

BOMBA[®]

energy

A premium energy drink in a one-of-a-kind glass bottle,
ready to power up your energy category.

PREPARED FOR

GLOBUS



— WHO WE ARE

ABOUT BOMBA

BOMBA energy is a **premium energy drink bottled exclusively in glass.**

The recipe was created in Austria, originally for the US market, and has remained unchanged for more than 20 years. That same traditional taste now reaches more than 20 countries worldwide. We have been bringing it to the Czech market as the **official distributor** since 2016.

It is available in 6 unique flavours. The long-term best sellers are **Classic, Blue** and **Cherry.**

20+

YEARS ON THE MARKET

20+

COUNTRIES WORLDWIDE

2016

ENTRY INTO THE CZ

**6**

FLAVOURS

— WHY BOMBA



GLASS BOTTLE

The only packaging in which we distribute BOMBA. Glass does not alter the taste, is more environmentally friendly and stands out instantly among cans on the shelf.



GRENADE SHAPE

An iconic shape resembling a grenade, with a cap whose opening evokes "pulling the pin". An experience the customer will remember.



PREMIUM PLACEMENT

A visually unmissable product boosts the appeal of the energy shelf and drives impulse purchases.

ENERGY IS DRIVING THE MARKET

Energy drinks are the **fastest-growing category** of soft drinks in the CZ, and demand keeps accelerating.

7.1 bn

VALUE OF THE ENERGY MARKET IN THE CZ (2025)

+21.2%

YEAR-ON-YEAR REVENUE GROWTH

+24.4%

YEAR-ON-YEAR VOLUME GROWTH

82%

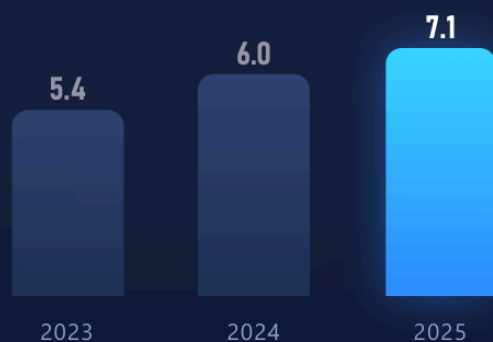
SHARE OF ENERGY IN THE CATEGORY

4.43 L

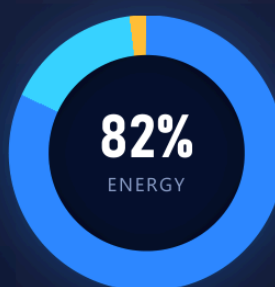
CONSUMPTION PER CAPITA / YEAR

CATEGORY REVENUE TREND

bn CZK · retail incl. petrol stations



CATEGORY STRUCTURE



- Energy drinks: **82%**
- Vitamin waters: **16%**
- Sports & isotonic: **2%**

- ▶ The **younger generation** (gaming, nightlife, on-the-go) drives growth, exactly BOMBA's audience.
- ▶ **Premiumisation:** customers will pay more for a distinctive experience. Glass BOMBA is ideal.
- ▶ **Shelf differentiation:** glass sets the Globus energy shelf apart from the competition.



BOMBA ALREADY SELLS

A **low-risk** listing: rotation is proven across channels, including a comparable retail chain.

KAUFLAND CZ

30,000

BOTTLES / MONTH

TAMDA FOODS

50 to 60,000

BOTTLES / MONTH

OWN E-SHOP

30,000

BOTTLES / MONTH

300,000

BOTTLES IN STOCK

ready for immediate dispatch, stocked with no waiting.

Over **110,000 bottles per month** across key channels → **more than 1.3 M bottles per year**

WHAT THIS MEANS FOR GLOBUS

- ✓ Proven rotation at a **comparable retail chain** (Kaufland CZ), no experiment.
- ✓ **300,000 bottles in stock** = fast restocking and reliable availability.
- ✓ A strong e-shop generates demand that customers also look for in brick-and-mortar stores.



6 UNIQUE FLAVOURS

All in premium **250 ml** glass. The best sellers **Classic · Blue · Cherry** form the core of the range.



BESTSELLER

CLASSIC

A classic golden taste and the perfect treat. A timeless number one.



BESTSELLER

BLUE

A blueberry taste that launches you all the way to the stars.



BESTSELLER

CHERRY

An immersive cherry glow with a fresh, slightly tart note.



MOJITO

A finely tuned summer mojito taste in an explosive colour.



PINK

A serious grapefruit punch. Absolutely impossible to miss.



JUNGLE

Refreshing passion fruit for a never-ending summer party.

Recommended entry listing for Globus: Classic · Blue · Cherry (best sellers), with an extension to Mojito · Pink · Jungle, e.g. seasonally.

COMPOSITION & LOGISTICS

— WHAT'S INSIDE



VITAMINS B6 & B12

Support proper brain function, good mood and bone health.



CAFFEINE

The main "kick" that supports alertness and the central nervous system.



TAURINE

Up to **13x less** than ordinary energy drinks.



SUGAR

Real beet sugar from the Dobrovice plant near Mladá Boleslav.



Why glass: it does not alter the taste of the drink · more environmentally friendly packaging · a premium look that catches the eye instantly on the shelf.

— SUPPLY



CASE

12 × 250 ml

total weight **5.55 kg**

packed in a case and film



PALLET

1,620 bottles (250 ml)

135 cases

total weight **749.25 kg**



TRUCK

51,840 bottles (250 ml)

32 pallets

total weight **23,976 kg**

300,000

BOTTLES PERMANENTLY IN STOCK

We dispatch in the shortest possible time. Delivery is handled by us or by wholesale.



WE DRIVE THE DEMAND

BOMBA brings in customers on its own, through a strong online community and partnerships with leading creators. **Pull demand** that brick-and-mortar stores benefit from too.

500,000+

USERS REACHED PER MONTH ON OUR OWN CHANNELS

millions

IMPRESSIONS ACROSS THE EU, FACEBOOK · INSTAGRAM · TIKTOK · YOUTUBE

within 24 h

E-SHOP DISPATCH · 4+ YEARS IN OPERATION, THOUSANDS OF ORDERS

thousands

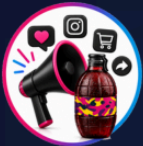
OF NEW CUSTOMERS EVERY YEAR

INFLUENCERS & CREATORS

BOMBA is promoted by leading influencers, YouTubers and streamers with enormous reach and a loyal fan base. Every day we form new partnerships that increase our reach even further.

THE E-SHOP AS A GATEWAY

Online sales make BOMBA accessible to everyone. Customers taste it and then look for it in the brick-and-mortar store too, which directly supports sales on the Globus shelves.



Joint promotion: we will support the Globus launch with paid advertising on social media (Facebook, Instagram), PPC campaigns on Google (search as well as video ads on YouTube) and our own e-shop. We will drive traffic to the stores.



OFFER FOR GLOBUS

31 CZK

RECOMMENDED RETAIL PRICE

per 250 ml bottle (CZ), a premium price level befitting the glass bottle.



ITEM	PACKAGING	CASE	RECOMMENDED RRP PER PC
BOMBA energy, 6 flavours	glass 250 ml	12 pcs	31 CZK

WHAT WE OFFER GLOBUS

- ✓ **Fast supply** : 300,000 bottles permanently in stock.
- ✓ POS materials and **in-store support** for the launch.
- ✓ **Tasting events** right in the stores.
- ✓ Joint promotion through our **e-shop and social media**
- ✓ Recommended entry listing of 3 best sellers with the option of seasonal expansion.

PRICE QUOTATION

We will set purchase prices and trade margin **individually based on volume** and the scope of the listing. We will send a specific calculation right away on request.

LET'S ARRANGE A PILOT LISTING

We would be glad to present the product in person. Contact on the next page.

BOMBA[®]

energy



BOMBA energy s.r.o. has been the official distributor of the BOMBA energy drink since 2016.
Distribution: Czech Republic, Poland, France and Slovakia.

COMPANY

BOMBA energy s.r.o.

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Registered at the Regional Court in Plzeň, Section C, Insert 32525

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THANK YOU FOR YOUR TIME, WE LOOK FORWARD TO WORKING TOGETHER.

BOMBA energy × Globus