



GFI annual investor survey results

December 2022



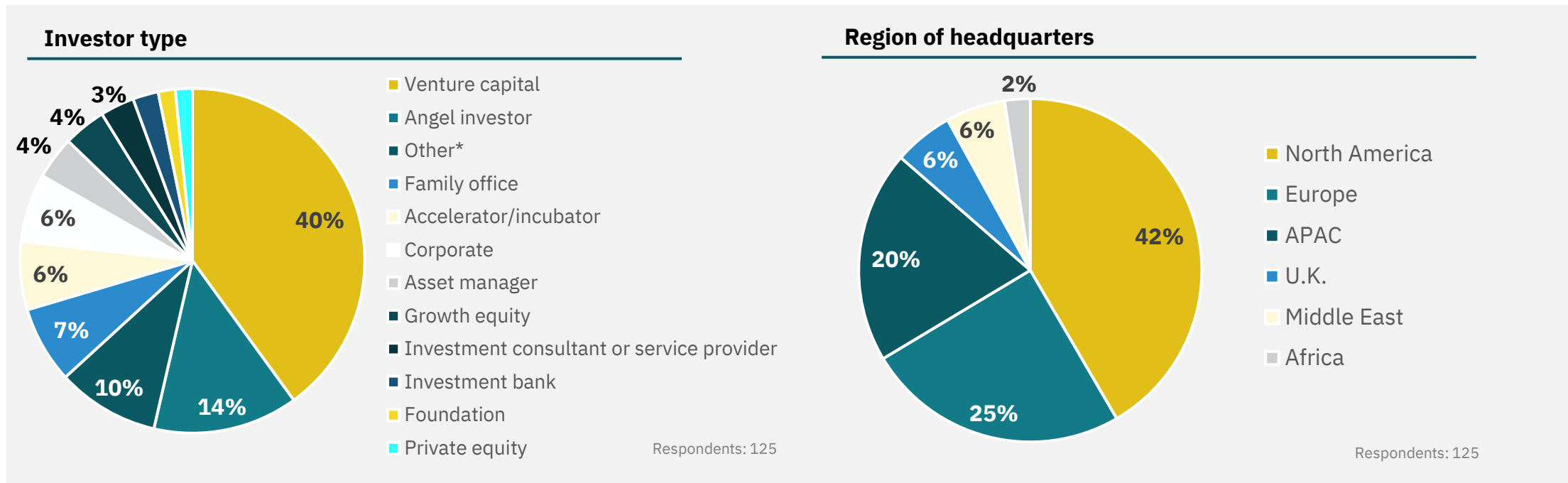


Participant characteristics

Survey and participant overview

Background: GFI invited investors to respond to a survey about their current and planned investments in alternative proteins, as well as their views about the industry.

Responses: 125 total responses (not all respondents answered every question in the survey)

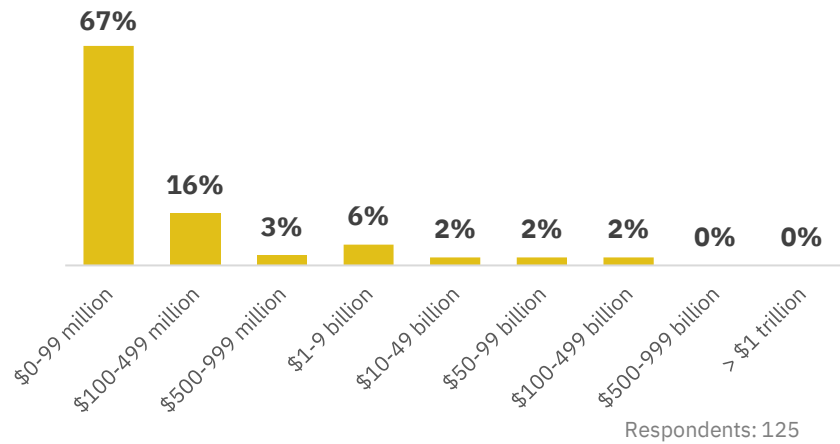


A note on selection bias: Please note that survey participants are more likely to be interested in alternative proteins than the typical investor, due to GFI's distribution of the survey and it being more likely that such investors would take the time to respond. Nonetheless, we believe the results are indicative of a selection of the more active alternative protein investors, as well as those entering the space, and therefore useful in understanding the current composition of industry investors and the investors who will impact the industry in 2023.

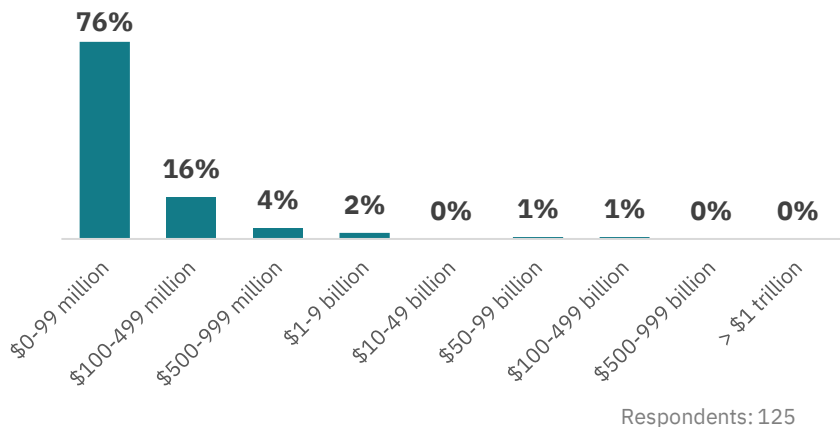
Source: GFI investor survey. As of December 2022. *Other includes responses listed under a specific "other" selection and the following selections: crowdfunding platform, investor group/syndicate, private wealth management, and sovereign wealth fund.

Investor characteristics

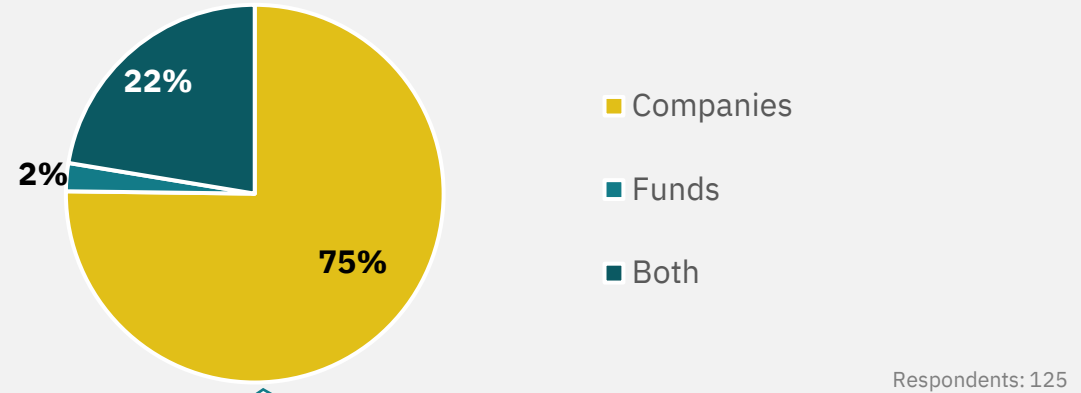
Total AUM of organization



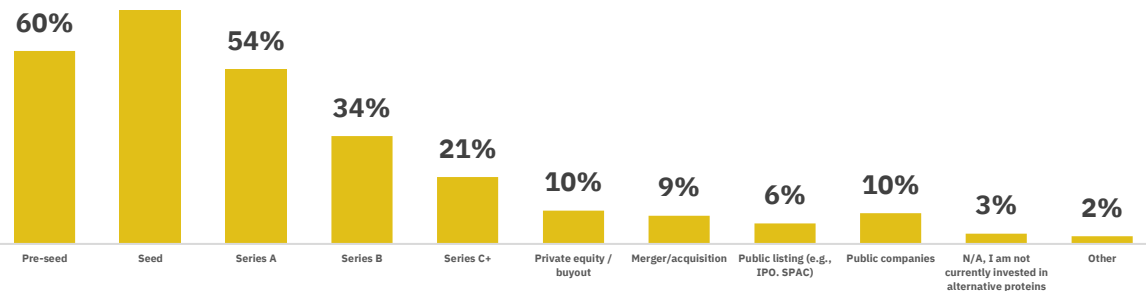
Total AUM of funds managed



Do you primarily invest in companies or funds?

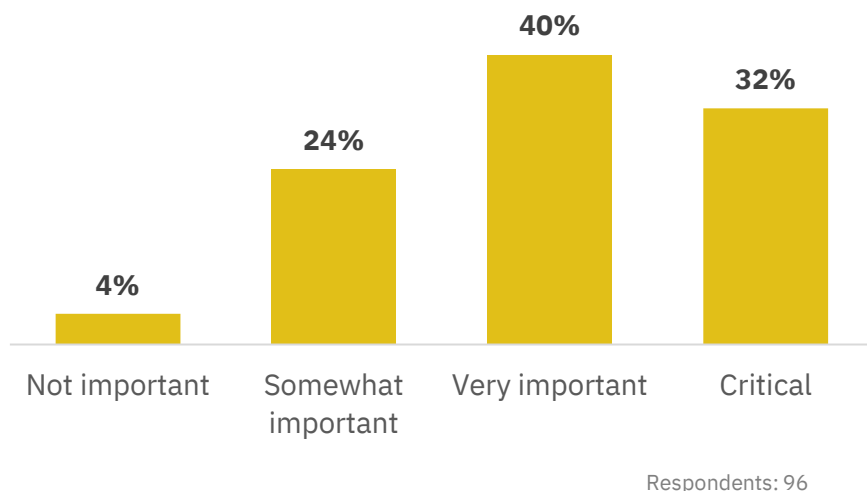


If you invest in private individual companies, at what stage do you invest? (Multi-select question)

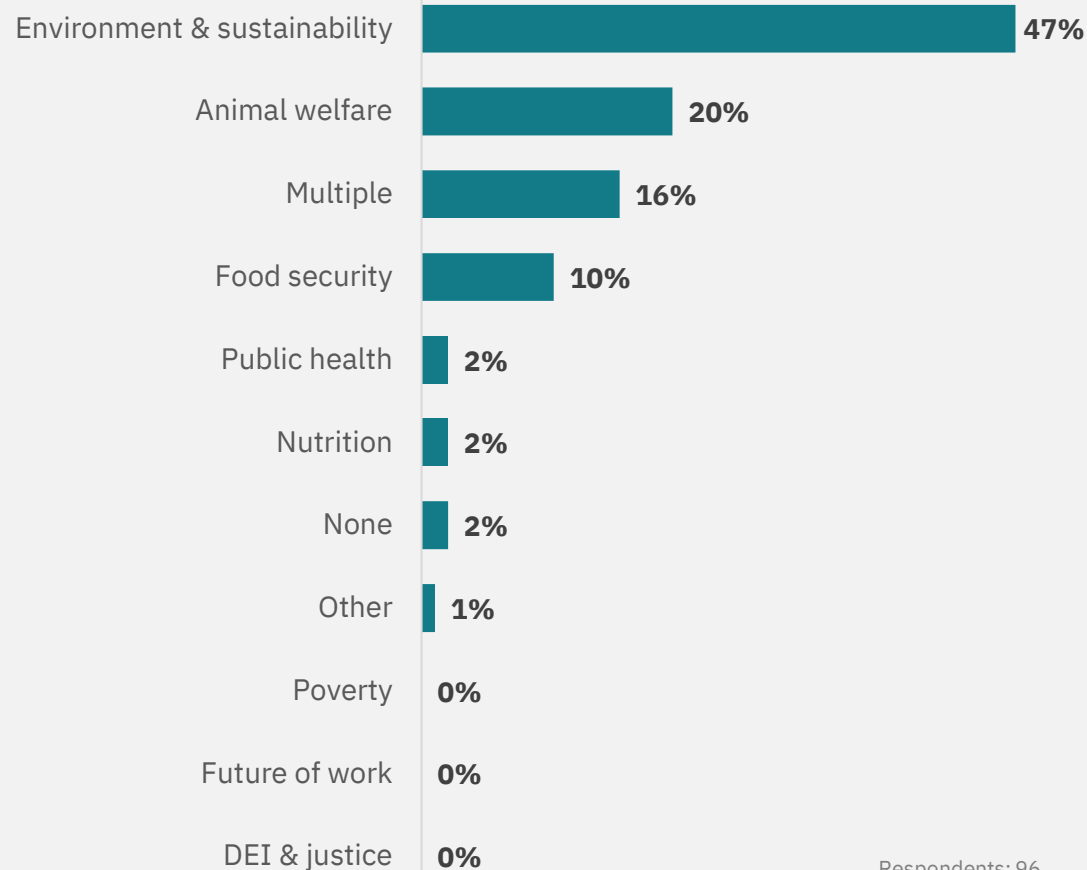


ESG is critical to investors' decision-making, especially the theme of environment & sustainability.

Importance of ESG and impact in investment decision-making

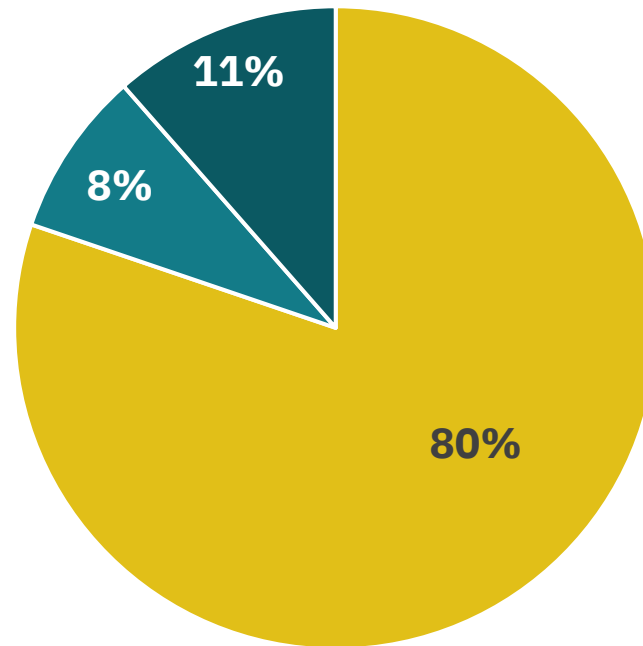


Most important ESG and impact theme



80% of respondents include alternative proteins in their ESG funds' core mandates.

If you manage or invest on behalf of an ESG or impact fund, are alternative proteins part of your core mandate?



- Yes
- No, but they are expected to be added in the next year
- No, and no plans to add them at this time

Respondents: 96



Current and planned investments

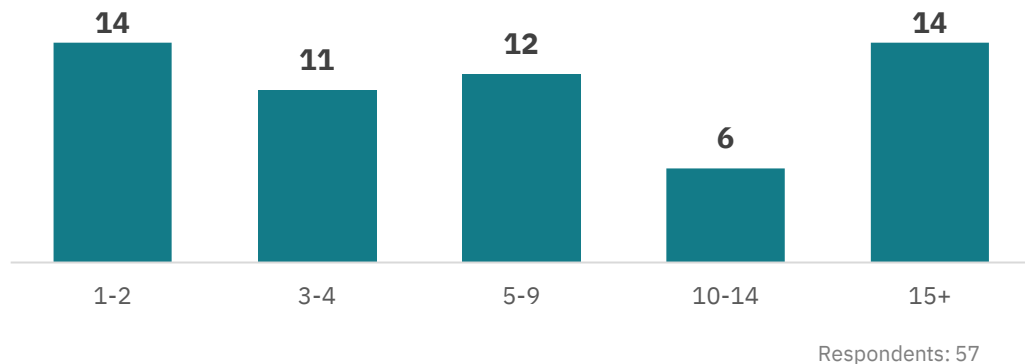
Vast majority of respondents invest in alternative proteins and expect to continue doing so in 2023.

81%

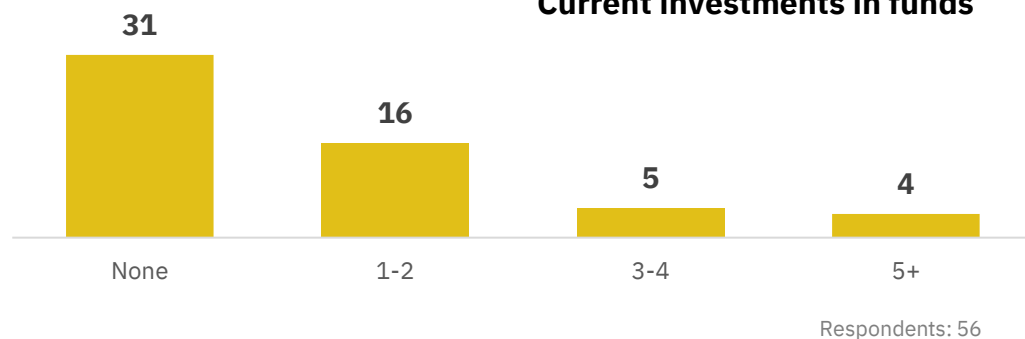
are currently invested in alternative protein companies or funds

Respondents: 84

Current investments in companies



Current investments in funds

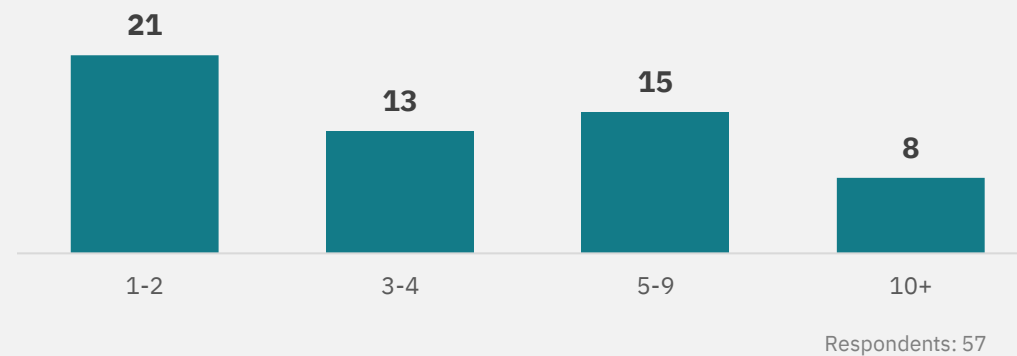


87%

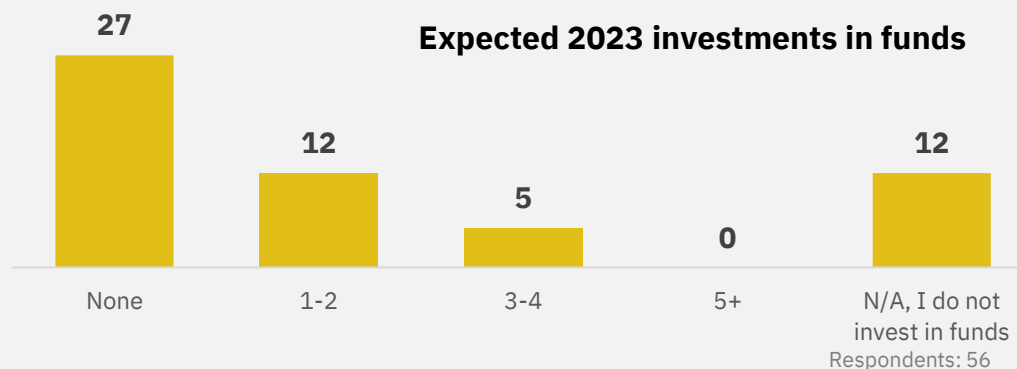
expect to make investments in alternative protein companies or funds in 2023

Respondents: 84

Expected 2023 investments in companies



Expected 2023 investments in funds

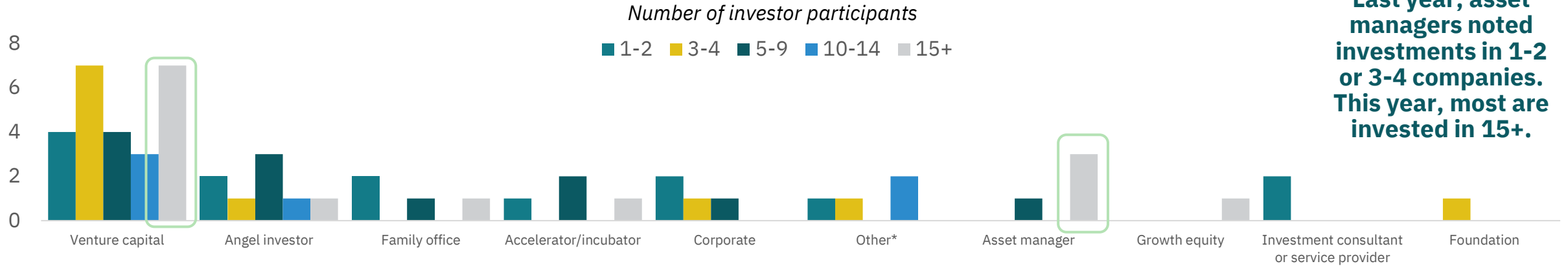


Source: GFI investor survey. As of December 2022. Responses were only included if investors responded to questions about both current and expected practices.



VCs and asset managers are the most prolific.

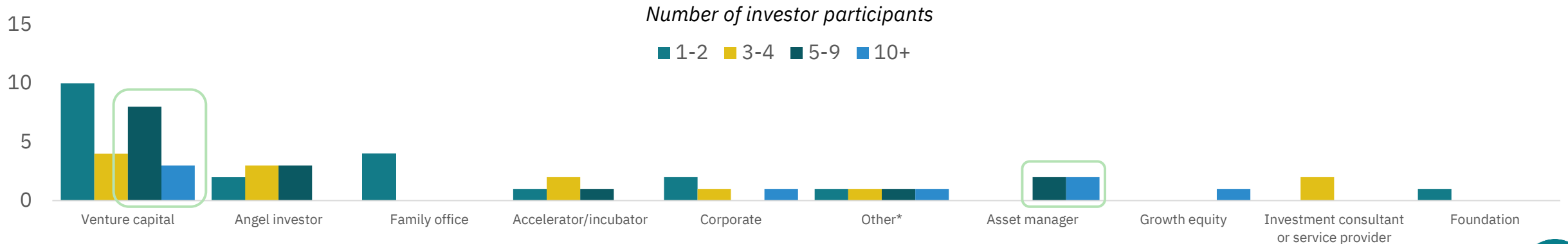
Number of investments in alternative protein companies by investor type



Last year, asset managers noted investments in 1-2 or 3-4 companies. This year, most are invested in 15+.

Respondents: 57

Number of expected 2023 investments in alternative protein companies by investor type



Respondents: 57



Source: GFI investor survey. As of December 2022. Responses were only included if investors responded to questions about both current and expected practices.

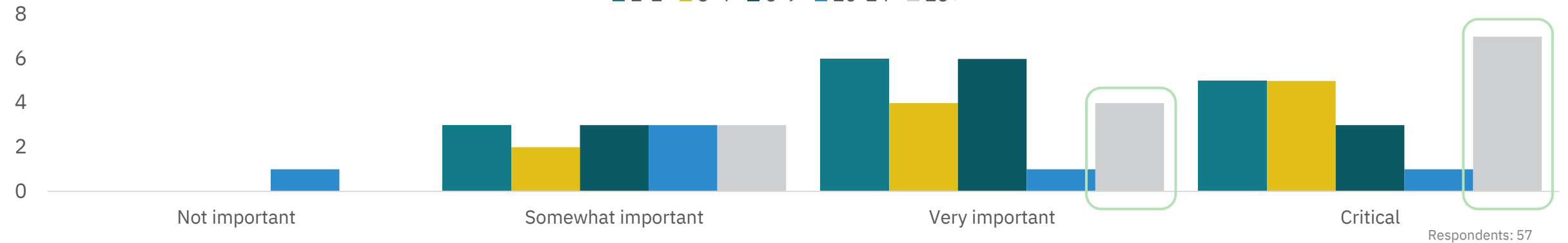
*Other includes responses listed under a specific "other" selection and the following selections: crowdfunding platform, investor group/syndicate, private wealth management, sovereign wealth fund

Investors who consider ESG factors very important or critical are significantly invested in alt proteins.

Number of investments in alternative protein companies by importance of ESG factors

Number of investor participants

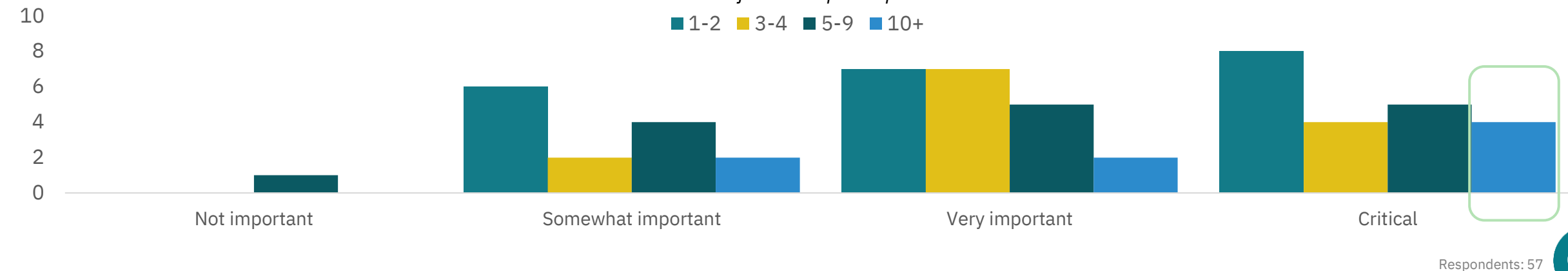
■ 1-2 ■ 3-4 ■ 5-9 ■ 10-14 ■ 15+



Number of expected 2023 investments in alternative protein companies by importance of ESG factors

Number of investor participants

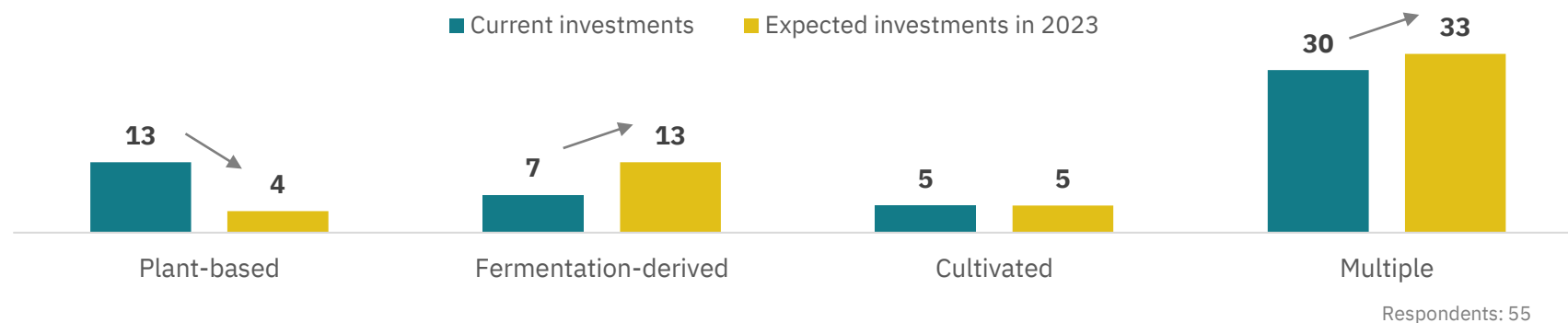
■ 1-2 ■ 3-4 ■ 5-9 ■ 10+



Investors are diversifying their alternative protein holdings.

Current and expected 2023 investments in alternative protein companies by protein category

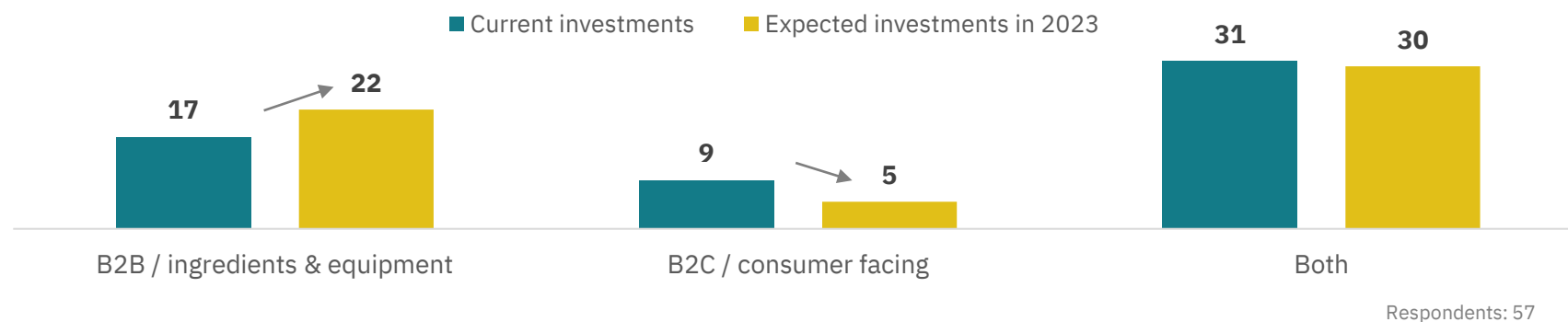
Number of investor participants



Investors have reduced interest in investing solely in plant-based companies, in favor of investing across protein categories, with a **particular interest in fermentation.**

Current and expected 2023 investments in alternative protein companies by business model

Number of investor participants

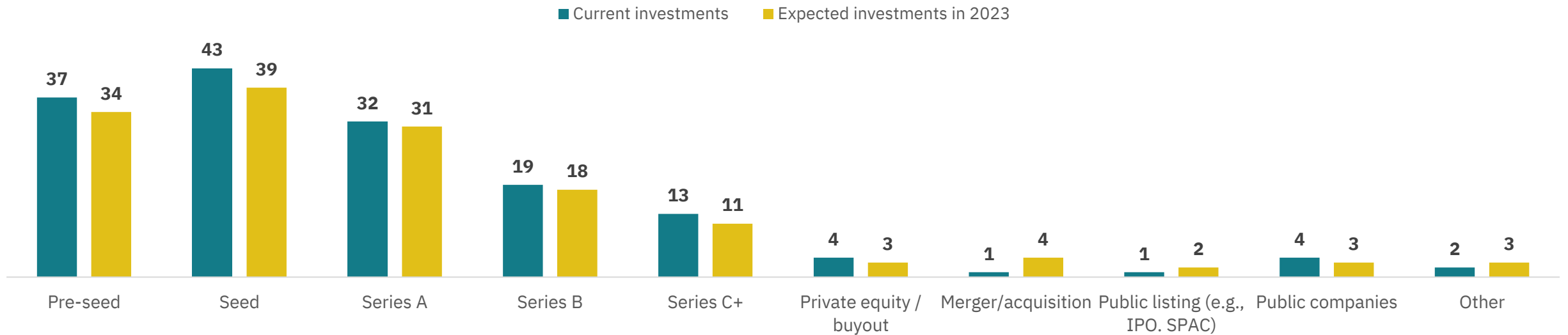


Investors are **particularly interested in B2B / ingredients & equipment** business models.

No major changes in expected round types.

Current and expected 2023 investments in alternative protein companies by round type

Number of investor participants, multi-select question



Respondents: 55

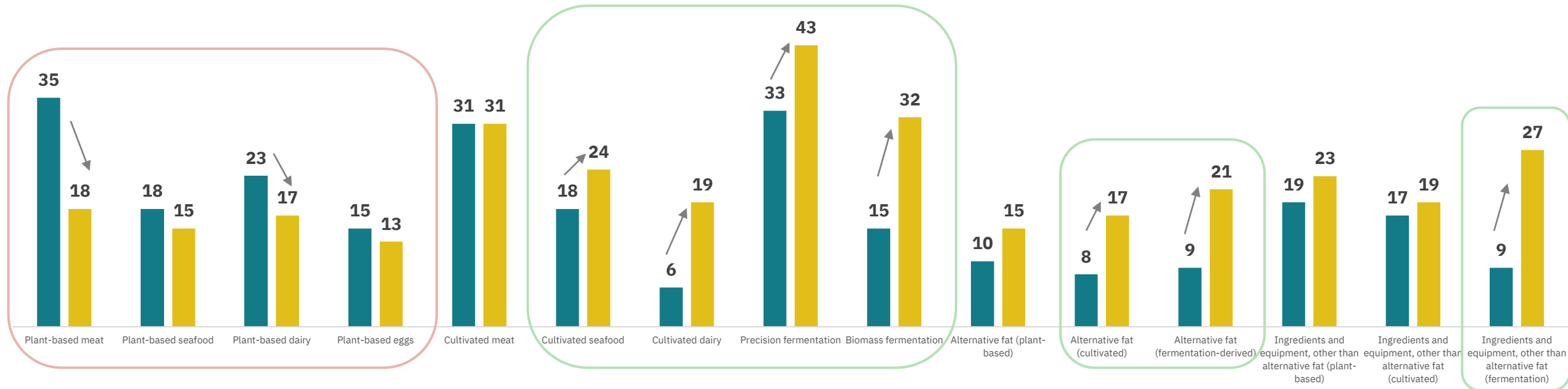


Interest in plant-based is dwindling while interest in other product types—especially fermentation and novel cultivated product types—grows.

Current and expected 2023 investments in alternative protein companies by product type

Number of investor participants, multi-select question

■ Current investments ■ Expected investments in 2023

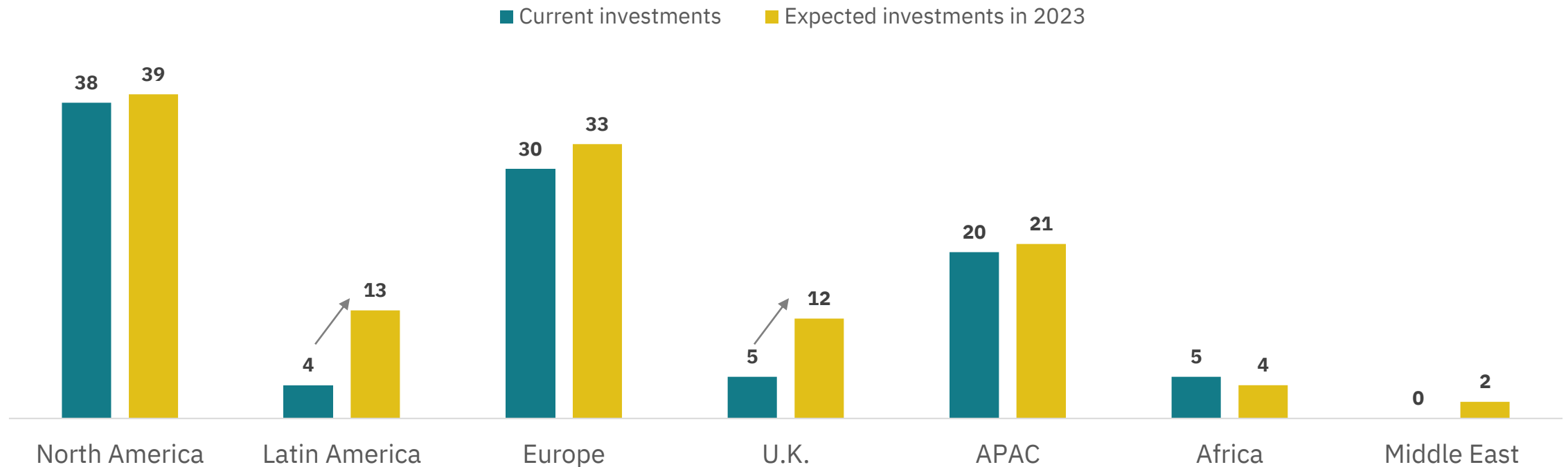


Respondents: 52



Investors plan to increasingly invest across most regions, with particular interest in LatAm and the U.K.

Regional location of current and expected 2023 investments in alternative proteins
Number of investor participants, multi-select question



Respondents: 53

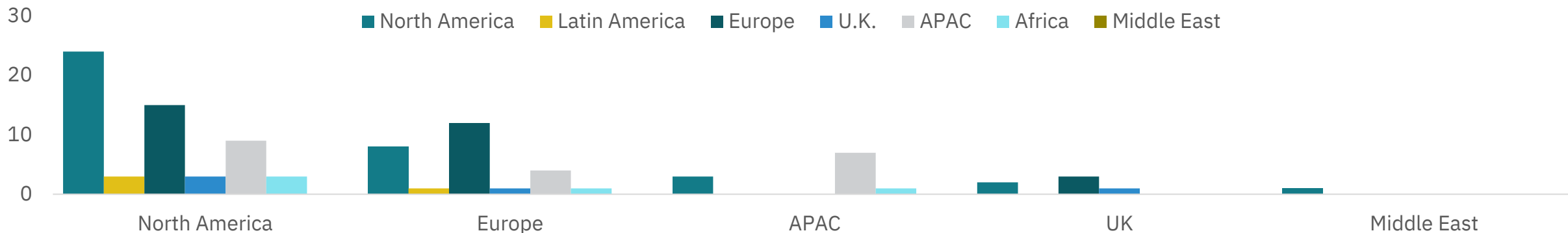


Investors have a home bias, but plan to diversify their investments to other regions in 2023.



Location of current alternative protein investments by HQ country

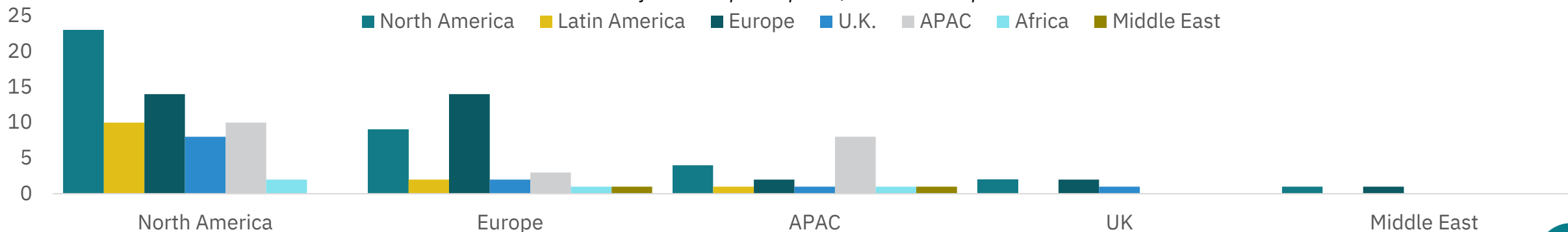
Number of investor participants, multi-select question



Respondents: 53

Location of expected 2023 alternative protein investments by HQ country

Number of investor participants, multi-select question

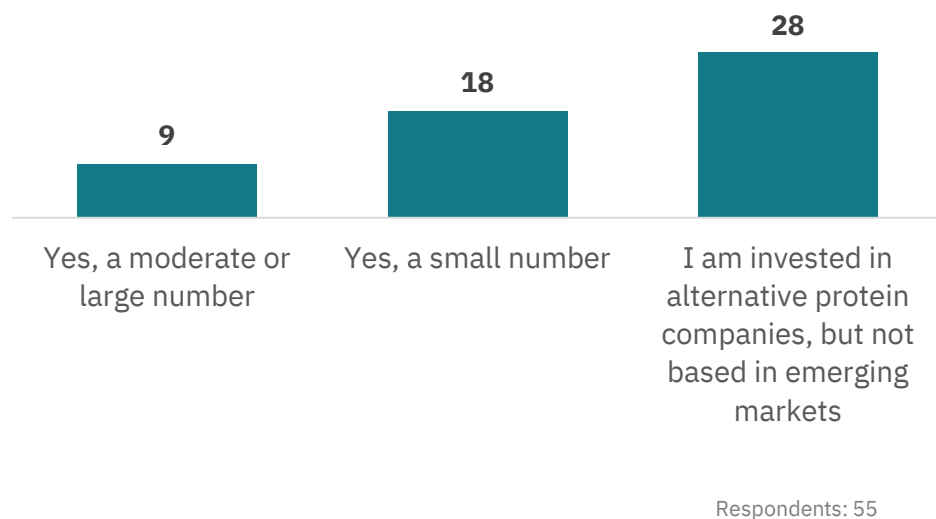


Respondents: 53

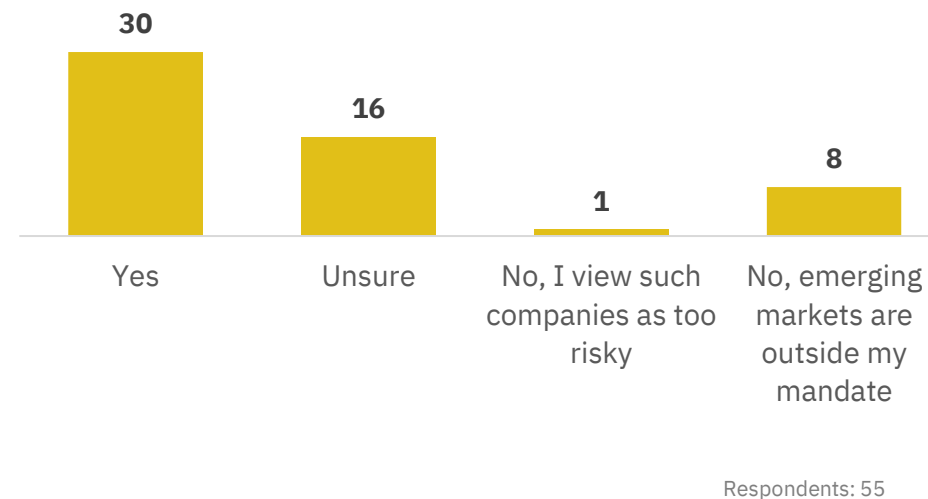


Roughly half of investors are exposed to emerging markets, and over half plan to invest in 2023.

Currently invested in alternative protein companies based in emerging markets



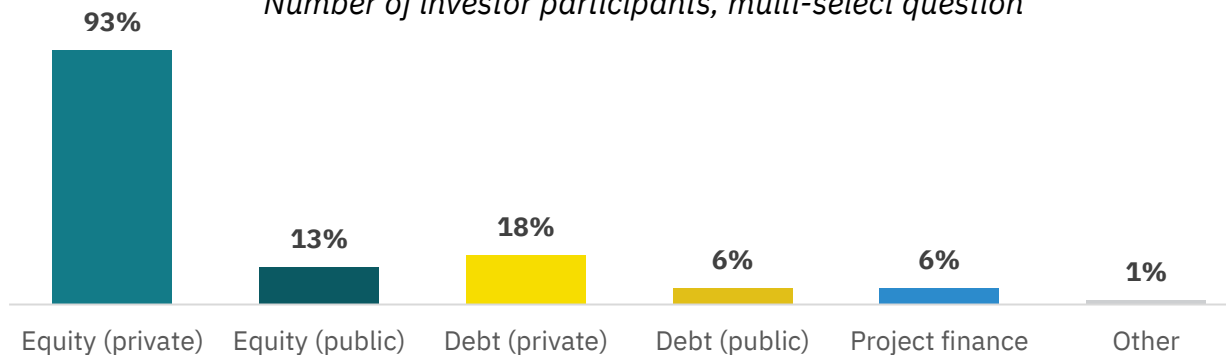
Plan to invest in alternative protein companies based in emerging markets in 2023



Most investors plan to invest in alternative protein companies via private equity, but other asset classes are also of interest.

Planned investments in alternative protein asset classes

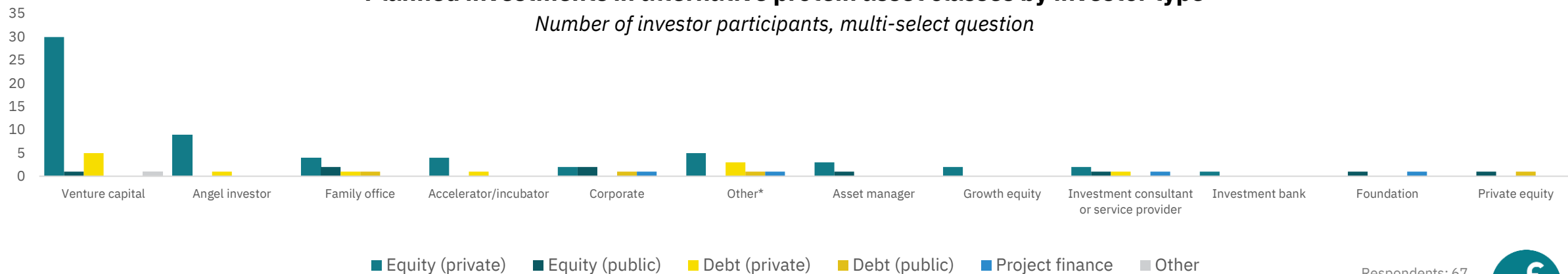
Number of investor participants, multi-select question



Respondents: 67

Planned investments in alternative protein asset classes by investor type

Number of investor participants, multi-select question



Respondents: 67



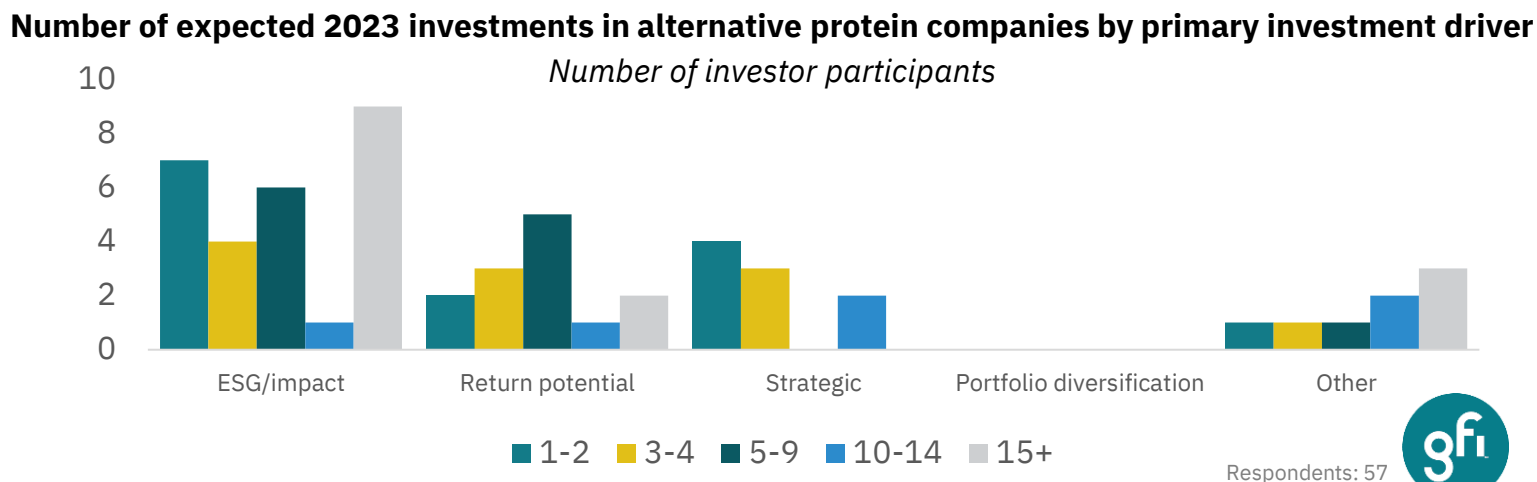
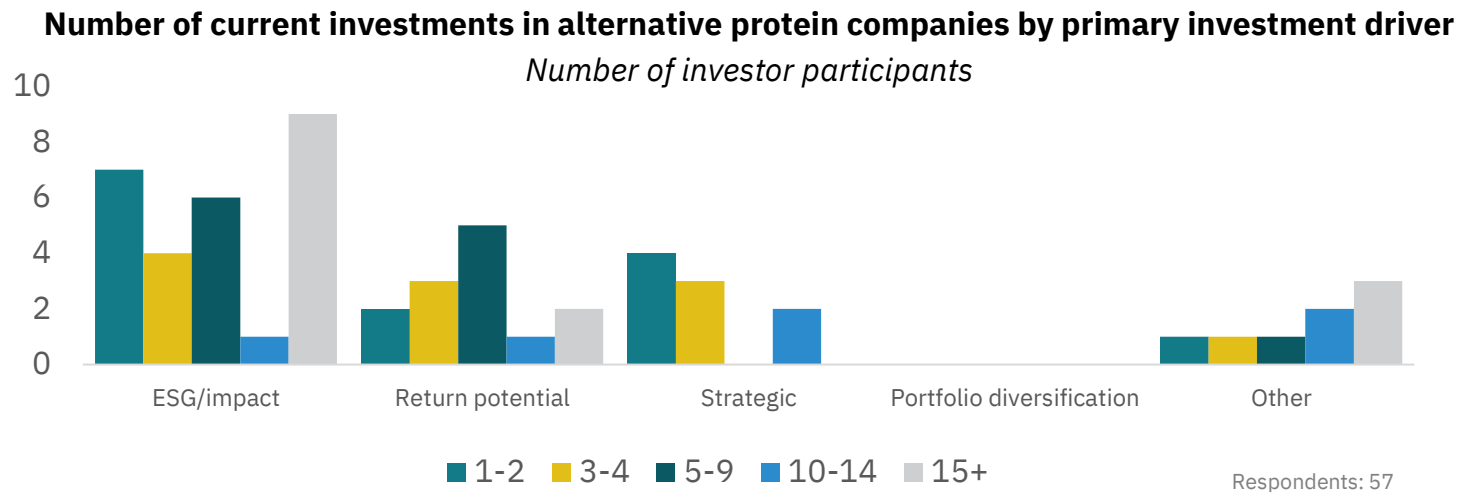
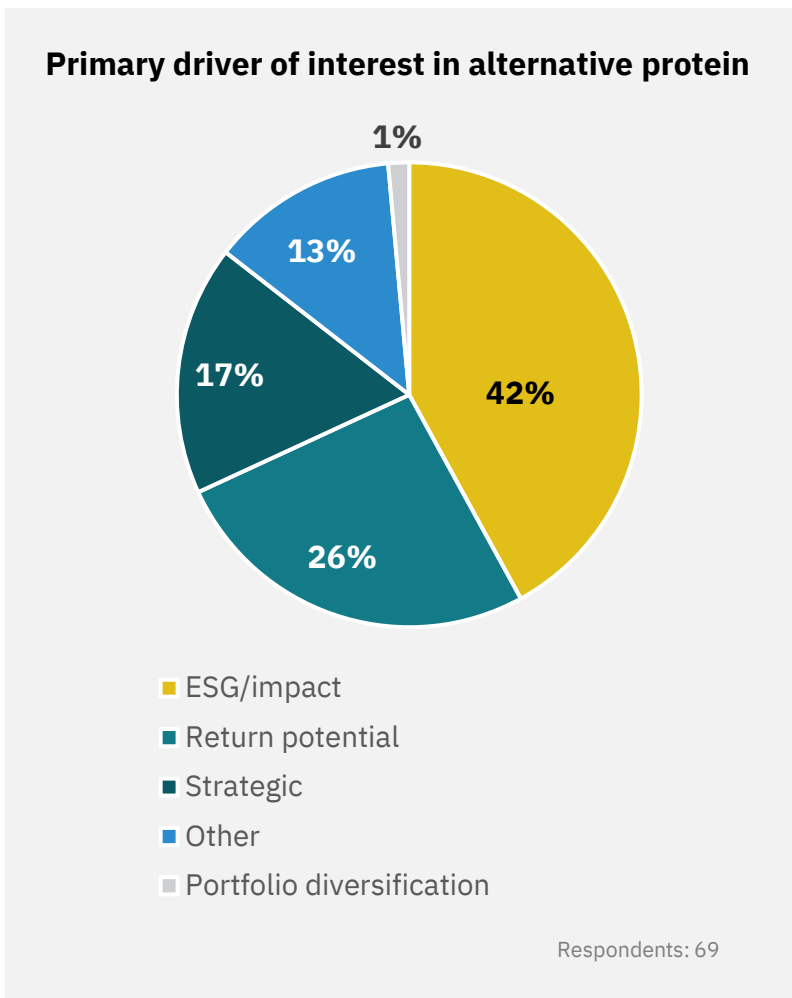
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Motivations and views

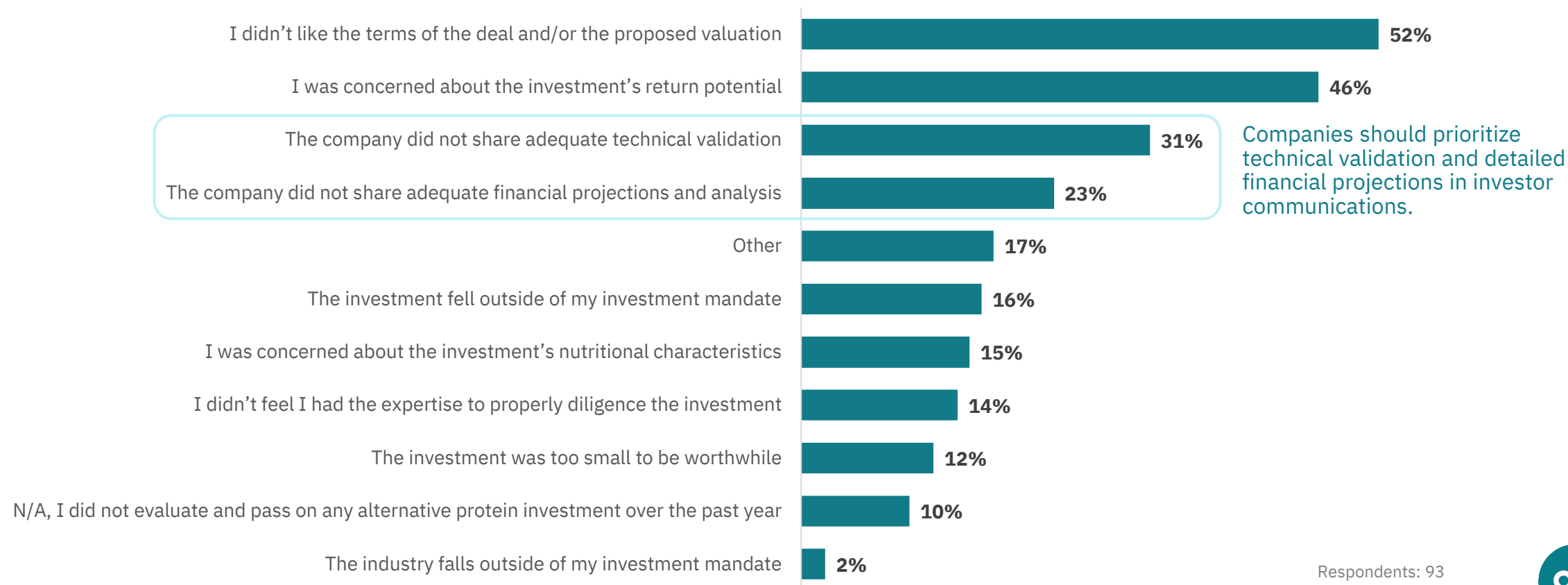
ESG/impact is the largest driver of investor interest in alternative proteins and leads to more prolific investing.



Specific deal terms & valuations and concerns about return potential were top reasons for passing on an investment.

Reasons for passing on a specific alternative protein investment last year

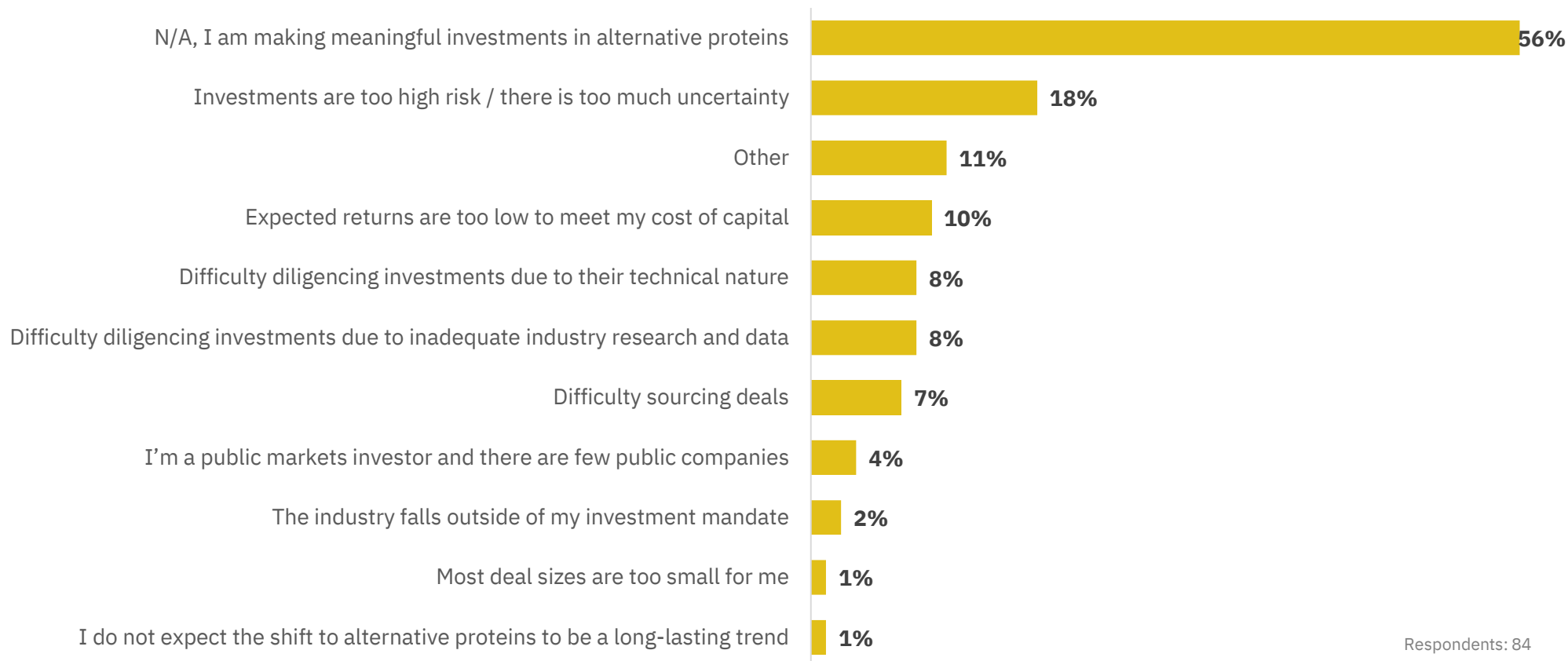
Percent of investor participants, multi-select question



Majority are making meaningful investments in alternative proteins. For others, perceived risk and uncertainty are barriers.

Reasons for making limited or no investments in alternative proteins

Percent of investor participants, multi-select question

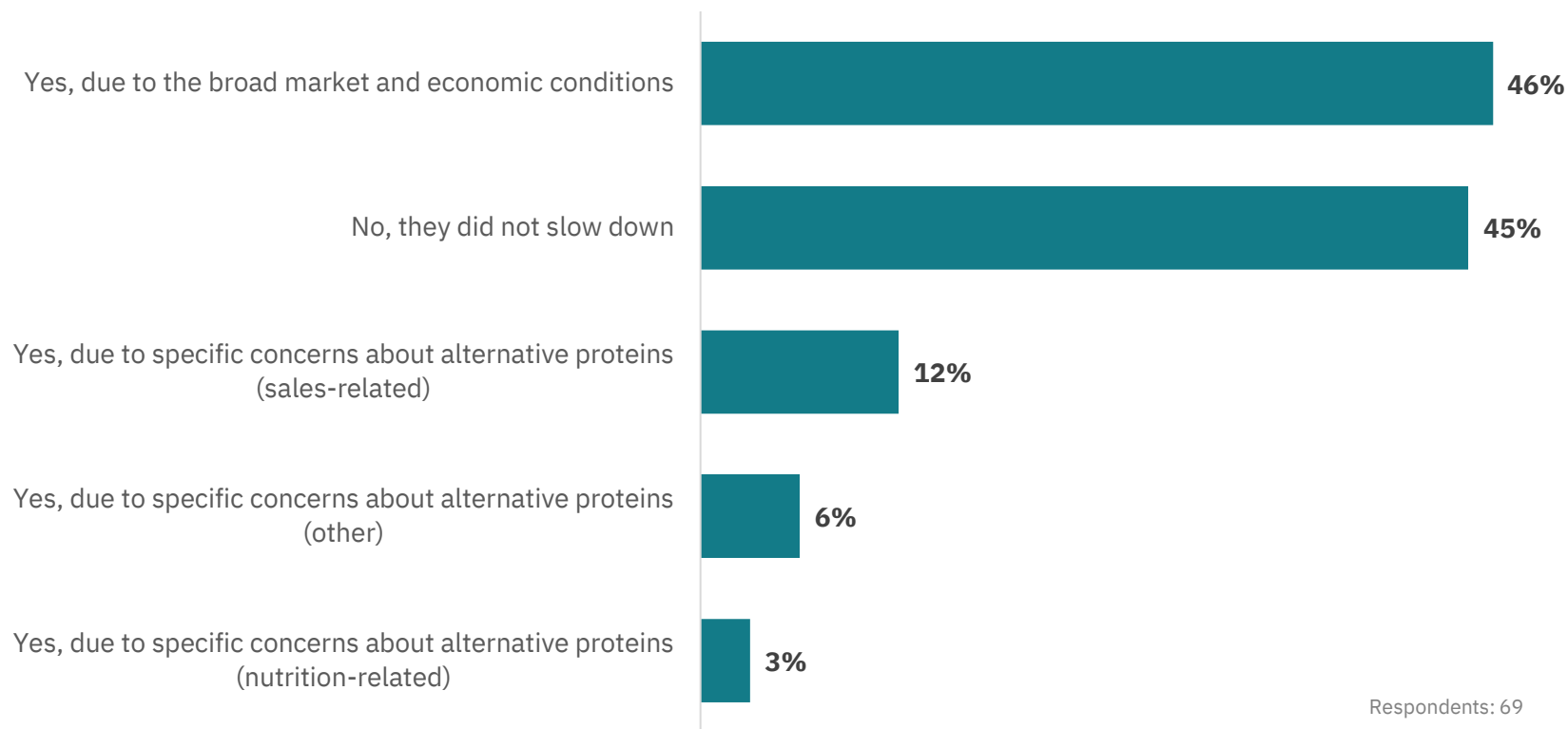


Respondents: 84

If investments did slow, market and economic conditions were stated as the top reason.

Reasons for alternative protein investments slowing down in 2022

Percent of investor participants, multi-select question



Investors are optimistic about the prospects of alternative proteins, especially in the long-term.

“I am optimistic about the alternative protein industry over the short/long term”

Percent of investor participants

