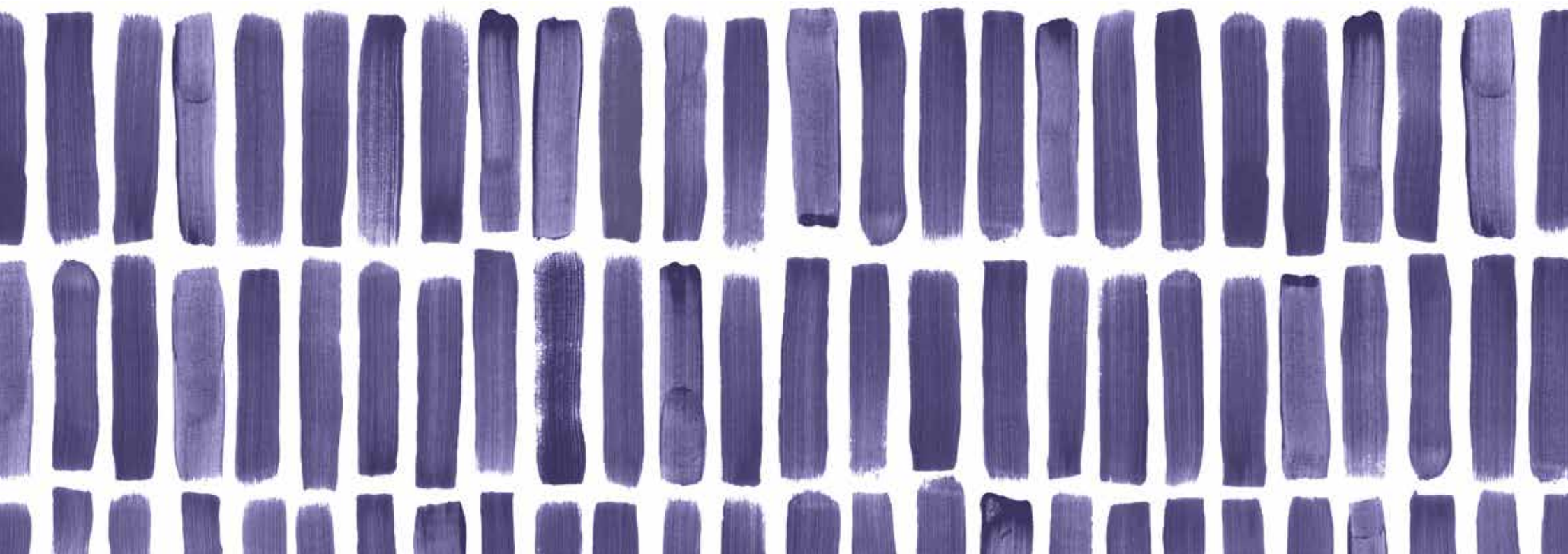


Mindful

Chef

Investment Opportunity

Seedrs, July 2016



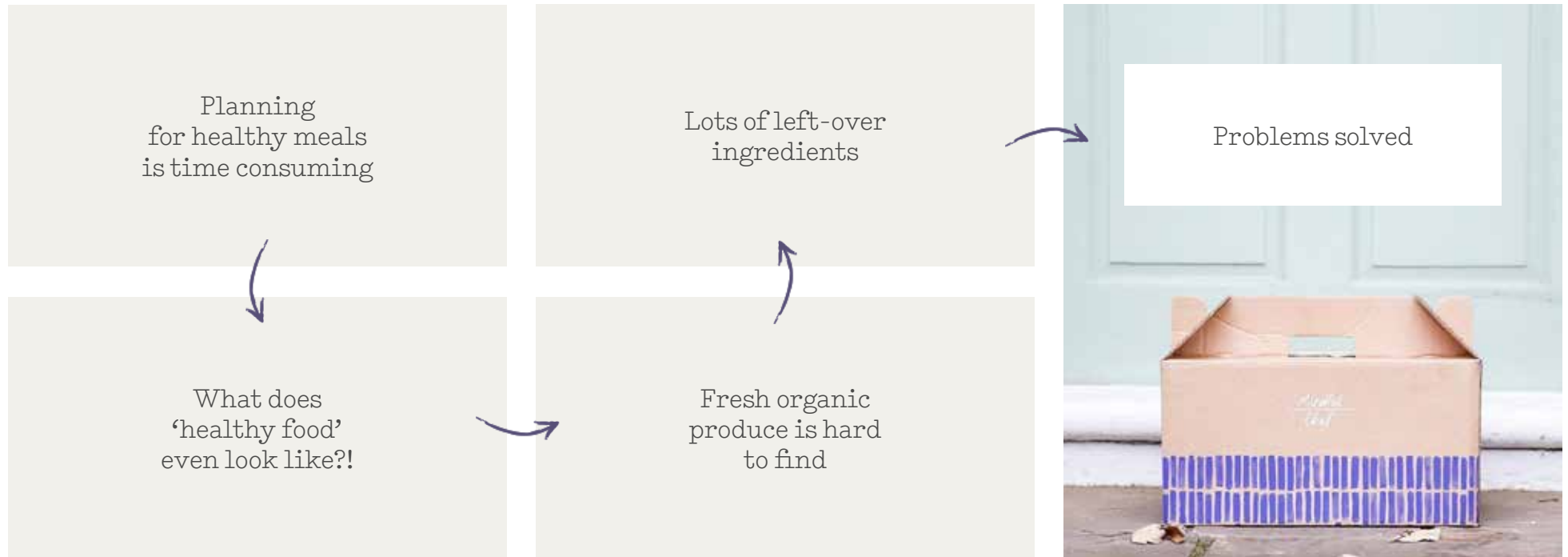
Mindful Chef - The Healthy Recipe Box Company

We are passionate about making healthy eating easy, enjoyable and achievable.

We bring the farm to your fork with our health-focused recipe boxes.



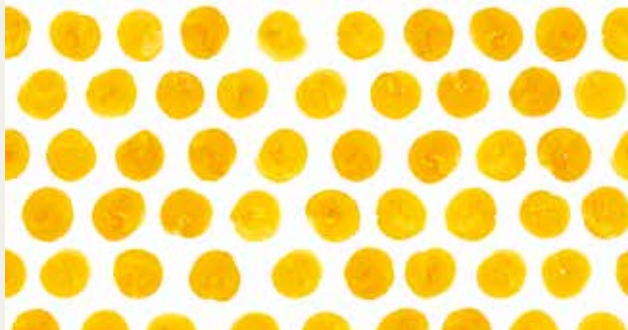
The problems we solve



How are we different?

Health

- ✓ Recipes built around the highest quality organic meat, fish and fresh vegetables
- ✓ No refined or processed carbs - no pasta, no white rice, no bread
- ✓ Delicious, imaginative recipes with simple and speedy prep
- ✓ Entirely gluten-free



Provenance

- ✓ Ingredients sourced from family-run farms in the West Country
- ✓ Award winning suppliers who are stocked in the likes of Harrods and Fortnum & Mason
- ✓ Rapid turnaround - farm to fork in 48 hours



Unique

- ✓ Only company shipping organic meat
- ✓ Only company to offer a vegan recipe box
- ✓ Only company to offer a gluten-free recipe box
- ✓ Only company to offer a one person recipe box



Delicious recipes with no refined carbs



Aubergine, courgette & beef lasagne with rocket



Beef meatballs in a tomato & basil sauce with squash noodles



Vietnamese Pho with courgetti noodles, tofu & cashews



Beef & mustard burger with balsamic onions & rosemary carrot fries



Red Thai chicken curry with courgetti & cashew nuts



Bean Burgers with aubergine, crushed avocado & beetroot

The benefits of being a Mindful Chef customer

Quotes from Trustpilot

“

Health

“Truly delicious, well sourced and unbelievably good for you.”

Ingredients

“The ingredients are incredibly fresh when they arrive on your doorstep, and are sourced organically from locally producers, which is very important to me.”

Lifestyle

“I could never find the time to construct the shopping lists for each week and go to the shops to get everything I needed. Now I just open up a recipe bag from the Mindful Chef and away I go!”

Time saving

“Brilliant in every way.

The recipes were easy to follow, and quick to prepare, the ingredients were fresh and totally delicious.”

Mindful

“I love the fact that I get to support local British farmers and there is no food wastage.”

Customers love our service

We are the highest ranked recipe box company on Trustpilot (9.4/10) with 375+ reviews.



Mindful Chef reviews

Excellent **9.4** from 0 - 10



380 reviews on Trustpilot

Emma Noble
1 Review



Published Thursday, February 11, 2016

Verified order

I've been waiting for Mindful Chef all my life!

For someone who is time poor, does not want to go to a supermarket at the end of a busy day, who is not a natural chef, is also not creative in the kitchen, but LOVES food and wants more variety, Mindful Chef is a God send. The fact that the meals are always healthy too is a huge added bonus!

Nora Bugescu
1 Review



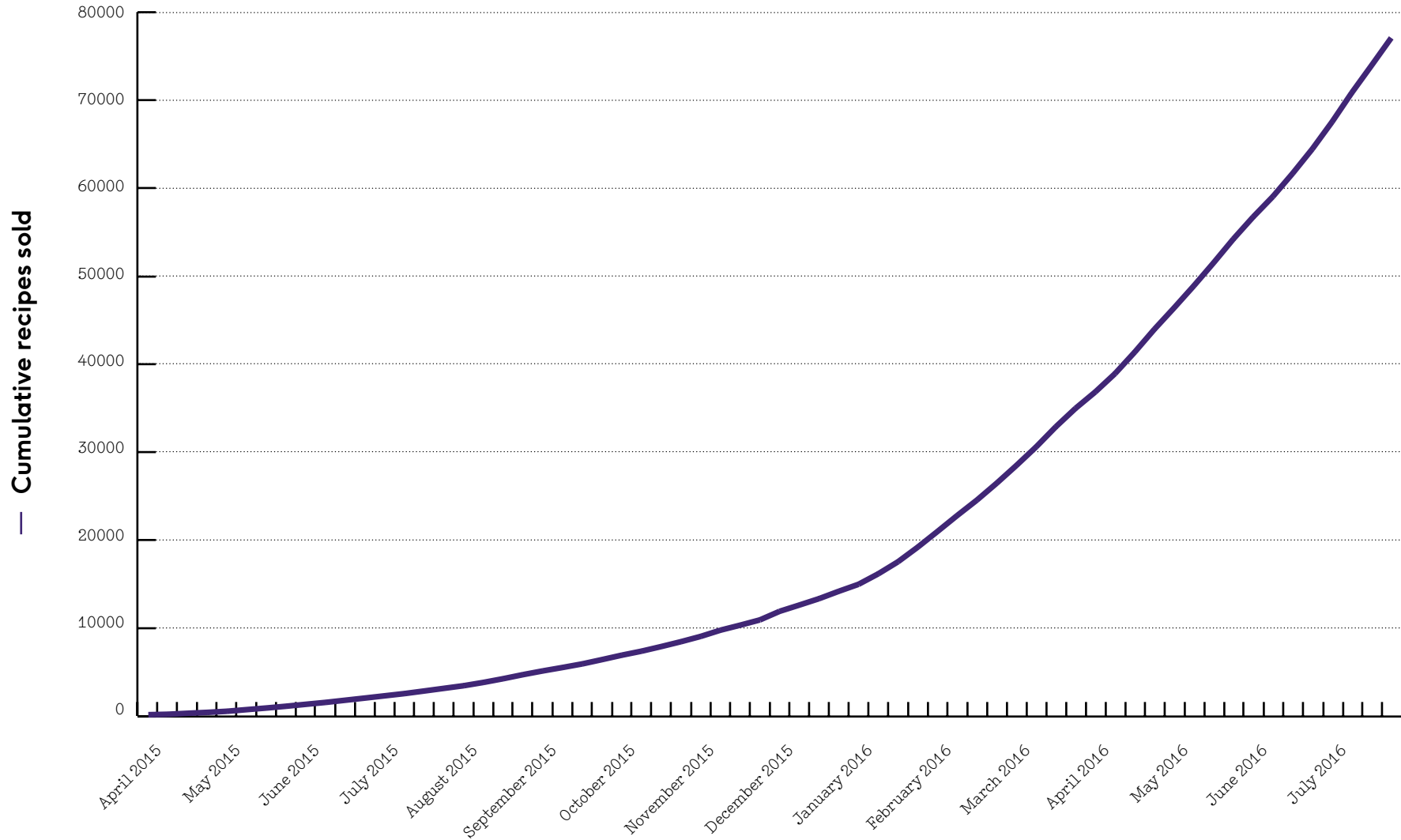
Published Wednesday, February 10, 2016

Verified order

Great service!

The delivery was prompt, the ingredients were fresh, and the recipes are very easy to execute, but complex in flavor. Mindful Chef is a great way to guarantee three nights or easy, healthy meals!

We are growing fast with £1.2m annualised orders



The opportunity is enormous

The story so far

- ✓ 75,000 recipes sold in our first 12 months
- ✓ Nominated for Startup of the Year by the prestigious High Potential Business Awards
- ✓ UK's favourite recipe box service as reviewed on Trustpilot (9.4/10)

The opportunity

- ✓ 51p of every £1 spent in the UK is on groceries
- ✓ Online food sales are predicted to double to £18 billion by 2020
- ✓ Recipe box companies in the USA valued in the billions

Enterprise Investment Scheme

- ✓ HMRC encourages investment in businesses like ours
- ✓ 30% income tax relief on your investment
- ✓ No Capital Gains Tax to pay after 3 years

We have hired a well rounded team to help us grow



Robert Grieg-Gran, Co-CEO

Passionate about 'farm to fork' after working on a fishing boat for summer 2014. Before that he ate poorly at his desk for 7 years at global investment bank Morgan Stanley.



Giles Humphries, Co-CEO

Digital marketing experience from Betfair, one of the leaders in online customer activation. Afterwards he worked at leading marketing agency, M&C Saatchi.



Myles Hopper, Co-founder

Qualified nutritionist and was formerly a leading trainer and Ambassador for Fitness First. Runs our online content creation and our partnerships with the health and wellness industry.



Louisa Mitchell, Head Chef

Previously worked at Bighams in food PR before training as a professional chef at Leith's Cookery School. Loves Asian food!



Matt Evans, Digital Product

Founded subscription coffee business Bean and Ground and was successfully acquired. Has a keen eye for challenging processes and putting the customer first.



Olivia Parker, Community

Loves healthy eating (check out @healthy_olivia on Instagram and Wordpress). Previously interned at Sheerlux.



Gareth Owen, Operations

Has worked on and managed farms and abattoirs his whole life. Claims to enjoy sheep farming in North Wales more than crop farming in Australia.

Our Board is experienced in scaling businesses



Sunaina Sinha

is the founder and Managing Partner of Cebile Capital, one of the leading advisors in mid-market private equity fundraising in Europe. She has an MBA from Harvard Business School and is also the Executive Chairperson of Barrecore, Europe's largest luxury fitness boutique. Sunaina is an investor in Mindful Chef and is Chairperson of our Board.



Leslie Butterfield CBE

has just retired as Group Chief Strategy Officer of Interbrand where he oversaw the worldwide management of Interbrand's strategic offering to clients. He has nearly 30 years of experience in building brands and is widely regarded as one of the leading minds in the marketing industry in the UK. Leslie is an investor in Mindful Chef and holds a Board seat.



Rohan Haldea

is a Partner at Apax Partners in the Technology and Telecommunications team. Prior to joining Apax Partners, he worked at Bain Capital and McKinsey, and has an MBA from Harvard Business School. Rohan is an investor in Mindful Chef and holds an Observer seat to our Board meetings.

Next steps - to change the way the UK eats

Marketing

- ✓ Boost spending on proven scalable channels to reach health conscious consumers who are interested in recipe boxes
- ✓ Focus on content marketing and video

Technology

- ✓ Continue to enhance User Experience, optimise forecasting, and integrate with suppliers
- ✓ Build a mobile app

Team

- ✓ Hire content/digital marketing associate
- ✓ Hire an in-house videographer

Our “Trojan Horse”

- ✓ Long term vision to use our weekly delivery into customers’ homes to sell other products that fit with a healthy lifestyle
- ✓ To be a trusted curator of Mindful products



Investor contact

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mindfulchef.com/join-our-journey

