





..... WE ARE
ON A MISSION
TO CHANGE
THE TRAJECTORY OF
CHILDREN'S
HEALTH
THROUGH NUTRITION





is the
**#1 ORGANIC
BABY FOOD**
*in the US!**



How our Happy Baby was Born

When our founder Shazi Visram saw her friend, a new mom, struggling to find healthy baby food options, she found her purpose: give babies their healthiest, happiest beginning through organic, thoughtfully-made food.

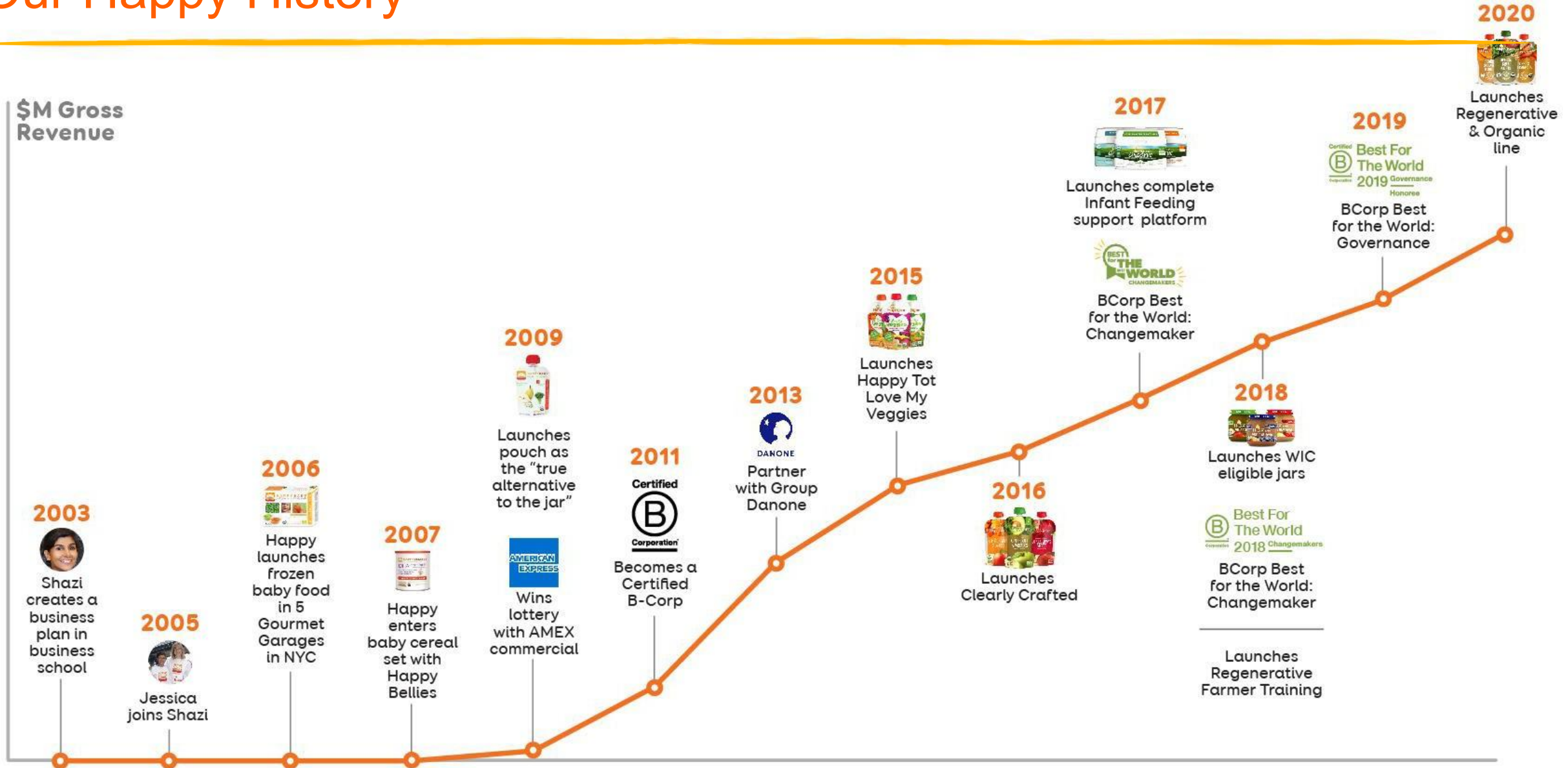
“When I started this business, my dream was to change the world with organic baby food. I can’t tell you with 100% certainty that our business changes the world on a daily basis, but what I can tell you with absolute certainty is that we’re feeding the young minds that will.”

Shazi

founder &
chair mom



Our Happy History



Innovators in Organic Baby Food Category

2006



First alternative to the baby food jar with frozen foods

2007



First baby cereal with DHA and Probiotics

2008



First organic puff finger food

2009



First organic yogurt snack
First to launch pouches nationally
First to introduce organic Toddler Foods

2012



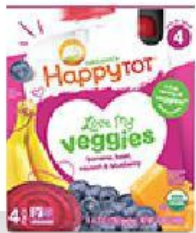
First to produce gluten-free puffs for babies

2014



First to launch need state/functional ingredient products for toddlers

2015



First to launch toddler platform with 1 full serving of veggies

2016



First to launch clear pouch and full transparency story - Clearly Crafted

2017



Launched Infant Feeding platform with breastfeeding support bars and formula, plus free online chat support for moms

2018



Launched organic toddler bowls and WIC-authorized jar line, so that babies have access to the best organic nutrition

2019



First to launch organic toddler bars with no added sugar, plus expanded organic toddler bowls line with no added sugar

2020



First to launch a product with ingredients to help support the immune system and digestive health, as well as the first major brand to launch baby food featuring ingredients made using regenerative farming practices that help mitigate climate change.



OUR ENLIGHTENED NUTRITION APPROACH



OUR TEAM OF PARENTS & PARTNERS

We use our personal knowledge as parents and partner with trusted pediatricians, registered dietitians, and children's health experts.



CURATED INGREDIENTS

We curate our ingredients and tailor our products to baby's age and stage.



AGE & STAGE APPROPRIATENESS

We taste and thoroughly analyze each individual ingredient and every batch of food that goes into our products.



QUALITY & SAFETY



Why Organic?

ORGANIC

- ✓ Mandatory certification
- ✓ NO GMOs allowed
- ✓ NO toxic persistent pesticides
- ✓ NO synthetic fertilizers
- ✓ NO sewage sludge & irradiation
- ✓ NO antibiotics or growth hormones used on animals

CONVENTIONAL

- ✗ NO certification
- ✗ GMOs allowed
- ✗ Toxic persistent pesticides allowed
- ✗ Synthetic fertilizers allowed
- ✗ Sewage sludge & irradiation allowed
- ✗ Antibiotics & growth hormones allowed

NON-GMO

- ✗ NO certification
- ✓ NO GMOs allowed
- ✗ Toxic persistent pesticides allowed
- ✗ Synthetic fertilizers allowed
- ✗ Sewage sludge & irradiation allowed
- ✗ Antibiotics & growth hormones allowed

NATURAL

- ✗ NO certification
- ✗ GMOs not regulated
- ✗ Toxic persistent pesticides not regulated
- ✗ Synthetic fertilizers not regulated
- ✗ Sewage sludge & irradiation not regulated
- ✗ Antibiotics & growth hormones not regulated

* Non-GMO claims do not require a certification, unlike the Non-GMO Project Verified claim, which includes rigorous testing to verify compliance with strict standards.

** The term natural has not been regulated by the FDA and has no legal definition.



We have a deep understanding of our consumer:



MILLENNIALS

PROGRESSIVE

71% of moms work outside the home

80% of dads have grocery shopping responsibilities

Dads spend \$24 more on average grocery trip vs. moms

INFORMED

63% of moms regularly read nutritional labels

At shelf, 8/10 moms use their smartphones to search for product information, coupons, pricing & reviews

AUTHENTICITY SEEKING

80% of parents say it's important for brands to realistically reflect parenting today

65% of global consumers are making belief-driven purchases

...and are tracking the next generation of parents:

DIVERSE

More than 50% identify as a minority

Global with fluid identities

Rule breakers, fairness advocates, & tech experts

SKEPTICAL

Rely on peers to advocate vs. influencers

Only 49% prefer to buy online vs. 74% Millennials

VALUE DRIVEN, SEEKING BRAND ACTIVISM

94% believe companies should address social & environmental issues (+10% vs. Millennials)

GEN Z



RESEARCH PARTNERS



BrandLabs



MINTEL

Semanti

Web

Survata



SHINE/SCOUT

* Data sources available on request

Confidential



Happy Family Packaging Commitments

Happy Family Becomes First U.S. Organic Baby Food Brand Pledging to Make 100% of its Packaging Reusable, Recyclable or Compostable by 2025

THIS IS OUR PACKAGING PROMISE

PACKAGING DESIGNED FOR CIRCULARITY

100% of our packaging
will be reusable, recyclable
or compostable by 2025

Support initiatives
ensuring recycled, reused
or composted in practice

CONSUMER EDUCATION

How2Recycle label on
100% primary
packaging

Support innovative
global plastic waste
solutions

PRESERVATION OF NATURAL RESOURCES

Use average of 25%
recycled material in all
rigid plastic packaging

Ensure zero deforestation
in paper packaging



OUR PACKAGING COMMITMENTS

We are the first U.S. organic baby food brand pledging to make 100% of its packaging reusable, recyclable or compostable by 2025



Make 100%
of our packaging
**RECYCLABLE,
REUSABLE, OR
COMPOSTABLE**
by 2025



Include the
**HOW2RECYCLE®
LABEL**
on 100% of primary
packaging by 2025



Use an average of
**25% RECYCLED
MATERIAL**
in all rigid plastic
packaging by 2025
and ensure zero
deforestation
in paper packaging





WE'VE BEEN A CERTIFIED B CORP SINCE 2011!

*For three years running, we've been awarded a
Best for the World honor by B Lab!*

Best for the World awards are given to a business
going above and beyond in their business
practices and commitment to people and planet.



B CORP MEANS

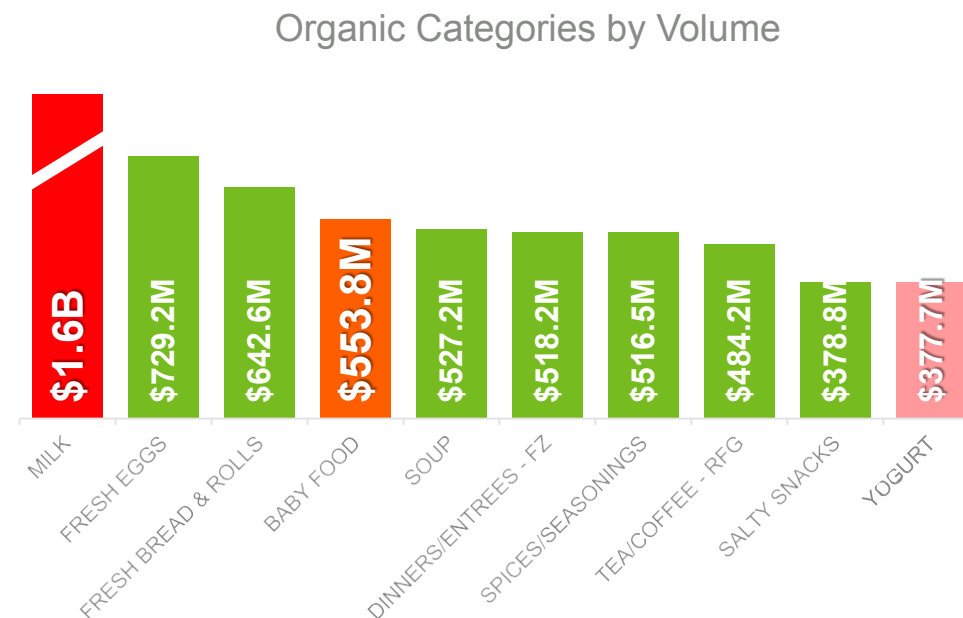
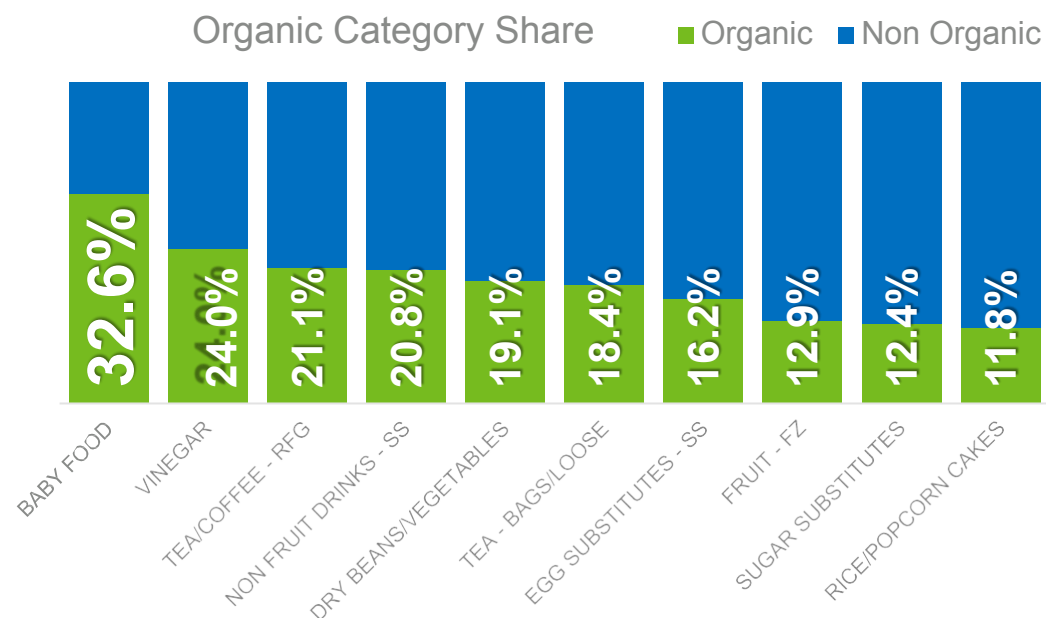
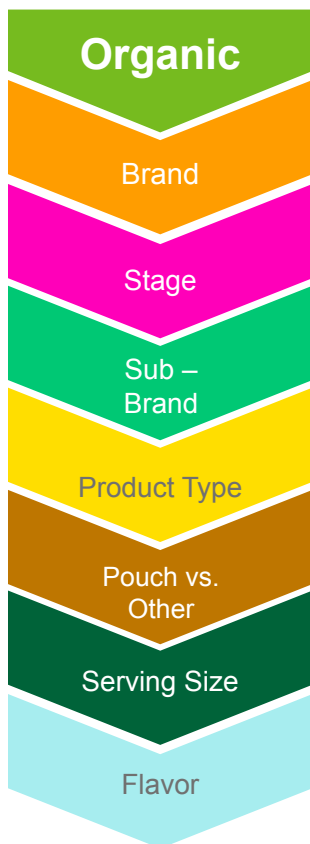
**USING BUSINESS AS
A FORCE FOR GOOD**

B Corps are for-profit
companies certified by
the nonprofit B Lab to meet
rigorous standards of social
and environmental
performance, accountability
and transparency.



Baby Food is an entry point for the Organic Consumer

Baby Food Hierarchy

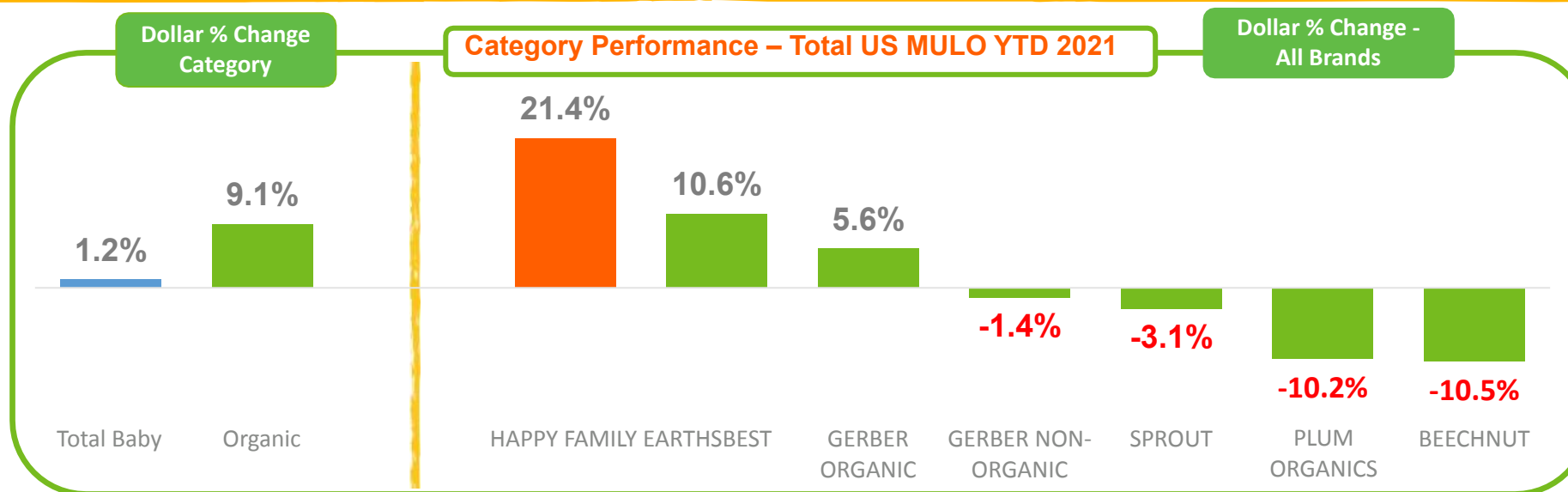


At 33%, Baby Food is the most developed Organic Category in IRI. Organic is the #1 choice on the Baby Food Decision Tree.

While Baby Food as a Category Ranks 80th by total volume in IRI, it Ranks 4th in IRI's Organic Categories by volume.

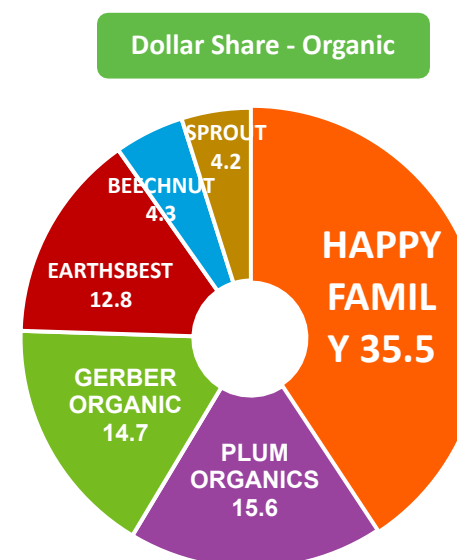


Category Performance – Total US MULO YTD 2021

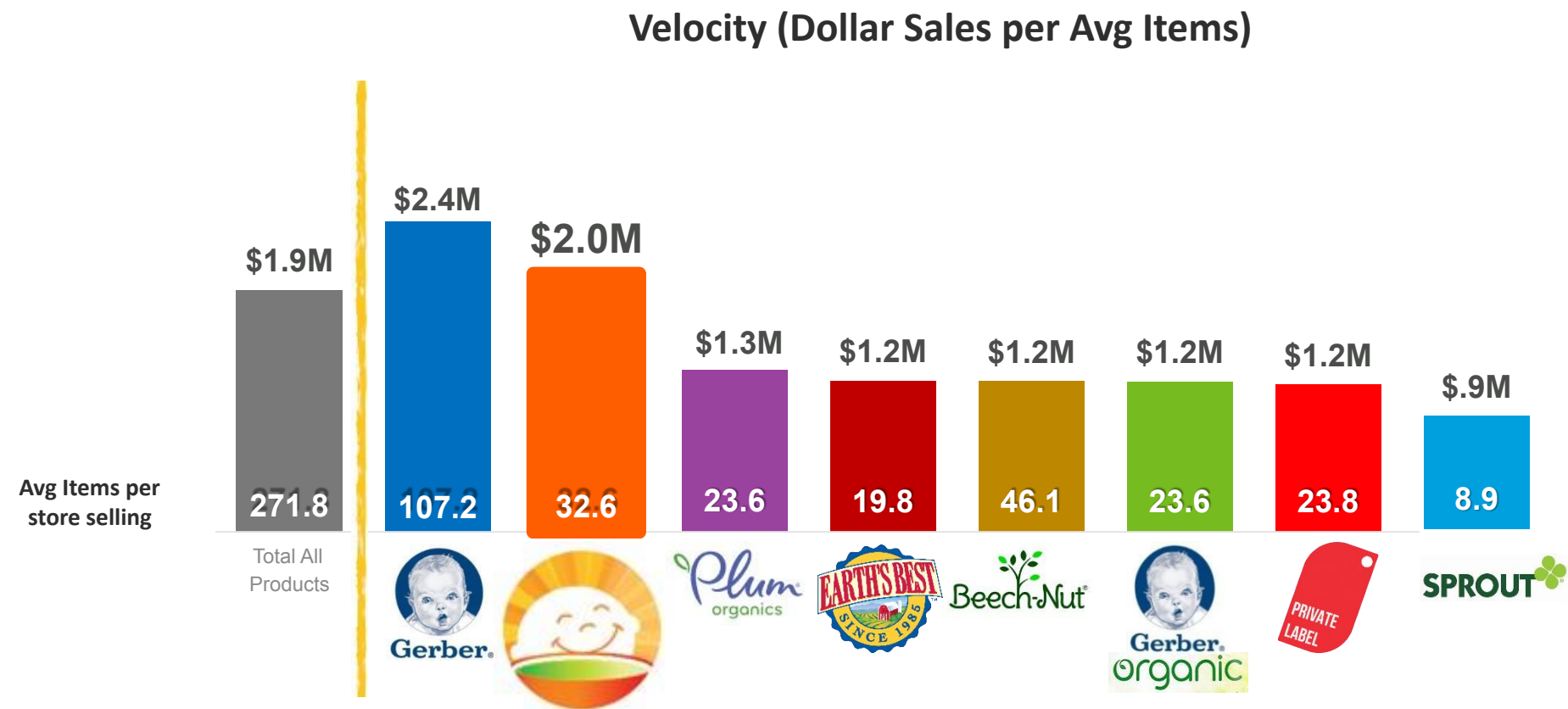


Dollar Share – Total Category

GERBER NON-ORGANIC	\$422,507,396	50.0	(1.3)
HAPPY FAMILY	\$111,591,252	13.2	+2.2
BEECHNUT	\$88,225,849	10.4	(1.4)
PLUM ORGANICS	\$49,269,460	5.8	(0.7)
GERBER ORGANIC	\$46,342,104	5.5	0.2
EARTHSBEST	\$40,362,255	4.8	0.4
SPROUT	\$13,350,757	1.6	(0.1)



In US MULO Happy Family is 2nd only to Gerber Non-Organic in dollars per average item, and at \$2.0M per item YTD 2021 Happy Family SKUs are 56% more productive than the average for an organic baby food item



Key baby & toddler feeding trends that are here to stay

1

Veggies as a nutritional powerhouse

- **Veggies are in crisis!** The ‘vegetable’ American toddlers are most likely to eat is a **french fry**
- But, parents associate veggies with **nutritional balance** and **high vitamin content**
- Moms cited ‘vegetable content’ as the **#1 most important attribute** when buying baby/toddler food
- **Savory pouches** are vastly under-represented in the baby food aisle

2

No added sugar or salt

- The 2020-25 Dietary Guidelines recommend **infants and toddlers avoid added sugars and limit sodium** to leave room for adequate intake of key nutrients
- Diets high in **added sugars** have been connected to **heart risk factors** like obesity, diabetes, high blood pressure and unhealthy cholesterol levels; **Salt** is connected to **high blood pressure**



3

Supporting convenient homemade cooking

- **67% of parents** prepare **homemade** baby food
- **39% of parents** have engaged in ‘baby-led weaning’
- Parents are looking for more **convenient** ways to cook, esp in the morning and for meals



4

Functional foods for an ‘extra boost’ – esp. for immune system

- **48% of moms** seek out functional ingredients in their child
- **40%** of moms give their toddlers a pre- or probiotic, mainly to help support the **immune system** or maintain ‘**good bacteria**’ in the gut
- Supporting **baby’s resiliency** will become more important post-covid



Product Detail Pages:
Baby

THIS IS
LEO



Happy Baby[®] Organic Creamies

Description

Our Creamies are freeze-dried vegetable and fruit snacks made with organic coconut milk. These snacks contain 40% veggies, fruits and coconut milk to make them a creamy and tasty snack for babies.

SKUs

Strawberry, Raspberry & Carrot
Apple, Spinach, Pea & Kiwi

Reason to Believe

- Delicious freeze-dried coconut milk bites melt in baby's mouth—perfect for babies exploring new solid foods.
- Great for dexterity – helps baby learn to pick up.
- Made with organic, non-GMO ingredients and no artificial flavors.



Happy Baby[®] Superfood Puffs

Description

Our Superfood Puffs are the perfect melt-in-your-mouth snack for little ones to learn tactility and self-feeding. All six flavors of our Superfood Puffs are gluten-free. In addition, our Puffs are fortified with vitamins and minerals, including 25 mg of choline per serving to support brain and eye health.

SKUs

Purple Carrot & Blueberry
Sweet Potato & Carrot
Kale & Spinach
Strawberry & Beet
Apple & Broccoli
Banana & Pumpkin

Reason to Believe

- Delicious Puffs melt in baby's mouth to encourage self-feeding.
- Fortified with vitamins and minerals, including 25 mg of choline per serving to support brain and eye health.
- Made with gluten-free, non-GMO organic ingredients.



Happy Baby® Teether Crackers

Description

Babies and parents have already come to know and love our Teethers for soothing baby's gums. Now, we're introducing Teether Crackers for the next stage of teething support. **Made with ancient grains**, Happy Baby Teether Crackers are a gentle snack as baby ages – they still **dissolve easily**, leaving no mess, and **support self-feeding**.

SKUs

Mango & Pumpkin
Strawberry & Beet

Reason to Believe

- **Extends the journey of our teethers** – the #1 and #2 items in all organic baby food. This smaller **round cracker** is perfect for a 'crawling baby' (vs. sitting baby)
- **Made with ancient grains**, providing **advanced flavor** as baby ages and prepares for the next phase of feeding
- **Gentle snack** that supports self-feeding and **dissolves easily**, leaving **no mess**



Happy Baby[®] Organic Teethers

Description

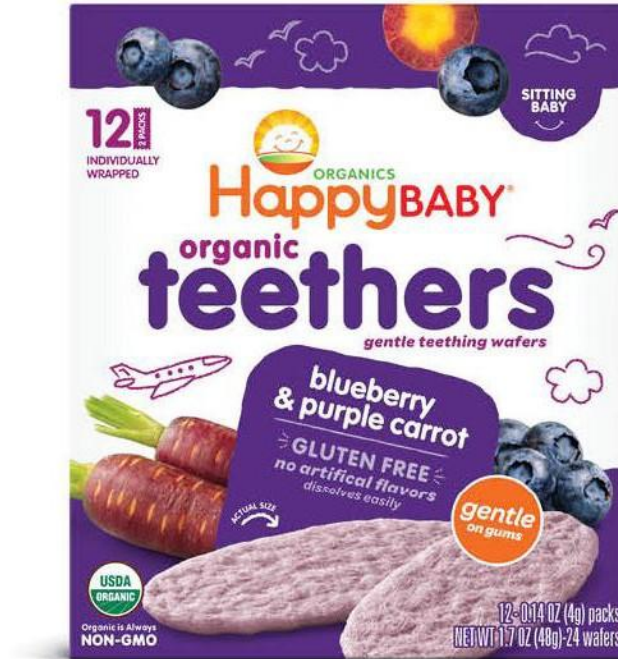
Our gentle Teethers are organic teething wafers that are gentle on baby's developing gums. They dissolve easily and encourage baby to self-feed. Certified USDA Organic with no artificial flavors.

SKUs

Sweet Potato & Banana
Blueberry & Purple Carrot
Pea & Spinach

Reason to Believe

- Easily dissolve and soothe, making them the perfect first snack for baby's developing gums.
- Made from jasmine rice and a touch of organic fruits and veggies.
- Made with gluten free, non-GMO ingredients.



Snackers have started strong, with positive sales & sentiment priming opportunity for extension

#1 New Release on Amazon

Outselling snack it replaced by 83%

New Releases in Baby Snack Foods

#1



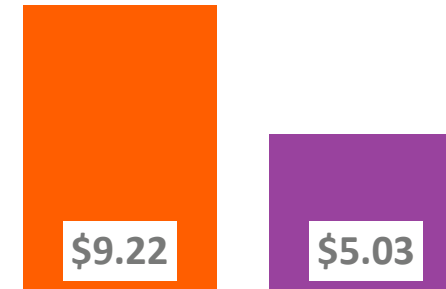
Happy Baby Organic Snackers Baked Grain Snack for Crawling Babies, Veggie Variety Pack (Pack of 6)
\$24.32

#2



Happy Baby Organic Snackers Baked Grain Snack for Crawling Babies and 1.5 Ounce Pack of, Creamy Spinach & Carrot, 6 Count, (Pack of 6)
\$23.42 - \$25.79

Target
Avg \$PSPW, Feb Wk4-Apr Wk2 2021 vs. 2020



■ Snackers ■ Rice Cakes

★★★★★ Reviews

"Both of our daughters **loved these!** They have mild flavor and a great crunch. **Love the shapes;** we played **tic tac toe with the X's & O's!!**"

"My baby loves these! I love that they're **sodium free** and are **veggies instead of fruits** like so many other baby snacks."

"It's a **nice flavor combo** and gluten free. We appreciate that it's **unsalted with no sugar**. The XO shapes are **easy to pick up** and it's made with **ancient grains (rice free)** too. The reusable lid is great!"

Facebook Live Engagement



0:41

How often are new products and flavors being released?



0:48

Are there any more snackers flavors in the works?



Happy Baby Snackers Line Extension

Description

Our deliciously savory – and **unsalted!** –Snackers feature **veggie-forward tastes** in fun, meltable **X & O shapes** that encourage self-feeding. These baked crunchy snacks are gluten free, **made with ancient grains**, contain no artificial flavors or colors, and come in a **resealable and recyclable** container!

New Item Info

NEW flavor:

- Vegan Cheddar & Broccoli

SRP: \$3.29

Available to order: 1/31/22







Snackers win on the nutrition inside and packaging outside



Serving Size	7g 18 pieces	7g 1 pack	7g 10 pieces	12g 1 pack	7g 12 pieces	7g 14 pieces	7g 18 pieces	15g 26 pieces	7g 36 pieces
Organic	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Gluten Free	No	Yes	Yes	Yes	Yes	Yes	No	No	Yes
Added Salt	Yes	Yes	Yes	No	Yes	Yes	No	Yes	No
Sodium	45mg	15mg	50mg	0mg	40mg	60mg	0mg-5mg	50mg	0mg
Rice, Corn or Potato	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No
Ancient Grains	No	No	No	No	No	No	No	No	Yes
Artificial Flavors or Colors	Yes	No	Yes	No	No	No	No	No	No
Resealable	Yes	No	No	No	Yes	Yes	Yes	Yes	Yes
Primary Packaging Recyclable	No	No	No	No	No	No	Yes	No	Yes



Happy Family offers the most organic gluten free snacking options in the aisle

	Puffs	Bars	Cookies	Bowls
Gluten Free	 x6  x2	 x2  x2	 x2  x2	 x5  x2
Contains Gluten	 x3  x4	 x3  x3  x3  x2  x2  x2	 x2	 x2



THANK
YOU!



THIS IS
SARAH