

**— SMART
GOOD —
— THINGS**
une nouvelle vie

EURONEXT PRESENTATION

20/07/2022

[smartgoodthings.com](https://www.smartgoodthings.com)

PRESENTATION OF THE PARTNERS



Listing Sponsor



Legal Counsel



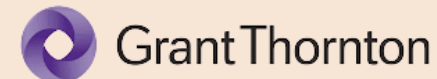
Communication Agency



Expert Accountant

AVIDEX AUDIT & CONSEIL

Statutory Auditor



SMART GOOD THINGS
A UNIQUE MODEL OF THE BENEVOLENT ECONOMY

GOOD FOR YOURSELF, GOOD FOR OTHERS

OUR VISION

"Changing the world by putting well-being and generosity at the heart of the economic models of the future"

**— SMART
GOOD —
— THINGS**

**A range of impact drinks
for training, education and gender
equality "Good for you, good for others"**



**— SMART
GOOD —
— ALLIANCE**

**The "Wellness Facilitator" platform
at the service of seniors**

smartgoodshop.com

smartgoodthings.com

smartalliance.fr

A PERSUASIVE START IN FAVOUR OF THE BENEVOLENT ECONOMY

Consumers increasingly 'engaged' and ready to value a social and/or environmental commitment

For **86% of French people**, the contribution of companies to the common good has become an imperative.



Clients ready to to value a **social commitment**

On trust, horizontalization of the **prescription** (peers, customers) **to the detriment of the word of the brands**

AT THE HEART OF THE PROJECT

**Tony Parker
7th / 100 of the
young leaders
who should be
counted on in
the future.***



Serge BUENO **President and Founder**

- Specialist in the launch of new products and brands
- The origin of **Carrefour**'s commitment to trade marketing
- Expert in the world of Franchises and Service Platforms
> founder of **Bugbusters** (one of the French leaders in IT assistance for individuals and companies)
- Expert in the world of beverages
> At the origin of the launch of **Sodastream in France** (world leader in home carbonation)
> Inventor of the carbonation technology without CO2 cylinder



Tony PARKER **Deputy Managing Director**

- International basketball champion, 4 times NBA champion
- 6 times selected in the **NBA All Star Game**
- European Champion with the French team
- President of the basketball club Lyon ASVEL Villeurbanne
- Chairman of the Sports, Artists, and Entertainment division of **NorthRock Partners** (asset management consultancy)
- Shareholder and director of Colizey, (a marketplace focused on major sports brands)
- Founder of the Tony Parker Adéquat Academy



01

— SMART GOOD — — THINGS

The 1st range of impact drinks
smartgoodshop.com



ONCE UPON A TIME THERE WAS A RANGE OF WELLNESS DRINKS at the heart of new health, environmental and solidarity challenges



Food is the first medicine!



Plastic packaging pollution is a modern-day scourge!



Consumers are becoming more and more "engaged"!



SMART GOOD THINGS conçoit designs **innovative wellness products** and markets them in partnership with **major** brands in the world of sport and culture, donating **25% of its net sales²** to fund programs in favor of general interest causes such as school drop-out, youth training, home care for the elderly, etc.

OUR MISSION

Responding to the demand for engagement from new consumers by developing 100% innovative drinks that do good for you and those around you

NOTOURE AMBITION

To become a new international player in the benevolent economy by reconciling generosity and profitability

13 years of R&D from research in functional and nutritional medicine

**Medical Committee
4 anti-ageing and nutrition specialists**



Dr Pierre Maldiney



Marie-Pierre Grenier



Dr Charles Vitello



Marc Couget

* 25% of net turnover recorded by the company less direct contribution costs, product promotion

DRINKS THAT ARE GOOD FOR YOU AND THOSE AROUND YOU



WELLNESS

Drinks with numerous functional benefits, the result of 13 years of R&D with the participation of anti-ageing doctors and sports nutritionists.

RICH IN
vitamins
& MINERALS

NATURAL
COLORANTS



**Adoption of the Mission
Company
status in 2022**

PLEASURE

By innovating even MORE in order to offer beverage mixes with original flavours, WITHOUT sugars and other artificial colourings.

NATURAL
FLAVORS

SUGAR
free



ENVIRONMENT

SMART GOOD THINGS is committed to being MORE responsible by minimising packaging and transport LESS waste.
LESS carbon footprint.



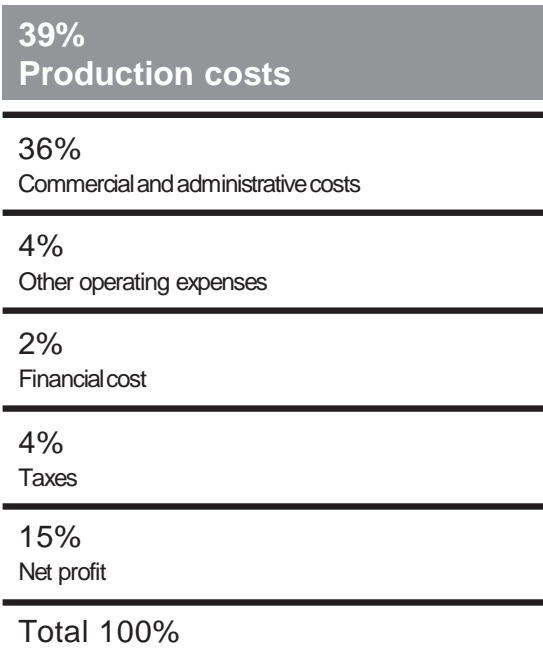
SHARING

By spending LESS on transport and logistics, SMART GOOD THINGS does MORE for solidarity and donates 25% of its net turnover to support causes of general interest.



GENEROSITY AT THE HEART OF THE BUSINESS MODEL AND MARKETING

25% of net turnover* donated to charitable causes



HOW?

With a virtuous business model

**OUR PRODUCTION COSTS
ARE 14%**

COMPARED TO 39% FOR A
STANDARD DRINK

LESS
CO₂

NO
PLASTIC

25%

A GLOBAL INNOVATION

1st COFFEES AND SOFT DRINKS WITH NEUTRAL PH

The SMART GOOD_balance range of drink mixes is rich in **alkaline minerals** and helps to combat acidification of the body by eliminating toxins and contributing to the **proper functioning of cells.**

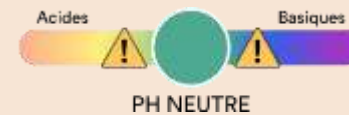


PH
NEUTRE

« Respecting your acid-base balance is prevention rather than cure. »

Docteur P. Maldiney

Anti-ageing doctor, cardiologist and lecturer at the University of Paris Descartes



OUR RANGES

MORE THAN 44 PRODUCTS



SMART GOOD
_équilibre



SMART GOOD
_boost



SMART GOOD
_colaboost



SMART GOOD
_exoTEA



SMART GOOD
_new age



SMART GOOD
_instant



SMART GOOD
_fusion



SMART GOOD
_élixir

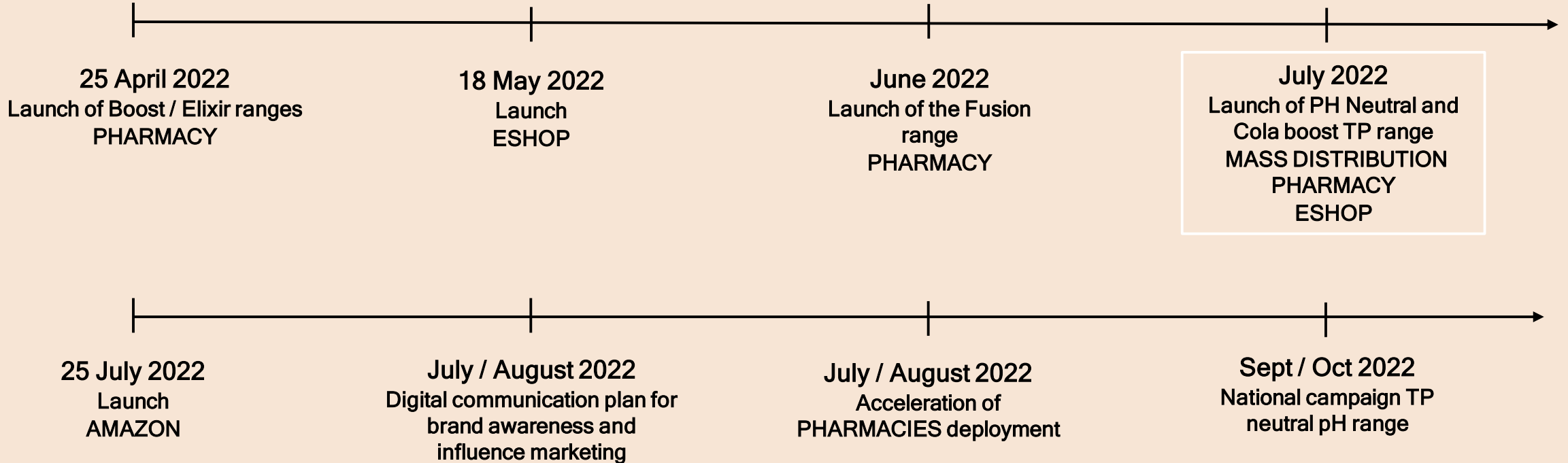


SMART GOOD
_shake



SMART GOOD
_détente

PRODUCTS LAUNCH TIMETABLE



ESHOP		PHARMACY	MASS DISTRIBUTION
Instant	Elixir	Boost	Equilibre TP (July)
Newage	Fusion	Elixir	Cola Boost TP
Exotea	Equilibre TP (juillet)	Fusion	
Cola Boost	Détente (octobre)	Equilibre TP (juillet)	
Boost	Shake (octobre)	exoTEA (juillet)	

ROLL-OUT OF PHARMACIES

since May 2022

100 Pharmacies deployed by the end of June

Currently being deployed in the following networks

Leader Santé (about 700 pharmacies)

CPC (about 25 pharmacies)

Groupement Lafayette (250 pharmacies) with the signature of commercial contracts

Start-up with Monoprix in July on 10 parapharmacies

Referencing in progress with Leclerc parapharmacies

Target of 500 to 600 pharmas deployed in September

Acceleration plan in progress over the summer by integrating animation processes, phoning platform, communication in existing networks



LAUNCH OF CARREFOUR PROVENCIA

since 4 July

Presence in 40 shops of the PROVENCIA group
Well-being department

Launch on 4 July in 40 supermarkets and hypermarkets
Display of 120 and 300 products

1st order of 6960 units sold with reassortment planned afterwards

Activations and visibility: newsletter, catalogue, leds, social networks...



IN LINE WITH OUR ROADMAP 2022 PHARMACIES & RETAIL

4 MAY 2022
Launch
Pharmacies

JUNE 2022
100
Pharmacies
deployed

JULY 2022
Launch of 40 Carrefour
shops of the Provencia
group
(wellness department)

Summer 2022
Acceleration plan: animations,
phoning, communication in existing
networks

SEPTEMBER TARGETS:
500 to 600 Pharmacies

UNDER DEPLOYMENT

Pharmacies:

- **Leader Santé: 700**
- **CPC: 25**
- **Lafayette: 250**
- **Polygone Montpellier**

Parapharmacies:

- **Monoprix: 10**
- **Leclerc (referencing in progress)**



AN INTEGRATED NETWORK OF PARTNERS SCALED FOR GROWTH

POWDER PRODUCTION



- Global producer, distributor and supplier of natural ingredients and ingredient systems for the food and beverage industries
- Exclusive production contract
- 23 production centres and 24 application centres
- Present in over 130 countries
- 5,000 employees / 700 R&D
- Partner since 2014 and future shareholder (€4m)

POD PRODUCTION AND PACKAGING



- Producer and supplier of medical devices, food supplements and cosmetics for the pharmaceutical and parapharmaceutical industries.
- Contract for the production of pods and packs
- 1 production centre with a Research and Development department
- Present in Italy. Growing in the Italian and foreign markets

STORAGE AND FOOD RETAILERS DISTRIBUTION



- Recognised expert in food and culinary products
- Assists manufacturers and distributors in marketing food products from all over the world on the French and European markets
- IFS Broker certification

PHARMACY DISTRIBUTION



- Company specialising in pharmacy distribution



— SMART GOOD — — ALLIANCE

Launch of our platform for seniors
smartalliance.fr

02

[TEASER](#)

[FILM](#)

KEEPING THE ELDERLY AT HOME: AN ILLUSORY DREAM?

Today, home help and care staff are paid
by public subsidies

2 other key factors allow the elderly to remain
at home:

- ✓ Relieving them of the small worries of daily life
- ✓ Provide them with a social link

Without these 2 other factors, this dream of being able to stay at home is just wishful thinking

SO HOW DO WE MAKE THIS DREAM A REALITY?

Today it is the relatives who provide this necessary support,
which is not covered by the state, as best they can

These relatives must be supported if we are to keep the elderly
at home, but the cost is enormous



In **2030**, France will have more than
20 million people over the age of **60**¹

One in four working people will then
also be a carer²



Employee carers represent a cost of approximately
€9,000 per year per employee³

FOR **29 MILLION** WORKERS, THIS REPRESENTS
A TOTAL COST **65 BILLION** PER YEAR



This is an international issue:
Europe, United Kingdom,

North America,
Asia...

All industrialised countries are currently experiencing
this demographic shift and need to make a housing shift

This requires a solution that is not financed by taxes or private capital

AND IF WE HAD THIS SOLUTION?

— SMART — GOOD — — ALLIANCE

invents the benevolent economy through consumer finance

Every day, everyone needs to eat, drink, clothe themselves, etc.

By taking a portion of these expenses without costing the consumer more, we propose a system of solidarity financing.

In this way, we help our elders simply by buying the everyday consumer goods that everyone buys every day.



Thanks to Casino, the French finance their parents' home care by doing their shopping!



✓ 1 euro spent on casino.fr = €0.12 for my parents' home care



1 euro = 0.12 €
10 € = 1,2 €
100 € = 12 €
300 € = 36 €

36 € = 1 month's subscription to the APG platform, i.e. 2 free interventions per week.

So: for 300 €* of shopping (3 households of relatives for 1 household of seniors or only 75 € per household for 4 participating households) you finance your parents' home care.



The Durand family shops at casino.fr



Casino donates 12% of monthly expenses to APG



APG facilitates the well-being of Mamie Paulette with its proximity platform



Paulette Durand has a good day thanks to her family!

*The average monthly expenditure of a couple with children is €473 (INSEE)

How does benevolence in action work?



I need to go to the hairdresser

I don't want to bother my children for so little. And I can't do it alone.

Quickly, I call my concierge and explain my problem

The APG platform sends me a concierge to help me solve my problem

My problem is solved, I'll have a good day

FUNDAMENTAL SOCIAL AND ECONOMIC IMPACTS



Enabling the elderly to remain at home in good conditions

Reduce the mental burden on their relatives



Reduce the cost of employee carers for companies

Create jobs that cannot be relocated



Promote the economic fabric of the areas where the centres are located

**ALL THIS WITHOUT MAKING THE ELDERLY, THEIR RELATIVES OR THE STATE
SPEND MORE**

AND IT WORKS!

30 June 2022 signature with the CASINO group

1st PARTNER OF SMART GOOD ALLIANCE



**— SMART
GOOD —
— ALLIANCE**

FACILITATEUR DE BIEN-ÊTRE AU SERVICE DE NOS AÎNÉS



TONY PARKER
AMBASSADEUR
DE SMART GOOD THINGS

Rejoignez-nous sur
smartalliance.fr

GROUPE Casino : 1st partner company of the platform

- Exclusive partner of the daily shopping service
- Access from www.smartalliance.fr to the online shopping site www.casino.fr

GROUPE Casino : 1st company to join the Smart Good Alliance programme

A financing model based on consumer capital

- Groupe Casino donates 12% of the amount of purchases made on casino.fr to Smart Good Things
- 40% of which goes towards creating jobs for caretakers

Loire LE DÉPARTEMENT Launch on 1 July in the Loire Department

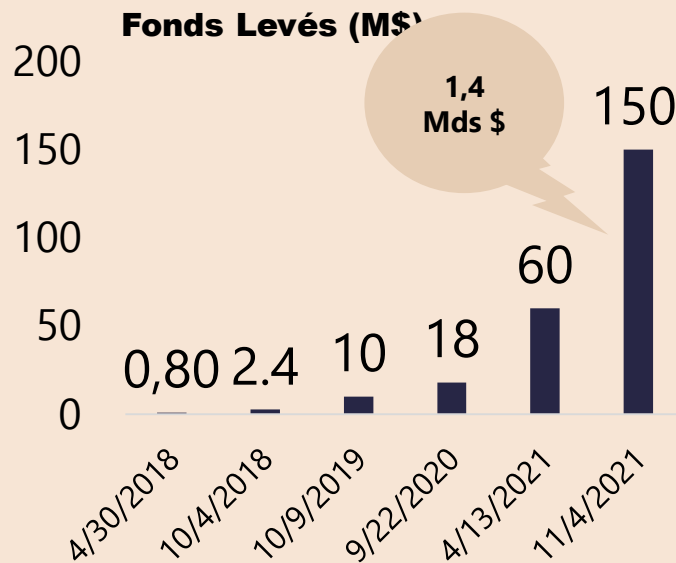
- Promotion of the platform by the Department to residents and all public and private players involved in the field of ageing well
- Eventually, national and then international deployment

COMPARABLE CASE STUDY: www.papa.com

A less virtuous business model, yet valued at \$1.4 billion

« Offering individuals and families access to vital companionship and care »

VALUATION



600%

growth
since launch
in 2021



From a B to C model to a B to B model

Insurers are becoming major players
in the Papa.com eco-system.

Papa, after its first tests in Florida,
has expanded to all the US states.

→ 04-11-2021: Initial public offering. 150 million Series D market (\$240 million since inception) → capture data

Currently operating in 50 states, and working with 65 health service providers



**— SMART
GOOD —
— THINGS**
une nouvelle vie

OUR GROUP STRATEGY

The keys to success

03

SPORT AS A DRIVER OF OUR CARING ECONOMY

Ambassadors and partners
around well-being and generosity




SIGNING OF A MAJOR PARTNERSHIP on 4 July 2022

with  & 




A partnership based on common solidarity commitments

- Involvement of SMART GOOD THINGS in the solidarity commitments of both organisations
- Shirt and field visibility

Partnership with 

- In line with LDLC ASVEL's CSR approach and its ASVEL CITOYEN programme. Objective: to become an *Entreprise à mission* to serve the elderly.

Partnership with 

- 1st high-level club *Entreprise à Mission*: promotion of equality between women and men
- SMART GOOD THINGS will participate in the societal development of the club by donating 25% of the net turnover from the sale of drinks from the Tony Parker range.
- New Lyon players Gabby WILLIAMS and Sandrine GRUDA also become SMART GOOD THINGS ambassadors

OUR OTHER PARTNERS



WELL-BEING AND GENEROSITY = BENEVOLENCE AT THE HEART OF THE GROUP'S OVERALL STRATEGY

GOOD FOR YOURSELF, GOOD FOR OTHERS

— SMART
GOOD —
— THINGS

THE PRODUCTS

25% of net sales* of beverages
donated to:

Education and training

- The fight against school drop-out
- Training of young people



Gender equality
LDLC ASVEL FÉMININE *Entreprise à mission*



— SMART
GOOD —
— ALLIANCE

THE PLATFORM

Thanks to current consumption:

Seniors

- Solve everyday problems
- Strengthening social and intergenerational ties
- Wellness programme to keep seniors healthy

LDLC ASVEL *Entreprise à mission*



— SMART
GOOD —
— FOUNDATION —

**Monitoring and control by SMART GOOD FOUNDATION, our
endowment fund, of the proper use of the donated funds**



INCOME STATEMENT of SMART GOOD THINGS HOLDING

INCOME STATEMENT (in euros)	2021 (14 months)
Turnover	0
Write-backs of dep. and prov. Transferred expenses	174 259
Purchases consumed	---
Personnel costs	---
Other purchases and External expenses	(340 939)
Taxes and duties	---
Depreciation and amortisation	---
Other expenses	---
Operating result	(166 680)
Financial result	---
Extraordinary result	---
Company tax	---
Net result	(166 680)

The FY 2021 ending on 31/12/2021:

- **is the first accounting year of Smart Good Things Holding,**
- **has an exceptional duration of 14 months from 1 November 2020 to 31 December 2021,**
- **was subject to an audit report by the auditor on the annual accounts.**

The estimated turnover for 2022 is €6m:

- **Confidential non-public data**
- **Business plan attached**

Transaction completed since 1 January 2022:

- **Capital increase in June 2022 in the amount of €2.77 million to recompose equity**

ALANCE SHEET of SMART GOOD THINGS HOLDING

ASSETS (in Euros)	2021 (14 months)
Intangible assets	68 000
Tangible fixed assets	---
Financial assets	---
Total fixed assets	68 000
Stocks	---
Receivables	---
Cash	508 960
Total current assets	508 960
Deffered charges	174 259
TOTAL ACTIF	751 219

LIABILITIES (in K€)	2021 (14 months)
Share capital	10 000
Share premium	---
Legal reserve	---
Retained earnings	---
Result for the year	(166 680)
Total Equity	(156 680)
of which convertible bond	500 000
of which loans and debts to credit institutions	---
of which trade payables and related accounts	339 899
of which Other liabilities	68 000
Total Debts	907 899
TOTAL LIABILITIES	751 219



**— SMART
GOOD —
— THINGS**
une nouvelle vie

Proposed listing on Euronext Growth

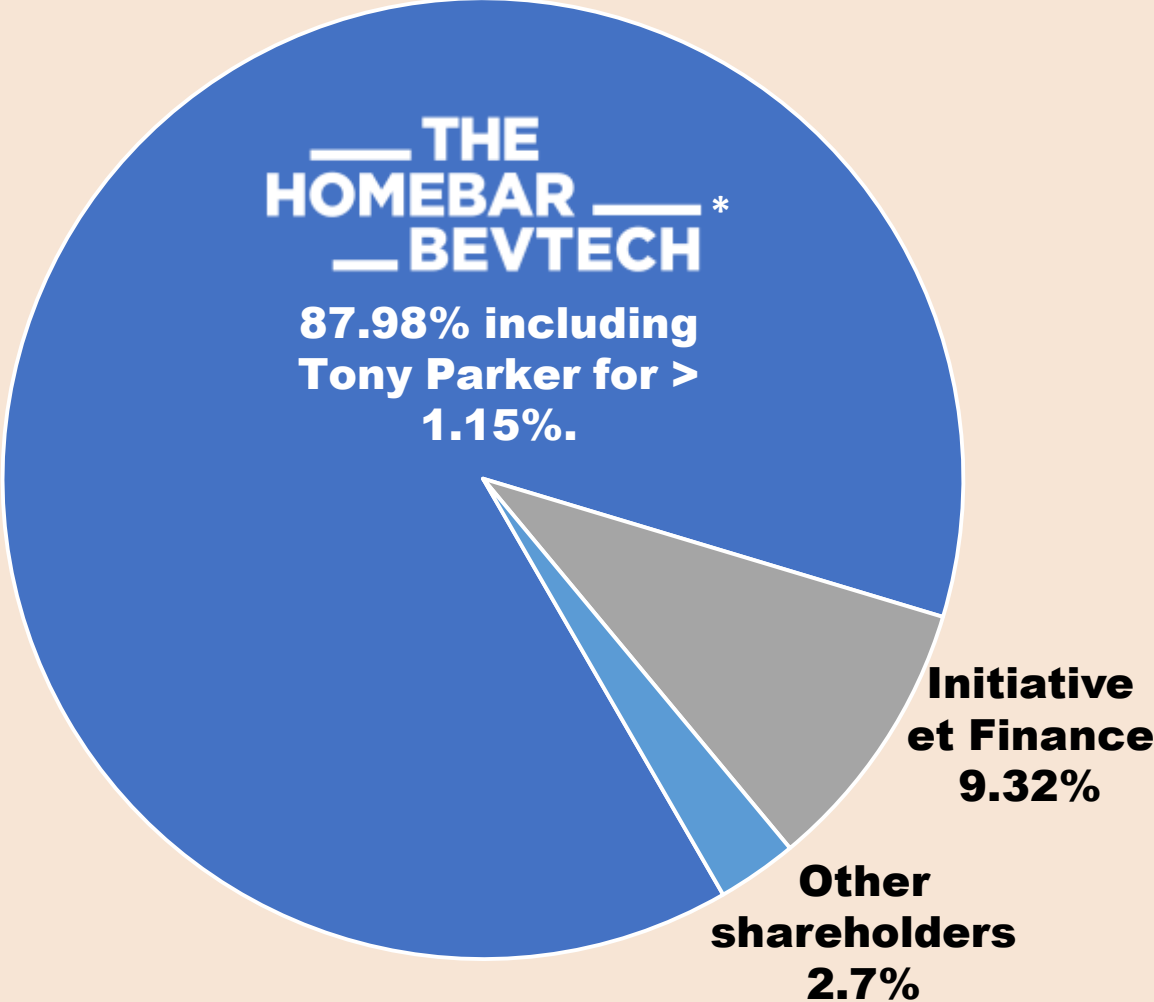
04

MAIN TERMS OF THE PROPOSED TRANSFER

Issuer name	■ SMART GOOD THINGS HOLDING – Code: « SMILE »
Type of event	■ Technical Admission
Listing market	■ Euronext Growth Paris
Shares offered	■ No
Free float	■ 2.774 millions euros (21 shareholders holding less than 5% of the capital)
Timing	■ Registration of the Information Document on 31 August 2022 ■ First listing on 2 September 2022
Listing Sponsor	■ SPONSOR FINANCE (appointed on a permanent basis)
Type of investment	■ Direct listing following a private placement
IPO objective	■ Notoriety
Financial statements	■ Company accounts from 1 November 2020 to 31 December 2021 (1st financial year of 14 months)

SHAREHOLDING STRUCTURE

Current shareholding structure and before the €12.5m capital contribution from Tony Parker at current round conditions



* The Homebar Bevtech: holding of Serge Bueno

GOVERNANCE, MANAGEMENT AND COMMITTEES

BOARD OF DIRECTORS

PDG	Serge Bueno	
DGD	Tony Parker	
	Bea Bueno	employee
	Karine Melloul	employee
	Helene Girault	employee
Ind	Daniel Breuil	
Ind	Arnaud Bassi	
Ind	Catherine Kerrevel	In progress
	Melek Kocabicak	In progress
	Joseph Bohbot	
	Sabine Howard- Bohbot	

EXECUTIVE COMMITTEE (monthly)

Serge Bueno
Tony Parker
Helene Girault
Karine Melloul
Bea Bueno
Kaouthar Chader
Rodolphe Dardhalon
Rudy Nabet
David Sadigh
Olivier Nabet

**— SMART
GOOD —
— THINGS**
une nouvelle vie

smartgoodthings.com