



HELLO, WE'RE VEGANZ

THE BRAND FOR PLANT-BASED FOODS

Founded in 2011 in Berlin, our company became well-known as Europe's full-range vegan supermarket. With a colourful and life-affirming company philosophy, we managed to break into the vegan niche and establish the plant-based nutrition trend in the market. Since then, roughly 470 products have been developed under our VeganZ brand. Our product portfolio currently includes 120 products across many categories. With lots of team spirit, know-how, and most likely a touch of luck, we managed to put VeganZ on the shelves of over 22,000 retail outlets in more than half of the EU countries. In addition, we are continuously expanding our VeganZ product portfolio to include high-quality, innovative items, while constantly working to improve our sustainable

value chain. Moreover, the company still operates three supermarkets and, according to its own information, is one of the world's few full-range suppliers of vegan products with its own brand.

In recognition of this commitment, VeganZ was the only German company to be named one of the [top 3 innovative brands and Germany's most innovative food brand in an exclusive Handelsblatt ranking in 2021](#). To ensure that we continue to improve, our team of around 100 people works hand in hand every day with a healthy dose of passion to make the world a little bit better through vegan food. In this way, we are getting closer and closer to our goal of giving everyone access to purely plant-based products.

OUR VISION

To motivate people around the world to adopt a plant-based diet and to treat our environment responsibly. In doing so, we create a sustainable future for all living beings on the planet.

OUR MISSION

As a full-range vegan supplier, we offer everyone a diverse selection of tasty, plant-based products and innovations, are transparent in our operations, and behave respectfully toward all living beings and nature.





OUR BOARD OF DIRECTORS



Jan Bredack, Alexandra Vázquez Bea, Anja Brachmüller and Moritz Möller (from L to R) form the Board of Directors of the Veganz Group AG.

JAN BREDACK

CEO and Chairman of the Board

Jan Bredack was born in 1972 in the former East Germany and began his career in the automotive industry. After the German reunification, he worked for the Daimler-Benz Group where he established the complete customer service function for the German truck sales division. While working, he attended and successfully completed several management programs at the renowned University of St. Gallen (Switzerland). At Daimler, he then took up the position of Head of Sales and Service for Commercial Vehicles in Germany and was responsible, among other things, for the entire after-sales business for the German market. At this point he was 30 years old. He subsequently moved to the management of the Mercedes Benz Trucks Vostok Company, a joint venture

between Daimler AG and the Russian truck manufacturer KAMAZ, as Technical Director. Here he was responsible for the construction of the first production plant for Mercedes trucks in Russia and for developing the sales organisation in Russia.

In 2008, he began to embrace and identify with the vegan lifestyle. In the spring of 2011, he founded the company Veganz. Veganz became one of the three national finalists in the prestigious German Founder's Award. At the end of 2014, Jan Bredack was named by [PETA Deutschland e.V. \("PETA"\) as Person of the Year](#). In 2015, Veganz received the [PETA Progress Award](#) for sustainable business. In addition to his role as CEO, Jan Bredack is also responsible for the area of Sales on the Board of Directors.

ANJA BRACHMÜLLER

COO

Anja Brachmüller has 15 years of purchasing experience in the national and international sustainable and organic food sector as a manager and later in executive positions. As one of the German Fairtrade pioneers – El Puente – and later at Rausch Schokolade, she was responsible for purchasing and importing raw materials and products from mostly third world countries for processing and marketing in Europe.

Before joining VeganZ, Anja Brachmüller was responsible for purchasing for the Berlin-based wholesaler for organic and frozen food, Ökofrost, for several years.

She joined VeganZ in February 2017 as Head of Purchasing and now serves as Chief Operations Officer. Looking ahead, she will also assume responsibility for the second VeganZ production site in Werder (Havel).

MORITZ MÖLLER

CMO

Moritz Möller has many years of marketing experience in the industries of culture and entertainment, travel, and technology. Before joining VeganZ Group AG, he worked in cultural management and as a freelance marketing consultant for over 16 years. He helped to establish a museum service provider that is unique in Germany with over 160 employees in the areas of visitor service, call centre, store operations, product range development, events, tourism, and market research, and successfully positioned the Berlin publishing brand Verlag M on the market.

He is the recipient of the Apps4Berlin Award 2011 and the Marketing4Future Awards 2020 and 2021. In his consulting work, he was responsible for scaling the Swiss eCommerce brand Einfach Weniger, as well as organising influencer events for brands such as Leica, EyeEm, Huawei, and Meininger Hotels.

In April 2018, he took up his position as Head of Marketing and eCommerce at VeganZ and is now CMO, responsible for marketing and product management.

ALEXANDRA VÁZQUEZ BEA

CFO

Alexandra Vázquez Bea holds the position of Chief Financial Officer, Chief Human Resources Officer, and Chief IT Officer. She has more than 14 years of extensive professional and management experience in the financial industry and start-up scene. She worked in Corporate Finance at NORD/LB for almost seven years before joining FTI Andersch AG as a restructuring consultant. There she worked on complex restructuring and refinancing projects across Europe. Beginning in 2016, she launched her own start-up, LENCHEN – Der Lebkuchen, and led the start-up to become a household name in the gourmet pastry sector. Alexandra Vázquez Bea is an active mentor in the start-up scene, including at the Agritech Incubator RootCamp, the Accelerator Venture Villa, and the International Founder Institute. She holds a Master of Law, a Bachelor of Business Administration, and a Bachelor of Science.

