

IMPOSSIBLE™



MEAT IS DELICIOUS.



90%

of Impossible™
consumers eat
meat.

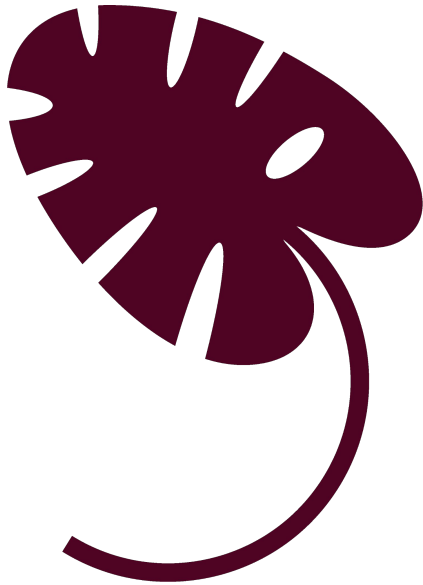
An aerial view of Earth from space, showing a coastline and the ocean. The text is overlaid on the image.

**But... the way meat is made today
is not sustainable.**

**Our mission is to make the global food
system truly sustainable by making delicious
meat from plants, for meat lovers.**

IMPOSSIBLE™ x

OUR MISSION CENTERS AROUND **THREE** KEY AREAS:



Craveability

We've spent more than a decade studying animal meat at the molecular level to understand how it handles, cooks, and produces the flavors and textures meat eaters crave.

Health & Nutrition

Our goal is to make meat that's better for you, by replicating the positive nutritionals of meat from animals, like high-quality protein and iron, without many of the negatives, like cholesterol or high fat.

Sustainability

We can reduce the impacts of climate change by transitioning the global food system toward a plant-based future, without sacrificing the foods people love.

Impossible™ products can go **head-to-head with meat from animals in taste tests and VERSATILITY.**



Impossible™ Beef

70% of beef eaters said it tastes as good as or better than the animal equivalent.¹



Impossible™ Sausage

54% of consumers preferred over animal equivalent.²



Impossible™ Chicken Nuggets

74% of consumers preferred over animal equivalent served in restaurants.³



Impossible™ Italian Meatballs

81% of consumers preferred over animal equivalent.⁴



Impossible™ Chicken Patties

61% of consumers preferred over animal equivalent.⁵



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1. Aug & Dec 2021 in-home use tests with 259 US consumers. 2. In a test of over 200 consumers in PA, 54% of tasters preferred Foodservice Impossible Sausage, Savory Patties versus pork sausage from a leading brand in the same breakfast sandwich build. 3. In a blind taste test in Irving, TX of 201 meat-eating consumers, many of whom regularly eat plant-based products, 74% preferred Impossible Chicken Nuggets (restaurant product) over animal chicken nuggets from a leading supplier. 4. In May 2022, a double-blinded test of 152 participants who regularly consume animal pork and/or beef in Chicago, Illinois, found that 81% preferred Impossible Meatballs Made From Plants, Italian style, when compared to the leading retail brand of Italian style meatballs from animals. 5. Based on a blind taste test of 104 participants in Atlanta, GA in April 2022, 61% of tasters preferred Impossible™ Chicken Patties Made From Plants.

IMPOSSIBLE™ BEEF VERSUS 80/20 GROUND BEEF FROM A COW

Impossible™ Beef*

19g protein

0mg cholesterol

13g total fat

6g sat fat & 0g trans fat

230 calories

370 mg sodium

GLUTEN FREE



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80/20 ground beef from cows*

19g protein

80mg cholesterol

23g total fat

9g sat fat & 1.5g trans fat

290 calories

75mg sodium

* Per 4 oz serving



IMPOSSIBLE™ PRODUCTS ARE BETTER FOR THE PLANET THAN ANIMAL MEAT

Every time you eat Impossible™ Beef, Sausage, Chicken, and Pork plant-based products in place of their animal equivalent, you are using:¹



LESS GHG
EMISSIONS



LESS
LAND



LESS
WATER

This week: 3800 lbs CO2

39K square ft

15K gallons water

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¹Impossible Foods Beef US LCA (2022), Sausage US LCA (2020), Chicken Nuggets US LCA (2021), Unbreaded Chicken Fillets US LCA (2023), Pork US LCA (2021).

Impossible Meets Student Needs In The College & University Space

Taste is the #1 reason why diners order plant-based protein options from restaurants.¹

87% of 18-24 year olds make an effort to eat healthy.³

65% of 18-24 year olds are concerned about the environmental impact of commercial meat production⁴

97%

taste satisfaction with Impossible Beef after trying it at large chain restaurants.²

Impossible Products are Nutrient-Packed

- ✓ Good Source of Protein
- ✓ 0mg Cholesterol
- ✓ No Animal Hormones or Antibiotics⁶

Eating Impossible Beef instead of a beef from an animal means your environmental footprint is much lower⁵:



96%

Less Land



92%

Less Water



91%

Less GHG Emissions



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Source: 1. Mintel Plant-Based Proteins on the Menu 2023, 2. Impossible In the Wild n=287 Triers on Recent Visit 2022, 3. Mintel Food and Drink Nutrition Claims 2022 n=238 ages 18-24, 4. Mintel Sustainability in Food and Drink 2023 n=223 ages 18-24, 5. Impossible Foods Life Cycle Assessment of Impossible Burger, Amendment for Impossible Beef and Impossible Meatballs, ISO compliant; WSP, 2022. 6. Federal regulations prohibit the use of hormones in poultry.

Impossible at College & Universities, Making Students Happy



Sampling & Station Takeovers



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**MEAT
HAPPY!**

JOIN THE MEAT HAPPY MOVEMENT THIS FALL!

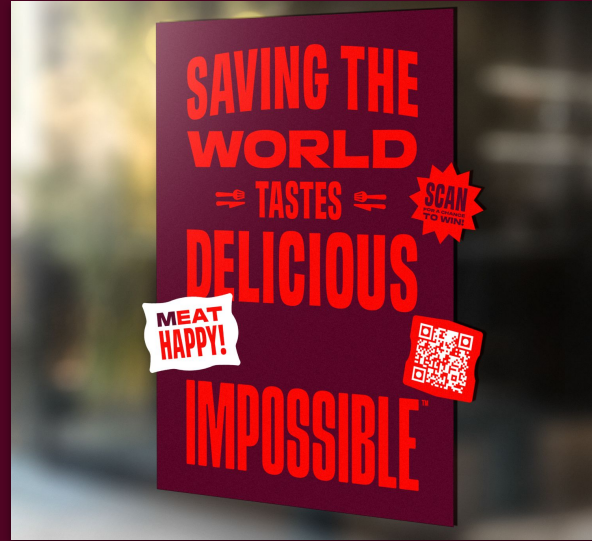
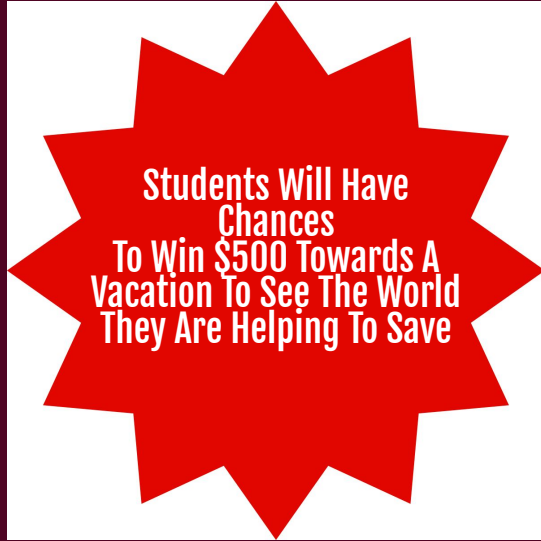
Limited-Time Meat Happy Marketing Kits

Merchandising Materials

Education For Your Students

Chances to Win: Giveaways & Prizes

We Want To Make An Impactful Impossible Experience For Your Students



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