

OTC Pink Basic Disclosure Guidelines

1) Name of the issuer and its predecessors (if any)

DNA BRANDS INC

In answering this item, please also provide any names used by predecessor entities in the past five years and the dates of the name changes.

2) Address of the issuer's principal executive offices

Company Headquarters

Address 1: 300 EAST OAKLAND PARK BLVD #404
WILTON MANORS FL 33334

Address 2: _____

Address 3: _____

Phone: 561 654 5722

Email: _____

Website(s): _____

IR Contact

Address 1: _____

Address 2: _____

Address 3: _____

Phone: _____

Email: _____

Website(s): _____

3) Security Information

Trading Symbol: DNAX

Exact title and class of securities outstanding: _____

CUSIP: 233280109

Par or Stated Value: 0.001

Total shares authorized: 10 BILLION as of: 8/3/16

Total shares outstanding: 7.33 BILLION as of: 8/3/16

Additional class of securities (if necessary):

Trading Symbol: _____

Exact title and class of securities outstanding: _____

CUSIP: _____

Par or Stated Value: _____

Total shares authorized: _____ as of: _____

Total shares outstanding: _____ as of: _____

Transfer Agent

Name: CORPORATE STOCK TRANSFER

3200 CHERRY CREEK DR

S DENVER CO 80209

Address 1: _____

Address 2: _____

Address 3: _____

Phone: _____

Is the Transfer Agent registered under the Exchange Act?* Yes: ☒ No: ☐

*To be included in the OTC Pink Current Information tier, the transfer agent must be registered under the Exchange Act.

N/A

Describe any trading suspension orders issued by the SEC in the past 12 months.

List any stock split, stock dividend, recapitalization, merger, acquisition, spin-off, or reorganization either currently anticipated or that occurred within the past 12 months:

N/A

4) Issuance History

List below any events, in chronological order, that resulted in changes in total shares outstanding by the issuer in the past two fiscal years and any interim period. The list shall include all offerings of equity securities, including debt convertible into equity securities, whether private or public, and all shares or any other securities or options to acquire such securities issued for services, describing (1) the securities, (2) the persons or entities to whom such securities were issued and (3) the services provided by such persons or entities. The list shall indicate:

Tidepool- 1,101,728,550 Shares Common stock upon Conversion
Iconic- 329,241,767 Shares of Common Stock upon Conversion

A. The nature of each offering (e.g., Securities Act Rule 504, intrastate, etc.);

B. Any jurisdictions where the offering was registered or qualified;

C. The number of shares offered;

D. The number of shares sold;

E. The price at which the shares were offered, and the amount actually paid to the issuer;

F. The trading status of the shares; and

G. Whether the certificates or other documents that evidence the shares contain a legend (1) stating that the shares have not been registered under the Securities Act and (2) setting forth or referring to the restrictions on transferability and sale of the shares under the Securities Act.

5) Financial Statements

Provide the financial statements described below for the most recent fiscal year end or quarter end to maintain qualification for the OTC Pink Current Information tier. For the initial disclosure statement (qualifying for Current Information for the first time) please provide reports for the two previous fiscal years and any interim periods.

A. Balance sheet;

- C. Statement of cash flows;
- D. Financial notes; and
- E. Audit letter, if audited

The financial statements requested pursuant to this item shall be prepared in accordance with US GAAP by persons with sufficient financial skills.

You may either (i) attach/append the financial statements to this disclosure statement or (ii) post such financial statements through the OTC Disclosure & News Service as a separate report using the appropriate report name for the applicable period end. ("Annual Report," "Quarterly Report" or "Interim Report").

If you choose to publish the financial reports separately as described in part (ii) above, you must state in the accompanying disclosure statement that such financial statements are incorporated by reference. You may reference the document(s) containing the required financial statements by indicating the document name, period end date, and the date that it was posted to otcq.com in the field below.

Information contained in a Financial Report is considered current until the due date for the subsequent Financial Report. To remain in the OTC Pink Current Information tier, a company must post its Annual Report within 90 days from its fiscal year-end date and Quarterly Reports within 45 days of its fiscal quarter-end date.

6) Describe the Issuer's Business, Products and Services

Describe the issuer's business so a potential investor can clearly understand the company. In answering this item, please include the following:

DNA Brands, Inc. (hereinafter referred to as "us," "our," "we," the "Company" or "DNA") was incorporated in the State of Colorado on May 23, 2007 under the name Famous Products, Inc. Prior to July 6, 2010 we were a holding company operating as a promotion and advertising company. We currently produce, market and sell a proprietary line of five carbonated blends of DNA Energy Drink®, Citrus, Sugar Free Citrus, Original (a unique combination of Red Bull® and Monster® energy drinks), Cryo-Berry (a refreshing mix of cranberry and raspberry) and Molecular Melon (a cool and refreshing taste); as well as three milk based energy coffees fortified with Omega 3. These flavors are Mocha, Vanilla Latte, and Carmel Macchiato

DNA Brands, Inc. (hereinafter referred to as "us," "our," "we," the "Company" or "DNA") was incorporated in the State of Colorado on May 23, 2007 under the name Famous Products, Inc. Prior to July 6, 2010 we were a holding company operating as a promotion and advertising company. We currently produce, market and sell a proprietary line of five carbonated blends of DNA Energy Drink®, Citrus, Sugar Free Citrus, Original (a unique combination of Red Bull® and Monster® energy drinks), Cryo-Berry (a refreshing mix of cranberry and raspberry) and Molecular Melon (a cool and refreshing taste); as well as three milk based energy coffees fortified with Omega 3. These flavors are Mocha, Vanilla Latte, and Carmel Macchiato

- A. a description of the issuer's business operations;

Virtual office

- B. Date and State (or Jurisdiction) of Incorporation:
COLORADO, May 2007

- C. the issuer's primary and secondary SIC Codes;
6719 2016

- D. the issuer's fiscal year end date;
DEC 31st

E. principal products or services, and their markets;

Energy Drinks

7) Describe the Issuer's Facilities

The goal of this section is to provide a potential investor with a clear understanding of all assets, properties or facilities owned, used or leased by the issuer.

In responding to this item, please clearly describe the assets, properties or facilities of the issuer, give the location of the principal plants and other property of the issuer and describe the condition of the properties. If the issuer does not have complete ownership or control of the property (for example, if others also own the property or if there is a mortgage on the property), describe the limitations on the ownership.

If the issuer leases any assets, properties or facilities, clearly describe them as above and the terms of their leases.

In between office's restructuring the company

8) Officers, Directors, and Control Persons

The goal of this section is to provide an investor with a clear understanding of the identity of all the persons or entities that are involved in managing, controlling or advising the operations, business development and disclosure of the issuer, as well as the identity of any significant shareholders.

A. Names of Officers, Directors, and Control Persons. In responding to this item, please provide the names of each of the issuer's executive officers, directors, general partners and control persons (control persons are beneficial owners of more than five percent (5%) of any class of the issuer's equity securities), as of the date of this information statement.

Adrian McKenzie- SOLE OFFICER

B. Legal/Disciplinary History. Please identify whether any of the foregoing persons have, in the last five years, been the subject of:

1. A conviction in a criminal proceeding or named as a defendant in a pending criminal proceeding (excluding traffic violations and other minor offenses);

N/A

2. The entry of an order, judgment, or decree, not subsequently reversed, suspended or vacated, by a court of competent jurisdiction that permanently or temporarily enjoined, barred, suspended or otherwise limited such person's involvement in any type of business, securities, commodities, or banking activities;

N/A

3. A finding or judgment by a court of competent jurisdiction (in a civil action), the Securities and Exchange Commission, the Commodity Futures Trading Commission, or a state securities regulator of a violation of federal or state securities or commodities law, which finding or judgment has not been reversed, suspended, or vacated; or

N/A

4. The entry of an order by a self-regulatory organization that permanently or temporarily barred suspended or otherwise limited such person's involvement in any type of business or securities activities.

N/A

- C. **Beneficial Shareholders.** Provide a list of the name, address and shareholdings or the percentage of shares owned by all persons beneficially owning more than ten percent (10%) of any class of the issuer's equity securities. If any of the beneficial shareholders are corporate shareholders, provide the name and address of the person(s) owning or controlling such corporate shareholders and the resident agents of the corporate shareholders.

Adrian McKenzie
300 East Oakland Park Blvd #404
Wilton Manors FL 33334

355K Series F preferred 35000:1= 12.4 Billion common shares upon conversion

9) **Third Party Providers**

Please provide the name, address, telephone number, and email address of each of the following outside providers that advise your company on matters relating to operations, business development and disclosure:

Legal Counsel

Name: _____
Firm: _____
Address 1: _____
Address 2: _____
Phone: _____
Email: _____

Accountant or Auditor

Name: _____
Firm: _____
Address 1: _____
Address 2: _____
Phone: _____
Email: _____

Investor Relations Consultant

Name: _____
Firm: _____
Address 1: _____
Address 2: _____
Phone: _____
Email: _____

Other Advisor: Any other advisor(s) that assisted, advised, prepared or provided information with respect to this disclosure statement.

Name: _____
Firm: _____
Address 1: _____
Address 2: _____
Phone: _____
Email: _____

10) **Issuer Certification**

The issuer shall include certifications by the chief executive officer and chief financial officer of the issuer (or any other persons with different titles, but having the same responsibilities).

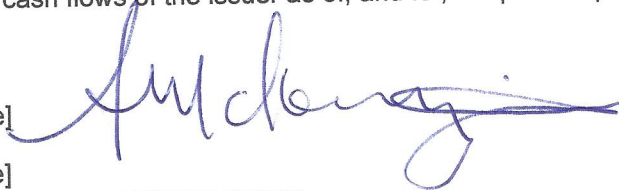
The certifications shall follow the format below:

I, [identify the certifying individual] certify that:

1. I have reviewed this [specify either annual or quarterly disclosure statement] of [identify issuer];
2. Based on my knowledge, this disclosure statement does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this disclosure statement; and
3. Based on my knowledge, the financial statements, and other financial information included or incorporated by reference in this disclosure statement, fairly present in all material respects the financial condition, results of operations and cash flows of the issuer as of, and for, the periods presented in this disclosure statement.

8/3/16 [Date]

____ [CEO's Signature]



____ [CFO's Signature]

____ (Digital Signatures should appear as "/s/ [OFFICER NAME]")

____ [Title]

DNA BRANDS INC.
CONDENSED CONSOLIDATED BALANCE SHEETS
(UNAUDITED)

JUNE 30, 2016

ASSETS

Current Assets

Cash and Cash Equivalents	\$	5,547
Net Receivables		
Inventory		
Other Current Assets		989

Total Current Assets 6,536

Property, Net

-

Other Assets

-

TOTAL ASSETS \$ 6,536

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LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable	\$	107,752
Short term and Current Long Term Debt		1,623,866
Other Current Liabilities		166,448

Long Term Debt

-

Other Liabilities

-

Total Liabilities 1,898,066

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Stockholder's Deficit

Preferred Stock	2,100
Common Stock	5,045,345
Additional Paid-in Capital	23,194,717
Accumulated Deficit	(30,133,692)

Total Stockholders' Deficit (1,891,530)

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Total Liabilities and Stockholders' Deficit 6,536

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	DNA BRANDS INC						
	STATEMENT OF CASH FLOW						
	YEAR 2016						
					QTR 1		QTR 2
					3/31/16		6/30/16
	Net Income				(213,334)		(33,803)
	Operating Activities						
	Depreciation						
	Adjustments to Net Income						
	Changes in Liabilities				212,133		39,250
	Changes in Account Receivables						
	Changes in Inventories						
	Changes in Other Operating Activities						
	Total Cash Flow From Operating Activities				(1,201)		5,447
	Investing Activities						
	Capital Expenditures						
	Investments						
	Other Cash Flows From Investing Activities						
	Total Cash Flow From Investing Activities						
	Financing Activities						
	Dividends Paid						
	Sale/Purchase of Stock				100		
	Net Borrowings						
	Other Cash Flows From Financing Activities						
	Total Cash Flow From Financing Activities				100		
	Effect of Exchange Rate Changes						
	Change in Cash and Equivalents				(1,101)		5,447