



2022/23 INVESTOR REPORT





At ONE ROQ Spirits, we believe in Ownership. Ownership in who we are, what we do, how we think, and of course, what we drink. We believe these values, accentuated by the benefits delivered through our innovative wine & spirits membership, are the foundation of a new standard for the modern drinker.





CONTENTS



4

Part I

Founder's Message
 Key Performance Indicators
 Headwinds
 Where We Invested
 Highlights & Accomplishments
 Press & Media



15

Part II

The Market
 Key Trends
 Products
 Our Approach



35

Part III

A Look Inside
 Key Data / Business Opportunity



47

Part IV

2023 YTD
 Recent Announcements
 Thrusts & 2-Step Plan
 Projections





FOUNDER'S MESSAGE

To Our Investors,

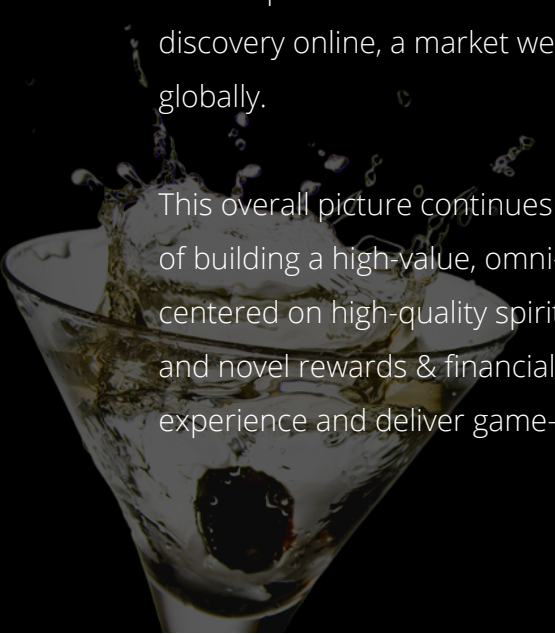
Can you feel it? The world is transforming under our feet. Three years of free money, skyrocketing inflation and drying credit is putting consumers - and many companies - in trying times. This is the bad news.

The good news is great companies will be born out of this turmoil, they will define the future of industry, and their early investors will add multiple figures to their Investment balances when they succeed.

ONE ROQ Spirits continues its stride with 5,500 global Members to build a first-of-kind online wine & spirits company that delivers its portfolio of award-winning spirits, 2000 popular & rare alcohol brands; thousands of fine dining, travel & entertainment rewards, and access to shareholder programs that allow Members to own our company and grow equity with every sip*.

According to Forbes, as much as a quarter of global drinkers were ordering online during the pandemic, which has resulted in continued adoption of online alcohol platforms driven by a preference for at-home drinking & entertaining. Today, with rising costs to dine out and a lingering Covid stigma, the preference for at-home consumption will continue to support growth and attention to alcohol discovery online, a market we estimate could be worth in excess of \$500B globally.

This overall picture continues to invigorate our thesis and opportunity of building a high-value, omni-channel, lifestyle beverage company centered on high-quality spirit-making, direct-to-home sales, and novel rewards & financial opportunity we believe elevate brand experience and deliver game-changing benefits to consumers.



Operating Results. In 2022, while peak headwinds from the Pandemic created material delays in advancing KPIs (discussed in the 2022 CF-AR), ONE ROQ's emphasized progress remained on its ability to build technology that would ready it to execute a material sales plan once supply chain normalized, and access to capital restored through Offering 3.

Thankfully, to bridge the delays in 2022, Heath Hettig and I, along with a few of our exempt Members, reinvested capital and time to keep plans moving forward, and together, completed a final technology corner of ONE ROQ's DTC strategy, with Marketplace - a feature that aims to lower online prices of ONE ROQ and thousands of popular and rare wine & spirits brands through a low \$12 monthly subscription. The move is part of a strategic vehicle to build sales of ONE ROQ's core products; create organic synergies with larger suppliers (prospective acquirers); generate a scalable new revenue stream; and expand our potential future value by 20x than that originally forecasted.

To facilitate our sales & marketing plan that would begin expanding material sales of core products, club memberships, and new investment, we have partnered with a leading ad-tech firm founded by former Microsoft engineer, that brings a unique methodology of building high-value online sales funnels. In fact, the ad-tech Company has already built, and is currently operating, multiple 7-8-figure sales funnels for online consumer brands. Brands I might add that have a much smaller addressable market than ONE ROQ.

Inside this report, you can review a breadth of information on the Company's approach, the immediate thrusts that will launch an exciting comeback from the headwinds of 2022, and a financial projection that shows what the next 12-18 months could look like for Investors if you engage in our 2-Step plan shared on page 58 of section 4 (IV).

Offering 3 is now live at **ONEROQOffering3.com**, and through it, an opportunity for greatness... is now before us.

Garrett Green, Founder & CEO

A handwritten signature in white ink, appearing to read "Garrett Green", is positioned over a dark background.

KEY PERFORMANCE INDICATORS

Lifetime organic sales of ONE ROQ products (ahead of launch plan) trend at 9,000 cases. Total Members hover at 5,500 (up 500 Members from the year prior). The Company has accumulated over 5900 app downloads, 150,000 page hits, and \$3.07M in historical funding, which has allowed the company to successfully develop its products,, supply chain, technology, strategic partnerships, and omni-channel strategy for growth.



Preliminary and unaudited performance metrics are prepared cumulatively. These figures may change. The company's formal year of operations started March 2020, after the completion of the Company's initial funding round. Cumulative funding accounts for the Founder's pre-launch Investments of \$1.29M

HEADWINDS

"Headwinds" are factors that can have material affect on Company schedules & milestones. Investors are encouraged to be attune to their ability to help navigate and overcome Headwinds through financial Investments & patronage.

Pandemic & Supply Chain

In 2022, we experienced increased costs in paper goods, glass, labels, and corks. We also sustained a 16 month delay on glass bottles due to a global shortage that affected small and medium size suppliers. This was a industry-wide issue and a second source was not a solution.

In 2023, supply chain (and in particular, glass supply) has normalized, though costs remain slightly higher than historical averages.

Funding

In 2022, ONE ROQ sustained a 10-month delay on the publishing of Offering 3 due to administrative congestion on annual filing requirements, resulting from the Pandemic. While this reduced its operating capacity, internal investment from the Founder and exempt Members provided runway to continue its objective of completing its envisioned technology platform and readying its growth plan through Offering 3.

In 2023, reduced Covid relief, inflation, and drying credit are contributing to a slight pull back in capital markets. Future progress for ONE ROQ Spirits will continue to require capitalization by its Investors who can invest as little as \$200 through its latest Regulation CF Offering.



WHERE WE INVESTED



Technology / Platform Development

Internal investment was prioritized into completing final technology development of ONE ROQ's SAAS-based, membership platform, ONEROQClub.com; overhead expenditures; and baseline marketing and communication activities. From internal investment, the company successfully completed a final corner of its envisioned online wine & spirits club with Marketplace, bringing online access to over 2000 popular and rare wine & spirits and non-alcoholic products for Members, at exclusive online prices.

Inside, we developed an interactive pricing algorithm that allows Members to watch saving on purchases and even more savings when they bundle with orders of ONE ROQ. **As more Members enroll in paid Membership**, we anticipate capital pools will allow us to deliver deeper and more frequent deal pricing with an aim to deliver highly competitive deals on (and off) the web for wine & spirits.

Other platform features that were maintained include:

E-Votes (an electronic polling platform for company initiatives); **Spotlight** (an intercommunity advertising and user-generated content funnel); ONE ROQ **Music** (a personalized music recommendation & publishing service that finds and shares the newest releases before they go mainstream), and ONE ROQ | **Select** (a premium add-on product that unlocks thousands of VIP hospitality, travel and shopping rewards through an exclusive program available only to ONE ROQ Club Members).

Inventory

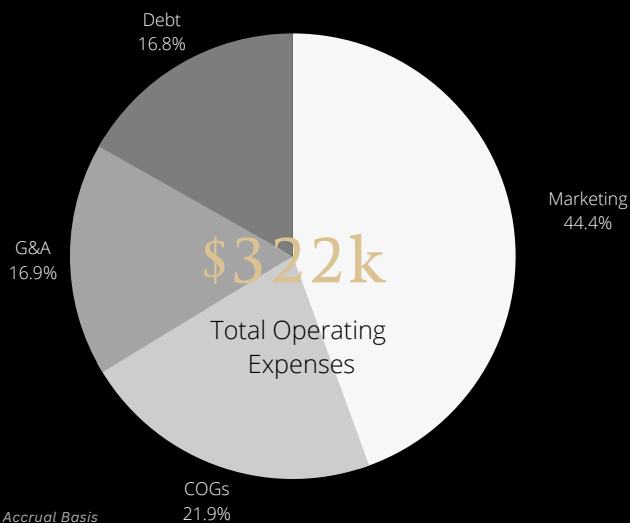
In 2022 we scaled back investments in inventory production in anticipation of delays with our glass bottle provider, OI-Glass. Glass production became a global issue that peaked in 2022 for the industry and second source suppliers were not a solution. Due to the disruption, we also had to table the introduction of the new Member-Voted flavor, Pineapple Peach.

Glass & related materials supply has normalized in 2023.

Marketing & Advertising

With the exception of our 2022 Superbowl Party Activation & our Tulum Escape give-away in the first quarter, paid marketing & advertising efforts were largely paused to preserve cash as we worked through supply chain and Offering delays with StartEngine. Despite peaking headwinds, the Company was able to preserve its technology progress, self-fund the completion of its platform, and land several high value media distributions through outlets such as YahooFinance, Bloomberg, Business Week, and hundreds of syndicated online business and beverage news websites.

With supply chain normalized and Offering 3 finally live, we are looking forward to ramping inventories, launching new flavors, reactivating live events, enhancing rewards, and launching exciting digital sales campaigns to grow value for shareholders in 2023.



*Numbers represented on Accrual Basis
Debt includes Interest, Depreciation & Amortization*



A LOOK BACK



SUPER BOWL

Live Event Sponsorship

At the end of January we accepted invitation to become the Official Sponsor of the NFL Alumni Legends Party with USA Today during Super Bowl Weekend. During the event, we exposed the ONE ROQ brand and Club to over 1200 guests, athletes, celebrities and musical artists, including Rob Gronkowski, Emmet Smith, Flo Rida, Flava Flav, and more. Thank you to Member & Board Advisor Sonny Antonio for this introduction

In March, Member Thomas O'briant received 50% off last minute airfare to Tulum Mexico for entering into our refer a friend contest. Private transfer from the Cancun airport to his hotel room where complimentary bottles of ONE ROQ and all access passes to Rufus Du Sol Sundeam concert awaited.



TULUM ESCAPE

Enhanced Member Rewards



JOIN THE FIGHT

Micro Donations Launched

The unprovoked invasion on Ukraine by Russia on February 24th instantly created a worldwide boycott of Russian products and services, including Russian vodka. As part of an effort to support Ukraine, our community voted 9 to 1 to launch a voluntary donation program where a percentage of proceeds from purchases of ONE ROQ products can be automatically donated annually to verified organizations assisting the humanitarian crisis in Ukraine and surrounding countries - or causes important to our Members.



MARKETPLACE COMPLETES

MARKETPLACE HITS, EXPANDING ADDRESSABLE MARKET 20-FOLD

The affects of Covid-19 Pandemic have increased the barriers and costs to enter the US and global **retail** market by an order of magnitude. However, it has lowered the barriers to enter and grow the burgeoning e-commerce market addressing \$750B of global off-premise (home) alcohol spending annually.

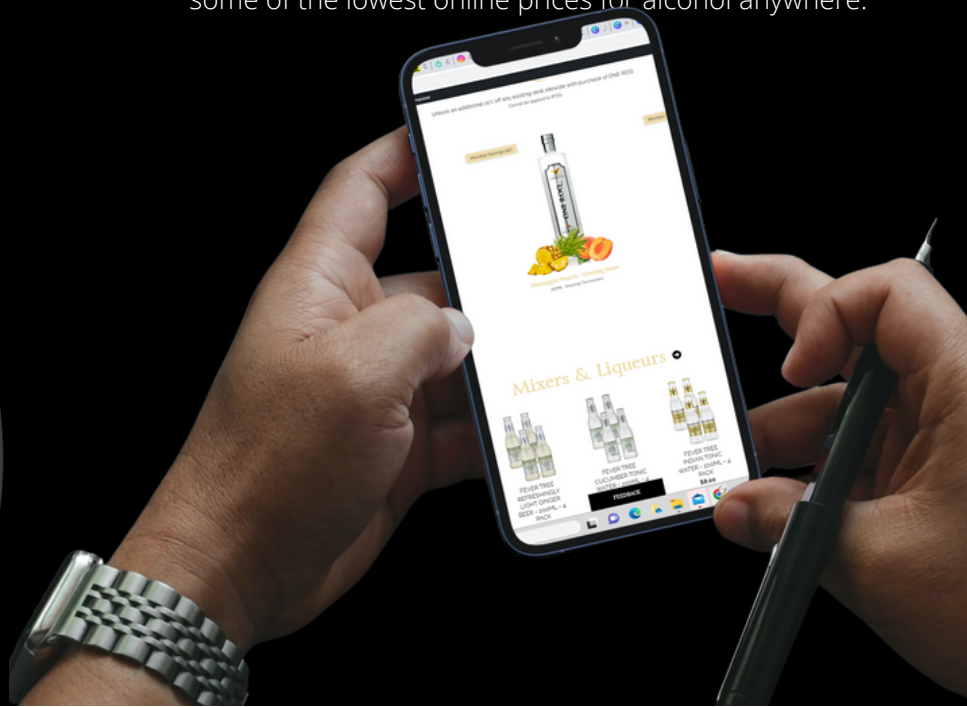
With a major technology integration completed through Marketplace, we believe we are now in position to grow share of this market by becoming a competitive, online provider of premium wine & spirits that delivers untouchable value-added benefits & rewards.

As we know, ONE ROQ makes delicious vodkas, and it is our goal to build sales of those products strategically, through our own broadscale wine & spirits e-commerce platform.

With the completion of Marketplace, we round off our envisioned platform, bringing online over 2000 popular and rare wine & spirit brands to build sales across a total home alcohol market valued in excess of \$700B annually.

New Features of Marketplace

- Seamless, integrated Total Beverage shopping under one platform. No more navigating to 3rd party websites (unless residing in Control States)
- Expansive selections spanning over 2000 popular spirits, champagne, wine and mixers have been brought online through technology integrations and industry partnerships
- Enhanced ordering, gifting, SMS& email order tracking, and new item request tools.
- Automated Monthly Deals unlocking 10 to 50% off purchases sitewide. As Membership grows, our financial model will drive down costs and pass savings directly to Members, where we believe we will be able to deliver some of the lowest online prices for alcohol anywhere.



Bloomberg

"A \$750B Home Alcohol Opportunity..."

ONE ROQ SPIRITS LAUNCHES FULL-SCALE WINE & SPIRITS MARKETPLACE AIMED AT TAPPING INTO THE BILLION DOLLAR DTC ALCOHOL MARKET

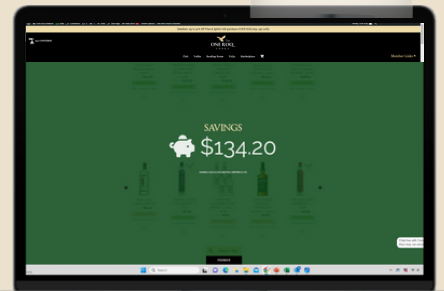
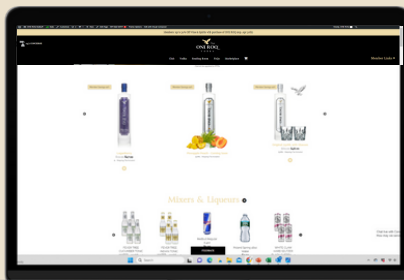
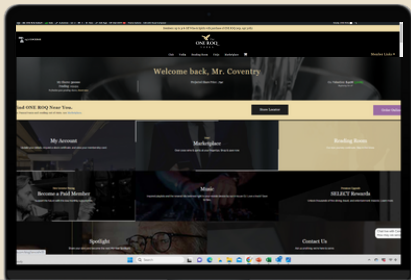
In what is likely to be the most valuable achievement of 2022 for ONE ROQ, we successfully built and launched Marketplace, bringing online thousands of wine, spirits and general beverage items into one exclusive shopping & gifting platform. In addition to ownership & premium hospitality rewards, Members also access a pricing algorithm that allows them to save more as they shop.

The move is part of a play to bring the benefits - and proven engagement - of ONE ROQ Club to a wider-consuming beverage alcohol audience, taking the company's former \$40B addressable market of Vodka, to a seismic \$700B annual market of wine & spirits consumed at home.

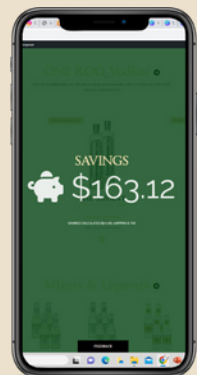
"ONE ROQ Spirits has created a Wine & Spirits Membership that allows consumers to tap into the ultimate luxury brand experience: growing money from drinking their favorite booze."



Desktop Application



Mobile Application



PRESS & MEDIA

Over the last two years, ONE ROQ has been recognized by New York Weekly, Yahoo Finance, Bevnet.com, Nasdaq.com, Bloomberg, and hundreds of online news outlets and business journals.

2021/2022

New York Weekly
Thursday, April 7, 2022
World U.S. Education Entertainment Politics Business Science Technology Advertise

ONE ROQ [Vodka] Is Creating A New Luxury Experience In Beverage Alcohol, And Is Inviting You To Partake At The Highest Level

By Ryan Pierre - February 19, 2021 in Business

Nasdaq
Market Activity News + Insights Solutions About

ONE ROQ Vodka Signs With Favorite Brands In Texas

Press Release | Jun. 4, 2021 at 4:00 pm

San Diego, Calif – Alternative luxury. American vodka brand, ONE ROQ, has inked a substantial distribution partnership with Favorite Brands, a top 5 wholesaler of beverage alcohol in the state of Texas, the biggest distributor agreement in the state.

BEVNET

ONE ROQ American Luxury Vodka To Mark Queen's Birthday

Press Release | May 14, 2021 at 8:00 pm

ONE ROQ Spirits, makers of the luxury vodka brand, ONE ROQ, has been invited to be featured at a major event to mark Queen Elizabeth II's 95th birthday. The invitation came from royal correspondent, Robert Jobson, the International Club for Rolls-Royce & Bentley Enthusiasts (also known as the RREC) and publisher St James's House, who will place ONE ROQ inside a landmark hard cover book to honor the Queen and the enduring relationship between the British

Nasdaq
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7 Great Highly-Funded Startups With Equity Crowdfunding on StartEngine

Published: SEP-22, 2021 1:35PM EDT

yahoo/finance
Search for news, symbols or companies

Luxury Spirits Producer, ONE ROQ, Positions for Competitive Growth in Direct-to-Consumer Alcohol Powered by a Global Investor Community

December 27, 2021 - 2 min read

This luxury brand invites you to own and grow equity in what you brand experience you can't get find anywhere else.

SAN DIEGO, CA / ACCESSWIRE / December 27, 2021 / Last week, ONE ROQ announced trending year-end highlights forecasting and growth since becoming one of the first private-public luxury spirits through regulation crowdfunding. Led by Founder/CEO, Garrett Gn now raised over \$13M+ from 4500 global investors and will soon offering at [startengine.com/oneq](#). Funds to date have gone toward

yahoo!
Mail News Finance Sports Entertainment Life Shopping Yahoo Plus More...

Luxury Alcohol Startup, ONE ROQ(R) Spirits, Announces Completion of Hi-Tech Online Marketplace

December 1, 2022 - 2 min read

Buffalo, New York - (Newsfile Corp. - December 1, 2022) - ONE ROQ® Spirits, a highly funded beverage company utilizing equity crowdfunding, announces the completion of a posh, high-tech Marketplace as it gears up for its online growth plan addressing a \$500B+ home alcohol opportunity with over 5,000 global shareholders and customers.

TRENDING

- At least 20 injured, multiple dead from shooting at Alabama Sweet 16 birthday party, reports say
- 4 dead, 28 injured in Alabama birthday party shooting; hundreds gather to mourn victims: Updates
- Leaked Pentagon docs show the short-shown Chinese spy balloon may have had a feature known as 'synthetic aperture radar' that can see through certain materials, WaPo reports
- Customs Seizes Mexican potter, 387

Drink. Enjoy. Invest.



Nasdaq

"Startups worth your time."



Bloomberg

"A \$500B Home Alcohol Opportunity..."



yahoo!
finance

"a disruptive approach to brand building"



BEVNET®

"The future of spirits"



New York Weekly

"could be worth...billions"





PART II

The Market
Trends
Products
The Problem
Solution (Our Jewel)



ONEROOQClub.com

THE MARKET

Global Adult Drinks

- The Global Beverage Alcohol Market generated \$1.4T in retail volume in 2021 and is projected to reach \$1.68T by 2025 with expected growth of 65% by 2025 according to Forbes.
- E-commerce alcohol has been catalyzed by the Pandemic, with a quarter of global drinkers now ordering online. E-com represented roughly 4% of off-premise sales in 2021.
- Spirits represents just under 40% of the overall market, with wine at 20%, and beer around 40%.
- The beverage alcohol market is the 2nd largest consumer market in the world, and believed to be the last remaining consumer category that will be disrupted by technology.

Sources: Forbes, Statistica.com, Discus.org, IWSR

\$1.68T
by 2025

\$1.4T
2021

Spirits
40%

Beer
40%

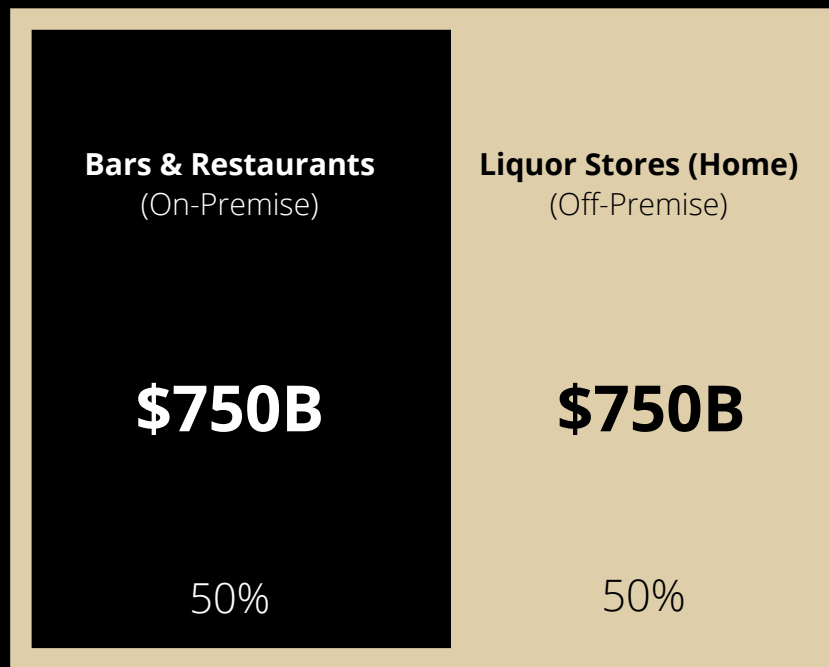
Wine
20%

E-com
up to 50%
of overall market
value as potential



CONSUMPTION DATA

Of the \$1.4 Trillion + in annual alcohol consumer spending, traditionally, approximately 50% of purchases are made through bars & restaurants, and the other 50% are made through local stores for homes, gifting and events - translating to an estimated \$750B in annual spending per channel.



The above channel valuations are best estimations based on public data



KEY TRENDS

- Online alc. has been accelerated by the Pandemic
- Online alc. expected to reach \$42B by 2025 with total alcohol consumed at home (addressable market) generating \$750B+ in retail volume in 2021
- Online alc. is believed to be the next - and last - consumer category to be disrupted by technology

OUR SPIRITS

Our internationally award-winning line of super-premium vodkas are offered for exclusive enjoyment through Membership.

The ONE ROQ Collection includes our Legacy (plain), and three (soon to be four) seasonal-release flavors including: ONE ROQ Loganberry, Magenta Raspberry, Dark Chocolate Truffle, and Pineapple Peach (coming soon)

The ONE ROQ recipe holds a gold medal from the largest consumer-judged tasting competition in the world, and today we believe it continues to exceed "the best" vodkas in the world, both in and outside of the glass.

100% American Corn Gluten Free Sodium Free

Sulfite Free Non-GMO Vegan Kosher

Try ONE ROQ Vodka 15% Off at ONEROQClub.com
Members enjoy up to 50%





"Best of the Best"

- Robb Report

"Perfect Vodka"

- NYWeekly.com

95 pts

- Food & Beverage Magazine,
Proof Podcast

EXPLORE OUR
FLAVORS

LEGACY



Distilled one time in small batches from handpicked Midwestern American corn and bathed in pure native in Colorado Rocky Mountain water. ONE ROO Legacy is noted for its clean flowing mouthfeel and a subtle hint of sweetness at the finish.

Discover taste beyond compare.

750mL + 1L sizes available in all products, with an aim to bring online "minis" (50mL) in our new round of funding.

LOGANBERRY

A cross between a Raspberry and a BlackBerry, the loganberry is a California invention and an upstate New York staple that represents the bicoastal, universal appeal of ONE ROQ vodka. Award-winning ONE ROQ Loganberry is a delicious vodka like bursting with mixed berry flavors.



Every order of ONE ROQ Vodkas comes with our signature bottle carry case, perfect for housewarming gifts and party favors

MAGENTA RASPBERRY

One of our newest flavors, Magenta Raspberry is soft and aromatic with natural Raspberry extract. It's lightly flavored and delicious on its own paired with fresh fruit or hunks of dark chocolate.



DARK CHOCOLATE TRUFFLE

A decadent blend of award-winning ONE ROQ Vodka and dark chocolate and truffle, ONE ROQ Dark Chocolate is a delectable treat to enjoy with others or alone. With notes of deep cocoa and truffle this vodka is perfect enjoyed over ice or as an after dinner drink delight



COMING SOON

PINEAPPLE PEACH

Arouse the senses and transport to paradise with every sip of our limited release, Member-voted fusion of Pineapple Peach. Serve chilled, balance with soda or still water, and garnish with one lemon, peach or pineapple wedge.



PROBLEM

New entrant rates of success in the alcohol market is very small. Traditional marketing is costly & unmeasurable; and current alcohol companies use archaic business models that don't look after consumer's best interests



RESERVEBAR

MINIBAR



Winc





OUR APPROACH

ONE ROQ Membership delivers exclusive rates on ONE ROQ their your Wine & Spirits, 1000s of fine dining, travel, and entertainment rewards, and shareholder programs that allow you to own the company, and grow with every sip*

THE CLUB

Brand Experience Elevated

ONE ROQ Club is a SAAS-based loyalty + lifestyle platform proven to generate high engagement & growth of in-platform products.



Ecosystem



Now \$12/Mo

Investors receive 35% off Membership (~~\$18.75/mo~~)

ONE ROQ utilizes licensed wholesalers, retailers and 3rd party technology providers to process orders and ship its products compliantly to households in the US and abroad. Delivery Restrictions apply based on age of customer and their location. Customer/Member Payments for alcohol products through ONEROQClub.com are not handled or managed by ONE ROQ.



WHY WE ARE POSITIONED TO BECOME A COMPETITIVE ONLINE SPIRITS COMPANY

US VS. THEM

Leading Online Alcohol Platforms



	Delivery	Coverage	Selection	Gifting	Perks/Rewards	Ownership
Wine.com	1-5 Days	30 States	Wine & Champagne	✓	Periodic Promotions	No
Drizly	1-5 Days + Same Day	30 States	Liquor, Wine, , Mixers	✓	60 min Delivery / Promotions	No
ReserveBar	1-5 Days + Same Day Developing	30 States	Liquor, Wine, Mixers, Glassware	✓	Monthly Promotions	No
Mini Bar	1-5 Days	30 States	Liquor, Wine, Mixers	✓	Periodic Promotions	No
ONE ROQ <i>Spirits</i>	1-5 Days; Same Day Developing	30 States; Intl. Developing	Liquor, Wine, Mixers & Proprietary brands	✓	Daily Promotions Exclusive Events, Curated Content, Weekly Music Premium Rewards	YES Own the platform, Our spirits, and grow financial





COMPETITIVE LANDSCAPE

Reviewing the online beverage alcohol landscape, ONE ROQ's rewards club is a material differentiator that we believe positions the brand for ultra-competitiveness.

THE SIDE BY SIDE

Reviewing side by side, ONE ROQ offers consumers a standout financial advantage when purchasing alcohol for their home, gifts or events. That's because whether used weekly or once a year, ownership + subscription together can ensure investors a means of equity growth. In laymen's terms, when you own the company you're buying goods & services from, every purchase will in effect increase the value of the company and therefore your ownership stake.

OUR CONCLUSION

ONE ROQ understands vodka is highly competitive, with very little differentiation from one brand to the next. ONE ROQ's award-winning products and unique digital membership is a radical departure from current traditional marketing approaches found in the current wine & spirits market. We believe the ONE ROQ platform has already proven through data an opportunity for expansive growth, and with the company's final developmental milestone complete through Marketplace, Offering 3 is the company's opportunity to make the transition from development to sales through a key digital marketing partnership that is ready to engineer material growth for our investors.





ONEROQClub.com

PART III

A LOOK INSIDE

Member Spotlights

Member Events

Member Demographics

The Data / Opportunity to Scale

MEMBER SPOTLIGHTS

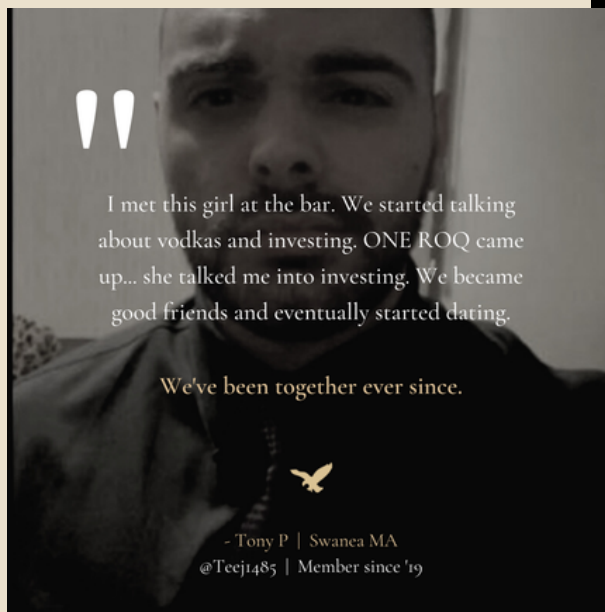


MEMBER SPOTLIGHT



After reading up on ORVC and its benefits, perks, the lifestyle of it, I was instantly attracted....the ability to help vote in new flavors, the discounts monthly, events etc are all awesome. But to say I now "Own My Spirit" is the best perk to me...

Celdrick B | Dallas, TX
laycdbrand.com | Member since '20



I met this girl at the bar. We started talking about vodkas and investing. ONE ROQ came up... she talked me into investing. We became good friends and eventually started dating.

We've been together ever since.



- Tony P | Swansea MA
@Teej1485 | Member since '19



MEMBER SPOTLIGHT



I love... seeing the expressions from people's first sip that have never had ONE ROQ before...

Cristian Gonzalez | Austin, TX
@cravecris | Member since '19

Share your story of why you joined ONE ROQ, and let us share it with the world.

ONEROQClub.com



Tribeca 2019



Hamptons 2019



Art Basel 2019



Long Island Autoshow
2019



X-Games Aspen 2020



Sundance
Film Festival 2020



Strive for
Perfection, London
2021



NFL Legends Party
Super Bowl 2022



Tulum Escape
Rufus Du Sol 2022

MEMBER EVENTS

We have a passion and talent for creating activations at some of the world's most recognized sporting, art and musical venues, and extending access to our Members. While our events have been reduced due to the challenges of the Pandemic, we are eager to make a comeback!

MEMBER DEMOGRAPHICS

Total Members : 5,484
 Club Growth: Ave 150+ New Members
 Monthly during offering periods since '19

Gender: 67% male / 33% female



Age	Ethnicity	Geography
12% 25-34	35% White	24% NYC
28% 35-44	23% Black	20% LA
39% 45-54	22% Latino	11% Chicago
21% 54+	17% Asian	18% ATL
	5% Indian	17% Las Vegas
	3% Middle Eastern	10% San Fran

Reasons for Joining	Interests
35% Investment	25% Fine Dining
25% Perks	34% Music & Entertainment
21% Product	41% Travel
19% Support of Company	

ONE ROQ is exceeding its goal of delivering an inclusive brand experience desirable by people from all walks of society.

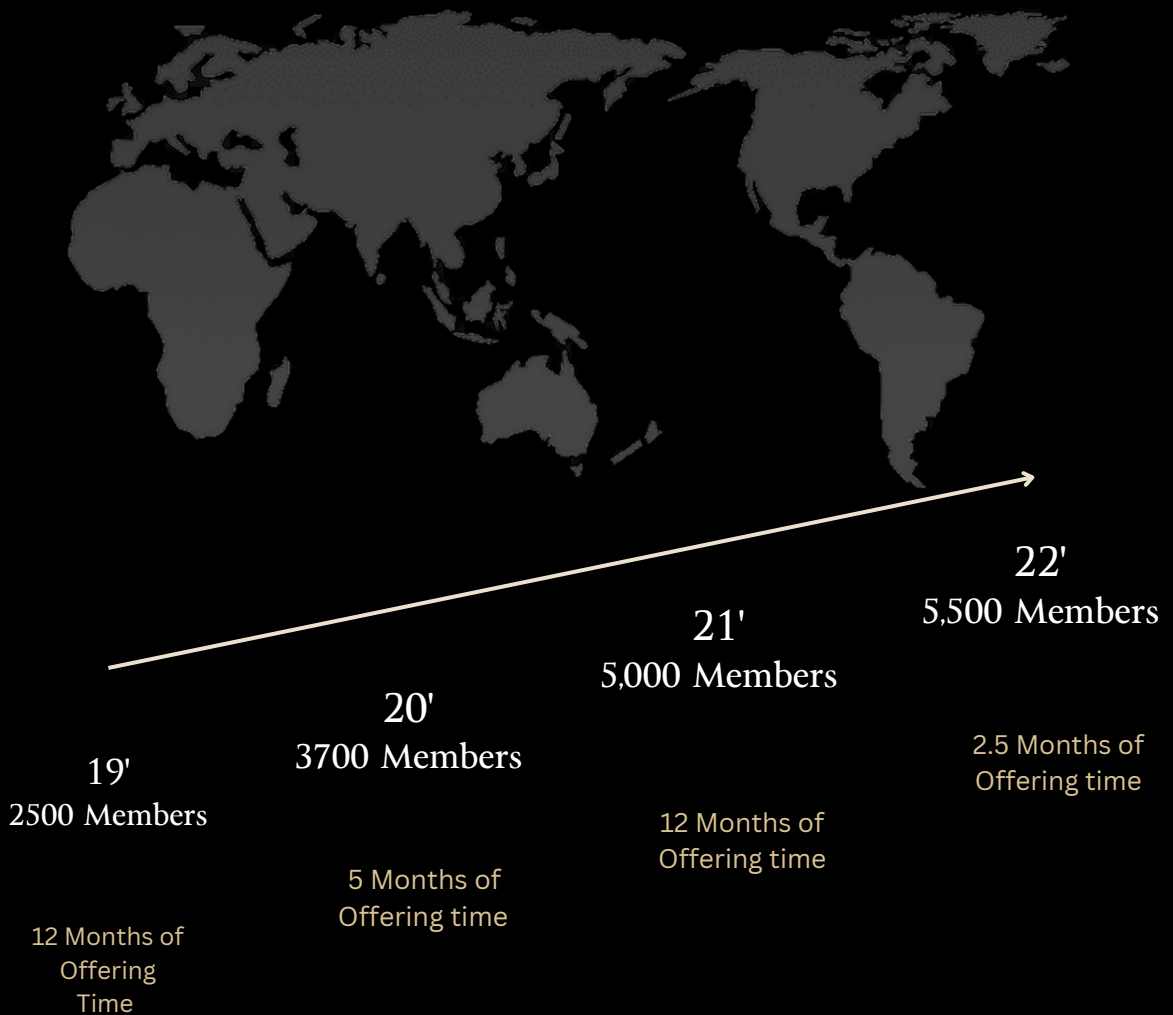
Our Members range from businessmen, to recording artists, to teachers, medical practitioners, financial professionals, athletes, military veterans, government, retail, hospitality veterans, pastors and more - all who share in an unwavering desire...to succeed.





MEMBER GROWTH

5,500 Global Members and ready for growth



Trending Member Engagement Stats within first 3 Years of Enrollment

Purchases : average of 3-4 bottles per year
Referrals average of 2-3x per year
Reinvestments per year: 2-3x per year

of those purchasing, referring and reinvesting.



A BETTER MODEL

ONE ROQ merges the values and systems of a Co-op, with the financial potential of a traditional corporation - something we are calling "concentric" - and we believe its the best of both worlds.

Traditional Company

Ownership concentrated in single owner or small group.

Consumers isolated as non-equity subjects.

Reduced product costs / perks for owners only

Financial returns reserved for single owner or group with large potential for returns.

Us

•Ownership by Members (consumers)

•Reduced Costs & Perks for Members

•Financial returns for Members

Exit Strategy

Co-Op

•Ownership by customers

•More importance on reduced costs through financial pooling / needs of community

•Less importance on near and long-term Financial Returns for owners

IPOs/Exit Strategies rare



FACT

About 10% of cooperatives fail after the first year while 60-80% of traditional businesses fail after the first year. Cooperative businesses have significantly lower failure rates than traditional corporations after the first and fifth year in business.

Resilience.org

Bigger Problems We Want To Address

Socio-Economic

Over the last 15 years, billions have been made by celebrities, bankers, and ultra high net worth investors from the sale of luxury brands built on the backs of consumers, who have received nothing in return.

Consumers play the most important role in brand building and thus, we believe, should be made part of the opportunity...

Cultural

Virtually all luxury brands deploy deceptive lifestyle advertising as means to convince consumers they are receiving social or financial gain from buying them. This advertising shapes the reality-perception of young men and women across the world at an early age, and imbeds ideologies that we believe limit personal, professional & financial potential.

ONE ROQ aims to become the first luxury (beverage) brand that provides both a symbol and utility to empower their own successes, aspirations and financial futures. We believe bringing people into the ownership "fold" transcends the idea of lifestyle and offers a new standard in consumption.

Market Access

Controversial "pay to play" trade activity between wholesalers and retailers, along with ongoing distributor consolidation (worsened by the Pandemic) now has less than 5 national (US) distributors controlling around 90-95% of retail brand volume in most markets, making it increasingly difficult for new entrants to gain access to the market. This environment is anti-competitive, stymieing supplier innovation, and preventing consumers from discovering new brands in the market.

ONE ROQ is building a model that does not rely on major distributors or retailers to reach customers, or grow material share of the market. Our largely direct to home and member-based approach is our plan to fight the inequities of the alcohol markt.

Will you join our fight?



ONEROQClub.com

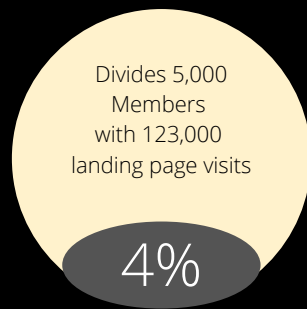


The Opportunity is in the DATA

Data Point 1

General Conversion Rate

24-Month Trending
Conversions



Source: Startengine.com

Out of the 123,000 people who have landed on ONE ROQ's website, 5,000 have joined ONE ROQ Investment, representing a conversion percentage of approximately 4%.

In the advertising world, 1% conversions are considered "successful."

As we tighten our targeting, we believe even stronger conversions are possible.

Data Point 2

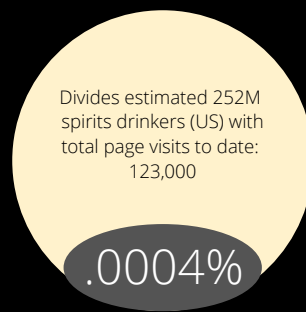
Market Exposure

Exposure to
Vodka Drinkers (US)



Total Spirits Drinkers (US): Statista.com
Discuss.org

Exposure
to Spirits Drinkers (US)



Total Spirits Drinkers (US): Statista.com

Exposure
to Global Alcoholic
Drinks Market



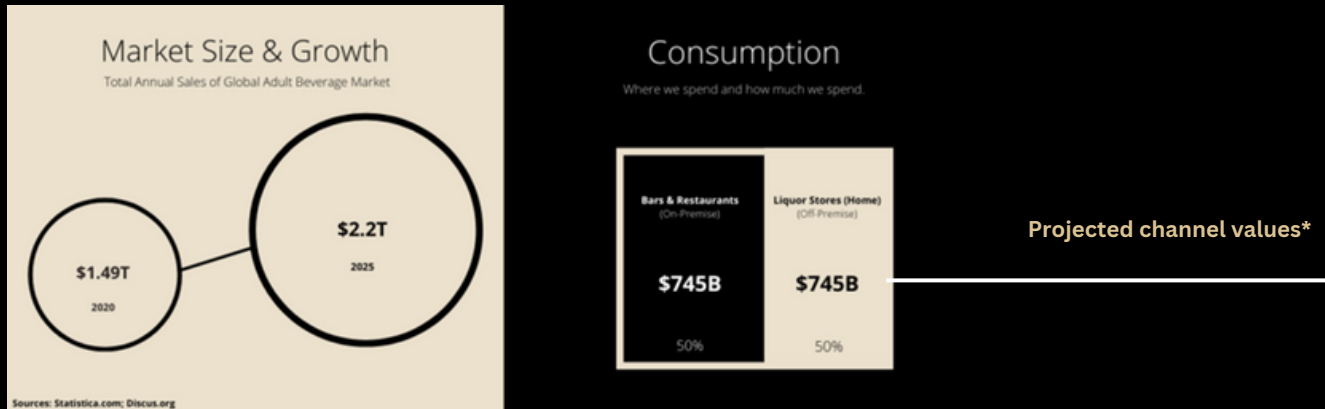
Total Worldwide Alcohol Drinkers: WHO.Int

Conclusions: With ONE ROQ converting an estimated 4% of drinking audiences it exposes its brand to, and 99% of the market yet to discover the brand, we believe ONE ROQ is positioned for attractive growth -- if it is able to continue to expand its advertising.

Data Point 3

Consumer Spending

Of the \$1.4T in annual alcohol consumer spending, approximately 50% of purchases are made through bars & restaurants, and the other 50% are made through local stores for homes and gifting - equating to an estimated \$500B in annual spending per channel by consumers. The average volume per person is expected to amount to 39.34Liters in 2022.

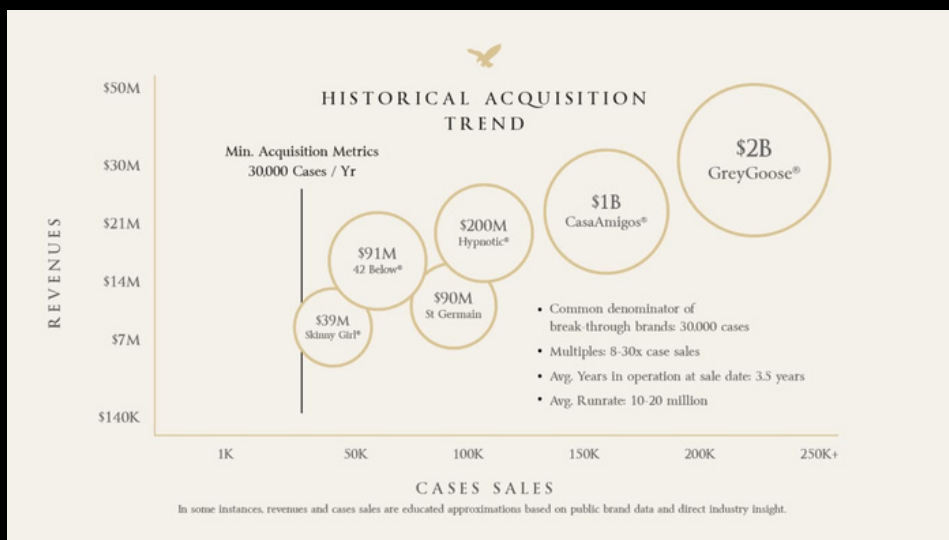


Conclusion: Due to ONE ROQ's direct-to-home advantage, we believe ONE ROQ has immense opportunity to grow share of market by positioning itself as a more advantageous home provider of vodka (and general alcohol) by focusing its benefits on: 1. low to lowest online prices for online alcohol, 2. value-added rewards & amenities, and 3. opportunity to own and grow financial investments through financial inclusion.

Data Point 4

Industry Acquisition Trends

A 12-year historical brand acquisition trend illustrates demand by major suppliers to acquire brands able to generate case sales of 30,000 cases or \$10M in topline sales. Acquisition multiples are observed ranging from 5x to 20x+ sales with acquisition candidacy triggered historically at the 30-100k cases per annum in gross sales, or \$10M in gross revenue.



This Historical Industry Acquisition chart is generated internally based on Company research.

Comments: ONE ROQ presently possesses a strategy (RTG) to build its membership and sales between 45k and 600k Members and 30k and 400k case sales within the next 12-24 months. **With at least 90% Member adoption of RTG** by the end of Q2 2023, the company expects to be able to develop an exit opportunity for investors within the next 12 to 24 months.

Part IV

2023

Recent Announcements

Thrusts

Our 2-Step Plan



ONEROQClub.com



CURRENT STAGE
YTD + NEXT STEPS



ONE ROQ UNLOCKS GROWTH ASSET IN PENNSYLVANIA

ONE ROQ has generated its first high performance digital marketing asset that is ready to scale brand sales for 115 Pennsylvania ABC Liquor Stores across the state and secure our future in the state if funded.

Over 300 Media outlets covered the news...



PINEAPPLE PEACH IS APPROVED FOR LAUNCH

ABOUT

Pineapple Peach, the Member-created flavor of 2022, received Final Formula Approval from the TTB late last month. New Investments will now help us bring it to market for your - and the world's enjoyment.

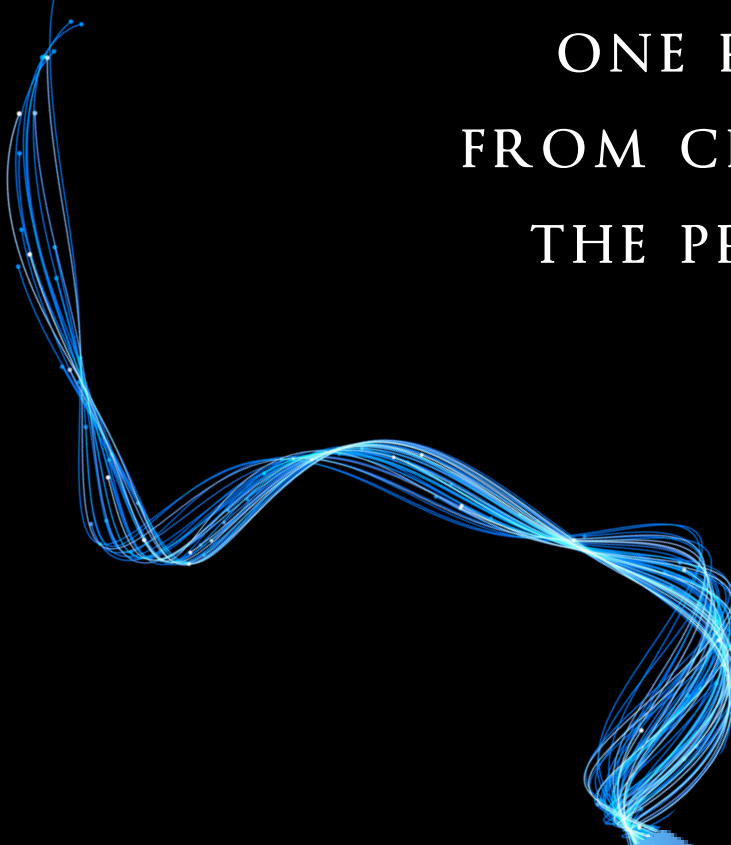
FUN FACT

ONE ROQ Pineapple Peach stands to become an original new vodka flavor worldwide, and media outlets are anxious to report!





ONE ROQ GRADUATES
FROM CROWDFUNDING TO
THE PRIVATE MARKETS



KoreConX





THE PLAN

Road to Greatness Reloaded

With the worst of Covid Industry impacts behind the Company, its technology platform completed, Offering 3 live, and proven digital acquisition partners ready to drive sales of 3 key acquisition funnels, ONE ROQ Investors could be in for a significant validation in 2023.

In this section, we lay out our Key Thrusts & the 2-Step plan to jettison us into the most critical phase of the Company's plan: material growth.



THRUST 1: ACTIVATE DIGITAL ACQUISITION PARTNERS

Emerging ad-tech firm, MintCRO has joined the ONE ROQ team to lead the launch of our digital acquisition plan.

These ad-tech entrepreneurs want to unlock multiple, million-dollar digital sales funnels for our core products, Memberships, and new Investment. And with 7 and 8 figure sales funnel successes already under their belt, they have the proven methodology to get it done.

The magic is in their proprietary sprint-testing method delivering up to 25x the average industry benchmarks for ad conversion, which means hyper-agile, predictable growth for ONE ROQ and its Investors as we begin investing in our digital strategy.



THRUST 2: PRODUCE VIRAL CREATIVE ASSET

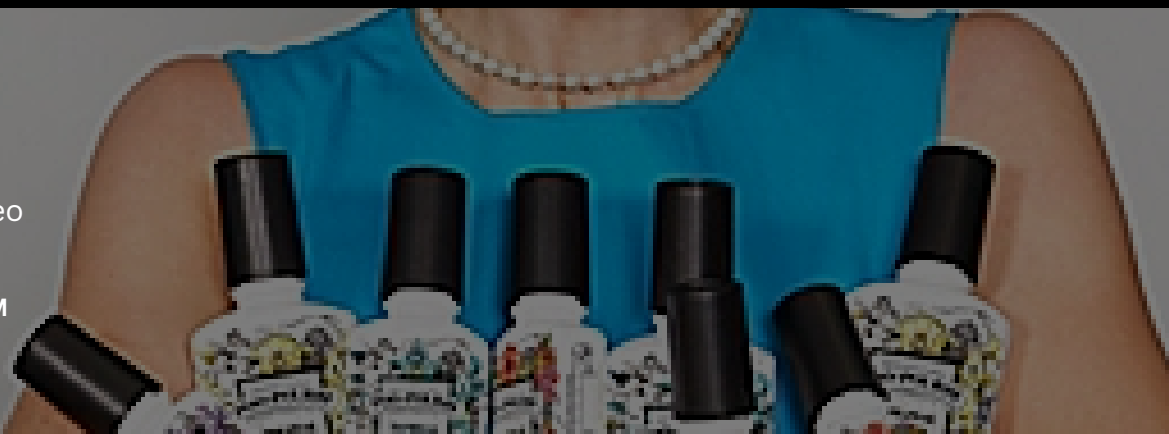
Producers from the world-renowned viral ad house, Harmon Brothers, have joined the ONE ROQ Team as part of our plan to hatch an explosive digital marketing campaign for ONE ROQ.

If you haven't heard of Harmon Brothers, their writers have behind online viral hits with campaign performance stats like these...

Poop-Pouri

\$20M Sales post video campaign.

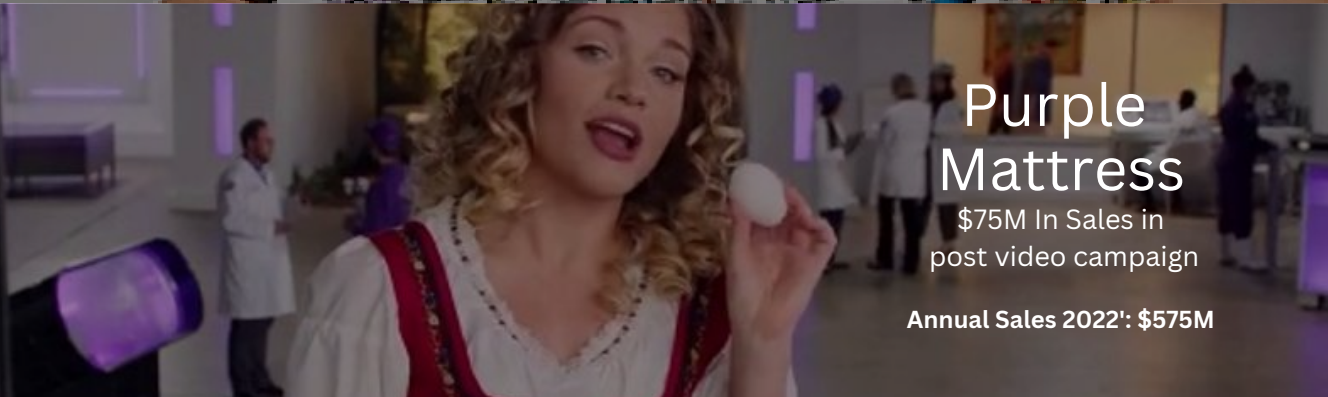
Annual Sales 2020: \$80M



Purple Mattress

\$75M In Sales in post video campaign

Annual Sales 2022': \$575M



Squotty Potty

\$20M In Sales post video campaign

Annual Sales 2016: \$30M

We encourage you to visit [HarmonBrothers.com](https://www.harmonbrothers.com) to check out more of their alpha stats.



THRUST 3: SCALE EXPOSURE OF ONE ROOQ CLUB THROUGH PROVEN DIGITAL ADVERTISING FUNNELS

2 billion drinkers:
**Addressable
Audience/Growth**



With proven high converting assets, generating sales, new investment and Company value is a function of increasing our exposure through funding paid advertising.

Current Awareness (5,500 Members)



THRUST 4: POWER THE PLAN & YOUR EQUITY IN TWO 2-STEPS

1.

Invest in Offering 3
ONEROQOffering3.com

2.

Become a Paid Member for \$12/Month
ONEROQClub.com/Login

(Investor Rate Activated Upon Clearing of Investment by Broker Dealer)

USE OF FUNDS

DIGITAL ACQUISITION

- DTC Sales
- Membership Sales
- Retail Sales
 - PA
 - TN
- New Investment

EVENTS

- Localized Tour
- Club House R&D

PRODUCTION / INVENTORY

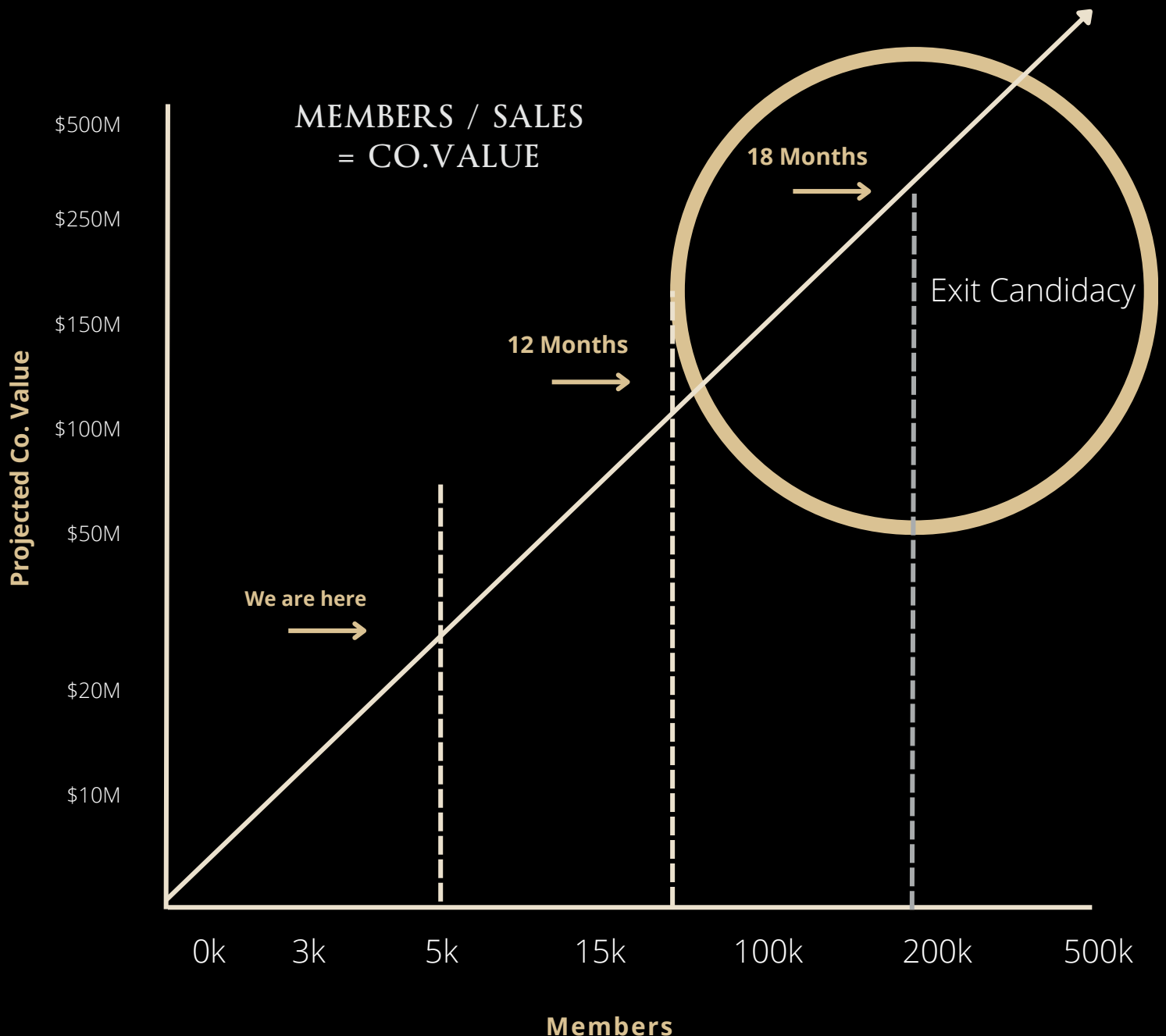
- Pineapple Peach
- Core Portfolio

CONTENT

- Mr Smith
- Harmon Brothers



TARGET PROJECTIONS



Projections are generated internally. The company bases projections on the company's ability to use proceeds from new Investment and paid member subscriptions to invest in its plan to generate a target 25k to 100k new Members where corresponding sales would place the Company's performance value within target acquisition candidacy to one of the 20 strategic industry players, and where Investors would then realize a cash payout at a multiple of their principle investment.



RECENT ACQUISITIONS

Brands

Casamigos - \$1B - 2020 by Diageo

Aviation Gin - \$650M 2020 by Diageo

Technology Platforms

Drizly - \$1B - 2020 by Uber

Reserve Bar - \$ undisclosed - 2021 by Southern Wine & Spirits

Mini Bar - \$ undisclosed - 2021 by ReserveBar.com

Whiskey Exchange - \$ undisclosed - 2021 by Pernod Ricard

Are you ready to fly?



INVEST NOW
AT

ONEROQOffering3.com

Accredited Investors

Finance@ONEROQClub.com

