



 THE OATER

PUSH

FOR

REVOLUTION.

on-site production of fresh,
plant-based dairy food



OUR CAUSE

The Oater food technology tackles a 1.7 Bn. t CO₂ per year emission problem in the polluting 950 Bn. \$ dairy industry



Planet earth demands innovative, high-quality products that make people want to switch to plant-based dairy nutrition

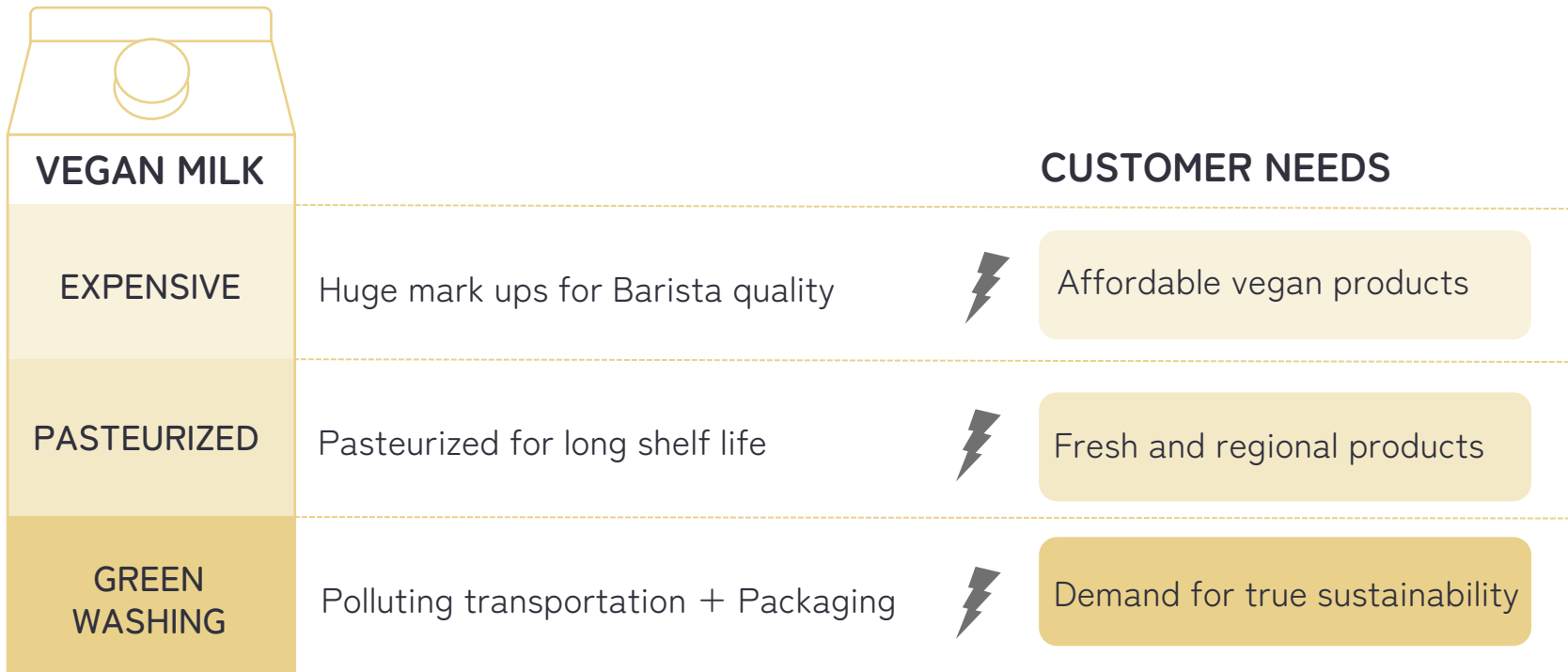


The Oater develops high-quality machines for fresh and sustainable **on-site food production**.

Our first product is unlocking the potential of a **\$ 123 Billion** vegan milk market (2030) by addressing **packaging** and **freshness** concerns with an **oat drink machine**, The Oater Barista.



The 'plant-based' movement outgrows industrialized products





The Oater Barista enables businesses to offer fresh oat drink

REVENUE BOOST

FOAMABILITY ✓

TASTE ✓

EXPERIENCE ✓



COST REDUCTION

✓ AFFORDABILITY

✓ AUTOMATION

✓ SUSTAINABILITY

hyper-local oat drink production



Quality and innovation are the core of The Oater Barista

TIMELESS DESIGN

DOSAGE OF
INGREDIENTS

MADE IN GERMANY

INTEGRATED
FERMENTATION

INTUITIVE USER
EXPERIENCE

Patent
pending ✓

AUTOMATIC CLEANING

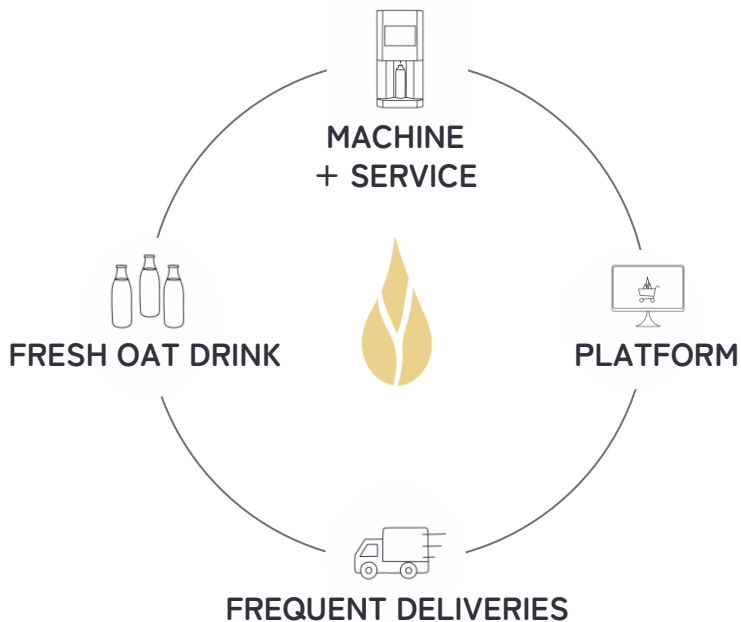
BATCH PRODUCTION





Our holistic subscription model is simple and ensures quality

Our business customers borrow the machine for free, subscribe to our ingredients delivery and only pay for produced milk



HOW IT WORKS FOR BUSINESSES

No fix costs

Quantity commitment

Pre-mixed ingredients

Flexible subscription

THE OATER

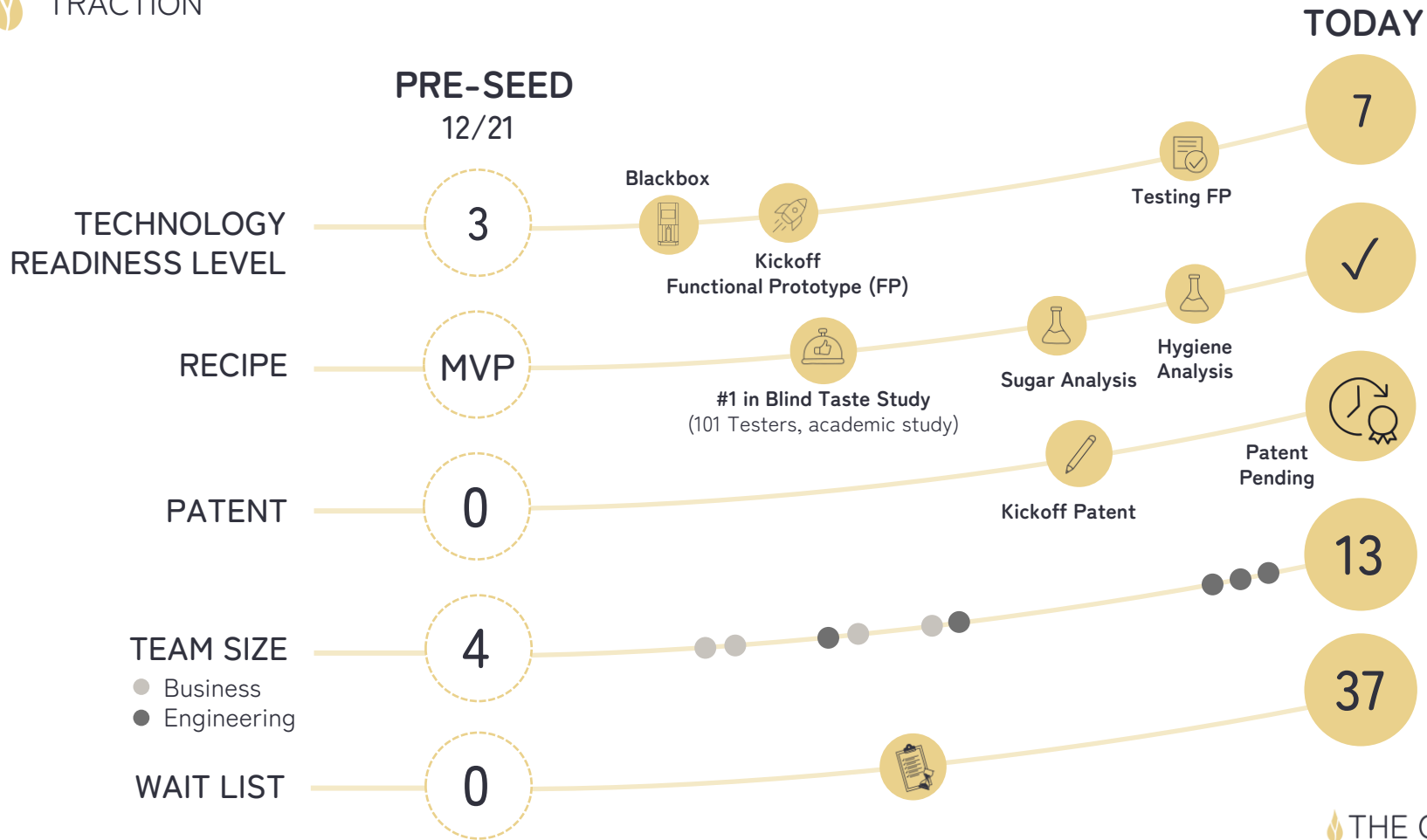
Machine financed on debt

✓ Low adoption hurdle

✓ Increased profitability

✓ Consistent quality

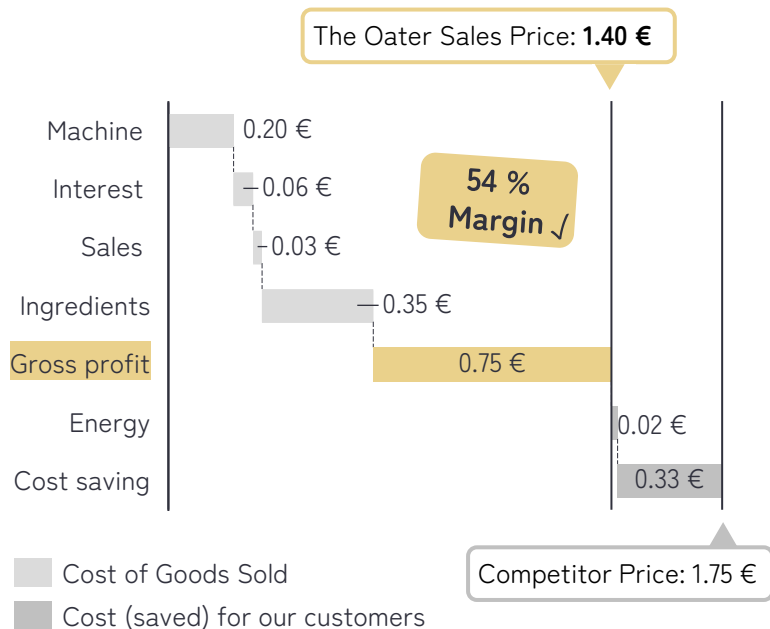
✓ Maximized CLTV





The Oater Barista yields significant profit margin and ARR

Unit economics¹ per liter at sales price of 1.40 €



ARR per average Barista customer

$$1.40 \text{ € price per liter} \times 4,000 \text{ liters per year (avg.)}$$

=

5,600 €
Annual Recurring Revenue

per average Barista customer
(just B2B, excludes B2B2C²)

¹Prices as of today without considering economies of scale ²Based on demand from Baristas just for their own use in coffee and baking



Machine financing on debt ensures instant cashflow positivity

5,600 €
ARR per
average customer

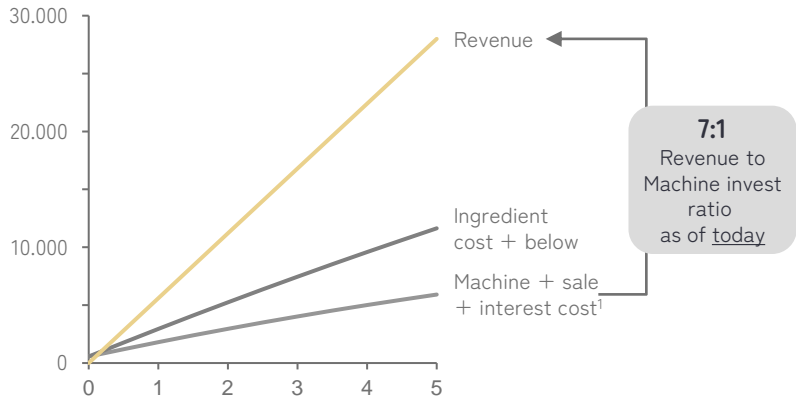
X 37
customers on wait list
(without active sales)

X 5
years
lifetime

= 1 Mil. €
revenue, just by converting
the 37 customers on our wait list

Proves case for
future (debt)
financiers ✓

Lifetime value per machine – Financing with debt to allow fast scaling, prevent dilution² and secure tax benefits



28,000 €
Lifetime value over 5 years

per average Barista customer
(even higher with Retail customers)

¹Machine cost of 4,120 € financed in 5 rates with 10 % interest; Sales = 560 € per machine

²Does not jeopardize profitability. 1,236 € interest compared to 28,000 € lifetime value.



Vegan milk is a mass market with oat drink growing the fastest

\$1.35B

vegan milk market
top 5 EU markets 2020

2x

revenue growth oat drink
Germany 2019-2020

\$123B

vegan milk market value
2030 worldwide prediction



Barista is just the start to revolutionize an entire industry

MARKET
ADDRESSED

\$100M

\$1B

>\$10B

LAUNCH

The Oater Barista
GERMANY 09/2023

Cafés
Hotels
↓
Offices

EXPANSION

The Oater Barista
EUROPE 2024/25

DACH
BeNeLux
↓
UK + Spain

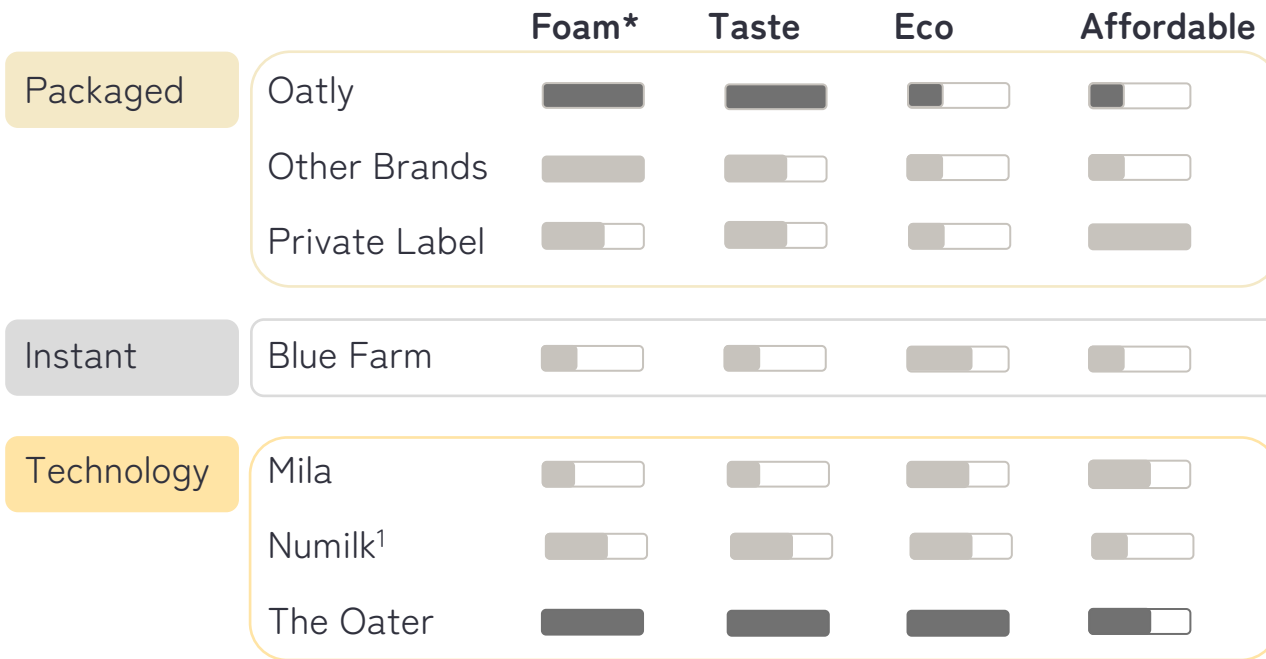
LAUNCH

The Oater Retail Pro
Europe+ 2025+

Organic Stores
Supermarkets
↓
Q-commerce



Sustainable solutions don't meet Barista quality requirements



Oatly stays main competitor, especially in the demanding food services industry

***requirement for food services industry**

¹Most similar player. US start-up with > \$50Mil. valuation and > \$10Mil. in funding. Significant differences in technology

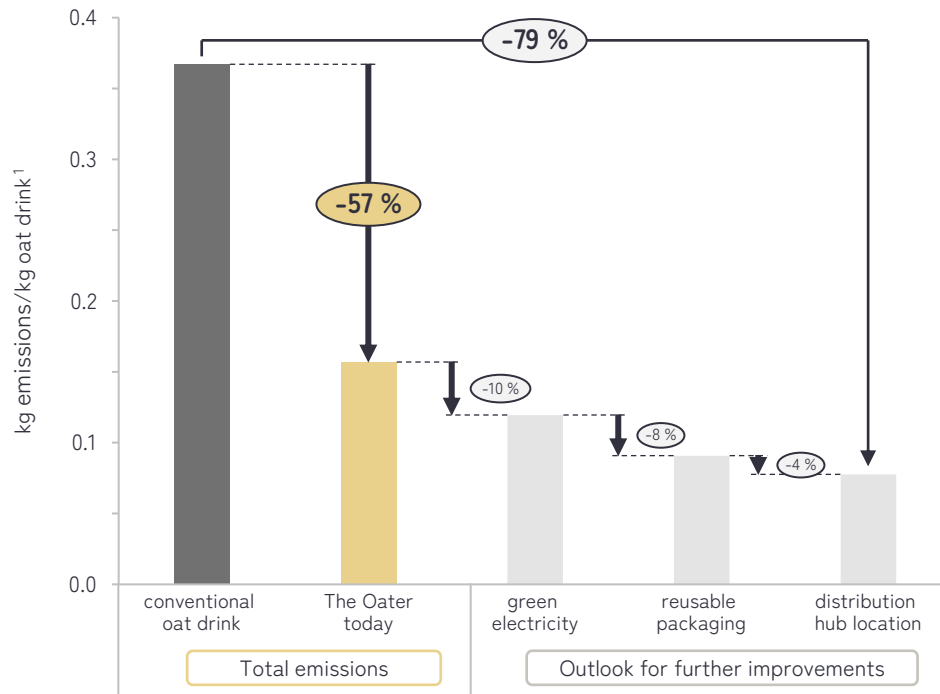


Our technology already proves best with a substantial impact

- ✓ Just **0.16 kg emissions** per kg oat drink
- ✓ Beats other oat drinks by 57 %
- ✓ Beats cow milk by 93 %
- ✓ Outlook to reduce by another 22 pp

3.2 %

of the world's GHG emissions can be saved with our technology



¹ (kgCO₂-eq/kg oat drink)



Interdisciplinary and experienced team with a shared passion



SARAH NESTI | CEO



Mechanical Engineering

Top 10% RWTH

Experience in R&D and machine design



BENJAMIN AUER | CTO



Process Engineering

Research Publication RWTH

Experience in research, process and plant safety



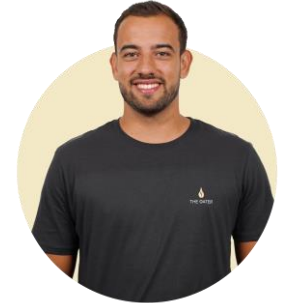
LISA NESTI | CMO



Marketing & Management

Top 10% ESADE & NUS

Experience in marketing, sales & e-commerce



HENRIK BURGER | CFO



Economics & Management

Best in class LSE & Mannheim

Experience in business development, sales & HR

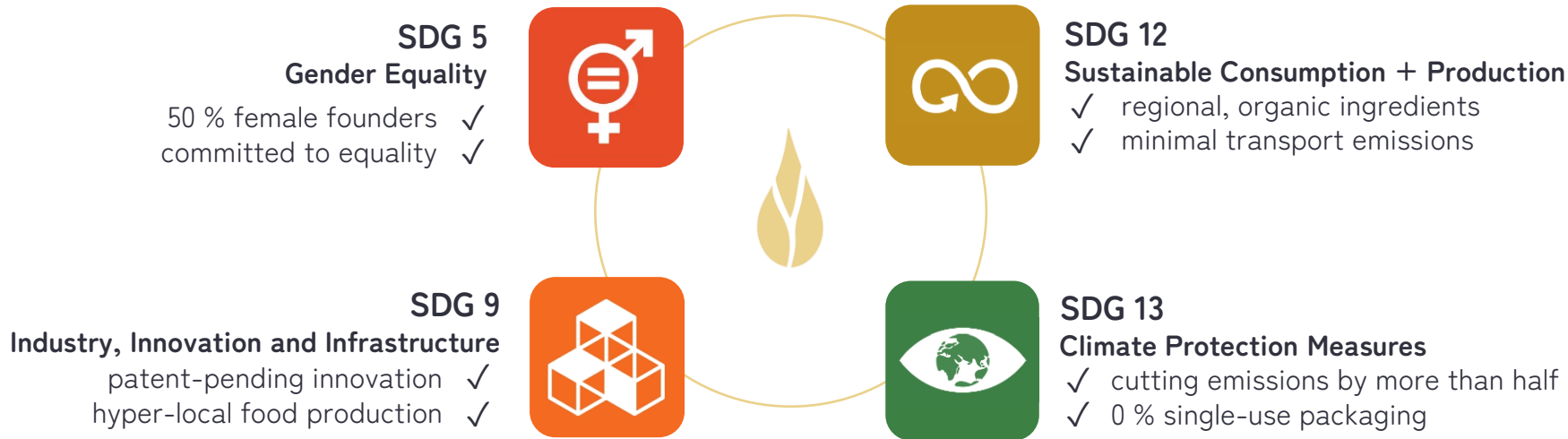
Team Engineering

Team Business



The Oater puts sustainability and societal impact at its core

The UN's 17 **Sustainable Development Goals (SDGs)** promote sustainable peace, prosperity and planet protection for 2030.

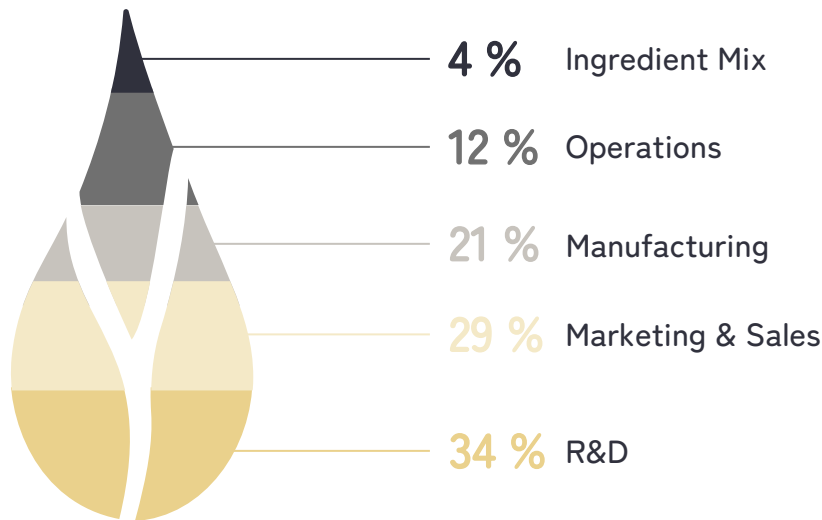




Seed round to produce first Machine Series & convert wait list

€0.8-1.3M

SEED INVESTMENT



MILESTONES

1 Launch Customer Platform
(04/23)

2 Pilot Test
(04/23, 7 Machines)

3 Commercial Launch GER
(09/23, 30 Machines)

We unlock
FOOD TRANSPARENCY and **TRUE SUSTAINABILITY**
through an **EXPERIENCE OF FRESHNESS**
by pioneering **ON-SITE PRODUCTION OF PLANT-BASED FOOD**,
worldwide.



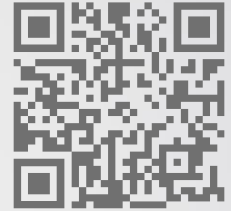
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scan & connect



GET IN TOUCH!

