



EAT & BEYOND™

INVESTOR PRESENTATION 2022
CSE:EATS | OTC PK:EATBF |
FRANKFURT:988.F



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EAT & BEYOND™

**INNOVATIVE INVESTMENTS.
MANAGED ASSETS.**

FOOD OPPORTUNITY FOR THE CULINARY INVESTOR.

The first of its kind, Eat & Beyond is an innovative platform that provides access to the very best companies providing alternative food sources around the globe.



EXECUTIVE SUMMARY

- **INVEST** in innovation, focusing on growing the alternative protein industry, addressing the global demand for food security through the efficient creation of animal-free protein.
- **DELIVER ACCESS** to this dynamic areas of the food industry through quality deals as a result of early mover advantage and unparalleled sourcing skills.
- **TARGET** medium-term unlevered returns of +20% through investment opportunities with industrial partners working actively with fund investors.
- **DISCOVER** 15-20 key equity-linked investments in a range of \$1-10M over the initial 48-month deployment period with a minimum ownership goal of 5%+.
- **PROVIDE** capital for select buy-ins or buy-outs, along with early stage, growth, and expansion opportunities.
- **FOCUS** on select geographic areas; North America, Europe, Israel, and continuing with key Asian and Latin American countries where opportunities are aligned with our objectives.
- **REALIZE** exits though management buy-backs, industry trade sales, and/or public markets.

DEAL FLOW

OUR PRIMARY FOCUS

is on growth-stage companies in key categories:

- PLANT-BASED PROTEIN
- FERMENTED FOODS
- CULTURED
- AGRICULTURE
- FOOD TECH
- CPG/TECH
- CPG/VELOCITY
- CELL GA

OUR MANDATE is to invest in seed rounds through Series A and B with early sales traction and distribution growth.

13 ACTIVE INVESTMENTS | **1 EXIT: +512%**

Multiple deals under review



BOARD MEMBERS

DON ROBINSON DIRECTOR

Mr. Robinson has over 30 years of management and leadership experience in various consumer goods businesses across the globe. He led businesses for Mars Incorporated in Latin America, Asia Pacific, Australia, the United States, culminating with the role of CEO of Mars Canada from 1998 to 2006. Further, Mr. Robinson was CEO of Cara Operations Limited from 2006 to 2013 and a member of the board for 14 years, ultimately as the Chairman of the Board.

Passionate about the food industry as a whole, he has participated in leadership positions with major industry trade associations including the Chairman of the Board of the Confectionery Manufacturers of Canada and the Vice Chair of the Food Health and Consumer Products of Canada. He has also been a member of the Queens School of Business Advisory Board and the Advisory Board of the University of Guelph Business school.



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Forbes

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Former Mars Canada CEO Joins Eat Beyond Global Board Of Directors

Eat Beyond Global Holdings, a fund focused on investing in plant-based foods companies, has appointed the former CEO and president of Mars Canada Don Robinson to its board of directors...



BOARD MEMBERS



ALEXANDER SOMJEN DIRECTOR

Mr. Somjen has extensive experience serving as an officer and director of publicly listed and privately held companies. He currently serves as President of a diversified, multi-state cannabis company and as President and CEO of a publicly traded global investment company. He began his career in capital markets having spent over a decade at a large financial institution working in both investment banking and sales and trading related capacities. During his career, Mr. Somjen pivoted away from capital markets for a time as co-founder of an artificial intelligence related tech concern.

Mr. Somjen will not be a party to any employment, non-competition or confidentiality agreement with the Company. It is expected that he will devote approximately 10% of his time to the business of the Company to effectively fulfill his duties as a director of the Company.

ROBERT KANG DIRECTOR

Mr. Kang has been self-employed since April 2015. He was the Director of Listed Issuer Services and held other positions with TMX Group from March 1992 to March 2015. He is a corporate finance professional who is experienced in all aspects of Exchange policy, corporate governance and public company obligations. Mr. Kang is currently the principal of RSJ Consulting Inc., a firm that provides corporate finance advice. Mr. Kang received a Bachelor of Commerce degree from the University of British Columbia in 1988 and obtained his C.A. designation at Ernst and Young.

Mr. Kang will not be a party to any employment, non-competition or confidentiality agreement with the Company. It is expected that he will devote approximately 10% of his time to the business of the Company to effectively fulfill his duties as a director of the Company.



MANAGEMENT TEAM



MICHAEL AUCOIN **CEO**

Mr. Aucoin has over 25 years of management and leadership experience in the consumer packaged goods and services industries. He joins Eat Beyond with a focus on collaborating with portfolio companies to rapidly accelerate their development and assist them on their path to growth. Prior to joining Eat Beyond, he was most recently the President of the Canadian Division of Agropur, Canada's leading dairy cooperative where he oversaw numerous acquisitions and positioned Agropur as a true leader in the Canadian marketplace.

Prior to joining Agropur in 2015, Mr. Aucoin led significant growth as President of Advantage Solutions Canadian with a focus on delivering substantial growth for his and his clients' organizations through developing innovative service models which accelerated their revenue growth and market share.

Prior to this, he held senior sales and marketing roles with such category leaders as Hershey, Smuckers and Irving Consumer Products. Mr. Aucoin has held board positions with Food and Consumer Products of Canada and Consumer Health Products of Canada.

GEOFF BALDERSON **CFO**

Mr. Balderson is the President of Harmony Corporate Services Ltd. and of Flow Capital Corp. and private business consulting companies located in Vancouver, British Columbia. Mr. Balderson has been an officer and director of several TSX Venture Exchange listed companies over the past 12 years. Prior to that he was an investment advisor at Union Securities and Georgia Pacific Securities Corp.

KELVIN LEE **CONTROLLER**

Mr. Lee has over 15 years of extensive financial management experience with publicly traded companies. He most recently worked in progressively senior roles from Corporate Controller, VP Finance and Administration to Chief Financial Officer, for a TSX-V listed gold producer with \$400 million in revenue over the past nine years. His responsibilities included development and execution of financial strategy and operations, including regulatory reporting, financial planning and analysis, treasury, tax and audit. He held prior Controller positions in the mining industry with various publicly traded companies including Prodigy Gold Inc. that was acquired for \$340 million. Mr. Lee is a CPA, CGA and holds a Diploma in Accounting (Hons) and a Bachelor in Business Administration (Hons) from the British Columbia Institute of Technology.

INVESTMENT COMMITTEE

MICHAEL OWEN
INVESTMENT COMMITTEE MEMBER

Mr. Owen has over 30 years of experience and is a senior marketing and sales executive. He has held leadership positions in a range of companies focused on consumer packaged goods, with leadership experience in marketing, sales, and supply chain. He spent over 10 years as a partner at Crombie Kennedy, a leading Canadian sales agency, which was acquired by Advantage Solutions in 2010. With Advantage Solutions, Mr. Owen played an instrumental role doubling EBITDA as VP Business Development, responsible for creating innovative sales and supply chain solutions for leading brands across multiple categories during the 5 years post-acquisition.

Prior to this, he held marketing and sales positions with Robin Hood Multifoods Inc., Unilever, Nestle, and Mars Incorporated, where he was CMO of the Uncle Ben's Rice U.S. division. Previously Mr. Owen has enjoyed entrepreneurial success including ownership of the Duncan Hines brand in Canada and participation in several food company startups.

Mr. Owen is also an advisory board member for Nature Bio Foods, India's largest exporter of organic foods and ingredients

ALAN LINDER
INVESTMENT COMMITTEE MEMBER

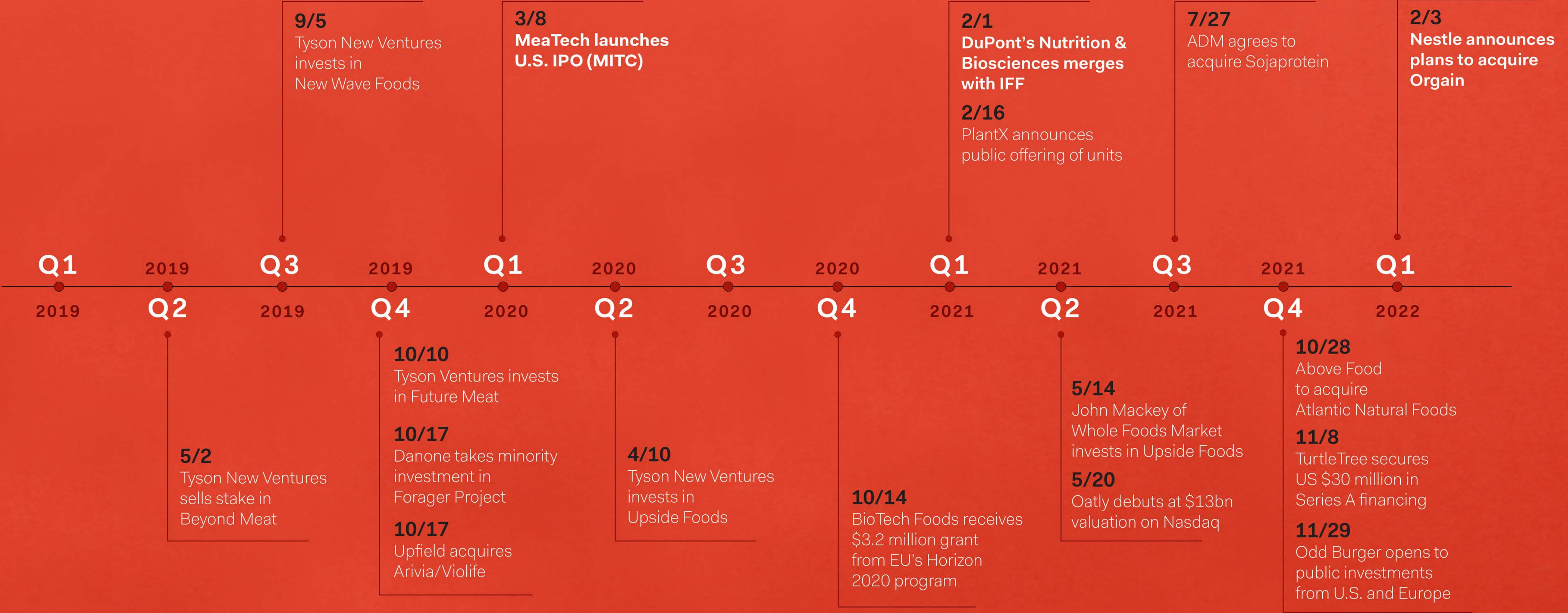
Alan has been in the Natural/Organic business for over 30 years. This includes a 25-year career in Senior Management with United Natural Foods Inc. (UNFI) an International Food Distribution Company. His responsibility was to work closely with both the Conventional Supermarkets and the Natural Retail Group in selecting products that worked best with their different classes of trade. His ability to recognize up and coming trends, then select the right company/product to be a leader in their category helped with positioning those products out of the thousands available that would work best with his customer base, as well as, the Consumers. In 2004 Alan was asked to lead the UNFI Expansion into the Asian Market. In 2008, Alan formed ARL Associates. His group has focused on "plant-based" products, as he knew this category was going to be part of the Food Future. From 2008 to today, Alan has worked with Food & Beverage Companies from the U.S., Canada, & Asia. When analyzing a company, Alan looks at the: Category, SKU Rational, Production Facilities, Product Distribution, Sales Strategy, Marketing Opportunities, Profitability and Managements commitment as well as their vision in continuing its growth.

DIANE JANG
INVESTMENT COMMITTEE MEMBER

Diane is an experienced business executive, specializing in strategic planning for sustainable success, growth and profitability for companies. With over 29 years of business experience in the Consumer-Packaged Goods industry, she has a proven track record in leading plant-based protein companies to become market leaders in their industries. Previously, Ms. Jang led companies as CEO and Director of Hempco Food and Fiber Inc, President at Sunrise Soya Foods and General Manager at Earth's Own Food Co Inc. Previously, Ms. Jang also served as a Director of Aurora Cannabis Inc. and as a Director of Big Sisters of BC Lower Mainland.



MARKET TIMELINE





MEGA TREND

CANADA

In 2019 the Canadian Food Guide refocused with emphasis on plant-based diets. Plant-based food sales were up by 25% at the end of 2020, with a total industry worth of \$600 million.

43% of Canadians are actively trying to incorporate plant-based foods into their diets, according to a 2017 Nielsen global survey.

Canada now has a plant-based certification program, launched at the end of 2019.

UNITED STATES

Flexitarians (people who eat a mainly plant-based diet but occasionally consume meat or fish) are a driver of growth in alternatives to animal products, as an estimated third of the U.S. population. 29% of shoppers are choosing to moderate their meat intake, while 9% don't consume meat at all, according to a 2021 study by the Hartman Group.

The 2021 Met Gala featured a fully plant-based menu, bringing a gourmet twist to vegan foods.

The alternative meat industry is responding to demand for healthier plant-based products, with Beyond Meat releasing a new burger with 35% less fat, few calories, and no cholesterol in early 2021.

Plant-based alternative milk products now account for approximately 15% of total dollar sales of milk, and plant-based cheese sales have increased by 65% from 2019 to 2021, according to NielsenIQ.

SOUTH AMERICA

A study by Ingredion revealed that 90% of South Americans have a desire to consume more plant-based foods. Brazil hosted its first large-scale vegan food fair in 2020.

Latin America is seeing a proliferation of plant-based meat start-ups such as The New Butchers (Brazil), Fazenda Futuro (Brazil), NotCo (Chile), and Tomorrow Foods (Argentina).

Japan's Softbank Group announced plans to invest in Latin American plant-based food companies in 2020.

EUROPEAN UNION

Sales of plant-based food increased by 49% between 2018 to 2020, according to the EU-funded Smart Protein project.

Western Europe became the largest regional market for plant-based meat in 2020, at 1.9 billion (or 43% of the global plant-based meat market).

In 2021, agriculture ministers from France and Austria advocated for an EU-wide plant-based strategy as a solution for environmental challenges. In the same year, the Spanish government gave \$6.3 million to BioTech Foods for research into the health benefits of cultured meat.

CHINA

Beyond Meat opened its first foreign facility near Shanghai in early 2021 in an effort to scale up production and distribution of plant-based meats, with a focus on Beyond Pork, which was created specifically for Chinese consumers.

Zhenmeat, a Chinese company producing plant-based pork and crayfish entered the market in 2020.

ASIA PACIFIC

In 2020, Singapore became the first country to approve cell-cultured meat for consumer sale by giving Eat Just permission to sell its cell-cultured chicken nuggets.

According to a nationally representative 2019 study done by Colmar Brunton, 6 in 10 Australians have tried or are willing to try plant-based meat products.

ISRAEL

Future Meat, a company that produces cell-cultured meat, opened a production facility in 2021 with plans to launch lab-grown chicken, lamb, and beef products in the U.S. by 2023.

ADDENDUM PLANT BASED FOODS ASSOCIATION'S (PBFA) RETAIL DATA (USA)



- There was a **43% increase in sales of plant-based foods in the U.S.** over just 3 years, from \$4.9B in 2018 to \$7B in 2020.
- 2020 saw a diversification in category share of plant-based foods on the market. From 2018 to 2019, there were 6 categories of plant-based foods (milk, meat, desserts, creamer, yogurt, cheese) compared with 15+ categories in 2020 (including additions such as protein powder, butter, tofu, tempeh, baked goods and more). Plant-based eggs are the fastest growing category, with an increase of 168% from 2018 to 2020.
- The top 3 categories of plant-based foods with the most sales in 2020 were milk (\$2.5B), meat (\$1.4B), and frozen meals (\$520M). **The sales of plant-based frozen meals grew 29%, outpacing overall frozen food by 8%.**
- Plant-based meat made up just 1.4% of the overall share of retail meat in 2020, meaning there is a \$14B opportunity.
- Growth in sales of plant-based foods continue to increase faster than total food sales and sales of animal-based foods.
- **There is evidence that displaying plant-based meat adjacent to animal-based meat increases sales;** Kroger and Heinen's reported a 23% increase and 43% increase in plant-based meat sales, respectively, by using this merchandising strategy.
- According to Nielsen Fresh, there was a 51% increase in year-over-year dollar sales of plant-based "ready-to-eat" prepared foods in 2020, showing that there is demand for plant-based Grab-n-Go options.
- **56% of shoppers who choose plant-based proteins are driven by the desire to be healthier** (source: 2020 survey by Lightspeed/Mintel). However, younger generations list environmental benefits as a top 3 reason to eat plant-based more often (Source: Mattson, June 2020)
- 49 million US households bought plant-based milk in 2020, though only 24% of adults used dairy alternatives exclusively- in other words, most people purchasing plant-based milk also purchase animal-based dairy.
- Seeds that were traditionally discarded (such as watermelon) offer an innovative source of protein in plant-based meats as well as environmental benefits of upcycling.

ADDENDUM

PLANT-BASED FOODS OF CANADA (DATA COLLECTED BY LEGER)

INTEREST IN NUTRITION INFORMATION

70% of Canadians are health literate, based on being able to interpret a Nutrition Facts label correctly. Those who score highest are significantly more likely to be female, to purchase some plant-based products, and to read ingredients and nutrition facts.

EATING STYLES

Most Canadians (81%) say they eat some meat, while 68% identify as meat-eaters. The latter are significantly more likely to be men, over the age of 35, and living in rural areas.

LABELLING

When buying plant-based meats, a quarter of consumers are looking for specific ingredients, with 65% looking for beans, 48% for lentils, and 47% for soy or tofu.

ATTITUDES TOWARDS PLANT-BASED FOODS

Most Canadians view plant-based foods favourably (71%), with 23% reporting they view them very positively.

Overall, flavour is by far the most important factor for Canadians when choosing plant-based foods.

When asked why they don't eat more plant-based foods, 51% of Canadians say price is the main reason, while 41% say taste.

Nearly half of Canadians have purchased plant-based foods and beverages to replace animal-based products, while **61% purchase plant-based products in addition to animal-based products.**

Of people who purchase plant-based food in stores, most would prefer to see them in a designated section (45%) or natural/organics section (36%) of the store, while 25% say they'd prefer to see them next to their animal-based counterparts.





ALTERNATIVE PROTEIN LANDSCAPE

Production offers a wide opportunities for innovation divided by the type of protein and the stage of production value chain.

TYPES OF ALTERNATIVE PROTEIN

- **PLANT-BASED**
proteins are cooked and processed to replicate the familiar taste and texture of existing animal products. They are frequently sourced from pea, soy, wheat, and other crops.
- **FERMENTED PROTEINS**
come from yeast or bacteria modified with a gene for protein; the protein is reproduced as they multiply, created proteins that are identical to animal proteins.
- **CULTURE PROTEINS**
can be produced through stem cell harvesting, tissue engineering, and food production, growing meat and dairy proteins in vitro; these proteins are biologically equivalent to animal proteins.

OPPORTUNITIES ALONG PRODUCTION CHAIN

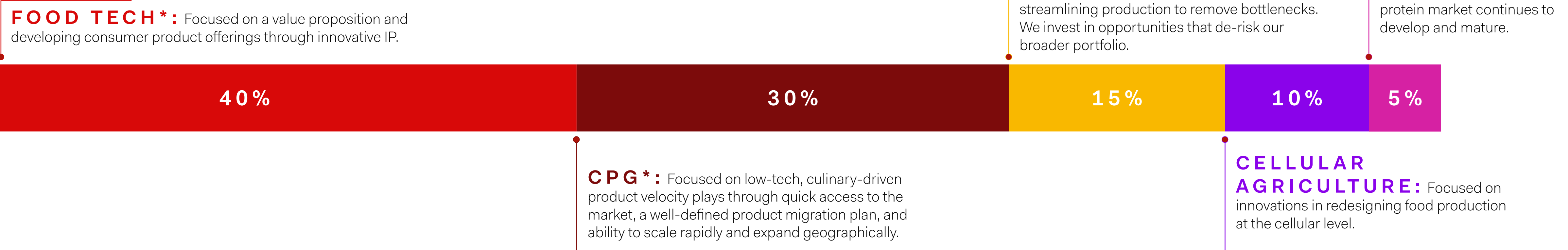
NOVEL PROTEIN SOURCES	Algae, Fungi, Tubers, etc	-	Immortalized Cell Lines
FOOD & BIO TECH	-	-	Animal-free growth medium
MACHINERY	-	Industrial Bioreactors	-
FOOD PRODUCTS	Seafood fillets, Crustaceans, Pork	-	-
DISTRIBUTION	Food Service & Ingredient Plays	-	-
	PLANT BASED	FERMENTED	CULTURED



PORTFOLIO TARGETS

TARGET PORTFOLIO DISTRIBUTION

*We anticipate significant overlap between the Food Tech and CPG categories



OPPORTUNITIES OVER FUND LIFE



PORTFOLIO



The Very Good Food Company Inc., a plant-based food technology company, designs, develops, produces, distributes, and sells a variety of plant-based meat and other food alternatives. It offers burgers and bangers, as well as pepperoni, ribz, Taco Stuff'er, roast beast, steak, and stuffed beast products; and seasonal specialty and special-order products, such as holiday ham and seitan bacon. The company offers its products under The Very Good Butchers brand. It sells products through its wholesale and e-commerce stores, as well as butcher shops. The company was formerly known as The Very Good Butchers Inc. and changed its name to The Very Good Food Company Inc. in October 2019. The Very Good Food Company Inc. was incorporated in 2016 and is headquartered in Victoria, Canada.

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**The Very Good Food Company announces
\$5.2 Million Bought Deal Offering**

 **YAHOO FINANCE**

”

“

**Eat Beyond's Investment The Very
Good Food Company Completes IPO**

 **DELI MARKET NEWS**

”

“

**Vegan Butcher's Ipo Jumps 800% in
First Day of Trading**

 **LIVEKINDLY**

”

“

**Former Mars Canada CEO Joins
Board of Local Plant-Based Fund**

 **BUSINESS IN VANCOUVER**

”

PORTFOLIO



Daydream

Founded in 2019, Daydream is Canada's first adaptogen-infused sparkling water with no sugar or caffeine. Our unique blend of ingredients work with the body's immune system making it a go-to beverage to increase focus, reduce stress and fatigue. Daydream is calm in a can. Our mission is to dream more, create more, and live in the present moment.

PLANT
FUEL®

PlantFuel® is a Science Driven, Athlete Focused, Plant Fueled Nutrition Company. Rooted within the core of every athlete is the desire to improve. Whether that be a drive to be stronger, faster, or healthier, the craving to Keep Going always endures. At PlantFuel, the commitment to you is to create the best products available to successfully bridge the gap between healthy, plant-based nutrition and peak performance.

 **PLANT
POWER**
FAST FOOD

California-based Plant Power Fast Food is known as an innovator in the Quick Service Restaurant ("QSR") field with its 100% plant-based offerings and biodegradable packaging. Plant Power features a menu that ranges from burgers, fries, shakes and 'chicken' tenders - to wraps, salads, juices, raw items and a kids menu. Plant Power has often been referred to as a vegan version of McDonalds and other similar fast-food concepts.

PORTFOLIO



Zoglo's has been a leading company offering kosher, plant-based products for over 25 years and is now ready to enter the mainstream market. It has a product selection of over 14 plant-based protein offerings including plant-based meat, appetizers and veggie products made with concentrated, non-gmo, plant-based proteins that are rich in vitamins c and a, iron, calcium, potassium and folic acid. Its products are high in fiber, omega 3 fatty acids, and antioxidants.



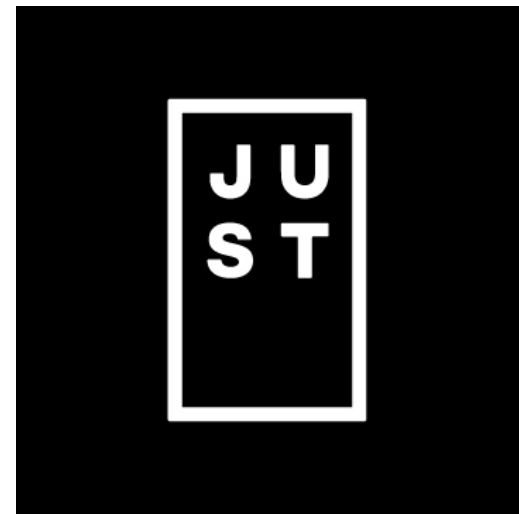
Nabati Foods Inc. offers hard to find natural plant-based foods for health-conscious individuals looking to indulge in healthier plant-based alternatives without sacrificing taste. With listings in over 300 grocery stores in Canada, including Save on Foods, IGA, Sobeys, Whole Foods Market, Buy Low Foods, as well as an online retailer in the US, Nabati is a fast-growing plant-based brand in high demand. Nabati products are free from several major allergens making them attractive to several market segments.



Above Food develops and distributes premium, whole plant alternatives to meat and dairy by creating delicious, nutrient-dense consumer products and branded ingredients. It uses a proprietary blend of plant proteins created from heirloom pulses and gluten free grains. Above Food brings its products to market by leveraging strategic relationships with leading co-packers, distributors, and direct-to-consumer e-commerce platforms.



PORTFOLIO



Eat Just, Inc. is on a mission to build a food system where everyone eats well. The company's world-class team of scientists and researchers leverage a one-of-a-kind discovery platform for food ingredient innovation and Michelin starred chefs combine these discoveries with decades of culinary expertise to create delicious, accessible, healthier and more sustainable products. Eat Just has been recognized as one of Fast Company's "Most Innovative Companies," Entrepreneur's "100 Brilliant Companies," CNBC's "Disruptor 50" and a World Economic Forum Technology Pioneer. The company's flagship plant-based egg was named among Popular Science's "100 Greatest Innovations," Fast Company's "World Changing Ideas" and, most recently, its new folded plant-based egg won "Best New Frozen Product" at Expo West's NEXTY Awards and Delicious Living's "Best Bite Awards."



SingCell is building a scalable clean meat manufacturing platform in Singapore to enable global alternative meat companies address APAC and global markets. The Company's investment in SingCell will be allocated as follows: (i) 30% to pay for facility leases; (ii) 30% to pay for consumables & other OPEX.; and (iii) 40% to assist with payroll and working capital.

The Company will appoint a nominee to SingCell's board of directors upon closing of the investment. As SingCell is a private company, the Company's exit strategy is to look for opportunities to sell the common shares of SingCell that it owns as the business of SingCell develops, most likely through a sale or go public transaction.



TurtleTree Labs is the first biotech company in the world with the ability to create milk from all mammals. Using their proprietary cell-based methods, they will shape the future of not just how we get dairy milk but how humans will feed their infants. To maximise impact, the team will work with industry leaders to adopt their sustainable and safe methods to create milk. TurtleTree Labs is able to have a 98% reduction in carbon footprint and as a result will help to save the world by replacing dairy cows in the future.



PORTFOLIO



Reusables.com helps communities divert single-use packaging from landfills and achieve their zero-waste objectives in a cost-effective manner. Its platform offers access to a shared ecosystem of sustainable food packaging such as smart stainless steel containers for restaurants, cafes and grocery stores. The containers can be used over 1,000 times and be fully recycled at end of life.



Originally launched in 2013, Banana Wave was the first banana-based milk to hit the US market. Based in Boca Raton, Florida, Banana Wave's plant-based milks are made from oats and real bananas, and are available in original, unsweetened original, mango, chocolate and strawberry. Banana Wave's line can be found on Amazon, as well as major retailers such as Albertson's, Safeway, Sprouts, and Whole Foods Market.



Beyond Moo offers a full line of oat-based dairy alternatives including yogurt, kefir, spreads (cream cheese), and butter. All of the products are free of dairy, gluten, nuts, soy, preservatives, artificial coloring and artificial flavours.

VALUE ADD

Our analytical framework, “**PLATE**” gives us a clear structure for mitigating risk with measurable for our investments. These metrics are our sources of sustainable competitive advantage and allow us to generate maximum returns.

P

PRICE

Balancing the premium prices paid by early adopters with the tensility of mainstream retail price points once at scale.

L

LEADERSHIP

Recognizing and identify strengths and areas of growth in leadership and innovation.

A

AWARENESS

Stocked shelves and food menus are competitive, crowded spaces. Our choices will be selected for their ability to break through the noise with a compelling story for consumers.

T

TASTE

An important factor, taste, is considered as we assess potential investments and measure portfolio progress. We want to love what we invest in.

E

EASE

We all regularly consume food in a range of places - at cafés, in restaurants, in school cafeterias, on airplanes, and beyond. We see products that can be distributed quickly and widely across all types of outlets, supporting the wider scope of consumer behaviour.

COMPARATIVE LANDSCAPE

Eat Beyond Global Holdings (EATS.CA OTC PK:EATBF)	Else Nutrition Holdings Inc (BABY:CA)	Burcon Nutrascience Corporation (BU.TO)	Very Good Food Company Inc (VERY.CN)
Public company – CSE: EATS)	Public company TSXV: BABY	Public company TSX: BU	Public Company TSXV:VERY
Based out of Vancouver BC	Based out of Vancouver BC	Developing plant protein extraction and purification technology	Based out of Victoria BC
52 week high/low: \$4.56-\$0.36	52 week high/low: \$4.50-1.06	52 week high/low: \$5.92-\$1.30	52 week high/low: \$8.87-\$0.89
Shares outstanding: 34.0M	Shares outstanding: 104.2M	Shares outstanding: 108.6M	Shares outstanding: 97.3M
Innovative platform that provides access to the very best companies	First commercial plant-based product for toddlers	Portfolio of compostion and application technology	Designs, develops, produces, distributes and sells a variety of plant-based meat and other food alternatives
Experienced investment committee	Patented baby formula from two plants (100% plant based)	Commercialized technology	Sells products through wholesale and e-commerce stores, as well as butcher shops
Invest in seed rounds through Series A and B with early sales traction	Global distribution channels	Developing Puratein and Supertein Canola protein isolates	Has grown its active subscriptions for the “Monthly Meat Club” to over 1,000 of its most loyal recurring

TERMS AND STRUCTURE



Share Structure

Common shares issued and outstanding	15,770,710
Special warrants convertible to common shares	3,362,640
TOTAL ISSUED AND OUTSTANDING	19,133,350
Warrants	12,325,000
Broker warrants	318,159
Options	1,450,000
RSU's	500,000
TOTAL ISSUED AND OUTSTANDING FULLY DILUTED	33,726,509



IN THE MEDIA

Food Business News

Forbes

Forbes

THE
GLOBE
AND
MAIL

Investing in plant protein accelerates

"KANSAS CITY — Plant protein has a place — or maybe it's places — in the grain-based foods industry. Potential applications include sports nutrition bars, gluten-free items, snacks and frozen pizza..."

Missed Out On Beyond Meat? Buy These Two IPOs This Week

"At 9:30 a.m., the opening bell of the New York Stock Exchange rang. All hell broke loose. Investors went nuts to buy the newly trading stock and shares opened the day up 84%..."

Investors Find More Reasons To Back Plant-Based Meat Brands

"May is turning out to be another busy month for plant-based meat deals, with Beyond Meat's record IPO last week and the news this week that Hain Celestial has sold its WestSoy meat replacement business..."

Canadian farmers, companies invest in plant-based protein amid growing demand

"Prairie farmers who grow, rather than raise, protein sources are looking to break into the mainstream with new research and investments on how to sustainably feed the world..."

APPENDIX



Figure 7: Retail Plant-based Food Market Overview

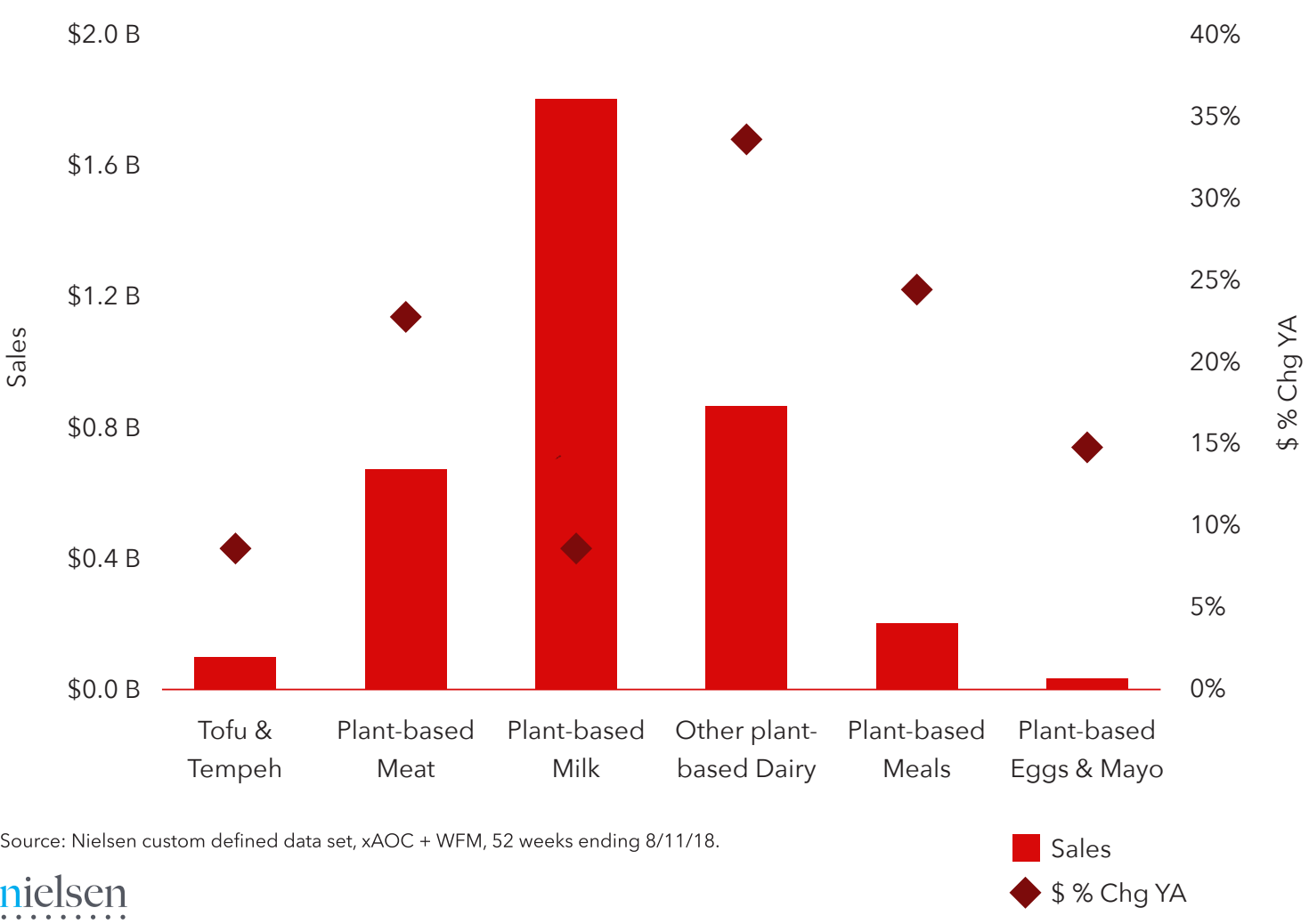


Figure 8: Growth in Plant-based Categories Compared to Animal-based Categories

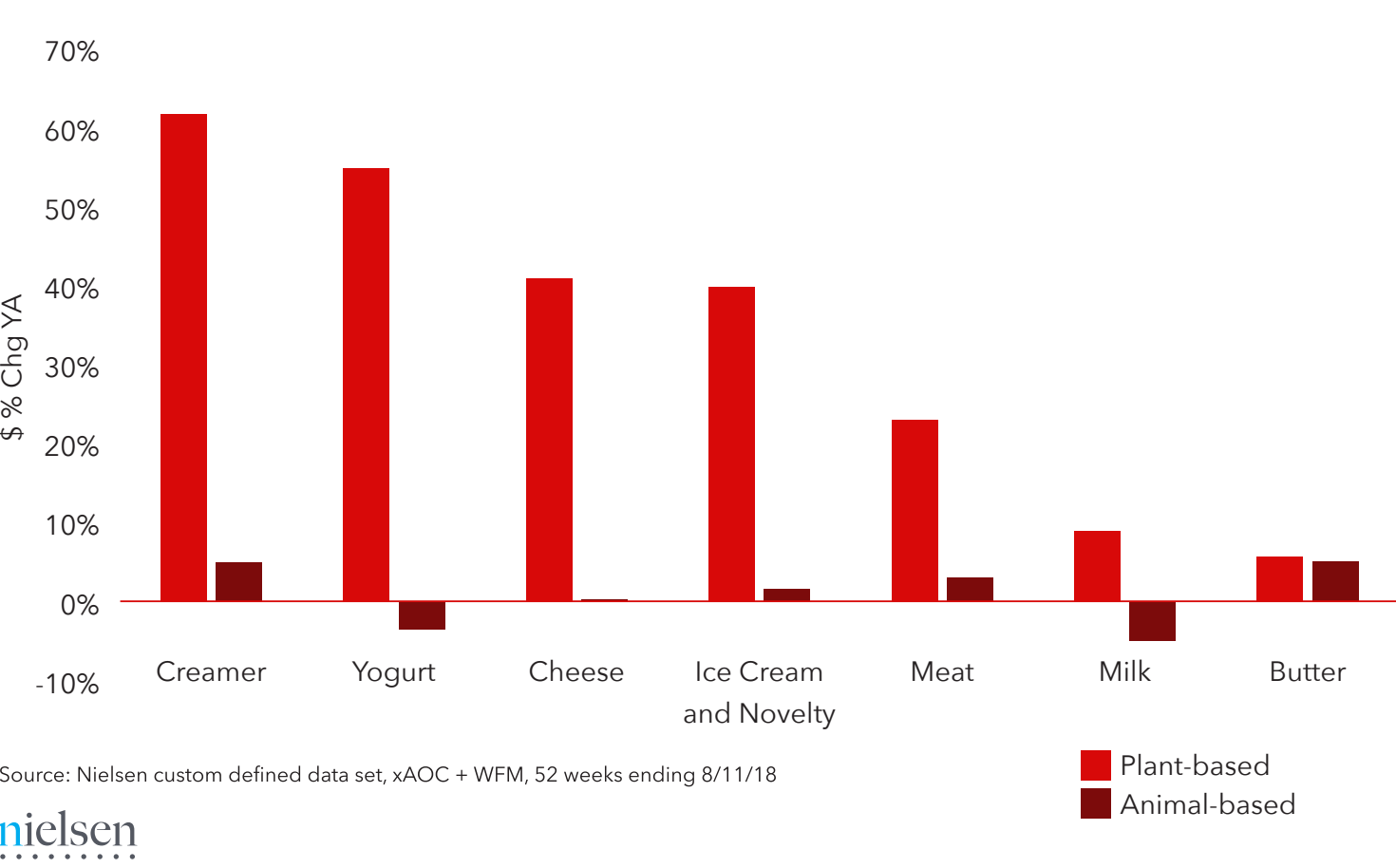
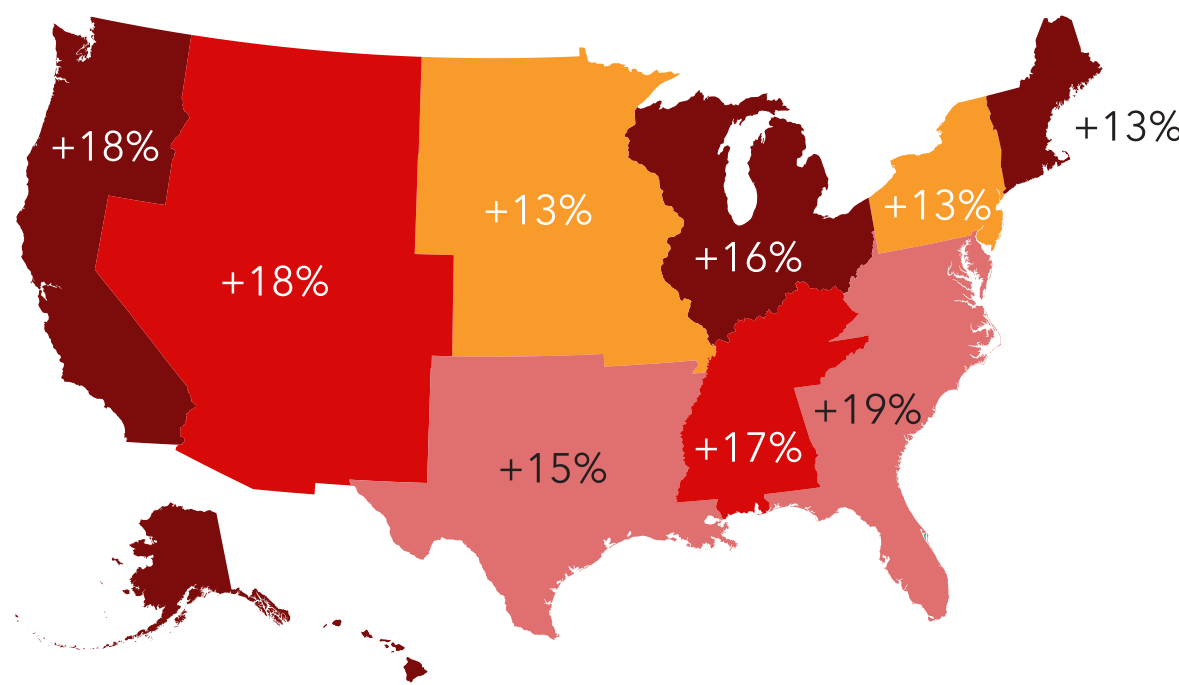
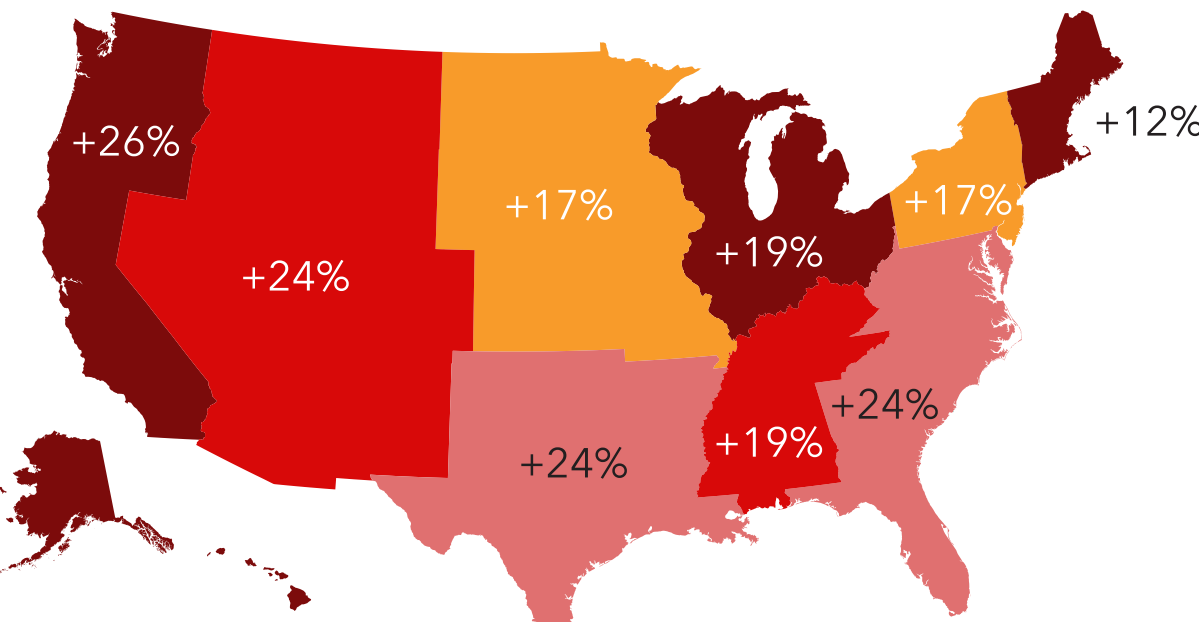


Figure 9: Plant-based Dollar Sales Growth by Region

Plant-based Food



Plant-based Meat

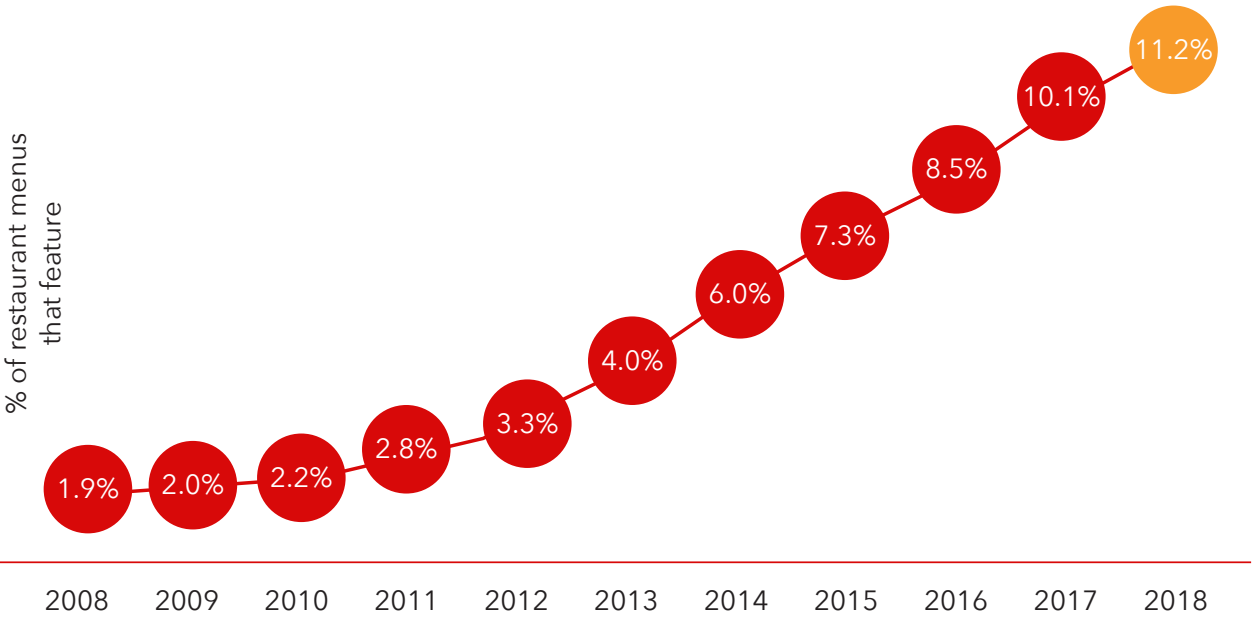


Source: Nielsen custom defined data set, xAOC + WFM, 52 weeks ending 8/11/18



Figure 16: Vegan Menu Penetration Over Time

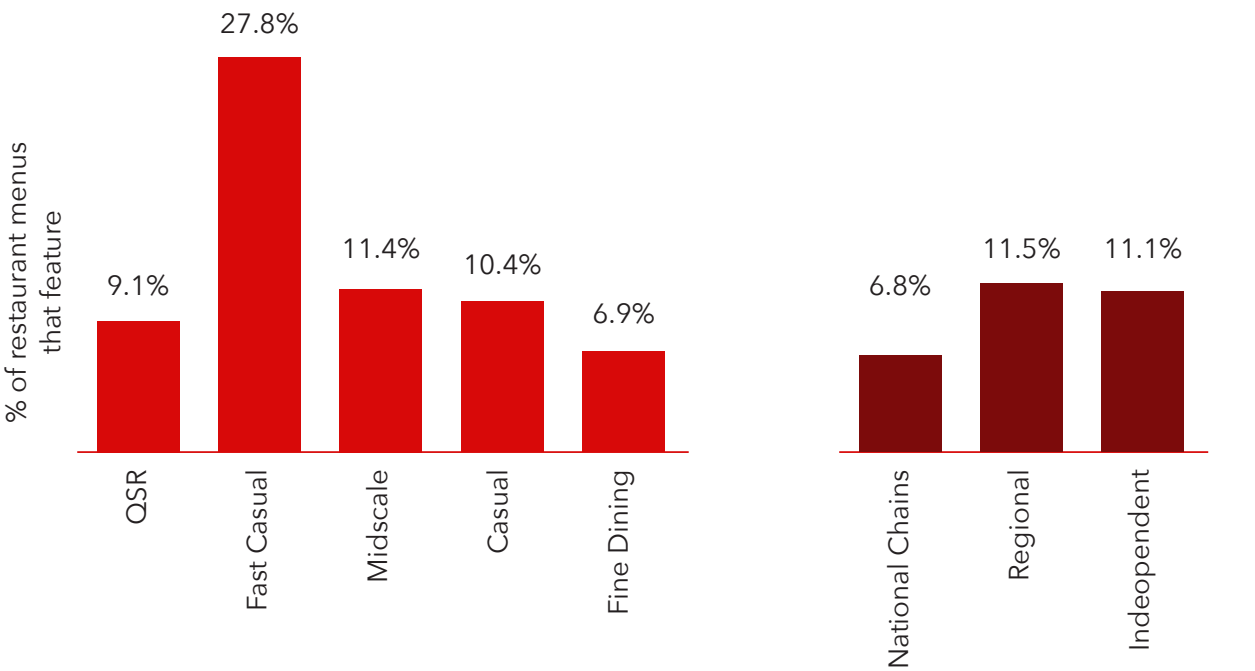
Historic Menu Penetration



Menu Growth Rate



Restaurant Type



Source: Datassential's MenuTrends Database



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