

April 16, 2019



Stryve Biltong Raises \$16.5MM in Series B Funding

Biltong Snack Brand Raises Capital, Expands Marketing Efforts and Adds New Talent to Board and Leadership Team

PLANO, Texas--(BUSINESS WIRE)-- Stryve Biltong, the leader in biltong snacks, announced today a \$16.5 Million Series B investment. The round was led by Meaningful Partners, Pendyne Capital and Murano Group. Stryve Biltong is on a rapid growth trajectory in the meat snacks category and in just over a year has become the undisputed leader in biltong snacks. With this Series B funding Stryve Biltong will be increasing marketing investment to drive education, awareness and trial and will drive continued investment in talent and operations.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20190416005843/en/>



Stryve Biltong family of products (Photo: Business Wire)

In addition to Series B funding, Stryve Biltong has added new leadership to both its board and executive leadership team. Jaxie Alt, 18-year CPG veteran from Dr Pepper Snapple Group, joined as CMO in March and Peter Rahal, founder of RX bar, has joined the

Board of Directors. “Stryve is at a really exciting place in its development,” said Rahal, “and I look forward to bringing my experiences in CPG to the table to help accelerate the brand’s growth.”

Since its launch in 2017, Stryve Biltong has seen explosive growth achieving distribution across all channels of retail and rapidly growing its online business. “The past year has shown that there is a huge demand for clean protein snacks in the US, and we have assembled an experienced team of brand builders to help us shape the future of meat snacks and clean protein snacking with Stryve Biltong,” said co-founder and Chairman of the Board, Ted Casey. “We have an aligned strategy for growth and are rapidly moving to put all

the pieces in place to achieve it.”

For press inquiries and product sample requests, please contact Christina Curas at Christina@stryvebiltong.com. For more information on Stryve Biltong, please visit <https://stryvebiltong.com/>.

About Stryve Biltong

Stryve Biltong is the leading gourmet beef biltong company. Based in Plano, Texas, Stryve Biltong was founded by former NFL first round draft pick Gabe Carimi and sports nutrition titans Ted Casey (Founder of Dymatize) and Joe Oblas (Founder of ProSupps) to provide a convenient snack that has 0g of sugar and high levels of protein. Stryve was created with the passionate purpose of introducing delicious and nutritious snacks to help curb cravings and achieve fitness goals, while remaining all-natural with clean ingredients and no additives. Learn more by visiting our website at <https://stryvebiltong.com/>

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