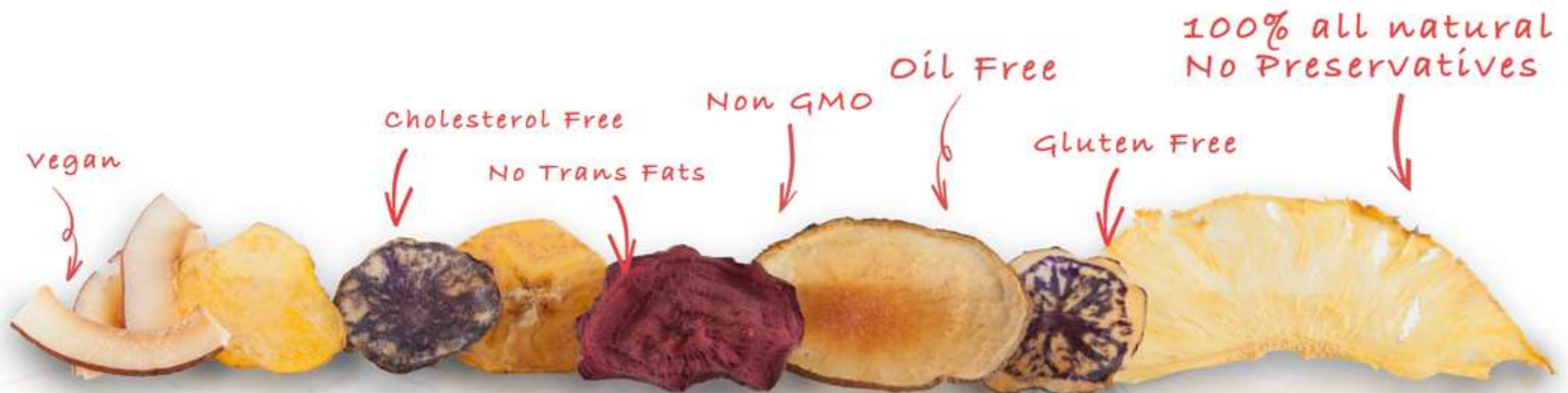


Paramo Snacks

DELIGHTFUL WHOLESOME SNACKS
WITH SOCIAL & ENVIRONMENTAL POWER

Baked,
Oil Free



Paramo Snacks

GOOD
CHIPS
By Paramo



The Content

- Who We Are
- How We Began
- Our Journey
- Our Ambition
- Our innovative products
- Market Opportunity
- Our strategy

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Who We Are?

The Leading Team



Juan Carlos Florez

- Chemical Engineering
- > 30 years of experience working in R&D / Product Development
- Expertise developing and transforming raw material for natural cosmetics
- Product development for food industry: Yacon Syrups, product transformation, food ingredient production
- Packaging design: LeBioloque (USA)
- Warner Lambert, BAM

Margarita Cabal

- Business Admin., Marketing, Strategic Planning
- >25 years of experience working for multinational companies in US and LATAM
- Expertise in the following areas: Marketing, Sales, Business Support, Strategic Planning, Digital Marketing, New Products Launching/Line Extensions
- Industries: Pharma, Consumer Products, Digital Communications
- External Consultant: Strategic Planning & BSC
- Warner Lambert, Merck & Co., Sanofi, Novartis, Pfizer, BlueMessaging/Y&R spark plug company

Martha Serna

- Industrial Engineering, Marketing
- >25 years of experience working in Marketing & Commercial strategy for Consumer Goods, OTC, Retail & Digital Marketing
- Strong expertise in Retail, New Products Launching/Line Extensions
- Industries: Consumer Products, Pharma/OTC, Retail
- External consultant for consumer brands
- Companies: J&J, Warner Lambert, Pfizer, Sanofi, Spring

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Board of Advisors:

Who We Are?

Our Advisors



Dr. Diego Grauman

- Medical Oncologist, MBA.
- General Manager Fortune 500 company
- Over 25 years of experience working in the health market and for multinational companies: Roche, J&J, Novartis.
- Entrepreneurship experience, new products launching and portfolio strategy.



Isaac Cohen

- Chemical Engineering. MBA.
- General Manager Fortune 500 company
- Over 20 years of experience working in leadership positions, multinational companies and entrepreneurship
- Passionate about innovation and education



Cesar Quijano Serrano

- Industrial Engineering. MBA.
- >10 years of experience in investment banking and M&A
- Financial Consultant working with Credit Suisse supporting different industries in LATAM
- Participated in financial transactions for >US2bn within the Latin American market

External Advisors:



Jose Hernandez

Product supply / Farmers Communities

- Agronomist Engineering. Expert in organic farming
- Tech transfer to small-scale farmers' communities
- Supports ASOARCE a non-profit association restoring and reforesting degraded areas in the Paramo of Guerrero



Lina María Camacho
Financial Advisor

- M.S in Economics graduate. Industrial Engineer focused on Operations Research and Finance.
- Experience in investment banking, fairness opinion reports and finance modeling.

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How We Began Our inspiration

.....

We were inspired by an extraordinary community that want to make a difference as strategic keepers of an endangered and irreplaceable ecosystem:

THE PARAMOS!



www.asoarce.org + www.paramofarms.com.co



water
preservation



agroecological
reconversion



small-scale
farmers



Healthy
food



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Why SAVE THE PÁRAMOS?

PÁRAMOS are endangered ecosystems that provide water for millions and are important for climate change mitigation:

- They capture 10X more CO₂ x m² than tropical forests
- They act as water regulators

COLOMBIA HOLDS 50% OF ALL THE PÁRAMOS ON EARTH



Paramos are ecological treasures that must be protected



Millions of people need the paramos

70% fresh water
70% electric power

Rivers need the páramos

- Most of them are born in the páramos



Biodiversity needs the paramos

4,700 plant species
60% endemic

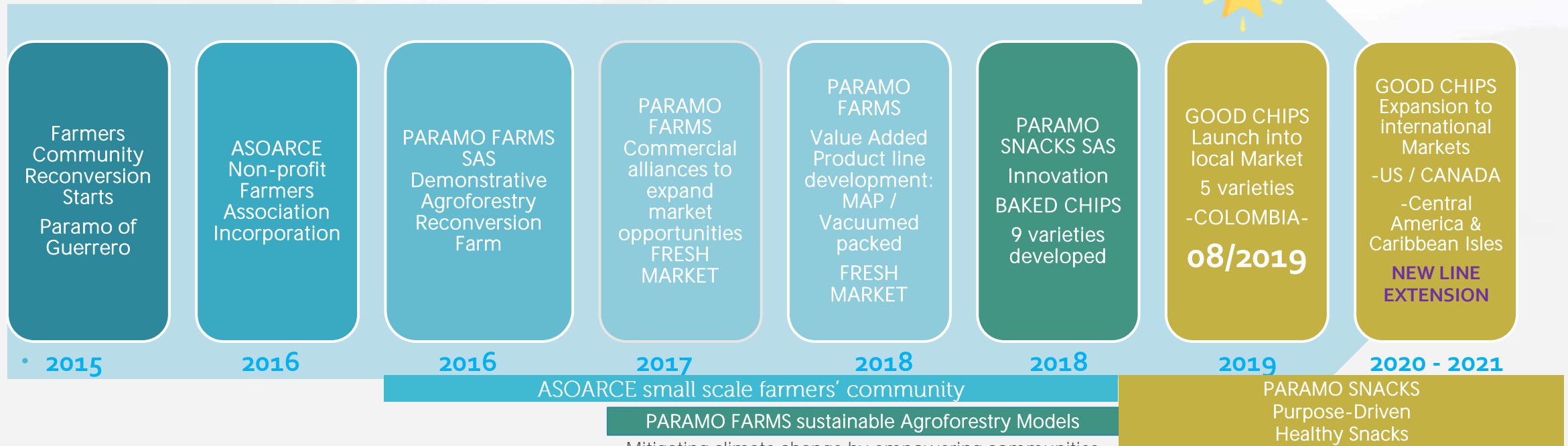
87 species of amphibians

70 species of mammals

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Our Journey



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Awards and Recognitions



Strategic Allies:

A collection of logos for strategic allies. At the top left is the logo for SECAMBIENTE (Secretaría de Ambiente) of the Government of Cundinamarca. To its right is the logo for CUNDINAMARCA with the slogan "unidos podemos más". Below these are the logos for CAR (Corporación Autónoma Regional), NEGOCIOS VERDES y Sostenibles (a program of CAR), and the coat of arms of the Department of Cundinamarca.

Awards & Recognitions:

A row of logos including A Ciencia Cierta Eco, the Government of Colombia, COLCIENCIAS, MINAMBIENTE, PPD (Programa Pequeñas Donaciones del GEF), gef, and the United Nations logo.

A row of logos including FONTAGRO, 500 MEJORES (Premios Latinoamérica Verde 2019, Categoría Desarrollo Humano), CHIVAS VENTURE, and Latinoamérica Verde 2018 (#4 Mejor Proyecto Verde Colombia, #2 Mejor Proyecto Desarrollo Humano Colombia).

A row of logos including En-Campo (Negocios que comparten valor), Fundación Bancolombia, and Portafolio verde.



Our Ambition

- We develop and commercialize innovative healthy snacks of excellent quality and flavors that positively impact people, communities and the planet. Through our products we help building a healthier and fairer world while preserving the most valuable resource on earth: **The Water!**















By 2025 Paramo Snacks will be recognized as an innovative company in the *Better For You snacks market*, leaving a tangible mark building a better planet for future generations

We are committed to meet rigorous standards of social & environmental performance, working closely to develop small-scale farmers' communities that sustainably produce food while taking care of the environment



Our Products

What makes us unique?

							
100% NATURAL	NO Oil Added	Exotic Products	Portfolio Variety	Small-scale Farmers	Women Empowerment	Caring for the Planet	Competitive Price
							

GOOD CHIPS = GOOD TASTE + GOOD HEALTH + GOOD CAUSE

Paramo
Snacks

GOOD
CHIPS
By Paramo

**Baked,
Oil Free**

No Fats

**100% all natural
No Preservatives**

GOOD CHIPS:
Veggies



New line extension

Launched on: 08/2019



Paramo
Snacks

**GOOD
CHIPS**
By Paramo

**Baked,
Oil Free**

No Fats

**100% all natural
No Preservatives**

GOOD CHIPS:
Fruits



New Line Extension

Launched on: 08/2019

Paramo
snacks

Tasty & Crunchy

GOOD CAUSE

PARAMOS
Sources of Water
Sources of Life

Nutrition Facts	
1 serving per container	
Serving size	1 Pack (26g)
Amount Per Serving	
Calories	100
Total Fat	0g
Cholesterol	0g
Sodium	0g
Total Carbohydrate	25g
Dietary Fiber	18g
Total Sugars	0g
Protein	1g
Vitamin D	0%
Calcium	1%
Iron	1%
Potassium	0%

WHY SAVING THE PARAMOS?
Paramos are endangered ecosystems that provide water for millions of people

Provide **70%** of Colombia's fresh water

Colombia holds **50%** of all Paramos on earth

Paramos are important regulators for climate change mitigation. They capture 10X more CO2 per m² than tropical forests.

2% of our sales go towards small-scale farmers in support of reforestation and restoration of the Paramos.

COMPRALOS AQUÍ!
www.paramosnacks.com



Paramo
snacks

**GOOD
CHIPS**
By Paramo

Baked,
Oil Free

100-Calorie snacks x serving

FRUITY DELIGHTS

VEGGIES
FOR THE
SOUL

NUTRITION
FACT

Nutrition Facts	
1 serving per container	
Serving size	1 Pack (28g)
Amount Per Serving	
Calories	100
	% Daily Value*
Total Fat 0g	0 %
Saturated Fat 0g	0 %
Trans Fat 0g	
Cholesterol 0mg	0 %
Sodium <5mg	0 %
Total Carbohydrate 24g	9 %
Dietary Fiber 3g	10 %
Total Sugars 16g	
Includes 0g Added Sugars	0 %
Protein 1g	
Vitamin D 0mcg	0 %
Calcium 17mg	1 %
Iron 0.5mg	1 %
Potassium 200mg	4 %

Ingredients:
Pineapple

Nutrition Facts	
1 serving per container	
Serving size	1 Pack (40g)
Amount Per Serving	
Calories	150
	% Daily Value*
Total Fat 0g	0 %
Saturated Fat 0g	0 %
Trans Fat 0g	
Cholesterol 0mg	0 %
Sodium 0mg	0 %
Total Carbohydrate 36g	13 %
Dietary Fiber 3g	11 %
Total Sugars 18g	
Includes 0g Added Sugars	0 %
Protein 1g	
Vitamin D 0mcg	0 %
Calcium 5mg	0 %
Iron 0.5mg	2 %
Potassium 350mg	7 %

Ingredients:
Sweet
Plantain

Nutrition Facts	
1 serving per container	
Serving size	1 Pack (28g)
Amount Per Serving	
Calories	100
	% Daily Value*
Total Fat 0g	0 %
Saturated Fat 0g	0 %
Trans Fat 0g	
Cholesterol 0mg	0 %
Sodium <5mg	0 %
Total Carbohydrate 23g	8 %
Dietary Fiber 4g	14 %
Total Sugars 16g	
Includes 0g Added Sugars	0 %
Protein 1g	
Vitamin D 0mcg	0 %
Calcium 25mg	2 %
Iron 0.5mg	3 %
Potassium 270mg	6 %

Ingredients:
Yacón

Nutrition Facts	
1 serving per container	
Serving size	1 Pack (28g)
Amount Per Serving	
Calories	100
	% Daily Value*
Total Fat 0g	0 %
Saturated Fat 0g	0 %
Trans Fat 0g	
Cholesterol 0mg	0 %
Sodium 160mg	7 %
Total Carbohydrate 23g	8 %
Dietary Fiber 4g	14 %
Total Sugars 12g	
Includes 0g Added Sugars	0 %
Protein 2g	
Vitamin D 0mcg	0 %
Calcium 35mg	3 %
Iron 1mg	4 %
Potassium 470mg	10 %

Ingredients:
Beets and salt

Nutrition Facts	
1 serving per container	
Serving size	1 Pack (28g)
Amount Per Serving	
Calories	100
	% Daily Value*
Total Fat 0g	0 %
Saturated Fat 0g	0 %
Trans Fat 0g	
Cholesterol 0mg	0 %
Sodium 150mg	7 %
Total Carbohydrate 23g	8 %
Dietary Fiber 2g	7 %
Total Sugars 5g	
Includes 0g Added Sugars	0 %
Protein 2g	
Vitamin D 0mcg	0 %
Calcium 8mg	1 %
Iron 0.5mg	2 %
Potassium 360mg	8 %

Ingredients:
Criolla Potato
and salt

Thin & crunchy!!
Only one or two ingredients



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2020

BY COLOMBIAN
CONSUMERS

Product of the Year 2020

Product: Good Chips by
Paramo Snacks

Category: Healthy Snacks

Voted Product of the Year is the world's largest consumer-voted award for marketing innovation. Established in France in 1987, Voted Product of the Year currently operates in more than 45 countries around the world with the same purpose: to guide consumers to the best new products available on the market and reward industries for marketing innovation.

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NEW PRODUCT LINE

Baked,
Oil Free

Leveraging the growing demand for healthier, natural, better-for-you alternatives.



Kale Bites



Chickpea Bites



Yellow Andean
Potato Bites



Green Pea Bites



Tomato Bites

→ Rice based & ancestral grains

The packaged rice snacks market is poised to grow by USD 6.13 bn during 2020-2024, progressing at a CAGR of over 8% during the forecast period (Rice Cakes, Rice Crackers, Rice Crisps)



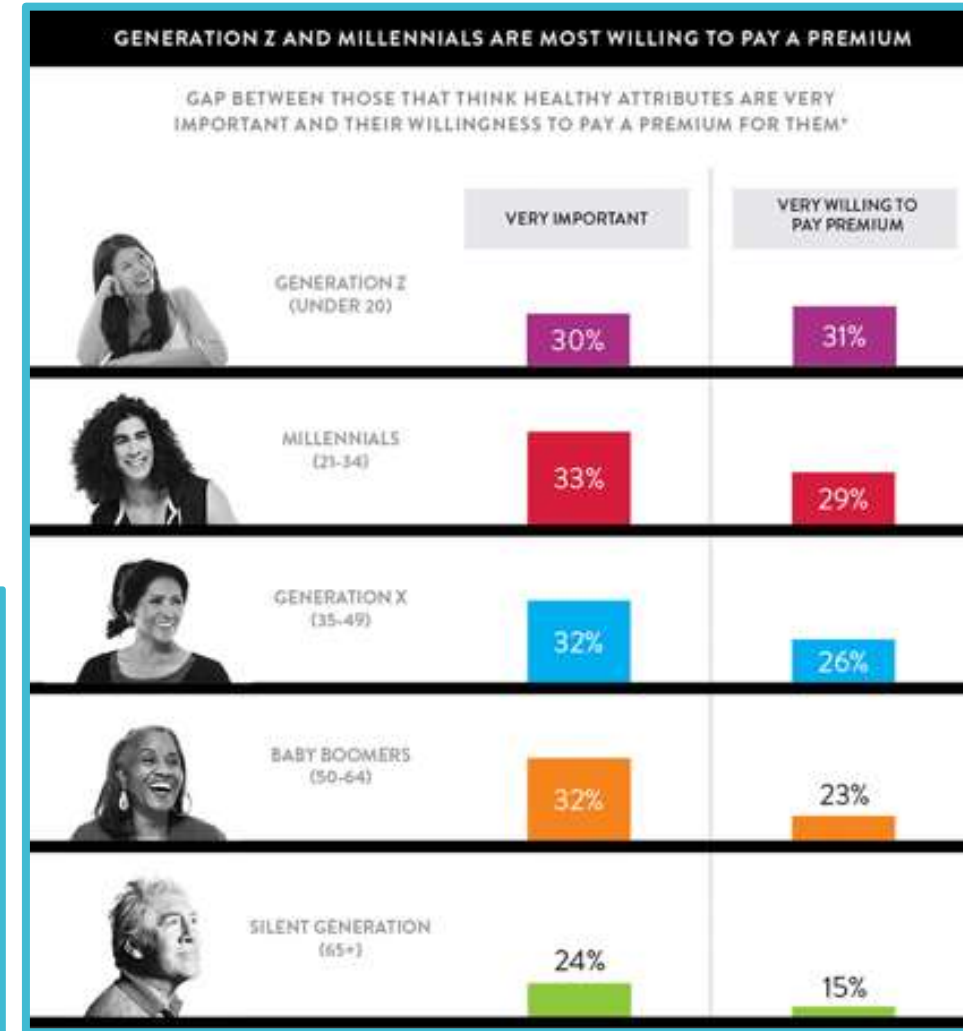
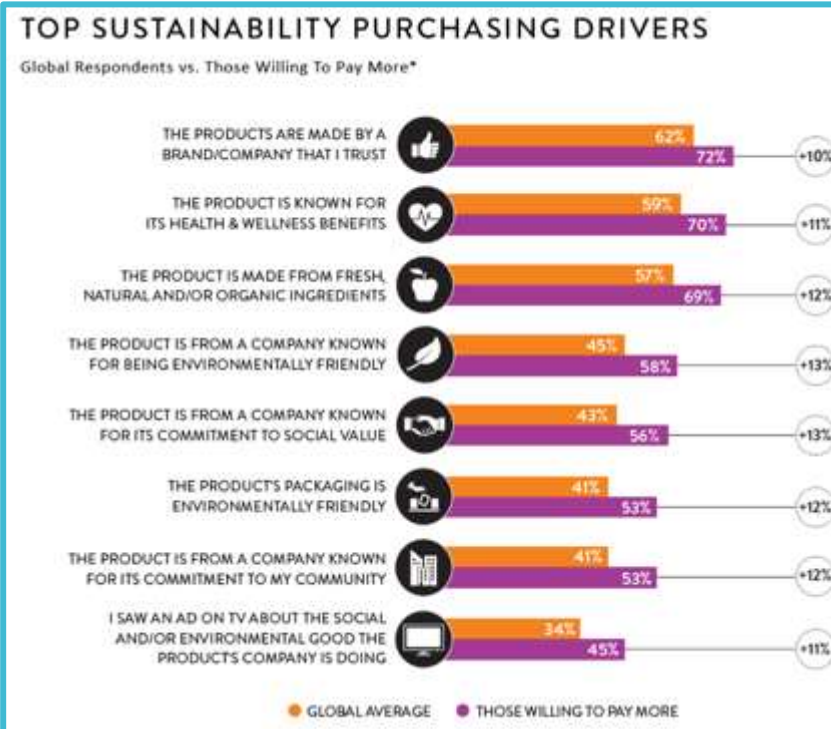
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Market Opportunity

-Consumer Trends: The Millennial Mindset

Healthy attributes & Sustainability are key purchasing drivers across all regions worldwide. Generation Z & Millennials are most willing to pay premium for them



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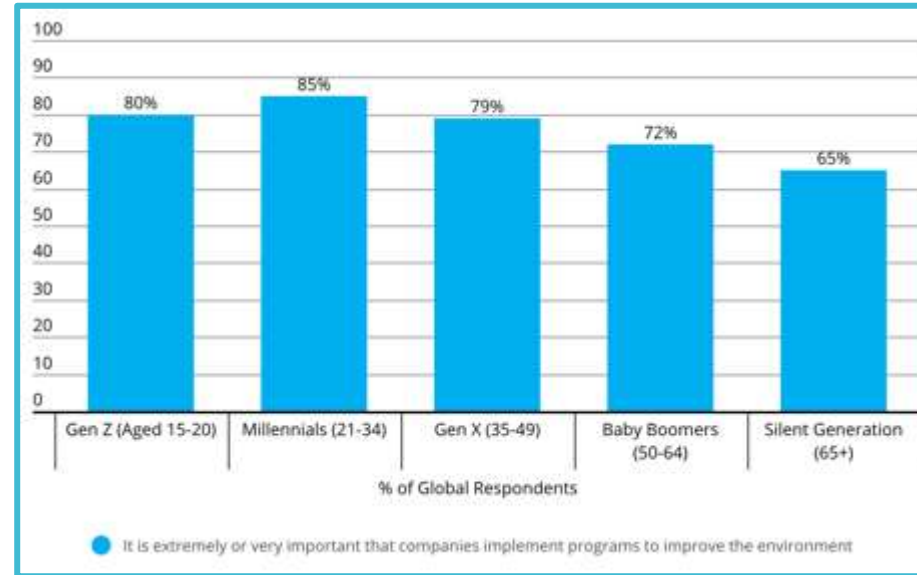
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Market Opportunity

-Consumer Trends: The Millennial Mindset

Source: The Conference Board® Global Consumer Confidence Survey, conducted in collaboration with Nielsen Q2 2017

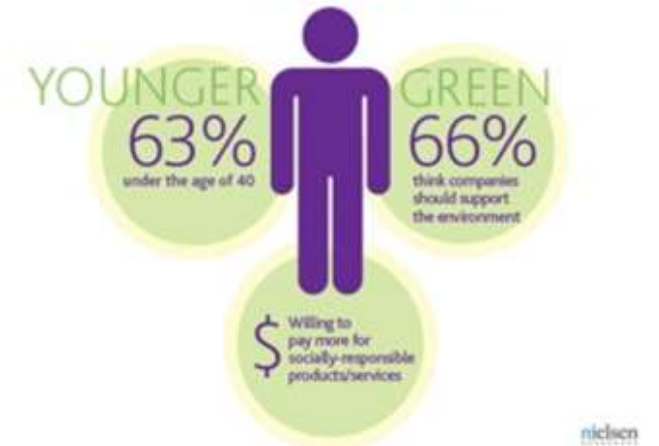
THE EVOLUTION OF THE SUSTAINABILITY MINDSET



CONSUMERS DEMAND SUSTAINABILITY

Looking for a better lifestyle, consumers see the impact of their purchases on the world and their health and demand sustainable choices

WHO IS THE GLOBAL, SOCIALLY-CONSCIOUS CONSUMER?



Source: blog.nielsen.com

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We compete in the Healthy Snacks market

The BFY "Better-for-you" snacks segment

US Market: USD Prices ranges from \$0.10 per gram to \$0.23 organic certified



THE "HEALTH" FACTORS...

Fact 1:

"The global healthy snacks market size was valued at USD 23.05 billion in 2018"

Fact 2:

"Healthy Snacks Market Size Worth \$32.88 Billion By 2025"

"Better-for-you (BFY) snacking: Vegetable and fruit chips and "other" BFY snacks lead the way in growth over the last few years"

Fact 3:

Fact 4:

"89% of Millennials consume at least one BFY snack weekly"

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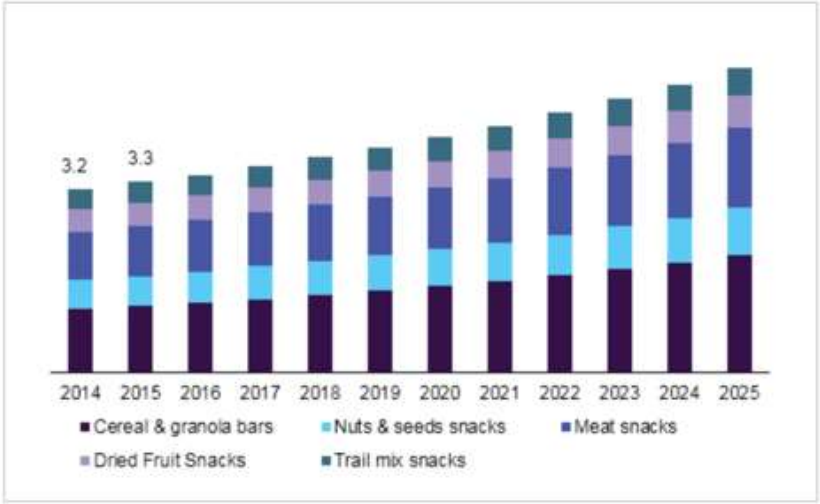
Market Size

-Healthy Snacks Market Potential

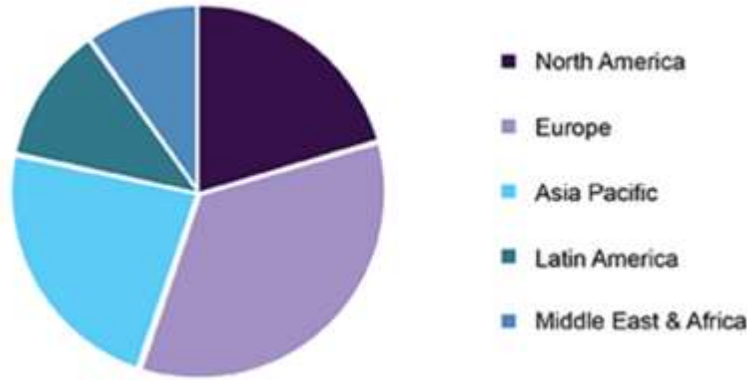
Global healthy snacks market size (2018)	USD 23.05 billion. Rising consumers focus on nutritional values of the product such as high vitamins & proteins and low calories has worked in favor of the market.
US Healthy snacks Market size USD\$	USD 3.3 billion Expected to grow to USD 5.3 billion by 2025 Fruit Snacking, strong growth +17 %
Key Consumers' Trends / Healthy Snacks	Growing demand of healthier snacks due to busy consumer lifestyle. Increasing awareness about health & wellness benefits. The younger population is demanding more nutritive function = snacking as a healthy alternative. The availability of a variety of healthy snacks options is leading to the expansion of the overall market. Consumers are interested in exploring with taste purchasing different varieties of snacks every time. >80 % of Millennials reported eating better-for-you snacks at least once/week. 38.1 % of all consumers stated it was very likely they would purchase healthy on-the-go snacks in the next month. A large % willing to pay premium prices.

Source: (1) Portafolio (2016). (2) Statista (3) (4) Market Research Procolombia. HEXA research 2018
Savory snacks are products made staple raw materials such as vegetables (potato, carrot etc.), fruit (incl. tree nuts), grains (wheat, maize, rye, and rice), starch, vegetable oils and seasonings.

U.S. healthy snacks market, by product, 2014 - 2025 (USD Billion)



Market Share by Region – Healthy Snacks



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How are we going to achieve our targets?

Our Growth Strategy Summary

New Markets

Existing Products

Reach international markets:

- US
- CANADA
- Caribbean & Central America (Panamá & Mexico)
- European Countries
- Other regions/countries

Line extension:

- ORGANIC certification
- Good Chips: New fruits & veggies

New Products

Good Bites launching:

- US & CANADA
- Caribbean & Central America (Panamá & Mexico)
- Other countries

New product lines launching

- Nutritional bars
- Organic Spices

Local Market

- Expansion to main cities in Colombia (2020)
- Private label (large companies / large retailers)
- Maximize impact of online channel & local fair sales

Good Bites launching:

- Private label (large companies / large retailers)

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How are we
going to
Maintain our
competitive
advantage?

Our Competitive
Strategy Summary

Broad target

Lower cost

Differentiation / Uniqueness

Narrow Target

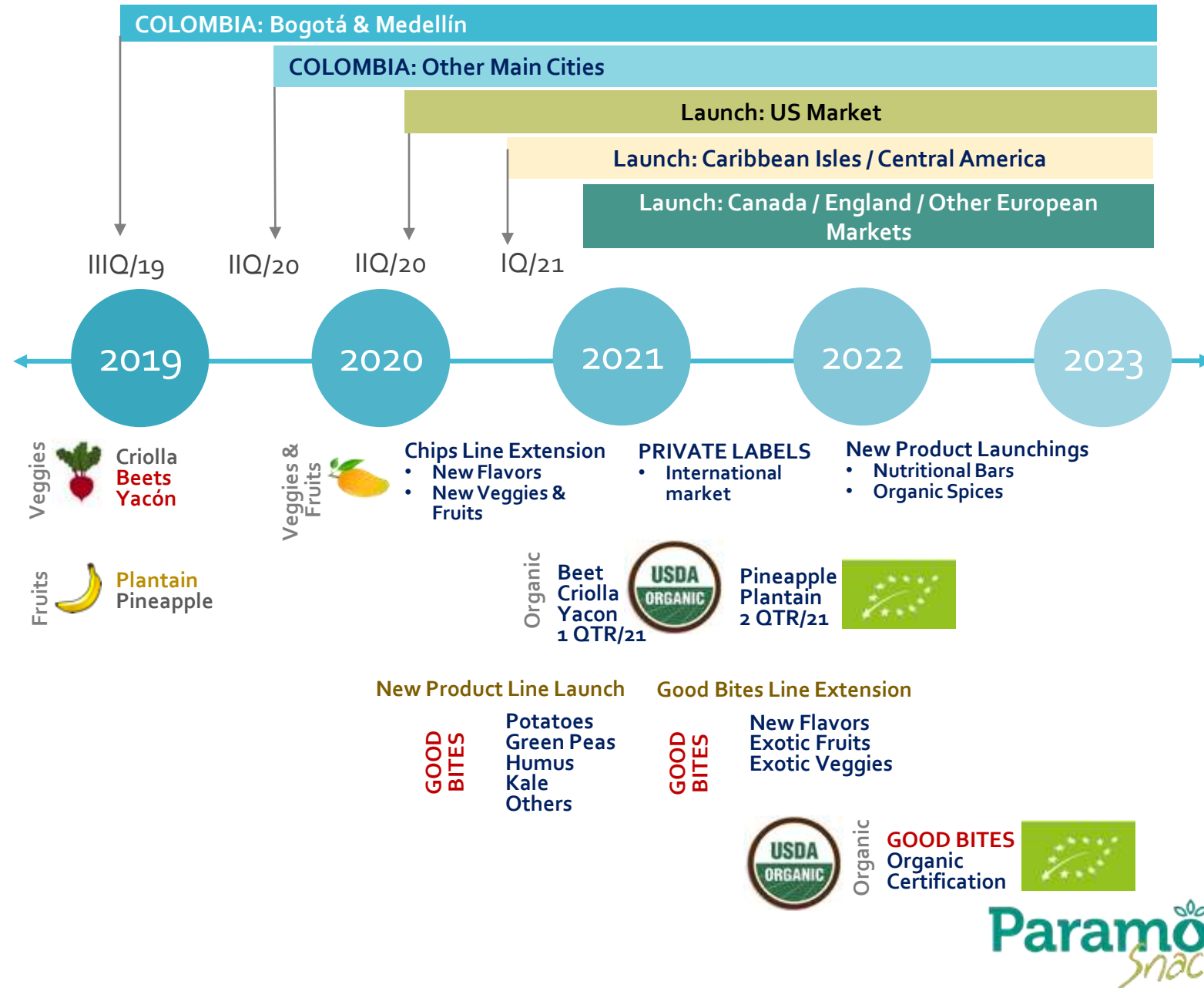
Focused on cost
enhancement to
offer a competitive
price – Healthy
Snacks segment
BFY "Better-for-you"
snacks segment

Focused differentiation
within the Healthy
Snacks Market:
Innovation +
✓ Good Taste
✓ Good Crunch
✓ Good Cause

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Market Penetration Assumptions Timeline



Great crunch and an even better cause!

Paramo
Snacks



Tasty & Crunchy



2% of our sales go towards small-scale farmers in support of reforestation of cloud forests and restoration of Colombian páramos

If they are good for our planet, they are good for you!

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Together we can build a better world!



Worth watching!

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DELIGHTFUL WHOLESOME
SNACKS, WITH SOCIAL &
ENVIRONMENTAL POWER

www.paramosnacks.com | www.paramofarms.com.co
Email: info@paramosnacks.com **Phone:** +(57) 315 519 0691
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Worth watching!