

WELCOME TO / WITAJ W / WILLKOMMEN IN / BIENVENIDO A / BENVENUTI IN / BIENVENUE DANS / BUN VENIT / の世界へようこそ

# OSHEE™ WORLD

ISOTONIC DRINKS • VITAMIN • ENERGY & NATURAL PRODUCTS



LIVE, FIGHT, WIN!  
HYDRATED BY  
**OSHEE®**

# OSHEE ORIGIN



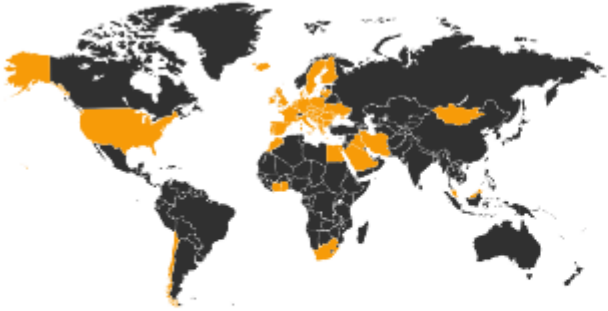
Polish brand, dominates the domestic functional drink market

Inspire and Motivates to Action and Healthy Lifestyle

Sport in the Brand's DNA

Modern product design

Present in 55 international markets



WE ARE ON **55** WORLD MARKETS OF

**6** CONTINENTS

OUR PRODUCT RANGE  
COMPRISES  
**86**  
PRODUCTS



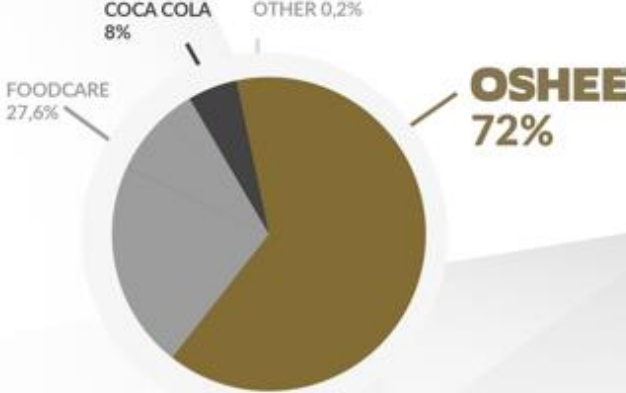
WE SUPPORT  
MORE THAN

**600**

SPORTING EVENTS  
A YEAR

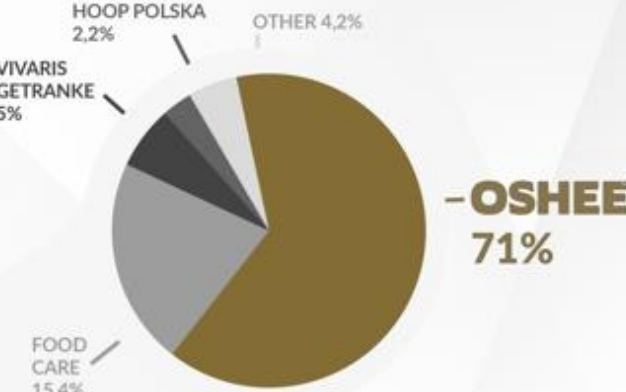
## OSHEE No1

ON THE MARKET OF  
ISOTONIC DRINKS



## OSHEE No1

ON THE MARKET OF  
VITAMIN DRINKS



**OSHEE** THE TRENDIEST BRAND IN THE FMCG

**OSHEE**<sup>®</sup>

A BRAND THAT INSPIRES  
ACTION, PHYSICAL ACTIVITY  
AND A HEALTHY LIFESTYLE



**LEADER**  
IN THE ISOTONIC AND FUNCTIONAL  
DRINKS CATEGORY IN POLAND



IS A COMBINATION  
OF PROFESSIONAL AND  
AMATEUR **SPORT** AND **LIFESTYLE**



**LIVE, FIGHT, WIN!**  
HYDRATED BY  
**OSHEE**<sup>®</sup>

## SPORT

## LIFESTYLE

PROFESSIONAL

AMATEUR

MUSIC GAMING FASHION OSHEE SLIDE CHALLENGE



LIVE, FIGHT, WIN!  
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**OSHEE**

# HISTORY OF OSHEE BRAND

OSHEE WORLD



OSHEE is a leader on the market of isotonic and vitamin products



start of cooperation with Borussia Dortmund club



OSHEE becomes a sponsor of Polish National Football Team



expansion of the portfolio in collaboration with CD Projekt RED



OSHEE & IGA TEAM

2008-2010

2011-2013

2014-2017

2018-2021

2022

2023



First OSHEE isotonic drink on the Polish



contract with Real Madrid club



Joanna Jędrzejczyk brand ambassador



Robert Lewandowski brand ambassador



IGA ŚWIĄTEK brand ambassador



**OSHEE SPEAK'UP**



19.06

25.11

1.06

14.07

16.08

25.09



**OSHEE LALIGA**  
OFFICIAL PARTNER



**OSHEE OSH33**  
OSHEE x MATA :)



**84%**

**OSHEE**

BRAND PRODUCTS DO NOT  
CONTAIN ANY PRESERVATIVES

**98%**

PRODUCTS DO NOT CONTAIN  
GLUCOSE-FRUCTOSE SYRUP

**92%**

PRODUCTS HAVE REDUCED  
SUGAR LEVELS





## PORTOFOLIU OSHEE



**Bauturi Izotonice**  
750 ml



**Apa cu vitamine**  
555 ml



**Limonada cu vitamine**  
555 ml



**Batoane proteice**  
49 g

## OOH and Metro branding campaign (June – July)



Tv Spot on Eurosport during Wimbledon

TIMING & LOCATIONS  
01-16.07.2024



EUROSPORT TV



TV SPOTS	EUROSPORT TV	100 x 15 sec
TV SPONSORSHIP	EUROSPORT TV	300 x 6 sec

The feed for the CEE region is combined and sponsorship and spot broadcasts cover 5 markets: Slovakia, Czech Republic, Romania, Bulgaria, Hungary. 1 million impressions ad rectangle on eurosport.com and geotargeted CZ.

The total estimate of the number of contacts is estimated at 14 million contacts.

# PRESENCE TO FITNESS EVENTS



Fitness Hub (June)



Sense4Fit (September)



# PARTNERSHIP WITH AMATEUR SPORT EVENTS



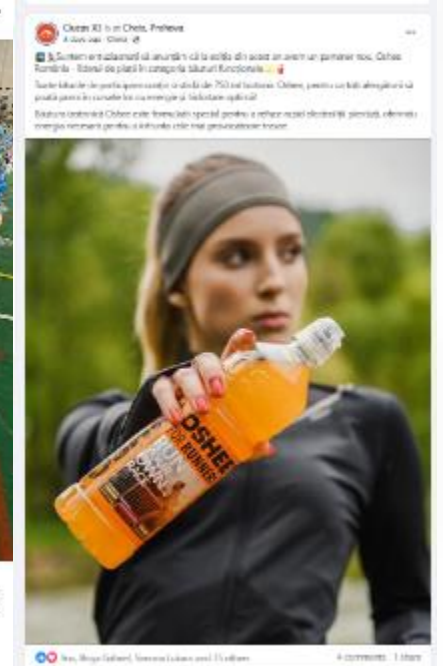
## Buc 10k run / Sampling



## Oslea Run/Oshee Iso in kit and hydration points



## Ciucas \* 3: Iso in kit



## Crosul Arenelor: VW + Bar in kit



## Liberty Marathon Isotonic for all participants





## “Road to UTMB” documentary

- Product placement
- endorsement

## Attendance to Chicago Marathon

**321sport**  
6 days ago · 🌐

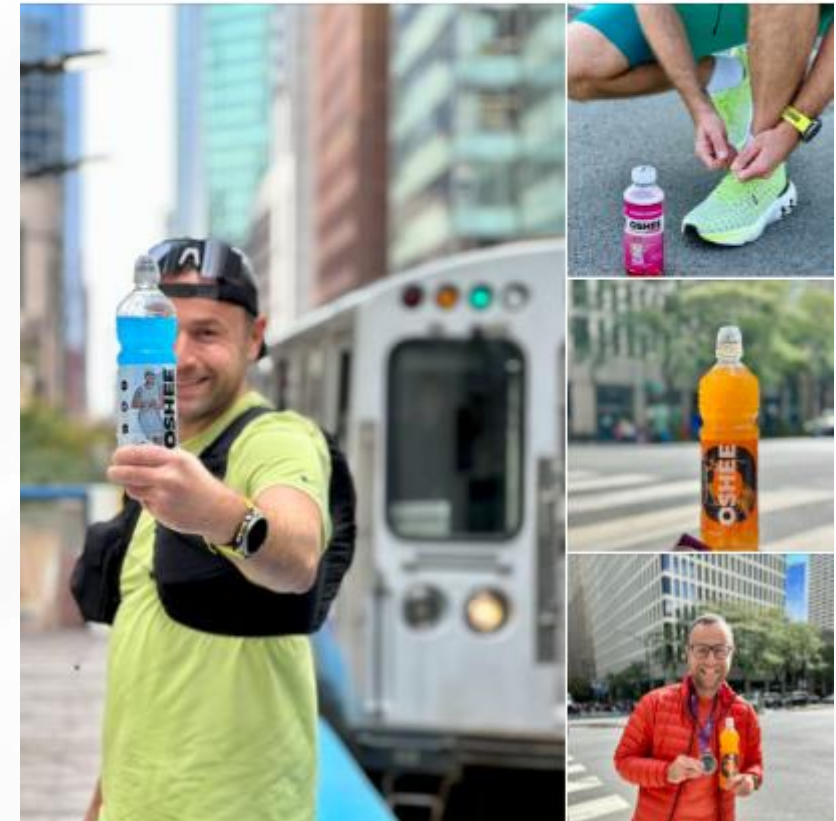
OSHEE meets **Chicago Marathon!**

Știați că hidratarea în cursele de alergare este extrem de importantă? Procesul de hidratare trebuie tratat corespunzător atât înainte de maraton, cât și după cei 42 de kilometri alergați. Atunci când ai un zbor lung înainte și după maraton, deshidratarea poate apărea din cauza umidității din avion.

Acest lucru poate duce la dureri de cap și scăderea performanței sportive, de aceea o băutură izotonică poate face minuni în cazul unui program aglomerat.

Formula de carbohidrați-electroliti îmbunătățește absorbția apei în timpul exercițiilor fizice și contribuie la menținerea unei performanțe de duranță pe durata exercițiilor de rezistență prelungite.

#321sport #RunningCulture #OSHEE #Ad #Hidratare #HydrateForGreat



**321sport**

DESPRE NOI #DELA1LA21 ȘTIRI PROIECTE SHOP WORK WITH US CONTACT 🔍

### OSHEE:

Indiferent dacă alergi pentru un record personal sau pur și simplu pentru bucuria de a te mișca, băutura izotonică OSHEE este un combustibil pentru performanța ta. Cu o formulă avansată de carbohidrați și electroliți, această băutură îți asigură hidratarea optimă și refacerea rapidă, menținându-ți mușchii pregătiți la fiecare pas.

Bogată în vitamine esențiale și minerale precum potasiu și magneziu, OSHEE te încurajează să fii cea mai bună versiune a ta. Fiecare înghițitură te aduce mai aproape de linia de finish, alimentându-ți amblița și setea de succes.



# Official Sponsor Romanian Football Cup

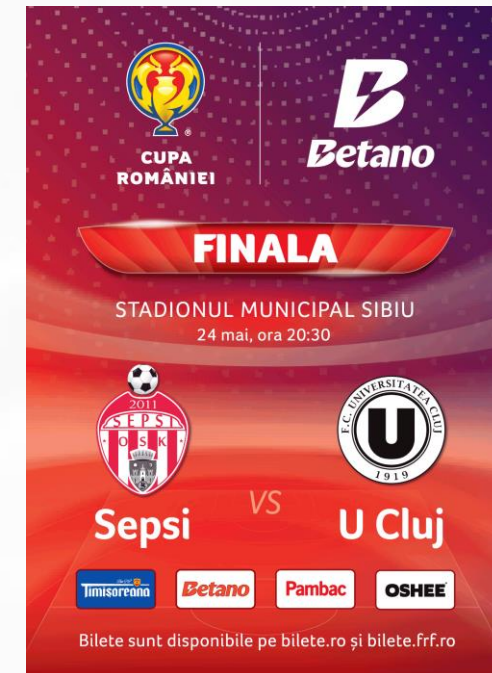


## Contract for 5 years, starting with Q4 2024

**50 broadcasted matches per year** on live TV/**10 + 20 sec TV ads** during each broadcasted match (DigiSport and PrimaSport).

**15 minutes on the LED board** surrounding the football pitch.

**Branding exposure** on all printed materials (agenda of the event, tickets, parking, promo leaflets) and conference and interviews billboards/panels.



**Display of OSHEE products** on table during press conferences and the live draw for each phase of the competition

Outside giant stadium branding for the Cup Final and Supercup.

**Monthly exposure on all Federation`s online environment** (YouTube, FRF website, Facebook and Instagram).



Accesul pe stadion se va face respectând Legea 4/2008 iar spectatoșilor le este INTERZIS să intre în incinta stadionului cu obiecte nepermise sau în situațiile specificate în Legea 4/2008, art. 20.



Use the image of the football players on Isotonic layouts and POS/communication materials for all other product categories

Place coolers with Oshee isotonic drinks to be consumed by players and teams' technical staff during games.

Activate during relevant matches.

Tickets for all games (VIP, 1<sup>st</sup> class, regular); special package for the Romanian Cup Final and Supercup.



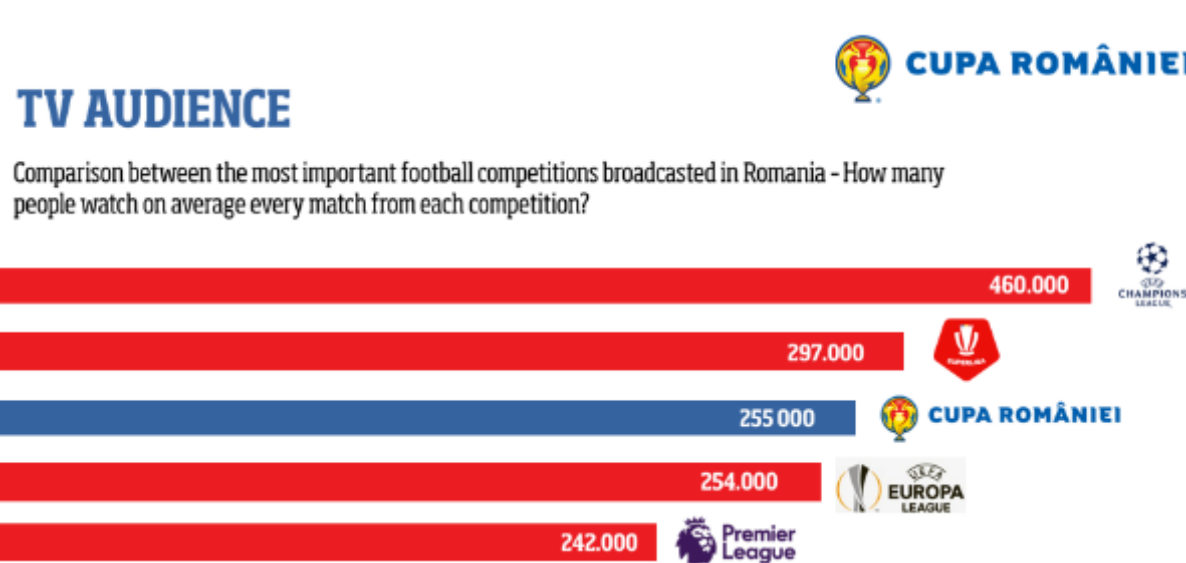
\*work in progress



## Romania Cup Audience (est 12 mil for 24/25 season)

### TV AUDIENCE

Comparison between the most important football competitions broadcasted in Romania - How many people watch on average every match from each competition?



### TOTAL AUDIENCE FOR THE SEASONS 2020-2023

Nr of Broadcasted Games

27	6,61 mil	total audience season 2020-2021
25	6,37 mil	total audience season 2021-2022
43	9,90 mil	total audience season 2022-2023

### Stadium Attendance

#### COMPARATIVE ANALYSIS SEASONS 2018-2023

2417	average spectators for the 2018-2019 competitive season
1980	average spectators for the 2019-2020 competitive season
4217	average spectators for the 2022-2023 competitive season

In the 2019-2020 season, the semifinals and the final were played without spectators. The 2021-2022 season was not taken into account, as entire rounds were played without spectators due to the pandemic.

**OSHEE<sup>®</sup>**

**THANK YOU!**