

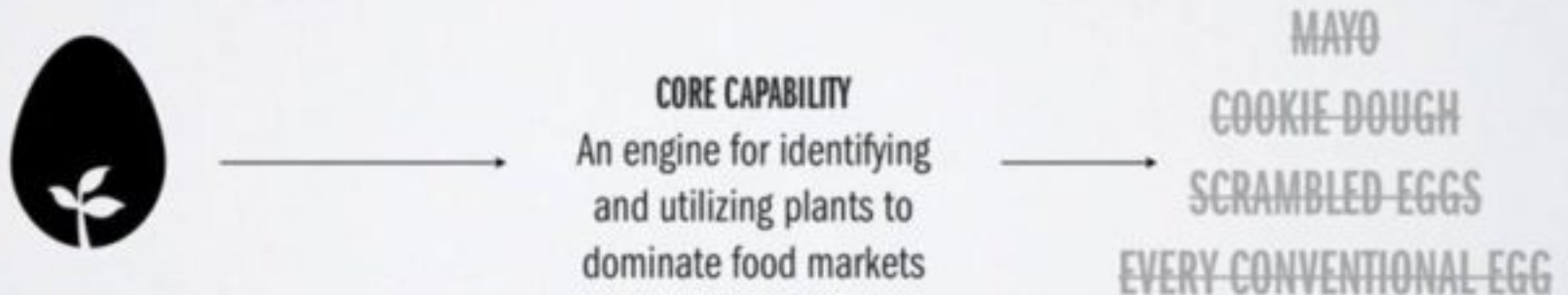




"A technology company pioneering e-commerce." - Bezos



A technology company pioneering food.





WHERE 99% OF EGGS COME FROM

FOOD SAFETY

INHUMANE & CRUEL

GM FEED

RISING & VOLATILE COSTS



Bringing healthier and more affordable food to everyone, everywhere.





“Earth changing.”

Andrew Zimmern, Travel Channel Host



Hampton Creek wins 2013 Popular Science Best of What's New Grand Award for its "Plant-Based Egg"

**POPULAR
SCIENCE**

HAMPTON CREEK

Josh Tetrick, CEO/Founder

April Oh, Chief of Staff

Yuebo (Grace) Zhu, Financial Analyst

Bianca Ruffin, Operations Manager

Jordan Viola, Creative Director

Ashley Seo, Creative Designer

Colby Macri, Filmmaker

Morgan Oliveira, Director of Communications

Oliver Ryan, Recruiter

Marc Laveson, Director of Supply Chain

Jose Manjarez, Supply Chain Specialist

Karin Olsson, Director of International & Institutional Relationships

Caroline Love, Director of Corporate Partnerships

Sarah Fomey, Director of Community & Partnerships

Jordan Tetrick, Relationship Team Member

Jackie Leavitt, Corporate Partnerships Specialist

Stephanie Cheng, Corporate Partnerships Specialist

Michelle Leu, Customer Loyalty Specialist

Josh Hyman, Corporate Partnerships Specialist

Graham Oliveira, Relationship Specialist Fellow

Chris Jones, Director of Culinary Innovation

Trevor Niekowal, Research Chef

Andrew Schultze, Food Technician

Joshua Klein, Director of Biochemistry R&D

F. Douglas Ivey, Senior Scientist, Biochemistry

Gosia Jakubasz, Senior Scientist

Brenna Gibson, Research Associate

Carla Li-Carrillo, Research Associate

Jake Kleiner, Biochemistry Research Associate

Camilla Hall, Biochemistry Research Associate

Shweta Rao, Director of Bakery Innovation

Swetha Mahadevan, Food Scientist

Susan Thieff, Research Scientist

Julie Uccelli, Associate Food Technologist

Kara Ricciardi, Associate Food Technologist

Andrew TenEyck, Associate Food Scientist

Trung Hoang, Associate Food Scientist

Uyen Tran, Lab Technician

Xiaotian Zhang, Sensory Scientist

Matt Tom, Systems Engineer

Drew Ross, Process Engineer

ADVISORS

Richard Wolford, Former CEO Del Monte

Josh Balk, Director of Food Policy, The Humane Society of the United States

Kathy Freston, NYT Best Selling Author and contributor for Huffington Post

Ian Ross, Director of Customer & Product Insight, Disney Interactive Media Group

David Mann, Business Operations, Dropbox

Nathan Wolf, Director of Global Viral

Hampton Creek has told its story to millions.

The
New York
Times

npr

CBS
THIS
MORNING

Forbes

NBC NEWS

TEDx

Mother Jones

Bloomberg

THE  TIMES


Travel Channel™

CNN
HeadlineNews.

FAST
COMPANY

the gatesnotes

The
Washington
Post


THE ECONOMIC TIMES

BusinessWeek

grist

POPULAR
SCIENCE

TE

BUSINESS
INSIDER

CNBC



THE MARKET & HAMPTON CREEK

MASSIVE OPPORTUNITY



GLOBAL MAYO MARKET

\$11.3B

US	\$3.5B	China	\$0.04B	Mid East	\$0.51B
Canada	\$0.5B	AUS/NZ	\$0.24B	Other Asia	\$1.73B
UK	\$0.5B	India	\$0.02B	Other LatAm	\$1.32B
Rest of Europe	\$1.9B	Mexico	\$0.48B	Russia	\$0.67B

**Source: Euromonitor*



US RETAIL COOKIE DOUGH MARKET

\$1.7B

General Mills Annual US Dough Sales	\$1.16B
Other Annual US Dough Sales	\$0.54B

*Source: General Mills 10K, Nestle annual report

5 FACTORS **DRIVING** DEMAND



- ① **Rising + Volatile Egg Ingredient Costs**

- ② **Sustainable Eating** (Driven by Millennials)

- ③ **Cholesterol**

- ④ **Food Safety** (Concern over antibiotic use & Avian Flu)

- ⑤ **34 Million have Egg Allergies or Egg Sensitivities in the US**

DIVING DEEPER: SUSTAINABLE EATING

RATIO OF ENERGY INPUT TO FOOD-ENERGY OUTPUT

LAMB 57:1

BEEF CATTLE 40:1

EGGS 39:1

SWINE 14:1

DAIRY (MILK) 14:1

TURKEY 10:1

CHICKEN 4:1

HAMPTON CREEK 2:1



Source: Sustainability of Meat-Based and Plant-Based Diets and the Environment

DIVING DEEPER: FOOD SAFETY

(Major Outbreaks 2009-2013)

BREAKING NEWS:

"Yum 1Q profit drops 27% because of 2013 bird flu outbreak"

"Half a billion eggs have been recalled"

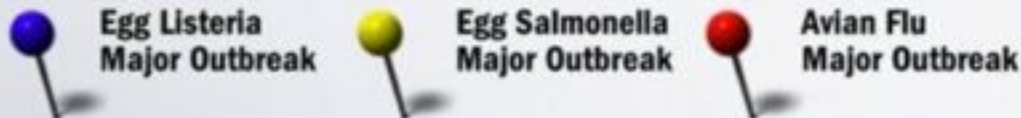
CNN

"Michael Foods Recalls Hard-Cooked Eggs Because Of Possible Health Risk"

FDA

"Avian flu outbreak in India reignites concern of H5N1 resurgence"

HealthMap



DIVING DEEPER: OUR COST ADVANTAGE

**WE ARE 48%
MORE COST
EFFECTIVE
THAN CONVENTIONAL
CHICKEN EGGS**



SALES PRICE - \$/LBS. PRICE DOES NOT INCLUDE PACKAGING OR DISTRIBUTION PACKAGES

Source: <http://usda.mannlib.cornell.edu/usda/ams/PYWEGGPRODUCTS.pdf>

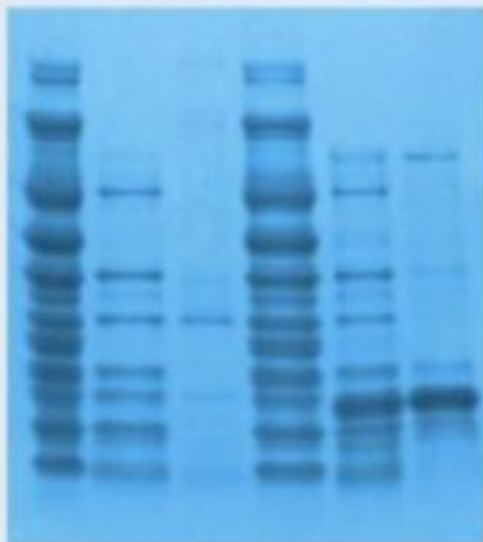
TECH PLATFORM

HAMPTON CREEK SCREENS THROUGH HUNDREDS WEEKLY



TWO CANADIAN YELLOW PEA SPECIES GIVE RADICALLY DIFFERENT RESULTS

CANADIAN YELLOW PEA #9

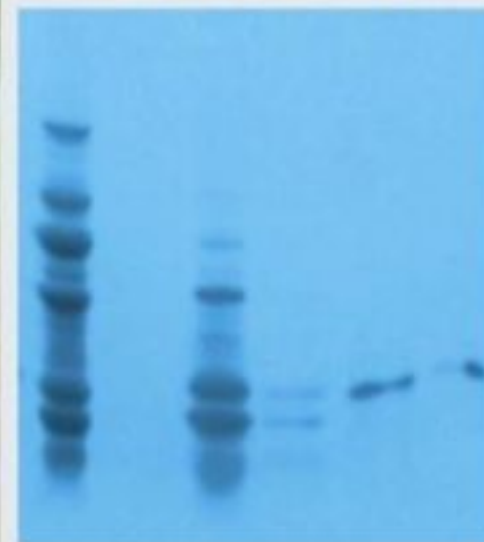


WATER
WATER + SALT + VINEGAR
WATER + VINEGAR
WATER + SALT
WATER + LEMON
HEINZ RECIPE

STABLE MAYO

UNSTABLE MAYO

CANADIAN YELLOW PEA #6



WATER
WATER + SALT + VINEGAR
WATER + VINEGAR
WATER + SALT
WATER + LEMON
HEINZ RECIPE





EAT^{THE}
Dough



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**POPULAR
SCIENCE**