BEYOND MEAT®
THE PLANT FORWARD BOOM
MAY 19, 2019
2018 WAS WHAT IT WAS LIKE TO BE AT THE CENTER OF THE STORM....
A START-UP, OUT TO CHANGE THE WORLD

Driven by a Founder who recognized the fastest way to making a difference in the world is through the dinner plate.

Propelled by great taste and developed over 10 years at the University of Missouri- the world's best scientists, engineers, food technologists, and chefs continue to innovate at the company's new state-of-the-art innovation center.

Meating the skyrocketing demand for plant-based meats: 70% of meat eaters are substituting a non-meat protein in a meal at lease once a week.*

*Meatingplace Cover Story, March 2016
INVESTORS – GLOBAL LEADERS WHO BELIEVE IN THE FUTURE OF PROTEIN

Backed by investors that see us as world-changers, not just another food company.

These are the guys who founded Microsoft and Twitter, and backed Google, Amazon, AOL, etc.
WHY BUILD MEAT DIRECTLY FROM PLANTS?

Removing the animal from the protein production chain simultaneously and powerfully addresses four major problems attributable to livestock.

16% Increased Cancer Risk¹
21% Increased Heart Disease Risk¹
51% Of Global Greenhouse Gas Emissions Driven By Livestock Rearing And Processing²
80% Of all agricultural land is used for livestock, including grazing land and cropland dedicated to the product of feed.³
66 Billion Land Animals Slaughtered Every Year For Food⁴

1,900 Gallons Of water to produce 1lb of beef.³

¹ “Risks associated with processed meats.” Archives of Internal Medicine, 2009.
³ FAO.org.
⁴ “Livestock and Climate Change.” International Livestock Research Institute, 2011.
WE KNOW PLANT-BASED PROTEIN IS THE OPPORTUNITY FOR GROWTH AND IMPACT

• 70% of meat eaters are substituting a non-meat protein in a meal at least once a week and 22% say they are doing it more often than a year ago”¹

• 36% of total U.S. consumers use meat alternatives²

• 26% of Americans say they opt for plant-based meals while dining at restaurants³

93% of Beyond Burger Purchasers at Conventional Retail Are Meat Buyers⁴

• Beyond Meat is the 1st and only plant-based brand shelved with meat
• The Beyond Burger is now the #1 selling patty (by unit) in the meat case at a major Southern California chain.

¹ Meatingplace Cover Story March 2016 ² Food Navigator, 2015 ³ Mintel 2017 Protein Report
⁴ Shopper Card Data from a Leading U.S. Retailer
Health Is The Most Significant Factor Driving Interest In Plant-based Meat

Motivations driving consideration of eating plant-based meat:

- Health reasons
- Environmental reasons
- Ethical reasons
- Taste reasons
- Religious reasons

Source: GlobalData 2016 Q4 global consumer survey
FOOD SERVICE PARTNERS SEE STRONG VALUE IN THE BEYOND MEAT BRAND

Prominently Featuring Branded Menus & Collateral to Capitalize on the Brand's 'Halo' Benefits

A&W- Beyond Meat Burger & Beyond Meat Sausage & Egger

Carl's Jr- Beyond Famous Star

TGI Fridays- The Beyond Meat Cheeseburger

Del Taco- Beyond Taco & Beyond Avocado Taco
BEYOND MEAT HAS CAPTURED THE MIDEA’s ATTENTION

10B+ Media impressions in 2018! Up from 4.5 Billion in 2017 - a reflection of Beyond Meat’s relevance and acceleration.
BACKED BY ATHLETES, CELEBRITIES, AND OTHER CULTURAL TRENDSETTERS

Leonardo DiCaprio (66M)
Kyrie Irving (20M)
Lindsey Vonn (4.25M)
Deandre Jordan (4.6M)
Harrison Barnes (2.5M)
Victor Oladipo (1.9M)
Alex Honnold (1.9M)
Nicole Williams (1.7M)
Tia Blanco (930K)
Deandre Hopkins (752K)
Malcolm Jenkins (739K)
JJ Redick (257K)
Derrick Morgan (36K)
Charity Morgan (26K)
Snoop Dogg (84M)
Chris Paul (21M)
Liza Koshy (23M)
Common (10.9M)
Jordana Brewster (10M)
Shaun White (5.3M)
Jessica Chastain (3.6M)
Michael Strahan (2.2M)
Javale McGee (1.7M)
Tony Gonzalez (697K)
Thomas Middleditch (295K)
Diana Taurasi (104K)
Shaq (87K)
Luke Walton
Beyond Meat has a built-in fan base for distribution updates and product news

- Beyond Meat has 1MM+ highly engaged fans across Social & Owned media.
- Our consumers love our and our customers' products out loud on social media.

362K 620K 71K 245K 383K UVM
APPENDIX
INTRODUCING

BEYOND SAUSAGE®

THE WORLD’S FIRST PLANT-BASED SAUSAGE THAT LOOKS, COOKS, AND SATISFIES LIKE PORK.
✓ More protein than pork sausage
  ✓ 1 3.5 oz link – 16 grams
✓ 38% less saturated fat than leading brands of pork sausage
✓ No soy, gluten, or GMOs
✓ Cholesterol Free
✓ Protein source: A blend of pea, brown rice and faba bean
Meet the Meatier BEYOND BURGER®

BEYOND BURGER 2.0 – still made from simple, plant-based ingredients, but applied in a fresh way.

✓ Combination of pea, mung bean, and rice delivers a complete protein, with a chewier texture that’s closer to beef
✓ Visible marbling that melts and tenderizes for mouthwatering juiciness
✓ Natural coloring from beets provides the meaty red hue
✓ Packed with 20 g of plant-based protein per 4 oz patty
✓ Delivers the same juiciness with 25% less saturated fat than 80/20 ground beef per 4 oz patty ¹
✓ As always – made without GMOs, soy, or gluten

¹ USDA Nutrition Database, Ground beef 80/20 - 19.4 g protein, 8.6 g saturated fat
THANK YOU