Whole.

The World's Most Natural Ingredients

Whole.

THE PROBLEM
THE OPPORTUNITY

CHANGING BUYING BEHAVIOURS
RISE OF THE 'CONSCIOUS CONSUMER'

CLEAN LABEL

HEALTHY & TASTY

GOOD FOR THE PLANET

THE SOLUTION

IN-LINE PROCESSING TECHNOLOGY

NEW CLASS OF SUPERIOR PLANT-BASED INGREDIENT

PROMOTES BETTER GUT HEALTH & MICROBIOME

ZERO WASTE PROCESSING TECHNOLOGY

This technology is a real game-changer in terms of both the new products and label claims that we can now make.

Dr. John Ashton
Strategic Research Manager, Sanitarium

WHERE WE FIT

Farming

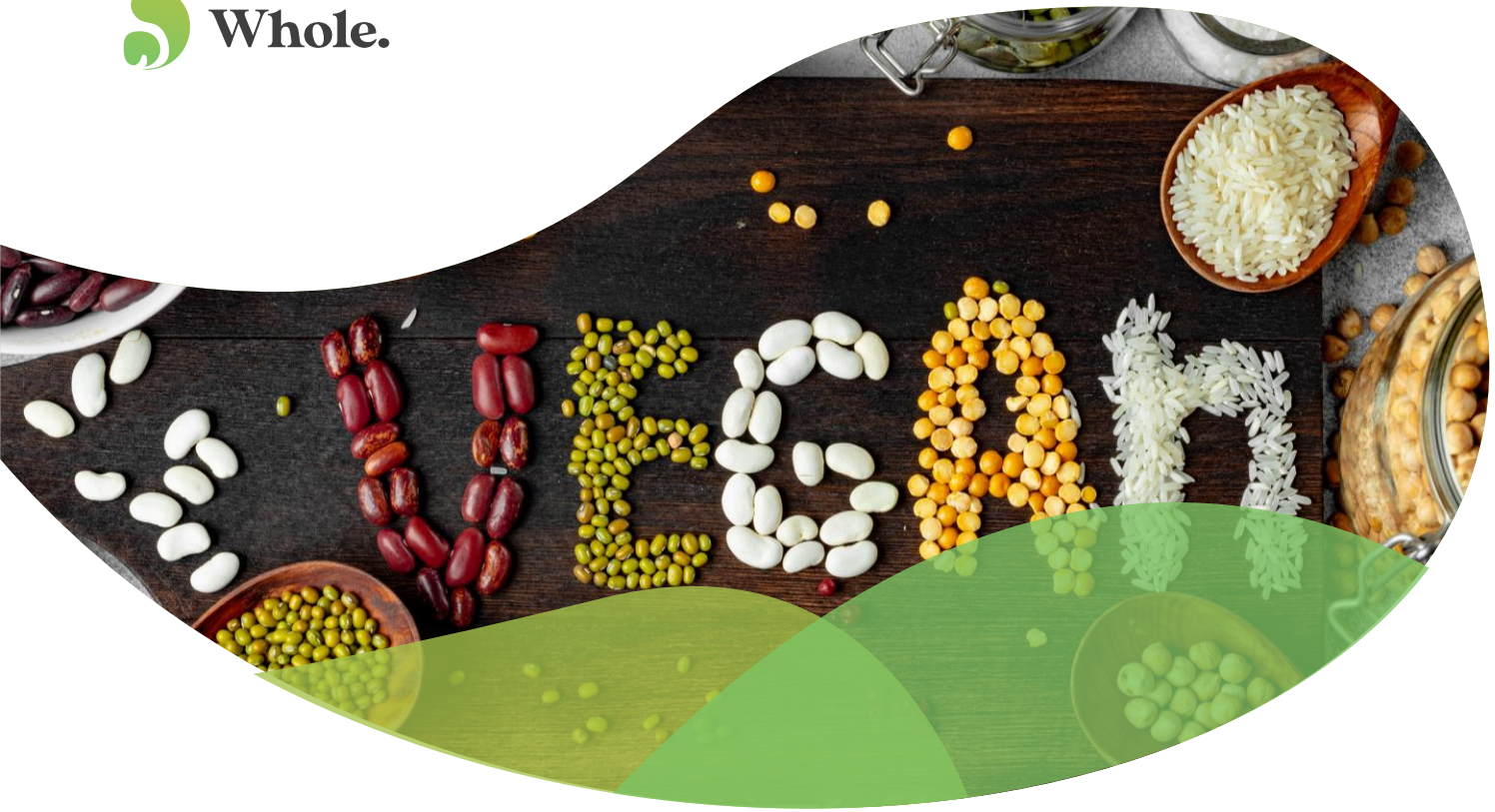
Ingredient Manufacturing

- Early Focus
- Immediate Cost Savings
- Low Resistance

Food Manufacturing

- Top-Down Push
- Desirable Labelling Claims
- Supply Chain Security

Wholesale & Retail Sales



WHY NOW?

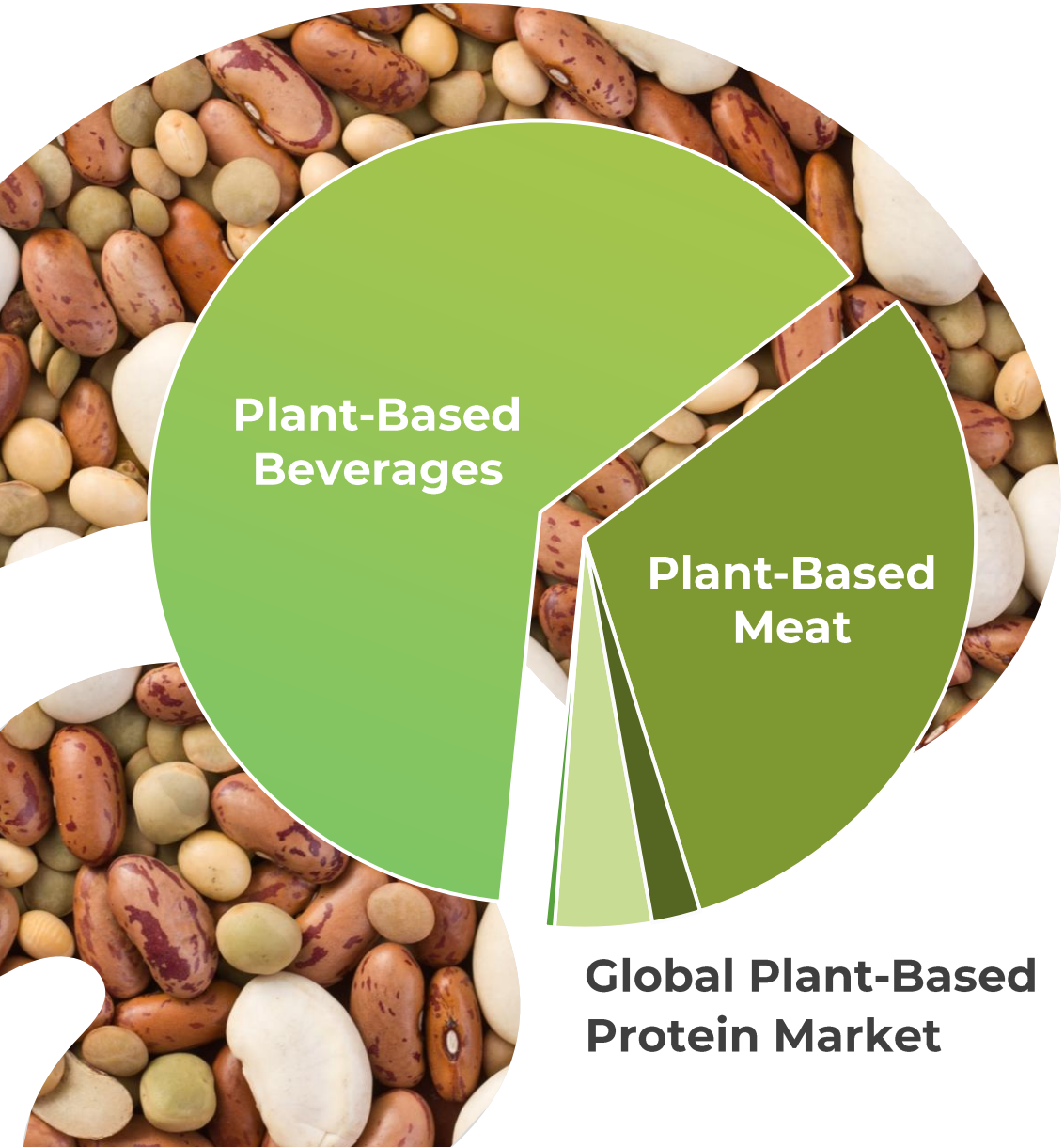
We are currently experiencing a unique convergence of events that is creating massive long-term demand for plant-based ingredients and foods

Generational shift to veganism

Feed a growing population

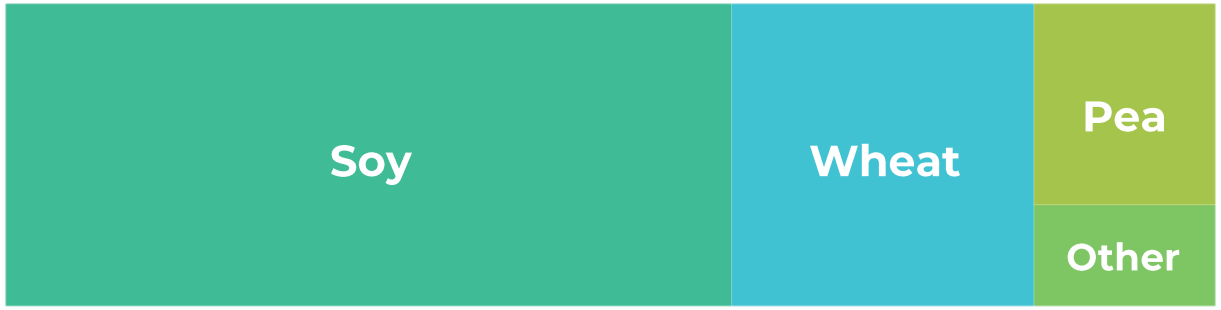
ESG concerns of animal proteins

SIZE OF THE MARKET



Global Plant-Based Protein Market

Plant-Based Protein Sources



Global Plant-Based Protein Market

$6.1B
MARKET SIZE GLOBAL

8-9%
CAGR

>$1.5B
MARKET SIZE APAC

COMPETITOR LANDSCAPE

SUSTAINABLE COMPETITIVE ADVANTAGE

Input Agnostic

Traditional Output

Whole Food Output

Input Specific

Whole.

MONZESI

KMEC ENGINEERING

ENGSKO UNITED MILLING SYSTEMS

Ardent Mills

KERRY

abc Machinery

Australian Plant Proteins

Burcon A New World in Protein

Danagri-3S

ADM

Merit Functional Foods

ALFA LAVAL

HOSOKAWA MICRON

KRONES

GEA

KAJIWARA INC.

BÜHLER TECHNOLOGIES

JBT

DSM

PRESHA FRUIT®

Harvest B

Wide Open Agriculture

Upple delicious drinkable

SUSTAINABLE COMPETITIVE ADVANTAGE

Input Agnostic

- Highly Versatile
- Consistent Output

Proprietary Technology

- Trade Secrets
- 4 Patent Families
- Strategic Partnering

OPEX & CapEX Savings

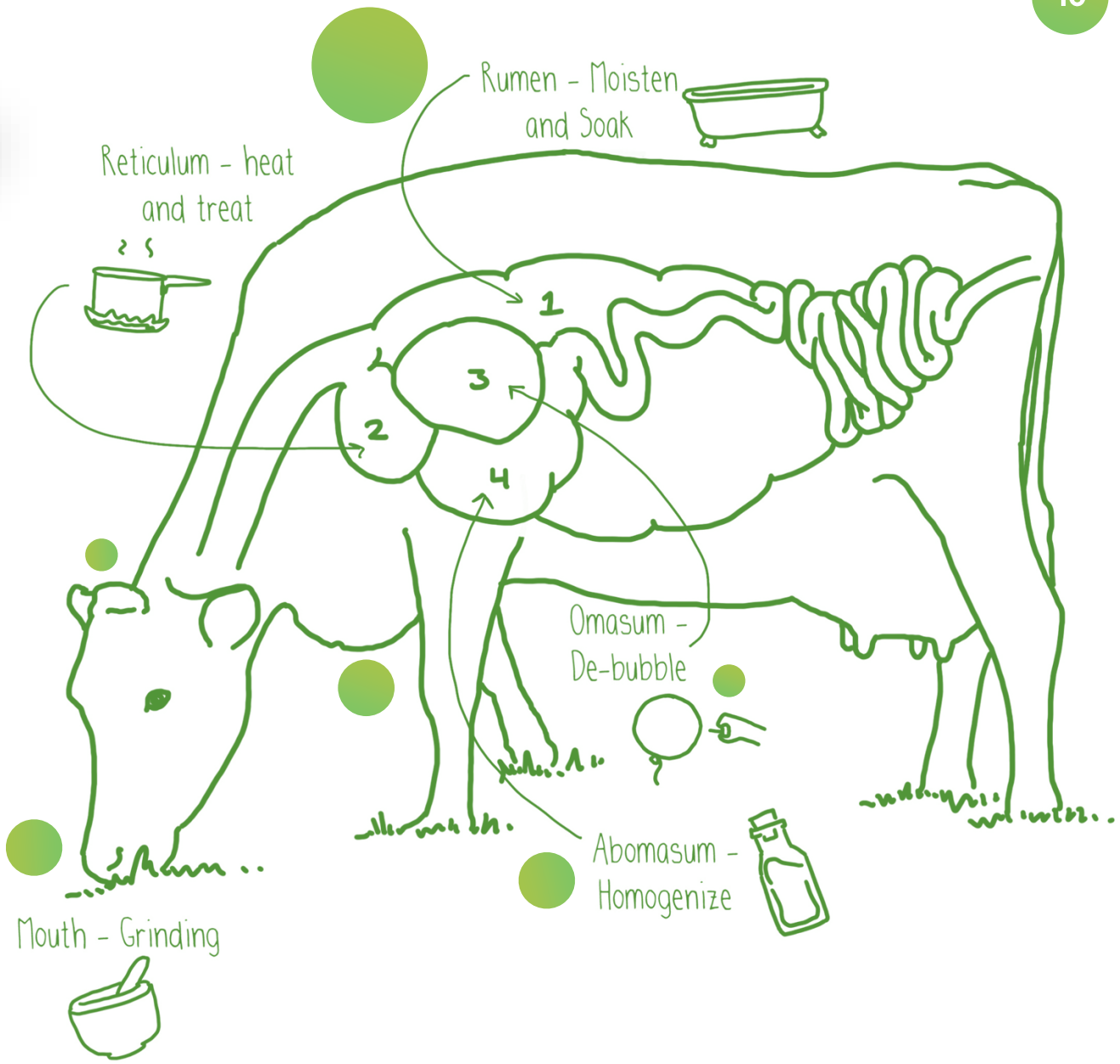
- Energy Savings
- Zero Waste Costs

TECHNOLOGY

GO BACK TO GO FORWARD

Ruminants, like cows, have been eating whole foods for thousands of years, so what better place to learn about food processing?

Our technology may be based on the humble cow but it can do so much more than just make milk.



TECHNOLOGY

WHOLE-INGREDIENT NUTRIENT EXTRACTION (WiNX™)

CRUSHING & GRINDING

ENZYMATIC REACTION

ULTRA-HIGH PRESSURE

Process Outputs

- **Superior Whole Ingredient**
  - General Use in Food Manufacturing
- **Highly Cost-Effective Precursor**
  - For Efficient Further Processing
- **Reduced Particle-Size Ingredient**
  - Broaden Spray-Drying Applications

PROCESS OUTPUTS

ZERO WASTE THROUGHOUT ENTIRE PROCESS

POST PROCESSING

UNPROCESSED GRAINS & LEGUMES

WASTE PRODUCE

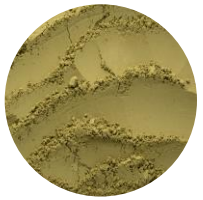
PROPRIETARY PROCESS

WINX™ PROCESS

HOMOGENOUS SLURRY

KEY BENEFITS

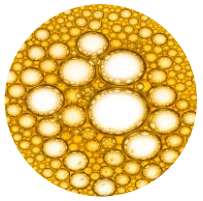
- Homogenous Emulsion of Protein/Fibre/Fats etc.
- ~20-Micron Particle Size
- Maximum Nutrient Extraction
- Increased Fibre Bioavailability
- Increased Flavour Profile
- Reduction in Oxidisation
- Zero Bacteria/Pathogens due to Ultra-High Pressure
- Chelation of Minerals



FUNCTIONAL FLOURS

PROTEIN ISOLATES

SOLUBLE FIBRES

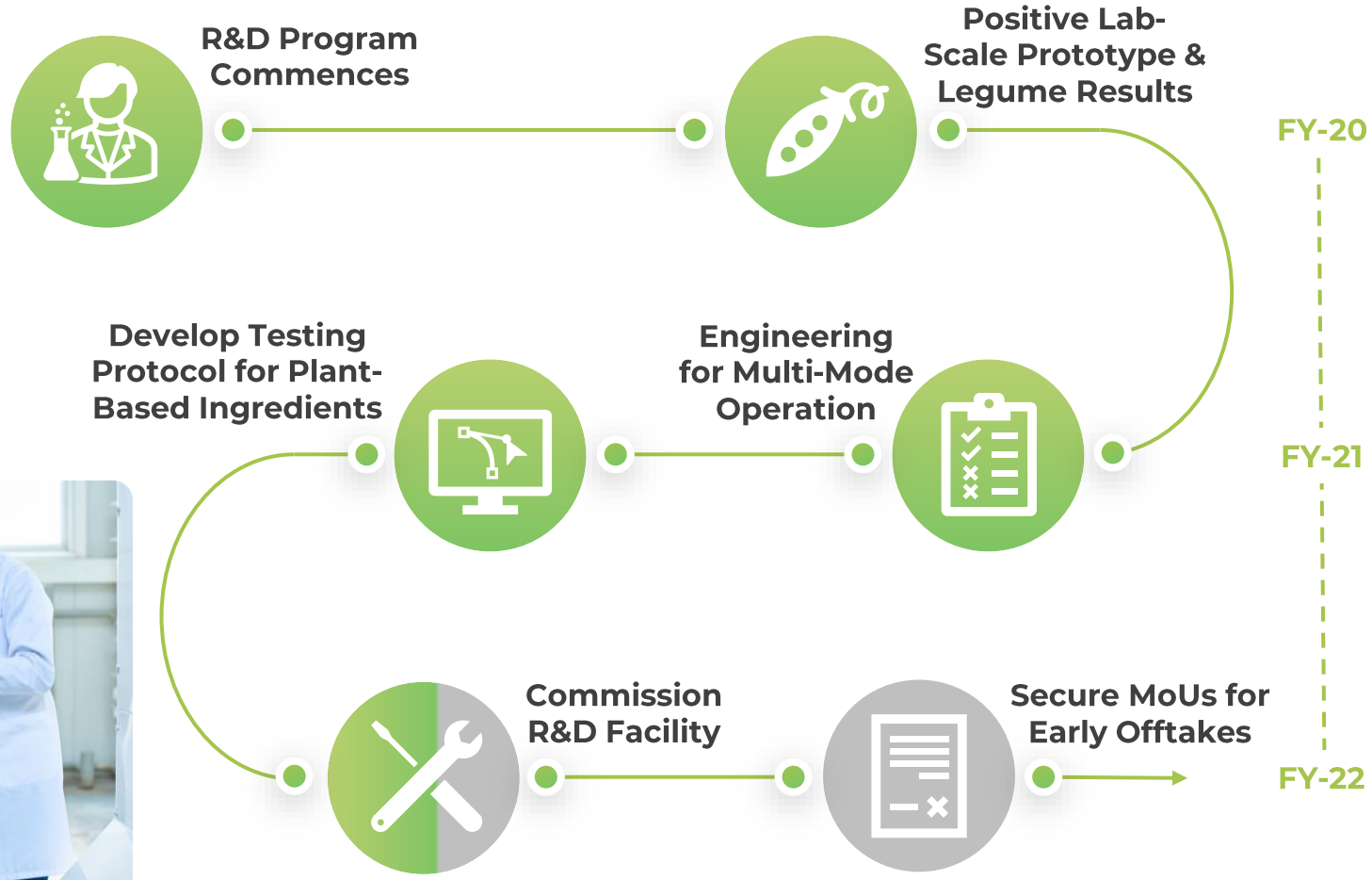


BIOACTIVE COMPOUNDS

PROGRESS TO DATE

Ready to Commercialise

- 2+ Years of Intensive R&D
- Fully De-Risked Technology
- Primed for Commercialisation and Scale



COMMERCIALISATION STRATEGY

Bottom-Up Licensing Strategy

Ingredient Manufacturer Target Market

- Royalties from licensing on $/tonne basis
- Emphasis on cost savings and waste reduction

Top-Down Adoption Strategy

Food Manufacturer Target Market

- Revenue sharing for product co-design
- Emphasis on new and unique label claims

REVENUE MODEL EXAMPLE

INGREDIENT MANUFACTURER EXISTING PROCESSING FACILITY

SIMPLE INTEGRATION WITH EXISTING PROCESSING EQUIPMENT

EXISTING UPSTREAM PROCESSING

WINX™ PROCESSING TECHNOLOGY

EXISTING DOWNSTREAM PROCESSING

APPLICATION EXAMPLE:

PLANT-PROTEIN ISOLATE PRODUCTION

- 5,000 TONNE AVERAGE ANNUAL PRODUCTION PER MANUFACTURER
- AUD$4 - 8k PER TONNE WHOLESALE PRICING TO FOOD MANUFACTURERS*

- 5-10% LICENSING ROYALTY BASED ON SALES REVENUES
- ANNUAL RECURRING REVENUE OF BETWEEN AUD$1-4M DEPENDING ON OUTPUT PRODUCT

* Financial Times estimates pea protein isolate ranges from US$4,200-$4,600 a tonne and soyabean protein isolate US$3,500 a tonne.

EARLY INTEREST

Ardent Mills

Müller Asia

THAI WAH

Simplot

v2 food™

MARS

T&R THOMPSON & REDWOOD

The Lupin Co.

ALBA EDIBLE OILS

BÜHLER TECHNOLOGIES

Sanitarium™ The Health Food Company

Givaudan

HARVEST ROAD

CJ CHEILJEDANG

IMPOSSIBLE™

Early Adopters
Ready to Engage

MEET THE TEAM

Nick Stamatiou

CEO, Co-Founder
IP Strategy Expert

Ivan Gustavino

Strategy, Co-Founder
Commercialisation Expert

Cedric Cross

Technology, Co-Founder
Inventor & MD

Philippe Cloatre

CTO
Food Engineer

Whole.

THE OFFER

We are seeking to raise AUD$2M by offering ordinary shares for equity in Whole Green Foods Pty Ltd at a pre-money valuation of AUD$10M.

Key Shareholders	Equity Percentage (Pre-Dilution)	Equity Percentage (Post-Dilution)
• Gusfam Pty Ltd (Ivan Gustavino)	32.9%	27.5%
• Interalis Pty Ltd (Nicholas Stamatiou)	32.9%	27.5%
• Cedric Cross	6.9%	5.8%
• Minor Shareholders - Combined	23.0%	19.1%
• ESOP*	4.3%	3.4%
• Incoming Shareholders	-	16.7%

* Employee/Adviser Stock Ownership Plan – to incentivise key staff and advisers.

USE OF FUNDS

Based on a AUD$2M capital raise, we expect to allocate funds in the following manner over an 18-24 month period to accelerate commercialisation of the WiNX™ technology:

Research & Development

$500k to accelerate various key research projects

Capital Expenditure

$450k to mobilise additional pilot facilities with key partners

Staff Salaries

$550k to engage critical hires for commercialisation scale up

Marketing & Legal

$200k for marketing/legals to support commercialisation

Working Capital

$300k for working capital within the business

FUTURE MILESTONES

FY-22

- Fully Operational R&D Facility
- 10 Key Pilot Sponsors Identified & Activated
- Formal Market & Brand Launch

FY-23

- Engage 3 Strategics on Licensing
- Secure Strategic Aligned with Optimal Pilot
- Finalise Global Scaling Strategy

FY-24

- Business model and global scaling strategy fully validated
- AUD$10M capital raise for scale-up and global commercialisation

Whole.

CONTACT US

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+61 421 330 498