

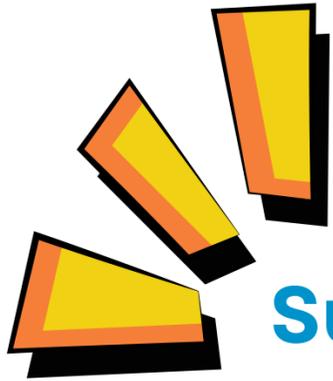
The logo for SuperCap Liquid Freedom features the word "SuperCap" in a large, blue, sans-serif font. The "i" in "Super" has a dot that is a cluster of five colored spheres (red, blue, yellow, green, and grey). Below "SuperCap" is the tagline "Liquid Freedom" in a smaller, dark blue, sans-serif font.

SuperCap

Liquid Freedom

From Science to Sip - revolutionizing liquids, redefining possibilities

Introduction



SuperCAP is the world's first liquid capsule that is revolutionizing the global beverage and medical markets with its state-of-the-art machine capsule for home, HoReCa, and wellness industries

Our vision is to lead the next evolution in storing, transporting, and consuming liquids



Meet the genius behind the technology



ASI PRESHEL
Founder, Owner and CEO

Asi Preshel is the visionary CEO of SuperCAP, drawing on decades of experience in beverage technology—including leadership roles at Bevyz (acquired by Keurig), and a portfolio of global patents to pioneer a sustainable alternative to bottled beverages through innovative liquid capsules.

He brings extensive expertise in product development, operations, engineering, and executive leadership, having held senior positions including General Manager and CEO within the Israeli high-tech sector.

Meet our **Expert** team



ILAN BEN MEIR
Senior Partner - Tetro Ltd.

- CEO of Tetro (www.tetro.com.cn) – annual turnover over US\$300 million
- Background in Mechanical Engineering
- Global expert in plastic injection molding, tooling, metal, textile, and electronics
- Leads one of the top companies in advanced manufacturing
- Tetro is a 10% investor in this capsule project, showing a strong belief in innovation and future technologies



SHIMON SHACHAM
Chief Partnership Officer
(CPO)

- Former IDF Colonel with deep leadership experience in strategy, operations, and team building
- Advanced education in public policy, economics, and security from Tel Aviv University and Israel's National Security College
- Former CEO & Chairman of multiple high-profile Israeli companies
- Active business owner across several industries with a proven entrepreneurial track record
- Expert in strategic partnerships, cross-sector negotiations, and global business development.

\$200B Problems Eliminated



Transporting liquid capsules, instead of bottles containing water and syrups, reduces transportation cost by about 70-80% by volume

The world produces approximately 400 million tonnes of plastic waste each year (Ritchie, etc , 2024)
Packaging accounts for about 40% of global plastic waste, making it the largest contributor to plastic pollution (OECD,2024)

90% of coffee capsules (Nespresso, Keurig) are single-use/single-flavor (Mordor Intelligence)
Current challenge: increasing flavour = increasing contamination

Bars/restaurants spend 20-30% of revenue on labor (US Bureau of Labor Statistics)
Average bartender salary: 30K-30K-60K/year + benefits (Glassdoor)



Volume and transport Inefficiency



Wasteful Packaging

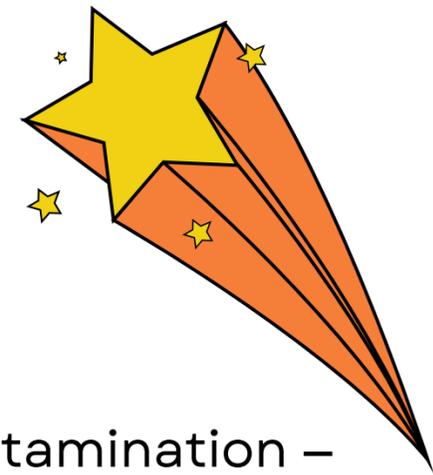


Limited Versatility: Most Capsules Are Single-Flavor



Labour Cost

Why is SuperCAP a Game-Changer?



Supports an extensive variety of beverage and functional flavor profiles



Up to 3 separate ingredients of **DIFFERENT** flavors in a single capsule or up to 10 portions of the same flavor in a single capsule



One capsule can dispense up to 1 liter – ideal for both personal and commercial use



Accurate delivery/dosage of flavors, sweeteners, or medicinal ingredients



No residue,
No cross-contamination –
Less maintenance required



Eliminates the need for bartenders or manual preparation



Cost-Efficient Solution-
Reduces both operational and ingredient waste



Proprietary, patent-approved technology ensures exclusivity

Existing Competitor in Liquid Capsules Producers

Comparison



Utilizes liquid concentrates	YES	YES	YES
Compatible with medicinal use	NO	NO	YES
Customizable formulas (e.g., CBD)	NO	NO	YES
Hygiene risk	Moderate	Moderate	Low to None

Competitive Capsules Lanscape

COMPANY	HOT BEVERAGES	CANNABIS BEVERAGES	COCKTAILS*	VITAMIN & ENERGY DRINKS	MEDICAL MARKET	SPARKLING & COLD BEVERAGES	MULTI-FLAVOUR CAPSULES	ZERO CONTAMINATION**
SuperCAP	YES	YES	YES	YES	YES	YES	YES	YES
BBLEND <small>Uses the Bevyz capsule (JV b/w Whirlpool and Ambev)</small>	YES	NO	YES	YES	NO	YES	NO	YES
NESPRESSO /LAVAZZA	YES	NO	NO	NO	NO	NO	NO	NO
Drinkworks by Keurig	NO	NO	YES	NO	NO	NO	NO	NO
Bottle/Can Beverage Makers	NO	YES	NO	YES	YES	YES	NO	YES

(*) NESPRESSO and LAVAZZA do not enable cocktails. Keurig (Drinkworks) company got Cocktails and Cider offering.

(**) SuperCAP capsules unique patent allows contact-less dispensing. Capsule content does not contact any of the dispensing parts. This allows dispensing coffee, followed by a sweet soda drink, without any taste contamination and without the need to clean anything in between. Competitor systems are contaminated after each operation and require constant cleaning and maintenance.

Widely Patented



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————— *Lifting the limits* —————