

plant-based  
key ways

WELCOME to THE AMAZING  
NATURE-POWERED

**KOS**

UNIVERS

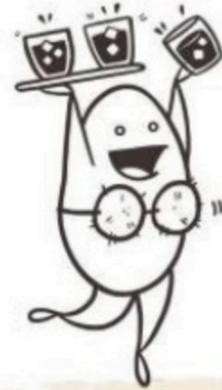


OUR PROTEINS  
FLAVORS  
ARE OUT OF  
THIS WORLD

PLANT  
BASED



**KOS is a fast-growing plant-based nutrition brand.  
We're on a mission to help people look good, feel good and do good.**



### **Growth by Channel Bar Chart**

**\* Redacted to protect the innocent \***

# Intro



We're Allan & Tony (co-founders) of KOS. We've been business partners for over 10 years.

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We've spent the last decade specializing in digital marketing, software development, SEO and ecommerce.

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A few years ago, we moved to Santa Barbara California and opened an office.

# Awakening

Six months after hiring our first employee, he was diagnosed with cancer and passed 3 months later. He was 40 years old.



His death shocked us and inspired us to take our health more seriously. After binging on data, our eyes were opened...



## Today's Reality

# America has health problems.

Roughly 70% of diseases in the U.S. are chronic and lifestyle-driven<sup>1</sup>.

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Nearly half the population has one or more chronic health conditions, such as diabetes, asthma, heart disease, obesity, or cancer<sup>1</sup>.

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More than 71% of U.S. adults 20+ are now overweight<sup>2</sup> and 42.5% are obese<sup>3</sup>.

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Healthcare in the U.S. is now 17.9% of GDP and has never been more expensive<sup>1</sup>.

<sup>1</sup>Health, United States, 2017, CDC

<sup>2</sup>Harvard School of Public Health, 2020

<sup>3</sup>Prevalence of Obesity and Severe Obesity  
Among Adults: United States, 2017–2018, CDC

and...

## Our food system is broken.

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Meat is monumentally resource-greedy and factory farming conditions are declining rapidly.

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Current food practices will not scale to feed the projected 10 billion people in 2050.

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Unhealthy food options are the norm for most.

## We can fix this

**Dial down the meat, skip the dead processed foods, and get plants into you.**



A growing number of studies suggest that maintaining a mostly to entirely plant-based diet will lower your risk of heart disease, diabetes, cancer, obesity and other serious health conditions.

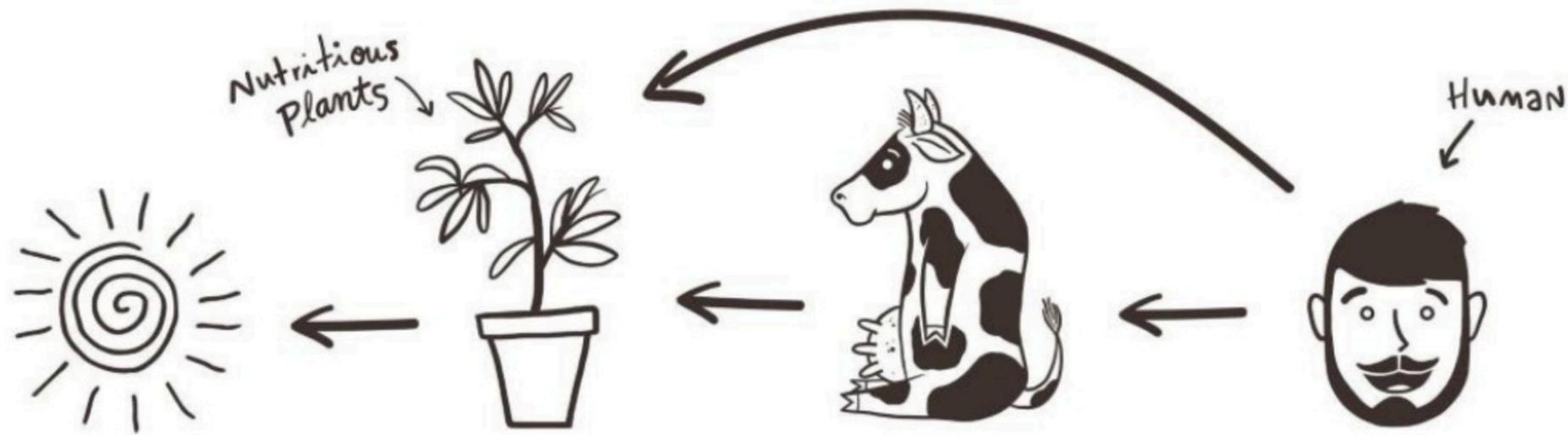


**We make it easy to get the good stuff  
back into your body**

*#naturePOWERED*

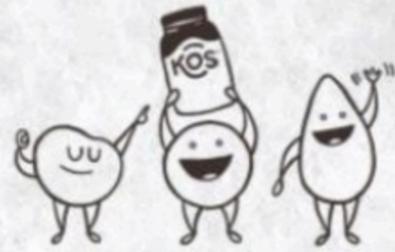


Real  
INGREDIENTS



KOS produces a family of amazing tasting  
plant-based nutritional products.

**Nourishment. Healing. Love. What'd we leave out?**



- Plant -  
**Protein**



- Nutritional -  
**Beverage Blends**



- Functional -  
**Single Ingredients**



- Specialty -  
**Supplements**



# Revenue Growth

\$  
Annualized Run Rate [Q4]

\$  
Trailing 12 Months

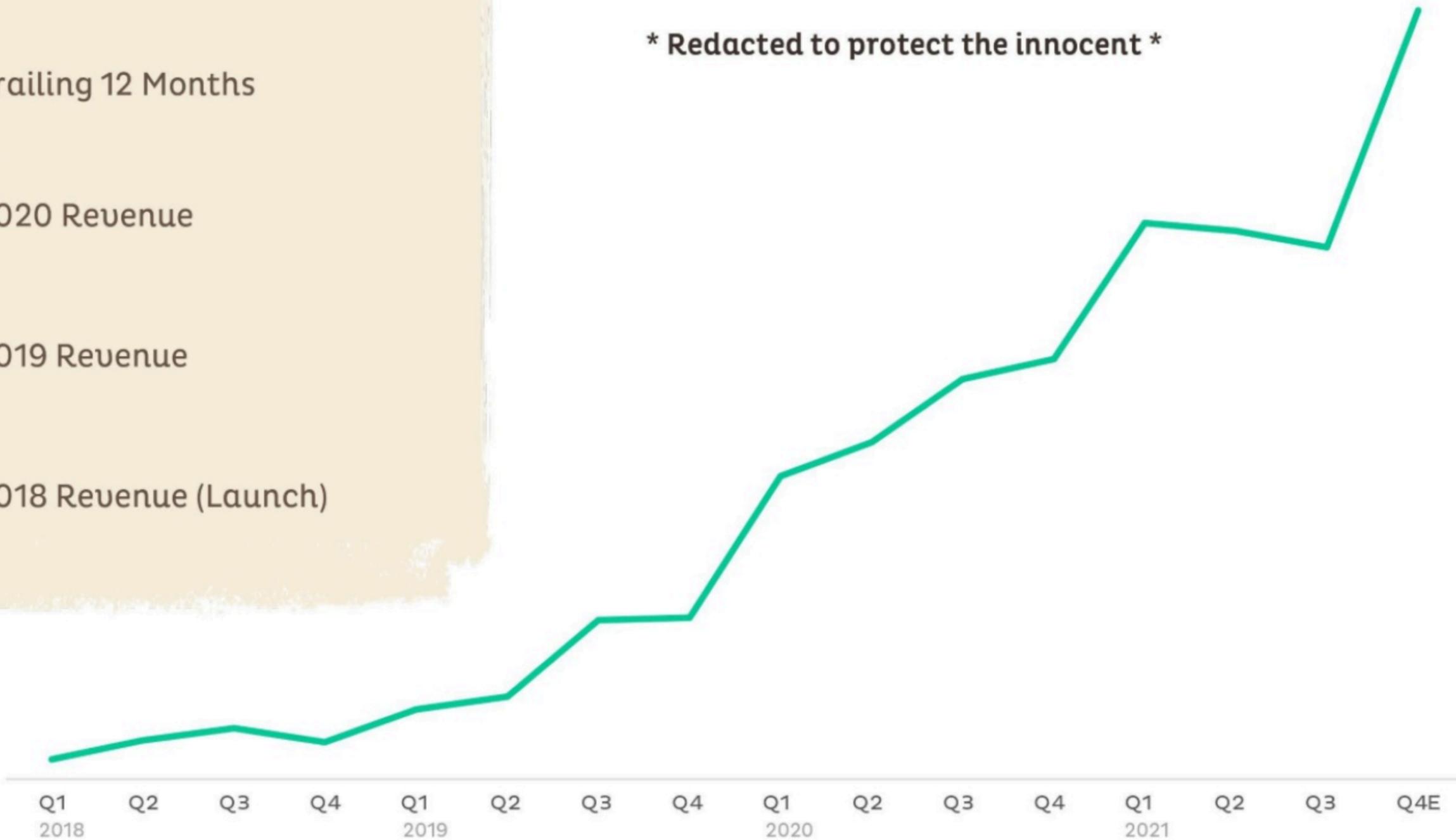
\$  
2020 Revenue

\$  
2019 Revenue

\$  
2018 Revenue (Launch)

— Total Revenue

\* Redacted to protect the innocent \*



# Household Growth (Digital)

- # Total Households YTD [Digital]
- # New Households YTD [Digital]
- # Blended CAC
- # Media Efficiency Ratio (MER)

\* Redacted to protect the innocent \*

