VITAL FARMS, INC.

(NASDAQ: VITL)

February 2025 Corporate Presentation

REPORTING DISCLAIMER

This presentation contains, in addition to historical information, certain forward-looking statements, as defined in Private Securities Litigation Reform Act of 1995, that are based on our current assumptions, expectations and projections about future performance and events and relate to, among other matters, our future financial performance, our business strategy, industry and market trends, future expectations concerning our market position, future operations and capital expenditures. Statements in this presentation that are forward-looking include, but are not limited to, statements related to the company’s ability to acquire new customers and successfully retain existing customers, the Company’s ability to effectively manage long-term growth, market opportunity, specifications and timing around our potential planned egg washing and packing facility in Indiana, the effect of such facility on our future revenue, future growth and development of our farm network, anticipated growth, and future financial performance, including management's outlook for fiscal year 2025 and management's long-term outlook.

Forward-looking statements generally contain words such as “anticipates,” “approximately,” “believes,” “estimates,” “expects,” “may,” “plans,” “should,” “will,” and similar expressions. These forward-looking statements are only predictions, not historical fact. You should, therefore, not rely on these forward-looking statements as representing our views as of any date subsequent to the date of this presentation. Forward-looking statements are based on information available at the time those statements are made and/or management’s good faith belief as of that time with respect to future events and are subject to risks and uncertainties that could cause actual performance or results to differ materially from those expressed in or suggested by the forward-looking statements. Important factors that could cause actual results to differ materially from expectations include, among others: Vital Farms’ expectations regarding its revenue, expenses, and other operating results; Vital Farms’ ability to attract new customers, to successfully retain existing customers, to attract and retain its suppliers, distributors, and co-manufacturers, and to maintain its relationships with members of its existing farm network and further expand its farm network and development of its accelerator farms; Vital Farms’ ability to sustain or increase its profitability; Vital Farms’ expectations regarding its future growth in the foodservice channel; Vital Farms’ ability to procure sufficient high-quality eggs, cream for its butter, and other raw materials; real or perceived quality or food safety issues with Vital Farms’ products or other issues that adversely affect Vital Farms’ brand and reputation; changes in the tastes and preferences of consumers; the financial condition of, and Vital Farms’ relationships with, its farmers, suppliers, co-manufacturers, distributors, retailers, and foodservice customers, as well as the health of the foodservice industry generally; the impact of agricultural risks, including avian influenza and egg drop syndrome; the ability of Vital Farms, its farmers, suppliers, and its co-manufacturers to comply with food safety, environmental or other laws or regulations; the effects of a public health pandemic or contagious disease on Vital Farms’ supply chain, the demand for its products, and on overall economic conditions and consumer confidence and spending levels; specifications and timing regarding Vital Farms’ potential planned egg washing and packing facility in Seymour, Indiana, the impact of such facility on Vital Farms’ future revenue, future investments in its business, anticipated capital expenditures and estimates regarding capital requirements; anticipated changes in Vital Farms’ product offerings and Vital Farms’ ability to innovate to offer successful new products or enter into new product categories; the costs and success of marketing efforts; Vital Farms’ ability to effectively manage its growth and to compete effectively with existing competitors and new market entrants; the impact of adverse economic conditions, elevated interest rates, and inflation; the potential negative impact of Vital Farms’ focus on a specific public benefit purpose and producing a positive effect for society on its financial performance; the sufficiency of Vital Farms’ cash, cash equivalents, marketable securities and availability of credit under its credit facility to meet liquidity needs; seasonality; and the growth rates of the markets in which Vital Farms competes; and other risks and uncertainties detailed in Vital Farms’ Annual Report on Form 10-K for the fiscal year ended December 29, 2024, which Vital Farms anticipates filing on February 27, 2025, and in its other filings made from time to time with the Securities and Exchange Commission. We are under no duty to update any of these forward-looking statements after the date of this presentation except as otherwise required by law.

This presentation also contains estimates and other statistical data obtained from independent parties and by us relating to market size and growth and other data about our industry, customers and consumers. This data involves a number of assumptions and limitations, and you are cautioned not to give undue weight to such estimates and data. In addition, projections, assumptions and estimates of our future performance and the future performance of the geographic and other markets in which we operate are necessarily subject to a high degree of uncertainty and risk. Our historical results are not necessarily indicative of the results to be expected for any future periods and our operating results for the 13-week and 52-week periods ended December 29, 2024, are not necessarily indicative of the results that may be expected for any other interim periods or any future year or period.

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Non-GAAP Financial Measures

Adjusted EBITDA and Adjusted EBITDA Margin are financial measures that are not required by or presented in accordance with generally accepted accounting principles in the United States (“GAAP”). We believe that these measures, when taken together with our financial results presented in accordance with GAAP, provide meaningful supplemental information regarding our operating performance and facilitates internal comparisons of our historical operating performance on a more consistent basis by excluding certain items that may not be indicative of our business, results of operations or outlook. Adjusted EBITDA and Adjusted EBITDA Margin should not be considered as an alternative to net income (loss) income, net (loss) income per share, net cash provided by operating activities or any other performance measures derived in accordance with GAAP as measures of operating performance, operating cash flows or liquidity. Our presentation of Adjusted EBITDA should not be construed to imply that our future results will be unaffected by these items. See the appendix to this presentation for a reconciliation of Adjusted EBITDA and Adjusted EBITDA Margin to net (loss) income, the most directly comparable financial measure presented in accordance with GAAP.

“Adjusted EBITDA” is defined as net income, adjusted to exclude: (1) depreciation and amortization; (2) stock-based compensation expense; (3) (benefit) or provision for income taxes as applicable; (4) interest expense; and (5) interest income.

“Adjusted EBITDA Margin” is defined as Adjusted EBITDA divided by net revenue.

Adjusted EBITDA and Adjusted EBITDA Margin are presented for supplemental informational purposes only, have limitations as analytical tools and should not be considered in isolation or as a substitute for financial information presented in accordance with GAAP. Some of the limitations of Adjusted EBITDA and Adjusted EBITDA Margin include that (1) they do not properly reflect capital commitments to be paid in the future, (2) although depreciation and amortization are non-cash charges, the underlying assets may need to be replaced and Adjusted EBITDA and Adjusted EBITDA Margin do not reflect these capital expenditures, (3) they do not consider the impact of stock-based compensation expense, (4) they do not reflect other non-operating expenses, including interest expense; and (5) they do not reflect tax payments that may represent a reduction in cash available to us. In addition, our use of Adjusted EBITDA and Adjusted EBITDA Margin may not be comparable to similarly titled measures of other companies because they may not calculate Adjusted EBITDA and Adjusted EBITDA Margin in the same manner, limiting the usefulness as comparative measures. Because of these limitations, when evaluating our performance, you should consider Adjusted EBITDA and Adjusted EBITDA Margin alongside other financial measures, including our net income and other results stated in accordance with GAAP.

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BIRD OF THE QUARTER

Jubilant Julie prances through the pasture, serenading the morning with her joyful clucks.

Our Values Are Rooted in Conscious Capitalism

CONSCIOUS CAPITALISM

We operate a

STAKEHOLDER MODEL

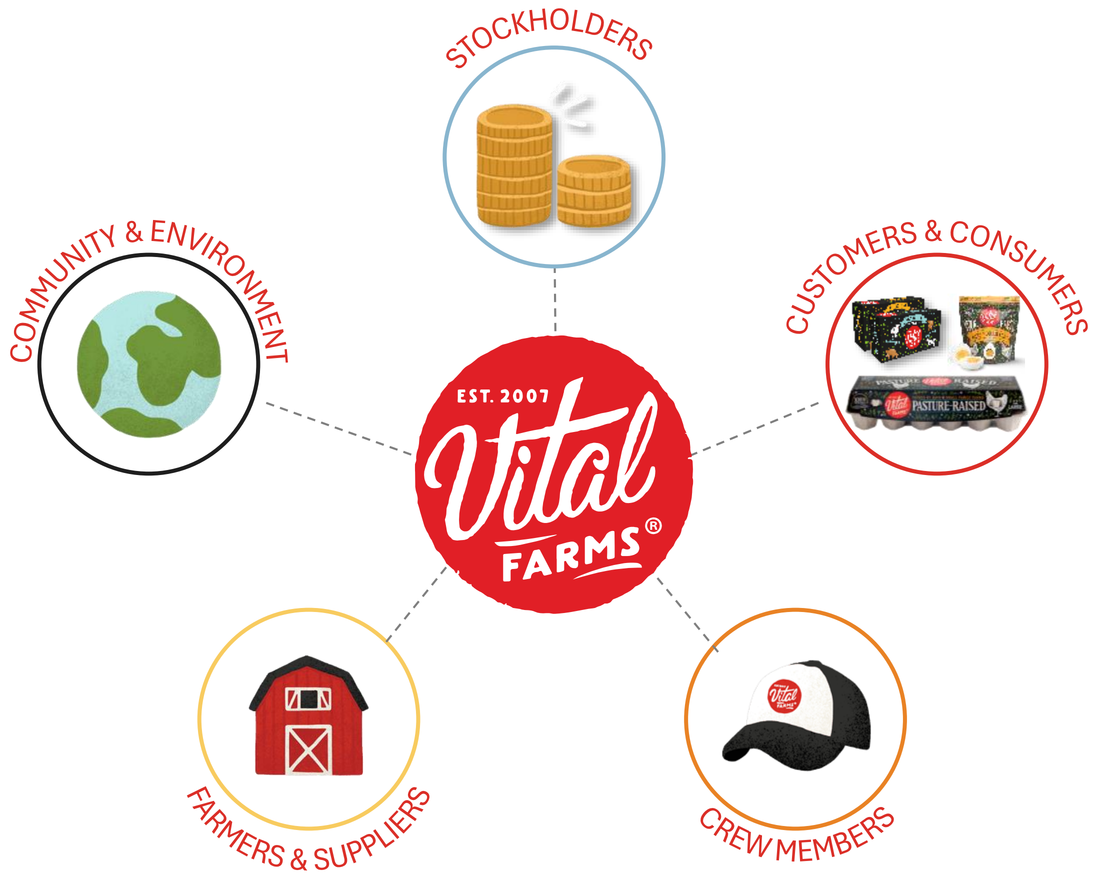
that prioritizes the long-term benefits of each of our stakeholders

Certified B Corporation

Our approach has been validated by our designation as a

CERTIFIED B CORPORATION,

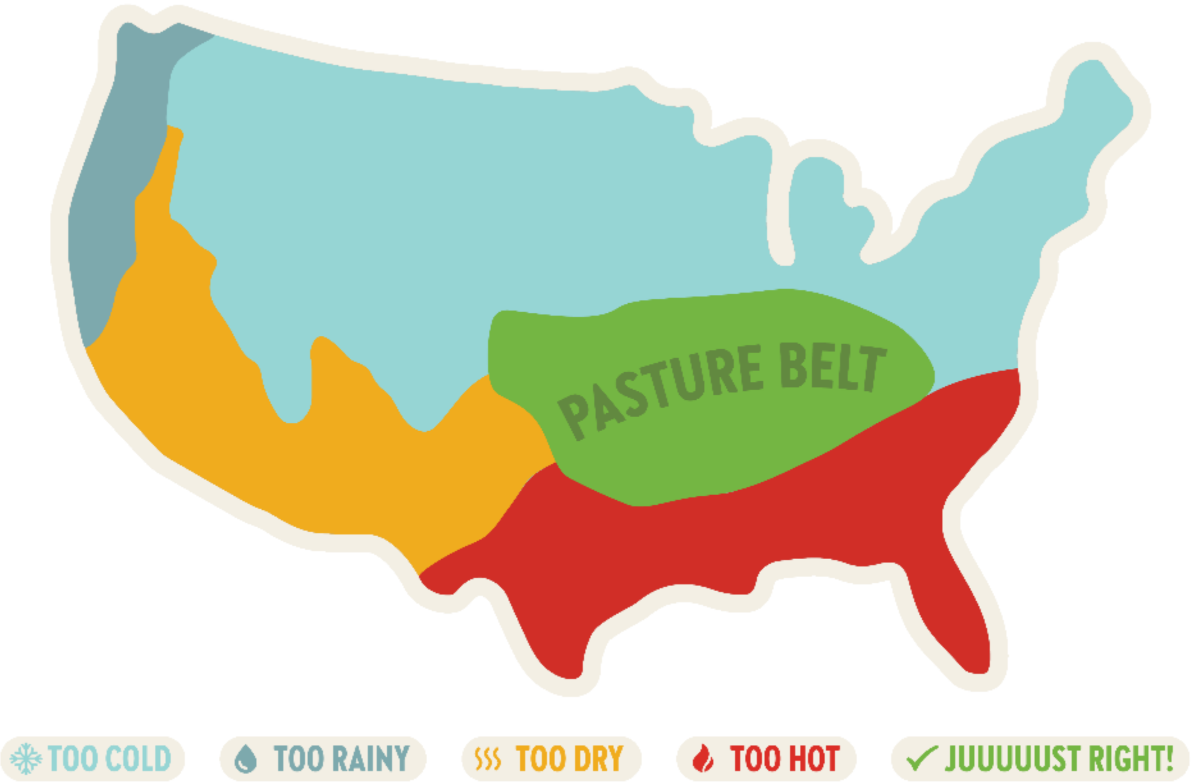
a certification reserved for businesses that balance profit and purpose to meeting the highest verified standards of social and environmental performance, public transparency, and legal accountability



These principles guide our day-to-day operations and, we believe, deliver a more **SUSTAINABLE AND SUCCESSFUL** business

We have developed an alternative to factory farming practices

Year-Round Production

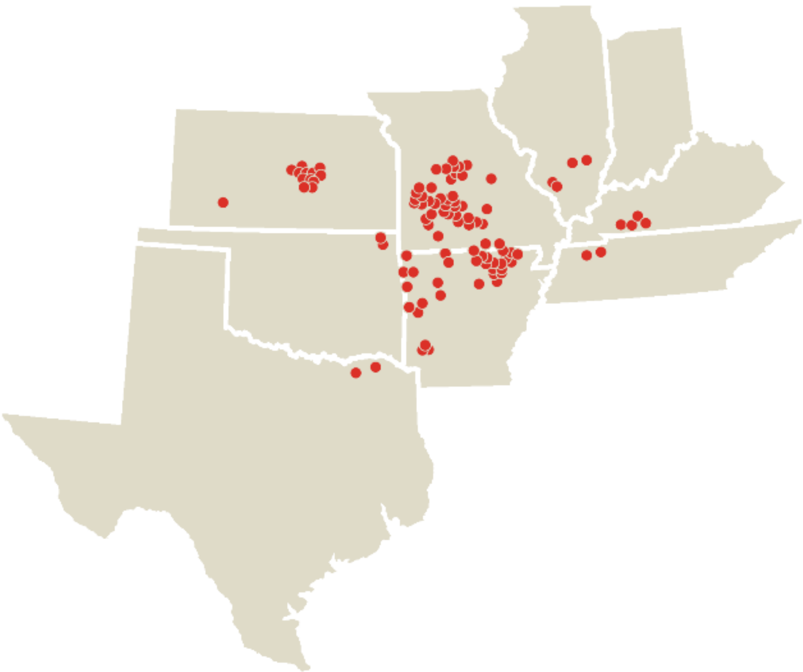


Our Framework

LIVING CONDITIONS	OPEN AIR, 108 SQUARE FEET PER HEN
FEED	OMNIVOROUS, INCLUDING GRAIN, PLANTS, INSECTS
LAND MANAGEMENT	SUSTAINABLE PRACTICES
NETWORK	DIRECT RELATIONSHIPS WITH FAMILY FARMS

Our model allows us to deliver quality at scale

Network of more than 425 Family Farms



WE AGGREGATE PRODUCTS FROM FARM NETWORK

EGG CENTRAL STATION

Springfield, MO

WASH, GRADE, PACK, SHIP, QUALITY CONTROL

REMOTE WORKFORCE

Across the United States

BRANDING, SELLING, SUPPORTING

WE DELIVER DIRECTLY TO CUSTOMERS AND THROUGH DISTRIBUTORS

National Distribution (Products in 24,000+ Retail Stores)

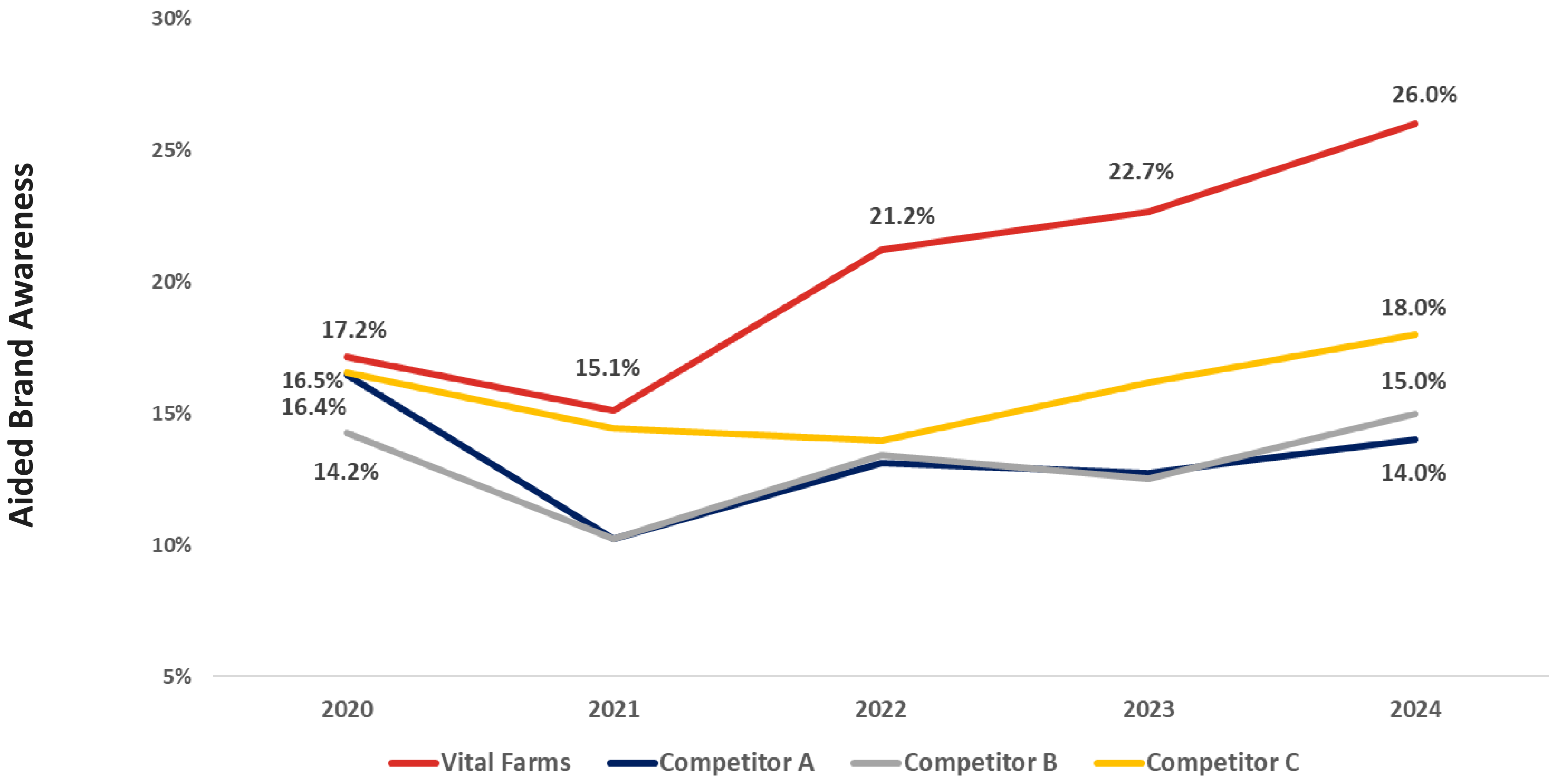
RETAIL

FOODSERVICE

PERFORMANCE CHARTS

Benefits of a Brand: Growing Consumer Awareness

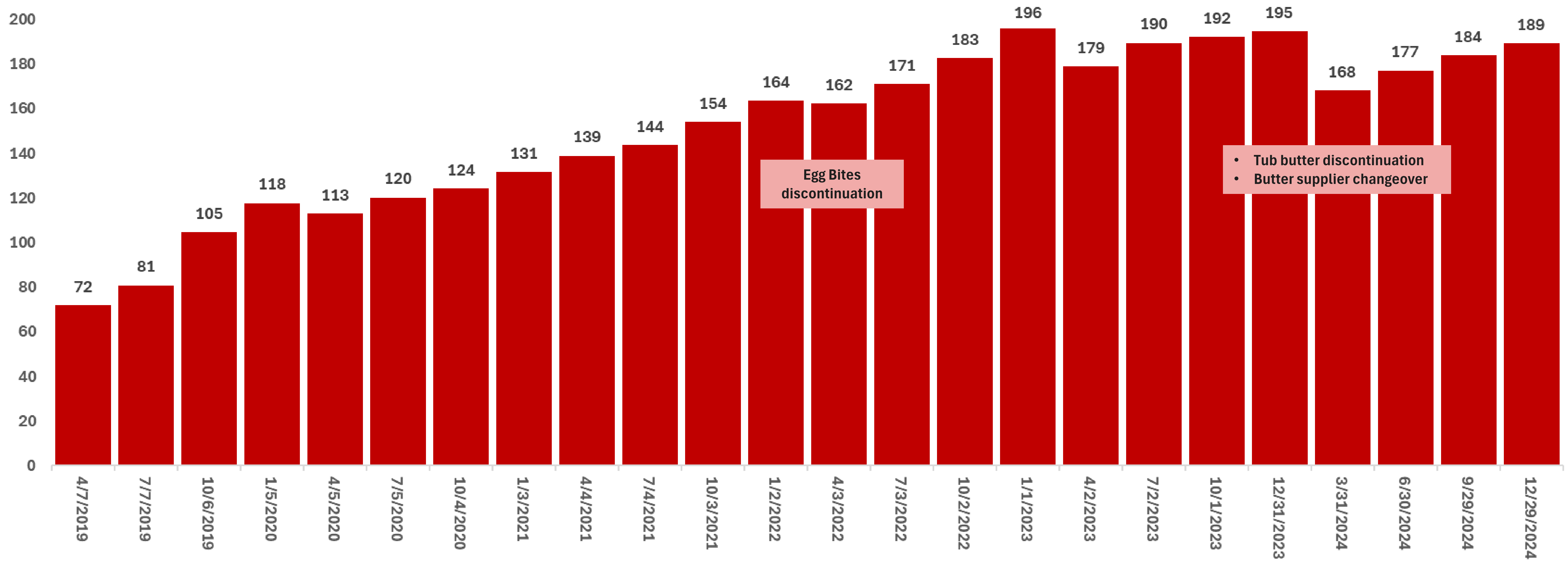
Vital Farms' aided brand awareness is pulling away from competitors



Source: Vital Farms Proprietary Brand Health Tracker

Benefits of a Brand: Retail Expansion

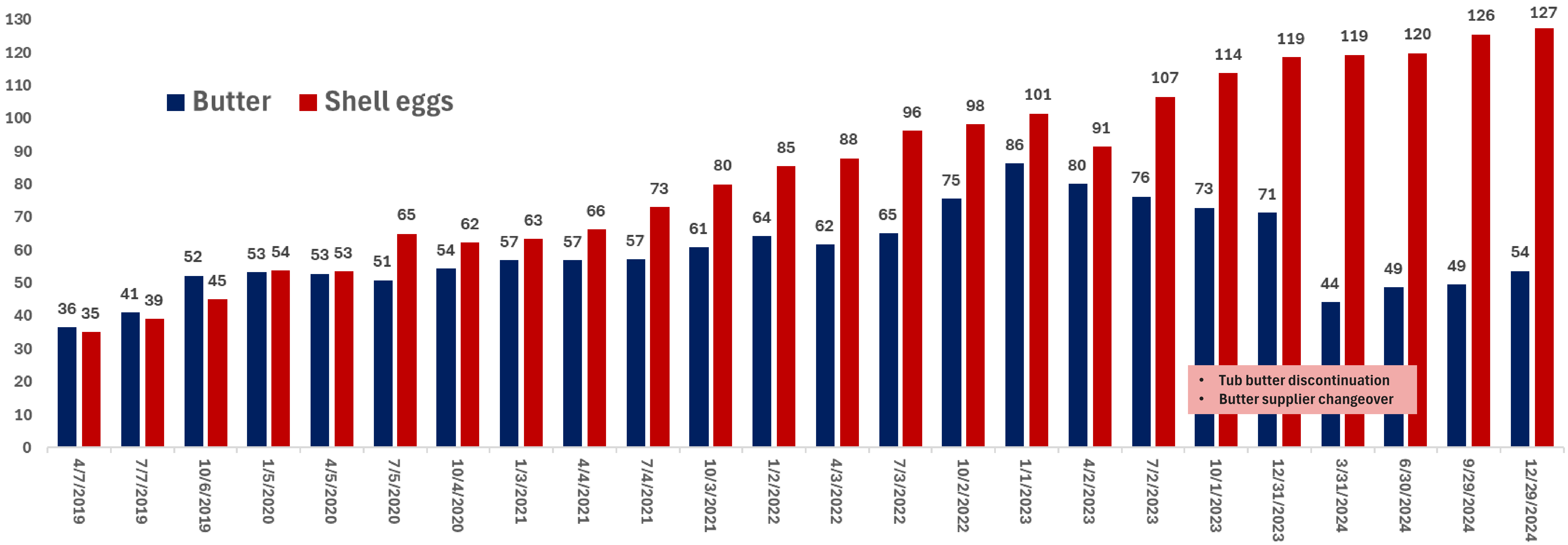
Total Vital Farms TDPs rebounded throughout 2024, nearing all-time highs



Source: Circana Unify+ Total US – Multioutlet+; All time periods are 13-week-ended
Market = Total US – Multioutlet+

Benefits of a Brand: Retail Expansion

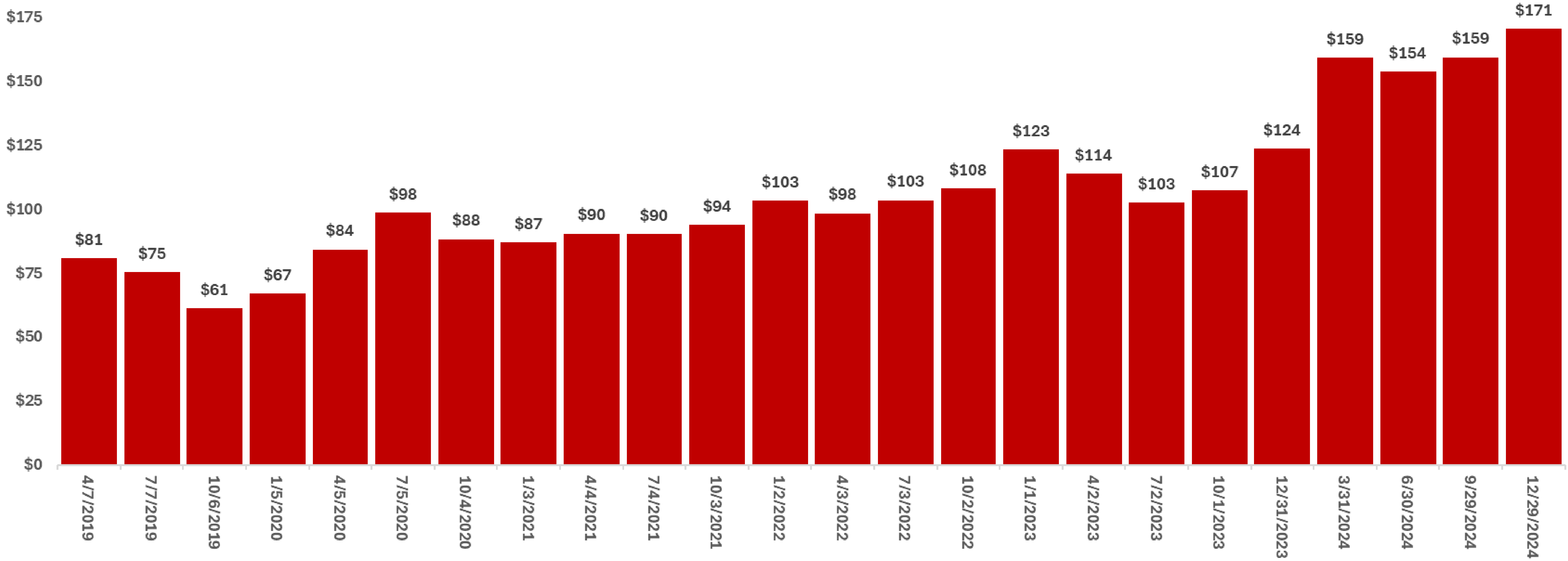
Vital Farms Total Distribution Points (TDPs) in 2024 grew strongly in shell eggs, and butter recovered quickly after our tub butter discontinuation and supplier changeover in late 2023



Source: Circana Unify+ Total US – Multioutlet+; All time periods are 13-week-ended
Market = Total US – Multioutlet+

Benefits of a Brand: Increasing Sales Velocity

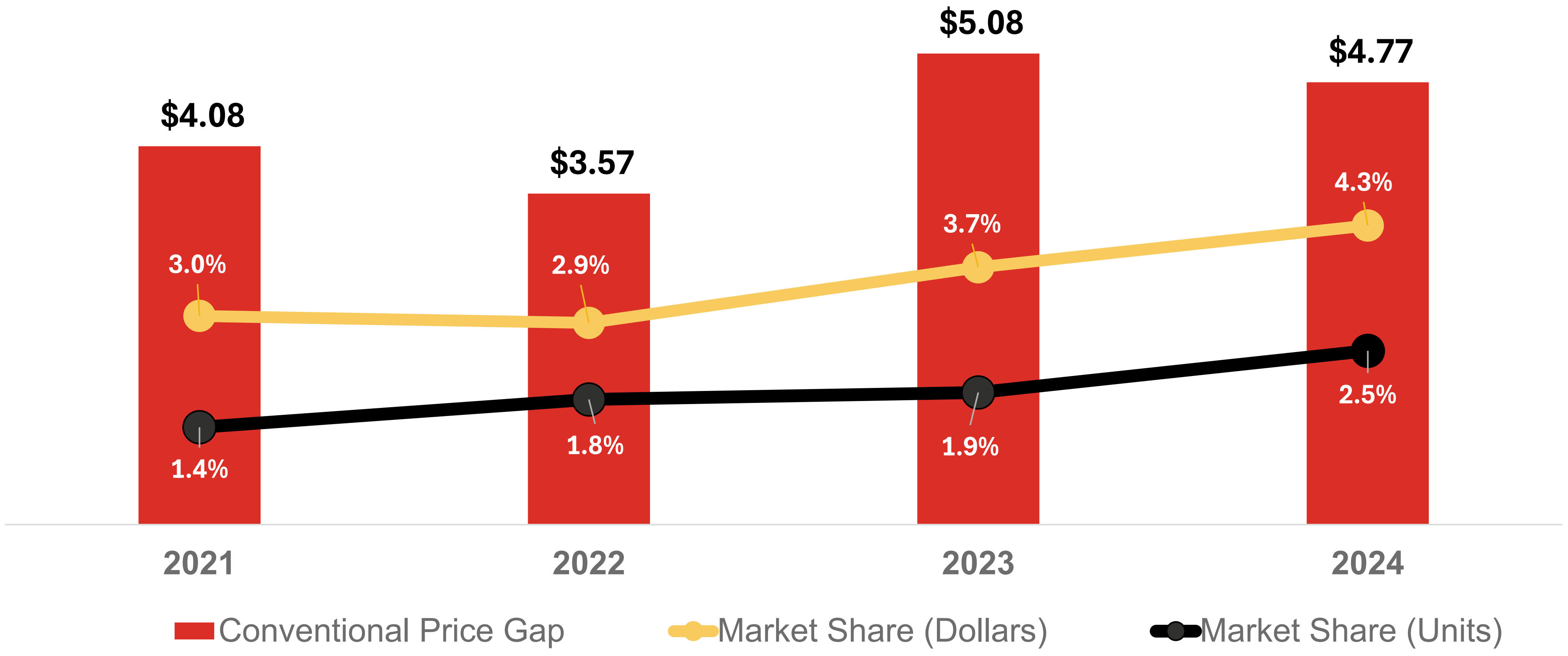
Vital Farms' sales velocity ($ per week per store) increased sharply in 2024, reaching an all-time high



Source: Circana Unify+ Total US – Multioutlet+; All time periods are 13-week-ended
Market = Total US – Multioutlet+

Benefits of a Brand: Market Share Gains

Vital Farms' shell egg dollar and volume share has trended higher despite varying price gaps with conventional eggs



Source: Egg Price Gaps from Circana Unify+ Total US – Multioutlet+ | Price Per Volume | Calendar Years 2021-2024
Market = Total US – Multioutlet+

Benefits of a Brand: Gross Margin Stability

Gross margin has remained stable across another Avian Influenza cycle

Source: Vital Farms and Cal-Maine Company Filings

FINANCIAL UPDATE

EST. 2007 Vital FARMS®

2024 KEY FINANCIAL METRICS

Net Revenue	Gross Margin	Adj. EBITDA	Diluted EPS
$606M	37.9%	$87M	$1.18
+28.5%	+352 bps	+79.2%	+100.4%

Financial Summary Highlights: Q4 2024 Update

Highlights

- Net Revenue increased 22.2% to $166.0 million on a reported basis and grew 30% like-for-like when accounting for one fewer week in Q4 2024 (13 weeks) versus Q4 2023 (14 weeks); the extra week in Q4 23 contributed $8.5 million in net revenue
- Volume favorability was driven by strong demand for existing Vital Farms products, a growing number of offerings, and new store distribution at existing customers.
- Gross profit was $59.9 million, or 36.1% of net revenue, in Q4 2024; Gross profit growth was primarily driven by price / mix benefits, operational efficiencies and greater scale.
- Conventional commodities and lower diesel costs contributed to margin improvement; this was partially offset by an increase in promotions and an increase in labor and overhead costs.
- Adj. EBITDA was $19.1 million, or 11.5% of net revenue, in Q4 2024; Adj. EBITDA expanded due to higher sales and gross profit, partially offset by investments in brand marketing and other costs.[1]

Financial Performance

($ thousands)	Q4 '24	Q4 '23	% Change	$ Change
Net Revenue	**$ 165,989**	**$ 135,811**	**22.2%**	**30,178**
Gross Profit	**59,876**	**45,194**	**32.5%**	**14,682**
Gross Margin %	*36.1%*	*33.3%*	*280 bps*	
Income from Operations	13,005	9,091	43.1%	3,914
Net Income	10,582	7,210	46.8%	3,372
Adjusted EBITDA[1]	**$ 19,086**	**$ 13,894**	**37.4%**	**5,192**
Adjusted EBITDA Margin[1]	*11.5%*	*10.2%*	*127 bps*	

(1) See appendix for reconciliation of Adjusted EBITDA and Adjusted EBITDA Margin

Financial Summary Highlights: FY 2024 Update

Highlights

- Net revenue increased 28.5% to $606.3 million in fiscal year 2024, compared to $471.9 million in fiscal year 2023. The increase in net revenue was driven by strong volume growth and price/mix benefits.
- The gross profit growth was primarily driven by higher sales. Gross margin benefited from increased pricing across the Company's portfolio, partially offset by an increase in trade as a percentage of gross revenue.
- Adjusted EBITDA was $86.7 million, or 14.3% of net revenue, in fiscal year 2024, compared to $48.3 million, or 10.2% of net revenue, in the prior year period. The change in Adjusted EBITDA was primarily due to higher sales and improved gross profit performance, partially offset by increased marketing spend and higher employee-related expenses.[1]

Financial Performance

($ thousands)	2024 FY	2023 FY	% Change	$ Change
Net Revenue	**$ 606,307**	**$ 471,857**	**28.5%**	**134,450**
Gross Profit	**229,926**	**162,326**	**41.6%**	**67,600**
Gross Margin %	*37.9%*	*34.4%*	*352 bps*	
Income from Operations	63,552	33,254	91.1%	30,298
Net Income	53,388	25,566	108.8%	27,822
Adjusted EBITDA[1]	**$ 86,663**	**$ 48,348**	**79.2%**	**38,315**
Adjusted EBITDA Margin[1]	*14.3%*	*10.2%*	*405 bps*	

(1) See appendix for reconciliation of Adjusted EBITDA and Adjusted EBITDA Margin

Financial Summary Highlights: Net Revenue Growth

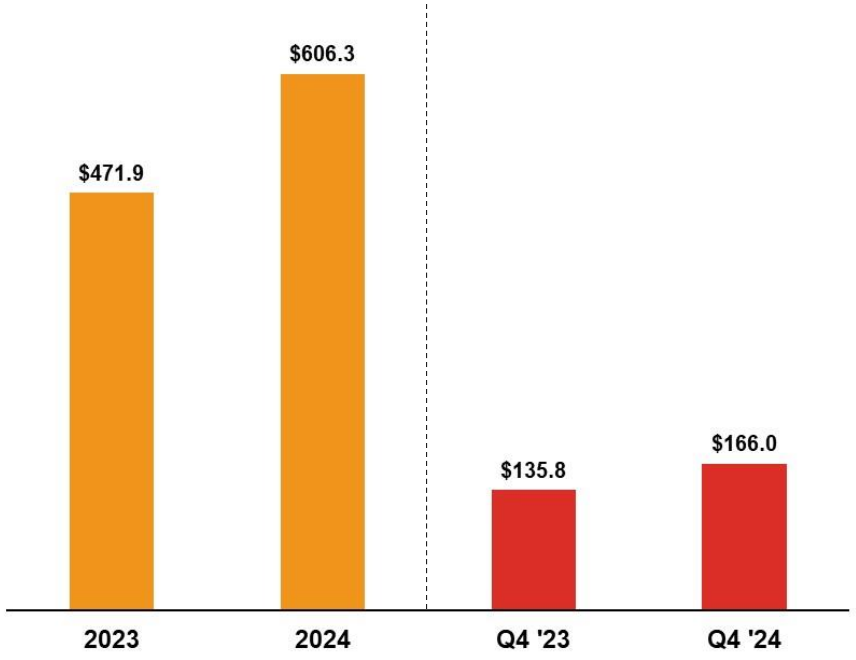
Net Revenue Summary

2024 and Q4 '24 Net Revenue Growth

($ Millions)

+28.5% YOY

+22.2% YOY



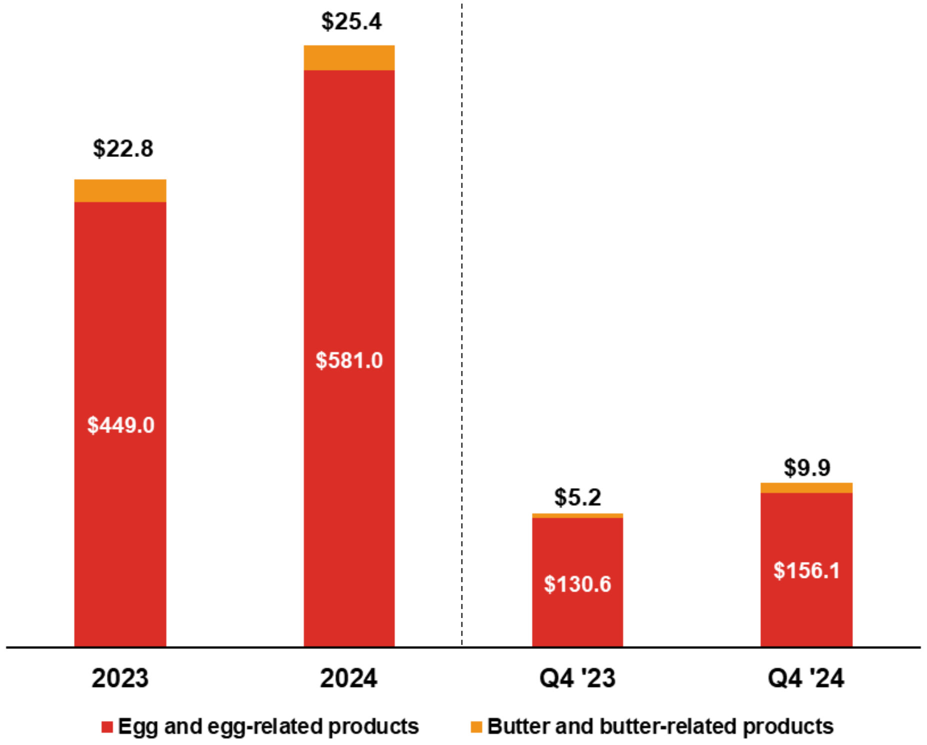
Net Revenue by Product Segment

Growth Rates

	2023	2024	Q4 '23	Q4 '24
Eggs	32%	29%	27%	20%
Butter	0%	11%	-28%	89%
Consolidated	**30%**	**28%**	**23%**	**22%**

Product Segment Mix

($ Millions)



Highlights

- Net revenue for Q4 2024 was $166.0 million, compared to $135.8 million for Q4 2023, representing growth of 22.2%.
- The increase was primarily driven by volume-related increases of $19.0 million and price-related increases of $11.3 million.
- The increases in egg-related sales were driven by:
  - Accelerating product performance at new and existing customers
  - Moderate price/mix benefits
- The increases in butter-related sales were driven by:
  - Rebound in distribution
  - Demand for the brand

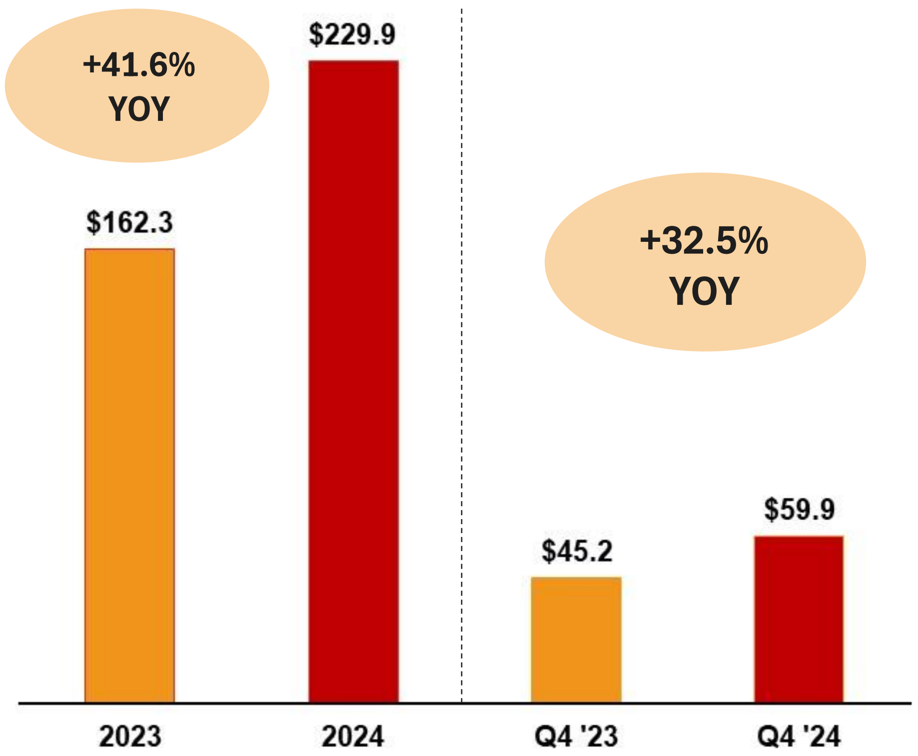
Financial Summary Highlights: Margin Performance

Gross Profit and Margin

Gross Margins

34.4% | 37.9% | 33.3% | 36.1%

($ Millions)



Operating Expenses

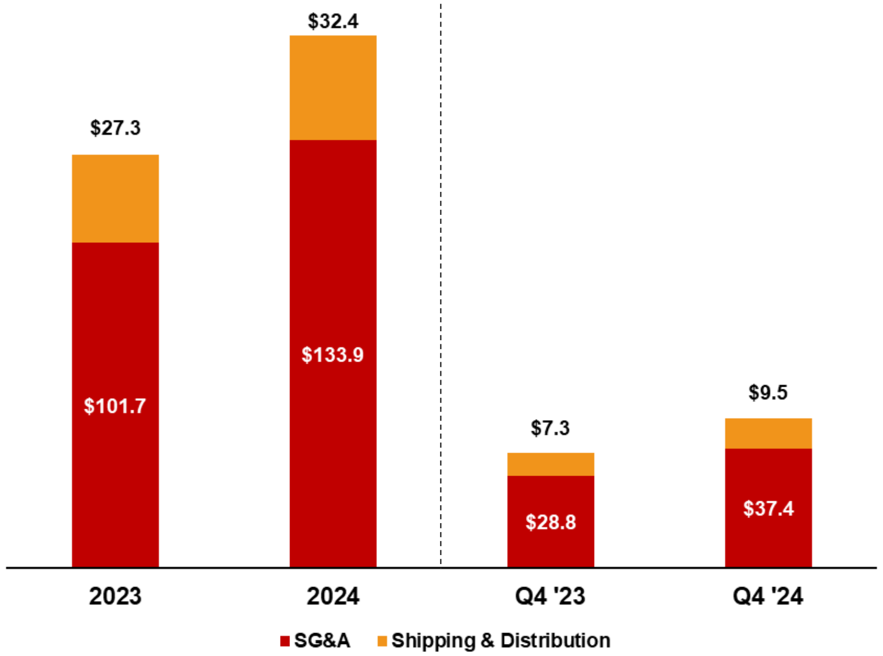
SG&A as a % of Net Revenue

21.6% | 22.1% | 21.2% | 22.5%

Shipping & Distribution as a % of Net Revenue

5.8% | 5.3% | 5.4% | 5.7%

($ Millions)



Highlights

- Gross profit increased $14.7 million in Q4 2024 versus Q4 2023, driven by greater operational scale and price/mix benefits.
- Gross margin increased by 280 basis points in Q4 2024 versus Q4 2023, as favorable commodity and diesel costs contributed to margin improvement; this offset higher promotions and labor costs.
- Selling, general, and administrative expenses increased by $8.6 million. As a percent of net revenue, SG&A grew ~130 basis points in Q4 2024 versus Q4 2023.
- The increase in SG&A was driven by higher marketing expenses and labor costs in support of headcount to support our growth.
- Shipping and distribution increased $2.2 million to $9.5 million, or 5.7% of net revenue, in Q4 2024, compared to 5.4% of net revenue in Q4 2023.
- S&D increases were driven by a higher volume performance, partially offset by favorable linehaul and fuel rates.

2025 Guidance

NET REVENUE	At least $740 Million
ADJUSTED EBITDA	At least $100 Million
CAPTIAL EXPENDITURES	$50 to $60 Million

Note: These metrics are management goals only and are subject to a number of risks and uncertainties, including risks described in the "Risk Factors" in our Annual Report on Form 10-K for the period ended December 29, 2024 and other filings and reports that the Company may file from time to time with the Securities and Exchange Commission

Our Long-term Financial Goals

NET REVENUE	$1 Billion by 2027
GROSS MARGIN	~35%
ADJUSTED EBITDA MARGIN	12% to 14% of Net Revenue

Note: These metrics are management goals only and are subject to a number of risks and uncertainties, including risks described in the "Risk Factors" in our Annual Report on Form 10-K for the period ended December 29, 2024 and other filings and reports that the Company may file from time to time with the Securities and Exchange Commission

APPENDIX

Adjusted EBITDA reconciliation

($ thousands)	52-Weeks Ended 29-Dec-24	53-Weeks Ended 31-Dec-23	52-Weeks Ended 25-Dec-22
Net income	**$ 53,388**	**$ 25,566**	**$ 1,230**
Depreciation and amortization	13,093	10,490	5,761
Stock-based compensation expense	10,268	7,417	6,040
Provision for income tax	14,150	6,635	1,601
Interest expense	1,010	782	114
Interest income	(5,246)	(2,542)	(992)
Adjusted EBITDA	**$ 86,663**	**$ 48,348**	**$ 16,236**
Net Income as a % of Net Revenue	*8.8%*	*5.4%*	*0.3%*
Adjusted EBITDA Margin	***14.3%***	***10.2%***	***4.5%***
Net Revenue	**606,307**	**471,857**	**362,050**