

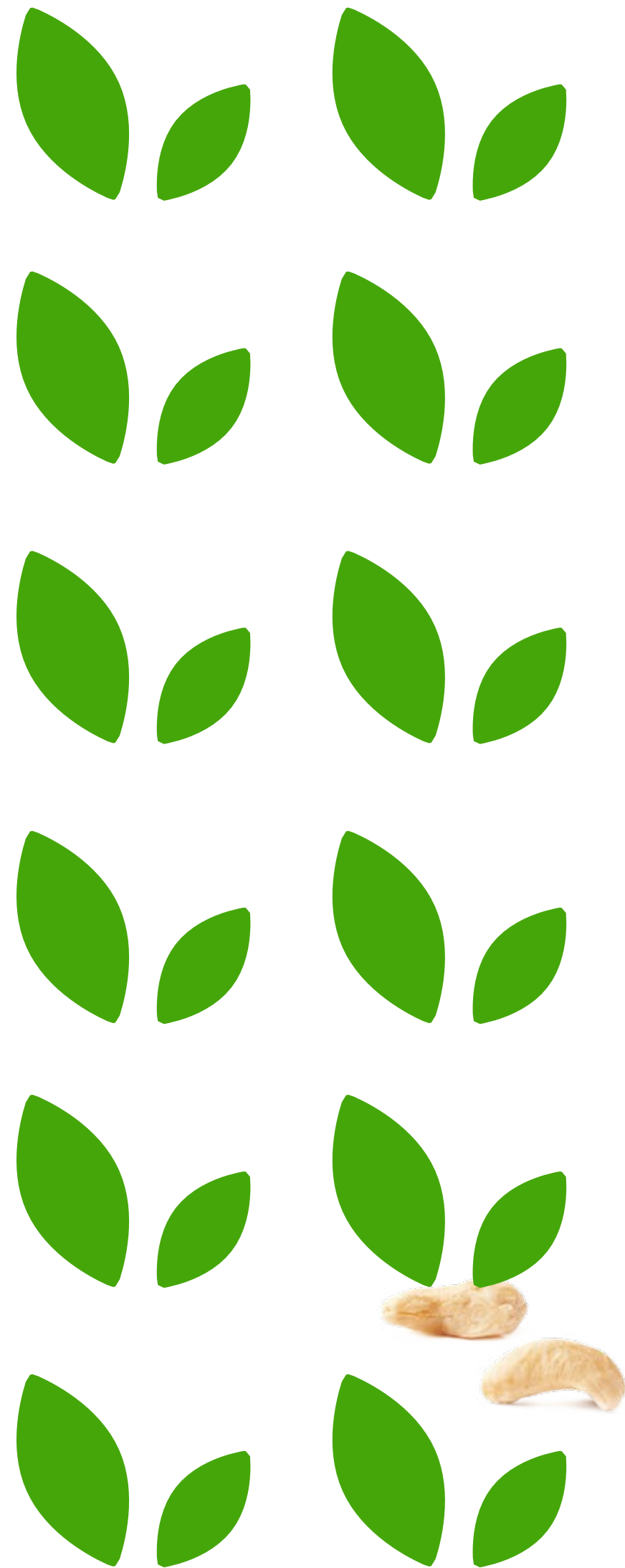
· MADE WITH LOVE ·

**PLANT
VEDA**

· GREAT KARMA ·

**INVESTOR
PRESENTATION**

CSE: MILK (RESERVED)



Change this to Multi-plant blend



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 and minimally processed 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 globally¹. Animal agriculture is one of the major causes for green house gas emissions² and loss of biodiversity on this planet. It takes 1,000 gallons of water to produce just 1 gallon of milk³. Most people cannot properly digest dairy, as approximately 65 percent of the world's population⁴ 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)



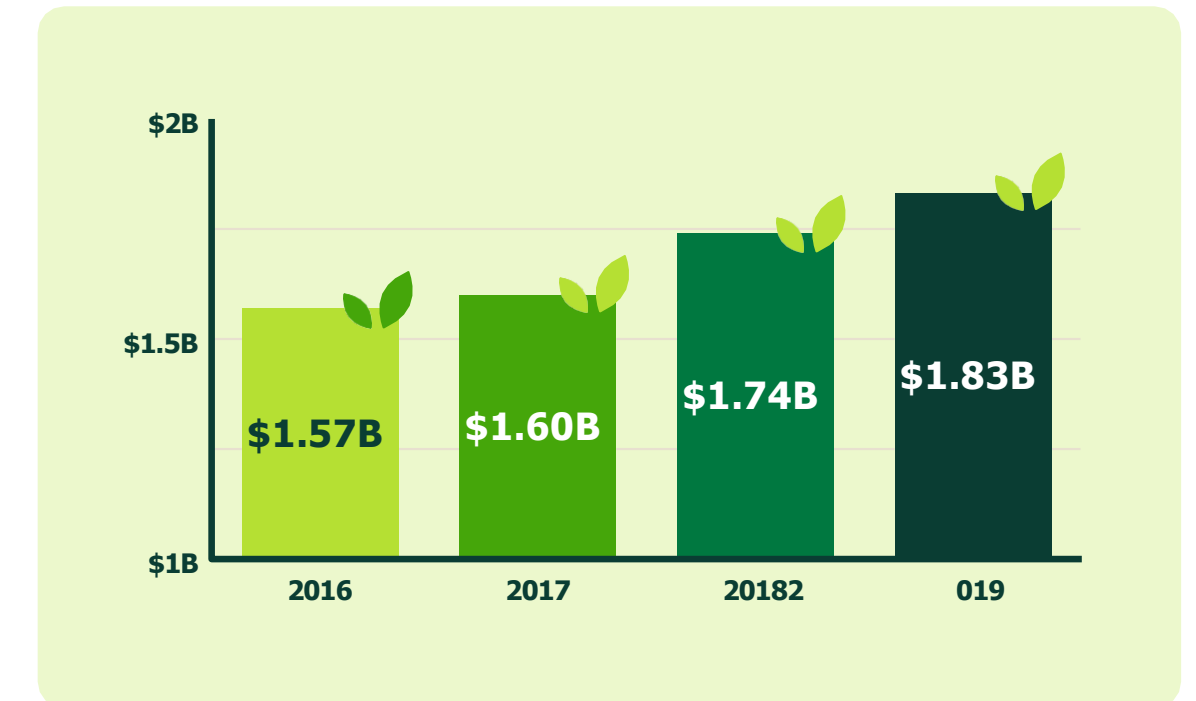
Market and Demand



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](#)

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



Investment Highlights



AWARD WINNING MULTI-PLANT RECIPE

Our award-winning¹, proprietary blends of multiple plant sources mean that our products not only offer all-around nutritional value but also are tasting great. Our customers don't miss dairy a bit.



ESTABLISHED DISTRIBUTION

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



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.



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.



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.



NATIONAL AND GLOBAL EXPANSION

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



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.



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 \$10M+ sales/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
- Luniu Mall
- Meinhardt
- Nature's Fare Markets
- Fruiticana
- Pomme Natural Market



freshprep.ca



MEINHARDT



CITY AVENUE
MARKET

URBAN
GROCER

Explosive Growth

Plant Veda is the first of its kind offering award-winning, multi-plant source products.



Oat based dairy alternative company recently went IPO

- 18% jump in stock price on first trading day
- 7 Product categories around oats
- 9 planned production facilities
- Headquartered in Sweden and products available in more than 20 countries globally

NASDAQ: OTLY
MKT. CAP. \$13B+



An emerging plant-based food technology company

- Second plant-based meat company to go public, with a 35x increase in share price
- Grown active subscribers for the "Monthly Meat Club" to 1,000+, up from less than 100 in the previous year

CSE: VERY
MKT. CAP. C\$450M+



A leading online grocery company in Canada

- ~250,000 active subscribers in Q3 2020, with gross merchandise sales of ~235 million
- 300+ Goodfood branded products offered
- New fulfillment centers in Vancouver, Toronto & Montreal, and continuing to expand

TSX: FOOD
MKT. CAP. C880M+



A leading grocery e-commerce software company

- \$114 million in annual recurring revenue; expected 49% CAGR of revenue (FY2020E-FY2024)
- Partners and customers include Carrefour Group (EPA: CA), Walmart (NYSE: WMT), Microsoft (NASDAQ: MSFT), and SPUD.ca

PRIVATE COMPANY
COMPLETED C\$24M GO-PUBLIC ROUND



Award-winning multi-plant food technology company ready to scale

- Recognized brand in the marketplace
- One of a kind multiple plant source products combining the best of cashew, oats, coconut, real fruits etc.
- 3 current product categories
- 25,000 square feet facility under upgrade
- E-commerce shop

CSE: MILK (RESERVED)
MKT. CAP. C\$16.5M+

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



Coffee Creamer

- Plant-based coffee creamer
- Made from whole food ingredients such as cashews, coconuts, and oats
- Differs from single plant source offerings
- Doesn't contain any oils or additives
- 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 such as cashew, pistachio nuts and a variety of herbs and spices
- Healthy, dairy-free, cholesterol-free beverage with no added oils or additives
- Available in convenient smaller to-go, or large formats
- 320ml to-go bottle
- 1litre format

Replace this with Agave sweetened,



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.



Greg Smith
VP of International Sales

Greg holds a BBA in Marketing from Simon Fraser University in British Columbia and brings over 35 years of consumer packaged goods experience. With his existing strong relationships with major retailers such as Costco and Save-On-Foods, to mention a few, Greg will lead Plant Veda's sales and customer growth strategies; while driving strong top and bottom line impacts across the organization within Canada and the US.



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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investors@plantveda.com

plantveda.com



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