Discount Event for Vegetarian Restaurants
For those who wish to maintain strong immune system in winter
Check out the special event for plant-based proteins

Vegefeed Choice
15% discount for all menus

Vegefeed
No. 1 Vegan Lifestyle Vertical Platform
Content | Community | Commerce all at once
The livestock industry demands an extensive amount of environmental resources.

Due to the growing global population and increased income in developing countries, the Earth cannot meet the meat consumption needs which are expected to soar.

The vegetarian market in Korea is still in its early stages.

A growing population who sympathize with vegan values and adopt plant-based lifestyle

Problems that make plant-based lifestyle difficult in the early stages of market formation
Problems in the vegan ecosystem

- Very few number of vegan restaurants to eat out
- Difficult to find out the ingredients when purchasing vegan products
- Lack of information on vegetarianism
Vegefeed: Vegan Lifestyle Vertical Platform Content, Community and Commerce all at once

Menu-oriented data collection

Formed specialized commerce with approved vegetarian ingredients

Vegetarian content & community formation
1. Vegan Restaurant Curation

Information curation for vegan restaurants

✔ We collect and provide the data on restaurants serving vegetarian dishes.

✔ We started a project for introducing great restaurants.

✔ We post food content that captivates viewers’ eyes and excites their sense of taste.

✔ We also collaborate with restaurants on promotional events to offer discounts to patrons.

Vegan restaurant content & promotion

✔ Providing detailed informational content on vegan restaurants

✔ Promotional events such as discounts and complimentary dishes
2. Vegan Shopping Mall

Process for checking vegan ingredients
- Eliminated customers’ time to check ingredients through our own process

Formation of specialized commerce for vegan products
- Shortened customers’ time to search for vegan products through specialized commerce
3. Contents and Communities

Publishing content related to recipes, health, and lifestyle

Managing online & offline communities
Inducing behavioral changes in users by forming a platform and through data-driven approaches.
Business Model

Commerce, advertisement, and data

1. Advertising
   (restaurants/vegetarian product manufacturers)
   : Publicize restaurants/products on the platform

2. Commerce
   (B2C consumers, B2B restaurants/zero-waste shops/enterprises)
   : Sell vegetarian products to consumers (distribution, product PB production)

3. Data (B2G institutions)
   : Provide information on vegetarian restaurants to public institutions and distribute the content to the public

Consumer

Restaurant

Join

Purchase

Acquire information/
Purchase products/
Purchase restaurant coupons

Provide information/
Form communities

Restaurant information (PR)

Visit restaurants

Purchase B2B products

Provide information
Register restaurant menu coupons

Product manufacturer

Community

Information

Content

Commerce
Differentiation

- **One-stop solution**
  Only integrated solution in Korea that solved the vegan lifestyle problems through one platform

- **Community-based Network Effect**
  Establishing a network effect based on online/offline communities

- **Big data collection ecosystem**
  With the largest number of users in Korea, many reviews are quickly accumulated on vegan restaurants and products

- **Brand**
  Brand focusing solely on vegetarianism to solve problems and deliver values
We expand our target market in order of vegetarians, flexitarians, and the general public.

- **1st target market**: Vegetarians (Vegan, lacto, lacto-ovo, etc.)
  - 120,000 people / 700 billion KRW

- **2nd target market**: Flexitarians (pesco, etc.)
  - 4 mil people / 11.68 trillion KRW

- **3rd target market**: General public
  - 51 mil people / 21.216 trillion KRW

*See Appendix 1 | Vegan Market*
We plan on entering a global market through the platform by creating our own PB brand.

**2023**
- Platform: Multi-language process
- Commerce: PB product R&D, branding

**2024**
- Platform: Automated system of report-registration
- Commerce: Develop/launch 10 PB products

**2025**
- Platform: Motivation system (gamification)
- Commerce: Develop/launch 20 PB products

**2026**
- Platform: Global launching
- Commerce: Global launching of PB products

**2027**
- Platform: Global marketing
- Commerce: Global marketing
We have created the platform by collecting data, and sales are generated through platform users.

<table>
<thead>
<tr>
<th>Data</th>
<th>User</th>
<th>Sales performance (in USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of registered restaurants</td>
<td>Cum. number of users</td>
<td>2017</td>
</tr>
<tr>
<td>6,000+</td>
<td>130,000+</td>
<td>0</td>
</tr>
<tr>
<td>No. of registered menus</td>
<td>Monthly active users</td>
<td>2018</td>
</tr>
<tr>
<td>19,000+</td>
<td>16,000+</td>
<td>15,680</td>
</tr>
<tr>
<td>No. of registered reviews</td>
<td>No. of commerce members</td>
<td>2019</td>
</tr>
<tr>
<td>15,000+</td>
<td>10,000+</td>
<td>23,814</td>
</tr>
<tr>
<td>No. cumulative suggestions</td>
<td>Social media followers</td>
<td>2020</td>
</tr>
<tr>
<td>8,500+</td>
<td>40,000</td>
<td>239,700</td>
</tr>
<tr>
<td>No. restaurants (mates) that have</td>
<td>Avg. time spent using the app</td>
<td>2021</td>
</tr>
<tr>
<td>signed MoU</td>
<td>11 min.</td>
<td>365,313</td>
</tr>
<tr>
<td>60+</td>
<td>No. of sold products</td>
<td></td>
</tr>
<tr>
<td></td>
<td>250+</td>
<td></td>
</tr>
</tbody>
</table>
We aim to achieve the sales of 15 billion KRW over the next five years.

<table>
<thead>
<tr>
<th></th>
<th>2022</th>
<th>2023</th>
<th>2024</th>
<th>2025</th>
<th>2026</th>
<th>2027</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commerce users</td>
<td>130,000</td>
<td>260,000</td>
<td>520,000</td>
<td>1,040,000</td>
<td>2,080,000</td>
<td>4,160,000</td>
</tr>
<tr>
<td>MAU (10% of cum. users)</td>
<td>13,000</td>
<td>26,000</td>
<td>52,000</td>
<td>104,000</td>
<td>208,000</td>
<td>416,000</td>
</tr>
<tr>
<td>CVR (5%)</td>
<td>0.05</td>
<td>0.05</td>
<td>0.05</td>
<td>0.05</td>
<td>0.05</td>
<td>0.05</td>
</tr>
<tr>
<td>Monthly customer transaction</td>
<td>60,000</td>
<td>60,000</td>
<td>60,000</td>
<td>60,000</td>
<td>60,000</td>
<td>60,000</td>
</tr>
<tr>
<td>Monthly sales (in USD)</td>
<td>29,492</td>
<td>58,984</td>
<td>117,969</td>
<td>235,938</td>
<td>471,876</td>
<td>943,752</td>
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<tr>
<td>Annual sales (in USD)</td>
<td>353,907</td>
<td>707,814</td>
<td>1,415,629</td>
<td>2,831,258</td>
<td>5,662,517</td>
<td>11,325,035</td>
</tr>
</tbody>
</table>

Growth Target
Vegefeed has been contributing to the Korea began ecosystem by providing information and materials for vegan life and by consistently purchasing the vegan materials and promoting vegan restaurants.

### SDGs Impact

Practicing and spreading vegan culture for responding to climate changes and encouraging sustainable dietary life

#### Outcome

<table>
<thead>
<tr>
<th>Carbon emission reduction</th>
<th>Spread vegan culture</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Carbon emission reduction</strong></td>
<td><strong>No. of vegan meals</strong></td>
</tr>
<tr>
<td>180,000 kg/year</td>
<td>93%</td>
</tr>
<tr>
<td><strong>Cum. transaction amount of vegan products</strong></td>
<td><strong>No. of vegan food reviews</strong></td>
</tr>
<tr>
<td>1.2 billion KRW</td>
<td>15,000</td>
</tr>
<tr>
<td><strong>No. of vegan food reviews</strong></td>
<td><strong>No. of communities</strong></td>
</tr>
<tr>
<td>15,000</td>
<td>8</td>
</tr>
</tbody>
</table>

#### Output

- **No. of vegan restaurants provided**: 6,000
- **No. of registered dishes**: 20,000
- **Cum. number of app users**: 130,000
- **Cum. number of shopping mall users**: 13,000
- **No. of vegan products sold**: 230
- **No. of professional contents**: 228
- **App ranking in relevant field**: No. 1
- **Social media followers**: 40,000

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1) 3 kg of carbon emission reduced per meal
2) 60,000 meals per year provided
3) Effect of 4 km driven by an automobile per 1 kg or carbon
4) Avg. distance driven by one automobile: 38.5km
5) App ranking in relevant field: No. 1
6) Social media followers: 40,000

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*Approx. 180,000 kg of carbon emission is reduced through the Vegefeed platform*

The effect of 18,700 automobiles not driven for a day*

Sustaining consumption/production

Respond to climate changes

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People living a vegetarian lifestyle

Sangjin Park, CEO
- Startup management (7 yrs.)
- NEXON Korea marketer (3 yrs.)
- KAIST Social Entrepreneurship MBA
- Sungkyunkwan, Bachelor of Business Administration/Law
- Vegetarian (14 yrs.)

Haram Kim, CMO
- Branding company management (8 yrs.)
- Hanyang University, BA in Journalism and Public Relations

1 MD
1 Marketer
1 Designer

Product supply partners
- The Bread Blue
- Veggie Garden
- EAT’s Better
- Zero Meat
- Gogidaesin
- Unlimeat
- Fxng
- Intake
- Nuldam
- Vegefood
- Nuldam
- Garumaster
- KraftHeinz Korea Inc.

Institutional investors
- 농심
- futureplay
- sopoong
Thank you

Contact : hello@beyondnext.net