



Cultivated meat.
The promise, the
progress and the
road ahead





Meat is a product people truly crave.

The market is huge...

...and growing.



Meat consumption has a significant impact on our planet and the problem is only getting worse

The adverse impact today is enormous...

Meat:

15%

of all **CO2E** emissions stem from meat production

80%

of agricultural land use is for livestock while only producing ~20% of the world's supply of calories

80%

of all antibiotics used today is dedicated to livestock



...and the problem is getting worse

70%

growth of global demand for meat by 2050E¹

60%

growth of global emissions generated from food production by 2050E

Beef:

>50mt

feedstock imported to EU each year. Food sovereignty at stake

80%

of deforestation due to extensive cattle ranching

1/3

water required for animal production is for beef cattle sector

6bn

people affected by water shortages in 2050E

500m

extra cattle needed by 2050E: regarded impossible due to required resources



The promise:

Replace beef with.... beef!





Introduced the world's first cultivated meat

Our founders Mark Post and Peter Verstrate introduced the world's first beef burger grown directly from animal cells, which cost €250,000 to produce.

Motivated to solve sustainability, food security, animal welfare and food safety issues in our global food system.





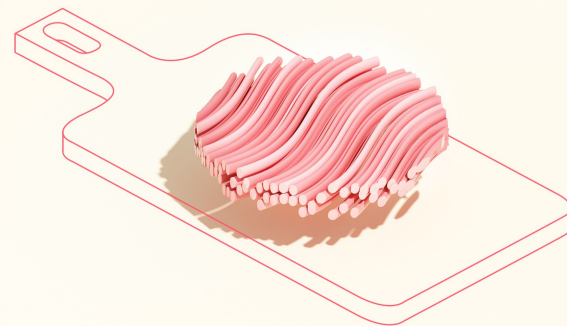
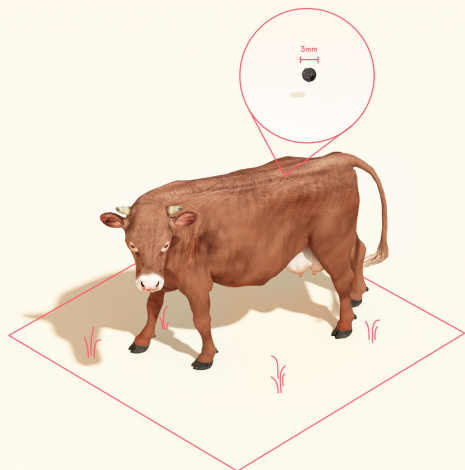
Mosa Introduction

Cultivated Beef by Mosa

Using the natural cell maturation process to deliver the culinary experience and nutritional value of beef.

We make Mosa Burgers for people that love meat, rethinking the process instead of the behaviour.







Very strong sustainability gains

Compared with slaughtered beef, cultivated beef production could reduce climate impact by 92%, air pollution by 93%, use 95% less land, and 78% less water.

Peer-reviewed [paper](#) in The International Journal of Life Cycle Assessment, using first party data from cellular agriculture companies.

Reduction vs. slaughtered beef



-92%

climate impact



-95%

land use



-93%

air pollution



-78%

water use

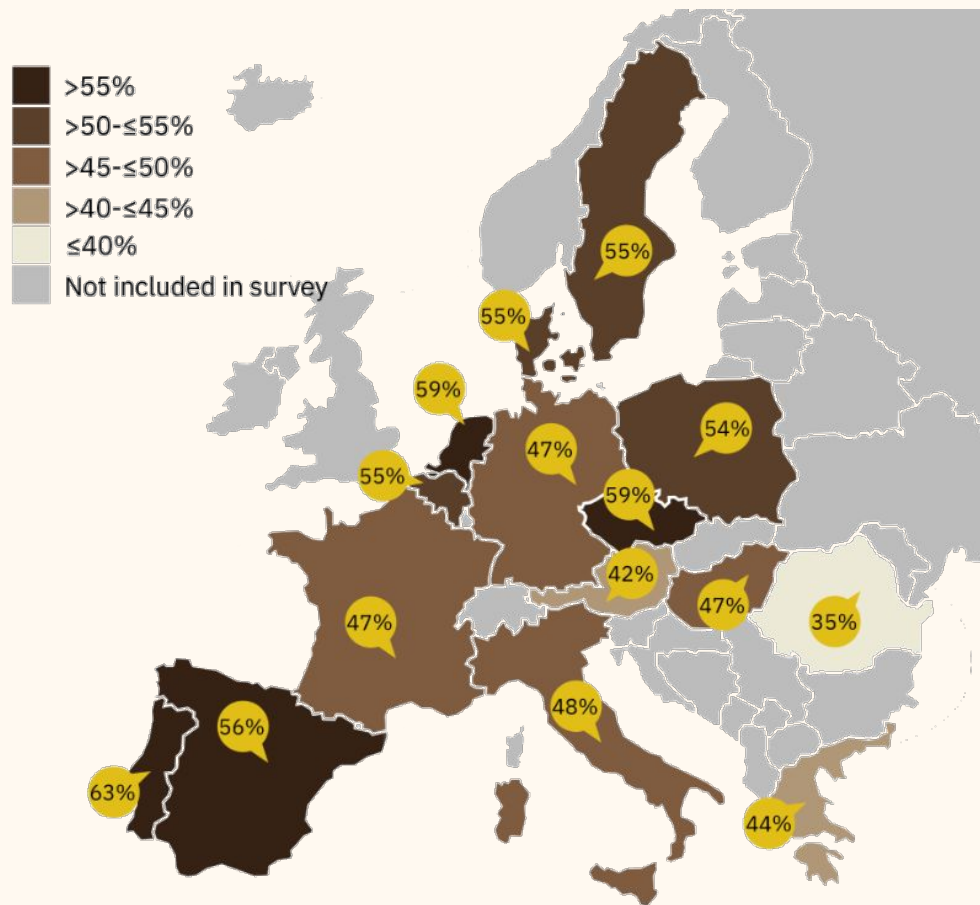
Source: Ex-ante life cycle assessment of commercial-scale cultivated meat production in 2030 ([2023](#))



Consumers can't wait to try our burgers

Consumer appetite for cultivated meat is trending up, with majority of consumers willing to try.

Highest excitement among younger people, higher educated, politically liberal, men and those consuming (more) animal products.





“When I first tried a Mosa Burger I was blown away by the beefy taste and the amazing mouthfeel of the beef fat. It gave me goosebumps.”

– Chef Hans van Wolde

Patron Cuisinier at Brut172 (2-star Michelin)

Chairman of jury MasterChef NL

Member of Mosa Meat Internal Product Development Team

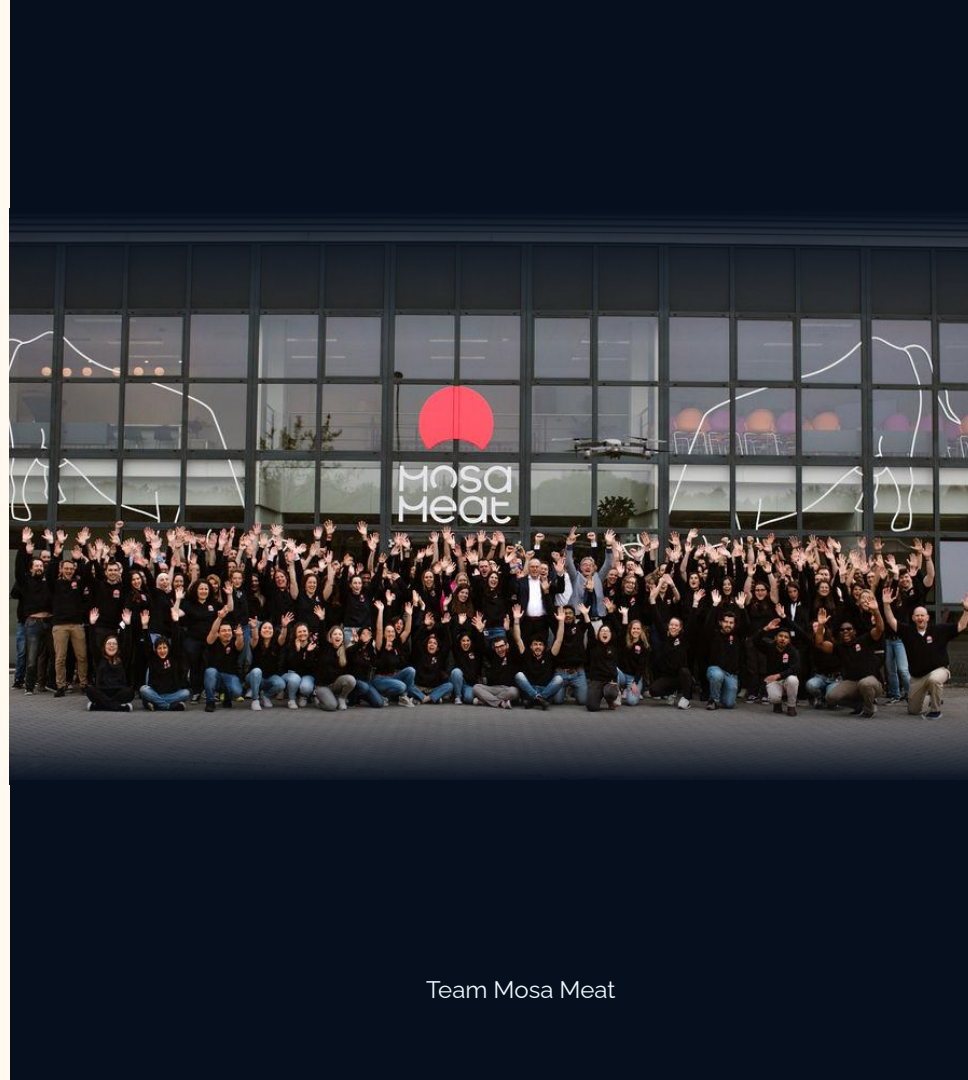




Created by a team of problem-solving food-lovers.

We're a team of 100+, from 32 different countries. Biologists, engineers, researchers. Vegans, veggies, meat-lovers.

We crave change and are working united to bring responsible eating to your plate.



Team Mosa Meat



The progress:

Where are we today?





Product roadmap

The path to a perfect replacement is paved with stepping stones. A balancing act hampered by a difficult funding climate

- Taste & texture
- Affordability
- No behavioral change

Stepping stones result in a roadmap of different product propositions. First up:

Fat blended burgers at restaurant prices





Organising pre-approval tastings

Since July 2024, which marked the first time cultivated beef was tasted in EU, after 'code of practice' creation in 2023.

Participants included Dutch cattle farmers, food product developers, consumers and industry representatives to assess market readiness.

Fat blended burgers served





We've developed a "game-changer" first product:
with real beef fat, it's a step up from any plant-based burger



Validated by one of the world's largest flavouring companies
"Impressive", definitely adds "beefy and fatty" taste



And by 2-Michelin-star chef Hans van Wolde
"I was blown away by the beefy taste . . . It gave me goosebumps"



And a major meat company
The product is "simply fantastic"



Producing at restaurant prices today

Major cost drivers of inputs replaced with cheap scalable alternatives.

—
Yield already acceptable, yet further potential identified

—
Installed production capacity and current process enable restaurant prices (price drop >99.99%)

—
Scaling out will eventually drive prices beyond parity





Despite industry headwinds...

Governments are backing the emerging field enabling research, infrastructure and providing investments



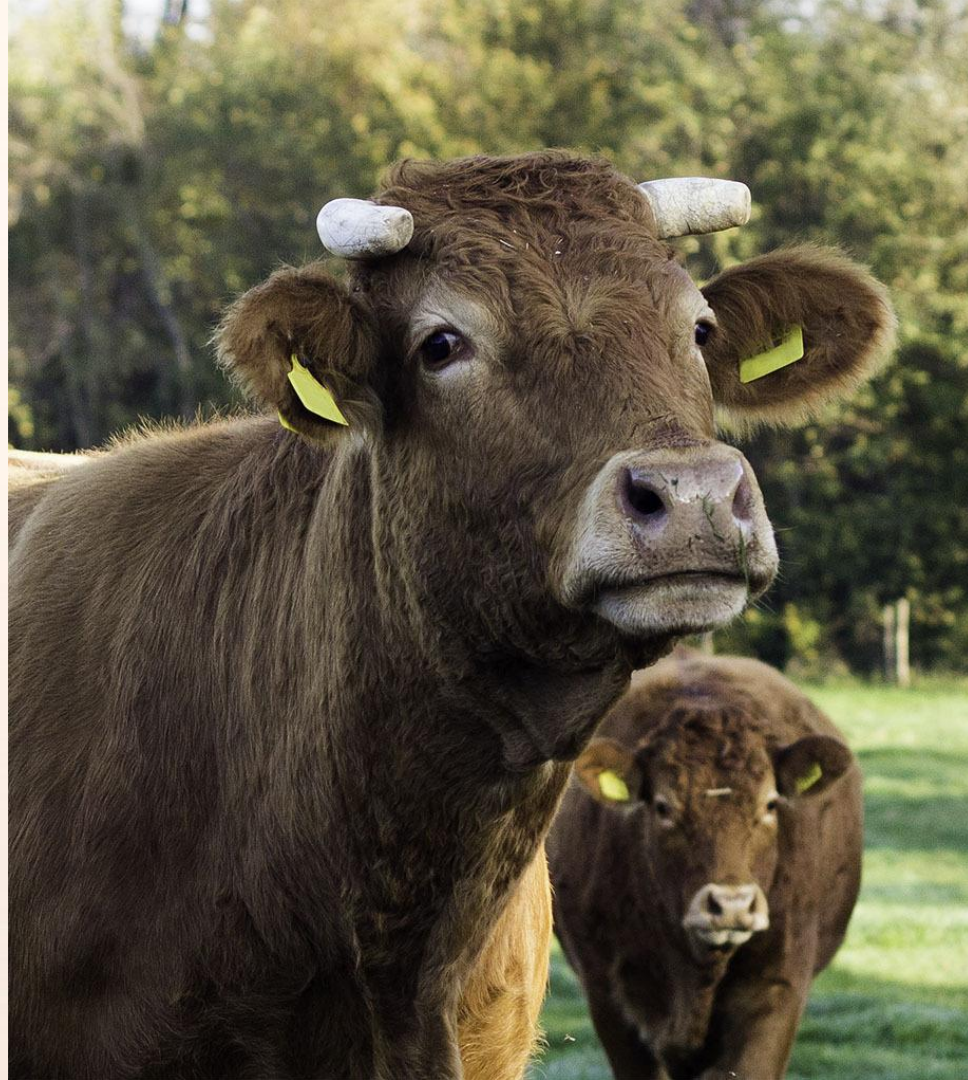
Eco-system is evolving



Collaboration is stronger than ever



Consumers still highly interested





The road ahead:

What's next on this journey?





Awaiting approval to serve our first burgers

Submitted for approval to sell in Singapore, EU, Switzerland. and the UK.

First burgers will be available in selected restaurants. We will keep expanding our production capacity to reach competitive prices and start serving supermarkets.





Capital needs

Capital required in order to fund “waiting time” and build production capacity in time. No daunting numbers anymore...

In the meantime scale up facilities like “Cultivate at scale” necessary to fill the gap and produce first millions of hamburgers

Eco-system needs to evolve to ensure future potential can be reached



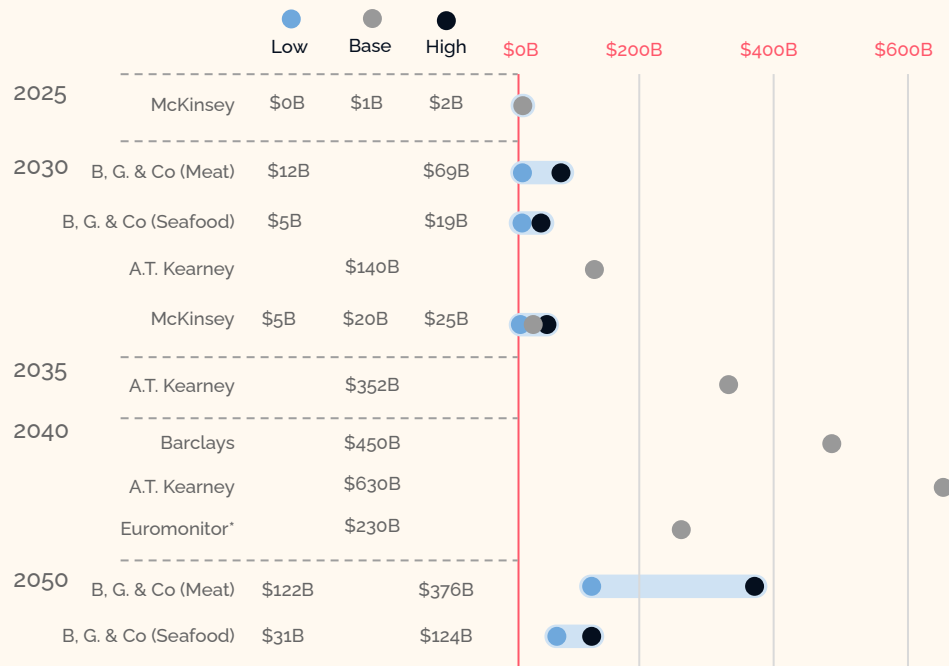


Optimism about long-term market potential

Projections show cultivated meat can become a real choice for consumers, creating a more diverse and resilient food system.

Collaboration is needed between all relevant parties

Still one of the biggest levers against climate change and a major business opportunity



Sources: AT Kearney, Barclays, Bryan Garnier & Co, Euromonitor, McKinsey

* some forecasts projected share of market. Estimated market size based on Barclays 2040 forecast



Thank you
and please reach out

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Mosa

Crave change

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