

G R  V A R A

— EAT HEALTHY • THINK GLOBAL —



BOBO's®

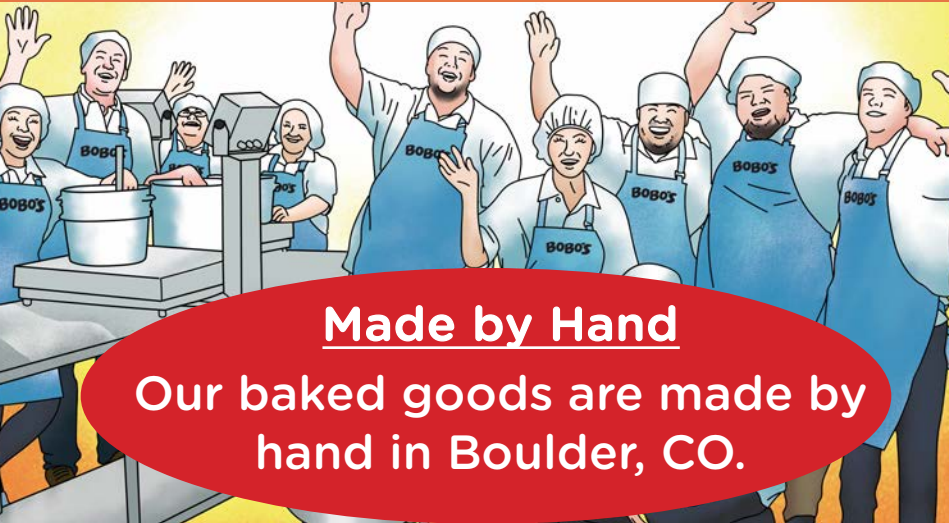
BOBO'S WILL

Feed You Like Family

&

BOBO'S WAY

With Delicious
Homemade Baked Goods



Made by Hand

Our baked goods are made by hand in Boulder, CO.



Wholesome

We bake with wholesome, real ingredients to keep you going

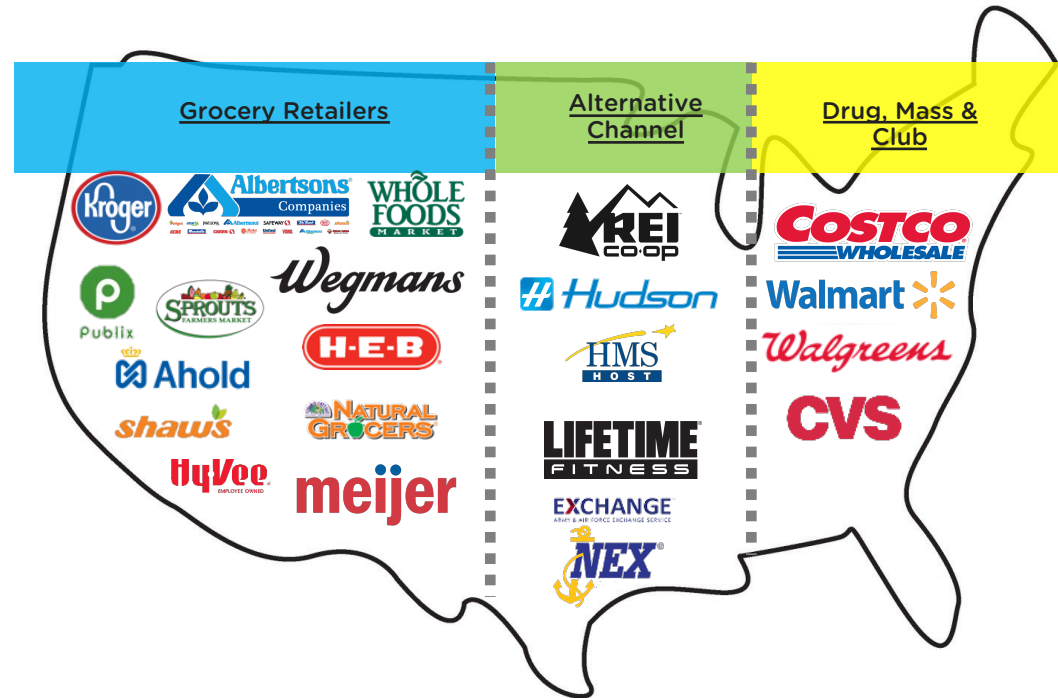
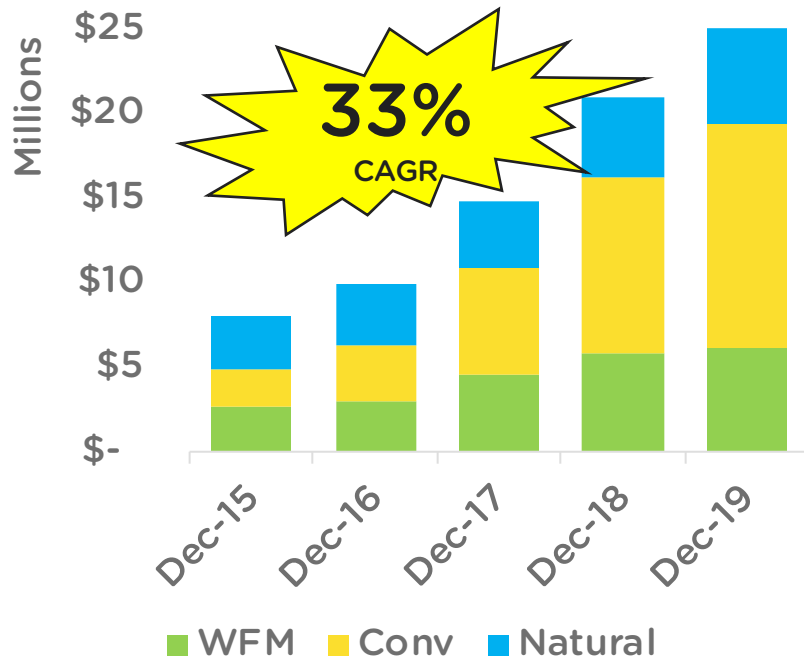


Baked

Everything we make is fresher and tastier because we bake it

WE ARE JUST UNLOCKING OUR POTENTIAL!

BOBO'S Continues to Show Fantastic Growth Across All Channels



BOBO'S

BAKED FROM THE



BOBO'S PORTFOLIO - FRESH BAKED GOODS FOR THE ENTIRE FAMILY

STUFF'D BARS
Nutrition Bar Set

3 OZ BARS
Nutrition Bar Set

5 COUNT BITES
Cereal Bar Set

TOASTER'S
Breakfast Set



SOY FREE NON GMO GLUTEN FREE VEGAN

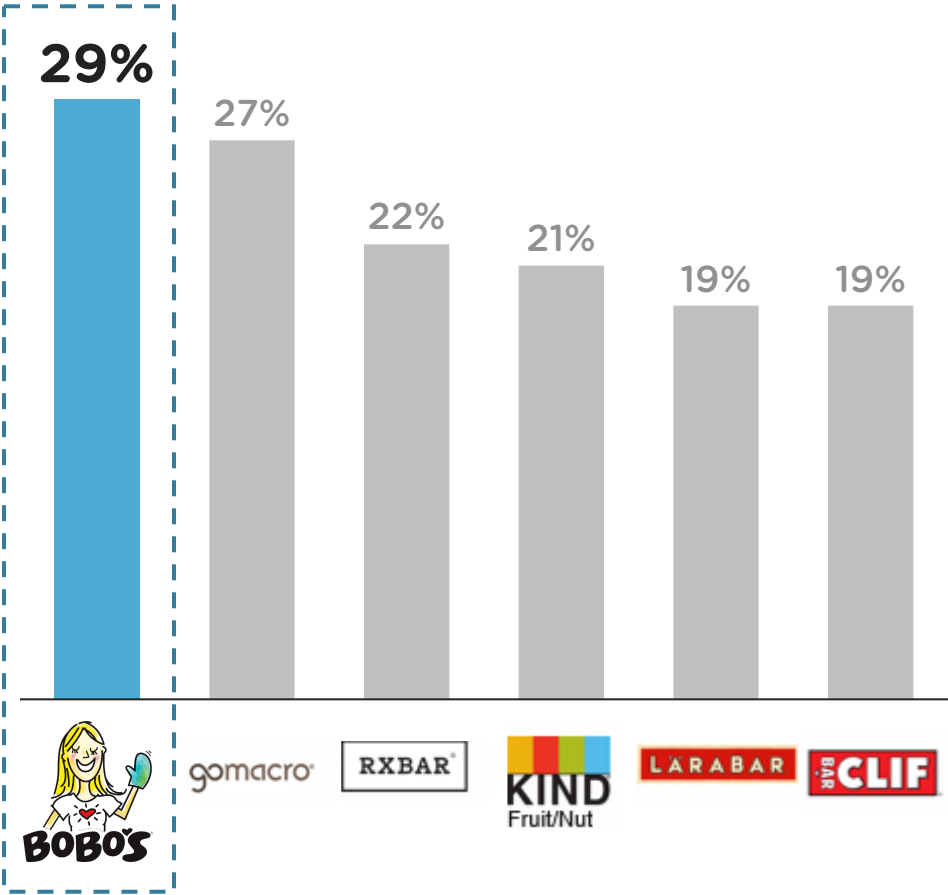
BOBO'S

BAKED FROM THE



BOBO'S RANK #1 IN LOYALTY AND SATISFACTION

% purchasing brand +1x week



Net Promoter Score

Mean	35
Bobo's	50
KIND Fruit/ NUT Bars	49
Made good	48
That's It	45
Clif Bar	37
Larabar	36
Go Macro	34
RX Bar Kids	28
RX Bar	27
Clif Zbar	27
Luna Bars	26
Think Thin	11

BOBO'S: FIGHTING CATEGORY DYNAMICS TO DRIVE THE HIGHEST PURCHASE RATE IN THE CATEGORY



BOBO'S

BAKED FROM THE 

CONSUMERS ARE LOOKING FOR CLEAN SIMPLE BARS

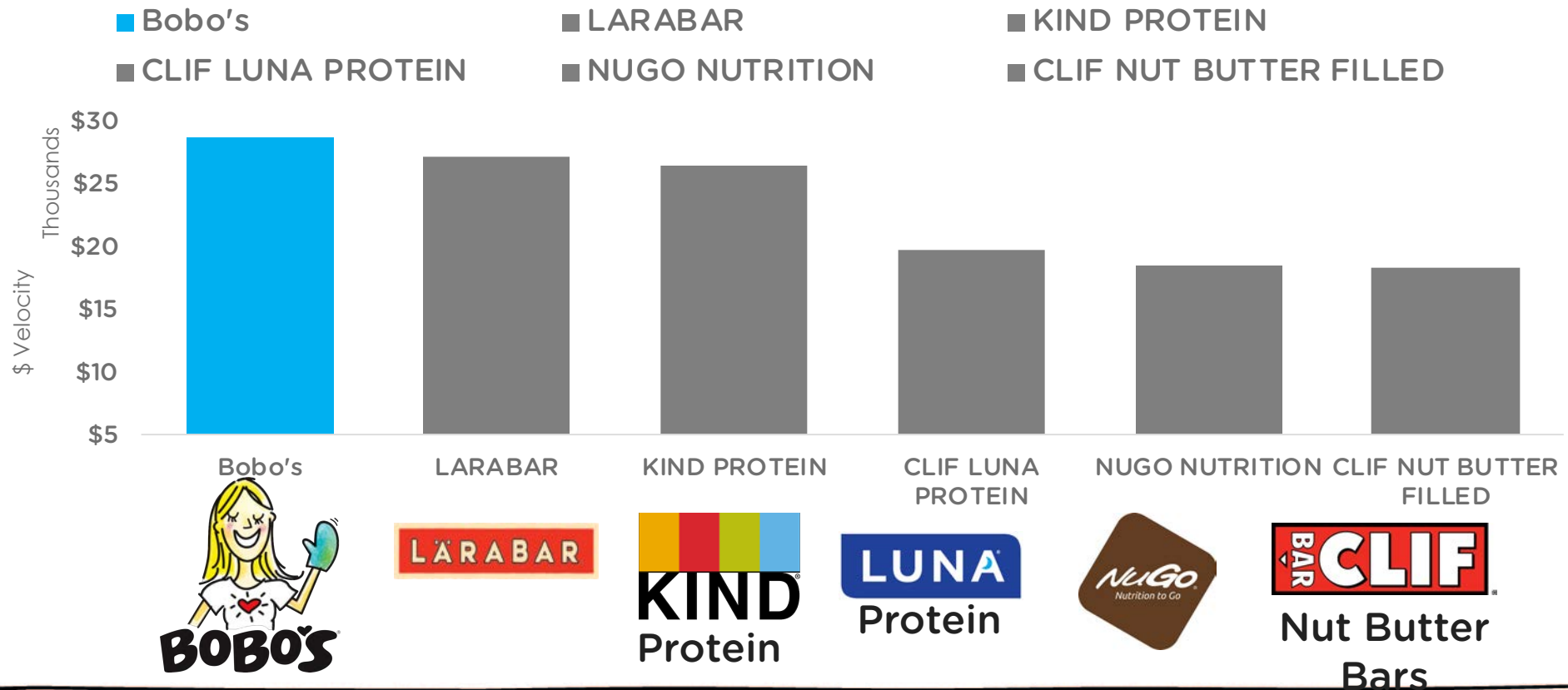
BOBO'S DELIVERS!



Clif 23 Ingredient	Bobo's 9 ingredients
ORGANIC BROWN RICE SYRUP	ORGANIC ROLLED OATS
SOY PROTEIN ISOLATE*	BROWN RICE SYRUP
RICE FLOUR*	ORGANIC PEANUTS
BARLEY MALT EXTRACT*	ORGANIC COCONUT OIL
ORGANIC SOY FLOUR	ORGANIC CANE SUGAR
ORGANIC ROLLED OATS	VEGETABLE GLYCERIN
ORGANIC OATS*	XANTHAN GUM
ORGANIC DRIED CANE SYRUP*	ORGANIC SEA SALT
ASCORBIC ACID*	VITAMIN E (FOR FRESHNESS)
NATURAL VITAMIN E *	
ORGANIC CANE SYRUP*	
ORGANIC PEANUTS*	
SALT*	
PEANUT FLOUR	
PEANUTS	
APPLE FIBER*	
ORGANIC OAT FIBER*	
INULIN [CHICORY EXTRACT]*	
ORGANIC MILLED FLAXSEED*	
PSYLLIUM*	
ORGANIC DATE PASTE	
NATURAL FLAVORS	
SEA SALT	

EXPAND- DRIVE BITES INTO NEW ACCOUNTS

BOBO'S Top 3 Bare Are Out Performing Brands with +2X its Distribution



BOBO'S

BAKED FROM THE



OUR PRODUCT LINE - BARS

WE'RE TAKING OUR BEST BARS ACROSS THE POND!



2.5 OZ STUFFED

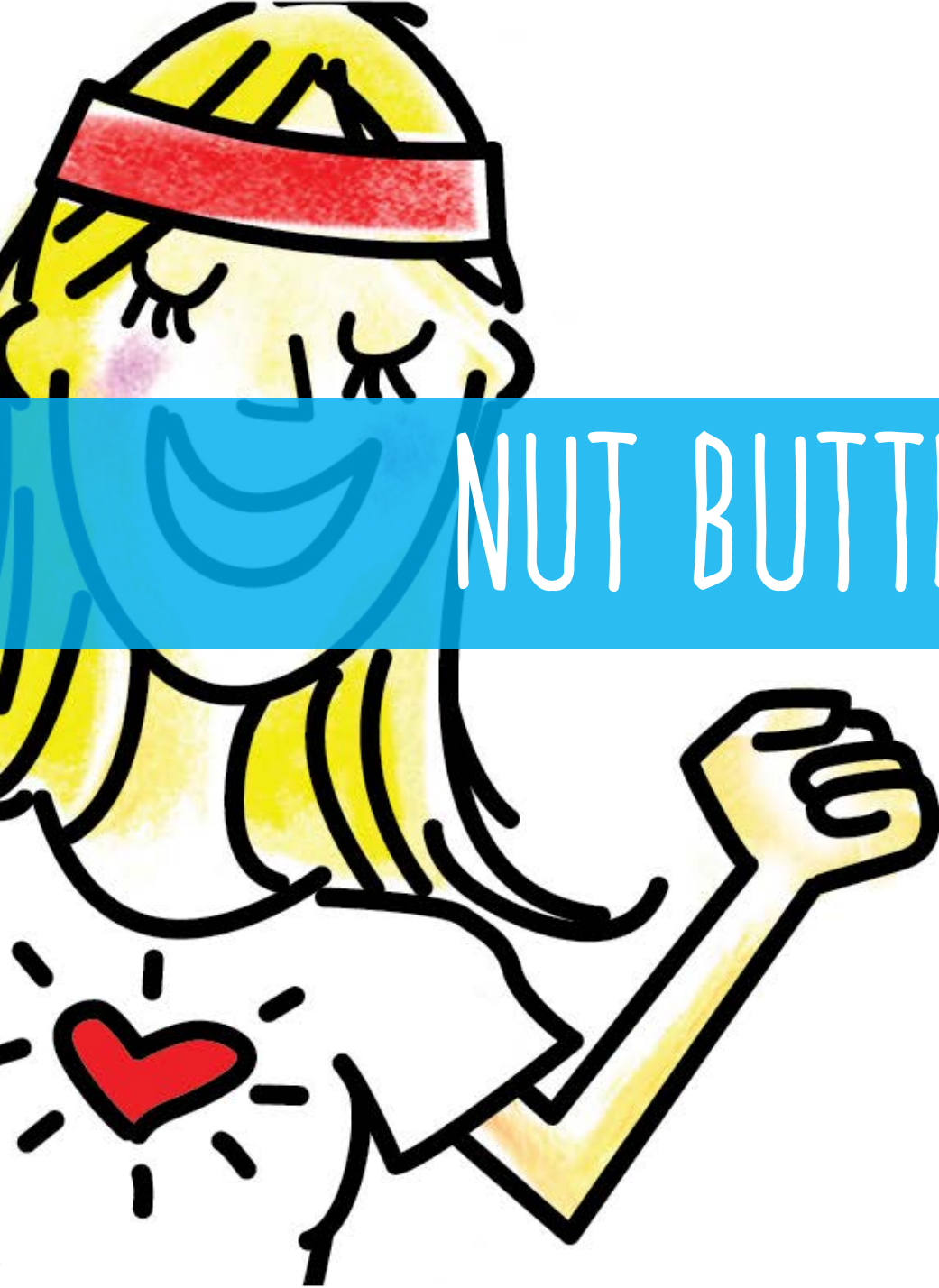
3OZ ORIGINAL

💖 SOY FREE 💖 NON GMO 💖 GLUTEN FREE 💖 VEGAN

BOBO'S

BAKED FROM THE





NUT BUTTER BAR



BOBO'S NEWEST INNOVATION



1

2

3

4

BOBO'S

BAKED FROM THE



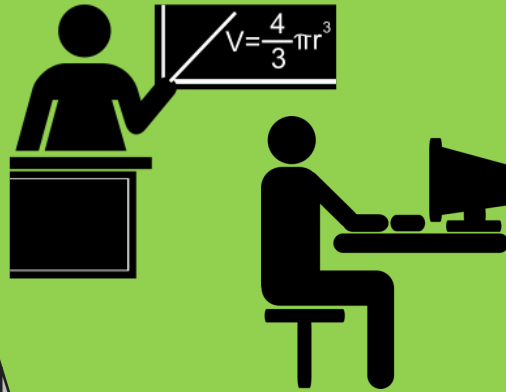
OPPORTUNITY: EXPAND BOBO'S EATING OCCASION W/ 43% OF LOYALISTS

Meal Replacement



43% of Consumers
Eat BOBO'S at
Breakfast or as a
Meal Replacement

Perform



Play



Opportunity to Expand
Consumption with BOBO'S
Consumers - 84% of Bobo's
Consumers Purchase Protein Bars

BOBO'S

BAKED FROM THE



BOBO'S OFFERS A LOWER SUGAR AND LOWER CALORIE OPTION



				
Calories	260-270	290	320	210
Protein	10-11	11	15	12
Sugar	12-14	14	18	13
Added Sugar	5-7	14	18	0
# Of Ingredients	9	9	23	7
First Ingredient	Oats	Brown Rice Syrup	Peanut Butter	Dates

BOBO'S

BAKED FROM THE



INGREDIENT COMPARISON NUT BUTTER BARS



PRODUCT FEATURES	Bobo's	One Bar	Quest	GOMACRO
#1 Ingredient	Organic Rolled Oats	Pea Protein	Milk Protein Isolate	Brown Rice Syrup
10 gram of Protein	✓	✓	✓	✓
NO Natural Flavors	✓	✗	✗	✓
No Sugar Alcohol	✓	✗	✗	✓
Dairy Free	✓	✗	✗	✓
NON GMO	✓	✗	✗	✓

BOBO'S

BAKED FROM THE



COMPETITIVE SET



BOBO'S

BAKED FROM THE



THE WHOLESOME BAR CATEGORY

TOAST'R PASTRIES

**Trips to the
Toaster Pastry
Aisle are down**

-13%

***And sales are
down***

-11%

CEREAL BARS

**Trips to the Cereal
Bar Aisle are down**

-18%

***And sales are
down***

-19%

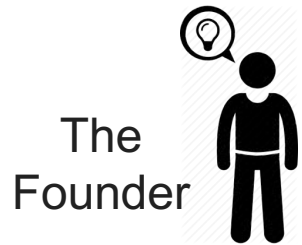
BOBO'S




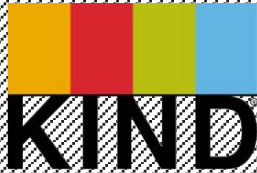








BAKED FROM THE



Source: Catalina; THE CENTER STORE REVOLUTION Innovation Drives Trips and Category Growth

HIGH SUBSTITUTABILITY IN THE BREAKFAST BAR CATEGORY



Crunchy	Chewy	Toaster Pastry	Hand Baked
			
 	    	 	

Wholesome Bar Category Incrementally

BOBO'S

BAKED FROM THE



HIGH SUBSTITUTABILITY IN THE BREAKFAST BAR CATEGORY



Wholesome Bar Category Incrementally

BOBO'S

BAKED FROM THE



FEATURE COMPARISON - CEREAL BARS



PRODUCT FEATURES	Bobo's	Kashi	C Farm	Z Bar
Size	1.3oz	1.2oz	1.2oz	1.27oz
Grams of W.G.s	14 G	9 G	11 G	11 G
Sugar	7 G	9 G	10 G	10 G
Gluten Free	✓	✗	✗	✗
NON-GMO	✓	✓	✓	✓
Dairy & Soy Free	✓	✗	✗	✗

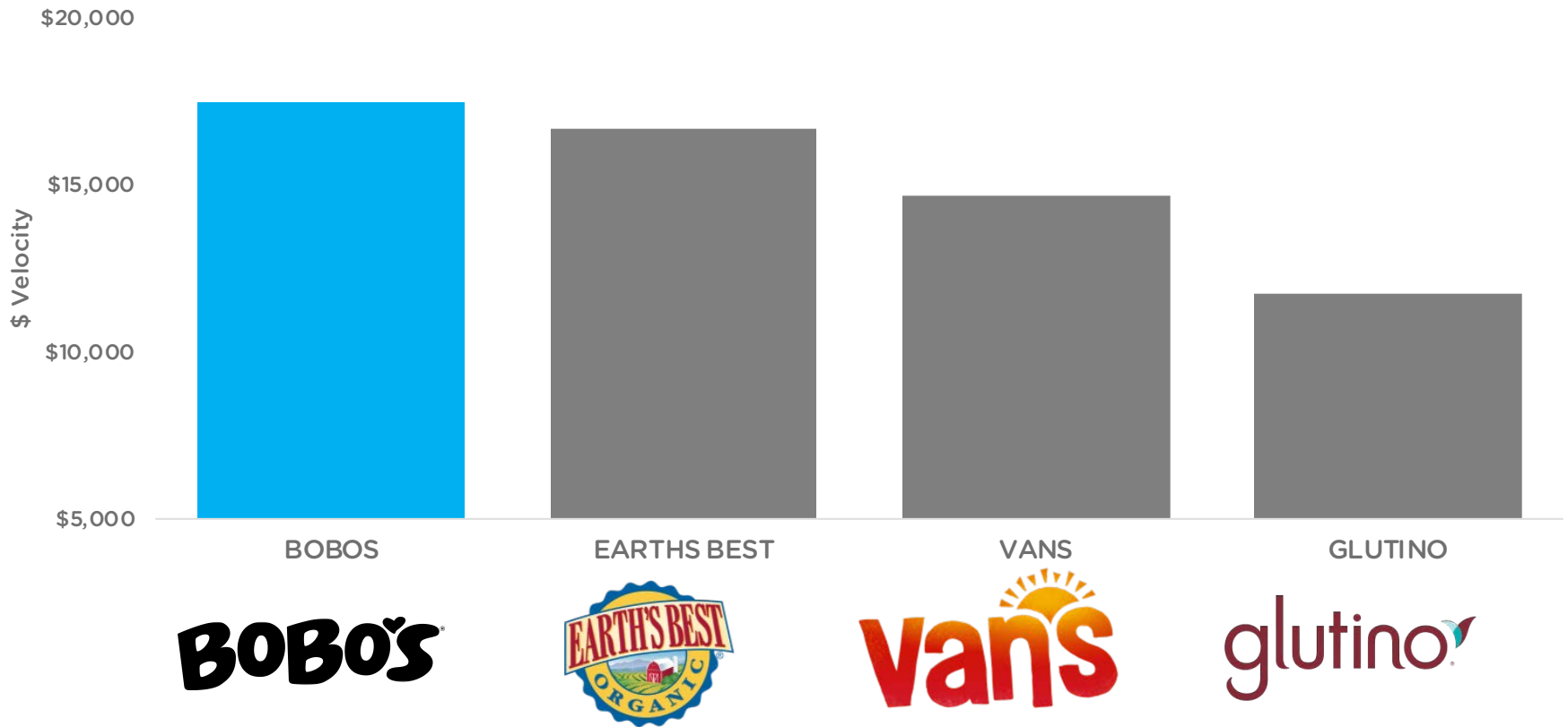
BOBO'S

BAKED FROM THE



EXPAND- DRIVE BITES INTO NEW ACCOUNTS

Bobo's is Outperforming Declining Brands With More Distribution



BOBO'S



vans

glutino

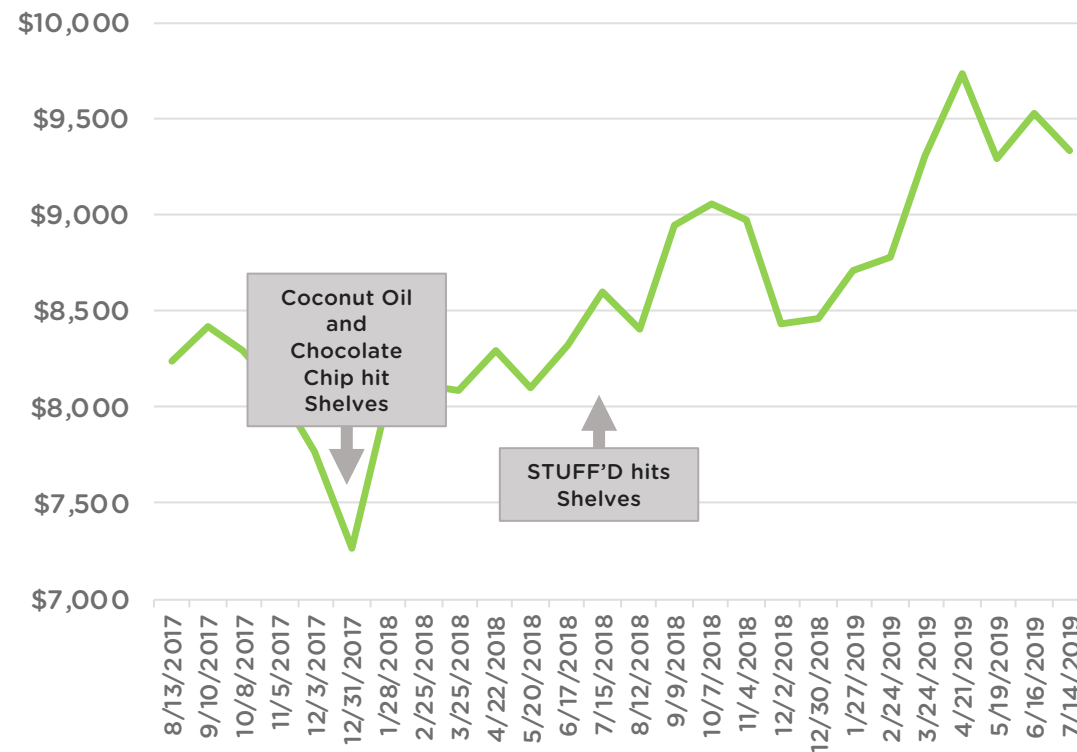
BOBO'S

BAKED FROM THE



BOBOS BITES - NOW COMPLETELY RENOVATED!

Bites MULO Velocity Has Steadily Increased Throughout 2018 & 2019



13% Price Decrease



Improved Quality



New Artwork



Now STUFF'D

BOBO'S

BAKED FROM THE



OUR BITES



Highest growth item across
all Bobo's product lines

Taking the Top 4 Flavors
International

♥ SOY FREE ♥ NON GMO ♥ GLUTEN FREE ♥ VEGAN

BOBO'S

BAKED FROM THE





BAKED FROM THE 