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This is an egg.

JUST
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Introducing JUST Egg

Made from plants

Developed over seven years for human and planet health

Human health

Cholesterol-free, antibiotic-free, protein-packed and always non-GMO

Planet health

80%+ less land, water and carbon emissions than conventional eggs

Sensory

Similar flavor, texture and color to chicken eggs

In the kitchen

Perfect for omelets, scrambles, or an on-the-go breakfast sandwich

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“

It’s not every day you get to see something that blows your mind.

José Andrés
Award-winning chef and one of TIME’s 100 most influential people

Top 50 Disruptors
CNBC

100 Greatest Innovations
POPULAR SCIENCE

World Changing Idea
FAST COMPANY

10 Smartest Sustainable Products
TIME

Best New Frozen Product
NEXTY AWARDS

Best Plant-Based Protein
World PLANT BASED Awards 2020

Best Frozen Product
delicious living

Best Plant-Based Food Brand
ADWEEK

Frozen Breakfast Product of the Year
MINDFUL AWARDS

100 Best Vegan Products of All Time
VegNews

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250

million eggs

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Measuring the impact

250,000,000

250 million egg equivalents
We have now sold the JUST Egg equivalent of more than 250 million eggs

9,100,000,000

9.1 billion gallons of water saved
The average industrially produced chicken egg takes 53 gallons of water to produce. By making JUST Egg directly from plants, we use 98% less water. We've saved the equivalent of 13,810 Olympic-sized swimming pools of water.

43,600,000

43.6 million kgs of CO2e emissions avoided
By making JUST Egg directly from plants, we use 93% less CO2e. That's equivalent to taking 9,473 cars off the road for a year.

13,446

13,446 acres of land use avoided
Instead of using land to grow crops to feed chickens, we can make eggs directly from plants. We've already used 13,446 fewer acres of land.

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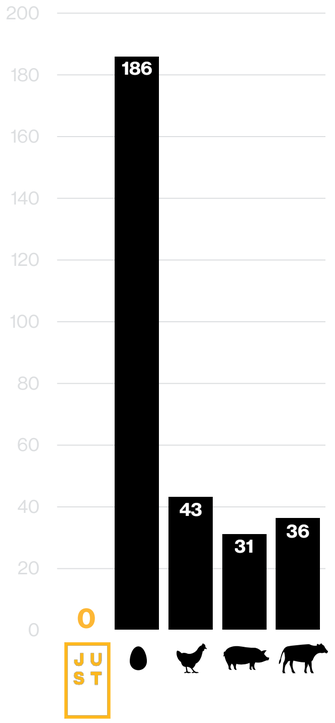
JUST Egg was developed for human and planet health

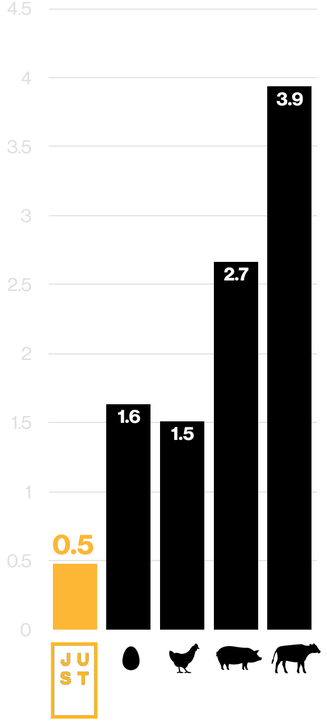
Human

Cholesterol (per 50g)[1]



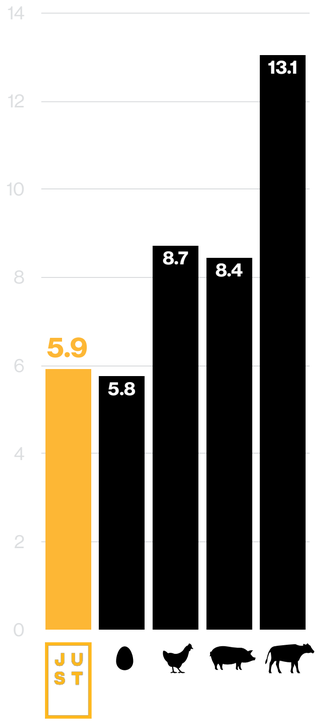
JUST Egg has 0% cholesterol compared to eggs

Saturated Fat (per 50g)[1]



JUST Egg has 69% less saturated fat than eggs

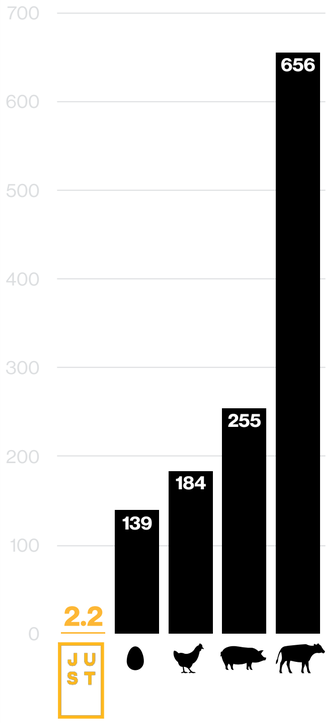
Protein (per 50g)[1]



JUST Egg has about the same protein as eggs

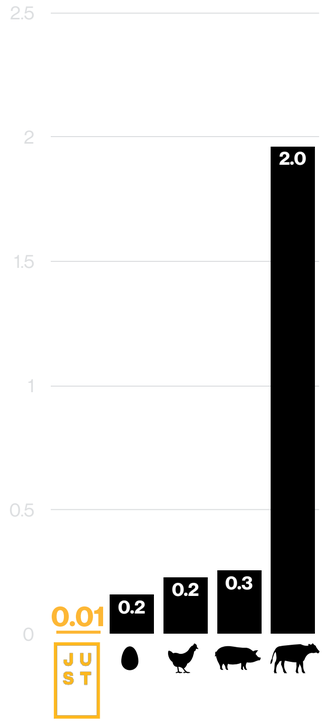
Planet

Water (L/1.5oz)[2]



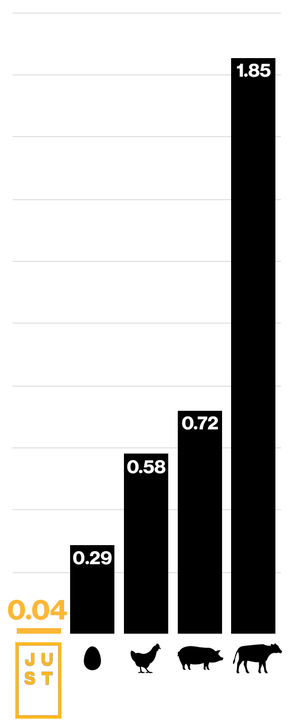
JUST Egg uses 98% less water than eggs

CO2e (kg/1.5oz)[3]



JUST Egg has a 93% smaller carbon footprint than eggs

Land (m2/1.5oz)[4]



JUST Egg uses 86% less land than eggs

(1) Average nutritional of JUST Egg Liquid and JUST Egg Folded combined; egg, whole, cooked, hard-boiled; chicken, ground, raw; pork, fresh, ground, raw; beef (ground sirloin 90% lean, broiled patty)
(2) Water Footprint (3) FAO (4) Deep Dyve

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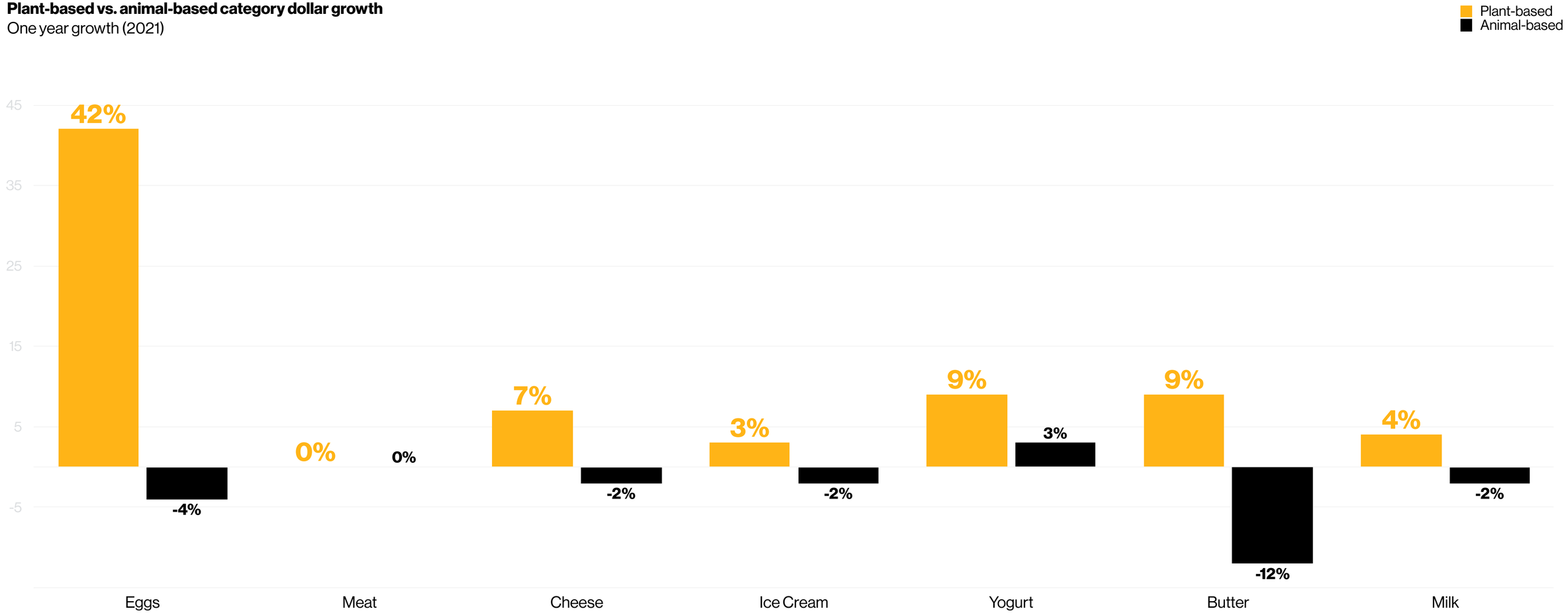
Plant-based eggs grew considerably in comparison to other plant-based categories

Almost all animal-based products dollar sales shrunk in the past year

Plant-based vs. animal-based category dollar growth
One year growth (2021)



2021 U.S. Retail Market Insights - Plant-Based Foods, Good Food Institute, 2021

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JUST Egg continues to deliver distribution growth across channels

Retail points of distribution (North America)

43,000

Foodservice/QSR points of distribution (North America)

1,500

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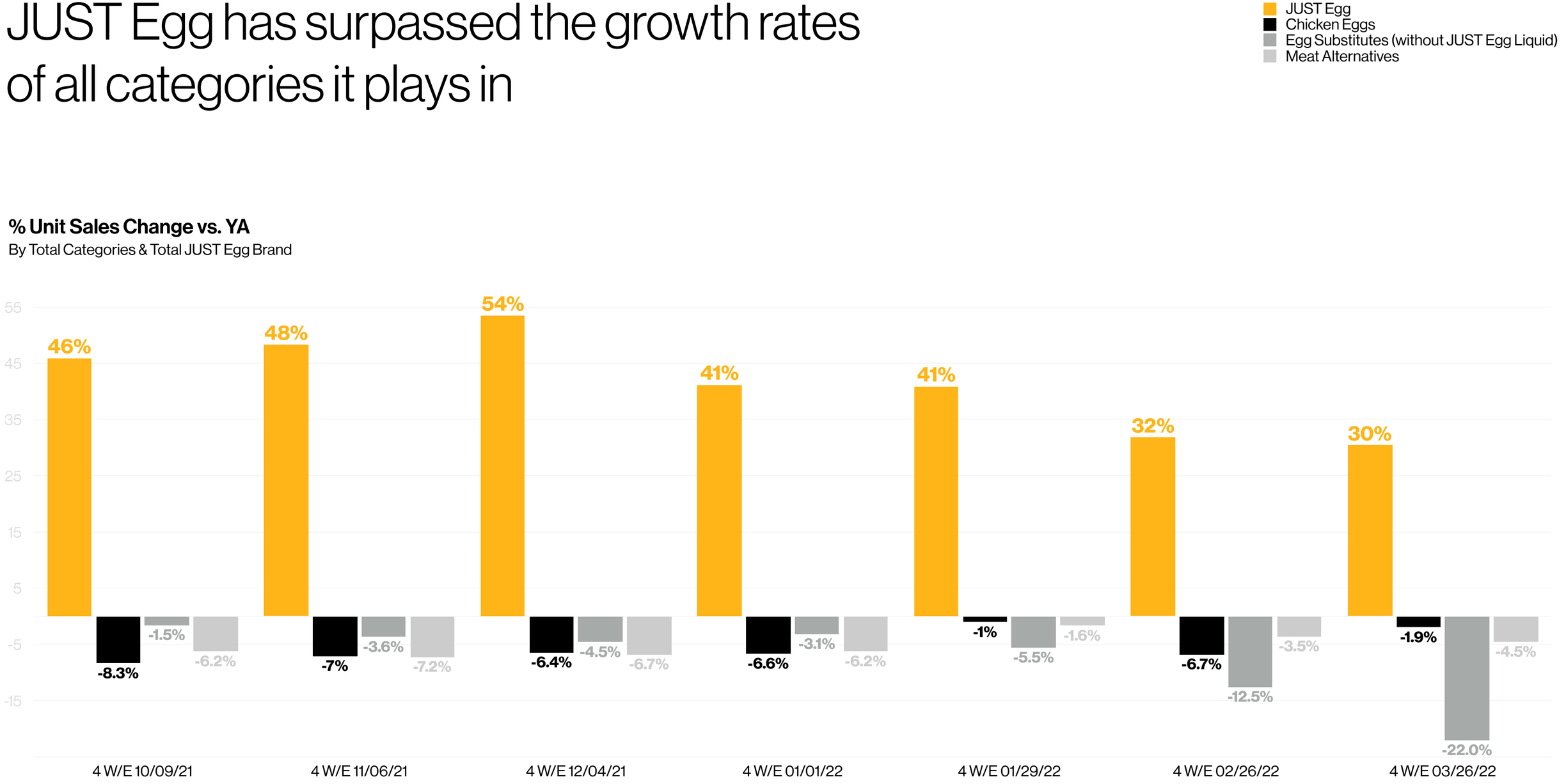
JUST Egg has surpassed the growth rates of all categories it plays in



Nielsen POS, Total Categories & JUST Egg Brand, % Unit Change YA, latest four week periods ending 3/26/22

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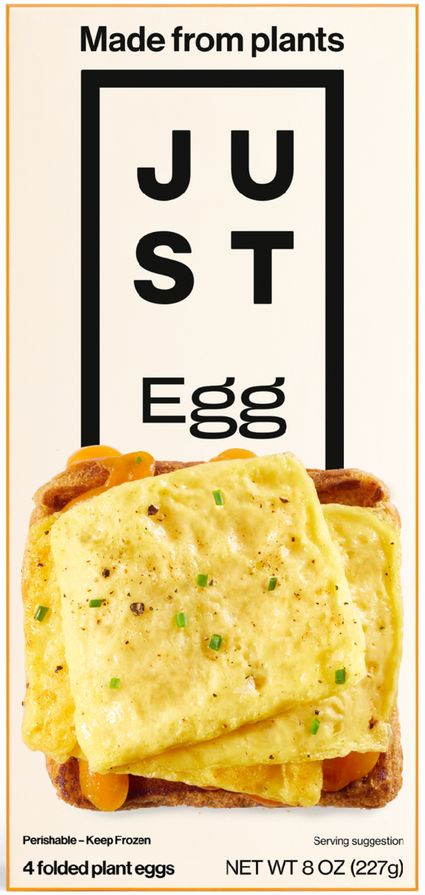
JUST Egg Folded brings new consumers to the frozen category

Source of JUST Folded Dollar Sales in the past year



Category Expansion
Share of JUST sales that came from consumers spending more in the category

67%

Switching to Plant-Based
Share of sales from consumers that switched from other brands to purchase JUST

21%

New Category Buyers
Percent of sales coming from new buyers JUST brought to the category

12%

Nielsen Panel, Frozen Breakfast Category, Net Switching – JUST Folded, latest 52 weeks ending in 6/19/21

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JUST Egg delivers in frozen breakfast

JUST Egg frozen set grew 145% in dollar sales this past year

	Brand
#1	Tattooed Chef
#2	Eggland's Best
#3	Feel Good Foods
#4	**JUST Egg**
#5	Palermo's
#6	Tasty
#7	Bob Evans
#8	Life Cuisine
#9	Devour
#10	Bellatoria

Nielsen POS, Total U.S. x AOC, ACV> 2.0,, latest 52 weeks ending in 1/29/2022

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JUST Egg Folded is No. 6 in grocery.

JUST Egg's sales drives the sixth-highest sales per store in all Frozen breakfast meals/combos.

SKU	
#1	Jimmy Dean Breakfast Bowl 7 Oz
#2	Jimmy Dean Dn Brk Bwl Egg Ptt Bcn Chdr Chs 7 Oz
#3	Jimmy Dean Dn Brk Bwl SSg Egg Ptt Chdr Chs 7 Oz
#4	Jimmy Dean 7 Oz
#5	Jimmy Dean 15 Oz
#6	**JUST Egg Folded 8 Oz**
#7	Jimmy Dean Breakfast Bowl 7 Oz
#8	Jimmy Dean Dlg 7 Oz
#9	Jimmy Dean Skl 16 Oz
#10	Jimmy Dean Brk Bwl Egg Ptt Ham Chdr Chs 8 Oz
#11	Jimmy Dean 7 Oz
#12	Jimmy Dean Skl 16 Oz
#13	Amy's Tofu Scramble 9 Oz
#14	Jimmy Dean Breakfast Bowl 7 Oz
#15	Smart Ones Smart Bgn 6.49 Oz
#16	Jimmy Dean 9 Oz
#17	Atkins Day Break 7 Oz
#18	Jimmy Dean 9 Oz
#19	Jimmy Dean 7 Oz
#20	Devour 9 Oz
#21	Banquet Brown and Serve 5.07 Oz
#22	Gardein 8.5 Oz
#23	JUST Egg America Sous Vide 8.4 Oz
#24	Jimmy Dean Delight Skillets 16 Oz
#25	Smart Ones Smart Bgn 6.49 Oz
#26	Life Cuisine 4.5 Oz
#27	Good Food Made Simple Egg White 10 Oz
#28	Devour 9 Oz
#29	Life Cuisine 4.5 Oz
#30	JUST Egg Mexico Sous Vide 8.4 Oz
#31	Sweet Earth 7.5 Oz
#32	Caulipower 6.5 Oz
#33	Caulipower 6.5 Oz
#34	Sweet Earth 7.5 Oz

Nielsen, Total US Food, Frozen Breakfast Meals/Combo, all products w/ ACV >5, exc. private label, latest26 weeks ending in 3/26/22

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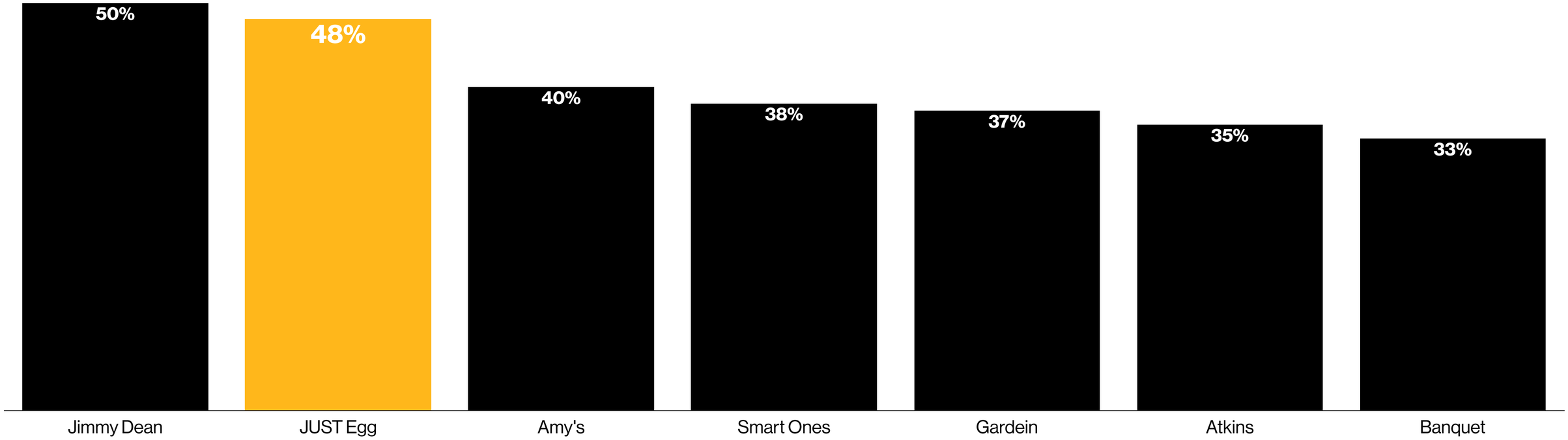
JUST Egg has the second highest repeat purchase rate among consumers in the frozen breakfast meal set

%2+ Time Buyers (Repurchase Rate)



Nielsen Panel, Frozen Breakfast Category, %2+ Time Buyers, Q4 2021

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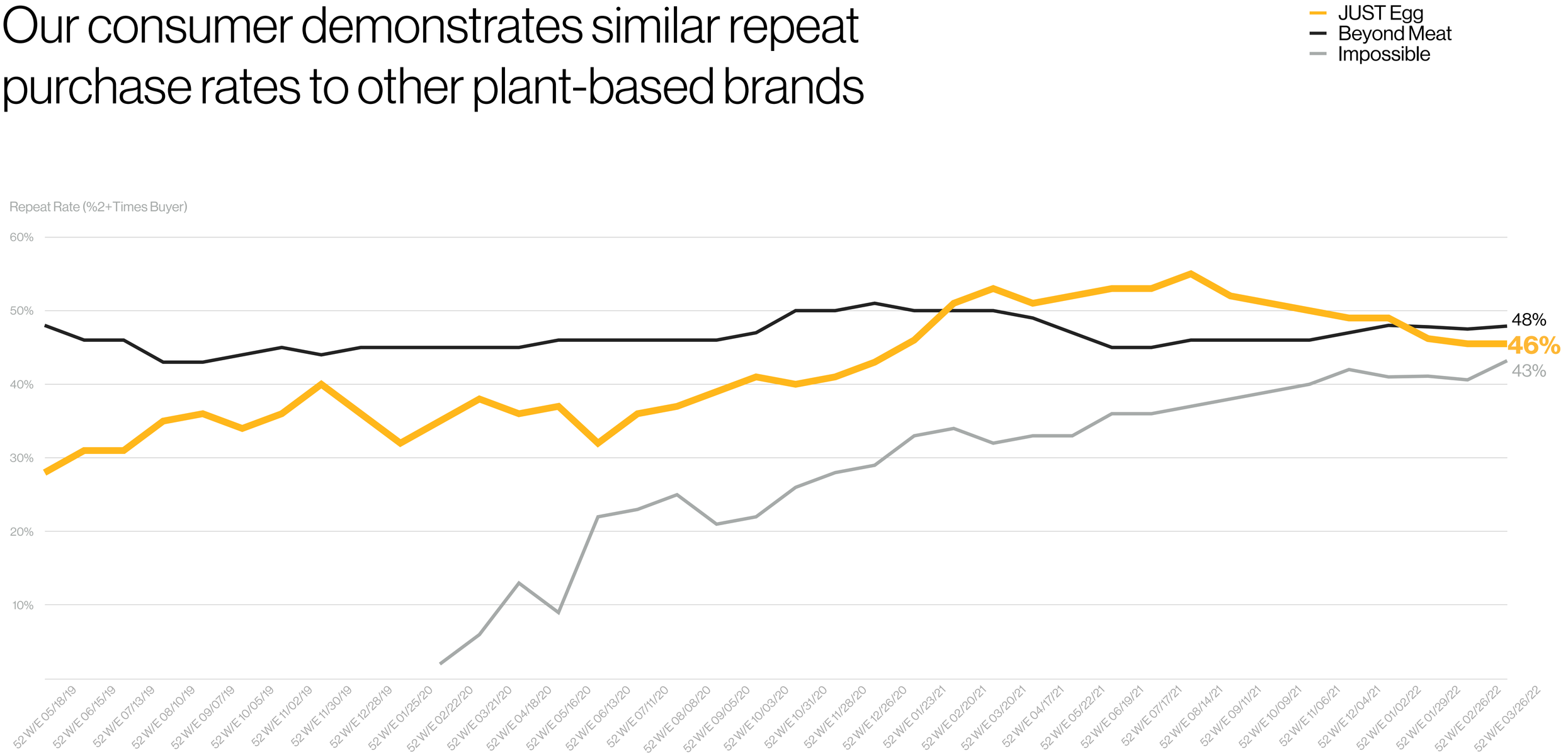
Our consumer demonstrates similar repeat purchase rates to other plant-based brands



Nielsen Panel, Total U.S., %2+ Times Buyers, latest 52 weeks ending in 02/26/22

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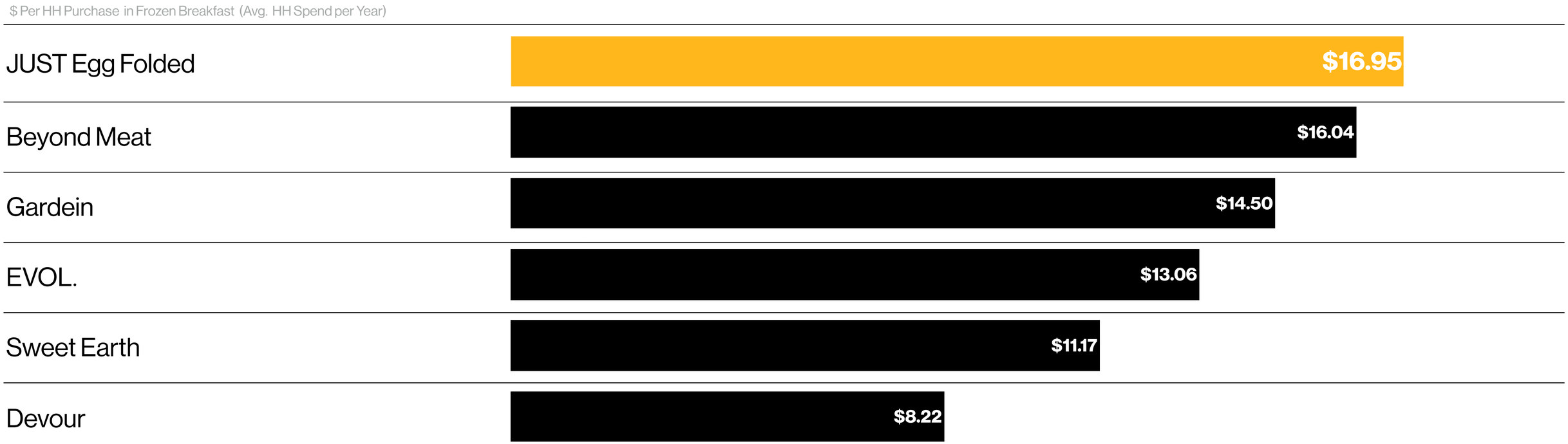
JUST Egg Folded commands the highest household spend against it's competitive set

JUST Egg Folded households spend 6% more a year on average than Beyond Meat



Nielsen Panel, Frozen Breakfast Category, $ per HH Purchase, Q4 2021

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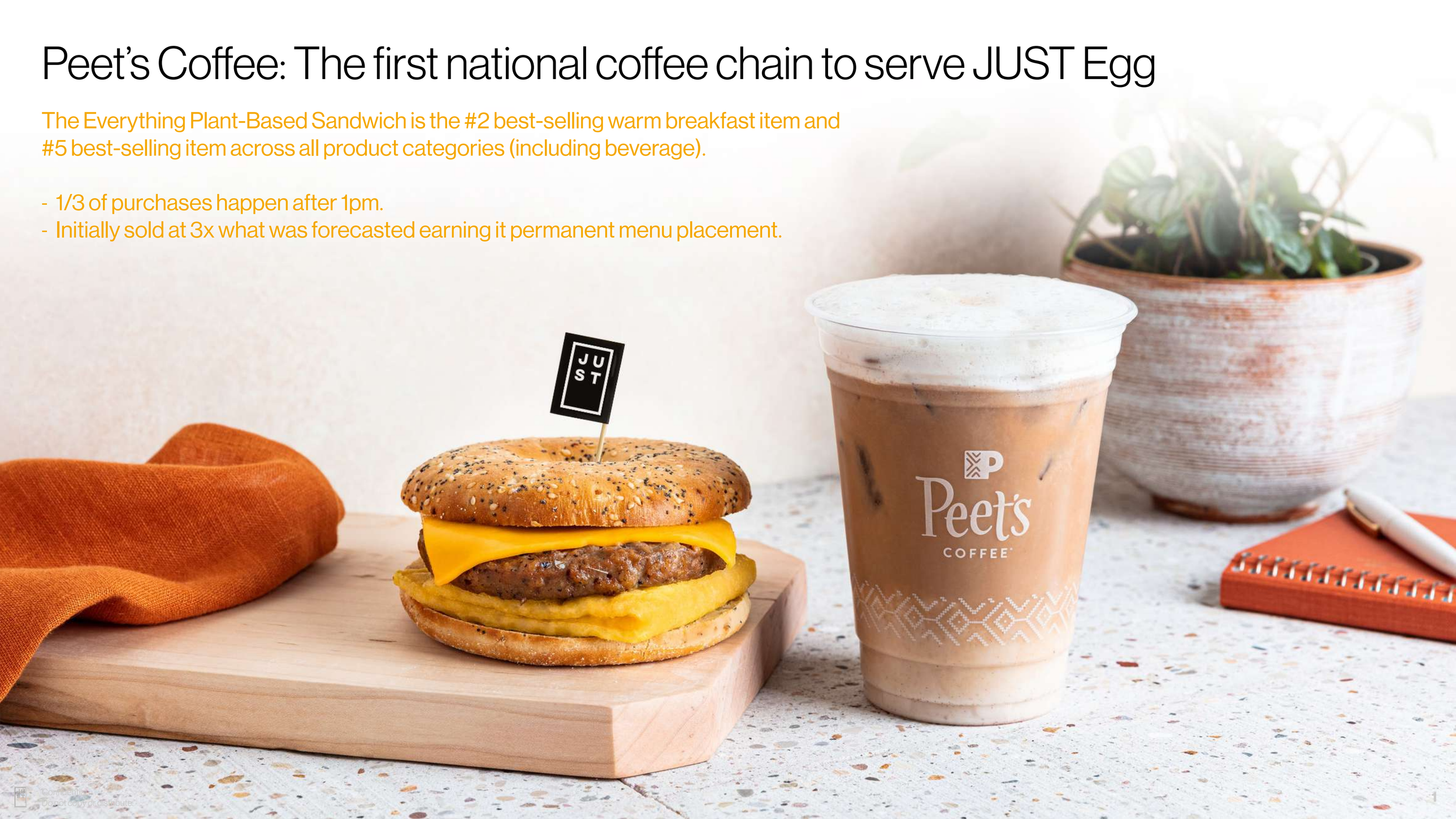
Peet's Coffee: The first national coffee chain to serve JUST Egg

The Everything Plant-Based Sandwich is the #2 best-selling warm breakfast item and #5 best-selling item across all product categories (including beverage).

- 1/3 of purchases happen after 1pm.
- Initially sold at 3x what was forecasted earning it permanent menu placement.



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Philz Coffee: Fast growing regional coffee chain serving JUST Egg

On 3/29, Philz Coffee launched the Philz Plant Powered Sandwich made with JUST Egg

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Top 3 selling hot menu items at Gregory's Coffee

- The JUST Egg Deluxe, Burrito and Scramble are the top 3 selling hot menu items.
- The JUST Egg Deluxe and Burrito out perform by over 2x the top selling traditional egg breakfast sandwich.

#1 JUST Egg Deluxe

#2 JUST Egg Burrito

#3 JUST Egg Scramble

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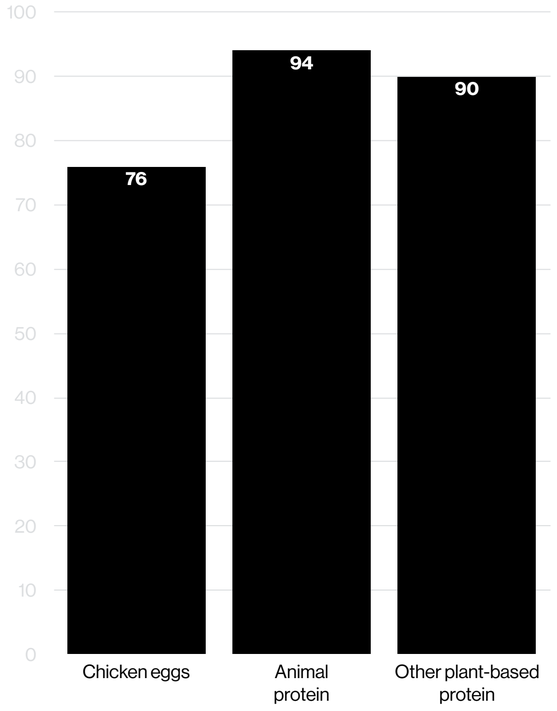
The JUST Egg consumer

Flexitarian, young, urban and diverse

Most JUST Egg consumers eat animal protein

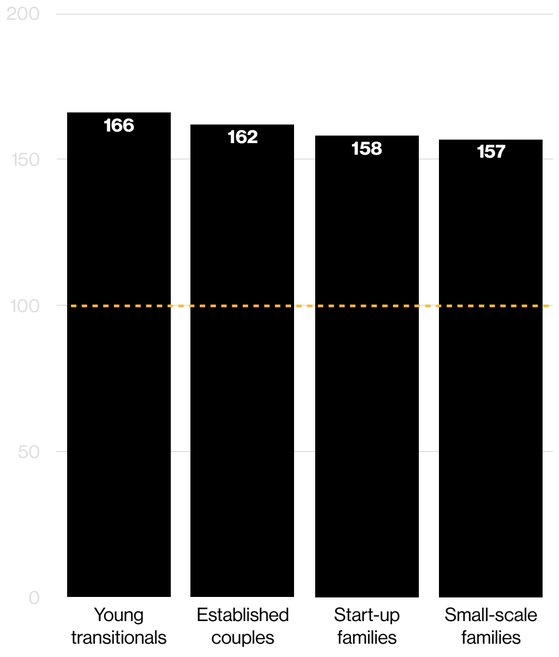
Percentage of JUST Egg consumers by other protein consumption



Nielsen, total U.S. market basket report; 52 weeks ending 5/16/20

Young millennials and small families

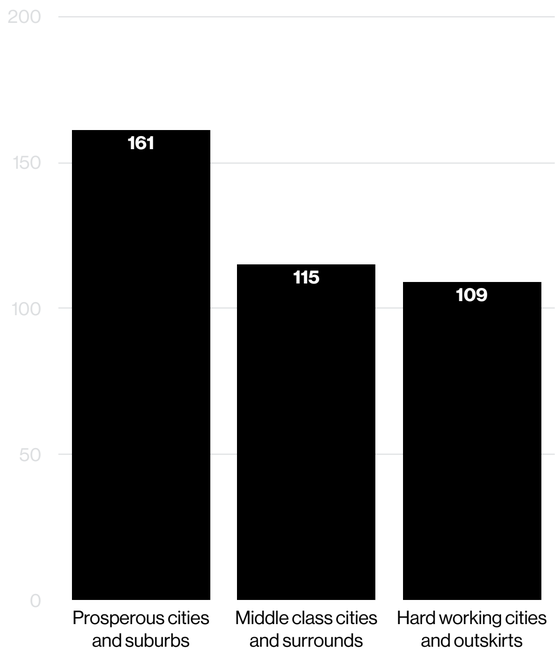
Index of top Spectra behavior stages among JUST Egg consumers



Nielsen, 52 weeks ending 3/27/21

Urban and suburban; not rural

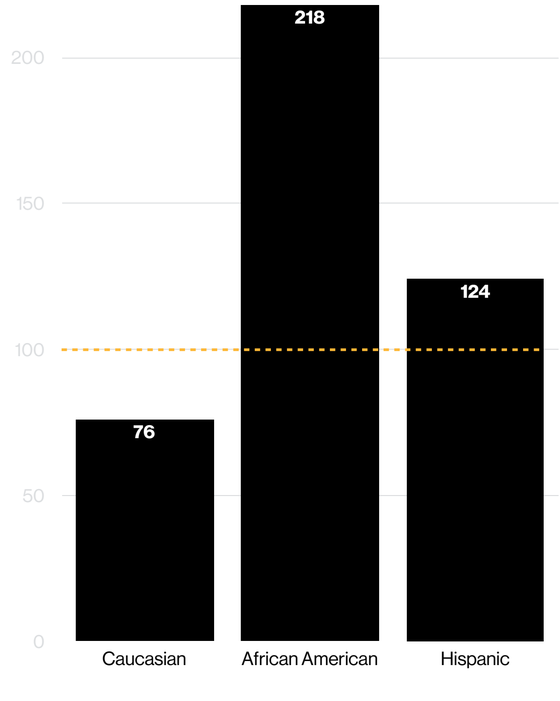
Index of top Spectra behavior style among JUST Egg consumers



Nielsen, 52 weeks ending 3/27/21

Black consumers are 2x more likely to be JUST Egg consumers

Index of household ethnicity among JUST Egg consumers



Nielsen, 52 weeks ending 3/27/21

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JUST Egg outperforms Impossible Foods and Beyond Meat on all key brand attributes

Brand familiar respondents were asked about their perceptions on popular plant-based brands

Environmentally Friendly	Trust	Health	Affordability	Delicious	Connection to brand
#1 JUST	#1 JUST	#1 JUST	#1 JUST	#1 JUST	#1 JUST
#2 Impossible	#2 Impossible	#2 Beyond Meat	#2 Beyond Meat	#2 Beyond Meat	#2 Beyond Meat
#3 Beyond Meat	#3 Beyond Meat	#3 Impossible	#3 Impossible	#3 Impossible	#3 Impossible

JUST Egg Brand Awareness Survey, in field from 2/1 to 2/4, N=3610
Q: Please indicate how strongly you agree or disagree with each statement regarding [BRAND]
Top Two Box Brand Perception on Environmentally Friendly, Trust, Health, Affordability, Delicious

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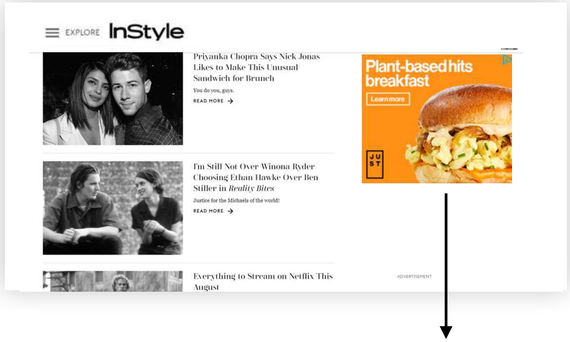
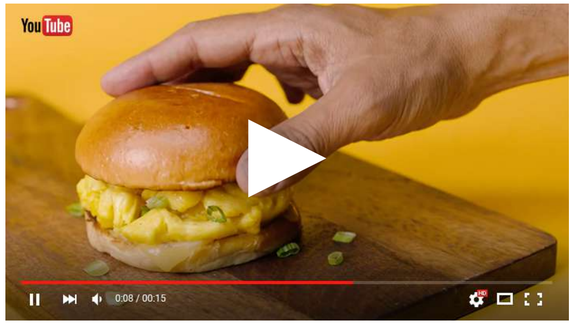
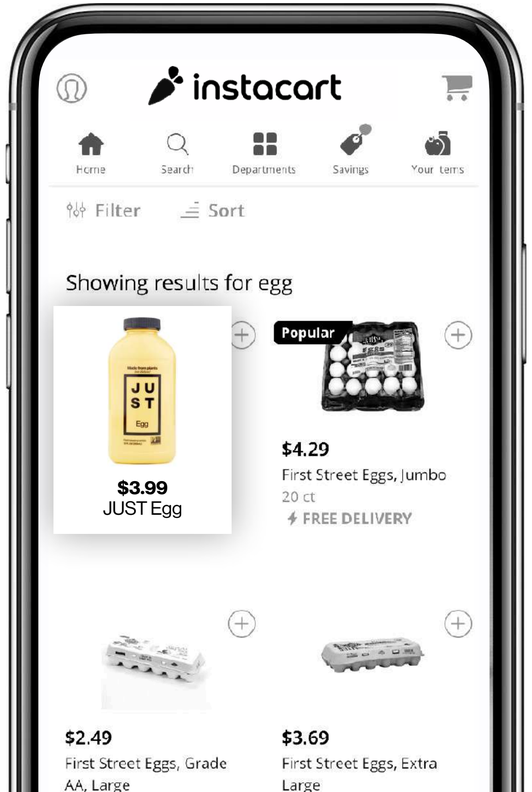
2022 marketing components

Experiential	Digital	Shopper	Traditional
Field activations	Digital video / connected TV	Digital/app offers	Print
Community events	Paid influencer / ambassadors	Mailed promotions	OOH
Cause partnerships	SEM	In-store signage	TV
Retail pop-ups	Social and email marketing	Sponsored e-commerce search	
	Media partnerships	E-commerce display	
	Podcasts		







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We are living in the golden era of eggs.
Made from plants
JU ST Egg
Really good eggs, from plants.
Gettysburg
McDonald's
No Standing
Subway
A&H Deli
ROSA'S PIZZA
NYC GIFTS

Is vegan
Really good eggs.
Hates Vegans
JU ST Egg
Really good eggs, from plants.

Eggs so good, you'll accidentally eat healthy.
Made from plants
JU ST Egg
Really good eggs, from plants.
OUTFRONT

Really good quarterback
eating really good eggs.
JU
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