

### **Better Choice Company** 34<sup>th</sup> 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)



**Mir**A

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 <sup>1</sup>	Over 1,000 stores <sup>2</sup>	Over 600 stores <sup>3</sup>	Target: 500+ stores
Estimated '22 Distribution Points <sup>1</sup>	Over 40,000 <sup>2</sup>	Over 27,000 <sup>3</sup>	Target: Over 18,000+
Additional Retailer Support <sup>1</sup>	Best Choice Brand	Preferred Brand	Independent Exclusive

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

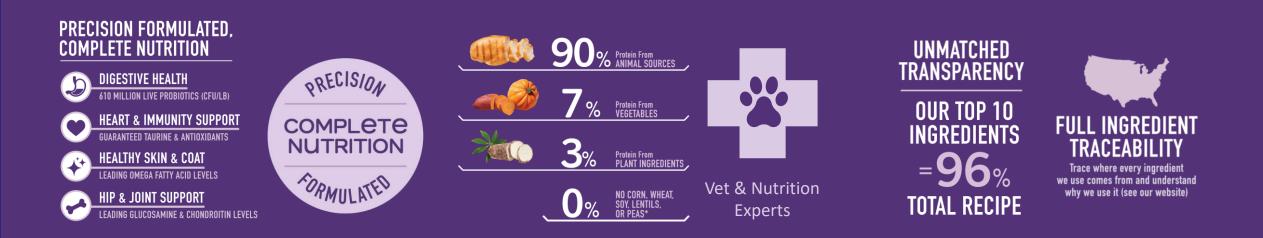
- 2. Represents increase from November 2021 estimate of 900 stores.
- 3. Represents Increase from November 2021 estimate of 560 stores.







### 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





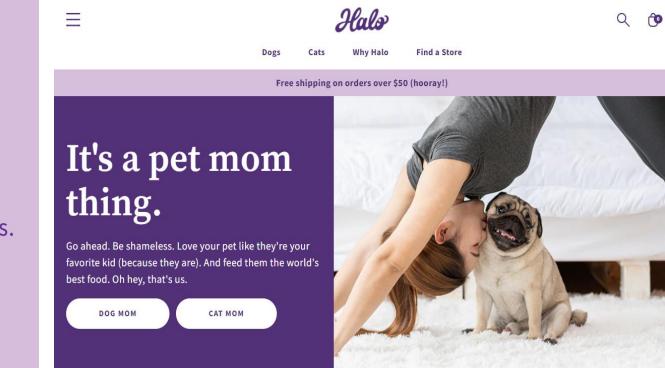
# Halo is the brand for a new generation of pet parents

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

