



NANAALA

Dairy free, made from peas

Global trends

ENVIRONMENTAL SUSTAINABILITY

The harmful effects of human activities include pollution, waste disposal, climate change, global warming, the greenhouse effect, etc.

HEALTHCARE & WELLBEING

Growing demand from consumers around the world to pursue healthier lifestyle choices and diets

CONSTRAINTS FOR DAIRY PRODUCTION

Feed shortage, disease, parasites, lack of extension support, poor knowledge in animal management, and lack of capital are some to mention

Plant based milk in Russia 2022: market size

12bln

TOTAL MARKET, RUB

74k

TOTAL MARKET, TONNES

46%

CAGR L5Y

Target Market



Millenials & young families

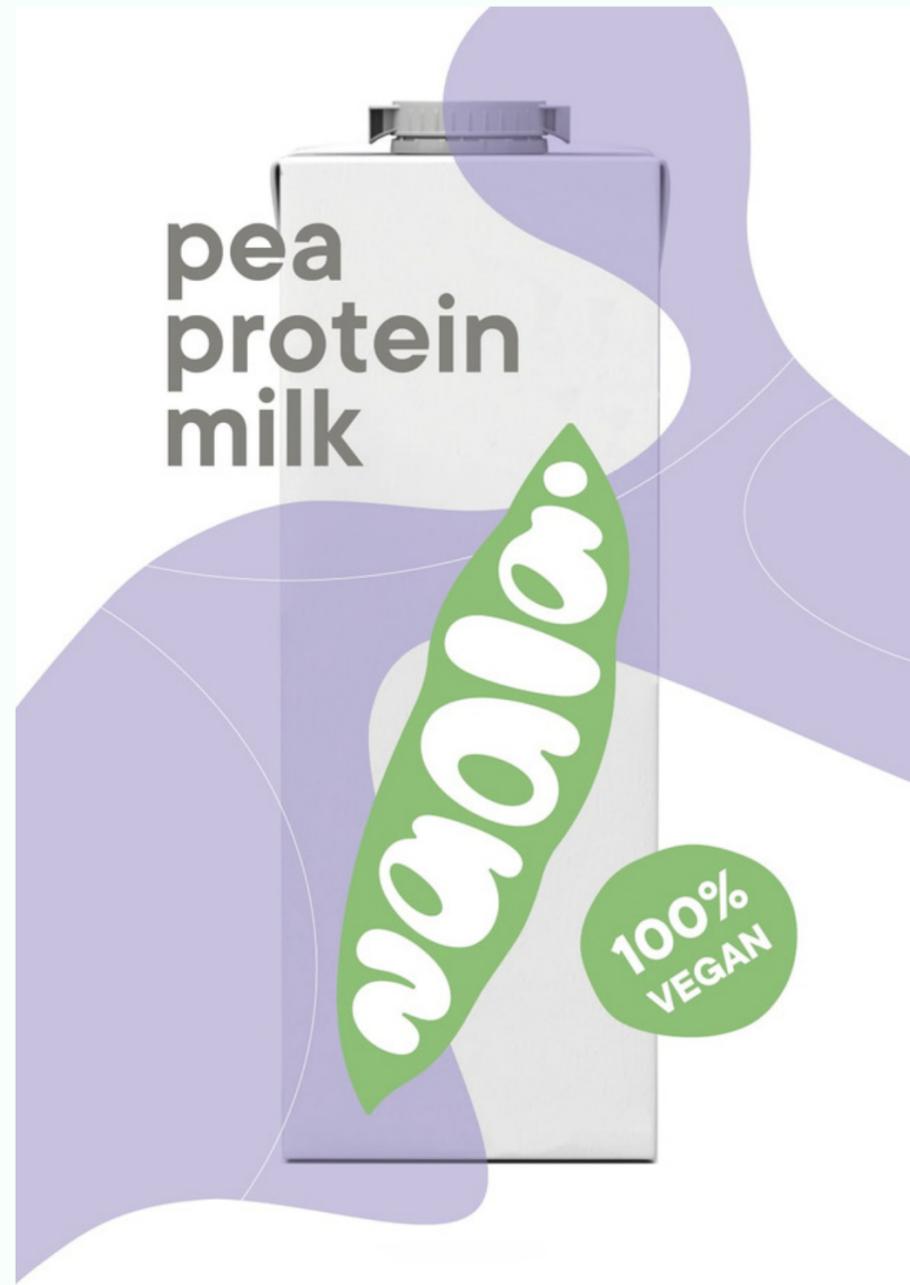
Consumers with average or high income and with higher education, living in megacities (70%)



Gen-z & explorers

Youngsters with the main request to the world: to try something new & modern (30%)

Aiming to capture this growing trend we launched Naala



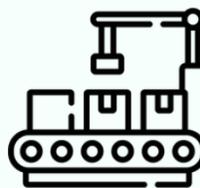
CONSUMER FIRST

Split peas are rich in proteins and contain a wide range of essential amino acids, 100%, no added sugar



SUSTAINABLE AGRICULTURE

Split peas require less water, land & energy than similar crops. By having peas in a crop rotation cycle, the yields & energy efficiency increase up to 25%



PRODUCTION PROCESS

Split peas also improve soil fertility, increase the farmland's productivity, promote farm and soil biodiversity, and help keep harmful pests and diseases at bay without pesticides.

Naala made from peas. The pea - our superhero



Gluten



Dairy



Allergens



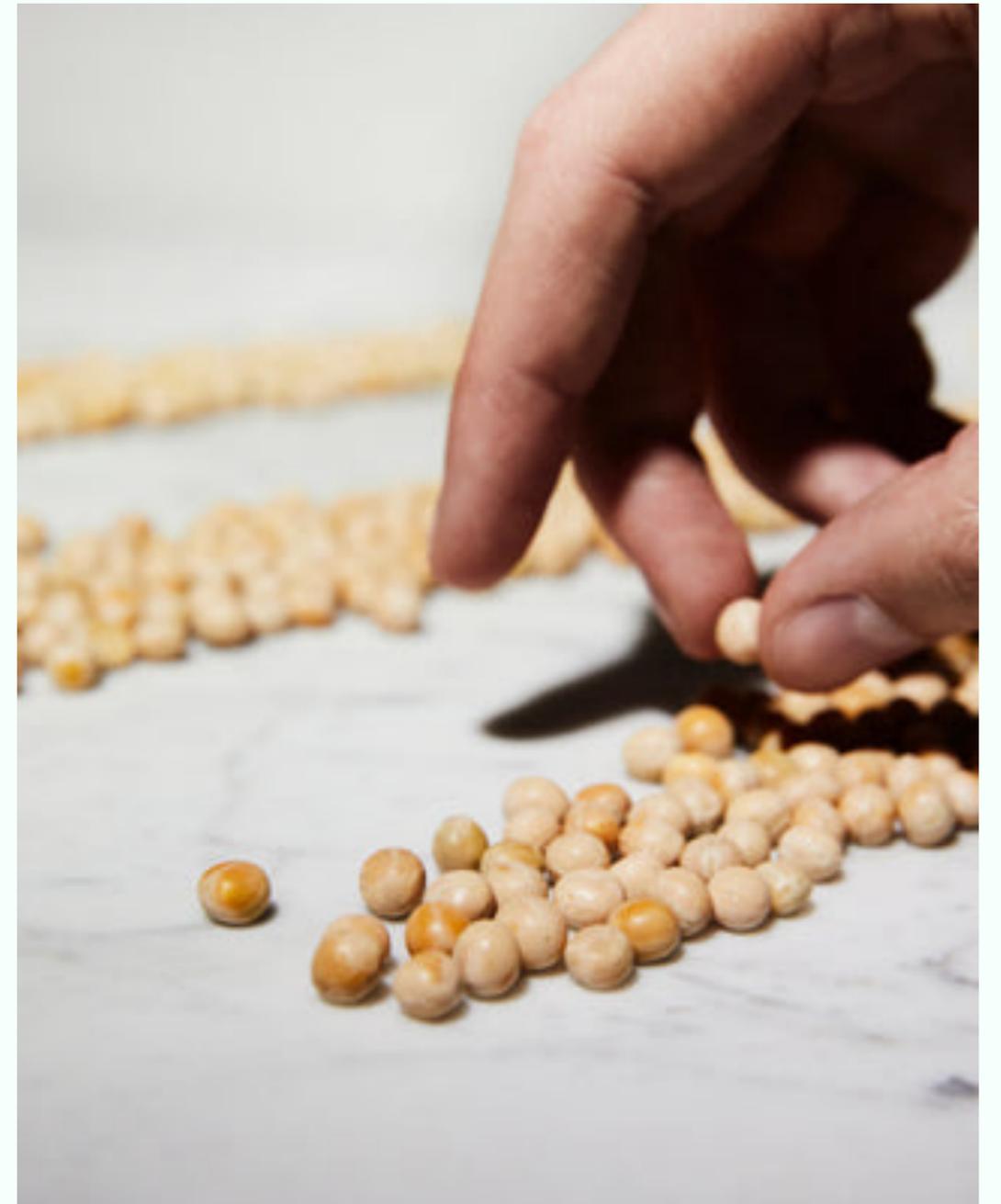
Added sugar



Vitamins &
Calcium



100% vegan



Naala - the taste you crave



Naala "Original"

as an alternative to dairy with the same usage occasions including cooking, stand-alone consumption

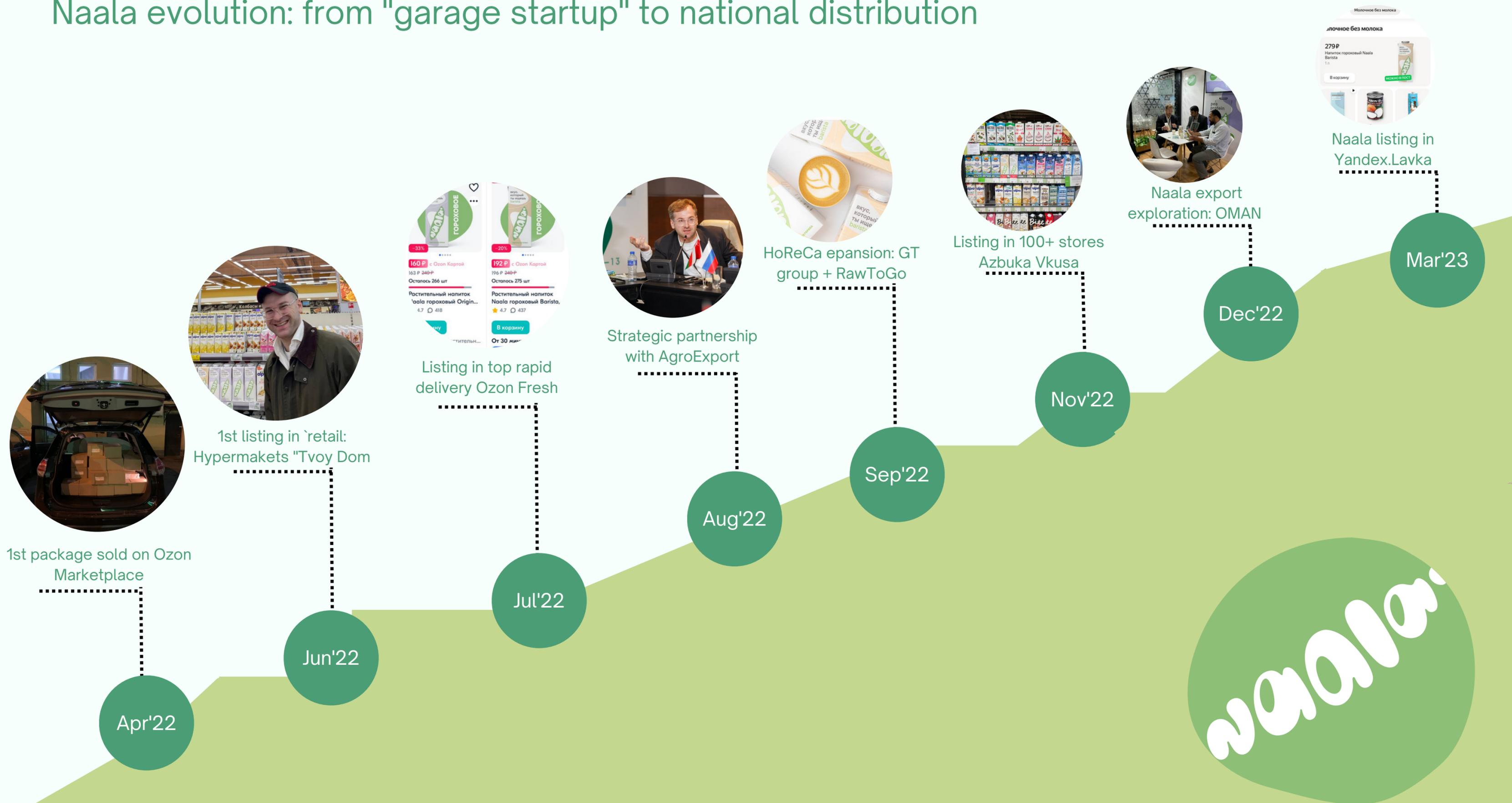
Naala "Barista"

as the best possible companion for coffee or tea lovers with unbelievable foam

Naala "Zero Sugar"

same taste as in Original, but with zero sugar for all healthy conscious consumers

Naala evolution: from "garage startup" to national distribution





EXPORT



Naala export priorities - India & GCC countries



India as 1st priority with best product-market-fit: scale & consumer's readiness



GCC countries - emerging market with a high product desirability from consumers

And the solid team to execute it



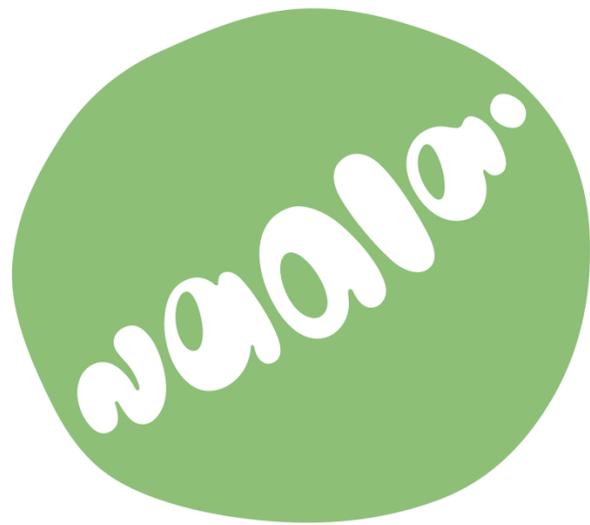
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**THE TASTE
YOU CRAVE**