



INVESTOR PRESENTATION APRIL 2021

AUTHORISED BY THE BOARD OF DIRECTORS



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An investment in Candy Club is subject to risks. "Risk" refers both to the variability and volatility of an investment return (the possibility of a fluctuation or decrease in the amount of income generated, or a lower than expected rate of return) and the likelihood of incurring a loss on your investment (the possibility that you will lose some or the entire initial amount invested). There are a number of risk factors that may have a material adverse effect on Candy Club's future operating and financial performance.

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EXECUTIVE SUMMARY



EXECUTIVE SUMMARY



ABOUT US

Candy Club Holdings Limited (ASX: CLB) is a US based confectionery company that is focused on its fast-growing B2B wholesale business which has grown out of a long running B2C subscription business. Candy Club's strategy is to acquire prominent national retail accounts, as well as small and mid-sized brick and mortar accounts and eCommerce websites of all sizes, in order to own the under-utilised retail space at point-of-sale.

CLB utilises best of breed contracted confectionery manufacturers globally and controls its own branding and distribution strategy.

FINANCIAL HIGHLIGHTS

In 2020, Candy Club nearly doubled its revenue to US\$8.7 million from US\$4.7 million in 2019. Estimated Q1FY21 total revenue is US\$3.9 million which is up 100% on Q1FY20 from US\$2 million.

Candy Club's estimated March 2021 performance already puts the current annualised run-rate at US\$18 million*. While Q1 is traditionally a good quarter, it should be noted that in Q4FY20, the Company's strongest quarter seasonally, was 4.3x on Q1FY20.

Candy Club expanded its gross margins to 42% in Q1FY21 (estimated) up from 38% in 2020 and anticipated to increase to 48% - 50% over the next 12 – 24 months or so. The increase in sales volume expected by Candy Club allows for further economies of scale, which is expected to result in margin expansion.

CAPITAL RAISING

Candy Club has undertaken a private placement of Ordinary Shares to professional and sophisticated investors to raise A\$10.7 million at an issue price of \$0.22 ("Equity Capital"). Directors intend to participate for approximately A\$3.0 million subject to shareholder approval.

In addition, Candy Club has secured a new debt from Venture Lending & Leasing IX Inc, which is a part of Western Technology Investment (WTI), a top tier US Venture firm. The deal provides for a US\$7.5 million facility in two tranches ("Debt Capital") on much more favorable terms than Candy Club's existing debt lenders.

New capital being raised will allow Candy Club to accelerate its growth further by allowing for the investing in hiring of additional staff, and marketing campaigns, the acquisition of inventory and the increase in its working capital facilities.

With the Equity Capital and Debt Capital, Candy Club will secure approximately A\$20.54** million before costs and repayment of the Crossroads facility, providing the working capital required to considerably scale the business.

* Based on estimated March 2021 revenue of approximately US\$1.5 million comprising B2B revenue of approximately US\$1.3 million and B2C revenue of approximately US\$0.2 million.

**Assuming USD/AUD = \$1.31

02


FINANCIAL
SUMMARY




B2B REVENUE GROWTH



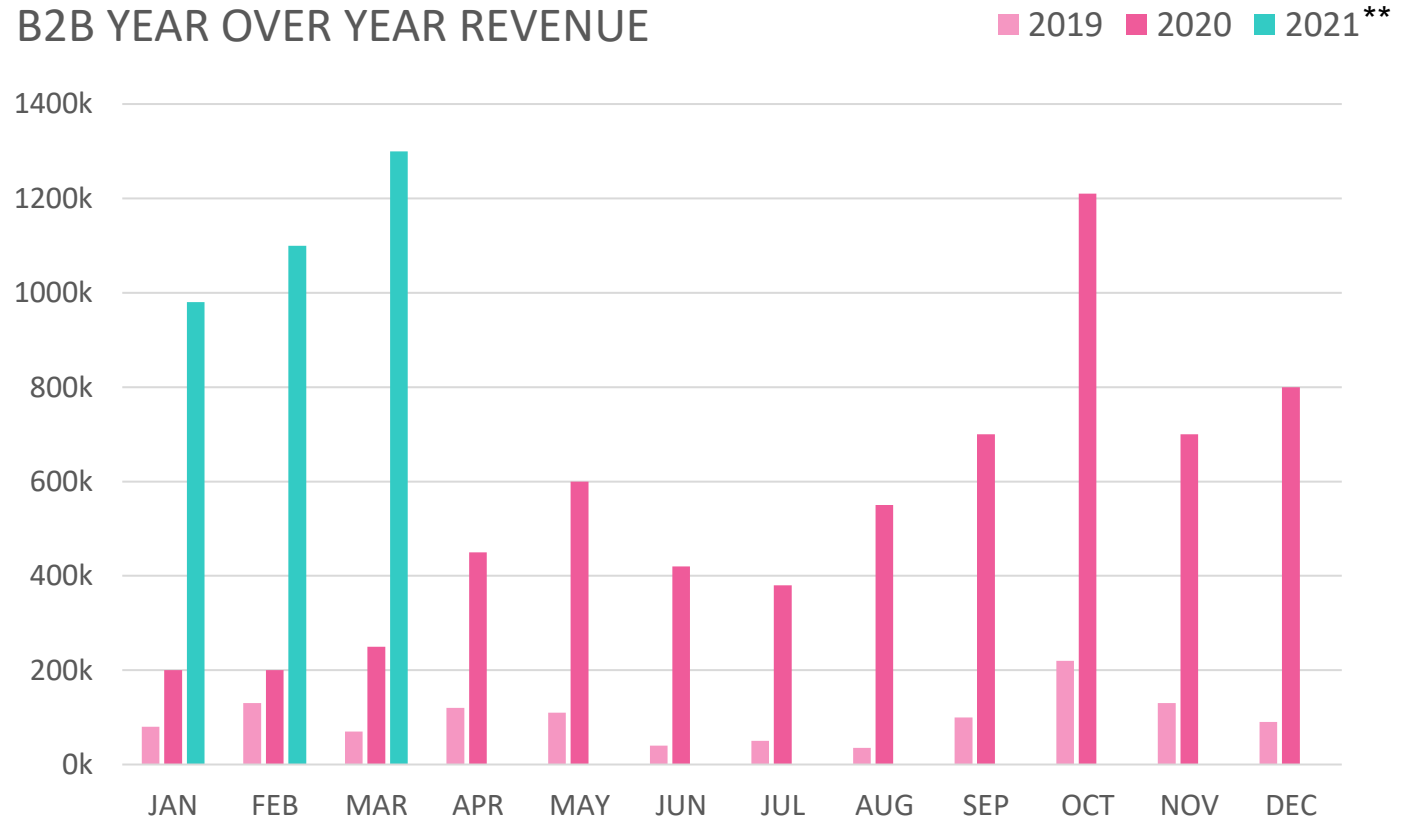
 In FY20, Candy Club nearly doubled its revenue to US\$8.7 million from US\$4.7 million in 2019

 More impressive was the growth in its key B2B segment, which saw revenue grow 6x to US\$6.8 million from US\$1.1 million in FY19 despite significant exposure to the sharp retail downturn in the US due to the COVID-19 pandemic

 Candy Club's estimated March 2021 performance already puts the current annualised revenue run-rate at US\$18 million*

* Based on estimated March 2021 revenue of approximately US\$1.5 million comprising B2B revenue of approximately US\$1.3 million and B2C revenue of approximately US\$0.2 million.

B2B YEAR OVER YEAR REVENUE



** Jan-21 & Feb-21 Actuals; Mar-21 Management estimates

HISTORICAL PROFIT AND LOSS



PROFIT & LOSS (\$000'S)

	FY 2019	FY 2020	Q1 2021
	ACTUAL	ACTUAL	ESTIMATE
B2B Wholesale	1,096	6,646	3,400
B2C Subscription & E-Comm	3,610	2,028	525
TOTAL NET REVENUE	4,706	8,674	3,925
GROSS MARGIN	1,556	3,301	1,664
GM %	33%	38%	42%
CONTRIBUTION MARGIN	493	1,782	958
CM %	10%	21%	24%
Operating Expenses	5,166	5,066	1,991
EBITDA	-4,673	-3,284	-1,033



B2B revenue has grown from US\$0.65 million in Q1FY20 to over US\$3.4 million (estimated) in Q1FY21, a 5x increase



B2B revenue has grown from US\$2.7 million in Q4FY20 to US\$3.4 million (estimated) in Q1FY21, a 26% increase



Candy Club expanded its gross margins to 42% in Q1FY21 (estimated) up from 38% in FY20 and they are anticipated to increase to 48% - 50% over the next 12 – 24 months mainly due to economies of scale and efficiencies gained by expanding production capacity



Candy Club's operating expenses and negative EBITDA have grown as the Company decided to scale more quickly and is investing in additional salespeople, technology, B2B lead generation campaigns and product development

GROWTH STRATEGY



CANDY CLUB GROWTH FOR FY21 & BEYOND



OVERVIEW

- Candy Club's strategy is to acquire prominent national retail accounts, as well as small and mid-sized brick and mortar accounts and eCommerce websites of all sizes, in order to own the under-utilised retail space at point-of-sale

B2B STRATEGY

- Entering new distribution channels with product and packaging executions designed specifically for those markets
- Continuing to acquire new customers and doors through its direct selling efforts, 3rd party sellers and online eCommerce platforms
- Further 'premiumisation' of Candy Club's candy line
- Expanding on its highly successful digital lead generation campaigns

BRICKS AND MORTAR STRATEGY

- New business development selling partnerships to assist in scaling our customer and revenue base even faster
- International expansion

ECOMMERCE STRATEGY

- Launching its own proprietary portal to service its eCommerce and 'mom & pop' customers
- Marketing and brand-building initiatives to continue building the Candy Club brand through social media, sampling, PR and reputation management activities that will drive sales further (see example on slide 17)

Due to the COVID-19 pandemic there was no material B2B shipments to brick and mortar retailers from March – July 2020 and it is still hampering traditional retail traffic and sales in the US... Candy Club's revenue growth has thrived despite these challenging economic conditions... Post COVID-19 it is anticipated that there will be a significant upturn in Candy Club's brick and mortar segment

COMPANY OVERVIEW



COMPANY BACKGROUND



Founded in 2015, Candy Club started as a pureplay business-to-consumer (B2C) subscription-only business.

Candy Club pivoted its strategy in 2019, to focus on selling its products to brick and mortar retailers and eCommerce websites where a gap in the market for high-end confectionery products was identified.

Since then, the B2B market has become Candy Club's primary driver, consistently hitting significant milestones every quarter across all its key metrics.

Candy Club's strategy is to acquire prominent national retail accounts, as well as small and mid-sized brick and mortar accounts and eCommerce websites of all sizes, in order to own the under-utilised retail space at point-of-sale.

+500%

B2B revenue growth
FY19 to FY20

17,000*

Total retail doors

90%+[^]

Re-order rates

10,600*

Number of B2B
customers

42%*

Gross margin

* As at 31/03/2021

[^] Quarterly, from top 25 customers

B2B MARKET OPPORTUNITY



Candy Club has identified a massive untapped opportunity in this sector.

KEY BENEFITS OF THE CANDY CATEGORY TO RETAILERS



Reliable gross margins



Long shelf life



Defensive product



Increases average order value



High ROI & lack of markdowns



High turnover rate



Drive incremental store traffic



Non-cannibalistic to existing products



Large demographic appeal

WHITE SPACE STRATEGY



In September 2019 Candy Club identified under-utilised counter space at premium retailers across the US as a growth opportunity and an untapped sales and distribution channel for Candy Club products.

Today the “white space” opportunity is comprised of 3.2+ million retail brick and mortar doors AND, fast-growing number of eCommerce outlets across multiple verticals.

Candy Club offers retailers and eCommerce websites the opportunity to offer their customers a “premium candy store within a store” on a turn-key basis.

Candy Club is now being distributed in multiple store categories , including:

Apparel

Department stores

Grocery

Hardware



KOHL'S



WOODLANDS MARKET (SAN FRANCISCO)



FRESH MARKET (MIAMI)

DISTRIBUTION STRATEGY

CANDY CLUB HAS BUILT A ROBUST B2B CUSTOMER ACQUISITION STRATEGY THAT INCLUDES **MULTIPLE REVENUE STREAMS** INCLUDING:



Dedicated internal sales staff (6) which focuses on large national and mid-sized accounts



3rd party selling agents & brokers (3) with extremely strong relationships at some of the largest retailers in the US who sell on a commission only basis



Independent sales reps (50+) who focus on selling to small, independent retailers who sell on a commission only basis



Digital lead generation campaigns, that are highly scalable with a measurable ROI, to acquire eCommerce-based e-tailers and social influencer marketers

NATIONAL AND REGIONAL B2B CUSTOMERS INCLUDE:



PRODUCT DIFFERENTIATION IS CANDY CLUB'S STRENGTH



Confetti Drops



Gummy Dinos



Sour Pink Cadillacs



Rainbow Sour Belts



Chocolate Pretzels



Blue Razz Laces

BUILDING BRAND AWARENESS



Candy Club's experienced management team use its vast network of contacts to secure major media coverage in many of America's top celebrity publications cost free, as evidenced by this Easter's media coverage



9.6M Weekly Audience | 4/5/2021



4.5M Weekly Audience | 4/5/2021



4.0M Weekly Audience | 4/5/2021



2.9M Weekly Audience | 4/5/2021



2.8M Weekly Audience | 4/5/2021

WHY WE ARE WINNING – RETAILERS AND CONSUMERS LOVE OUR PRODUCTS

Faire and Tundra are two of the most prominent online wholesale platforms that carry Candy Club's products.

Candy Club's retailer satisfaction ratings are outstanding as Faire averages at 4.9 out of 5 while on Tundra the rating averages at 5 out of 5. Our product ratings are high because our products sell well and consumers LOVE them.

March 16
Kris
Onalaska, WI

★★★★★

WOWOWOWOW

I am blown away by how fast these are selling in our boutique! I'm ready to order more after a week. Going to expand our selection:) The package is adorable!

March 28
Cynthia
Ben Wheeler , TX

★★★★★

Very happy with my order. Adorable packaging.

A big hit in our shop. I love the products from Candy Club. The packaging is adorable and will be keeping these in stock.

March 22
Stephanie
Washington Township,
IN

★★★★★

Fast seller!

I ordered Candy Club on a whim, and it's been a huge success! The packaging is just so cheerful, and many of the candies fly off the shelves!

05

CAPITAL
RAISE



CAPITAL RAISE FOR ACCELERATED GROWTH



To date, Candy Club has grown significantly utilising several smaller capital raisings



With a refined business model that clearly is gaining traction, scaling revenues and strong gross margins that are expected to further improve, Candy Club is at the inflection point where additional capital will allow it to scale faster and unlock shareholder value



With the capital that Candy Club will secure through the ~A\$10.7 million Equity Capital and the US\$7.5 million Debt Capital*, Candy Club believes it will have the working capital required to considerably scale the business

* Approximately US\$1.75 million will be used to repay the Crossroads facility

USE OF PROCEEDS



USE OF PROCEEDS (AUD)*

Acquisition of Inventory	\$4.4 million
Customer Acquisition Lead Gen campaigns	\$1.0 million
CAPEX	\$0.5 million
Increased Sales Staff	\$0.5 million
General Working Capital (including significantly higher AR balances)	\$3.8 million
Costs of the Offer	\$0.5 million

*Equity Capital of A\$10.7 million.

CAPITAL STRUCTURE & DIRECTOR OWNERSHIP



CAPITAL STRUCTURE

	PRE-MONEY	POST-MONEY
Fully Paid Ordinary Shares (CLB)	308,157,428	356,793,792 [^]
Listed Options (CLBO)	77,453,836	77,453,836
Unlisted Options	81,919,335	81,919,335
Convertible Notes*	680,000	680,000
Performance Rights	4,000,000	4,000,000
Warrant from Debt Issuance**	A\$1,959,990 of shares	A\$1,959,990 of shares

DIRECTOR OWNERSHIP

JAMES BAILLIEU (& JCKB LTD)	Shares	92,397,309 (includes 7,785,865 shares to be issued at A\$0.22 per share subject to shareholder approval)
	Listed options	25,161,506
	Convertible Notes	420,000
CHI KAN TANG	Shares	43,869,431 (includes 5,580,500 shares to be issued at A\$0.22 per share subject to shareholder approval)
	Listed Options	11,214,711
	Convertible Notes	260,000
KEITH COHN	Shares	10,997,811
	Unlisted Options	15,600,000
	Performance Rights	2,000,000
	Proposed New Securities***	Options equal to 1.5% of the issued shares in the company (post-placement) with a strike price at a 50% premium to market price
ANDREW CLARK	Shares	2,831,780
	Listed Options	1,250,000
	Unlisted Options	3,100,000
	Proposed New Securities***	Options equal to 0.75% of the issued shares in the company (post-placement) with a strike price at a 50% premium to market price

* The 680,000 convertible notes convert into 22,270,000 shares and 22,270,000 CLBO options, converted at a USD/AUD exchange rate = \$1.31.

** Subject to shareholder approval. The warrant is convertible to 6,891,391 shares based on the initial US\$5 million shares drawdown. If the additional US\$2.5 million tranche is drawn down, there is an additional 1,378,609 shares that the warrant is convertible into. The warrant has a conversion price of A\$0.237 per share and expiry date of 31 October 2026.

*** Subject to shareholder approval.

[^] Includes 13,636,365 shares to be issued to Directors at A\$0.22 per share subject to shareholder approval to raise approximately A\$3.0 million.

PROFORMA BALANCE SHEET

Post Equity Capital raise of ~A\$10.7 million, the Company will have approximately US\$10 million in net cash post costs of the Equity Capital*

Post the drawdown of the US\$5 million tranche 1 of the new WTI debt facility, the Company will repay existing facility of the US\$1.75 million (including US\$80,000 pre-payment penalty to Crossroads) and US\$90,000 establishment to WTI and legal fees, retaining net proceeds of US\$3.16 million of the tranche 1 drawdown.

BALANCE SHEET (US\$000'S)**

	Dec. 31, 2020 Actual	Mar. 31, 2021 Proforma (unaudited)
ASSETS		
Cash^	2,019	10,060
Accounts Receivable	449	845
Inventory	3,555	4,880
Other Current Assets	293	501
Other Non-Current Assets	367	445
TOTAL ASSETS	6,683	16,731
LIABILITIES		
Trade & Other Payables	1,839	1,315
Other Current Liabilities	1,465	831
Other Non-Current Liabilities	1,530	5,088
TOTAL LIABILITIES	4,834	7,234
TOTAL EQUITY	1,849	9,497

* Equity Capital cost is approximately A\$500,000.

** Assumes WTI debt draw down of US\$5 million

^ Includes A\$10.7 million raised under equity raising converted at a USD/AUD exchange rate = \$1.31

SUMMARY DEBT TERMS



SUMMARY TERMS OF DEBT OFFER

OVERVIEW

A commitment of US\$7.5 million in two tranches by Western Technology Investment. First draw is for US\$5 million, available immediately and the second draw is for US\$2.5 million, available if the business meets key performance indicators by August / September 2021, these key performance indicators include reaching agreed revenue B2B projections and not exceeding agreed operating expenditure. The Company considers it is currently on track to exceed the agreed B2B revenue projection and to not exceed the agreed operating expenditure. The Company is under no obligation to drawdown the second tranche

USE OF FUNDS

General purposes, unrestricted

RANKING & SECURITY

This debt will rank as first priority lien and be secured by all of CLB's assets

INTEREST RATE

12% per annum paid monthly

TERM

42 months (12 months IO and 30 months P&I)

OTHER DETAILS

WARRANT*

- WTI granted Warrant to purchase up to A\$1,959,990 worth of either (i) CLB ordinary shares or (ii) CLB ordinary shares in subsequent financing round
- Exercise price A\$0.237 per share.
- Value of Warrant shall vest 50% upon closing and 50% ratably on draws made under the debt facility
- Expiry date 31 October 2026

OTHER

- If shareholder approval for Warrant not obtained by 31 August 2021, WTI entitled to cash fee in lieu of Warrant up to est. US\$2.1m (assuming full US\$7.5m advanced)
- WTI can exchange Warrant for Success Bonus of US\$2m on CLB Change of Control or on expiry of 30 June 2026 if Warrant not exercised



The debt funding is from Venture Lending & Leasing IX Inc, which is a part of Western Technology Investment (WTI).



WTI is a leading Silicon Valley equity/debt venture firm.

* The Warrant and its terms are subject to execution of warrant documents by the parties and any necessary shareholder approval being obtained by 31 August 2021.



THANK YOU

APPENDIX



OUR STORY



Our Founder saw an opportunity to bring the fun of an old-fashioned candy store directly to people's homes. After some research and lots of questions asked, he began offering monthly subscription boxes of cute jars filled with fun candy — and Candy Club was born.

As time went on, we heard from our customers. They wanted more unique, more premium candies. They wanted what was hard for them to find. So, we traveled the globe looking for the best-in-class candy — then we offered a variety of curated, delectable candies in fun shapes and delicious premium flavors - and they loved it.

Now, you can find Candy Club products in some of your favorite boutique shops, online and in major department stores. From individual cups and gift sets and monthly subscriptions to everyday joy or seasonal and holiday collections — we have something for all occasions and tastes. Our products are great as a gift, to share with others, or as a sweet indulgence for yourself.

Since our founding, we've been creating sweet moments with our modern twist on classic sweets — making it whimsical for kids with a touch of nostalgia for adults. We remain committed to our passion and mission offering amazing, premium candies at affordable prices.



CANDY CLUB TIMELINE



2015

- Founded by Keith Cohn
- Started as a pureplay B2C subscription model in the new subscription economy
- Proof of concept

2016

- Focused on adding scale and validating all KPI metrics
- First US-based investment

2017

- Customer experience enhancements
- KPI optimisation and scale at all costs
- First Australian investment

2018

- Australian roadshow and pre-IPO rounds; subscription economy loses momentum

2019

- IPO on ASX
- Launched B2B business model
- Business model pivot to focus on running B2B for ROI

2020

- B2C turns profitable on lower scale
- Exponential growth in B2B business



KEITH COHN

Founder, CEO
& Executive Director



More than 20 years of experience in the consumer industry, a 4x serial entrepreneur and startup executive.



Founder & CEO, Vendare Media, a leading adtech company with 300 employees and annual sales of US\$150 million.



Founder & CEO, Bardon Advisors, a boutique adtech company. Acquired by Media Trust for US\$20 million.



Former Executive with Mattel, Hasbro, Equity Marketing.



JAMES BAILLIEU

Chairman



Mr Baillieu brings a wealth of corporate experiences to Candy Club, having previously served as Non-Executive Chairman of BidEnergy Limited (ASX: BID), which was the best performing stock on ASX under his leadership.



Mr Baillieu was also an early investor in Aconex Limited (ASX: ACX) and Senior Vice President of Business Development and spent more than seven years as a consultant with McKinsey & Co, assisting businesses in Australia and internationally with strategy and operational improvement.



Mr Baillieu holds an LLB (First Class Honours) and Bachelor of Arts from the University of Melbourne.



Mr Baillieu is working with Candy Club management team to focus Candy Club on its fast-growing B2B offering.



ANDREW CLARK

Non-Executive Director



Mr Clark joined Candy Club Board with a wealth of knowledge gained in executive and senior leadership positions whilst working for more than 20 years in the Consumer Goods sector.



Domestic and global roles held in large multinational and national public businesses and smaller private equity businesses covering manufacturer/supplier, wholesaler/retailer and technology/platform operations in the Australian, UK and US markets.



Previously held roles at Cadbury Schweppes, Reckitt Benckiser; Nestle; Metcash and irexchange.



A record of success in helping businesses deliver consistent growth, develop and implement business strategies, transform business operations as well as deep functional expertise in commercial activities including sales, marketing and supply.



KAN TANG

Non-Executive Director



Founding Partner of Asia Summit Capital, a private equity firm focused on consumer growth and the technology sector in Indonesia and Southeast Asia.



Kan co-founded Asianlogic which was listed on UK's AIM stock exchange in 2007 raising over US\$100 million and successfully returned as a private company through management buyout in 2009.



During his time in Asianlogic, he took on numerous senior roles & responsibilities from CFO in the early stages of growth to Business Development Director and was promoted to Chief Executive Officer in 2009 until 2014.



A qualified Chartered Professional Accountant (CPA) and a Chartered Financial Analyst (CFA), Kan is a true online gaming industry visionary having joined one of industry's first live streaming online casino companies, Dragon Sports & Gaming Ltd "DrHo888" in 2001.



NICHOLAS GIORDANO

Chief Financial Officer



Financial Executive and CPA with 20+ years of experience in high growth start-ups in the consumer goods industry.



Proven track record of achieving strategic, financial and operational goals driving corporate profitability.



Recently held positions prior to joining Candy Club: Head of Finance and Operations for TYRA Beauty (Beauty in E-Comm and Direct selling), a Tyra Banks Company, AquaHydrate (Enhanced bottled water – PE backed by Yucaipa), and Sony Entertainment (Home Entertainment Division).



Board member of True Connection, a nonprofit organization committed to empowering youth to build empathy and creatively solve problems from a personal to a global level.



CHAD BURBACH

Chief Operating Officer



Executive with 20+ years of overall experience; 17+ years in marketing, business development and operations roles within high growth eCommerce start ups.



Prior to Candy Club was Head of Marketing & Partnerships at The Bouqs Co., overseeing all aspects of marketing and retention strategy. Leveraged strategic partnerships and optimized media mix for consistent revenue growth while maintaining KPI efficiency.



Analytical, data-driven executive with an education in engineering, and an MBA from UCLA Anderson.



TRACEY MOSES

SVP Marketing



Bringing over 20+ years in Marketing and General Management, focused on branding and consumer experience, Ms. Moses joined Candy Club with experience in a variety of sectors including CPG, Med Device, Retail and eCommerce.



Tracey owned her own consulting practice for 7 years working with large and small companies ranging from CEO coaching to process improvements, marketing strategy and product development.



Working both domestically and internationally, she has grown consumer awareness and revenue through data-driven decision making and challenging the “norms” of traditional marketing by industry.



Her experience ranges from Mattel to eCommerce start-ups including Vow to Be Chic achieving a Series A funding round; to developing a full multi-million dollar/ multi-year consumer awareness test campaign with a women’s medical device company, ultimately driving it to an acquisition.



Strong success in mentoring teams and working with executive teams to deliver revenue / awareness generating ideas, process improvements and consistent revenue growth.



IVANA PLACKO

VP Technology



Ms. Placko joined Candy Club with over 15 years of experience working with stakeholders, vendors and clients around the world implementing Technology solutions.



She spent 10 years in London with the Gallup Organization managing technology roadmap and international priorities for Europe, Asia, Middle East and Australia.



While at Regent, a private equity firm, she managed technology transitions of new company acquisitions, from companies including L Brands, eBay, Hain Celestial and Regis Corp.



With a strong operational and strategic focus, she has a positive track record in improving operational efficiencies, solving complex business problems and driving revenue with creative technology solutions.