

## KONARED CORPORATION:

A premium functional wellness beverage and ingredient Company in the emerging coffee fruit space. Trading under the symbol OTCBB: KRED. To buy shares of KRED, you must contact a registered stockbroker; alternatively, because KRED shares trade on the OTC, its shares are available on online stock brokerage services (i.e., ETrade, Ameritrade, etc.) for self-directed investors. You cannot buy shares directly from KonaRed Corporation.





# INTRODUCTION

**KonaRed Corporation** is a publicly traded company (Symbol: KRED) that has developed the most powerful anti-oxidant rich wellness beverage (sold in select Whole Foods, Kroger, Wal-mart, Safeway, 7-11, and more) made from the exclusive Hawaiian Coffee Fruit. Marketed in the produce juice cooler section as a premium functional wellness beverage (Functional Beverage Sector: \$23.4 billion in retail sales), along with the likes of Naked Juice, POM Wonderful, Sambazon Acai, etc. Differentiated from other functional beverages by its “superfruit” ingredient: the powerful, antioxidant-packed Hawaiian coffee fruit, which has more antioxidant capacity than blueberries, pomegranates and acai berries.

**100% Pure Hawaiian Coffee Fruit** is the ripe red fruit that surrounds the world famous Kona coffee bean. It contains antioxidants that are backed by science. Previously discarded as a by-product of coffee production, this outer red coffee fruit is a nutritional powerhouse that provides natural energy via absorption of antioxidants and is the “superfruit” from which KonaRed products are made. Company has secured a massive, exclusive supply of Hawaiian coffee fruit via its relationships and alliances in Hawaii, as well as Indonesia.



**Multiple Product Offerings Utilizing the Health Benefits of KonaRed’s Coffee Fruit** include Beverages, Powders, On-the-Go Packets, Health Bars, Chews & more.

**Two Revenue Producing Divisions** include Consumer Products & Ingredient Supply



# KONARED PRODUCTS



10.5oz  
KonaRed  
Hawaiian  
Superfruit  
Antioxidant  
Juice  
Original



10.5oz  
KonaRed  
Hawaiian  
Superfruit  
Antioxidant  
Juice  
With  
Organic  
Green Tea



10.5oz  
KonaRed  
Hawaiian  
Superfruit  
Antioxidant  
Juice  
With  
Coconut  
Water



300 grams  
KonaRed  
100% Coffee Fruit  
Powder



Individual Serving  
KonaRed  
On-the-Go Pack  
Powder





# RETAIL PARTNERS

KonaRed is Currently Available in Retailers throughout Hawaii, CA., Arizona, Colorado, the Northwest, and Canada, and is expanding East across America





# INVESTOR FREQUENTLY ASKED QUESTIONS

- **Who can I contact for more information about the company? What's the best way to reach them?** Contact our Investor Communications Team. The best and fastest way to get more information is via email. Please email [IR@KonaRed.com](mailto:IR@KonaRed.com). We respond to inquiries within 48 hours.
- **Where is KonaRed Corp.'s common stock traded and what is the symbol?** Over-the-Counter (OTC) Markets under the symbol: KRED
- **How do I buy shares of the Company?** To buy shares of KRED, you must contact a registered stockbroker; you cannot buy shares directly from us.
- **What sets KonaRed apart from other beverages in the premium functional beverage sector?** KonaRed's antioxidant-packed main ingredient--Hawaiian Coffee Fruit--helps set it apart from other beverages in the healthy, premium functional beverage sector. Hawaiian coffee fruit is the red fruit surrounding the coffee bean (seed). It is scientifically recognized as an antioxidant powerhouse with robust wellness qualities including healthy energy, immune support, and joint support, among others. Hawaiian coffee fruit has far more antioxidant capacity than the fruits used in other beverages like blueberries, acai berries, cranberries, and pomegranates.



## FREQUENTLY ASKED QUESTIONS continued

- **How big is the global market for functional beverages and foods?** According to Euromonitor, the global market for functional beverages and foods was expected to reach more than \$176 billion in 2013.
- **In what stores are KonaRed products currently sold?** KonaRed products are sold in select Whole Foods, Safeway, Sprouts, Albertsons, 7-Eleven, Walmart, Walgreens, Big Kmart, Longs Drugs, ABC Stores, Aloha Island Mart, Foodland, Minit Stop, Sack N Save, Times, and more.
- **Is KonaRed's distribution and retail footprint expanding?** KonaRed is constantly evaluating new markets in which to place its products. We are currently expanding East across the United States. Additionally, you can order our products online by clicking on the "Shop KonaRed" button at the top of any page on the website.
- **What are the Company's competitive advantages?** Coffee Fruit is the King of all Super Fruits! More Effective than any other Superfruit. Bio Available Antioxidants. Coffee is the #2 traded commodity on Earth. Capitalize on Coffee Culture. Strong brand presence. Splash Beverage Group Partnership



# MANAGEMENT

## Shaun Roberts, Co-Founder and CEO

- Raised more than \$6M in outside capital to fuel creation of KonaRed
- Created the KonaRed brand, developed the formula and product, and cultivated crucial supply (coffee fruit) contracts and relationships in Hawaii
- Spokesperson and “Face of the Company;” responsible for day-to-day operations, including securing retail placements and product distributors
- Formed retail and strategic alliances that fortified the Company’s leadership position in the coffee fruit space
- Entrepreneur who has developed and secured retail placement for more than 200 products in his career

## Dana Roberts, Co-Founder and CFO

- Oversees accounting, cash management and internal controls
- Integral part of product development, branding, logistics and marketing team

## *Advisory Board*

- **Splash Beverage Group** – Proven group of C Level beverage veterans building brands such as Red Bull, Bolthouse Farms, Sparkling Ice and Marley Beverages
- **Tom Greenwell** – President of the Hawaii Coffee Association, CEO of Greenwell Farms, one of Hawaii’s oldest Coffee Plantations, started in 1850
- **Bill Van Dyke** – Owner of B and D Nutritional Ingredients, Past Chairman of the Council of Responsible of Nutrition
- **John Dawe** – Fomer CEO of of DAS Corporate Services, VP Finance, Secretary and Treasurer of Impulse Media Tech and Pacific Coast Savings Credit Union



# CORPORATE PROFILE

KonaRed® Corporation  
PO Box 701 Kalaheo,  
Hawai'i 96741  
**T.** (808) 212 1553  
**F.** (808) 442-9922  
info@konared.com

**OTC:** KRED  
**CUSIP:** 50048Y104

**Incorporation Number:**  
E0477612010-4

**Fiscal Year End:** December 31  
**Shares Outstanding:** 71,366,667  
**Transfer Agent:**  
Island Stock Transfer  
15500 Roosevelt Blvd., Ste. 301  
Clearwater, FL 33760  
**T.** 727.289.0010

**Auditors:**  
Anton & Chia  
Certified Public Accountants  
4400 MacArthur Blvd., Suite 970  
Newport Beach, CA 92660 USA

**Investor relations:**  
IR@KonaRed.com  
(949) 229-KRED