

Apeel Overview



Agenda

- Why Apeel
- Business Snapshot
- Supplier Network
- Retail Distribution
- Edeka x Apeel



A close-up photograph of several ripe, orange-colored fruits hanging from a tree with dark green leaves. The background is softly blurred, showing more foliage and other fruits. The overall scene is bright and natural.

Mission:

**We work with nature to
improve access to quality, reduce waste,
and ensure an abundant future
for the planet**



By 2050
we'll need
56%
more food
to feed our
world population¹

45% of
fruits and
vegetables
grown globally
go to waste²

8% of
greenhouse
gases
are due to
food waste³

\$ 2,600,000,000,000

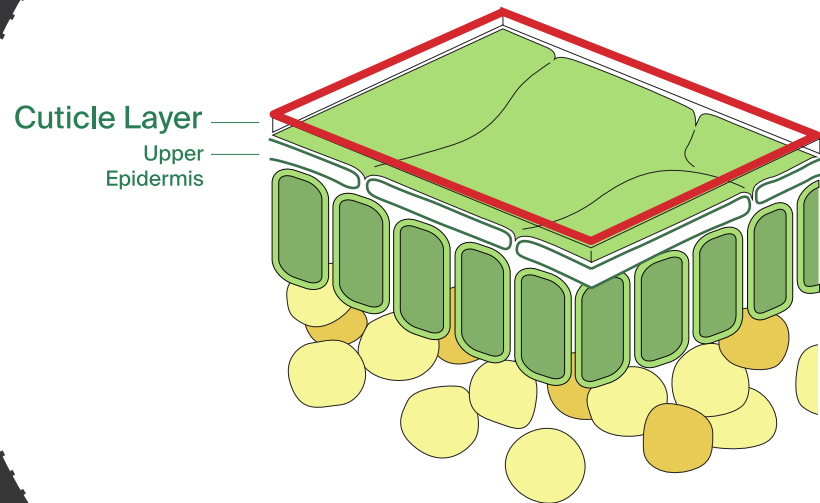
– Cost of Food Waste Globally⁴ –



1) [WRI 2019](#); 2) [FAO](#); 3) [FAO 2015](#); 4) [FAO 2014](#)

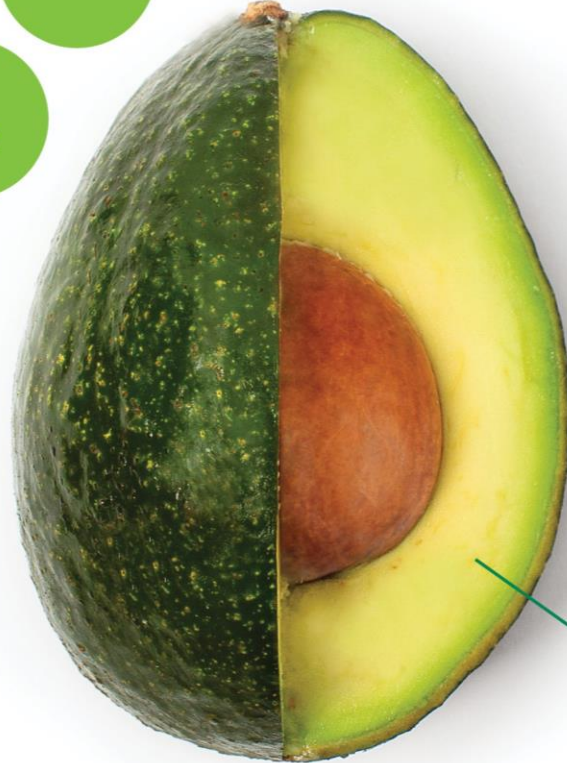
Nature Has the Answers

Peel is made of plant-derived materials that are found in all fruits and vegetables we eat.

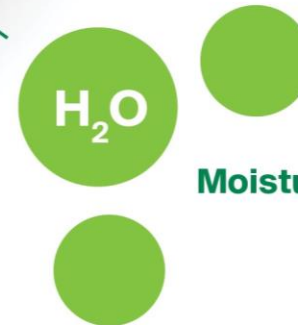


How it Works

Oxygen stays outside



Peel creates an optimal microclimate inside of each piece of fruit by regulating the rate of water loss and oxidation.



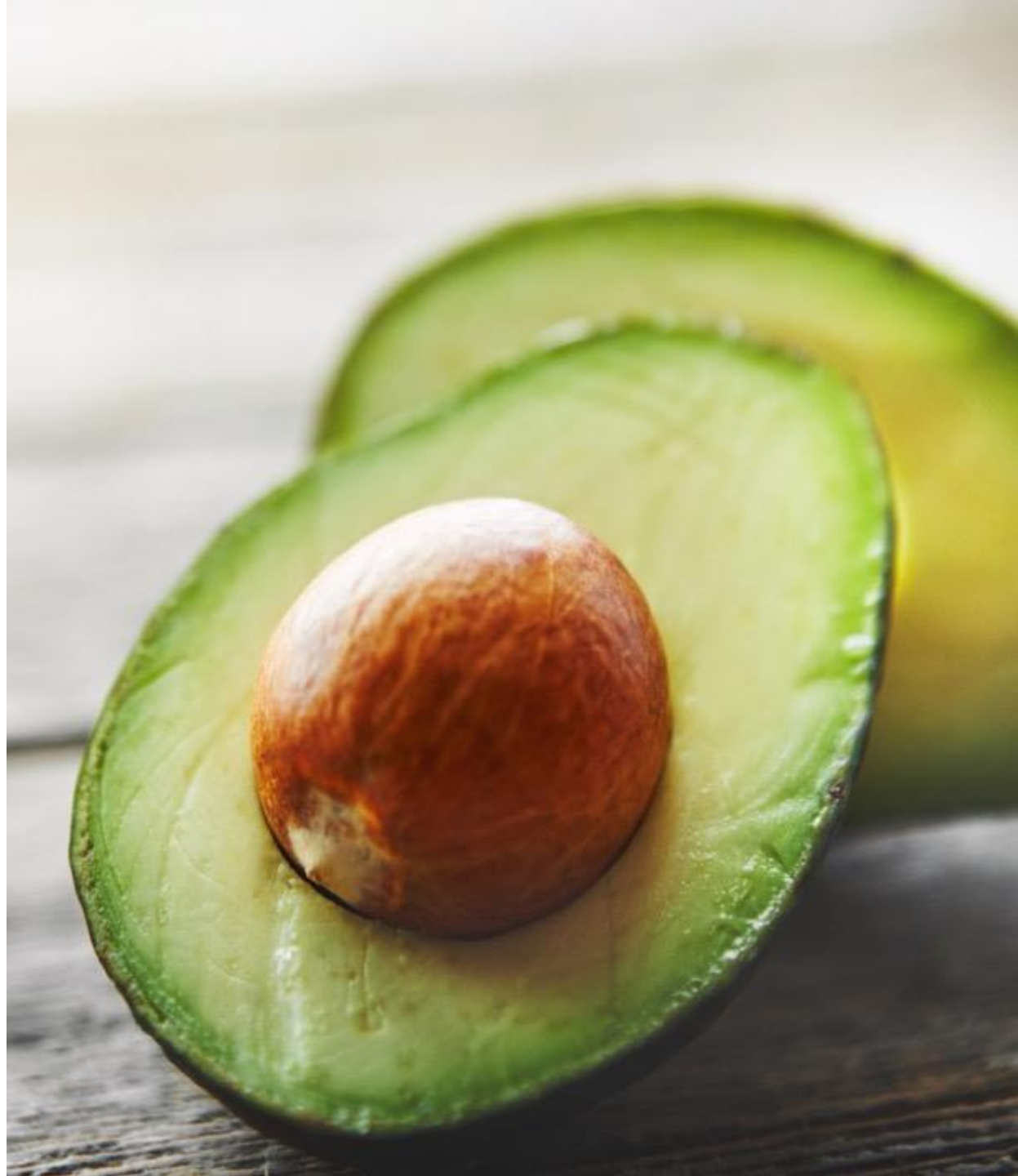
Moisture stays inside



We Use Food to Protect Food

Apeel is made from plant-derived materials that:

- Extend shelf life
- Provide alternatives to plastic wrap and MAP
- Reduce environmental footprint
- Enhance the consumer experience



Without Apeel

Day 1

Apeel



What More Time Means



Up to 50% slower rate of softening, resulting in up to 50% longer shelf life.



Up to triple the shelf life, 50% reduction in mass loss and better color retention.



Up to double the shelf life in cold storage and 50% reduction in water loss.



Up to 1 month extension in cold storage, color retention and reduced repack costs.

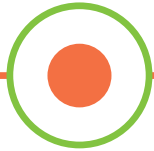


Elimination of single-use plastics, and slowing of the onset of rot in cold storage



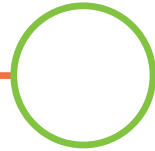
Good News from Farm to Kitchen

The only plant-derived, end-to-end shelf life extension solution



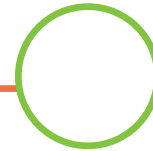
Producers

- Greater control over inventory management
- Improved packout / Reduced repack
- Brand differentiation



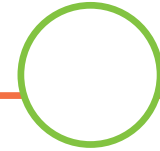
Distributors

- Access to new and farther markets
- New modes of transportation
- Quality arrivals



Retailers

- Less shrink, increased margins
- Operational efficiency
- Shopper loyalty and repeat visits



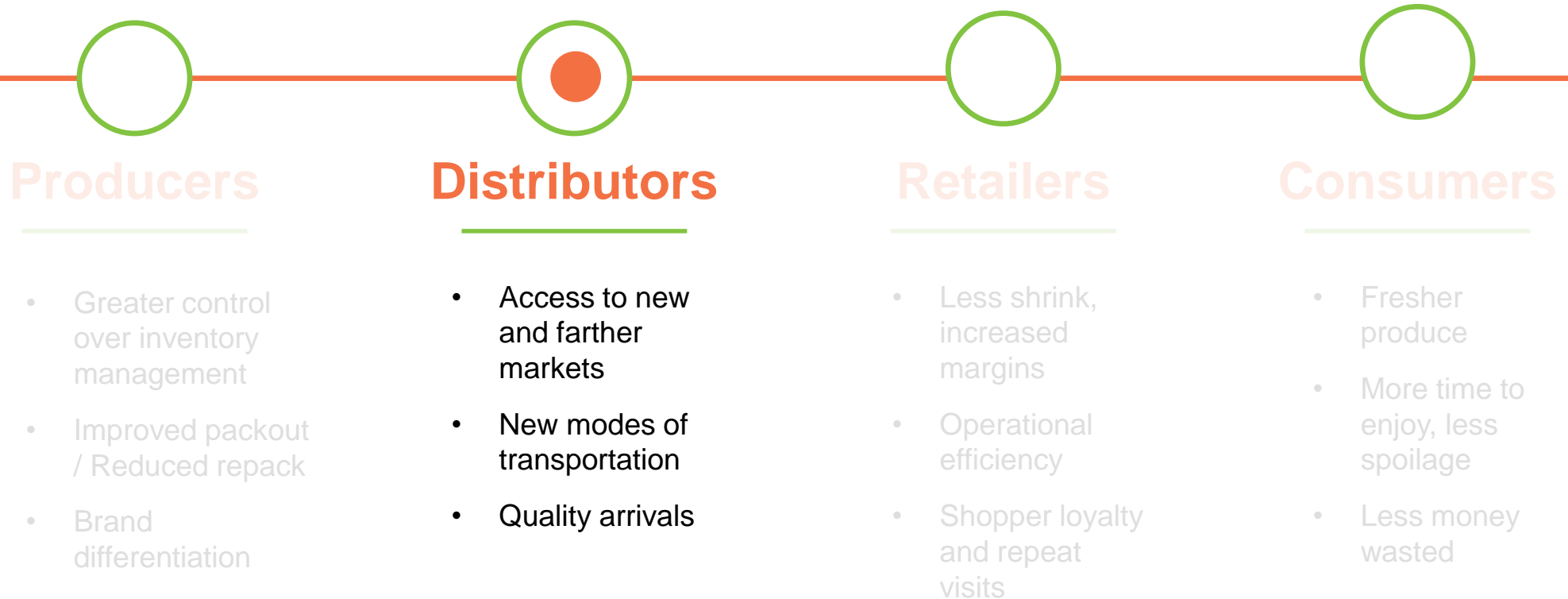
Consumers

- Fresher produce
- More time to enjoy, less spoilage
- Less money wasted



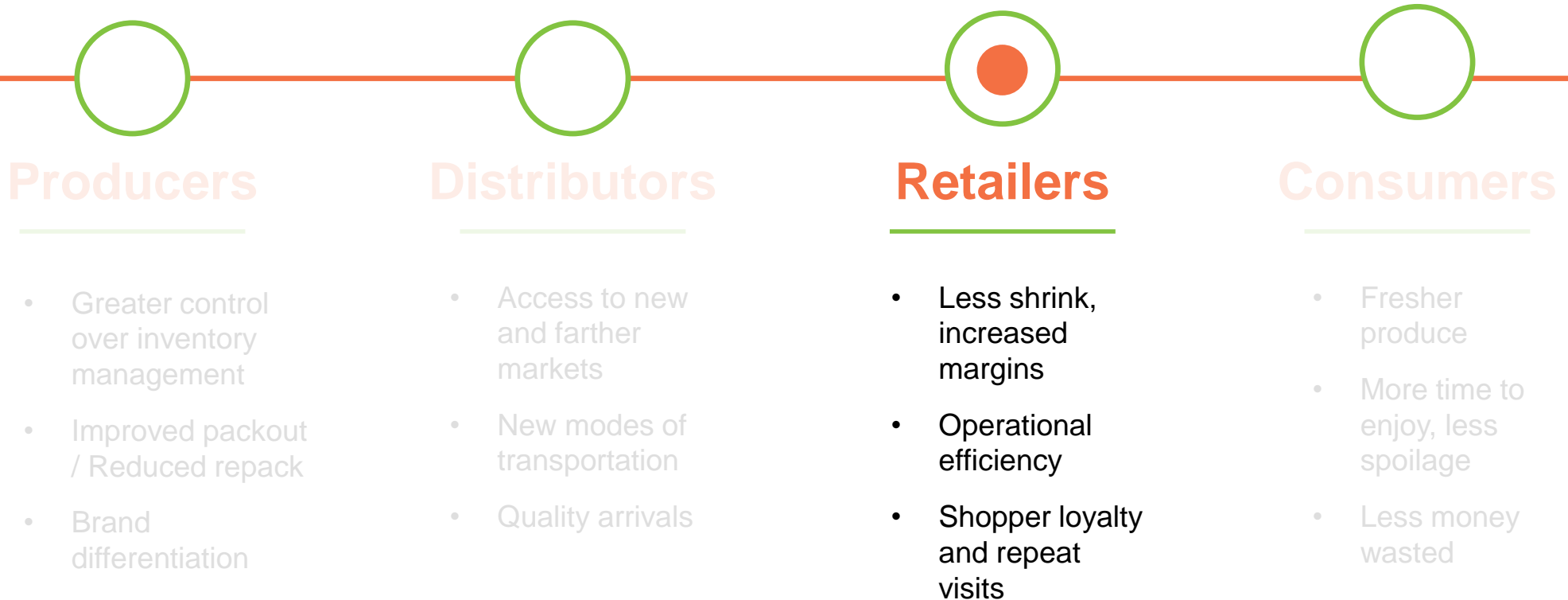
Good News from Farm to Kitchen

The only plant-derived, end-to-end shelf life extension solution



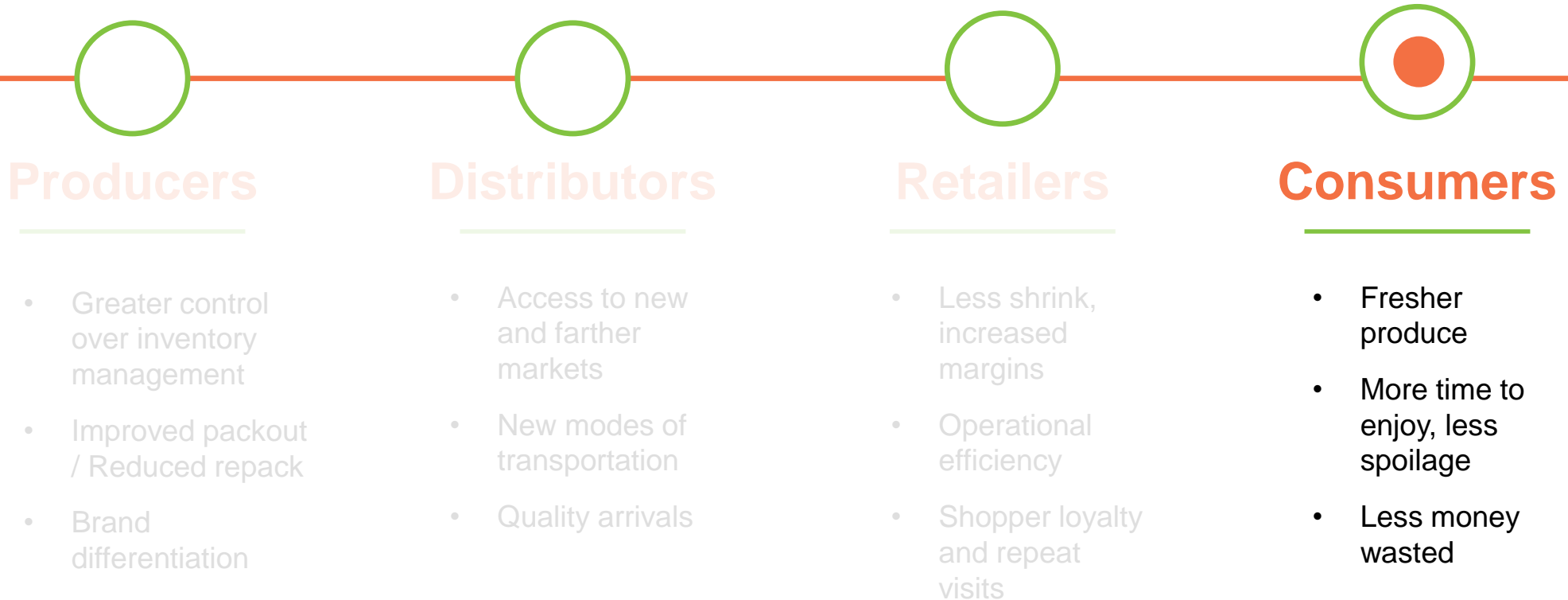
Good News from Farm to Kitchen

The only plant-derived, end-to-end shelf life extension solution



Good News from Farm to Kitchen

The only plant-derived, end-to-end shelf life extension solution



Sustainability with Apeel

- Food waste reduction
- Carbon footprint reduction
- Energy and water conservation
- In-house expertise in LCA and carbon accounting
- Sustainability proof point



Agenda

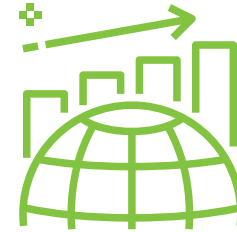
- Why Apeel
- Business Snapshot
- Supplier Network
- Retail Distribution
- Edeka x Apeel



Apeel Business Update



**Almost 200
employees and
growing**



**Establishing business entities in
Peru, Mexico and the Netherlands to
support global expansion**



**Installing Apeel
technology at 20
supply sites globally**



**US National
distribution of Apeel
Avocados by Q1 2020**



**European market
rollout planned for
Q4 2019**



Products In Market

Avocados, Limes, Asparagus, Organic Apples available today, more coming in 2020.



Coming
in 2020



Agenda

- Why Apeel
- Business Snapshot
- Supplier Network
- Retail Distribution
- Edeka x Apeel



Sourcing Strategy: 365 Days of Apeel Avocados

We're developing partnerships with the highest quality suppliers in all major growing regions.



*Logos depict announced partners only



Avocado Integration

Full engineering support
for line integration.

White glove service from field
engineering and technicians.

Expertise and partnership
to offer business solutions.

Sourcing Strategy: Apeel Mandarins



**Logos depict announced partners only*

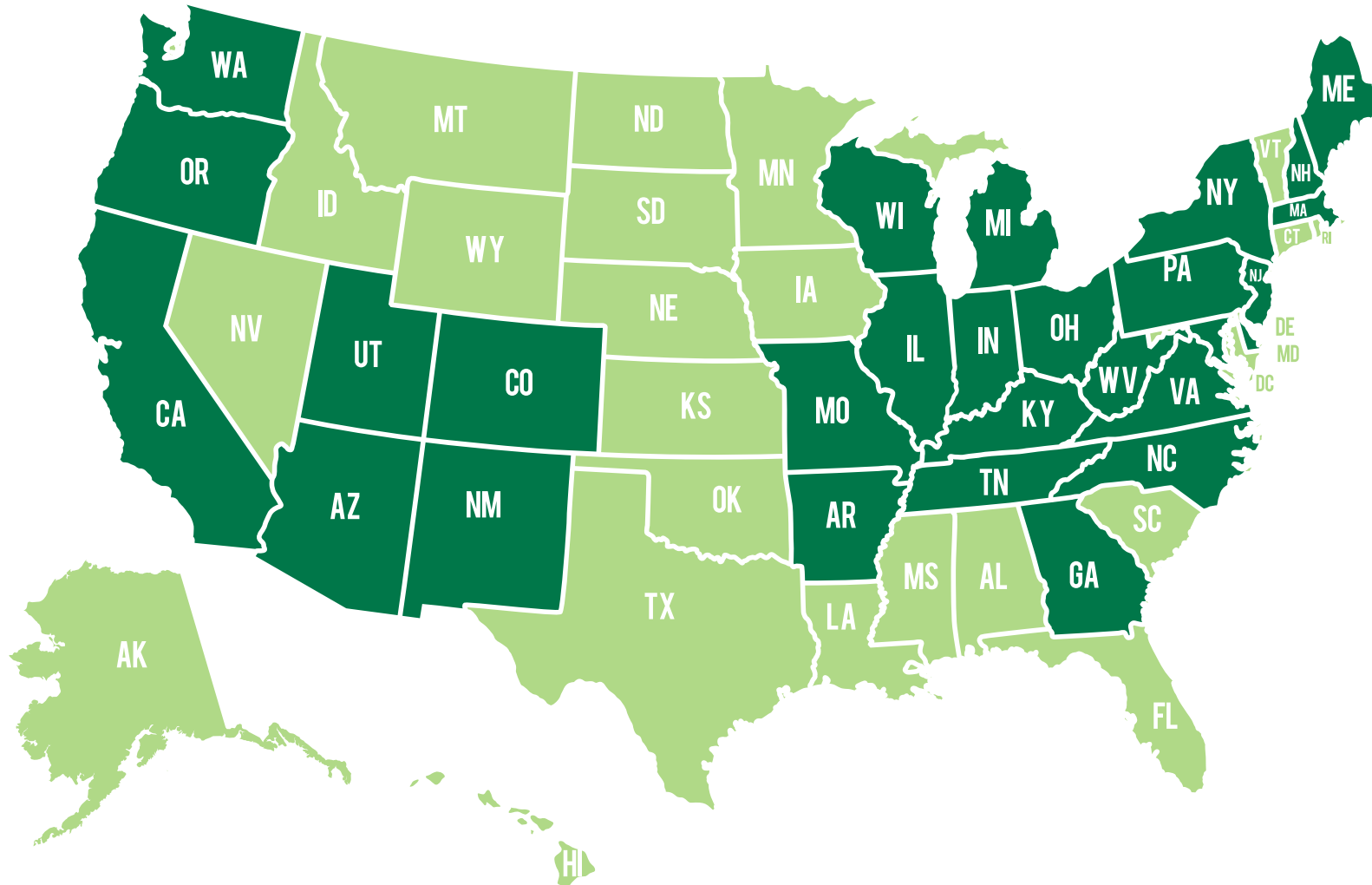
Agenda

- Why Apeel
- Business Snapshot
- Supplier Network
- Retail Distribution
- Edeka x Apeel



Retail Distribution

Apeel produce can be found in 54% of states...and counting



European Expansion

Distribution of Apeel produce to reach the U.K., Germany and Northern Europe by 2020

salling group



Agenda

- Why Apeel
- Business Snapshot
- Supplier Network
- Retail Distribution
- Edeka x Apeel





Avocado Launch: December 2019
Citrus Launch: January 2019

- Retail Chains:
 - Edeka
 - Netto
- Germany's largest retailer with 36% market share
- 7500 Edeka stores; 4200 Netto stores



Packaging & POS

**Diese Avocado
kämpft gegen die
Verschwendung von
Lebensmitteln**



Erfahre mehr auf apeel.com



Essbar und auf pflanzlicher
Basis ist Apeel wie eine
„**extra Schale**“ – und hält Obst
und Gemüse so länger frisch.



Apeel artwork provided Oct 9

What would
you do with
more time?

