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News Release

SponsorsOne To Gain Instant Foothold In The Emerging Craft Spirits And "Ready to Drink" Markets With The Acquisition Of USA Based Premier Beverage Consortium

Craft Spirits Market Is Presently Valued At \$46 Billion And Ready to Drink Market Is Projected to be \$25 Billion By 2025; Infused Lemonades, Craft Vodka, and Whiskey are part of the acquired portfolio.

Waterloo, Ontario, November 2, 2020, SponsorsOne Inc., (CSE: SPO) (Frankfurt: 5SO), (OTC:SPONF), a company that utilizes its proprietary platform that combines digital marketing, wholesale and retail distribution, branding, and operational & funding capital, giving it a competitive first-mover advantage in rapidly building, launching and selling proprietary brands focused in the craft Alcohol, Functional Beverage and Hemp Sectors, announced today that it had acquired Premier Beverage Consortium LLC ("PBC") of Redondo Beach California, giving the Company a significant foothold in rapidly emerging markets that are projected to have revenues of tens of billion dollars through 2025.

This acquisition, which closes November 2, 2020, and made in stock and cash, instantly positions the Company to quickly become a significant player in two rapidly expanding global markets.

The Craft Spirits market is currently valued at \$46.7 billion and projected to grow at 25.33% annually forecasted through to 2025, says IndustryArcⁱ and Grand View Research, another industry insider projected that the Ready To Drink ("RTD") premixes market size will have revenues of \$25.96 billion, also by 2025. ⁱⁱ

Some of PBC's portfolio of Infused Lemonades, Craft Vodka, and Whiskey/Spirits have gained traction quickly with consumers, propelled by the founding partners' expertise in scaling consumer brands and building brand equity through private labels for Safeway and Trader Joe's.

Myles Bartholomew, CEO of SponsorsOne, said: "This move aligns with Sponsor One's vision to be a bold and innovative, high-end portfolio of distinctive brands and products that deliver exceptional consumer experiences. As part of the agreement, SponsorsOne will work with the Premier Beverage Consortium team to further scale their Brand's growth while leveraging our rich consumer insights and analytics. It will also allow us to apply our brand-building expertise and utilize our high-performing digital technology techniques. Also, our direct to consumer, influencer marketing combined with wholesale distribution will allow us to build and launch brands to meet this demand."



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"Our ability to understand and 'empathize' with today's consumer's behavior, wants, and needs have been proven through PBC's growth," said Ron Miranda, CEO & President, Premier Beverage Consortium. "We are excited to be working with SponsorsOne, their world-class marketing, and technology team to take our business to the next level and with their leadership team that is making investments in a quickly evolving category."

Bartholomew continued: "Our organizational plan is to roll PBC into S1 Brands Inc, a wholly-owned subsidiary of SponsorsOne, and it will maintain all of its regulatory licenses to sell in 50 USA States and Canada.

About SponsorsOne Inc.

SponsorsOne is the leader in the next evolution of digital marketing through influencer marketing, storytelling, and digital-commerce with the SponsorCoin platform and its highly scalable – smart contract-based digital-currency. Combined, this allows brands to build and manage exclusive and highly engaged communities of influencers (from pro to micro-influencers) within the social realm. The SponsorCoin platform provides for data-driven marketing campaigns that will change the way brands connect with their customers. SponsorCoin is a tool for brands to inspire real movements around their products and services in which their most valuable customers become their best salespeople, producing far higher ROI than current social media advertising methods. SponsorsOne, through its wholly-owned subsidiary, SponsorsOne Media Inc., provides full creative and Brand building/management services to all our Brands as well as manages the influencer communities for each Brand. If the Brand wants to get big – fast, our wholly-owned subsidiary S1 Brands Inc., will build a wholesale/retail distribution channel for the Brand acting as a master distributor. S1 Brands provides sales and marketing on behalf of the Brand to its vast network of national wholesalers and retailers and provides purchase order financing to assist the Brand in fulfilling every order. Ownership of the Brand combined with distribution, digital marketing innovation, and capital is the winning formula to build the next billion-dollar Brand. To learn more, please visit www.sponsorsone.com

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ON BEHALF OF THE BOARD

Gary Bartholomew, Executive Chairman

The Canadian Securities Exchange ("CSE") has neither approved nor disapproved the contents of this Press Release.

Forward-Looking Statements

This news release contains forward-looking statements and information that are based on the beliefs of management and reflect the Company's current expectations. When used in this news release, the words "estimate", "project", "belief", "anticipate", "intend", "expect", "plan", "predict", "may" or "should" and the negative of these words or such variations thereon or comparable terminology, are intended to identify forward-looking statements and information. Such statements and information reflect the current view of the Company with respect to risks and uncertainties



that may cause actual results to differ materially from those contemplated in those forward-looking statements and information.

By their nature, forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause actual results, performance or achievements, or other future events, to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Such factors include, among others, the following risks:

- risks associated with marketing and sale of securities
- the need for additional financing requirements and access to capital, reliance on key personnel
- the potential for conflicts of interest among certain officers or directors with certain other projects
- the volatility of the volume and price of the Common Shares, the failure of the business strategy, the integrity of the Company's patents and proprietary intellectual property and competition.

The Company cautions that the foregoing list of risk factors is not exhaustive and is subject to change and there can be no assurance that such assumptions will reflect the actual outcome of such items or factors. When relying on the Company's forward-looking statements and information to make decisions, investors and others should carefully consider the foregoing factors, and other uncertainties and potential events, including the risk factors, set out in the Company's Listing Statement. The Company has assumed a certain progression, which may not be realized. It has also assumed that the material factors referred to above will not cause such forward-looking statements and information to differ materially from actual results or events.

THE FORWARD-LOOKING INFORMATION CONTAINED IN THIS NEWS RELEASE REPRESENTS THE EXPECTATIONS OF THE COMPANY AS OF THE DATE OF THIS NEWS RELEASE AND, ACCORDINGLY, IS SUBJECT TO CHANGE AFTER SUCH DATE. READERS SHOULD NOT PLACE UNDUE IMPORTANCE ON FORWARD-LOOKING INFORMATION AND SHOULD NOT RELY UPON THIS INFORMATION AS OF ANY OTHER DATE. WHILE THE COMPANY MAY ELECT TO, IT DOES NOT UNDERTAKE TO UPDATE THIS INFORMATION AT ANY PARTICULAR TIME EXCEPT AS REQUIRED IN ACCORDANCE WITH APPLICABLE SECURITIES LEGISLATION.

¹ <https://www.marketwatch.com/press-release/craft-spirits-market-size-to-grow-at-a-cagr-of-2533-during-the-forecast-period-20202025-2020-09-16>

² <https://www.grandviewresearch.com/press-release/global-rtd-high-strength-premixes-market>
