

### Significant Gross Sales Growth



Q4 '21A Growth



Q1 '22E Growth



FY 2023 Target



*"Since our uplist to the NYSE American in June 2021, we have secured three anchor partnerships for the national launch of Halo Elevate...and onboarded two new co-manufacturing partners for both the Halo Elevate and Halo Holistic brands...We are pleased with the numerous achievements that our team has been able to accomplish throughout this pivotal year and expect to further our efforts to execute against our growth strategy and create value for all of our shareholders."*

- Scott Lerner, Chief Executive Officer



Portfolio of Established Premium and Super-Premium Pet Products



Executive Team Purpose Built for Success in the Pet Industry



Exciting Three-Year Innovation Pipeline Key to Future Growth



Asset Light Model with Established Co-Manufacturing Partners

### 1H '22 Pet Specialty Launch

**2,000+**  
Pet Stores

**4 - 8 Feet**  
Shelf Space

**+90%**  
Protein From  
Animal Sources



**\$21.8M**  
'21 Gross Sales

**15%**  
Q4 Amazon  
POS Growth

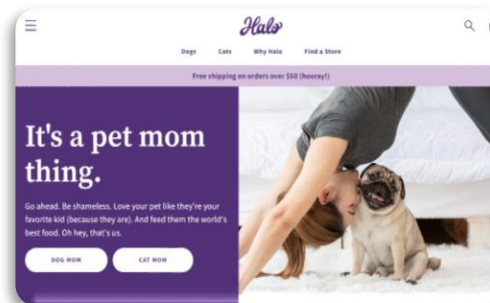
**~50%**  
Subscription  
Rates



### E-Commerce

### Direct to Consumer

### Halo DTC Site Launch March '22



### International

**\$14.8M '21 Sales**  
70%+ YoY Growth

**\$3.9M Q4 '21 Sales**  
227% YoY Growth

**~\$100M**  
Contracted  
Sales ('21 - '25)

