



June 1, 2021 Business Update



Forward Looking Statements & Non-GAAP Measures

Forward-Looking Statements

Certain statements in this presentation constitute “forward-looking” statements, which include any statements related to the novel coronavirus (“COVID-19”), the Freshpet Kitchens Expansion, and the Company's general operating and economic environment. These statements are based on management's current opinions, expectations, beliefs, plans, objectives, assumptions or projections regarding future events or future results. These forward-looking statements are only predictions, not historical fact, and involve certain risks and uncertainties, as well as assumptions. Actual results, levels of activity, performance, achievements and events could differ materially from those stated, anticipated or implied by such forward-looking statements. While Freshpet believes that its assumptions are reasonable, it is very difficult to predict the impact of known factors, and, of course, it is impossible to anticipate all factors that could affect actual results. There are many risks and uncertainties that could cause actual results to differ materially from forward-looking statements made herein including, most prominently, the risks discussed under the heading “Risk Factors” in the Company's latest annual report on Form 10-K and quarterly reports on Form 10-Q filed with the Securities and Exchange Commission. Such forward-looking statements are made only as of the date of this presentation. Freshpet undertakes no obligation to publicly update or revise any forward-looking statement because of new information, future events or otherwise, except as otherwise required by law. If we do update one or more forward-looking statements, no inference should be made that we will make additional updates with respect to those or other forward-looking statements.

Non-GAAP Measures

Freshpet uses certain non-GAAP financial measures, including EBITDA, Adjusted EBITDA, Adjusted EBITDA as a % of net sales, Adjusted Gross Profit, Adjusted Gross Profit as a % of net sales (Adjusted Gross Margin), Adjusted SG&A and Adjusted SG&A as a % of net sales. These non-GAAP financial measures should be considered as supplements to GAAP reported measures, should not be considered replacements for, or superior to, GAAP measures and may not be comparable to similarly named measures used by other companies.

Freshpet defines EBITDA as net income (loss) plus interest expense, income tax expense and depreciation and amortization expense, and Adjusted EBITDA as EBITDA plus net income (loss) on equity method investment, plant start-up expense, non-cash share-based compensation, launch expense, fees related to equity offerings of our common stock, implementation and other costs associated with the implementation of an ERP system, and other expenses, including loss on disposal of equipment and COVID-19 expenses.

Forward Looking Statements & Non-GAAP Measures (cont.)

Freshpet defines Adjusted Gross Profit as gross profit before depreciation expense, plant start-up expense, COVID-19 expenses and non-cash share-based compensation, and Adjusted SG&A as SG&A expenses before depreciation and amortization expense, non-cash share-based compensation, launch expense, gain (loss) on disposal of equipment, fees related to equity offerings of our common stock, implementation and other costs associated with the implementation of an ERP system and COVID-19 expenses.

Management believes that the non-GAAP financial measures are meaningful to investors because they provide a view of the Company with respect to ongoing operating results. Non-GAAP financial measures are shown as supplemental disclosures in this presentation because they are widely used by the investment community for analysis and comparative evaluation. They also provide additional metrics to evaluate the Company's operations and, when considered with both the Company's GAAP results and the reconciliation to the most comparable GAAP measures, provide a more complete understanding of the Company's business than could be obtained absent this disclosure. Adjusted EBITDA is also an important component of internal budgeting and setting management compensation. The non-GAAP measures are not and should not be considered an alternative to the most comparable GAAP measures or any other figure calculated in accordance with GAAP, or as an indicator of operating performance. The Company's calculation of the non-GAAP financial measures may differ from methods used by other companies. Management believes that the non-GAAP measures are important to an understanding of the Company's overall operating results in the periods presented. The non-GAAP financial measures are not recognized in accordance with GAAP and should not be viewed as an alternative to GAAP measures of performance.

Certain of these measures present the Company's guidance for fiscal year 2021. The Company does not provide guidance for the most directly comparable GAAP measure and similarly cannot provide a reconciliation to such measure without unreasonable effort due to the unavailability of reliable estimates for certain items. These items are not within the Company's control and may vary greatly between periods and could significantly impact future financial results.



Nourishing Pets, People and Planet

Freshpet strengthens the bond between **people** and our **pets** so that we both live longer, healthier and happier lives -- while being kind to the **planet**

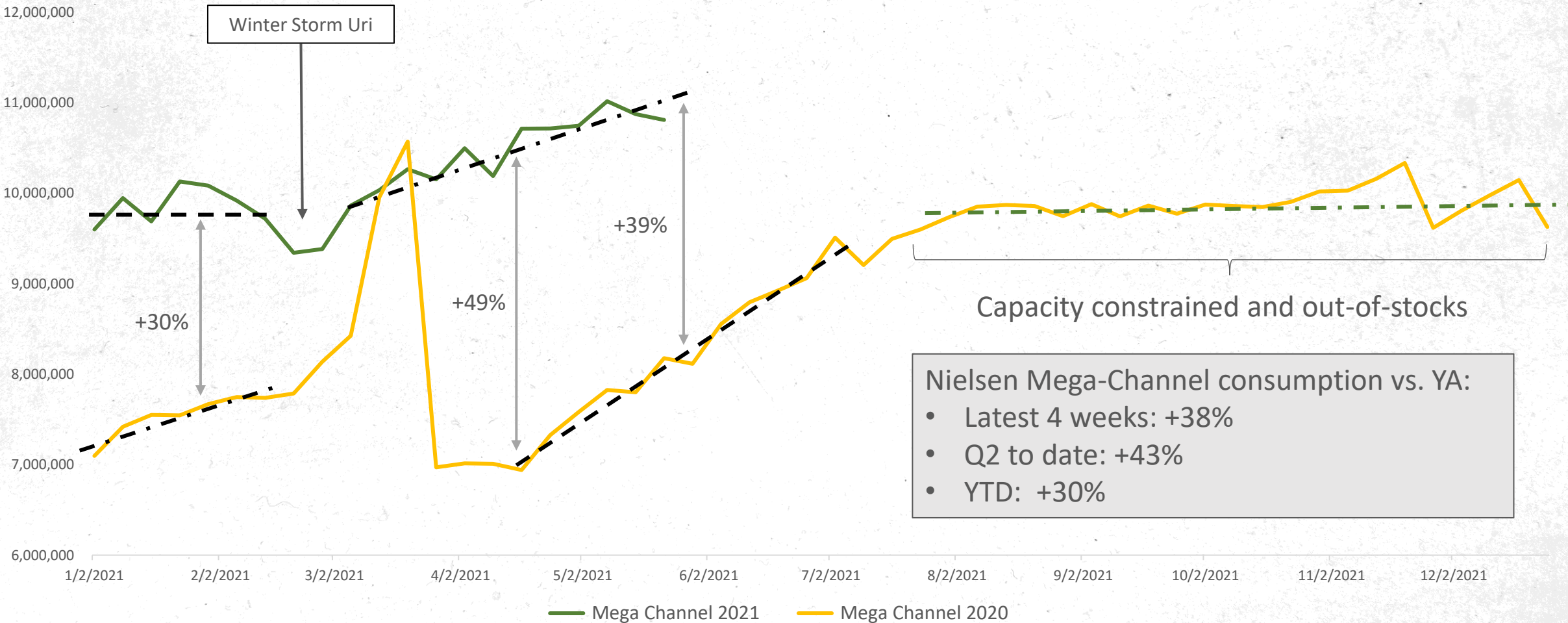




Latest Nielsen Consumption Data

Continuous advertising for the balance of the year with increased capacity to drive sustained growth

Nielsen Mega-Channel Consumption



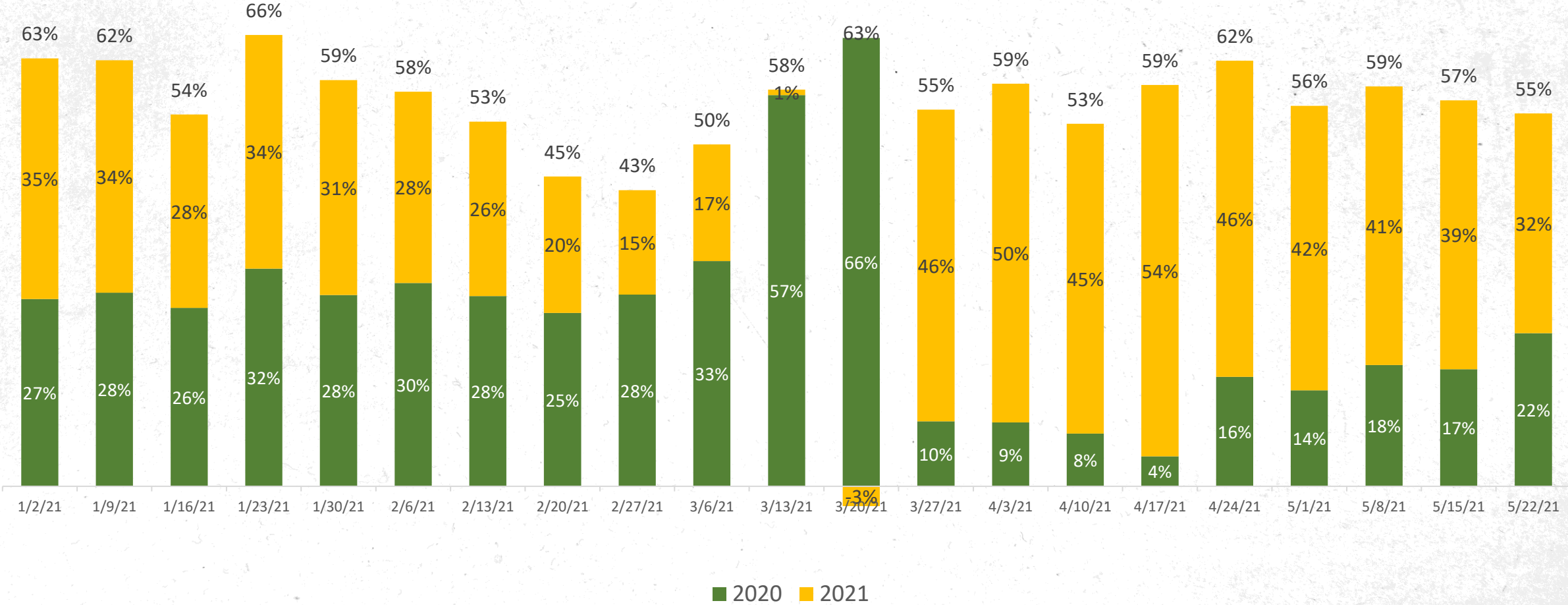
Nielsen Mega-Channel consumption vs. YA:

- Latest 4 weeks: +38%
- Q2 to date: +43%
- YTD: +30%

Source: Nielsen Mega-Channel Data thru 5/22/21

Strong growth on a 2-year stacked basis

Nielsen Mega-Channel Consumption Growth
(2 Year Stacked)



Source: Nielsen Mega-Channel Data thru 5/22/21

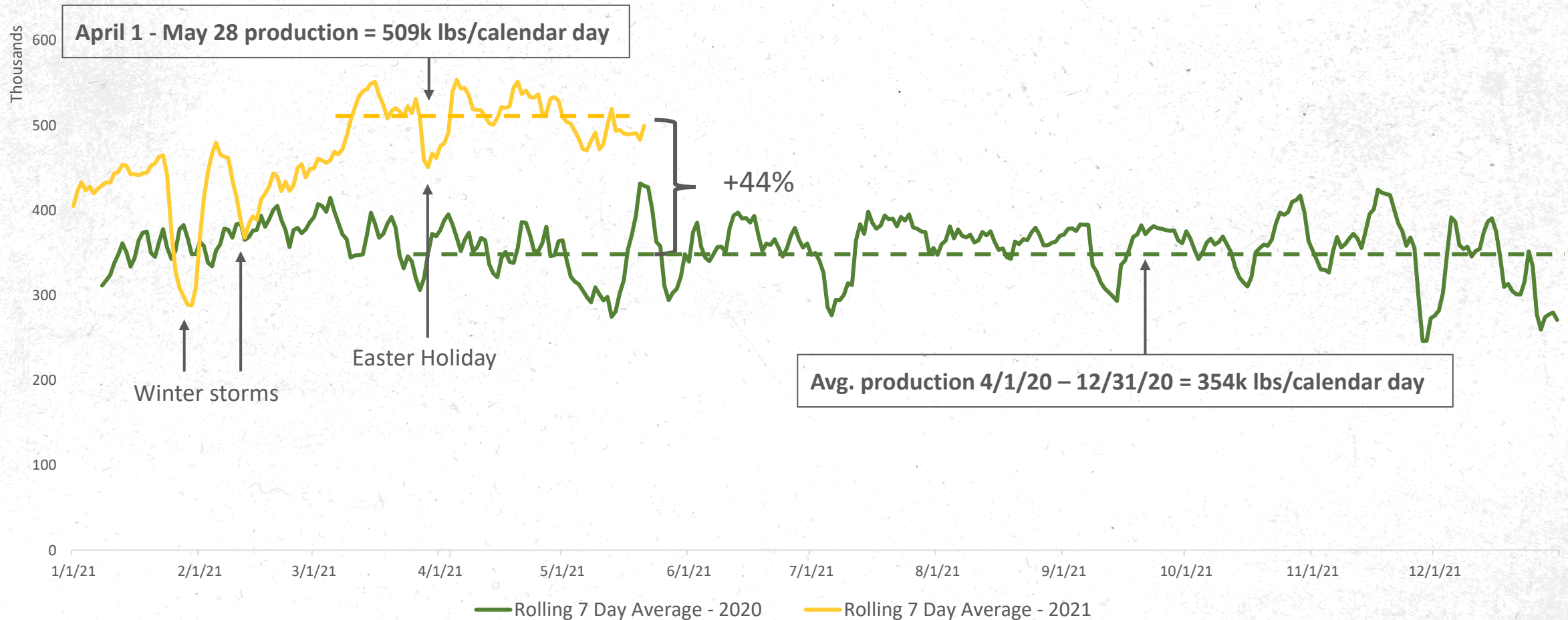


Re-filling Trade Inventory

Production is running well ahead of YA with more capacity coming on-stream in Q3

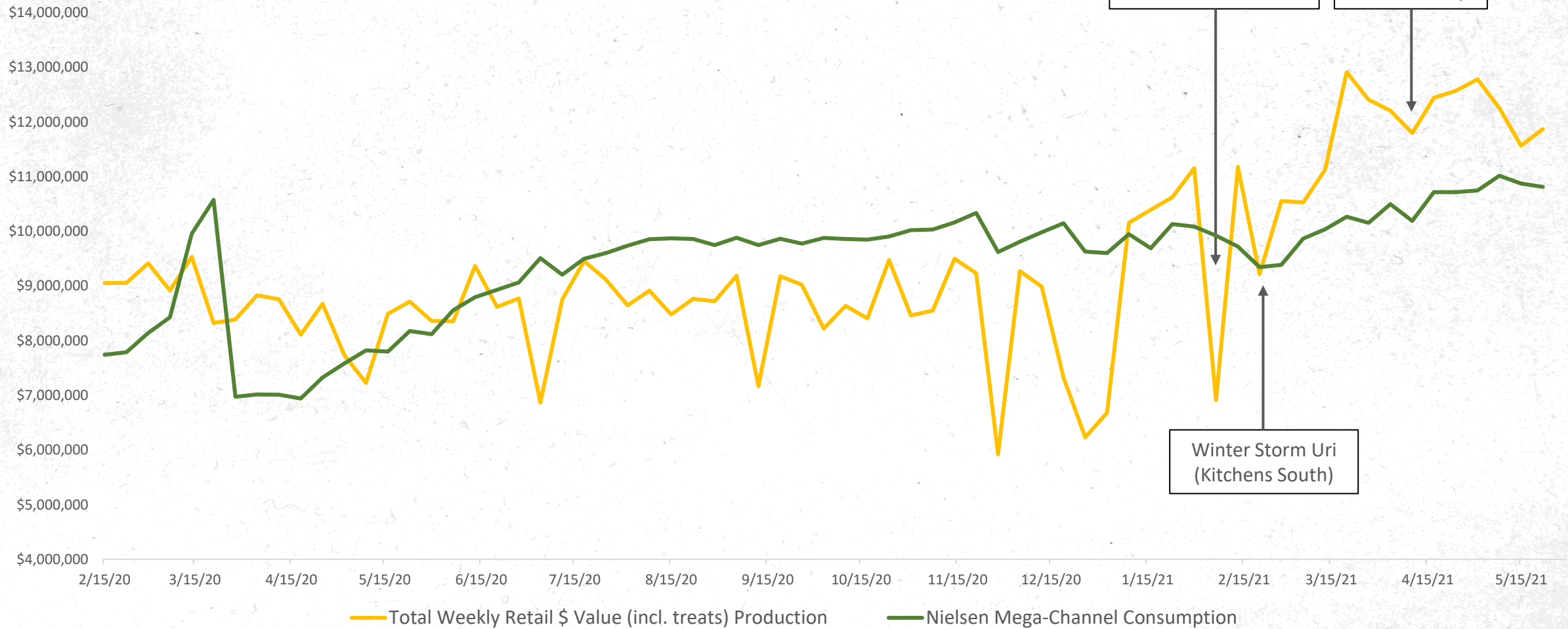
2021 vs. 2020 Production Performance Comparison

Rolling 7-Day Average Pounds Produced



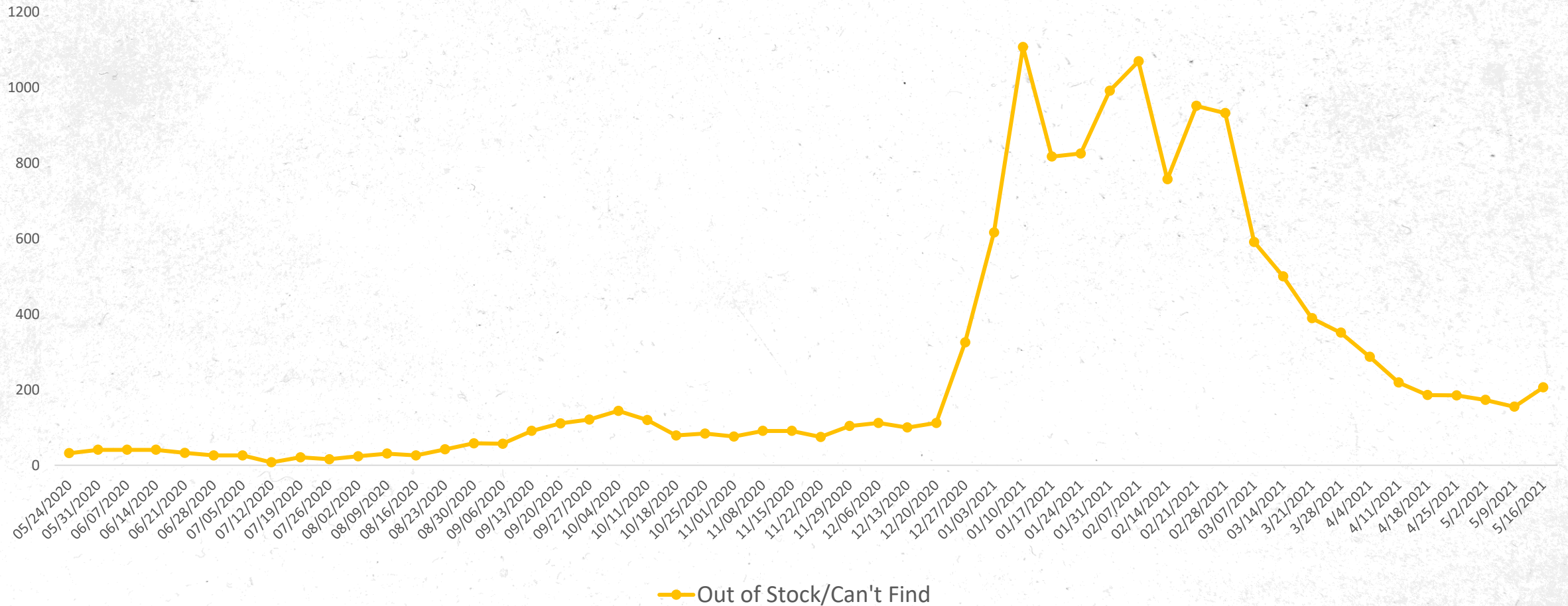
Production is well in excess of consumption

Production vs. Consumption



Out-of-stocks are improving

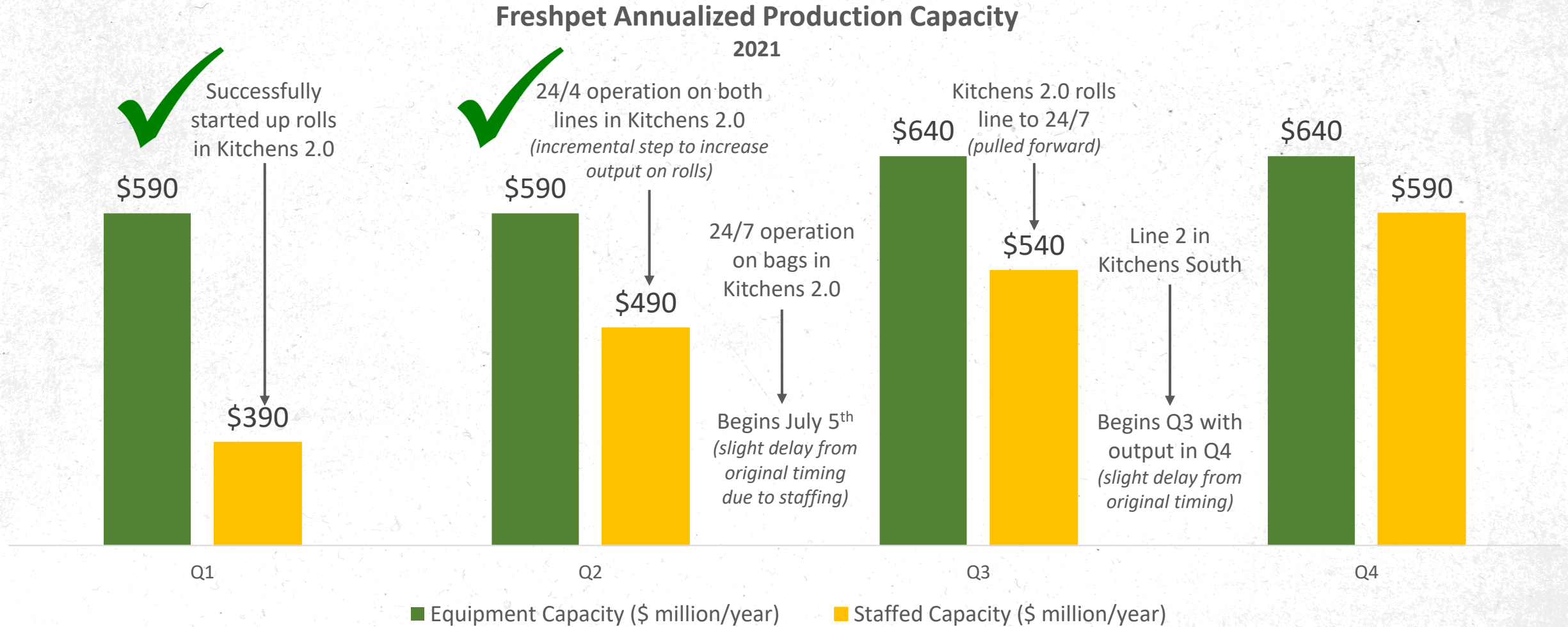
Freshpet Consumer Comments: Out-of-stock & Can't find





2021 Capacity Increase Progress

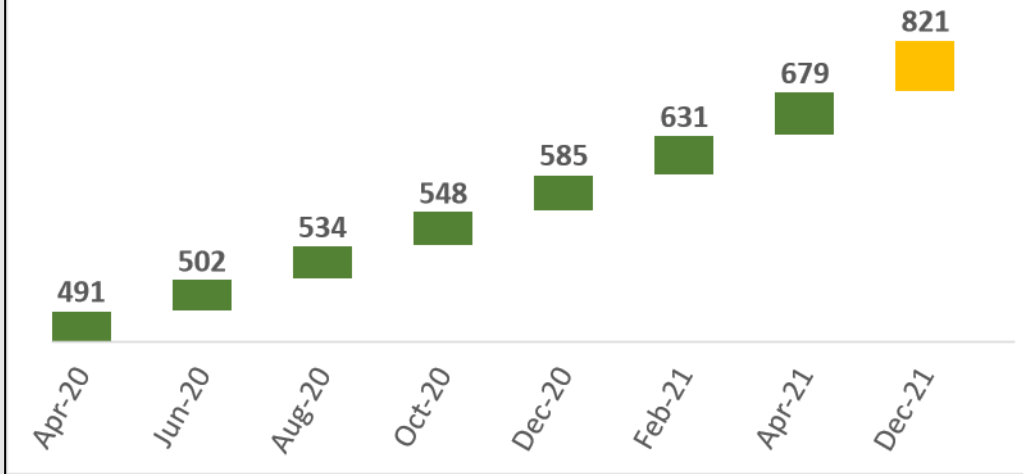
Steady increases in production capacity throughout 2021



Successfully added significant talent but labor supply remains a real challenge

Successfully Hiring Key Talent

Freshpet Total Employee Headcount



Growing our Production Teams

63%

Building our Supply Chain Expertise

21%

Driving strategic Growth

9.4%

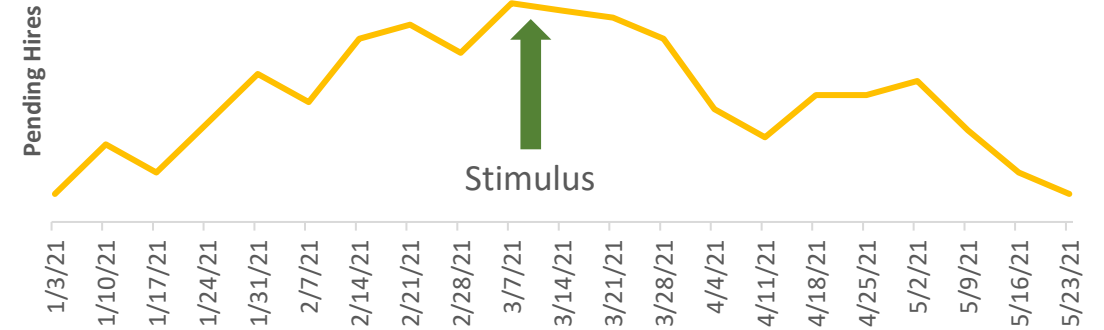
Strengthening our Back-Office Capabilities

6.6%

Challenges in the Labor Market

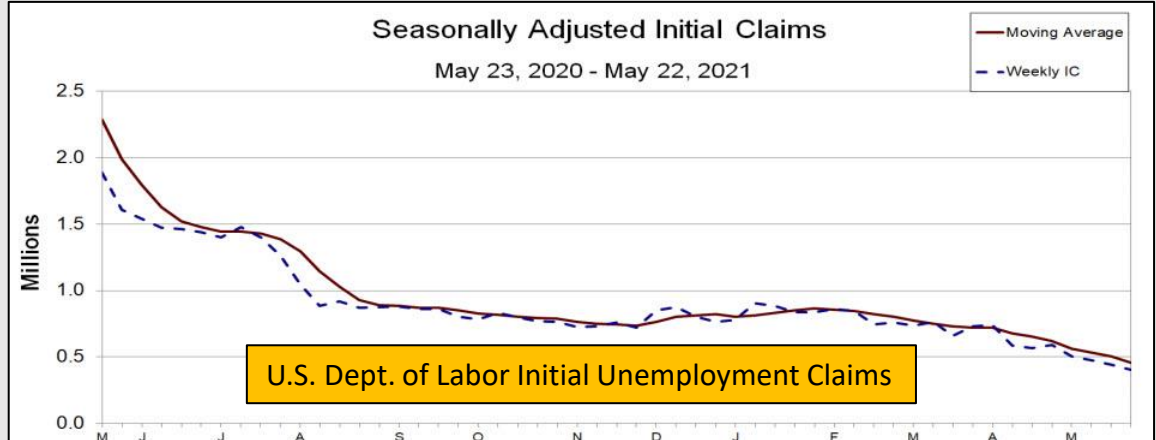
Freshpet Staffing Pipeline

(candidates seeking jobs)



Seasonally Adjusted Initial Claims

May 23, 2020 - May 22, 2021



U.S. Dept. of Labor Initial Unemployment Claims

Kitchens 2.0: Demonstrating increased efficiency



landfill free



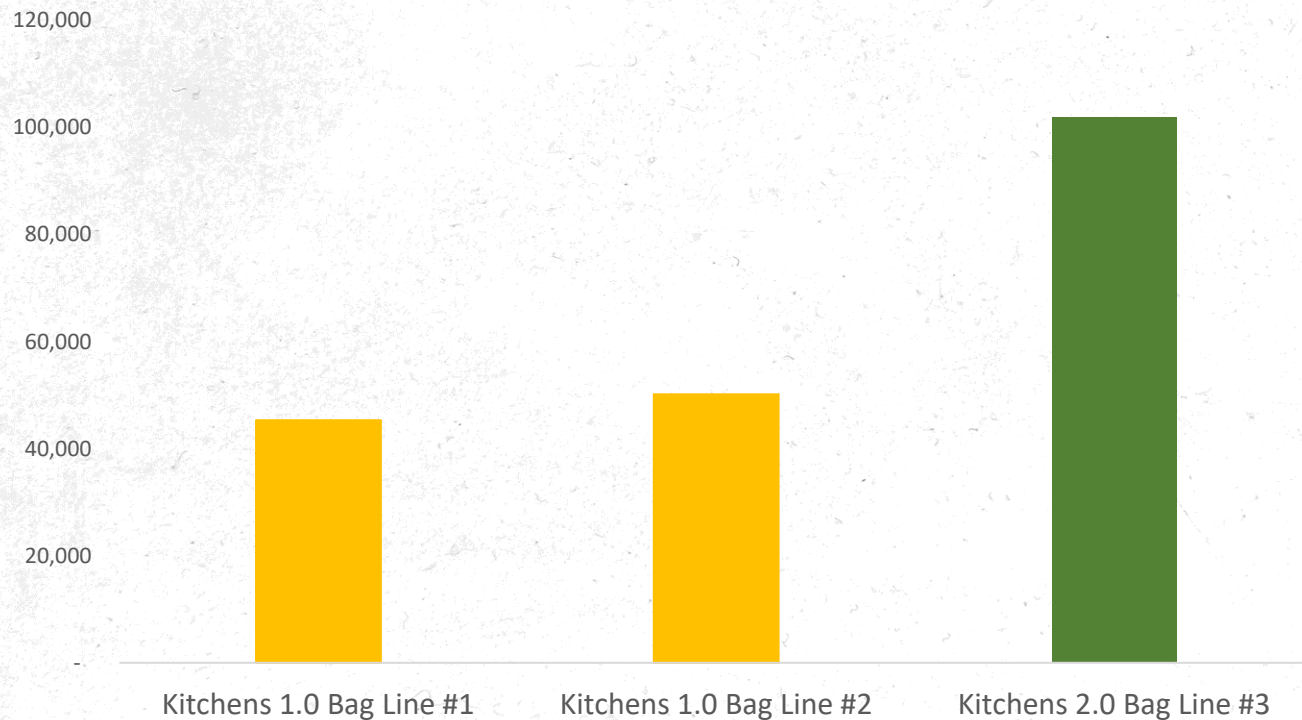
powered
by wind



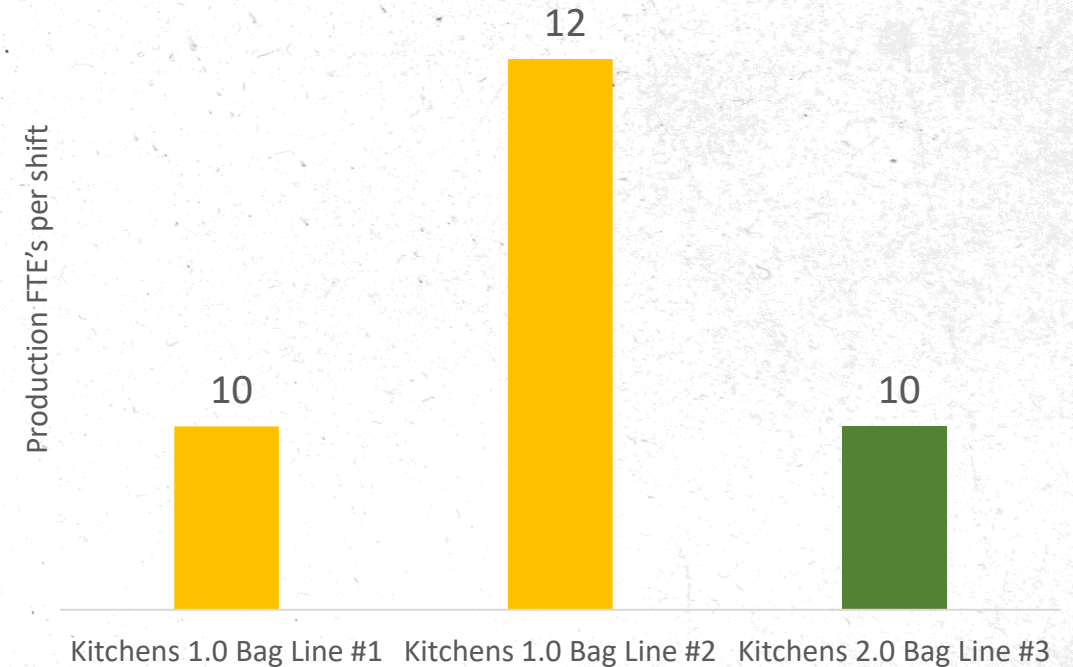
carbon
emissions offset

Kitchens 2.0 bag line produces more pounds with fewer people – fulfilling its potential for greater efficiency and throughput

Avg. Pounds Per Production Day: April 2021



Production Staffing



*Results will vary for each line based on package and product mix on each line on each day. Staffing only includes production personnel. Does not include support services.

Double ovens deliver significant throughput increase

Kitchens 1.0



Single oven



**Same forming/cooking
process on both**

Kitchens 2.0



Double oven

Higher speed bag machine keeps up with double ovens

Kitchens 1.0



**Single bag machine
with single infeed**

Kitchens 2.0



Double bag machine with double infeed

Automated palletizing that eliminates the backbreaking labor of hand stacking cases

Kitchens 1.0



Hand stacking cases on a pallet

Kitchens 2.0



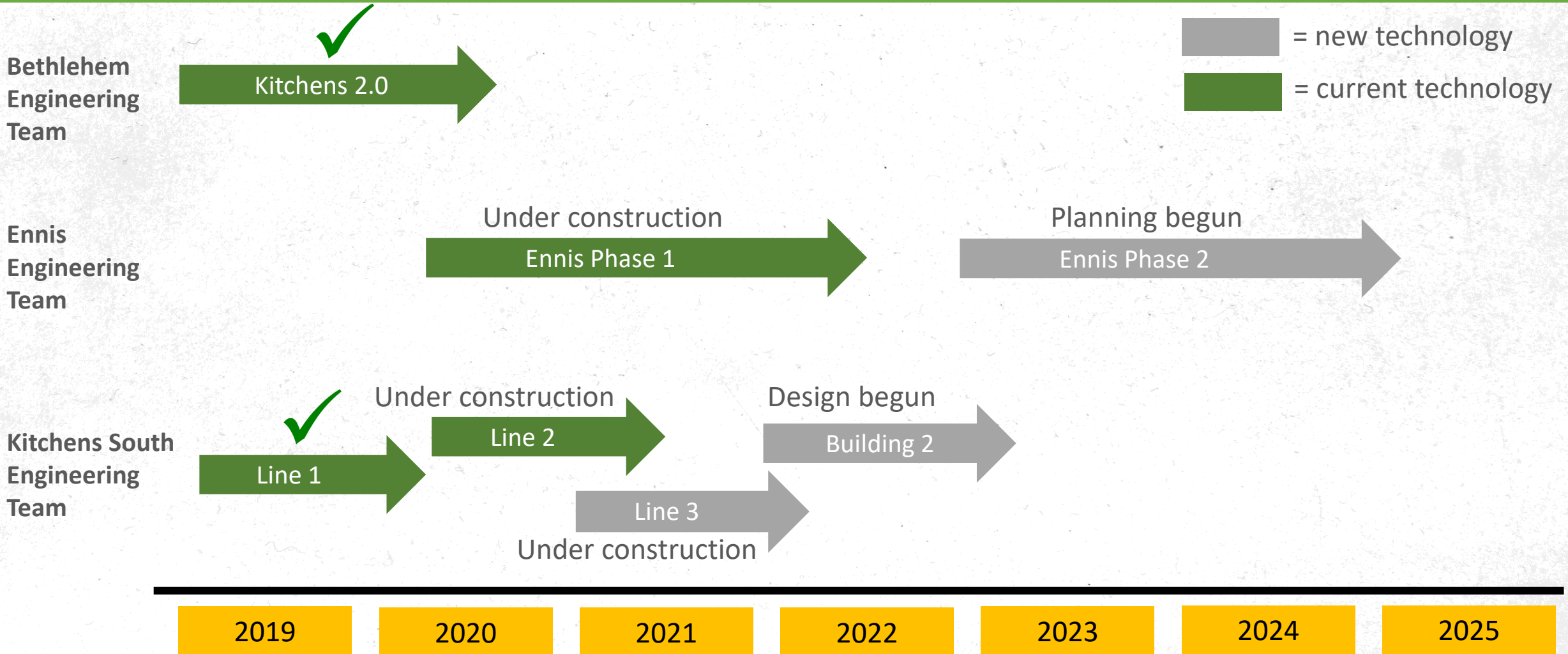
Automated palletizer





Longer Term Capacity Increase Projects

Key projects remain on track

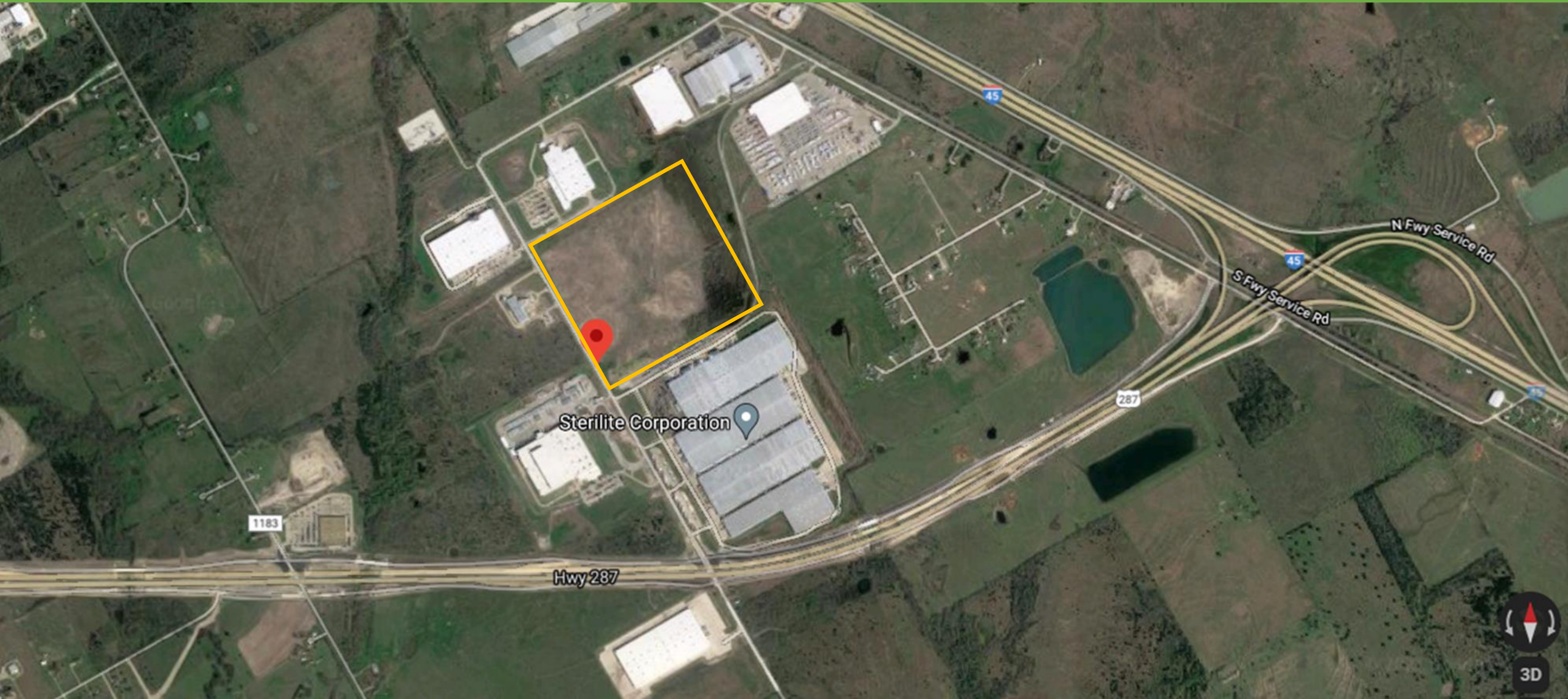


Kitchens 3.0 in Ennis, TX: Construction is on track for a Q2 2022 start-up



Kitchens 3.0 will include all the technical advances found in Kitchens 2.0 with additional improvements designed to increase throughput, improve quality and safety, and enhance the environmental sustainability of the facility

Site of Freshpet Kitchens 3.0: Ennis, TX





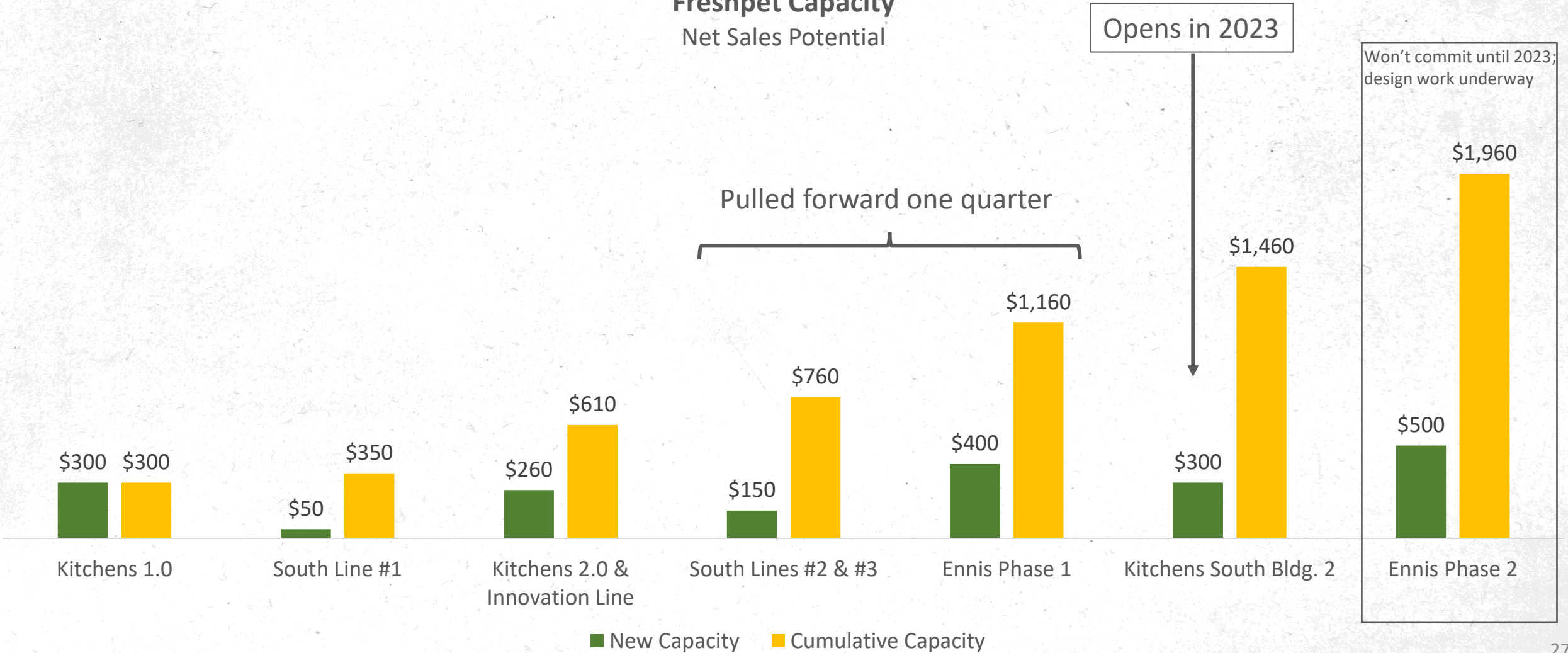
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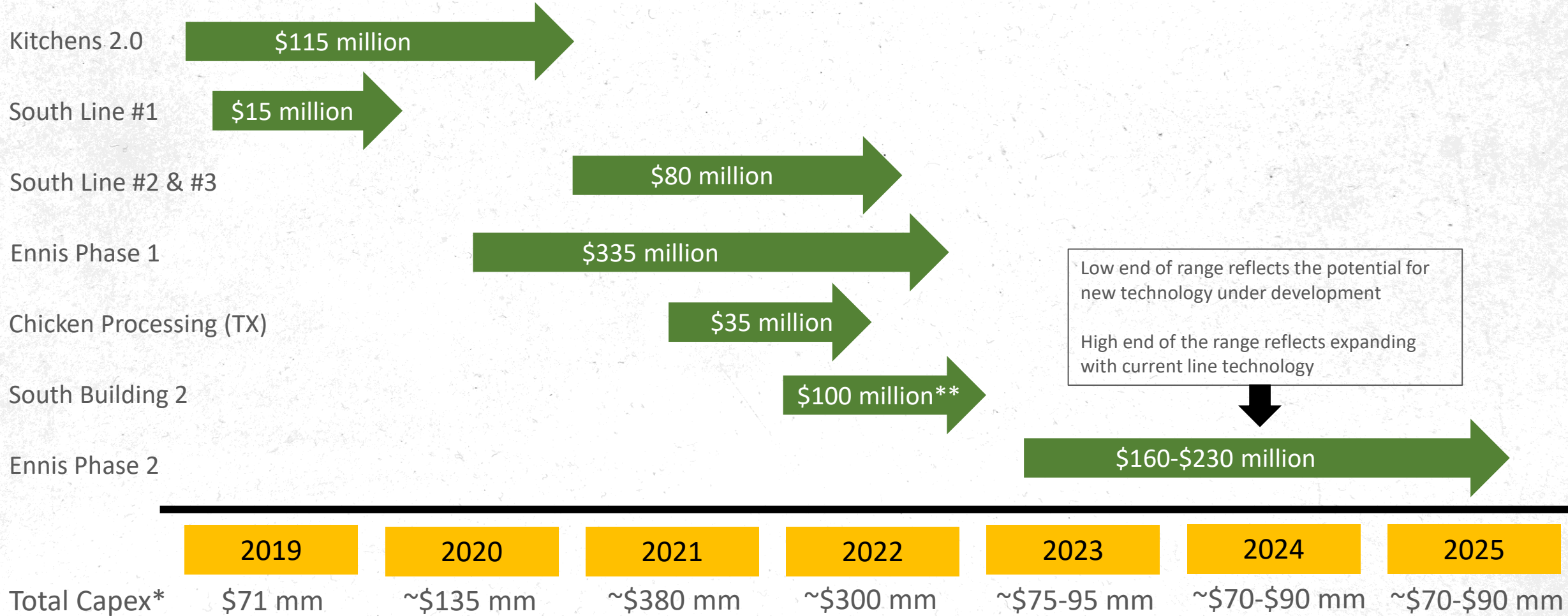


Almost \$2 billion in net sales production capacity by 2025

Freshpet Capacity Net Sales Potential



Capital spending plan supports up to ~\$2 billion in capacity



Low end of range reflects the potential for new technology under development
 High end of the range reflects expanding with current line technology

*also includes maintenance capex, fridges and IT

** represents a high-level estimate



freshpet[®]

FEED THE GROWTH

11 MILLION HH BY 2025

