

Chameleon Beverage Company

6444 E. 26th Street , Commerce, CA 90040

James Zellerbach, Chief Financial Officer

Date: November 20, 2023

Application Facts:

Industry	Manufacturing
NAICS	326160
Type of App	New
Location	Clark County
RDA	LVGEA, Perry Ursem

Company Profile

Chameleon Beverage Company (Chameleon) plans to establish a 20,000-25,000 sq. ft. plastic bottle manufacturing facility in southern Nevada. Chameleon was started in 1995 in a small warehouse in Culver City, CA. Since that time, Chameleon has grown substantially and is now one of the largest private label bottle manufacturing companies in California, operating multiple filling lines, 24 hours a day, in a modern plant in Commerce, CA. With 25 years of experience and over 1 billion bottles produced, Chameleon prides itself on making its products in the most efficient and skilled factory with real results. The company is also the proud recipient of the 2019 International Bottled water Association Excellence in Manufacturing Award. Chameleon supplies a discerning roster of hotels, restaurants, car dealerships, fitness clubs, golf courses, real estate agents and lawyers with highly personalized and eco-friendly water packaging. The company is currently formulating a plan with College of Southern Nevada (CSN) and their advanced manufacturing lab to hire potential new graduates and plans to reach out to local chambers of commerce to identify programs that it can incorporate into its southern Nevada operation. *Source: Chameleon Beverage Company*

Tax Abatement Requirements:

	<u>Statutory</u>	<u>Company Application</u>	<u>Meeting Requirements</u>
Job Creation	50	20	No
Average Wage	\$29.28	\$29.58	Yes
Equipment Capex (SU & MBT)	\$1,000,000	\$5,611,430	Yes
Equipment Capex (PP)	\$5,000,000		

Additional Requirements:

Health Insurance	65%	70%	Yes
Revenues generated outside NV	51%	90%	Yes
Business License	<input type="checkbox"/> Current	<input type="checkbox"/> Pending	<input checked="" type="checkbox"/> Will comply

Total Tax Liability (without tax abatements)

Direct (company)

Total

\$1,123,181

\$2,974,422

Tax Abatements

Contract Terms

Estimated Tax Abatement

Sales Tax Abmt.	2% for 2 years	\$357,729
Modified Business Tax Abmt.	50% for 4 years	\$18,377
Personal Property Tax Abmt.	50% for 10 years	\$206,740
Total Estimated Tax Abatement over 10 yrs.		\$582,846

Net New Tax Revenues

Direct

Indirect

Taxes after Abatements

Local Taxes

Property	\$510,413	\$845,596	\$1,356,009
Sales	\$3,506	\$440,610	\$444,116
Lodging	\$0	\$31,644	\$31,644

State Taxes

Property	\$27,917	\$49,201	\$77,118
Sales	\$113,329	\$147,053	\$260,382
Modified Business	\$99,422	\$112,718	\$212,140
Lodging	\$0	\$10,167	\$10,167

Total Estimated New Tax Revenue over 10 yrs.

\$754,587

\$1,636,989

\$2,391,576

Economic Impact over 10 yrs.

Economic

Construction

Total

Total Jobs Supported	40	1	41
Total Payroll Supported	\$23,718,324	\$54,593	\$23,772,917
Total Economic Value	\$99,970,041	\$157,321	\$100,127,362

IMPORTANT TERMS & INFORMATION

Tax Abatements are reduction or discount of tax liability and companies do not receive any form of payment.

Total Estimated Tax Abatement is a tax reduction estimate. This estimated amount will be discounted from total tax liability.

Estimated New Tax Revenue is amount of tax revenues local and state government will collect after the abatement was given to applying company.

Economic Impact is economic effect or benefits that this company and it's operations will have on the community and state economy measured by total number of jobs, payroll and created output.



September 29, 2023

Mr. Tom Burns
Executive Director
Nevada Governor's Office of Economic Development
555 E. Washington Avenue, Suite 5400
Las Vegas, Nevada 89101

Dear Mr. Burns,

Chameleon Beverage is applying to the State of Nevada for the Sales and Use, Modified Business, and Personal Property Tax Abatements. We request their application be placed on the agenda for the November 2023 GOED Board Meeting.

The company is exploring their options to locate a bottle manufacturing operations in Southern Nevada and hire 20 new employees. These new hires will make an average hourly wage of \$29.58 and be provided with a comprehensive benefits package. Chameleon Beverage will make a capital investment of \$5.7 million over the next two years.

Our team has reviewed Chameleon Beverage's application and found it to comply with Nevada's statutory requirements for tax abatements. This application has the full support and endorsement of the Las Vegas Global Economic Alliance. Thank you for your consideration.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Perry Ursem', is written over a light blue horizontal line.

Perry Ursem
Senior Vice President of Business Development

Enclosure



CHAMELEON
BEVERAGE COMPANY INC

9/29/2023

Mr. Tom Burns
Executive Director
Nevada Governor's Office of Economic Development
555 E. Washington, Suite 5400
Las Vegas, NV 89101

Dear Mr. Burns,

By way of this letter and the attached application, Chameleon Beverage Company is requesting tax incentives to assist with our relocation efforts. Recent strategic planning has the company focused on creating a presence in Nevada. A significant part of this consideration is the economic incentives offered by the state. We are projecting to add 20 full-time employees with an average wage of \$29.58 over the next two years of operations, and a total of 23-25 full-time employees with an average hourly wage of \$30.00 over the next five years of operations.

A brief history of our company along with an overview of our products is included with submission. The Chameleon Beverage Co was started in 1995 in a small warehouse in Culver City, CA. Since that time, Chameleon has grown substantially and is now one of the largest private label bottled water companies in California, operating multiple filling lines, 24 hours a day, in a modern plant in Commerce, CA

With 25 years of experience and over 1 billion bottles produced - you can have peace of mind knowing your product is being made in the most efficient and skilled factory with real results - the way you deserve - no exceptions.

Chameleon Beverage Company holds the highest standards for not only our employees, but also our products because we believe in better.

The economic development incentives offered by the State of Nevada have been an integral factor in our relocation strategy. The projected cost savings from the support of these incentives will allow Chameleon Beverage Company to hire a greater number of full time employees, supporting the Governor's initiative for providing more Nevadan's with long term work and career opportunities. Additionally, Nevada's pro-business climate provides Chameleon Beverage Company with a sustainable location for ongoing strategic growth.

We are projecting to occupy between 20,000 sq ft and with capital equipment projections forecasting approximately \$5,700,000 of investment into the company.

Our experience with representatives from the Las Vegas Global Economic Alliance has been positive and we look forward to your approval in supporting our expansion efforts. We appreciate for your time and consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "J. Zellerbach", with a period at the end.

James Zellerbach
CFO
Chameleon Beverage Company

Enclosures

ECONOMIC DEVELOPMENT
Incentive Application

Company is an / a: (check one)
 New location in Nevada
 Expansion of a Nevada company

Company Name: Chameleon Beverage Company
 Date of Application: September 29, 2023

Section 1 - Type of Incentives

Please check all that the company is applying for on this application:

- Sales & Use Tax Abatement
- Modified Business Tax Abatement
- Personal Property Tax Abatement
- Recycling Real Property Tax Abatement
- Other: _____

Section 2 - Corporate Information

COMPANY NAME (Legal name under which business will be transacted in Nevada)			FEDERAL TAX ID #
<u>Chameleon Beverage Company</u>			
CORPORATE ADDRESS	CITY / TOWN	STATE / PROVINCE	ZIP
<u>6444 E. 26th Street</u>	<u>Commerce</u>	<u>CA</u>	<u>90040</u>
MAILING ADDRESS TO RECEIVE DOCUMENTS (if different from above)	CITY / TOWN	STATE / PROVINCE	ZIP
TELEPHONE NUMBER	WEBSITE		
<u>323-724-8223</u>	<u>ChameleonBeverage.com</u>		
COMPANY CONTACT NAME	COMPANY CONTACT TITLE		
<u>James Zellerbach</u>	<u>CFO</u>		
E-MAIL ADDRESS	PREFERRED PHONE NUMBER		
<u>Jamesz@chameleonbeverage.com</u>	<u>323-803-9815</u>		

Has your company ever applied and been approved for incentives available by the Governor's Office of Economic Development? Yes No
 If Yes, list the program awarded, date of approval, and status of the accounts (attach separate sheet if necessary):

Section 3 - Program Requirements

Please check two of the boxes below; the company must meet at least two of the three program requirements:

- A capital investment of \$1,000,000 in eligible equipment in urban areas or \$250,000 in eligible equipment in rural areas are required. This criteria is businesses. In cases of expanding businesses, the capital investment must equal at least 20% of the value of the tangible property owned by the business.
- New businesses locating in urban areas require fifty (50) or more permanent, full-time employees on its payroll by the eighth calendar quarter quarter in which the abatement becomes effective. In rural areas, the requirement is ten (10) or more. For an expansion, the business must increase employees on its payroll by 10% more than its existing employees prior to expansion, or by 25 (urban) or 6 (rural) employees, whichever is greater.
- In both urban and rural areas, the average hourly wage that will be paid by the business to its new employees is at least 100% of the average statewide hourly wage.

Note: Criteria is different depending on whether the business is in a county where the population is 100,000 or more or a city where the population is 60,000 or "urban" area), or if the business is in a county where the population is less than 100,000 or a city where the population is less than 60,000 (i.e., "rural" area).

Section 4 - Nevada Facility

Type of Facility:

- Headquarters
- Technology
- Back Office Operations
- Research & Development / Intellectual Property
- Service Provider
- Distribution / Fulfillment
- Manufacturing
- Other: _____

PERCENTAGE OF REVENUE GENERATED BY THE NEW JOBS CONTAINED IN THIS APPLICATION FROM OUTSIDE NEVADA	EXPECTED DATE OF NEW / EXPANDED OPERATIONS (MONTH / YEAR)		
<u>90%</u>	<u>Mar-2024</u>		
NAICS CODE / SIC	INDUSTRY TYPE		
<u>326160</u>	<u>Plastics Bottle Manufacturing</u>		
DESCRIPTION OF COMPANY'S NEVADA OPERATIONS			
<u>Manufacturing of pre-form PET bottles</u>			
PROPOSED / ACTUAL NEVADA FACILITY ADDRESS	CITY / TOWN	COUNTY	ZIP
<u>TBD</u>	<u>TBD</u>	<u>Clark County</u>	
WHAT OTHER STATES / REGIONS / CITIES ARE BEING CONSIDERED FOR YOUR COMPANY'S RELOCATION / EXPANSION / STARTUP?			
<u>Phoenix, Arizona & Bakersfield, California</u>			

Section 5 - Complete Forms (see additional tabs at the bottom of this sheet for each form listed below)

Check the applicable box when form has been completed.

- 5 (A) Equipment List
- 5 (B) Employment Schedule
- 5 (C) Evaluation of Health Plan, with supporting documents to show the employer paid portion of plan meets the minimum of 65%.
- 5 (D) Company Information Form

Section 6 - Real Estate & Construction (Fill in either New Operations/Startup or Expansion, not both.)

New Operations / Start Up - Plans Over the Next <u>Ten</u> Years	Expansions - Plans Over the Next <u>10</u> Years
<p>Part 1. Are you currently/planning on leasing space in Nevada? <u>Yes</u></p> <p>If No, skip to Part 2. If Yes, continue below:</p> <p style="padding-left: 40px;">What year(s)? <u>2023</u></p> <p style="padding-left: 40px;">How much space (sq. ft.)? <u>20000-25000</u></p> <p style="padding-left: 40px;">Annual lease cost of space: <u>\$400,000.00</u></p> <p>Do you plan on making building tenant improvements? <u>Yes</u></p> <p>If No, skip to Part 2. If Yes *, continue below:</p> <p style="padding-left: 40px;">When to make improvements (month, year)? <u>Jan-2024</u></p> <hr style="border-top: 1px dashed black;"/> <p>Part 2. Are you currently/planning on buying an owner occupied facility in Nevada? <u>No</u></p> <p>If No, skip to Part 3. If Yes *, continue below:</p> <p style="padding-left: 40px;">Purchase date, if buying (month, year): _____</p> <p style="padding-left: 40px;">How much space (sq. ft.)? _____</p> <p>Do you plan on making building improvements? _____</p> <p>If No, skip to Part 3. If Yes *, continue below:</p> <p style="padding-left: 40px;">When to make improvements (month, year)? _____</p> <hr style="border-top: 1px dashed black;"/> <p>Part 3. Are you currently/planning on building a build-to-suit facility in Nevada? <u>No</u></p> <p>If Yes *, continue below:</p> <p style="padding-left: 40px;">When to break ground, if building (month, year)? _____</p> <p style="padding-left: 40px;">Estimated completion date, if building (month, year): _____</p> <p style="padding-left: 40px;">How much space (sq. ft.)? _____</p>	<p>Part 1. Are you currently leasing space in Nevada? _____</p> <p>If No, skip to Part 2. If Yes, continue below:</p> <p style="padding-left: 40px;">What year(s)? _____</p> <p style="padding-left: 40px;">How much space (sq. ft.)? _____</p> <p style="padding-left: 40px;">Annual lease cost at current space: _____</p> <p>Due to expansion, will you lease additional space? _____</p> <p>If No, skip to Part 3. If Yes, continue below:</p> <p>Expanding at the current facility or a new facility? _____</p> <p style="padding-left: 40px;">What year(s)? _____</p> <p style="padding-left: 40px;">How much expanded space (sq. ft.)? _____</p> <p style="padding-left: 40px;">Annual lease cost of expanded space: _____</p> <p>Do you plan on making building tenant improvements? _____</p> <p>If No, skip to Part 3. If Yes *, continue below:</p> <p style="padding-left: 40px;">When to make improvements (month, year)? _____</p> <hr style="border-top: 1px dashed black;"/> <p>Part 2. Are you currently operating at an owner occupied building in Nevada? _____</p> <p>If No, skip to Part 3. If Yes, continue below:</p> <p style="padding-left: 40px;">How much space (sq. ft.)? _____</p> <p style="padding-left: 40px;">Current assessed value of real property? _____</p> <p>Due to expansion, will you be making building improvements? _____</p> <p>If No, skip to Part 3. If Yes *, continue below:</p> <p style="padding-left: 40px;">When to make improvements (month, year)? _____</p> <hr style="border-top: 1px dashed black;"/> <p>Part 3. Do you plan on building or buying a new facility in Nevada? _____</p> <p>If Yes *, continue below:</p> <p style="padding-left: 40px;">Purchase date, if buying (month, year): _____</p> <p style="padding-left: 40px;">When to break ground, if building (month, year)? _____</p> <p style="padding-left: 40px;">Estimated completion date, if building (month, year): _____</p> <p style="padding-left: 40px;">How much space (sq. ft.)? _____</p>
<p>* Please complete Section 7 - Capital Investment for New Operations / Startup.</p>	<p>* Please complete Section 7 - Capital Investment for Expansions below.</p>

BRIEF DESCRIPTION OF CONSTRUCTION PROJECT AND ITS PROJECTED IMPACT ON THE LOCAL ECONOMY (Attach a separate sheet if necessary):

Construction will include tenant improvements that will be necessary to prepare the space for our manufacturing equipment. We are budgeting \$100,000 and will have a better idea upon selecting a location and what our lease arrangements will entail with the landlord.

Section 7 - Capital Investment (Fill in either New Operations/Startup or Expansion, not both.)

New Operations / Start Up	Expansions
How much capital investment is planned? (Breakout below):	How much capital investment is planned? (Breakout below):
Building Purchase (if buying): _____	Building Purchase (if buying): _____
Building Costs (if building / making improvements): <u>\$100,000</u>	Building Costs (if building / making improvements): _____
Land: _____	Land: _____
Equipment Cost: <u>\$5,611,430</u>	Equipment Cost: _____
Total: <u>\$5,711,430</u>	Total: _____
	Is the equipment purchase for replacement of existing equipment? _____
	Current assessed value of personal property in NV: _____
	(Must attach the most recent assessment from the County Assessor's Office.)

Section 8 - Employment (Fill in either New Operations/Startup or Expansion, not both.)

New Operations / Start Up	Expansions
How many full-time equivalent (FTE*) employees will be created by the end of the first eighth quarter of new operations?: <u>20</u>	How many full-time equivalent (FTE*) employees will be created by the end of the first eighth quarter of expanded operations?: _____
Average hourly wage of these <u>new</u> employees: <u>\$29.58</u>	Average hourly wage of these <u>new</u> employees: _____
	How many FTE employees prior to expansion?: _____
	Average hourly wage of these <u>existing</u> employees: _____
	Total number of employees after expansion: _____

* FTE represents a permanent employee who works an average of 30 hours per week or more, is eligible for health care coverage, and whose position is a "primary job" as set forth in NAC 360.474.

OTHER COMPENSATION (Check all that apply):

- | | | | |
|---|---|---|---------------------------------------|
| <input checked="" type="checkbox"/> Overtime | <input type="checkbox"/> Merit increases | <input type="checkbox"/> Tuition assistance | <input type="checkbox"/> Bonus |
| <input checked="" type="checkbox"/> PTO / Sick / Vacation | <input type="checkbox"/> COLA adjustments | <input checked="" type="checkbox"/> Retirement Plan / Profit Sharing / 401(k) | <input type="checkbox"/> Other: _____ |

BRIEF DESCRIPTION OF ADDITIONAL COMPENSATION PROGRAMS AND ELIGIBILITY REQUIREMENTS (Attach a separate sheet if necessary):

Section 9 - Employee Health Insurance Benefit Program

Is health insurance for employees and is an option for dependents offered?: Yes (attach health plan and quote or invoice) No

Package includes (check all that apply):

- Medical Vision Dental Other: _____

Qualified after (check one):

- Upon employment Three months after hire date Six months after hire date Other: _____

Health Insurance Costs:	Percentage of health insurance premium by (min 65%):
Plan Type: <u>United Health Care HMO</u>	
Employer Contribution (annual premium per employee): <u>\$ 3,313.80</u>	Company: <u>70%</u>
Employee Contribution (annual premium per employee): <u>\$ 1,420.20</u>	Employee: <u>30%</u>
Total Annual Premium: <u>\$ 4,734.00</u>	

[SIGNATURE PAGE FOLLOWS]

Section 10 - Certification

I, the undersigned, hereby grant to the Governor's Office of Economic Development access to all pertinent and relevant records and documents of the aforementioned company. I understand this requirement is necessary to qualify and to monitor for compliance of all statutory and regulatory provisions pertaining to this application.

Being owner, member, partner, officer or employee with signatory authorization for the company, I do hereby declare that the facts herein stated are true and that all licensing and permitting requirements will be met prior to the commencement of operations. In addition, I and /or the company's legal counsel have reviewed the terms of the GOED Tax Abatement and Incentives Agreement, the company recognizes this agreement is generally not subject to change, and any material revisions have been discussed with GOED in advance of board approval.

Jamees Zellerbach

Name of person authorized for signature



Signature

CFO

Title

September 26, 2023

Date

Nevada Governor's Office of Economic Development

555 E. Washington Ave., Ste 5400 • Las Vegas, Nevada 89101 • 702.486.2700 • (Fax) 702.486.2701 • www.goed.nv.gov

Site Selection Factors

Company Name: Chameleon Beverage Company

County: Clark

Section I - Site Selection Ratings

Directions: Please rate the select factors by importance to the company's business (1 = very low; 5 = very high). Attach this form to the Incentives Application.

Availability of qualified workforce:	<u>4</u>	Transportation infrastructure:	<u>4</u>
Labor costs:	<u>4</u>	Transportation costs:	<u>4</u>
Real estate availability:	<u>4</u>	State and local tax structure:	<u>3</u>
Real estate costs:	<u>4</u>	State and local incentives:	<u>5</u>
Utility infrastructure:	<u>5</u>	Business permitting & regulatory structure:	<u>4</u>
Utility costs:	<u>5</u>	Access to higher education resources:	<u>3</u>

Please summarize the importance of the abatement program to your decision (please include at least a paragraph summary):

A recent analysis identifies Nevada or Arizona as locations of choice to manufacture our bottles, centrally located between markets within California and Utah. Nevada's tax abatements will help reduce our investment to offset the moving costs associated with this new location outside of our existing operations in Commerce, CA.

5(B) Employment Schedule

Company Name: Chameleon Beverage Company

County: Clark

Section 1 - Full-Time Equivalent (FTE) Employees

Directions: Please provide an estimated list of full time employees [columns (a) through (d)] that will be hired and employed by the company by the end of the first eighth quarter of new / expanded operations. For example, if the effective date of new / expanded operations is April 1, 2023, the date would fall in Q2, 2025. The end of the first eighth quarter would be the last day of Q2, 2025 (i.e., June 30, 2025). Attach this form to the Incentives Application. A qualified employee must be employed at the site of a qualified project, scheduled to work an average minimum of 30 per week, if offered coverage under a plan of health insurance provided by his or her employer, is eligible for health care coverage, and whose position of a "primary job" as set forth in NAC 360.474.

Please use the Bureau of Labor Statistics Standard Occupational Classification System (SOC) link to populate section (b): https://www.bls.gov/soc/2018/major_groups.htm#11-0000

(a) New Hire Position Title/Description	(b) Position SOC Code	(c) Number of Positions	(d) Average Hourly Wage	(e) Region Average Hourly Wage	(f) Average Weekly Hours	(g) Annual Wage per Position	(h) Total Annual Wages
Chief Executives	11-1011	1	\$91.12	\$101.11	40	\$189,529.60	\$189,529.60
General and Operations Managers	11-1021	1	\$59.07	\$60.02	40	\$122,865.60	\$122,865.60
Laborers and Freight, Stock, and Material Movers, Hand	53-7062	13	\$25.50	\$18.17	40	\$53,040.00	\$689,520.00
Packers and Packagers, Hand	53-7064	5	\$22.00	\$16.81	40	\$45,760.00	\$228,800.00
TOTAL		20	\$29.58	\$24.07			\$1,230,715.20

Section 2 - Employment Projections

Directions: Please estimate full-time job growth in Section 2, complete columns (b) and (c). These estimates are used for state economic impact and net tax revenue analysis that this agency is required to report. The company will not be required to reach these estimated levels of employment. **Please enter the estimated new full time employees on a year by year basis (not cumulative)**

(a) Year	(b) Number of New FTE(s)	(c) Average Hourly Wage	(d) Payroll
3-Year	3	\$30.00	\$187,200.00
4-Year	0	\$0.00	\$0.00
5-Year	0	\$0.00	\$0.00

* Column (e) determines if wage is commensurate to current wage ranges in the region the company plans to locate/is located. For these purposes the mean average hourly wage for the location has been used.

U = Unknown / data set for region is not currently available.

Source: Lighcast™ county wages based on the Bureau of Labor Statistics Occupational Employment and Wage Statistics program and county-level administrative wage data.

5(C) Evaluation of Health Plans Offered by Companies

Company Name: Chameleon Beverage Company

County: Clark

Total Number of Full-Time Employees: 20

Average Hourly Wage per Employee \$29.58
 Average Annual Wage per Employee (implied) \$61,535.76

COST OF HEALTH INSURANCE

Annual Health Insurance Premium Cost: \$4,734.00
 Percentage of Premium Covered by:
 Company 70%
 Employee 30%

HEALTH INSURANCE PLANS:

Base Health Insurance Plan*:	United Health Care HMO
Deductible - per employee	\$ 2,400
Coinsurance	00% / 00%
Out-of-Pocket Maximum per employee	\$ 9,100

Additional Health Insurance Plan*:	
Deductible - per employee	\$ -
Coinsurance	0% / 0%
Out-of-Pocket Maximum per employee	\$ -

Additional Health Insurance Plan*:	
Deductible - per employee	\$ -
Coinsurance	0% / 0%
Out-of-Pocket Maximum per employee	\$ -

*Note: **Please list only "In Network" for deductible and out of the pocket amounts.**

Generalized Criteria for Essential Health Benefits (EHB)

[following requirements outlined in the Affordable Care Act and US Code, including 42 USC Section 18022]

Covered employee's premium not to exceed 9.5% of annual wage	3.3%	MEC
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Annual Out-of-Pocket Maximum not to exceed \$9,450 (2024)	\$9,100	MEC
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Minimum essential health benefits covered:

- (A) Ambulatory patient services
- (B) Emergency services
- (C) Hospitalization
- (D) Maternity and newborn care
- (E) Mental health/substance use disorder/behavioral health treatment
- (F) Prescription drugs
- (G) Rehabilitative and habilitative services and devices
- (H) Laboratory services
- (I) Preventive and wellness services and chronic disease management
- (J) Pediatric services, including oral and vision care

No Annual Limits on Essential Health Benefits

I, the undersigned, hereby declare to the Governor's Office of Economic Development that the facts herein stated are true, and that I have attached a qualified plan with information highlighting where our plan reflects meeting the 65% minimum threshold for the employee paid portion of the plan for GOED to independently confirm the same.

James Zellerbach
 Name of person authorized for signature


 Signature

CFO
 Title

9/29/2023
 Date

5(D) Company Information

Company Name: Chameleon Beverage Company

County: Clark

Section I - Company Interest List

Directions: Please provide a detailed list of owners and/or members of the company. *The Governor's Office of Economic Development strives to maintain the highest standards of integrity, and it is vital that the public be confident of our commitment. Accordingly, any conflict or appearance of a conflict must be avoided. To maintain our integrity and credibility, the applicant is required to provide a detailed list of owners, members, equity holders and Board members of the company.*

(a) Name	(b) Title
Derek Reineman	CEO/Founder

Section 2 - Company Affiliates and/or Subsidiaries

Are there any subsidiary or affiliate companies sharing tax liability with the applicant company? No Yes

If Yes, continue below:

Directions: In order to include affiliates/subsidiaries, under the exemption letter, they must to be added to the Contract. Per standard practice GOED requires a corporate schematic to understand the exact relationships between the companies. Please populate the below table to show the exact relationships between the companies and include:

1. The names as they would read on the tax exemption letter.
2. Which entity(ies) will do the hiring?
3. Which entity(ies) will be purchasing the equipment?

Name of Subsidiary or Affiliate Entity, Role and Legal Control Relationship

Please include any additional details below:



EXPANSION PLAN 2023



Our Story

The Chameleon Beverage Company began as an academic thesis at the University of Michigan's Ross School of Business. Armed with more business theory than practical business know how, I set out to prove that there was an underserved niche in offering small to medium sized businesses an opportunity to simply, quickly and affordably advertise their businesses on beverage containers.

In the beginning, I made every bottle, delivered every order out of the back of my old Jeep Cherokee and was humbled by the markets acceptance of our mobile billboards. Along my journey I learned many lessons but perhaps none more important than the need to build a strong team around a common goal. I've been blessed to have worked with so many exceptional team members who have proven there are no bad teams - only bad leaders. I've worked hard to improve myself and my team and believe in constantly challenging myself and my coworkers to improve and innovate.

Now operating out of a state of the art 150,000 sq. ft. facility with 4 filling lines running 24/7 we are constantly looking for ways to offer our customers better services and products. We are proud to have been the first bottled water company in N. America to offer our customers bottles made entirely from recycled beverage containers in 2006. We continue innovating and are once again proud to offer our customers a 100% plastic free option with bottles and caps made entirely of aluminum allowing us to offer the worlds #1 beverage in the worlds #1 most recycled material. Our plans now include to vertically integrate the production of our pre-forms and caps by bringing a manufacturing plant to the Las Vegas community, not only adding jobs but bringing our culture that allows our employees the ability to thrive.

My new role of CEO at Chameleon Beverage has taken me out of the day to day operating decisions of running the company and I'm excited by my new challenge of working on new product development and corporate strategy. While I'm not thinking about bottles and the future, I enjoy golf, woodworking and my family.

Derek (CEO/Founder)



- Early Pioneers of Alkaline Water
- Championed RPET Bottles
- Aluminum Bottles
- Eco Friendly Offerings

Innovation

- Vertically Integrated
- Custom Labels & Bottles
- Warehousing
- Distribution



Quality is at our core



NV Operations Equipment List

- **Huskey**

NexPET 48 cavity injection system

- **Tech Long**

DS 30-30-10 Rinser Filler Capper

- **Engel Z Moulds**

E-Cap 740/240 WP US NG 32 cavity



Outlook for Water!

Trends in our industry continue to be positive. We intend to continue to expand our offerings and take advantage of the demand for options from the market.

Largest Segment

Still Water

Continued Sector Growth

Retail & Hospitality

Emerging Market

Latin America

Need for Packaging Alternatives(Eco-friendly)

**Aluminum & RPET
Bottles**

CAGR through 2030

6.7%

Meet the Team!!



CEO/Founder

Derek Reineman is the CEO of the Chameleon Beverage Company, Inc. (CBC) located in Commerce, California. CBC is a leader in the private label bottled water field with in house graphic design, label printing, bottle manufacturing, bottling and distribution capabilities.

The concept for CBC was created by Derek for an academic thesis at the University of Michigan's Ross School of Business. After winning several national business plan awards, Derek founded the company in 1995 to focus on offering small to medium sized businesses the ability to "microbrand" on a scale previously available only to large well financed corporations. Today, CBC has over 4,000 private label customers and has developed a separate, more traditional bottling presence for some of the largest food and beverage companies in the world.

Derek has traveled widely for his education graduating from Concord Academy in Massachusetts, and later obtained a BA in Economics from the University of Pennsylvania and an MBA in Entrepreneurial Management and Real Estate Finance from the University of Michigan. He actively recruits and interviews for Concord Academy and lectures at the Anderson Business School at UCLA on entrepreneurship.

Derek has been married for 29 years to Tanya Reineman and has 2 children, Aidan, 22 and Jackson, 20.



President

Commenced working at a young age in the family bakery. Worked in every role across the company; the business eventually grew large enough to be acquired by HJ Heinz Corp. That experience taught me a great deal and contributed to my becoming a solid leader and hands-on manager, overseeing staff development, restructure, growth strategies, and maximizing ROI for manufacturers in highly competitive markets.

As President of Chameleon Beverage Company, I'm focused on goal setting, ensuring resources are allocated to realizing those goals and making sure our talented team are motivated to keep delivering to a high standard. Having a growth mindset has helped me approach challenges with the right perspective. If you don't want to be derailed by shifts and changes, a willingness to keep learning is essential.

Our business is all about customization, so we are highly tuned to our customer's needs. Despite not being one of the cheaper manufacturers in the water industry, we succeed because we offer a 360-degree customer experience, unmatched by our competition. We're good because we pay attention to every single detail in the chain, starting with the quality of our water right through to our custom-printed labels, our shipping, and our warehousing. We're always innovating and that pleases me. We are doers and my belief is that you are what you do, not what you'll say you do.

Outside of work, most time is spent with family as well as enjoying weight training and tennis. We're passionate about helping the children of Haiti and belong to a non-profit group dedicated to the cause.

Morgan Reed





CHAMELEON

BEVERAGE COMPANY INC

We look forward to partnering with you.
