

NotCo Impact Assessment: Summary Deck

MALK PARTNERS



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PREPARED FOR

The Not Company

ISSUED

November 15, 2021

Confidential

Measuring NotCo's Impact Claims: GHG Emissions⁶

The Company currently measures the GHG emissions of its products and assesses each one against a comparable animal-based item (e.g., NotMilk to cow-based milk) to evaluate the impact its products have on GHG emissions, assuming consumers are replacing animal-based products with NotCo products.

NotCo Product Category	Animal-Based Product CO ₂ Emissions	Average CO ₂ Emissions for NotCo Product Category	Percentage of CO ₂ Emissions Saved by NotCo Product Replacements	Emission Savings as Compared to Animal-Based Products for 2020	Lifetime Emissions Savings as Compared to Animal-Based Products
NotMeat	39.3 kg CO ₂	2.1 kg CO ₂	94.5%	8,581,568.9 kg CO ₂	12,703,420.5 kg CO ₂
NotMilk	3.2 kg CO ₂	0.6 kg CO ₂	81.3%	3,219,417.9 kg CO ₂	4,720,886.9 kg CO ₂
Not Ice Cream	3 kg CO ₂	1 kg CO ₂	67%	151,232.1 kg CO ₂	286,236 kg CO ₂
NotMayo	5.1 kg CO ₂	3.6 kg CO ₂	29%	1,041,547 kg CO ₂	1,549,053.1 kg CO ₂
Total Emissions Avoided				12,993,765.9 kg CO₂ (12,993.8 metric tons CO₂)	19,259,596 kg CO₂ (19,259.6 metric tons CO₂)

Green indicates high potential for impact based on percentage of water savings and historical savings, yellow indicates moderate potential for impact, and red indicates low potential for impact.

- This analysis is achieved by leveraging data from third-party research and the lifecycle analyses (LCAs) of comparable animal- and plant-based products (e.g., Ben and Jerry's ice cream, Impossible burger).
- Assuming the data the Company uses to calculate emissions is comparable (see Slide 16), Malk believes this is an accurate representation based on the Company's Theory of Change and evidence of similar products resulting in a positive impact on GHG emissions.

Measuring NotCo's Impact Claims: Water Consumption⁷

The Company currently measures the water consumption impact of its products and compares the amount of water used for each product to a comparable animal-based item to assess the impact its products have on reducing water consumption, assuming consumers are replacing animal-based products with NotCo products.

NotCo Product Category	Animal-Based Product Water Consumption	Average Water Consumption for NotCo Product Category	Percentage of Water Saved by NotCo Product Replacements	Water Savings as Compared to Animal-Based Products for 2020	Lifetime Water Savings as Compared to Animal-Based Products
NotMeat	14,891 liters	1,181.5 liters	92%	3,241,680,477.3 liters	4,786,710,082.4 liters
NotMilk	1,106 liters	169.7 liters	84.9%	1,498,623,084.3 liters	2,243,175,932.3 liters
Not Ice Cream	2,325 liters	1,100.6 liters	57.8%	107,790,113.1 liters	185,928,793 liters
NotMayo	8,292 liters	319 liters	96.2%	6,608,068,060 liters	9,045,024,513 liters
Total Water Saved				11,456,161.7 m³	16,260,839.3 m³

Green indicates high potential for impact based on percentage of water savings and historical savings, yellow indicates moderate potential for impact, and red indicates low potential for impact.

- This analysis is achieved by using data from third-party research and the lifecycle analyses (LCAs) of comparable animal- and plant-based products.
- Assuming the data the Company uses to calculate water consumption is comparable (see Slide 16), Malk believes this is an accurate representation based on the Company's Theory of Change and evidence of similar products resulting in reduced water consumers