

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

OPPORTUNITY OVERVIEW **Q1 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**

Established	2016
TSXV Listed	November 2021
Stock Price	\$0.125 CAD*
Outstanding Shares**	166,775,563
Management Ownership	~15%

*Market closing price March 5, 2024

**Fully Diluted, including Convertible Debt, Warrants, & Options



We've built our Core Products, Established Distribution, and are Scaling with More Demand than we can Supply



What We've Done to Date:

- Created the 'big idea' products that are reimagining the largest global 'everyday' food categories.
- Raised \$35M USD (2016-2023) to build breakthrough products, validate these in the market, develop distribution and traction, and made 2 key acquisitions (RightRice®, Argo Tea® Cafés).
- Built a \$50M+ IP portfolio backing our innovations, created wide moats.
- Built a top-quality management team and board of directors.

What We're Doing Now:

- We are poised and ready and scaling, with multiple product lines with multi-billion dollar global potential.
- We are tackling large global markets with breakthrough, disruptive, transformative products.
- We are hitting the ground running to scale those food + beverage products with a progressive global strategy.
- We have a key focus on high-profitability Foodservice channels and delivering profitability (EBITDA) starting in 2025.
- We have more demand than we can fill with current inventory and are scaling up quickly.

What We Need to Scale:

- **Capital.** We need to build inventory and deploy our strategy.

We are looking for partners who want to come in early – and reap the benefits ahead.

Our Products: On-trend, delicious, and nutritious food that the whole family can agree on Revolutionary today. Tomorrow, part of everyday life for decades to come.

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

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 ½ 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:
3x the protein (11g) and 6x the fiber in white rice; complete protein (all 9 essential amino acids, equivalent to animal protein), 30% 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
Protein + Fiber 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.

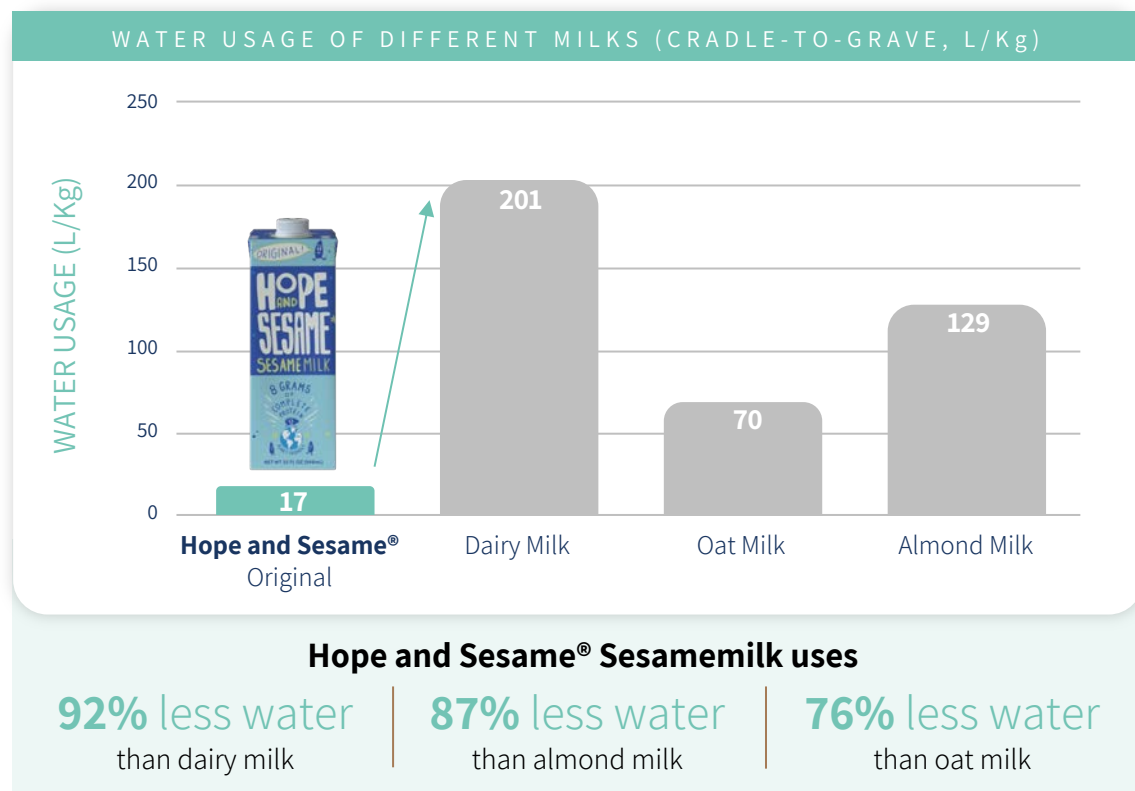
Top Ingredients: Beans and peas.

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



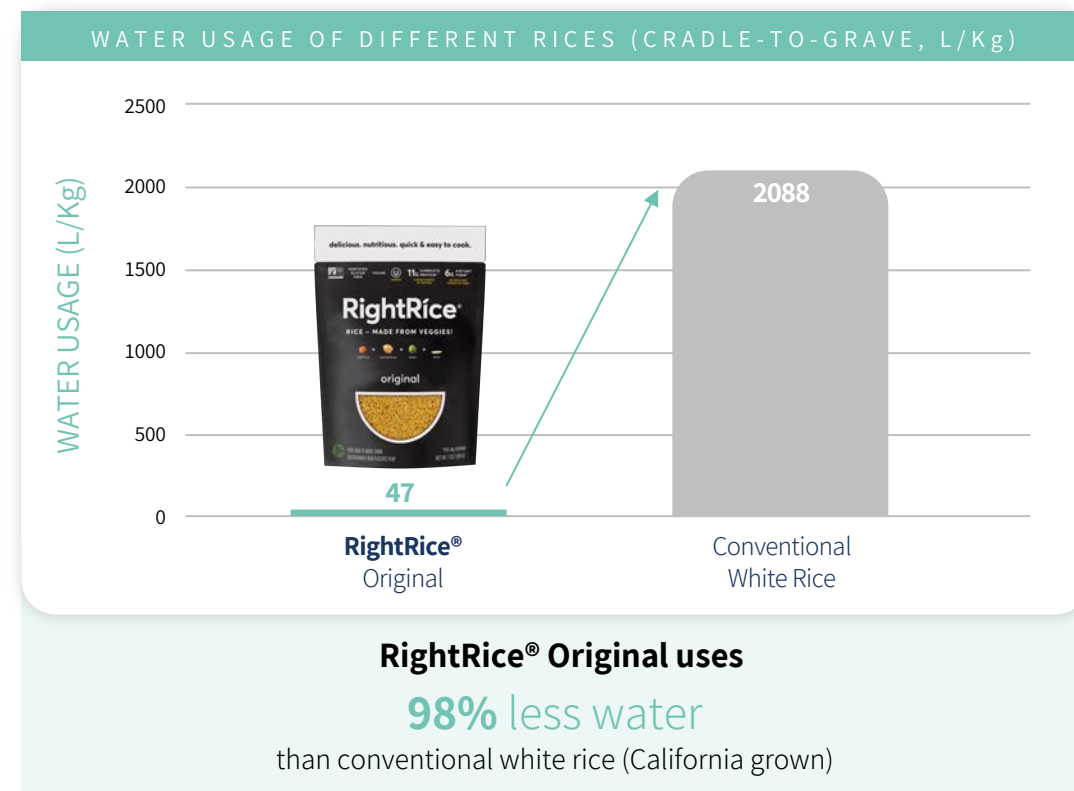
We conducted a 'cradle-to-grave' analysis of both Hope and Sesame® Sesamemilk vs. other milks (dairy, oat, almond*) and RightRice vs. conventional California-grown white rice through PlanetFWD**

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



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

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

Planting Hope’s unique Foodtech IP portfolio, developed over 7 years & multi-million dollars in investment, is 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

In addition, the Argo Tea® Cafés acquisition provides an innovation and insights platform for R&D, customer engagement and collaboration with managed foodservice leaders (Sodexo, Aramark). The brand and product portfolio is valued at +\$10M.

Ongoing R&D Culture and Breakthrough Innovation:

The Planting Hope Company is a food technology-driven innovation engine with a continuous R&D culture. 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.

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).**

The Planting Hope Company Go-to-Market Strategy



1. Initial Focus: Foodservice

- Big volumes
- Big margins
- Focused SKU assortment to get to MOQ (minimum order quantity) faster
- Lower inventory costs and requirements
- Low costs of entry
- First-mover CRITICAL

Opportunity: Foodservice drives trial and marketing. (Oat milk's rapid rise, RightRice® at CAVA)

Definition of Foodservice: *Effectively – food that is prepared (and often eaten) outside of the home.*

- Quick-service restaurants (Taco Bell, KFC, Panda Express)
- Fast Casual (CAVA, Chipotle, Sweetgreen, Panera)
- Casual Dining (Red Lobster, PF Chang's)
- Branded Cafés and Smoothie Chains (Starbucks, Tim Hortons, Peet's, Jamba Juice)
- Managed Foodservice (Sodexo, Aramark, Compass, Host Marriott)
- Prepared Foods (Farmer's Fridge, Mosaic Foods, Simply Good Jars)

2. Next Focus: Grocery Retail Expansion, with built-in and developed consumer awareness and demand.

Innovation in Go-to-Market Strategy: Foodservice Priority

Our products are currently distributed across 10,000 retail locations with 50,000 total distribution points.

However, we are strategically 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, uses a 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, strategic acquisition that opens up Sodexo and Aramark opportunities.
- Regional Broadline Foodservice Distributors
- Regional Café channel distributors, including Odeko.

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



F A I R E



FAST CASUAL RESTAURANTS



CLUB STORES



E-COMMERCE



RETAIL DISTRIBUTORS



GROCERY RETAILERS



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 our brands have the same:

- **End Customer** – Flexitarian consumer, from Gen Alpha to Boomers who seek delicious, nutritious, natural and sustainable foods.
- **Distribution Chain** – Dry, ambient, shelf-stable, extended shelf life (14-24 months).
- **Channel Opportunities** – Massive Foodservice opportunities, targeted retail, alt channels, and ecommerce.

PLUS:

- Cross-selling and multi-product market approach reduces selling and marketing expenses.
- Many customer opportunities span product lines.
- 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.

Total Addressable Market Sizes (TAMs) for Our Hero Products



Global Dairy Market

2024 = \$1T, 6.5% CAGR

Subcategory: Global Plant-Based Milk Market

2021 = \$35B (3.5%), 15% CAGR

Annual Dairy Consumption

- **United States**
2024 = \$125B (12.5% of Global Market), 5.0% CAGR
- **APAC (China)**
2024 = \$122B (12.2% of Global Market), 4.0% CAGR
- **EMEA (Europe)**
2024 = \$160B, 1.2% CAGR

Annual Plant-Based Milk Consumption

- **United States**
2023 = \$4B (11% of Global Market)
(\$2B Foodservice + \$2B Grocery)
- **APAC (China)**
2024 = \$9B (26% of Global Market), 4.2% CAGR
- **EMEA (Europe)**
2024 = \$5B (14% of Global Market)

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



Global Rice Market

2024 = \$376B, 2.6% CAGR

Annual Rice Consumption

- **United States**
2024=\$6B (2% of Global Rice Market), 2.2% CAGR
- **APAC (China)**
2024=\$150B (40% of Global Rice Market), 2.7% CAGR
- **EMEA (Europe)**
2024=\$10B (3% of Global Rice Market), 6.1% CAGR

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

Global Instant Noodles Market

2024 = \$48.69B, 4.68% CAGR

Annual Instant Noodle Consumption

- **United States**
2024 = \$2B (4% of Global Market), 5.3% CAGR
- **APAC (China)**
2023 = \$20B (41% of Global Market), 9.0% CAGR
- **EMEA (Europe)**
2022 = \$3B (6% of Global Market)

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

Initial Strategy: Foodservice

Foodservice:

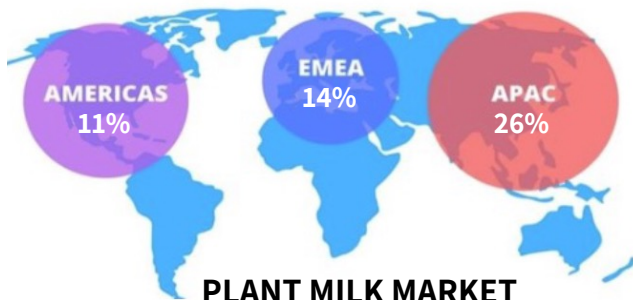
Food eaten or prepared out-of-home, including quick service restaurants, cafés, casual dining, fast-casual, grab & go, and convenience (prepared or ready-to-eat foods).

Why Foodservice:

Initial strategy to promote awareness and trial, strong velocities, drive demand at retail, Gen Z is looking for healthy eating on the go (as do all generations).

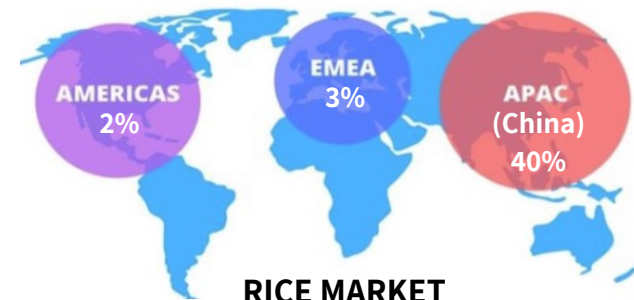
Market Size:

We estimate that Foodservice equals approximately 50% of the market size of each category.



PLANT MILK MARKET
\$35B globally, 15% CAGR
 US: \$4B China: \$9B Europe: \$5B

Our Go-To-Market Plan



RICE MARKET
\$376B globally, 3% CAGR
 US: \$6B China: \$150B Europe: \$10B

← This is How Big the Markets Are →

AMERICAS

Initial Focus:
 United States and Canada
Currently growing

Strategic Partners: National Food and Beverage Chains, Food Service Operators and Regional Distributors.

Focus: Add branded cafés, restaurant chains and expand managed foodservice distribution.

Distributors: Sales to independents, strategy execution, distribution and supply chain continuity.

Our Team: R&D, brand positioning, production, marketing strategies, strategic partnerships with branded chains and managed foodservice.

APAC

Initial Focus:
 China
Next opportunity

Strategic Partners: National Distributors and Branded Chains.

Focus: Leverage partnerships with state-owned distributors to deliver to Foodservice and Grocery.

Distributors: Import, sales, marketing strategy execution, distribution in-country and supply chain continuity.

Our Team: R&D, brand positioning, production, supply chain continuity, marketing strategies, branded café and foodservice partnership development.

EMEA

Initial Focus:
 Europe
Future opportunity

Strategic Partners: Regional Distributors and National Distributors.

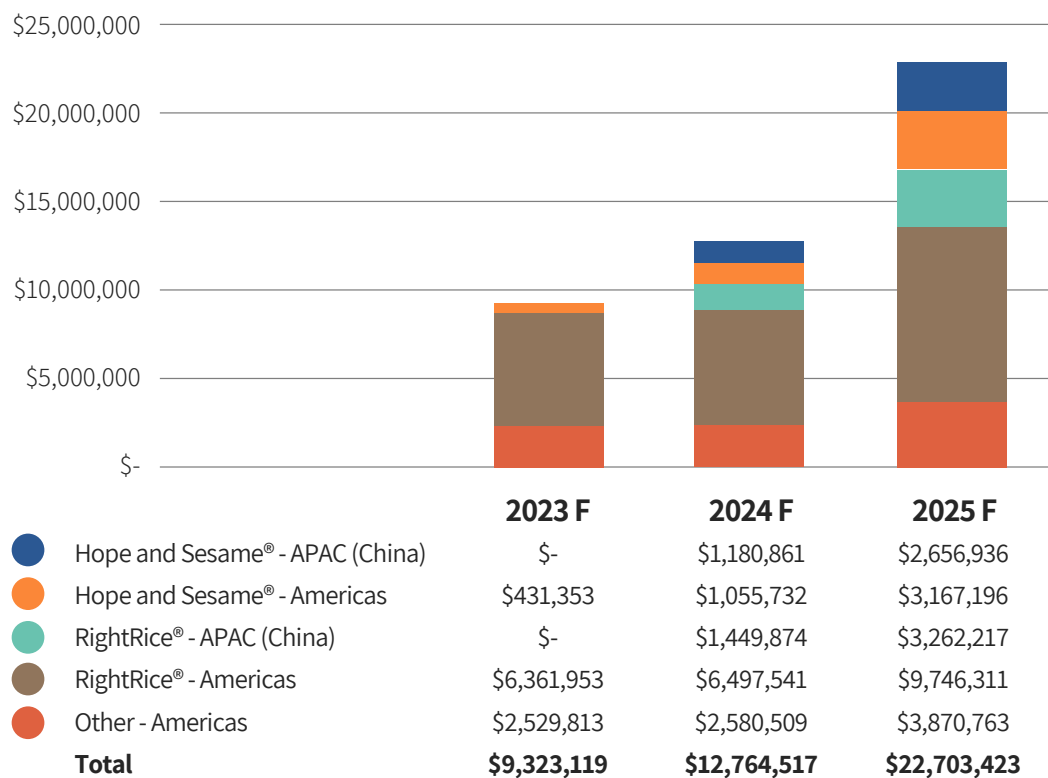
Focus: Secure strategic partnerships to build market, using combination of Foodservice and Retail.

Distributors: Sales, import, marketing, distribution in-country and supply chain continuity.

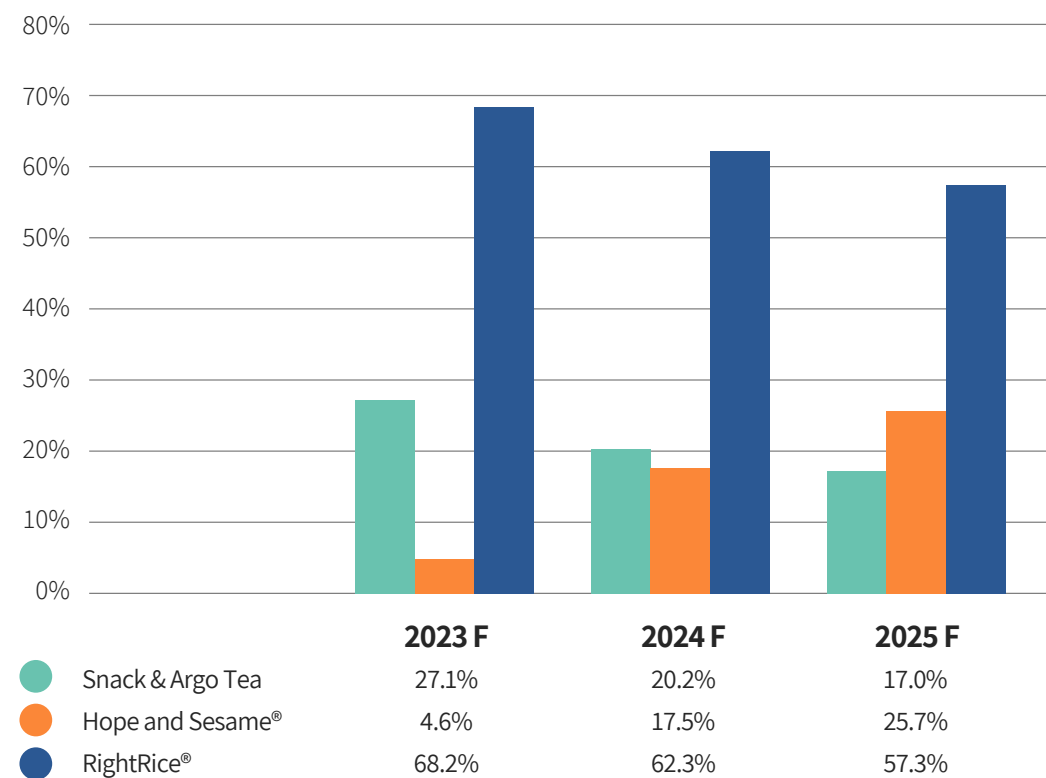
Our Team: R&D, brand positioning, production, supply chain continuity, marketing strategies, branded café and foodservice partnership development.

Financials

THE PLANTING HOPE COMPANY REVENUE FORECAST



REVENUE BY PRODUCT %



Management & Board of Directors

Deeply experienced management team with a proven track record of executing on strategy and pivoting quickly. Backgrounds include top international companies and brands, from Starbucks to Yum! **Nimble. Innovative. Strategic. Global.**

MANAGEMENT



Julia Stamberger
Chief Executive Officer



Susan Walters-Flood
Chief Operations Officer



Tony Sansone
Chief Finance Officer



James Curley
Executive Vice President
of Business Development



Mary Barrett
Senior Vice President
of Partnerships, Argo Tea Cafés



BOARD OF DIRECTORS



Julia Stamberger
Co-Founder, CEO
Board Chair



Scott Carter
Foodservice, Private Equity,
Global Supply Chain Expertise



Shelley Diamond
Consumer Marketing
Experience



Jessica Gleeson
Café, Foodservice, China +
International Growth Expertise



Qing Meyerson
Finance, International Operations,
M&A, China Expertise



Kevin Phelps
Finance, Private Equity, Public
Small Cap Expertise



Capitalization

TICKER

TSXV: MYLK
OTCQB: MYLKF

Common Shares (Issued on a fully converted basis)	115,683,981
Dilutive Securities Issued (*Including Options, Warrants, and RSUs)	18,707,807
Diluted Shares Outstanding	134,391,788
Management Ownership	~15%
Potentially Dilutive Securities	
Management Incentive Warrants	18,000,000
Convertible Debt Outstanding	
\$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
	14,382,775
Total Shares (fully diluted)	166,774,563



More details available upon request.

INVESTMENT OPPORTUNITY

Investment Opportunities and Use of Proceeds

Raising **\$4M CAD (\$3M USD)** in strategic growth capital to meet growing demand in the US and expand product offerings in key markets and channels. .

Immediate Investment Opportunity: Equity Private Placement (TSXV: MYLK)

- Up to \$4M CAD (\$1M subscribed/\$3M remaining opportunity)
- \$0.10 CAD unit, includes 1 share + 1 full warrant (\$0.15 CAD)
- Price protection secured with the TSXV



OPPORTUNITY 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.

Key reasons to invest today – We're scaling and on our way!

Right Product, Right Moment, Right Trend

The Planting Hope Company has built a deep portfolio of products intentionally designed to deliver great flavor, strong nutritional value and support growing sustainability commitments of consumers and companies.



Fundamentals and Foundations for Growth are in Place

A prioritized focus on introducing innovative products, in the largest categories, to foodservice channel and strategic partner clients, through established national distribution network. With deep industry relationships, ability to innovate and a catalog of profitable products, the company is ready scale to meet the demand for our Planting Hope products.

Leadership Brings Deep Experience Across Industries and Geographies

The Planting Hope Company Leadership Team has built their careers developing and growing innovative products that meet the emerging needs of customers. The current product lines are springboards to future innovation on our IP.

The Board has been selected to bring insights, experience and networks in growth driving areas including supply chain optimization, foodservice distribution, strategic partnerships, international growth and global financing.

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.

HOPE AND SESAME[®] 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

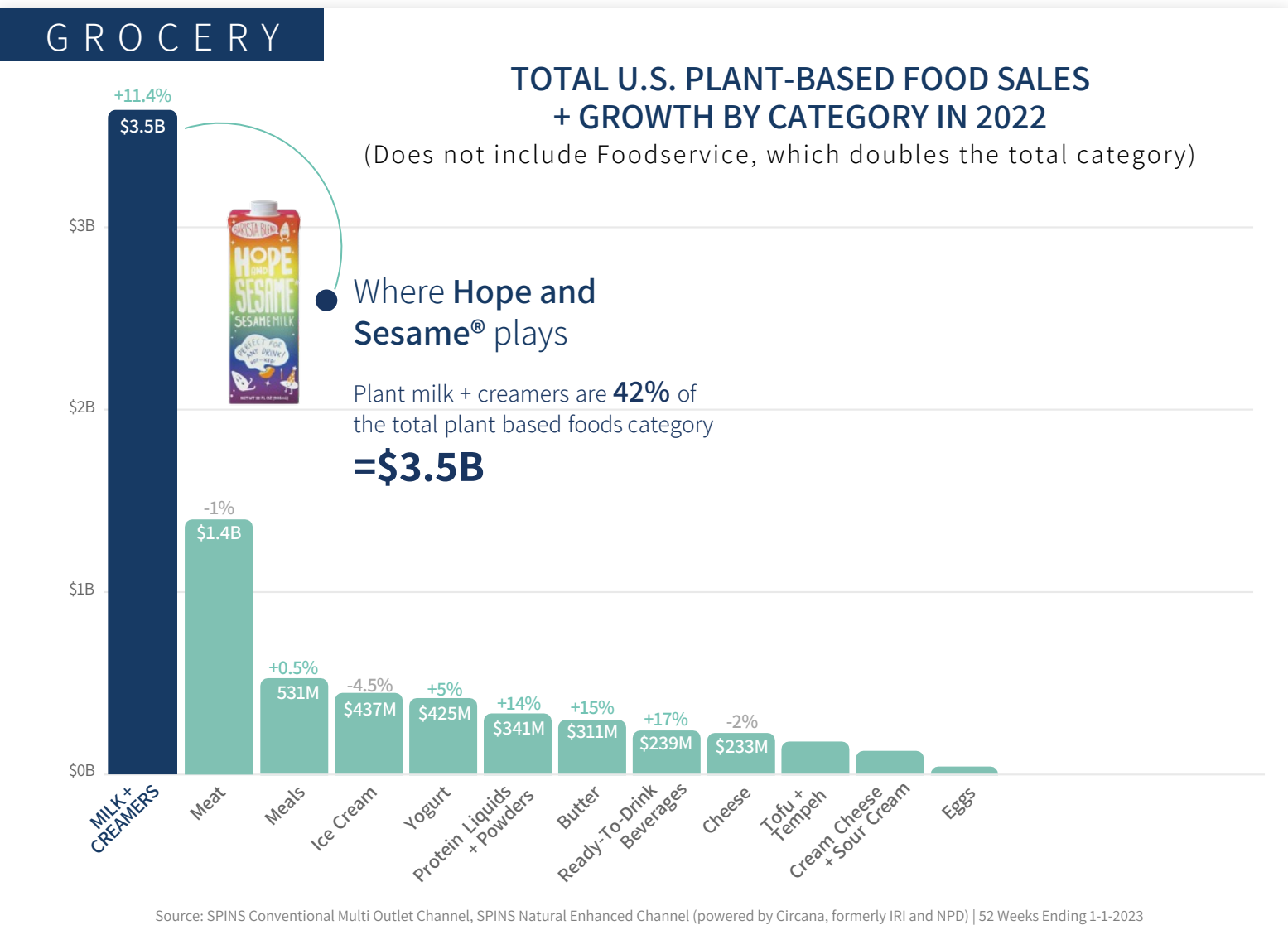
Recommended by dozens of publications and influencers, including Thrillist, Fox and Friends, New York Times, & Consumer Reports.

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.

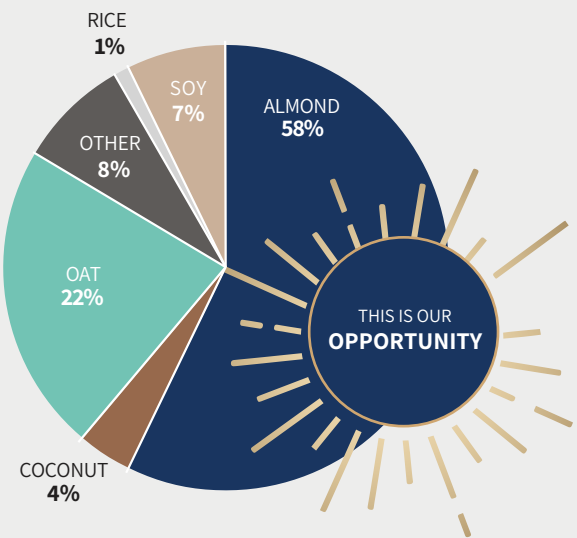
Plant Milk is the Biggest Segment in Plant-Based Food & Beverages

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.

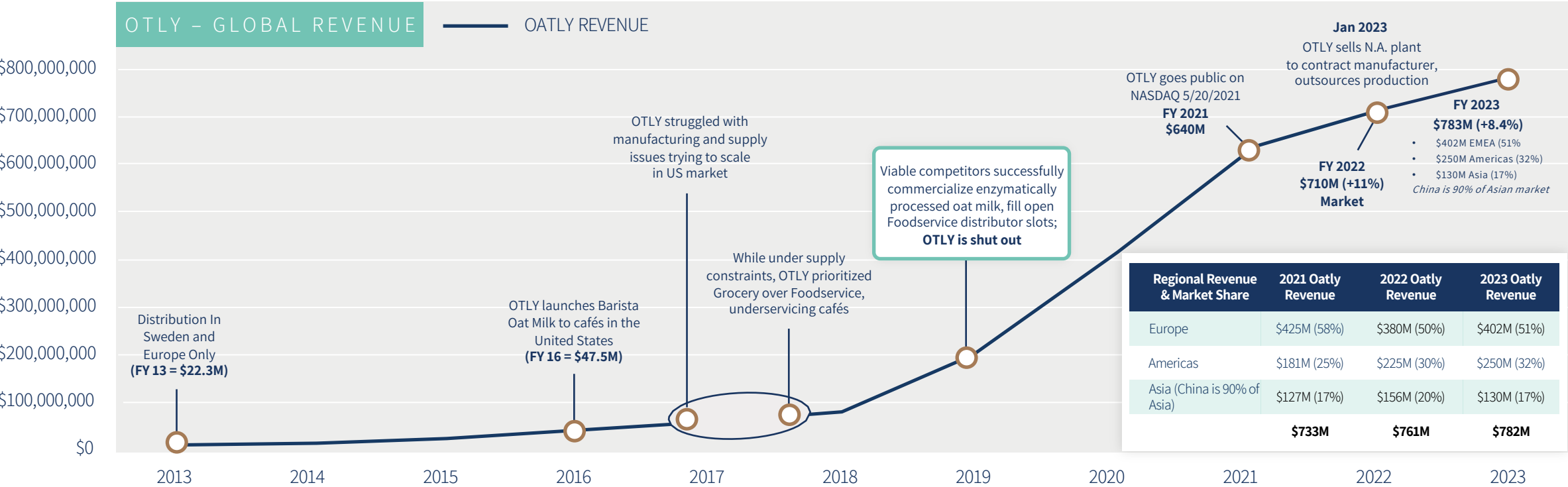


Source: SPINS; Refrigerated & Shelf Stable Plant Based Milk; Total US MULO & Natural Channel; 52 W/E Oct. 2/22

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



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** (12x 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	PROTEIN	3g
6g	FIBER	0g

40% FEWER NET CARBS

RightRice® is a complete protein

*leading white rice, per 50g dry rice



Certified by NSF



VEGAN



KOSHER



COMPLETE PROTEIN



LOW GLYCEMIC INDEX

Certified by Orthodox Union

ALL FIGURES ARE IN \$ USD UNLESS OTHERWISE SPECIFIED

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!

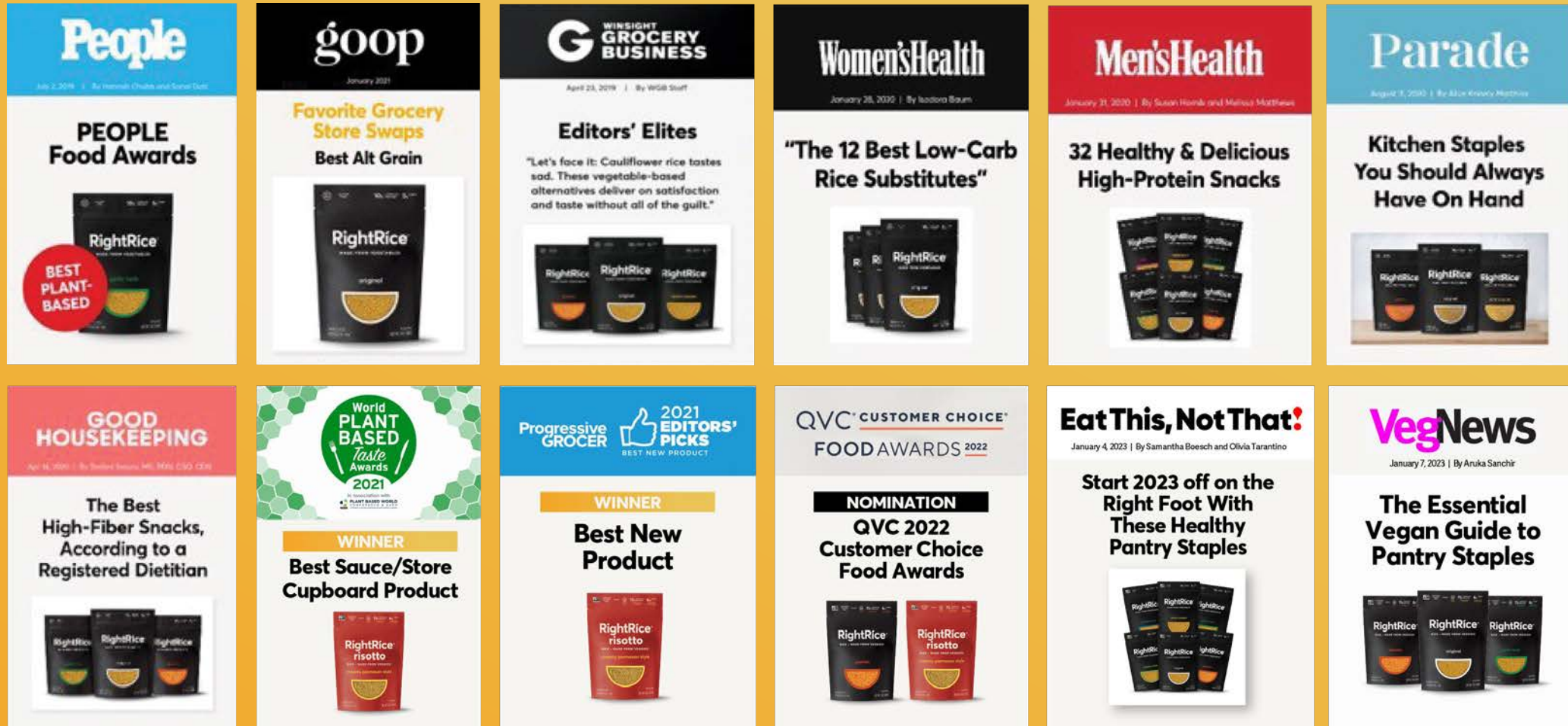


PROTEINS Per 1oz Serving

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

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.



Unique Strategic Marketing and Product Development Platform



Tea cafés and ready-to-drink tea beverages.



Strategic Acquisition – Argo® Tea Cafés

A platform to accelerate product adoption in managed foodservice and to drive market Innovation.

- Argo® Tea Cafés provide a revenue-accretive, customer-facing, marketing platform to trial products, accelerate R&D, develop and test LTOs, built with Planting Hope products to drive partnerships with foodservice brands.
- Eight licensed Argo® locations located in major colleges and universities in the Northeastern US, operated by managed foodservice teams from Sodexo and Aramark.
- The platform drives adoption and client acquisition for hero products, Hope and Sesame® and RightRice® with broader foodservice groups. An ideal environment to popularize our snacks.
- Enables TPHC to develop a direct relationship with Gen Z and Gen Alpha, introduce our curated assortment of products and gain insight.
- Product library contains dozens of LTOs and 30+ RTD products ready for future use, along with several dozen trademarks.



Our Family of Products






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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 & 12	\$35B (3.5%) Global Market 15% CAGR	Plant-Based Milk Market Size, Growth Statistics 2030 (strategicmarketresearch.com)
2. Rice Global Market	5 & 12	\$376B, 2.6% CAGR Global Market	Rice Market Size, Share & Growth Analysis Report, 2028 (grandviewresearch.com)
3. Heathy Snacks	5	\$85B, 6.6% CAGR Global Market	Healthy snack innovation accelerating Food Business News
4. Global Dairy Market	12	\$1T, 6.5% CAGR	Dairy market value worldwide, 2020-2028 Statista
5. Annual Dairy Consumption US	12	2024 = \$125B (12.5% of global market), 5.0% CAGR	United States Dairy Market Report 2021 (prnewswire.com)
6. Annual Dairy Consumption APAC	12	2024 = \$122B (12.2% of global market), 4.0% CAGR	China Dairy and Soy Food Market Size and Trend Analysis by Categories and Segment, Distribution Channel, Packaging Formats, Market Share, Demographics and Forecast, 2021-2026 (globaldata.com)
7. Annual Dairy Consumption EMEA	12	2024 = \$160B, 1.2% CAGR	Dairy market size Europe - Search (bing.com)
8. Annual Plant-Based Milk Consumption US	12 & 13	2023 = \$4B (11% of global market) (\$2B Foodservice + \$2B Grocery)	U.S.: milk substitute market revenue Statista
9. Annual Plant-Based Milk Consumption APAC	12 & 13	2024 = \$9B (26% of global market), 4.2% CAGR	APAC plant-based dairy sector: 'No confusion' amongst consumers regarding labelling of plant-based milk (foodnavigator-asia.com)
10. Annual Plant-Based Milk Consumption EMEA	12 & 13	2024 = \$5B (14% of global market)	The SCA Publishes Updated Coffee Map of Europe — Specialty Coffee Association Coffee Consumption in Europe Market - Industry Analysis & Research Report (mordorintelligence.com)
11. Annual Rice Revenue US	12 & 13	\$6B + 2.2% CAGR = 2.0% of global market	Rice consumption in the U.S. 2023/24 Statista
12. Annual Rice Revenue APAC (China only)	12 & 13	\$150B + 2.7% CAGR = 40% of global market	Rice - Worldwide Statista Market Forecast
13. Annual Rice Revenue EMEA	12 & 13	\$10B + 6.1% CAGR = 2.6% of global market	Rice - Europe Statista Market Forecast
14. Global Instant Noodle Market	12	2024 = \$48.69B, 4.68% CAGR	Instant Noodles Market Size, Share, Trends, Industry Report (marketresearchfuture.com)
15. Annual Instant Noodle Consumption US	12	2024 = \$2B, 5.3% CAGR	World Instant Noodles Association
16. Annual Instant Noodle Consumption APAC	12	2023 = \$22B, 9.0% CAGR	World Instant Noodles Association
17. Annual Instant Noodle Consumption EMEA	12	2022 = \$3B	World Instant Noodles Association