

MISTER
FREE'd



health **EE**

taste **EE**

Mister Free'd is a disruptive brand
which provides guilt-free,
craveable snacks made with
simple, natural ingredients

gluten-free **EE**

OUR MISSION: To offer delicious, fun, convenient snacks
that are honest and healthy





OUR VISION: To be a world leading natural and healthy food brand



The world is craving for healthy snacks

77% of English population wants to eat healthier

Organic food sales in Europe grew 44% in 2016

The number of vegans has tripled in 4 years

Snacking is the hardest meal to keep healthy: products that are both **satisfying and nutritious** will be the big winners

1 in 3 households buys gluten-free products

The gluten-free market is worth **\$10bn**

Gluten-free is the fastest growing food category in Europe



Our first hit: Crunchy crackers with superfoods



The first premium gluten free crackers on the market were an instant success and have market shares in excess of 50% in France and the Netherlands

The smashing follow-up: Premium tortilla chips with unique ingredients



Whilst maintaining our emphasis on high-quality gluten-free ingredients, the tortilla chips range is aimed at a wider audience and is well-placed to tap the £2bn market for premium chips



136 tonnes of our healthy snacks have been consumed...

... we've generated **£2,400,000** in retail sales...

... and are available in **1,780** stores throughout Europe



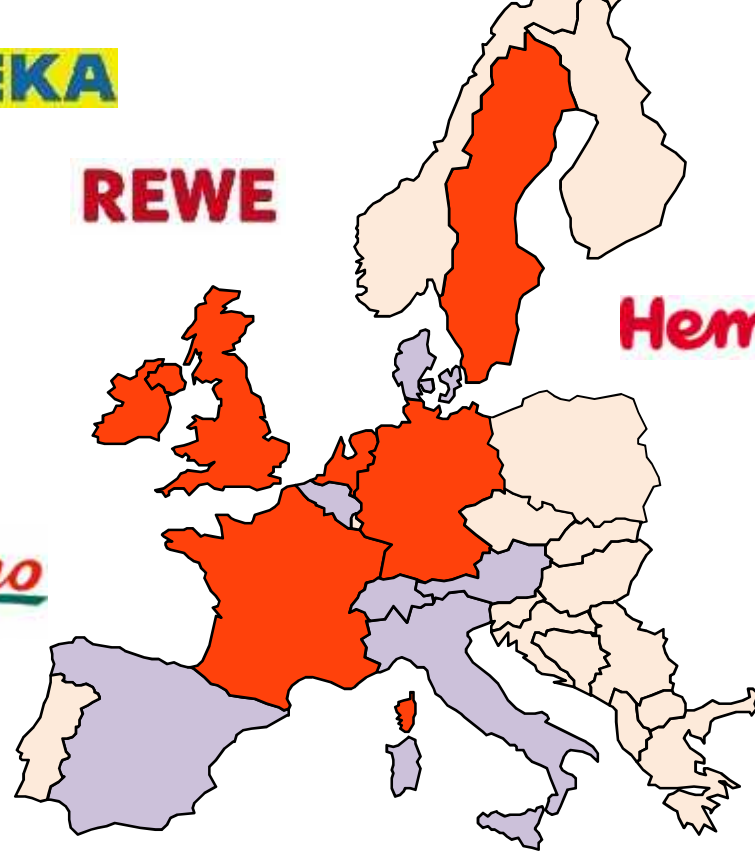


EDEKA

REWE

**WHOLE
FOODS
MARKET**

Casino



Hemköp

Albert Heijn

Intermarché

Auchan

WILLY:S

Playing to win all over Europe

Bio c' Bon

HOLLAND & BARRETT

NATURALIA



**Aggressive front of store promotions:
up to 900% uplift in sales**



Social Media Presence





Selected press coverage



The team



Dr. Pierre Chandon
Advisory Board

Pierre is the L'Oréal Chair Professor of Marketing, Innovation and Creativity at INSEAD where his research focuses on innovative food marketing solutions



Marc-André Cornu
Advisory Board

Marc-André is the CEO of Cornu SA, Europe's largest private label manufacturer of bespoke bakery products with turnover of €100million. He also owns the Roland Biscuits brand.



Selmi Haleva
Advisory Board

Selmi is a Partner of Actera Group, Turkey's largest private equity group with \$2bn AUM. He serves on the Firm's Investment and Operating Committees.



Tomas Mesa
Co-founder, CEO

Tomas started his career in Investment Banking at Morgan Stanley, then moved to Apollo Management where he was responsible for Spanish distressed investments. Tomas is now the CEO of Mister Free'd



David Ventura
Co-founder, Head of Growth

David also started his career in Investment Banking at Morgan Stanley, where he specialised in European M&A and Emerging Markets credit structuring. David is the head of Growth for Mister Free'd



Sandra Wong
Sales – Holland



Jordan Lellouche
Sales – France



Tony Barbe
Sales – Germany



Cassandra Donaldson
Brand Ambassador



Phil Allen
Logistics Manager



The team

With over 1,500 points of sale over several markets, the quality of the team that keeps everything ticking together is paramount. We want to integrate new team members in sales, marketing and support functions to strengthen our platform and continue to grow seamlessly.

Marketing

We've got high quality listings, great shelf visibility and a strong digital presence but we want to do so much **more!** We want the world to know about our snacks via all kinds of media: magazine placements, bus ads, in-store displays and samplings, targeted emails, promotional stunts, PR, viral videos...



We are looking to raise £750,000 to support our growth



New Product Launches

We love our existing range, but **innovation** and variety are the name of the game. We are keen investigators of healthy food trends and have a few cards up our sleeves for the coming years. The aim is to constantly delight and surprise new customers and to continue to strengthen the Mister Free'd brand through new product launches and increased shelf space.

Projections



NTM
£1.1m



Year 1
£2.5m



Year 2
£5.5m



Year 3
£11.9m





Thank you