

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

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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.

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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.

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