



**WE DRIVE
INNOVATION IN THE
VEGAN WORLD!**

2023 & Q1 24



**INVESTOR
PRESENTATION**

.....
15/05/2024
.....



AGENDA

1 **Zusammenfassung 2023**

2 **Finanzkennzahlen 2023**

3 **ESG Bericht 2023**

4 **Q1 2024**

5 **Guidance 2024**

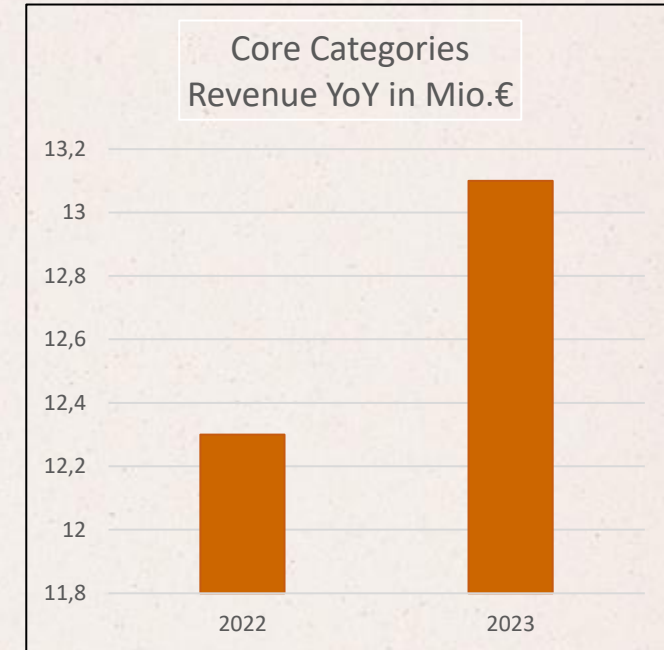


**ZUSAMMENFASSUNG
2023**

ZUSAMMENFASSUNG 2023

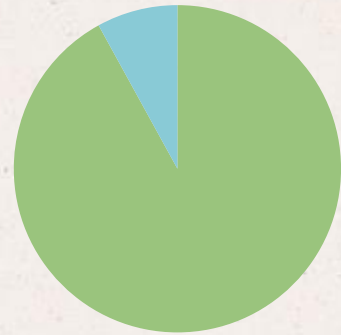
2023

- **50% Reduktion der Verluste dank Kostensenkungs- und Effizienzsteigerungsprogramm**
- **Erhöhung der Rohertragsmarge von 32,4% auf 38,5%**
- **6% Wachstum in Kernkategorien und Skalierung eCommerce**
- **Standortwechsel in die Veganz Food Factory Ludwigsfelde**
- **Erfolgreicher Produktionsstart und Markteinführung Veganz Mililk®**



KENNZAHLEN 2023

Umsatz nach Region



- DACH 93%**
(2022: 90%)
- Sonst. Europa 7%**
(2022: 10%)
- Rest der Welt 0%**
(2022: 0%)

€16.4m

Umsatz⁽¹⁾

16

Produktkategorien

Mehr als

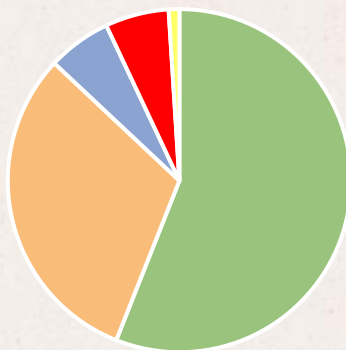
20

Länder

4

Produktionsstandorte

Umsatz nach Kanal

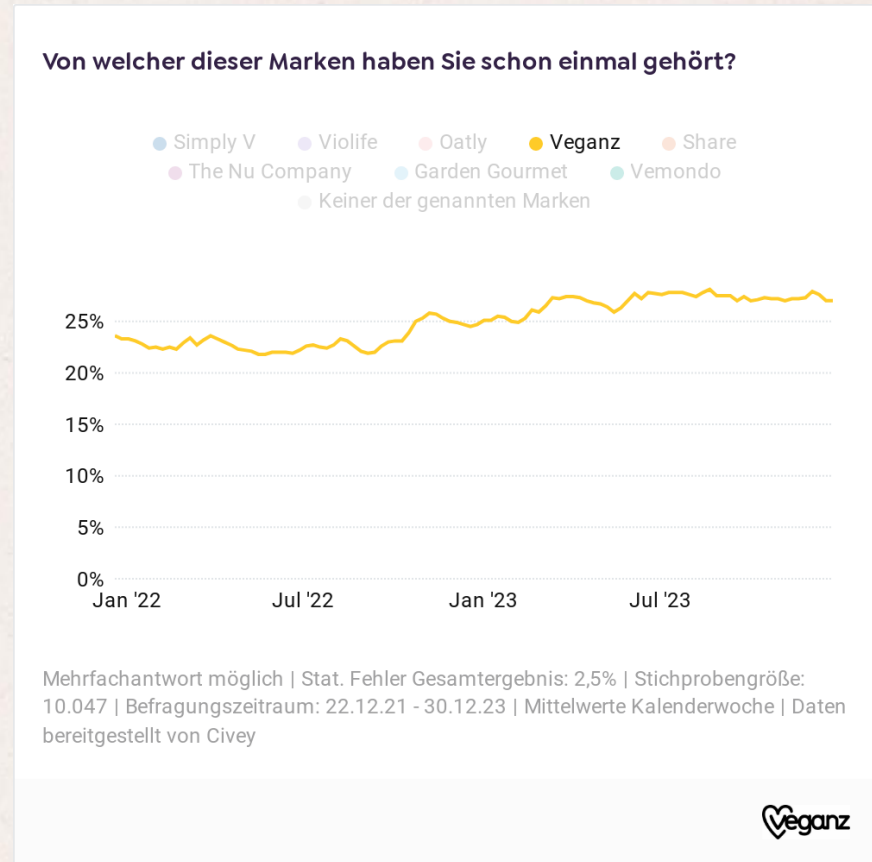


- LEH 56%**
(2022: 64%)
- Drogerie 31%**
(2022: 25%)
- Food service 6%**
(2022: 8%)
- Discount 6%**
(2022: 3%)
- D2C 1%**
(2022: 0%)

AUSBAU EIGENPRODUKTION

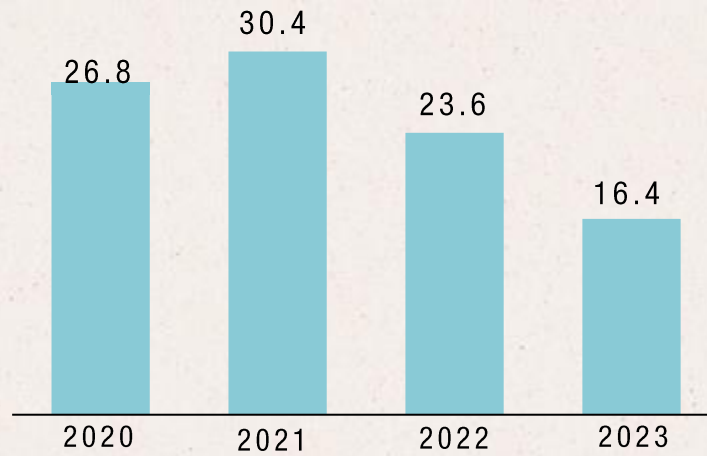
KOSTENEINSPARUNGEN

AUSBAU MARKENBEKANNTHEIT

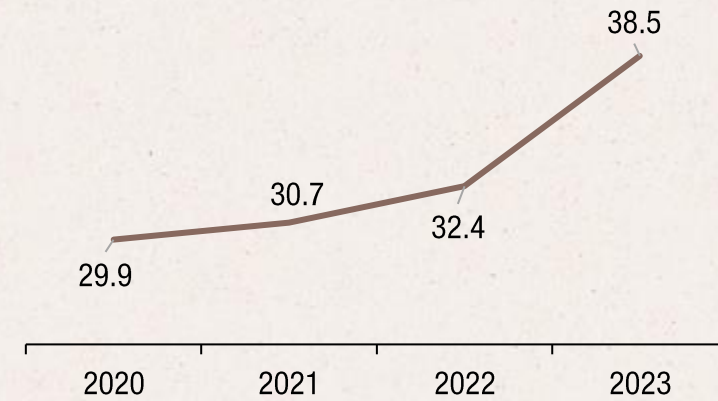


**FINANZIELLE
ENTWICKLUNG
2023**

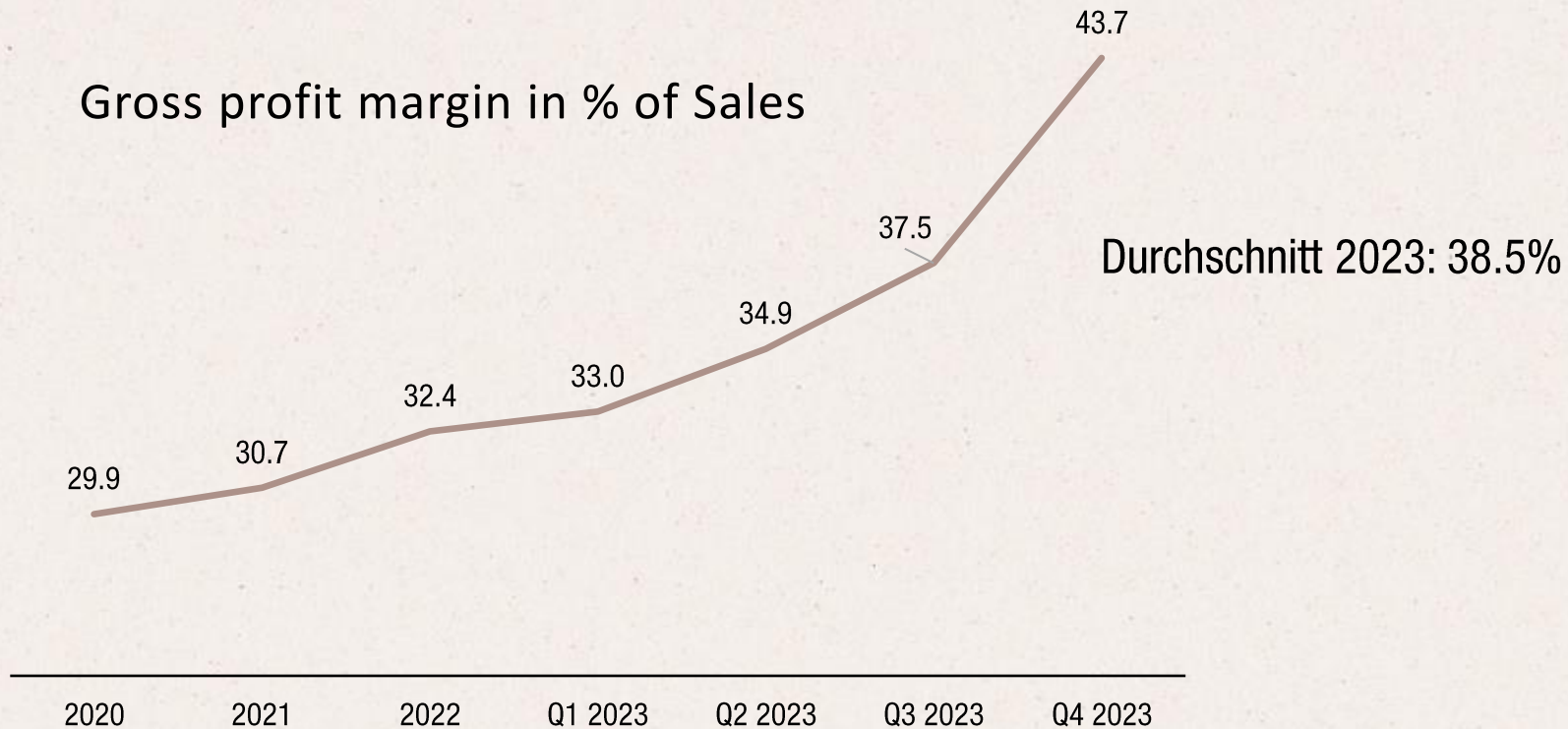
Umsatz in EUR.Mio



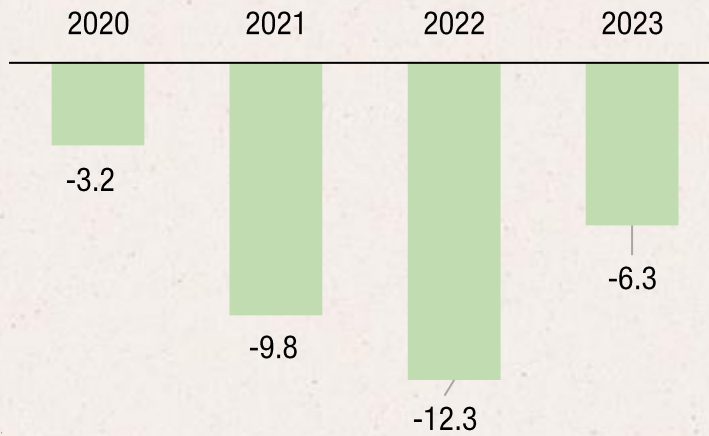
Rohhertragsmarge in %



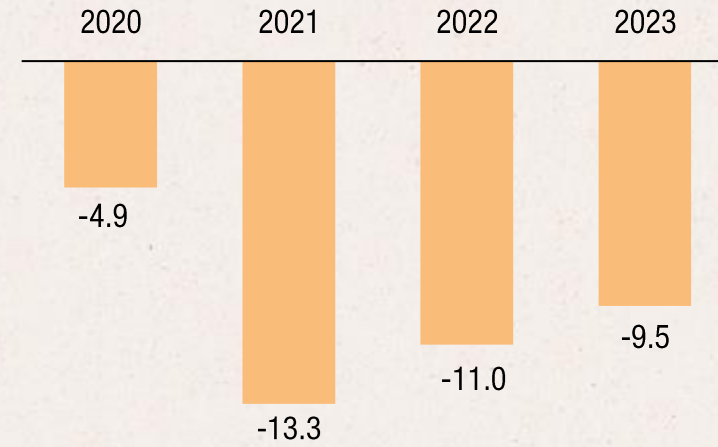
KONZENTRATION AUF PROFITABILITÄT: STEIGERUNG DER ROHERTRAGSMARGE



EBITDA in EUR.Mio



Jahresfehlbetrag in EUR.Mio



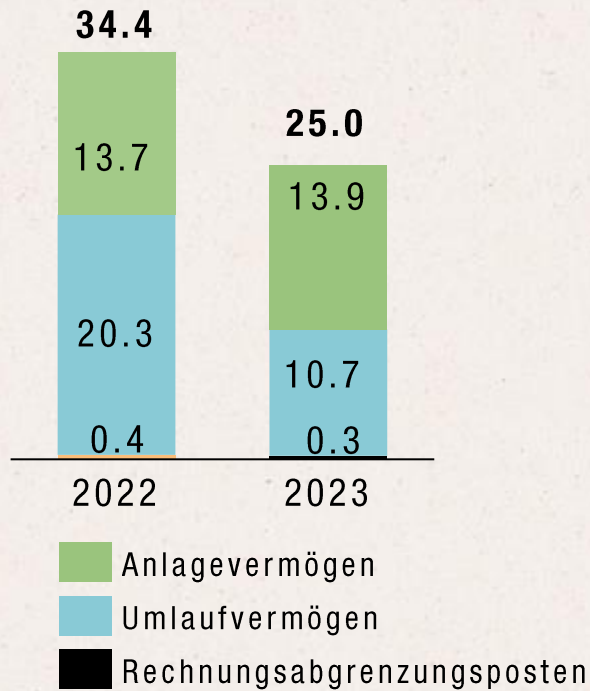
VEGANZ GROUP AG 2023



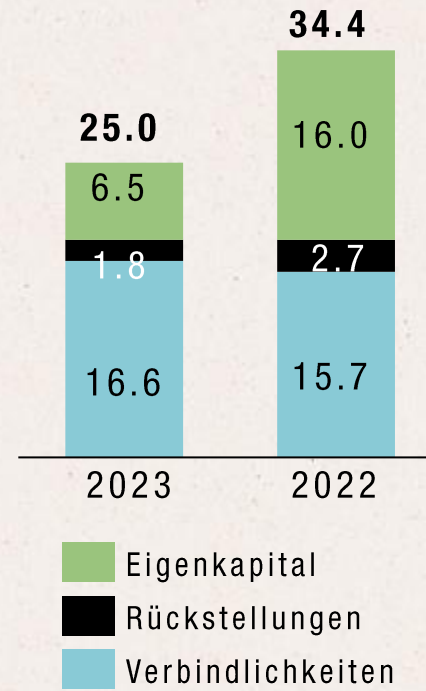
in EUR.Mio	Veganz Group AG	
	2023	2022
Umsatz	16.4	23.6
Materialaufwand	10.1	16.0
Personalaufwand	3.9	4.6
Sonstige betriebliche Aufwendungen	10.5	15.1
<i>Marketing Aufwendungen</i>	<i>1.7</i>	<i>3.7</i>
<i>Direkte Kosten</i>	<i>3.2</i>	<i>5.6</i>
<i>Indirekte Kosten</i>	<i>5.6</i>	<i>5.7</i>
EBITDA	-6.3	-12.3
Abschreibungen	1.7	1.0
EBIT	-7.9	-13.3
Jahresfehlbetrag	-9.5	-11.0



AKTIVA in EUR.Mio



PASSIVA in EUR.Mio



- Eigenkapital reduziert aufgrund der operativen Verluste
- Starke Reduktion des Umlaufvermögens
- Verbindlichkeiten inkl.:
 - Anleihe 9.6 EUR.Mio
 - Crowdfunding: 1.8 EUR.Mio

ESG BERICHT 2023

HIGHLIGHTS 2023



Zertifizierte



Corporation

Seit 2023

PRODUKTREISE

1 Herkunft 2 3

Cashewkerne
Vietnam

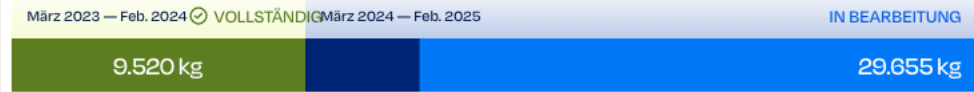
Statt Kuhmilch setzen wir auf Cashews und Macadamianüsse.
Die Cashewpfeel werden entweder vom Boden

Mehr anzeigen



Seedtrace

Plastiksammlung seit März '23



Jährliche Aufschlüsselung anzeigen → 5.037 kg bis jetzt

Alle Daten werden durch unser Track & Trace OS verifiziert.

CleanHub ist das erste Plastic Credit System, das vom branchenführenden Umweltgutachter TÜV SÜD verifiziert wurde, und bringt ein neues Maß an Transparenz und Exaktheit in den Plastic Credit Markt.

Cleanhub



STATUS ESG ZIELE 2025



	2023
Produktqualität und Sicherheit	
15 Schulungsstunden Lebensmittelsicherheit pro Jahr und Mitarbeiter:innen	Green
drei jährliche Qualitätsaudits bei Lieferant:innen	Green
Mitarbeiter:innenzufriedenheit	
ENPS dauerhaft +15 Punkte	Red
Gender Pay Gap -3 bis +3 %	Green
Krankheits- und Unfallbedingte Abwesenheitsquote unter 5,5%	Green
Lieferkette	
100% Unterschriftenquote Verhaltenscodex bei Lieferant:innen	Green
100% unserer eingekauften Cashewkerne Bio-Zertifiziert	Green
keine Zutaten aus Regenwaldgebiet (inkl. Soja und Palmöl)	Green
Produkt	
bis 2025 2,5kg CO2e je kg Produkt	Yellow
bis 50% der Verpackungen aus vollständig recycelten oder nachwachsenden Rohstoffen	Yellow
100% der Verpackungen Recyclingfähig	Green

Source: Company information



CO2 EMISSIONEN 2023



Total CO2e Emissions		2020	2021	2022	2023
Total Scope 1	tCO2e	35,87	13,77	88,66	12,69
Total Scope 2	tCO2e	15,07	7,21	25,09	21,72
Total Scope 3 upstream	tCO2e	9.042,08	10.795,00	8.111,57	4.325,79
Total Scope 3 downstream	tCO2e	9,57	10,76	8,75	6,10
Total Scope 1-3	tCO2e	9.102,60	10.826,73	8.234,08	4.366,30
Total Scope 1 & 2	tCO2e	50,94	20,97	113,76	34,42

Source: Company information



Q1 2024

Q1 2024

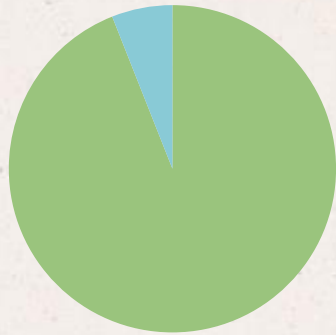
Q1 24

- **Erfolgreicher Mililk® Launch im Handel und Platzierung von Eigenmarkenaufträgen**
- **Umsatzrückgang YoY (Q1 2023 noch vor strategischen Sortiments- und Kundenportfoliobereinigung)**
- **Rohertragsmarge weiter verbessert auf 39.5% (Q1 2023: 33%, Durchschnitt 2023: 38.5%)**
- **Neuer Vertriebskanal Kiosk für Kernkategorie**
- **Erfolgreicher Ausbau D2C Geschäft**
- **Umsatzsteigerung und weitere Verbesserung der Profitabilität für das Jahr 2024**



KENNZAHLEN 2024 – Q1

Umsatz nach Region



- DACH 94%**
(3M 2023: 95%)
- Rest of Europe 6%**
(3M 2023: 5%)
- Rest of the world 0%**
(3M 2023: 0%)

€3.7m

Sales⁽¹⁾

5

Kernkategorien

Mehr als

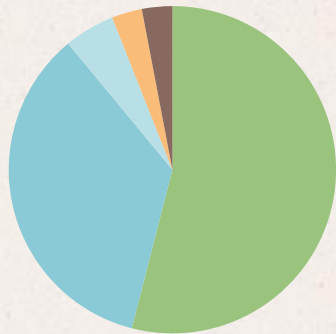
20

Länder

4

Produktionsstandorte

Umsatz nach Kanal



- Food retail 54%**
(3M 2023: 59%)
- Drugstore 35%**
(3M 2023: 29%)
- Food service 6%**
(3M 2023: 4%)
- Discount 6%**
(3M 2023: 8%)
- D2C 3%**
(3M 2023: 0%)

KENNZAHLEN 2024 – Q1

AUSBAU D2C

Happy Cheeze SHOP ÜBER UNS GESCHÄFTSKUNDEN REZEPTE VEGANZ

ENTDECKE UNSERE PRODUKTE

CAMEMBERT ALTERNATIVEN →

STREICHKÄSE ALTERNATIVEN →

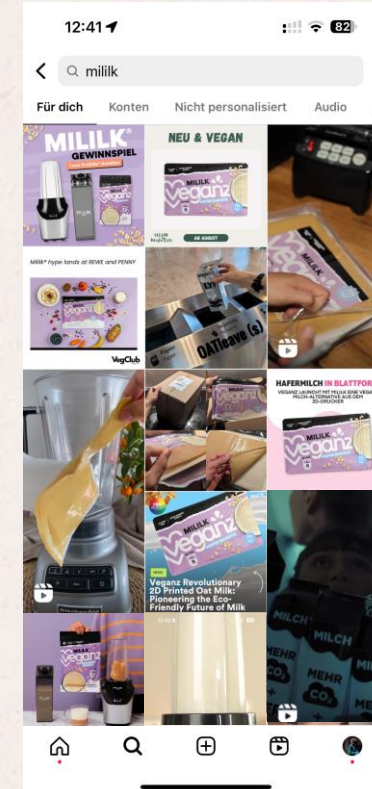
Amazon's Tipp

Veganz Bio Choc Bar Kokosnuss, 18er Pack (18 x 40 g)
Kakao, Kokosnuss
★★★★☆ (87)
26⁹⁹€ (37,49€/kg) Statt: 33,90€
GRATIS Lieferung 15. - 16. Mai
Nur noch 1 auf Lager

NEUER VERTRIEBSKANAL

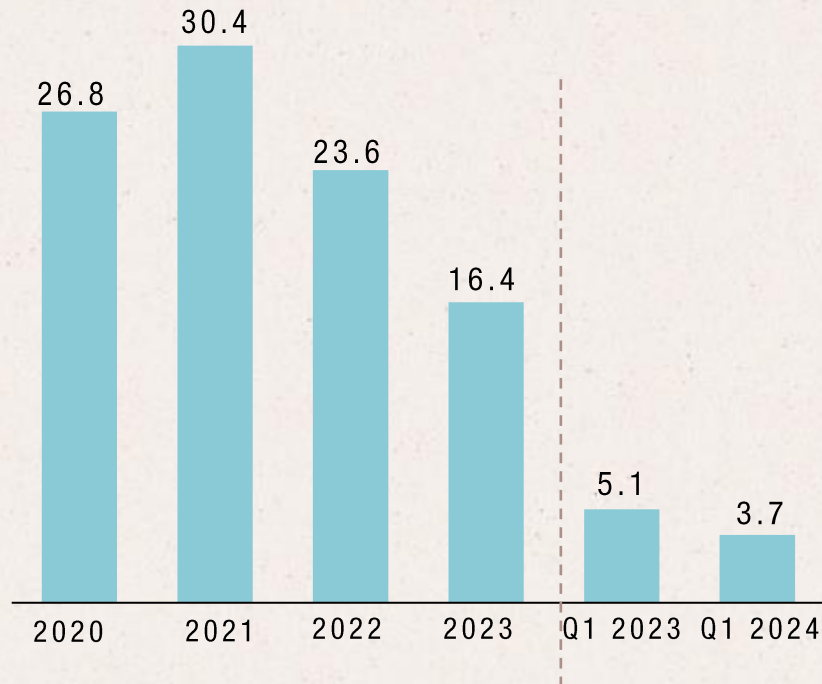


MILILK MARKETING



**FINANZIELLE
ENTWICKLUNG
Q1 2024**

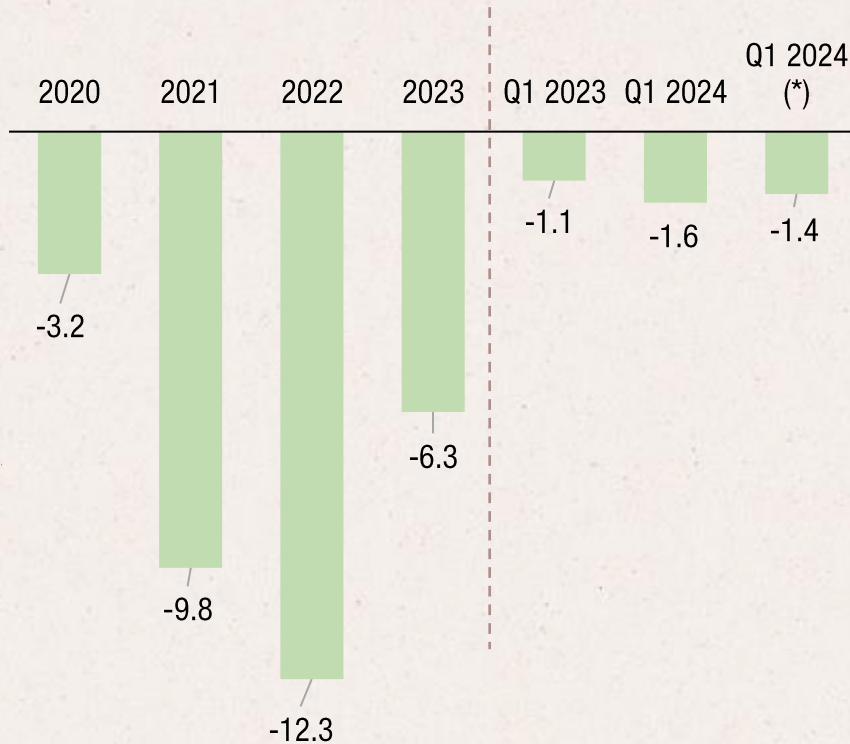
Umsatz in EUR.Mio



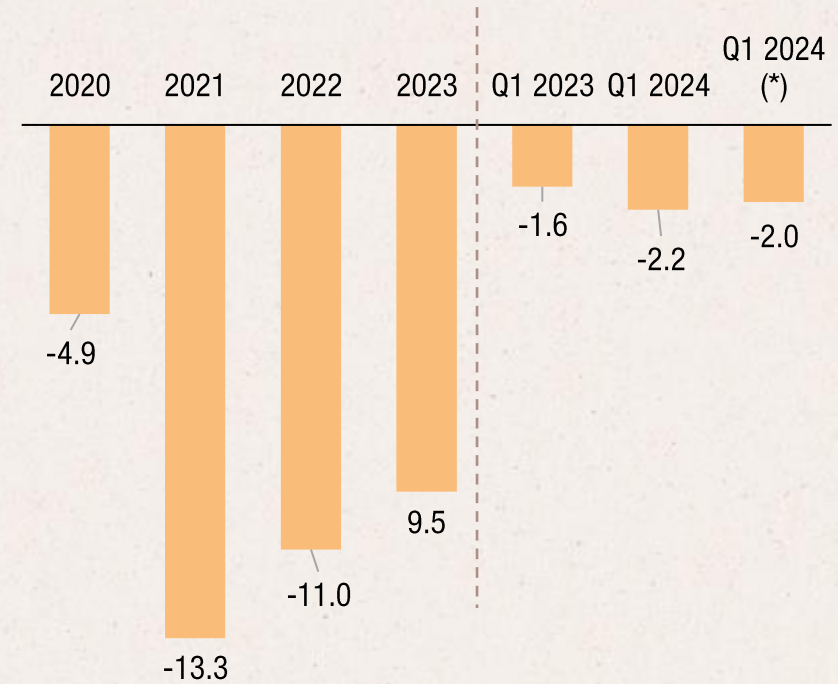
Rohhertragsmarge in %



EBITDA in EUR.Mio



Jahresfehlbetrag in EUR.Mio



(*) Adj. Für nicht wiederkehrenden Aufwand für die Milik Anlaufphase

VEGANZ GROUP AG – Q1 2024



in EUR.Mio	Veganz Group AG	
	Q1 2024	Q1 2023
Umsatz	3.7	5.1
EBITDA	-1.6	-1.1
Jahresfehlbetrag	-2.2	-1.6
Rohertragsmarge	39.5%	33.0%
Liquide Mittel	4.3	5.3 ⁽¹⁾
Finanzverbindlichkeiten: Anleihe	9.6	9.6 ⁽¹⁾
Finanzverbindlichkeiten: Crowdfunding	1.8	1.8 ⁽¹⁾
Eigenkapitalquote	18.9%	26.1% ⁽¹⁾

(1) As of 31 December 2023



AUSBLICK 2024

1 Skalierung der In-house Produktion

- Skalierung der Produktion im Bereich Milchalternativen (Mililk®)
- Ausbau der Mililk® Produktpalette und Distributionsausweitung
- Ausbau der Käsealternativen Produktpalette und Distributionsausweitung
- Start der TVP Produktion und Platzierung der Produkte im Markt

2 Category Management

- Umstrukturierung der Organisation und Fortführung des Category Management
- Angepasste Vertriebs- und Marketingstrategien für jede Category

3 Marketing & Vertrieb

- Abschluss Markenrelaunch Veganz und Happy Cheeze
- Skalierung D2C Geschäft und Ausbau der D2C Channels
- Ausbau und Erschließung neuer Vertriebskanäle (Kiosk, Biofachhandel)

4 Finanzierung

- Sicherung des Kapitalbedarfs für die weitere Entwicklung des Unternehmens

In Abhängigkeit von den makroökonomischen Rahmenbedingungen – insbesondere der Entwicklung des Inflationsdrucks auf das Konsumverhalten der Kund:innen – erwartet die Veganz Group AG im Geschäftsjahr 2024 einen leicht gestiegenen Umsatz vs. Vorjahr (Vorjahr: 16,4 Mio. Euro). Aufgrund des Ausbaus der Eigenproduktion (TVP, Mililk, Käsealternativen) geht das Unternehmen dabei von einem gegenüber dem Vorjahr leicht verbesserten EBITDA aus (Vorjahr: - 6 Mio. Euro).

in Mio. Euro	2024	2023
	Prognose	Ist
Umsatz	Über das Vorjahresniveau	16,4
EBITDA	Weitere Verlustreduzierung	-6,3

VIELEN DANK

APPENDIX

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GERMANY'S
MOST INNOVATIVE
FOOD BRAND IN 2021

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GERMANY'S
MOST INNOVATIVE
FOOD BRAND IN 2021

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EXECUTIVE BOARD

CLASSIC MANAGEMENT EXPERIENCE, START-UP KNOW-HOW PAIRED WITH IN-DEPTH MARKET KNOWLEDGE



Jan Bredack
Founder & CEO

- Founded Veganz in 02/2011

Key responsibilities:

- Sales and Distribution
- Retail



Anja Bachmüller
COO

- Joined Veganz in 02/2017

Key responsibilities:

- Supply Chain Management
- Purchasing
- Production
- Quality Management



Moritz Möller
CMO

- Joined Veganz in 04/2018

Key responsibilities:

- Marketing
- Product Management



Massimo Garau
CFO

- Joined Veganz in 07/2023

Key responsibilities:

- Finance
- IT
- HR
- Investor Relations
- Legal

OUR KEY SHARE DATA



Share information

Issuer	Veganz Group AG
First day of trading	10 th November 2021
ISIN	DE000A3E5ED2
WKN	A3E5ED
Ticker symbol	VEZ
Share capital	€1,251,999.00
Number of shares outstanding	1,251,999
Listing/Market segment	Regulated Unofficial Market (Freiverkehr) of the Frankfurt Stock Exchange (Scale Segment)
Type of shares	Ordinary bearer shares
Designated Sponsor	M.M.Warburg & CO

Analyst Coverage



Jan Bauer



Ralf Marinoni



SHARE PRICE DEVELOPMENT

Veganz vs. SDAX vs. Scale 01.01.2023 - 13.11.2023



FINANCIAL CALENDAR 2023 & CONTACT

10/05/2024	Annual Report 2023
10/05/2024	Quarterly Statement Q1 2024
15/05/2024	Webcast Annual Report 2023 + Quartalsmitteilung Q1 2024
17/06/2024	Hauptversammlung 2024
26/09/2024	Halbjahresbericht 2024
13/11/2024	Quartalsmitteilung Q3 2024
11/2024	Deutsches Eigenkapitalforum



Investor Relations

Massimo Garau

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