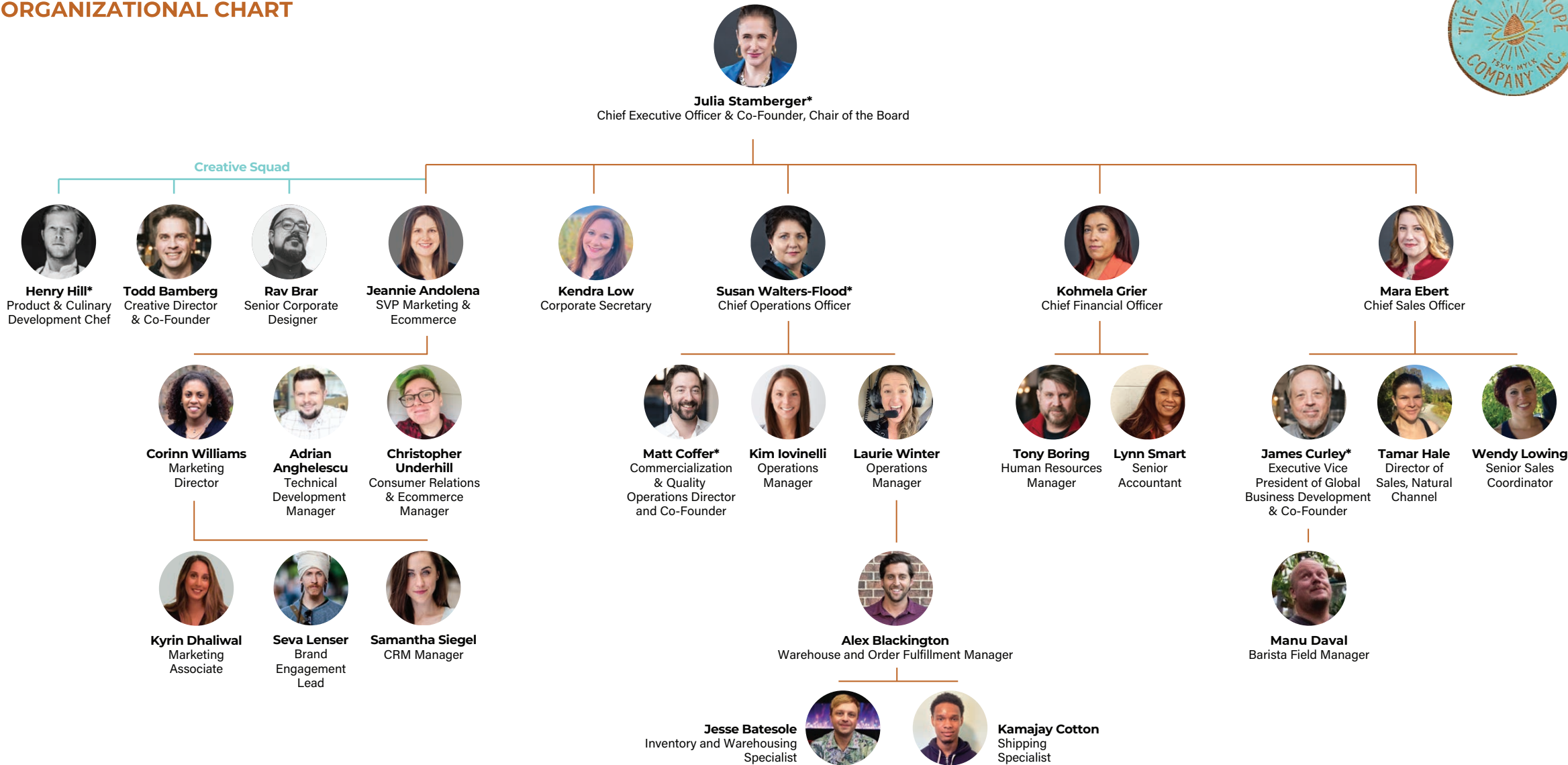




THE PLANTING HOPE COMPANY INC.

ORGANIZATIONAL CHART

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ORGANIZATIONAL CHART



*Product innovation team plus Barry Waddell RD consultant

THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Julia Stamberger

Chief Executive Officer & Co-Founder, Chair of the Board



Julia sets the vision and drives all elements forward to turn that vision into reality, including pulling the pieces together to deliver on key goals including product development, sales, investment, and marketing strategy.

Julia is a perpetual innovator, with a 20-year career developing new products, business models, and strategies. She has directly created and launched myriad brands as well as being instrumental in the development and advancement of multiple successful food & beverage brands.

In 2004, Julia was brought into **United Airlines** as an entrepreneur-in-residence to create innovative revenue-driving solutions. She created and launched the airlines snackbox concept to solve significant and costly operations and customer service issues that were leading to dissatisfaction and waste. Julia has been driving healthy food innovation ever since.

The nutritious and balanced shelf-stable meals quickly became the backbone of the United's domestic economy meal program, and other airlines tried to imitate – unsuccessfully. In response, Julia formed **GoPicnic, Inc.** (now GP Concept Labs, Inc.) and launched the 'buy onboard' snackbox programs for the majority of US and Canadian carriers. As the airline market consolidated dramatically, she continued to pivot and innovate, launching the **AirlineMporium** division, today one of the leading airline foodservice brokerages representing more than 150 better-for-you brands.

In 2010, Julia spun off **GoPicnic Brands** and took the shelf-stable meal concept to the consumer product industry with GoPicnic ready-to-eat meals. She created six independent food brands for the food components, organizing an extremely complex supply chain to effect as an ongoing series of meals. GoPicnic immediately saw strong consumer and retailer success, growing more than 500% over three years.

In 2016, Julia partnered with several like-minded Food & beverage entrepreneurs to launch Spinning Wheel Brands. Our founding management team saw a need for real nutrition and sustainability in areas of plant-based food, building meaningful brands around three impact missions: Nutrition, Sustainability, and Representation.

Julia was named one of **2020 Crain's Chicago Business Notable Entrepreneurs** and in 2020 inducted into the **Exceptional Women Awardees**. Julia is a frequent judge/panelist for entrepreneurship competitions and classes, and is dedicated to mentoring entrepreneurs, especially women in food. She was one of the first graduating classes at pioneering Illinois Math & Science Academy. She attended Miami University of Ohio for undergrad, graduating with a BS in Marketing & Economics + BA in Creative Writing, with minors in International Business, Women's Studies, & French, and received her MBA from Northwestern's Kellogg School of Management's one year program in 2002.



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Susan Walters-Flood

Chief Operations Officer

Susan has over 30 years' experience in the food manufacturing and finance industry that make up some of the core elements of The Planting Hope Company Inc. Previously, Susan was the President of **Nu-World Foods**, a strategic leader in specialty food ingredients and contract manufacturing. This was a pioneering venture for 20 years, taking an unknown company and unique product offerings—Ancient Grains ingredients—and services into the marketplace. Ultimately, Nu-World grew into a multimillion-dollar enterprise that served niche brands like **Enjoy Life Foods** and mega brands such as **Chobani, Kellogg, Conagra** and more. At Nu-World, Susan solidified her skills at building a strong and successful company. Prior to Nu-World, Susan worked at **Arthur Andersen** as a Management Consultant where she helped companies large and small define new business strategies, design new organizations (including outsourcing and shared services), implement improved systems, processes and metrics, as well as engage and train their teams to change and improve their financial business performance. She holds a BS in Business from Indiana University and an MBA from Northwestern University's Kellogg School of Management.



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Kohmela Grier

Chief Financial Officer

Kohmela brings more than 20 years' experience to Planting Hope, executes accounting and financial reporting and leads the implementation of the IT infrastructure to support the significant growth ahead at TPHCI. Most recently, Kohmela served as Finance & Operations Director for **Premier Beauty Supply**, where she provided leadership and direction across finance, purchasing, reporting, client services, warehousing, IT and human resources. Her previous experiences include **Marcus Lemonis**, where she was instrumental in guiding entrepreneurs on the show “**The Profit**” and **Xeikon America**, where she led the internal and external financial and business reporting. Kohmela has also held roles at **Panasonic**, **Thermo Fisher Scientific**, and **Baxter**. Kohmela received a BA in Finance and Accounting from North Carolina Agricultural and Technical State University and holds an MBA with a concentration in organizational behavior from Lake Forest Graduate School of Management.



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Mara Ebert

Chief Sales Officer



Mara's focus is on launching The Planting Hope Company Inc. to new heights by setting sales strategy, establishing pricing, promotion, assortment, placement and retailer priorities across channels for **TPHCI's Mozaics, Hope & Sesame** and **Veggiecopia** brands. Mara has a deep knowledge of consumer-packaged goods and tireless enthusiasm for understanding consumer and shopper behavior. With over 25 years of experience in consumer-packaged goods, her accomplishments include launching **Valsoia** (Dairy-Free Gelato) into 2,500 doors and establishing **Icelandic Provisions** (Icelandic Skyr) into 7% ACV in year one. Most notably, expanding **Applegate's** presence in Target by establishing a 4-foot dedicated set for Natural & Organic Meats in all Target stores, leading to Target's Partner of Excellence Award in 2014 supporting Health & Wellness initiatives. Since 2002, Mara has been an active board and council member of The Chatham Community Players, a local nonprofit community theater. Mara is also an active commissioner with the Maplewood Historic Preservation Commission in Maplewood, NJ since 2018. Mara earned her BS in Business Administration from the University of Phoenix and Masters of Business and Leadership from Western Governors University.



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Todd Bamberg

Creative Director & Co-Founder



As Co-Founder of The Planting Hope Company, Inc., Todd brings more than 20 years of in-depth experience and passion in the packaged foods industry to the team. Todd heads up TPHCI's sales reporting initiatives to create new opportunities at retail as well as creative services around branding. Todd started his career in the food industry in 1999 spending 11 years at premium retailer **Whole Foods Market** during their largest time of expansion and growth. Todd rose to Senior Global Grocery Buyer where he launched and pioneered the Global Grocery & Category Review programs, which grew center store sales to over \$2.5B. Prior to founding The Planting Hope Company Inc., Todd started **Upgrade Partners**, helping to create a team that partner with companies and investors in the CPG space, especially young innovative companies like **Nutpods**, **Dr. D's**, **So Good So You** and **Nancy's Yogurt**. Todd wasn't always involved in the food industry. He started his career in the concert production industry as a sound engineer, tour manager, and showrunner and he ended up running the Audio Production dept. for **LD Systems**, providing support for concerts and film production in Houston & San Antonio. Todd attended Texas A&M University.



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Jeannie Andolena

SVP Marketing & Ecommerce

Jeannie brings 12+ years of experience in CPG & E-commerce to develop, implement, and optimize the Planting Hope Company's customer experience across digital platforms. Previously as Chief Operating Officer of online start-up **VEDGEco**, the first nationwide plant-based distributor, Jeannie oversaw operations, UX, sales, and marketing, and helped the company surpass seven-figure topline sales during the first 12 months. Prior to **VEDGEco**, Jeannie was part of the **Jet.com** acquisition by **Walmart**, where she held senior marketing manager positions with both companies leading category-specific performance marketing, developing marketing campaigns, and overseeing vendor partnerships. Earlier in her career, she was a brand manager for **Reckitt** during which time she championed brand innovation across Europe and North America and launched 12+ products.

Jeannie, a passion plant-based advocate and vegan since 2018, received a Bachelor's of Business Administration from the University of Michigan.



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Tony Boring

Human Resources Manager

Tony wears many hats at The Planting Hope Company Inc. and provides critical operations support. He is currently the HR Manager, Office Manager, Tradeshow Coordinator and IT support. From 2006 to 2011, Tony was the Gallery Director at a successful and long-standing gallery in the Short North Arts District of Columbus, Ohio. In this role, he gained valuable operations and communications experience. He then moved to Chicago to begin his career in the food industry, first as the office manager and HR manager at **GoPicnic, Inc** and then **AirlineMporium**, an airline food brokerage, before moving to **Spinning Wheel Brands** in 2017. After attending school at Miami University in Oxford, Ohio, Tony crossed the Pacific Ocean to finish his degree at the University of Hawaii.



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Matt Coffey

Commercialization & Quality Operations Director and Co-Founder

As the Chief Product Officer and Co-Founder of The Planting Hope Company Inc., Matt uses technical skills and his own passion for culinary arts to design, develop, and continuously improve the lineup and bring new products to life for TPHCI. Matt's career started off in engineering. He began working for **General Motors** where he helped launch the Hummer H3. Matt was then recruited by **Toyota** in San Antonio before being transferred to Toyota's Crash Safety division outside of Ann Arbor, MI. While working a full-time job with Toyota, Matt took classes at night towards his MBA at the University of Michigan Ross School of Business. After Toyota, Matt was recruited by **Amazon** and joined one of the original fulfillment centers, RNO1, as an Operations Manager. In 2015, Matt joined with the other founders to start TPHCI. Matt received his BSME from Kettering University and his MBA from the University of Michigan's Stephen M. Ross School of Business.



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



James Curley

Executive Vice President of Global Business Development & Co-Founder



James is a Co-Founder with 40 years of experience in the natural products industry. James' expertise lies in developing brands with brick-and-mortar retailer partners and, The Planting Hope Company Inc.'s current footprint in retail is largely the result of his efforts. James founded two companies: **JFC Market Management, Inc.** and **Upgrade Partners, LLC**. Both were contract sales and business development firms specializing in early-stage development for dozens of small- and mid-size brands, such as **Nancy's Yogurt** and **Tofurky** amongst others. James has also held positions in retail grocery, natural food store management, specialty distributor sales, and regional sales management. James was also the founder of **New City Market**, one of the earliest 'Natural Foods Supermarkets' in the Chicago area before Whole Foods Markets and others entered the metro market. James attended LaSalle University, majoring in literature and music. He's an accomplished musician and performer, as well as an award-winning songwriter in his spare time.



Tofurky



Giorgio
FOODS INC.



Nile
spice

Nancy's



WP
WOLFGANG PUCK

THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Rav Brar

Senior Corporate Designer

Rav is a Graphic and Interior Designer with over 15 years of experience and heads up **Rav Brar Design Inc.**, a full-service integrated marketing and design agency. Rav Brar Design specializes in strategic brand identity, graphic design, web design and interior design to all sizes of companies and industries. He is the former VP of Marketing & Design for Vancouver-based real estate developer **Legendary Developments**. Rav has broad experience—he has directed and creatively guided many real estate development companies and publicly traded corporations in Western Canada. Rav received his Diploma for Graphic Design from the Art Institute of Vancouver.



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Henry Hill

Product & Culinary Development Chef

Since his humble beginnings Hill has had the opportunity to work in some of the countries most renowned fine dining restaurants including the 1 Michelin star **Alizé in the Palms hotel in Las Vegas**, the 3 Michelin starred and honorary recipient of the San Pellegrino award for #1 best fine dining restaurant in the world **Eleven Madison Park in New York City**, as well as it's sister restaurant the 1 Michelin starred restaurant at **The NoMad Hotel**.

Chef Hill later obtained Michelin status of his own as Executive Chef of the 1 Michelin starred **Dusek's Thalia Hall** of Chicago's Pilsen neighborhood.



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Corinn Williams

Marketing Director

Corinn joins the Planting Hope Company with 12+ years of experience in sales and marketing. She began her career and developed a passion for retail and sales excellence at **Diageo North America**. After completing her MBA at Rochester Institute of Technology, she made the transition from sales to trade marketing for **Bulleit Bourbon** intent on ensuring that marketing and sales were “speaking the same language.” In the trade marketing roles she held at **Anheuser-Busch** and **Fever-Tree**, she made it her mission develop strategic marketing plans that were in lock step with sales goals to build brands and drive sales. She’s enjoyed working on iconic brands like Bulleit and **Stella Artois**, but after spending the majority of her career in beverage alcohol she jumped at the chance to bring her passion for health and wellness to her work life.

As a competitive weightlifter and fitness enthusiast, nutrition and fueling the body have been long time interests. She’s excited to join the team and embark on a journey to shape the marketing direction of such an innovative portfolio of brands.



DIAGEO



ANHEUSER-BUSCH



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Adrian Anghelescu

Technical Development Manager

Adrian brings over 24 years of experience in all facets of technology, fulfillment, and 3rd party logistics. Primarily, he is the elusive magician that knows all the secrets of logic and functions which becomes one of the most important parts of every successful business. Amongst notable achievements, Adrian was part of the management team of **Nutrifresh** Services, whom executed a successful turn - around, from a money-losing operation with assets of less than \$8M to a highly profitable services-focused company that was able to attract an investment at \$110M valuation 4 years later. Most recently Adrian has served as a SVP of Technology for a publicly traded company with another successful exit alongside with multiple acquisitions during his tenure. While working on backends and thinking in numbers, in real life (on the front end) Adrian loves to travel all over the world getting inspired by new sceneries and people, while transposing these experiences in his own kind of art or in a scripting language.



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Christopher Underhill

Consumer Relations & Ecommerce Manager

With 10+ years of experience in customer service across several fields, Christopher's main goal is to smooth out any bumps in the customer journey. He takes pride in being the voice of the consumer, relaying feedback to every department. He also manages the PHB website with the Ecommerce team and optimizes PHB's Ecommerce presence elsewhere. Christopher has trained customer service teams over the years, including for the vegan wholesaler **VEDGEco** based in Hawaii and **Whole Foods Market** in Texas. The most important thing he relays to trainees is that every customer with a concern is looking for the same thing: to be listened to and understood. And if all else fails, free samples go a long way!



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Kyrin Dhaliwal

Marketing Associate

Kyrin is a Marketing Associate with 8+ years of experience working with a diverse group of companies and individuals to develop their marketing strategies and brand identity. She has worked in many sectors including Beverages, Construction, Real Estate, Health, and Sports & Recreation.

As a former elite athlete and current volunteer soccer coach she is passionate of living an active and healthy lifestyle through movement and nutrition.



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Seva Lenser

Brand Engagement Lead

Seva has worked in the plant-based space for several years now. He was a part of the original team at **VEDGEco**, and helped transition the whole-sale company over from Hawaii to a full nationwide experience. While there Seva served many roles including: Affiliate Marketing Manager, E-commerce Manager, Operations Assistant, and finally as Director of Customer Experience. After an acquisition he also took on two additional e-commerce sites in this role, including the original plant-based online retailer **Vegan Essentials**.

His areas of expertise include building lasting relationships, and helping to fill in any gaps with his wide-reaching skillset and openness to learn. While not at work Seva enjoys his daily Yoga practice and hiking in the red rocks of Sedona.



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Samantha Siegel

CRM Manager



Samantha's diverse job experience comes from an innate interest to learn and grow, fueled by the mission to live a life dedicated to enhancing the quality of life of others while lowering our impact on the planet. In marketing positions, she has had the opportunity to work with companies such as the Planting Hope Company, **VEDGEco**, and **Voters For Animal Rights** which all align on a plant-based, planet-forward mission. During the lockdown of the pandemic, Samantha directed her energy and time toward increasing food accessibility with **AmeriCorps**' Food Distribution program with New York City Emergency Management and managing farmer's markets with **GrowNYC**. Samantha's longtime career in entertainment included directing shows for **Norwegian Cruise Line**, choreographing a national tour of a musical, and performing in film, television, and music videos. Her eclectic background gives Samantha a unique perspective in every space she is in, and she is grateful for the journey and the impact made through it all.



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Tamar Hale

Director of Sales, Natural Channel

Tamar has been in the CPG industry since 2007 when she left what had formed the backbone of her experience in food: the catering industry. As a chef specializing in natural foods, she learned the more wholistic thought and care you gave to what you put in your body, the closer you came to a better-for-you end product. She worked in experiential promotions for the likes of Izze, Kevita and Chamelon Cold Brew before working her first major trade show for **GoodPop** in Anaheim in 2013. It was love at first sight and from then on has played a starring role in building brands within the natural channel. She joins our team most recently from **Nestle**, where she worked for the Natural Sales Organization. Tamar bets the farm on her relationships and embodies the authentic respect and admiration for the folks who work in the natural foods industry.



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Wendy Lowing

Senior Sales Coordinator



Wendy's career began in NYC working in Fashion. She started with in-store merchandising then worked her way through the ranks to an account executive working with large department stores, online businesses and off price retailers. She made the move into CPG 7 years ago starting with **Applegate** then moving to **Levain Bakery**. Wendy has supported large National and Regional sales teams, Sales Strategy and Marketing departments. Most recently, Wendy coordinated all aspects of the Levain Bakery Expo West booth. This was their first appearance at Expo West so it was a project that required building everything from the ground up. The booth and Expo West were a success! Everyone loves a good chocolate chip cookie but Wendy is excited to return to a business that takes the environment, ingredients and wellness to the next level. When she is not working, Wendy enjoys spending time with family, friends and her two cats. She also loves building up her record collection by visiting some of her favorite local or not so local record stores.



**MONTCLAIR STATE
UNIVERSITY**

THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Manu Daval

Barista Field Manager

Manu's career began in the restaurant industry, working in the front of the house of various New York City area restaurants as a server, captain and manager, including a couple 3 Michelin starred establishments. His favorite part of working in hospitality was observing and reading guests and always trying to anticipate their needs, making them feel they were in great hands, allowing them to relax and enjoy their experience.

Manu joined Spinning Wheel Brands—now **The Planting Hope Company**—in 2017 to assist at a consumer show and this led to a business development role on the West Coast. He also took on Costco roadshows and carried on as a regular member of the company's consumer, trade, and specialty show team. Post Covid shutdown of public events his role shifted to e-commerce, social media and public relations where he tried to bring his hospitality background and experience in guest relations to help began the Customer Service department at Planting Hope Company. Currently Manu has joined the sales team with a special focus on the **Barista Blend** and the **Hope and Sesame** brand.

Manu resides in Tahoe City, California with his wife. In his spare time, Manu enjoys snowboarding in the winter, paddle boarding in the summer, and painting the rest of the time.



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Laurie Winter

Operations Manager

Laurie is a seasoned veteran when it comes to operations, with over a decade of experience, and ensures orders efficiently get to The Planting Hope Company Inc. customers. From 2010 to 2020, Laurie worked with **Presence Marketing**, one of the top natural brokers in the industry. During her tenure at Presence, she was involved with all aspects of brand building and support and created the only broker tradeshow and events team to provide high-level planning support to brands, retailers and distributors. Starting from the ground up, she ultimately grew the department to three full-time members and six part-time members across the country and managed over \$5M dollars in marketing and events annually. After her successful career at Presence, she ventured into the brand side of the industry, joining **Swerve Sweetener** as Director of Operations and helped facilitate the acquisition of Swerve Sweetener in 2020. Laurie received her Bachelor of Science in Human Sciences from Florida State University.



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Kim Iovinelli

Operations Manager

Kimberly Iovinelli is the Operations Manager for RightRice. She manages and oversees various inventories throughout the supply chain, QA during production runs, and supports Wholesale and Retail channels. Kim first started her career in sales at **Readerlink Distribution Services, LLC** in 2012. She worked on key accounts, such as Target and Walmart, which gave her 4 years of essential sales experience. After Readerlink, she moved to **Wilton Brands, LLC** working as the Sales Operations Manager to support the Target, Meijer, Grocery, and Military accounts. Kim graduated from Carthage College with a BA, double majoring in Communications and Public Relations where she also competed on the Women's Lacrosse Team.



RightRice®

THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Alex Blackington

Warehouse and Order Fulfillment Manager

At The Planting Hope Company Inc., Alex's focus is on streamlining the warehousing, logistics, and order fulfillment processes. Alex has been in the CPG industry for six years working for companies like **Trimino Brands** and **EarthWater**. Alex has done everything from calling accounts and C-stores, event production management, multisite inventory management, Amazon FBA fulfillment in multiple countries, and all things logistics and transportation. Prior to The Planting Hope Inc., Alex held positions in the experimental marketing division at **Wasserman** where he designed the entire Dallas warehouse infrastructure layout and its procedures, and at **Bolthouse Farms**, helping distributor partners grow company products with key retailers in North Texas.

Alex studied Marketing at Oklahoma State University.



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Jesse Batesole

Inventory and Warehousing Specialist

Jesse oversees multiple operations at The Planting Hope Company's Chicago headquarters, including warehouse organization, inventory administration, consumer PO quality control, product reconciliation, shipping coordination and 3PL project fulfillment; as well as liaison among departments and support with marketing, e-commerce and sales. Jesse brings his project management, customer relations, inventory and shipping/receiving experience to the team after spending nearly 20 years as an operations supervisor with major luxury fashion retail brands such as **Gucci**, **rag & bone**, **Intermix** and **Brooks Brothers**. An avid fan of the arts, Jesse previously served as a talent buyer for a local music venue and as artist management for touring musicians.

Jesse studied marketing and journalism at North Park University in Chicago.



GUCCI

rag & bone
NEW YORK

Brooks Brothers

INTERMIX



THE PLANTING HOPE COMPANY INC. MANAGEMENT TEAM:



Kamajay Cotton

Shipping Specialist

Kamajay manages shipping and receiving processes at TPHC's HQ warehouse, ensuring customer orders are processed and packaged daily. He oversees freight receiving and communication with our delivery partners; while also assisting our staff with special projects.

Kamajay joined the team with previous warehouse receiving and logistics experience at **Walmart**. In his free time, Kamajay is a devoted reader of books and likes maintaining a healthy lifestyle. He graduated from Walter H. Dyett High School for the Arts in Chicago.

