

All the kids  
are doing it



A MORAL IMPERATIVE

# Meat consumption is destroying the world



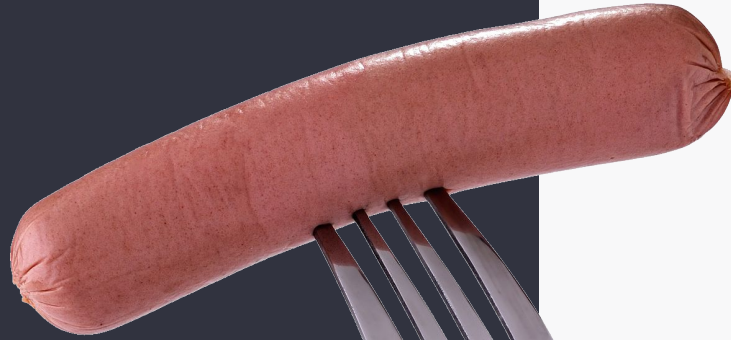
**5 gigatons**  
of CO<sub>2</sub> emitted



**Running out**  
of land



**Running out**  
of supply



**Consumers  
are demanding  
better**

**66%**

are eating less meat

# Existing players are tone-deaf

Who is this serving?



# And new entrants are hamstrung

They can't touch us



BEYOND MEAT™

Too expensive



**IMPOSSIBLE™**

Too GMO

BEEN THERE, DONE THAT

# I've built forward thinking food companies before

COMPANY A

2009 → IPO

COMPANY B

2015 → Acquired



# Our company is right on the money

- ✓ **A better first market** than incumbents
- ✓ **A better product** that consumers love
- ✓ **A sustainable product** that resonates
- ✓ **A clearer path** to expansion

