



**SOW GOOD**®

**FREEZE DRIED CANDY & SNACKS**

**HYPER DRIED**

|

**HYPER CRUNCHY**

|

**HYPER FLAVORFUL**

Certain statements contained herein, which are not historical, are forward-looking statements that are subject to risks and uncertainties not known or disclosed herein that could cause actual results to differ materially from those expressed herein. These statements may include projections and other "forward-looking statements" within the meaning of the federal securities laws. Any such projections or statements reflect management's current views about future events and financial performance. No assurances can be given that such events or performance will occur as projected and actual results may differ materially from those projected. Important factors that could cause the actual results to differ materially from those projected include, without limitation, general economic or industry conditions nationally and/or in the communities in which our Company conducts business, conditions of the securities markets, our ability to raise capital or have access to debt financing, changes in accounting principles, policies or guidelines, financial or political instability, acts of war or terrorism, other economic, competitive, governmental, regulatory and technical factors affecting our Company's operations, products, services and prices and other risks inherent in the Company's businesses that are detailed in the Company's Securities and Exchange Commission ("SEC") filings. Readers are encouraged to review these risks in the Company's SEC filings.

# WHO ARE WE?



## WE STARTED AS PET PEOPLE PRAIRIE DOG PET PRODUCTS



**OUR EXPERTISE:** manufacturing, innovation, and identifying niche categories and catapulting them into global everyday categories

**2010** <sup>\$0</sup>

**Run rate \$50+m**

**2020**

**SOLD TO PE GROUP**

**MANUFACTURING**



**INNOVATION**



**GROWTH**



# WHAT IS SOW GOOD?



**LAUNCHED IN 2022**

**LINE OF FREEZE DRIED FRUIT AND VEGGIE SNACKS,  
SMOOTHIES, AND GRANOLAS**



**WHAT IS SOW GOOD?  
LATEST AND GREATEST LAUNCH:**



# **FREEZE DRIED CANDY**

## **TIKTOK MADE US DO IT**

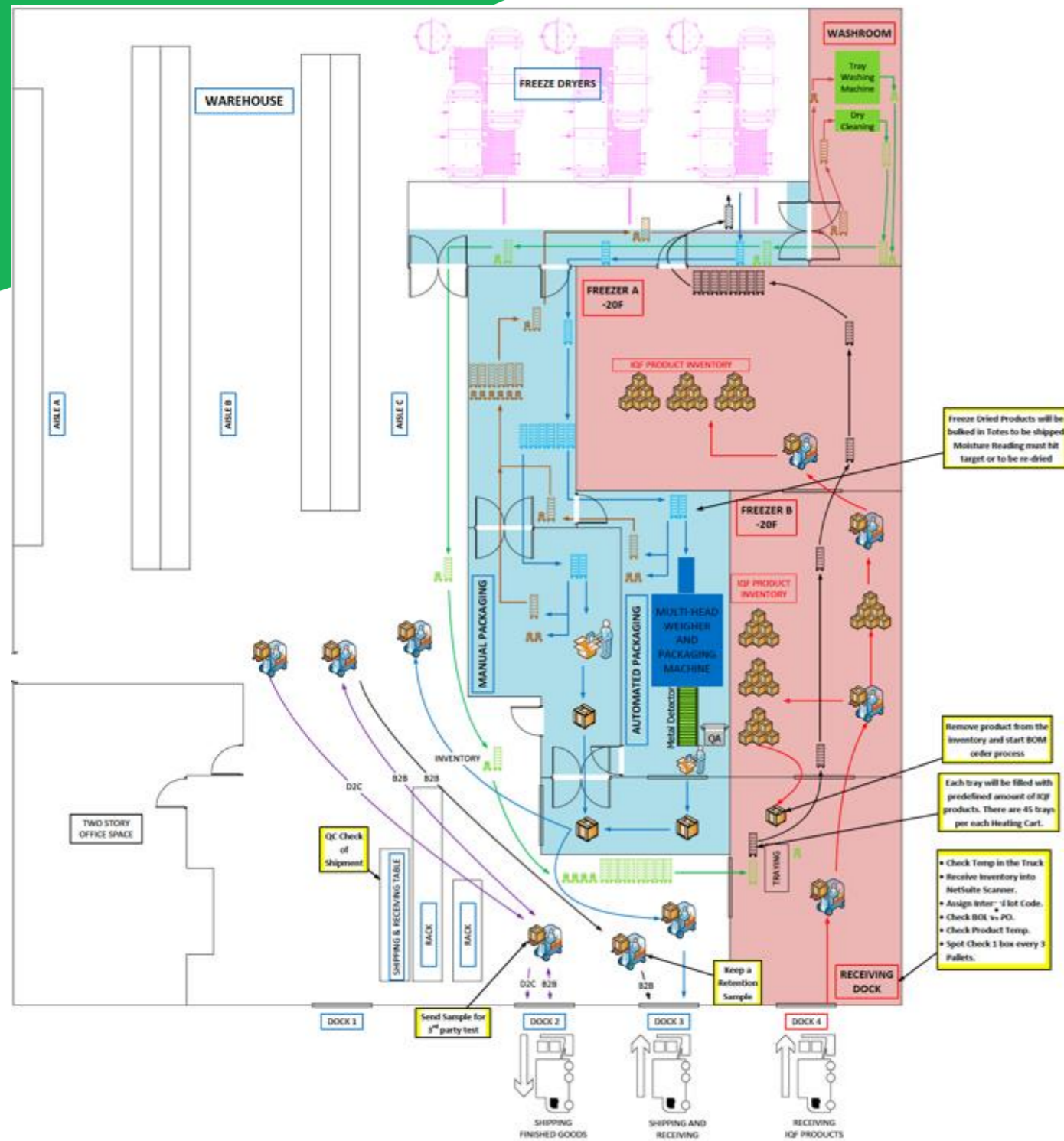
- FD CANDY VIRAL TIKTOK TREND WITH OVER 2B SEARCHES
- CUSTOMERS ASKED US TO ENTER THE SPACE



# STARTING LINE UP



# FACILITY VIDEO



# FREEZE DRIED CANDY

**CRUNCHY, NOT GUMMY**



## US VS “COMPETITORS”: WHY WE’RE SO GOOD

**PACKAGING | FOOD SAFETY | PRODUCTION**

### “YOU LOOK LIKE A REAL BRAND”

**OUR LINE: 16 SKUS  
WITH 4 CHAMOY  
LINE**





# “STATE OF TREATING”



## CANDY REPORT (NCA, 2023)



1. CONFECTION = \$43B IN 2023

2. NON-CHOCOLATE CANDY OUTPACING ALL OTHER CONFECTIONARY SEGMENTS

# “STATE OF TREATING”



## CANDY REPORT (NCA, 2023)

↑ 9.1%

**Chocolate**

2022 Dollar Sales Growth

↑ 13.8%

**Non-Chocolate**

2022 Dollar Sales Growth

↑ 13.8%

**Gum & Mints**

2022 Dollar Sales Growth

3. NON-CHOCOLATE CANDY EXPECTED TO REACH \$20B BY 2027

# “STATE OF TREATING”



## CANDY REPORT (NCA, 2023)



**61 percent of shoppers** occasionally or frequently look for confectionery products they have never purchased before.

4. GEN Z AND MILLENNIALS DRIVING GROWTH: INNOVATION IS IN, BIG NAME BRANDS ARE OUT

# WHAT DOES THE FUTURE LOOK LIKE?



## LAUNCHING IN

**FIVE BELOW, IT'SUGAR, TJX CANADA (ALL BANNERS), REDSTONE DISTRIBUTORS, IMPERFECT FOODS/MISFITS MARKET, GAS STATIONS/INDEPENDENTS**

**OUR PRODUCTS APPEAL TO WIDE DEMOGRAPHIC | MANY MORE RETAILERS IN**

## PROGRESS



Misfits  
Market

+

IMPERFECT  
FOODS





**AS YOU CAN SEE, SKY IS THE LIMIT WITH FREEZE DRYING. AND WE'RE JUST GETTING STARTED. WE WILL BE A LEADER IN FREEZE DRYING SPANNING MULTIPLE CATEGORIES. WE'LL DOMINATE CANDY, FIRST.**

**HOW GOOD DOES THAT SOUND?  
SOW GOOD. WE KNOW**