

# **INVESTOR PRESENTATION**

**TSXV: ODD**

**OTCQB: ODDAF**

**FSE: IA9**

# **ODD BURGER**

**APRIL 2024**

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# OVERVIEW

Odd Burger is a vegan fast-food brand growing through an innovative franchising model and consumer packaged goods (CPG) line.



## SUSTAINABLE

Made from plant-based ingredients that are more sustainable and healthier, at prices comparable to other major chains.



## EFFICIENT

Largely automated restaurants that can be run with as little as one person. Small footprint that can fit into 850 sq ft results in more affordable build costs.

*Preposterous*

Company owned food manufacturing division that produces plant-based proteins and sauces.



## FRANCHISING

Rapidly expanding in Canada and the U.S. with plans to expand internationally through a franchise model.



## CPG LINE

Currently selling 5 SKU product line in grocery stores, increasing brand awareness and diversifying revenue streams.

## ODD STOCK PROGRAM

Gives franchisees the option to invest an equivalent amount to their franchise fee into the company through a private placement or on the open market.



# The Food

## all about

We make iconic fast-food with plant-based ingredients so that you can enjoy the classics without any compromise.

We offer a full menu including breakfast, ice cream, milkshakes, burgers, fries and wraps all at comparable prices to other major fast-food chains.

Odd Burger is for everyone, and you don't have to be vegan to love the food.



# market

VEGF

## Vegan Fast-Food Market

US \$18B by 2026,  
Compound Annual Growth Rate (CAGR) 11.6%<sup>1</sup>

**Vegan Food Market**  
US \$40B to US \$91B by 2027,  
CAGR 18.1%<sup>2</sup>

**Global Fast-Food Market**  
US \$862B to US \$1.46T by 2028,  
CAGR 6.05%<sup>3</sup>

1. Global Vegan Fast Foods Market 2022-2026, Sep, 2022,  
<https://www.reportlinker.com/p06360230/Global-Vegan-Fast-Foods-Market.html>

2. Vegan Food: Global Markets, Nov. 2022,  
<https://www.researchandmarkets.com/reports/5695483/vegan-food-global-markets>

3. Fast Food Market Size, Share & Covid-19 Impact Analysis, by Product Type, Service Type,  
and Regional Forecast, 2021-2028, Mar. 2022,  
<https://www.fortunebusinessinsights.com/fast-food-market-106482>

# POTENTIAL CONCERNS WITH FAST-FOOD

Highly processed, factory farmed animal protein is most commonly used in fast-food menus.

1. Global greenhouse gas emissions from animal-based foods are twice those of plant-based foods, Sep. 2021, <https://www.nature.com/articles/s43016-021-00358-x.epdf>

2. Strategies for Sustainable Substitution of Livestock Meat, Sep. 2020, <https://www.mdpi.com/816128>

3. Meat Consumption and the thread it brings to Biodiversity, Jan. 2021, <https://wp.lancs.ac.uk/lec101blog/2021/01/31/meat-consumption-and-the-threat-it-brings-to-biodiversity>

4. High-Cholesterol Foods to eat and Avoid, Oct. 2021, <https://health.clevelandclinic.org/high-cholesterol-foods-to-eat-and-avoid/>

## Sustainability Challenges

- 2x the greenhouse gas emissions compared to plant-based equivalent.<sup>1</sup>
- High amount of land usage/biodiversity loss.<sup>2,3</sup>

## Health Concerns

- High in cholesterol and saturated fat, low in fiber.<sup>4,5</sup>
- Increased risk factors for cancer, diabetes and heart disease.<sup>6</sup>

## Ethical Issues

- Estimated 80 billion land animals killed yearly for food.<sup>7</sup>

5. What Major Food Group Does Fiber Come From? Dec. 2018, <https://healthyeating.sfgate.com/major-food-group-fiber-come-from-9079.html>

6. Health Risks Associated with Meat Consumption: A Review of Epidemiological Studies, Jan. 2016, <https://pubmed.ncbi.nlm.nih.gov/26780279/>

7. Global Animal Slaughter Statistics & Charts: 2020 Update, July 2020, <https://faunalytics.org/global-animal-slaughter-statistics-and-charts-2020-update/>

# How It Began



2014

Started in the produce distribution business as Globally Local.



2015

Got into the festival/food truck business with food made in house.



2016

Opened Canada's first vegan fast-food restaurant.



2021

Went public on TSXV and rebranded to Odd Burger.

# Odd Burger Today

**13** Locations Operational in 3 provinces

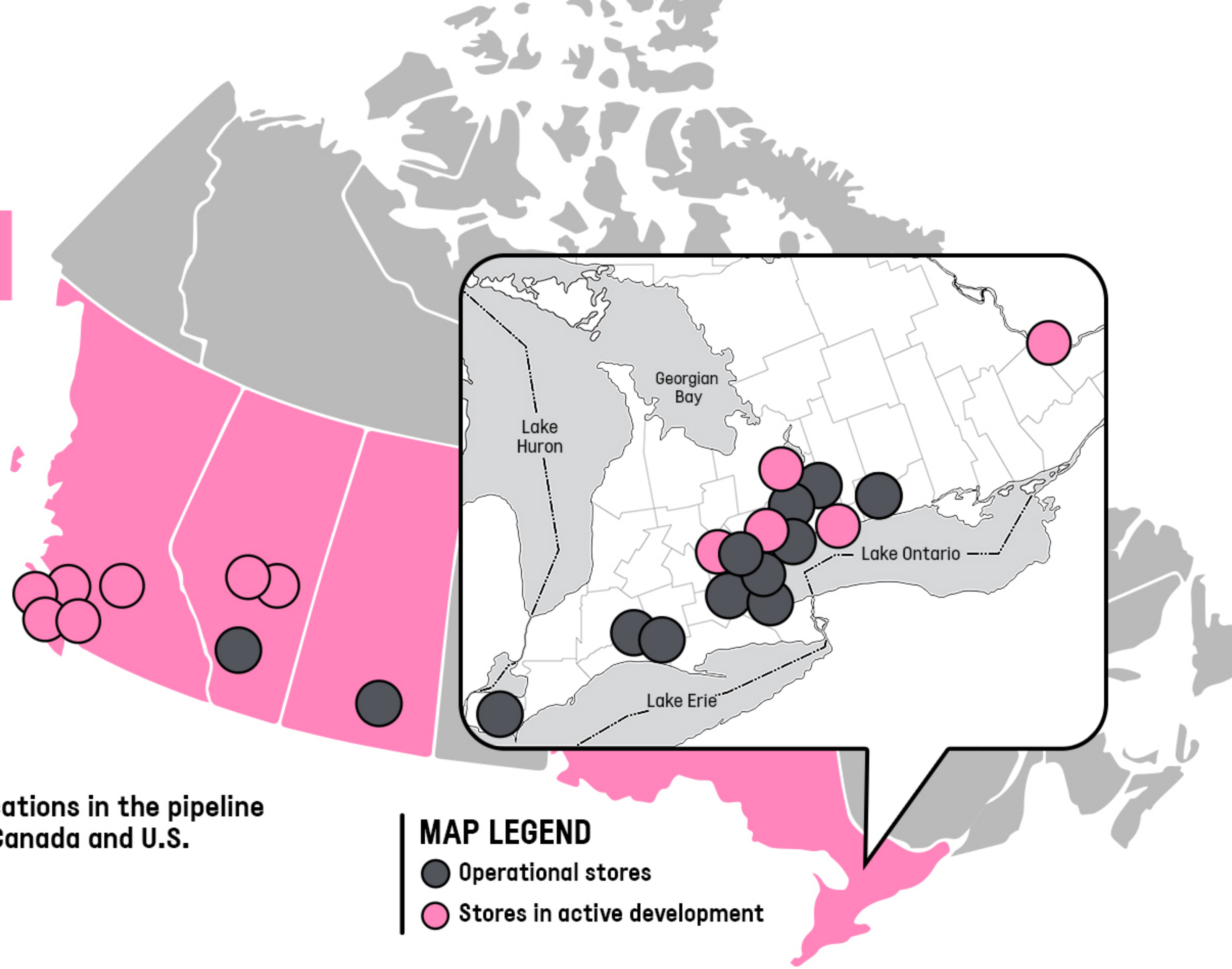
- 8** Corporate Owned
- 5** Franchised

**CAD \$478,992**  
Average Annual Revenue Per Restaurant\*

**12** Locations in active development/under construction in Canada

**136** Locations in the pipeline in Canada and U.S.

\*Based on average corporate location performance across 6 locations from Oct 1, 2022 to Sep 30, 2023.





# OUR LOCATIONS



**Compact Footprint**  
( $<1000$  sq.ft)



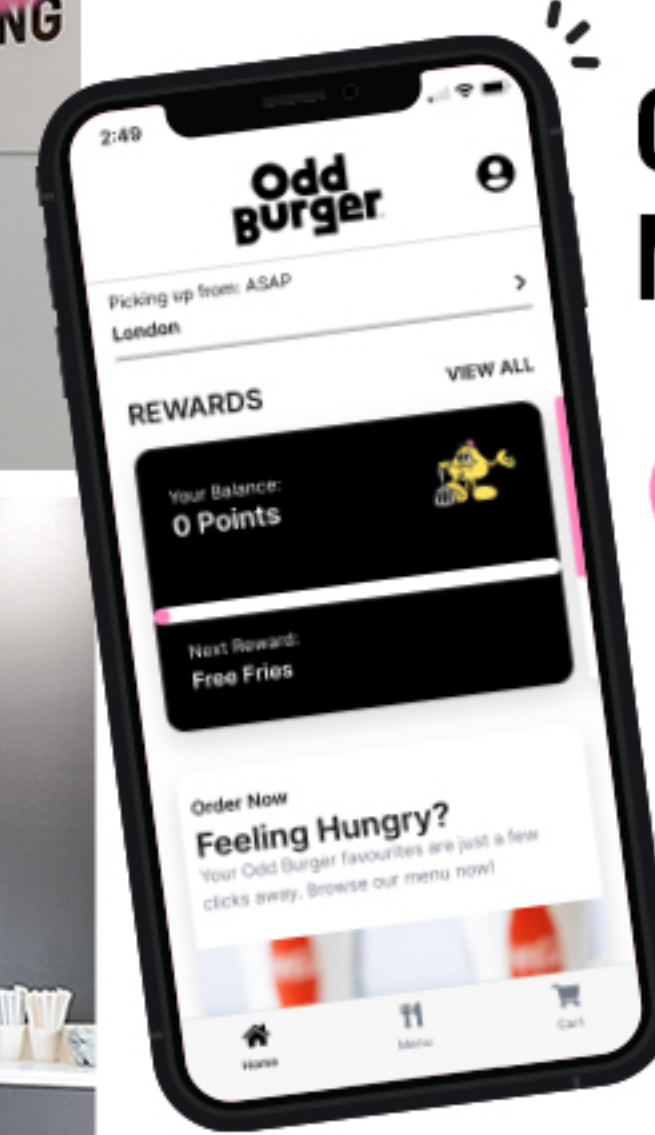
**Affordable Build Costs**



**Automated Cooking Technology**

- Allows on-demand cooking.
- Cooks a burger patty in ~1minute.

9. ODD BURGER INVESTOR PRESENTATION



**Custom Mobile App**

**ODD APP**  
ORDER & EARN REWARDS



**Self-Checkout Kiosks**

- Cashless.



**Simple To Operate**

- Can run with as little as one person.

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# Franchise Revenue Streams

## START-UP FEES

Franchise Fees  
**\$35,000 CAD**

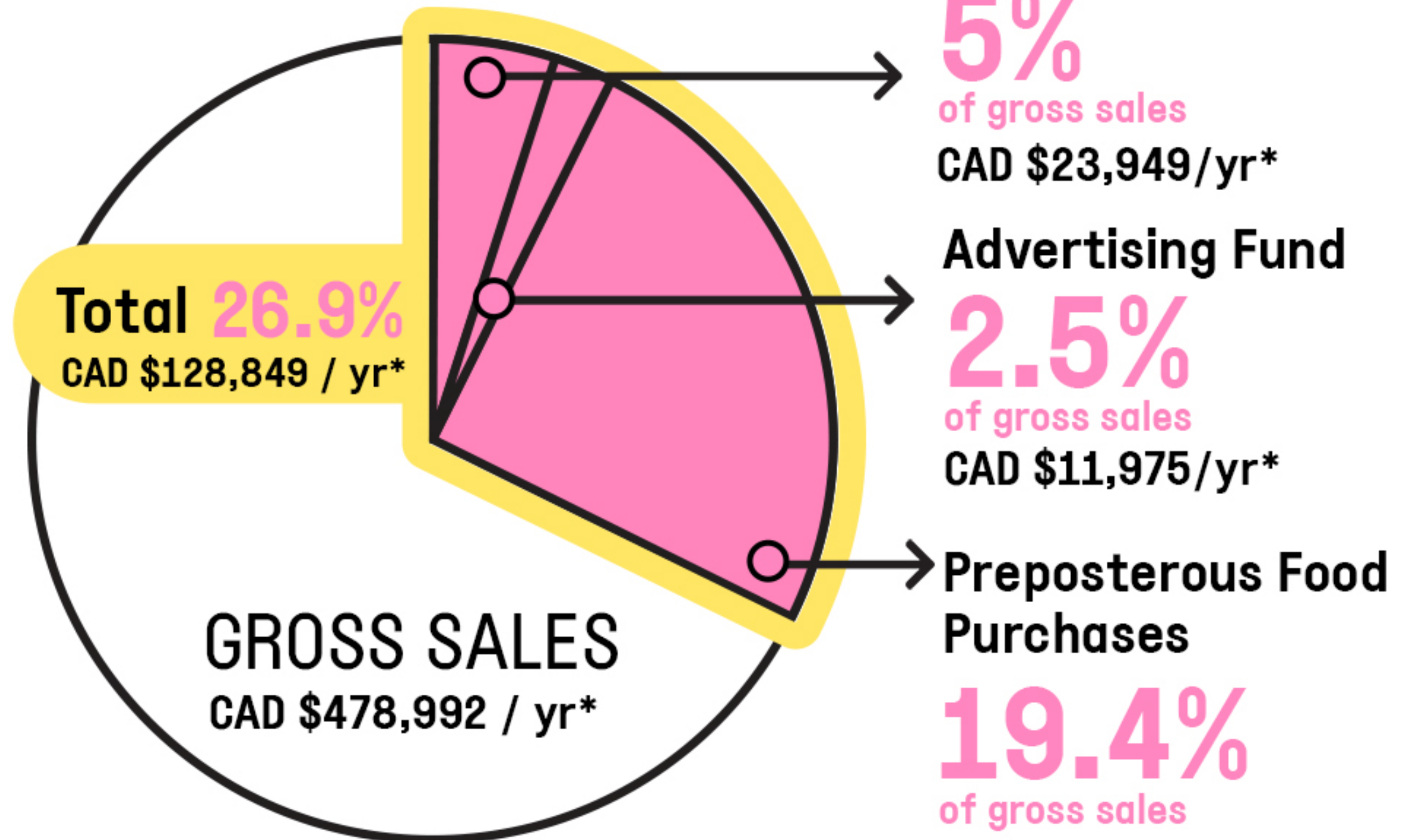
- May be fully or partially waived if put towards Odd Stock Program.

## Development Fees

 **5-10%**  
of build costs

- Can vary by territory.

## RECURRING REVENUE



\*Based on average corporate location performance across 6 locations from Oct 1, 2022 to Sep 30, 2023.

# MANUFACTURING DIVISION OVERVIEW

*Preposterous*<sup>TM</sup>

# What We Make

We manufacture **11 plant-based proteins** and **8 dairy-free sauces** and dressings using primarily simple and natural ingredients including **chickpeas, wheat, oats & beans.**



nut-free product line with some gluten-free and soy-free products.



## Plant-Based Proteins

1. Chicken tenders
2. Boneless wings
3. Chicken fillets
4. Beefy ground
5. Breakfast sausage
6. Grilled chicken
7. Chickpea patties
8. Gyro meat
9. Bacon bits
10. Bacon strips
11. Burger patties



## Dairy-Free Sauces

1. Cheese sauce
2. Mayo
3. Sour cream
4. Ranch sauce
5. Tzatziki sauce
6. Famous sauce
7. Sour cream
8. Honey mustard sauce



## HOW WE MAKE IT

- Extrusion former utilized for plant-based proteins.
- Creates uniquely shaped proteins (looks hand formed).
- Proteins are fully cooked in manufacturing process, decreasing cook time at restaurants.
- Can adapt formulations to help counter inflation.



**HACCP certified  
& CFIA registered facility.**



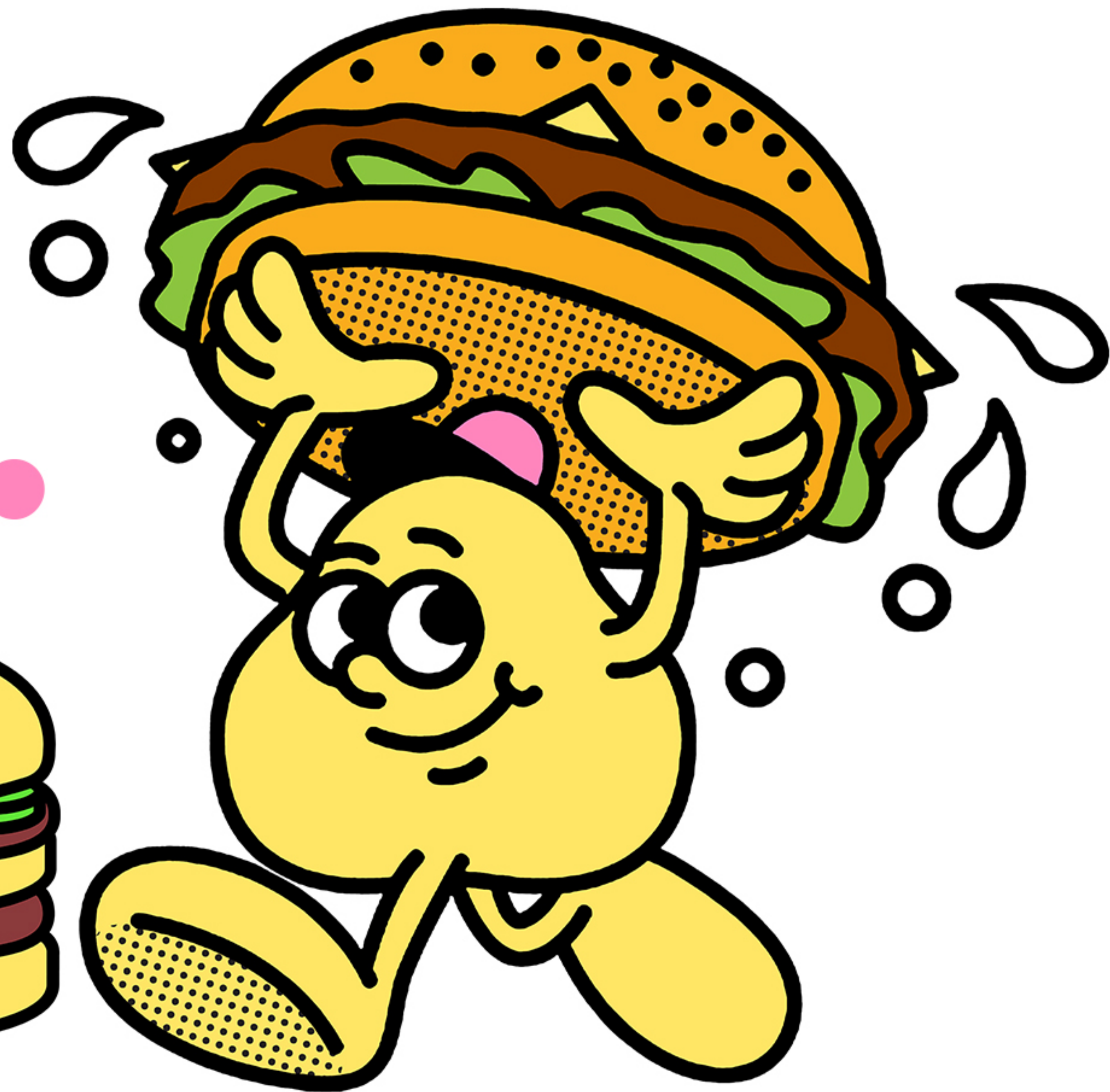
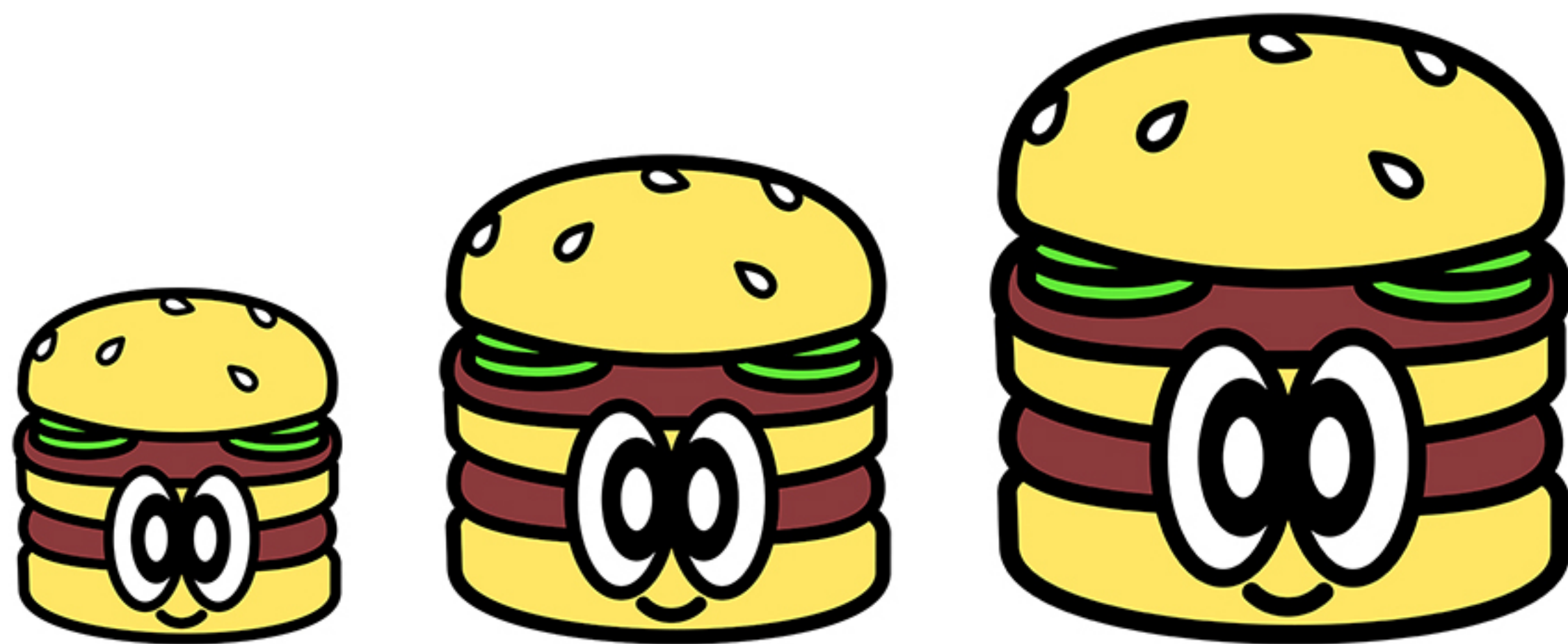
## DISTRIBUTION

**Sysco is our food service distribution partner.**

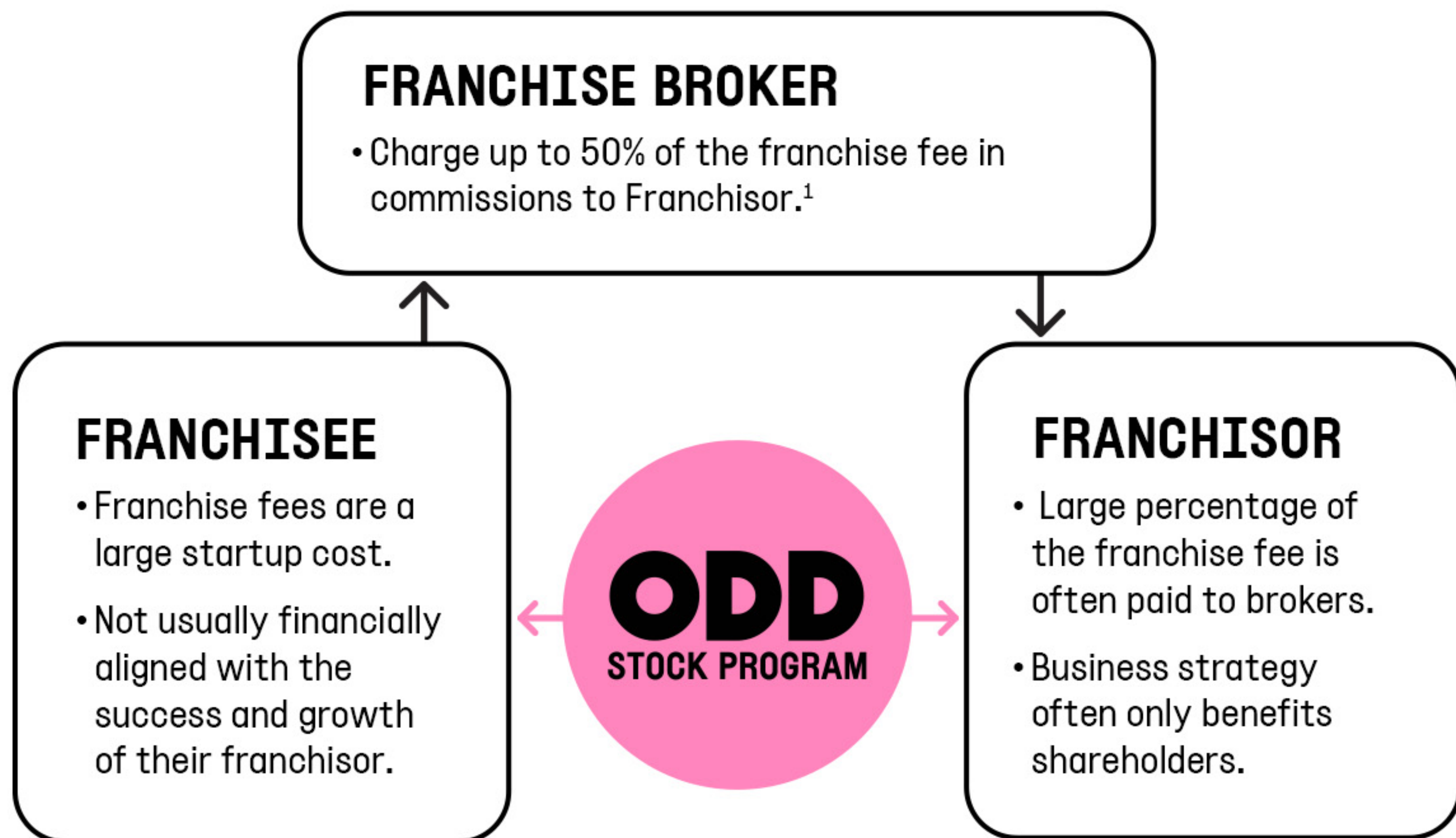


- **65% of all food sold at Odd Burger restaurants is manufactured by Preposterous Foods.**
- **20+ Preposterous products** currently listed with select products available to customers outside of Odd Burger.
- Provides access to a potential 600,000 global food service customers and 330 global distribution centers.
- Option to offer Consumer Packaged Goods with increases in output capabilities.

# How We're Growing...



# FRANCHISING TODAY



1. Franchise Brokers – The Pros and Cons of Working With Them, Feb. 2020,  
<https://franchisebusinessreview.com/post/franchise-broker/>

## THE ODD STOCK INNOVATION

### HOW DOES IT WORK?

- An equivalent amount to the franchise fee gets invested in Odd Burger common stock.
- Franchise fee waived if Odd Stock program used.
- Investment is done through a private placement (if active) or on the open market.
- Program is optional – franchisee can pay franchise fee in cash without making an investment.



# ODD STOCK PROGRAM

1

## LAUNCH

- Launched February 8 2023 with 8 investors investing aggregate of CAD \$495,000 in common shares.
- By comparison Collected CAD \$355,000 in franchise fees for all FY2022.
- Expect 10 additional Canadian franchise locations and two additional international/US development projects from the investment.

2

## BENEFITS

- Turns a significant cost for franchisees into an investment.
- Franchisees see the same financial benefits as other shareholders in the company, aligning everyone's interests.
- Incentivizes new franchisee to work directly with Odd Burger instead of a broker.

3

## TERMS

- Franchisees have 30 days to make investment from signing franchise agreement.
- 12 month hold period on the investment applied at the discretion of Odd Burger.
- Entire franchise fee is due to Odd Burger in cash if shares are sold before end of hold period.

# Growing With Area Developers



- 76 locations in Canada and 20 locations in Washington State, U.S. are under Area Development Agreements.
- Developers are used by Odd Burger to accelerate growth without additional overhead.
- Developers know the local market.
- Simplifies training and deployment.
- Upfront fee is paid to Odd Burger to develop territory.
- Yearly development quota.
- Developers get a split of royalties, franchise fees or development fees.
- Can also participate in the Odd Stock program.

18. ODD BURGER INVESTOR PRESENTATION



# CPG Expansion Strategy



5 Products  
Currently  
Available

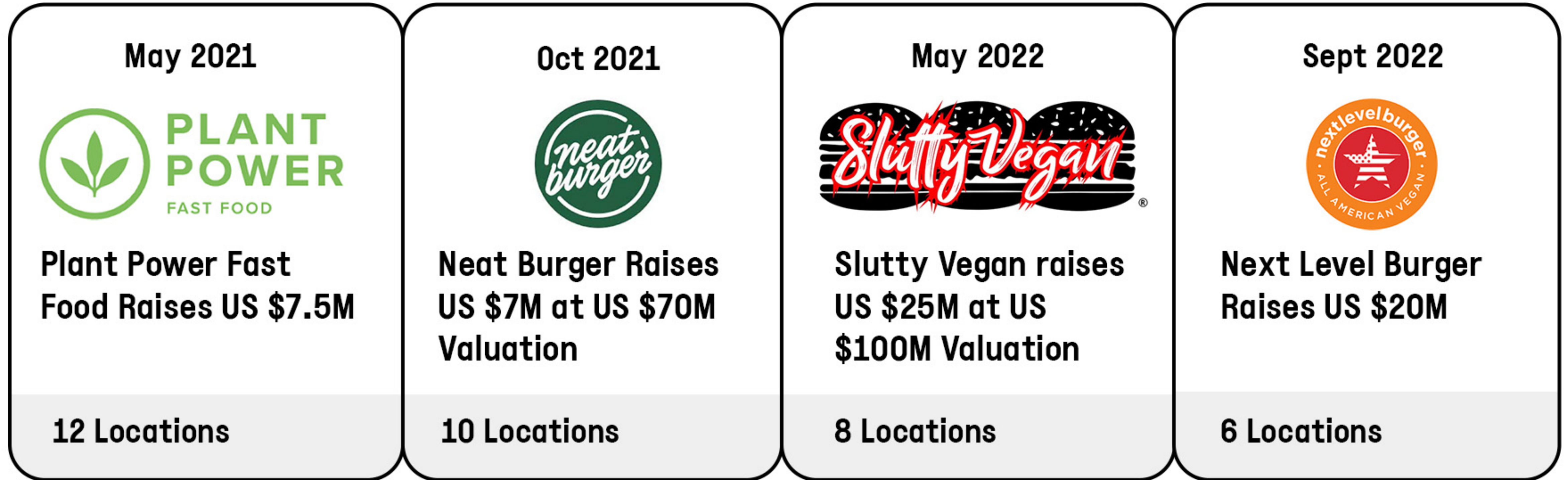


- Launched September 2023 at independent natural food retailers accross SW Ontario.
- Provides additional revenue source for franchisees and expands brand awareness.
- Potential to add additional plant-based proteins, dairy-free sauces and prepared food products for home use.

- ChickUn Fillet
- Breakfast Sausage
- ChickUn PreTenders
- Smash Burger
- Chickpea Burger

# COMPETITIVE LANDSCAPE

## Vegan Fast-Food Chains



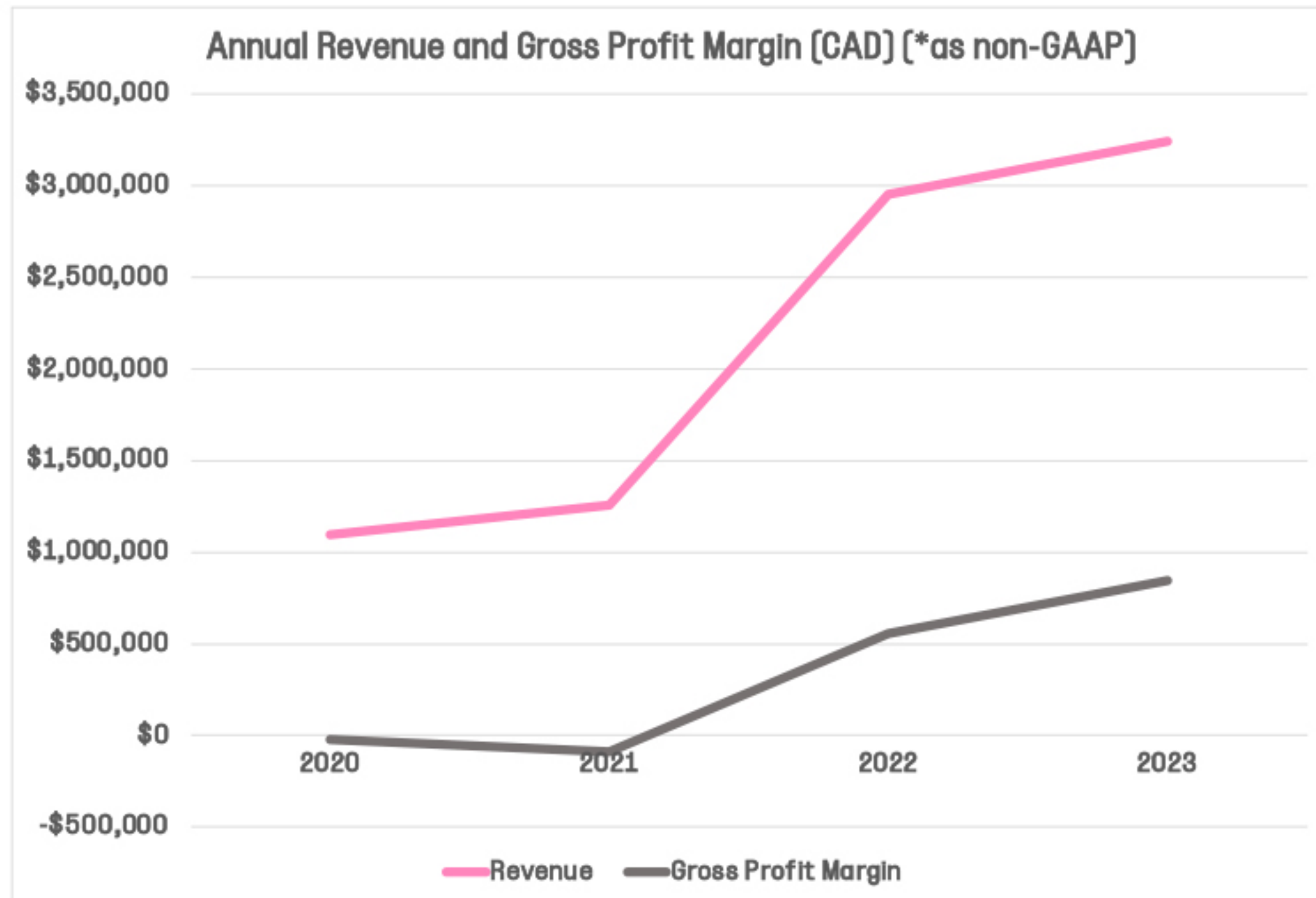
### Major Fast-Food Chains

Only have 1 or 2 plant-based options on their menu, but most have done at least some testing with plant-based menu items with varying success.

# HISTORICAL FINANCIAL PERFORMANCE

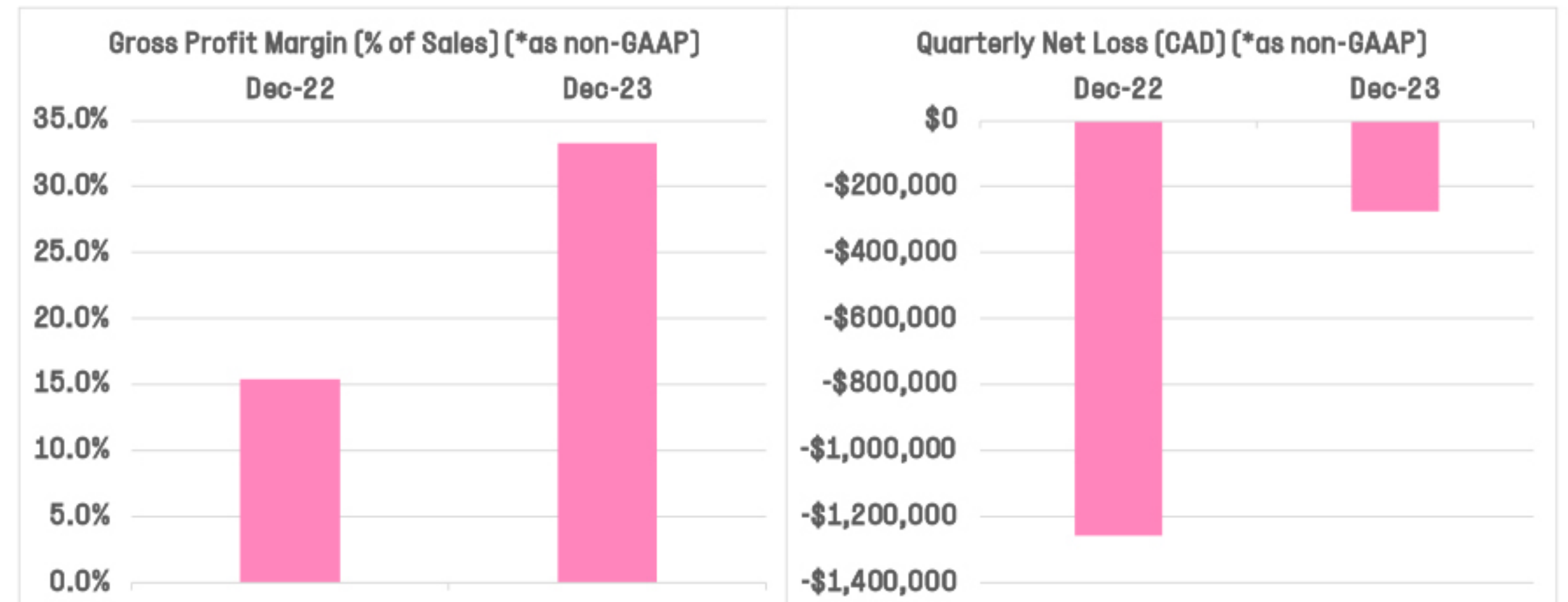
## Fiscal Year 2023 (Ended 09/30)

- Record revenue of CAD \$3,243,091 compared to CAD \$2,952,028 in FY 2022, an increase of 10%.
- Gross margin of CAD \$843,839 [26% of sales] compared to CAD \$554,725 [18.8% of sales] in FY 2022, an increase of 34.3%



## Q1 2024 (Ended 12/31)

- Quarterly revenue of CAD \$734,373 compared to CAD \$781,511 in Q1 2023.
- Lowest quarterly loss since being public of CAD [\$275,808] compared to a net loss of CAD [\$1,257,980] in Q1 2023, an improvement of 78.1%.
- All time record quarterly gross profit margin of CAD \$234,256 [33.3% of sales] compared to CAD \$120,352 [15.4% of sales] in Q1 2023, an increase of 103.3%.



\* Revenue per quarter includes corporate restaurants sales, franchise royalties, franchise advertising fees and preposterous food sales to franchisees. Revenue does not include the full franchise fees collected for new franchised restaurant locations as it is amortized over the length of the franchise agreement.

# EXECUTIVE TEAM & BOARD MEMBERS

## Executive Team

### James McInnes

Co-Founder, CEO/Interim CFO, Chairman of the Board

Technology Capital Markets Vegan

James is an accomplished entrepreneur and scientist. James was involved in the development of the product line and foundation of the Odd Burger brand.

### Vasiliki McInnes

Co-Founder & COO, Board Member

Operations Marketing Vegan

Vasiliki is an experienced leader and public health specialist and is an expert in policy development and operations. Vasiliki leads the development of the Odd Burger product line and brand.



### Utsang Desai

Board Member

Franchising Construction Real Estate

Utsang has extensive experience in the franchise industry, working closely with franchisees, landlords, contractors and vendors. He is currently the president of Sai-Genesh Enterprises Ltd.

### Francois Arbour

Board Member

Technology Capital Markets Marketing

Francois Arbour is a serial entrepreneur, technologist, and investor with more than 20 years of experience in digital marketing, e-commerce, and technology. He is currently the co-founder and CEO of designstripe.com. Francois founded Premiumbeat.com in 2004 and sold it to Shutterstock in 2015. Francois has invested in more than 80 start-ups.

### Michael Fricker

Board Member

Finance Franchising CA CFA

Michael has over 25 years of experience in various finance roles. Previously, Michael was CFO at Bento Sushi – North America’s second largest sushi brand with over 900 franchised locations. Currently, Michael is CFO at Reunion Foods Inc. and Qvella Corporation.

### Marc Goodman







Board Member

Operations Marketing Franchising MBA







Marc is the Vice President and General Manager at 7-Eleven and oversees over 620 operating locations. Marc spent over 20 years at Suncor Energy where he was involved in various seniors management roles with the Petro-Canada brand.

# INVESTMENT HIGHLIGHTS

## Product

 More natural ingredients and less processed	 Proprietary protein and sauce formulations
 More allergen friendly options	 In-house food manufacturing
 No cross contamination with animal products	 Food made to order in ~1 minute

## Model

 Compact stores, with affordable build costs	 High-tech restaurants with automated cooking equipment
 Can operate with as little as one staff	 Rapidly expanding through a franchise model
 CPG line is rapidly growing distribution	 Odd Stock Program is unique in the franchise industry

**THANK YOU**

**For more information contact  
[invest@oddburger.com](mailto:invest@oddburger.com)**



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REvolution**