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Beyond Investing: At The Frontier Of Positive Change

Webinar

Wednesday 08 July 2020





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A Word From Our Chairman



**Professor Michael
Mainelli**

Executive Chairman

Z/Yen Group



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Agenda



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- 11:00 – 11:05 Chairman's Introduction
- 11:05 – 11:30 Keynote Address
- 11:30 – 11:45 Questions & Answers



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**Beyond Investing: At
The Frontier Of
Positive Change**



Claire Smith

Founder

Beyond Investing



Beyond
INVESTING

**INVESTING FOR
HUMANITY**

CLAIRE SMITH
www.BeyondInvesting.com



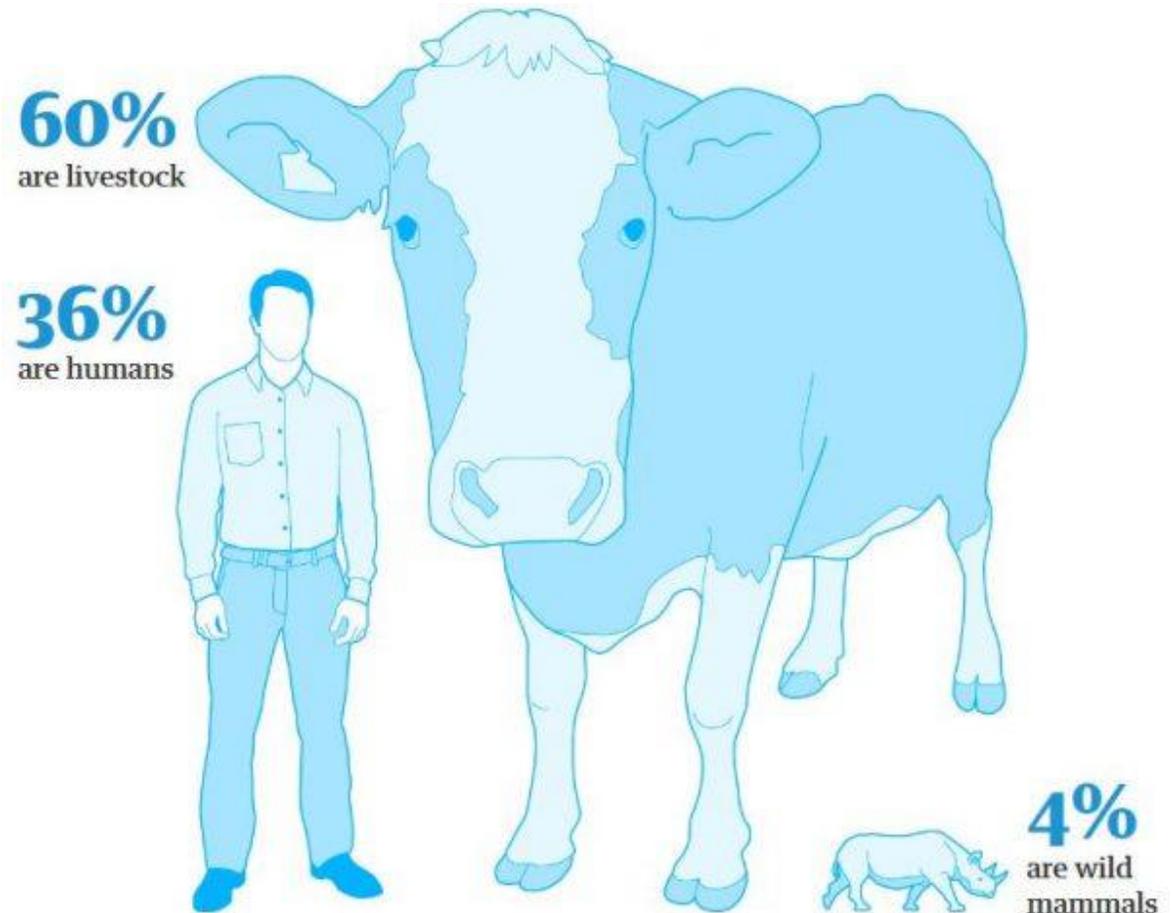
Claire Smith – founder and CEO Beyond Investing

- Beyond Impact's founder and principal is a vegan and environmentalist with 34 years experience in finance and investment at top-tier banks and investment houses
- Vegan venture investor and entrepreneur with existing investments in vegan food, «clean» meat and vegan clothing and accessories companies
- Senior Research Analyst, Partner and Shareholder at Albourne Partners Limited
- Equity derivatives and convertibles marketing and structuring at UBS
- Credit analyst, Chase Manhattan Bank
- M. Eng Chemical Engineering and Business Administration, Imperial College, London, UK
- Vegan/vegetarian since the age of 15
- Founder Member of Glass Wall Syndicate
- Co-founder of Hertfordshire-based anti-GMO group
- Member of the Board of AVVEC Geneva and 100 Women in Finance London Board and Advisory Council

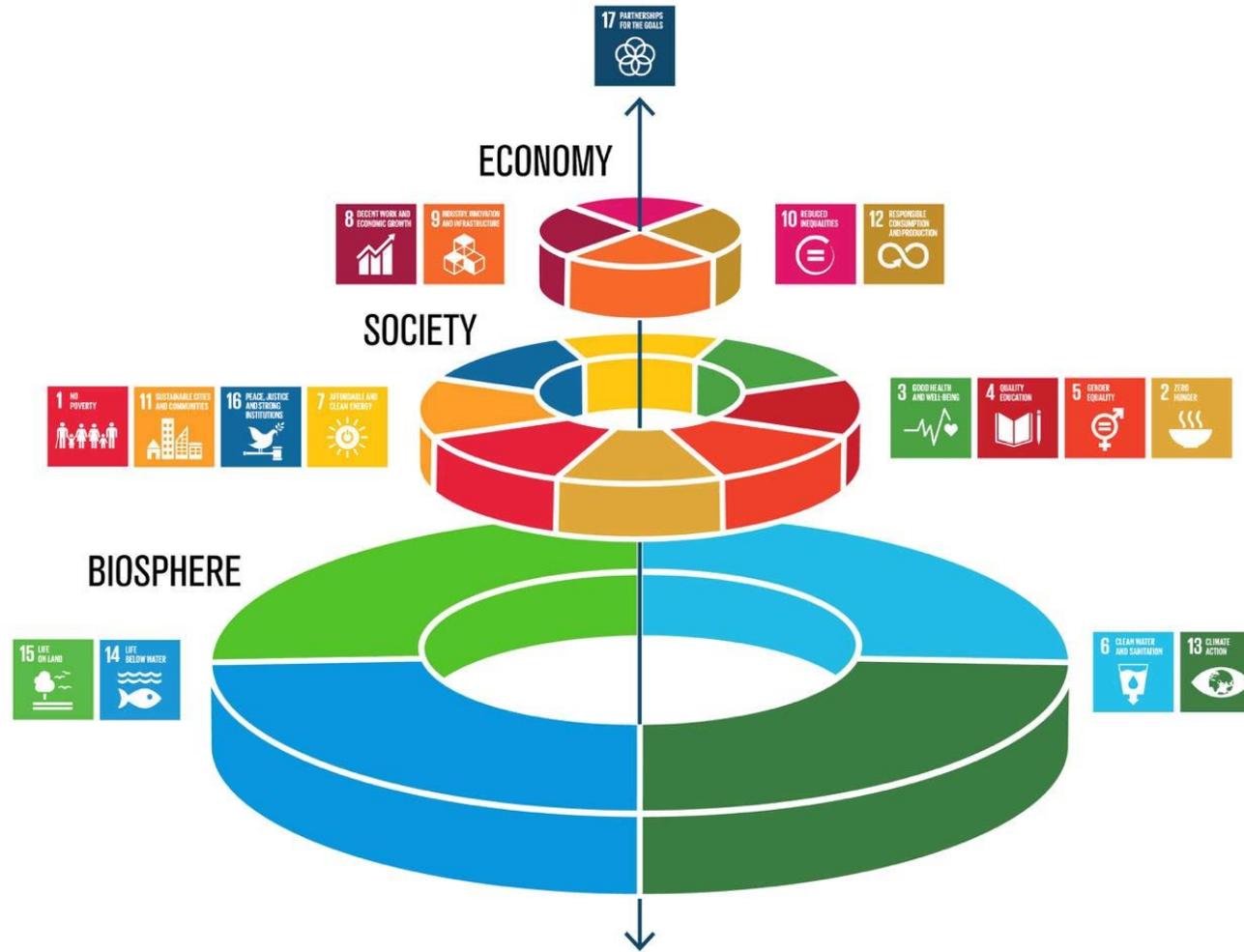


Combatting Animal Exploitation

*the next frontier in
sustainable and impact
investing*



UN Sustainable Development Goals





- For every 1 pound of fish caught, up to 5 pounds of unintended marine species are **caught and discarded** as by-kill ³



- A comprehensive review of all available research finds that **animal agriculture** is responsible for at least 37 percent of GHG emissions ⁴



- Animal agriculture is responsible for about one-third of all **freshwater consumption** in the world. ⁵



- CAFO operations generate significant volumes of animal waste, which can result in water quality impairment, fish kills, algal blooms, **contamination of drinking water sources**, and transmission of disease-causing bacteria and parasites. ⁶
- Almost **half of the world's forests** have been destroyed since the onset of human civilisation, the majority in just the last 50 years, primarily for **cattle grazing and growing animal feed**. ⁷
- Twenty-six percent** of the Planet's ice-free land is used for livestock grazing and **33 percent** of croplands are used for livestock feed production, a total of **83% of all farmland**. ^{8,9}



- Factory farming **destroys rural communities' 'social fabric'**, relying on temporary or migrant workers who accept lower wages and depresses property values. Land is grabbed from owners to grow animal feed crops such as soy. In the worst cases, people are forced from their own land to make way for the crops.^{10,11}



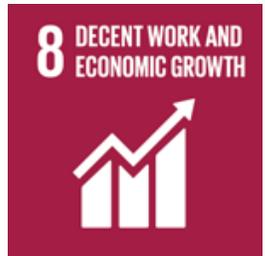
- The more meat we eat, **the fewer people we can feed**. If everyone on Earth received 25 percent of his or her calories from animal products (11% less than the typical American), only 3.2 billion people would have food to eat.



- 82% of **starving children** live in countries where food is fed to animals, and the animals are eaten by western countries.¹²
- Consumption of animal products is linked to all 15 top causes of premature **death** and chronic illness.¹³
- 80% of all antibiotics sold or distributed in the United States are given to animals, exposing bacteria to low doses of these drugs over a long period of time, leading to the survival and growth of **resistant bacteria**.¹⁴



- An increasing number of animals reared in confined spaces leads to more **deadly zoonotic diseases, such as SARS, MERS and the current COVID-19 pandemic**.¹⁵
- 95% of all drugs that are shown to be safe and effective in tests on animals **fail in human trials** because they don't work or are dangerous.¹⁶
- The presence of a slaughterhouse in a community is associated with an **increase in crime rates**, including higher incidents of domestic abuse.¹⁷
- Female slaughterhouse and meatpacking workers endure acts of **sexual harassment** perpetrated by co-workers and supervisors and are paid **78 cents to the dollar** that men earn for the same job.^{18,19}

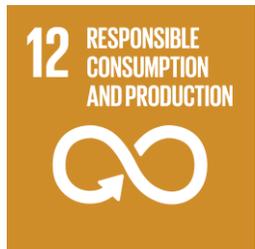


- Amputations happen on average **twice a week** in US slaughterhouses and meat processing plants. Other **frequent injuries** are fractured fingers, second-degree burns and head trauma, aggravated by the pressure to maintain speed to new norms.²⁰



- Forced labor and human trafficking** in the fisheries sector is a severe problem. Victims describe illness, physical injury, psychological and sexual abuse, deaths of crewmates, and their **vulnerability** on board vessels in remote locations of the sea for months and years at a time.²¹

- Chicken, hog and dairy farmers are **highly indebted and vulnerable** due to short-term contracts with Big Ag that force them to undertake long-term debt financing.²²



- Household waste in Western countries is **30-40% meat, dairy and fish**.²³

- Globally, farmed animals consume **five times as much food** as all human beings.²⁴

- The current production of crops can provide enough food for the projected global population of 9.7 billion in 2050, provided those crops are **directly fed to human beings**.²⁵

Three levers of society



CONSUMER



CITIZEN



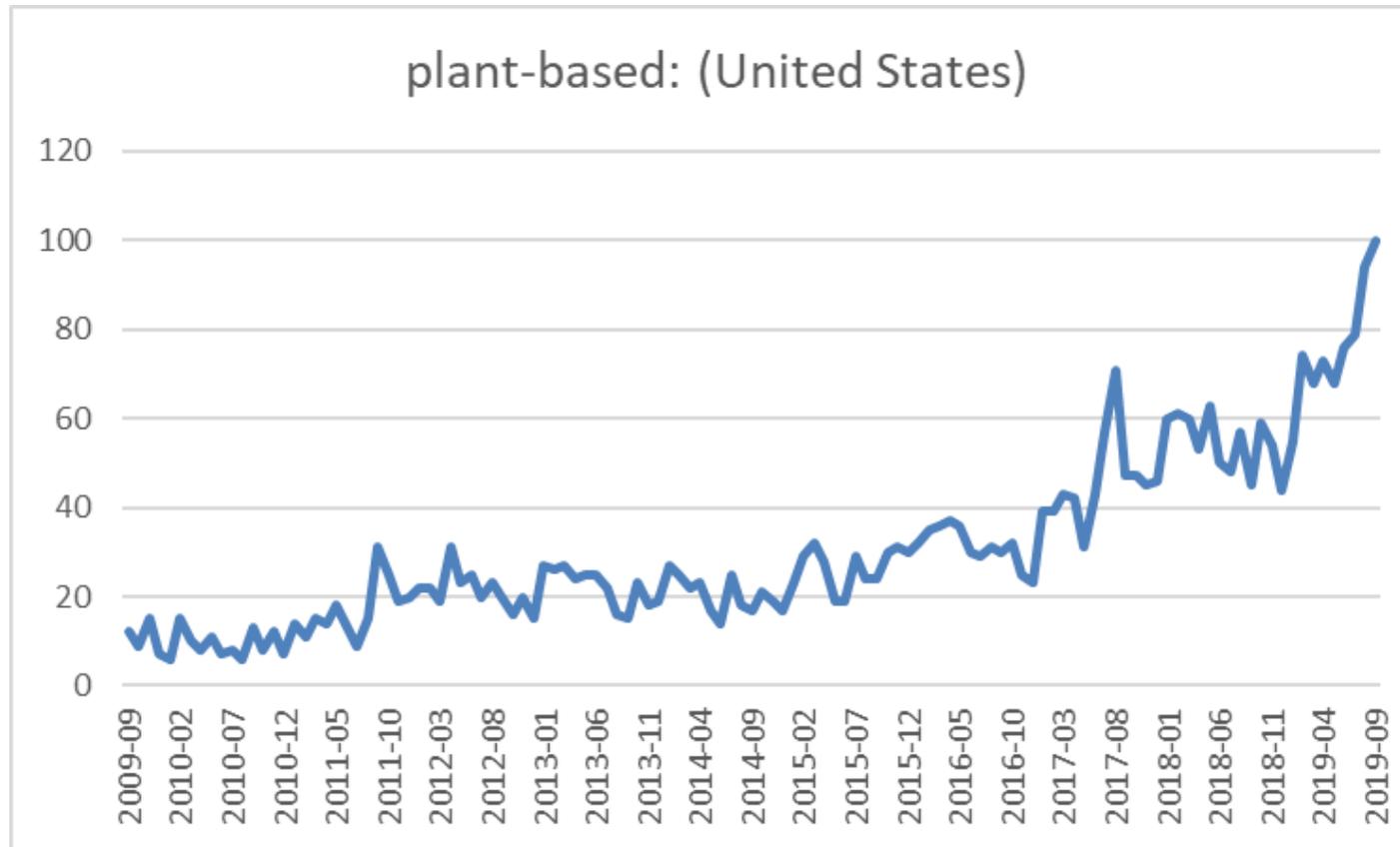
CAPITAL



CHANGE

An accelerating trend

Search result for the word «plant-based» in the US, last 10 years



Source: GoogleTrends

The real growth in the Vegan industry has only just begun

- ▶ As of 2017, there are estimated to be 19 million vegans in the US with 6% of Americans self-identifying as vegan, a six-fold increase over 2014.¹
- ▶ People between the ages of **18 and 34** are three times more likely to be vegan than those over 55.²
- ▶ Rising veganism is a global trend with **2.5X increase** in worldwide Google Trend searches over the last 5 years (20% p.a.).³
- ▶ Flexitarians - 44% of consumers in Germany now follow a low-meat diet, a **26% increase** from 2014¹.
- ▶ The number of vegans in Great Britain **quadrupled** between 2014 and 2018.
- ▶ Accelerating demand for plant-based protein, projected to reach \$14.32 billion by 2025
- ▶ In April 2017, a YouGov poll found that **more than half of people (56%)** no longer view meat as an essential ingredient to their meal.⁴
- ▶ One in three Americans now consider themselves “flexitarian” according to a study by One Poll ⁶
- ▶ UBS forecasts the plant-based meat market will grow by 28% a year and reach \$85 billion by 2030

Sources:

1- GlobalData 2017 report - Top Trends in Prepared Foods

2. Harris Interactive® poll for VRG

3. Google Trends

4. <https://yougov.co.uk/topics/food/articles-reports/2017/04/06/over-half-happy-have-meat-free-meals>

5. Meticulous Research, Aug 2019

6. <https://nypost.com/2018/10/26/one-third-of-americans-consider-themselves-flexitarian/>

Social Conscience

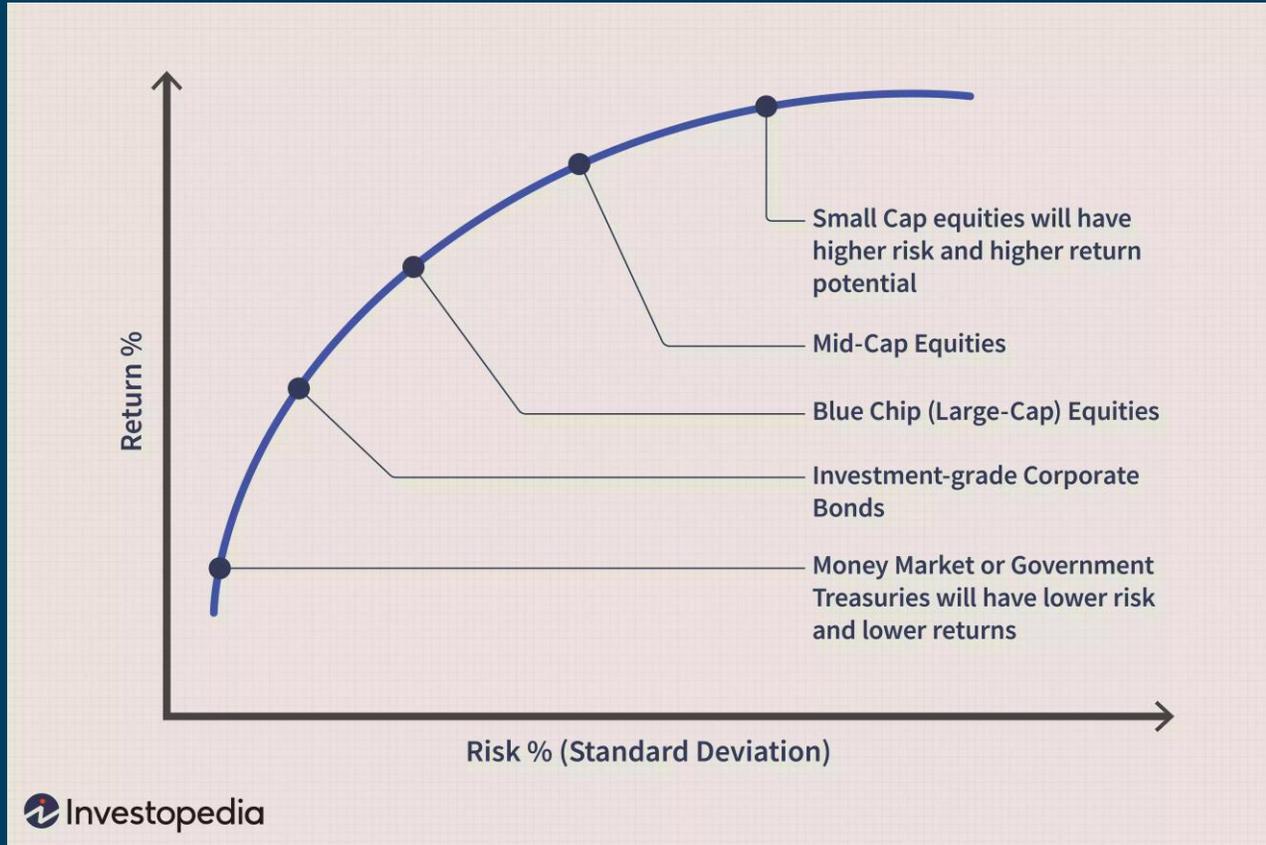
Assets with sustainable investing criteria hit \$30 trillion last year



Source: Global Sustainable Investment Alliance

- **\$11 trillion dollars** has been committed to **divest from fossil fuels.**²⁶
- **\$19.8 trillion** in assets under management apply negative screening.

ESG is increasingly focused on climate impacts and reshaping and reinvesting business models.²⁷



Incorporating ethical criteria across portfolios

- Core Blue-Chip: Negative screening
- Satellite small and mid-cap: Thematic portfolios
- Venture Capital: Impact investing
- Bond & Money Market: Negative screening & microcredit

- ① Liquid, large cap instruments
- ① Structured for multiple geographies
- ① Benchmark index replacement

US VEGAN CLIMATE INDEX



Investing for Humanity

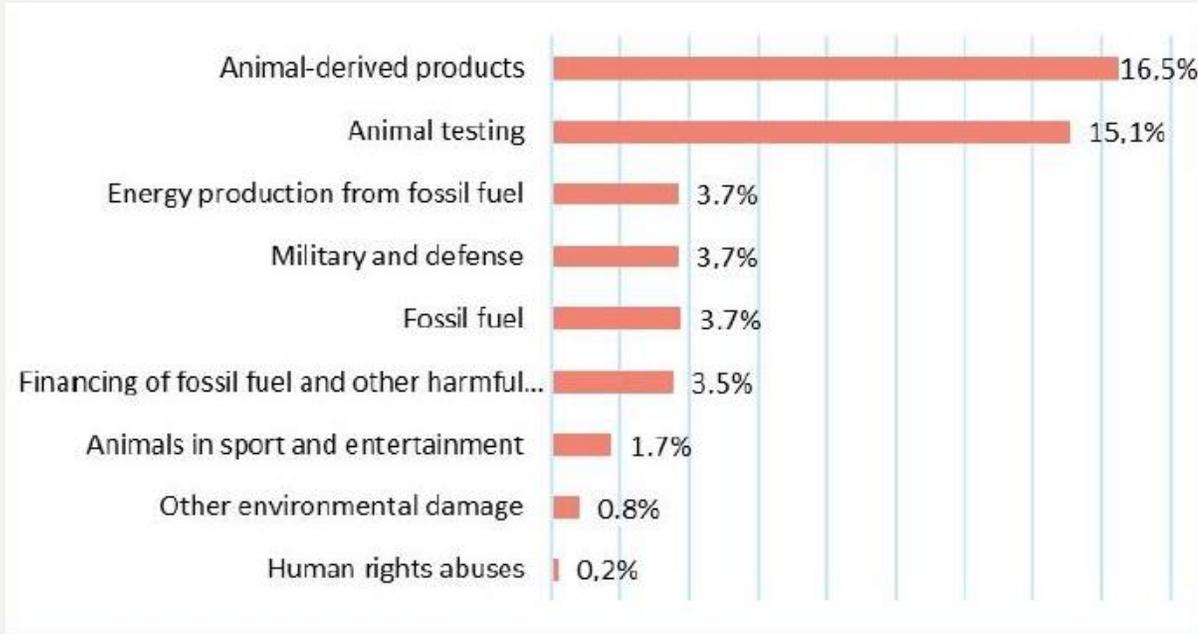
The US Vegan Climate Index (VEGAN), developed by Beyond Investing is a passive, rules-based index of U.S. mainly large cap stocks, screened according to vegan and climate-conscious principles.

VEGAN excludes companies engaged in animal exploitation, defense, human rights abuses, fossil fuels extraction and energy production, and other environmentally damaging activities. VEGAN includes mid cap stocks that replace companies in sectors that become underweight through their exclusions.

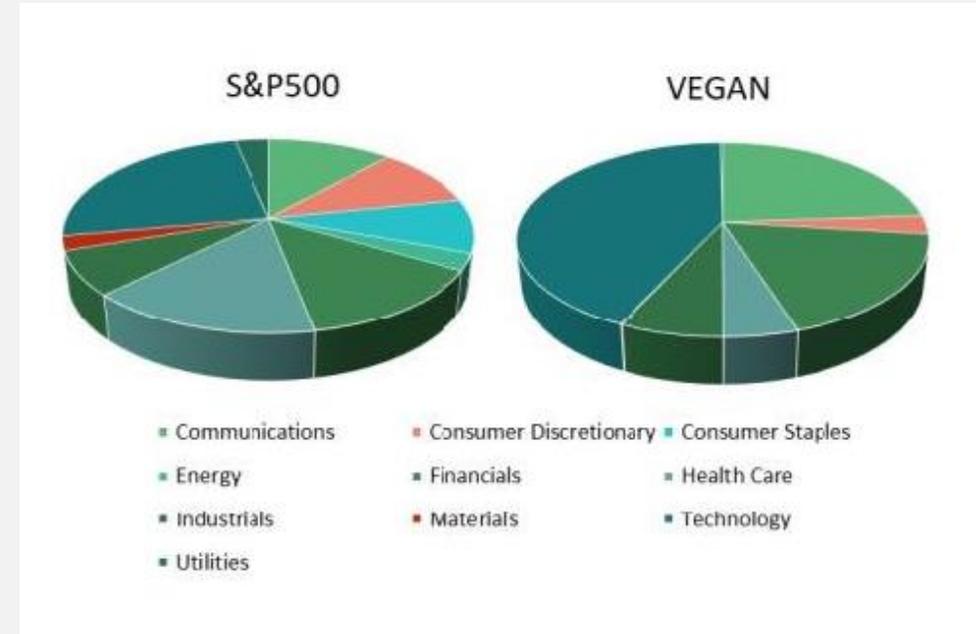
VEGAN demonstrates that it is possible to obtain broad-based market exposure, whilst adhering to animal and environmentally-friendly principles.

Ticker	.VEGAN
Inception date	6 June 2018
Benchmark	S&P500 Index
Calculation agent	Solactive AG
Number of stocks	281
Weighted average market cap	\$173bn
Beta	1.06
Tracking error	1.41%
Excess return	3.40%
<small>(annualised through 30 Jun 2020)</small>	

- Breakdown of exclusions

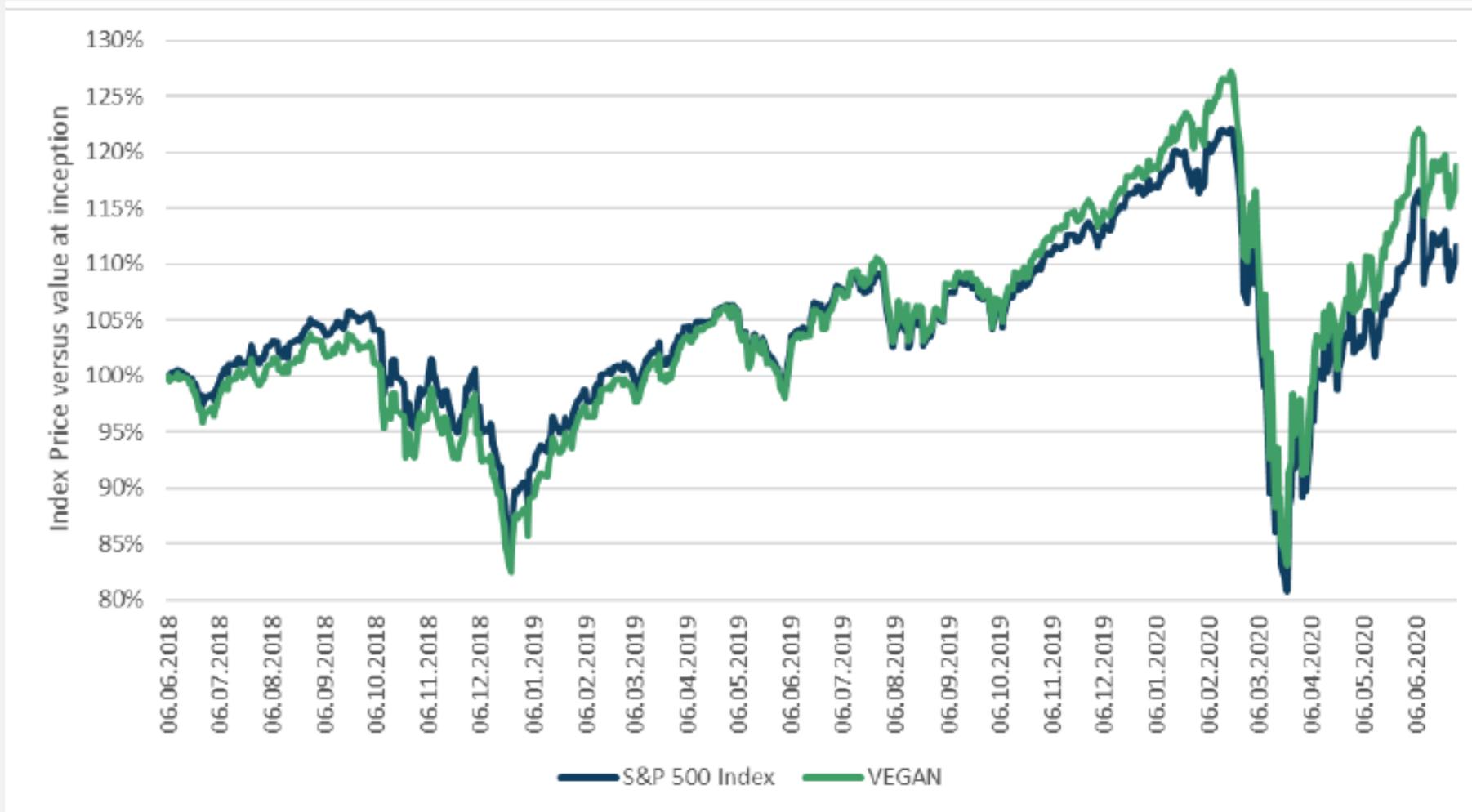


- Sector Comparison



Data as at 30 June 2020

Performance since launch



Data as at 30 June 2020

Performance data quoted represents past performance; past performance does not guarantee future results.

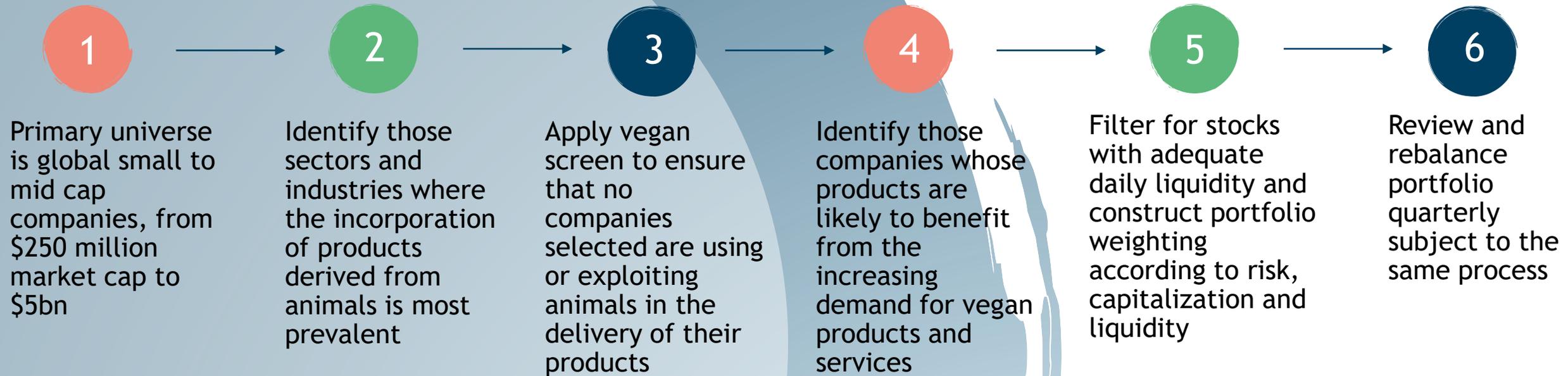
VEGAN vs. other US ESG indexes

	VEGAN	S&P500	ESG Index 1	ESG Index 2	ESG Index 3	ESG Index 4	ESG Index 5	ESG Index 6	Per \$1 million of revenue of constituents
Carbon	37.43	164.97	156.00	96.41	80.72	153.87	39.25	70.85	tons of GHG (Scope 1 & 2) emissions
Waste	5.04	129.67	135.03	44.48	112.88	159.08	100.21	22.82	tons of waste generated
Water	0.33	5.11	5.11	1.35	1.42	4.6	2.00	2.72	thousand cubic metres fresh water used

VEGAN compares well versus other major benchmark ‘eco-friendly’ indexes on three important characteristics of greenhouses gas emissions, waste generation and water consumption.

Removal of fossil fuels, animal exploitation and other high carbon emitting businesses leads to a carbon footprint that is 77% less than the S&P500 Index.

Unlike other ESG indexes that solely remove fossil fuels, VEGAN also achieves far lower waste and water footprints and provides a more complete environmental and biodiversity-friendly solution.



- Identifying listed small to mid cap stocks with upside exposure to plant-based theme
- Defined discretionary element to take advantage of IPOs
- Strict concentration criteria and liquidity management

Portfolio characteristics



UNIVERSE

Base universe	Global all caps less frontier markets
Focus sectors	Consumer Staples, Consumer Discretionary, Materials
Investable universe	100 - 120 stocks



COMPANIES

Company market cap	USD 0.25 - 5 billion
Median market cap	USD 738 million
Weighted average daily volume	USD 9.5 million



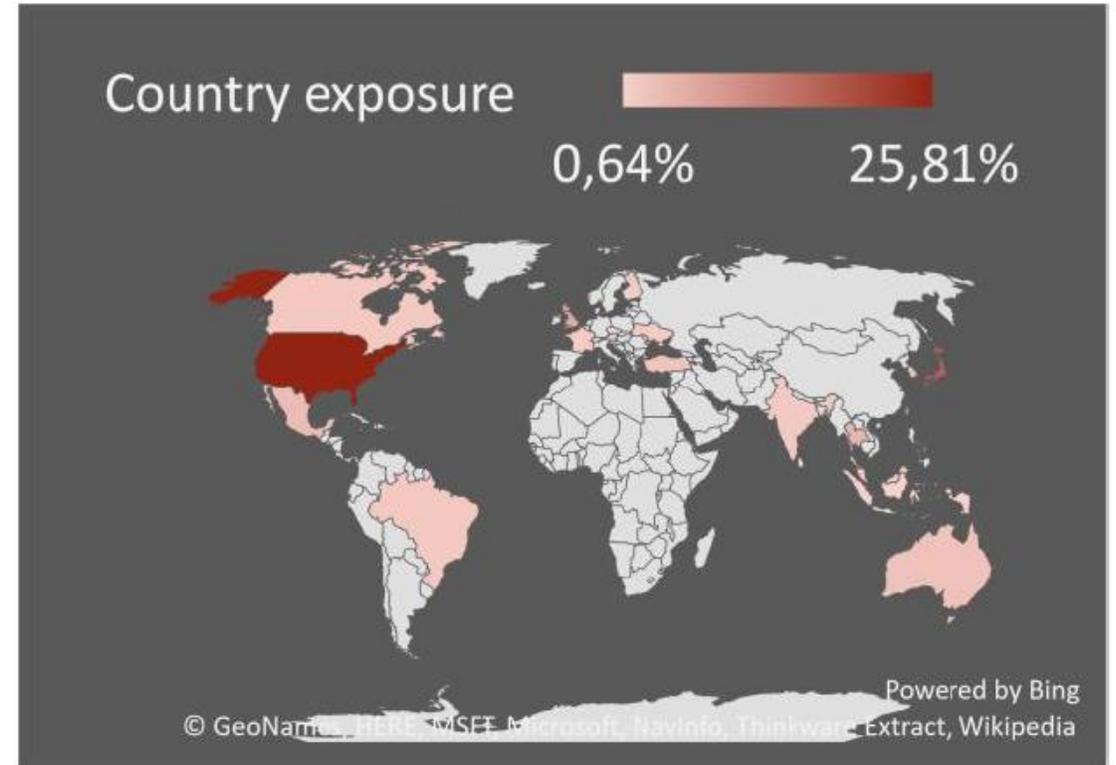
INITIAL PORTFOLIO

Revenue growth <small>(weighted average)</small>	24%
Excess return <small>Backtest to March 2017</small>	9%
Number of holdings	50 stocks

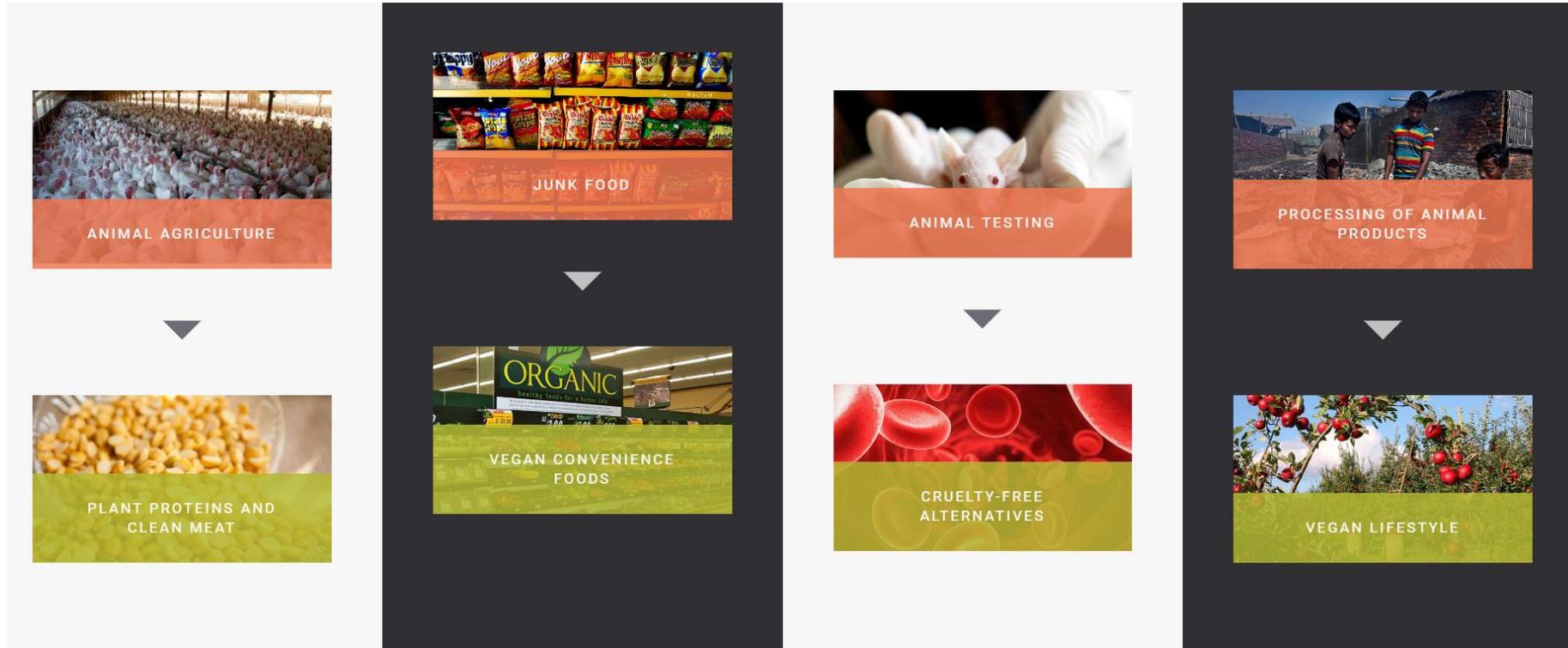
Diversification by theme



- Plant-based protein
- Plant-based ingredients
- Soft drinks
- Vegan convenience food
- Textiles and apparel
- Cruelty-free personal products
- Fresh produce



Finding solutions to our problems



ACCELERATING THE TRANSITION TO A COMPASSIONATE WORLD

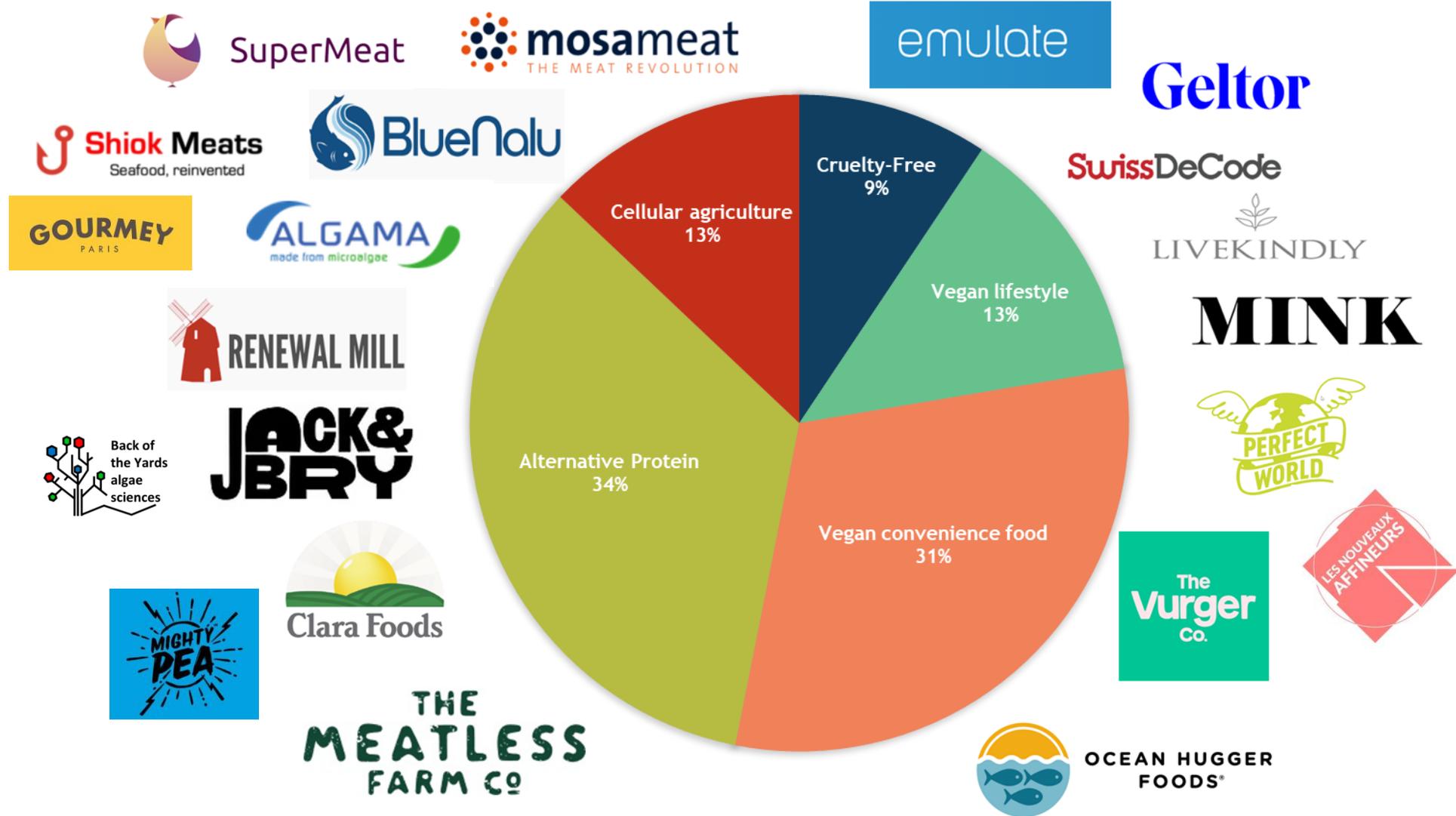
Beyond Impact seeks to accelerate the transition towards a cruelty-free world through making private market direct investments in companies delivering innovative products and services such as:

- ⦿ Ingredient production and distribution
- ⦿ Plant-based meat, fish, dairy, egg, wool, silk and leather alternatives
- ⦿ Vegan convenience foods
- ⦿ «Clean» meat and fish / cellular agriculture
- ⦿ Vegan catering and restaurants
- ⦿ Vegan clothing and accessories
- ⦿ Vegan lifestyle businesses
- ⦿ Replacements for animal testing
- ⦿ Cruelty-free, vegan and organic household products, toiletries and cosmetics

that are **superior, scalable and sustainable.**

Photo credit: www.impossiblefoods.com/burger/

Impact venture capital portfolio



Microcredit exposure

Increase the market share of vegan products, services and investments
across all sectors, globally



✓ PHASE 1 HUMANITY NETWORK

Networking platform for vibrant community

- Experts, Influencers
- Businesses
- Non-profits
- Consumers



PHASE 2 SUSTAINABLE FINTECH

Vegan funding platform for all types of investors

- Retail / Qualified
- Angel clubs
- Family offices
- VCs, CVCs, Institutional



PHASE 3 ETHICAL SUPPLY CHAIN

Supplier sourcing platform for market system operators

- Retailers
- Brands
- Supplier Network, Manufacturers
- Wholesalers, Distributors

Connections platform launched,
crowdfunding and supply chain
solutions being built



**VEGAN
FINTECH**



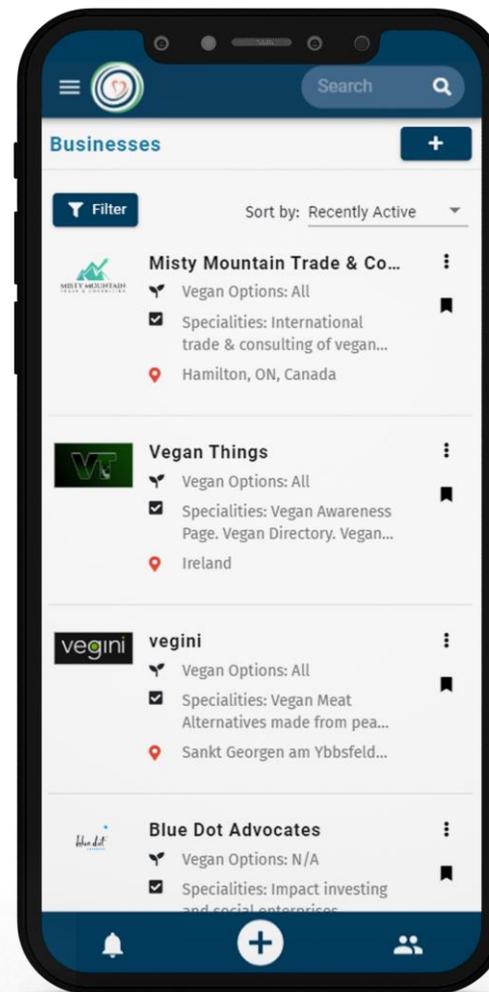
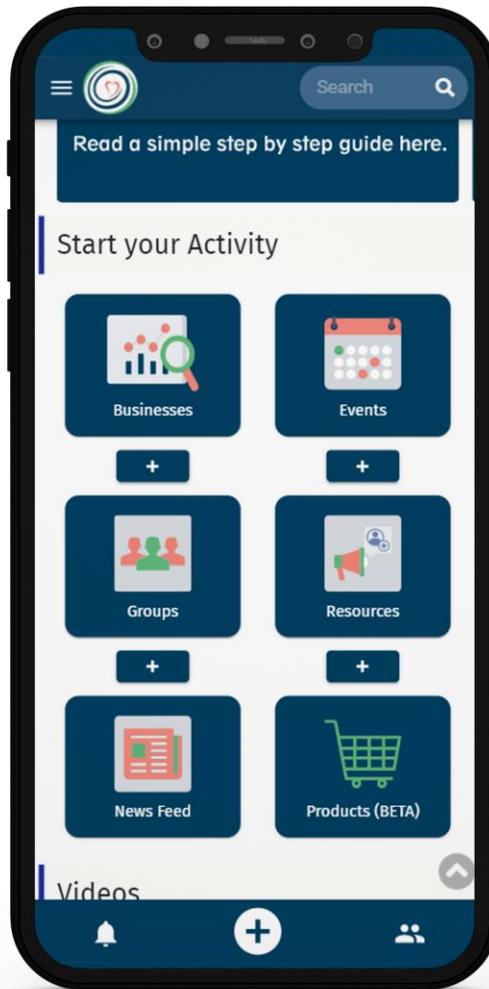
Sign up at
www.beyondanimal.com

Next generation networking platform for all stakeholders in the growth of the vegan economy

Mobile App and Website

- Live since April 2019
- Total members: 2000+
- Monthly social network impression: 250,000+
- Monthly page visits: 18,000+
- Social network Followers: 7,000+
- Collected 105+ pre-vetted deals with total investment amount of \$55mn+

(As of Mid-June 2020)



Major Product Affiliates

THEVEGANKIND

BILLION VEGANS

GreenBay

Payment Solutions

TransferMate
GLOBAL PAYMENTS

stripe
CONNECT

Executive Summary

Swiss incorporated
authorised by FINMA
for crowdlending

Democratise funding into vegan
investment opportunities by applying
FinTech and Digital innovations

Vegan-vetted deal flow
Integrated third-party
solutions for risk rating,
KYC and AML checks
Low-cost fund transfer

Retail | Qualified
Angel Clubs | Family Offices
VCs | Private Funds
Institutional | CVC





“Compassion, in which all ethics must take root, can only attain its full breadth and depth if it embraces all living creatures and does not limit itself to mankind.”

- **Albert Schweitzer**

A Selection of Writings of and about Albert Schweitzer, published 1958

See our short film at bit.ly/investingforhumanity

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Beyond Investing

+44 207 157 9706 / +1 844 329 9300

info@beyondinvesting.com

www.beyondinvesting.co

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10 July 2020 (11:00) [Building A Global Britain](#)

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