

planted.
**Approved by
meat lovers**



Rebuilding the plate

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March 10, 2026

The Food System Is Under Pressure

The world needs a better food system –
one that delivers more protein with far fewer resources.

Climate

33%

of GHG emissions
from food system

Population Growth

29%

Population growth
by 2050

Land Use

75%

of farmland for
livestock, yet only

18%

of calories

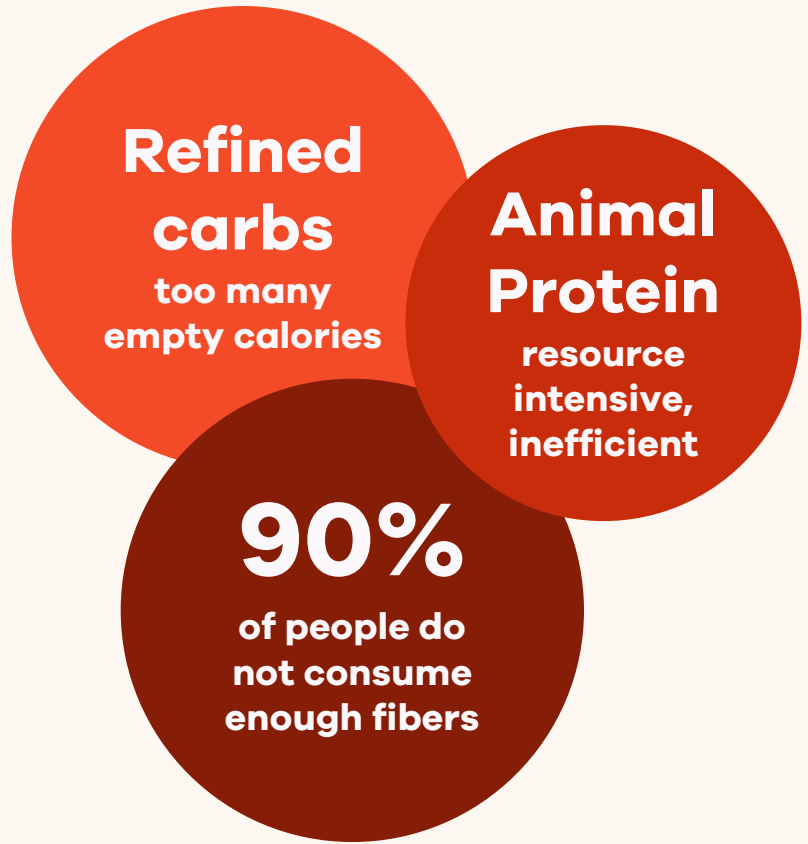
Health

2.6bn

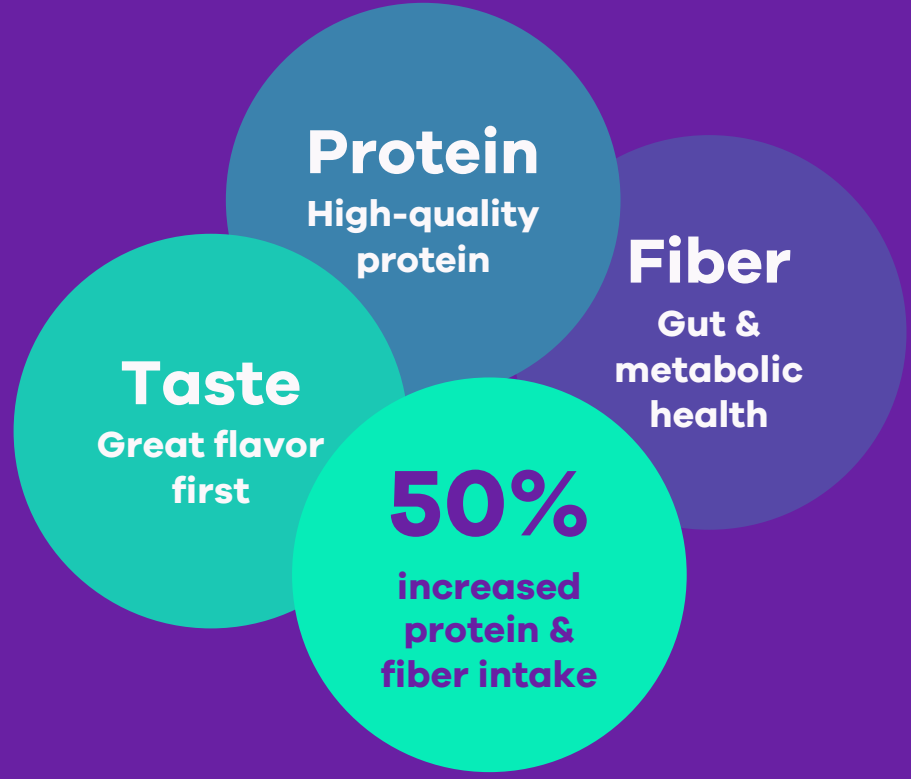
lack access to
healthy diets

The Protein and Fiber Shift

Today



Future



Why first-generation alt proteins failed

Top consumption barriers of alternative proteins
(German & UK consumers)¹

Price

Taste & Texture

Additives UPF

Why Planted is the next generation

Addressing consumers' needs

Undercut Meat Price

High taste appeal

Clean label

Protein & Fiber for Health

Made for and approved by meat lovers who care about health and the planet

Rebuilding the plate

Planted turns plants into delicious foods rich in protein and fiber – better for people and the planet. Better for humans and the planet.

Exceptional
**Bite &
Taste**

High
protein
& fiber

**Clean
Label**

Affordable
at scale



From plant-based niche to better proteins at scale

2019

plant-based pieces made from pea protein.



2022

Rapid growth in DACH and scaling production capacities to 14t/day



2025

Combining structuring and fermentation better flavor, nutrition and efficiency



We expand from a plant-based meat brand into a **broader protein brand.**

Better Protein Platform

One technology. Multiple applications. One authority.



From plant-based niche to a better food system

Helping address health and food security at scale



planted.



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