



# Perfect Day<sup>®</sup>





# Introducing ● Perfect Day Holdings.

Founded in 2014, we're the world leader in consumer biotech.

We're **disrupting massive global industries** and pushing humanity's imagination forward into the 21st century – starting with the trillion dollar dairy industry.

Leveraging biological engineering, deep learning algorithms, and a consumer-first mentality, we're **already leagues ahead of anyone else** – and we're just getting started.



**OUR COMPANIES**

## ● Perfect Day Ingredients

**Ingredient innovation across proteins, fats, and sweeteners.**

Founded in 2014; initiating B2B launches and JVs with Fortune 500s across the world.

## scalablebiofoundry

**Pilot-scale process development & strain improvement.**

Acquired in 2020; now offering "Biotech As A Service" to everyone in our space.

## THE URGENT COMPANY

**Building, scaling, & selling great consumer brands by leveraging new technologies.**

Founded in 2020; first brand has already skyrocketed to 5,000 stores with nationwide distribution.

# Overview of our companies



Current Clients Include:



scalable**biofoundry**



THE URGENT COMPANY



MARKET OPPORTUNITY

BIOTECH INNOVATION  
TECHNOLOGY PLATFORM & "BIOTECH-AS-A-SERVICE"

INGREDIENT INNOVATION  
B2B BRANDED INGREDIENT PROVIDER

CONSUMER INNOVATION  
HOUSE OF BRANDS & "CPG-AS-A-SERVICE"

DISTRIBUTION

- Impressive client list already – no losses when PD acquired SBF – and we're continuing to expand the funnel
- Clients are asking for additional services: both smaller-scale higher-throughput strain and process development, and access to Perfect Day's larger-scale tanks & expertise
- Every "new kid on the block" startup claiming to make animal-free milk protein will need access to our IP. We can license it – at a high cost!
- **We can out-compete** companies like **Ginkgo and Zymergen**, by providing access to our superior platform, strains, scale-up learnings

- World leader in production of heterologous protein at scale & low cost
- Critical IP secured with significant head start, giving us and our subsidiaries tremendous competitive moat
- Scaling business in milk proteins for legacy food companies to use as ingredients in co-branded products
- Can enter 100+ product categories with milk proteins alone
- Pipeline includes higher-value, higher margin proteins & lipids to elevate the portfolio

- Closest to consumer, creating branded products that leverage emerging food technology (not limited to PD)
- Capture **bigger margin opportunities** higher up in the value chain
- Building a **data powerhouse** with consumer data gathered across multiple brands and product categories
- Consumer education and animal-free category building
- De-risk the market for B2B partners



# Perfect Day in 2021

We now have all the pieces in place to build and own a mature value chain for *consumer biotechnology*.

What follows is a run-down of:

## 1. The technology platform that makes this possible,

(how we built it, how it's going, and our plan for it),

## 2. The first ingredient we're commercializing,

(what it is, how it works, and where it's going), and

## 3. Our vision for bringing this to the consumer world,

(at a high level, today, and tomorrow).

Finally, a zoom in on our **capital needs** for the next 24 months, our **global expansion plan**, and a view of the **next chapter of our capitalization** journey in 2021.



## Technology | Monetization

We're still primarily focused on *making ingredients* using our platform, but we now also see opportunities to *monetize our technology*.

### //// **scalablebiofoundry** (SBF)

- Offering pilot-scale process development and contract manufacturing services to the industry
- **Consistent repeat business from growing client list** of established players, who are asking more **additional services**
- Currently scoping out **low-cost expansion** in Midwest



### Future of SBF

- Reduce complexity of scaling up for other companies and help them bring goods to market quicker with our expertise and capabilities
- Scale down high-throughput screening for the industry
- Expected revenue as high as **\$100M in 3-5 years**
- **Sky-high revenue** potential if we expand services to compete with Zymergen, Ginkgo et al.



# 02

## Ingredient





# Ingredient Innovation | Strategy



## GOAL

Enable a **massive consumer shift towards animal-free dairy products** – such as ice cream, cheese, yogurt, infant nutrition – **and beyond.**

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## B2B STRATEGY

To deliver on this goal, we will be most effective by **partnering with food companies to bring a whole variety of new animal-free products to market**, rather than just one new brand.

- We are already recognized as a **global leader in protein fermentation**
- We will continue to pursue the **branded ingredient** route in B2B to establish this new category and maintain our position as the industry leader
- We will partner with **select companies in both retail and foodservice** that have certain **capabilities we want to leverage** across manufacturing, distribution, supply chain, consumer relationships, etc.
- Beyond dairy protein, we have launched several adjacent programs such as **fats and protein sweeteners**

# Ingredient Innovation | Performance

\* Note: products based on almond, cashew, oat, etc. contain almost no protein!

Protein	Nutrition (DIAAS)	Flavor	Functionality (e.g. emulsifying, foaming, gelation, etc)	Color	Consumer Trends	Price (Highest Quality)
Pea	0.64	Bad	Limited	Off-color issues	Animal-free, Soy-free, Lactose-free	\$10-14/kg
Soy	1.00	Bad	Good for meats; bad for dairy	Off-color issues	Animal-free, <b>Contains Soy</b> Lactose-free	\$5/kg
Potato	1.02	Average	Limited – not as good as dairy	Fairly good	Animal-free, Soy-free, Lactose-free	\$25-30/kg
Dairy (WPI)	1.18	Dairy flavor	Excellent	Excellent	Soy-free <b>Contains Lactose</b> <b>Animal product</b>	\$12-15/kg
<b>Dairy (Perfect Day)</b>	1.25	No flavor	Even better than WPI	Excellent	Free from: All the above	Eventually the cheapest

Plus: Sustainable future food story, lots of PR potential, first mover advantage for customers; i.e., a more versatile Impossible

# Ingredient Innovation | Monetization



- Initial focus on **ice cream category**
- B2B business **launched with four brands** last year
- Current average selling price at **significant premium** to traditional dairy whey
- Partnerships in progress with Kraft Heinz, Nestle, General Mills, Lactalis, Starbucks, and more **top Fortune 500s**
- Aggressively expanding to additional dairy categories, including cheese, beverages, and sports nutrition
- Many more ingredients in the pipeline beyond dairy and even food in the future
- **We also use our ingredient platform to support our own consumer angle in the market via The Urgent Company**

## Select Perfect Day B2B Partners:



### **Graeter's Perfect Indulgence**

**The first innovation coming from a 150 year old Midwest brand!** Graeter's is a beloved brand that refused to launch a vegan line until it could match the quality of its traditional dairy equivalent.



### **Nick's Frozen Dessert**

Nick's vegan version of its Swedish light ice cream is a one-of-a-kind, better-for-you option that is creamy and delicious. **Within just two weeks of launch, its vegan line became its best-selling package!**



# 03

## Consumer





# Consumer | Strategy



## Why did *Perfect Day* start The Urgent Company?

- Accelerate our **speed to market** entry and **consumer adoption** of “animal-free” by entering multiple product categories quickly
- Know and understand **consumer reactions and insights** first-hand
- Demonstrate how to **position and communicate** about Perfect Day, providing a guide to our B2B customers
- **De-risk the market** enough through smaller / premium launches to ensure the big guys are comfortable taking on the perceived risk
- Capture the **up-stream value and margins** of creating unique brands using Perfect Day as the key differentiator and value proposition

TUC is a CPG company **for the future**, partnering with the world’s most **innovative technology companies** and building the **disruptive multinational technology-based house of brands**.

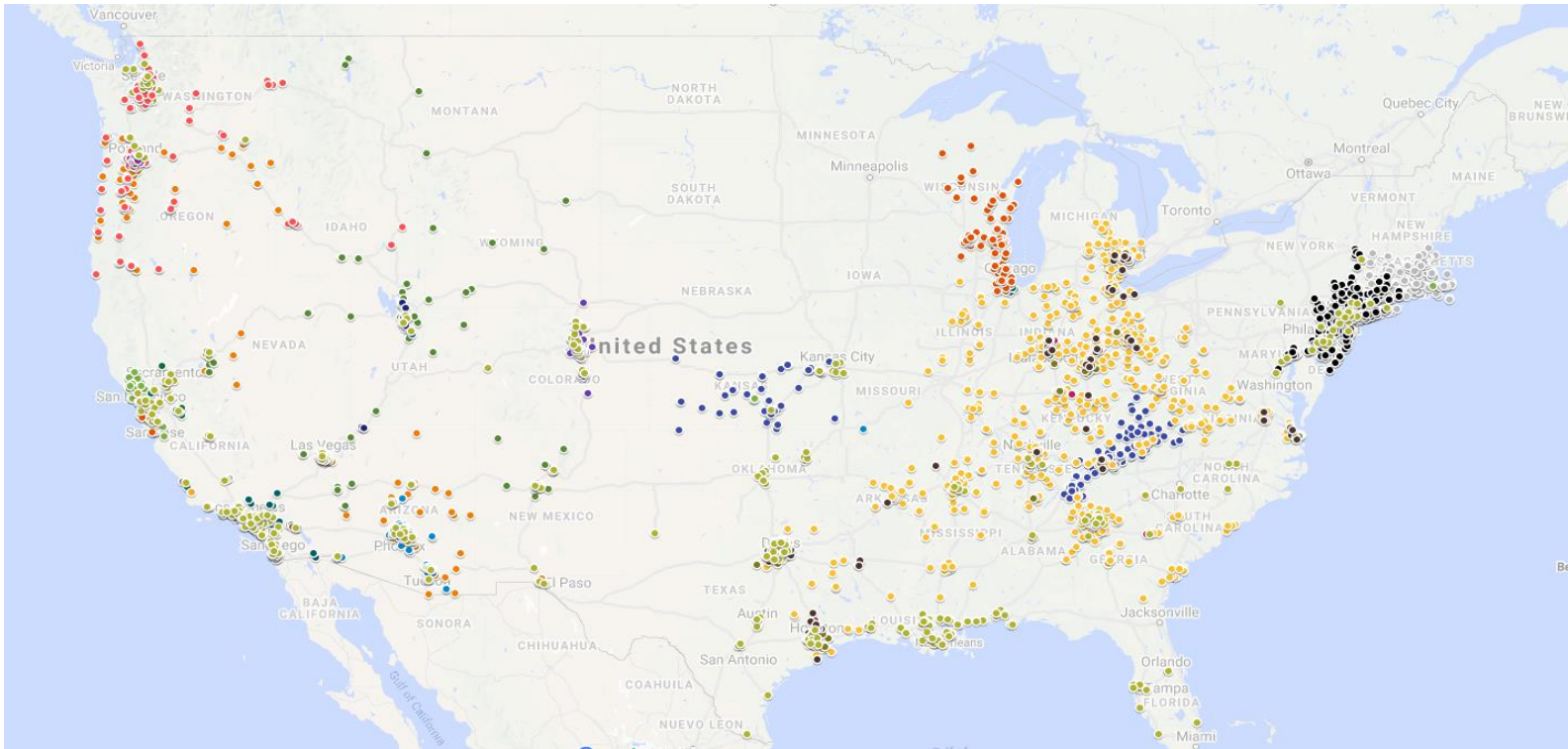
- TUC will leverage **innovative food technology** beyond Perfect Day ingredients to launch valuable brands for consumers
- First brand has seen **explosive growth; 5+ new brands** across different product categories already in the pipeline for 2021
- We will be a **first-mover** in many of these categories given the slower speed of other B2B partners



# Consumer | Performance



**Brave Robot's record-breaking growth: 0 - 5000 stores in 9 months**



- Gross margins **already >20%**
- **>\$1M earned** in first 2 weeks of 2021
- Key partnership with US **largest retailer** (Kroger)



# 04+

# Global Expansion



# Global Expansion | Regulatory



## USA

"No objections" GRAS notification received from the FDA in 2019

## Canada

In progress and approval pending, expected by end of 2021

## Europe

In progress and approval pending, expected by end of 2022

## India

In progress and approval pending, expected by end of 2021

## Singapore

Obtained Singapore approval from SFA

## China

Next in pipeline

**GRAS approval obtained in the US and Singapore, and many other regions already in progress**



# Capitalization | History

Our investors believe in the **long-term vision of how we will drive disruption across our entire value chain** – in biotech, ingredient, and consumer innovation.

While they see the significant value we've already created and will continue to near-term, they also believe in the **massive ROI** that will be generated, especially in the long-term.

## Some highlights:

- Horizons has continued to participate in every round since providing our seed funding
- Temasek's first time leading a round as early and small as our Series A
- CPPIB came in pre-revenue, turning down 28 companies further along than Perfect Day
- With Brave Robot's skyrocketing growth, we've received a \$50M term sheet for TUC

