

# Last chance to get in early with the next global brand!

[PITCH VIDEO](#) [INVESTOR PANEL](#)



[mealthy.com](https://mealthy.com) Fresno CA [f](#) [i](#)

[Technology](#) [Retail](#) [Food](#) [Mobile](#) [B2B](#)

[OVERVIEW](#) [DETAILS](#) [UPDATES](#) 38 [WHAT PEOPLE SAY](#) 371 [ASK QUESTION](#) 61

## Highlights

- 1 Mealthy reached profitability in COVID 2020 thanks to increased efficiencies and 31% growth in revenues.
- 2 \$19.9 million in revenue first 3 years with projected growth to \$100 million annually by 2025.
- 3 Mealthy products sell out on Costco.com.
- 4 Website and Mobile App receive over 500,000 users per month on average.
- 5 Expansion into international markets including Mexico, South Africa, India, Europe and the UAE.

## Our Team



**Casey Musick** Chief Executive Officer

Chief Executive Officer for Mealthy Inc a 3-year-old company based in California, he has been an executive for various companies in consumer goods, travel, hospitality and real estate. With over 25 years' experience in sales, marketing & operations.

The cooking space has been an area of the home that hasn't seen a lot of changes over the last 30 years...we think its time to brighten up our kitchen countertops and fill up our belly's with quality food and not junk, processed or fast food and we want to make home cooking easier.



**Zac Clune** Chief Operating Officer

Throughout my career, I have developed strong sales skills that have enabled me to build a record of sustained sales increases. I thrive on challenge & change, and look forward to new opportunities to build positive customer relationships every day.



**Jeff Bray** VP of Business Development

Experienced VP of Sales & Marketing with a demonstrated history of working in various industries. Skilled in Communication, Integrated Marketing, Advertising & Sales. Strong sales professional with a Bachelor of Business Admin from CSU Hayward.

[SEE MORE](#)

## Pitch



Company Overview



### OWNING THE CONSUMER HOME-COOKING EXPERIENCE

Mealthy is **disrupting the kitchen space** by designing



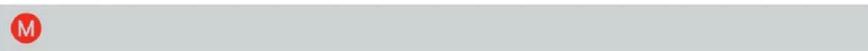
high-quality kitchen products at great prices, easy-to-follow recipes and videos, all with user-friendly technology to continually support our customers to prepare simple and delicious home-cooked meals.

Staying with our customers through their entire cooking experience positions Mealthy to own the home-cooking experience.



### UNMATCHED INTEGRATION OF PHYSICAL & DIGITAL WORLDS

Mealthy gives customers all of the tools necessary to **discover, purchase, make, and share delicious home-cooked meals**. This encourages satisfied and engaged **brand-loyal customers**.



### 2018: MEALTHY GOES LIVE ON AMAZON & MEALTHY.COM

In 2018 Mealthy launched the Mealthy MultiPot and HandBlend on amazon.com and mealthy.com, earning **rave reviews** and **steady revenue** through those **two products and channels alone**.



### 2019: MEALTHY GOES MULTI-CHANNEL & MULTI-SKU

Mealthy 2019 is a year of domestic and global expansion and product development and launches, positioning 2020 to be a breakout year.

<p>Mealthy products are on sale in the USA on amazon.com, mealthy.com, wayfair.com, macys.com and coming soon on walmart.com.</p> <p>amazon.com wayfair macys Mealthy Walmart.com</p>	<p>Mealthy products are on sale in India on amazon.in, mealthyindia.in, and the big-box retail store Croma. The Mealthy MultiPot is currently the #1 selling electric pressure cooker on amazon.in.</p> <p>amazon.in cromax Mealthyindia.in</p>
<p>Mealthy products are on sale in the United Kingdom on amazon.co.uk.</p> <p>amazon.co.uk</p>	<p>Mealthy products are on sale in Germany on amazon.de.</p> <p>amazon.de</p>
<p>Mealthy products are on sale in Canada on amazon.ca and wayfair.ca.</p> <p>amazon.ca wayfair.ca</p>	<p>Mealthy products are on sale in South Africa on takealot.com and mealthy.co.za.</p> <p>takealot.com Mealthy.co.za</p>
<p>Mealthy products are on sale in Mexico on amazon.com.mx and mercadolibre.com.</p> <p>amazon.com.mx mercadolibre.com</p>	<p>Mealthy products are on sale in France on amazon.fr and in the big-box retail store Boulanger.</p> <p>amazon.fr boulanger</p>



**2020 Breakout Year: Omni-Channel Presence in Motion**  
 With heavy focus on retail and international expansion in 2019, Mealthy is poised to have a breakout year in 2020.



Mealthy initially launched on Amazon in 2018 with great success. We aim to continue that momentum, with **35%** of sales through Amazon in 2020.



Mealthy is in conversations with national retail chains including **Walmart, Target, Costco, Crate and Barrel**, and more. Retail sales are predicted to account for **30%** of sales in 2020.



Mealthy is in talks with distributors in **Latin America, Europe, South America**, and the **Middle East**, in addition to our online presence in the **UK, Canada, India, France, Mexico, Chile, Germany, and South Africa**. International sales is predicted to account for **30%** of sales in 2020.



Mealthy continues to focus on online sales, partnering with **over 250 influencers and affiliates**. We predict **5%** of sales on mealthy.com in 2020.



This slide contains forward-looking projections that cannot be guaranteed.

**Major Success with Amazon, Initial Sales Channel**

Mealthy products are among the top-rated products in their respective categories on Amazon.



**Customer Review**

**5 stars** Better than the Instant Pot!  
 January 29, 2018  
 Verified Purchase  
 I don't think I could like anything better than my Instant Pot but I was wrong! We wanted a 2nd pot for making double batches because we love using ours so much and have a big family so without too much of an excuse, we kept the Instant Pot and got the Mealthy. The Mealthy has all the same great features of the competitor but so much more than that. I did a side by side comparison of the same recipe (beef tenderloin) with both pots tonight and the Mealthy was easier to cook, cooked our steak in 10 minutes, the cooking process and the manager made the most mouth-watering tenderloin in the world. Same amount of cooking time. The recipe turned out much better in the Mealthy overall. Plus it comes with all kinds of great accessories and I've discovered that Mealthy has your get access to more for regular just buy it, you'll save money and be so much happier!

**Mealthy is a top-selling multi-functional electric pressure cooker on Amazon with the highest average rating of 4.7-stars from over 1,000+ reviews.**



**Full Product Suite**



**Mealthy MultiPot 6 & 8 Quart**  
**MSRP \$99.95 & \$129.95**

- Available in USA, India, Chile, Mexico, South Africa, Europe
- 9 appliances in 1
- Easy pot-in-pot cooking with included accessories
- 1-year warranty



**Mealthy CrispLid**  
**MSRP \$64.95**

- Launched June 2019; now available in Canada, India, Europe
- Sold out on first Amazon Prime Day
- Broil and air fry directly in the steel cooking pot of your 6 or 8 quart electric pressure cooker
- No comparable products on the market



**Mealthy HandBlend Immersion Blender**  
**MSRP \$34.95**

- Stainless steel constructions with dishwasher-safe accessories
- Chopper bowl, whisk, and smoothie cup included
- 11 speeds and turbo mode
- Ergonomic design
- 1-year warranty



**Full Product Suite**



**Mealthy Glass Kettle**  
**MSRP \$29.95**

- Borosilicate glass kettle resists staining, scratching, and is safe for temperature fluctuations.
- Simple On/Off switch, 360° swivel base, soft-touch handle, boil-dry protection.
- Only 1 CFM (Cubic Feet per Minute) of steam per minute.



**Mealthy Stainless Steel Frying Pan**  
**MSP \$59.95**

- 3 millimeter thick, 5 layer bonded construction with stay-cool hollow-core handle.
- Stainless steel outer layers with aluminum core to provide even heating and heat retention.
- Gas, ceramic, electric, induction compatible;



**Mealthy NonStick Frying Pan**  
**MSP \$69.95**

- Hybrid HoneyComb Laser-Etch cooking surface resists scratching and is metal utensil safe.
- 3 millimeter-thick, 5-layer composite construction with stay-cool hollow-core handle.
- Gas, ceramic, electric, induction compatible;

- Heating.
- Comparable products retail between \$33-\$45

- dishwasher safe.
- Lifetime warranty.
- Comparable products retail between \$99-\$199

- dishwasher safe.
- 15-year warranty.
- Comparable products retail \$130+



## What's Next



**Mealthy MultiPot 2.0**  
MSRP \$119.95

- Launched January 2020
- Hands-free automatic pressure release
- True slow-cook temperatures
- Automatically seals when closed
- Intuitive, easy-to-read control panel
- Sleek countertop design
- Comparable models retail \$150-\$250



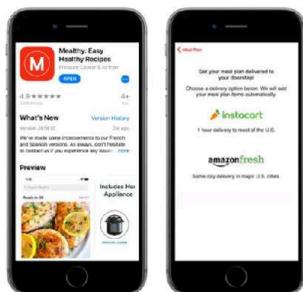
**Mealthy AirFry**  
MSRP \$129.95

- Coming Summer/Fall 2020
- Large capacity 6-quart drawer with viewing window
- Rapid air cycling for crisp results
- Intuitive controls including knob and touch screen with 6 preset cooking programs
- Dehydrate and reheat cycles
- 1350 watts
- Comparable products retail for \$150+



## MEALTHY CUSTOMER JOURNEY VIA DIGITAL ASSETS

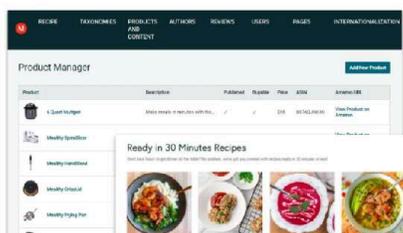
The Mealthy app averages 200 downloads per day, and mealthy.com averages 200,000+ visitors per month. These organic customer acquisition channels lead to product purchases.



## BEST-IN-CLASS APP

Mealthy's standout, top-rated iOS app features functionality vital to home cooks:

- **Highest-rated** iOS kitchen appliance app
- **Ready-to-integrate** app with **any** grocery delivery service, language translation services, and measurement conversion services
- **Nutritional information** for every recipe
- **Serving size scaling** to **customize** recipes for bigger and smaller groups
- **Meal planning** features enables users to build grocery lists for multiple recipes
- Search and discovery by **ingredient, country, cooking method, diet, and more**
- Integrated **grocery lists** and **1-click grocery delivery** through Amazon Fresh and Instacart



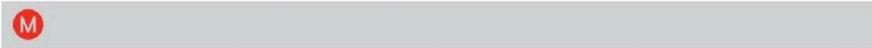
## STANDOUT WEBSITE

Mealthy's standout website features functionality vital to home cooks and is ready to expand to international distributors for customization:

- **Nutritional information** for every recipe
- **Serving size scaling** to **customize** recipes for bigger and smaller groups
- **Search and discovery** by **ingredient, country,**



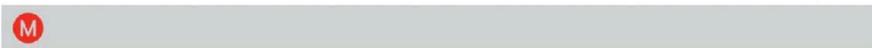
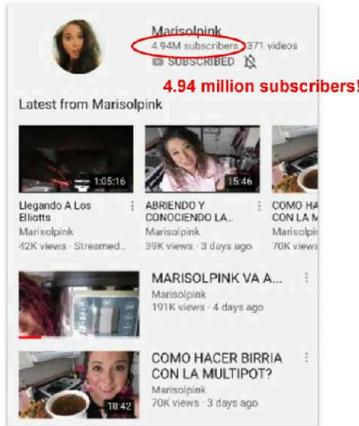
- cooking method, diet, and more
- Custom backend **Content Management System** for ease of updates, distributor resources, and continual expansion



### STRATEGIC PARTNERSHIPS

- Partnership with Marisolpink, most popular Youtube cooking and food personality in Mexico.

*Marisolpink*



### STRATEGIC PARTNERSHIPS

- Over 250 influencer and affiliate partnerships, including:



- Grocery delivery integrations via Instacart and Amazon Fresh on the Healthy app.



### INCREDIBLE ENGAGEMENT



### LOYAL AND PASSIONATE COMMUNITY

Healthy customers aren't just product





## SOCIAL MEDIA

Become an integral part of our customers' daily lives.

We have the tools to ensure our users are ready to start preparing healthy and delicious meals in under 30 minutes with Mealthy's complete solutions. Our goal is to continually build upon that experience.



Facebook Community Size  
**336,000+ followers**  
**13,000+ devoted fans**



Daily Facebook Group Growth  
**20-100 new members daily**



Engagement Average (January)  
**25 posts per day, high user engagement**



Social Media Channels  
**398,000+ monthly Pinterest viewers**  
**29,000+ Instagram followers**



## HOME COOKING IS ON THE RISE

The household appliance market is growing, and is expected to see a nearly 7% increase in 2019. It is on track to be a \$155 billion industry by 2022.

By providing quality products at competitive prices, and providing consumers with a complete solution, Mealthy is well positioned to take advantage of this rapidly growing space.

HEALTHY LIVING TRENDS

73% of Americans cook four or more nights per week. This is an increasing trend in younger households, as more and more millennials prefer to cook at home. Why? To eat healthy, waste less food, and save money.



GROWING DEMAND

17-20% of all small kitchen appliances are purchased online (2017), with 6.5% revenue growth expected in the US household appliance market between 2018 and 2022. Small kitchen appliance online sales were \$38.3 billion in 2017.



## PRODUCT DEVELOPMENT

Mealthy's focused product development ensures strong sales.



## PRODUCT DEVELOPMENT CYCLE

### IDEA GENERATION

Mealthy partners with influencers, recipe developers, home cooks, and follows lifestyle trends to determine new product development.

### PRODUCT DEVELOPMENT

Mealthy is focused on ensuring each product is designed and built with top features and the quality expected from our customers.

### ITERATIVE REFINEMENT

New products go through rigorous testing to ensure the highest standards are achieved for quality, performance, and ease-of-use.

### DESIGN & PACKAGING

Product design and packaging are overseen by the Mealthy team and validated with qualitative research.

### PRODUCTION

Only when new products pass all testing standards do we schedule mass production.

### QUALITY CONTROL

During production we adhere to strict quality control processes that ensure every product meets consumer expectations.

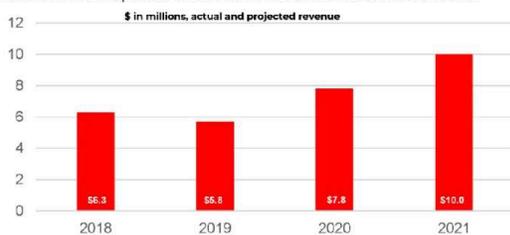


## FINANCIAL PROFILE

**2018:** Mealthy launches 6qt MultiPot and accessories and HandBlend; \$6.5 million revenue

**2019:** Mealthy launches 8qt MultiPot, CrispLid, Stainless Steel Pan, Glass Kettle, NonStick Pan, MultiBlend (holiday 2019), and AirFry (holiday 2019), and MultiPot 2.0 (holiday 2019), and expands significantly into domestic and international channels

**2020-2021:** Capitalize on 2019 domestic and international expansion and strategic partnerships. Launch several new products and continue expansion into brick-and-mortar stores and online channels



\*These are financial metrics and projections that cannot be audited. Mealthy does not audit financial positions.

These are forward-looking projections that cannot be guaranteed. These are forward-looking projections represent our current judgment on what the future holds, they are subject to risks and uncertainties that could cause actual results to differ materially.



This slide contains forward-looking projections that cannot be guaranteed.



Join Mealthy to continue to innovate and disrupt how consumers use kitchen appliances.

Together we can take Mealthy to the next level and realize continued growth.

FOR ADDITIONAL INFORMATION CONTACT:  
Casey Musick | [casey@mealthy.com](mailto:casey@mealthy.com)

Mealthy | Thank You!

