

## New Product Fuels Athletes and TBEV's Share Price Alike

### Summary

High Performance Beverage Company has created a new beverage segment, under the trade name, Throwdown Performance Beverages, which manufactures and distributes a line of sport performance beverages. High Performance Beverage Company's sport performance drinks are carefully formulated to support mental focus and help increase blood flow, thereby giving the body the necessary fuel to power through a specific event or throughout the day. Our unique blends are designed to bridge the gap between supplements, energy and hydration drinks, ultimately broadening our appeal and providing access to an expanding target market. High Performance beverages are sugar free and extremely low in both calories and caffeine. This positioning makes High Performance Beverage Co. beverages first to market with a sustainable competitive advantage.

High Performance Beverage Company has a current market capitalization of \$3.15 M with 2.25 B outstanding shares. Its daily average volume traded is 177.71 M shares.

### Key Indicators (Q2 ending 06/30)

Shares Outstanding	2.25 B
Revenue (FY 2014)	Nil
Gross Profit	Nil
Net Loss (basic/diluted)	-4.84 M
Cash and Short-term Inv	0.3 M
Total Debt	2.20 M

### Performance (6 months)



### Recent News

TBEV has recently announced a new sales launch date of September 18, 2015 for their High Performance Sports Beverage. The Company has been in constant communication from Southeast Bottling concerning the results of the last test needed for compliance of their FDA post-production mandated testing. While Southeast has not received the results from the last test needed, they have been assured by the laboratory that everything will be finalized by September 10, 2015 and Southeast has scheduled the product to be shipped out to High Performances warehouse facility in Arizona on Friday, September 11, 2015. Once the shipment is received in Arizona it will be sent to Amazon's fulfillment facility within 24 hours and should be available for retail sale by Friday, September 18th. In August TBEV announced that Southeast Bottling has completed the required FDA guideline testing for their High Performance Sports Beverage. This was followed by the first successful production run of 60,000 bottles. TBEV High Performance beverages will be retailed at \$35.99 per 12 bottle case and are now available in pre order on the Company's corporate website. Credit card processing will be made available through Amazon Pay. The Company chose Amazon Pay because of its one-click purchasing for its 200 million (+) Amazon members, ability to capture mobile sales, ease of checkout and secured payment processing. The Company is led by CEO Toby McBride who has over twenty years' experience in the beverage industry.

## HIGH PERFORMANCE BEVERAGES COMPANY

SEPT 14, 2015

RATING:  
**BUY**

5137 E ARMOR ST,  
CAVE CREEK, AZ  
85331 UNITED STATES  
BEV.HIGHPERFORMANCEBEVERAGE.COM

He has run major brands such as Sobe, Arizona Iced tea and Xyience. He began his career with Whole Foods as grocery coordinator and left Whole Foods to work for Sobe as one of their first sales directors. His experience includes managing major chain accounts like Valero, Publix, Racetrac, 7-11 and managing a sales force of sixty sales managers and regional directors and managing distributors throughout the Country.

### Pros

- With the launch of the Company's first product, the expectation of revenue generation is just around the corner. Both shareholders and management have confidence in the product and the company becoming profitable in the near term.
- The Company has a strong portfolio of athletes that endorse the product which will certainly help with marketing and driving sales amongst the athletic community, the target audience from this product.
- Though the company is not yet generating revenue, the financials are believed to be relatively strong. Debt is minimal and net loss will diminish with growing sales which begin on September 18, 2015.
- Lastly, the company has recently attracted a vast amount of market activity trading over 748 million shares during the previous trading session. Liquidity is certainly not a worry for this stock.

### Cons

- There exist the risk of market acceptance with the Company's product and is probably the biggest downside in this story. However, this risk can easily be mitigated with a successful marketing campaign and a focus on 'spreading the word' on the new product.

### Verdict

TBEV has attracted a substantial interest from the investing community in the last several weeks. After announcing in August that Southeast Bottling has completed the required FDA guideline testing, investors began paying attention to the story with hopes of revenue being recorded. This has moved the stock up and has increased liquidity substantially. With products hitting the shelves on September 18, 2015, investor look to jump in before it is too late. Based on the development of this story, the stock of TBEV is recommended as a "Buy" for the long term value investor. The stock is still cheap and has room to fly; jump in before the rocket takes off.

# HIGH PERFORMANCE BEVERAGES COMPANY

SEPT 14, 2015

RATING:  
**BUY**

5137 E ARMOR ST,  
CAVE CREEK, AZ  
85331 UNITED STATES  
BEV.HIGHPERFORMANCEBEVERAGE.COM

## Sources:

1. <http://stockcharts.com/h-sc/ui?s=TBEV&p=D&b=5&g=0&id=p61643786322>
2. <http://www.google.ca/finance?q=OTCMKTS%3ATBEV&ei=tITOVYn6DoiqsQGsxLX4Bw>
3. <https://ca.finance.yahoo.com/q/ks?s=TBEV>
4. <http://www.bloomberg.com/quote/TBEV:US>
5. <http://finance.yahoo.com/news/high-performance-beverage-co-announces-204136948.html>
6. <http://www.microcapdaily.com/everybody-is-talking-about-high-performance-otcmktstbev/113110/>

## Risk Factors

An investment in the common stock of the company is subject to a number of risks. The information below contains latest filings and risk factors that should be considered by all investors. Investors should carefully consider the risk factors set out below and consider all other information contained herein, and in the company's SEC filings, before making an investment decision. We assume no obligation to update or revise any such forward looking statements to reflect events or circumstances that occur after such statements are made. A complete list of filings including the risk factors for the company can be found here: <http://www.sec.gov/cgi-bin/browse-edgar?CIK=prgn&Find=Search&owner=exclude&action=getcompany>

## Our Rating System

We rate enrolled companies based on the appreciation potential we believe their shares represent, and the "riskiness" we perceive in our ratings. The business results of those companies "NOT RATED" are often highly dependent on some future event, such as FDA drug approval or the option of a new key technology.

## Explanation of Ratings

---

### OVERWEIGHT/BUY

Overweight (O or Over) - The stock's total return is expected to exceed the total return of the relevant country Index average total return of the analyst's industry (or industry team's) coverage universe, on a risk-adjusted basis over the next 12-18 months.

### EQUAL WEIGHT/HOLD

Equal-weight (E or Equal) - The stock's total return is expected to be in line with the total return of the relevant country Index or the average total return of the analyst's industry (or industry team's) coverage universe, on a risk-adjusted basis over the next 12-18 months.

### NOT RATED

Not-Rated (NR) - Currently the analyst does not have adequate conviction about the stock's total return relative to the relevant country Index or the average total return of the analyst's industry (or industry team's) coverage universe, on a risk-adjusted basis, over the next 12-18 months.

### UNDERWEIGHT/SELL

Underweight (U or Under) - The stock's total return is expected to be below the total return of the relevant country's equity indices and/or the total return of the analyst's industry (or industry team's) coverage universe, on a risk-adjusted basis, over the next 12-18 months.

## **HIGH PERFORMANCE BEVERAGES COMPANY**

**SEPT 14, 2015**

**RATING:  
BUY**

**5137 E ARMOR ST,  
CAVE CREEK, AZ  
85331 UNITED STATES  
BEV.HIGHPERFORMANCEBEVERAGE.COM**

Disclosure: I, Robert Borowski, research analyst have no positions in any stocks mentioned, and no plans to initiate any positions within the next 72 hours. I wrote this article myself, and it expresses my own opinions and I have no business relationship with any company whose stock is mentioned in the article.

The information contained herein is not intended to be investment advice and does not constitute any form of invitation or inducement by Robert Borowski to engage in investment activity. Neither the information nor any opinion expressed constitutes a solicitation for the purchase or sale of any security. Securities, financial instruments, strategies, or commentary mentioned herein may not be suitable for all investors and this material is not intended for any specific investor and does not take into account an investor's particular investment objectives, financial situations or needs. Any opinions expressed herein are given in good faith, are subject to change without notice, and are only current as of the stated date of their issue. Prices, values, or income from any securities or investments mentioned in this report may fluctuate, and an investor may, upon selling an investment lose a portion of, or the entire principal amount invested. Past performance is no guarantee of future results. Before acting on any recommendation in this material, you should consider whether it is suitable for your particular circumstances and, if necessary, seek professional advice.

### **FORWARD-LOOKING STATEMENT**

This report may contain certain forward-looking statements and information, as defined within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, and is subject to the Safe Harbor created by those sections. This material contains statements about expected future events and/or financial results that are forward-looking in nature and subject to risks and uncertainties. Such forward-looking statements by definition involve risks, uncertainties and other factors, which may cause the actual results, performance or achievements of mentioned company to be materially different from the statements made herein.

### **COMPLIANCE PROCEDURE**

Content is researched, written and reviewed on a best-effort basis. This document, article or report is written and authored by Robert Borowski. An outsourced research services provider represented by Robert Borowski, provided Broad Street Alerts this article or report. However, we are only human and may make mistakes. If you notice any errors or omissions, please notify us below. Broad Street Alerts is not entitled to veto, interfere or alter the articles, documents or report once created and reviewed by the outsourced research provider represented by Robert Borowski. All parties responsible for the creation and dissemination of this report do not engage in high frequency trading.

### **NO WARRANTY OR LIABILITY ASSUMED**

# **HIGH PERFORMANCE BEVERAGES COMPANY**

**SEPT 14, 2015**

**RATING:  
BUY**

**5137 E ARMOR ST,  
CAVE CREEK, AZ  
85331 UNITED STATES  
BEV.HIGHPERFORMANCEBEVERAGE.COM**

TBEV nor any other party has compensated Broad Street Alerts for the creation or dissemination of this report. Broad Street Alerts is not responsible for any error, mistake or shortcoming which may be occasioned at the time of printing of this document. Broad Street Alerts does not hold any positions in TBEV. No liability is accepted by Broad Street Alerts whatsoever for any direct, indirect or consequential loss arising from the use of this document. Broad Street Alerts expressly disclaim any fiduciary responsibility or liability for any consequences, financial or otherwise arising from any reliance placed on the information in this document. Broad Street Alerts does not guarantee the accuracy, timeliness, completeness or correct sequencing of the information, or warrant any results from use of the information. The included information is subject to change without notice.

Broad Street Alerts is the party responsible for hosting the full analyst report. Broad Street Alerts has compensated Robert Borowski seventy five dollars for the right to disseminate this report. Information in this report is fact checked and produced on a best efforts basis by Robert Borowski.