

Metropolregion Berlin-Brandenburg / 2025

vegan

Company Presentation

Innovating the vegan industry

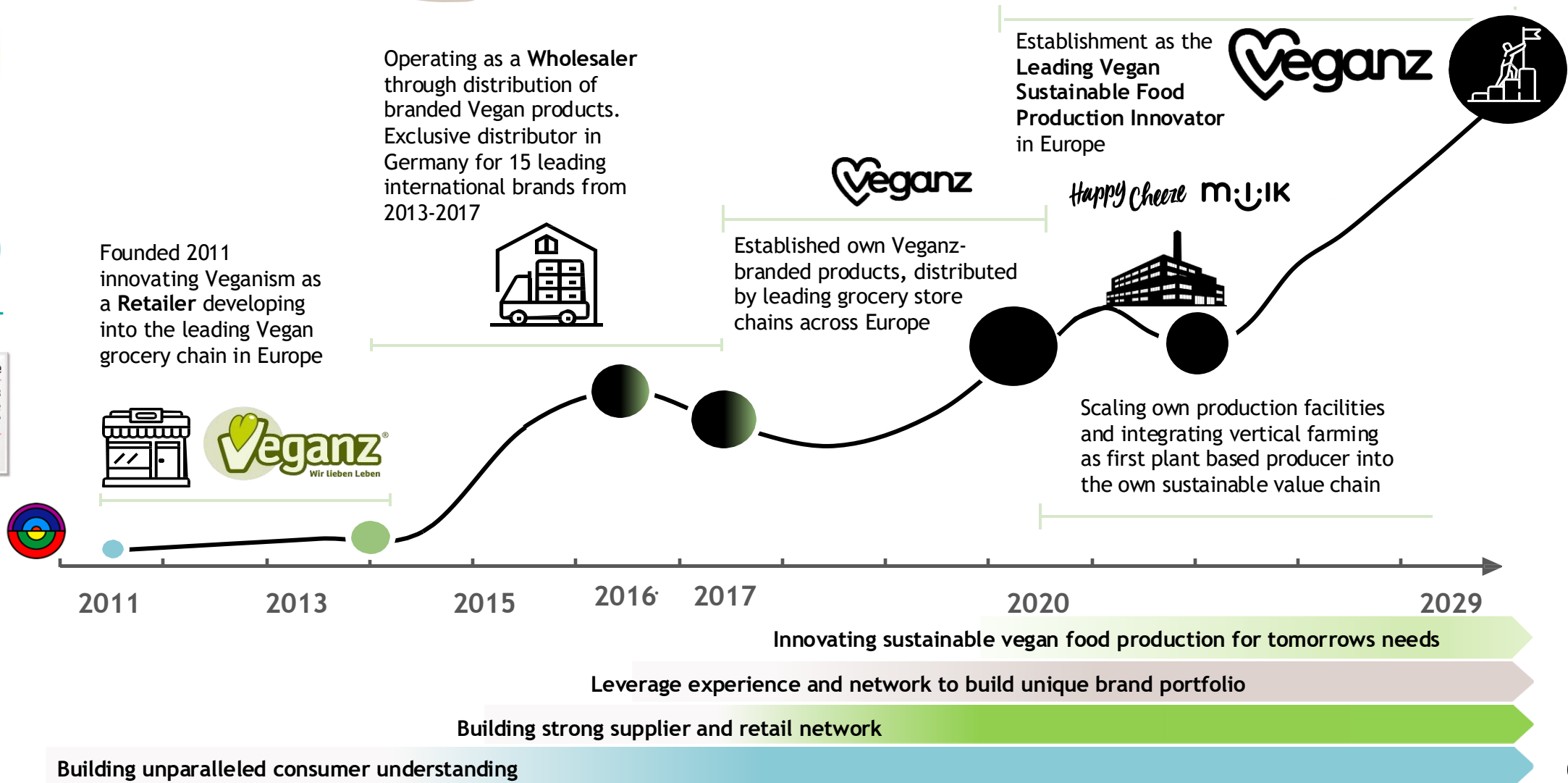
With food-technology for tomorrows needs



FINALIST



Marketing for Future Award



Veganz: Sustainable Innovation Leader in the multi-category

Growing brand awareness and rotation in highly competitive market conditions

Purpose

Motivating people to adopt a plant-based lifestyle as well acting more responsibly towards our environment, thereby creating a sustainable future for all living beings on the planet.



Certified



Corporation



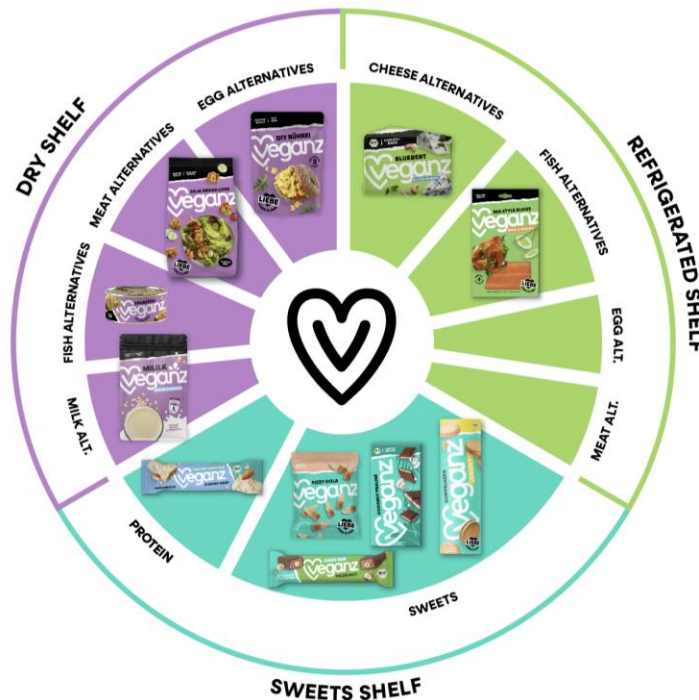
CleanHub



seedtrace

Products

Vegan from breakfast to dinner



Marketing

Influencers, PR, Sponsorships



Sales

Broad-Distribution



Veganz Group AG

Four business units and the Orbifarm LLC

Market leader:
Higher Brand Awareness than Oatly



Strongest Brand among ecological consumers



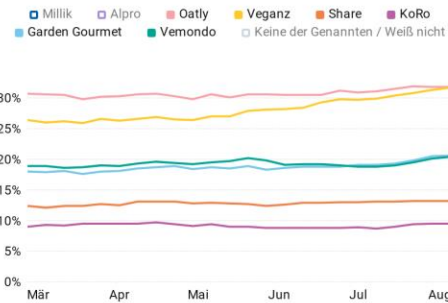
Fastest Growing



New Entry



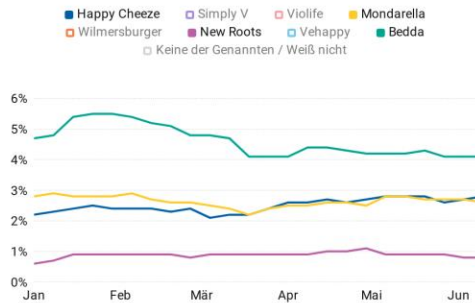
Von welcher dieser Marken haben Sie schon einmal gehört?



Mehrfachantwort möglich | Stat. Fehler Gesamtergebnis: 2,5% | Stichprobengröße: 10.048 | Befragungszeitraum: 01.01.24 - 18.08.24 | Mittelwerte Kalenderwoche | Daten bereitgestellt von Civey



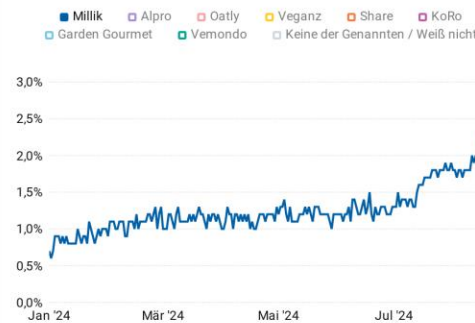
Welche dieser Marken kennen Sie, wenn auch nur dem Namen nach?



Mehrfachantwort möglich | Stat. Fehler Gesamtergebnis: 2,5% | Stichprobengröße: 10.043 | Befragungszeitraum: 01.01.24 - 16.06.24 | Mittelwerte Kalenderwoche | Daten bereitgestellt von Civey



Von welcher dieser Marken haben Sie schon einmal gehört?



Mehrfachantwort möglich | Stat. Fehler Gesamtergebnis: 2,5% | Stichprobengröße: 10.051 | Befragungszeitraum: 01.01.24 - 26.08.24 | Daten bereitgestellt von Civey

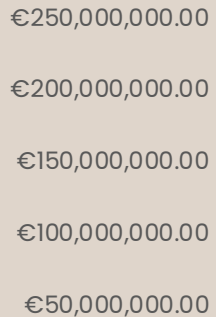


Product Portfolio

Sweets & Snacks – Legacy Business
 Growing faster than the market;
 growing in rotation via brand relaunch.



Market Volume
 VeganZ Sweets & Snacks
 (Veggy – Bars, Confectionary,
 Chocolates), Germany

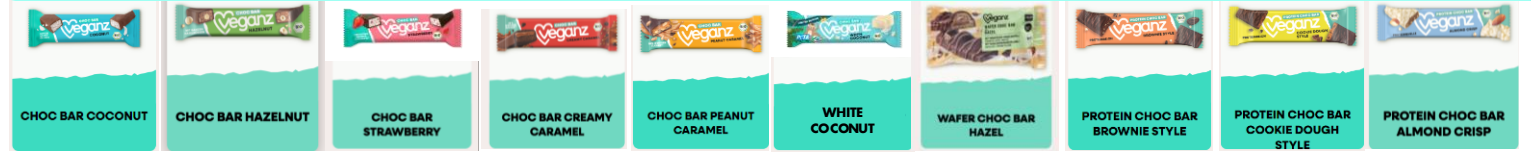


>8%
 Market
 share

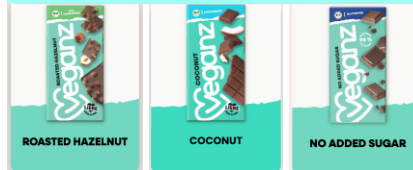
Potenzial

Private Labels ■ National Brands

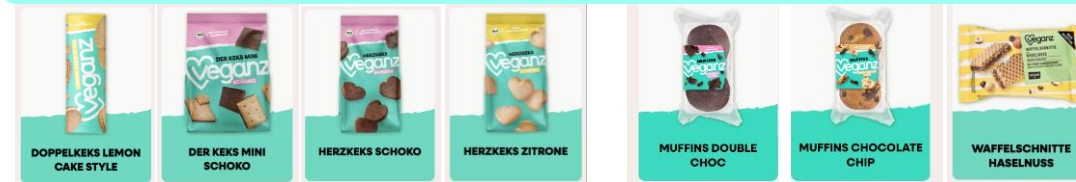
Bars (10 SKUs)



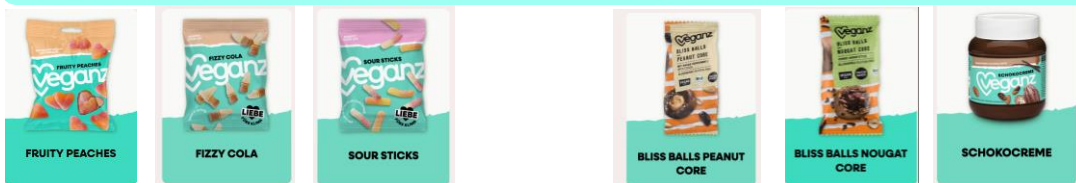
Chocolates (3 SKUs)



Confectionary (7 SKUs)



Sweets (6 SKUs)



Products

New Portfolio – Own Production

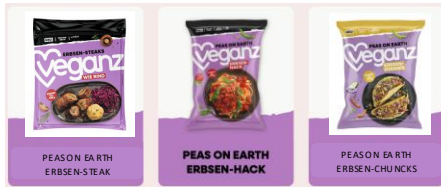
Challenging existing categories with sustainable innovations



Milk Alternatives (3 SKUs)



Meat Alternatives (3 SKUs)

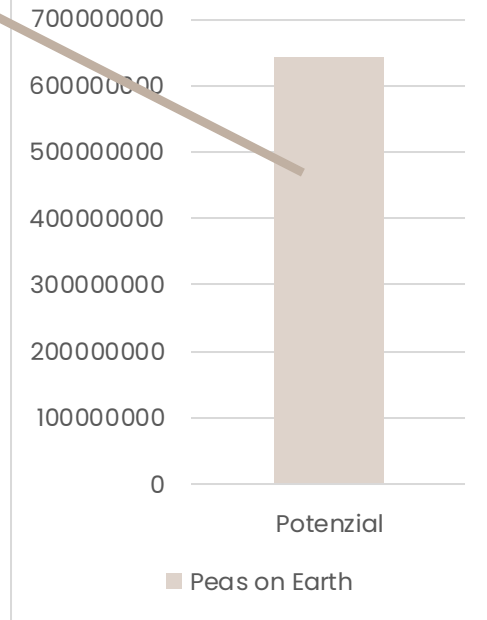


Basics (1 SKUs)



<1% Markt-anteil

Market Volume Atl.-Meat (Veggy), Germany



Markt Volume Milk-Alternatives (Veggy), Germany



Products

Cheese-Alternatives

Veganz & Happy Cheeze leaders in taste and specialized production capacity

Happy Cheeze

Market Volume Alt-Cheese – (Vegan – inkl. Eco-Stores), Germany



>7% Market share

Potenzial

■ Nat. Brands

10.01.2025

Cheeze Alternatives (3 SKUs)

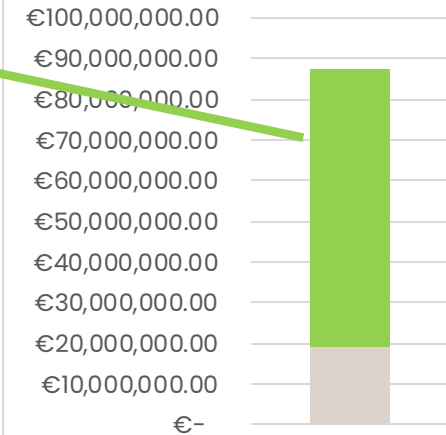


Happy Cheeze (8 SKU)



<1% Market share

Market Volume Alt-Cheese (Veggy), Germany



Potenzial

■ Private Label ■ Nat. Brands

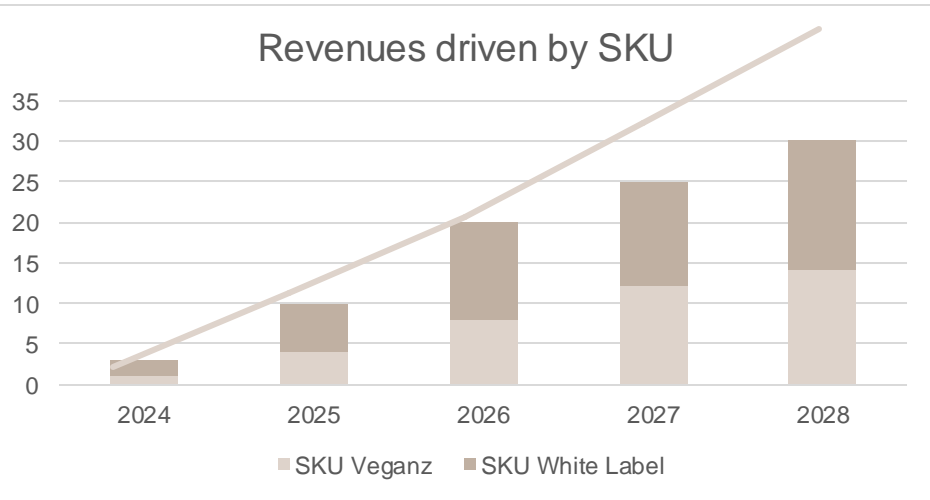
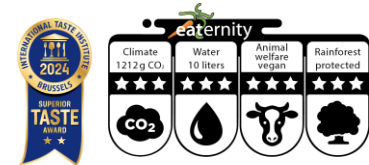


Mililk – Tech-Innovation: 2D Printed Milk Alternative

Oat Based



- IP secured technology
- 85 % lighter
- > 94 % less packaging waste
- Barista quality
- 2 years shelf life
- Gluten free, 64 % less sugar
- 2024: coffee creamer discs



Key objectives

- Development technology production process
- Patenting upcoming technologies
- Development formulation
- New basic ingredients (almond, pea, cashew)
- New production facilities (min. 3 additional)
- Entering Food Service Channel via cooperation with Develey Senf & Feinkost
- New markets & internationalization

Achievements

- Listing at dm Germany and Austria
- Private Label Production for Rewe Group, Penny
- High Repurchase Rate
- Finalized Almond based version
- Strong Influencer Support upcoming Branded Editions with Gronkh and Kayla Shyx
- Superior Taste Award winner

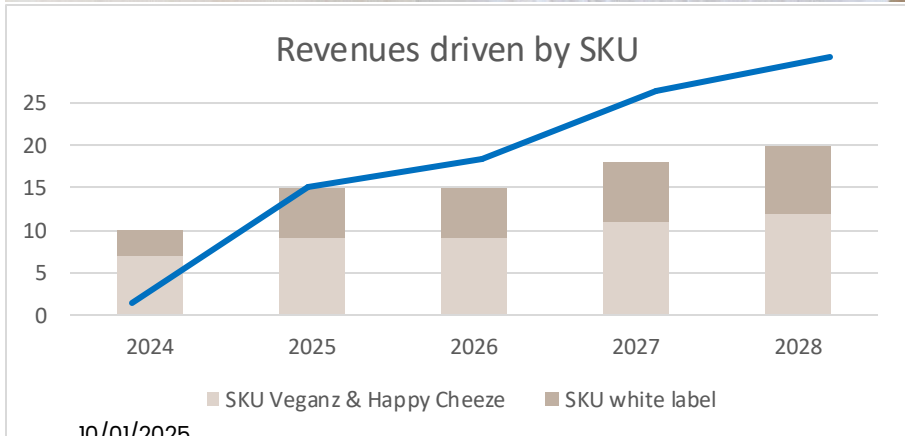


Peas on Earth

Dry Meat Alternatives Made Of Peas



- High in protein 70%+
- Plastic free packaging (cellulose, cane, starch)
- 2 years shelf stable ambient
- Basic assortment: chunks, mince, steaks
- Pea beef and chicken alternative



Key objectives

- White label business
- Expanding production capacities (add. line)
- Development new flavours
- New basic ingredients (chickpea, broad bean)
- Retail business
- Entering Food Service Channel via cooperation with Develey Senf & Feinkost
- New markets & internationalization

Achievements

- Start of production pea mince and chunks
- Mince and chunks available for Food Service
- Start of production for steak in final stage
- Market introduction for 2nd half of 2024 ready
- Listings at Rewe

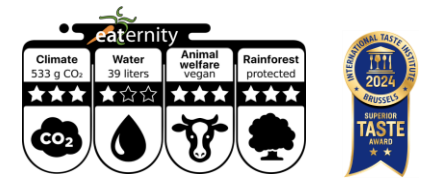


Cheese – Nut Bases Fermented Soft Cheese

Cashewbert, Bluebert, Cremebert



- Innovator and leading brand by brand awareness in the category
- 2 production sites (DE, AT)
- Clean label based on cashew nuts and cauliflower
- Fermented
- Transparent supply chain through “seedtrace”
- Good Eternity rating
- Highly competitive pricing

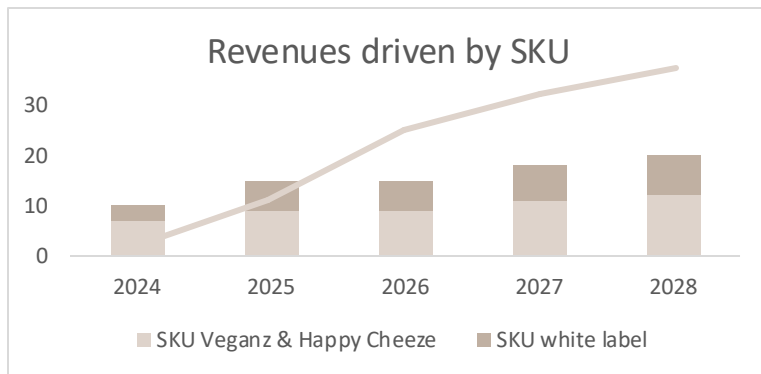


Key objectives

- White label business
- M&A
- Development new products
- New production facility

Achievements

- Scaled Production of Bluebert
- Successful M&A of Happy Cheeze the leading german brand for organic cheese alternatives
- Several private label clients
- Superior Taste Award



Sweets & Snacks

A Whole bunch Of Vegan Alternatives to conventional Topsellers



- Market leader in the category of vegetarian bars
- Plant based alternative of Mars, Snickers, Bounty, Kinder Bueno, Yoghurette & more
- Organic, less sugar, less calories, no palmoil
- Prevents Ocean Plastic
- 3 star Eaternity ratings

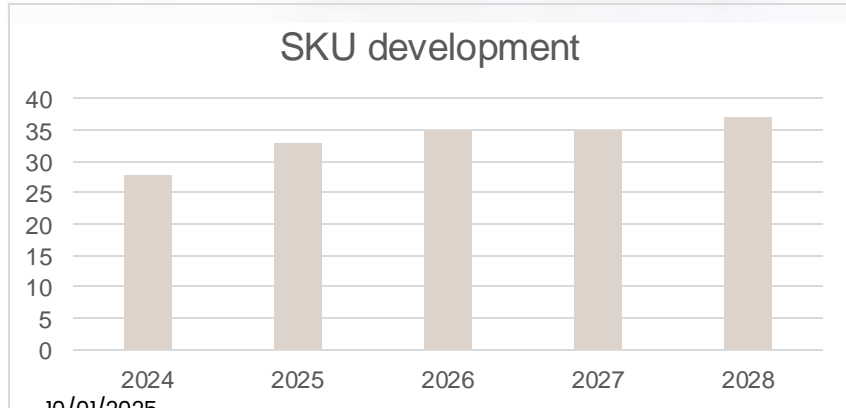


Key objectives

- New product innovations
- Strengthening brand awareness
- Sugar reduced sweets&snacks
- New markets and channels
- Redesign packaging
- Development of seasonal products

Achievements

- New Listings at Spar AT
- New Listings at Budnikowski
- New Listings at Rewe
- New Listings at Rossmann
- Broader Listings at Müller
- New Channel OOH (Kiosk)
- Listing at organic stores
- Outperforming category growth in 2023



Orbifarm

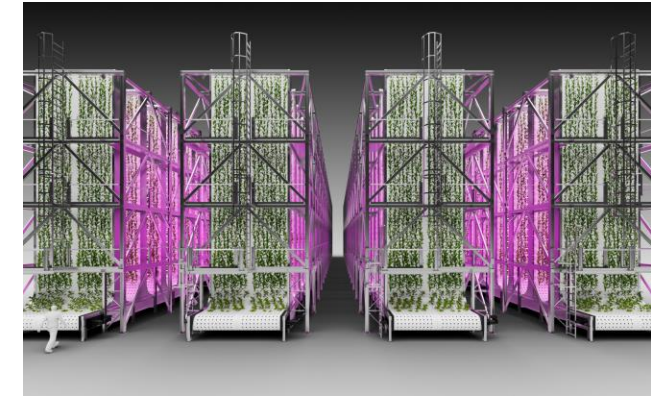
Exclusive Patented Technology Plant for high-yield PEA protein Production



- Pure licensing model: we give the technology to potential protein producers
- The technology allows higher yields per sq.m and several harvests per year
- Contribution to global food security via the first growing of protein crops in indoor farming

Key objectives

- Building technology platform
- Patenting of upcoming technologies
- R&D of different protein plants
- Licensor technology and plants



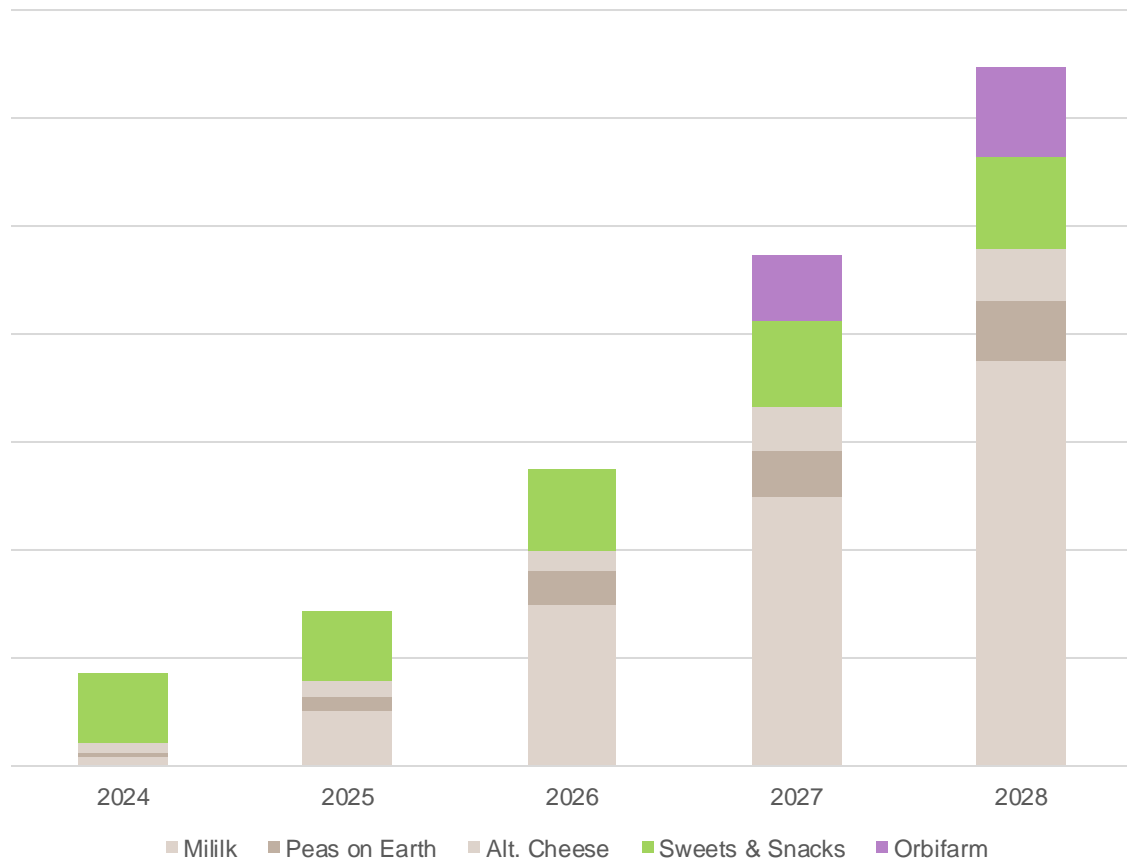
Achievements

- Scientifically proven results of the whole technology
- Spin-off of OrbiFarm Ilc Dubai
- Licence agreement with Körber Group for construction, manufacturing and sales



Summary

Revenue Projection



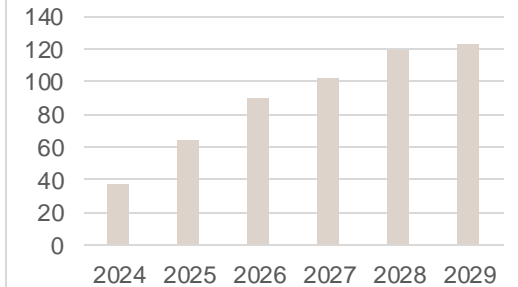
Key Objectives

- Patenting new technologies
- Development of new products
- Entering new markets
- Building new production facilities
- Growing White Label Business

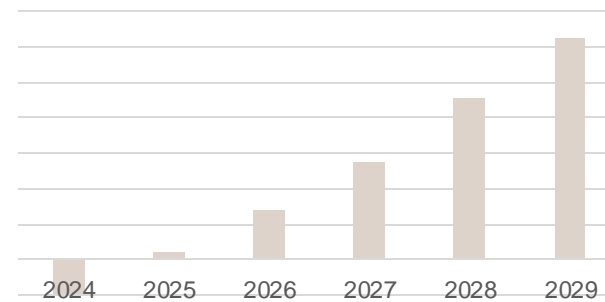
Investment

25 Mio. Euro
- thereof Capex 12.5 Mio. Euro

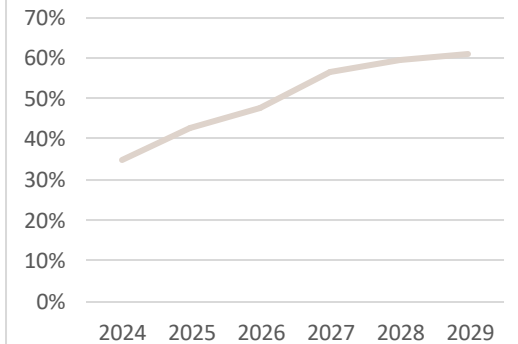
SKU projection incl. white label



EBITDA projection



gross margin projection



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



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
- Sustainability



Massimo Garau
CFO

- Joined Veganz in 07/2023

Key responsibilities:

- Finance
- IT
- HR
- Investor Relations
- Legal

