

# PLANT-BASED FEEL GOOD COMFORT FOOD

CSE: YUM

KOMO PLANT-BASED FOODS INC.



# DISCLAIMER



## FORWARD LOOKING INFORMATION

This presentation contains "forward looking information" within the meaning of applicable Canadian securities legislation. Wherever possible, words such as "plans", "expects", or "does not expect", "budget", "scheduled", "estimates", "forecasts", "anticipate" or "does not anticipate", "believe", "intend" and similar expressions or statements that certain actions, events or results "may", "could", "would", "might" or "will" be taken, occur or be achieved, have been used to identify forward looking information.

Forward-looking information involves known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of Komo Plant Based Foods Inc. (the "Company", "us" "we") to be materially different from any future results, performance or achievements expressed or implied by the forward-looking information. Although we have attempted to identify important factors that could cause actual actions, events or results to differ materially from those described in forward-looking statements, there may be other factors that cause actions, events or results not to be as anticipated, estimated or intended. There can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements.

Forward looking statements are based on the reasonable assumptions, estimates, analysis and opinions of our management made in light of their experience and their perception of trends, current conditions and expected developments, as well as other factors that management believes to be relevant and reasonable in the circumstances at the date that such statements are made, but which may prove to be incorrect. Management believes that the assumptions and expectations reflected in such forward looking statements are reasonable.



**Komo Plant-based Foods Inc.** is an emerging plant-based food company in Vancouver, British Columbia. We specialize in the development, production and distribution of a variety of plant-based refrigerated and frozen meals. Komo's mission is to share our love of plant-based food through classic comfort recipes that are always easy, wholesome, hearty, and delicious. We create familiar comfort foods, 100% plant-based.

Komo launched our e-Commerce direct to consumer platform and flagship plant-based products in March 2021. We began trading as **CSE:YUM** on June 8, 2021.



# KEY CONSUMER TRENDS



## PLANT-BASED REVOLUTION

Plant-centric and plant-forward diets are on the rise. Recent Survey found 36% identified as flexitarians, 5% vegetarian and 3% vegan.<sup>1</sup>

Plant-based eating aligns with consumer concerns with sustainability, health and animal welfare.

## FROZEN IS RE-EMERGING

The frozen foods category growth is driven by convenience and the rise of at-home meals due to the pandemic.

Plant-based and vegan diet friendly products are leading growth and innovation in this category.<sup>2</sup>

## CLEAN LABEL CONSUMER

Consumers are increasingly scrutinizing the ingredients in the food they consume.<sup>3</sup> Recognizable, whole foods ingredients are highly preferred.

Current plant-based alternatives face challenges with clean label expectations and the perception of 'fake food'.<sup>4</sup>

1. "Vegan, Vegetarian, and Flexitarian Consumers" (Packaged Facts, 2020)

2. "Consumers Are Heading to the Freezer: 3 Factors Driving Frozen Foods Trends in 2020" (SPINS, 2020)

3. "Future of Food: Unlocking Consumer Demand for Food and Beverages Beyond Clean Label" (Kerry, 2019)

4. "Fake Meat vs. Real Meal" (New York Times, 2019)

# PLANT-BASED FROZEN FOOD OPPORTUNITY



Plant-based Alternatives and Ready-made-meals are driving growth in the Frozen Food Category <sup>1</sup>.

**+11.9%**

CAGR in Plant-based food  
to 2027 <sup>2</sup>

**+11%**

CAGR in Frozen food to 2024.  
33% growth from NA. Innovation  
and growth driven by plant-based  
products <sup>1</sup>

**+9.5%**

Growth in natural/organic  
preference in 2020 <sup>3</sup>

1. "Frozen Food Market by Product and Geography - Forecast and Analysis 2020-2024" (Technavio, 2020)
2. "Plant Based Food Market by Product Type (Dairy Alternatives, Meat Substitute, Plant-Based Eggs, Confectionery), Source (Soy Protein, Wheat Protein), and Distribution Channel (Business to Business and Business to Customers) - Global Forecast to 2027" (Meticulous Research, 2020)
3. "US Natural and Organic Market Due for 9.5% Growth in 2020" (Natural Products Global, 2020)



## MARKET SIZE

# PLANT-BASED FOODS IN THE U.S. ARE A \$7 BILLION MARKET



**\$7b**

The retail market for plant-based foods is worth \$7 billion, up from \$5.5 billion in 2019

**+27%**

Plant-based food dollar sales grew 27 percent in the past year

**+43%**

Plant-based food dollar sales grew 43 percent in the past two years

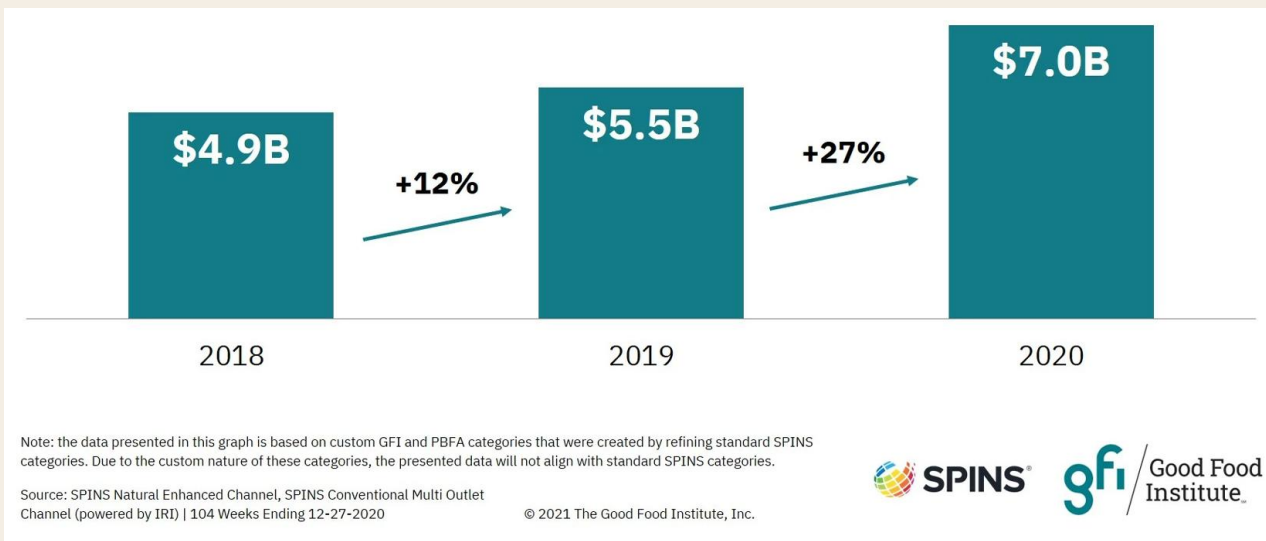
**2.5x**

Plant-based food sales grew almost 2.5x faster than total food sales from 2018 to 2020

Source: The Good Food Institute <https://gfi.org/marketresearch/>

## MARKET SIZE CONTINUED

# PLANT-BASED MARKET U.S. DOLLAR SALES



# OUR FOOD

# PLANT-BASED COMFORT FOOD WORTH SHARING



We create plant-based versions of familiar, comfort classics using wholesome ingredients and real cooking. These foods are traditionally meat and dairy centric and our fresh plant-based twist on these favourites consumers will have the same hearty, satisfying and delicious experience. Our foods are not only about taste and texture, they include an emotional elements of nostalgia, comfort and family.

Our meals are made for sharing in a multi-serve format. We believe sharing food with the ones we love is one of the greatest joys.

**Lasagna // Shepherd's Pie // Chick'n Pot Pie**



# PRODUCT INNOVATION



At Komo, Plant-Based Comfort Foods = Easy to Love Foods x Plant-Based Innovation

We use Plant-Based Comfort Foods as a brand and product platform.  
Our product innovation is expanding into comfort foods across various categories.



# PRODUCT MUST HAVES

**WHOLE SOME:** Our meals and products are prepared with recognizable, whole food ingredients. Everything is made from scratch in our kitchen with simple and traditional cooking methods.

**EASY:** Our comfort classics are convenient to make plant-based eating easy and stress-free, yet satisfying and delicious.

**HEARTY:** We create satisfying plant-based versions of familiar foods and flavours that bring people together.

**SHAREWORTHY:** Sharing food with our loved ones is one of the greatest joys and this is possible with our easy-to-love, family-sized plant-based meals.

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# CRAFT PREMIUM FROZEN MEALS



# OUR LASAGNA



At Komo, our product values are:

Real, Wholesome Ingredients • 100% Plant-Based • Always Hearty and Satisfying

- 'CHEEZY' CASHEW BECHAMEL
- TOMATO 'MEATY' RAGU WITH LENTIL, SOY AND PEA PROTEIN
- CREAMY TOFU 'RICOTTA'
- PLANT-BASED AND WHOLESOME INGREDIENTS
- PROUDLY MADE IN VANCOUVER, BC
- FROZEN FOR FRESHNESS, NO PRESERVATIVES, NO ADDITIVES
- MADE FOR SHARING; 6 PORTIONS PER TRAY
- REAL COOKING IN OUR SHARED COMMERCIAL KITCHEN



# REVIEWS



## 50 FIVE STAR CONSUMER REVIEWS

M

Meghan F. Verified Buyer

05/03/21

★★★★★

Simply AMAZING!

I loved all three of the dinners, they truly were exceptional. The lasagna was probably my favourite but I will be ordering all of them again. High quality, incredibly tasty, and healthy. Thank you Komo for giving us much needed delicious frozen meal vegan options - I can't wait to see what else you guys come up with :)

On KOMO BUNDLE

Share |

Was This Review Helpful? 

1

0

A

Aimee T.

04/16/21

★★★★★

So delicious!!!!

I was shocked at how much I love this - Im not even a vegetarian! So creamy and yummy! I had it 2 night in a row and now Im craving it again, thank you for making such an amazing dinner for my family and I - we will for sure get more : )

On Lasagna

Share |

Was This Review Helpful? 

0

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Z

Zora C. Verified Buyer

05/06/21

★★★★★

What's not to like?

Simple to order. Delivered as committed. Ingredient list that I didn't need a dictionary for. I'm feeding a family of four adults and each tray easily satisfies us. All we add is a salad. Honestly it would cost me more to produce the exact same meals on my own.

On KOMO BUNDLE

Share |

Was This Review Helpful? 

1

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A

Amandeep K. Verified Buyer

05/02/21

★★★★★

The best lasagna!

This lasagna is better than any other I have ever had, vegan or not, cooked from frozen or not! Love the flavours, and the richness. It's truly a complete meal.

On Lasagna

Share |

Was This Review Helpful? 

1

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S

Stephanie D. Verified Buyer

05/07/21

★★★★★

Delicious!

It was so delicious and tasty! Im glad it is loaded with lots of veggies because even my picky toddler loves it.

On Lasagna Bundle

Share |

Was This Review Helpful? 

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L

Ludovic S. Verified Buyer

04/30/21

★★★★★

Epic

Incredible flavours, would have never known it had no meat!

On KOMO BUNDLE

Share |

Was This Review Helpful? 

1

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# COMPETITORS



Frozen, plant-based multi-serve meals are an untapped segment that is prime for innovation. Komo's plant-based products focus on traditionally meat and dairy centric comfort classics.

## NATURAL



Vegan and vegetarian meals. Clean label. **Single serve options only. Products are not 'meat' centric**



Vegan, 'meat' centric dishes. **Products are not clean label. Single serve options only.**

## CONVENTIONAL



Comfort food centric meals. Single serve and multi-serve options. **Value brand positioning. No vegan, plant-based options.**



# TIMELINE



## MARCH 2021

### Launch Initial Products

Lasagna, Shepherd's Pie  
Chick'n Pot Pie  
Komo Bundle

### eCommerce Platform Launch

[komocomfortfoods.com](http://komocomfortfoods.com)

### Simply Canadian signed for BC Distribution

## APRIL 2021

### Adya Djoko Appointed

Senior Director,  
Operations & Food Safety

### BC Stores Stock Komo Products

BC Local Root  
Greenhorn Cafe  
United Strangers  
Vegetarian Butcher Kelowna  
Legends Haul

### New Product Launch

2 Serving Lasagna  
3 pack and 6 pack Lasagna Bundles

### Signed Sales Broker for BC Sales

## MAY 2021

### Frederic Gagne Appointed

Director of Culinary Development

### 45- 5 Star Reviews From Verified Buyers

### Launch Farmer's Market Program

## JUNE 2021

### List on the CSE

### Move into New Commissary Kitchen



# PLANT-BASED FOOD CAPITAL MARKETS



NASDAQ: BYND  
\$11.4 Billion<sup>1</sup>



CSE: VERY  
\$364 Million



CSE: RSF  
\$40 Million



TSX: GURU  
\$459 Million



CSE: GBLY  
\$95 Million



CSE: BABY  
\$225 Million

1. All market capitalization numbers as of market close on June 2, 2021. All prices in Canadian dollars, using the Canadian stock symbol or if there is no Canadian stock symbol, using the U.S. symbol and the conversion rate on June 2, 2021.

# CORPORATE



**Total Issued:** 85,438,661 Common Shares  
**3 Year Lock Up:** 21,807,885 Common Shares  
**Year End:** July 31  
**Q1:** August 1 - October 31  
**Q2:** November 30 - January 31  
**Q3:** February 1 - April 30  
**CSE Listing Date:** June 8, 2021  
Canadian symbol (CSE): **YUM**

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Vancouver, BC, V6Z 1S4  
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**Confidential Fax:** 1-604-559-8908  
**info@EndeavorTrust.com**

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Vancouver, BC V6C 2X8 Canada  
**Phone:** +1 604 631 1300  
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## JEFFREY MA, MBA, BSc

PRESIDENT AND CEO, Komo Plant Based Comfort Foods Inc.

- Product and brand innovator in the natural product industry with a specialization in plant-based food products and leading innovation projects across dairy-free alternatives, plant-based nutrition, and better-for-you snack formats.
- Research and Development Project Lead at Daiya Foods Inc. for 4 years, team leader while the company grew to the #1 Plant-based cheese brand in North America, Jeffrey was the creator of award-winning Daiya dairy-free mac & cheese
- Research & Innovation Manager at VEGA for 3 ½ years, team leader while the company grew to the #1 Plant-based Protein Powder brand in North America (acquired by Danone Co. in 2016)
- Jeffrey's goal is to create impactful products and brand love by blending science, consumer trends and creative spark.
- MBA and BSc (Food Science) from the University of British Columbia.



## ADYA DJOKO, BSc

SENIOR DIRECTOR, OPERATIONS & FOOD SAFETY

- Food safety, regulatory, and operations professional with over 13 years of experience in the food industry & CPG, from frozen baked goods, meat alternatives, dairy-free alternatives in frozen, refrigerated, and ambient category
- At Daiya Foods: Leader in Regulatory Team for 5 years, Supply Chain Department for 2 years, and most recently Food Safety & Regulatory team as their Director of Food Safety & QA
- Expert in agile new product launches & commercialization
- Experienced in due-diligence process, merger, acquisition, and onboarding (Sara Lee Bakery, Ralcorp Frozen Bakery Products, Otsuka Pharmaceuticals)
- Passion in waste reduction and food security. Currently an Advisory Board Member for FoodMesh, a Vancouver-based tech company focusing on food waste diversion created by near-expiry or imperfect foods
- Graduated with a BSc (Food, Nutrition, and Health) from the University of British Columbia



## FRÉDÉRIC GAGNÉ aka Chef Fred

DIRECTOR of CULINARY DEVELOPMENT

- Health enthusiast & professional plant-based Chef for 20+ years
- Culinary trained in Quebec, Canada
- Former Executive Chef of one of Western Canada's biggest restaurants, with a team of 42 chefs
- Holistic nutritionist & transformation specialist helping people live a healthier lifestyle while offering catering/ teaching to his clients
- Vegan – promotes healthy lifestyle while informing his followers on ways to stay healthy and fit while enjoying a plant-based lifestyle
- Consultant for development and improvement of food service operations, including menus, food safety, costs & profitability



## **RICK HUANG, MBA, CPA**

### **Chief Financial Officer**

- Served as CFO of publicly traded companies for more than a decade, managing all aspects of finance, banking, compliance, accounting, reporting, internal control, admin, and supporting the board of directors in financial oversight.
- Supervised all aspects of accounting for various subsidiary companies in Canada, China, Russia and Kazakhstan and consolidations under IFRS.
- Experienced in finance and marketing roles with large international companies; Pepsi Bottling Group (Canada), Schering Plough Canada, and Coca-Cola China.
- Has led various public equity financing projects raising funds of up to \$90 million and leading acquisitions of up to \$80 million.



## **WILLIAM WHITE**

### **PRESIDENT and CEO, Komo Plant Based Foods Inc. (CSE:YUM)**

- Founder, Director, Komo Plant Based Foods Inc., since 2018
- From August 2020 to March 2021, Mr. White was the President and CEO of Lynx Gold Corp., a junior gold exploration company, which was acquired by a publicly traded company in October 2020.
- 8 years as Safety & Logistics Compliance Officer, as well as Human Resources Manager in the Long Haul Transport Industry.
- Experienced with transport industry recruitment and managing all U.S. Department of Transportation and Canadian, National Safety Code Ratings inclusive of; accident investigations, implementing, monitoring, and managing safety programs, policies, and procedures.

# ADVISORY BOARD



**DR. JORDANA AZIZ**

- Naturopathic doctor and pilates instructor, working with patients to rebalance hormones, energy, sleep, sex drive and weight loss/gain
- Advanced training and specialization in nutrition and education, facial rejuvenation, diagnostic hormone testing and modulation
- Achieved her ND designation from the Canadian College of Naturopathic Medicine in Toronto
- Has been a faculty member at both the Boucher Institute of Naturopathic Medicine and the Institute of Holistic Nutrition



**SVEN BUTENSCHON**

- Professional hockey player for 17 years including the NHL, AHL and Germany
- Represented team Germany in the 2010 Winter Olympics and at the 2009 and 2010 world championships
- Drafted to the Pittsburgh Penguins 57th overall in the 1994 draft, also played on the Edmonton Oilers and the New York Islanders, and played several games on the Vancouver Canucks
- Currently head coach for the UBC Men's hockey program
- Mentors and advises young athletes in their pursuit of excellence in their sport



**AMBER ALLEN**

- Mission-driven Sales Expert and Coach
- Her expertise in holistic nutrition and herbalism have made her sought after by many high-level natural food and supplement companies
- Currently Head of Sales for Urban Juve, VP of Sales for NeonMind Biosciences, and also Co-founder of AdaptDaily, an adaptogenic supplement company
- Creator of Earth Spirit Academy; a not-for-profit organization dedicated to educating marginalized and at-risk youth about ecology, environmental stewardship, and herbalism



**MARY ZILBA**

- Businesswoman, entrepreneur and well-known TV personality
- Garnered 7 top 40 Canadian radio hits, a #1 UK hit in 2014
- Former Miss Ohio/Miss America contestant and sang the Star Spangled Banner to a sell-out crowd at the Orange Bowl in Miami
- Active in philanthropy and charity work having been very involved in raising awareness and funds for such organizations as Variety, Tuberous Sclerosis, and Big Brother
- Recently became a public speaker and activist in the Cannabis wellness space, speaking at conferences around the country, advising boards of directors, building awareness on the medicinal benefits of CBD, with a focus on CBD for women

# DIRECTORS



**DANIEL KANG, BA**  
DIRECTOR

Daniel Kang has 8 years of experience as a professional in banking and compliance. He worked at Tricor Group from July 2012 to December 2016 where he helped American and European companies navigate through the corporate compliance and tax requirements of the Japanese system. At Tricor, he worked with clients from a wide range of industries, with notable clients including Uber, Mercedes Benz, BBC News and Tommy Bahama. Mr. Kang is a co-founder of OceanGreen Management, a California LLC focused on applying for Type 10 retail licenses across the State of California, where he worked from December 2016 to January 2020. Daniel completed a Bachelor of Arts from Haverford College in May 2004 and has completed the General Course at the London School of Economics.



**SPIROS MARGARIS, MBA**  
DIRECTOR

Spiros Margaris, is a Venture Capitalist (founder of Margaris Ventures) and thought leader in the FinTech, InsurTech and AI industries. He holds a Master in Business Administration (MBA) from the University of Toronto's Rotman School of Management. Spiros is the first international influencer to achieve 'The Triple Crown' ranking - he was ranked the international No. 1 FinTech, Blockchain, and Artificial Intelligence (AI) influencer by Analytica. He regularly appears in the top three positions of established global industry influencer rankings. He is a speaker at international FinTech, and InsurTech conferences and gave a TEDxAcademy Talk. Spiros published an AI white paper, "Machine learning in financial services: Changing the rules of the game," for the enterprise software vendor SAP.



**ANGELO RAJASOORIA, BSc**  
DIRECTOR

Angelo Rajasooria, a resident of Port Coquitlam, British Columbia, has a background and education in entrepreneurship and research. From 2016 - 2019 he was a co-founder and Director of Neil and Sons, handling distribution for Voortman Cookies to the grocery chain market in the Greater Vancouver area. His experience also includes working for three years as a Research Scientist in charge of organizing and analyzing data for clinical trials at the Downtown HIV Clinic and the BC Center for Children's and Women's Health. Mr. Rajasooria graduated from UBC with a Bachelors of Science in Cell Biology and Genetics.



# CONTACT

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Operating Subsidiary, Komo Plant Based Comfort Foods Inc.

[jeffrey@komoeats.com](mailto:jeffrey@komoeats.com)

