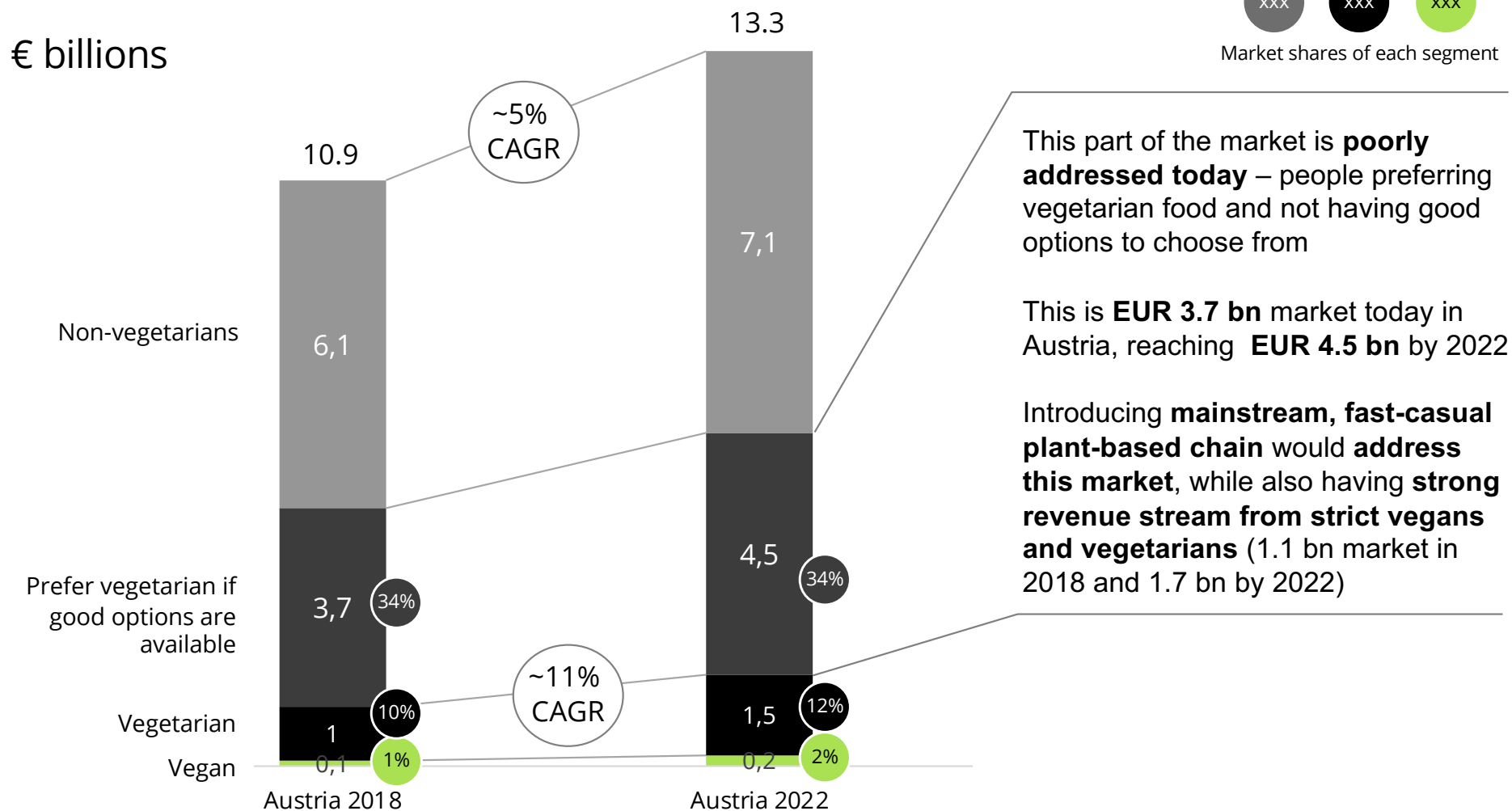




Tolstoy attacks the non-addressed € 3.7 bn market for non-vegetarians wanting vegetarian food + € 1.1 bn vegan/vegetarian market



Market shares of each segment



Source: Statista, Migration.gv.at, IFES, ORF, Trendstudie Handelshaus Wedl, team research

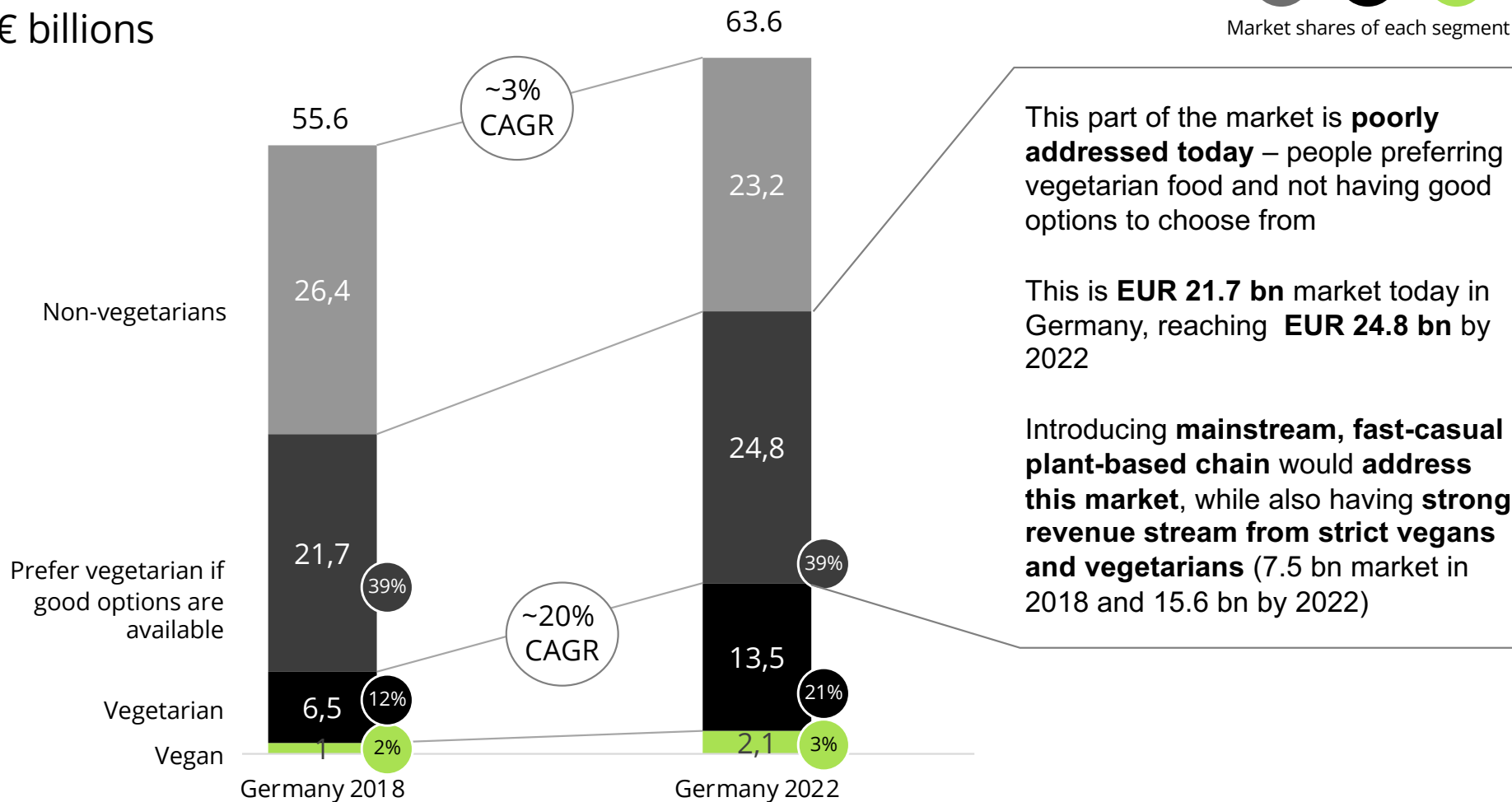


Tolstoy attacks the non-addressed € 21.7 bn market for non-vegetarians wanting vegetarian food + € 7.5 bn vegan/vegetarian market



Market shares of each segment

€ billions



Source: Statista, Handelsblatt, National Verzehrstudie II, vebu.de

After conquering the German-speaking world, UK and Scandinavia are priority for expansion in Europe



Selected European countries

● Highest growth trend

Country	% vegetarians, incl. vegans	Growth trend
UK	14%	↑
Sweden	10%	↑
Finland	6%	↑
Denmark	4%	↑
Italy	11%	↗
Spain	8%	↗
Poland	8%	↗
Russia	4%	↗
Netherlands	6%	↗
Belgium	2%	↗
France	2%	↗
Romania	2%	→
Portugal	1%	→