

The background of the slide features a close-up, slightly blurred image of Buda Juice product packaging. The packaging is primarily blue and white, with vibrant illustrations of various fruits including lemons, limes, and strawberries. The text 'BUDA JUICE' is prominently displayed in the top left corner within a blue square. The main headline is centered in a large, white, serif font. At the bottom, there is an orange banner with white text and a footer with white text on a dark background.

**BUDA
JUICE**

Buda Juice, Inc.

Bringing Ultra Fresh™ to every grocery store in America

NYSE American: BUDA | NYSE Texas: BUDA

Planet MicroCap Showcase

Las Vegas – June 2026



Forward-Looking Statements

This presentation contains forward-looking statements and may include non-GAAP financial measures. Forward-looking statements reflect management's current expectations, assumptions and projections about the Company and the industry in which it operates, and are not guarantees of future performance or financial condition. They are subject to risks and uncertainties, many of which are described in the Company's filings with the Securities and Exchange Commission.

Interested parties should conduct their own investigation and analysis of the Company and the data set forth herein, and should refer to the Company's SEC filings for additional information regarding risks, uncertainties and reconciliations of any non-GAAP measures. Nothing in this presentation constitutes an offer to sell, or a solicitation of an offer to buy, any securities.



Our 1st Customer



**Our story began with
one juicer, two friends,
and a coffee shop...**



Why Invest in Buda Juice?

(not just a juice company...)

The logo for Buda Juice, featuring the words "BUDA" and "JUICE" in white, bold, sans-serif capital letters stacked vertically within a solid blue square. A small registered trademark symbol (®) is located at the top right of the word "BUDA".

**BUDA
JUICE**[®]

- Unique CPG model
- Proven playbook for scaling nationally
- Profitable (4+ consecutive yrs) + zero debt + positive free cash flow
- Accelerated growth
- Experienced management team

Fresh Is the Future Of Grocery



SHELF-STABLE & PROCESSED

In-store demand ↓

- Consumers prioritize CONVENIENCE
- Pasteurized, canned, packaged and shelf stable goods ship easily
- These items no longer bring customers to grocery store aisles
- **Amazon and e-commerce are shipping the center aisle to consumers**



FRESH & MINIMALLY PROCESSED

In-store demand ↑

- Shoppers come to physical stores for fresh, perishable, made-now
- Minimally processed, fresh foods are now the biggest consumer trend
- **We believe fresh perimeter is the growth engine and reason to visit the store**

But Fresh is Hard to Execute...

The Solution: Ultra Fresh Category



Fresh35°

Farm to fridge in
unbroken cold chain



Fresh2You

<72 hours from
production to store shelf



Short Shelf Life

<30-day shelf



Premium Quality

Clean ingredients that taste
delicious every time

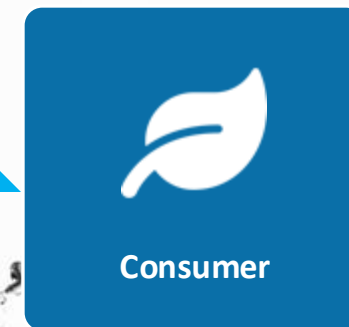
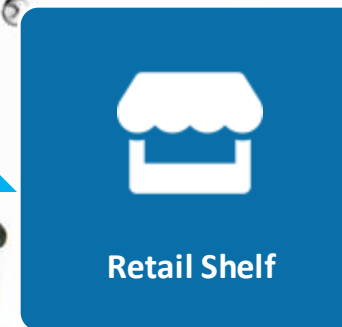
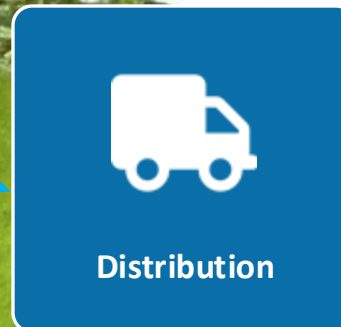
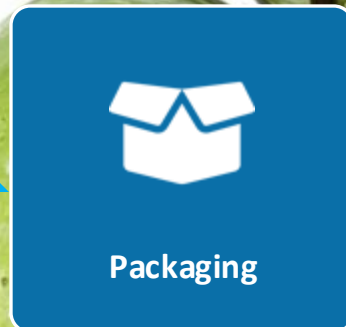
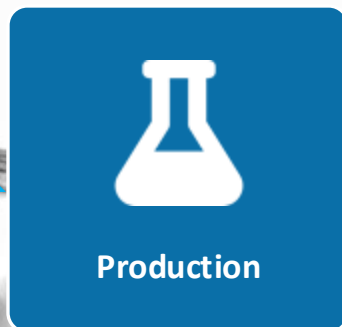


...we invite you to taste the difference



Fresh35^o™ Platform

Fresh35° is an unbroken 35°F cold chain from farm to fridge — the operating system for Ultra Fresh product at national scale.



PRODUCED COLD • PACKAGED COLD • SHIPPED COLD • DELIVERED COLD • MAINTAINED AT 35°F

*Fresh 35° is how
Buda Juice delivers
Ultra Fresh™*



Same Playbook As Country Fresh

*Country Fresh pioneered the fresh-cut produce cold chain — and built the road map into mass merchandisers.
Buda Juice runs the same playbook.*

Country Fresh a National Leader in Fresh-Cut Fruit & Vegetables



National

35°F cold-chain distribution in place



12

production plants nationwide



15,000+

retail stores served



*Country Fresh Co-Founder, Bryan Herr is our Executive Chairman & 2nd-largest shareholder.
Current Country Fresh CEO Doug Burris sits on our board.*



Juice is ideal entry point

Fresh juice behaves exactly like fresh-cut fruit



Similar shelf life as fresh produce

Behaves like fresh-cut fruit — belongs in produce



Same department, same cold chain

Uses existing produce refrigeration and stocking labor



High-velocity SKU

Turns fast, drives incremental margin and basket size for retailers



Demand already there

Produce shoppers are already hunting for genuinely fresh options



BUDA FRESH

Conventional
Lemonades
Limeades
Citrus Juices



BUDA[®] JUICE

NO GMOS - NO PRESERVATIVES - NO PASTEURIZATION - NO HPP - NO UV



PRIVATE LABEL

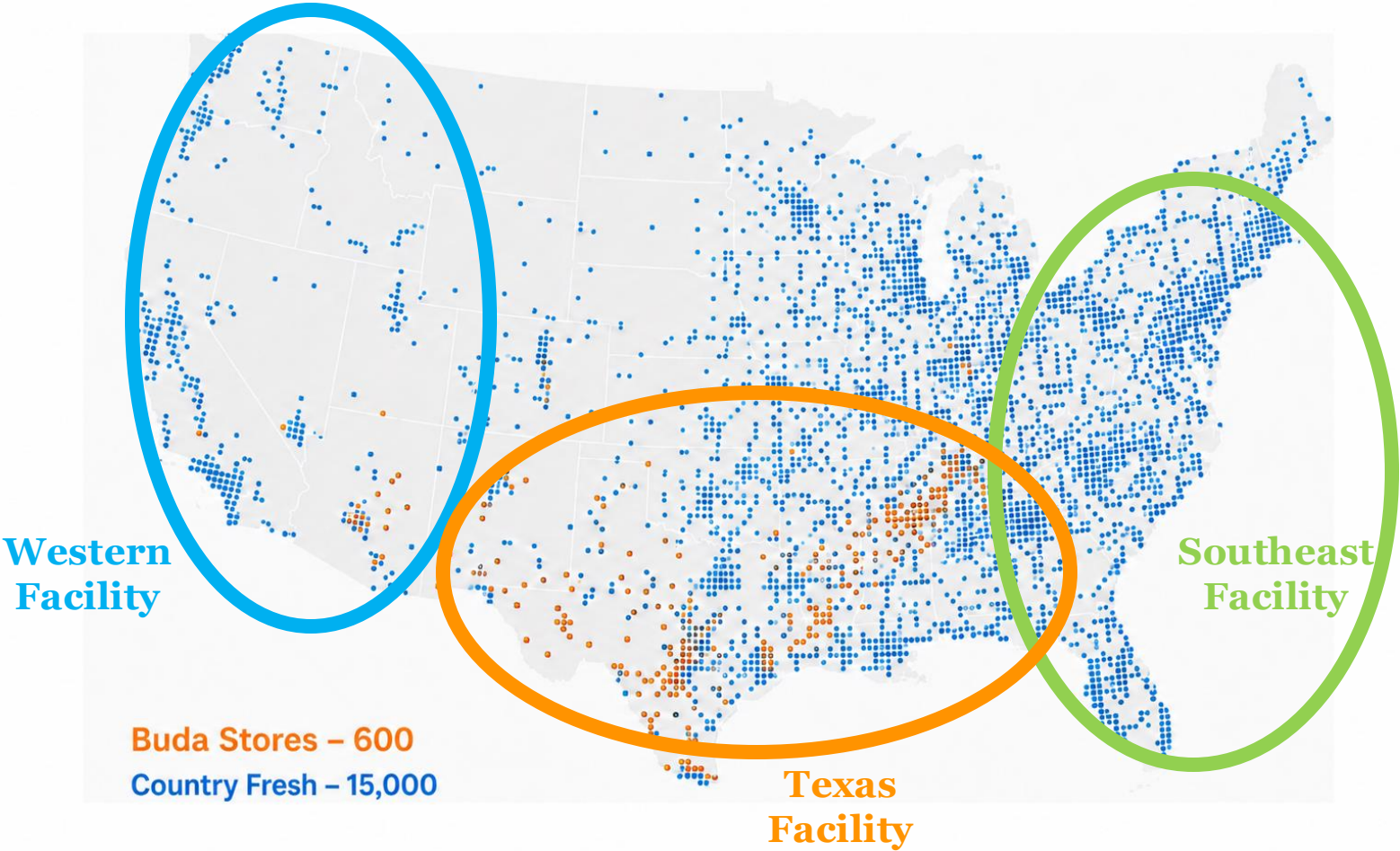
Conventional +
Organic
Lemonades
Limeades
Citrus Juices

BUDA JUICE

USDA
Organic
Glass-Bottled
Wellness
Shots



From Texas Success To National Scale Same Roadmap As Country Fresh



	Capacity (sq ft)	Sales Capacity	Location
2026	38k	\$55M	Dallas
2027*	80k	\$110M	East Coast
2028*	120k	\$165M	West Coast

* Planned expansion; estimated dates



Retailers Already Validating the Model





Fresh Take on Juice

Moving from sea of shelf stable to Ultra Fresh in produce aisle





Juice Is First Entry Point for Ultra Fresh

\$57B+  **\$81B+**

2025 U.S. juice market — with limited availability of truly fresh product on shelf

Projected 2034 U.S. juice market — waiting for a fresh leader to emerge

- ✓ Fresh beverages are hard to find
- ✓ Consumers want clean labels
- ✓ Beverages that taste homemade, like Grandma used to make



Ultra Fresh Opportunities

*Buda Juice is expanding its Ultra Fresh offerings:
Moving shelf stable items from the center aisles to the fresh perimeter*

TODAY



Citrus Juices



Lemonades



Limeades



Wellness Shots

EARLY STAGE



Dressings



Salsas

FUTURE



Soups



Freshly-Made Meals



Nut Butters



Pasta Sauces



Buda Team has proven track record in beverage, retail and fresh space

MANAGEMENT

Horatio Lonsdale-Hands — *Co-Founder & CEO*

40+ yrs food & beverage; co-founded ZuZu, coined “fast casual.”

Clint Bowers — *CFO*

Ex-VP Finance, Borden Dairy (\$2B); CPA, 20+ yrs in finance.

Karina Farquharson — *VP Marketing & Data*

20+ yrs (Neiman Marcus, Capital One); Northwestern IMC.

BOARD OF DIRECTORS

Bryan Herr — *Executive Chairman*

Co-founder & former CEO of Country Fresh; 40+ yrs in fresh food, second largest shareholder

Don Short — *Director*

Former President & CEO, Minute Maid (Coca-Cola \$8B division).

Marie Quintana — *Director*

Former EVP/CMO, Tenet; ex-SVP PepsiCo.

Doug Burris — *Director*

CEO of Country Fresh; ex-senior exec at H-E-B.

Mo Hayat — *Director*

Head of Development & Chief Legal Officer, MDB. Former Partner, Raines Law Group, and Associate General Counsel, Hewlett Packard.

Bernard Nussbaumer — *Director*

Co-Founder of Buda Juice; 30+ yrs media & ventures.



Operating Company First, Public Company Second

Different kind of public company — profitable, debt-free and growing

\$12.6M

2025 Revenue

\$3.8M

2025 Adjusted
EBITDA

\$3M

2025 Free Cash Flow

\$2M

Cash (12/31/25)

4 yrs

Consecutive
profitability

\$3.5M

Q1 2026 Revenue

\$0.9M

Q1 Adjusted EBITDA

\$1.1M

Q1 2026 Free Cash
Flow

\$20M

Cash (3/31/26)

4+ yrs

Consecutive
profitability



Why Buda Juice?

Bringing Ultra Fresh to every grocery store in America

- *Unique CPG model*
- *Proven playbook for scaling nationally*
- *Profitable (4yrs+), \$0 debt, Positive free cash flow*
- *Accelerated growth*
- *Experienced management team*



Thank you...

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