



**WE DRIVE
INNOVATION IN THE
VEGAN WORLD!**

9M 2022



**INVESTOR
PRESENTATION**

.....
15/11/2022
.....



CONTENT

- 1 Summary 9M 2022
- 2 Financial Update 9M 2022
- 3 Guidance 2022

GERMANY'S
MOST INNOVATIVE
FOOD BRAND IN 2021



SUMMARY
9M 2022

SUMMARY – 9M 2022

GERMANY'S
MOST INNOVATIVE
FOOD BRAND IN 2021

9M
2022

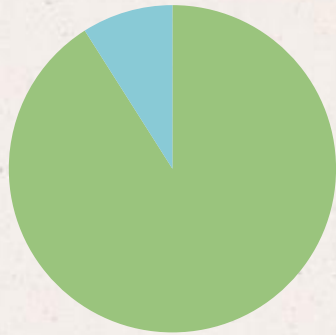
- **Continuing economic slowdown**
- **Ongoing lack of discount business**
but test promotions with ALDI France
- **Further growth in food service**
new trademark licence agreement with Hack AG
- **New production facility for cheese alternatives in Austria**
- **Set of measures extended**
- **Guidance 2022 confirmed**



KEY STATS – 9M 2022

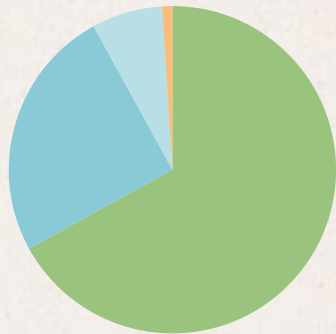
GERMANY'S
MOST INNOVATIVE
FOOD BRAND IN 2021

Sales Split by Region



- DACH 91%**
(9M 2021: 92%)
- Rest of Europe 9%**
(9M 2021: 7%)
- Rest of the world 0%**
(9M 2021: 1%)

Sales Split by Channel



- Food retail 67%**
(9M 2021: 62%)
- Drugstore 25%**
(9M 2021: 24%)
- Food service 7%**
(9M 2021: -%)
- Discount 1%**
(9M 2021: 14%)

€17.1m

Sales⁽¹⁾

17

Product categories

More than

25

countries

3

Production facilities

+670

Food service locations

+145k

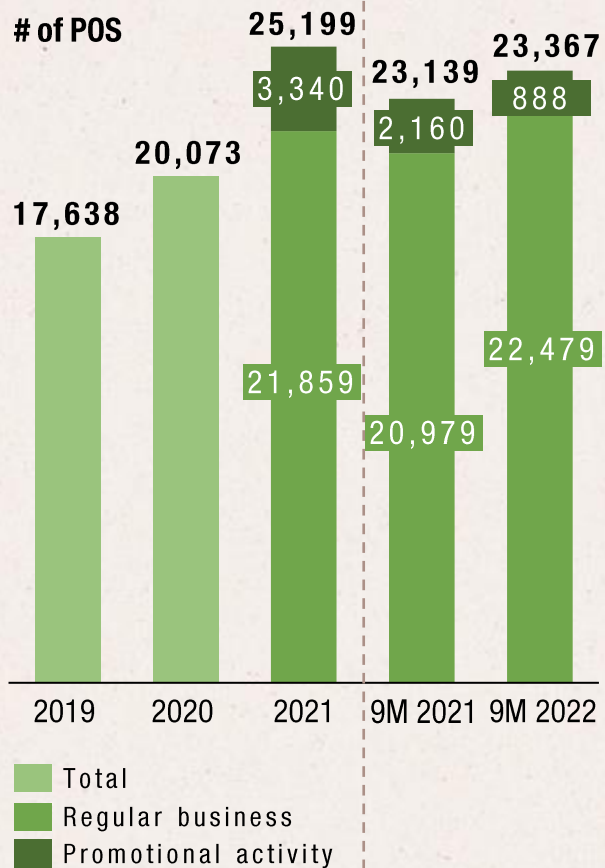
Served meals



KEY PERFORMANCE HIGHLIGHTS – 9M 2022

GERMANY'S MOST INNOVATIVE FOOD BRAND IN 2021

POINT OF SALE DEVELOPMENT



FURTHER DISTRIBUTION IN FOOD SERVICE AND NEW COOPERATIONS

Strategic partnerships

- Fraunhofer IME
- DIL
- Technische Universität Berlin

Retail

- EDEKA
- REWE
- SPAR
- coop
- Kaufland

Drugstore

- dm
- Müller
- BUDNI
- ROSSMANN

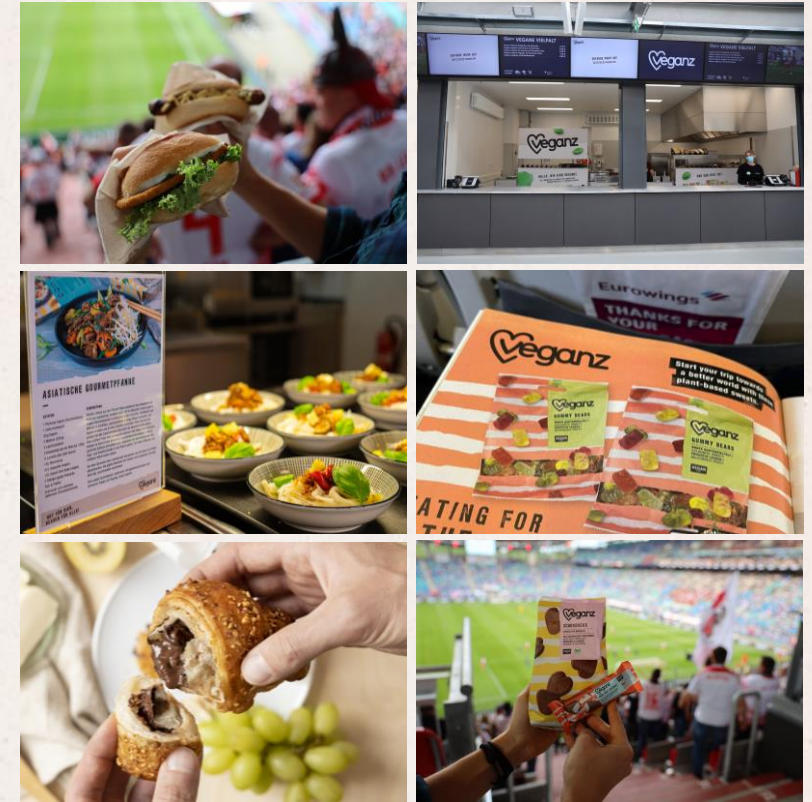
E-Food

- GORILLAS
- FRISCHEPOST
- Flink

Food service

- Eurowings
- valora
- aramark
- Bakerman
- HACK
- vegan
- OFFICIAL PARTNER

INCREASING VISIBILITY IN FOOD SERVICE

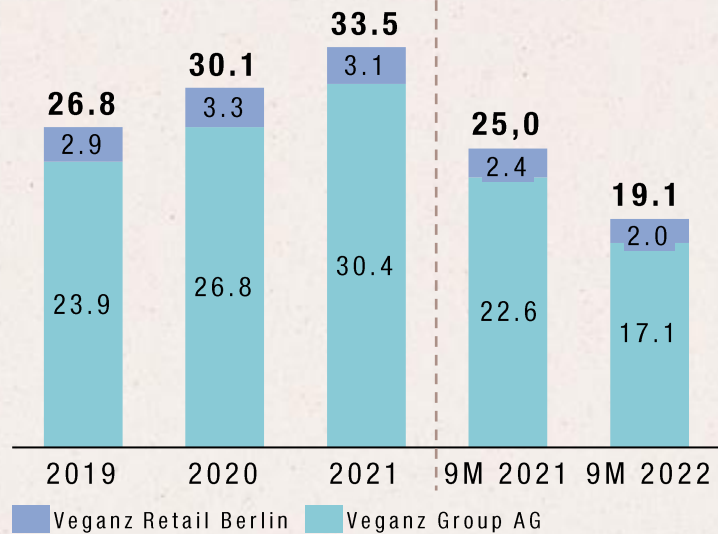


FINANCIAL UPDATE
9M 2022

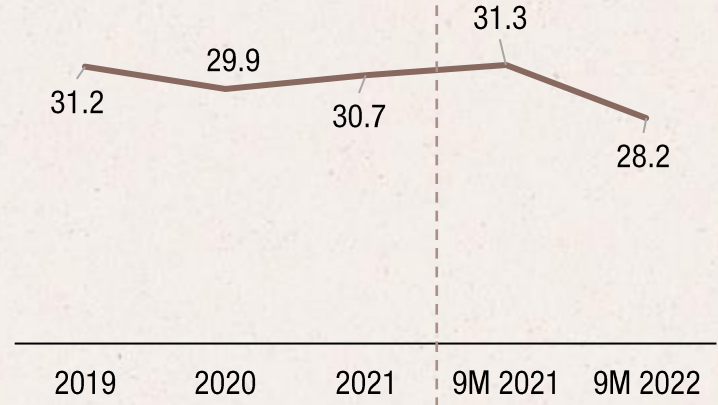
KEY FIGURES VEGANZ GROUP AG – 9M 2022

GERMANY'S
MOST INNOVATIVE
FOOD BRAND IN 2021

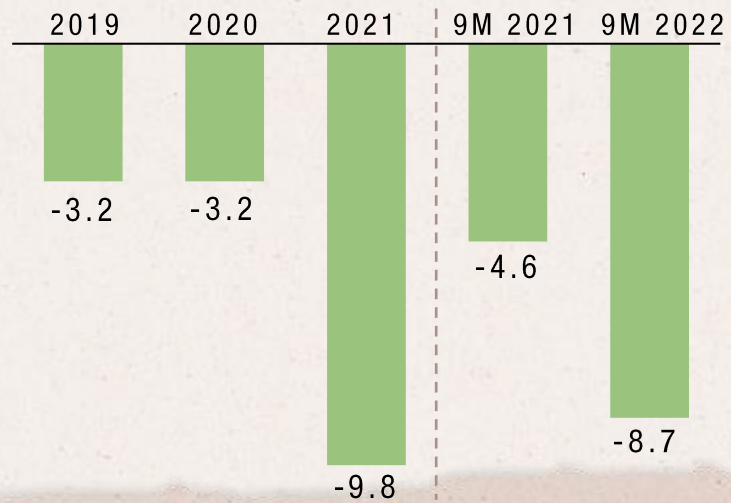
Sales⁽¹⁾
in €m



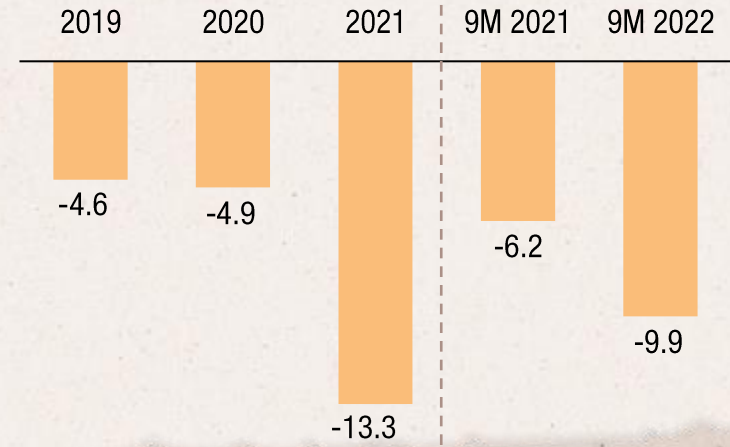
Gross profit margin
in %



EBITDA
in €m



Net loss
in €m



Source: Company information
(1) unconsolidated



VEGANZ GROUP AG VS. VEGANZ GROUP – 9M 2022

GERMANY'S
MOST INNOVATIVE
FOOD BRAND IN 2021

in €m	Veganz Group AG		Veganz Group	
	9M 2022	9M 2021	9M 2022	9M 2021
Sales	17.1	22.6	18.7	24.5
Adjusted EBITDA	-8.4	-3.4	-8.6	-3.4
One-off expenses	0.3	1.2	0.3	1.2
EBITDA	-8.7	-4.6	-9.0	-4.6
Net loss for the period	-9.9	-6.2	-10.2	-6.3
Gross profit margin	28.2%	31.3%		
Net cash ⁽¹⁾	4.1	16.2 ⁽²⁾		
Equity ratio	43.6%	53.3% ⁽²⁾		

Source: Company information

(1) Including long-term financial liabilities, i.e. €10m Bond maturing in February 2025 and €2m Crowd funding maturing in December 2023

(2) As of 31 December 2021



GUIDANCE 2022

SET OF MEASURES EXTENDED

GERMANY'S
MOST INNOVATIVE
FOOD BRAND IN 2021

1

Adapted in-house production

- Investments in Construction of Veganz Food Factory in Werder (Havel) stopped
- Negotiations for a suitable location in the German state of Brandenburg to implement the production planning on new terms

2

Downsizing of field sales force

- 34 employees as of 30 September 2022 (prior year: 47)
- Further reduction to approximately 20 employees by April 2023

3

Focussing of marketing activities and cost sensitivity

- Reduction to targeted online marketing measures to reach the defined core target groups
- Extensive campaigns with high scattering effect were suspended

4

Cost reduction and efficiency improvement program started

- Addresses necessary improvements in company-wide structures and processes
- Goal: to increase profitability and competitiveness

5

Closure of own stores (Veganz Retail Berlin GmbH & Co. KG)

- Improvement of profitability and efficiency
- Two of the three stores in Berlin will be closed by beginning of 2023

GUIDANCE 2022 CONFIRMED

GERMANY'S
MOST INNOVATIVE
FOOD BRAND IN 2021

Depending on the macroeconomic conditions, Veganz expects a significant decrease in sales for the fiscal year 2022, both at Group level and at individual company level of Veganz Group AG (prior year: EUR 33.5 million and EUR 30.4 million, respectively) and a slight year-on-year decrease in EBITDA (prior year: EUR -9.8 million). Due to the adopted marketing activities the Company no longer anticipates a general expansion of brand awareness, but rather a target group-specific increase in awareness of the Veganz brand in the fiscal year 2022.

in €m	2022* (consolidated)	2021 (unconsolidated)
Sales Veganz Group	Significant decrease	33.5
Sales Veganz Group AG	Significant decrease	30.4
EBITDA Veganz Group AG	Slightly lower	-9.8

* 2022: Reported at consolidated Group level as of Q1 2022



THANK YOU

APPENDIX

DISCLAIMER 1/2

GERMANY'S
MOST INNOVATIVE
FOOD BRAND IN 2021

- This document has been prepared by Veganz Group AG ("**Company**" and together with its subsidiaries, "**Veganz**"). All material contained in this document and information presented is for information purposes only and must not be relied upon for any purpose, and does not purport to be a full or complete description of the Company, Veganz or its business. This document does not, and is not intended to, constitute or form part of, and should not be construed as, an offer to sell, or a solicitation of an offer to purchase, subscribe for or otherwise acquire, any securities of the Company, nor shall it or any part of it form the basis of or be relied upon in connection with or act as any inducement or recommendation to enter into any contract or commitment or investment decision whatsoever. This document is not directed at, or intended for distribution to or use by, any person or entity that is a citizen or resident or located in any locality, state, country or other jurisdiction where such distribution, publication, availability or use would be contrary to law or regulation or which would require any registration or licensing within such jurisdiction. Accordingly, the document may not be reproduced, redistributed, published or passed on, directly or indirectly, to any person in the United States of America ("**United States**"), Australia, Canada, Japan or any other jurisdiction, in each case where to do so would constitute a violation of the relevant laws of such jurisdiction. Persons into whose possession this document comes should inform themselves about, and observe, any such restrictions.
- This document and any materials distributed in connection with this document are not directed to, or intended for distribution to or use by, any person or entity that is a citizen or resident or located in any locality, state, country or other jurisdiction where such distribution, publication, availability or use would be contrary to law or regulation or which would require any registration or licensing within such jurisdiction. This document does not constitute an offer to sell, or a solicitation of an offer to purchase, any securities in Australia, Canada, Japan, or the United States. The securities described herein have not been, and will not be, registered under the U.S. Securities Act of 1933, as amended ("**Securities Act**"), and may not be offered or sold in or into the United States.
- This document is for information purposes only and does not constitute an offering document or an offer of securities to the public in the United Kingdom to which section 85 of the Financial Services and Markets Act 2000 of the United Kingdom (as amended by the Financial Services Act 2012 of the United Kingdom) applies. It is not intended to provide the basis for any evaluation of any securities and should not be considered as a recommendation that any person should subscribe for or purchase any securities. In the United Kingdom, this document is being made, and is directed only, to persons who are both (i) "qualified investors" within the meaning of Article 2(e) of the Prospectus Regulation (Regulation (EU) 2017/1129, as it forms part of domestic law by virtue of the European Union (Withdrawal) Act 2018 and either (ii) persons falling within the definition of Investment Professionals (contained in Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 ("**Order**")) or other persons to whom it may lawfully be communicated in accordance with the Order; or (iii) high net worth bodies corporate, unincorporated associations and partnerships and the trustees of high value trusts, as described in Article 49(2)(a) to (d) of the Order (all such persons together being referred to as "**Relevant Persons**"). Any investment or investment activity to which this document relates is available only to Relevant Persons and will be engaged in only with Relevant Persons.



DISCLAIMER 2/2

GERMANY'S
MOST INNOVATIVE
FOOD BRAND IN 2021

- The information contained in this document does not purport to be comprehensive. None of the Company, any of its subsidiaries, undertakings or affiliates, or their respective directors, officers, employees, advisers or agents accepts any responsibility or liability whatsoever for, or makes any representation or warranty, express or implied, as to the truth, fullness, accuracy or completeness of the information in this document (or whether any information has been omitted from the presentation) or any other information relating to the Company, its subsidiaries or associated companies, whether written, oral or in a visual or electronic form, and howsoever transmitted or made available or for any loss howsoever arising from any use of this document or its contents or otherwise arising in connection therewith. By accepting this document you acknowledge the foregoing and that you will be solely responsible for your own assessment of the Company and Veganz, the industry and the market position of Veganz and that you will conduct your own analysis and be solely responsible for forming your own view of the current and potential future performance of the business of Veganz. All information in this document is subject to verification, correction, completion, updating and change without notice. The Company does neither undertake any obligation to provide the recipient with access to any additional information nor to update this document nor any information nor to correct any inaccuracies in any such information. A significant portion of the information contained in this document, including market data and trend information, is based on estimates or expectations of the Company, and there can be no assurance that these estimates or expectations are or will prove to be accurate. Where any information and statistics are quoted from any external source, such information or statistics should not be interpreted as having been adopted or endorsed by the Company as being accurate. All statements in this report attributable to third party industry experts represent the Company's interpretation of data, research opinion or viewpoints published by such industry experts, and have not been reviewed by them. Each publication of such industry experts speaks as of its original publication date and not as of the date of this document. This document contains forward-looking statements relating to the business, financial performance and results of the Company, Veganz or the industry in which Veganz operates. These statements may be identified by words such as "expectation", "belief", "estimate", "plan", "target" or "forecast" and similar expressions, or by their context. Forward-looking statements include statements regarding: strategies, outlook and growth prospects; future plans and potential for future growth; growth for products and services in new markets; industry trends; and the impact of regulatory initiatives. These statements are made on the basis of current knowledge and assumptions and involve risks and uncertainties. Various factors could cause actual future results, performance or events to differ materially from those described in these statements, and neither the Company nor any other person accepts any responsibility for the accuracy of the opinions expressed in this document or the underlying assumptions. No obligation is assumed to update any forward-looking statements.
- The information contained in this document has not been subject to any independent audit or review. Information taken or derived from unaudited financial information should be read in conjunction with the relevant audited financial statements, including the notes thereto. Certain financial data included in the document consists of "non-GAAP financial measures". These non-GAAP financial measures may not be comparable to similarly titled measures presented by other companies, nor should they be construed as an alternative to other financial measures determined in accordance with German GAAP. You are cautioned not to place undue reliance on any non-GAAP financial measures and ratios included herein. By attending this document and/or accepting or reading a copy of this document, you agree to be bound by the foregoing limitations and conditions.



EXECUTIVE BOARD

GERMANY'S
MOST INNOVATIVE
FOOD BRAND IN 2021

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



Alexandra Vázquez Bea
CFO

- Joined Veganz in 07/2021

Key responsibilities:

- Accounting & Controlling
- IT & Data Management
- HR
- Legal



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

OUR KEY SHARE DATA

GERMANY'S
MOST INNOVATIVE
FOOD BRAND IN 2021

Share information

Issuer	Veganz Group AG
First day of trading	10 th November 2021
ISIN	DE000A3E5ED2
WKN	A3E5ED
Ticker symbol	VEZ
Share capital	€1,223,399.00
Number of shares outstanding	1,223,399
Listing/Market segment	Regulated Unofficial Market (Freiverkehr) of the Frankfurt Stock Exchange (Scale Segment)
Type of shares	Ordinary bearer shares
Designated Sponsor	M.M.Warburg & CO

Analyst Coverage



Jan Bauer



Ralf Marinoni



SHARE PRICE HISTORY

GERMANY'S
MOST INNOVATIVE
FOOD BRAND IN 2021

SINCE START OF TRADING (10/11/2021)



FINANCIAL CALENDAR 2023 & CONTACT

GERMANY'S
MOST INNOVATIVE
FOOD BRAND IN 2021

10/02/2022	Montega Hamburger Investorentag
26/04/2022	Solventis Aktienforum
31/05/2022	Annual Report 2021
31/05/2022	Quarterly Statement Q1 2022
02/06/2022	Quirin Champions Conference
23/06/2022	Warburg Highlights
12/07/2022	Annual General Meeting
29/09/2022	Half-Year Report 2022
15/11/2022	Quarterly Statement Q3 2022
28/11/2022	Eigenkapitalforum



Investor Relations

Vanina Hoffmann

E-Mail: vanina.hoffmann@veganz.de

Mobil: +49 170 6837016