

Introduction to YouKuai Group and Zrou

May 2021



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1. Market Trends: Plant-Based Meat in China

Animal meat market size

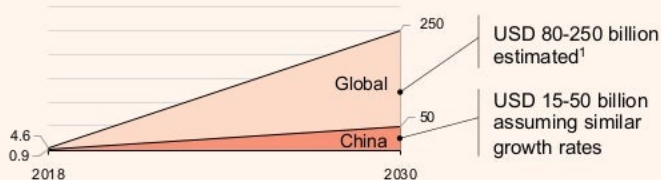


China: USD 65 billion (2020)



14 billion terrestrial animals farmed annually in China

Plant-based meat market size



¹ UBS, Barclays, and A.T. Kearney

Key growth drivers:

- New products targeting meat eaters
- Increasing consumer education and awareness
- Increasing attention from the government

2. YouKuai Company Profile

YouKuai Group aims to create a holistic plant-based food and beverage ecosystem in China and to reshape the global plant-based cuisine landscape, starting with Chinese consumers both locally and regionally.



INCLUSIVENESS

Plant based meat company for everyone, not just for vegans.



TASTINESS

We start with tasty food: we believe only tasty food can win over "foodies".



CO-CREATION

We engage our partners, be it chefs, co-manufacturers, R&D partners, or customers, to be part of the journey.

Proudly Chinese

Founded in **Shanghai** in Sep 2019

Launched **Zrou 株肉** brand in Nov 2019

China-based team of 50 experienced professionals in Shanghai, Beijing, Chengdu, Guangzhou, and Hangzhou

Fast-Growing Footprint Across China

YouKuai is supplying Zrou products to restaurants & restaurant chains, major hotels, large food services companies (for international school and corporate sites), bakeries, and online & offline retail

Rapidly expanding in Shanghai, Beijing, Jiangsu Province, Zhejiang Province, Guangdong Province, and Sichuan Province

3. YouKuai Mission & Vision

YouKuai wants to address the challenges arising from the rapid growth in meat production

Risks to public health

Half of all antibiotics use occurs in the livestock industry for growth promotion & disease prevention in healthy animals.

Overuse of antibiotics leads to the spread of microbial resistance which is reaching "dangerously high levels ... with a growing list of infections ... becoming harder, and sometimes impossible, to treat as antibiotics become less effective." (WHO)



Strains on environment

Livestock = almost 15% of the total CO₂ equivalent greenhouse gas emissions a year, = 3 times the aviation sector (UN Food and Agriculture Organization)

15,000 litres of water = 1Kg beef

Major driver of deforestation, habitat and biodiversity loss.

Impacts on food system

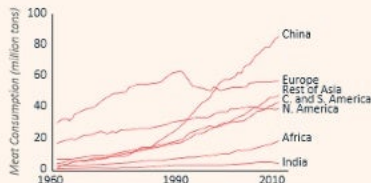
About a third of all the grain produced in the global food system is fed to livestock – enough grain to feed about 4 billion people for a year.

Low feed-to-food conversion of grains to meat raises key questions on the efficacy of relying on meat for protein delivery (UN FAO).

Today, global meat production stands at 263 million tons and is expected to grow to 445 million tons by 2050.



Adapted from OurWorldInData.org and based on UN FAO statistics





**“I want to do
more good”**

Franklin Yao,
Founder & CEO, YouKuai Group

Four founders, one vision



Franklin Yao, CEO

Expert on brand building and market entry strategies who previously helped global luxury brands enter China



Liqin Lu, CFO

Veteran investment banker and serial entrepreneur who cares deeply about sustainability issues



Cynthia Zhang, SVP, Market Expansion

Seasoned business development and operations professional



David Laris, Chief Creative Officer

Celebrity chef with multiple "Best Restaurant" awards and sustainability advocate

Our purpose is to create a world worth inheriting for future generations through protein diversification.

We want to empower the world's consumers to make the "More Good" (plant-based) choice for a worthy world, by creating tasty food with a "More Good" version in all food categories currently using animal protein, and by creating charismatic brands to appeal to more consumers on an intergenerational basis.

4. YouKuai Team

YouKuai's top management is supported by a highly experienced team of professionals...



Johnny Li
VP, Revenue

15+ years experience
(Coca-Cola, Vitasoy, Cargill, McCain, Kimberly-Clark)



Robin Kerawala
VP, Business Development

20+ years experience
(Mitchell Madison Group, Cap Gemini Ernst & Young, SmithStreet)



Colin Cheung
Director, HR & Ops

15+ years experience
(Colliers International, Cushman Wakefield, ACN, Aventine Asia)



Jonathan Seliger
Senior Advisor

20+ years senior management exp.
(Coach China CEO, Naked Hub CEO, Senior Advisor TPG Asia)



Shiyin Wang
Program Director,
Schools & Corporates

12+ years experience
(Kaixin Cooking, Families for Excellent Schools, Sunrun, National Association for Urban Debate Leagues)



Wilson Wei
Head of Marketing

15+ years experience
(Travelzoo, Thomas Cook, Ascott China, Ctrip.com)



Cristina Ng
Managing Editor, Own
What You Eat

20+ years experience
(That's Shanghai, City Weekend, ShanghaiWOW!)



Daniel Prunty
Senior Advisor

20+ years experience
(Detpak GM Sales North Asia, Domino's Pizza, Subway)



Rachel Kwok
Director, Supply Chain

10+ years experience
(OmniPork, SF Express, Sky One Logistics, HK Development Council)



Echo Xu
Manager, Hotel Channel

5+ years of marketing experience
(Compass Group, McCann Canada, Foodora)



David Li
Sales Leader,
Sichuan Market

17+ years experience
(Nestle, YigaoYuanjing, Sichuan Conservatory of Music)



Gengen He, Ph.D
Scientific Advisor

(Northeast Agricultural University, University of Nottingham, Tokyo University, Georgetown University)

...while the YouKuai R&D and Culinary Teams are a clear strength



Ian Kang

Director, Research & Development

Trained food scientist with 13+ years industry experience; expertise in soy protein materials

Cutting-edge know-how in product development and application using plant-based protein, including for base cooking material, bakery, noodle, snack, protein powder, and special medical purpose food

- Senior Engineer at Wilmar International
- Innovation Application Specialist at DuPont Nutrition & Health
- Research Associate at Ting Hsin / Master Kong
- Bachelor's and Master's degrees in Food Science from Taiwan Ocean University

Zrou provides strong culinary support with ongoing recipe development, as well as on-site and video training on technical aspects of perfecting Zrou flavor and texture



Mark Sampson

Executive Chef & Director, Product Development

International chef with 20+ years experience in Europe, Australia and Asia, including at world-renowned and Michelin-star restaurants such as Nobu (London and Melbourne), Chapter 1 (Dublin), Supper Club (Rome) and Mercato (上海外滩三号)

Experienced in creating menus in all concepts and across cuisine types

- Chief Culinary Officer at True Legend Hospitality Group (Big Bamboo, Pistolera, The Blind Pig)
- Executive Chef at Blenheim Family Brunch, The Refinery Xintiandi, and URBN Hotel
- Executive Sous/Pastry Chef at Mercato

Chef Team



Gordon Chen

15+ yrs experience
(Park Hyatt Shanghai, New Heights 外滩三号, Zwilling, Fissler)



Jingyi Fan

20+ yrs experience
(Executive Chef at Compass Group)



Gary Shuai

11+ yrs experience
(JW Marriott Chengdu, The Temple House, Anantara Hotel, InterContinental Sanya, Ritz-Carlton Shenzhen)



Orrisa Liu

26+ yrs experience
(Shangri-La's China World Hotel Beijing, Crowne Plaza Beijing Wangfujing)



King Wang

13+ yrs experience
(The Apartment, Foodanatomy, L'Atelier de Joel Robuchon, Franck Bistrot)

5. Zrou Products

“

Zrou is the only Zrou that is Zrou”

– Franklin Yao, Founder

IT TASTES SO GOOD
I FORGOT ABOUT
EATING MEAT...



What is Zrou?

Zrou is not a meat imitation nor a meat replacement – it is a reinterpretation of meat

1

Delicious

100% satisfaction, 0 guilt
Versatile use
New palette for the palate
Nostalgia fulfilled

2

Nutritious

High protein
Low fat & low calorie
Cholesterol-free
Easy to digest
Fuels both mood and body

3

Safe

100% safe sources
Free of nasty chemicals
Free of antibiotics and hormones

4

Sustainable

Renewable resource
100% plant-based
Lower carbon footprint
Ethical production
0 animal slavery

Zrou's ingredients are grown and produced locally

**High-fiber, anti-oxidant rich,
zero carb plant**

- Produced in Hubei Province



Konjac



**Non-GMO
Soy Protein**

A complete protein

- Farmed in Northeast of China
- Produced in Shandong Province



Coconut Oil

Rich, healthy fat flavor

- Produced in Hainan Province



**Shiitake
Mushroom**

Natural source of umami

- Produced in Fujian Province

Note: original farms of ingredients may vary based on different batches but all of them are sourced in China



Product information (B2B)

规格 Specification	袋装 Bag	1千克/袋 1kg/bag
	箱装 Carton	6袋/箱(6千克) 6 bags/carton (6kg)
保质期限 Shelf Life	12个月 12 months	
可致敏成分 Allergens	本产品配料中含有含麸质的谷类制品及大豆制品 The ingredients of this product contain gluten-containing cereal products and soy products	
储存方法 Storage Method	零下18摄氏度冷冻 Keep frozen (-18°C)	
解冻方法 Defrost Method	<ul style="list-style-type: none">放入冷藏柜8小时，或将未开封的包装放入冷水中直到解冻；解冻后请在48小时内使用完毕，期间需冷藏Put in the refrigerator for 8 hours or immerse sealed package in cold water until thawed;Cook within 48 hours and store refrigerated	
原料 Ingredients	饮用水、大豆组织蛋白、食用椰子油、分离蛋白粉、磷酸酯双淀粉、玉米淀粉、酵母抽提物、魔芋粉、卡拉胶、香菇粉、食用盐、碳酸氢钠（小苏打）、高粱红 Drinking water, textured soybean protein, edible coconut oil, soy protein isolate, distarch phosphate, cornstarch, yeast extract, konjac flour, carrageenan, shiitake powder, salt, sodium bicarbonate, sorghum red	



株肉碎
Minced

适合制作馅料
Suitable for fillings and
formed



株肉糜
Ground

适合煸炒
Suitable for stir fry



Product information (B2C)

规格 Specification	袋装 Bag	300克/袋 300g/bag
	箱装 Carton	20袋/箱(6千克) 20 bags/carton (6kg)
保质期限 Shelf Life	12个月 12 months	
可致敏成分 Allergens	本产品配料中含有含麸质的谷类制品及大豆制品 The ingredients of this product contain gluten-containing cereal products and soy products	
储存方法 Storage Method	零下18摄氏度冷冻 Keep frozen (-18°C)	
解冻方法 Defrost Method	<ul style="list-style-type: none">放入冷藏柜8小时，或将未开封的包装放入冷水中直到解冻；解冻后请在48小时内使用完毕，期间需冷藏Put in the refrigerator for 8 hours or immerse sealed package in cold water until thawed;Cook within 48 hours and store refrigerated	
原料 Ingredients	饮用水、大豆组织蛋白、食用椰子油、分离蛋白粉、磷酸酯双淀粉、玉米淀粉、酵母抽提物、魔芋粉、卡拉胶、香菇粉、食用盐、碳酸氢钠（小苏打）、高粱红 Drinking water, textured soybean protein, edible coconut oil, soy protein isolate, distarch phosphate, cornstarch, yeast extract, konjac flour, carrageenan, shiitake powder, salt, sodium bicarbonate, sorghum red	



株肉碎
Minced

适合制作馅料
Suitable for fillings and
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株肉糜
Ground

适合煸炒
Suitable for stir fry

Nutrition and sustainability – compared with pork

	Zrou (100g)	Ground Pork (100g)
Energy	166 calories	436 calories
Protein	10.1 g	12 g
Total Fat	8.3 g	43 g
Saturated Fat	7.3 g	15 g
Trans Fat	0 mg	50 mg
Cholesterol	0 mg	64 mg
Sodium	292 mg	0mg
Dietary Fiber	3.3 g	0 g
Iron	1.31 mg	0.95 mg
Calcium	44.3 mg	3.46 mg
Folic Acid	40.6 µg	24.7 µg



Zrou uses **78% less water** to produce than pork



Zrou creates **96% less carbon emissions** during production than pork



Replacing 1,000kg of pork with Zrou is equivalent to **192 trees being planted** in terms of saved carbon emissions

Zrou Western Cuisine

Zrou is proven in Western dish applications including pizza, pasta, burger & sandwich, as well as all the Mexican classics.



Zrou Lasagna
意式猪肉千层面



Zrou Bagel 猪肉贝果
(Spread the Bagel)



Zrou Meat Pie 意式猪肉派
(H Eilehan)



Zrou Meatballs
意式猪肉丸子



Zrou Taco 猪肉塔可
(Conline Agave)



Zrou Burger 猪肉汉堡
(Breadup)



Zrou Meatball Sub
番茄芝士猪肉丸三明治
(Moke Bros)



Zrou Tacos
猪肉塔可



Zrou Chorizo / Crips
猪肉香肠/脆片
(The Anchor)



Zrou Power Bowl
猪肉健康碗



Zrou & Peppers Pizza
猪肉墨西哥辣椒披萨
(Cages)



Zrou Quesadilla
猪肉墨西哥芝士饼
(H Eilehan)



Zrou Quesadilla
猪肉墨西哥芝士饼
(O' delicia)



Zrou Panna Pesto
猪肉帕奈托



Zrou Quesadilla
猪肉墨西哥芝士饼
(Fishelara)

Zrou Chinese Cuisine

At the same time, top Chinese, Japanese, and Asian cuisine chefs are also using Zrou in creative and delicious ways.



Zrou Wonton
猪肉馄饨



Zrou Bean Paste Noodle
猪肉炸酱面



Zrou Crumbles w/ Wild Greens
猪肉酥肉菜
(Jing Yao Tang)



Zrou Miso Tofu
猪肉麻婆豆腐



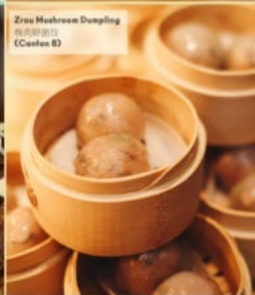
Braised Zrou Meatball
猪肉松茸猪肉狮子头
(Canton Table)



Twice-cooked Zrou Cubes
笋子香酥猪肉块
(Mist Bistro by JL)



Zrou Char Siew Pineapple Bun
猪肉叉烧菠萝包
(Canton B)



Zrou Mushroom Dumpling
猪肉鲜蘑菇
(Canton B)



Zrou Eight Treasure Bun
猪肉八宝鲜菜包



Double-cooked Zrou wrapped in Tofu Skin
猪肉锅包肉
(Jing Yao Tang)



Lotus Root w/ Zrou
猪肉藕夹



Roasted Eggplant w/ Zrou
猪肉烤茄子



Bamboo Pith filled w/ Zrou
竹筒脆骨肉

Zrou Bolognese Italian Lasagna



采用 Z-Rou
植物基肉酱,
热量低于500大卡
Z-ROU PLANT-
BASED SAUCE,
LESS THAN 500
- CALORIES -

意式“株肉植物肉酱”千层面 Z-ROU BOLOGNESE ITALIAN LASAGNA

面皮细腻劲道, 植物肉酱浓郁丰富
Al dente pasta, thick and hearty plant-based sauce
国际大厨Mark Sampson 配方, 正宗意大利口味
Chef Mark Sampson's unique recipe, real Italian flavor



素食主义
VEGETARIAN



健康低卡
LOW CALORIE



意式经典
ITALIAN FLAVOR

10分钟吃到餐厅级意式美味
Restaurant style lasagna, ready in
under 10 minutes

意式“株肉植物肉酱”千层面 Z-ROU BOLOGNESE ITALIAN LASAGNA

植物基肉酱: -80℃
以下冷冻保存
Storage: -80℃
freezing storage

保质期: 12个月
Shelf life: 12 months

产品规格: 330g
Net content: 330g

营养成分表 NUTRITION INFORMATION

项目 / Items	每100克 (g) (per 100g)	营养素参考值 % (NRV %)
能量 / Energy	339千焦 (KJ)	7%
蛋白质 / Protein	5.9克 (g)	10%
脂肪 / Fat	5.5克 (g)	9%
反式脂肪 / Trans Fat	0	0
胆固醇 / Cholesterol	0	0
碳水化合物 / Carbohydrate	17.3克 (g)	6%
膳食纤维 / Dietary Fiber	2.5克 (g)	10%
钠 / Sodium	359毫克 (mg)	18%
钙 / Calcium	81.8毫克 (mg)	10%
维生素B2 / Vitamin B2	0.0666毫克 (mg)	5%
烟酸 / Nicotin	0.441毫克 (mg)	2%

配料: 西红柿, 面皮 (硬结小麦, 饮用水), 植物肉 (大豆植物蛋白凝胶), 饮用水, 大豆植物蛋白, 食用椰子油, 分离蛋白粉, 酵母提取物, 玉米淀粉, 酵母提取物, 魔芋粉, 卡拉胶, 番茄粉, 食用盐, 小苏打, 黑胡椒, 马苏里拉奶酪, 红葱头, 洋葱, 芹菜, 胡萝卜, 特级初榨橄榄油, 大蒜, 食用盐, 糖, 黑胡椒, 意大利混合干香草

Ingredients: Tomatoes, lasagna noodles durum wheat flour, drinking water, Z-Rou (drinking water, textured soybean protein, edible coconut oil, soy protein isolate, distarch phosphate, corn starch, yeast extract, sorghum flour, carboxymethyl cellulose powder, soft sodium bicarbonate, sorghum red, mozzarella cheese, red wine, onion, celery, carrot, extra virgin olive oil, garlic, salt, sugar, black pepper, Italian seasoning)

过敏提示: 本品含有致敏原的豆制品及大豆制品
Allergen information: Contains Soybean Products & Gluten

植物基肉酱, 来点不一样
Meat-free Bolognese Sauce,
try Something New



烤箱加热 | BY OVEN:

- 去除外包装, 充分解冻 (自然解冻或微波炉解冻) Remove the outer packaging and allow lasagna to thaw (natural thawing or microwave defrost)
- 烤箱预热至150℃ Preheat oven to 150℃
- 将千层面从塑料盒取出, 放在烤箱可用的容器中烤制15分钟 (或直至熟透) 即可食用 Remove lasagna from the plastic box and place on oven-proof dish. Bake for 15 minutes (or until cooked through) and serve

微波炉加热 | BY MICROWAVE:

- 去除外包装 Remove the outer packaging
- 使用微波炉 (900W), 设定至高火力加热5-6分钟, 或微波炉 (800W), 设定至高火力5-8分钟 For 900W microwave, set to max power for 5-6 minutes. For 800W microwave, set to max power for 5-8 minutes. Cooking time may vary by microwave oven

取出千层面, 离开时口部即可食用 Remove the plastic film and serve



关注 Z-Rou 公众号, 了解更多
Follow Z-Rou official account,
find out more



Product Pipeline

- Strong capabilities to develop customized products and solutions for customers
- Currently developing 10-12 RTE and RTC products for launch in 2021 in response to specific customer demands



6. Zrou Customer Base

Zrou is being served (or planned for launch) by key customers in all major channels...

Food Services



Corporates



Hospitality



Retail



7. Community Engagement

Zrou is one of the most-recognized plant-based food brand in China both within the F&B industry, as well as in the wider community. Through a broad range of digital and offline channels, Zrou has been constantly engaging both the expat and local communities through culinary, lifestyle, and educational content and interactive events & experiences.



Zrou has created strong engagement...



OwnWhatYouEat Event Series



Zrou Chili Cook-off, Shanghai (Jul 2020)



VeggieWorld, Shanghai (Sep 2020)



Beijing and Hangzhou launch parties (2020)



Table Number Zrou (Monthly)



ChinaFit, Beijing, (Oct 2020)

...with pro chefs, home chefs, and food lovers

Lifestyle media channel “OwnWhatYouEat”



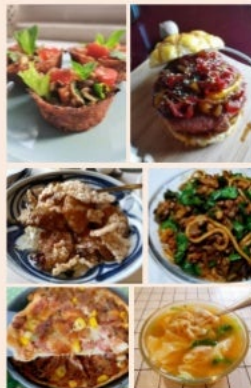
Media for the new food industry
Inspired by Vice's Munchies, it goes beyond food and dives into a way of life

Professional Chef community engagement



Built highly engaged chef community
for relevant content sharing and idea exchange

Home Chef community engagement



Home chef campaigns carried out
in SH, BJ, Hangzhou, and Wuhan

On-site consumer engagement



Physical installation banners to
increase awareness about food
sustainability and the Zrou brand
(Example: Nike campus)



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