



AVE-
NATUR
Hello Nature!

Strictly Confidential

OAT-BASED DAIRY
FROM FINLAND

WELCOME TO THE LAND OF AVE-NATUR



Hei!

We're Ave-Natur (ahh-vey/nah-ture) and we're from Finland, the Nordic land of forests, lakes and fields full of golden oats.

We make all sorts of dairy products – milk, yogurts, creams, drinks – but instead of feeding oats to the cows and milking them, we've fired the cows and promoted the oats. No cows here, just oats. It's our way of living in harmony with nature, so we can preserve the environment for future generations.

Our oat-based dairy products are not just better for the planet, they're better for all of us too. And thanks to our many years of experience, they also taste great – we never compromise on quality.

Let's talk about oats and see how we can make a difference together.

Nauti!

THE FOUNDERS



Tuomas Kukkonen

Founder

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Tuomas is a food industry pioneer with a background in building and owning the fastest-growing European dairy company of the past two decades, which he developed into an innovation leader in plant based, non-dairy products. After exiting the company, Tuomas has become an active investor in the food sector, as well as creating new innovations around plant-based ingredients and products made from oats.



Janis Arbidans

Founder

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Based in Asia since 2010, Janis has been working with retailers, food service establishments and airlines to provide them with the highest-quality imported food and drink brands and products. Cooperating closely with both government organizations and international brands, and possessing extensive expertise in international logistics Janis prides himself on delivering quality, value-added solutions for his customers.

WHAT MOTIVATES US?



We are hungry to repeat our previous business successes, this time in fast-growing markets in Asia and the Middle East



We are on a mission to improve the quality, range and health characteristics of plant-based products, to make them more appealing to the mainstream consumer



We want to live and help others live a sustainable life, which is good for both the environment and all of us



We have a medium to long-term objective of becoming a top 3 plant-based dairy brand in Asia



WHAT MOTIVATES OUR CONSUMERS?



WHY OATS?

Good for humans

oat beta glucan, the soluble fibre in the oat bran, helps keep cholesterol in check and hearts healthy

Good for the planet

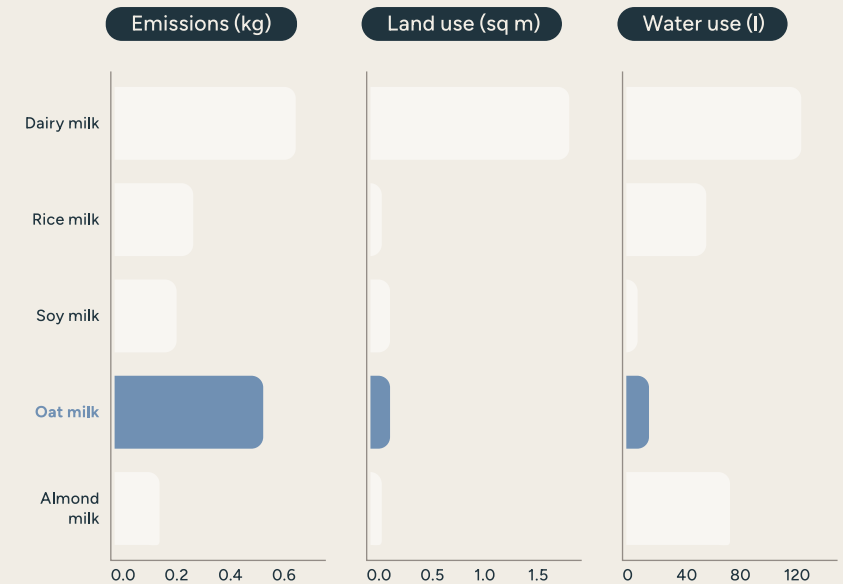
oat-based dairy products result in significantly lower CO₂ emissions, water usage and land usage in comparison to conventional dairy products.

Technical performance

oats help us to make delicious finished products, ranging from foamable barista oat drinks to creamy yogurts and exotic smoothies.



Environmental impact of one glass of various milks / 200ml



Source: Poore & Nemecek (2018), Science, Additional calculations, J. Poore

MEET THE
FAMILY

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OAT DRINKS



FLAVOURED OAT DRINKS



OAT YOGURT SMOOTHIES



OAT CREAMS



COMING SOON...

- 🥄 SPOONABLE YOGURTS
- 🥄 DESSERTS
- 🥄 CREAM CHEESE-STYLE SPREADS



OUR MANUFACTURING PLANT



- 🌿 Located in the oat-growing heartland of Finland
- 🌿 All our energy is generated from renewable sources
- 🌿 State-of-the-art factory
- 🌿 Operated by our sister company, Finnish Food Factory
- 🌿 Annual production capacity of 100 million units
- 🌿 Highly-experienced team
- 🌿 Constantly innovating: new and improved products
- 🌿 All products available as conventional, organic, gluten-free, and Halal-certified

GEOGRAPHIC

FOCUS ON ASIA

📍 Distribution Deal Signed ✓



Social
Friendly
Pure

AVE-
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THE
AVE-NATUR
BRAND

Nordic

Healthy

Inspiring



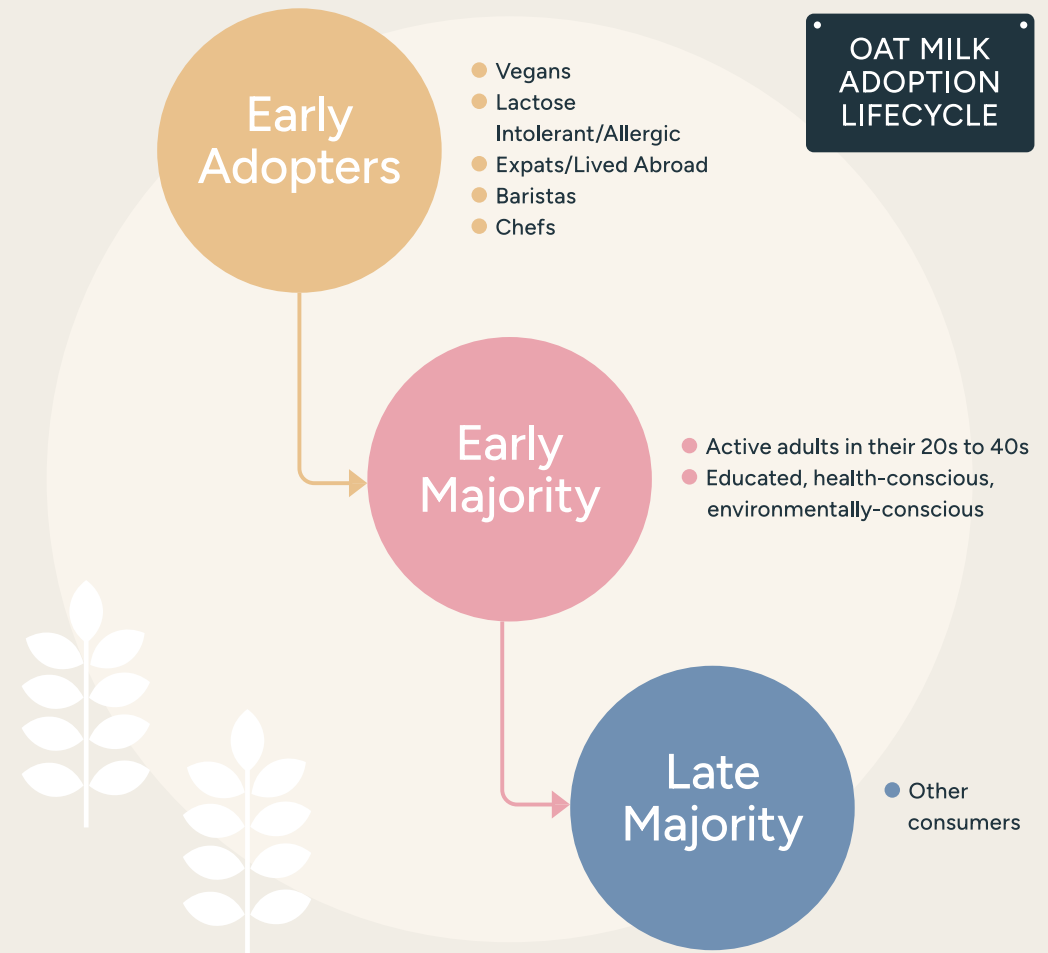
TARGET CONSUMERS

Our key target consumers are adults in their early-20s to early-40s from major cities. They are conscious about their purchasing decisions and open to trying new things, especially those which are good for their health and the environment. They are looking for day-to-day solutions which align with their modern, urban lifestyles.

Parents of children with an allergy or intolerance to lactose will likely be aware of oat milk and other oat-based dairy products too. They will want to ensure they are giving their children high-quality products, made from natural ingredients.

Those consumers who are following a vegan/plant-based diet will likely be familiar with oat milk already.

While these demographic groups will be important early adopters, it is ultimately the mainstream, “flexitarian” consumer who will make up the majority of our sales.



BRAND ACTIVATION OFFLINE

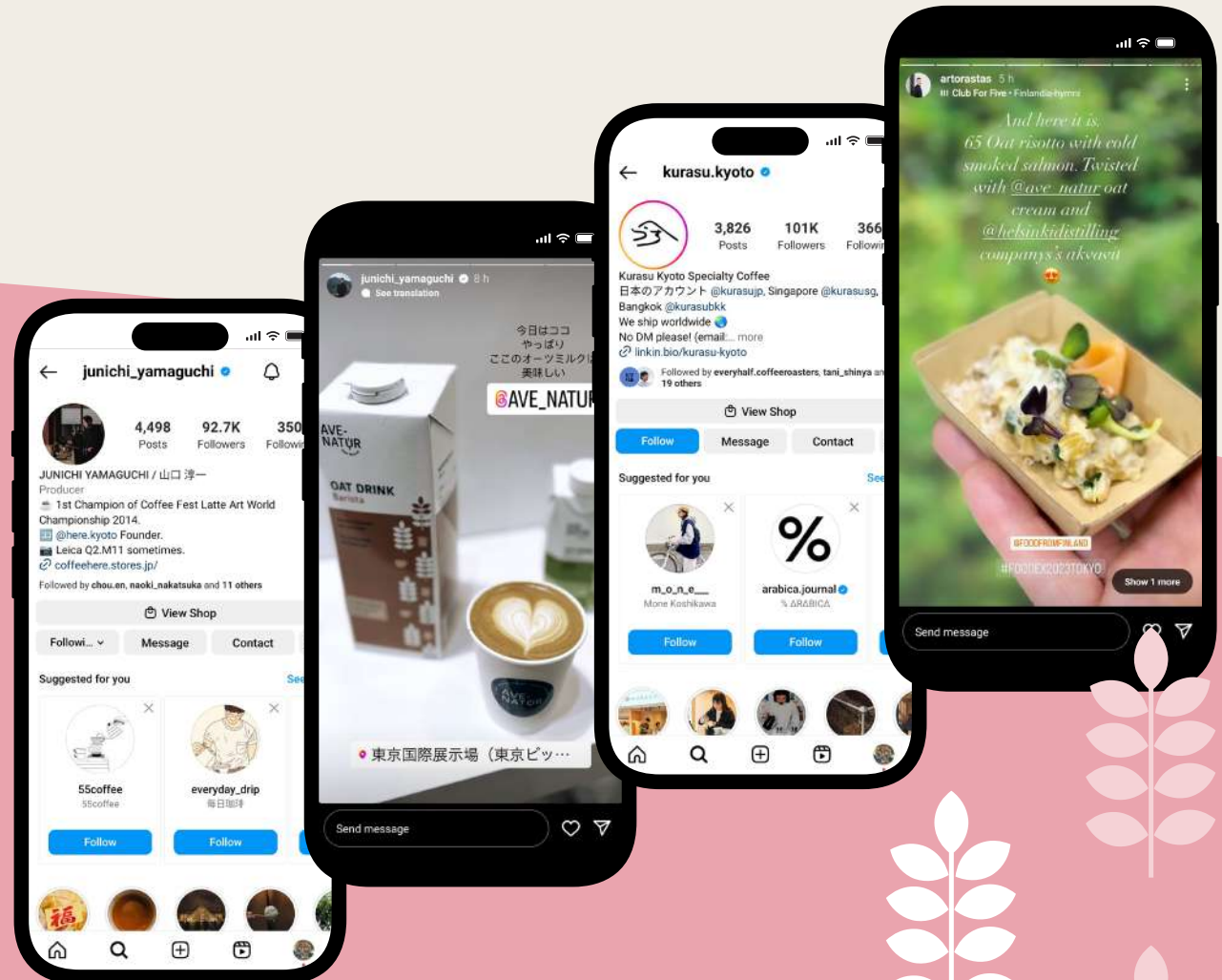
Build brand awareness and consumer engagement
Generate product trial – those who try it come back for more!



BRAND ACTIVATION ONLINE

Social Media Objectives

- 🌿 Build brand awareness
- 🌿 Build followers
- 🌿 Create community interaction
- 🌿 Expand consumer base through influencers and industry partners



LET'S TALK ABOUT OATS

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