market



The Bottle

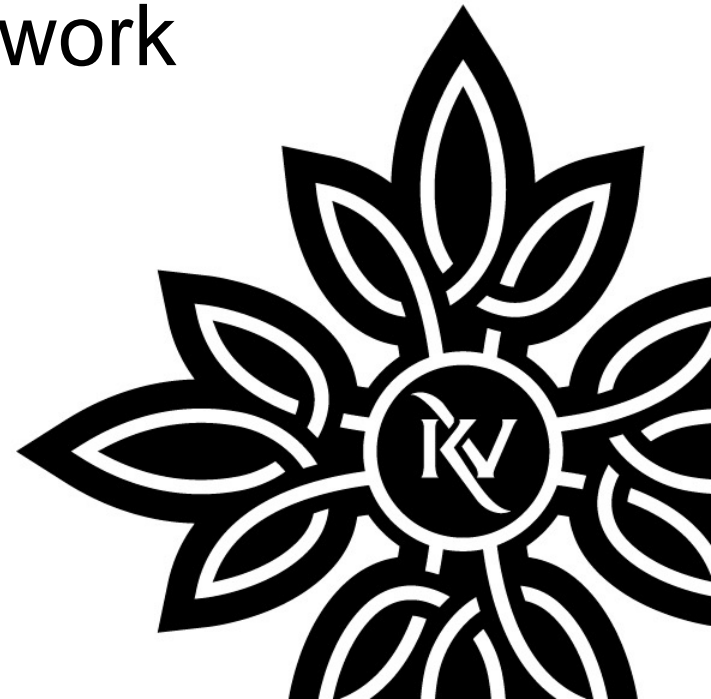
- Instantly Recognizable Shape
- Handmade Crystal Glass
- Hand-painted Decorations
- Real Gold, Silver & Platinum Details
- Patented Design



The Sell

Kors Vodka is Currently Only Available

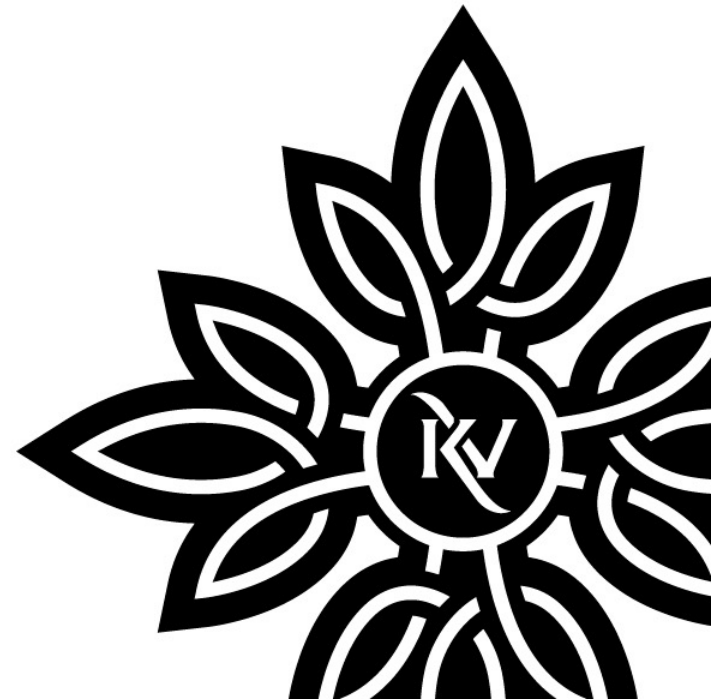
- Online
- Via Brand Ambassador Network
- Referral Network



The Market

Kors Vodka Main Markets

- United States
- UK
- Russia
- China
- UAE



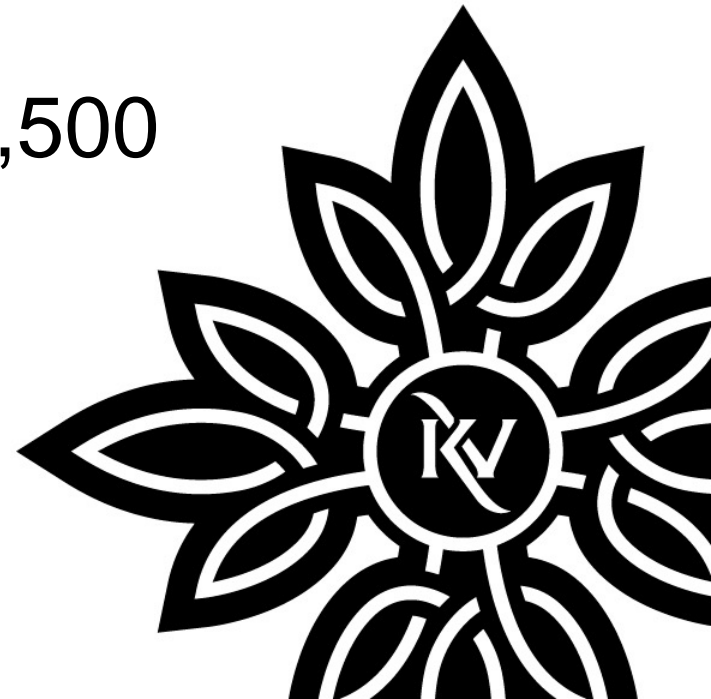
The Current Collection



The Price

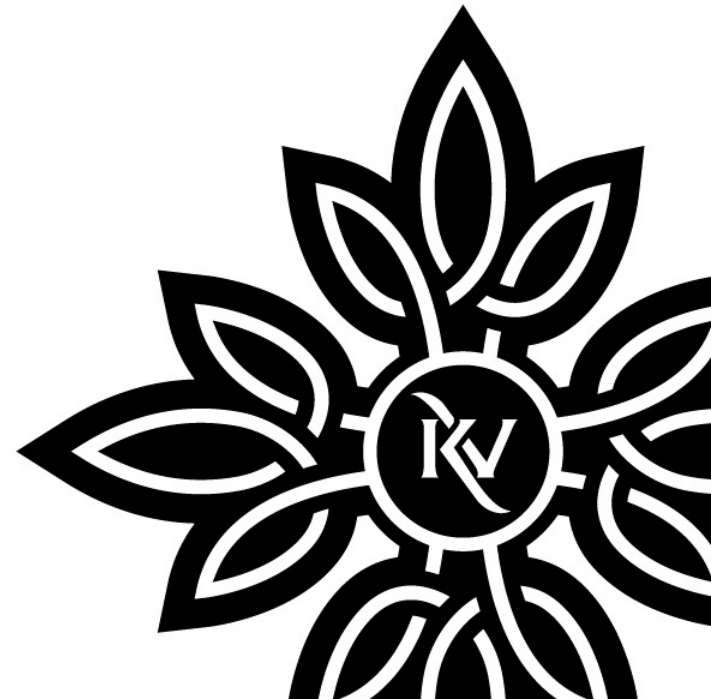
Kors Vodka Limited Editions Are Offered For

- Silver: \$12,500
- Gold: \$16,500
- 24k, George V Edition: \$24,500



Why Expensive Is Better

- Relatively Small Starting Investment
- Little Stock Inventory
- Huge Margins



MAIN GOAL

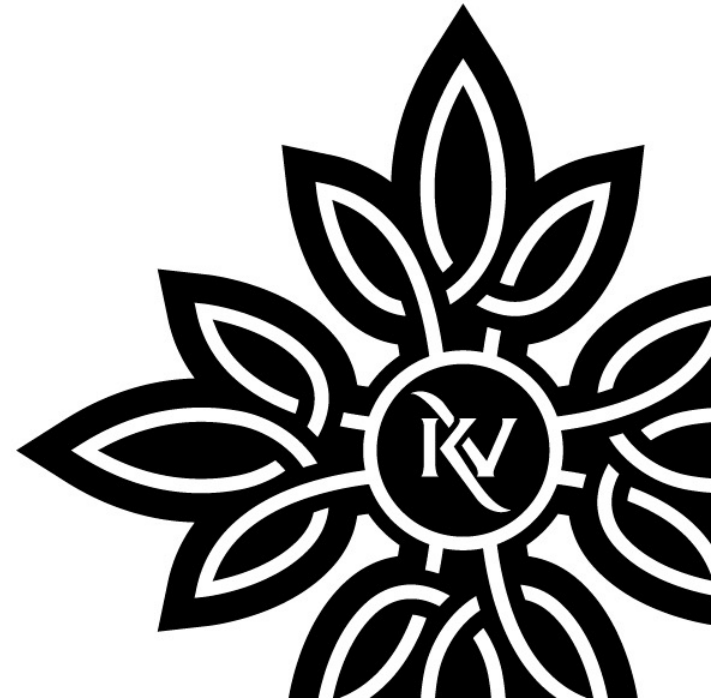
- Establish Kors Vodka As The Leading Brand In Luxury Vodka Market
- Create An Entirely New Segment
- Create The Best Possible Product
- Be The First & Dominate The Niche



Current Goals

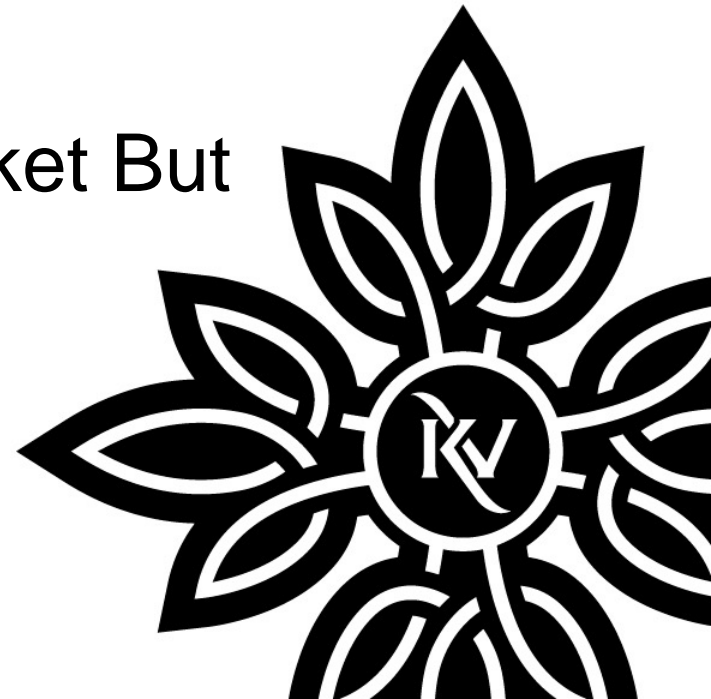
Establish New Selling Channels For Current Kors Vodka Collection:

- Nightclubs
- High-End Restaurants/Bars
- Hotels/Resorts
- Duty-Free Shops
- High End Stores
- Yacht/Jet Charters



Short Term Goal (In The Next 12 Months)

- Create New “Less Expensive” Kors Vodka Collection
- Similar Shape With Minor Changes
- Price-range: \$1000
- Much Lower Production Cost
- Main Goal: Cover Wider Market But Maintain Exclusivity
- Target High End Champagne Drinkers



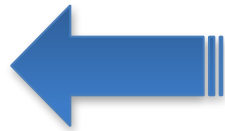
The Competition (Vodka)

- Ciroc
- Grey Goose
- Belvedere



HOT RIGHT NOW

- Imperial Collection
- Beluga
- Kauffman
- Absolut Elyx
- Stoli Elit
- Roberto Cavalli



PRICE



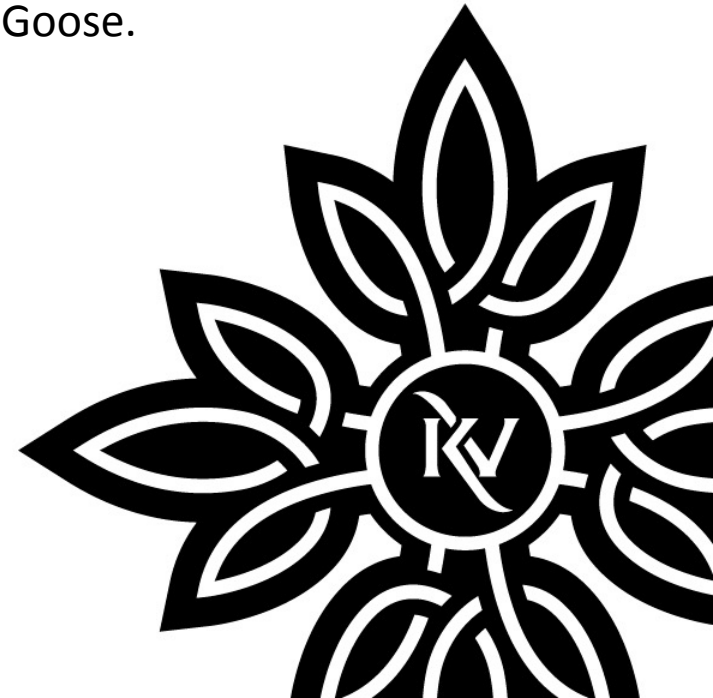
The Competition (Other)

- Armand De Brignac
 - Cristal
 - Dom Perignon
 - Krug
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- Macallan
 - Courvoisier
 - GlenGrant
 - Remy Martin
 - Hennessy



These 4 Champagnes amount for about 90% of all the money high spenders leave at the clubs / restaurants.

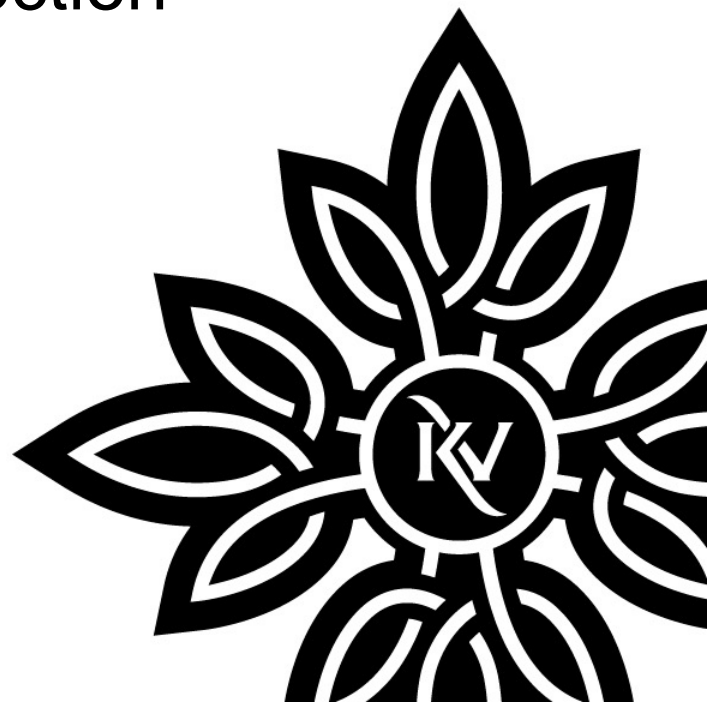
Vodka is No.2 on the list with about 7%. People mostly order Grey Goose.

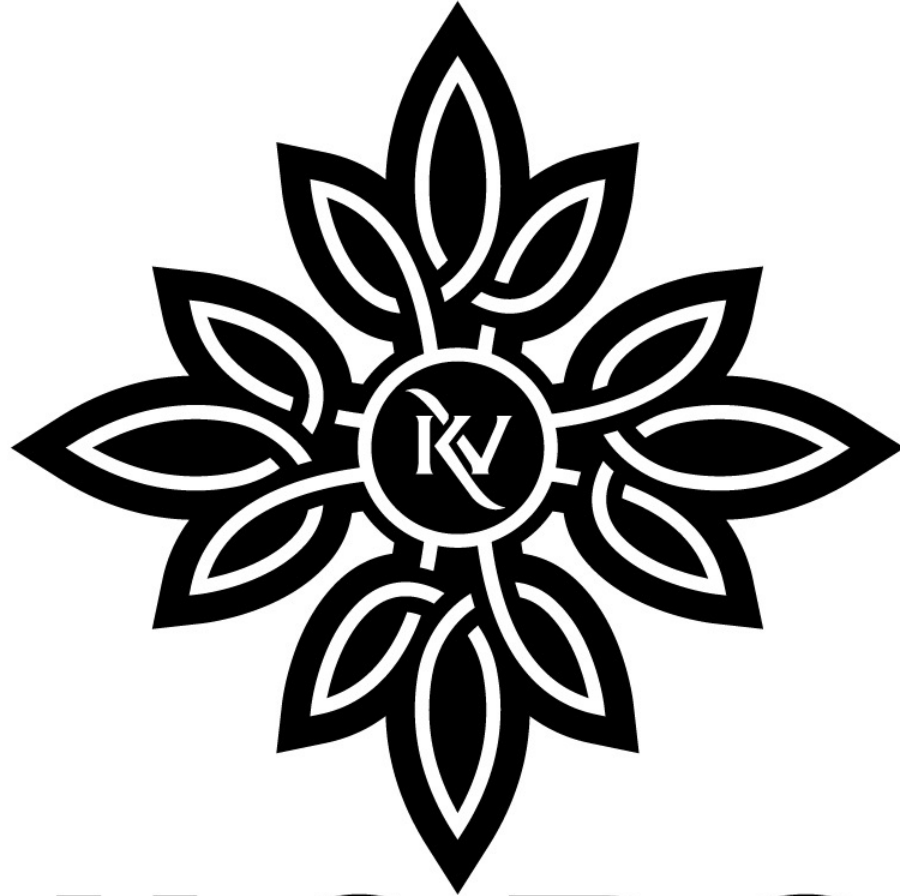


The Investment

The Investment Would Be Used For

- Expending Current Limited Edition Collection
- Creating New Kors Vodka Collection
- Marketing Campaign
- Celebrity Endorsements
- Further Brand Development





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