

# MEATLESS FARM®

LOVINGLY MADE FROM PLANTS

## WHAT IS A CONVERTIBLE INVESTMENT?

Meatless Farm is crowdfunding through what is known as a “convertible loan note”.

This means that your investment won't immediately buy shares but instead will “convert” to shares at a discounted price in the future, when the company completes a later round of investment.

As well as a discount of 15% on the future share price, your investment will also accrue interest of 5% per annum until the conversion which will also go towards the value of the shares you receive, meaning that you will receive more shares for your money than investors in that later round.

We anticipate that the conversion will take place by early 2022.

The number of shares you receive will depend on the share price which will be set based on the company valuation at that time.

5%  
interest

15%  
discount

### EXAMPLE

You invest £1,000 now

The conversion takes place 6 months after you invest so you receive half a year's interest at 5% pa, of £25

Your total investment is now £1025

If the share price was set at £1 per share (example share price only) you would be eligible for a 15% discount on that so you would be paying £0.85 per share

Your original £1000 investment, now worth £1025, buys 1205 shares at the discounted price of £0.85, compared to someone investing at a later time whose £1000 investment would buy 1000 shares at the full share price of £1.

### *Why isn't there a valuation?*

There is no valuation at this stage because we are going through rapid growth, expanding our operations and the brand, so it would be difficult to provide a truly representative valuation at this time. We will place a valuation on the company prior to converting the crowdfunding investments to equity, expected at the end of this year or early next year.

### *Why are you using a convertible and not just doing equity now?*

We are offering a convertible to give private investors the opportunity to invest at this exciting stage of the business, rather than waiting until we finalise a valuation of the business as would be required for equity.

**We think this offers our investors a compelling way to invest now and be rewarded even more.**

***As with any investment, there are risks associated with crowdfunding investments and your capital is at risk. Please invest aware.***