FORM OF LETTER TO BROKERS, DEALERS AND COMMERCIAL BANKS

Regarding the Tender Offer for Shares of Common Stock of
ALCHEMY BEVERAGES INC.
by
BRIGHTFLIXX FINANCE (LUXEMBOURG) S.A.

THE OFFER AND WITHDRAWAL RIGHTS WILL EXPIRE AT 11:59 P.M., PACIFIC TIME OR PACIFIC DAYLIGHT TIME, AS APPLICABLE, ON JANUARY 26, 2027, UNLESS THE OFFER IS EXTENDED

Date: October 20, 2026

To Brokers, Dealers, Commercial Banks, Trust Companies and Other Nominees:

BrightFlixx Finance (Luxembourg) S.A., a Luxembourg public limited company (société anonyme) ("Purchaser"), is making an offer to purchase all outstanding shares of common stock, par value $0.001 per share (the "ABI Shares" or "Shares"), of **Alchemy Beverages Inc.**, a Delaware corporation ("ABI"), at a Final Offer Price (per share) that will be determined at the close of a Record Date of December 24, 2026. The Final Offer Price (per share) will be paid, net to the seller in cash, without interest and less any required withholding taxes, upon the terms and subject to the conditions set forth in the ABI Offer to Purchase dated October 20, 2026, and in the related ABI Letter of Transmittal.

Please bring the ABI Offer to the attention of your clients who hold ABI Shares registered in your name or held by you for their accounts. The Purchaser is an unaffiliated third party, and the ABI shares are privately held.

For your information and for forwarding to your clients, we enclose herewith:

- The ABI Offer to Purchase dated October 20, 2026;
- The ABI Letter of Transmittal for your use and for the information of your clients (including Substitute Forms W-9 and W-8BEN);
- The ABI Notice of Guaranteed Delivery to be used to accept the ABI Offer if certificates for ABI Shares or book-entry confirmations cannot be delivered prior to the Expiration Date;
- A form of letter which may be sent to your clients for whose accounts you hold ABI Shares registered in your name, with space provided for obtaining such clients' instructions.

WE WILL NOT PAY ANY FEES OR COMMISSIONS TO ANY BROKER, DEALER OR OTHER PERSON FOR SOLICITING TENDERS OF SHARES PURSUANT TO THE ABI OFFER. THE PURCHASER WILL, HOWEVER, REIMBURSE YOU FOR CUSTOMARY MAILING AND HANDLING EXPENSES INCURRED BY YOU IN FORWARDING THESE MATERIALS TO YOUR CLIENTS.

To tender ABI Shares, a properly completed and duly executed ABI Letter of Transmittal, with any required signature guarantees, or an Agent's Message in the case of a book-entry transfer, must be

received by the Depositary, or the transaction must comply with the guaranteed delivery procedures set forth in Section 3 of the ABI Offer to Purchase.

If a shareholder desires to tender ABI Shares pursuant to the ABI Offer and such shareholder's certificates for ABI Shares are not immediately available, or the procedure for book-entry transfer cannot be completed on a timely basis, such Shares may nevertheless be tendered by following the guaranteed delivery procedures detailing a strict requirement that the ABI Shares be delivered to the Depositary within two (2) business days after execution and delivery of a Notice of Guaranteed Delivery (ABI Shares) as set forth in Section 3 of the ABI Offer to Purchase.

The Depositary for the ABI Offer is:
DYNAMIC STOCK TRANSFER, INC.
2237 Cerritos Avenue, Los Alamitos, CA 90720
Telephone / Inquiries: +1 (213) 667-0197

Very truly yours,

BRIGHTFLIXX FINANCE (LUXEMBOURG) S.A.