

March 10, 2022

*Halo*  
ELEVATE™

**D.A. Davidson 5th Annual Consumer Growth Conference**

*From the Frontline Series: “We Explore the Halo Elevate Launch”*

**BETTER  
CHOICE**  
COMPANY

# Safe Harbor

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# Millennials are the future

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→ **76%** own a pet








→ **#1** in share of total pet ownership

→ **#1** in share of total pet spending

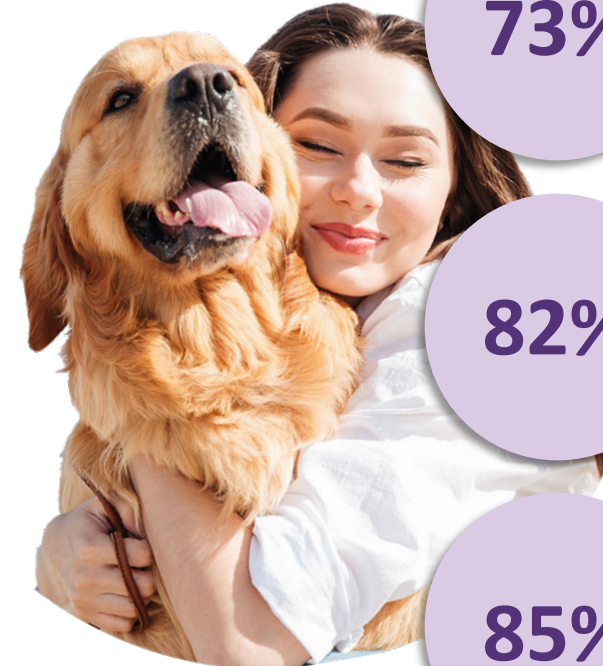
# We know what they are looking for

## Top Nutrition

### Top Health Benefit Needs:

- 
-  Digestion – 65%
  -  Immunity – 55%
  -  Heart Support – 51%
  -  Skin & Coat – 51%
  -  Hip & Joint – 48%
  -  Strength & Energy – 41%

## Trust & Confidence



73%

Want to know the **origin** of their pet food ingredients

82%

Want to know the **inclusion amount** of the ingredients

85%

Are **more likely to buy** if a brand provides **inclusion % of ingredients**



# HALO ELEVATE™



## Natural, Science-Based Nutrition For Optimal Health

### Leading Nutrition

#### PRECISION FORMULATED, COMPLETE NUTRITION



##### DIGESTIVE HEALTH

610 MILLION LIVE PROBIOTICS (CFU/LB)



##### HEART & IMMUNITY SUPPORT

GUARANTEED TAURINE & ANTIOXIDANTS



##### HEALTHY SKIN & COAT

LEADING OMEGA FATTY ACID LEVELS

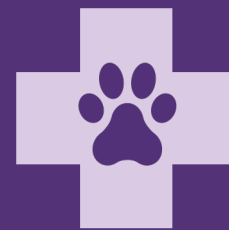


##### HIP & JOINT SUPPORT

LEADING GLUCOSAMINE & CHONDROITIN LEVELS



### Developed By Experts



Vet & Nutrition  
Experts

### Full Transparency

#### UNMATCHED TRANSPARENCY

OUR TOP 10  
INGREDIENTS

= 96%  
TOTAL RECIPE



#### FULL INGREDIENT TRACEABILITY

Trace where every ingredient  
we use comes from and understand  
why we use it (see our website)



# Halo elevate™



**90%** Protein From ANIMAL SOURCES

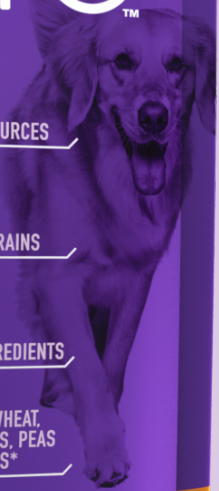


**9%** Protein From ANCIENT GRAINS



**1%** Protein From PLANT INGREDIENTS

**0%** NO CORN, WHEAT, SOY, LENTILS, PEAS OR POTATOES\*



**HEALTHY GRAINS** ADULT

**CHICKEN + ANCIENT GRAINS RECIPE**  
FREEZE-DRIED RAW COATED

NATURAL FOOD FOR ADULT DOGS ENRICHED WITH VITAMINS, MINERALS & OTHER NUTRIENTS  
NET WT 3.5 LB (1.59kg)

**PRECISION FORMULATED, COMPLETE NUTRITION**

- DIGESTIVE HEALTH**  
610 MILLION LIVE PROBIOTICS (CFU/LB)
- HEART & IMMUNITY SUPPORT**  
GUARANTEED TAURINE & ANTIOXIDANTS
- HEALTHY SKIN & COAT**  
LEADING OMEGA FATTY ACID LEVELS
- HIP & JOINT SUPPORT**  
LEADING GLUCOSAMINE & CHONDROITIN LEVELS



# Halo elevate™

## AMAZING FOOD, THOUGHTFULLY CRAFTED

Our mission is to make the *healthiest and most nutritious* pet food on the planet. *No gimmicks or phony claims.* Just incredible pet food.

Finding the best pet food is complicated and it shouldn't be. As pet parents ourselves, we wanted a highly nutritious food that we could *feel confident in feeding.*

That's why we created Halo Elevate™. An *amazing, nutrient-dense food*, with recipe transparency you can see and trust.



**DIGESTIVE HEALTH**  
610 MILLION LIVE PROBIOTICS (CFU/LB)  
Industry-leading levels of patented probiotics plus prebiotics. High probiotic levels support a healthy digestive system.

**HEART & IMMUNITY SUPPORT**  
GUARANTEED TAURINE & ANTIOXIDANTS  
Formulated with Taurine to support healthy heart function. Leading levels of the powerful antioxidant Vitamin E to support a healthy immune system.

**STRENGTH & ENERGY**  
90% OF PROTEIN FROM ANIMAL SOURCES  
First three ingredients are high quality animal sources that provide 90% of this recipe's protein. Animal proteins are highly digestible and deliver an optimal amino acid profile to support muscle health.



**HEALTHY SKIN & COAT**  
LEADING OMEGA FATTY ACID LEVELS  
LEADING OMEGA-3 & OMEGA-6 fatty acid levels, that are optimally balanced and guaranteed, to support your pet's skin and coat health.

**HIP & JOINT SUPPORT**  
LEADING GLUCOSAMINE & CHONDROITIN LEVELS  
Leading levels of Glucosamine and Chondroitin to replenish nutrients that support hip and joint health.



**HEALTHY GRAINS** ADULT

**CHICKEN + ANCIENT GRAINS RECIPE**  
FREEZE-DRIED RAW COATED

**MONEY BACK GUARANTEE**  
SATISFACTION GUARANTEED OR YOUR MONEY BACK

\*Crafted without these ingredients, but may contain traces.

DISTRIBUTED BY: Halo, Purely For Pets, Inc.  
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JOIN OUR COMMUNITY  
www.halopets.com



THIS BAG IS RECYCLABLE THROUGH TERRACYCLE® VISIT WWW.TERRACYCLE.COM TO LEARN HOW

# Elevate is well positioned vs. leading natural brands




Guaranteed Nutrition	Stella & Chewy's	Open Farm	Fromm	Nulo	Merrick Full Source	Halo Elevate	Honest Kitchen	Wellness	Blue Life Protection	Pro Plan	Hills Science Diet
Protein %	28%	26%	27%	35%	26%	31-32%	24%	24%	24%	26%	21%
% of Protein from Animal Sources	✗	90%	✗	83-90%	85%	90%	✗	✗	✗	✗	✗
Top 3 Ingredients Animal Proteins	Chicken Chicken Meal Oatmeal	Chicken Oats Whitefish Meal	Beef Beef Broth Lamb Meal	Deboned Duck Deboned Turkey Turkey Meal	Deboned Lamb Lamb Meal Brown Rice	Deboned Chicken Chicken Meal Salmon Meal	Chicken Oats Barley	Deboned Chicken Chicken Meal Oatmeal	Deboned Chicken Chicken Meal Brown Rice	Lamb Oat Meal Barley	Chicken Brewer's Rice Chicken Meal
Probiotics (M CFU)	✗	✗	✗	80	✗	610	20	20	✗	600	✗
Omega 3	0.3%	0.4%	✗	0.6%	0.3%	1%	0.05%	0.6%	0.5%	0.7%	✗
Omega 6	3.5%	1.25%	✗	3.0%	3%	4%	3.5%	2.4%	3.0%	1.5%	3.0%
Glucosamine	800	✗	✗	✗	1,200	1,500	✗	250	✗	400 ppm	✗
Chondroitin	800	✗	✗	✗	1,200	1,500	✗	200	✗	✗	✗
Taurine	0.2%	0.2%	✗	0.2%	0.17%	0.25%	0.15%	0.09%	✗	✗	✗
Not On DCM List	✓	✓	✓	✓	✗	✓	✓	✗	✗	✓	✗

Source: Guaranteed nutrition analysis based on publicly available information disclosed by each reference brand. Brand groupings and reference nutritional categories selected by Better Choice company management.

# We believe “Fresh” food falls short in key nutrients



	Farmer's Dog	Pet Plate	Nomnom	Jinx	Halo Elevate	Just Food For Dogs	Open Farm Gently Cooked	Sundays	FreshPet
Cost / Day Based on 40lb Dog	\$3.32	\$3.21	\$6.91	\$1.96	<b>\$1.93</b>	\$6.77	\$12.67	\$3.75	\$2.79
Cost Per Day With Supplements	<b>\$7.94</b>	<b>\$8.72</b>	<b>\$13.16</b>	<b>\$3.87</b>	<b>\$1.93</b>	<b>\$11.56</b>	<b>\$20.65</b>	<b>\$5.24</b>	<b>\$6.71</b>
Cost Per 30 Days on 40lb Dog	<b>\$238</b>	<b>\$262</b>	<b>\$395</b>	<b>\$116</b>	<b>\$58</b>	<b>\$347</b>	<b>\$619</b>	<b>\$157</b>	<b>\$201</b>
Cost Per Year on 40lb Dog	<b>\$2,900</b>	<b>\$3,182</b>	<b>\$4,803</b>	<b>\$1,413</b>	<b>\$704</b>	<b>\$4,221</b>	<b>\$7,536</b>	<b>\$1,914</b>	<b>\$2,449</b>
Annual Feeding Cost Savings	<b>\$2,196</b>	<b>\$2,478</b>	<b>\$4,099</b>	<b>\$709</b>		<b>\$3,517</b>	<b>\$6,832</b>	<b>\$1,210</b>	<b>\$1,745</b>

### Assumptions

Farmer's Dog is wet food and based on grams per serving. Food designed for 16 lb Sheltie at 304 Kcal/day for \$1.67/day and converted to 40 lbs for 605 kcal/day.

Pet Plate is wet food and based on grams per serving. Food designed for 40lb dog at 640 kcal/day for \$3.21/day. Daily serving of 1 lb (454 grams).

Nomnom feeding amount based on reported kcal/cup and daily ME requirement of 640 as reported by competitor.

Jinx is dry kibble.

Just Food for Dogs is wet but has feeding guidelines in cups and kcal per day.

Open Farm ME and servings are based on 16 oz pouches.

Sundays is dry food. Feeding amount assumed based on similar kcal per daily serving.

FreshPet is a moist food (64% moisture) but feeding amount is given in cups per day.

### Supplement Info

#1 - Lambert Kay Linatone Shed Relief Plus Dog and Cat Skin and Coat Liquid Supplement – Cost = \$30.98

#2 - YuMOVE Chews | Hip and Joint Supplement for Dogs with Glucosamine, Chondroitin, Hyaluronic Acid, Green Lipped Mussel | 60 Chews - Glucosamine 750mg. Chondroitin 450mg. Cost = \$44.97

#3 - Animal Essentials Plant Enzyme & Probiotic Supplement - Cost = \$26.97

Probiotics = 610 mm (CFU's)

Omega 3 = 1.0%

Omega 6 = 4.0%

Glucosamine = 1,500

Chondroitin = 1,500

Taurine & Vitamin E Calculated assuming AAFCO minimums



# Unmatched transparency

## Elevate is a leader in transparency

### Recipe Formulation

 **90%** Protein From ANIMAL SOURCES

 **7%** Protein From VEGETABLES

 **3%** Protein From PLANT INGREDIENTS

**0%** NO CORN, WHEAT, SOY, LENTILS, OR PEAS\*

OUR TOP 10  
INGREDIENTS  
= **96%**  
TOTAL RECIPE

- ✓ Protein contribution %
- ✓ Source of protein
- ✓ % inclusion of top 10 ingredients

### Ingredient Sourcing



- ✓ 100% traceable ingredients
- ✓ Location each ingredient is sourced
- ✓ Purpose of each ingredient

### Production Location



- ✓ Made in the U.S.A.
- ✓ 8.1 Safe Quality Food Certification

# Our wet food is also super premium



# A strong portfolio for all need states



Elevate Dry: 29 Total Recipes	
Life Stages	Puppy, Adult, All Life Stages
Breed Size	Small Breed, Large Breed
Product Structure	Healthy Grains & Grain Free

Elevate Wet: 10 Total Recipes	
Bone-In	3 Recipes
Chunky	4 Recipes
BBQ	3 Recipes

# The 2022 pet specialty launch is underway



<b>Estimated 2022 Store Count<sup>1</sup></b>	<b>Over 1,000 stores<sup>2</sup></b>	<b>Over 600 stores<sup>3</sup></b>	<b>Target: 500+ stores</b>
<b>Estimated 2022 Distribution Points<sup>1</sup></b>	<b>Over 40,000<sup>2</sup></b>	<b>Over 27,000<sup>3</sup></b>	<b>Target: Over 18,000+</b>
<b>Additional Retailer Support<sup>1</sup></b>	<b>Best Choice Brand</b>	<b>Preferred Brand</b>	<b>Independent Exclusive</b>

1. Company estimate as of March 10, 2022. Estimated store counts based on customer communications received to date.  
 2. Represents increase from November 2021 estimate of 900 stores.  
 3. Represents Increase from November 2021 estimate of 560 stores.

# Our creative will stand out from the pack

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# Halos

The World's **Best Food**  
For The World's **Best Kids**





*Halo*

Thank You!

