



HYBRID FINANCIAL

ELEGANCE BRANDS CASE STUDY REG A OFFERING

*A LOOK INTO HYBRID'S IMPACT ON
ELEGANCE BRANDS' REGULATION A
OFFERING*

Elegance Brands Inc is a global beverage company that develops, markets and distributes products with a focus on innovation. In addition to its flagship brand, Gorilla Hemp Energy Drink, Elegance Brands offers a range of hemp and CBD infused beverages, plus super-premium spirits.

Elegance Brands engaged Hybrid Financial to facilitate intermediary responsibilities relating to their Regulation A offering. Elegance Brands secured \$20.5M USD in cash and has warrant coverage of \$16M USD.



elegance

ACTIVITIES

Hybrid Financial facilitated a Regulation A Offering on behalf of Elegance Brands and achieved successes across a multitude of categories including:

1 CALLS

- 17,946 calls over the completed offering.
 - 12,788 inbound calls received
 - 5,158 outbound calls made by salesteam
 - Hybrid spent **285 hours** on the phones engaging, guiding and helping Elegance investors.

2 EMAILS

- 31,374 emails over the completed offering.
 - 19,635 inbound emails received
 - 11,739 outbound emails sent by salesteam

3 SUCCESSES

- Hybrid serviced 10,182 investors across 50 States and 65+ countries, which amounted to over USD \$20.6 million funded.



TOTAL CALLS



EMAILS SENT



HOURS OF TALKTIME



TOTAL INVESTORS

Why is Hybrid Financial essential to a successful Reg A offering?

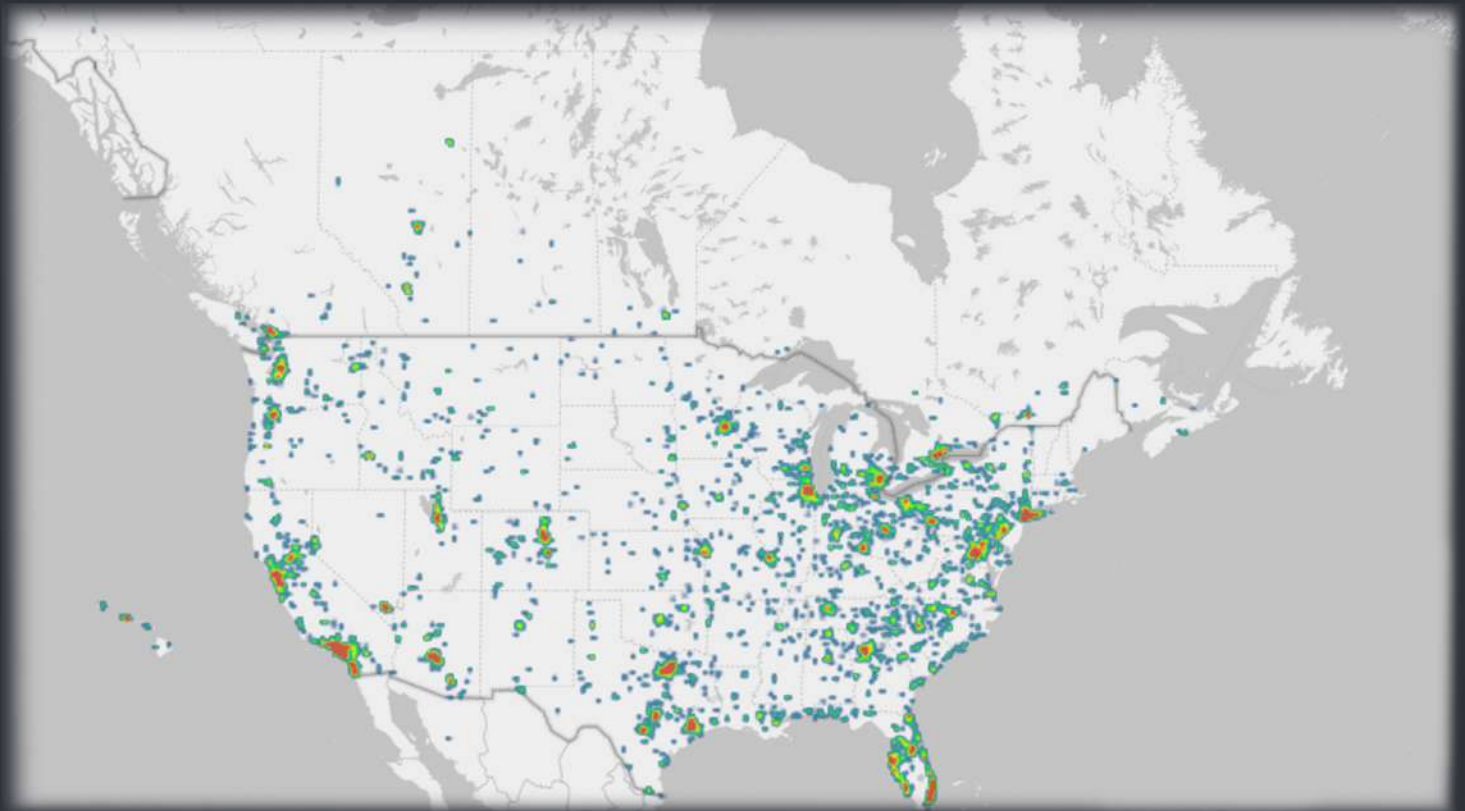
A successful Regulation A offering will yield thousands of potential investors from all different demographics. The challenge is that most of these investors need assistance in one form or another during the process. If you don't have a large, sophisticated team to help these investors with minimal lag time, you will lose investors and lose potential capital. This is where Hybrid becomes your solution.

Hybrid's team of 70+ trained professionals handle all investor inquiries by phone and by email in a timely and efficient manner. Hybrid's Reg A services include, but are not limited to:

- *Inbound and outbound call services*
- *Email communication*
- *Help the investor navigate the investment portal for all types of investments*
 - *(Company/LLCs, Trusts, IRAs, personal & joint accounts)*
- *Follow-up with investors for documents needed to pass through the Anti-Money Laundering portion of the process*
- *Contacting investors with unfunded accounts*
- *Answering investor questions about the company*
- *Keeping investors up to date on important dates and deadlines*
- *Handling investors' incentive requests*



NORTH AMERICAN INVESTMENTS



Investments made from 65+ countries outside of North America including:

- | | | | | | |
|-----------------|----------------|-------------|---------------|--------------|-------------|
| ✓ Austria | ✓ Switzerland | ✓ Spain | ✓ Malaysia | ✓ Mexico | ✓ Colombia |
| ✓ Great Britain | ✓ New Zealand | ✓ Hong Kong | ✓ Norway | ✓ Thailand | ✓ Indonesia |
| ✓ Australia | ✓ France | ✓ Sweden | ✓ Puerto Rico | ✓ Cyprus | ✓ Malta |
| ✓ Germany | ✓ Belgium | ✓ Israel | ✓ Brazil | ✓ Luxembourg | ✓ Nigeria |
| ✓ Singapore | ✓ South Africa | ✓ Hungary | ✓ Finland | ✓ Portugal | ✓ Panama |
| ✓ Netherlands | ✓ Ireland | ✓ Denmark | ✓ Japan | ✓ Slovakia | ✓ Poland |

NEXT STEPS

Capitalizing on this momentum is key to continued success post-offering. Hybrid will provide your company with a dedicated sales team that will distribute your message to the investment community, under your brand of course. All communication is tracked in real-time to maximize engagement with your shareholder base.

- 1000+ unique phone calls per month, in addition to tailored email campaigns designed to distribute news and engage with your pipeline.
- A list of your leads are sent on a weekly basis in addition to detailed monthly reports that provide full transparency into Hybrid's activities to date.