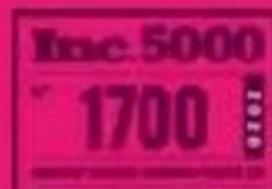




BELGIAN BOYS

INVESTMENT OPPORTUNITY



**WOMEN
OWNED**



TURN UP THE HAPPY



✦✦ BELGIAN BOYS STORY ✦✦



Skinny & Chubby grew up in Belgium with lots of delicious European treats & plenty of mischief.



They both moved to the US and on each visit home they would fill their suitcases with goodies for themselves and their American friends.



They set out on an adventure to become entrepreneurs, with a mission to make the world a little sweeter and offer an escape from the everyday.

✦ SOME SWEET STATS ✦

From breakfast to snack time & dessert, our consumer in 2020 could count on us to make a challenging year a bit sweeter.



6M+

Treats were indulged



3000+

Retail shelves looked brighter



20

SKU'S across 4 Categories



2x

Double the team
= Double the passion



18M+

Smiling customers



>80K

Treats donated to local communities

✦ THE INDUSTRY AND GROWTH ✦

Belgian Boys aims to become the millennial household's staple for indulgence, quality standards and taste. Our company is poised to capture market share in several **GROWING** categories, finding whitespace to paint on.

COOKIES

SPECIALTY MARKET SIZE

\$1.5B

STRENGTHS
**PORTION
CONSCIOUS
& JUNK FREE**



REFRIGERATED

SPECIALTY MARKET SIZE

\$1.7B

STRENGTHS
**CONVENIENCE-READY WITHOUT
COMPROMISING
ON INGREDIENT STANDARDS**



FROZEN

SPECIALTY MARKET SIZE

\$2.7B

STRENGTHS
**PREMIUM
PERMISSIBLE
INDULGENCE**



The specialty food & bev market has reached \$158.4B in 2019, a 10.7% increase over 2017. In 2019, specialty's retail sales reached 20.5% of all US food and beverage sales.

◆◆ WHO WE ARE TODAY ◆◆

We're in the business of fun: Our goal is to pack the maximum amount of love, happiness and WOW into every treat we make. We never take ourselves too seriously, and we deal in the currency of smiles. We're more than just a revenue-driven business. We're passionate about creating joy for our customers, and about spreading sweetness in people's lives.



✦ DYNAMIC BRANDING & MESSAGING ✦

BOLD PACKAGING

Bright, stand-out packaging tells our story: Happy indulgence in every bag!



FEEL-GOOD MESSAGING

Easy indulgence and an adventure in every bite.

**WHEN INDULGING
INDULGE WELL!**

**BAD DAY?
HAVE A COOKIE**

PREMIUM INGREDIENTS

Real ingredients like butter, eggs, flour, vanilla and chocolate take the place of artificial flavors and preservatives—a simple upgrade to our fans' everyday.



NON-GMO



NO ARTIFICIAL
FLAVORS, COLORS
OR PRESERVATIVES



KOSHER
CERTIFIED



✦✦ OUR CUSTOMER EXPERIENCE ✦✦

We are present at multiple touchpoints in our customers' days.



START YOUR DAY

Weekend taste meets weekday convenience with our ready-made breakfast staples.

“TASTY AND **CONVENIENT!** WE LOVE THE MINI PANCAKES. THEY ARE EASY TO MAKE AND TASTE WONDERFUL. ”

BRIANNE R.
★★★★★



AN ANYTIME ESCAPE

Treat yourself at home or on-the-go with our individually-wrapped anytime treats.

“GOOD COOKIES IN GREAT SNACK SIZE! LOVE THESE **INDIVIDUALLY WRAPPED** COOKIES. GREAT TO DROP A COUPLE IN MY BAG FOR THAT LITTLE SNACK ON THE RUN! ”

KAREN B.
★★★★★



EVENING INDULGENCE

Celebrate the end of a day with irresistible dessert.

“WHAT DESSERT SORCERY IS THIS!! I COULD EAT THE BROOKIE EVERY DAY FOR THE REST OF MY LIFE AND STILL DIE ASKING FOR MORE. PURE **WOW.** ”

BOB B.
★★★★★



◆◆ OUR CUSTOMERS' NEEDS ◆◆

MODERN MOM

- Looking for quick and easy breakfasts
- Needs convenient, individually-wrapped goodies
- Wants a treat for her that's also a treat for her family
- Budget aware: Looks for value



MILLENNIAL FOODIES

- Looking for a more "foodie" experience
- Visually curious and drawn to unique branding
- Loves shopping direct online
- Ingredient-conscious



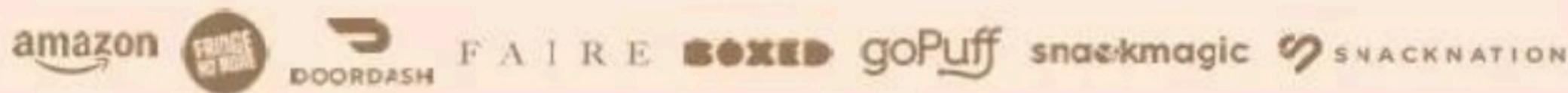
GUILTY SNACK-LOVER

- Portion-conscious: Wants a bite of indulgence
- Avoids eat-the-entire-bag snacking
- Prefers whole-food ingredients
- Wants taste they can dream about!



✦ ✦ OMNI CHANNEL ✦ ✦

Belgian Boys meets the consumer where they shop. We continue to build partnerships with major digital retailers as well, to meet the evolving needs of our customers.



3,000 stores in 2020 → **5,000 stores in 2021**

✦ SAY YES! TO ADVENTURE ✦

Our in-store strategy is to merchandise multiple categories throughout the store to accelerate velocities and provide maximum brand exposure; we carry this into the real world and provide as many access points as possible to the brand, to meet people where they are shopping.



✦✦ BECOMING A UBIQUITOUS BRAND ✦✦

By leveraging brand partnerships and trial opportunities, our goal is to be present in the lives of our fans, whether you're...

jetBlue

...in the air.

drybar

...treating yourself.

popbar

...satisfying a craving.

snackmagic

...feeling snack-y.

URBANSTEMS

...treating someone else.



...screaming at the ref.

La COLOMBE
COFFEE ROASTERS

...escaping the everyday.

Happy Socks

...having fun.

SOCIAL MISSION

We make amazing treats so that we can flood the world with sweetness! Our true raison d'être is to give back to our customers and communities, and to spread joy as far as it will reach. When it comes to our social mission, we'll never stop pushing to give more!

COMMUNITY

Active responses to our local communities' changing needs.



[ROCK THAT STASH](#)

PARTNER

Ongoing partnerships with value-aligned organizations.



[THE BIRTHDAY PARTY PROJECT](#)

CONSUMER-LED

Mini Cookie Stash proceeds are donated to a customer's charity of choice.



[CITY HARVEST](#)
[FRONTLINE IMPACT](#)
[FOUNDERS GIVE](#)
[PROMOBILE KITCHEN](#)

✦ HOW WE MEASURE SUCCESS ✦

To us, success is more than just a number. We create joy through our...

PEOPLE

Inspire great people to make extraordinary things

FANS

Create smiling customers who are loyal ambassadors

BRAND

Become a global household staple synonymous with "fun. treat."

PRODUCT

Set the standard for premium quality, great-tasting indulgence.

INNOVATION

Chart a new course for when, where and how people indulge

SOCIAL

Feed joy back to our communities through diverse charitable initiatives

SCALE

Sustain a profitable and growth-driven business