

REED'S, INC.

WHISTLEBLOWER POLICY

STATEMENT OF POLICY

Reed's, Inc. (the "**Company**") is committed to providing a workplace conducive to open discussion of its business practices and is committed to complying with the laws and regulations to which the Company is subject. Each Company employee, including employees of the Company's subsidiaries is encouraged to promptly report good faith complaints or concerns regarding accounting, auditing, internal accounting controls, fraud or violations of law, regulation or policy that could impact the Company's financial statements ("**Compliance Matters**") in accordance with the provisions of this whistleblower policy. The receipt, retention, investigation and treatment of all other complaints and concerns regarding legal and regulatory matters will be handled pursuant to the Company's Code of Ethics (the "**Code**") and related policies, procedures and investigation guidelines.

Employees who file reports or provide information without a good faith, reasonable belief in the truth and accuracy of such information are not protected by this policy and may be subject to disciplinary action up to and including termination. Other interested parties, including stockholders, also may report, under the procedures provided in this policy, a good faith complaint regarding Compliance Matters. To facilitate the reporting of complaints regarding Compliance Matters, the audit committee of the Board of Directors (the "**Audit Committee**") has established procedures for (i) the receipt, retention and treatment of complaints regarding Compliance Matters and (ii) the confidential and anonymous submission by the Company's employees concerning Compliance Matters. This policy is a supplement to, and should be read in conjunction with, the Code.

SCOPE OF COMPLIANCE MATTERS COVERED BY THIS POLICY

This policy covers complaints relating to Compliance Matters, including, without limitation, (a) the following types of conduct (each, an "**Accounting Allegation**"):

- fraud, deliberate error or gross negligence or recklessness in the preparation, evaluation, review or audit of any financial statement or other disclosure of the Company, including improper booking/accounting of sales revenue;
- fraud, deliberate error or gross negligence or recklessness in the recording and maintaining of financial records or other disclosures of the Company;
- deficiencies in, or noncompliance with, the Company's internal accounting controls or controls over financial reporting;
- misrepresentation or false statement regarding a matter contained in the financial records, financial reports or audit reports of the Company or any filings made with the Securities and Exchange Commission (including periodic and current reports);

- deviation from full and fair reporting of the Company’s results or financial condition;
- substantial variation in the Company’s financial reporting methodology from prior practice or from generally accepted accounting principles without adequate public disclosure;
- issues affecting the independence of the Company’s independent registered accounting firm;
- falsification, concealment or inappropriate destruction of corporate or financial records;
- theft, embezzlement, fraud or other misappropriation of Company assets or funds;
- other material violations of law, regulation or Company policy that could impact the Company’s financial statements;

(b) possible non-compliance with applicable legal and regulatory requirements or the Company’s Code (a “***Compliance Allegation***”);

(c) alleged retaliation against employees and other persons who make, in good faith, Accounting Allegations or Compliance Allegations (a “***Retaliatory Act***”); and

(d) such other matters as may be referred by the Audit Committee to the compliance officer designated in the Code (the “***Compliance Officer***”).

POLICY OF NON-RETALIATION

It is the Company’s policy to comply with all applicable laws that protect its employees (including the employees of its subsidiaries), against unlawful discrimination or retaliation by the Company or any director, officer, employee, contractor, subcontractor or agent of the Company as a result of their lawfully reporting information regarding, or their participation in, investigations involving Compliance Matters. If an employee believes they have been subjected to any harassment, threat, demotion, discharge, discrimination or retaliation by the Company or its agents for reporting complaints regarding Compliance Matters in accordance with this policy, they may file a complaint with the Compliance Officer or the chairperson of the Audit Committee. If it is determined that an employee has experienced any improper employment action in violation of this policy, we will endeavor to promptly take appropriate corrective action.

This policy is intended to create an environment where employees can act without fear of reprisal or retaliation. Any employee who is found to have engaged in retaliation against an employee who has exercised such employee’s rights under this policy or under applicable laws will be subject to appropriate remedial action, including possible termination. In addition, those individuals who violate applicable law may also be subject to civil and criminal penalties.

Nothing contained in this policy or the Code limits or otherwise prohibits an employee from communicating with, filing a charge or complaint with, or otherwise participating in any

investigation or proceeding with any federal, state or local governmental agency or commission (e.g., the SEC), including providing documents or other information, without notice to the Company.

COMPLIANCE OFFICER

The Company's Compliance Officer may be reached at complianceofficer@reedsinc.com. The Compliance Officer is responsible for reviewing and investigating, if appropriate, complaints under this policy. If an employee has a complaint regarding a Compliance Matter, they should report such matter to the Compliance Officer. If the suspected violation involves the Compliance Officer, the employee should instead report the suspected violation to the Chief Executive Officer.

PROCEDURES FOR INVESTIGATING COMPLAINTS

Complaints will be investigated in accordance with the procedures set forth in the Guidelines for Receiving and Investigating Complaints in effect from time to time.

ANONYMOUS REPORTING BY EMPLOYEES AND OTHER REPORTING CONSIDERATIONS

We have established a procedure under which complaints regarding Compliance Matters may be reported anonymously. Employees may anonymously report these concerns to either (i) 1-833-470-8390, the Company's anonymous reporting and feedback hotline or (ii) by submitting a report through reedsinc.ethicspoint.com. Employees should make every effort to report their concerns using one or more of the methods specified above.

The complaint procedure is specifically designed so that employees have a mechanism that allows the employee to bypass a supervisor they believe is engaged in prohibited conduct under this policy.

Any other interested party may report to the Audit Committee or Compliance Officer complaints regarding Compliance Matters using any of the methods set forth above. Any such report must be accompanied by the name of the person submitting the report.

Reports should be factual, instead of speculative or conclusory, and should contain as much specific information as possible to allow the Compliance Officer and other persons investigating the report to adequately assess the nature, extent and urgency of the investigation. In addition, all reports should contain sufficient corroborating information to support the commencement of an investigation. For example, the names of individuals suspected of violations, the relevant facts of the violations, how the reporting person became aware of the violations, any steps previously taken by the reporting person, who may be harmed or affected by the violations, and, to the extent possible, an estimate of the misreporting or losses to the Company as a result of the violations.

Unless necessary to conduct an adequate investigation or compelled by judicial or other legal process, neither the Company, the Audit Committee nor any director, officer or employee of the Company shall (i) reveal the identity of any person who makes a report concerning a Compliance Matter and asks that his or her identity remain confidential, or (ii) make any effort, or tolerate any effort made by any other person or group, to ascertain the identity of any person who makes a report concerning a Compliance Matter anonymously. In the course of any investigation,

the Company may find it necessary to share information with others on a “need to know” basis. If the investigation confirms that a violation has occurred, the Company will promptly take appropriate corrective action with respect to the person(s) involved, including discipline up to and including termination, and, in appropriate circumstances, referral to governmental authorities. The Company will also take appropriate steps to correct and remedy any violation that has occurred.

COMMUNICATION TO EMPLOYEES AND OTHER INTERESTED PARTIES

The Company will disclose to employees in the Code, as amended, that employees may, in their discretion, report to the Audit Committee or Compliance Officer, openly or confidentially and/or anonymously, Compliance Matter in the manner set forth in this policy. The Company will also publicly disclose that interested parties may report to the Audit Committee or Compliance Officer a Compliance Matter in the manner set forth in this policy.

RETENTION OF COMPLAINTS

The Compliance Officer will maintain a log of all complaints, tracking their receipt, investigation and resolution and the response to the person making the complaint. The Company shall retain copies of the log and all documents obtained or created in connection with any investigation for a period of seven years, unless notified by the Compliance Officer of an extended retention period.

MODIFICATION

The Company may modify this policy at any time without notice. Modifications may be necessary, among other reasons, to maintain compliance with applicable laws, rules and regulations and to accommodate organizational changes.

**RESPONSIBILITIES OF THE COMPLIANCE OFFICER
UNDER COMPANY’S WHISTLEBLOWER POLICY**

[FOR INTERNAL USE ONLY– NOT TO BE DISTRIBUTED TO EMPLOYEES]

The audit committee of the Board of Directors (the “*Audit Committee*”) of Reed’s, Inc. (the “*Company*”) has appointed a compliance officer (the “*Compliance Officer*”) who will be responsible for administering the Company’s *Whistleblower Policy* (the “*Policy*”). The Compliance Officer will report directly to the Chief Executive Officer on matters arising under the Policy and as described below. The Compliance Officer’s responsibilities under the Policy include:

- administering, implementing and overseeing compliance under the Policy.
- implementing and administering procedures to assure that complaints will be collected, reviewed promptly, resolved in an appropriate manner, and retained in accordance with the Company’s document retention policy.
- implementing and administering procedures that enable employees to submit complaints and concerns in a confidential and anonymous manner.
- being available to discuss with employees or third parties any complaints raised, or reports filed by those individuals.
- administering and overseeing the Company’s training and educational programs designed to ensure that the Company’s employees with supervisory authority with respect to other employees, or who are otherwise involved in the administration of its policies, are aware of the Policy, have been advised to involve the Chief Financial Officer in any matters of which they are aware, (including forwarding to the Chief Financial Officer all complaints that they may receive), and are trained in the proper handling of employee complaints covered by the Policy.
- administering and overseeing the Company’s educational efforts to ensure that the Policy is periodically communicated to all employees.
- promoting an atmosphere of highest integrity and ethical and responsible conduct.

GUIDELINES FOR RECEIVING AND INVESTIGATING COMPLAINTS

[FOR IN-HOUSE USE ONLY – NOT TO BE DISTRIBUTED TO EMPLOYEES]

A. Purpose

The purpose of these internal guidelines is to establish the procedures by which the audit committee (the “*Audit Committee*”) of the Board of Directors (the “*Board*”) of Reed’s, Inc. (the “*Company*”) will receive, document and investigate any reports of complaints regarding Compliance Matters (individually, a “*Claim*” and collectively, the “*Claims*”). Terms used but not defined herein shall have the meanings given to them in the Company’s Whistleblower Policy (the “*Policy*”).

B. Policy

1. All Claims will be handled in accordance with the Code and all applicable laws and rules, including those of the Securities and Exchange Commission. In particular, Claims may be made by employees of the Company without fear of any form of retaliation by the Company, its agents or employees, in accordance with the Policy.
2. All Claims will be handled in a manner that protects the privacy of the person(s) making the Claims (the “*Reporting Person(s)*”) and all others involved in the investigation to the extent the Company can do so consistent with a thorough investigation.
3. To the extent possible, Claims will be investigated within 30 days of receipt by persons having a sufficient level of expertise and knowledge with regard to the substantive area of the Claims and without any known conflict of interest.
4. Appropriate disciplinary or corrective action in response to substantiated Claims will be integral to the conclusion of any investigation.

C. Procedures

1. Intake of Allegations

(a) If the Compliance Officer designated in the Policy receives any communication that appears to include any complaint regarding a Compliance Matter, the Compliance Officer will promptly respond to the Reporting Person, unless the Claim was reported anonymously, acknowledging receipt of the Claim and, to the extent necessary, seek further clarifying information regarding the Claim. The Compliance Officer will then promptly report the communication to the chairperson of the Audit Committee. The Compliance Officer shall determine the planned course of action with respect to the Claim, including determining that an adequate basis exists for commencing an investigation.

(b) If the chairperson or any other member of the Audit Committee receives any communication that appears to include any complaint regarding a Compliance Matter, the Audit Committee will promptly respond to the Reporting Person, or notify and direct the Compliance

Officer to do so, unless the Claim was reported anonymously, acknowledging receipt of the Claim. The Compliance Officer will then (i) to the extent necessary, seek further clarifying information regarding the Claim and (ii) develop a plan for handling the Claim as set forth below. In any event, if the chairperson or any other member of the Audit Committee receives any communication that appears to report suspected or actual violations of the Code that do not relate to Compliance Matters, the chairperson or such other member of the Audit Committee will forward such communication to the Compliance Officer.

(c) If the Compliance Officer determines that a communication is only a suggestion or general inquiry (e.g., the Reporting Person is concerned that the stock price is falling) or does not warrant further inquiry, the Reporting Person will be referred to the appropriate Company personnel, if any, and no file will be created and no other action will be taken by the Compliance Officer.

(d) To the extent the chairperson of the Audit Committee agrees that the Claim contains allegations that might constitute an instance of misconduct, illegal activities or fraud involving any Compliance Matter, the Compliance Officer will develop a plan for investigating the Claim (the “*Investigation*”). The Compliance Officer may, as needed, contact outside legal counsel to assist in developing a plan for, and to participate in, the Investigation.

(e) The chairperson of the Audit Committee will ensure that the following information is recorded in a log (the “*Compliance Log*”), with regard to each Claim and with respect to each communication forwarded to the Governance Committee:

- date of the communication that sets forth the Claim;
- description of, and any other relevant information concerning, the Claim;
- contact information for the Reporting Person, if known;
- name of the Investigator (as defined below) assigned to the Claim; and
- to the extent a matter is investigated and resolved, the disposition of the complaint; and
- the response to the Reporting Person.

The chairperson of the Audit Committee may, in their discretion, allow access to the Compliance Log to other personnel involved in the Investigation. The chairperson of the Audit Committee and other persons having access to the Compliance Log shall maintain all reports and the contents of the Compliance Log in strict confidence.

(f) If the complaint is not anonymous, the Compliance Officer will, within 30 days, provide the Reporting Person with the name and contact information of the Investigator (as defined below) assigned to the matter. The Reporting Person will be informed of the Company’s anti-retaliation policy and will be requested to immediately report any perceived retaliation directly to the Compliance Officer.

2. Appointment of Investigator

(a) If the chairperson of the Audit Committee determines that an Investigation should be conducted, the chairperson of the Audit Committee shall determine whether the Compliance Officer should investigate the Claim or should determine the appropriate person or persons to investigate the Claim, taking into account, among other factors that are appropriate under the circumstances, the following:

- Who is the alleged wrongdoer? If an executive officer, senior financial officer or other senior management member of the Company is alleged to have engaged in wrongdoing, that factor alone may weigh in favor of outside legal counsel conducting the investigation.
- How material is the misreporting or loss? The more material the misreporting or loss to the Company, the more appropriate it may be that the chairperson of the Audit Committee should conduct the investigation.
- How serious is the alleged wrongdoing? The more serious the alleged wrongdoing, the more appropriate that the chairperson of the Audit Committee should undertake the investigation. If the alleged wrongdoing would constitute a crime involving the integrity of the financial statements of the Company or would have a material adverse effect on the Company's reputation or financial statements, that factor may weigh in favor of outside legal counsel conducting the investigation.
- How credible is the allegation of wrongdoing? The more credible the allegation, the more appropriate that the chairperson of the Audit Committee should undertake the investigation. In assessing credibility, the Compliance Officer should consider all facts surrounding the allegation, including, but not limited to, whether similar allegations have been made in the press or by analysts.

(b) If the chairperson of the Audit Committee determines that the Compliance Officer should determine the appropriate person or persons to investigate a particular Claim, the chairperson of the Audit Committee will notify the Compliance Officer of that conclusion. If so instructed by the chairperson of the Audit Committee, the Compliance Officer, under the direction and oversight of the chairperson of the Audit Committee, will determine the appropriate person or persons to investigate a particular Claim (the "*Investigator(s)*"). Any Investigator investigating a Claim will do so under the direction and oversight of the chairperson of the Audit Committee. The Compliance Officer will participate in all Investigations (whether conducted by the chairperson of the Audit Committee or by an Investigator determined by the Compliance Officer under the direction and oversight of the chairperson of the Audit Committee) unless the Compliance Officer is a subject of such Investigation. The Compliance Officer shall keep the chairperson of the Audit Committee fully informed as to the scope, status and results of Investigations undertaken under these guidelines. To the extent practicable, the Investigator will have the following attributes:

- Objective and impartial. The Investigator should not have a personal stake in the outcome of the Investigation and typically should not be investigating someone who is a direct superior in the Company or with whom the Investigator has a relationship that would reasonably be considered to impair independence.

- Thorough knowledge of the Company’s rules and procedures in the area to be investigated.
- Training and experience in conducting investigations of this type, including training and experience in interviewing witnesses and evaluating witness credibility.
- Ability to establish rapport with the witnesses, to press witnesses for the answers to difficult questions, and to understand the context of the witnesses’ information.
- Credibility and integrity (*i.e.*, no record of conviction, history of termination for misconduct or incompetence, history of moral turpitude, etc.).
- Ability to accurately record witness interviews and maintain confidentiality.
- Ability to testify clearly in a jury trial or other legal proceeding.

(c) The Compliance Officer, under the direction and oversight of the chairperson of the Audit Committee, will determine whether to use external Investigators. When determining if an external Investigator should be used, the Compliance Officer will consider, in addition to the items set forth above, whether using an external attorney would result in a waiver of the attorney–client privilege or the attorney work product doctrine.

(d) The Compliance Officer and the Investigator jointly will determine the appropriate amount of time, which ordinarily will not exceed 30 days, to allow for the Investigation. Shorter or longer periods may be appropriate in certain circumstances. Once the amount of time to accomplish the Investigation is established, the Investigator must complete the Investigation within that time or obtain an extension from the Compliance Officer.

(e) At the time of designating the Investigator, the Compliance Officer will decide who, if anyone, needs to be notified of the existence of an Investigation. The Compliance Officer will, to the extent possible, keep Claims and Investigations confidential and will disclose or share information with others only on a “need to know” basis. The Compliance Officer also will instruct the Investigator as to any actions necessary to protect the attorney–client or attorney work product privileges.

3. Conduct of the Investigation

(a) The Investigator will review the allegations and determine if additional information is necessary to conduct the Investigation. If additional information is required, the Reporting Person, if known, will be contacted to obtain the additional information. If the Reporting Person is anonymous, the Investigator will evaluate the allegations to determine if the Claim can be investigated without obtaining additional information from the Reporting Person. If the Investigator determines that anonymous allegations cannot be investigated without additional information, the Claim file will be returned to the Compliance Officer for determination of appropriate action. In most cases, this would require the matter to be closed for lack of sufficient information.

(b) The Investigator then will determine and document the issues to be investigated. The Investigator may consult with senior management or others, as appropriate, to develop this list of issues. The Investigator will periodically update the Compliance Officer or chairperson of the Audit Committee, as applicable, and any other persons identified by the Compliance Officer or chairperson of the Audit Committee, on the status of the investigation.

(c) The Investigator then should develop an investigative plan. This plan typically will involve:

- Identifying and assembling the necessary background documents, including such documents and records as:
 - Any written documents that set forth the nature of the allegations.
 - Any relevant Company rules, policies, or procedures.
 - Any relevant Company documents, financial statements, press releases, contracts, internal communications or filings with governmental or regulatory entities.
 - Any records of prior complaints by the same Reporting Person.
- Identifying any other areas to search for relevant documents or physical evidence. In doing so, the Investigator must take into account any right to privacy that could be claimed by an employee or third party, and any federal or state statutory prohibitions on intercepting or retrieving e-mail, voicemail, or other electronic messages.
- Developing a tentative list of the witnesses to interview. This list likely will change as the investigation continues.
- Determining the order of the investigation. Typically, the Investigator would want to proceed as follows: (1) gather together and review all relevant documents; (2) interview the Reporting Person in depth (if possible); (3) interview all relevant witnesses; (4) interview the alleged perpetrator(s); and (5) conduct any necessary follow-up interviews and additional investigation.
- Consulting, as appropriate, with external counsel and the Company's or other independent auditors.

4. Completion of Investigation

(a) The chairperson of the Audit Committee, who may consult with the Investigator and Compliance Officer, will determine when the Investigation is complete. Once it has been determined that the Investigation is complete, the Investigator will work with the chairperson of the Audit Committee who will document the proposed factual conclusions of the Investigation. The Investigator may suggest or recommend the corrective actions to be taken by the Company.

The document containing the final factual conclusions of the Investigation (and the bases for these conclusions) shall be placed in the Investigation file.

(b) If the Investigation confirms that a violation has occurred, the chairperson of the Audit Committee, in conjunction and consultation with internal and external counsel (if appropriate), other management (if appropriate), other members of the Audit Committee or members of the Board, will determine the disciplinary and/or corrective actions, if any, to be taken. The chairperson of the Audit Committee may delegate implementation of the approved disciplinary and/or corrective action to an appropriate Company manager. The Company will then promptly take such corrective and disciplinary action with respect to the persons involved, including possible termination, and, in appropriate circumstances, referral to governmental authorities, and will also take the appropriate steps to correct and remedy the violation. Once disciplinary or corrective action, if any, has been identified and implemented, any such action will be documented in the Investigation file and Compliance Log.

(c) In all cases, the Reporting Person (if known) will be informed that the matter was investigated and will be requested to immediately report any perceived retaliation directly to the Compliance Officer (or member of the Audit Committee if the perceived retaliation is from the Compliance Officer). Other information regarding the factual conclusions of the Investigation or the disciplinary or corrective action that was taken may be provided to the Reporting Party at the discretion of the chairperson of the Audit Committee.

(d) The Compliance Log and all documents obtained or created in connection with any Investigation shall be retained for a period of seven (7) years from the later of completion of the Investigation or, if no Investigation is conducted, receipt of the complaint or report, or for such other period of time as determined by the Audit Committee.

Approved by the Board of Directors: October 20, 2025

Effective: October 20, 2025