



# boosh

Plant-based  
comfort food for  
the whole family

Powered by BOOSH PLANT-BASED BRANDS INC.



# FORWARD-LOOKING STATEMENTS

“Certain information contained in this presentation constitutes “forward-looking information” within the meaning of applicable Canadian securities legislation. The use of any of the words "anticipate", "continue", "estimate", “intend”, “potential”, "expect", "may", "will", "project", “proposed”, "should", "believe" and similar expressions are intended to identify forward-looking information. These statements are not guarantees of future performance and involve known and unknown risks, uncertainties and other factors that may cause actual results or events to differ materially from those anticipated in such forward-looking information. In addition, this presentation may contain forward-looking information attributed to third party industry sources. The Company believes that the expectations reflected in such forward-looking information are reasonable but no assurance can be given that these expectations will prove to be correct and such forward-looking information included in this presentation should not be unduly relied upon. Such information speaks only as of the date of this presentation or such other date indicated herein.

**In particular, this presentation contains forward-looking information pertaining to the following:**

- The Company’s intention to grow its business and operations; expectations with respect to the approval of the Company’s licenses and permits;
- The Company’s competitive position and the regulatory environment in which the Company operates;
- The Company’s intention to exploit opportunities in the plant-based food industry;
- The Company’s expected business objectives for the next twelve months.

In making the forward-looking statements included in this presentation, the Company has made various material assumptions, including but not limited to (i) obtaining necessary regulatory approvals; (ii) that regulatory requirements will be maintained; (iii) general business and economic conditions; (iv) the Company’s ability to successfully execute its plans and intentions; (v) the availability of financing on reasonable terms; (vi) the Company’s ability to attract and retain skilled staff; (vii) market competition; (viii) the products and services offered by the Company’s competitors; and (ix) that the Company’s current relationships with its suppliers, service providers and other third parties will be maintained.

The Company’s actual results could differ materially from those anticipated in such forward-looking information as a result of the risk factors set forth below and in the Company’s continuous disclosure materials:

- The Company is an early stage company with little operating history, a history of losses and the Company cannot assure profitability; uncertainty about the Company’s ability to continue as a going concern;
- The Company’s actual financial position and results of operations may differ materially from the expectations of the Company’s management;
- There is no assurance that the Company will turn a profit or generate immediate revenues;
- The Company may not be able to effectively manage its growth and operations, which could materially and adversely affect its business;
- The Company faces competition from other companies where it will conduct business that may have a higher capitalization, more experienced management or may be more mature as a business;
- The Company’s industry is experiencing rapid growth and consolidation that may cause the Company to lose key relationships and intensify competition;

These factors are not, and should not be construed as being, exhaustive.

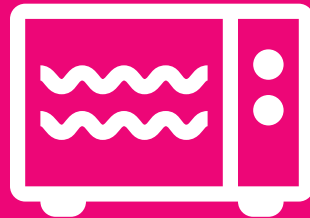
Information contained in forward-looking statements in this presentation is provided as of the date of this presentation, and the Company disclaims any obligation to update any forward-looking statements, whether as a result of new information or future events or results, except to the extent required by applicable securities laws. Accordingly, potential investors should not place undue reliance on forward-looking statements or the information contained in those statements.”

# Our Mission

We are on a mission to  
make plant-based food



More  
*accessible*



More  
*convenient*



More  
*delicious*

# Why We Do What We Do:

Plant-based diets might be better for the planet but finding fast and convenient meals can be challenging. Until now.

Going plant-based doesn't mean giving up your favourite foods or flavour. We use all-natural ingredients to create dishes that will leave even the most skeptical foodies wanting more!

Its as simple as heat and eat!

The plant-based meat market has the potential to grow by USD 7.21 billion during 2021-2025, and the market's growth momentum will accelerate at a CAGR of 25.14%.  
- Technovia



# Connie Marples

## Founder

Connie Marples is a seasoned entrepreneur with a background in fine-dining, sales, promotions and marketing. Connie was a pioneer in the wine bar industry having opened the Vancouver based wine bar, bistro and wine store, Vintropolis. The success of Vintropolis lead her to receive the coveted **Condé Nast Traveller's Best New Restaurants in the World list, 2005**. Connie is quickly becoming known as a leader and innovator in the plant-based food industry, and recently won the **2020 BC Food & Beverage Rising Star award** as a result of her successes with Boosh.



### Did you know?

Canada is a global leader in plant protein, investing \$950 million in its SuperCluster Initiative, with Protein Industries Canada being one of five sector recipients of the \$950 million\*

# Boosh Foods Inc.

- Founded 2017 by Connie Marples in B.C. Canada
- Nutritionally balanced family based comfort food
- 100% plant-based, non-GMO, gluten free
- Less sodium and sugar than most competitors
- As of Q3 2020 UNFI expands Boosh distribution throughout Canada
- Beyond Meat alliance allows Boosh to market both companies on their packaging

## Single Serve Bowls:

- Mac n' Cheese & Peas
- Veggie Bolognese
- Buddha Bowl
- Coconut Curry Cauli

## Entrees for Two:

- Hearty Shepherd's Pie
- Mac n' Cheese Bolognese
- Rustic Veggie Pot Pie
- No-Meat Loaf



# Our Product Line – Bowls and Entrées

Veggie Bolognese



Mac & Cheeze & Peas



Coconut Curry Cauli



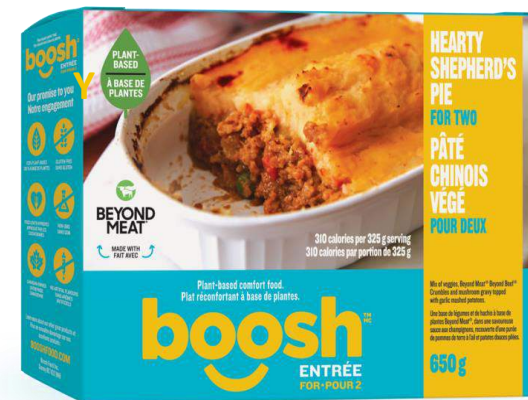
Mexican Fiesta



Rustic Veg Pot Pie



Hearty Shepherd's Pie

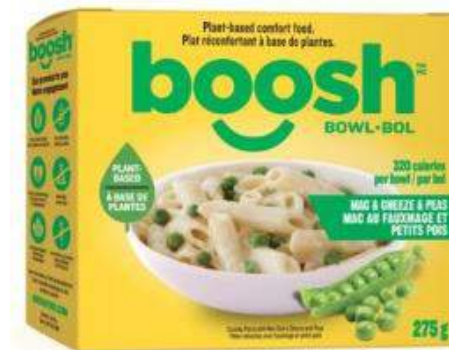


# Our Product Line – Boosh Bowls For One



## Veggie Bolognese

Made with savoury tomato sauce, mushrooms, basil, brown rice pasta and Beyond Meat® Beyond Beef® Crumbles.



## Mac & Cheese & Peas

Made with creamy dairy-free mozza and cream cheese, brown rice pasta plus a hearty sprinkle of peas.



## Coconut Curry Cauli

A combination of roasted cauliflower and chickpeas with creamy coconut curry sauce.



## Mexican Fiesta

Made with roasted butternut squash, peppers, black beans, and corn, this fiesta bowl is a bona fide celebration of flavours and textures.



# Our Product Line – Boosh Entrées For Two



## Rustic Veggie Pot Pie

Made with mushrooms, sweet potatoes, broccoli, peas and corn, this pie only gets better by being drenched in savoury mushroom gravy and topped with a golden, gluten-free pastry crust.



## Hearty Shepherd's Pie

Made with loads of veggies, Beyond Meat® Beyond Beef® Crumbles, a delectable mushroom gravy and topped with garlic mashed russet and sweet potatoes.

# Our Product Line – Boosh Pouches

I Gotta  
Have It!

In stores  
Summer 2021



## Chilli

*stick to your ribs, four kinds of beans, loaded with veggies in zesty sauce.*



## Good Gravy


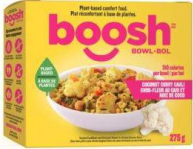






plant-based gravy, slow simmered and full of mushrooms. Good to pour on anything or add to your favorite plant-based milk for mushroom soup.



## Sloppy Joes

an old time classic reimagined. Beyond Meat® crumbles, lentils, peppers and onions slow cooked in a zesty, ketchup based sauce.

# Competitive Analysis

BRAND	100% Vegan	100% Gluten Free	Composed Dish	Canadian Company	Family Size	Non GMO	SRP
 	✓	✓	✓	✓	✓	✓	Bowls \$6.99 / 275g Entrees \$13.99 / 650g Pouches \$10.99 / 650g
 			✓		✓	✓	Bowls & Entrees \$4.99 to \$6.99 / 200g to 269g
 			✓				Bowls & Entrees \$8.99 / 283g
 	✓		✓	✓		✓	Bowls \$6.99 to \$7.99/241g

# Boosh is available nationwide through UNFI.



# What makes Boosh a category disrupter?

- 100% Plant-Based
- Naturally Gluten Free
- Dairy-Free
- Non-GMO
- Nutritionally balanced, low in sugar, sodium & calories
- No artificial flavours or colours
- Appeals to busy consumers across multiple demographics
- High-impact packaging that stands out in your freezer
- Competitive price point
- Sustainable, fully-recyclable packaging

# The Boosh Ecosystem



## Sourcing

We source our ingredients from premium local produce companies



## Products

Proprietary formulas and recipes, non-GMO, gluten free, uniquely designed for single serving or family meals



## Creative Direction

Visual branding, packaging, branded items, product displays and signage



## Distribution

Successfully negotiated with one of the leading health food distributors, UNFI. As of Oct, 2020 distribution expanded from Canada's west coast to entire country. Top tier Brandseed marketing coordinates our national presence



## Retail Stores

Boosh is in 400+ major retailers and independent grocers in Canada including, Whole Foods, Safeway, Fairway Market, Nature's Fare Markets, IGA Markets, Thrifty Foods, Nesters Market



# Milestones, Awards, Accolades & Activities

- 2020 Boosh forms alliance with Beyond Meat™ and begins incorporating into entrees
- Oct. 2020 UNFI begins distributing Boosh brands throughout Canada
- Connie receives **LOCAL INNOVATION AWARD BC**, 2019 from Sobeys
- Finalist **PRODUCT OF THE YEAR**, Hearty Shephard's Pie, Sept. 2020, BC Food & Beverage
- Connie receives **RISING STAR AWARD** from BC food & Beverage, 2020
- Boosh brands in over 375 stores nationwide, up from 150 six months earlier
- Whole Foods in Canada places 1st orders in spring, 2021 for summer shipment
- Acquired plant-based powdered cheese company Vegan Canteen, Feb. 2021
- Boosh closes \$2.875m IPO with 1,100+ retail investors
- 15.9 million Shares Outstanding - 28% insider ownership
- June 15th Announces expansion into the US markets

# Peer Group

Company <sup>1</sup>	Ticker	Share Price (\$)	Market Cap (\$M)	Revenue (\$M) Last 12 Months
<b>CDN Listed Companies (C\$)</b>				
The Very Good Food Company Inc.	TSXV:VERY	\$3.94	\$434	\$3
Sol Cuisine Ltd.	TSXV:VEG	\$1.05	\$70	\$19
Burcon NutraScience Corporation	TSX:BU	\$3.74	\$412	\$0
Else Nutrition Holdings Inc.	TSXV:BABY	\$2.34	\$234	\$1
<b>US Listed Companies (US\$)</b>				
Beyond Meat, Inc.	BYND	\$145.37	\$9,167	\$407
Laird Superfood, Inc.	LSF	\$29.57	\$270	\$26
Oatly Group	OTLY	\$26.00	\$15,396	\$421
Tattooed Chef Inc.	TTCF	\$20.50	\$1,680	\$148
Impossible Foods Inc.	(Private)	NA	\$4,000+ <sup>2</sup>	NA

## Notes

1. All data as of June 17, 2021
  2. Valuation-post Series G raise of US\$200MM (US2.4B raised since inception)
- Source: Capital IQ



# Boosh Management Team

## **Connie Marples, age 59, Founder, Director & President, Boosh Plant-Based Brands Inc.**

Connie is a seasoned executive and entrepreneur with an emphasis in the food and beverage industry. Connie has held several senior management positions in sales, promotions, marketing and fine dining. In 2003 Connie opened Vintropolis, a Vancouver based wine bar and bistro/VQA Wine Store and in 2005 Vintropolis received the coveted position of being on the list of Condé Nast Traveller's Best New Restaurants in the World. Connie also launched Okanagan Experience, an Entertainment style fundraising coupon book in Kelowna which was later sold to "Entertainment Book". As a sales representative Connie helped launch New York Seltzer, oversaw corporate travel accounts such as the Vancouver Canucks, as well as managed grocery vendor programs and promotional departments at numerous large grocery retailers and radio stations. In the fall of 2020, Connie won the 2020 BC Food & Beverage Rising Star Award for her development and expansion of Boosh Food. She has expanded Boosh Food into a nationally recognized plant-food brand in Canada where Boosh can be found in over 150 major food retail stores and independent grocers.

## **Jim Pakulis, age 57, Director, CEO & Chairman, Boosh Plant-Based Brands Inc.**

Jim has over three decades of experience working with public and private entrepreneurial companies in a variety of emerging sectors. He is former founder, CEO and chairman of TransCanna Holdings Inc. (CSE: TCAN), which through his initiative and execution acquired one of the largest vertically integrated cannabis focused facilities in California. Jim has been in senior management positions for numerous publicly traded entities including CEO and Chairman of General Cannabis, Inc. which from 2010 to 2012 wholly owned Weedmaps. Jim oversaw the growth of General Cannabis from zero to over \$16-million in annual revenue. Mr. Pakulis is a skilled leader, negotiator and consensus builder.

# Boosh Management / Consultant Team

## **Maria Hussaini, CPA, age 27, Director & CFO**

Maria is a Chartered Professional Accountant with sound financial reporting, assurance, and tax experience obtained from various roles in public accounting firms. In addition to being CFO of Boosh, she is a Financial Reporting Manager at an accounting advisory practice where she works closely with various publicly traded companies in several industries.

## **Jim Kavanagh, age 57, Consultant, Brandseed Marketing Inc.**

Jim has approximately thirty years in the food and grocery industry. His expertise includes in-store retail management, category management and brand management. In May 2014 he founded Brandseed Marketing Inc., which specializes in assisting growing enterprises in the food industry expand their distribution and store presence. Jim has held positions including Director of Marketing for Tree of Life Canada, Senior Category Manager for Metro Inc., and Senior National Buyer for Hudson's Bay.

## **Ali Samei, age 54, Consultant, Wiseop Business Partners**

Ali is a seasoned executive with over 25 years of experience in food processing operations. He has a proven track record of expanding organizations, developing opportunities, and delivering goal-oriented results. His expertise in the food industry includes plant-based products, beverage, dairy, cereals, and snacks. Ali holds a bachelor's degree in food technology and an MBA in managerial leadership. He is currently the president of Wiseop Business Partners (a Vancouver based leading consulting firm in food processing operations), advisor to Plenty & Grace Food Hub, and Senior Advisor to Boosh Plan(Based Brands, Inc.

# THANKS!

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## Any questions?

**Contact Investors Relations**

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**[www.booshfood.com](http://www.booshfood.com)**

**\*Resources:**

Statista, Sept, 2020, Plant Based Food Association, July 2019

Health Careers, The Age of Veganism (2020 Blog), The Good Food Institute, March 2020

Plant Proteins.Co, Dec. 2019, Future Kind, Blog, Apr, 2020, UnivDtos Market Insight, May, 2020