



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



Anja Brachmüller



Moritz Möller

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

She joined Vegan in February 2017 as Head of Purchasing and now serves as Chief Operations Officer. Looking ahead, she will also assume responsibility for the second Vegan 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 Vegan 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 Vegan and is now CMO, responsible for marketing and product management.



JAN BREDACK

Founder and Chairman of the Board of Veganz Group AG



Jan Bredack was born in 1972 as a Sunday child in the former German Democratic Republic (GDR) where he grew up. After the reunification, he began his career in the automotive industry. After training as a car mechanic, he passed his master craftsman's examination and joined the Daimler Group. His responsibilities there included establishing the customer service departments for German sales and managing them for several years. While working, he attended and successfully completed several management programs at the renowned University of St. Gallen (Switzerland).

Bredack then took on the position at Daimler of Head of Sales and Service for Commercial Vehicles in Germany and was responsible for, among other things, the entire after-sales business for the German market. At this point he was 30 years old.

He subsequently became Technical Director in the management of the Mercedes Benz Trucks Vostok Company, a joint venture between Daimler AG and the Russian truck manufacturer KAMAZ. Here he was responsible for the construction of the first production plant for Mercedes trucks in Russia and for developing the sales organisation.

Following a burnout in 2008, he was inspired to make a radical change in his life. He began to identify with the vegan lifestyle and to convert his diet to a vegan one. In the spring of 2011, he founded Veganz GmbH, Europe's

first vegan supermarket chain. Already in 2014, Bredack was among the top 3 national finalists at the prestigious German Founder's Award. In the same year, he was named [Person of the Year by PETA Deutschland e.V.](#) One year later, Veganz was given the [PETA Progress Award](#) for sustainable business.

Spurred on by the success of his company, Bredack decided to launch his own vegan products on the market under the Veganz brand in 2015. In 2019, the company's transformation into Veganz Group AG followed as the next logical step in its development. Going forward, the Veganz brand will focus on the development, marketing, and distribution of the company's currently 120 own vegan products, which are available at over 22,000 sales outlets in more than half of all EU countries.

With the opening of its first in-house production facility for vegan cheese alternatives in 2020 in Berlin, Bredack continues to set Veganz on a growth path and has been rewarded. Just in time for its 10th anniversary in 2021, Veganz became the only German company to be voted one of the [top 3 innovation brands and Germany's most innovative food brand in an exclusive Handelsblatt ranking](#). In addition to his role as CEO, he is also responsible for sales at Veganz Group AG.

True to the motto "Eat something for the climate", Jan Bredack is continuously developing sustainable innovations and is one of the mentors of the ProVeg Incubator.