



BILLY GOAT
BRANDS

CSE: GOAT

The last decade was hotter than any period in the last 125,000 years...

As the world continues to grapple with the effects of climate change, innovative solutions are needed now more than ever before.

The ocean economy presents a powerful and untapped solution.

What is it?

The **ocean economy** (or the blue economy) is the sustainable use of ocean resources for economic growth, while reducing the environmental footprint.

Sectors in the ocean economy include:

- Aquaculture
- Fishing
- Waste disposal
- Blue tourism

Why is it important?

As of 2020, the ocean economy accounts for roughly **\$31.6 billion (CAD)** in GDP each year.

Source: Government of Canada

The global economic output of ocean economy activities is currently valued at **\$1.5 trillion (USD)**.

Source: Earth.org

The healthier an ocean, the more carbon dioxide it can remove from the atmosphere.

That's why prioritizing the sustainable use of our oceans isn't just good for the global economy, it's a critical element in the fight against climate change.

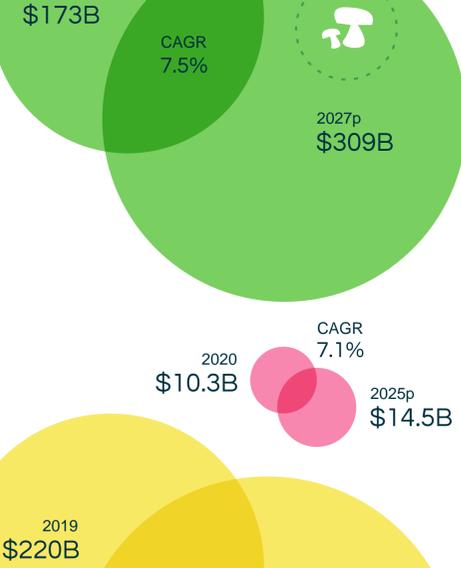
Sustainable Food Solutions: Your Path to Investing in the Ocean Economy

Billy Goat Brands (CSE: GOAT) ("GOAT") is a premium investment platform offering investors exposure to a diverse set of expansion-stage companies with environmental, social, and governance (ESG) values in the ocean economy.

Target Portfolio Distribution

GOAT allocates capital and resources to develop businesses that bring sustainable products to market while reducing their carbon footprint, waste, and emissions.

The GOAT portfolio boasts a diverse range of companies across several exciting industries.



Market Forecast

Functional foods

Also known as nutraceuticals, functional foods are those that have health benefits that go beyond basic nutrition.

Mushrooms, for example, are a functional food that are poised to see explosive growth in the near future.

Plant-based proteins

Alternative proteins will comprise up to one third of the total proteins market in 2024.

Food technology

The "website" sub-segment accounts for over 57% market share due to escalating demand for rapid and convenient food & grocery delivery.

Despite these markets already growing at a rapid rate, the COVID-19 pandemic increased awareness of their many benefits, fueling their demand even further.

GOAT sees the opportunity to fill a big gap in the food industry by incubating businesses in the ocean economy that offer plant-based solutions and other alternatives in a market heavily dominated by the traditional meat industry.

Tony Harris
Chairman/CEO Billy Goat Brands

More Than An Investment Portfolio

GOAT identifies, invests in and incubates companies with ESG values and provides them with both the expertise and capital they need in order to scale.

- ✓ 100+ Identified Companies
- ✓ 40+ Advanced Discussions
- ✓ 20+ Entering Due Diligence
- ✓ 5-10 Final Investments

However, GOAT goes beyond simply investing in companies. While it provides the capital necessary for growth, the company is a strategic partner that provides mentorship, network connections, and ongoing support.

1 Identify
Identify exciting companies in a variety of markets that are primed for fast expansion.
Only 20% of companies make it past the GOAT screening process.



3 Incubate
Assist leadership teams in scaling production and distribution.

2 Invest
Invest in selected companies to provide the necessary capital to grow.

Each and every company in GOAT's portfolio provides innovative solutions for the global environmental crisis.

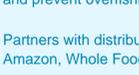


KOLD is a consumer-facing functional coffee brand operated by FunGuys Beverages.

Investment Highlights

FunGuys' unique product offering of mushroom-infused cold brew coffee aims to capture a portion of the \$23 billion functional mushroom market.

The company's ESG packaging and distribution is powered by TerraCycle's LOOP, to enhance its sustainability proposition.



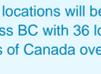
Manufactures and distributes plant-based seafood that is tasty AF (As Fish!).

Investment Highlights

Committed to helping preserve the ocean economy and prevent overfishing.

Partners with distributors such as Walmart, Amazon, Whole Foods, and Sprouts.

Food technology will continue to pave the way for Sophie's Kitchen to be the leader in the growing plant-based seafood market.

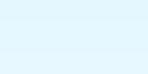


One-stop-shop for plant-based meat alternatives, gluten-free and GMO-free products.

Investment Highlights

Built to scale as a corporate operator and franchisor.

Five locations will be open by the end of 2021 across BC with 36 locations planned for other parts of Canada over the next three years.



Develops standard disposable food containers using patented compostable technology made from plant-based byproducts.

Investment Highlights

Evanesce is committed to developing innovative yet cost-effective green packaging solutions to provide alternatives for the food industry.

Why Invest in GOAT?

Behind this diverse portfolio of brands is a diverse team with a broad range of experience in public markets, venture capital, M&A, and corporate governance and operations.

Tony Harris
Chairman/CEO

Kris Dahl
COO/Director

Kerry Brigs
CFO/Director

Team Highlights

Managed a team overseeing \$30 billion+ in AUA.

Executed over \$5 billion of various debt and equity transactions.

Established brand channels, ideas, and platforms for brands like Best Buy, Telus, and Tourism BC.

Oversaw global marketing for EA Sports' FIFA franchise with over \$2 billion in revenue.

GOAT's unrivaled team is constantly working to uncover new opportunities within the ocean economy, to generate strong returns for its investors and paving the way for sustainable products and the next generation of food products.

Claim your stake in the future of food and invest in GOAT today.



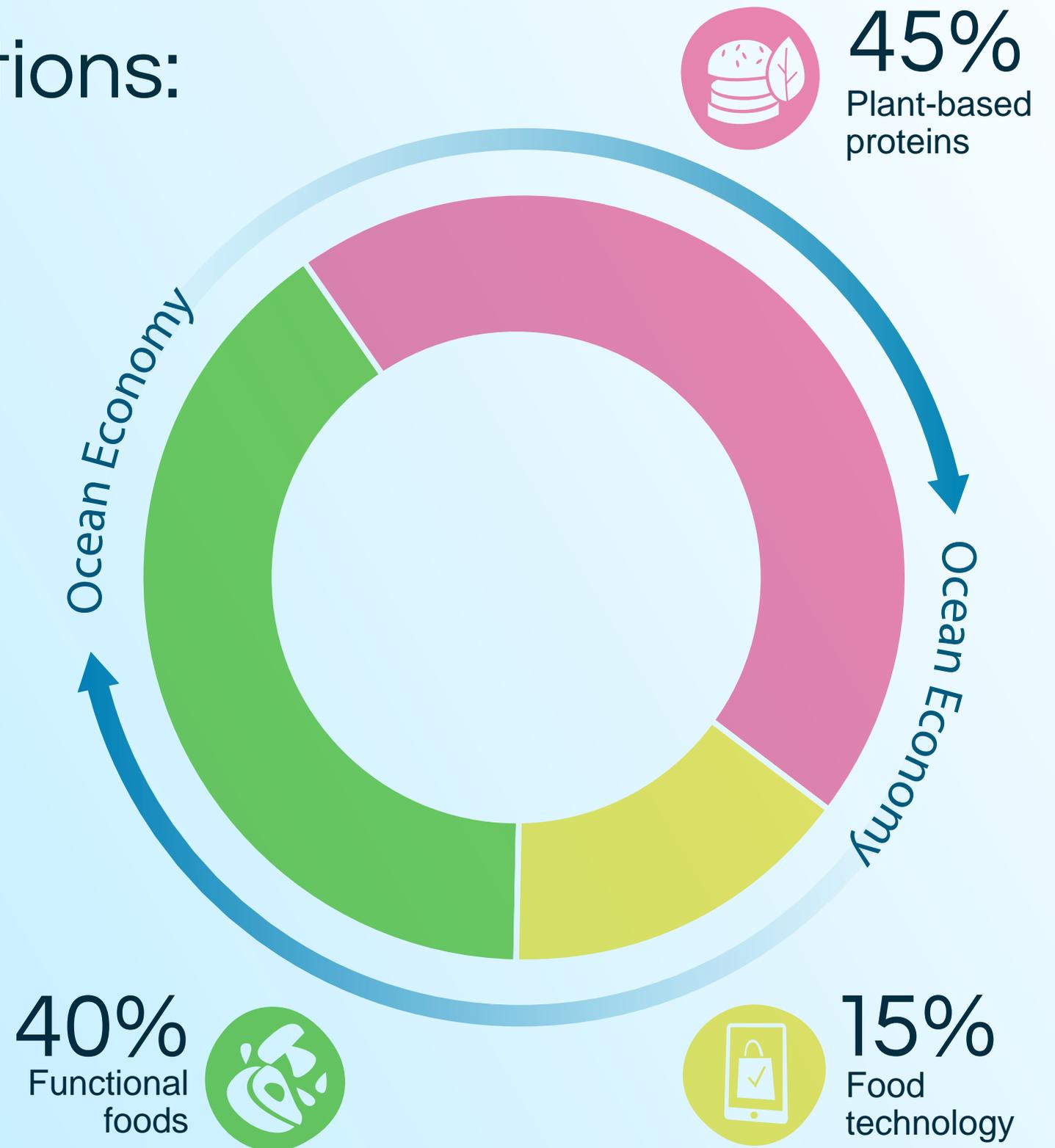
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