

Strype

INVESTOR PRESENTATION

AUGUST 2022



FORWARD LOOKING STATEMENTS

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PRESENTERS



CHRIS BOEVER

Chief Executive Officer



ALEX HAWKINS

Chief Financial Officer

INVESTMENT THESIS

Attractive ‘better-for-you’ meat snack category
differentiated position – great taste,
low sugar and high protein

\$10 BILLION total addressable market in
meat snack category¹

High barriers to entry - vertically integrated,
largest USDA approved air-dried meat
manufacturing facility in the U.S.

RESTRUCTURING PLAN
to Reach Profitability Inflection During 1H’23

New CEO Transitioning Stryve from
Founder-led to Operating Company

Key Focus Areas:
Growth, Productivity, Execution,
Financial Outcomes

Attractive Valuation and Long-term Outlook



Notes:
(1) Source: FMI (Future Market Insights)



COMPANY OVERVIEW

Stryve is disrupting snacking with its better-for-you meat snack – low-sugar, high-protein, all-natural, air-dried beef.



Founded in 2017	NASDAQ: SNAX <i>(De-SPAC in 2021)</i>	Fiscal 2021 Sales \$30 Million
One-of-a-Kind Vertical Integration	Omni Channel Distribution Strategy	Growing Footprint Significant Opportunities



MAJOR BRANDS

Purposeful Consumer Segmentation Creating and Leading a Sub-Category in Meat Snacks



#1 in MULO ²

KALAHARI SNACKS

#1 in Natural ²



#1 in Convenience Growth ²

Notes:

(1) 12-week SPINs data as of 7/10/2022: Stryve #1 air-dried meat snack brand in MULO, Kalahari is the #1 air-dried meat snack brand in Natural, Vacadillos #1 fastest growing air-dried meat snack in convenience



DIFFERENTIATED MEAT SNACK CATEGORY

Air-dried beef is a better-for-you alternative to traditional jerky giving consumers more protein, zero grams of sugar¹, and ultra clean simple ingredients in every serving.

 <p>MORE PROTEIN PER OUNCE</p>	 <p>ZERO GRAMS OF SUGAR¹</p>	 <p>ALL-NATURAL, NEVER COOKED</p>
 <p>NO NITRATES OR NITRITES</p>	 <p>NO PRESERVATIVES</p>	 <p>PALEO AND KETO FRIENDLY</p>

	Protein per oz	Sugar per oz	Carbs per oz	No Nitrates, Nothing Artificial
	16g	0g	0g	✓
	14g	0g	0g	✗
	11g	6g	6g	✗
	11g	5g	6g	✗
	9g	4g	6g	✗
	8g	9g	9g	✗

Source: The following company websites: Tillamook Country Smoker Zero Sugar Original Beef Jerky. Jack Link's Beef Jerky, Original. Old Trapper Old Fashioned Beef Jerky. Country Archer Original Beef Jerky. KRAVE Sea Salt Original Beef Jerky (1) – All SKUs except for Vacadillos Chipotle Honey which has 1g sugar

VERTICAL INTEGRATION

LARGEST USDA APPROVED

Air-Dried Meat Manufacturing Facility

MARGIN OPPORTUNITY

Over Peer Group

VALUE PROTECTION

Flexibility, Speed,
Supply Chain

CAPITAL EFFICIENT EXPANSION

Opportunity for
Future Growth

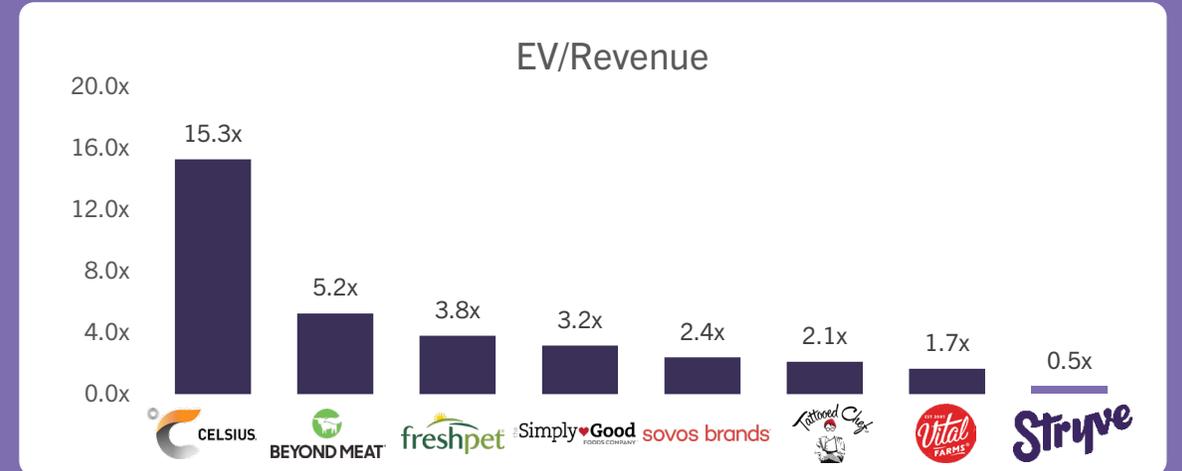
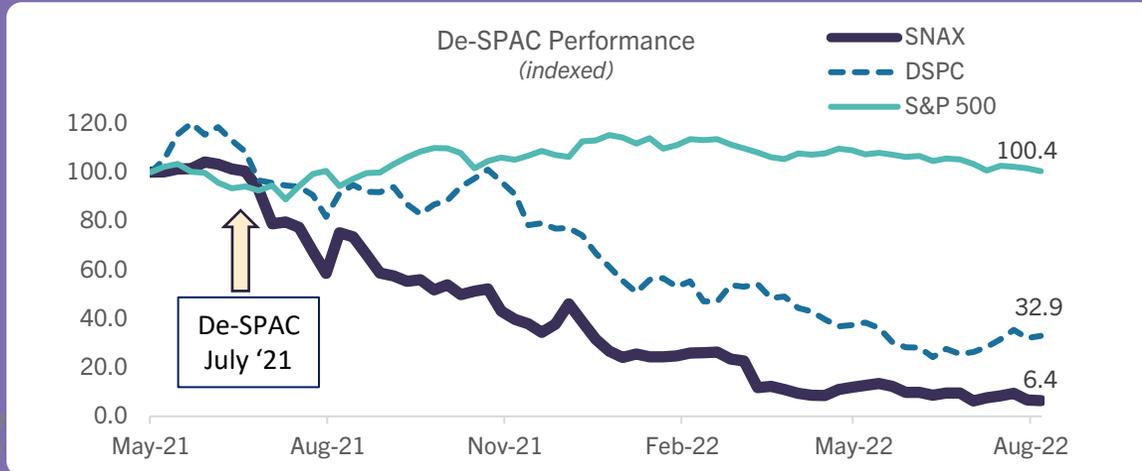
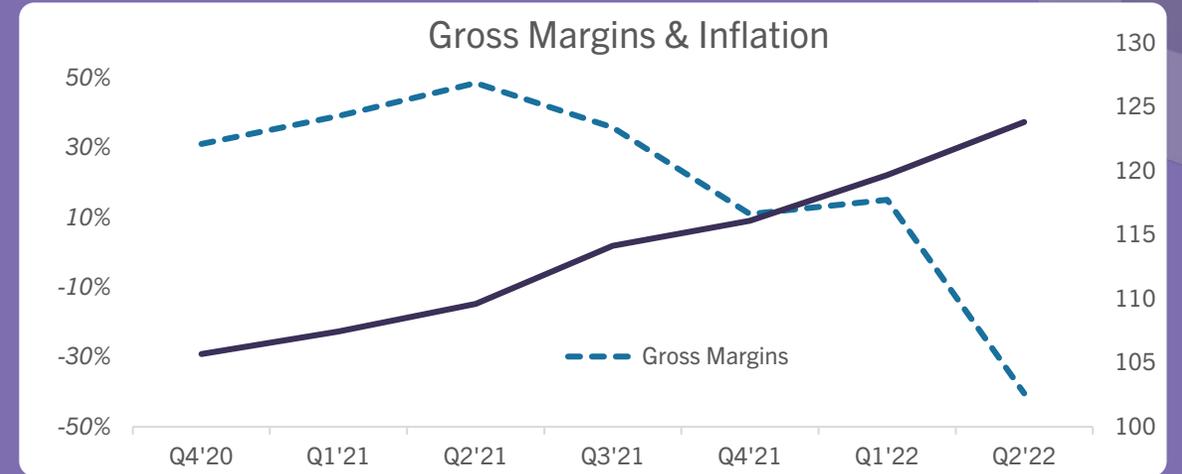
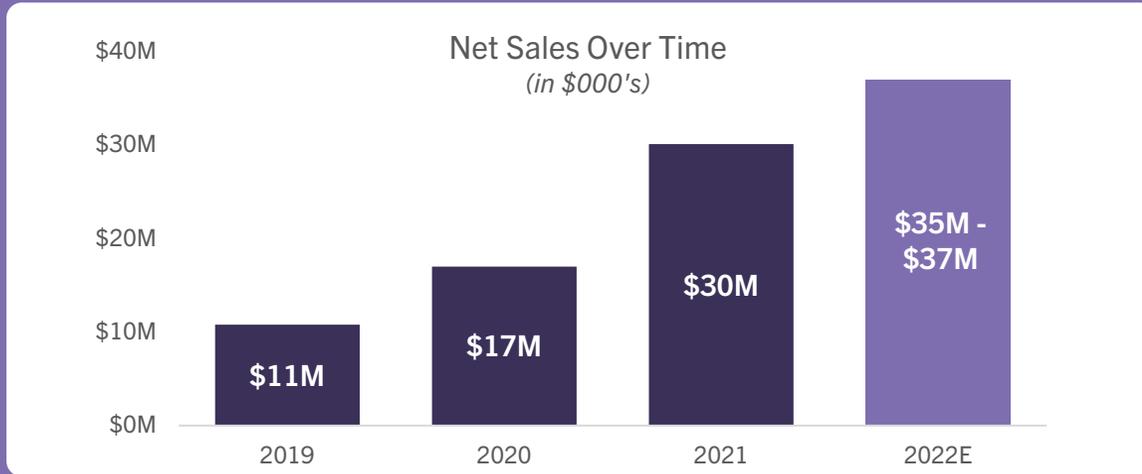
BARRIERS TO ENTRY THROUGH REGULATION

First Mover Advantage



Stryve Manufacturing Facility in Madill, Oklahoma

WHERE WE'VE BEEN



Source: CPI Data Indexed at 100 base of January 2020 - U.S. Bureau of Labor Statistics; Stock Performance Indexed at 100 base of May 21, 2021; and Valuation Data - Industry research and market data as of 8/23/2022

RESTRUCTURING PLAN

FOCUS AREAS



GROWTH



PRODUCTIVITY



EXECUTION



**FINANCIAL
OUTCOMES**

GROWTH

Large & Growing Market

Global Market
Pace of Growth
Omni Channel

Fundamentals Focused

Distribution
Pricing
Execution

Marketing Matters

Availability
Approachability
Affordability

GROWTH

Large & Growing Market

**\$10
BILLION**

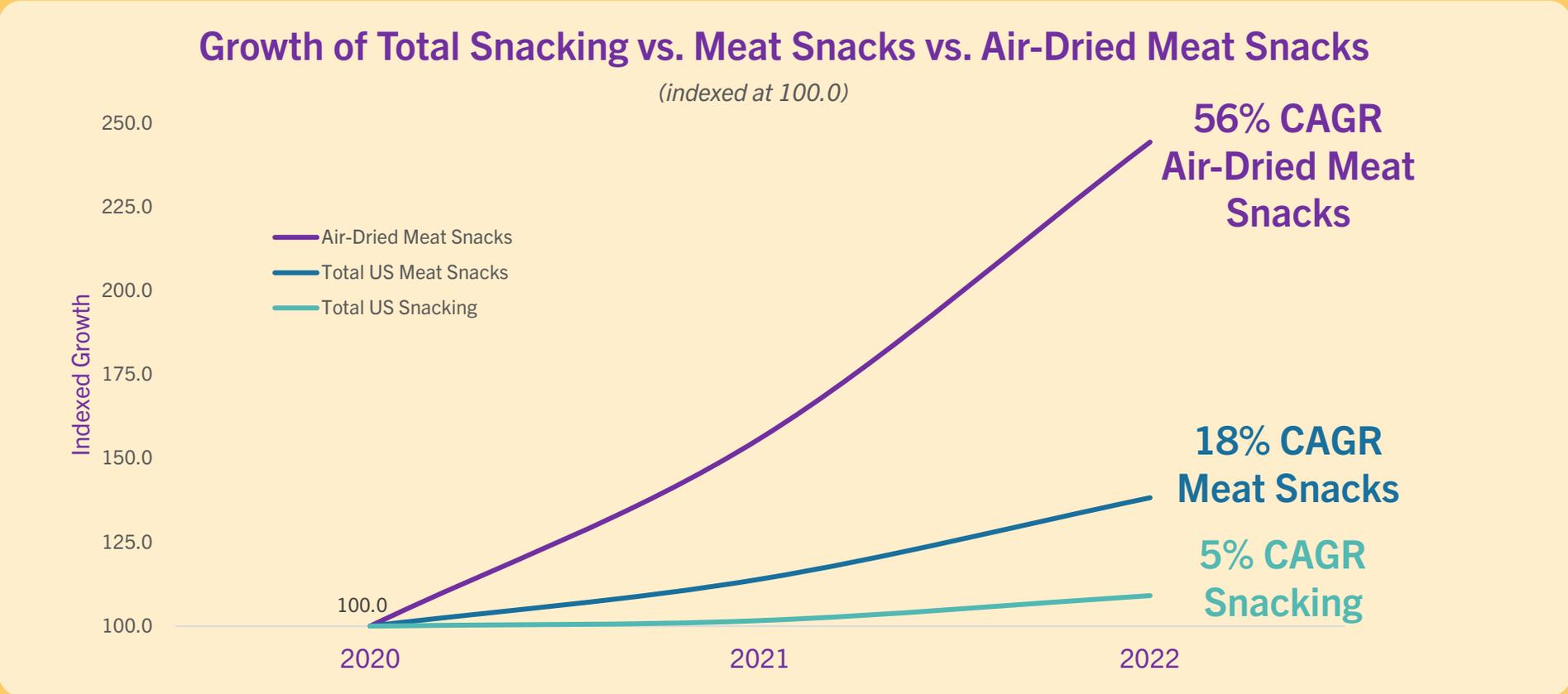
TOTAL GLOBAL ADDRESSABLE MARKET¹

Notes:

(1) Source: FMI (Future Market Insights)

GROWTH

Pace of Growth



Notes:

(1) Source: SPINS – Measured channel growth for Meat Snacks and Air-Dried Meat; Statista – Total US Snacking

GROWTH

Omni Channel Distribution Strategy



GROWTH

Fundamentals Focused



**Distribution
& Go-To-Market**



Execution



**Strategic
Pricing**

GROWTH

Marketing Matters



**Fact-based
ROI Approach**



**Renovation
& Innovation**



**Awareness
& Perception**

GROWTH

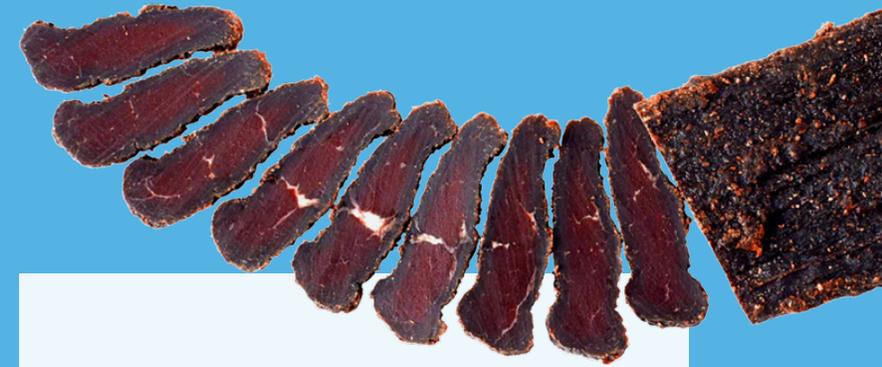
Marketing Matters



Marketing & Excitement Generators



PRODUCTIVITY



NETWORK OPTIMIZATION

Warehousing
Distribution
Transportation

MANUFACTURING EXCELLENCE

Zero Waste Mindset
Automation
Demand & Capacity Planning

SIMPLIFICATION & FOCUS

SKU Rationalization
Strategic Sourcing
Design to Value

EXECUTION

STREAMLINED ORGANIZATIONAL DESIGN

OPTIMIZED MANAGEMENT STRUCTURE

Capabilities
Expertise
Focus

STRATEGIC PROJECT MANAGEMENT

Prioritization
Cross Functional Connectivity
Outcome-based Accountability

FINANCIAL OUTCOMES

PROFIT FOCUSED

Enhanced Unit Economics

Cost Rationalization & Expense Management

CASH & CAPITAL

Attractive Non-Dilutive Capital Options

Working Capital Management

Plan to Reach Inflection During 1H'23

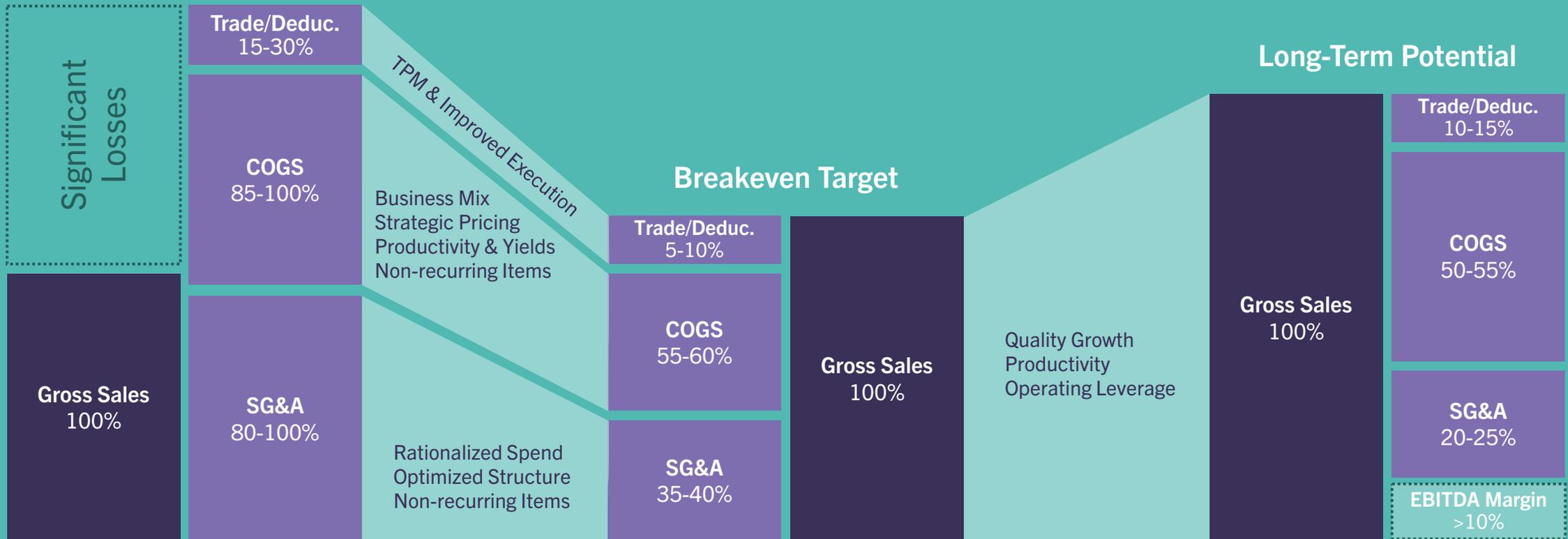


FINANCIAL OUTCOMES

Bringing it all together...

Recent Past

Long-Term Potential



QUESTIONS?



SKU Rationalization Air-Dried Beef
Design to Value Process Improvements All-Natural
Better-For-You Meat Snack No Preservatives
Availability in Stores Expense Management High-Protein
Approachable Products Productivity - Zero Waste Assortment Optimization Transportation Low-Sugar
Great Taste Project Accountability
Organization Design
Profitability
Inventory Cash Management



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Stryve

THANK YOU

Stryve
BILTONG SNACKS

VACADILLOS

KALAHARI SNACKS

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