

TSXV:PTFY

Plantify

CLEAN LABEL FOODS

Investor Presentation / April 2024



IT ALL BEGAN WITH A SIMPLE IDEA

To Feed Our Own Families
Better Food

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negative cash flow and future financing requirements to sustain and grow operations, limited history of operations and revenues and no history of earnings or dividends, competition, availability of raw materials and labor, brand awareness, dependence on senior management and key personnel, general business risk and liability, regulation of the food industry, change in laws, regulations and guidelines, compliance with laws, unfavorable publicity or consumer perception, product liability and product recalls, risks related to intellectual property, difficulties with forecasts, management of growth and litigation, as well as the impact of, uncertainties and risks associated with the ongoing COVID-19 pandemic, many of which are beyond the control of Plantify. For a more comprehensive discussion of the risks faced by Plantify Foods, please refer to most recent Annual Information Form filed with Canadian securities regulatory authorities at www.sedar.com.

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Our Vision

We want to foster a more sustainable and healthier world through delicious and nutritious foods.

We believe that everyone should have access to food that is not only good for them, but also good for the planet.

Our goal is to inspire positive change in the food industry by setting the standard for Clean Label food.

**Healthy Food can
be Tasty and Good
For You!**

**CONSUMERS ARE
DEMANDING CLEAN LABEL
OPTIONS AND TRANSPARENCY
IN WHAT THEY ARE EATING.**

**BUT THEY ARE NOT READY TO
SACRIFICE ON TASTE OR
CONVENIENCE!**



Introducing Our Team

Our Team

Plantify's 100% owned Israeli subsidiary (Peas Of Bean) is a food company founded in 2017 in Kibbutz Dan, in the North of Israel. Our products are healthy, full of flavour and aim to reach all types of consumers.



Suzette Ramcharan
CEO

21 years of capital markets experience working for small to large cap companies.

Suzette founded DRNK Beverage Corp., a non-alcoholic beverage company which gained national distribution in 2022, providing expertise in consumer-packaged goods.



Gabriel Kabazo
CFO & Corporate Secretary

20+ years of experience in accounting, finance and IT operations in complex corporate settings.

Formerly CFO for BYND Cannasoft Enterprises (NASDAQ: BCAN, CSE: BYND), Starmet Ventures, and m-Wise Inc. (OTCBB: MWIS).



Noam Ftecha
CEO (POB)

Noam Ftecha's background consists of +15 years of project management experience of global infrastructure and agriculture projects.



Stas Levin
VP Product Development (POB)

Stas Levin is a professional chef with extensive food development experience. He spent his formative years as a chef as well as operating large-scale hotel and restaurant food service departments.



Rowland Wallenius
Chairman

- Noam Ftecha
- Asaf Itzhail
- Gabriel Kabazo
- Moshe Revach
- Israel Bernstein
- Yehonatan Shachar

SENIOR MANAGEMENT TEAM

FOUNDERS & ISRAELI OPERATIONS

BOARD OF DIRECTORS

As Humans Have Evolved So Have Our Eating Habits

- Balancing Necessity and Enjoyment
- Convenience
- Middle-Class Rise and Culinary Diversity
- Globalization and Ethnic Foods
- Supplier Adaptation – Pre-packaged & Ultra-Processed Foods
- Food Allergies and Dietary Restrictions
- Nutrition Neglect

Current Trend Towards Food

- Demand for Healthy and Natural Foods
- Convenience Remains Important
- Education and Awareness



Industrial Revolution

Developed society migrates from villages to city with busier lifestyles leading to pre-packaged and ready to use meals.



Demand for convenience and more variety



Agricultural Revolution

Permanent settlements and farms lead to land cultivation, growing more crops like grains and vegetables.



Cultivated new foods and new methods of cooking



Paleolithic Era

Primitive human communities of hunter/gatherers who ate for sustenance and relied heavily on foraging offset by protein through hunting.



Food was a simple necessity

Health is the #1 fastest growing driver for food purchase decisions.¹

Market Drivers

We Are What We Eat

55%

Of consumers have changed their diet in the last 6 months to improve their health.²

#3

Health is the #3 driver of consumer food purchase decisions.³

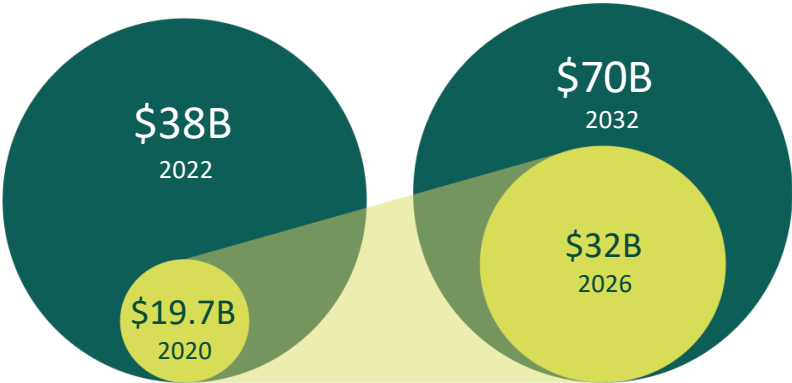
59%

Of consumers are price agnostic when sourcing healthier food.⁴

Consumer Demand

The World is Going Clean

Inspired by health and environmental concerns, consumers are seeking Clean Label Food products in a big way.^{5,6}



- Clean Label Ingredients
- Clean Label Food & Drink Products



Clean Label Food
Food that is as close to their natural state as possible.

60%

Of consumers look for Clean Label food when shopping.⁷

We Are Proudly:

VEGAN | GLUTEN-FREE | SOY-FREE | NUT-FREE | NON-GMO
KOSHER & HALAL

Defining Clean Label

We Are a Clean Label Food Company



No Chemical Preservatives



Low Processing, Whole Ingredients



No Added Sugars

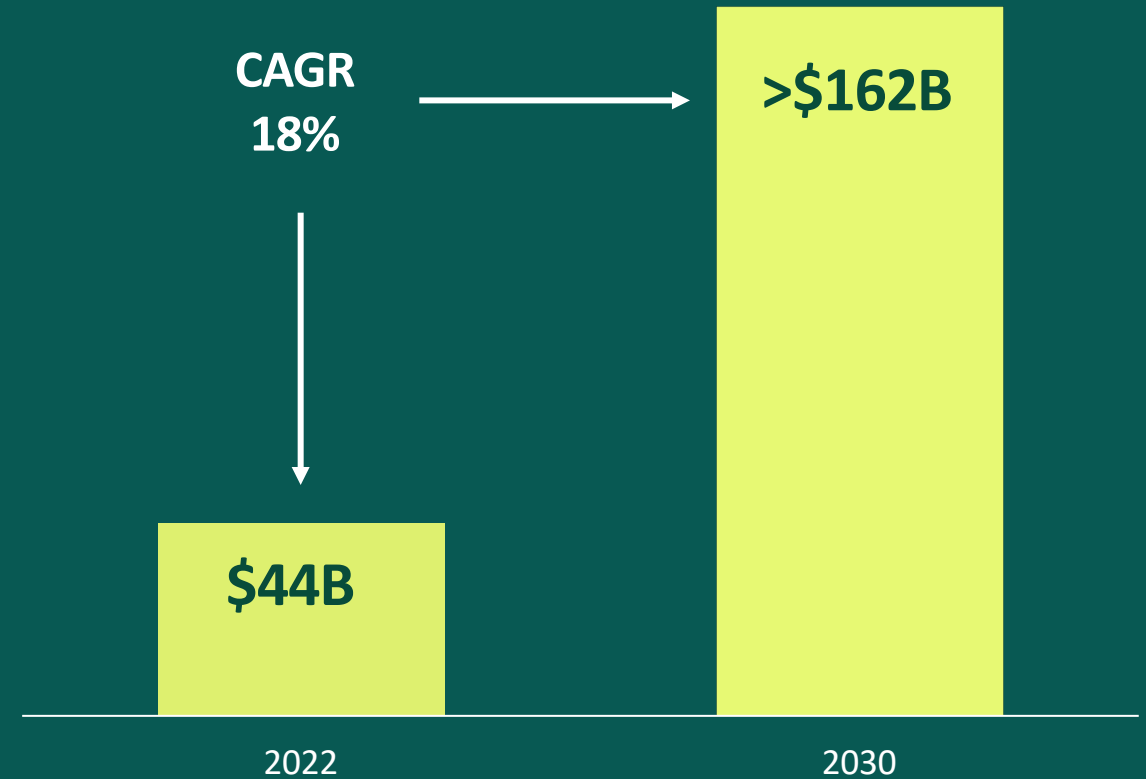


Free From Common Allergens

Market Opportunity

Plant-Based Food Market

- As the strain on resources increases with population growth, **plant-based foods growth is expected to grow exponentially.**
- As consumers become familiar with plant-based products and initiatives, **consumer habits will evolve over the next decade.**
- **The global plant-based foods market is expected to hit \$162 billion by 2030.⁸**
- This represents a compound annual growth rate **CAGR of 18%.**



PLANT-BASED FOODS MARKET GROWTH ⁸

Health & Sustainability Concerns, Cultural Diets, and Common Allergens Are Driving Demand

We can feed a majority of the global population!



Global Trends

More people are choosing a vegetarian or vegan diet, or simply reducing their meat consumption (Flexitarian Diet), representing **14% of the global population**⁹



Religious Diets

Halal consumers represent about a quarter of the world's population. In the US alone, more than **12 million people**¹⁰ eat kosher products, and roughly **8 million eat halal products**¹¹



Food Allergens

Up to **13% of the population** in Western societies **self-report some sensitivity to gluten**; while those suffering from **celiac disease represent 1% of the world's population**¹²

We believe that healthy products should look and taste appetizing.

OUR PRODUCTION FACILITY MEETS A VARIETY OF CERTIFICATIONS

- Israeli Health Department Certified
- ISO 9001 | ISO 2200
- HACCP | GMP (covers the GF claim)
- PPIS

Our Values

Good for Everyone

Our focus is food made from plants - for our health, and the planet's.

We believe in providing greater access to healthy, nutrient-dense food through good value, conveniently-packaged products.



Delicious



Sustainable



Convenient



Accessible



Healthy

Healthy, Tasty, Convenient

Our current offering is comprised of four key product lines, all of which have no added sugars and are:

FREE FROM COMMON ALLERGENS

Vegan | Gluten-Free | Soy-Free | Nut-Free | Non-GMO

MEET RELIGIOUS & CULTURAL REQUIREMENTS

Kosher | Halal



PHOTO: HUMMUS

Dips | Spreads | Salads

Great for dipping or to enhance flavor of any dish or sandwich.



PHOTO: VEGGIE CHILLI NON-CARNE

Stews

Enjoy our series of ready to make stews and sauces for healthy lunches and dinners.



PHOTO: VEGGIE NUGGETS

Veggie Nuggets | Balls

Enjoy our series of veggie nuggets and falafel balls as appetizers, sandwiches and main meals.



PHOTO: ITALIAN TOMATO

Soups

Enjoy our series of ready-made soups, simply warm, garnish with your favourite topping and serve.

Our Global Coverage

Israel and N. America.

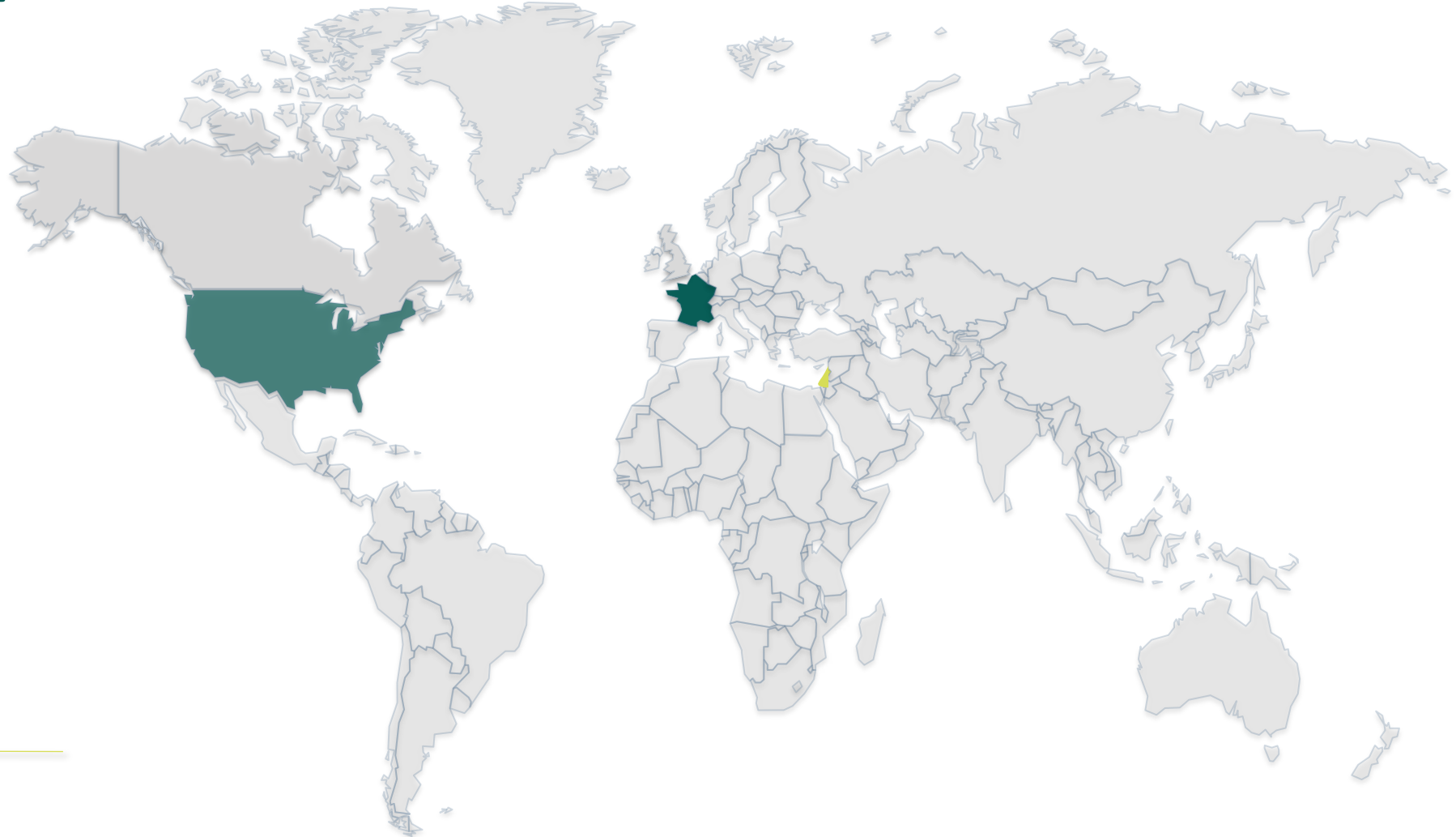
First market entry to EU.

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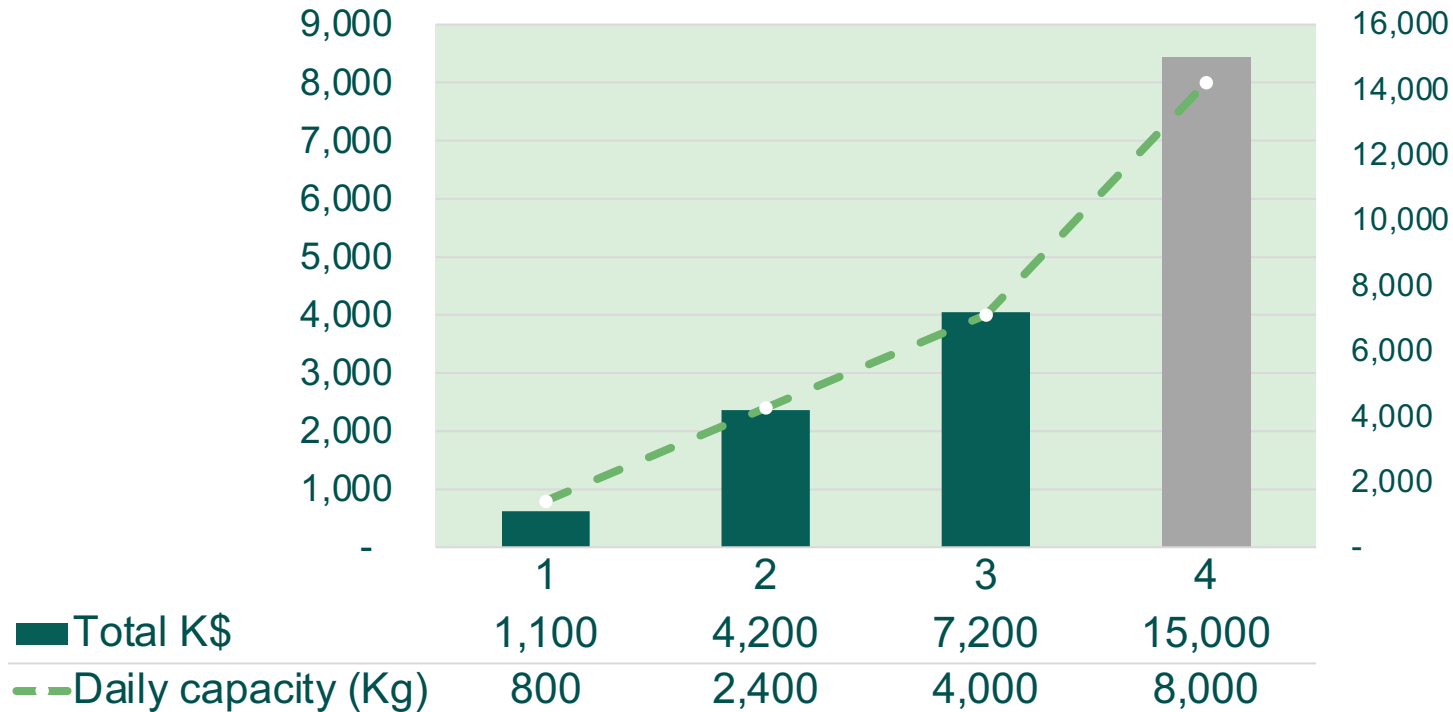
We started locally in Israel and made our first significant market entry to the EU in 2023 (France & Belgium).

We are now selling in North America, with plans to significantly expand our footprint here in 2024.

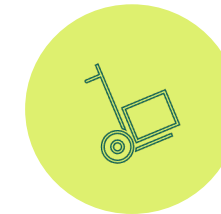


We Are Ready To Scale

Production-Revenue Capacity



Plantify is well-balanced in its production increasing revenue potential



Plantify's current capacity supports its North American market entry and provides the company with enough time and resources to properly plan any new production facility in new markets

Food Tech For Functional Foods

Functional foods are foods that offer health benefits beyond their nutritional value.

Types of Functional Foods:

- Probiotics & Prebiotics
- Plant Sterols & Stanols
- Natural Antioxidants
- Anti-inflammatory



We are working on innovative R&D for functional foods to treat certain chronic illnesses.



Competitive Advantage

Our Secret Sauce



Whole Vegetable Plant Proteins



Extended Preservative-Free Shelf Life



Low Processing



Functional Food R&D

Outlook

2024 Goals

- Expanded sales within the U.S. (significant sales outreach to secure customers of size).
- Targeted sales within Europe (niche product lines that are in high demand where we can provide Clean Label products to meet this demand).



Application to list on NASDAQ will open up a much larger pool of capital with greater visibility through a listing on one of the largest capital markets in the world.



Continuous improvement initiatives to assess opportunities for cost savings, increasing efficiencies and streamlining the business as the Company continues to grow.



Key Investment Highlights

✓ **Innovative Clean Label Foods:**

By utilizing whole natural ingredients and through its proprietary process and expertise, Plantify Foods offers truly Clean Label food products, which can be produced at scale and offered to consumers at accessible price points.

✓ **Strong Foundation:**

Plantify Foods has already launched 38 products under 4 different product categories, distributed through its distributor network in Israel, Europe and North America.

✓ **Omnichannel Strategy:**

Plantify Foods continues to target multiple sales funnels including retail, food service and white label opportunities, allowing for a broader penetration and acceptance of products.

✓ **Ready to Scale:**

Through its production facility in Israel, Plantify Foods can serve the current market demand and support its North American and European growth targets. In addition to the current facility, Plantify Foods has dedicated land on which it can expand its operations and build additional production & R&D facilities.

✓ **Competitive Advantage:**

With the use of its trade secret technology and proprietary process, all products can maintain a similar shelf-life to non-Clean Label food products, expanding distribution reach.

Selected Financial Information

Increase In Sales and Decrease in Net Loss for 2023

	December 31, 2023	December 31, 2022	% Change	Notes
Sales	\$604	\$374	+61%	Mainly due to an increase in sales in Europe and the US .
Cost of Sales	(\$675)	(\$477)	+42%	Due to the increased volume in sales, and the increased fixed costs at the new manufacturing facility (fixed costs will come down as production increases).
Net Loss	(\$2,427)	(\$4,670)	-48%	Net loss as well as basic and diluted net loss per share saw significant improvements.
Basic & Diluted Loss per share	(\$0.01)	(\$0.04)	-75%	

- 1) Please read the Company's YE 2023 Financial Statements (FS) and Management Discussion & Analysis (MDA), available on the website at www.plantifyfoods.com or on Sedar+ at www.sedar.com
- 2) The FS and MDA have been prepared in accordance with International Financial Reporting Standards
- 3) All amounts are in thousands of US dollars

Capital Structure & Cash Position

As of March 27, 2024	Shares
Shares issued and outstanding*	373,236,746
<i>Options (strike price range \$0.035 - 0.22)</i>	<i>12,571,666</i>
<i>RSU's</i>	<i>5,150,000</i>
<i>Warrants (strike price range \$0.18 - 0.19)</i>	<i>47,461,488</i>
Fully Diluted	433,419,900

Share Price 52 Week Range	\$0.005 – 0.1150
Market Capitalization	\$4.33 MM
Insider Ownership	48%

December 31, 2023, Cash Position: US\$259,000

PHOTO: HUMMUS



Appendix

Limited Number of Clean Label Foods

	EXAMPLE FOR REGULAR VEGAN BRANDS	EXAMPLE FOR CLEAN LABEL VEGAN BRANDS
VEGGIE BURGERS, BALLS, TENDERS		
VEGGIE DIPS & SPREAD		

*When a company has significant line of either categories the logo appears in both categories, regular can be an organic product but not a clean food.

Our Story

Where We Come From

Our current operations are strategically located in Israel's Upper Galilee region, so-named the 'Silicon Valley of Food-Tech in Israel.

This has provided us with ideal access to financial, human, and agricultural resources that drive our R&D.

Our current production capacity supports our Israel, European and our initial entry into the North American markets.



Israel is #1
for number of
startups per
capita.⁹

Sources

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9. https://www.ipsos.com/sites/default/files/ct/news/documents/2018-09/an_exploration_into_diets_around_the_world.pdf
10. <https://www.star-k.org/articles/articles/getting-certified/advantage-kosher-certification/1373/the-global-demand-for-kosher/#:~:text=12.35M%20Kosher%20Consumers%20in,195K%20Kosher%20Certified%20Products>
11. [North America Halal Food & Beverage Market Outlook Report 2022-2027: Market is Expected to Grow by \\$8.7 Billion, at a CAGR of 7.5% - ResearchAndMarkets.com | Business Wire](https://www.researchandmarkets.com/research/1373/the-global-demand-for-kosher/#:~:text=12.35M%20Kosher%20Consumers%20in,195K%20Kosher%20Certified%20Products)
12. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6636598/>





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Contact Us

Investor Relations & Media

ir@plantifyfoods.com