



welcome

Roth Investment Conference
Eastside Distilling, Inc (Nasdaq: EAST)

MARCH 17-19 2024

TURNAROUND CHALLENGE
IN THE MIDST OF COVID



FIX

Unsustainable Spirits
Business Model



BUILD

Craft Canning Very Low
Risk Adjusted Return on
Invested Capital



GROW

Leveraged Balance Sheet
and Limited Resources

WHY CRAFT & DIGITAL PRINTING

Technological innovation propels a growth opportunity in a business we excel in today

- Several favorable factors are fueling adoption
- Barriers to entry and a route to achieving robust profitable margins

This is not a low growth low margin co-packing business



OPPORTUNITY

No Can Decoration Limitations



SCREEN PRINTING

Geriatric technology limited color, no flexibility



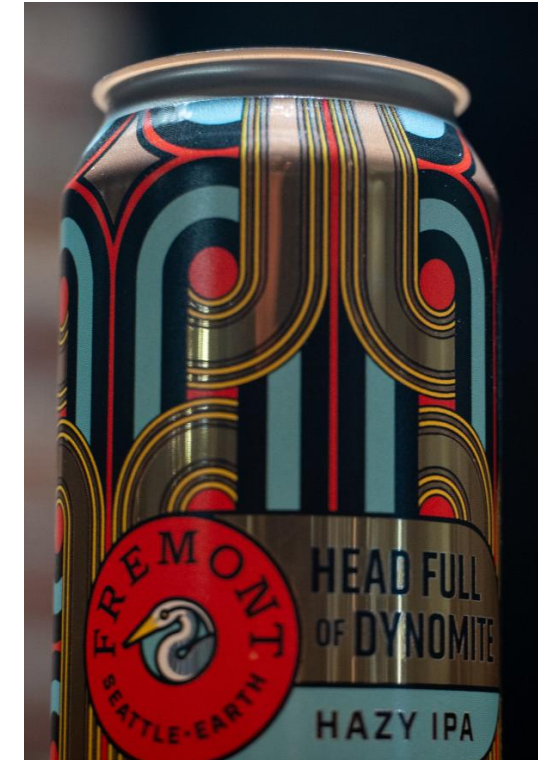
SHRINK SLEEVES

Plastic crap heated around your favorite cold product



STICKER LABEL

Expensive and won't cover the entire can



DIGITAL PRINTING

100% recyclable, one or a million, limitless possibilities

UNLEASHING

A Wealth of New Capabilities

Marketing Around the Can has never been more important as the cost to reach a potential consumer grows



2011



NOW

“No Rulebook Anymore”

Telling any story finding uniqueness

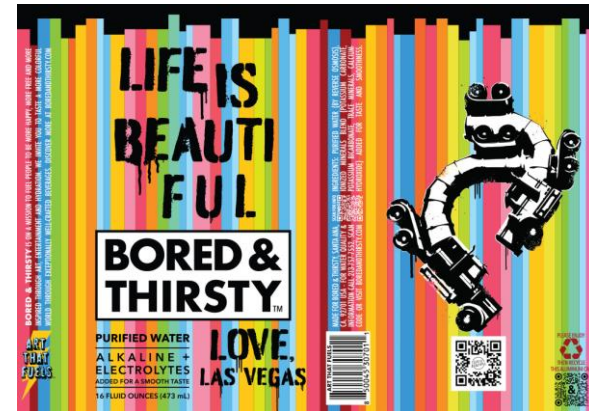
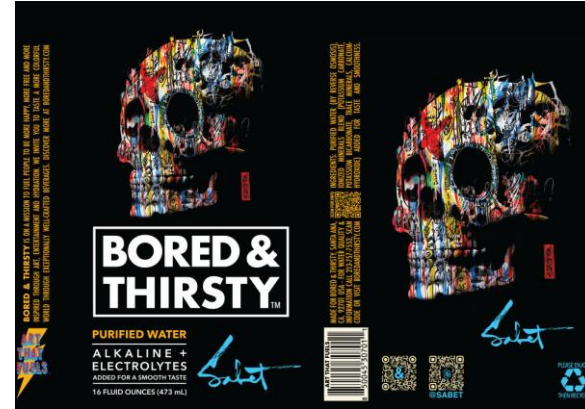
CHANGING the Competitive Advantage of Small Beverage Brands

NEW INNOVATORS

are faster, refocus and refine more often and relaunch more than once

REDUCING INVESTMENT,
supply chain and taking less risk with innovation

NEW BUSINESS MODELS Bring New Customers



Marketing Platform built off digitally printed...collectible cans



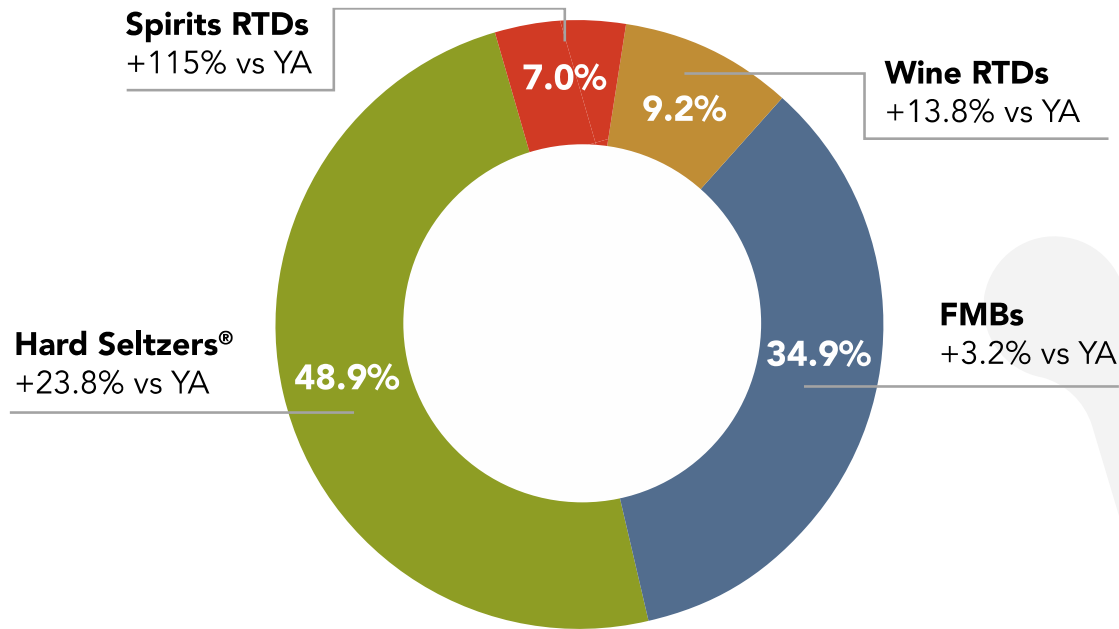


ADDITIONAL TAILWINDS DRIVING GROWTH

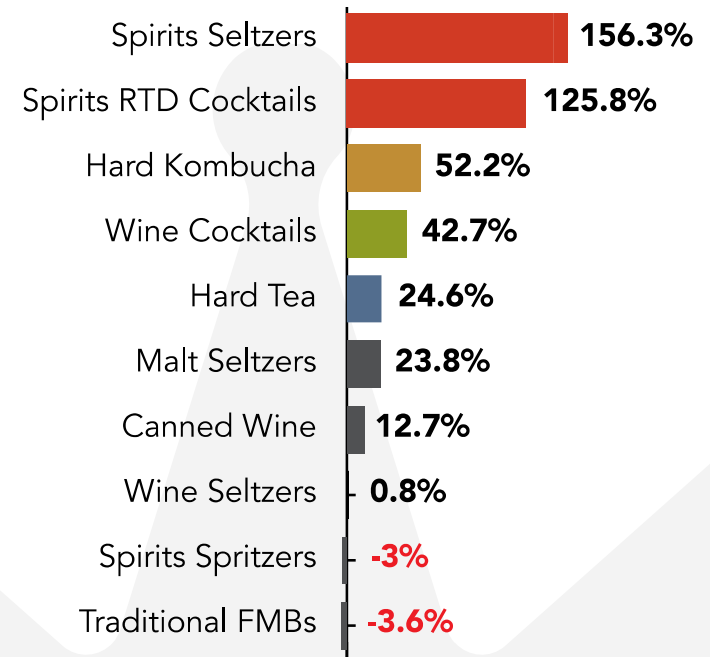
- Growth of craft beverage with new segments and premiumization
- Transition to aluminum from other materials
- Recycling Advantage
- Customer solutions

GROWTH In New Categories

Beer, Wine, Spirits RTD Dollar Share NielsenIQ off premise channels



RTD Dollar Growth by Segment NielsenIQ off premise channels



*Malt-based hard seltzers


SOURCE: NielsenIQ -The Current Biz of RTD Fizz (52 weeks ending 10/02/21 vs year ago)




TAILWINDS TO CANS

The Aluminum Can Advantage


Aluminum cans are the most sustainable beverage package on virtually every measure.




Aluminum cans are the most sustainable beverage package on virtually every measure. Cans have a higher recycling rate and more recycled content than competing package types.



They are lightweight, stackable and strong, allowing brands to package and transport more beverages using less material.



Aluminum cans are far more valuable than glass or plastic, helping make municipal recycling programs financially viable and effectively subsidizing the recycling of less valuable materials in the bin.



Most of all, aluminum cans are recycled over and over again in a true “closed loop” recycling process. Glass and plastic are typically “down-cycled” into products like carpet fiber or landfill liner.

Source: [Aluminum.org/recycling](https://www.aluminum.org/recycling)

DIGITAL Printing Advantage

The Most Sustainable Beverage Package



ALUMINUM CANS



GLASS BOTTLES



PLASTIC BOTTLES (PET)

Consumer Recycling Rate	45.2%	39.6%	20.5%
Industry Recycling Rate	59.7%	N/A	N/A
Closed-Loop Circularity Rate	92.6%	30-60%	26.8%
Recycled Content	73%	23%	3-10%
Value of Material	\$991/ton	-\$23/ton	\$205/ton

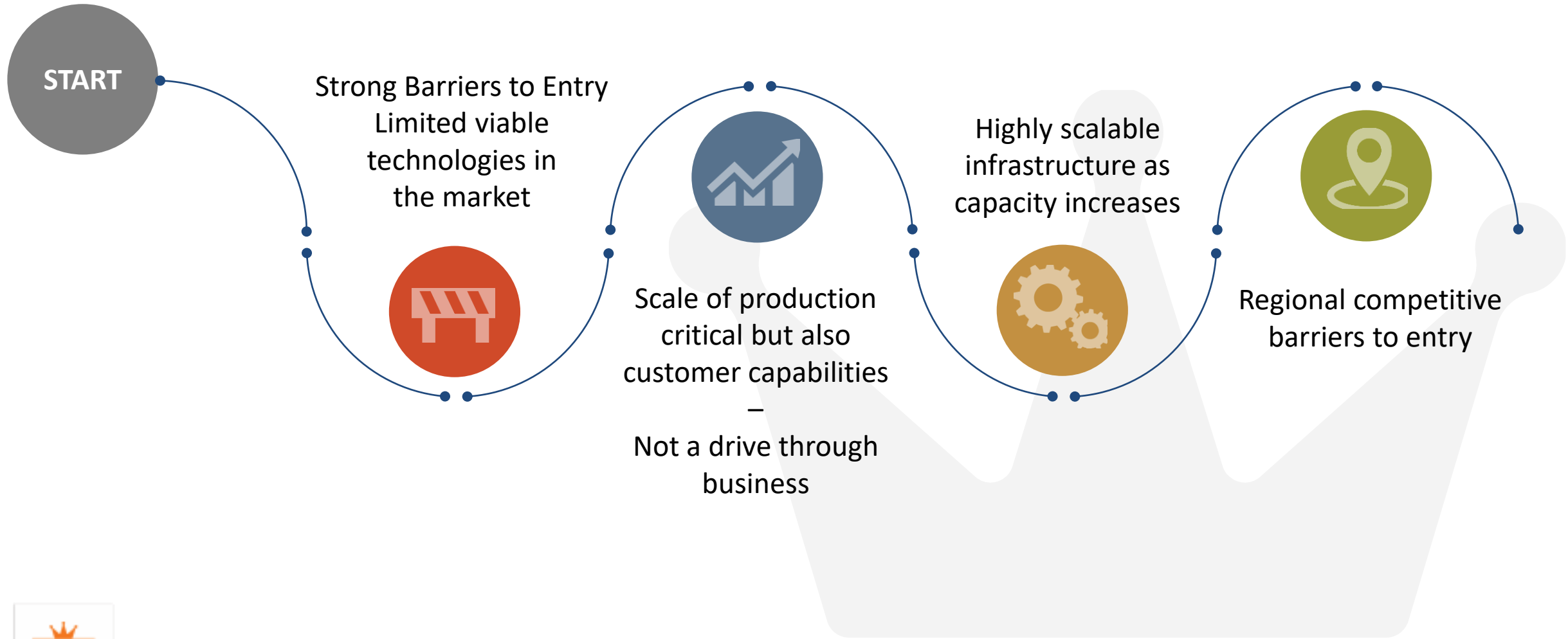
Source: The Aluminum Association; Crowncork.com

Around the world beverage cans are witnessing historic levels of growth.

75% of New Beverage Launches Now Appear In Cans

2x the Rate of 5 Years Ago

PATH TO Digital Printing Profitable Margins



2024 Targets and Priorities



Path to triple
production
capacity



Expand margins and
drive public company
profitability



Leverage platform
for broader
industry growth

SAFE HARBOR STATEMENT

This presentation by Eastside Distilling, Inc. (the “Company,” “we,” “us,” and “our”) includes “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995, Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. All forward-looking statements are subject to a number of risks, uncertainties and assumptions, and you should not rely upon forward looking statements as predictions of future events. You can identify forward-looking statements by words such as “anticipate,” “believe,” “could,” “estimate,” “expect,” “intend,” “may,” “plan,” “potential,” “predict,” “project,” “should,” “would,” “will,” “target,” “contemplates,” “continue” or the negative of those words or other similar terms or expressions that concern our expectations, strategy, plans, or intentions. These statements are based on management’s current expectations and/or beliefs and assumptions about future events and trends that management considers reasonable, which assumptions may or may not prove correct. We may not actually achieve the plans, carry out the intentions or meet the expectations disclosed in the forward-looking statements and you should not place undue reliance on these forward-looking statements. Moreover, we operate in a very competitive and rapidly changing environment. New risks and uncertainties emerge from time to time, and it is not possible for us to predict all risks and uncertainties that could have an impact on the forward-looking statements. Actual results and performance could differ materially from those projected in the forward-looking statements as a result of many factors. Some of the key factors that could cause actual results to differ materially from those expressed or implied in the forward-looking statements include, but are not limited to, the effect and consequences of the novel coronavirus (“COVID 19”) public health crisis on matters including U.S. and local economies, our business operations and continuity, the availability of corporate financing, the health and productivity of our associates, the ability of third-party providers to continue uninterrupted service, and the regulatory environment in which we operate; our ability to sustain recent growth rates in portions of our business; our ability to restructure operations and achieve profitability; our ability to manage the growth of our operations over time; our ability to maintain, grow and enforce our brand and trademark rights; our ability to improve our products and develop new products; our ability to execute on and realize the benefits of our strategic priorities; our ability to obtain, grow and enforce intellectual property related to our business and avoid infringement or other violation of the intellectual property rights of others; our ability to successfully expand operations; and our ability to compete and succeed in a highly competitive and evolving industry, as well as those risks and uncertainties disclosed under the sections entitled “Risk Factors” and “Management’s Discussion and Analysis of Financial Condition and Results of Operations” in our most recent Annual Report on Form 10-K and Quarterly Report on Form 10-Q filed with the Securities and Exchange Commission (“SEC”), and similar disclosures in subsequent reports filed with the SEC, which are available on our investor relations website at east-sidedistilling.com/investors and on the SEC website at www.sec.gov. The forward-looking statements made in this presentation relate only to events as of the date on which the statements are made. We undertake no obligations to update any forward-looking statements made in this presentation to reflect events or circumstances after the date of this presentation or to reflect new information or the occurrence of unanticipated events, except as required by law. Certain data in this presentation was obtained from various external sources. Neither the Company nor its affiliates, advisers or representatives have verified such data with independent sources. Accordingly, neither the Company nor any of its affiliates, advisers or representatives make any representations as to the accuracy or completeness of that data or to update such data after the date of this presentation. Such data involves risks and uncertainties and is subject to change based on various factors.

Use of Non-GAAP Information This presentation includes certain non-GAAP financial measures that are supplemental measures of financial performance not required by, or presented in accordance with, GAAP, including Adjusted EBITDA. We define “Adjusted EBITDA” as earnings before interest, taxes, depreciation and amortization, adjusted for the impact of certain non-cash and other items that we do not consider in our evaluation of ongoing operating performance. These items include professional fees, equity-based compensation expense, write-offs of property and equipment, deferred rent, financing expenses and certain other charges and gains that we do not believe reflect our underlying business performance. We have also presented herein certain forward-looking statements about the Company’s future financial performance that include non-GAAP (or “as-adjusted”) financial measures, including Adjusted EBITDA. This non-GAAP financial measure is derived by excluding certain amounts, expenses or income, from the corresponding financial measures determined in accordance with GAAP. The determination of the amounts that are excluded from this non-GAAP financial measure is a matter of management judgment and depends upon, among other factors, the nature of the underlying expense or income amounts recognized in a given period. We are unable to present a quantitative reconciliation of the aforementioned forward-looking non-GAAP financial measure to its most directly comparable forward-looking GAAP financial measures because management cannot reliably predict all of the necessary components of such GAAP measures, which could be significant in amount. We believe that these non-GAAP financial measures not only provide its management with comparable financial data for internal financial analysis but also provide meaningful supplemental information to investors. However, other companies in our industry may calculate these items differently than we do. These non-GAAP measures should not be considered as a substitute for the most directly comparable financial measures prepared in accordance with GAAP, such as net income (loss) or net income (loss) per share as a measure of financial performance, cash flows from operating activities as a measure of liquidity, or any other performance measure derived in accordance with GAAP.





CRAFT

CANNING + PRINTING