


REIMAGINING FOOD **TODAY**  
SO OUR PLANET CAN  
FEED 10 BILLION PEOPLE  
**TOMORROW**

**OVERVIEW + 2024 OPPORTUNITY (USD)**  
**APPENDIX INCLUDED | H1 2024**



*One person can save  
15,000+ liters of water annually  
just by switching to  
Hope and Sesame® sesamemilk  
in their daily latte.\**

*All references to currency in this presentation are in U.S. dollars unless otherwise specified.  
\*based on internal Company calculations and Planet FWD study*

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## FOODTECH:

APPLYING CUTTING-EDGE INGREDIENTS, FORMULATIONS, PROCESSES, TRADE SECRETS, AND PACKAGING TO MAKE BETTER PACKAGED FOODS THAT ARE MORE DELICIOUS, NUTRITIOUS, NATURAL, SUSTAINABLE, AND SCALABLE.

## Our Mission:

At Planting Hope, we leverage **cutting edge Foodtech** to **reimagine** everyday packaged food products in the **largest global food categories**.

**We ideate and execute TRANSFORMATIVE BIG FOOD IDEAS, creating EASY SWAPS for 'EVERYDAY' FOODS that are more:**

- **DELICIOUS** - great taste is the most important piece!
- **NUTRITIOUS** - more protein, fiber; less sodium, fat, sugar and carbs.
- **NATURAL** - clean ingredients – no artificial flavors, colors or sweeteners, the 'best of Mother Nature' transformed to taste amazing.
- **SUSTAINABLE** - less water used in cultivation and processing, environmentally-friendly packaging, and upcycled ingredients.
- **SCALABLE** - widely available ingredients, based on staple global cover crops that require limited resources and support sustainable agriculture.

**We make BETTER food EASY to adopt and HARD to say no to.**

**WE ARE REIMAGINING FOOD TODAY SO THAT WE CAN FEED 10 BILLION PEOPLE TOMORROW**



# We've Built Our Core Products, Established Distribution, and We're Scaling – With More Demand Than We Can Supply

## What We've Accomplished

- Created the **'next big thing' food and beverage product breakthroughs**, swapping for everyday products in the largest global categories.
- Our products are more delicious, nutritious, sustainable, scalable, and perform; these **brands have decades of growth and longevity ahead**.
- **Raised \$35M USD** (2016-2023) to develop, commercialize and validate products + IP, develop distribution and traction; with two strategic acquisitions (RightRice® & Argo Tea® Cafés).
- **Developed \$50M+ IP innovation portfolio**, created wide moats, and ongoing product pipeline.
- Built **top-quality, skilled, well-connected management team, and board of directors**.

## What We're Doing Now

- Scaling multiple product lines with **multi-billion dollar global opportunities** into new clients, channels, and markets.
- Hitting the ground running to scale our breakthrough, disruptive, and transformative products with a **progressive global strategy**.
- Strategic **focus on high-profitability and high-velocity Foodservice channels** (including branded restaurants + cafés) and **delivering EBITDA profitability starting in 2025**.
- **More demand than we can fill with available inventory** and scaling quickly.

## What We Need to Scale

### Capital.

We need to build inventory and deploy our strategy.



**We have Opportunities for Investment Partners Who Want to come in Early – and Reap the Benefits.**



# We've reimagined & launched the 'next big thing' evolutions in enormous global food categories

## Revolutionary today - Tomorrow, part of everyday life for decades to come:

### The Next Big Plant Milk Breakthrough Since Oat Milk, Better in Every Way

REIMAGINING PLANT MILK  **\$35B+** Global Market  
15% CAGR, \$100B by 2030

**HOPE AND SESAME**  
SESAME MILK



#### More Nutritious, Delicious, & Performs:

Tastes delicious, complements coffee, tea, smoothies, performs like a dream in hot + iced drinks, multi-award winning, Barista favorite. 8g of complete protein/serving, comparable to dairy milk (8x the protein in almond milk, 3x oat milk). Sweetened varieties have 1/2 the glycemic index (GI) of oat milk.

**More Sustainable & Scalable:** Uses less water than any other plant or dairy milk: 87% less water than almond milk, 75% less than oat milk.

*If you switched your daily grande Almond Milk latte for sesamemilk, you would personally save 15,000 liters of water a year.\**

**Top Ingredients:** Sesame, plus pea and chickpea ingredients.

\*Company estimates based on PlanetFWD research reports.

### Quantum Leap Over White Rice, Quinoa, Instant Noodles

REIMAGINING RICE  **\$376B+** Global Market

**RightRice**  
HIGH-PROTEIN VEGGIE RICE



#### More Nutritious, Delicious, & Performs:

3-4x the protein (11g) and 6x the fiber in white rice (6g); complete protein (all 9 essential amino acids, equivalent to animal protein), 40% fewer net carbs, 30% lower GI. Replaces quinoa, cauliflower rice on restaurant menus (featured at CAVA Mediterranean Restaurants, NYSE: CAVA), adds more protein than alt meats (Beyond Meat), tofu, eggs, to any bowl, entrée, salad. EASY PREP: add boiling water, ready in 10 mins (like instant noodles, & cous cous).

**More Sustainable & Scalable:** Production of RightRice® uses 98% less water than white rice.

**Top Ingredients:** Lentils, chickpeas and peas.

### Tastes like a Potato Chip, Delivers Nutrition from Real Veggies

REIMAGINING SNACKS  **\$85B+** Global Market

**MOZAICS**  
REAL VEGGIE CHIPS



#### More Nutritious, Delicious, & Performs:

#1 ingredient = real veggies, guilt-free popped chips; good source of fiber, 4g protein/serving, proven customer favorite and mass market sales traction.

**More Sustainable & Scalable:** Degradable NEO Plastics packaging film breaks down in waste stream, releasing harvestable biogas and a clean energy source; with a 14-month shelf life.

**Top Ingredients:** Beans and peas.

**Our Products are Backed by a \$54M Foodtech IP Portfolio**

# We're scaling and on our way – and we have what we need to succeed:

## PRODUCTS

### Right Product, Right Moment, Right Trend

- Aligned with interests and needs of Gen Z and Gen Alpha, the groups driving tastes and trends.
- Easy swaps for everyday products that are super delicious with better nutrition and are better for the planet.
- Fit with growing global post-COVID health & wellness trends and dairy intolerance concerns. (E.g., 75% of planet is dairy intolerant).



**AND WE'RE  
READY TO DRIVE  
BIG IMPACT:**

One person switching to **Hope and Sesame® Sesamemilk** over almond, oat, or dairy saves 15,000 liters of water per year.

**Imagine the impact of your investment at scale.**

## PLATFORM

### Fundamentals and Foundations for Growth are in Place

- Established and scaling distribution network.
- Focus on driving profitability and effective consumer trial through Foodservice channels.
- Addressing enormous global categories.
- Strategic branded foodservice partner clients.
- Deep industry relationships.
- Successful establishment of product portfolio with wide moats and full new product pipeline.
- Continuous innovation and ongoing IP creation and enhancement.
- Ready to scale and meet rapidly growing demand.

## PEOPLE

### Leadership Brings Deep Experience Across Industries and Geographies

- Deeply experienced management team with more than 200 combined years experience building food and beverage companies.
- Specializes in practical, meaningful innovation that meets core customer needs and strategic execution.
- Strong experience scaling start-up brands from zero to multi-millions.
- Board members selected based on skills, experience, and networks in key growth areas including supply chain optimization, foodservice distribution, strategic partnerships, international growth, and global financing.

# Planting Hope's Foodtech IP Portfolio – Ranked #32 on Top 100 Global IP Index

**Most food companies have just a recipe and a brand. Our products are backed by unique Foodtech IP portfolio, developed over 7 years & multi-million dollars in investment.**

**Our IP portfolio has been independently valued at over \$54M+ USD and includes proprietary:**

- Signature Ingredients
- Trade Secrets
- Product Formulations
- Manufacturing Processes

**The proprietary process to produce Hope and Sesame® Sesamemilk, for example, is unlike the processes used to produce oat, soy, or nut milks, but can be efficiently run on the same manufacturing equipment.**

**Currently the IP Portfolio includes more than 142 products that are launched or ready for market introduction:**

- Hope and Sesame® Sesamemilk: **37+** products available
- RightRice® High-Protein Veggie Rice: **45+** products available
- Mozaics™ Real Veggie Chips: **33+** products available
- Veggicopia® Veggie Snacks: **27+** products available

## **Ongoing R&D Culture and Breakthrough Innovation:**

The Planting Hope Company is a food technology-driven innovation engine, led by skilled product development experts. We are leveraging our current proprietary technology to drive additional food and beverage product innovation for foodservice and grocery channels, and are developing breakthrough innovations for healthcare, medical/enteral formulas, prepared meals, baby formulas, elder care, pet food, and beauty products.

The Planting Hope Company  
**#32 ON THE GLOBAL  
IP 100 INDEX\***



**\$54M+**

**FOODTECH IP PORTFOLIO**  
more than 142 products  
launched or ready for  
market introduction

\*The Intellectual Property League IP 100 Index is maintained by leading international IP valuation firm Metis Partners. Planting Hope's IP ranked in the top 15% overall in three of the five benchmarked IP asset classes: **Data & Analytics (#11), Brand & Reputation (#15), and Trade Secrets (#15).**

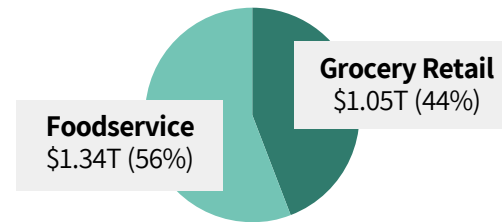
# We Focus on Foodservice First, Driving a Profitable Consumer Base Business at Lower Costs

## STEP #1: Foodservice Focus

Properly executed, Foodservice quickly and efficiently generates a profitable base business that also drives trial and builds consumer brand awareness.

- Big volumes
- High net margins (~30%+)
- Focused SKU assortment drives faster COGS efficiencies
- Lower inventory carrying costs and requirements
- Lower costs of channel entry
- Fast payment terms, low/no deductions
- FIRST MOVER = CRITICAL – Distributors only need 1-2 brands, first mover becomes entrenched/hard to unseat

2022 US Food Sales: \$2.4T



## STEP #2: Grocery Retail Expansion

Having a built-in audience who tried and likes your product from Foodservice will accelerate shelf velocity, investment return, and profitability when you're the new product among 40,000 on the Grocery shelves.

- There is always room to enter Grocery Retail; endless players possible, given capital to enter channel and support promotions
- High entry costs, fragmented distribution (US)
- Often an advantage to be 'second mover' after category established
- Foodservice drives trial and awareness - FREE OF CHARGE!  
*(example: consumers tried oat milk in cafés, then sought it at grocery stores)*

**What is Foodservice?** *Food eaten and/or prepared outside of the home*

### Branded Restaurants:

- **Quick-service** (Taco Bell, KFC, Panda Express)
- **Fast Casual** (CAVA, Chipotle, Sweetgreen, Panera)
- **Casual Dining** (Red Lobster, PF Chang's)

### Branded Cafés & Smoothie Chains:

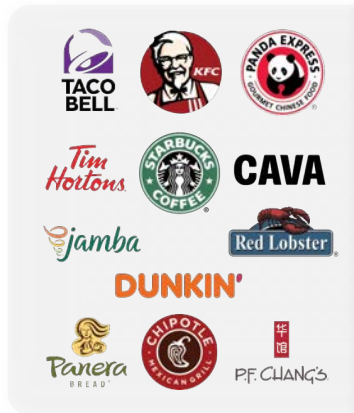
(Starbucks, Tim Hortons, Dunkin', Peet's, Jamba Juice)

### Managed Foodservice:

College & University, Healthcare, Corporate, Events, Schools  
(Sodexo, Aramark, Compass)

### Prepared Foods:

(Farmer's Fridge, Mosaic Foods, Simply Good Jars, grocery store prepared meals section/'hot bars', salad bars)



MAJOR CHANNEL DIFFERENCES BETWEEN 'RETAIL' AND 'FOODSERVICE' FOR FOOD INCLUDE DISTRIBUTORS, DISTRIBUTION TO END CONSUMERS



# Well Established Omnichannel Distribution Platform



>50,000

Total Distribution Points in **North America**

## TO WIN IN FOODSERVICE, DISTRIBUTION IS KEY

- Dot Foods listing March 2023
- The largest food industry redistributor in North America, reaching more than 4,500 foodservice and 200,000 wholesale end customers.
- Can reach any distributor in 48 states in 72 hours with as little as a single case of product.



>10,000

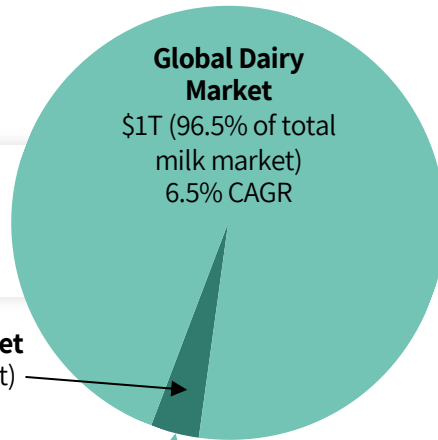
grocery retail doors

FOODSERVICE DISTRIBUTORS	FAST CASUAL RESTAURANTS	GROCERY RETAILERS	
	<th>CLUB STORES</th> <td> </td>	CLUB STORES	
	<th>E-COMMERCE</th> <td> </td>	E-COMMERCE	
	<th>RETAIL DISTRIBUTORS</th> <td> </td>	RETAIL DISTRIBUTORS	

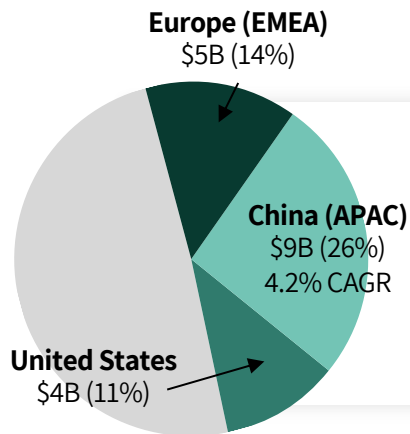
# Our Products are Meaningful Breakthroughs in Enormous Global Total Addressable Markets



**Global Fluid Milk Market**  
\$1.035T



**Global Plant-Based Milk Market**  
\$35B (3.5% of total milk market)  
15% CAGR



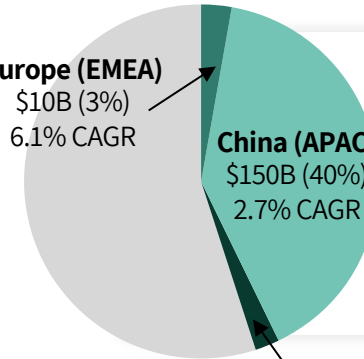
**Global Plant-Based Milk Market**  
\$35B (3.5% of Fluid Milk), 15% CAGR

**Combined Total Addressable Market Target:**  
US + China (APAC) + Europe (EMEA) = \$18B  
51% of global plant-based milk market



## RightRice®

**Europe (EMEA)**  
\$10B (3%)  
6.1% CAGR



**United States**  
\$6B (2%)  
2.2% CAGR

**Global Rice Market**  
2024 = \$376B  
2.6% CAGR

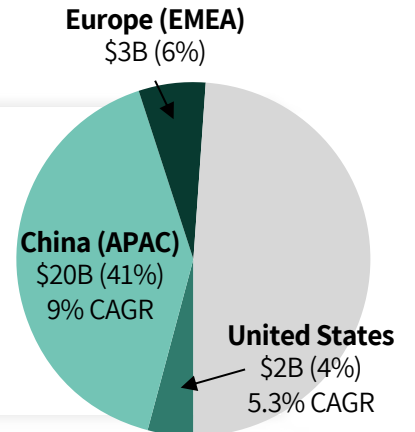


**Combined Total Addressable Market Target:**  
US + China (APAC) + Europe (EMEA) = \$166B  
45% of global rice market

**Global Instant Noodles Market**  
2024 = \$49B, 4.7% CAGR

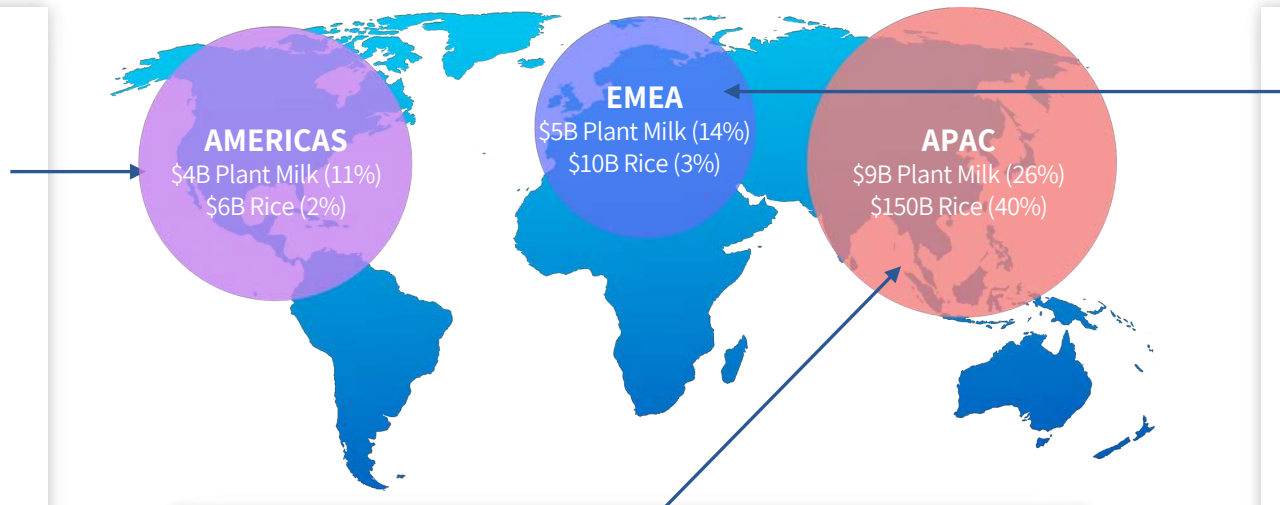


**Combined Total Addressable Market Target:**  
US + China (APAC) + Europe (EMEA) = \$25B  
51% of global instant noodles market



# We have Global Opportunities Ahead in Foodservice and a Phased Go-To-Market Plan

## First North America, then APAC, then EMEA



### First: North America

Initial Focus: **United States + Canada**

*Currently Underway + Growing*

**STRATEGIC PARTNERS:** Branded Food & Beverage Chains, Foodservice Operators, Regional Distributors

**FOCUS:** Add branded cafés, restaurant chains, expanded managed foodservice

**DISTRIBUTORS:** Cultivate independent and regional distributors, scale into national broad liners for chain business

### Next: EMEA

Initial Focus: **Europe**

*Future*

**STRATEGIC PARTNERS:** National Distributors, Regional Distributors, Branded Food & Beverage Chains

**FOCUS:** Secure combination of Foodservice and retail strategic partnerships to build out market

**DISTRIBUTORS:** Import, sales, marketing strategy execution, distribution in-country, supply chain continuity

### Next: APAC

Initial Focus: **China**

*In Development*

**STRATEGIC PARTNERS:** National and Regional Distributors (State-Owned Enterprises/SOEs), Branded Food & Beverage Chains

**FOCUS:** Leverage partnerships with SOE distributors to deliver to Foodservice and Grocery

**DISTRIBUTORS:** Import, sales, marketing strategy execution, distribution in-country, supply chain continuity

### OUR ROLE ACROSS MARKETS:

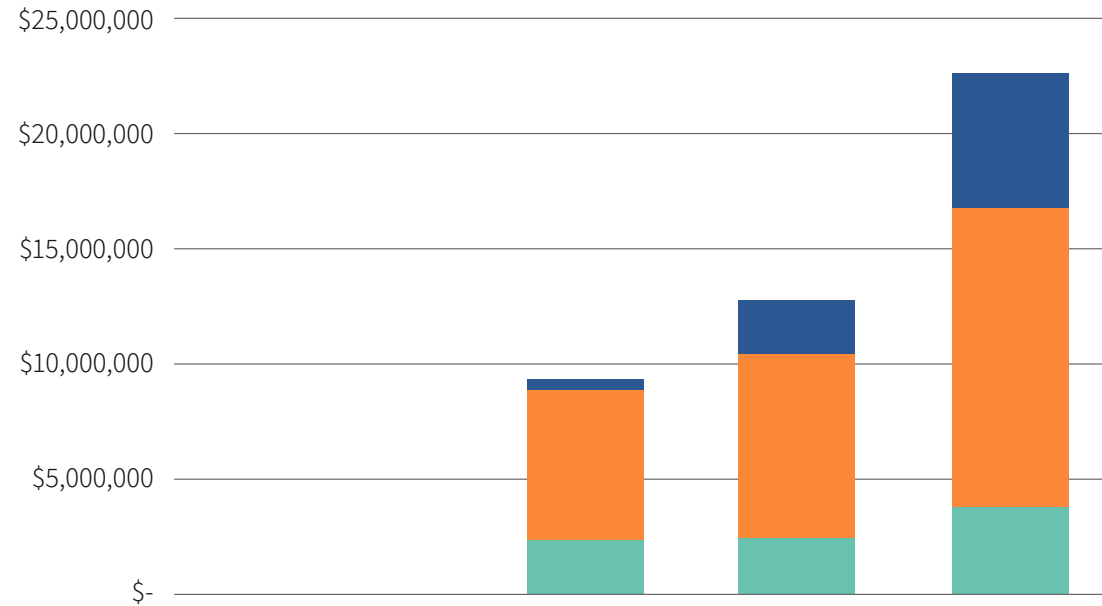
R&D, innovation, brand positioning, production, supply chain continuity, marketing strategies, strategic partnership development with branded cafés, restaurants, foodservice



# Financials



## THE PLANTING HOPE COMPANY REVENUE FORECAST



	2023 F	2024 F	2025 F
Hope and Sesame®	\$431,353	\$2,236,593	\$5,824,132
RightRice®	\$6,361,953	\$7,947,415	\$13,008,528
Other - Americas	\$2,529,813	\$2,580,509	\$3,870,763
<b>Total</b>	<b>\$9,323,119</b>	<b>\$12,764,517</b>	<b>\$22,703,423</b>

# Management Team

Deeply experienced management team with a proven track record of executing on strategy and pivoting quickly. **Nimble. Innovative. Strategic. Global.**



**Julia Stamberger**

Chief Executive Officer



Julia has more than 20 years of experience building and scaling innovative consumer brands and foodservice solutions. Beginning with the invention of the airline snackbox program, which revolutionized airline foodservice, offering reliable, tasty food inflight and solved a myriad of cost and operational issues for airlines. Julia has launched multiple companies, more than a dozen brands and hundreds of products in the food industry, distributed across channels from mass to grocery to natural to club to ecommerce to foodservice.

At The Planting Hope Company, Julia develops and sets strategy, channel innovation, product innovation and strategic direction for scaling and growth, and works with management and the board to deliver profitable growth, communicating with investors and stakeholders to drive value in the capital markets.



**Susan Walters-Flood**

Chief Operations Officer



Susan is a supply chain and manufacturing expert who has created and commercialized hundreds of innovative food and beverage products. As president and cofounder of NuWorld Foods, she built it into a \$25M+ leader in ancient grain ingredient development and contract manufacturing, serving a range of top customers from Unilever to emerging fast-growth brands like Enjoy Life Foods (acquired by Mondelez). Susan began her career as a strategy consultant with Arthur Andersen.

At The Planting Hope Company Susan oversees and drives our complete supply chain, including strategic sourcing relationships, innovation and IP development, and co-manufacturing, ensuring that products are delivered at the highest possible quality, driving down costs and optimizing profitability as we scale distribution.



**Tony Sansone**

Chief Finance Officer



Tony brings more than 30 years of senior-level finance and operations experience across a wide range of company sizes, stages, and industries, including private and public companies in the US and Canada (TSXV). He has in-depth experience in strategic planning and execution, fundraising, turnaround and change management, M&A, and public company reporting. Tony's experience includes as CFO for a family office and VP of Finance for a \$600 million broadline foodservice distributor.

At The Planting Hope Company, Tony manages financial planning and execution, oversees finance and audit, develops strategic budgets, and drives performance and accountability to build profitability and shareholder value.



**James Curley**

Executive Vice President of Business Development



An 'OG' of the Natural foods industry, James brings more than 45 years of sales strategy and development experience, scaling brands across channels from Grocery and Natural to Foodservice, including building out distribution strategy. Brands that James has developed include Nancy's Yogurt, Nile Spice, Tofurky, Mama Chia, Giorgio Foods, Mama Mary's Foods, Wolfgang Puck Foods, and many others.

At The Planting Hope Company, James develops and executes tactical sales strategy across distributors and customers, finding the most strategic, profitable, scalable paths to market and the end consumer and building out the distribution to reach these customers.



**Mary Barrett**

Senior Vice President of Partnerships



One of the original team that scaled Starbucks Coffee licensed store program, Mary drove the development and rollout of their operating license program to more than 900 stores and \$110M+ in revenue. She subsequently moved to Aramark, an operating license managed foodservice partner, where she was the Director of Strategic Development overseeing Higher Education accounts. Most recently Mary ran Foodservice and Customer Experience for Luvo and Performance Kitchen.

At The Planting Hope Company, Mary is responsible for building strategic sales partnerships and relationships with key foodservice clients including managed foodservice (i.e. Aramark, Sodexo), branded restaurants and café chains (i.e. CAVA, Starbucks), and other key revenue and brand-driving partnerships.

# Board of Directors

Backgrounds include top international companies and brands, from Starbucks to Yum! **Nimble. Innovative. Strategic. Global.**



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**Julia Stamberger**

Co-Founder, CEO  
Board Chair



In addition to business experience and leadership, Julia has been recognized by multiple organizations for her work in sustainability and entrepreneurship. Julia has been recognized as one of Crain's Chicago Business' Notable Entrepreneurs (2000) and a Crain's Chicago Business Sustainability Leader (2023). In 2021, she was inducted into the Exceptional Woman Alliance, a lifelong mentoring organization for C-suite executives. She currently serves on the board of directors of the Plant-Based Foods Association, the trade association representing more than 300 top plant-based companies in the United States, and co-chairs the PBFA Sustainability committee. With the PBFA, she spends time on the Hill meeting with congresspeople, senators, and their staff to advance the opportunities to develop strong and sustainable food systems in the United States that can support generations to come with delicious, nutrient-dense food and beverages.



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**Scott Carter**

Foodservice, Private Equity,  
Global Supply Chain Expertise



A top leader in foodservice supply chain management and delivery to some of the world's largest global restaurant chains, Scott Carter brings deep foodservice channel experience, most recently as CEO and director of National DCP, LLC, a \$3B global foodservice industry supply chain solutions provider. National DCP serves quick service and casual dining restaurant brands, including Dunkin' Brands franchisees worldwide. Prior to leading National DCP, Scott was the chairman and CEO at Supply Chain Associates LLC, where he designed and built the Wendy's Cooperative (QSCC); key clients include Aldi, Dunkin' Brands, Everbrite, McDonald's, Papa John's, Ventura Foods, and Yum! Brands. Scott began his career in logistics at The Martin-Brower Company, spent several years as a consulting manager at Ernst & Young LLC, and served as VP Consumer Products at UPS Supply Chain Solutions.



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**Qing Meyerson**

Finance, International  
Operations, M&A, China Expertise



An accomplished senior finance executive with operational experience driving scale and profitability across diverse industries including automotive, biotech/ healthcare/ pharmaceuticals, education, and public accounting in the US and China. Qing most recently served as the CFO of Hasten Biopharmaceutical Co., Ltd., a start-up. She led global finance on the Bristol-Myers Squibb (BMS)-Celgene acquisition legal entity integrations. She also served as finance head at BMS China/Hong Kong and a board director for its Chinese legal entities. Qing also served as President, and CFO of FAW-GM, a joint venture between General Motors and First Auto Works, and as GM International Operations' Regional and China Controller. A Certified Public Accountant (CPA) with more than 10 years of audit experience with KPMG LLP servicing publicly listed companies, Qing is a member of the American Institute of CPA (AICPA) and has served as a board governor for the American Chamber of Commerce Shanghai, an advisor board member of KnoWEwell, P.B.C., and other non-profits boards.



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**Jessica Gleeson**

Café, Foodservice, China +  
International Growth Expertise



Jessica's extensive accomplishments in the foodservice, coffeeshop, and café channels include developing and executing the strategies to scale China into Starbucks Coffee's second home market, now with more than 6,800 locations. Jessica started with Starbucks in the 'early days' driving US regional development, and then became a key member of the Starbucks International team tasked with entering and scaling across Asia Pacific. Passionate about the rapid-fire evolution of consumer brands and products across China, Jessica joined The Walt Disney Company in China in a leadership role, and then led retail operations and development for Claire's Accessories. With decades of expertise in developing top-quality cutting edge consumer experiences in cafés and retail locations, Jessica has strong knowledge on optimizing processes, product innovation and designing to scale, and is an expert on the strategic and cultural approaches to ensure a strong market entry and ongoing success in China's dynamic and rapidly changing marketplace. Jessica is currently the CEO of Brighter Beauty.



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**Kevin Phelps**

Finance, Private Equity, Public  
Small Cap Expertise



A finance and business development professional, Kevin has spent his career managing financial organizations, raising capital for startup companies, and developing new businesses through strategic alliances and acquisitions. Kevin is a General Partner in Trillium Group, LLC; a Rochester, New York based venture capital firm and a founder of Cashel Rock Advisors and FinancialLink Strategic Alliances, two private wealth management firms specializing in strategies for corporations and high net-worth individuals. A CPA, Kevin began his career with Price Waterhouse, where he consulted with Eastman Kodak's BioProducts Division, ultimately spinning off the business into an international joint venture, Genencor International, and becoming CFO of this new entity. As CFO, Kevin created and managed Genencor's finance and treasury organizations and established the company's accounting and reporting practices, raising more than \$100 million in debt capital to fund Genencor's operations and expansion.



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**Shelley Diamond**

Consumer Marketing  
Experience



Shelley has spent her career driving cutting-edge consumer marketing and advertising across multiple industries and accounts. As a rising star at Young & Rubicam, one of the largest global advertising agencies, Shelley ran the New York City office of Y&R and was responsible for some of the largest key food industry CPG accounts, including Tyson, Pepperidge Farms, and Campbells, eventually rising to Global Chief Client Officer and serving on Y&R's executive Board as practice chair for the Y&R Inspire Change initiative, a unit driving social food initiatives and partnerships for both for-profit and non-profit client partners. Today Shelley is the Chief Marketing Officer of UNICEF USA, leading marketing communication across channels, donor audiences, and corporate partners.



# Capitalization

## TICKER

TSXV: MYLK  
OTCQB: MYLKF

Common Shares (Issued on a fully converted basis)	115,683,981
Options, Warrants, and Restricted Stock Units (Between \$0.25 and \$0.87)	14,931,680
<b>Total Shares</b>	<b>130,615,661</b>
Directors, Officers, Employees & Advisors Options (@\$0.10)	4,356,377
Management Performance Warrants	18,000,000
<b>Convertible Debt Outstanding</b>	
\$2.12M convertible at \$0.55	3,850,455
\$4.00M convertible at \$0.50	8,009,200
\$1.06M convertible at \$0.42	2,523,120
	<b>14,382,775</b>
<b>Total Fully Diluted</b>	<b>167,354,813</b>
Management Ownership	~15%



More details available upon request.




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**HOPE AND SESAME**  @hopeandsesameco

**RightRice**  @rightrice  
 @right.rice

**MOZAICS**  @mozaicschips

**veggicopia**  @veggicopia

 **ARGO TEA**  @argotea

# TAM Sources

TAM Statistic Description	Page	Number	Source
1. Plant Milk Global Market	5 & 10	\$35B (3.5%) Global Market 15% CAGR	<a href="#">Plant-Based Milk Market Size, Growth Statistics 2030 (strategicmarketresearch.com)</a>
2. Rice Global Market	5 & 10	\$376B, 2.6% CAGR Global Market	<a href="#">Rice Market Size, Share &amp; Growth Analysis Report, 2028 (grandviewresearch.com)</a>
3. Heathy Snacks	5	\$85B, 6.6% CAGR Global Market	<a href="#">Healthy snack innovation accelerating   Food Business News</a>
4. Global Dairy Market	10	\$1T, 6.5% CAGR	<a href="#">Dairy market value worldwide, 2020-2028   Statista</a>
5. Annual Plant-Based Milk Consumption US	10 & 11	2023 = \$4B (11% of global market) (\$2B Foodservice + \$2B Grocery)	<a href="#">U.S.: milk substitute market revenue   Statista</a>
6. Annual Plant-Based Milk Consumption APAC	10 & 11	2024 = \$9B (26% of global market), 4.2% CAGR	<a href="#">APAC plant-based dairy sector: 'No confusion' amongst consumers regarding labelling of plant-based milk (foodnavigator-asia.com)</a>
7. Annual Plant-Based Milk Consumption EMEA	10 & 11	2024 = \$5B (14% of global market)	<a href="#">The SCA Publishes Updated Coffee Map of Europe — Specialty Coffee Association</a> <a href="#">Coffee Consumption in Europe Market - Industry Analysis &amp; Research Report (mordorintelligence.com)</a>
8. Annual Rice Revenue US	10 & 11	\$6B + 2.2% CAGR = 2.0% of global market	<a href="#">Rice consumption in the U.S. 2023/24   Statista</a>
9. Annual Rice Revenue APAC (China only)	10 & 11	\$150B + 2.7% CAGR = 40% of global market	<a href="#">Rice - Worldwide   Statista Market Forecast</a>
10. Annual Rice Revenue EMEA	10 & 11	\$10B + 6.1% CAGR = 2.6% of global market	<a href="#">Rice - Europe   Statista Market Forecast</a>
11. Global Instant Noodle Market	10	2024 = \$48.69B, 4.68% CAGR	<a href="#">Instant Noodles Market Size, Share, Trends, Industry Report (marketresearchfuture.com)</a>
12. Annual Instant Noodle Consumption US	10	2024 = \$2B, 5.3% CAGR	<a href="#">World Instant Noodles Association</a>
13. Annual Instant Noodle Consumption APAC	10	2023 = \$20B, 9.0% CAGR	<a href="#">World Instant Noodles Association</a>
14. Annual Instant Noodle Consumption EMEA	10	2022 = \$3B	<a href="#">World Instant Noodles Association</a>



# Appendix

Learn more about our family of products and their Better-for-You & Better-for-the-Planet design.





# HOPE AND SESAME<sup>®</sup> SESAME MILK



**SESAMEMILK IS BETTER FOR THE PLANET:**  
ONE PERSON SWITCHING THEIR DAILY 'GRANDE' LATTE TO SESAME MILK FROM ALMOND MILK SAVES 15,000 LITERS OF WATER PER YEAR!

We are the only company globally to have **successfully commercialized Sesamemilk** as a viable alternative to oat milk or dairy.

**WE INVESTED ...**

**6+ years**

**Multi-million dollars**

**15,000+ hours**

to create the world's first commercialized sesamemilk, with comparable nutrition to dairy milk, but **highly sustainable** with fantastic performance in café beverages.

# SESAME

Super Nutritious. Super Sustainable. Underutilized. Underestimated. Right Under Our Noses.

## NUTRITIOUS

Nutritionally comparable to dairy, with complete protein. 8x the protein in almond milk and 2x the protein in oat milk.

## SUSTAINABLE

- Only Plant Milk with Upcycled certification (for multiple ingredients)!
- Uses 87% less water than almond, 75% less than oat milk, 92% less than dairy (cradle-to-grave).
- Sesame is an excellent cover crop, supporting regenerative agriculture practices, requiring little water to thrive.

## PERFORMS LIKE DAIRY MILK, INCLUDING IN CAFÉ BEVERAGES

Hope and Sesame® Sesamemilk has received more than 20 awards for **great taste, performance, breakthrough innovation, & sustainability** from organizations around the world, including CoffeeFest, Specialty Coffee Association, World Plant-Based Awards, Good Housekeeping, 2023 Chicago Innovation Award, and the Ellen MacArthur Foundation.

## DELICIOUS

Recommended by dozens of publications and influencers, including Thrillest, Fox and Friends, New York Times, & Consumer Reports.

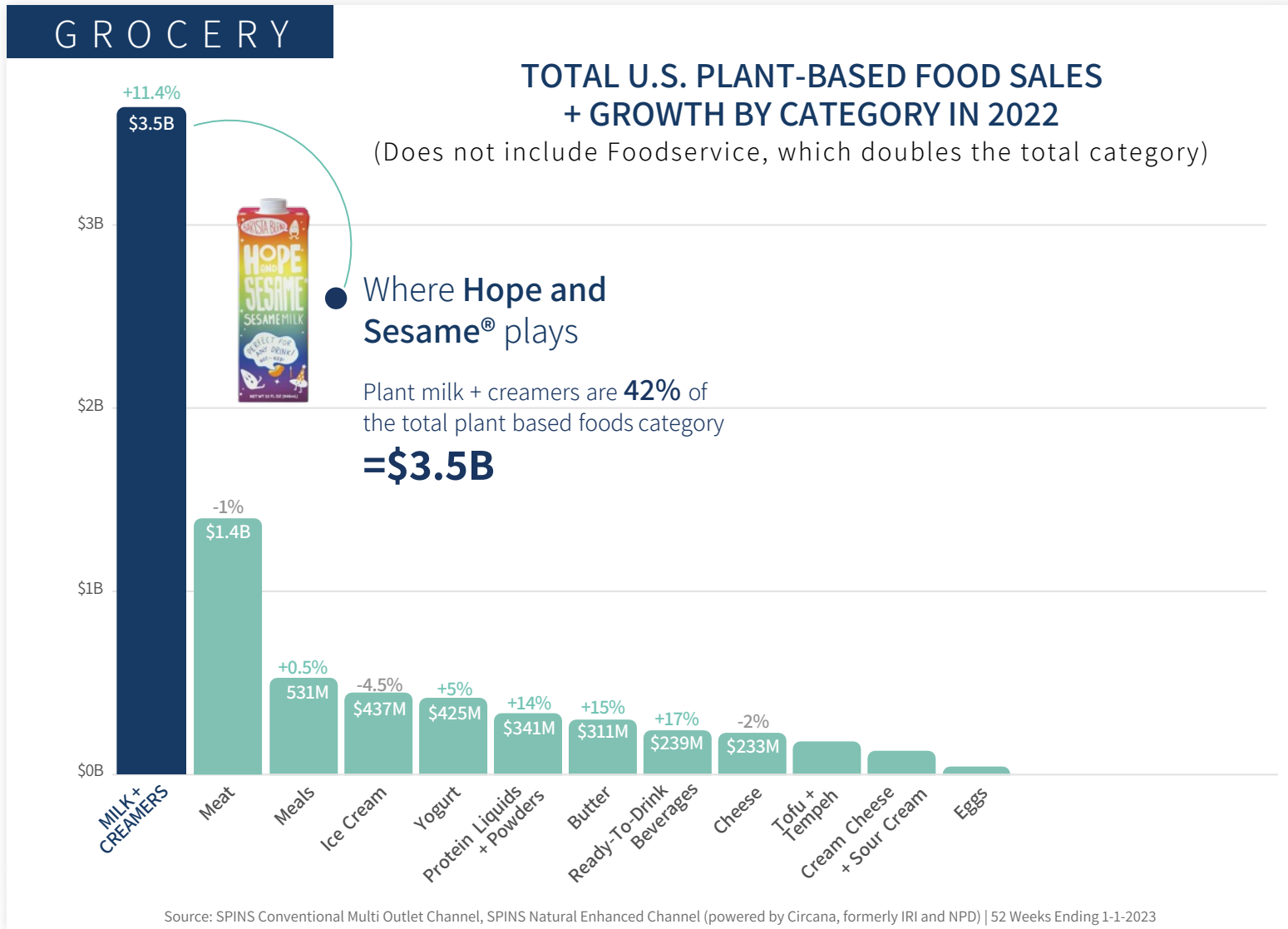
### Sesame is Amazing!

Packed with nutrition (protein, calcium, minerals), sesame is an effective cover crop with regenerative agriculture benefits. No pollinators required. Naturally pest-resistant. Drought-resistant, thriving around the world in hot, dry climates.



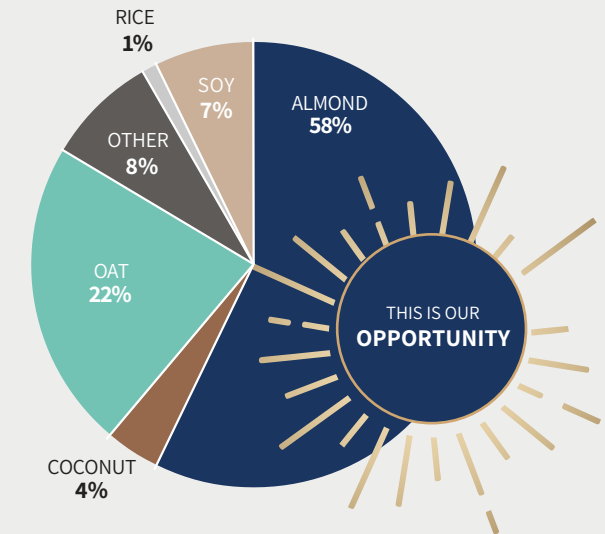
# Plant Milk is the Biggest Segment in Plant-Based Food & Beverages

Plant Milk + Creamers are 2.5x the size of Plant-Based Meat, and have grown 11% YOY.



## US PLANT MILK GROCERY CATEGORY SEGMENTATION

At **58%** of the category (\$1.8B), Almond Milk ALONE is larger than ALL of Plant-Based Meat.

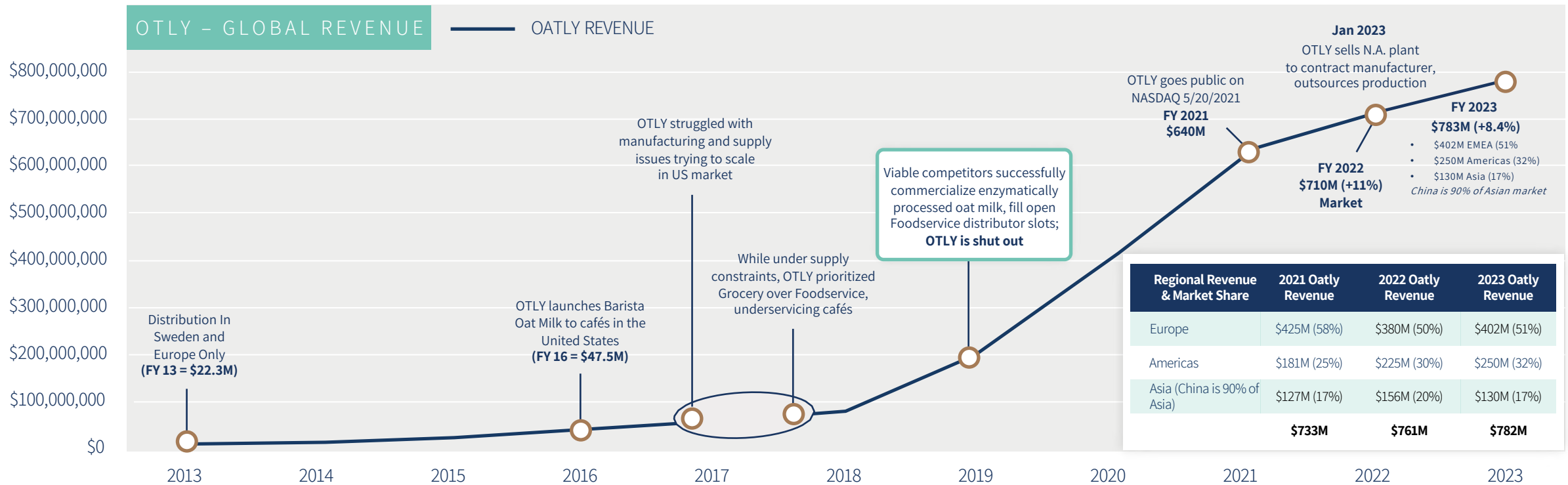


Source: SPINS; Refrigerated & Shelf Stable Plant Based Milk; Total US MULO & Natural Channel; 52 W/E Oct. 2/22

# Sesamemilk is the Biggest Milk Market Disruptor Since Oat Milk

Just as OTLY did, we are poised to disrupt the large, high growth Plant Milk market. OTLY 10-year CAGR is 41.3%.

Oatly scaled from **\$47M to \$783M** in the past 7 years as it transformed the Plant Milk market with Oat Milk, now a **\$6B+ Plant Milk subcategory**. **We see a similar trajectory ahead for Hope and Sesame® Sesamemilk.**



We are **focused on effective operational scaling, near-term profitability, and first-mover lockup of Foodservice distribution for sesamemilk**, which is where OTLY missed out (slipping from the top place in a category they created).

# Hope and Sesame® Sesamemilk: Recent Awards + Press

## INDUSTRY & CONSUMER AWARDS

NORTH AMERICA • HONG KONG/ASIA • EUROPE/INTERNATIONAL



**WINNER**  
CHICAGO  
INNOVATION AWARDS  
Hope and Sesame®  
Sesamemilk



**WINNER**  
ELLEN MACARTHUR  
FOUNDATION  
Hope and Sesame®  
Barista Blend + Unsweetened  
Sesamemilk



**WINNER**  
BEST NEW PRODUCT  
Hope and Sesame®  
Barista Blend



**WINNER**  
HOLIDAY SHOW  
ON TREND AWARD  
Hope and Sesame®  
Chocolate Sesamemilk



**WINNER**  
THE BEST PLANT  
BASED MILK  
Hope and Sesame®  
Unsweetened Sesamemilk



**WINNER**  
BEST NOVEL COFFEE  
CREAMER  
Hope and Sesame®  
Barista Blend



**WINNER**  
BEST NEW HOSPITALITY  
PRODUCT  
Hope and Sesame®  
Barista Blend



**WINNER**  
BEST NEW PRODUCT  
Hope and Sesame®  
Chocolate Hazelnut



**WINNER**  
BEST PRODUCT  
Hope and Sesame®  
Barista Blend

2022

2023



November 25

Fox News' Fox & Friends Morning Show Features Planting Hope's Hope and Sesame® Sesamemilk and RightRice® on Thanksgiving Meal Segment



daily meal

January 24

14 Best Plant Milks of 2023 (Hope and Sesame® Ranked #2)

strategy

February 1

How Hope and Sesame® is disrupting plant-based milk

vegconomist  
- the vegan business magazine -

February 15

Hope and Sesame® Expands at Kroger, Becomes 'Worlds First' Upcycled Certified Plant Milk Brand

INHABITAT

June 14

10 Food Brands Making a Sustainable Difference (Hope and Sesame®, RightRice®, and Mozaics™ are 3/10 brands highlighted)

VegOut

August 31

The 13 Best Vegan Shelf-Stable Meals (RightRice®)

Forbes

September 12

10 Healthiest Fast Food Restaurants (RightRice® highlighted with CAVA)

NOSH.

September 14

With Eyes on Gen Z, Planting Hope to Grow "Deep Roots" in Foodservice

CR Consumer Reports

September

Hope and Sesame® featured in "Is Milk Good For You" and on CR Insights "CR Time Traveler: Milk"



# RightRice®

High-Protein Veggie Rice



# Protein-Packed 'Instant' Rice: Packed with Nutrition from Plants



- **RightRice®** is a 'rice' grain made with more than 90% veggies: lentils + chickpeas + peas + just a touch of rice flour.
- **RightRice®** looks like rice, tastes like rice, and substitutes for rice in any dish, but with a superfood-level of nutrition - more than quinoa, plant-based meats, tofu, or eggs!
- **11g of protein** (3-4x the protein in white rice), **6g of dietary fiber** (6x white rice!), and **40% fewer net carbs** than white rice.
- **Low glycemic index**, good source of complete protein comparable to animal proteins with all 9 essential amino acids), and an excellent source of fiber.
- **Sustainable and eco-friendly**, uses **98% less water** to produce than white rice!
- **Super easy to cook**, just add boiling water, ready in 10 minutes!
- Helps consumers looking to add **more protein, fiber and plant-based nutrition** into their diets and their family's diets.

## More protein. Excellent Source of Fiber. 40% fewer net carbs.

RightRice®		White Rice®
11g	<b>PROTEIN</b>	3g
6g	<b>FIBER</b>	0g
<b>40% FEWER NET CARBS</b>		
RightRice® is a complete protein		
<small>*leading white rice, per 50g dry rice</small>		



GLUTEN FREE  
Certified by NSF



VEGAN



KOSHER



COMPLETE PROTEIN



LOW GLYCEMIC INDEX

Certified by Orthodox Union

# Build a Better Bowl with **RightRice®**

**RightRice® has significantly more Protein + Fiber with fewer Carbs** than white rice, brown rice, quinoa, and is substantially more nutritious than cauliflower rice.

## GRAINS Per 50g Serving

	RightRice®	White Rice	Brown Rice	Quinoa	Cauliflower Rice
Carbs	30g	40g	39g	34g	4g
Fiber	6g	0.5g	2g	3g	1g
Net Carbs	24g	39.5g	37g	30g	3g
Protein	11g	3.5g	4g	7g	0g

### Easy Preparation

Just add hot water, ready in 10 minutes!  
Introducing Ready-to-Use RightRice® (open & serve) in 2024.

## NOODLES Per 50g Serving

	RightRice®	Ramen/ Instant Noodles	RightRice® vs. Instant Noodles
Fiber	6g	1.6g	284% more fiber
Protein	11g	5g	135% more protein
Sodium	210mg	906g	77% less sodium
Fat	2g	9g	77% lower fat

**RightRice® has significantly more Protein + Fiber, less salt and lower fat** than traditional ramen noodles, but cooks just as quickly and easily. Add hot water and enjoy!



## PROTEINS Per 1oz Serving

**RightRice® has the same or more Complete Protein at a lower cost per ounce** than chicken, turkey, beef, salmon, tofu, eggs or meat alternatives (i.e. Beyond Meat®, Impossible™).

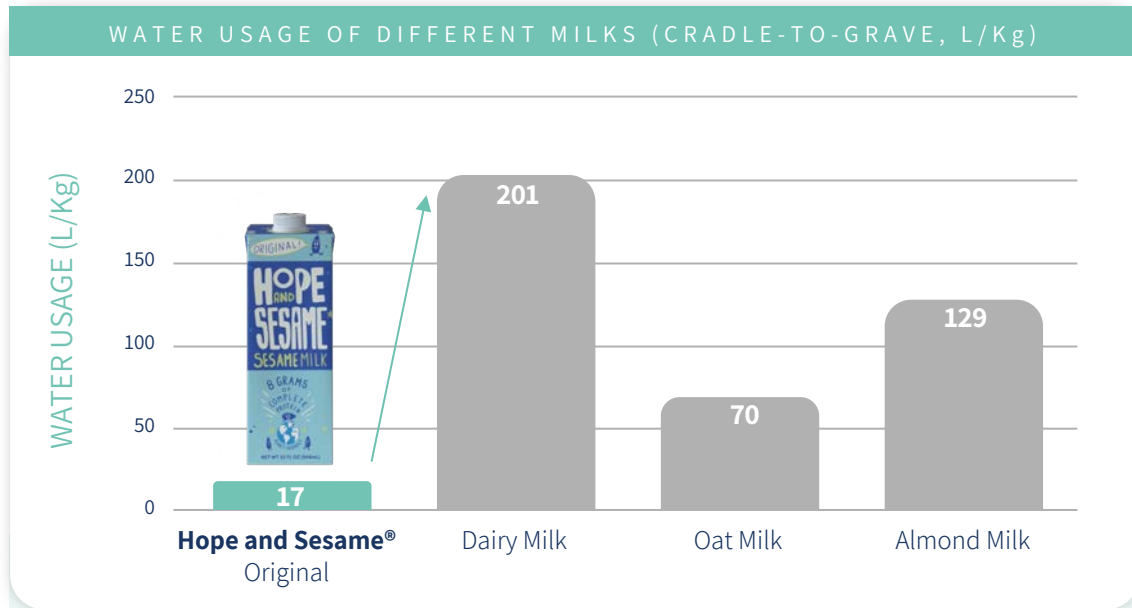
	PLANT PROTEIN				ANIMAL PROTEIN				
	RightRice®	Beyond Beef®	Impossible Beef™	Tofu	Ground Beef	Chicken Breast	Turkey	Salmon	Eggs
Protein	6g	5g	5g	3g	5g	6g	6g	5g	3g
Fat	1g	1g	3g	1g	5g	0g	0g	2g	2g

# How Our Focus on Low-Water Crops Impacts Our Reimagined Food Products



We conducted a 'cradle-to-grave' analysis of both Hope and Sesame® Sesamemilk vs. other milks (dairy, oat, almond\*) and RightRice vs. conventional California-grown white rice through PlanetFWD\*\*.

**Bottom line: Our reimagined products use between 76%-98% LESS WATER than the other products.**

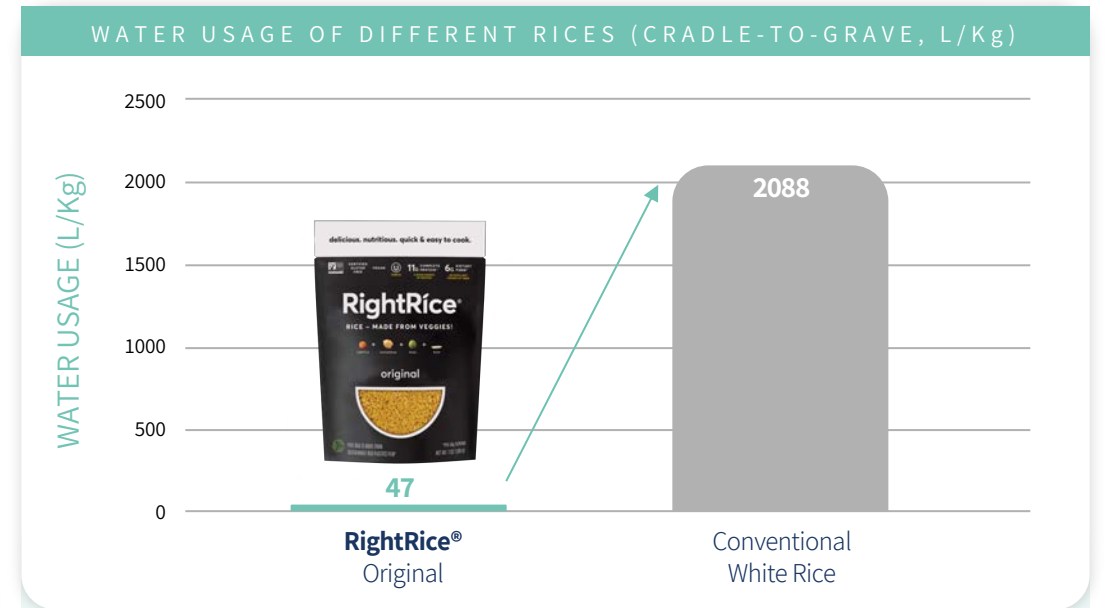


**Hope and Sesame® Sesamemilk uses**

**92% less water**  
than dairy milk

**87% less water**  
than almond milk

**76% less water**  
than oat milk



**RightRice® Original uses**

**98% less water**  
than conventional white rice (California grown)

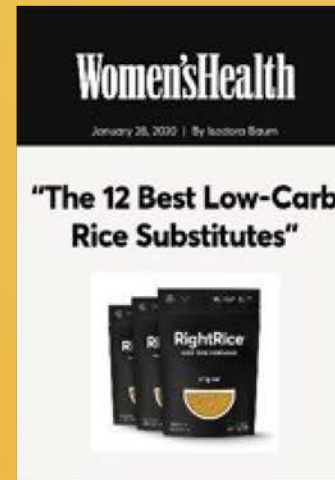
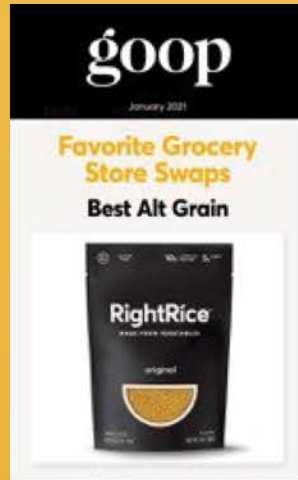
**Additionally:** Hope and Sesame® Sesamemilk supplies comparable nutrition to dairy milk, **8x the protein** in almond milk, **3x the protein** in oat milk.

\*\* <https://www.planetfwd.com/> | \* Generic milks used for comparison in study.

**Additionally:** RightRice® supplies **3-4x the protein** in white rice, 6g of dietary fiber, 40% fewer net carbs, 30% lower glycemic index.



# RightRice® Continues to Win Accolades & Awards



# Every Superhero needs a Sidekick. Ours is a complementary collection of Better-For-You **Snack Foods**.



## MOZAICS™ Real Veggie Chips

Popped chips filled with real veggies you can see in each chip!  
Low calorie & full of protein and fiber!



## Reimagining Snacks the Whole Family will Enjoy!

### More Nutritious, Delicious & Performs:

Mozaics™ real veggie chips' #1 ingredient is **real veggies**, guilt-free popped chips; good source of fiber, 4g protein per serving, proven customer favorite and mass market sales traction.

Veggiecopia® veggie snacks fill that mid-day craving. Hummus cups and olive packs are popular add-on items in food service.

**More Sustainable:** Degradable NEO Plastics packaging film breaks down in waste stream, releasing harvestable biogas and a clean energy source, with a 14-month shelf life.

**More Scalable:** Well designed to help restaurant chains and foodservice customers increase their average ticket.

## veggiecopia Veggie Snacks

Portable, delicious, nutritious veggie snacks  
made with natural ingredients.  
*Shelf-stable with 18-24 months of shelf life.*





# Investor Summary



## The Planting Hope Company is Transforming Food and Creating Investor Opportunities

- Breakthrough food and beverage products, each brings unique innovation to their category and support corporate sustainability goals.
- Delicious, Nutritious, Natural, Sustainable, and Scalable.
- Foodtech driven, backed by \$54M IP portfolio with deep product bench lines and ongoing innovation pipeline.
- Focus on nutritionally dense, globally cultivated crops and scalable crops with low water footprints.
- Enormous global addressable markets (*Immediate growth opportunities in the US and China*).
- Products commercialized, launched, ready-to-scale.
- Top experienced management team and Board Of Directors.
- Current demand exceeds supply, ramping up quickly.
- Immediate and longer-term investor opportunities to accelerate impact.