

· MADE WITH LOVE ·

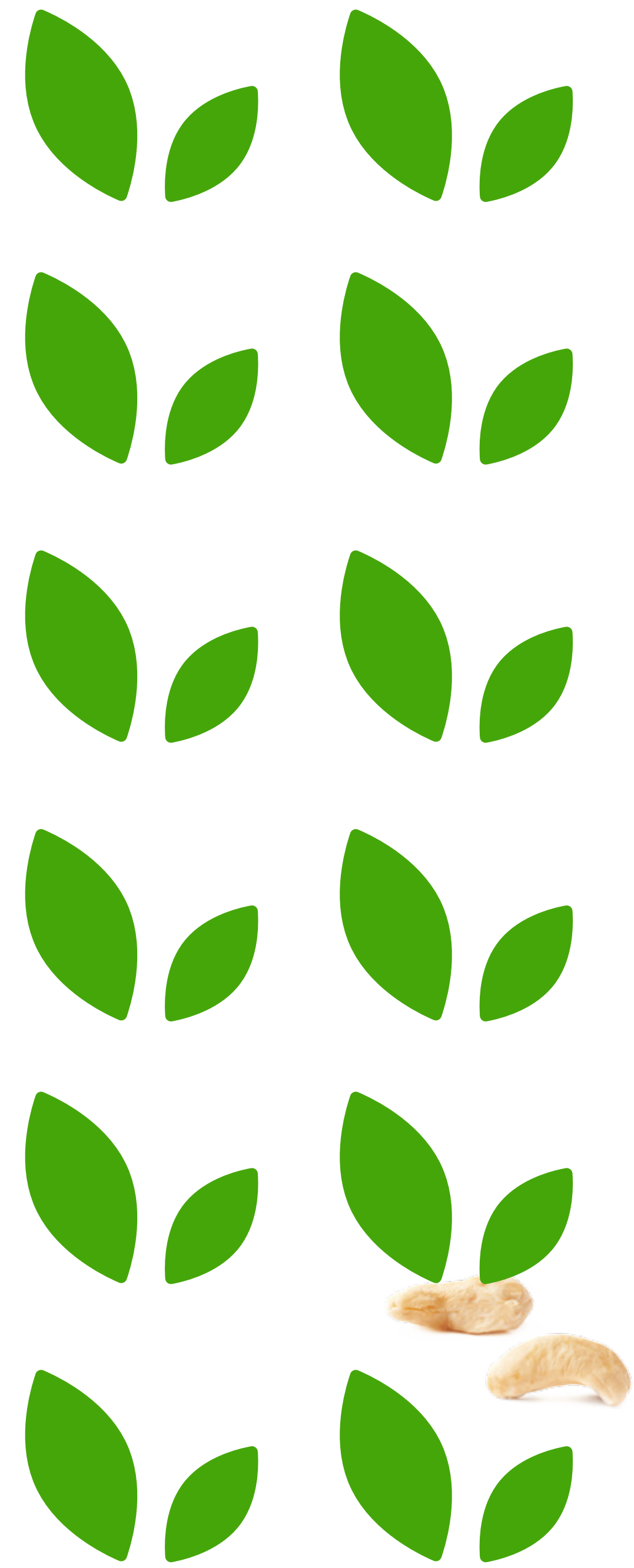
# PLANT VEDA

· GREAT KARMA ·

## INVESTOR PRESENTATION

CSE: MILK / OTC:PLVFF

October 2021



# Forward-looking Statements

## NOT FOR DISSEMINATION TO THE GENERAL PUBLIC

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# Company Overview

At Plant Veda we're producing award-winning dairy alternatives and accelerating humanity's shift to a plant-based lifestyle.

**We are focused on all-natural, low processed and nutritional choices that are better for people, animals and the planet. The future is plant-based.**





# Hold up, dairy alternative?

That's right. Dairy is 490-billion-dollar market globally<sup>1</sup>. Animal agriculture is one of the major causes for green house gas emissions<sup>2</sup> and loss of biodiversity on this planet . It takes 1,000 gallons of water to produce just 1 gallon of milk<sup>3</sup>. Most people cannot properly digest dairy, as approximately 65 percent of the world's population<sup>4</sup> is intolerant of lactose, a sugar found in milk. The bottom line is that cow milk is really meant for baby cows only, not humans.

In the last few years, we've seen a plant-based dairy boom with the likes of oat, almond, coconut and cashew providing consumers with a great dairy alternative.

Plant-based food and beverages are quickly becoming the next **big and exclusive** thing, giving nutritious choices that have delicious flavour profile and are created in ways that are better for our environment, without harming any animals.

**We'll show you why plant-based is the future.  
The market is still young, presenting incredible opportunities not to be missed.**

1. Source: grantviewresearch.com
2. Source: United States Environmental Protection Agency
3. Source: Hoekstra, Arjen Y. "The water footprint of food"
4. Source: medlineplus.gov





# The Plant-based Revolution

A large increase of consumers are choosing a hybrid diet that is more convenient, healthy and ethical.

65%

## Omnivore

"I eat a wide variety of foods".

4%

## Vegetarian

"I do not eat meat, dairy, pork, chicken, etc".

29%

## Flexitarian

"I eat a wide variety of foods but am trying to eat **less** meat, dairy, pork, chicken etc".

2%

## Vegan

"I do not eat animal products at all".

1. "Top Trend In Prepared Foods 2017: Exploring Trends In Meat, Fish And Seafood; Pasta, Noodles And Rice; Prepared Meals; Savory Deli Food; Soup; And Meat Substitutes" (Global Data, 2017)
2. "Who is the Plant-Based Shopper?" (Plant-based Foods Association, 2020)





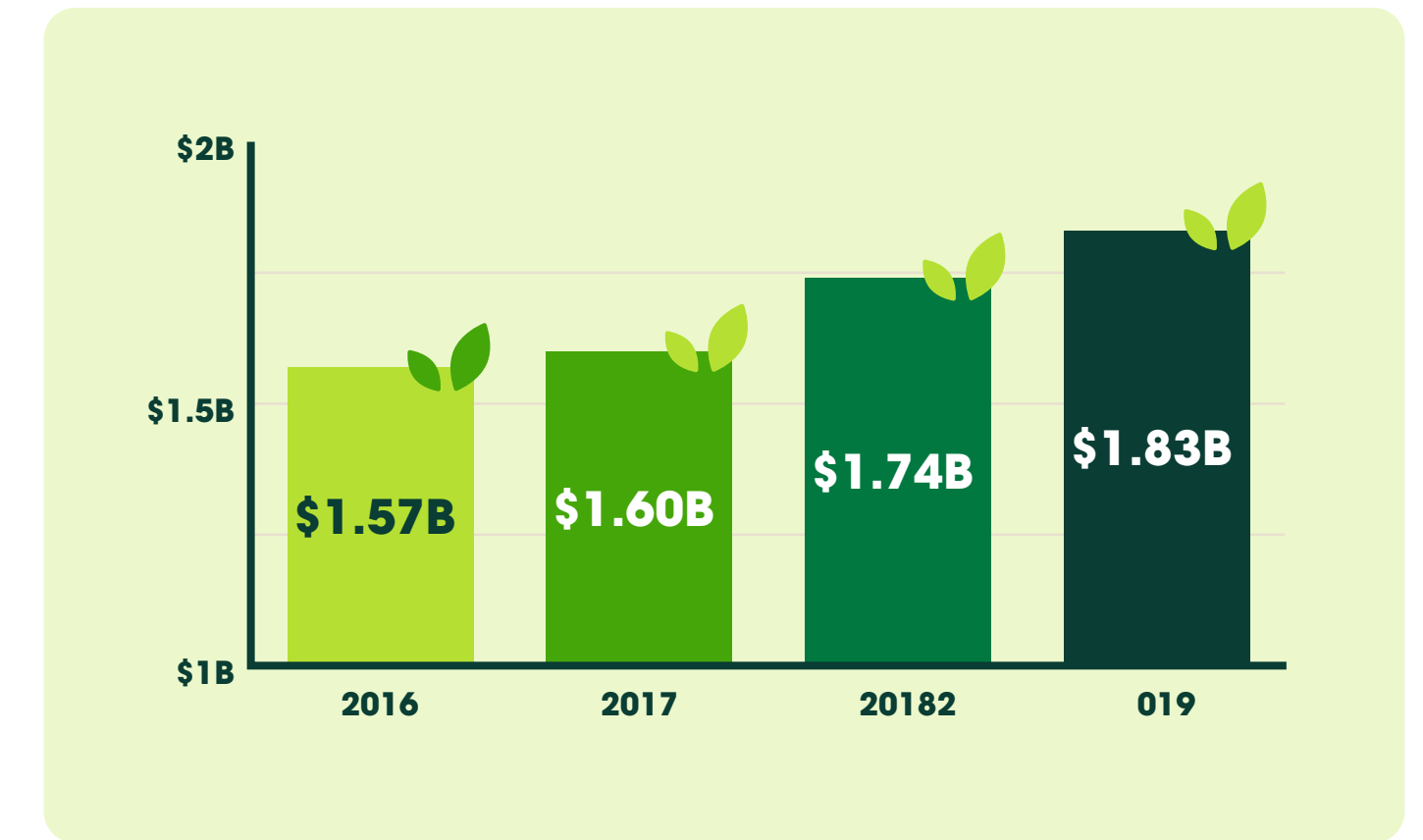
# Market Demand



Global Dairy Market



Plant-based yogurt  
YoY% growth



Sales of dairy alternative  
in the U.S.

Consumers are demanding healthier, whole, sustainable, and ethically sourced plant-based dairy alternatives as they become more health and environmentally conscious.

While dairy based yogurts continue to struggle, consumers are flocking to plant-based alternatives. The global plant-based dairy market is expected to reach **\$21.52B** by 2024.

The dairy alternative industry is still in its infancy within the **\$490B** total addressable market, with only a handful of brands in the space. Most products today are primarily based on a single plant source.

1. Trend of The Year: Plant-Based Foods | Food Business News  
2. The Rise of The Ethical Consumer and Why Businesses Need to Follow | Future of Sourcing

3. Global Dairy Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2020-2025 | Imarc  
4. Global plant-based alternatives market expected to reach \$80.4 billion by 2024 | Dairy Foods



# Investment Highlights



## AWARD WINNING MULTI-PLANT RECIPE

Our award-winning<sup>1</sup>, proprietary blends of multiple plant sources mean that our products not only offer all-around nutritional value but also are great tasting. Our customers don't miss dairy a bit.



## GROWING MARKET OPPORTUNITY

The plant-based dairy industry is in its early stages within the \$490B total dairy consumer market. It is growing faster as consumers demand healthier options and become more environmentally conscious.



## NATIONAL AND GLOBAL EXPANSION

Foundations are being put in place to distribute products nationally and beyond. We are ready to scale up.



## ESTABLISHED DISTRIBUTION

Product placement in over 100 retailers, including **Whole Foods, Save-On-Foods** and with other premium grocery partners.



## PLANT VEDA INNOVATION CENTER

Our 25,000 sq ft state of the art facility is a springboard for new product development and large scale production. It will serve as an end-to-end plant-based go-to market hub right from innovation to production and distribution.



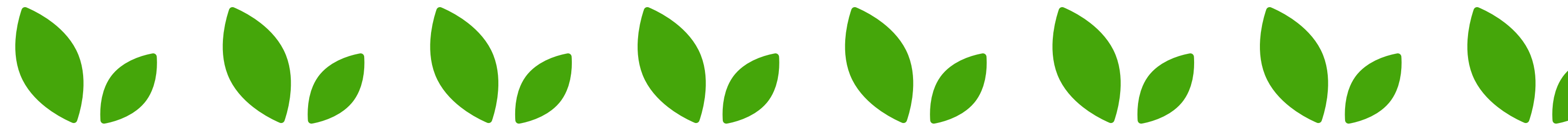
## PROVEN MANAGEMENT TEAM

Driven by a powerful team with years of experience, our knowledge, expertise, and passion place us as a leader in the plant-based market.



## MULTI-CHANNEL REVENUE MODEL

Reaching consumers through wholesale business and our direct-to-consumer eCommerce platform, we're meeting the market where it's growing.



1. <https://www.cleaneatingmag.com/clean-pantry/clean-choice-awards/dairy-dairy-free-dupes/>





# State of The Art Distribution and R&D Center

- A 25,000 square foot state of the art facility in Delta, BC
- Phase 1 upgrade underway that will support up to 2.5M litres of production a year, with plenty of room to grow.
- Capability of housing approximately 200 staff





# Established Distribution

**We're in over 100 stores**  
including nationally positioned retailers:

- Whole Foods Market
- Choices Markets
- Save-On-Foods
- Spud.ca
- Freshprep
- Nesters Markets
- Luniu Mall
- Meinhardt
- Nature's Fare Markets
- Fruiticana
- Pomme Natural Market
- Buy-Low Foods



freshprep.ca



save on foods

MEINHARDT.



SPUD.CA



CITY AVENUE  
MARKET





# Timeline / Key Milestones





# Current Products



## Our Award Winning Lassi.

### Plant-based Lassi

- Plant-based yogurt drink combining all-natural ingredients such as cashew, gluten free oats, herbs, spices and a real fruit of your choice
- Contains 10 billion probiotics per cup promoting good gut health
- World's first, unlike anything on the market
- Unsweetened or sweetened by maple syrup

Mango Turmeric Ginger Saffron Cardamom  
Strawberry Blueberry



### Cashew Creamr

- Plant-based coffee creamer
- Made from whole food ingredients: cashews, coconuts, and oats
- Differs from the competition
- Doesn't contain any oils
- Sweetened with only 1g of maple syrup
- Variety of flavours

Chai Spice Hazelnut Vanilla Original



### Cashew Mylk

- Plant-based milk
- Made from whole food ingredients
- Healthy, dairy-free, cholesterol-free beverage with no added oils
- Available in convenient smaller to-go, or large formats
- Variety of flavours

320ml to-go bottle

1 Litre format





# R&D

Our innovation centre serves as a springboard for new products.



**Plant Based Yogurts\***



**Dips\***

\*Concept packaging



# The Team That Makes it Work

There's over 90 years of combined experience driving Plant Veda's success.



**Sunny Gurnani**  
Chief Executive Officer

Sunny is a former web technology expert in multiple Silicon Valley companies, including time as a former software engineer at ecommerce giant Ebay.com.

He holds a Master's degree of Computer Science at Northwestern Polytechnic University, is a Microsoft Certified Technology Specialist, and is an Award-winning vegan entrepreneur with certification in Plant-based Nutrition. He's the heart of the idea that created Plant Veda.



**Michael Yang, CPA**  
President

Michael is President of LucPrise International Ltd. A management consulting firm advising companies through its stages of growth. He has spent time as the Chief Strategist of Uni Express, a leading last mile delivery and fulfillment platform for ecommerce, as well as a former consultant at Lush Cosmetics, a famous handmade vegan cosmetics brand.



**Vanita Gurnani**  
Director of Product Innovation

If Sunny is the heart of the idea behind Plant Veda, Vanita is the soul. She's the inventor and mastermind of all Plant Veda branded products.

She's an award-winning serial vegan entrepreneur, holds a Master's degree of Computer Science from Northwestern Polytechnic University and a Master of Fashion Design from Sardar Patel University.



**Mayur Sajnani**  
Chief Revenue Officer

Mr. Mayur Sajnani holds a Master's degree of Commerce and Bachelor of Advanced Accounting degree from Sardar Patel University, and a certificate in Scaling a Food Business from the University of British Columbia. As a co-founder of Plant Veda, he on-boarded over 100 retail channels, which included well-known retail chains such as Whole Foods and Choices Market.

Mr. Sajnani has held various cross-functional business roles in accounting and human resources before arriving to his current position of head of sales at Plant Veda.



**Claire Smith**  
Director/Advisor

Claire is a vegan entrepreneur and impact investor, working hard to further the mission of Plant Veda while staying in-line with the values the team rallies around.

She has been a Founding Director of Beyond Investing, a leading investment platform for the vegan community and creator of the US Vegan Climate Index ETF (VEGAN).

She also spent time as a Founding Director of Beyond Animal, a platform to accelerate growth of the vegan economy. Additionally, she spent a period of time as the former head of derivative marketing at UBS, an investment bank in the UK.





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