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Company Presentation

Planethic Group AG

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Investment Highlights

Innovative investment holding company combining FoodTech, sustainability, and ethics, with strong exit potential in the period 2026–2030 thanks to a clearly defined strategy for divestments to strategists or IPOs.

Mililk as a groundbreaking platform technology: Revolutionary 2D printing process that can be used far beyond milk alternatives, also for juices, soups, sauces, smoothies, and functional foods—unique, patent-protected, globally scalable, and with enormous sales potential.

Scalable business models in global growth markets: combination of fast-moving consumer goods, e-commerce subscription models, licensing, and technology platforms.

Portfolio companies are first movers and market leaders in highly dynamic growth markets: vegan confectionery and snacks, cheese and meat alternatives, and food tech.

Part of a strong ecosystem: synergies with other Planethic brands (Veganz, Peas on Earth, OrbiFarm) that complete the future portfolio in the field of plant-based nutrition.

30 million euro exit at OrbiFarm ensures substantial and continuous cash inflow until 2028. 25% profit and exit share offers blue sky potential in the growth market of vertical indoor farming.

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Shaping the Future of Food

Starting Point

A healthy planet is essential for a livable future. And the current processes of change are not enough to achieve this. More and, above all, new approaches are needed in the food industry to ensure good nutrition for everyone today and, above all, tomorrow.

Approach

We view nutrition as a global system—and focus on innovative food solutions for a healthy planet. To this end, we conduct research and development, invest, and incubate. Above all, we follow a simple principle: to act sustainably and ethically in everything we do.

Vision

Shaping the future of food.

We create structures that bring nutrition and technology together—not only to change products, but to preserve our planet.

Planethic Group AG is for everyone who wants to drive positive change in global nutrition. Not Just Food Tech. For a future worth living.

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About the Innovative Investment Holding

Planethic Group AG is a German stock corporation based in Ludwigsfelde.

We are a **tech company** with a house of brands that develops, acquires, incubates, and **scales** innovative and sustainable concepts.

We offer food products worldwide in multiple categories through **seven** different business units, which are sold under our brands Veganz, Happy Cheeze, Mililk, Peas on Earth, and Heal, among others.

Our range is characterized by products that have been manufactured in a sustainable and resource-efficient manner.

Planethic Group AG Investment-Holding

7 Investments

sold

USP

Selected distribution partners

Financing

Veganz

First mover and market leader in vegan confectionery and snacks with innovative recipes, sustainable packaging, and clean label ingredients.

Rossmann, Müller, amazon, shopify

Exit to a strategist planned

Happy Cheeze

Market leader in the field of artisanal vegan cheese made from fermented cashews with authentic taste and texture.

Alnatura, denns Bio

Exit to a strategist planned

MiLiLK

Revolutionary 2D printing process (1 pallet yields approx. 9 pallets) for converting liquid and fermented compounds into dry semi-finished products.

McDonald's, Marriott Hotels · Resorts · Suites, Costco Wholesale

Investment: €35 million (29.17%)
Valuation: Post money €120 million

heal. ALL IN ONE

Supplements and strong eCommerce sales with a highly profitable subscription model. Profitable from the very first order .

amazon, shopify

Investment: €0.5 million

peas on earth

New technology for the production of dry, high-quality, protein-rich vegan meat alternatives based on pea protein (100g yields approx. 300g).

REWE, amazon

Investment: €15 million (37.5%)

Valuation: Post money €40 million

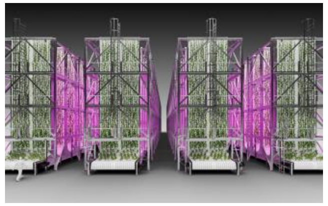
IP Innovations Technology Partner

Technological expertise in the design, manufacture, and distribution of machinery for 2D beverage and food production.

Investment: 3 Mio. €

OrbiFarm Loop Your Food

Patented next-generation indoor farming technology, developed with the Fraunhofer Institute, for the production of protein-rich staple foods.



Fraunhofer, Körber

Investment: €10 million (25.17%)

Valuation: Post money €40 million

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OUR INVESTMENTS IN DETAIL

Milik

The innovative printing technology

WE'RE FLATTENING THE MILK!

MILILK®
ORGANIC OAT BARISTA

DRINKING PAPER:
PRINTED OAT DRINK
IN SHEET FORM

VEGAN

BIO
nach
EG-Öko-Verordnung

Advantages of the new 1 L design

MILILK® Hafer Barista 1 L

We are the **challenger brand** on the shelf

Unique interactive design in **beverage carton look**

"Stop lugging around": **Consumers are stopped** by the appeal and made curious.

Challenger: New Design

1 L as a standard size with **higher rotation**: consumer barrier minimized by smaller package size

Attractive RRP of €1.49

Easy to place: takes up **only one facing** instead of two

Executive Summary Mililk® Technology

Mililk® revolutionary 2D printing technology replaces conventional milk alternatives (Tetra Pak & powder). Technology scalable for other food and beverage applications (in development with Lassonde).

USP

- Saves space & 90% packaging
- Long shelf life
- Sustainable >90% CO_2 savings
- Practical paper cup shape
- Unique worldwide and IP protected

F&E

- Development of a globally unique drop format for the OOH market
- Development of smoothies, juices, proteins, and nutritional supplement drinks in 2D printing

Strategic Outlook

End of 2025

Establishing

- Mililk established as a product in retail and foodservice
- SoP 1L almond and oat barista variants
- Delivery to the US (Milcadamia)
- Development of juices, smoothies, and beverages on product platform

2026-2027

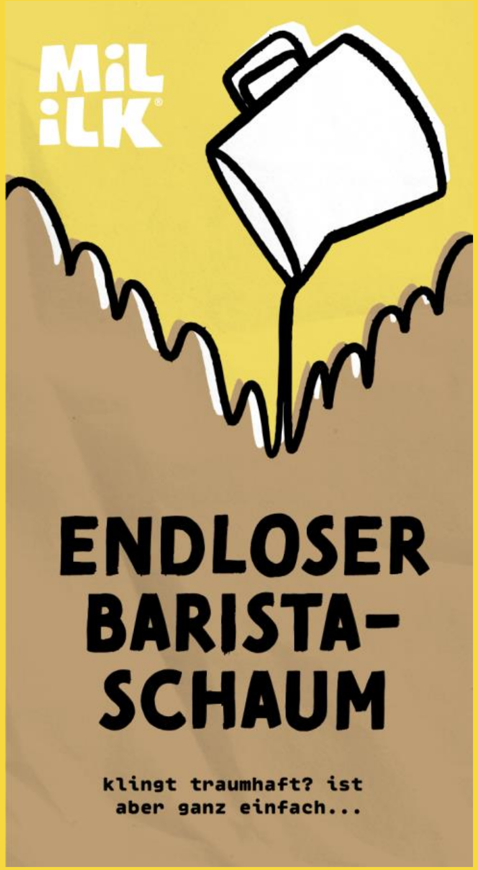
Scaling

- Scaling sales
- Establishing production facilities
- Concluding joint ventures
- Licensing printing technology
- Introducing line extenders

2028-2030

Globalization

- Scaling brand and distribution
- Exit strategy (IPO, sale)



Peas on Earth

Vegan Meat Alternatives Based on Peas

Peas on Earth

USP

- Protein content over 70%
- 2-year shelf life
- Yields 3 times its weight
- Vegan
- Keto-friendly
- Versatile
- Non-GMO
- Soy- and wheat-free

Strategic Outlook

End of 2025	2026-2027	2028-2030
Establishing	**Scaling**	**Integration**
• Rebranding of the product range under Peas on Earth • Establishment in retail and food service as a product • SoP Steak	• Scaling distribution and brand • Introduction of line extenders • Production of own brands	• Integration of products into the Orbifarm world • Internationalization

HealSupplements

All-in-One Supplements

Expert

Strong e-commerce sales with a highly profitable subscription model. Profitable from the very first order.

Heal products provide the body and mind with the best superfoods to sustainably promote energy, the immune system, mental clarity, and overall well-being. Healsupplements is a carefully developed all-in-one solution based on the power of nature.

Product USP

Blend of effective ingredients

- Shilajit
- Ashwagandha
- Ginseng
- Cordyceps
- Vitamins B1, B2, B3, B5, B6, B12
- Made in Germany
- 100% natural and vegan
- Laboratory tested and safe

Brand USP

100% natural and vegan: Free from artificial additives, for a healthy lifestyle.

Holistic health: Our formula is designed to boost your energy, strengthen your immune system, and improve your mental clarity.

Responsible: Sustainability and respect for the environment are at the heart of what we do.

Veganz

Good for you, better for everyone.

Executive Summary

Distinctive positioning + Excellent distribution base + High brand awareness + Innovation leader

FIRST MOVER

Vegan pioneer from the very beginning. First vegan supermarket chain (2011). First and largest importer of vegan foods from the USA (2014). First brand with a comprehensive sustainability score (2018).

SUSTAINABLE

We are sustainability professionals and firmly anchored in the target group with this set of values.

INNOVATIVE

An innovator from the very beginning and a multi-award-winning innovator for products and brands. As champions of innovation, we are sought-after consultants for the retail sector.

KNOWN

One in three Germans knows us. In the minds of our target groups, we have a distinctive mental differentiation from the competition.

STRONG DISTRIBUTION

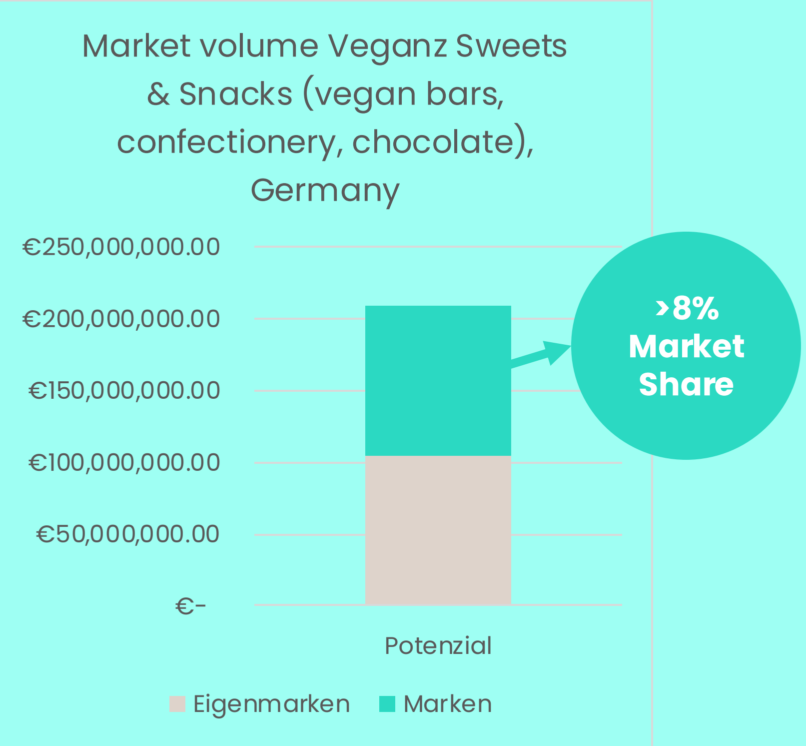
We have access to and listings on all channels:
retail, drugstores, discount stores, organic specialty stores, the out-of-home market, and digital commerce.

CONNECTED

Since 2011, over 70 million euros have been invested in marketing the Veganz brand. This has resulted in an active online community and long-standing partnerships with celebrities, entrepreneurs such as Götz Werner, Bastian Fassin, Edeka, and NGOs such as Peta Germany.

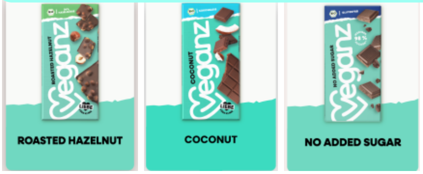
Product Portfolio

First-class innovations and copies of conventional originals in vegan confectionery.

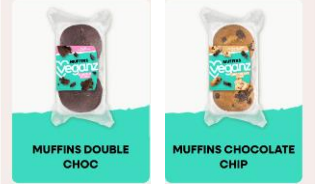


Bars (10 SKUs)

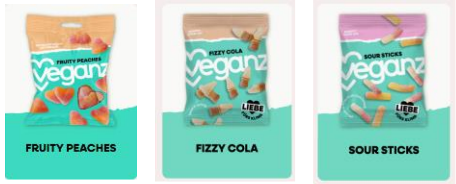
Chocolates (3 SKUs)



Confectionary (2 SKUs)



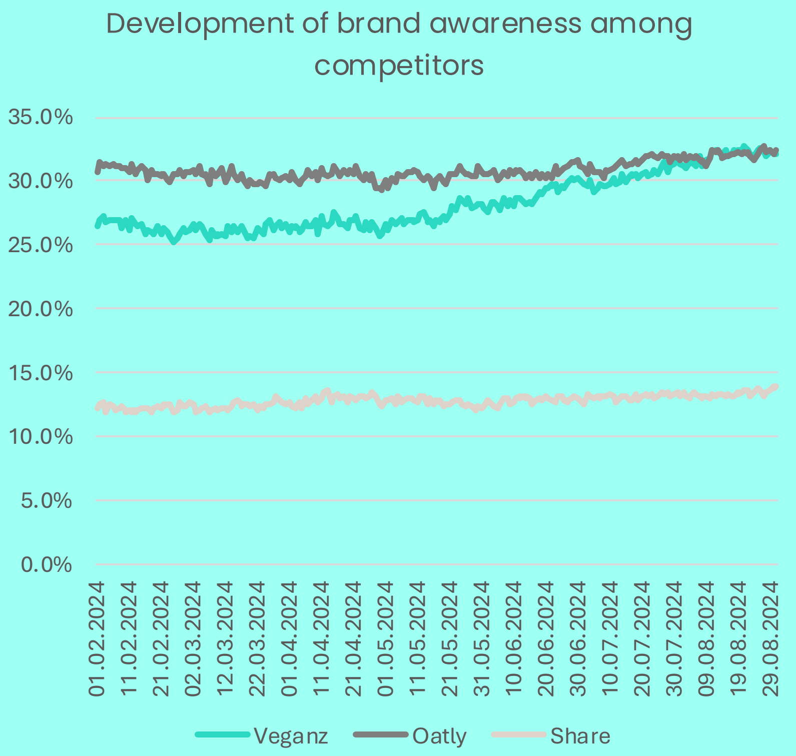
Other Sweets (3 SKUs)

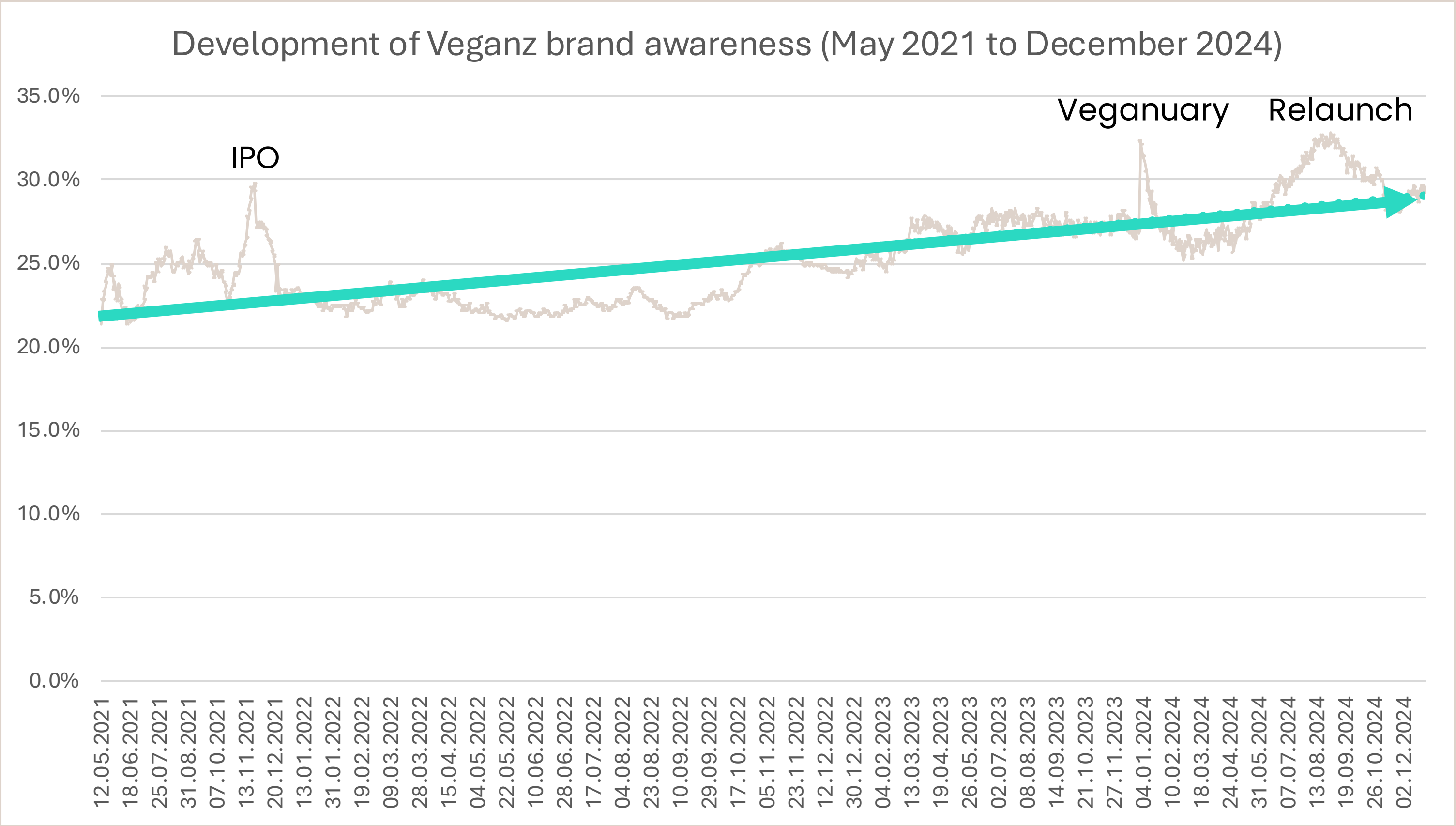


Trusted

Brand awareness - aided

Continuous growth in brand awareness since May 2021 across broad target groups. One in three Germans is familiar with Veganz. The Veganz brand is growing faster than the competition.





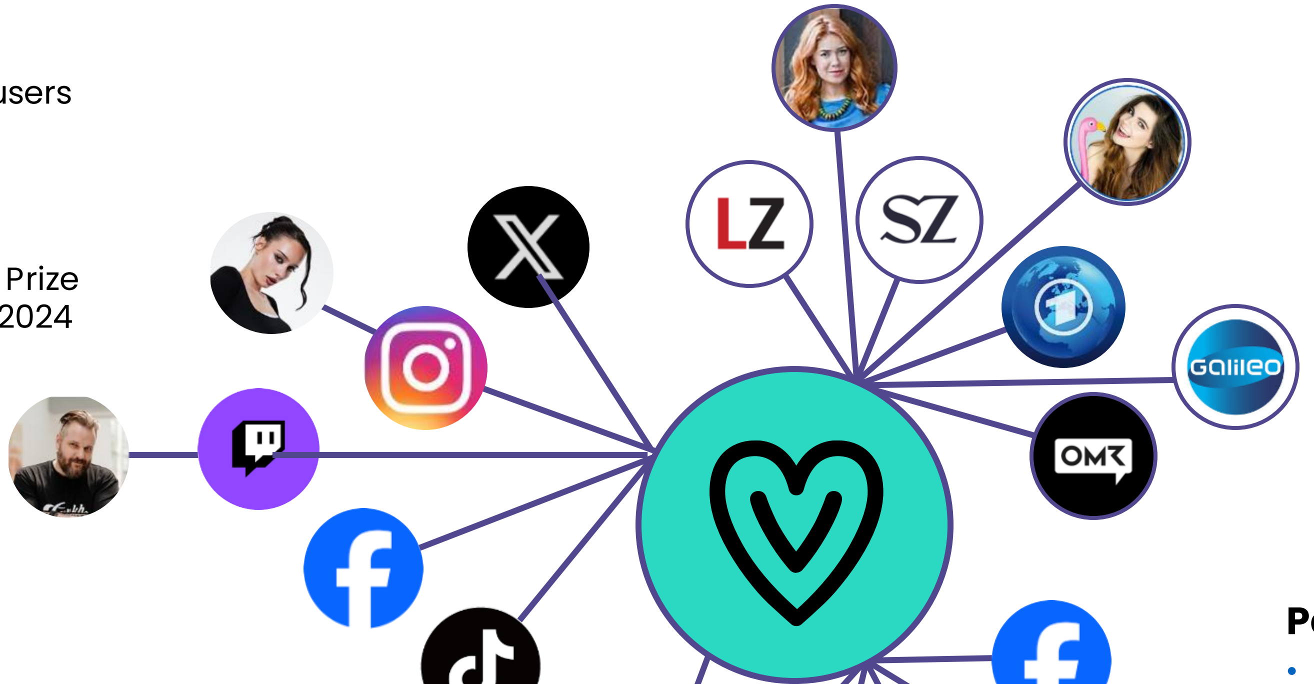
Source: Civey Veganz brand monitoring, aided brand awareness, n>10,000

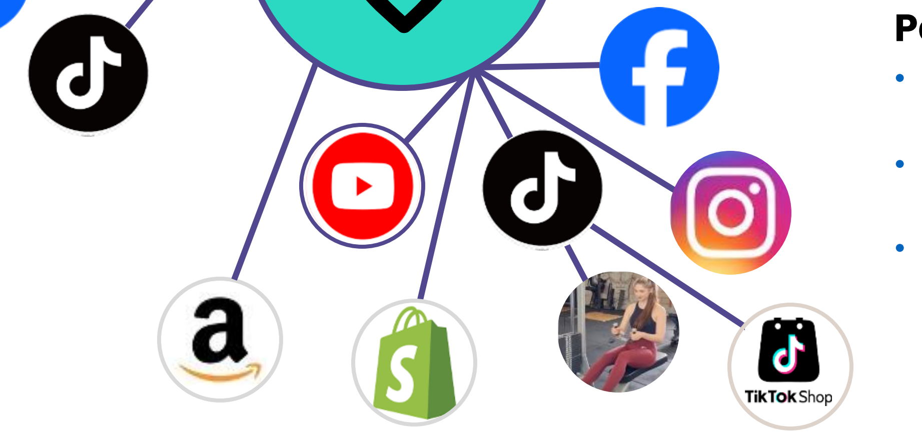
A digital first brand

Owned media

- Hundreds of thousands of users
- Strong community
- Viral content
- High engagement
- Nominated for the German Prize for Online Communication 2024

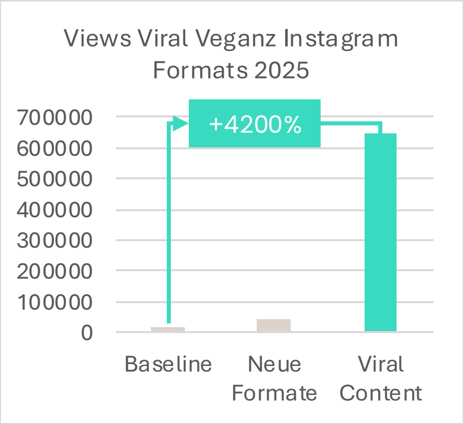
Our own community of **half a million users** regularly activates the mass market. Accompanied by strong earned media and paid media, we effectively reach early adopters for new products and activate our own e-commerce.





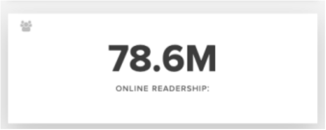
+18% Growth
Q1 25 to Q2 25

Since Q2



Earned media

- PR & newsjacking right up to the daily news
- Free posts from mega-influencers such as Romina Palm
- Access to numerous partners and NGOs



Paid Media

- Professional paid campaigns
- Partnerships with nano to maxi influencers
- Digital sales promotion Uplift 15-20 percent

Strategic Outlook

End of 2025	2026-2027	2028-2030
Stabilisation	**Reaktiviation**	**Exit**
• Stabilization of business in terms of product availability	• Positioning in the protein market • Scaling D2C business • Reactivation of distribution, campaigns • Partner marketing and editions (including Peta, X-Box) • Price and revenue optimization	• Exit to a strategist

Happy Cheeze

Old craftsmanship. New ingredients.

Expert in fermentation and organic vegan cheese

FIRST MOVER

Vegan cheese pioneer from the very beginning. Initial production (2020) for product development, scaling up with second location (2022). Bluebert, the first vegan blue cheese (2023). Acquisition of Happy Cheeze production (2023). Planned consolidation of locations (from H2 2026).

PROFITABLE

Proven business model. Optimized product range. Market leader in organic frozen foods. Strong turnover. High growth potential. Profitable in 2025 following the development of proprietary operating cultures and economies of scale.

KNOW-HOW

Expert in the fermentation of plant-based cheese alternatives on an industrial scale. Award-winning. Strong product pipeline available.

Happy Cheeze (9 SKU)

Happy Cheeze

Leading product quality for vegan organic soft cheeses

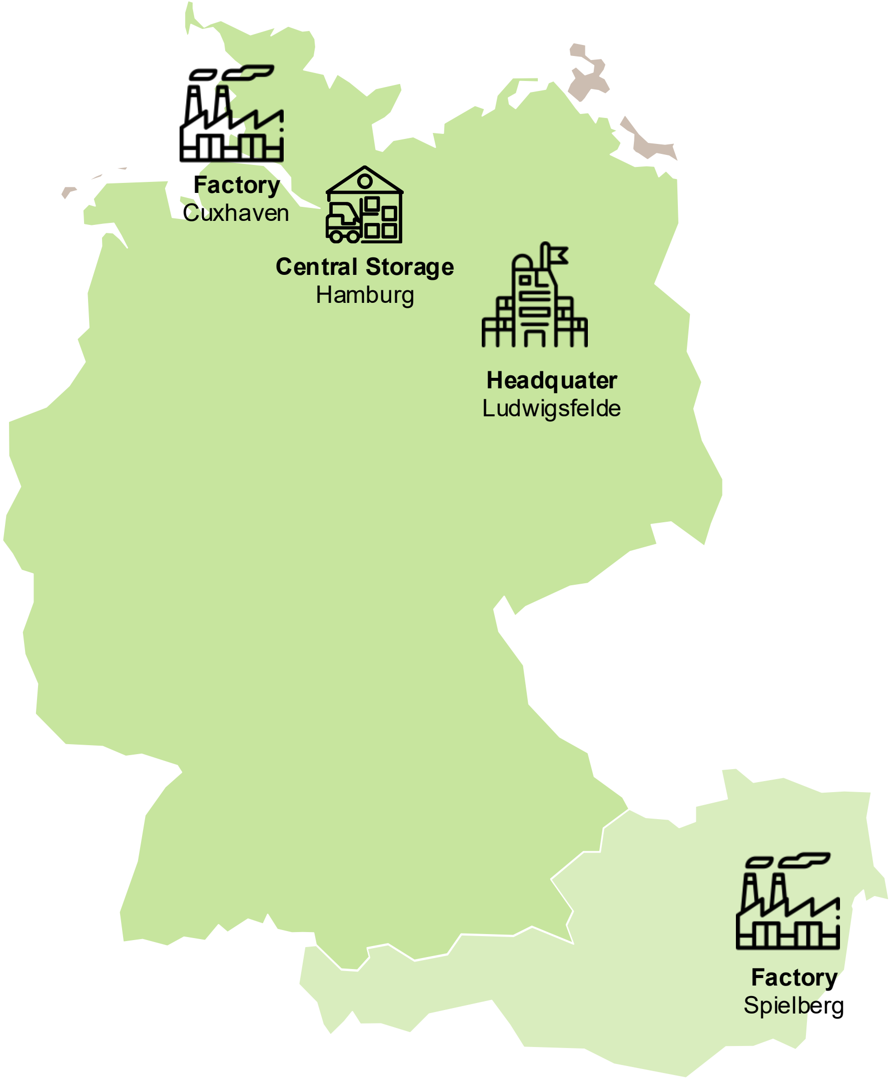
	Vegan	Eco	Fat	Protein	RRP	Grams
	+	+	29	12	2,99 €	100g
	+	+	24	3,1	2,99 €	120g
	+	-	21	3,6	2,99 €	125g
	-	-	32	17	2,99 €	100g
	-	+	26	20	2,59 €	100g

Happy Cheeze

Production Sites

Site Cuxhaven

- Cauliflower-based Camembert production for organic specialty stores and retailers
- Refined cashew-based spreadable cheese for organic specialty stores



Site Spielberg

- Cashew-based Camembert and blue cheese production for organic retailers and food retailers.
- Production was designed using container construction so that it can serve as a template for exporting production solutions for these products.

Strategic Outlook

End of 2025	2026-2027	2028-2030
Establishing	**Optimization**	**Scaling**
• Happy Cheeze is established in the retail sector as the organic cheese alternative brand. • Establishment in food retail. • First own brand nationwide. • Introduction of operating cultures. • Optimization of logistics.	• Consolidation of production • Optimization of profitability and quality • R&D for new products	• Scaling brand and distribution • Exit to a strategist

OrbiFarm

Loop Your Food

Executive Summary

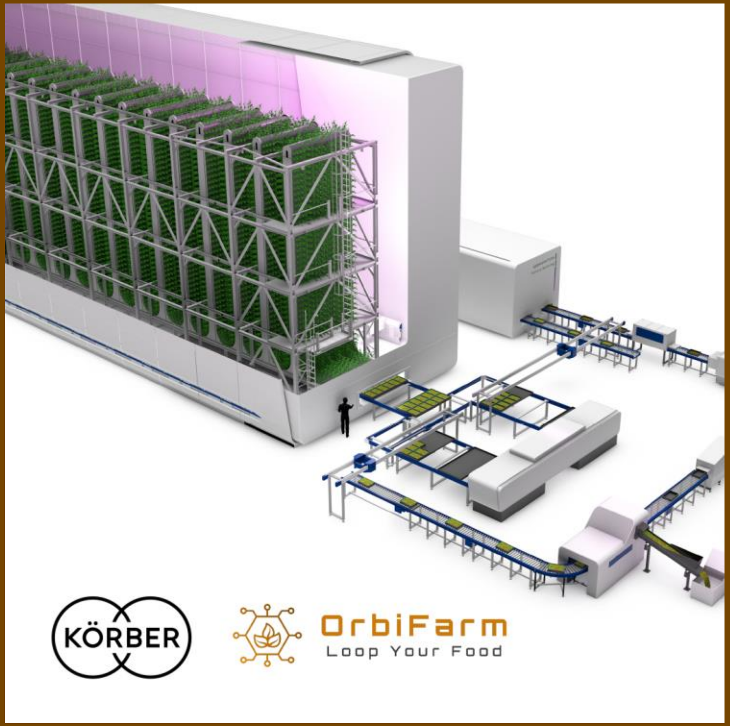
Exclusive patented technology for the production of high-yield protein and medicinal plants

USP

- Highly innovative patented indoor farming system
- Patented plants for farming facilities
- Pure licensing model: we provide potential producers with the technology
- Higher yields per square meter and multiple harvests per year.
- Plants can be used in their entirety
- Contribution to global food security through the first cultivation of proteins in indoor farms.

Partners & Scaling

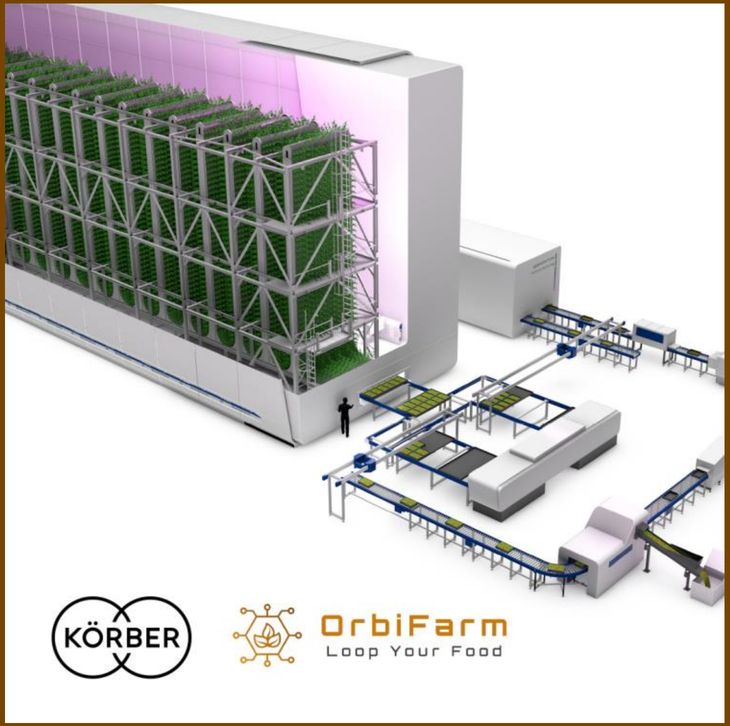
- License agreement with the Körber Group for design, manufacture, and distribution
- Development of plants at the Fraunhofer Institute for Molecular Biology and Applied Ecology IME
- Construction of a pilot plant by Körber at Fraunhofer
- Concrete customer inquiries regarding implementation have been received
- Anchor investor and discussions with investor groups



OrbiFarm
Loop Your Food

Strategic outlook

Ende 2025	2026-2027	2028-2030
Financing	**Scaling**	**Sales**
• Returns from earn-out on the sale of Orbifarm GmbH	• Production and distribution of the plants • Plant development: including amaranth, quinoa, hemp, okra, tobacco plants (insulin production), and other medicinal plants. • Start of license income	• Global expansion of multiple facilities • Exit strategy via IPO



OrbiFarm
Loop Your Food

Executive Board

Classic management experience, start-up expertise paired with in-depth market knowledge

Rayan Tegtmeier
CEO

- Since 10/2025 at Planethic

- Background Tax and Audit, Informatics
- Manager for up to 35 countries
- Buy & Build as 100% shareholder with more than 4,000 employees
- Strong restructuring skills

Anja Brachmüller
COO

- Since 02/2017 at Planethic

- Main responsibilities:
- Supply chain management
- Purchasing
- Production
- Quality management

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The Planethic Share

Basic Data

Issuer	Planethic Group AG
Date of initial listing	10. November 2021
ISIN	DE000A3E5ED2
WKN	A3E5ED
Ticker symbol	VEZ
Share Capital	2.121.333 €
Number of shares	2.121.333
Market segment	Open Market, Scale
Share type	Ordinary bearer shares with no par value
Designated Sponsor	mwb fairtrade Wertpapierhandelsbank AG

Analyst

Oliver Wojahn

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