

Vital Farms, Inc.

2023 Analyst Day

Welcome to Austin!

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This presentation also contains estimates and other statistical data obtained from independent parties and by us relating to market size and growth and other data about our industry, customers and consumers. This data involves a number of assumptions and limitations, and you are cautioned not to give undue weight to such estimates and data. In addition, projections, assumptions and estimates of our future performance and the future performance of the geographic and other markets in which we operate are necessarily subject to a high degree of uncertainty and risk. Our historical results are not necessarily indicative of the results to be expected for any future periods, and our operating results for the 13-week period ended June 25, 2023, are not necessarily indicative of the results that may be expected for the fiscal year ending December 31, 2023, or any other interim periods or any future year or period.

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Non-GAAP Financial Measures

Adjusted EBITDA, Adjusted EBITDA Margin and Free Cash Flow are financial measures that are not required by or presented in accordance with generally accepted accounting principles in the United States ("GAAP"). We believe that Adjusted EBITDA, Adjusted EBITDA Margin and Free Cash Flow, when taken together with our financial results presented in accordance with GAAP, each provides meaningful supplemental information regarding our operating performance and facilitates internal comparisons of our historical operating performance on a more consistent basis by excluding certain items that may not be indicative of our business, results of operations or outlook. Adjusted EBITDA, Adjusted EBITDA Margin and Free Cash Flow should not be considered as alternatives to net (loss) income, net (loss) income per share, net cash provided by operating activities or any other performance measures derived in accordance with GAAP as measures of operating performance, operating cash flows or liquidity. Our presentation of Adjusted EBITDA Margin and Free Cash Flow should not be construed to imply that our future results will be unaffected by these items. See the appendix to this presentation for a reconciliation of Adjusted EBITDA and Adjusted EBITDA Margin to net income and of Free Cash Flow to net cash provided by operating activities, the respective most directly comparable financial measures presented in accordance with GAAP.

"Adjusted EBITDA" is defined as net income, adjusted to exclude: (1) depreciation and amortization; (2) (benefit) or provision for income taxes as applicable; (3) stock-based compensation expense; (4) interest expense; (5) change in fair value of contingent consideration; (6) interest income; and (7) the costs related to our exit of the convenient breakfast product line. We believe the costs directly related to the convenient breakfast exit should be excluded as they are unlikely to recur. "Adjusted EBITDA Margin" is defined as Adjusted EBITDA divided by net revenues.

"Free Cash Flow" is defined as net cash provided by operating activities, less the amount spent on capital expenditures.

Adjusted EBITDA, Adjusted EBITDA Margin and Free Cash Flow are presented for supplemental informational purposes only, have limitations as analytical tools and should not be considered in isolation or as a substitute for financial information presented in accordance with GAAP. Some of the limitations of Adjusted EBITDA, Adjusted EBITDA Margin and Free Cash Flow include that (1) they do not properly reflect capital commitments to be paid in the future, (2) although depreciation and amortization are non-cash charges, the underlying assets may need to be replaced and Adjusted EBITDA and Adjusted EBITDA Margin do not reflect these capital expenditures, (3) Adjusted EBITDA and Adjusted EBITDA Margin do not consider the impact of stock-based compensation expense, (4) Adjusted EBITDA and Adjusted EBITDA Margin do not include costs related to the discontinuation of our convenient breakfast product line; (5) Adjusted EBITDA and Adjusted EBITDA Margin do not reflect other non-operating expenses, including interest expense; (6) Adjusted EBITDA and Adjusted EBITDA Margin do not consider the impact of any contingent consideration liability valuation adjustments; and (7) Adjusted EBITDA and Adjusted EBITDA Margin do not reflect tax payments that may represent a reduction in cash available to us. In addition, our use of Adjusted EBITDA, Adjusted EBITDA Margin and Free Cash Flow may not be comparable to similarly titled measures of other companies because they may not calculate Adjusted EBITDA, Adjusted EBITDA Margin and Free Cash Flow in the same manner, limiting the usefulness as comparative measures. Because of these limitations, when evaluating our performance, you should consider Adjusted EBITDA Adjusted EBITDA Margin and Free Cash Flow alongside other financial measures, including our net income, cash provided by operating activities and other results stated in accordance with GAAP.





Analyst Day 2023 Agenda



What we have built can grow and travel



Consumer adoption is in early stages



Significant distribution potential remains



Resilient supply chain supports expansion



Resulting in strong multi-year growth plan



We have built a strong brand

A PREMIUM BRAND



TRUSTED BY CONSUMERS



Over 10 Million Households

DEMANDED BY RETAILERS



~24,000 Retailers

A RESILIENT FARMER NETWORK



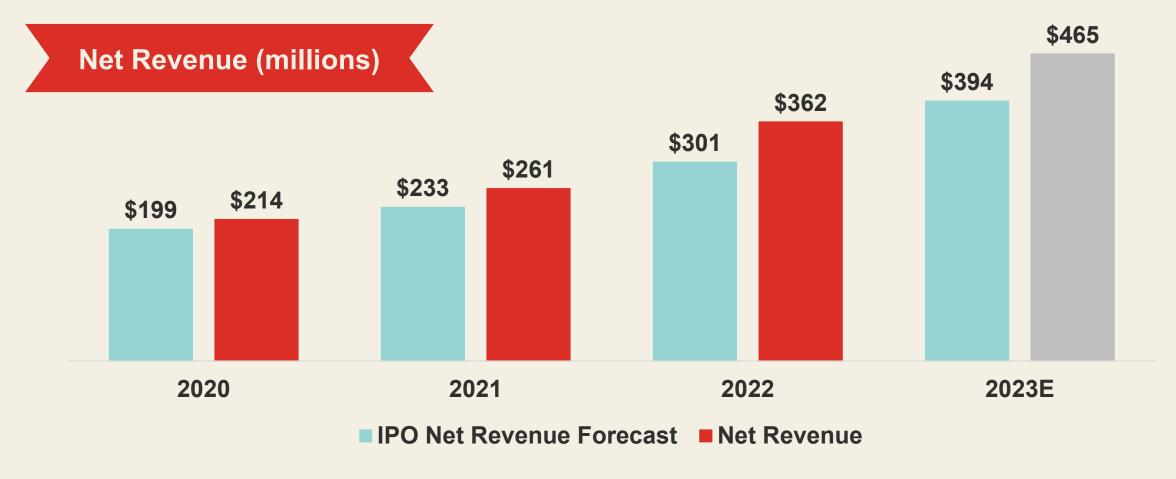
>300 Family Farms

A WORLD-CLASS PROCESSING FACILITY

Egg Central Station



We have delivered our growth commitment ahead of schedule





Managed through inflationary pressure





Delivered profit despite macro noise





Maintained strong balance sheet while selffunding growth

Cash Position & Capex (millions)





We plan to reach \$1 Billion in Net Revenue by the end of 2027

NEW HOUSEHOLDS



20 Million New Households

ADDITIONAL RETAILERS



8,000 New Stores

MORE ITEMS WITH CURRENT RETAILERS



Increase Average Number of Items FINANCIAL GOALS (2027)

\$1 Billion
Net Revenue

35% Gross Margin

12% to 14% Adj. EBITDA Margin

ADDITIONAL FARMS



250 Family Farms

LARGER SUPPLY CHAIN

New Processing & Packing Facility



How we think about our next big thing

Strategic assessment criteria

It will be disruptive

Bring meaningful change to a large, existing category

It will be anchored in our mission

Align with our company values and culture

It will deliver quality at scale

Consumer demand exists for a differentiated product and Vital Farms can provide it and make money





Opportunity to gain more consumers

- We built a brand that resonates with consumers as they demand quality and transparency
- We are focused on driving significant gains in awareness, which will lead to higher household penetration
- We build brand equity through disruption and living our purpose



Consumer priorities are changing, creating a tailwind for our brand

Clear focus on nutrition
Motivated by their health
Want to buy organic products
Focused on clean eating





Deeply invested in animal welfare and the environment Want to understand where their food comes from



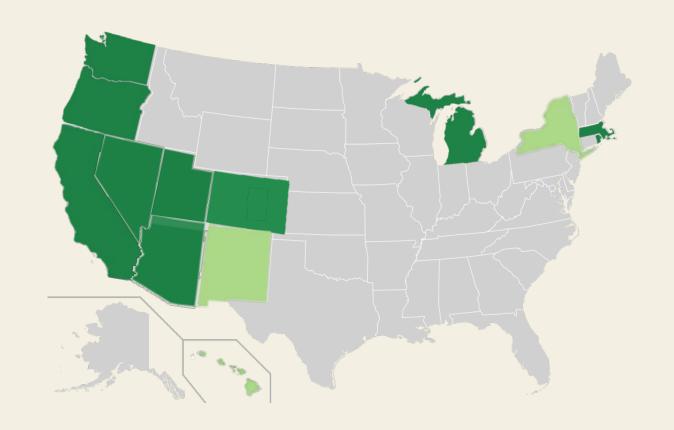
Changing priorities are reflected in legislative changes, growing our playing field

Passed Legislation to Remove Caged Eggs

California, Massachusetts, Washington, Oregon, Nevada, Michigan, Utah, Colorado, Rhode Island, Arizona

Legislation in Progress

Hawaii, New York, New Mexico





Our target consumer base is growing meaningfully



U.S. HOUSEHOLDS

72 MILLION

U.S. HOUSEHOLDS

ARE BUYING PREMIUM EGGS

> 10.5 MILLION **OUR CURRENT HOUSEHOLDS**

These consumers:

Seek organic and natural food Care about environmental sustainability

34 MILLION

U.S. HOUSEHOLDS

Our core consumers

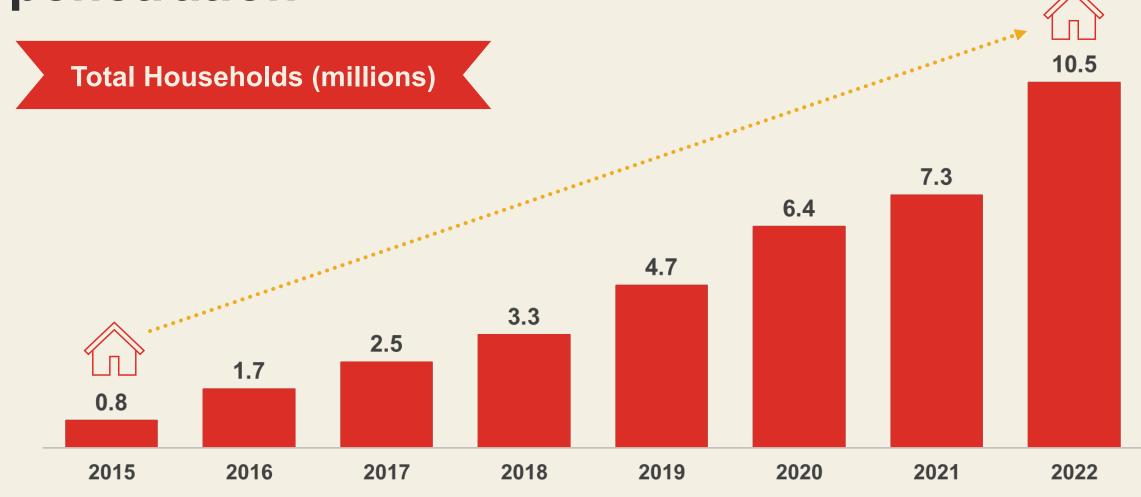
We call them Bridget & Ben

The size of this group is up 20 Million Households since our IPO

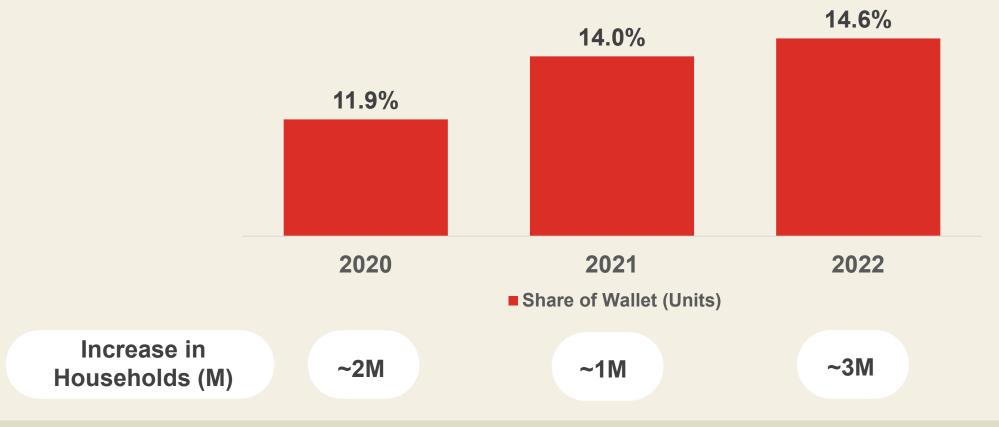
GOAL IS TO TRIPLE OUR NUMBER OF CURRENT HOUSEHOLDS



Share growth is driven by household penetration



Market share growth also benefits from a higher share of wallet





Many of our consumers do not accept substitutes



Across our most recent research, 36% of Vital Farms shoppers will leave the store with NO EGGS if they don't find their Vital Farms product



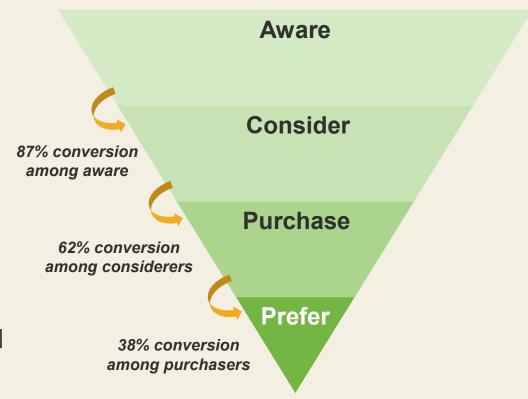
Growing our consumer base starts with raising awareness for the brand

Gaining a Household begins with driving awareness at the consumer level

Once aware of the brand the focus shifts to receiving **consideration** to purchase

If one **purchase** occurs, that Household is considered a 'new' Household

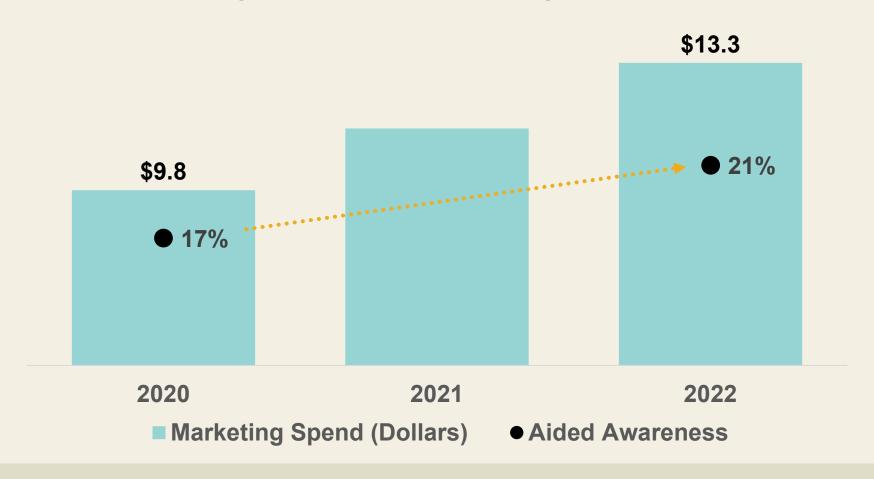
We strive to move the consumer to this level, and maintain it over time





We are increasing our spending to drive awareness

We placed a greater emphasis on driving awareness in 2022





How do we build our brand equity?

We are disrupting the food system (for good)

We live our purpose

We are actually bullsh*t-free





With accessible storytelling

HENS BEHIND THE LENS CAMPAIGN











Using a playful and transparent approach

MEASURED PLAYFULNESS



DIRECT TRANSPARENCY

AN OPEN LETTER FROM OUR CEO

HOW WE'RE WORKING WITH FAMILY FARMS TO GET YOU MORE HIGH-QUALITY EGGS

There are two questions I get almost every day when people find out I work at a company that sells a lot of eggs:

"Why aren't there any eggs on the shelves in my grocery store?"

"Why are eggs so expensive right now?"

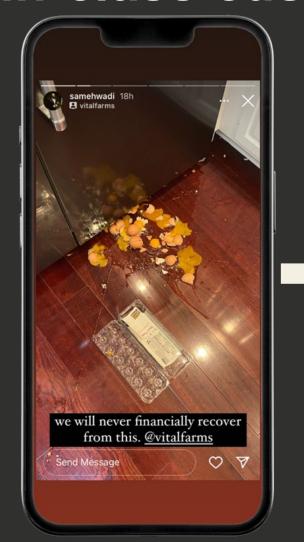


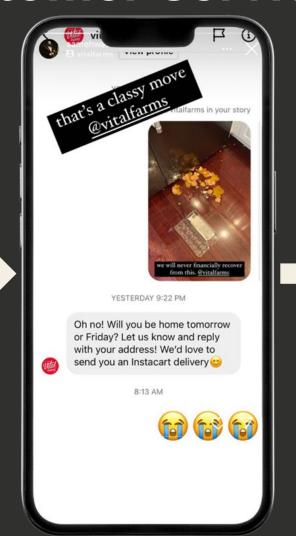
Driving brand awareness by meeting consumers where they are





By showing real care from real humans with best-in-class customer service









Consumers are willing to spend for Vital Farms, irrespective of price gaps





Key takeaways

- We have built a premium brand by disrupting the food industry and living our purpose
- Driving greater awareness can significantly increase the number of households that purchase our products



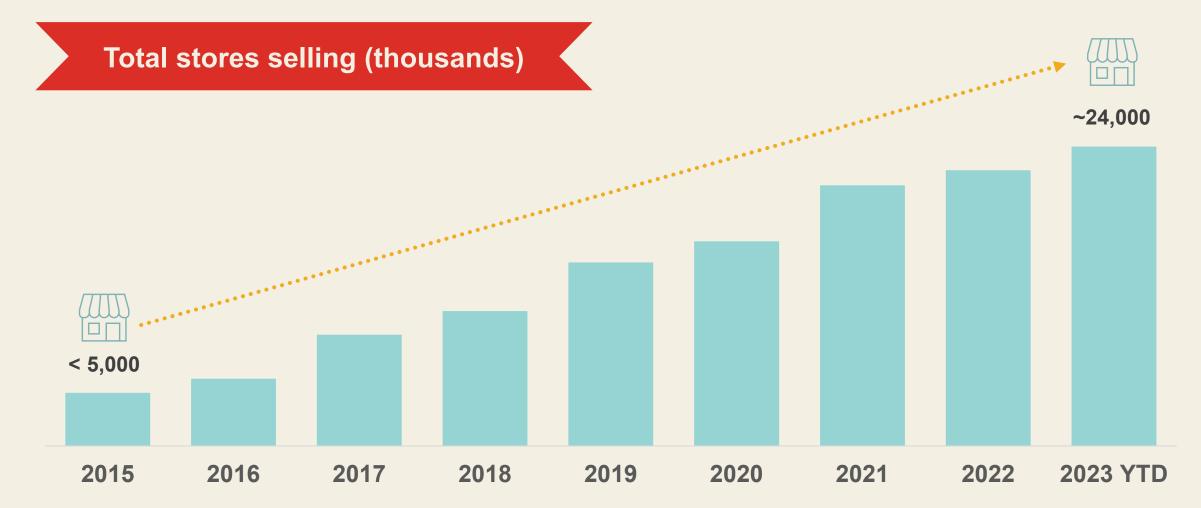


Drivers of further Net Revenue growth

- Adding new retail partners still presents a compelling opportunity
- Increasing average number of items carried at current retail partners provides the greatest potential impact



Retail distribution continues to climb

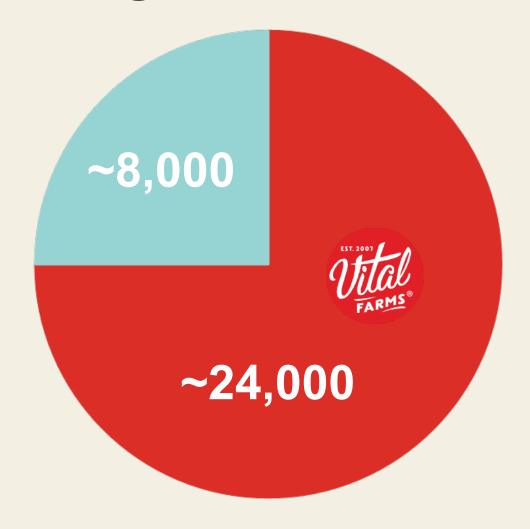




Still thousands of stores to gain

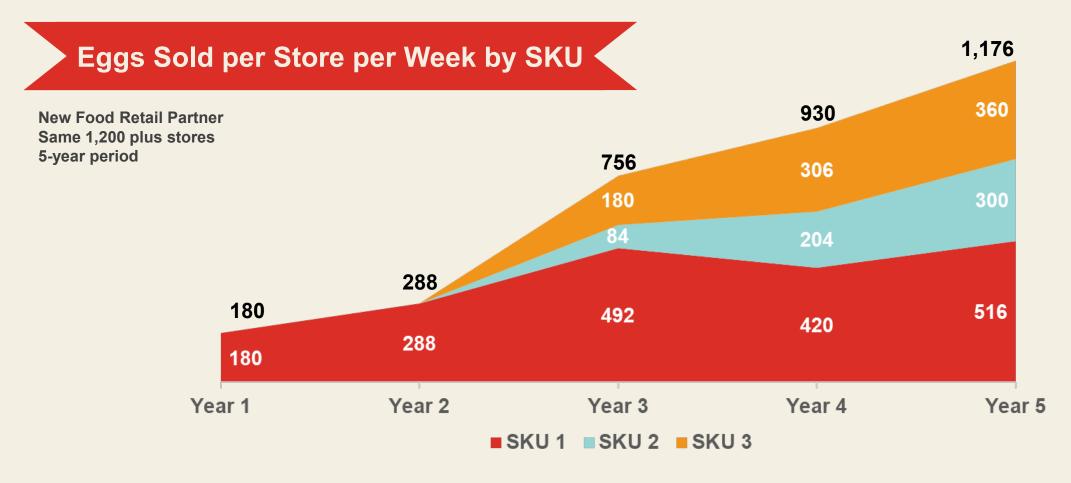
Premium Eggs in ~32,000 Stores

25% of Retailers currently carrying Premium Eggs still have not added our high-performing products





Our products have strong and growing velocity with minimal cannibalization

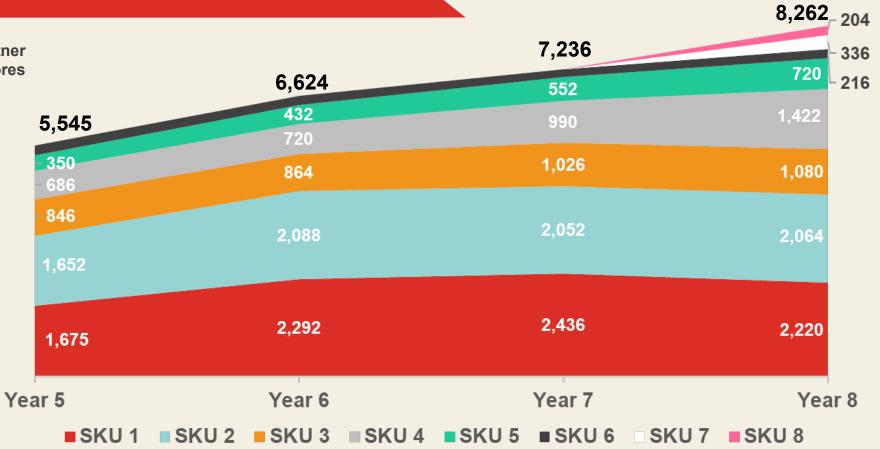




Unit velocity in mature stores is still growing

Eggs Sold per Store per Week by SKU







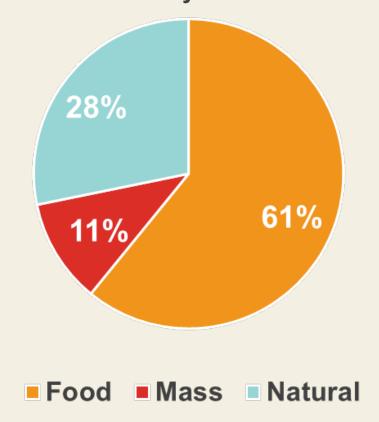
Adding incremental items is our largest opportunity

- Increasing Total Distribution Points (TDP's) in the Food Channel drives the most significant Net Revenue growth
- We are gaining momentum in Mass Channel and remain under-penetrated relative to peers
- We can still expand our TDP's in the Natural Channel despite it being our most mature customer base

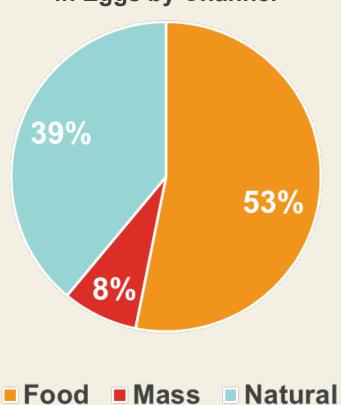


Expanding in the food channel is our biggest opportunity

Premium Egg Category Retail Dollars by Channel









Food Channel opportunity still sizeable





Significant potential in Mass Channel





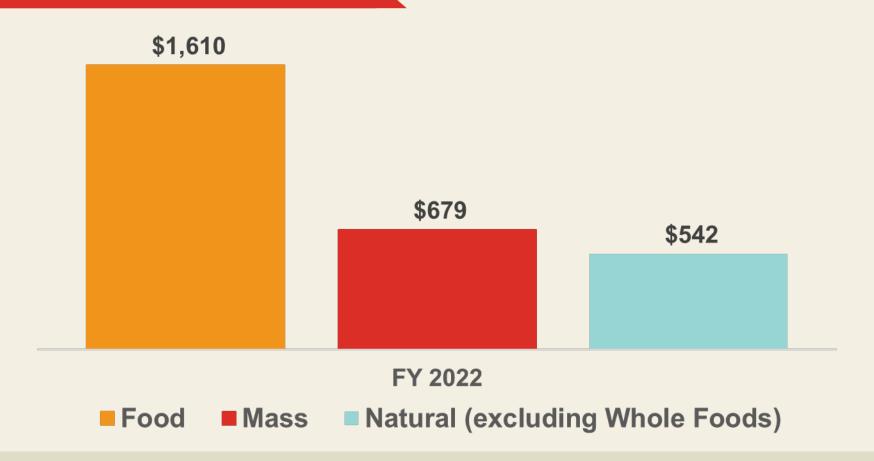
Natural Channel can further expand

TDP's & Average # of Items 550 407 340 236 222 6.0 3.0 2020 2021 2022 Q2 2023 Potential TDP's ■ Total Distribution Points Average Number of Items



Retail performance per TDP by channel

Retail dollars / TDP (in thousands)





Key takeaways

TDP opportunity in the Food channel remains our largest driver of future Net Revenue growth

Consistently healthy velocity and same store sales performance are evidence of future brand capability



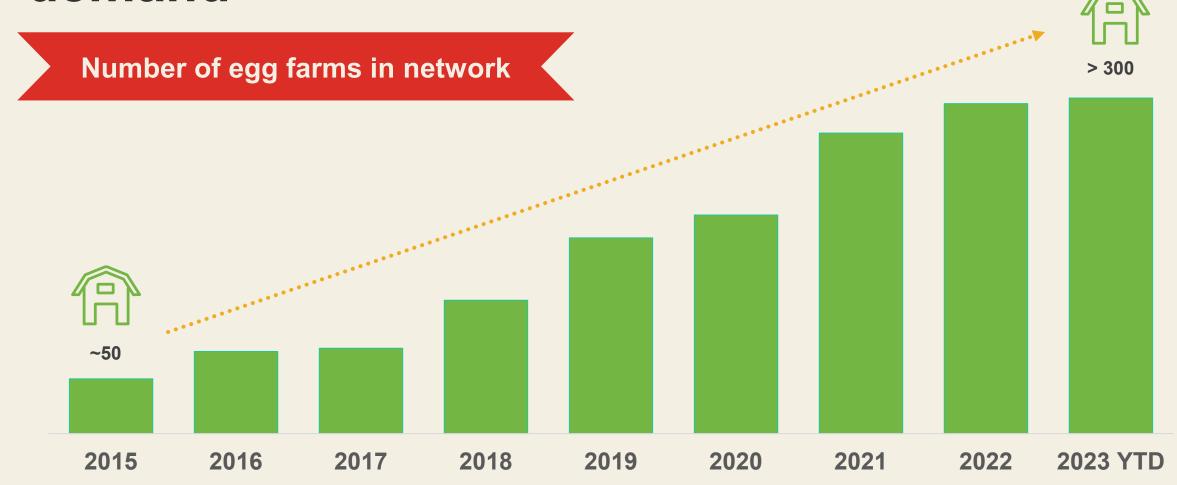


Differentiated supply chain

- Values-driven collaboration creates mutually beneficial relationships with our farmers and suppliers
- Well positioned to support additional farms and future growth



Farmer network growing to meet robust demand





How we work with our farmers

FARMER SELECTION



MEANINGFUL ECONOMICS



FARM SUPPORT

Selection team

Solicit referrals

Peer vetting

Introduction to financing

Guaranteed payment

Reasonable Length

Exclusive,
3 Flock Initial Contract,
with 1-Year Extensions

Predictable Pricing
Clear Expectations

Consistent payment terms Feed costs adj. quarterly

Outsourced inspections

Early detection of issues

Thorough review of issues

Create plan of action

Joint remediation



Every new farmer attends Egg School

Immersive one-day course

Traceability

Egg Quality

Feed & nutrition

Health & biosecurity

Pasture management

Barn management

Water management

Compliance

Accounting and financials





Farm support builds lasting relationships

Mission: Drive anticipated farm outcomes

SUPPORT

Weekly contact

Monthly visits

Incremental visits if needed

Weekly production analysis

Perform internal audits

Team is on call 24/7

GATHERINGS

Regional meetings monthly

Annual meeting each fall

COMMUNICATION

Quarterly newsletters

Annual calendar





Onion Creek allows us to work alongside our farmers





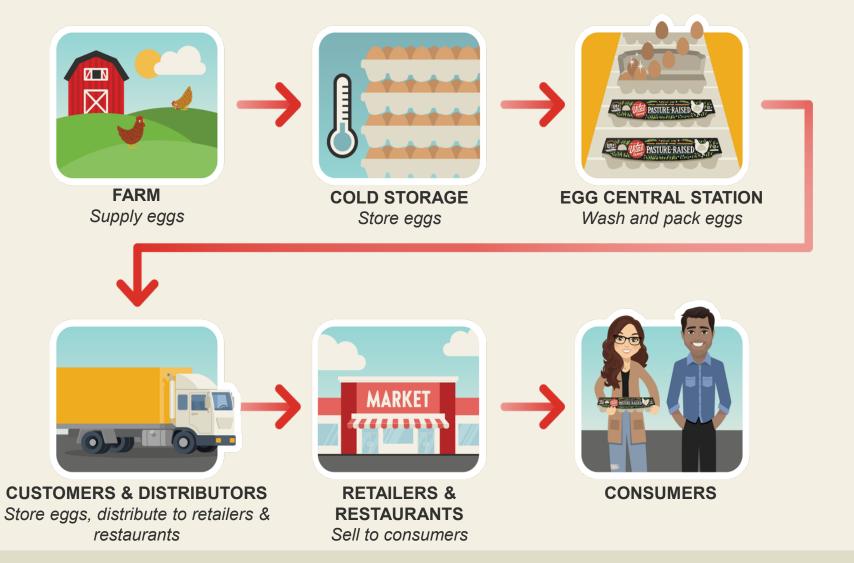
Our focus for the next few years



Adding 250 more family farms



This is how we deliver quality at scale





Ample capacity at Egg Central Station



>\$700 Million

TOTAL FACILITY NET REVENUE POTENTIAL

6 Million

TOTAL EGGS PER DAY

153,000

TOTAL FACILITY SQUARE FEET



How do we think about the next facility?

FOOD QUALITY IS PARAMOUNT

EMPHASIS ON CREW SAFETY AND COLLABORATION

CREATE A POSITIVE ENVIRONMENTAL IMPACT



Key takeaways

- Collaboration drives positive outcomes across all farms leading to better returns for all involved
- Our network is **built to scale and leverage to support** future growth





Our new long-term financial goals

NET REVENUE

GROSS MARGIN ADJUSTED EBITDA MARGIN

\$1B By 2027

~35%
By 2027

12% to 14% of Net Revenue By 2027



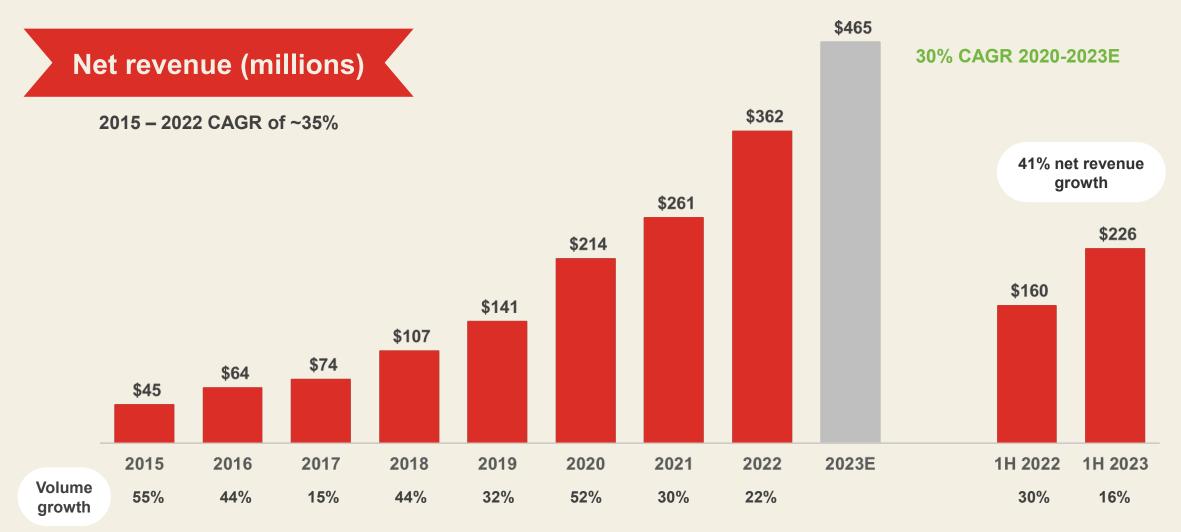
Drivers of future financial performance

- Consumer adoption and distribution gains drive top-line growth
- EBITDA margins expand, balancing scale benefits with disciplined reinvestment in the business

Focus on growing operating cash flow



Consistent, volume-driven Net Revenue growth





Three main drivers of Net Revenue growth

NEW HOUSEHOLDS



20 Million New Households



ADDITIONAL RETAILERS



8,000 New Stores

MORE ITEMS WITH CURRENT RETAILERS



Increase Average Number of Items



Steady Gross Profit improvement despite macro noise





Strategic advantages deliver Gross Margin

Premium brand with pricing discipline and dedicated, growing consumer base

Price protection for key farmer inputs provides downside limitation and predictability

Investments in revenue management capabilities to drive return on promotions

Control of in-bound freight for supply resilience and cost advantages

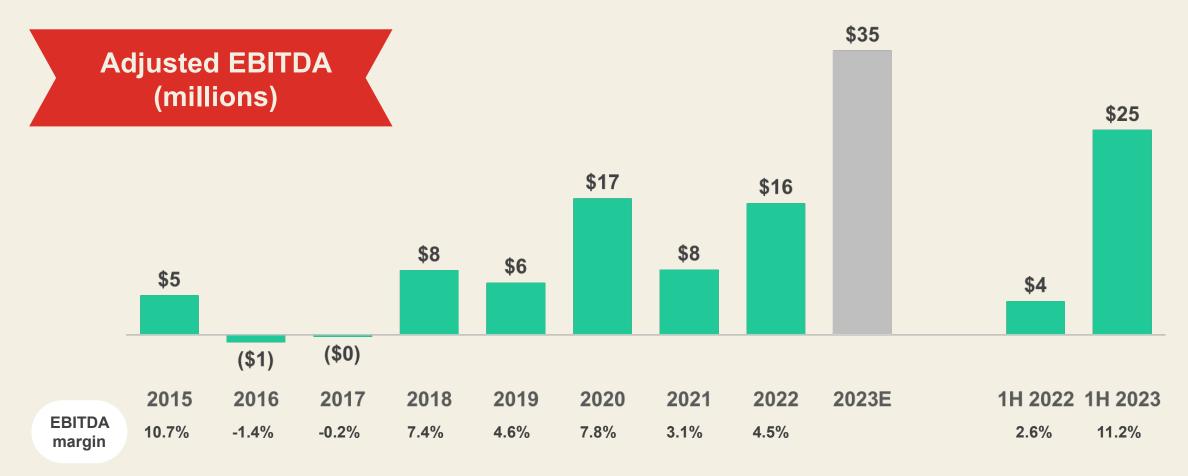
Automation and growing utilization of Egg Central Station enable **scale benefits**

GROSS MARGIN

~35%



Generating higher Adjusted EBITDA with increased scale





Rate of expense spend will slow

SG&A expenses to grow slower, on average, than Net Revenue

Further increase in marketing spend to support awareness and brand growth

Partially reinvest scale benefits in spending on capability building and organizational growth

ADJUSTED EBITDA MARGIN

12% to 14% of Net Revenue



Focus on improving Free Cash Flow

Free Cash Flow¹ (millions)



Q3 2021 Q4 2021 Q1 2022 Q2 2022 Q3 2022 Q4 2022 Q1 2023 Q2 2023

■ Trailing Twelve Month Free Cash Flow



Reiterating our 2023 guidance

NET REVENUE GROWTH

~28%

NET REVENUE

More than \$465
Million

ADJUSTED EBITDA¹

More than \$35
Million

CAPITAL EXPENDITURES

\$16 to \$21 Million



Key takeaways

- Gaining new households and distribution gains continue to drive top-line
- We will continue to invest in the business as **EBITDA** margins improve gradually

Free Cash Flow generation improves over time



QUESTION & ANSWER SESSION

APPENDIX

Definitions

TDP (Total Distribution Points) is the combination of breadth and depth of distribution as it sums the % ACV of the individual items in a product group

Example: What is the TDP for my brand?

	% ACV	
Total Brand	100.0	The merimous TDD
BRAND BRTH MINTS IC SNGL TN NS PKG 1.76 OZ	100.0	The maximum TDP of an item is 100
BRAND ARCTIC BRTH MINTS IC SNGL TN NS PKG 1.2 OZ	75.1	or arriteriris 100
BRAND SMALLS BRTH MINTS FC MP ALL OTHER FC NS PKG 0.37 OZ	73.2	
BRAND SMALLS BRTH MINTS IC SNGL TN NS PKG 0.37 OZ	0.5	
BRAND BRTH MINTS IC MP ALL OTHER FC NS PKG 1.76 OZ	0.3	
Brand TDP	249.1	

Brand 1 Brand 2 % ACV 100% 100% 1,258.7 347.4

TDP tells us the depth of distribution

ACV tells us the breadth of distribution



Definitions

ACV (All Commodity Volume) is the total dollar sales across an entire store



If given the opportunity to sell your product in stores A, B, or C you would select store A...

The product is selling in stores that represent 50% (\$25m) of the available \$50m of ACV in this market example



Definitions

AIC (Average Items Carried) The average number of items scanning in stores of a particular brand in any one time-period

Example: What is Average Items Carried for my brand?

	% ACV
Total Brand	100.0
BRAND BRTH MINTS IC SNGL TN NS PKG 1.76 OZ	100.0
BRAND ARCTIC BRTH MINTS IC SNGL TN NS PKG 1.2 OZ	75.1
BRAND SMALLS BRTH MINTS FC MP ALL OTHER FC NS PKG 0.37 OZ	73.2
BRAND SMALLS BRTH MINTS IC SNGL TN NS PKG 0.37 OZ	0.5
BRAND BRTH MINTS IC MP ALL OTHER FC NS PKG 1.76 OZ	0.3
Brand TDP	249.1

Total Brand TDP of 249.1 /
Total Brand % ACV of 100%
= Average Items Carried of 2.49



Historical Adjusted EBITDA Reconciliation

	52-Weeks Ended								26-Weeks Ended				
(\$ thousands)	31-Dec-15	31-Dec-16	31-Dec-17	30-Dec-18	29-Dec-19	27-Dec-20	26	-Dec-21	25	-Dec-22	26	-Jun-22	25-Jun-23
Net income	\$ 1,425	\$ (2,098)	\$ (2,145) \$	5,629	3,312	8,884	\$	2,382	\$	1,230	\$	(1,346) \$	13,833
Depreciation and amortization	490	592	821	1,437	1,921	2,550		3,540		5,761		2,287	4,437
Provision for income tax	673	(1,977)	33	723	1,106	2,770		(2,028)		1,601		(1,697)	3,751
Stock-based compensation expense	211	365	495	600	1,029	2,509		4,440		6,040		2,929	3,687
Interest expense	201	27	524	424	349	488		52		114		15	275
Change in fair value of contingent consideration (1)	0	0	118	92	70	(333)		44		19		19	0
Interest income	0	0	(9)	(9)	(181)	(97)		(381)		(992)		(340)	(790)
Pullet Amortization	1,779	2,197	0	0	0	0		0		0		0	0
Net litigation settlement gain (2)	0	0	0	(1,000)	(1,200)	(20)		0		0		0	0
Dissolution of Ovabrite, Inc. (3)	0	0	0	0	0	0		0		122		0	0
Costs related to the exit of convenient breakfast product line	0	0	0	0	0	0		0		2,341		2,341	0
Adjusted EBITDA	\$ 4,778	\$ (894)	\$ (163) \$	7,896	6,406	16,751	\$	8,049	\$	16,236	\$	4,208 \$	25,193
Net Income as a % of Net Revenues	3.2%	-3.3%	-2.9%	5.3%	2.4%	4.1%		0.9%		0.3%		-0.8%	6.1%
Adjusted EBITDA Margin	10.7%	-1.4%	-0.2%	7.4%	4.6%	7.8%		3.1%		4.5%		2.6%	11.2%



Historical Free Cash Flow Reconciliation

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(Amounts in thousands)	27-Sep-20 27	7-Dec-20 28	-Mar-21 2	27-Jun-21 26	6-Sep-21 2	26-Dec-21	27-Mar-22	26-Jun-22	25-Sep-22	25-Dec-22	26-Mar-23	25-Jun-23
Net Cash provided by Operating Activities	\$ (2,685) \$	(3,341) \$	8,035 \$	6,979 \$	(2,747) \$	4,058	\$ (4,939)	\$ 1,932 \$	(361) \$	\$ (4,730) \$	5,183 \$	13,728
Capital Expenditures	1,340	3,572	3,446	4,365	6,381	2,519	1,686	2,729	2,483	3,570	1,802	2,490
Free Cash Flow	(4,025)	(6,913)	4,589	2,614	(9,128)	1,539	(6,625)	(797)	(2,844)	(8,300)	3,381	11,238

