



**CREATING
A SUSTAINABLE
FUTURE
FOR ALL LIFE ON
EARTH**



**GOOD FOR YOU,
BETTER FOR EVERYONE.**

**COMPANY
PRESENTATION**

05/2023

A POSITIVE IMPACT FOR A SUSTAINABLE FUTURE

OUR MISSION

.....

As a vegan multi-category provider, we offer as many people as possible a diverse range of tasty, plant-based products and innovations, are transparent in our actions and behave respectfully towards all living beings and nature.



OUR VISION

.....

We motivate people around the world to try a plant-based diet and treat our environment responsibly. In this way we create a sustainable future for all life on our planet.

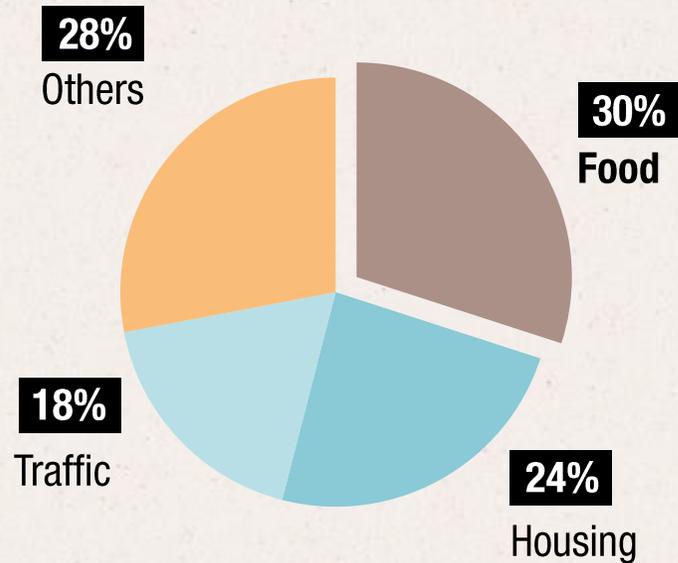


THE FUTURE IS PLANT-BASED

A SHIFT TOWARDS PLANT-BASED NUTRITION IS THE ONLY SOLUTION TO SUSTAINABLY FEED THE WORLD

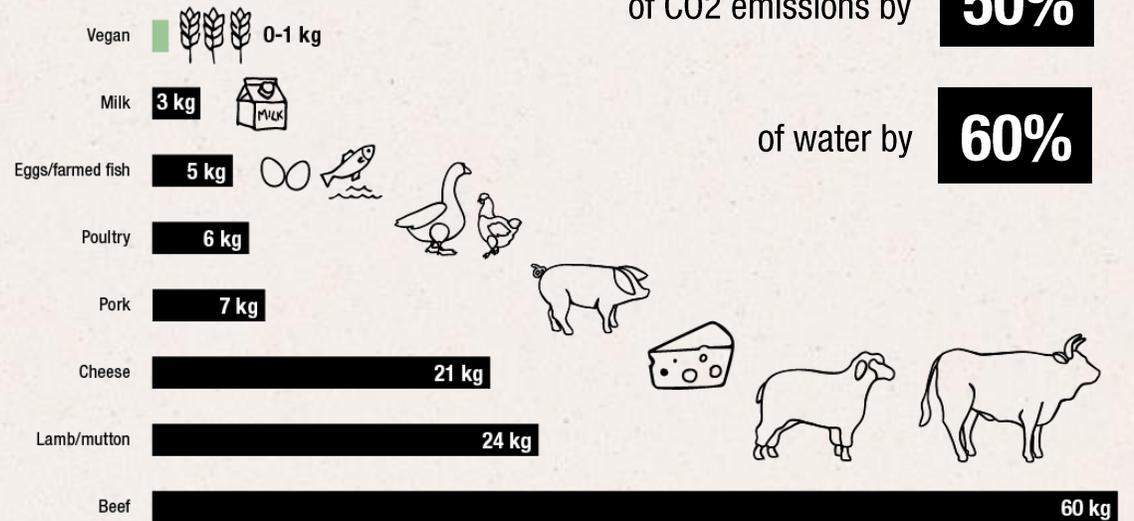
The Food sector is the major lever on climate change

CO₂ EMISSIONS PER CATEGORY



Changing eating habits from a conventional to a plant-based diet would decrease consumption

CO₂ EMISSIONS PER KG



Source: Science Vol 360, Issue 6392

SUSTAINABILITY. PROFITABILITY. INNOVATION.

SOCIETY. COMPANY. MARKET.



0 Sustainability

Company purpose 1,5°

- < 1,5° Challenger brand
- < 1,5° Amplifier of topics
- < 1,5° Sustainability goals



1 Profitability

Structural repositioning to a production company

- Raising number of products under own production
- Concentration on high margin and volume categories
- Focus on licensing business



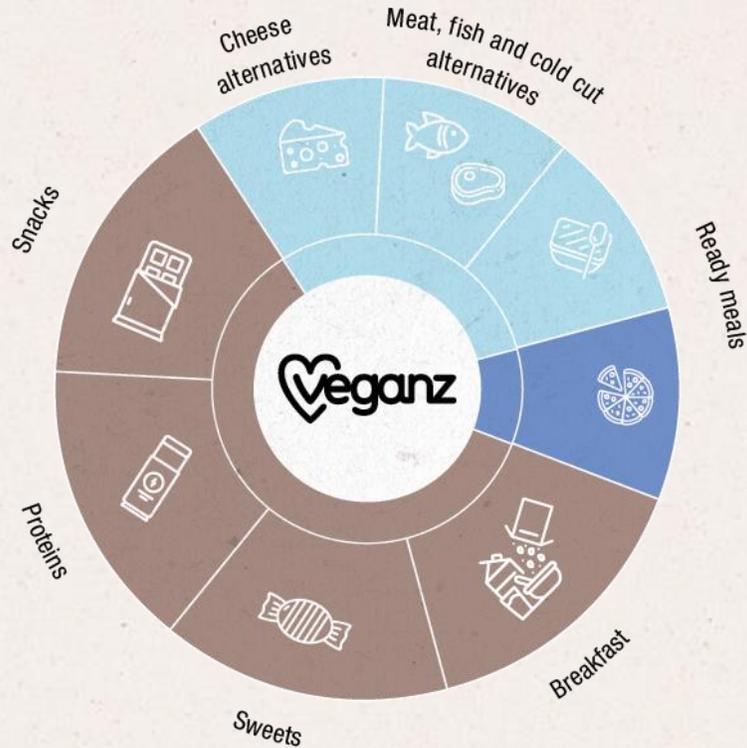
2 Innovation

From sourcing to recycling

- 2D printing
- R&D department
- Vertical farming
- Hyperlocal and cross-retailer performance based couponing and marketing

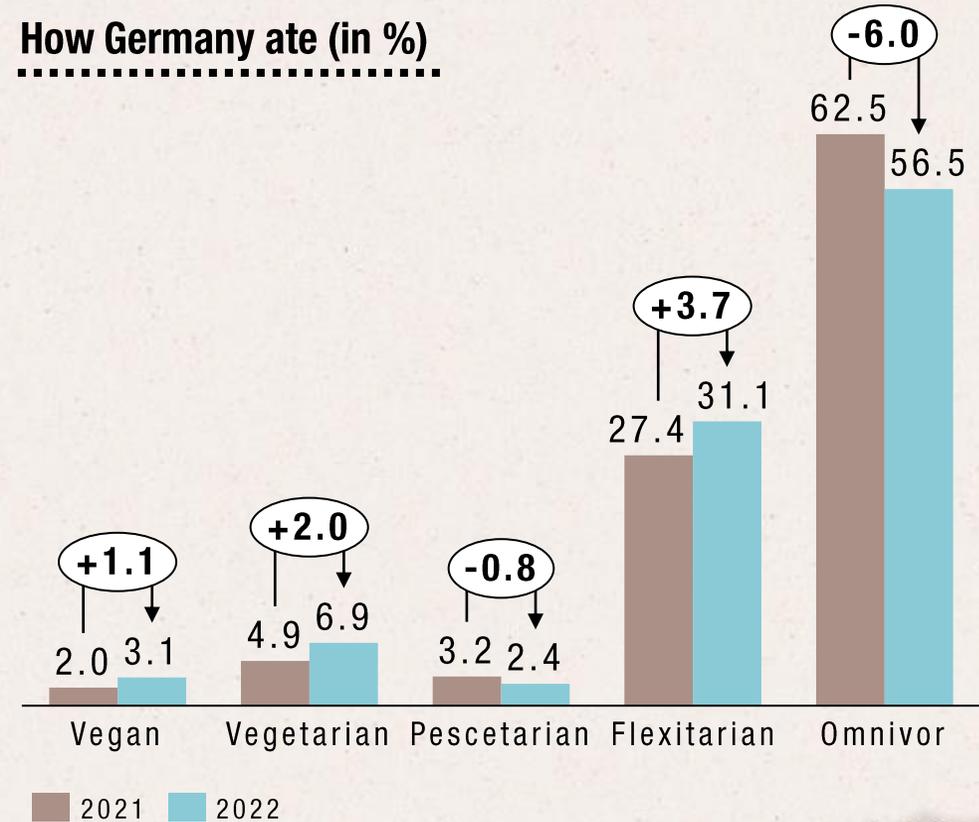
VEGANZ – FROM BREAKFAST TO DINNER

PRODUCTS IN ALL RELEVANT CATEGORIES MAKE VEGANZ THE ONLY MULTI-CATEGORY SUPPLIER OF VEGAN FOOD IN EUROPE



unrefrigerated refrigerated frozen

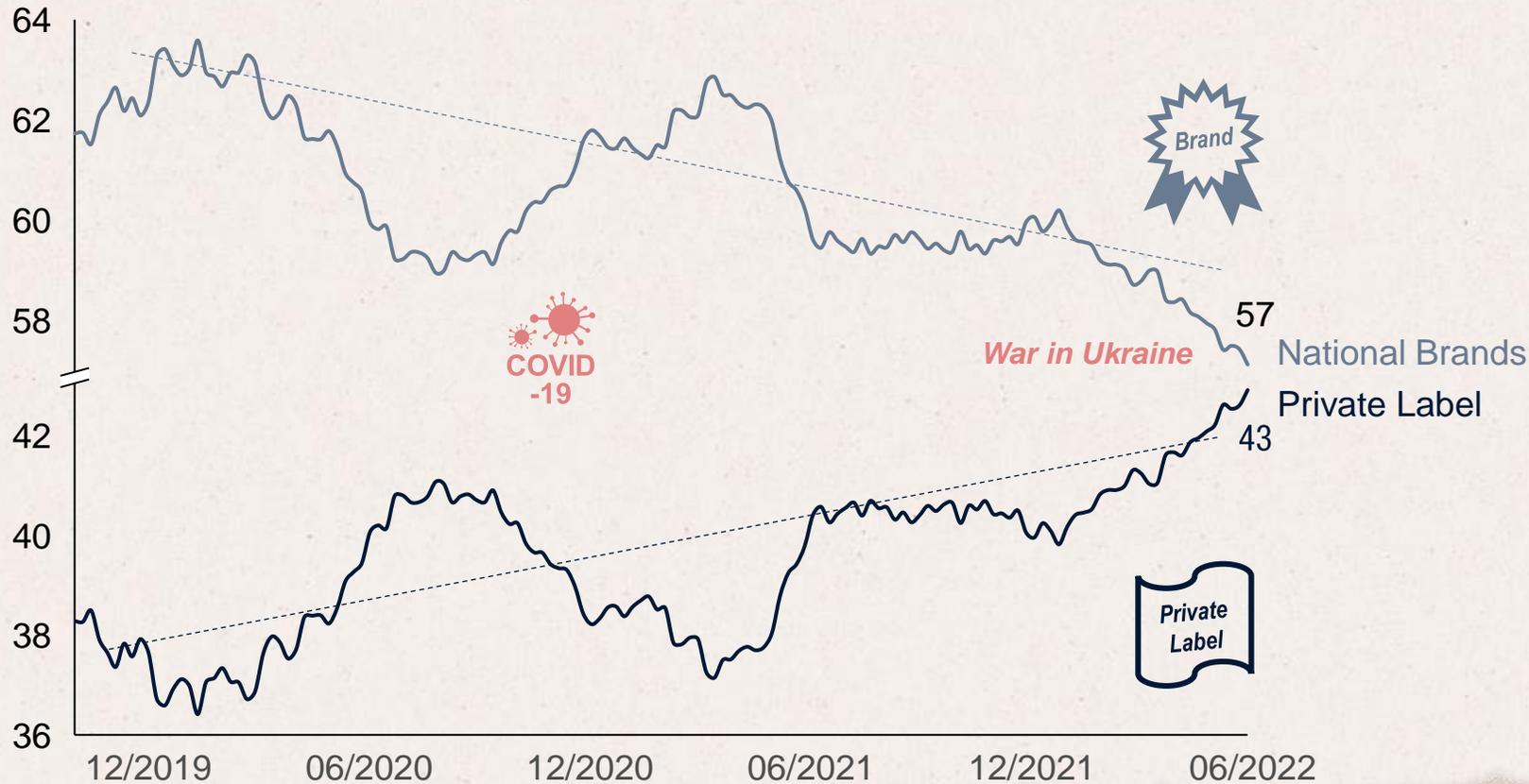
How Germany ate (in %)



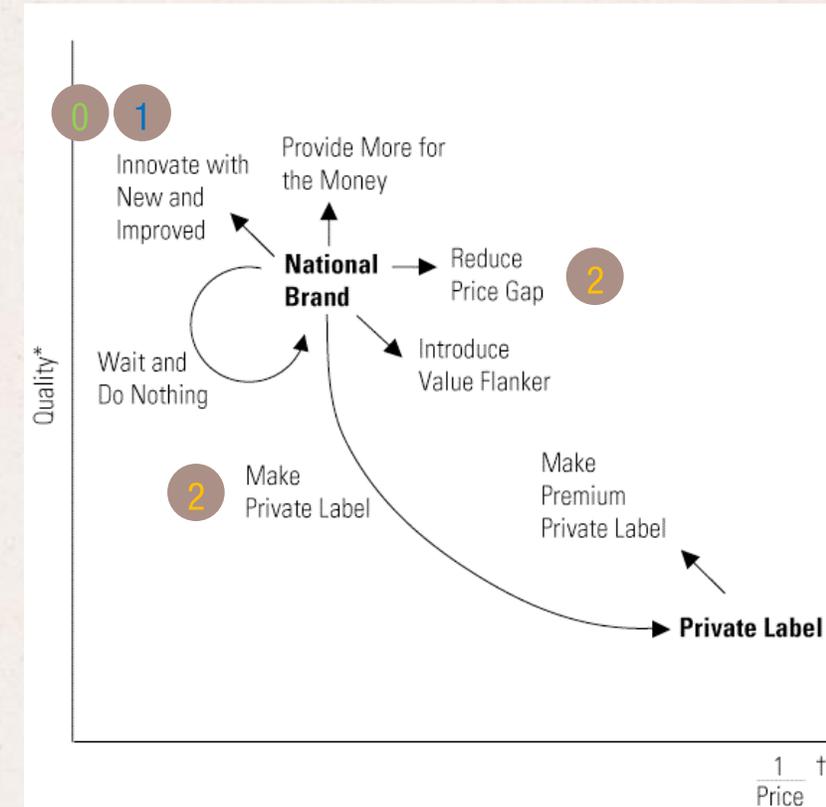
MARKET DEVELOPMENT

VEGANZ STRATEGY: FITTING TO THE MARKET SITUATION

Market shares of vegan/vegetarian products in Germany
(in %, 13 weeks rolling)

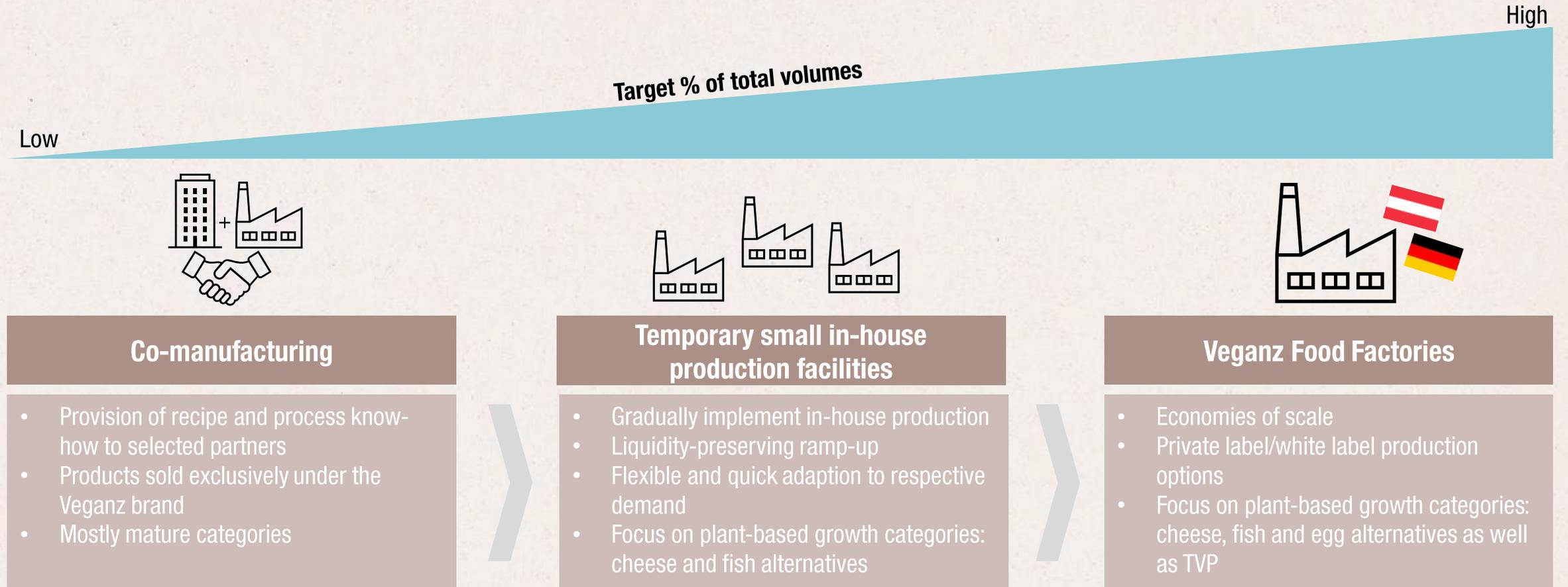


Strategic focus Veganz (National Brand)



EVOLUTION OF IN-HOUSE PRODUCTION

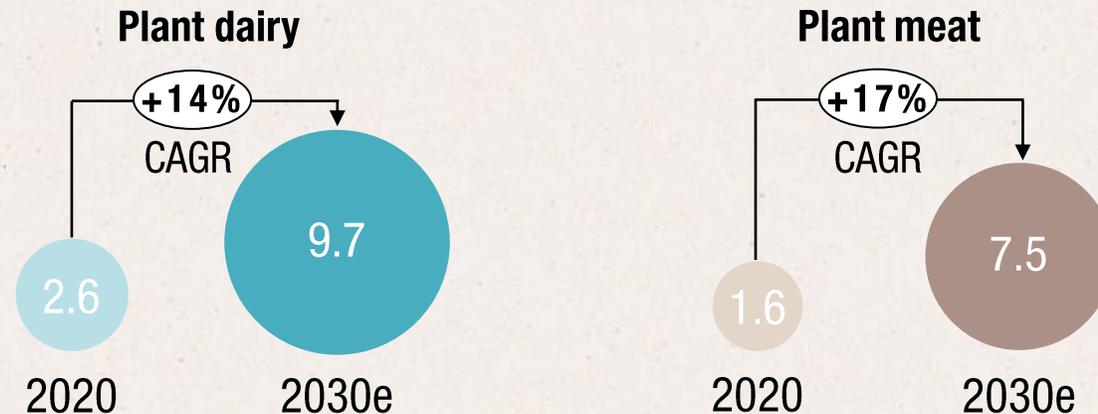
INCREASE OF PROFITABILITY, INNOVATIVE STRENGTH AND PROTECTION OF IP



VEGANZ FOOD FACTORY GERMANY

- 1 Takeover of around 3,000 square metres, newly built in 2022, as of 1 February 2023
- 2 Located in Ludwigsfelde, in the Berlin-Brandenburg metropolitan region, with first-class transport links directly next to the Berliner Ring motorway
- 3 High-quality building infrastructure, enabling a liquidity-preserving start-up and optimal production ramp-up
- 4 Production facility for plant-based milk alternatives as well as plant-based meat alternatives using peas (Textured Vegetable Protein, TVP)

Market volume Europe (in €bn)⁽¹⁾



(1) Source: Ebner Stolz, M&A Quarterly, April 2022

MILK – OUR PRINTED MILK ALTERNATIVES

—
REVOLUTIONARY PATENTED 2D-PRINTING PROCESS FOR PRODUCING PRINTED OAT, ALMOND, SOY AND OTHER MILK ALTERNATIVES



- Customised for food service AND consumer use
- Sheets/discs can be mixed with a standard blender adding just water/ Pads can be dropped directly into coffee or teas as an alternative for conventional coffee creamers
- Quick-dissolving, easily portable, and versatile
- Optional free of sugar, gluten, fillers and preservatives
- Reduces package volume for storage and weight of the product by over 90%
- Increased shelf life to over two years
- Provides true eco-friendly benefits like reduction of plastic packaging, water usage and shipping costs

➔ ENABLES EUROPE-WIDE CONSUMER NEEDS TO BE MET IN AN INNOVATIVE AND SUSTAINABLE WAY WHILE EXPANDING VEGANZ'S IN-HOUSE PRODUCTION

TVP – TEXTURED VEGETABLE PROTEIN

—
DRY MEAT ALTERNATIVES MADE OF EUROPEAN SOY AND PEAS



- High in protein
- Plastic free packaging (cellulose, cane, starch)
- Long shelf life
- 3 star Eaternity ratings



Example: Veganz Soy-Medallions

- Basic assortment: soy strips, mince, medallions
- Innovative recipes based on peas will be produced and launched additionally to basic soy products with Veganz Food Factory Germany:
Pea beef, pork and chicken alternative

DIVERSIFIED BUSINESS MODEL

Retail

- Food retail
- Drugstore
- Discount
- eFood

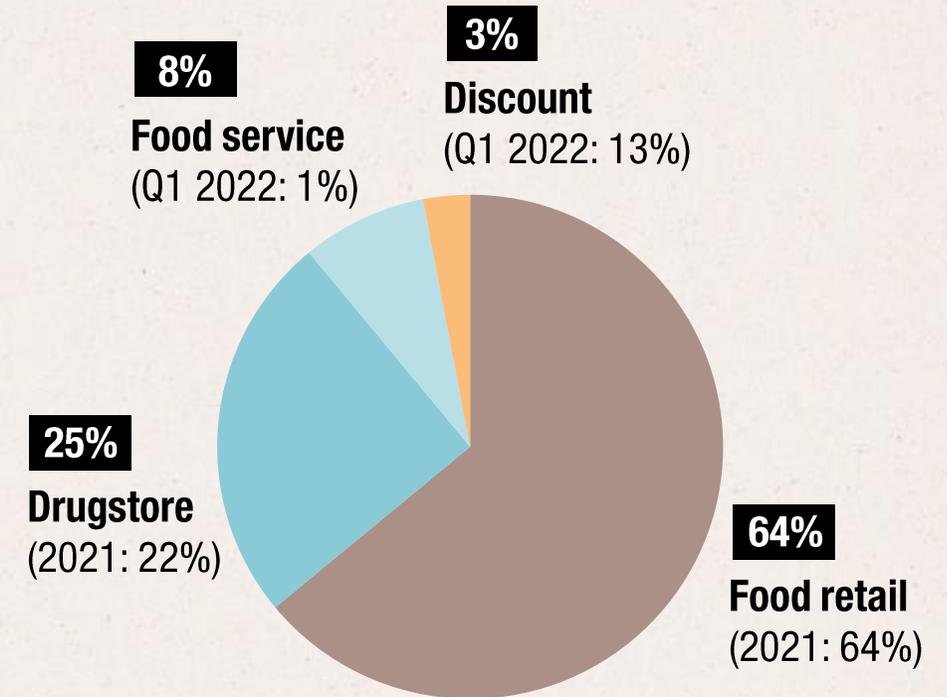


Food service

- Company restaurants
- Events, trade fairs
- Sports cooperations
- Kiosks, petrol stations
- Airplanes



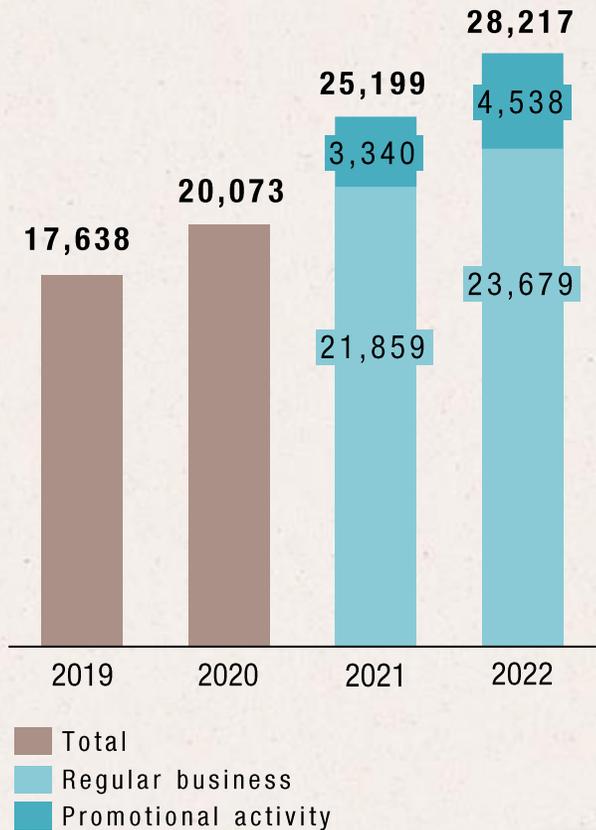
Distributional Sales Split 2022



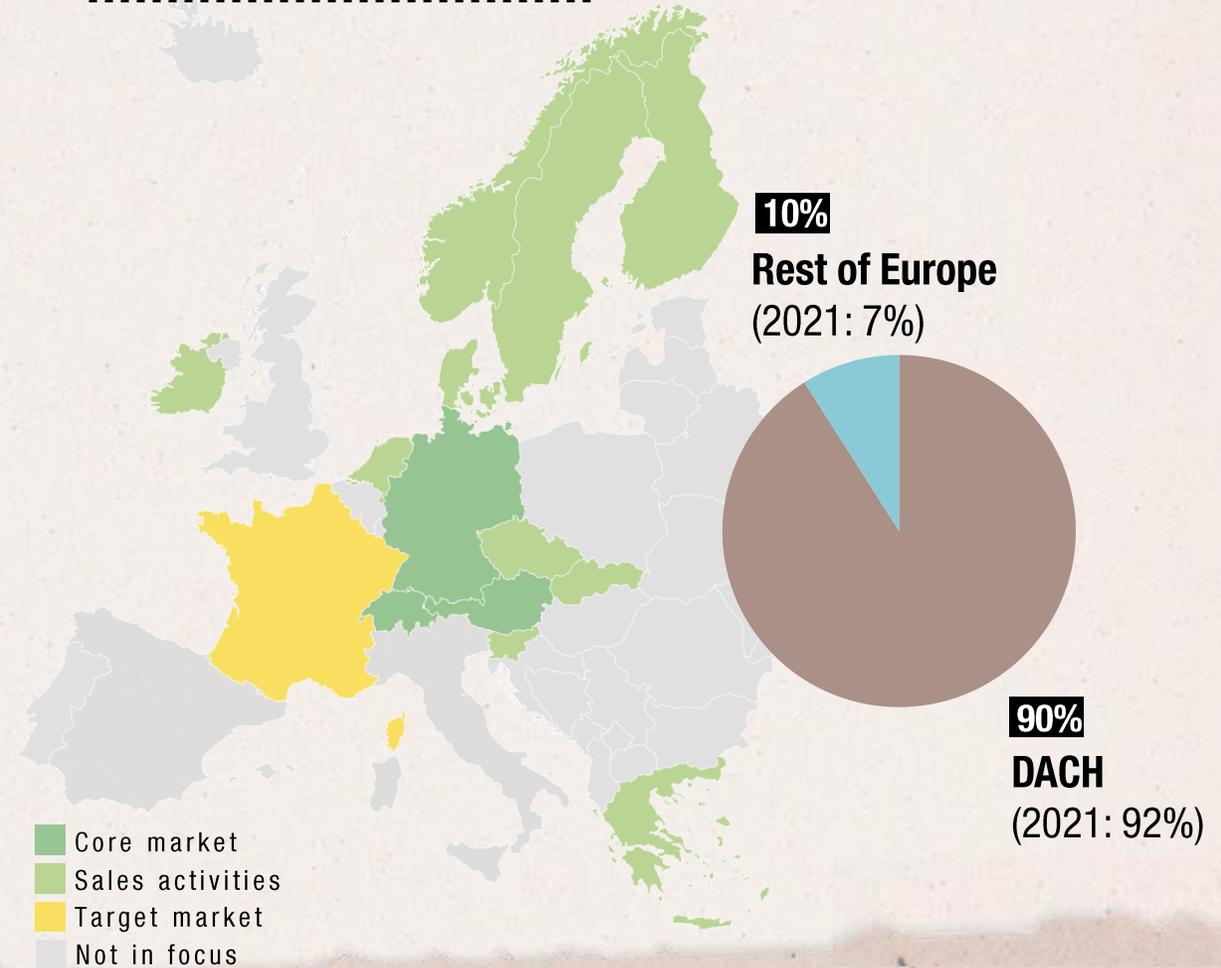
FOCUS ON GERMANY AND EUROPE

POS development 2022

of POS

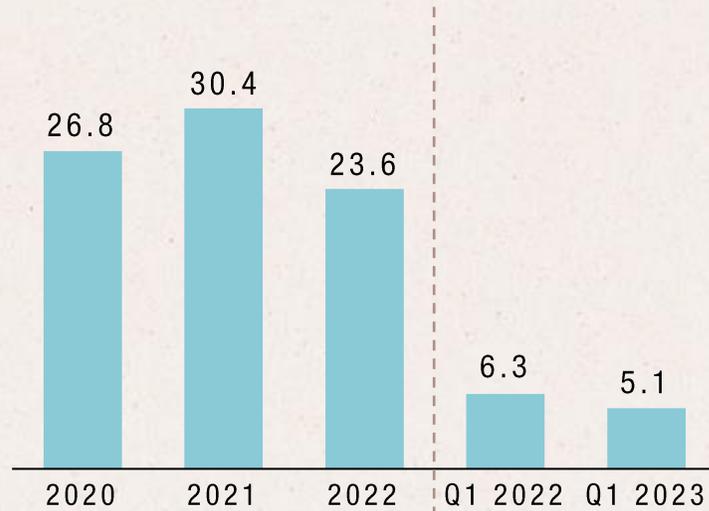


Regional Sales Split 2022



FINANCIAL DEVELOPMENT

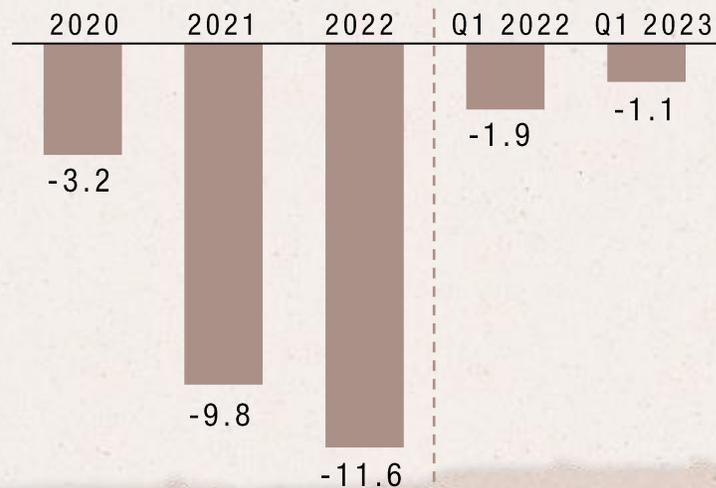
Sales
in €m



Gross profit margin
in %



EBITDA
in €m



Net loss
in €m



Source: Company information



GUIDANCE 2023 CONFIRMED

Depending on the macroeconomic conditions – in particular the negative effects of the energy crisis and inflationary pressure on the consumer behaviour of our customers – Veganz Group AG expects sales in the fiscal year 2023 to be roughly at the previous year's level (prior year: €23.6 million). However, due to the extensive cost reduction and efficiency improvement programme, as well as the expansion of in-house production with the start of the production facility in Ludwigsfelde, the Company expects a significantly improved EBITDA compared to the previous year (prior year: €-12.3 million).

in €m	2023 Guidance	2022 Actual
Sales	Roughly at the previous year's level	23.6
EBITDA	Significantly improved compared to the previous year	-12.3

STRATEGIC OUTLOOK

- 1 Cost reduction and efficiency improvement programme**
- 2 Structural repositioning from a retail company to an innovative food tech company**
- 3 Increasing share of in-house production**
 - increases profitability
 - strengthens brand through innovation
 - opens up the possibility of white label products
 - allows stronger orientation towards focus categories⁽¹⁾
- 4 Continuous review and optimization of core and focus categories⁽¹⁾**
 - reduces company-wide complexity
 - increases process and marketing efficiency
- 5 Stronger focus on licensing business**

(1) Core categories: sweets & snacks, bars, chocolate, pizza
Focus categories: fish, cheese, egg and milk alternatives + TVP

APPENDIX

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EXECUTIVE BOARD

CLASSIC MANAGEMENT EXPERIENCE, START-UP KNOW-HOW PAIRED WITH IN-DEPTH MARKET KNOWLEDGE



Jan Bredack
Founder & CEO

- Founded Veganz in 02/2011

Key responsibilities:

- Sales and Distribution + Retail
- Accounting & Controlling
- IT & Data Management
- HR
- Legal
- Investor Relations



Anja Bachmüller
COO

- Joined Veganz in 02/2017

Key responsibilities:

- Supply Chain Management
- Purchasing
- Production
- Quality Management



Moritz Möller
CMO

- Joined Veganz in 04/2018

Key responsibilities:

- Marketing
- Product Management

ESG: WE ENHANCED THE VEGANZ IMPACT STORY

ESG REPORT EXPANDS ESG DATA TRANSPARENCY

Veganz Impact Story

- **Sole multi-category provider** of purely plant-based food products in Europe
- Plant-based nutrition significantly **reduces the ecological footprint** of each consumer, contributing to multiple SDGs



Veganz ESG Data & Reporting

- We pushed ahead: though not legally obliged we published a first **12-page ESG report** to increase visibility of our positive efforts for the capital markets
- We transparently report on **over 50 distinct ESG data points** that are based on established ESG indicator standards from SASB and WEF
- In 2022-2023 we want to further extend the scope of ESG data we can report on and align it with our **overall ESG strategy**

ESG: ACHIEVEMENTS & NEXT STEPS

INCREASING ESG EFFORTS AFTER DEVELOPING LONG-TERM ESG STRATEGY



Source: Company information



ESG: GOALS OF VEGANZ



Quality Mgmt.	Product quality and safety At least 15 hours of food safety training annually for quality and production staff 	Product quality and safety Annually at least 3 detailed quality audits by Veganz at suppliers and production partners starting in 2023 	
	Employee satisfaction Employee Net Promoter Score every year on average > +15 points 	Employee satisfaction Gender pay gap (adjusted) permanently in a corridor of -3% to +3% [Veganz Group AG] 	Employee health/safety Keep absenteeism rate permanently below 5.5% [Veganz Group AG] 
Supply Chain	Social supply chains From 2023: 100% signature quota for the Supplier Code of Conduct 	Ecological supply chains Consistently organic standard for 100% of cashews purchased 	Ecological supply chains No ingredients (incl. soy, palm oil) from rainforest areas (measurable by: Eaternity rating of 3 stars for the category "rainforest" or by geodata collection) 
	C02 emissions / climate change Reduced CO2 footprint of products by 6% by 2025 (to 2.5 kg CO2 per kg of product) 	Sustainable packaging By 2025: 50% of the products in our portfolio with packaging made of recycled or renewable raw materials 	Sustainable packaging 100% of the products in our portfolio with packaging that is recyclable 

SHARE PRICE HISTORY

SINCE START OF TRADING (10/11/2021)



FINANCIAL CALENDAR 2023 & CONTACT

08/02/2023	9. Hamburger Investorentage (HIT)
11/05/2023	Annual Report 2022
11/05/2023	Quarterly Statement Q1 2023
06/07/2023	Annual General Meeting 2023
14/09/2023	Half-Year Report 2023
15/11/2023	Quarterly Statement Q3 2023
11/2022	Eigenkapitalforum



Investor Relations

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