



my mochi™

INTERNATIONAL MARKETS



OUR STORY

In 1993, we started wrapping creamy ice cream with our sweet, soft mochi dough.

My/Mochi ice cream gives you a **delicious, dual texture experience.**

Satisfying and perfectly portioned snacks, each mochi is less than 90 calories.

There are **more than 20 flavors** like strawberry, mango, cookies and cream, and cookie dough – perfect for whenever!



PERFECTLY PORTION-CONTROLLED & HANDHELD SNACKS
FOR EASY ANYTIME SNACKING!

pillowy sweet rice
dough



premium
ice cream

54% / 46%
 ICE CREAM TO MOCHI
 DOUGH RATIO - DELICIOUS
 PREMIUM PRODUCTS

12%
 BUTTERFAT

90
 CALORIES OR LESS



WORLD CLASS OPERATIONS & CUSTOMER SERVICE

**Vertically Integrated
110,000 sq. ft. manufacturing
facility**



**SQF Certified
Highest food safety and
quality standards**



**Leading Supplier – Largest in
North America**



Reliable Fulfillment



**Distribution
+55,000 retail outlets across
channels**



**Sustainable Operations
Practices - 50% renewable
energy used in plant**



World Class Customer Service



Nut Free Facility



**Manufacturing & Supply
Los Angeles, CA**

CONSUMERS CRAVE FUN, INNOVATIVE ICE CREAM

\$43B

In 2024, impulse and take-home ice cream purchases are expected to account for \$43 billion.

75%

of consumers seeking new and exciting ice cream



66%

consumers who prefer ice cream with multiple textures.

+54%

consumers avoiding artificial additives and seeking sustainable products

Grab 'n' Go appeal
A fresh take on a Japanese nostalgic favorite
Dual-textured experience
My/Mochi cares about healthy indulgences and environmentally friendly manufacturing

What sets My/Mochi apart from competitors



CONSUMER'S #1 PICK

My/Mochi is the top choice, preferred 4 to 1 over the competition



HIGH QUALITY

My/Mochi is made with clean, high-quality ingredients - nothing artificial



PERMISSIBLE INDULGENCE

Our best-selling flavors are perfectly portioned, crafted with fewer calories for a guilt-free treat



CREAMY DELICIOUSNESS

Whey protein is added to our ice cream ensuring a smoother, creamier consistency



PREMIUM EXPERIENCE

My/Mochi uses 12% butterfat and provides a higher ice cream-to-mochi ratio, delivering a superior product compared to our competitors



MADE FROM SCRATCH

Our ice cream is "homemade", using no pre-made mixes, resulting in a richer, more authentic flavor



Source: Nielsen Panel on Demand Homescan | All Outlets | Frozen Novelty | L52 Weeks Ending 11/30/24

FLAVOR PORTFOLIO

DAIRY



New FLAVORS



New SORBET



NON DAIRY



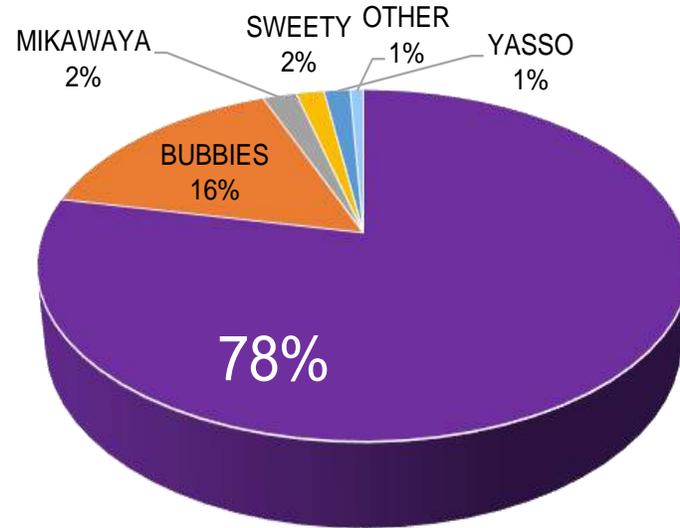
CORE FLAVORS

My/Mochi Top 5 Best Selling SKU's include: Strawberry, Mango, Cookies and Cream, Vanilla Bean and Matcha Green Tea!



My/Mochi maintains a 78% share of the mochi category nationally & in the southeast region, with dollar sales 5X the next leading brand

Mochi Ice Cream \$ Share



Frozen Novelties Ranking – Top Brands

Source: SPINS: Total US M ULO – Latest 52 & 24 Weeks Ending 6/16/24

BRAND RANKING	\$ Rank	Dollars	Dollars Share	Units	Unit Share	% ACV	# of Stores Selling
Grand Total		\$3,105,441,408	100.0%	634,465,790	100.0%	90	82,848
PRIVATE LABEL	1	\$410,655,506	13.2%	106,755,528	16.8%	66	30,548
NESTLE DRUMSTICK	2	\$328,634,399	10.6%	48,706,575	7.7%	84	63,032
NESTLE OUTSHINE	3	\$272,605,946	8.8%	55,904,535	8.8%	86	70,992
HAAGEN-DAZS	4	\$174,099,458	5.6%	43,604,718	6.9%	77	46,712
BLUE BUNNY	5	\$165,313,696	5.3%	34,943,734	5.5%	89	81,200
KLONDIKE	6	\$149,327,912	4.8%	32,318,628	5.1%	90	82,848
YASSO	7	\$141,416,837	4.6%	25,516,465	4.0%	77	36,236
TRU FRU	8	\$119,855,466	3.9%	17,077,912	2.7%	60	28,265
POPSICLE	9	\$103,616,694	3.3%	18,124,297	2.9%	81	46,946
BLUE BELL	10	\$92,077,583	3.0%	12,450,438	2.0%	37	19,126
BUDGET SAVER	11	\$62,630,096	2.0%	18,429,284	2.9%	70	51,243
OREO	12	\$60,526,354	1.9%	10,759,912	1.7%	81	64,257
HELADOS MEXICO	13	\$60,428,044	1.9%	12,011,422	1.9%	56	25,838
SNICKERS	14	\$58,467,700	1.9%	9,397,709	1.5%	82	45,821
MAGNUM	15	\$58,063,199	1.9%	10,806,536	1.7%	81	58,958
FATBOY	16	\$50,992,704	1.6%	7,743,075	1.2%	37	17,422
GOOD HUMOR	17	\$43,260,506	1.4%	8,813,300	1.4%	77	50,853
MY/MOCHI	18	\$37,394,108	1.2%	7,309,667	1.2%	73	37,639
BREYERS	19	\$35,408,824	1.1%	6,785,518	1.1%	57	18,146
LUIGIS	20	\$30,341,828	1.0%	9,090,750	1.4%	61	21,842
NESTLE	21	\$28,451,919	0.9%	6,164,749	1.0%	57	41,658
FUDGSICLE	22	\$25,524,611	0.8%	4,390,415	0.7%	80	40,389
FRIENDLYS	23	\$23,884,695	0.8%	8,994,869	1.4%	35	7,670
M&M	24	\$23,503,235	0.8%	4,340,407	0.7%	80	42,303
LINDYS	25	\$23,095,294	0.7%	7,048,111	1.1%	31	13,882
DOVE BAR	26	\$21,614,906	0.7%	4,381,068	0.7%	45	25,571
JONNY POPS	27	\$21,002,524	0.7%	3,885,431	0.6%	25	8,572
NESTLE TOLL HOUSE	28	\$20,971,197	0.7%	3,137,136	0.5%	46	37,494
THE SKINNY COW	29	\$19,981,850	0.6%	3,459,214	0.5%	57	18,402

TOP 20

My/Mochi Ranks #18 out of +150 Novelty Brands Nationally (\$ Sales)

37K

My/Mochi sold in +37K stores nationwide

\$85M

My/Mochi accounts for \$85M of the \$108M Mochi ice cream category

EARNED AND PAID PR MEDIA

Over 2.5B impressions generated!



INFLUENCER ENGAGEMENT

Partnering with both brand dedicated & retailer dedicated influencers



ADVERTISING

Podcast national reach

- Over 10M impressions across almost 4M Households
- Expanding to include:
 - Call Her Daddy
 - Conan Needs a Friend

Paid Social, Meta

Broadcast and Streaming Advertising

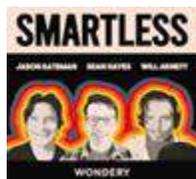
Google Search



HIGH TOUCH EXPERIENCES

Strategic Partnerships:

- Barbie SXSW
- Joyfully Chill Influencer
- Hamptons





THANK YOU!

