

# future ☺ farm™

CONFIDENTIAL SERIES C DECK PRESENTATION  
APRIL 2021



**MEAT THE FUTURE**





## OUR MISSION

**"TO CHANGE THE  
WAY THE WORLD  
EATS MEAT"**



OUR VISION

**A WORLD WHERE  
PEOPLE CHOOSE TO EAT  
MEAT FROM PLANTS.  
NOT ANIMALS.**





# EARNED MEDIA AROUND THE WORLD



Future Farm - 2020

## Producenten vegaburger beginnen prijzenoorlog in Nederlandse super

De producenten van vegaburgers beginnen een prijzenoorlog in Nederlandse supermarkten. De prijzen voor deze producten zijn de afgelopen maanden fors gedaald, wat de concurrentie op de markt versterkt. Dit komt vooral door de groeiende populariteit van plantaardige vleesalternatieven en de toename van de productiecapaciteit.



GO MEAT-FREE IN 2021



Cardápio da casa do Diplo no Carnaval de Salvador será da Fazenda Futuro



Future Farm wil Nederland verslaan met vleesalternatieven

Deze vego-ondernemer veroverde eerst Brazilië, en komt nu naar Nederland



Future Farm ready to conquer Europe



Foodtech disruptor Future Farm komt naar Nederland

Deze vego-ondernemer veroverde eerst Brazilië, en komt nu naar Nederland



7 nieuwe vegan producten die straks in jouw supermarkt liggen



3 Future Farm Burger

Future Farm Burger is klaar voor de toekomst



Future Farm ready to conquer Europe



Future Farm ready to conquer Europe

Future Farm ready to conquer Europe



Future Farm ready to conquer Europe



Future Farm ready to conquer Europe

Future Farm ready to conquer Europe



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Future Farm ready to conquer Europe



## CONSUMER TARGET

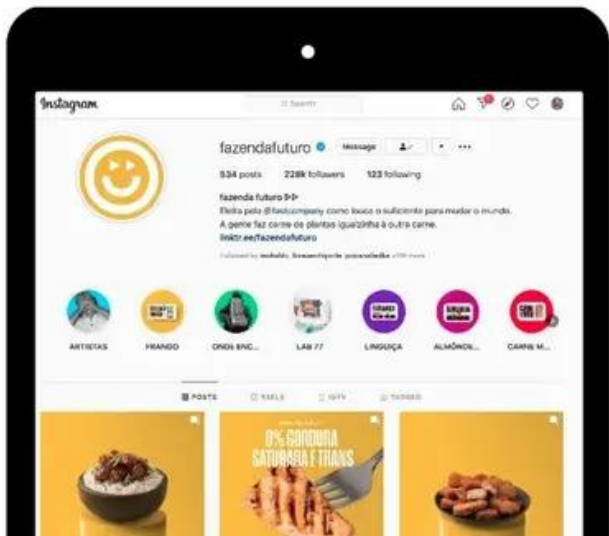
**FLEXITARIAN :  
PRO EARTH GENERATION  
| MEAT REDUCERS |  
EXPLORERS | SOCIALLY  
TOLERANT | GLOBALIST**

# IMPRESSIVE SOCIAL MEDIA

# 2nd!!

We are the 2nd largest plant-based meat community in the **world**.

**We are only behind Beyond Meat.**



# IMPRESSIVE RESULTS

|                                                                                               | <br>FOLLOWERS | <br>FOLLOWERS GROWTH | <br>INTERACTION | <br>COMMENTS |
|-----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| fazenda futuro<br><a href="#">@fazendafuturo</a>                                              | 348K                                                                                           | 42%                                                                                                   | 376K                                                                                               | 15K                                                                                             |
| IMPOSSIBLE <sup>®</sup>                                                                       | 318K                                                                                           | 8%                                                                                                    | 124k                                                                                               | 5K                                                                                              |
|  BEYOND MEAT | 994K                                                                                           | 2%                                                                                                    | 489K                                                                                               | 17K                                                                                             |



# IMPRESSIVE COMMUNITY



# PRODUCT BUILT TO COMPETE

TEXTURE AND FLAVOR AFFORDABILITY CLEAN LABEL NUTRITION SUSTAINABILITY



# BUILT TO COMPETE

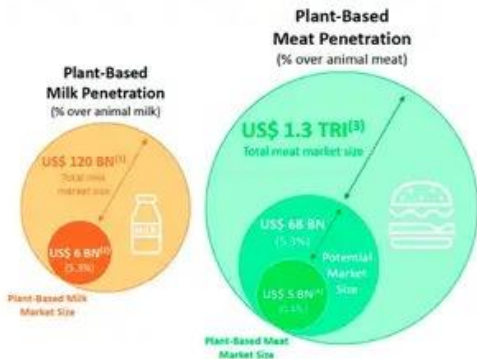
- **Taste and Texture**
- **Affordability**
- **Brand**
- **Clean Label / Nutrition**
- **Sustainability**

# MASSIVE CATEGORY UPSIDE



GLOBAL CATEGORY POTENTIAL \$68 B

US CATEGORY 2025 \$4.2 B



2020

**\$1.5B** US RETAIL

**\$0.2B** US FOOD SERVICE

Beyond Meat US 2020 Revenue: \$325M (+63% vs PY)

+20% CAGR x 5 YEARS

2025

**\$4.2B** US TOTAL CATEGORY

<sup>(1)</sup>2020 RETAIL = SPINS 2019 CATEGORY B + NIELSEN 2020 CATEGORY % GROWTH

<sup>(2)</sup>2020 FOODSERVICE = 1/3 BEYOND MEAT'S % of BUSINESS

<sup>(4)</sup>CAGR = GRANDVIEW RESEARCH SEP 2020

# US RETAIL 2020 \$ SHARE - Category +44% vs YA



**MorningStar**  
FARMS

(KELLOGG'S)

**31%** (-4)

+26% vs. PY



**BEYOND MEAT**

**20%** (+4)

+80% vs. PY



**gardein.**  
PLANT-BASED PROTEIN

(CON AGRA)

**14%** (-1)

+33% vs. PY



# BEEF

- **Burger 1.0** (May 2019)
- **Burger 2.0** (Sep 2019)
- **Burger 3.0** (Jan 2021)

- **Texture and Flavor:** meaty with iron like meat
- **Clean Label:** natural flavors and ingredients
- **Nutrition:** 15g of protein / 250mg sodium
- **Affordability:** competitive price
- **Sustainability:** non-gmo certified ingredients



# OUR INGREDIENTS



# NUTRITIONAL FACTS

A PICTURE IS WORTH  
A THOUSAND WORDS



|                  | Future Burger | Impossible Burger | Beyond Burger | Bubba Burgers |
|------------------|---------------|-------------------|---------------|---------------|
| CALORIES         | 220           | 240               | 230           | 420           |
| FAT              | 14g           | 14g               | 14g           | 35g           |
| SAT FAT          | 11g           | 8g                | 5g            | 15g           |
| SODIUM           | 250mg         | 370mg             | 390mg         | 85g           |
| CARBS            | 9g            | 9g                | 7g            | 0g            |
| PROTEIN          | 16g           | 19g               | 20g           | 25g           |
| CHOLESTEROL      | ---           | ---               | ---           | 110mg         |
| FIBER            | 6g            | 3g                | 2g            | 0g            |
| PRICE            | \$5.29        | \$6.99            | \$5.99        | \$4.19        |
| ALLERGENS        | GLUTEN-FREE   | GLUTEN-FREE       | GLUTEN-FREE   | GLUTEN-FREE   |
| CLEAN CRED\$     | NON-GMO       |                   | NON-GMO       |               |
| # OF INGREDIENTS | 11            | 14+               | 20+           | 1             |

# 1. DIVERSE **PORTFOLIO**



**PLANT  
BASED**



# FLEXIBILITY WITH PACKS

## FOOD SERVICE



## CASH & CARRY



future ☺ farm™

>  
the

// **FUTURE**™  
IS NOW!



// FUTURE FARM IS MADE FROM **PLANTS** WITH  
TEXTURE AND TASTE LIKE **MEAT** ( )



[GMO\_FREE]

[GLUTEN\_FREE]

[ANTIBIOTICS\_FREE]

>>> LEAVE THE PAST  
AND JOIN THE FUTURE! <<<

futurefarm.io

@futurefarm

futurefarm

PLANT  
BASED





# INNOVATION PIPELINE

## Innovation in 2021:

- Smoked Burger
- Future chicken steak
- Tuna
- Pork
- Pulled Pork
- Breakfast Sausage
- Bacon
- Hot Dog





# OUR UNIQUE PROPOSITION



## TASTE PROFILE

Excellent tasting  
performance

## COMPETITIVE PRICING

High quality for a  
fair price

## INNOVATION MINDSET

Always launching new  
categories and upgrading  
current ones

## REAL MARKETING | BRAND EXPERIENCE

We do marketing  
and not only PR

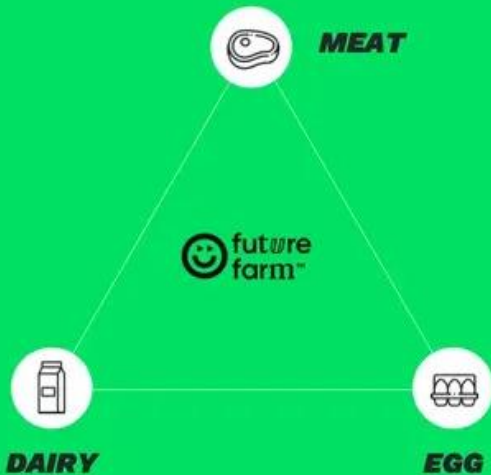
## EXECUTION AND PROXIMITY WITH RETAILER

We stay close to our partners,  
activating and executing

**IN THE FUTURE,  
A NEW PURPOSE**

**TO CHANGE THE WAY THE  
WORLD EATS  
~~MEAT.~~**

Great opportunity to expand into other categories thanks to Brazil's sustainable and abundant vegetable production capacity leading to competitive pricing and high margins.



# SOLID VALUE CHAIN



INTERNATIONAL  
FREIGHT



IMPORT BROKERAGE



TRANSPORT TO  
STORAGE



COLD STORAGE



OUTBOUND  
LOGISTICS



RETAIL SALES



RETAIL  
DISTRIBUTION



FOOD SERVICE  
SALES



DTC LOGISTICS



C.H. ROBINSON



Lineage



SUPERIOR  
FOODS



# NATIONAL DISTRIBUTOR

- Frozen Food Distributor
- National Footprint
- \$200M+ Sales 2020
- 40% Retail / 40% Industrial / 20% Food Service

**Status:** Agreement in principle



## STRATEGIC PARTNERSHIP



- > Purchase at US Port or 1<sup>st</sup> Warehouse OR FOB Brazil
- > Distributor responsible for all internal USA logistics
- > Aligned price-to-consumer and price-to-retailer
- > Joint Planning
- > 1<sup>st</sup> Shipment in Jun 2021



# PRICE POSITIONING

- ③ SRP between Private Label & Beyond
- ③ SRP channel strategy
- ③ TPR consistent across channels



\$7.99 // \$5.99



\$5.99 // \$4.49



\$5.29 // \$4.49



\$4.99 // \$3.74

# MARKETING **DISRUPTION**



TBWA \ Chiat \ Day  
*Los Angeles*



## PARTNERSHIP OVERVIEW

- Category Assessment & Opportunities
- Audience Analysis
- Brand Charter Development
- GTM Brand Strategy



Onboarding &  
Discovery

Market  
Session

Audience  
Sessions

Brand Charter  
Development

GTM  
Strategy



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