

THE UNITED STATES PLANT PROTEIN MARKET

Understanding the Challenge

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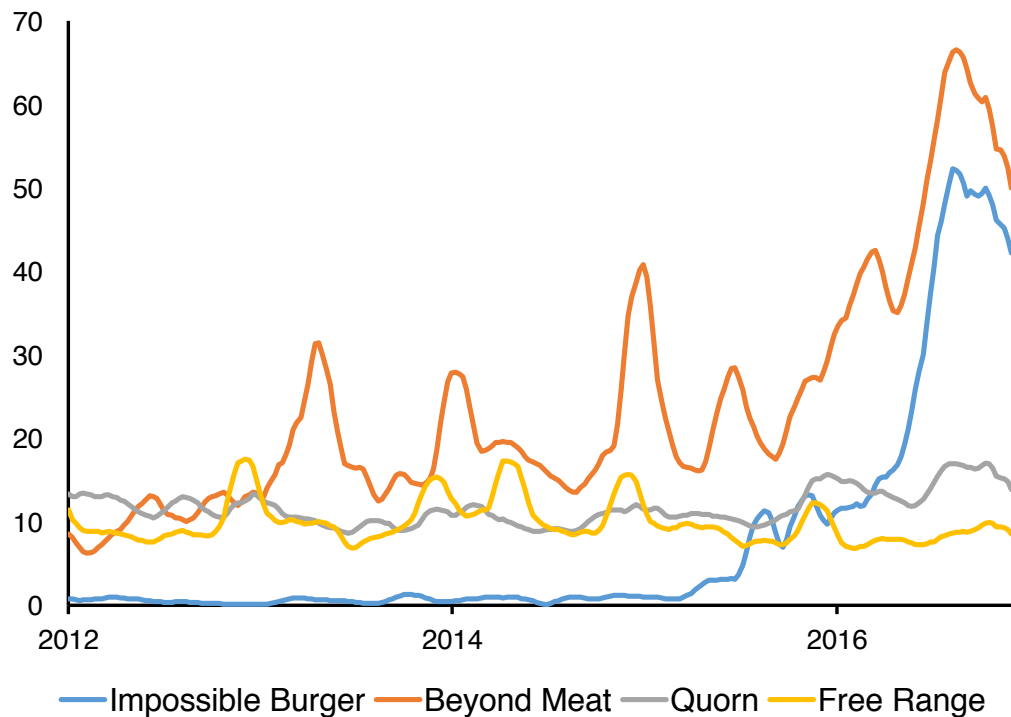
Targeting the 'Ethical Meat-Eater'

2016 – 2017

Internet Interest for Impossible Burger up over **400% in one year**

Impossible Burger more aligned with Emerging Consumer Drivers than market incumbents

United States Internet Interest
Indexed 2012 - 2017



50 litres

Water

200 litres

0.35 m²

Land

7 m²

0.038 kWh

Energy requirements

0.30 kWh

Source: J.L. Capper Journal of Animal Science 2011 and Impossible Foods website

Not All Interest Is Good

**FDA Rejects Safety
Claims of the **GMO**
Impossible Burger**



GMOiNSIDE
Campaign Powered by Green America

FROM



TO



A Record of Mixed Performance

Product Functionality a Barrier to Widespread Adoption

IMPOSSIBLE™

A SURVEY OF 10,000
CALIFORNIANS HAS
SHOWN

Only 1.5% had tried it, and of them:

- 20% didn't like it
- 34% liked environmental credentials
- 40% didn't expect to regularly purchase it.

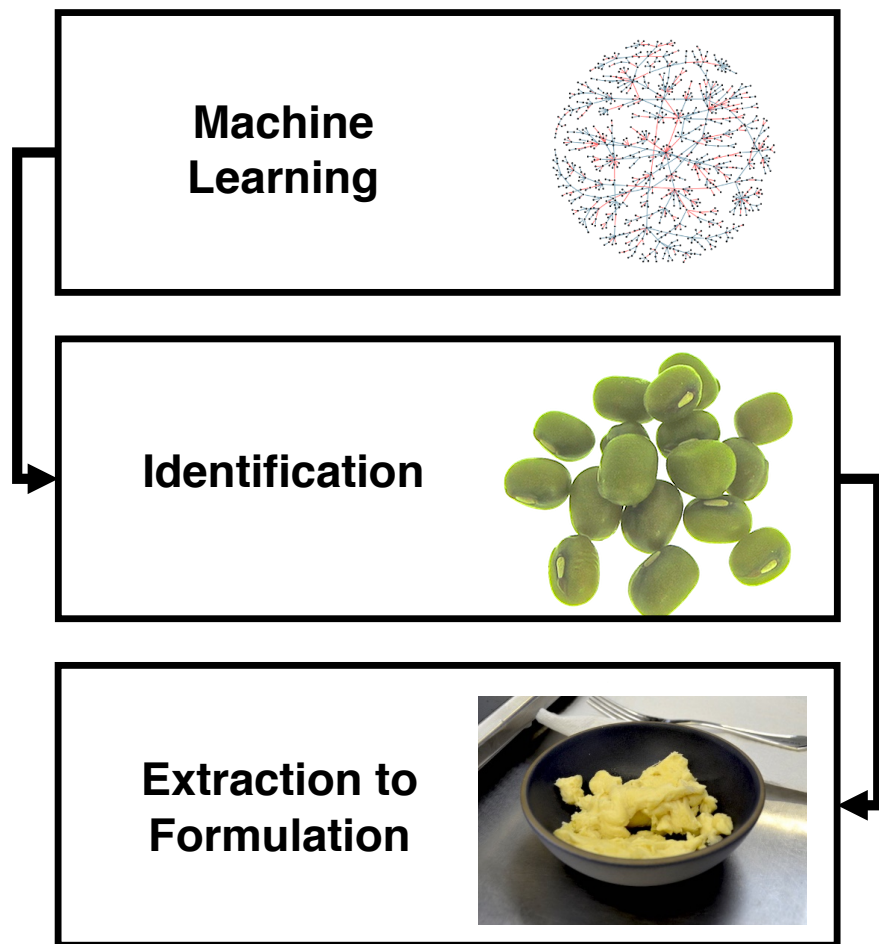


"...the traditional fixings and an extremely pillowy house-made potato bun, I would have never guessed that this wasn't animal meat."

"...their texture was so soft and squishy [...] falling apart into a dispirited heap. They didn't "bleed"; they squashed."

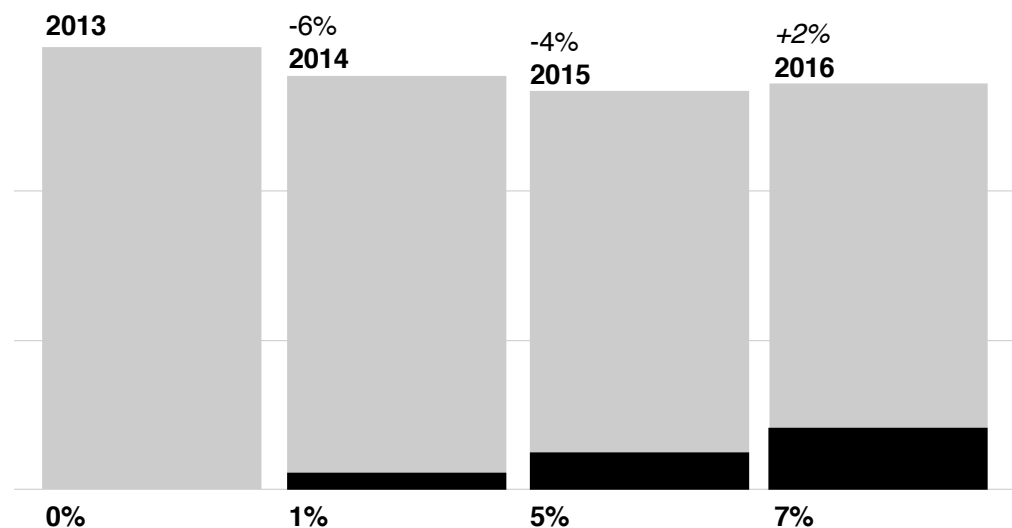


Products Being Developed Faster




Hampton Creek

Total US Mayonnaise Retail Sales



Just Mayo's Market Share

So What Does This Mean?



Risks and opportunities around plant based foods is real and coming

There will be a high value natural protein market which should be our immediate target

Consumer-centricity remains critical to our long-term success

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