REIMAGINING FOOD **TODAY**
SO OUR PLANET CAN
FEED 10 BILLION PEOPLE
**TOMORROW**
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At Planting Hope, we leverage cutting edge Foodtech to reimagine everyday packaged food products in the largest global food categories.

We create easy ‘swaps’ for common food items that are more:
- DELICIOUS
- NUTRITIOUS
- SUSTAINABLE
- SCALABLE

We use familiar staple crops cultivated worldwide that require limited inputs and promote sustainable agriculture.

Our Mission is Clear:

WE ARE REIMAGINING FOOD TODAY SO THAT WE CAN FEED 10 BILLION PEOPLE TOMORROW
We Have Developed the Next Food Evolutions in Key Categories

**REIMAGINING MILK**

$800B+ Global Market
[Plant Milk = $35B, 15% CAGR]

**SESAME MILK**
swap for dairy, oat, or almond milk

More Nutritious: 8g of complete protein (8x almond milk, 3x oat milk).
More Sustainable: Cradle-to-grave, sesamemilk uses 76% less water than oat milk, 87% less water than almond milk, 92% less water than dairy milk. Only upcycled plant milk globally. Shelf-stable aseptic Tetra Pak cartons, extended 14-month shelf life.
More Delicious: Barista favorite, performs like a dream in hot + iced drinks, multi-award winning.
More Scalable: Top ingredient = sesame, plus pea and chickpea ingredients.

**REIMAGINING RICE**

$280B+ Global Market

**HIGH-PROTEIN VEGGIE RICE**
swap for white rice

More Nutritious: 11g of complete protein (3x white rice), 6g dietary fiber, 30% fewer net carbs and 30% lower glycemic (GI) index than white rice.
More Sustainable: Cradle-to-grave, RightRice® uses 98% less water than white rice.
More Delicious: Customer favorite at CAVA Mediterranean restaurants and QVC.
More Scalable: Top ingredients = lentils, chickpeas, peas.

**REIMAGINING SNACKS**

$85B+ Global Market

**REAL VEGGIE CHIPS**
swap for deep-fried snacks like ‘veggie straws’

More Nutritious: #1 ingredient = real veggies, guilt-free popped chips; good source of fiber, 4g protein/serving.
More Sustainable: Degradable NEO Plastics packaging film breaks down in waste streams releasing a harvestable biogas and clean energy source; 14-month shelf life.
More Delicious: Customer favorite on QVC.
More Scalable: Top ingredients = beans, peas.

These are the products that Gen Z is demanding and Gen Alpha will grow up with.

*Revolutionary today. Tomorrow, part of everyday life for decades to come.*
Food is Changing – FAST. We are Right Time, Right Trends, Right Products.

Catch the Right Time + Right Trend and Food Evolves FAST

How quickly can this happen? Once revolutionary, now ‘everyday’:
- Entering the US market in 2016, oat milk scaled from $45M to a $6B global subcategory in under seven years
- Planting Hope CEO + cofounder Julia Stamberger created the airline snackbox concept, putting the first shelf-stable hummus cups on United Airlines in 2005 – by 2010, all major North American airlines have snackboxes – and hummus

Our products are right time, right trends, and are quickly getting the attention of media, retailers, foodservice operators, and consumers.

More than Twenty Product and Company Awards

Popping on the Radar of National Media and Social Media Influencers

Scaling Demand Across Channels, from Distributors to Retailers to Foodservice
Innovative Product Approach

- **Global Crops:** Cutting-edge products that deliver the nutrition from widely-loved crops that are grown efficiently and effectively worldwide
- **Cutting-edge innovation** with an intellectual property (IP) focus
- **Integrated multi-brand platform** drives efficiency
- **Profitable Margins and Competitive Pricing** built in to finished goods from Day 1 of development

Innovative Go-to-Market Approach

- **Foodservice** channels are a PRIORITY
- **Marketing efficiency:** we target sales channels that drive consumer trial and marketing for us
- **Profitability focus:** driving a path to near-term profitability and a solid transactionally profitable recurring revenue base
INNOVATION WITH LOW-WATER CROPS: MORE SUSTAINABLE AND MORE SCALABLE

Our Products can be Scaled Worldwide and are Sustainable for the Long Term

How we define sustainability:
Food we can produce with the resources we have on the earth, and do so for decades to come.

To create our breakthrough brands, we are focused on the world’s most nutritious and most sustainable crops:
Well-loved, familiar staple crops that are widely cultivated around the world, require limited inputs, and promote sustainable agriculture, including sesame, beans, peas, lentils, chickpeas.

What do sesame, beans, peas, lentils, and chickpeas have in common?
- Lower cradle-to-grave water usage – cultivation and processing
- Cover crops that fix nitrogen in the soil and renew soil health
- Self-pollinating (crops like almonds require bees – forced pollination kills 30% of bee population annually)
- Sesame is naturally pest resistant
- Nutrient-dense
- Widely farmed and familiar globally
- Easily scaled, widely available, providing a strong and resilient supply chain

These well-loved, well-understood crops are familiar to consumers and have lower barriers to understanding, acceptance, and adoption as a result.
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 products they swap out

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**Hope and Sesame® Sesamemilk uses**

- **92%** less water than Dairy milk
- **87%** less water than Almond milk
- **76%** less water than Oat milk

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

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**RightRice® Original uses**

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

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

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**WATER USAGE OF DIFFERENT MILKS (CRADLE-TO-GRAVE, L/Kg)**

- **Hope and Sesame® Original**: 17 L/kg
- **Dairy Milk**: 201 L/kg
- **Oat Milk**: 70 L/kg
- **Almond Milk**: 129 L/kg

**WATER USAGE OF DIFFERENT RICES (CRADLE-TO-GRAVE, L/Kg)**

- **RightRice® Original**: 47.561 L/kg
- **Conventional White Rice**: 2088.834 L/kg

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**Notes:**

**https://www.planetfwd.com/** | **Generic milks used for comparison in study**
Innovation in Product Development: Intellectual Property (IP)-Driven Focus

Most food companies have recipes and a brand – We have approached product development with an IP-driven focus from Day #1.

To create our products, we have deployed millions of dollars and thousands of hours in R&D, including cutting-edge:

- Ingredients
- Formulations
- Processes
- Packaging

We opt for trade secrets and formulations over patents which have protection for limited time and are easily worked around in food (that’s why Coca-Cola’s formula is still a trade secret and Pepsi and RC just don’t taste the same).

We are establishing strong moats for fast-followers around our products.

An IP strategy and culture exists throughout our organization. And we have a full pipeline of product innovations ready to follow those we’ve launched to date.

Metis Partners conducted a valuation of our IP in August 2023: IP Score of #32 on the IP100 Index, valuation of $50.5-$54.5 million.
Innovation in Our Structure: Integrated Multi-Brand Platform

We took a Different Approach to Structuring Our Company

We are experienced, seasoned operators who have pioneered and scaled multiple food and beverage brands.
We know how to hedge risk, diversify exposure and accelerate scale without accelerating costs.

Hence our integrated multi-brand platform model: Multiple synergistic brands that reinforce + accelerate each other

ALL HAVE SAME:
- **End Customer** – Flexitarian consumer, from Gen Alpha to Boomers
- **Distribution Chain** – Dry/ambient, shelf-stable, extended shelf life (14-24 months)
- **Channel Opportunities** – Massive Foodservice opportunities, plus retail, alt channels, ecommerce

PLUS:
- Cross-selling and multi-product market approach reduces selling and marketing expenses
- Many customer opportunities span products
- Faster access to open up distributors (key example in DOT Foods)
- Lower overhead costs per brand, especially at early stage

Ultimately: All of our brands are targeted at and ideal fits for the café channel and managed foodservice.
Our products are currently distributed across 15,000 retail locations with 70,000 total distribution points. However: as our next strategic step, we are prioritizing development in Foodservice.

WHAT IS FOODSERVICE?

- Everywhere we eat outside of the home – cafés, fast-casual and quick-serve restaurants, colleges and universities, travel, healthcare, corporations (managed foodservice)
- Also includes ‘industrial foodservice’, where branded products are sold as ingredients (i.e. RightRice® as “Intel Inside”)
- Versus grocery retail: different distribution network, more potential usage locations, go-to-market approach

WHY FOODSERVICE?

- Better net profit margins
- Stronger unit velocities
- Lower channel development costs than retail (no slotting, coupons, promotional costs)
- Smaller SKU assortment required
- Faster payment terms
- Drives trial and product/brand awareness – free of charge

OPENING FOODSERVICE DISTRIBUTION RAPIDLY

Rapidly increasing distributors and access across North America:

- DOT Foods (serves entire US Foodservice Channel)
- Argo Tea Cafés (acquisition that opens up Sodexo and Aramark opportunities)
- Regional Broadline Foodservice Distributors
- Regional Café channel distributors (including Odeko)
We target channels that do our marketing for us

Marketing is EXPENSIVE. And can be the biggest cost drain for a food company. We do things differently – targeting sales opportunities that also do our marketing for us, including:

- **Foodservice** – Oat milk was built by barista recommendations; customers trying RightRice at CAVA are primed when they hit the stores.
- **QVC** – Every airing, we sell thousands of dollars in products in minutes to thousands of QVC customers across millions of viewers – and make money.
- **Argo Tea Cafés** – We acquired Argo Tea Cafés and their operating license program, and control the products and marketing in the cafés, which reach 200,000 university students.
- **Costco** – A focus market for us, transactionally profitable channel that includes demos and drives trial; the pallet displays provide full product billboards.

Once we hit a tipping point, customers and word-of-mouth kick into gear too.

**THEN we expand further in Grocery Retail:**
When consumers know our products and initial shelf velocity is there (versus spending money vying for attention from scratch against 40,000 other items).
Innovation in Financial Strategy: Profitability as Near-Term Goal

For most CPG companies, profitability is not a top priority, especially when they are being built expressly for potential acquisition by a larger company, with valuations that tend to be based on multiples of topline revenue.

We are building a multi-brand platform with multi-billion dollar opportunities ahead. Profitability and building a strong base for our shareholders is a key priority.

WHEN

We expect to turn the corner on quarterly profitability in the second half of 2024

The faster we’re able to build inventory and service our growing demand in Foodservice and select transactionally profitable retail accounts, the faster we will achieve ongoing profitability.

The demand is there…now! We just need to meet it.

HOW

Additive: Building revenue from highly profitable, low overhead channels

Focus on scaling in Foodservice and transactionally profitable Retail

Reductive: Strategic cuts to focus on core areas of profitability

- Cuts/right-sizing overhead
- Marketing program cost reductions
- Reduction and elimination of unprofitable customers and channels
- SKU rationalization (deleting lower volume, lower profitability SKUs)
Our A+ Management Team Has Decades of Experience Delivering Breakthrough Food Innovation

SENIOR MANAGEMENT LEADERSHIP

Julia Stamberger
Chief Executive Officer, Co-Founder, Chair of the Board, Director
25+ years developing new products, business models, and strategies. Disrupted and transformed Airline Foodservice industry through creation and launch of airline snackbox concept and programs across the airline industry between 2004-2010, through founding GoPicnic, Inc. (now GP Concepts Labs, Inc.) Launched AirlineMporium, today one of the leading airline Foodservice brokerages. Spun off GoPicnic Brands ready-to-eat meals in 2010, growing more than 500% in three years in retailers from Target to Hudson News. Directly responsible for creating and scaling more than 200 Food & Beverage products. 2020 Crain’s Chicago Business Notable Entrepreneurs, Inductee into Exceptional Women Awardees. Board of Directors, Plant Based Food Association. MBA from Northwestern’s Kellogg School of Management.

Susan Walters-Flood
Chief Operating Officer
Over 30 years’ experience in the food manufacturing and finance industry. 20-year President of Nu-World Foods, a leader in specialty food ingredient innovation and contract manufacturing, serving Chobani, Kellogg, Conagra, EnjoyLifeFoods (Mondelez), and more. Former Management Consultant at Arthur Andersen MBA from Northwestern University’s Kellogg School of Management.

Jeannie Andolena
SVP Ecommerce + Marketing
12+ years experience driving Ecommerce and Marketing development, with a specialty in digital, social, and online platforms. Focused on developing, implementing customer brand and product experience across marketing materials and platforms, and managing the Planting Hope Marketing and Ecommerce teams to deliver on marketing and sales goals, including supporting the Sales team. Served as COO of online wholesale vegan food platform VEDGEco, and senior Marketing roles at Jet.com, Walmart, and Reckitt.

THE PLANTING HOPE COMPANY INC. TSXV: MYLK | OTCQB: MYLKF
Our A+ Management Team Has Decades of Experience in Scaling Breakthrough Food Brands

SALES + MARKETING LEADERSHIP

James Curley
EVP Sales, Co-Founder

40+ years driving sales strategy to scale brands across the Natural and ‘better-for-you’ food space. Expertise in developing brands with brick-and-mortar retail partners.

Founded and ran two contract sales and business development firms that scaled sales for dozens of small and mid-size brands, from $1M to $50 M in revenue including Tofurky, Nancy’s Yogurt, Nutpods, and others.

Participated on the management teams and in successful exits of multiple brands, including Nile Spice (Quaker).

Founded New City Market, one of the earliest ‘Natural Foods Supermarkets’ in the Chicago area.

Becky Harrison
VP Foodservice

Expert at successfully scaling better-for-you food and beverage brands in Foodservice and Alternate Channels.

Extensive experience providing the leadership and direction to drive achievement of key organizational sales goals and objectives, with a focus on profitability.

Strong foodservice development depth, including paths to success across multiple sectors of foodservice and distribution.

Held senior sales roles at Wicked Kitchen, Good Catch, HumanCo, and Coconut Bliss.

Corinn Williams
Sales & Marketing Director

12+ years of experience in sales and marketing.

Focused on developing, implementing customer brand and product experience across marketing materials and platforms, and managing the Planting Hope Marketing and Ecommerce teams to deliver on marketing and sales goals, including supporting the Sales team.

Served sales and marketing roles at Anheuser-Busch, Bulleit Bourbon, Stella Artois, and Fever-Tree.
Board of Directors

Julia Stamberger
Chief Executive Officer, Co-Founder, Chair of the Board, Director

Saundra Linn
Lead Director, Chair of Governance, Nomination, Compensation Committee. Internationally Recognized Grocery Data Expert.

Kay Wong-Alafriz
Director, Chair of Audit Committee. CFO, Kabam

Shelley Diamond
Director, CMO, UNICEF America

Amanda Helming
Director CMO, UNFI
Advisory Board

Jessica Gleeson
Adviser
CEO, BrighterBeauty
Launched Starbucks into China

Dr. Joanna Massey
Adviser
Public Company Board Director
Management Consultant

Candace Pappas
Adviser
President and CEO, Argo Tea

Janell Pittman
Adviser
Chief Marketing and Digital Strategy Officer, MercyOne

Danny Rubenstein
Adviser
Strategic Advisor, DRCNOW
Head of Regen & Leadership Team Member, MISTA

THE PLANTING HOPE COMPANY INC. TSXV: MYLK | OTCQB: MYLKF
INVESTMENT HIGHLIGHTS

Financial
- Reshaped revenue in 2023 to focus on transactionally profitable accounts over developmental retail accounts requiring ongoing promotional investment
- Groundwork laid to achieve break-even and ongoing beginning in second half of 2024
- Anticipated $20M revenue in 2024; then the real scaling begins
- Management believes stock undervalued at ~1x revenue- typical private CPG multiples are 4x-7x revenue
- Growth accelerating: $1.5M+ in purchase orders exceeding forecast received in Q4 2023 to date

Strategic
- A+ experienced management team
- IP portfolio of breakthrough innovation valued at $50M+, IP Score in top 1/3 of companies tracked on IP 100 index
- Foodservice distribution open + established, ready to scale
- Multiple award-winning products and company, lauded for innovation and sustainability
- 70,000 total item distribution points in place; more than 15,000 locations
- Barista 1000 project will hit tipping point mid-2024
- Argo Tea Café acquisition in August 2023 opened immediate relationships with Sodexo and Aramark
2023 MILESTONE ACHIEVEMENTS

- Secured distribution for all brands in DOT Foods, enabling access across North American foodservice channel via their redistribution network (4,500+ distribution warehouses and 200,000+ end user locations)
- Launched Barista 1000 Program to penetrate independent and small chain cafés
- Optimized RightRice® distribution and brand profitability across all channels
- Secured distribution for Hope and Sesame® Barista Blend across multiple distributors reaching the café channel, including Odeko (largest independent café channel independent distributor in USA), BaristaUnderground.com and regional distributors across North America
- Began development of RightRice® as ‘branded ingredient’ in fresh and frozen meal solutions for other CPG manufacturers
- Expanded QVC distribution and airing opportunities
- Successfully repositioned Mozaics™ Real Veggie Chips in sustainable packaging and gained distribution in Whole Foods Markets nationally
- Growth plan in place to expand menu use occasions with CAVA Mediterranean Restaurants (RightRice)
- Launching soon in Costco (regional tests – Hope and Sesame Barista Blend)
- Launching Hope and Sesame into Southern California café market with marquee distributor in Q4 2023
- Argo cafes now showcasing sesamemilk, building relationships with Sodexo and Aramark (café operators)
- New Foodservice opportunities for industrial (ingredient) applications being announced in coming weeks
2024 Growth Plans include:

- Expansion of Hope and Sesame® Barista Blend Sesamemilk distribution to the ‘tipping point’ of 1,000 espresso / tea cafes and beyond
- Grow RightRice® inventory and foodservice channel velocity with current customers
- Accelerate RightRice® customer development in Foodservice Channel
- Expand Mozaics™ Real Veggie Chips in Foodservice and transactionally profitable retail partners
- Develop and distribute Argo Tea® products (boba product and café operating licenses)
- Continue identifying and implementing effective and successful strategies to increase margins and reduce SG&A as a percentage of revenue

OVERALL

Turn the corner on EBITDA profitability with a stable and established base of repeating, scalable revenue on which to build and further accelerate profitable growth.
Appendix

More Information Ahead:

1. Hope and Sesame® Sesamemilk (Page 23)
2. RightRice® High-Protein Veggie Rice (Page 33)
3. Mozaics™ Real Veggie Chips (Page 41)
4. Growth Strategy (Page 47)
5. IP Valuation (Page 53)
6. Financial Information (Page 57)
HOPE AND SESAME SESAME MILK
People Are Eating More Plant-Based Foods

WHY?

- HEALTH & WELLNESS
- ALLERGENS
- SUSTAINABILITY CONCERNS

WHEN DO THEY SWAP?

When Plant-based Options are the SAME or BETTER on

- TASTE
- NUTRITION
- COST
- CONVENIENCE
- PLANET FRIENDLY

A MACRO TREND THAT’S STICKING. MORE THAN 50% OF THE PLANET NOW IDENTIFIES AS ‘FLEXITARIAN’ AND THAT NUMBER IS GROWING*. 

*Source: Forbes
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

**TOTAL U.S. PLANT-BASED FOOD SALES + GROWTH BY CATEGORY IN 2022**

(Does not include Foodservice, which doubles the total category)

Where **Hope and Sesame®** plays

Plant milk + creamers are 42% of the total plant based foods category

=$3.5B

**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
Plant-Based Milk has Skyrocketed in a Very Short Period of Time ➤ 500% Growth in the Past Decade

43% of US households now **purchase plant milk**\(^1\)

Outside of North America, **plant milk consumption is growing** even faster

75% of people globally are lactose (dairy) intolerant\(^2\)

Here’s how quickly a meaningful subcategory in Plant-Based Milk can grow:

In 7 years, Oat milk scaled from $45M to $6B – a CAGR of 101%!

Oat milk market = $6B (18% of global market)

OATLY = $720M revenue

Global Plant-Based Milk market = $35B

The Global Plant-Based Milk Category scaled from $7B in 2010 to $35B today, and is accelerating, expected to surpass $120B by 2030, a CAGR of 15%

Global Oat milk market (OATLY) = $45M

Global Plant-Based Milk market = $35B

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\(^1\) Source: SPINS Natural Grocery Channel, SPINS Conventional Multi Outlet Channel 52 Weeks Ending 1-1-2023

\(^2\) Source: Examine Research Database, October 2022
Sesamemilk is the Biggest Milk Market Disruptor Since Oat Milk

Just like OTLY, MYLK has the potential to disrupt the large, high-growth plant-based milk market. We see a similar trajectory ahead for MYLK.

OTLY scaled from $47M to $710M in the past 7 years as it disrupted the market with Oat Milk, now a $6B subcategory of Plant Milk, growing at a 15% CAGR. We see a similar trajectory ahead for MYLK.

At MYLK we are focused on effective operational scaling, near-term profitability, and first-mover lock up of Foodservice distribution, which is where OTLY missed (and slipped from the top place in a category they created).
Plant Milk is Still Evolving – and Existing Plant-Based Milk Products are MISSING THE MARK

**LITTLE NUTRITION**
Almond milk = <1g of incomplete protein.

**DOESN’T PERFORM WELL IN COFFEE**
Almond milk doesn’t froth, foam, or steam well. Soy milk overwhelms taste of coffee.

**HIGHEST DEMAND FOR UNSWEETENED**
But most oat milks are made enzymatically, which creates sugars and they can’t play in Unsweetened.

**NOT VERY SUSTAINABLE**
Almond milk farming takes a lot of water, and kills a lot of bees.
Sesame is packed with nutrition (protein, calcium, minerals) and has regenerative agriculture benefits as a cover crop. No bees required. Naturally pest-resistant. Thrives in hot, dry environments with little water.

**WE INVESTED...**

5+ years  
**Multi-million dollars**  
15,000+ hours

to create the world’s first commercialized sesamemilk, with comparable nutrition to dairy milk, **but highly sustainable**
Why Sesamemilk?

**NUTRITIOUS**
Nutritionally comparable to dairy, complete protein, 8x the protein in almond milk

**SUSTAINABLE**
- Only Plant Milk with Upcycled certification (for multiple ingredients)
- Uses 95% less water than almond, 75% less than oat milk
- Sesame is an excellent cover crop, supporting regenerative agriculture practices

**PERFORMS LIKE DAIRY MILK, INCLUDING IN CAFÉ BEVERAGES**
Awards from CoffeeFest Specialty Coffee Association, World Plant-Based Expo, GAMA, and Good Housekeeping

**DELICIOUS**
Recommended by dozens of publications and influencers, including SFGATE, Fox and Friends and Daily Meal
…we decided to stop carrying almond milk at our shop.

Move over oat milk, there’s a new non-dairy in town…Slightly sweet, a very mild but pleasant bitterness… We love it with lattes, especially our cold brew latte, and it makes a nice base for milk teas. And just remember – Storied has sesame milk before it was cool 👍

@storiedcoffeemilkandteas

…we tried it for the sesame latte and we made the decision right away!

It’s the purest sesame latte I ever had and the customers love it. We are starting to sell the sesame milk by the carton off the shelf!  
@thelostdraft, New York City (Soho)
Hope And Sesame® Sesamemilk: Recent Awards + Press

**INDUSTRY & CONSUMER AWARDS**

**NORTH AMERICA • HONG KONG/ASIA • EUROPE/INTERNATIONAL**

**WINNER**
- **HOLIDAY SHOW ON TREND AWARD** Hope and Sesame® Chocolate Sesamemilk
- **THE BEST PLANT-BASED MILK** Hope and Sesame® Unsweetened Sesame Milk
- **BEST NOVEL COFFEE CREAMER** Hope and Sesame® Barista Blend
- **BEST NEW HOSPITALITY PRODUCT** Hope and Sesame® Chocolate Hazelnut
- **HOLIDAY SHOW ON TREND AWARD** Hope and Sesame® Chocolate Sesamemilk
- **BEST NEW PRODUCT** Hope and Sesame® Chocolate Hazelnut
- **BEST PRODUCT** Hope and Sesame® Barista Blend
- **BEST PLANT-BASED BEVERAGE** Hope and Sesame® Barista Blend
- **2x WINNER** ‘BEST MILK ALTERNATIVE’ & ‘BEST PLANT-BASED SUSTAINABILITY’ Hope and Sesame® Sesame Beverage

6 Food Trends To Watch For In 2022 And Beyond

**JUNE 16**
6 Food Trends To Watch For In 2022 And Beyond

**JUNE 25**
Hope And Sesame® Sesamemilk Named As Top 2022 Fancy Food Show Trend By Chef George Durand On Good Morning America

**JUNE 29**
Alcohol-free Cocktails, Sesame Milk, And 4 Other Food Trends To Look For

**JULY 19**
Sesame Milk Review: An Udder-free Milk That Is Utterly Delicious

**OCTOBER 19**
Why The Tiny But Mighty Sesame Seed Is The New Superfood

**NOVEMBER 25**
Fox News’ Fox & Friends Morning Show Features Planting Hope’s Hope and Sesame® Sesamemilk and RightRice® on Thanksgiving Meal Segment

**JANUARY 24**
14 Best Plant Milks of 2023 (Hope and Sesame®, RightRice®, and Mozaics are 3/10 brands highlighted)

**JUNE 14**
10 Food Brands Making a Sustainable Difference (Hope and Sesame®, RightRice®, and Mozaics are 3/10 brands highlighted)
Rice. Packed with Protein from Plants.

- **RightRice®** is a rice-like grain made with more than 90% veggies: lentils, chickpeas, and peas, and a touch of rice flour
- **RightRice®** looks like rice and tastes like rice, with a superfood-level of nutrition (more than quinoa!)
- **11g of protein** (3-4x the protein in white rice), **6g of dietary fiber** (white rice has 0g!), and **40% fewer net carbs** than white rice
- **Super easy to cook:** just add boiling water and let sit for 10-12 minutes!
- Meets the needs of consumers looking to add more protein, fiber, and plant-based nutrition to their families’ diets
- **Low glycemic index,** provides complete protein, excellent source of fiber

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

<table>
<thead>
<tr>
<th>RightRice®</th>
<th>White Rice®</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>11g</strong> PROTEIN</td>
<td><strong>3g</strong></td>
</tr>
<tr>
<td><strong>6g</strong> FIBER</td>
<td><strong>0g</strong></td>
</tr>
<tr>
<td><strong>40% FEWER NET CARBS</strong></td>
<td></td>
</tr>
</tbody>
</table>

RightRice® is a complete protein

**Gluten Free, Vegan, Kosher, Complete Protein, Low Glycemic Index**
RightRice® is the Perfect Way to Pack Every Meal With More Protein and Fiber

Use RightRice® in…
- Salads
- Soups
- Grain Bowls
- Burritos
- Fried Rice
- Stir Fries
RightRice® is Right for EVERYONE

Meet almost every dietary need with RightRice®

- Gluten Free & Coeliac
- Dairy & Lactose free
- Low Glycemic Index
- Vegetarian
- Vegan
- High Protein
- Kosher
### Build a Better Bowl with **RightRice®**

#### GRAINS

<table>
<thead>
<tr>
<th></th>
<th>RightRice</th>
<th>White Rice</th>
<th>Brown Rice</th>
<th>Quinoa</th>
<th>Cauliflower Rice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carbs</td>
<td>30g</td>
<td>40g</td>
<td>39g</td>
<td>34g</td>
<td>2g</td>
</tr>
<tr>
<td>Fiber</td>
<td>6g</td>
<td>0.5g</td>
<td>2g</td>
<td>3g</td>
<td>1g</td>
</tr>
<tr>
<td>Net Carbs</td>
<td>24g</td>
<td>39.5g</td>
<td>37g</td>
<td>30g</td>
<td>1g</td>
</tr>
<tr>
<td>Protein</td>
<td>11g</td>
<td>3.5g</td>
<td>4g</td>
<td>7g</td>
<td>0g</td>
</tr>
</tbody>
</table>

- **FEWER CARBS** than traditional grains
- **MORE NUTRITION** than cauliflower rice
- **MORE FIBER** than traditional grains and cauliflower rice
- **MORE PROTEIN** than traditional grains and cauliflower rice

#### PROTEINS

<table>
<thead>
<tr>
<th></th>
<th>PLANT PROTEIN</th>
<th>ANIMAL PROTEIN</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Beyond Beef®</td>
<td>Impossible Beef™</td>
</tr>
<tr>
<td>Protein</td>
<td>6g</td>
<td>5g</td>
</tr>
<tr>
<td>Fat</td>
<td>1g</td>
<td>1g</td>
</tr>
<tr>
<td>Sodium</td>
<td>118mg</td>
<td>87mg</td>
</tr>
</tbody>
</table>

- **MORE PROTEIN** than Beyond®, Impossible™, tofu, ground beef, salmon, and eggs.
In our efforts to **Do Better** and **protect the planet**, we are transitioning our RightRice® products into the most sustainable plastics we could source which is called NEO.

**NEO Plastics™** proprietary packaging contains an organic additive which transforms traditional plastic packaging into a sustainable packaging solution made for disposal in landfills.

Once the packages are collected and delivered to landfills, the accelerated natural microbial digestion of the package begins. During this process, biogases are released and can be collected and turned into clean, **renewable energy** which can be used to power communities.
RightRice® is Hot Across the US!

@evohemp
Boulder, CO
80.3k Followers

@chicagofoodauthority
Chicago, IL
271k Followers

@kimhoeltje
Pennsylvania
39k Followers

@musiccitymom
Nashville, TN
48.6k Followers

@jazzleaf
Santa Clara, CA
273k Followers

@thesavvyspoon
Dallas, TX
32k Followers

@Bitesbyallieb
Charlotte, NC
27.9k Followers

@korinsutton
Florida
114k Followers
Continuing to Win Accolades & Awards
Mozaics™ Real Veggie Chips

#1 Ingredient: Real Veggies you can SEE in each delicious popped chip

Sea Salt flavor - per 1 oz serving (20+ chips!):

- 3g fiber* - a good source of fiber
- 4g protein* - more protein than an egg white!
- Non-GMO Verified, Certified Gluten Free, OU Kosher & Certified Plant Based
- Sustainable NEO Plastics™ packaging film degrades effectively in any waste stream
- Made in a tree nut and peanut-free facility

Available in Sea Salt, BBQ, and Salsa

*Per 28g Serving
Mozaics™ Macros are ‘Best in Class’ for the Category:
Calories + Fat + Protein + Fiber, plus Sustainable Packaging Film

<table>
<thead>
<tr>
<th>Chips Per Serving</th>
<th>Calories</th>
<th>Fat</th>
<th>Protein</th>
<th>Fiber</th>
</tr>
</thead>
<tbody>
<tr>
<td>~23</td>
<td>110</td>
<td>3g</td>
<td>4g</td>
<td>3g</td>
</tr>
<tr>
<td>~20</td>
<td>110</td>
<td>3g</td>
<td>2g</td>
<td>1g</td>
</tr>
<tr>
<td>~23</td>
<td>130</td>
<td>4.5g</td>
<td>2g</td>
<td>&lt;1g</td>
</tr>
<tr>
<td>~38</td>
<td>130</td>
<td>7g</td>
<td>1g</td>
<td>3g</td>
</tr>
<tr>
<td>~15</td>
<td>130</td>
<td>7g</td>
<td>1g</td>
<td>3g</td>
</tr>
<tr>
<td>~13</td>
<td>130</td>
<td>5g</td>
<td>&lt;1g</td>
<td>3g</td>
</tr>
</tbody>
</table>

First Three Ingredients:
- Green Peas, Yellow Peas, Black Beans
- Yellow Corn, Sunflower Oil, Sea Salt
- Potato, Rice Flour, Vegetable Oil
- Potato Starch, Potato Flour, Corn Starch
- Casava Flour, Avocado Oil, Coconut Flour
- Rice Flour, Sunflower Oil, Dried Green Peas

Non-GMO Verified: ✓ ✓ ✓ ✓ ✓ ✓
Certified Gluten-Free: ✓ ✓ ✓ ✓ ✓ ✓
Sustainable + Degradable Packaging Film: ❌ ❌ ❌ ❌ ❌ ❌

Only degradable if processed in commercial composting facility.
Mozaics™ Packaging is Made with NEO Plastics™ Sustainable Packaging Film

NEO Plastics™ packaging film contains an enzyme additive that transforms plastic packaging film into a sustainable solution, enabling it to cleanly degrade in any waste stream, no special handling required.

The enzyme in NEO Plastics™ film accelerates the degradation of the packaging film after it enters the waste stream. This process releases a harvestable biogas that landfills harvest and convert to clean, renewable energy.

In the United States, more than 600 landfill facilities are collecting biogas to convert to energy, representing more than 80% of food waste processing.
Mozaics™ are Trending in Pubs and on Social!

“Best toddler friendly snack!
@toddler.foodies
126k Followers

“Crunchy, delicious, and very low in fat!
I love them and I promise you will too!
@hungrygirl
287k Followers

“OMG my favorite chips are now at Sprouts!
@alexis.belbel
374k Followers

“These taste like BBQ potato chips, but they’re not greasy, they’re crunchier, and perfectly seasoned. Oh my gosh!
@nikkigets_fit
107k Followers
Whole Foods Markets Launched Mozaics in **515 Stores** in the USA in October 2023.
Growth Strategy
Designed for Foodservice – Where the Biggest Profitability, Scale, and Velocity Opportunities Lie

Well-Structured for Profitability and Scale, the Optimal CPG Brand Looks Like an Iceberg – the Biggest Part is Foodservice

First: Initial Grocery Distribution

“Where can I find your product in a store near me?”

Then: Scale in Foodservice

- Our Products are tailored to optimal Foodservice performance
- We have spent 18 months securing the distributors

Foodservice Channel Benefits (over Retail)

- No slotting and promotion investment costs
- Dramatically higher velocities: Typical weekly Sesamemilk usage at a Café can be 10-40x sales at typical Grocery store
- Immediately profitable customers, stronger net margins
- Free marketing: Out-of-home product trial builds Grocery awareness

Key Foodservice Segments

- Cafés (coffee/tea/smoothies/boba) – there are more Cafés (72,100) \(^2\) in the US than Grocery stores (63,300) \(^3\)
- Quick Service Restaurants (QSRs) and Fast Casual dining (FC)
- Managed Foodservice (colleges/businesses/healthcare)
- Grab & Go

\(^1\) Source: Markwide Research
\(^2\) Source: IBISWorld
\(^3\) Source: Drive Research
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

Well-Established Omnichannel Distribution Platform

>15,000
grocery retail doors

>70,000
Total Distribution Points across the US + Canada
Acquisition of Argo Tea Café Assets Accelerates Market Relevance and Path to Profitability

Argo Tea® is a 20-year operator of ‘Starbucks-esque’ tea cafés, bringing customers real, natural, sustainable hot and iced beverages and delicious food packed with ‘ingredients with a purpose.

Q3 2023 Acquisition Includes:
• Master supplier agreements with Sodexo, Aramark, and others.
• Turnkey café operating license program with 8 active Argo Tea® Cafés at major colleges and universities (reaching 200K+ Gen Z college students) managed by foodservice operators.
• Argo Tea® Bijoux™ (coconut gel-based ‘bubble tea’ inclusions) offer a proprietary ready-to-serve, prebiotic premium bubble tea alternative; already the top selling item at Argo Tea® Cafés, Bijoux™ will be made available to foodservice operators nationwide in Q4 2023 as ‘bubble tea’ accelerates in popularity nationwide, currently with operational complexities and no leading market player.

Acquisition Strategic Impact:
• Opportunity to accelerate foodservice growth strategy across Planting Hope brands through active and established relationships with the biggest managed foodservice operators in North America.
The planting hope company inc. TSXV: MYLK | OTCQB: MYLKF

Portfolio Approach Accelerates Speed-To-Market and Profitability, Lowers Costs

Multiple synergistic brands can accelerate profitability and lower costs across SG&A, if they have:

- Same **Product Profile** – Nutrition Forward, Plant-Based, Sustainable
- Same **Target Customer**
- Same **Supply Chain** (dry)
- Same **Channel Opportunities** (Foodservice, Ecommerce, Retail)

<table>
<thead>
<tr>
<th>TACTICAL REALITIES AND OPPORTUNITIES (+ EXAMPLES)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SPEED-TO-MARKET</strong></td>
</tr>
<tr>
<td>Combined poundage across RightRice® + Hope and Sesame® TOGETHER opened Dot Foods 18 months earlier than one brand alone; once Dot Foods established with first two brands, quickly added other two.</td>
</tr>
</tbody>
</table>

| **CUSTOMER RELEVANCE + OPPORTUNITY**         |
| Offering the same customer multiple products can 'hook' them on one and open up the opportunity to sell them another; trusted suppliers who can bring more products to the table are more valuable (QVC); same applies to influencers. |

| **COST SAVINGS + EFFICIENCIES**              |
| Lowered marketing costs (tradeshows, influencer marketing), lower operational costs including freight rates, lower broker costs, amortizing same SG&A base across multiple brands. |

| **FASTER OVERALL PROFITABILITY**            |
| Products with higher realized margins that have achieved minimum scale (RightRice®) can offset lower margins from earlier-stage products that require greater scale to realize full margin points (Hope and Sesame®). |

| **CONSUMER CROSS-SELL OPPORTUNITY**         |
| Opportunity to cross-sell customers, influencers, social followers on full product portfolio (PlantingHopeBrands.com, Amazon); build influencer relationships (including dieticians, fitness) with more products that meet needs. |
**2023 + 2024 Growth Drivers**

**2021 Revenue**
- 3 brands finalized: moved from beta testing to launch-ready
- TSXV IPO achieved (11/21)

**2022 Revenue**
- 3 brands launched
- 1 brand acquired (RightRice®)
- More than 10,000 grocery doors added

**Grocery**
- Increase velocity with seasonal promotions
- Add doors: Snacks
- Drive consumer marketing

**Foodservice**
- Scaling through Dot Foods customers
- Barista Penetration (key markets, including NY, LA)
- RightRice® QSR Expansion
- Argo Sodexo & Aramark Contracts

**Other (Club, Specialty)**
- Develop Club business
- Develop Specialty channels
- Royalties from Argo Tea Cafés

**International (Outside US)**
- Add Grocery retailers + ecommerce in Canada
- Start international expansion in key markets

**Ecommerce + E-Retail**
- Influencer program expansion
- Add SKUs, platforms
- Social media marketing
- Add retailers

**2024 Revenue**
- ~2X 2022 Revenue*
- Anticipated quarterly break-even achieved before the end of 2024

- FORECASTED
- ~2X 2022 Revenue*
  - Ultimate 2024 growth tied to timing and level of capitalization to meet rapidly scaling product demand

---

**THE PLANTING HOPE COMPANY INC.  TSXV: MYLK  |  OTCQB: MYLKF**
IP Valuation
### More than $20M Invested in Intellectual Property (IP)

Unique Proprietary Formulations, Cutting Edge Ingredient and Packaging Technology, Top Beverage Scientists & Flavorists, Michelin-starred Chefs, World-Class Branding.

<table>
<thead>
<tr>
<th>Product</th>
<th>R&amp;D Hours</th>
<th>Period</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SESAME MILK</strong></td>
<td>15,000</td>
<td>5-year</td>
</tr>
<tr>
<td><strong>RightRice</strong></td>
<td>6,000</td>
<td>2-year</td>
</tr>
<tr>
<td><strong>MOZAIICS</strong></td>
<td>1,200</td>
<td>1.5-year</td>
</tr>
<tr>
<td><strong>vegglicopia</strong></td>
<td>1,400</td>
<td>4-year</td>
</tr>
</tbody>
</table>
Why would a company do an IP valuation?

Reasons include:
- Valuing an asset that the market is overlooking or is underpricing
- Leveraging that asset as additional security for non-dilutive financing
Results - Planting Hope Company IP Valuation and IP Score

Planting Hope joined the IP100 Index with a ranking of #32 out of 100 firms tracked on the Metis Partners dynamic IP100 Index.

IP Score reflects the quality of a company’s IP

Ranked in the Top 20 in three IP Asset Classes:
- Brand & Reputation
- Data & Analytics
- Trade Secrets

IP Valuation Range: $50.2M-$54.9M USD ($68.8M - $75.2CAD)

Note: The Metis Partners Planting Hope IP valuation was conducted in June-early August 2023, and does not include the Argo Tea assets acquired later that month.
Financial Information
Executing on Our Business Plan: Strong Revenue Growth and Momentum

FY 2022 Revenue More Than Quadrupled FY 2021

**Gross Revenue**
- % Quarter-over-quarter growth
- (USD in thousands)

<table>
<thead>
<tr>
<th></th>
<th>FY 2021</th>
<th>Q4 2021</th>
<th>Q4 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross Revenue</td>
<td>$12,211</td>
<td>$2,665</td>
<td>$359</td>
</tr>
</tbody>
</table>

More than 4.6x FY 2021 Revenues

Total FY 2022 Revenue = $12.2 million (+358% more than FY 2021)

Path to Profitability Ahead: Planned expansion in high margin, high velocity channels like Foodservice will enable Planting Hope to turn the corner on profitability by the end of 2024

Q4 2022 Revenues alone were equivalent to all of FY 2021
Positive EBITDA Before End of 2024, Driven by Foodservice Strategy

GROSS REVENUE % OF TOTAL BY CHANNEL

<table>
<thead>
<tr>
<th>Year</th>
<th>GROcery</th>
<th>Foodservice</th>
<th>ECOMMERCE + E-RETAIL</th>
<th>OTHER (CLUB, SPECIALTY)</th>
<th>INTERNATIONAL (Outside US)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022</td>
<td>22%</td>
<td>64.6%</td>
<td>9.2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2023</td>
<td>15.5%</td>
<td>56.8%</td>
<td>9.2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2024</td>
<td>21.2%</td>
<td>48.6%</td>
<td>9.2%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2025</td>
<td>35.0%</td>
<td>39.0%</td>
<td>9.2%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Faster foodservice growth means earlier profitability

Foodservice Channel Offers at Least 10 Pts+ Gross Margins Vs Grocery Retail

PROJECTED MYLK turns corner on profitability (~30% Foodservice)
## Capitalization

| TICKER |  
|--------------------|--------------------|-------------------|-------------------|-------------------|
| **Common Shares**  |  
| (Issued on a fully converted basis) | 113,955,126 |  
| **Dilutive Securities Issued** |  
| (*Including Options, Warrants, and RSUs) | 16,684,271 |  
| **Diluted Shares Outstanding** | 130,639,397 |  
| **Potentially Dilutive Securities** |  
| **Management Incentive Warrants** | 18,000,000 |  
| **Convertible Debt Outstanding** | $2.224 convertible at $0.55 | $4.0m convertible at $0.50 |  

More details available upon request.
Typical businesses in the CPG space receive multiples of revenue 4 – 7X of revenue.

We expect the execution of our strategic plan to set the stage for increased multiples.

Room to Achieve Higher Multiples

What drives larger CPG multiples?

- Fast growth
- Products established and scaling with consumers, retailers, distributors
- Category disruptors, first-mover with breakthrough innovation
- Category unicorns – uniquely and meaningfully differentiated products
- Large categories and alignment with market trend drivers
- Unique formulations and ingredient tech
- Sizable global markets
- Meaningful growth in distribution, velocity, scaling, and sales lift

We check the boxes on all of the above.