

Power your passion



with
ICE ENERGY



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WE'RE REDEFINING ENERGY — ONE POUCH AT A TIME

We're not just changing how people fuel up—
we're building a new standard.

ICE Energy Pouches deliver clean, crash-free
focus in a fast, discreet format that fits your
grind, not your glovebox. No sugar. No jitters.
Just pure stamina—ready when you are.

This isn't just energy. It's next-gen fuel for
those who push harder, go longer, and never
back down.

PRODUCT COMPARISON



- ✓ 155mg CAFFEINE
- ✗ HIGH 227 CALORIES
- ✗ 53.9g SUGAR
- ✗ SLOW RELEASED ENERGY



- ✓ 151mg CAFFEINE
- ✗ HIGH CALORIES
- ✗ 51g SUGAR
- ✗ ARTIFICIAL CAFFEINE



- ✓ 200mg CAFFEINE
- ✓ 10 CALORIES
- ✓ ZERO SUGAR
- ✗ ARTIFICIAL CAFFEINE

- ✓ ZERO SUGAR ZERO
- ✓ CALORIES INSTANT
- ✓ EFFECT 35MG
- ✓ CAFFEINE 20
- ✓ SERVES PER CAN



THE SOLUTION

ICE ENERGY



Smarter Energy, Pocket-Sized

ICE Energy Pouches are redefining how energy is delivered. No cans. No sugar. No crash. Each pouch delivers clean, natural caffeine in a pre-portioned, fast-acting format—perfect for athletes, professionals, and everyday go-getters who need energy without compromise.

✓ Zero sugar ✓ Zero calories ✓ Instant effect ✓
Clean focus, long stamina Their discreet, portable design fits effortlessly into your routine—whether you're training, commuting, or socializing. Unlike heavy energy drinks or sugary snacks, ICE pouches offer serious performance in a small, powerful package.

INDUSTRIES THAT USE ICE ENERGY POUCHES



The Australian Defence
Force



Mining and
Natural Resources



Civil Engineering and
Major Infrastructure
Projects



Agriculture and
Livestock Farming



A BRIEF HISTORY

What began as a bold idea to rethink caffeine has grown into a movement. Over the last 18 months, Aus Caff has carved a new path in Australia's energy landscape by introducing ICE Energy Pouches—a clean, light-weight, sugar-free caffeine delivery system designed for real life and real performance.

From pro athletes to weekend warriors, ICE quickly gained traction for its no-crash energy, portability, and fresh flavor. Backed by partnerships with names like Empire Kawasaki and Rebellion Muay Thai, we've become a trusted energy solution across fitness, combat sports, and outdoor adventure communities.

But it's not just about performance. We've stayed true to our mission: deliver smarter energy that fits your lifestyle—whether you're in the gym, on the road, or managing the chaos of daily life. Today, Aus Caff continues to fuel Australia with innovative, accessible alternatives to traditional energy drinks—supporting grassroots sports, local events, and a healthier future with every pouch.

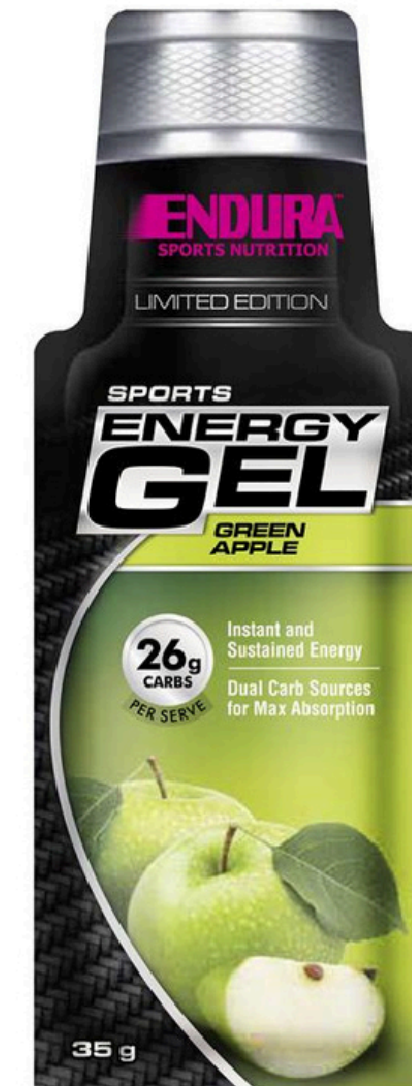
SIMILAR ENERGY PRODUCTS



➤ Gum



➤ Capsules/ Pills



➤ Gels

THE FUTURE OF ENERGY: CLEAN, FAST, AND POCKET-SIZED

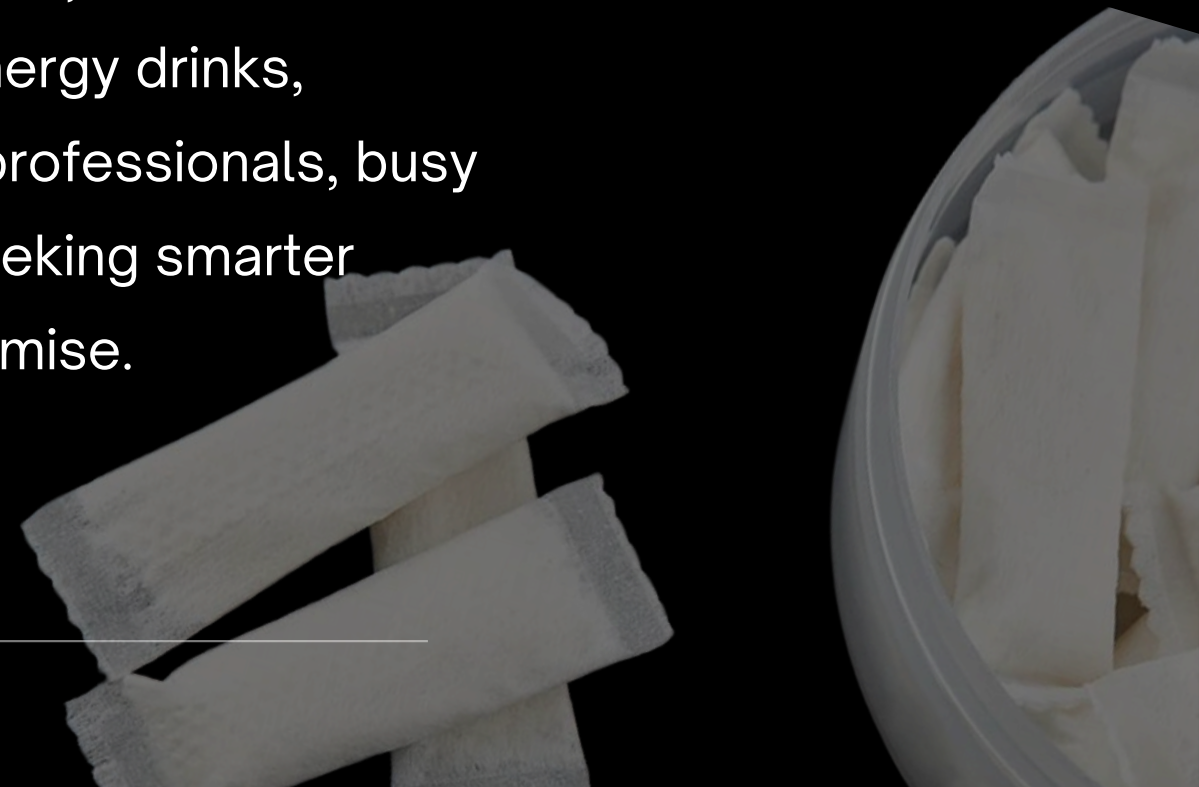
Current Format

Energy pouches are changing the game. Consumers are discovering the power of small, discreet caffeine pouches that deliver fast, clean energy—without the sugar, liquid bulk, or crash of traditional drinks.

Cross-Category Appeal

More than a supplement—it's a lifestyle shift.

ICE pouches offer a clean, convenient alternative to sugary energy drinks, appealing to athletes, professionals, busy parents, and anyone seeking smarter energy without compromise.





MARKET



Energy that fits every mission.

ICE Energy Pouches aren't just for elite athletes—they're for anyone chasing performance, focus, and stamina in real life. Whether you're grinding through a 12-hour shift, studying late, on the tools, or in the gym, ICE delivers clean, crash-free energy with zero sugar and zero prep.

From the worksite to the weight room, the classroom to the rink—ICE keeps you sharp, steady, and ready.

No mess. No crash. Just results.

TARGET AUDIENCE

Professionals, Students and youth

Stay sharp, stay productive.

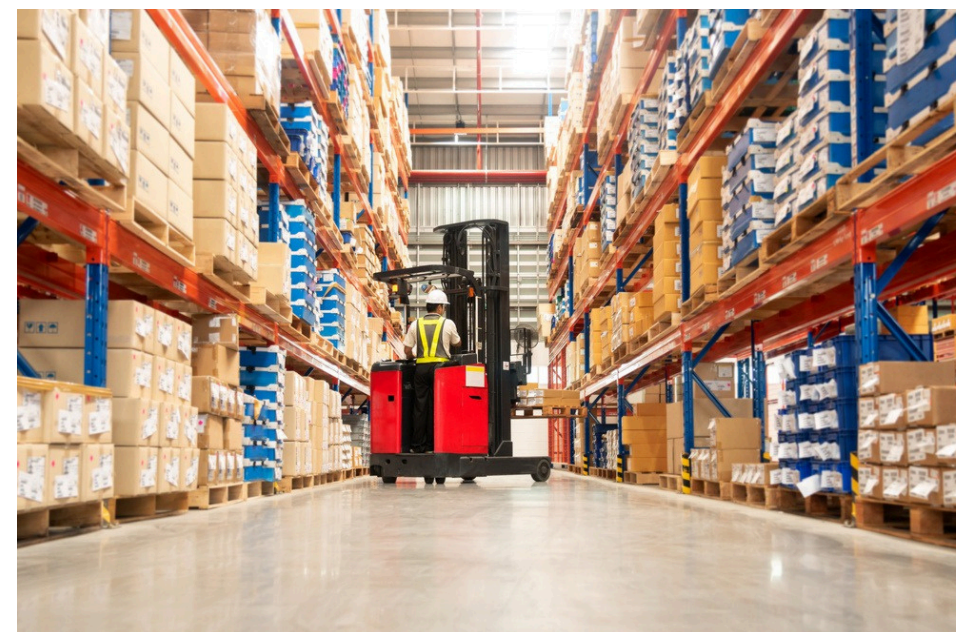
ICE Energy Pouches offer a clean, sugar-free boost to power through back-to-back meetings, late-night study grinds, or high-pressure deadlines. Designed for busy minds and active days, they keep you alert and locked in—no crash, no clutter.



Logistics, Warehousing & Hospitality

Built for long shifts and high performance.

From truck drivers and warehouse crews to hospitality staff and flight crews, ICE Pouches provide steady, crash-free energy that travels well and works fast. No fridge, no prep—just focused stamina when you need it most.



Families and Working Parents

Fuel for the everyday hustle.

Juggling work, kids, and life? ICE makes it easier. Our pouches deliver clean, convenient energy to help parents stay focused through chaotic mornings, packed schedules, and bedtime routines—without relying on sugary drinks or constant coffee runs.





PARTNERSHIP

Fuel the future with us.

This is your moment to partner with a brand redefining energy.
As ICE Energy expands globally, we're looking for forward-thinking
collaborators ready to disrupt the outdated energy space.
Whether you're a distributor, retailer, athlete, or investor—join us in
transforming how the world powers focus, performance, and daily life.
Let's revolutionize energy, one pouch at a time.

SUPPLYCHAIN CAPABILITIES



➤ **Inventory in Stock**



➤ **Warehousing
Infrastructure**



➤ **Australia Wide
Distribution**



CURRENT RETAILERS AND PROVIDERS



Independant Grocers
Australia IGA



Sorted Provider to IGA



United Petroleum



Muscle Maker Supplements



Australian Government

**Department of Agriculture,
Fisheries and Forestry**

ICE Energy Pouches have been approved for sale and consumption in Australia by the Department of Agriculture, Fisheries, and Forestry. They fully comply with all regulatory requirements outlined in the Food Standards for Australia and New Zealand (FSANZ) regulations concerning high-caffeine content products.

<https://www.agriculture.gov.au/biosecurity-trade/import/goods/food/type/highly-caffeinated-products>

<https://www.foodstandards.gov.au/caffeine-powders-and-high-caffeine-content-foods>



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THANK YOU.

Tommy Sierra leading the charge as the Burn Perspective Skydiving team get ready to launch, fueled by ICE Energy Pouches in sponsorship with Aus Caff.



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