

Better Choice Company 34th Annual Roth Conference

March 14, 2022



Safe Harbor

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Better Choice Company Overview



The Most Innovative Premium Pet Food Company in the World Hale Portfolio of Established Premium and Super-Premium Pet Products

Executive Team Purpose Built for Success in the Pet Industry

2,000+ New Brick & Mortar Locations in 2022 (Petco, PSP, Phillips)



MirA

Rapidly Growing International Sales (\$100m+ contracted in '21-'25)



Significant Online Recurring Revenue Base (Chewy, Amazon and DTC)



Exciting Three-Year Innovation Pipeline Key to Future Growth



Asset Light Model with Established Co-Manufacturing Partners

Note: Premium and super premium segments defined as being sold with a retail price greater than \$0.20 per ounce.



Omni-Channel Execution = Rapid Growth



- Our goal is to reach millennial pet parents enabling purchase of Halo products wherever, whenever, and however they choose.
- Differentiating through thoughtful merchandising of the Halo portfolio that maximizes conversion and margin in store, DTC, and eCommerce channels.
- Turning every consumer touchpoint into a dynamic opportunity to connect and convert customers with a consistent and immersive brand experience, end to end.



Halo Elevate is Built to Succeed in the Pet Specialty Channel in 2022

	petco	PET SUPPLIES PLUS	PHILDER PET FOOD & SUPPLIES
Estimated '22 Store Count ¹	Over 1,000 stores ²	Over 600 stores ³	Target: 500+ stores
Estimated '22 Distribution Points ¹	Over 40,000 ²	Over 27,000 ³	Target: Over 18,000+
Additional Retailer Support ¹	Best Choice Brand	Preferred Brand	Independent Exclusive

1. Company estimate as of March 14, 2022. Estimated store counts per customer communications received to date.

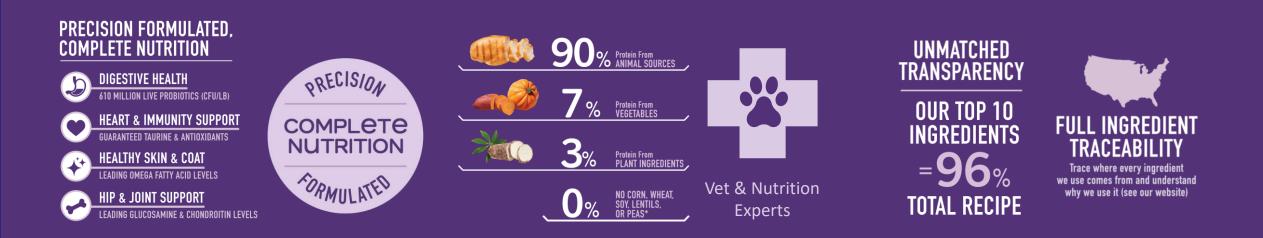
- 2. Represents increase from November 2021 estimate of 900 stores.
- 3. Represents Increase from November 2021 estimate of 560 stores.







Natural, Science-Based Nutrition For Optimal Health



Innovating To Win In 2022 International Markets



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Holistic Renovation

High Protein Cat Innovation

~\$15M '21 Sales 70%+ YoY Growth **\$100M '21-'25 Sales** Aggregate Contracted Minimums

Our Partners Are World Class

Team

- 50 FTEs with hubs in Chicago, Nashville + Tampa
- Win-from-anywhere culture driving productivity
- Equity plans in place to attract and retain top talent



Supply Chain

- All dry kibble and freezedried food and treats are made in the USA
- Best-in-class certifications ensure product quality and drive performance



Customers & Distributors

- High quality customers and distributors are key to omnichannel growth
- We partner with our key retailers to drive successful new product launches



Marketing & Agency Partners

- Dynamic marketing and agency partners help drive innovative creative content
- Our partners are the best of the best in the industry





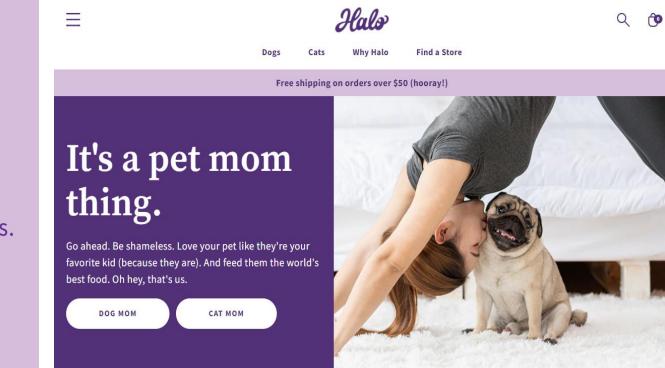
Halo is the brand for a new generation of pet parents

Halo



Different Than Any Other Brand!









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













Better Choice Company

The Most Innovative Pet Food Company In The World

