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**AI Enabled Digital Brand Building**

**+**

**Omnichannel Platforms**

Heyday

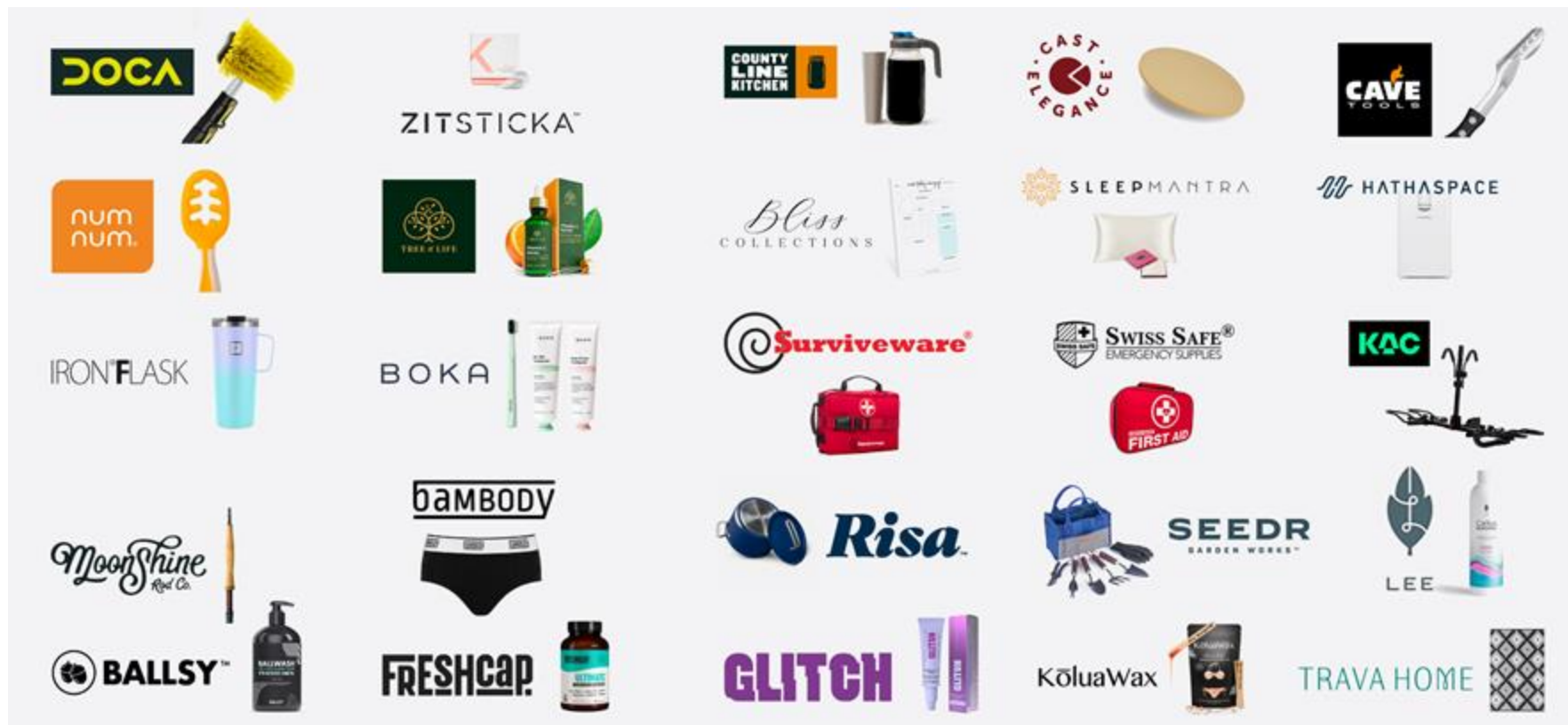
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A next generation consumer products company pioneering a marketplace-first approach to brand building



Heyday

# Modern house of brands



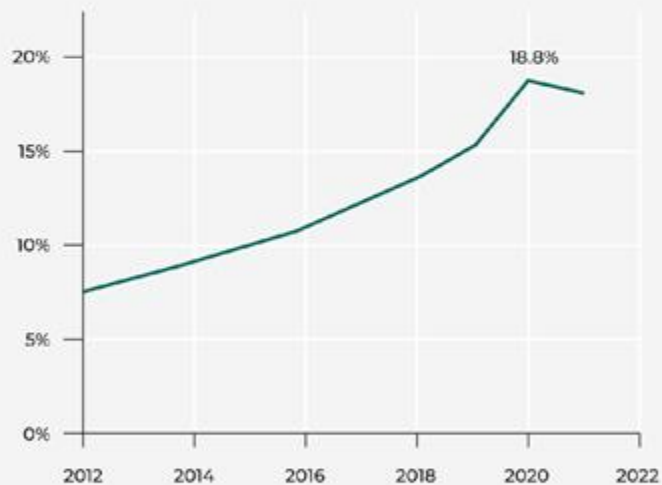
## Our Strategy

Use Amazon as a giant brand launchpad to create durable, accessible household brands

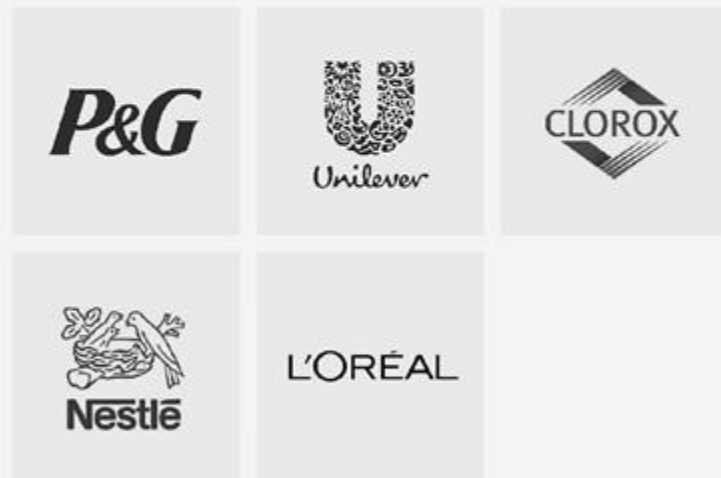


# Commerce is in the middle of a tectonic shift

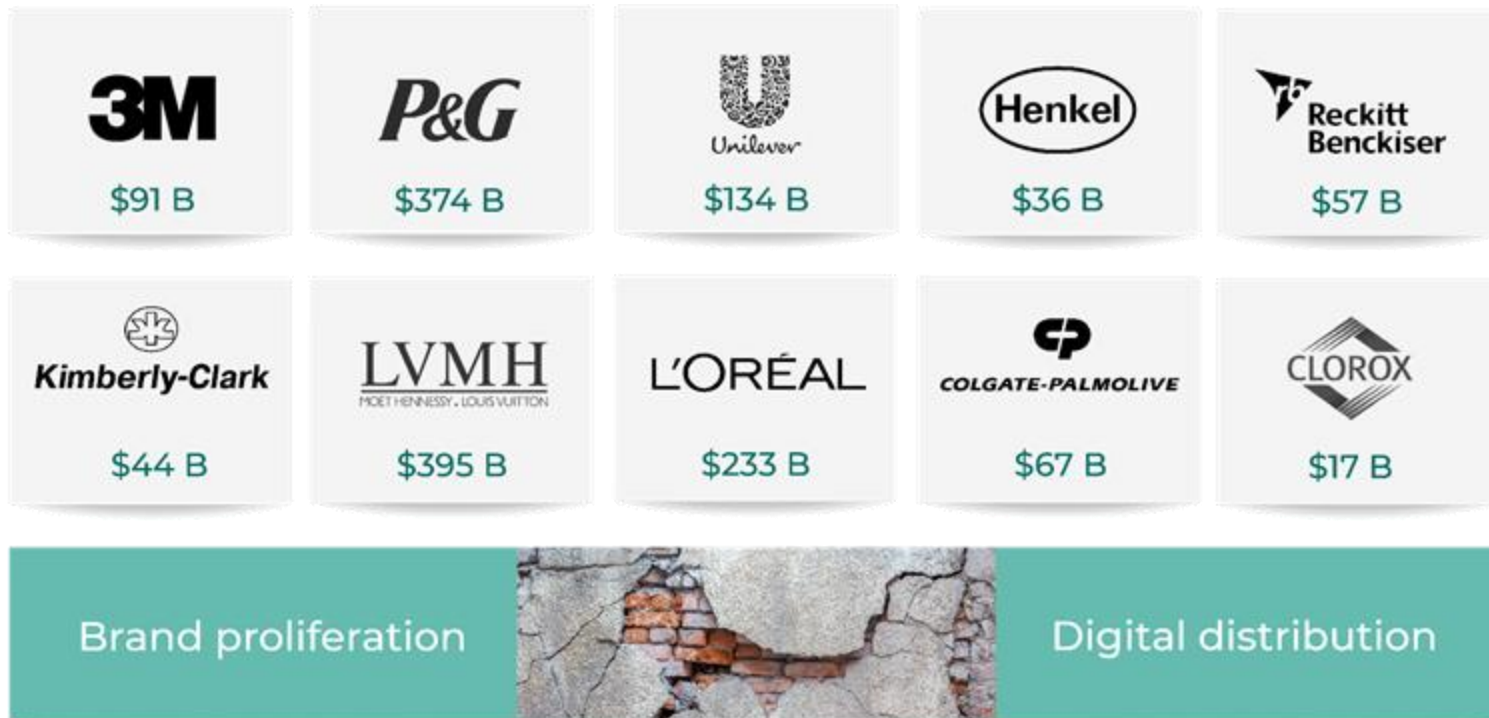
Increasing ecommerce penetration



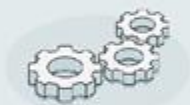
Legacy CPGs with enormous market caps



# Tectonic shifts transforming trillion \$ CPG market



Digital marketplaces present the largest opportunity within commerce



Massive  
scale



Fast product  
market fit  
discovery



Entrepreneurial  
ecosystem

## Legacy CPGs

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Qualitative insights

IP Heavy

Long product  
development cycles

Retail lead  
distribution

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Data driven decisions

Fast speed to market

Marketplace is the  
launchpad

Focused acquisition in  
key categories, paying a  
premium for quality deals

## Aggregators

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Rapid acquisition  
pacing

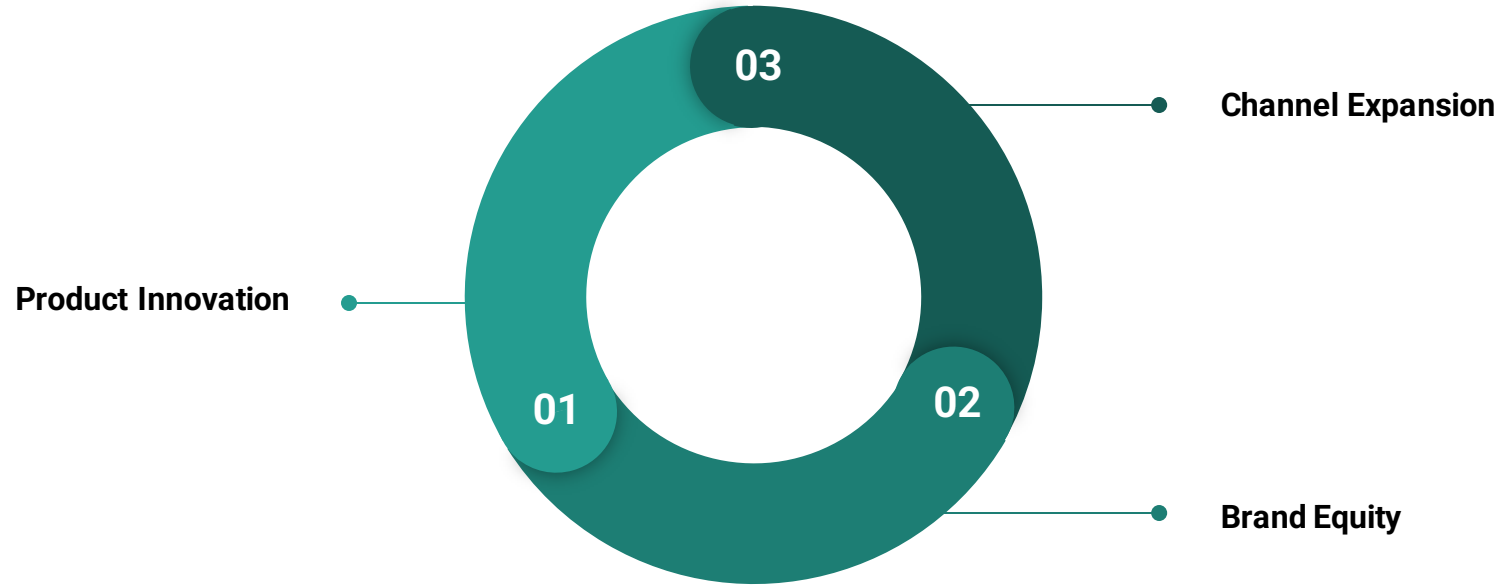
Pay lower premium  
for deals

No category  
focus

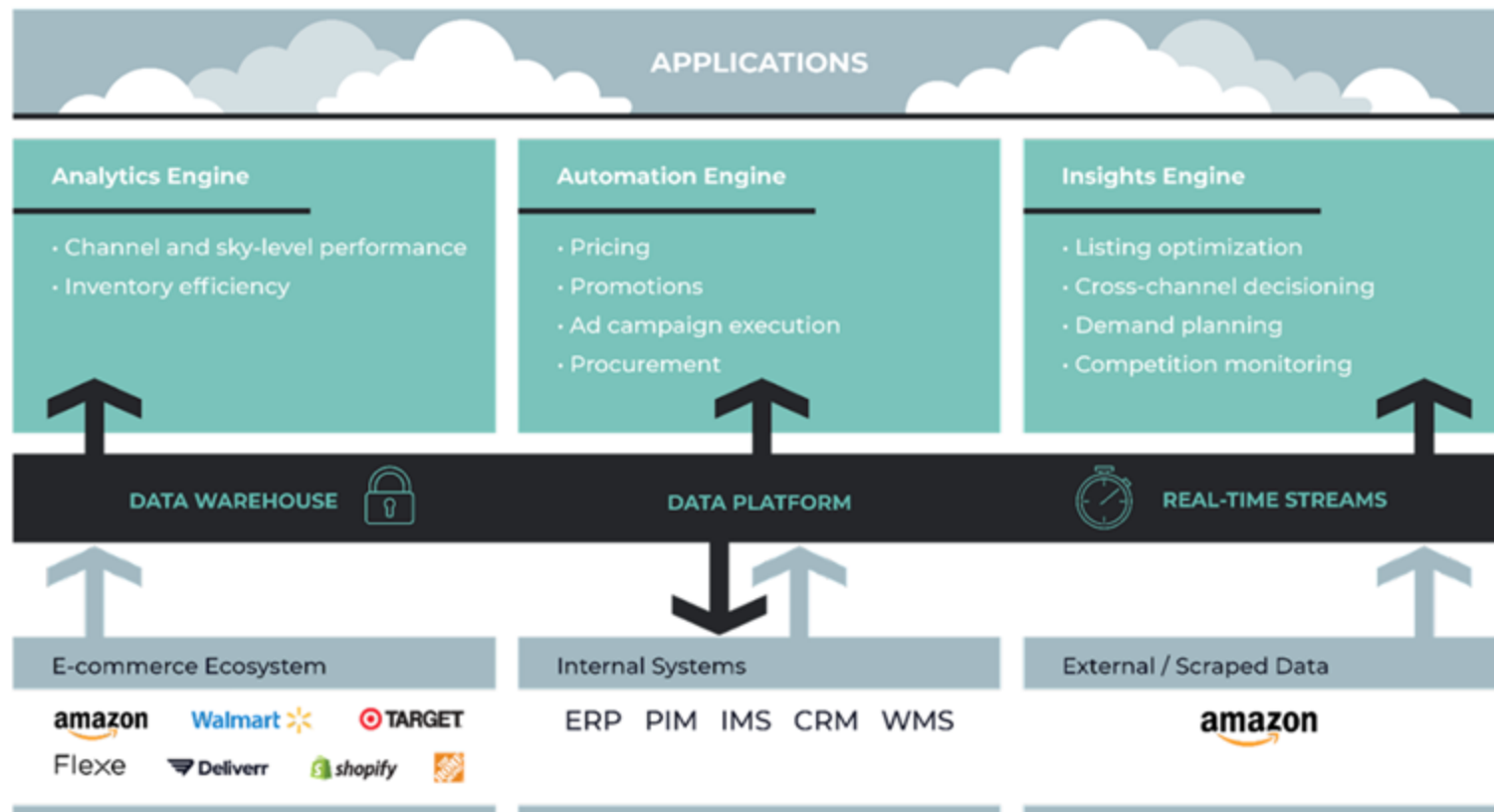


# Growth Levers

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# Powered by Data, Machine Learning, and AI



# Digital Merchandising

Build intelligence around existing data sets to improve every step of the digital consumer journey

## AI Powered Merchandising



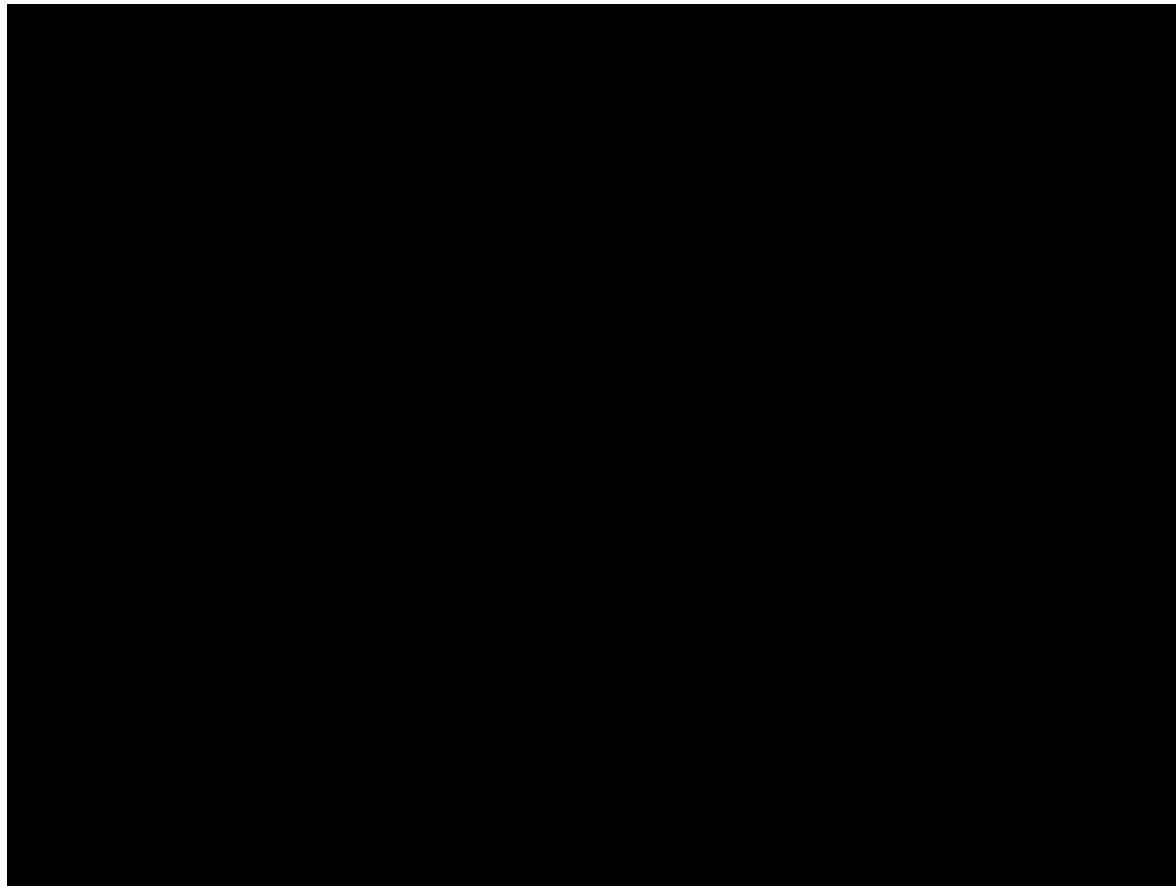
## Identifying white-space innovation

Query Performance										
Start Date	End Date	Category	Brand	Product Code	SKU Name	Brand Name	Product Type	Market Value	Unit	Time
2023-01-01	2023-01-31	Food	Brand A	SKU001	Product A	Brand A	Food	1000000	1000	10s
2023-01-01	2023-01-31	Food	Brand B	SKU002	Product B	Brand B	Food	2000000	2000	20s
2023-01-01	2023-01-31	Food	Brand C	SKU003	Product C	Brand C	Food	3000000	3000	30s
2023-01-01	2023-01-31	Food	Brand D	SKU004	Product D	Brand D	Food	4000000	4000	40s
2023-01-01	2023-01-31	Food	Brand E	SKU005	Product E	Brand E	Food	5000000	5000	50s
2023-01-01	2023-01-31	Food	Brand F	SKU006	Product F	Brand F	Food	6000000	6000	60s
2023-01-01	2023-01-31	Food	Brand G	SKU007	Product G	Brand G	Food	7000000	7000	70s
2023-01-01	2023-01-31	Food	Brand H	SKU008	Product H	Brand H	Food	8000000	8000	80s
2023-01-01	2023-01-31	Food	Brand I	SKU009	Product I	Brand I	Food	9000000	9000	90s
2023-01-01	2023-01-31	Food	Brand J	SKU010	Product J	Brand J	Food	10000000	10000	100s

## Digital success feeds Omnichannel expansion



# How we generate Title and Product Descriptions at scale



# Pre Title Optimization

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IRON °FLASK Sports Water Bottle - 40 Oz, Leak Proof, Vacuum Insulated Stainless Steel, Double Walled, Thermo Mug, Metal Canteen



Missing key demographic keywords



Specifying “gym” as a use case as its mentioned a significant number of times by customers

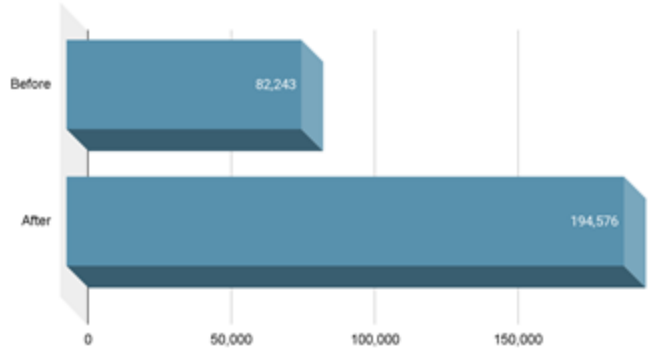


Combine similar benefits to improve structure

# Post AI-Recommended Title Optimization

IRON °FLASK Sports Water Bottle - 32 Oz 3 Lids (Straw Lid), Leak Proof - Stainless Steel **Gym & Sport Bottles** for **Men, Women & Kids** - Double Walled, Insulated Thermos, Metal Canteen

Organic Reach Pre vs Post (Datadive Metric)



# Example of innovation in Oral Care



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We have launched successful products that represent 30%+ of our revenue



Launching at CVS in 2024



Launching at CVS in 2024



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# Omnichannel expansion

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