

**GIN  
CITY**

GROUP INC



**MIAMI  
BREEZE**

# THE NIGHTLIFE COMPANY

## INVESTOR-PROPOSAL

From Munich to the World. Become a part of one of the most fascinating gastronomy projects of our time!

2025/26



# COMPANY GOAL

The Gin City Group was created in 2023 by Alexander Baehr, Harald Gietmann, and Werner Eckart with the goal of using premium nightlife gastronomy to bring special experiences to metropolitan city centers.

While franchise gastronomy concepts used by fast food giants such as McDonald's, Burger King, and Subway that focus on speed and standardization are successful, the Gin City Group aims to use luxury bar and club concepts to give partygoers in major cities new spaces to call home.



# COMPE- TENCE AND EXPERIENCE

With “Gin City”, the “Schlagergarten”, and the “Kölschbar” in Munich, the initiators of the Gin City Group have achieved great success and have created a reputation for themselves in the nightlife scene that extends far beyond Munich.

Plans to open additional Gin City Bars in Ibiza, Florida, and Bali are currently underway.

With over 30 years of experience and 27 successful restaurant and bar projects, the Gin City founders are truly in a class of their own when it comes to competence and sustainability in high-end nightlife gastronomy.



# INTERNATIONALIZATION



In addition to the acquisition of new partner companies, Gin City Gin and Gin City Tonic will continue to be marketed internationally. Their brand rights and recipes will remain the property of the Gin City Group.

An international franchise program will be drawn up, in order to win more successful gastronomy entrepreneurs for the Gin City family. This will pave the way for global growth and increase the recognition of the Gin City brand.



# SUSTAIN- ABLE GROWTH

THROUGH ACQUISITIONS, FRANCHISES, AND LICENSING

Progressive sales growth, particularly through acquisitions in connection with franchising and licensing.

## ACQUISITIONS

Dynamic acquisitions of interesting bar and club concepts in metropolises both in and outside of Germany.

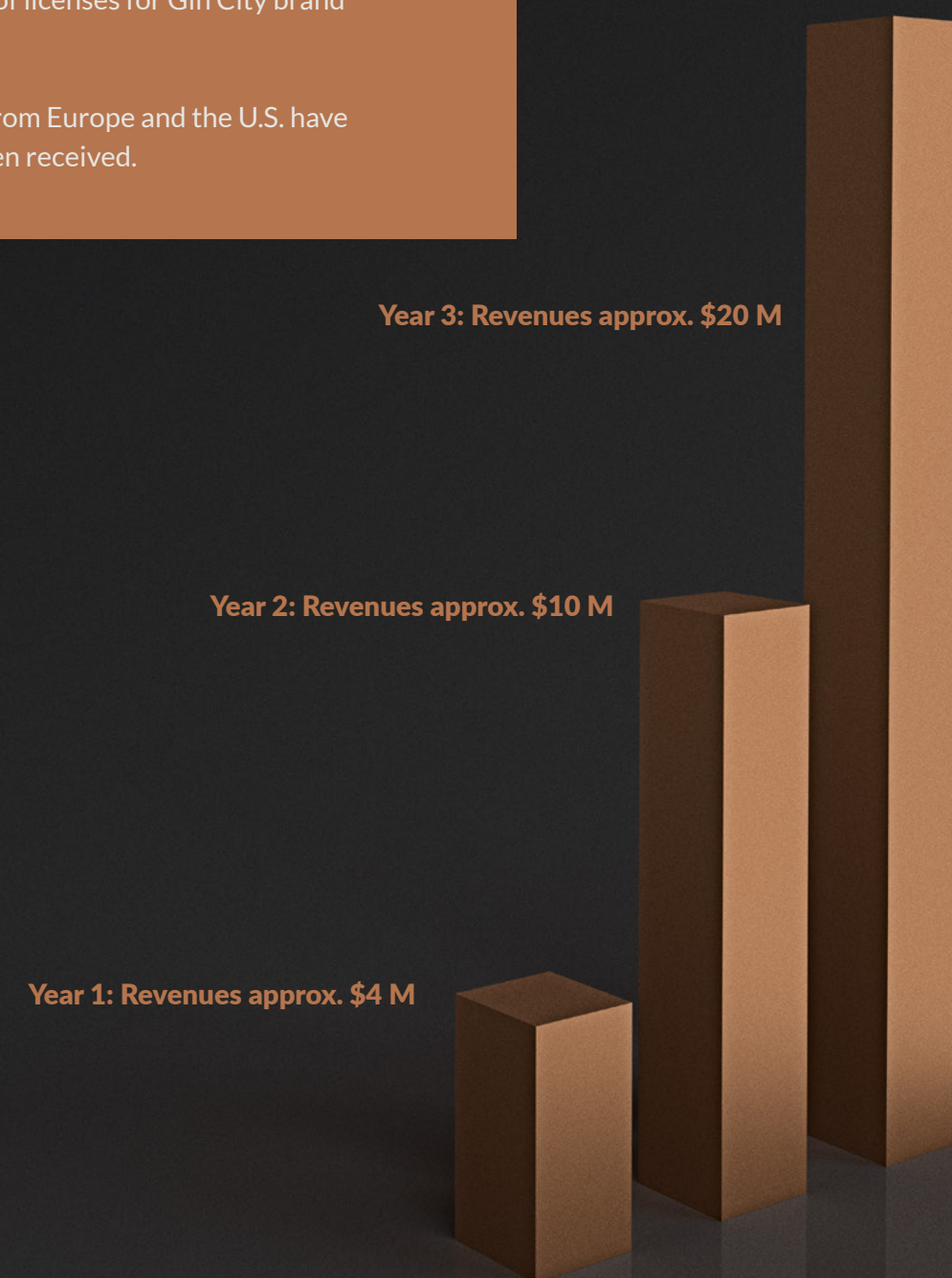
## FRANCHISE STRATEGY

Introduction of an international franchise program by the end of 2026.

## LICENSING

Allocation of licenses for Gin City brand products.

Requests from Europe and the U.S. have already been received.



# WHAT GUARANTEES OUR SUCCESS



## INDUSTRY GROWTH:

The global gin market is expected to reach a volume of 13.5 billion U.S. dollars by 2030, with a yearly growth rate (CAGR) of 4.51%. *Source: Gin Market Size & Outlook, 2030*

## READY-TO-DRINK SEGMENT:

The category growing the fastest, which is perfectly timed for the launch of Gin City cans.



## CONSUMER TRENDS:

Growing demand for premium spirits and alcohol-free alternatives.



## COMPETITIVE ADVANTAGE:

Unique bar experiences combined with Gin City's own products.

# EXPANSION AND BRAND GROWTH STRATEGY

## INTERNATIONAL EXPANSION INSPIRED BY SUCCESS IN MUNICH

After its exceptional success in its Munich flagship location, Gin City is now moving into its next phase of its growth and plans to open new locations in Miami, Ibiza, and Asia.

These international key locations were carefully selected to reflect the energy, exclusivity, and lifestyle embodied by the Gin City brand. Each of the new locations has been conceptualized as a premium experience using a combination of consistent brand design and local character. This will ensure that the success of the Munich flagship continues on a global scale.



# SUSTAINABLE GROWTH: OUR FIVE PILLARS

Gin City's vertically integrated growth model allows it to maintain control over product quality and brand image. It also allows the group to maximize profits thanks to multiple sources of recurring revenue.



INTERNATIONAL  
EXPANSION

LICENSE  
PARTNERSHIPS

PRODUCT  
INNOVATIONS

PRIVATE PRODUCT  
PLACEMENT

UPLISTING

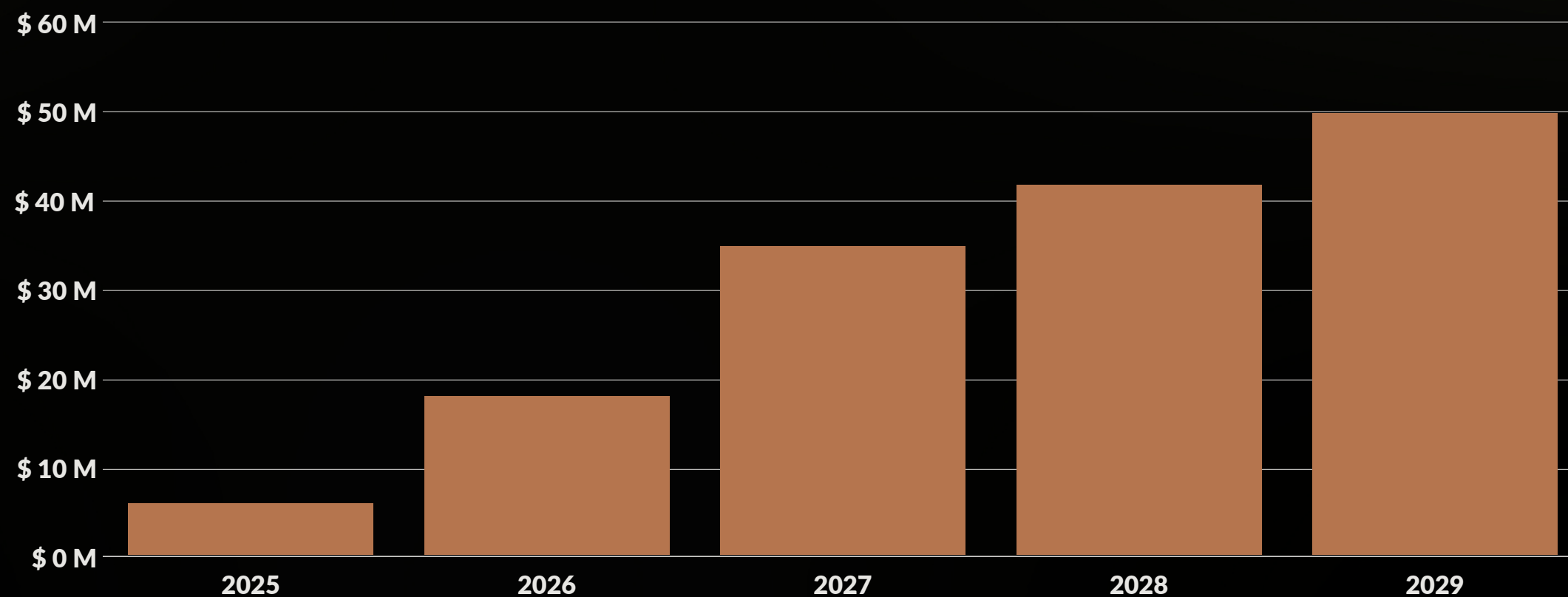


# GROWTH WITH MOMENTUM

FROM \$6 M TO \$50 M IN REVENUES

GIN CITY REVENUE FORECAST (2025-2029),  
YEARLY REVENUE GROWTH:

2026: +194%  
2027: +94%  
2028: +20%  
2029: +19%





# THE JOURNEY THROUGH THE NIGHT BEGINS



JANUARY 2025  
PURCHASE OF GIN  
CITY GMBH



SEPTEMBER 2025  
LETTER OF INTENT  
(LOI) KÖLSCH-BAR



SEPTEMBER 2025  
LOI SCHLAGERGARTEN  
MUNICH



# THE BIG 5 HIT THE GROUND RUNNING

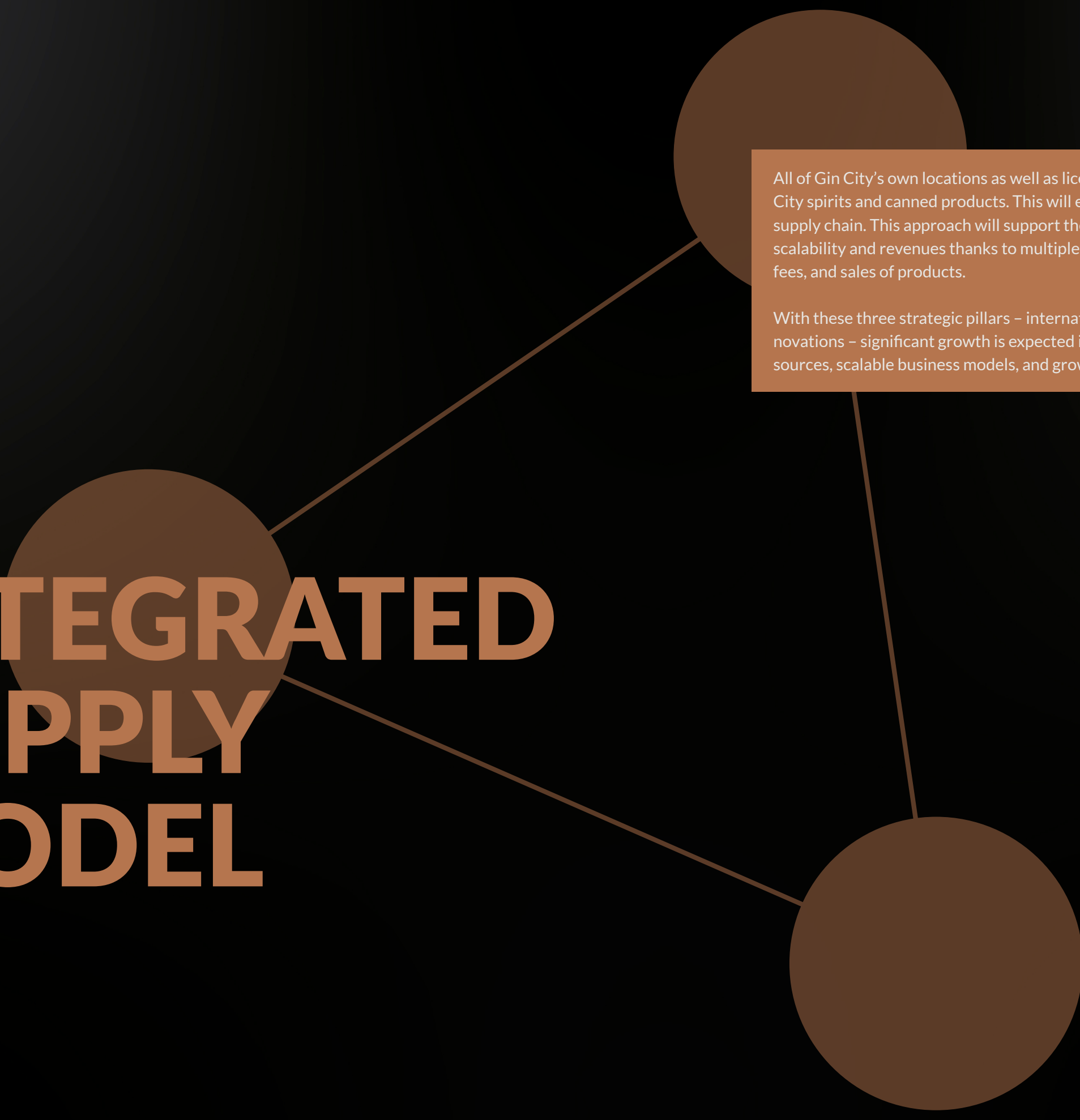
In February 2025, Gin City placed an order that laid the foundation for its continued growth and brand presence: The “Big 5” order included 15,984 bottles of Gin City Gold, 3,060 bottles of Gin City Gold Organic, and 570 bottles of Gin City Zero with 0% alcohol. Also included in the order were 250,000 cans of Gin City Tonic and 250,000 cans of Gin City Zero & Tonic – to meet the demands of the ready-to-drink-segment.

With this strategy, Gin City is combining premium gins, alcohol-free versions, and handy ready-to-drink products, allowing the group to target a wide range of customers. These “Big 5” gins are foundational for the expansion into bars, restaurants and retail locations. Together, they are a powerful package that showcases Gin City’s brand, quality, and availability in one fell swoop. Gin City is thus strongly positioning itself as an innovator in the premium and alcohol-free gin segments.





# INTEGRATED SUPPLY MODEL



The diagram illustrates the Integrated Supply Model with three interconnected circles. The top circle is connected to the bottom-left circle, and the bottom-left circle is connected to the bottom-right circle. A text box is positioned between the top and bottom-right circles, containing two paragraphs of text.

All of Gin City's own locations as well as licensed locations will be supplied exclusively with Gin City spirits and canned products. This will ensure a consistent brand identity and an integrated supply chain. This approach will support the brand's premium positioning as well as operative scalability and revenues thanks to multiple revenue sources: sales from the locations, licensing fees, and sales of products.

With these three strategic pillars – international expansion, license partnerships and retail innovations – significant growth is expected in the next 3 to 5 years thanks to diversified revenue sources, scalable business models, and growing global brand awareness.



# THE ROYAL ROAD TO THE STOCK MARKET

Normally, it takes between 18 to 30 months for a company to be listed on Wall Street. The Gin City Group accomplished it in 10 months through a merger with Miami Breeze Inc. (listed on the American OTC market). After saving that much time, we are now coming up on our goal of being uplisted to one of the world's largest stock exchanges in record time. With this planned uplisting to the Nasdaq or NYSE, we are making our stock accessible not only to large, institutional investors but also to a global pool of private investors. This will allow us to generate investment resources that will make Gin City one of the leading brands in global nightlife gastronomy.

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# UPLISTING PLANNED FOR Q3 2026

The Gin City Group is still at the beginning of its journey and there's even more growth ahead.

Our current bid/ask goal for the uplisting is

**\$7.75 to \$9.50.**





# HOW WE WILL ALLOCATE OUR RESOURCES

70%

## 1. STRATEGIC ACQUISITIONS

- Strategic acquisition of profitable, high-margin bar and nightlife gastronomy concepts in Europe and the U.S.
- Initial focus on the acquisition of Kölschbar and Schlagergarten – two very successful bars in Munich.

10%

## 2. CREATING A GLOBAL LICENSING PROGRAM

- Implementing a structured licensing model to partner with luxury hotels, rooftop bars, and nightlife locations around the world.
- Accelerating our global market presence with minimal capital risk.

10%

## 3. LAUNCHING THE GIN CITY PRODUCT LINE

- Launching and scaling the Gin City ready-to-drink (RTD) products, including Gin City cans, Gin City Zero, and Gin City Tonic, with Europe as the distribution starting point.

10%

## 4. OPERATING CAPITAL AND OVERARCHING COMPANY GOALS

- Ensuring sufficient liquidity to support operative excellence and be able to take advantage of unplanned market opportunities that arise.



# CELEBRATE THE NIGHT

Become a part of the Gin City family and be there from the start to watch the Gin City Group enrich the world's metropolises with its experience-oriented nightlife gastronomy.

**BE A PART OF IT**

# EXIT STRATEGY



## UPLISTING PLANS

As part of its long-term growth and capital strategy, Gin City is planning to uplist to a large stock exchange, such as the NYSE (standard) or the Nasdaq Capital Market. Its goal is to improve brand visibility, promote consumer trust, and attract institutional investors. This step is meant to give the Gin City group greater access to capital markets and support its expansive growth goals.

## REBRANDING INITIATIVE

To ensure consistency as the group grows strategically, rebranding processes are planned, in which the current name – Miami Breeze – will be changed to Gin City. This change reflects our focus on the key markets and our strategic global lifestyle orientation. It also ensures a consistent brand identity throughout all of our locations, products, and markets.

## INVESTOR EARNINGS

Gin City aims to significantly increase the group's value through strategic growth and market expansion.

The uplisting to the Nasdaq Capital Market is planned for Q3 2026 (alternatively, NYSE American, depending on the recommendation of the investment bank).

Goal: Strong returns for investors through uplisting, expansion, and acquisitions.



# DISCLOSURE

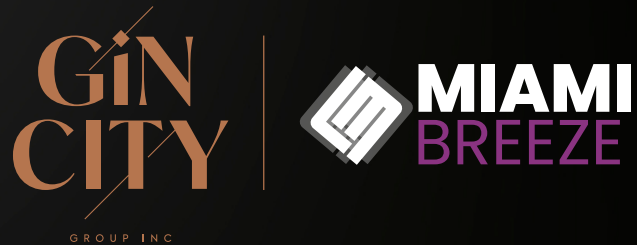
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