

## **Pursuing Profitable Growth**

Q4 2021 Business & Financial Review

All dollar amounts are presented in CAD dollars unless otherwise noted.

## **Forward-looking Statements and Non-IFRS Measures**

This presentation contains "forward-looking information" within the meaning of applicable securities law. These statements are based on current expectations, estimates, forecasts, and projections about the industries in which the Company operates, as well as beliefs and assumptions made by the Company related to its business, operations, expectations and external environment.

- The COVID-19 pandemic creates a very fluid situation with many uncertainties. The unpredictability of COVID-19 may have a significant impact on the Company's operations, business continuity and financial results driven by such factors as shifting demand balance between retail and foodservice channels, product mix, productivity, supply chain disruptions, inflation, and availability of labour and materials.
- The Company's expectations with respect to future sales and returns associated with the plant protein business and expectations with respect the shift in the Company's investment thesis are based on a number of assumptions, estimates and projections, including but not limited to: accuracy of the market analysis and future growth potential in the category, market share, the impact of COVID-19, supply chain constraints and effectiveness, go to market strategies, results of operational optimization, results of brand renovation initiatives, foreign exchange rates, customer and consumer behavior, competition, availability of labour, and the ability of the Company to calibrate its business model to the expected market opportunity.
- The Company's expectations with respect to the growth of its meat protein business, such as anticipated growth in sales, adjusted EBITDA margin and gross margin, are based on a number of assumptions, estimates and projections, including but not limited to: the impact of COVID-19, supply chain constraints and effectiveness, commodity prices, hog and pork processor margins, demand for pork and access to export markets, poultry markets and supply management, foreign exchange rates, growth in demand for sustainable meats and branded products, , customer and consumer behaviour, competition and availability of labour.
- The Company's assumptions about capital project expenditures, timing to complete and expectations with respect to return on these investments are based on a number of assumptions, including but not limited to: the impact of COVID-19, availability and cost of materials and labour, contractor performance and productivity levels, supply chain constraints and effectiveness, quality of estimating, weather conditions, project scope, successfully commissioning, ability to achieve operational efficiencies, and demand for products from these capital investments.
- These statements are not guarantees of future performance and involve assumptions, risks and uncertainties that are difficult to predict. These assumptions have been derived from information currently available to the Company, including information obtained by the Company from third-party sources. These assumptions may prove to be incorrect in whole or in part. In addition, actual results may differ materially from those expressed, implied, or forecasted in such forward-looking information, which reflect the Company's expectations only as of the date hereof. Please refer to the sections entitled "Risk Factors" and "Forward-Looking Statements" in the Company's Management Discussion and Analysis for the year ended December 31, 2021 for additional detail.

In addition, this presentation contains the following non-IFRS measures:

Adjusted Operating Earnings: Earnings before income taxes and interest expenses adjusted for items that are not considered representative of ongoing operational activities of the business, and items where the economic impact of the transactions will be reflected in earnings in future periods when the underlying asset is sold or transferred.

Adjusted Earnings per Share: Defined as basic earnings per share adjusted for all items that are not considered representative of ongoing operational activities of the business, and items where the economic impact of the transactions will be reflected in earnings in future periods when the underlying asset is sold or transferred.

Adjusted Earnings Before Interest, Taxes, Depreciation and Amortization: Defined as Adjusted Operating Earnings plus depreciation and intangible asset amortization, adjusted for items included in other expense that are not considered representative of ongoing operational activities. Adjusted EBITDA Margin is calculated as Adjusted EBITDA divided by sales.

Net (Debt) Cash: Defined as cash and cash equivalents, less long-term debt and bank indebtedness.

**Construction Capital:** Defined as investments and related financing charges in projects over \$50.0 million that are related to longer-term strategic initiatives, with no returns expected for at least 12 months in the future and the asset will be re-categorized from Construction Capital once operational.

Please refer to the Company's Management and Discussion and Analysis for the year ended December 31, 2021 (as filed on SEDAR) for additional information on non-IFRS financial measures.



## Maple Leaf Foods at a Glance





## **Our vision to be the Most Sustainable Protein Company on Earth**



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## The Maple Leaf Foods Blueprint



We built a profitable base; now we're focused on profitable growth

2014

2010 **Transformation** 

## $\blacksquare$ Exited non-core businesses

- $\rightarrow$  Rothsay (2013)
- $\rightarrow$  Olivieri (2013)
- → Canada Bread (2014)

## $\blacksquare$ Transformed our supply chain

- → Established scale prepared meats network, consolidating fragmented supply chain
- → Delivered significant efficiency and margin improvements

## $\blacksquare$ Invested in technology

 $\rightarrow$  Deployed SAP

 $\ensuremath{\boxdot}$  Expanding sustainable meats platform

Today



2015 Brand-led Growth

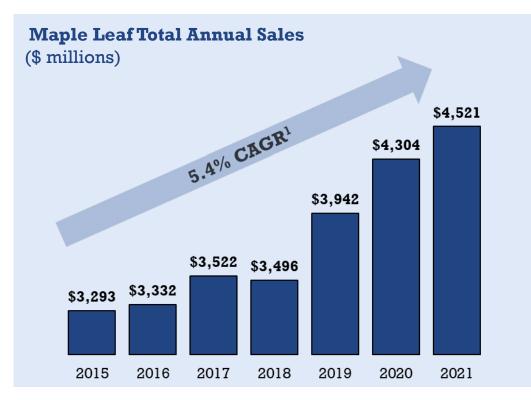
 $\ensuremath{\boxdot}$  Renovated core brands



**☑** Pivoting to profitable growth in Plant Protein

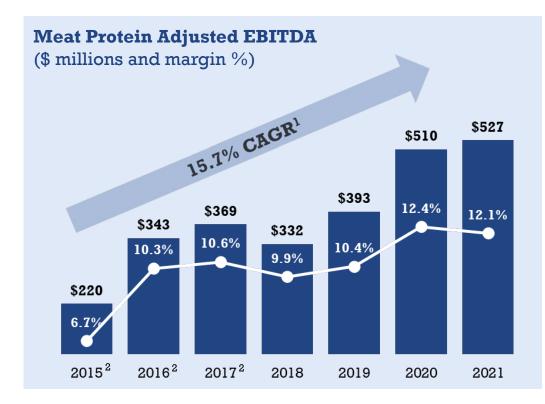


## Our Blueprint is consistently delivering top and bottom-line growth



• Driven by growth strategies in Brand Renovation, Sustainable Meats and geographic expansion into the U.S.

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 Benefits of profitable growth strategies and operational efficiencies have resulted in Adj EBITDA expanding by ~\$310 million and margin by 540bps in less than 6 years

# We are uniquely positioned to succeed in a changed world following the COVID-19 pandemic

- Our economy, and business, is experiencing burgeoning inflation
  - CPI rate<sup>1</sup>  $\uparrow$  3x to 7%; Pork<sup>1</sup>  $\uparrow$  25%
- Global supply chain is being disrupted
  - Labour shortages resulting in unfilled U.S. job postings<sup>2</sup> ↑ 62%
  - Shipping  $costs^3 \uparrow 6.5x$

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- Meat Protein markets and demand are robust, but volatile
- Sustainability imperatives have accelerated

Maple Leaf has the necessary skills to thrive in this environment

- **Fully renovated, market leading, brands** are stronger than ever
- Consumer based revenue management function to optimize responses to inflation
- $\checkmark$
- Experience in supply chain excellence & operational efficiency

### Our vision to become the most sustainable protein company on earth is more relevant than ever before!



## **Q4 and Year End 2021 Results**





## Record year of top line growth & EBITDA performance in meat; Unexpected Omicron tornado in Q4 but passing through quickly!; New plan for Plant Protein

- Full year 2021 delivered another Meat Protein record performance
  - $\rightarrow$  Record top line of \$4,367 million (+8.1%<sup>1</sup>) and Adj EBITDA of \$527 million
- In Q4, an unexpected tornado hit the entire food and retail industry
  - → Up to 30% absenteeism at plants; supply chain chaos, stalled product movement and stocking; rampant inflation, volatile markets and unstable weather worsened the situation

### • Strong Q4 results in these conditions highlight the resiliency of our business

- $\rightarrow$  Meat Protein delivered outstanding top-line growth (+8.2%<sup>1</sup>) and robust Adj EBITDA (\$121M) in this environment
- $\rightarrow$  Results driven by sustainable meats growth, branded sales, and growth in the U.S.
- $\rightarrow$  Expecting full recovery in Q2 2022 from instability

### • Plant Protein sales decreased 3.7%<sup>2</sup> vs. LY; category review driving playbook changes

- → Granular category analysis delivered game changing insights on category growth and consumer behaviour changes
- $\rightarrow$  Category expected to continue growing, but at a slower, steadier yet still attractive pace
- $\rightarrow$  We are adjusting our investment levels to aim to be Adj EBITDA neutral or better within 18 months

### • Looking ahead

- → Meat Protein: mid-to-high single digit sales growth in 2022; Adj EBITDA margin of 14%-16% by end 2022
- → **Plant Protein:** targeting Adj EBITDA to be neutral or better within 18 months



## Meat Protein Group – Q4 2021 strategic & operational highlights

#### Drive Profitable Growth by...

- Investing in our brands to build demand & equity
- Leveraging our leadership in sustainable meats
  - Broadening reach into new geographies & channels
- Delivering operational excellence

#### Q4 2021 Highlights

- Brand renovation driving 11th consecutive quarter of branded sales growth YoY
- Demonstrated operational resilience and maintained branded market shares in COVID-19 challenged market conditions
- Sustainable meat sales grew for the 9<sup>th</sup> consecutive quarter, and represent over 15% of meat sales
- Expanded sales in the U.S. by over 31%<sup>1</sup>, spearheaded by our Greenfield Natural Meat Co.
- Complete construction and began ramp-up at the \$182 million Bacon Centre of Excellence to meet growing demand and increase efficiency
- Adj EBITDA margin on track to achieve 14-16% target by the end of 2022











## Meat Protein – Q4 2021 financial results

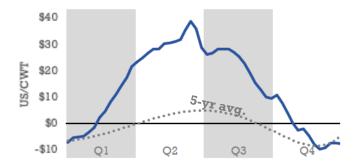
	Q4 2021	vs. LY	Drivers
Sales	\$1,085.2	+8.2%1	• Pricing action from prior quarters to mitigate inflation and structural cost increases, and a favourable mix-shift
Gross Profit Gross Margin	\$152.2 14.0%	-18.1% -317 bps	<ul> <li>Labour and materials availability, inflation, lower volumes due to lapping Q4 2020 which had an extra week, and market headwinds</li> <li>Includes start-up expenses of \$5.8 million</li> </ul>
SG&A Expenses SG&A (as a % of sales)	\$80.2 7.4%	-14.9% 134 bps improvement	• Lower variable compensation
Adj. Operating Earnings	\$77.8	-15.4%	
Adj. EBITDA <i>Adj. EBITDA Margin</i>	\$120.7 11.1%	-11.9% -157 bps	

## Exceptional growth and strong Adj EBITDA despite challenging operating environment

<sup>1</sup>On a 52-week comparable basis.

## Neutral pork complex but weaker poultry markets

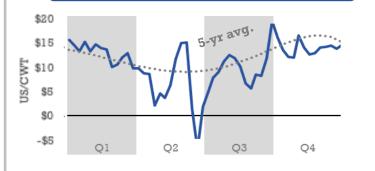
## **Hog Production Margins**



Hog production margins = live hog cost (CME) less Hog Raising Index Source: Informa; CME Group.

• Declining hog prices relative to feed costs, resulting in hog production margins falling to the 5yr average

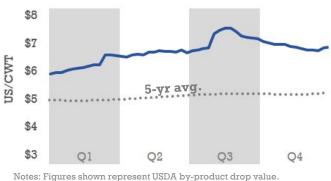
#### **Pork Processor Margins**



Pork processor margins = pork cutout less live hog cost (CME) Source: USDA; CME Group.

 High hog prices squeezed packer margins, which remained below seasonal averages for most of Q4

## **Pork By-Product Markets**



Notes: Figures shown represent USDA by-product drop value Source: USDA.

• Pork by-product markets remained strong in the quarter

Market data implies a neutral pork complex market impact



...however, this was more than offset by weaker poultry markets which materially trailed the 5yr average



...for a combined headwind of approximately 90 bps in the quarter



## Plant Protein Q4 2021 – advancing from a strong base

- Building from a strong foundation...
- Two established, leading brands in Lightlife<sup>®</sup> and Field Roast™
- $\checkmark$  Nearly 20% share in U.S. refrigerated retail market<sup>1</sup>
- Market leading, diverse product portfolio with established distribution

...in Q4 we continued to advance...

- Leading Product Innovation
- Launched Field Roast™ **Breakfast** Sandwich in partnership with Just Eqq™
- Debuted Lightlife<sup>®</sup> **Un-breaded Chick'n** at Whole Foods Market at over 500 locations
- Introduced Field Roast™ Pepperoni, **the first of its kind plant-based pizza pepperoni**



Lightlife<sup>®</sup> Burgers, Patties and Breakfast
 Links available at Walmart nationwide
 Walmart

**Continuing Retail** 

**Expansion** 

 $\checkmark$ 

- +800 TDPs<sup>2</sup> at Albertsons' with frozen skus
- Launched Field Roast™ Mini Corn Dogs at Sam's Club, expanding our presence in the channel
- Added distribution at other retailers including Lidl, HEB, Topps and Shaw's

#### Differentiated growth vectors in Lightlife<sup>®</sup> Tempeh and Field Roast™ Chao cheese

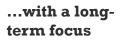
- Proven product innovation engine and pipeline
- Top-flight talent

H-E-B

#### Growing Foodservice Partnerships

- 7-Eleven Canada added Lightlife<sup>®</sup> Chick'n Tenders at over 600 stores
- Field Roast<sup>™</sup> Stadium Dog rolled-out nationally at all Wienerschnitzel locations
- Field Roast™ pepperoni added at Donato's Pizza at all 170 locations





## Building stakeholder value

<sup>1</sup>IRI/SPINS (US MULO + US Natural); refrigerated market only; ended 12/26/2021 <sup>2</sup>Total Distribution Points

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## Charting a new path forward in Plant Protein

## What we communicated in November 2021

- Growth rates in the refrigerated plant protein category have slowed
- Resulting in disappointing performance for Greenleaf as well
- We are investigating the drivers of the slowdown and testing our investment thesis

Analytical tear-down of the category now complete

- Consumers are seeing the category as an expensive novelty, with high trial/weak repeat
- We do <u>not</u> see the spectacular growth rates that we previously predicted materializing for the category

#### We have a revised view of the category's future

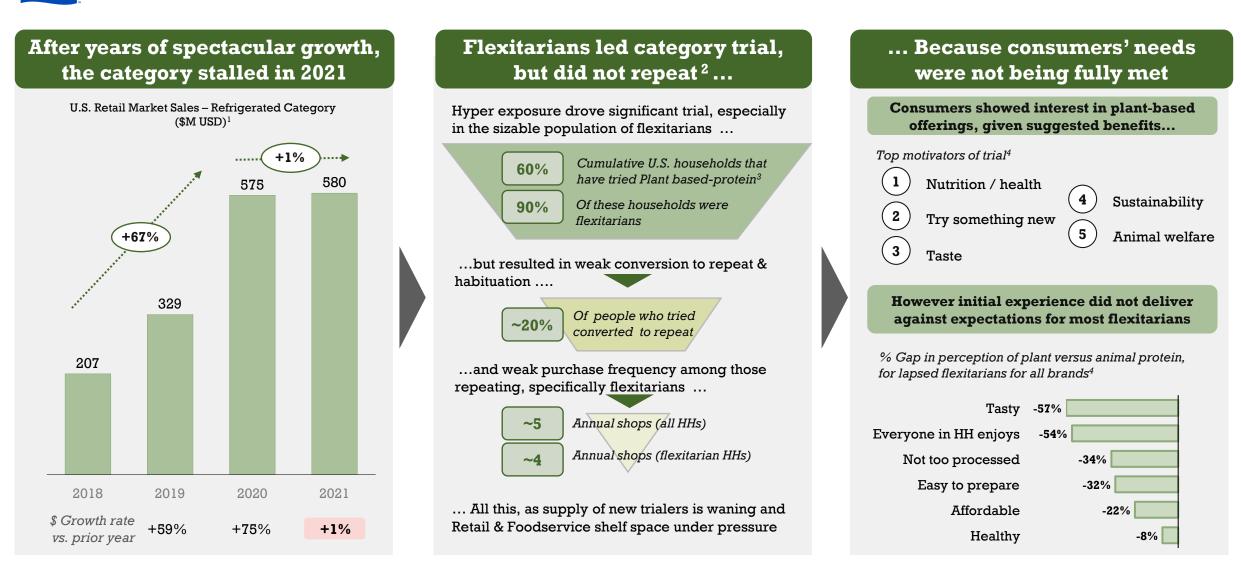
- We <u>do</u> see the category continuing to grow, but at a steadier yet still attractive pace
- Category growth of 10-15%
- Market size of \$6-\$10B by 2030

We are now pivoting to a revised playbook

- We intend to adjust strategy to reduce investment levels matching the opportunity
- We are developing our plans to revise our investment thesis to match this new category view
- Our goal is Adjusted EBITDA neutral or better within 18 months

#### Market facts have changed, and so will our investment strategy

## The category's spectacular growth has stalled



16 1: IRI/SPINS (US MULO + US Natural); refrigerated market only | 2: Retail channel purchases only from Numerator, Kantar | 3: Cumulative includes both former and new HHs | 4: Consumer Surveys (Oct 2021 – Jan 2022)

We remain confident that the category will deliver steady growth

Some change in growth rate is not unusual for new categories, where innovation iterations and product improvements are constantly occurring, improving the eating experience for consumers

Category fundamentals support steady growth rates of 10%-15% once consumer needs are met

2.2x

Increase in regular repeat consumers since 2018 1.2x

Increase in annual spend of regular repeat consumers since 2018 ~80%

Of lapsed users indicate willingness to try category again if needs are met



## Our emerging conclusions: expect steady, not spectacular growth

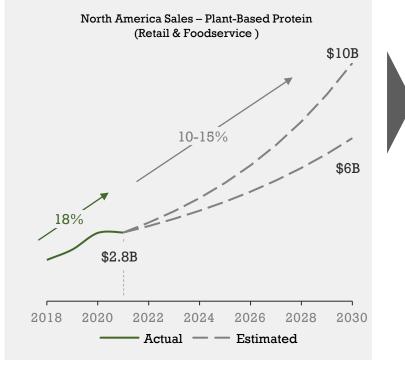
#### **Our insights so far**

Consumers see the category as an expensive novelty, with high trial but weak repeat

We do <u>not</u> see the spectacular growth rates that we previously predicted materializing for the category

We <u>do</u> see the category continuing to grow, but at a steadier yet still attractive pace Our future view of growth...

Category growth of 10-15%, with a market size of CAD\$6-10B by 2030



... is driven by key assumptions

- Household trial will hold at 2021 level (which were lower than historical)
- 2. There will be modest growth in household buy rates as engaged households habituate
- 3. Unit prices are assumed to rise at low single-digits annually based on inflation
- 4. Foodservice will continue to grow at similar '18-'21 CAGR, normalizing for COVID-19



#### **Objectives:**

- 1. Our goal is to have our plant protein business be Adjusted EBITDA neutral or better within 18 months
- 2. We intend to adjust strategy to reduce investment levels matching the refreshed opportunity

#### **Our next steps**

**Continue our strategic review and determine our own new strategy,** given adjusted category growth rates

#### **Determine specific implications on:**

- How and where we will play by category
- Specific adjustments to the business model of investment
- The speed of rightsizing; no later than 18 months out

#### We will move quickly to plan and execute our new playbook

## Plant Protein – Q4 2021 financial results

	Q4 2021	vs. LY	Drivers
Sales	\$45.5	(3.7%) <sup>1</sup> (ex-FX, in USD)	• Lower retail product volumes which more than offset growth in foodservice volumes
Gross Profit Gross Margin	(\$10.0) <i>(21.9%)</i>	(\$9.7)	<ul> <li>Lower sales volumes and capacity utilization</li> <li>Includes start-up expenses of \$2.0 million</li> </ul>
SG&A Expenses SG&A (as a % of sales)	\$39.8 <i>87.7%</i>	+\$7.3	• Timing of certain advertising and promotional expenses
Adj. Operating Earnings	(\$47.8)	(15.4%)	
Adj. EBITDA	(\$43.9)	(52.9%)	

## Total Company – Q4 2021 financials demonstrate continued growth

	Q4 2021	vs. LY	Drivers				
Sales	\$1,120.5	+6.9%1	• Solid growth in Meat, partially offset by lower sales in Plant				
Adj. Operating Earnings	\$30.0	(49.9%)					
Adj. EBITDA Adj. EBITDA Margin	\$76.3 <i>6.8%</i>	(30.3%) -289 bps					
Net earnings	\$1.9	(92.5%)					
Adj. EPS	\$0.09	(70.9%)					
Net Debt <sup>2</sup> Debt related to Construction Capital	\$1,090.2 <i>\$719.2</i>	+\$445.1 +\$287.5	• Increase in Construction Capital primarily related to the				
Capital Expenditure (YTD) Construction Capital CapEx (YTD)	\$629.4 <i>\$494.1</i>	+\$138.7 +\$160.3	London poultry facility and expansion of the Bacon Centre of Excellence in Winnipeg				

## Summary of key Construction Capital projects – Meat Protein

#### **Bacon Centre of Excellence**

#### **Strategic Rationale**

- Captures growing demand for pre-cooked bacon, improves operating efficiency, and drives innovation
- 73,000 sq. ft. expansion to existing facility; includes space for future growth
- Annual benefit of approximately \$30 million Adj EBITDA when fully ramped up, which is expected to be in the second half of 2023

### **Update**

- Total investment of \$182 million, construction largely completed in Oct 2022 allowing commissioning to start
- Rapidly ramping up the different lines already producing saleable product in early 2022



### **London Poultry Facility**

#### Strategic Rationale

- Increases processing capacity for value-added, higher margin poultry products
- Gains operating efficiencies through lower costs and consolidation of three sub-scale plants
- Annual benefit of approximately \$100 million Adj EBITDA when fully ramped up, which is expected to be by the end of 2023

## Update

- Total spend of \$772 million due inflationary pressures and productivity challenges attributable to COVID-19
- Focus is on equipment installation while completing internal walls, ceilings and floors
- Continue to target completion of construction by H2 of 2022



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## Summary of key Construction Capital projects – Plant Protein

## **Indianapolis Tempeh Facility**

#### **Strategic Rationale**

- Cost effective and scalable approach to meet burgeoning consumer demand for high-growth, high-margin tempeh products
- Additional space for future growth opportunities

#### Update

- Existing 118,000 sq. ft. food facility
- US\$97 million for acquisition & build-out of initial capacity (4.5M kg/yr of tempeh)
- Completed under budget and earlier than expected; began producing saleable product early in 2022





## Outlook





#### 2022 Outlook

Mid-to-high single digit sales growth in 2022, driven by continued momentum in sustainable meats, leveraging<br/>brand leadership, and growth into the U.S. market.ProteinAdj. EBITDA margin expansion, reaching the lower end of the 14%-16% target by the end of 2022, driven by mix-

shift benefits in prepared meats resulting from growth in sustainable meats and brand leadership, as well as operating efficiencies, assuming pork complex conditions in-line with the 5-year average.



**Capital expenditures for the full year of 2022 in the range of \$400 million to \$500 million,** with approximately 50% comprised of Construction Capital mainly attributable to the construction of the London, Ontario poultry facility as well as other projects to add growth and capacity in the prepared meats business and to expand hog production.

## Long-term Outlook

## Plant Protein

Adj. EBITDA neutral or better within 18 months, as category growth stabilizes from the previous specular growth rates to a steadier, yet still attractive pace.



# Appendix

## IT'S TIME FOR BETTER. FOR MEAT THAT TASTES THE WAY IT SHOULD LIKE MEAT.

MADE FROM ANIMALS THAT ARE **RAISED**, NOT PRODUCED. IT'S TIME FOR MORE **FARM** AND LESS PHARM. BECAUSE ANTIBIOTICS ARE FOR THE SICK, NOT THE HUNGRY.

IT'S TIME TO LET/NATURE DO ITS THING.

IT'S TIME FOR BETTER MEAT FOR BETTER LIVING.

IT'S TIME FOR THE GREENFIELD NATURAL MEAT CO.





## **Reconciliation of non-IFRS metrics – Adjusted EBITDA Margin**

	Three months ended December 31, 2021				Three months ended December 31, 2020			
(\$ millions) <sup>(1)</sup> (Unaudited)	Meat Protein Group	Plant Protein Group	Non- allocated <sup>(2)</sup>	Total	Meat Protein Group	Plant Protein Group	Non- allocated <sup>(2)</sup>	Total
Earnings (loss) before income taxes	\$67.8	(49.9)	(10.7)	\$7.3	\$89.4	(32.3)	(21.7)	\$35.4
Interest expense and other financing costs	_	_	6.5	6.5	_		8.0	8.0
Other expense (income)	3.0	0.1	4.2	7.3	0.9	0.0	8.0	8.9
Restructuring and other related costs	1.2	_	_	1.2	1.2		_	1.2
Earnings (loss) from operations	72.0	(49.8)	0.1	22.3	91.5	(32.3)	(5.7)	53.5
Start-up expenses from Construction $Capital^{(3)}$ (4)	5.8	2.0	_	7.7	0.5		_	0.5
Decrease (increase) in FV of biological assets	_	_	(0.3)	(0.3)	_		(1.8)	(1.8)
Unrealized loss (gain) on derivative contracts	_	_	0.2	0.2	_		7.6	7.6
Adjusted Operating Earnings	77.8	(47.8)	_	30.0	92.0	(32.3)	_	59.8
Depreciation and amortization	45.9	4.1	_	49.9	46.5	3.6	_	50.0
Items included in other income (expense) representative of ongoing operations <sup>(5)</sup>	(3.0)	(0.1)	(0.4)	(3.5)	(1.4)	(0.0)	1.3	(0.2)
Adjusted EBITDA	\$120.7	(43.9)	(0.4)	\$76.3	\$137.1	(28.7)	1.3	\$109.6
Adjusted EBITDA margin	11.1%	(96.6)%	n/a	6.8%	12.7%	(54.7)%	N/A	9.7%

<sup>1</sup> Totals may not add due to rounding.

<sup>2</sup> Non-Allocated includes eliminations of inter-segment sales and associated costs of goods sold, and non-allocated costs which are comprised of expenses not separately identifiable to reportable segments and are not part of the measures used by the Company when assessing a segment's operating results.

<sup>3</sup> Start-up expenses are temporary costs as a result of operating new facilities that have been classified as Construction Capital. These costs can include training, product testing, yield and labour efficiency variances, duplicative overheads and other temporary

27 costs can include training, product testing, yield and labour efficiency variances, duplicative overheads and other temporary expenses required to ramp-up production
 <sup>4</sup>Certain comparatives figures have been restated to conform with current year presentation.

<sup>5</sup> Primarily includes a legal settlement, gains/losses on the sale of long-term assets, and other miscellaneous expenses.

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## Reconciliation of non-IFRS metrics – Adjusted Earnings per Share

(\$ per share)	Three months ended December 31,			
(Unaudited)	2021	2020		
Basic earnings per share	\$0.02	0.20		
Restructuring and other related costs <sup>(1)</sup>	0.01	0.01		
Items included in other expense (income) not considered representative of ongoing operations <sup>(2)</sup>	0.02	0.06		
Start-up expenses from Construction Capital <sup>(3) (4)</sup>	0.05	—		
Change in the fair value of biological assets	—	(0.01)		
Unrealized loss (gain) on derivative contracts	—	0.05		
Adjusted Earnings per Share <sup>(5)</sup>	\$0.09	\$0.31		

<sup>1</sup>Includes per share impact of restructuring and other related costs, net of tax.

- <sup>3</sup> Start-up expenses are temporary costs as a result of operating new facilities that have been classified as Construction Capital.
- These costs can include training, product testing, yield and labour efficiency variances, duplicative overheads and other

temporary expenses required to ramp-up production

<sup>4</sup>Certain comparatives figures have been restated to conform with current year presentation.

<sup>5</sup> Totals may not add due to rounding.

<sup>&</sup>lt;sup>2</sup> Primarily includes legal fees and provisions and transaction related costs, net of tax.



## **Capital allocation priorities**







Grow capacity and efficiency initiatives with a focus on returns metrics & timing



**Accretive Acquisitions** 



Capitalize on inorganic opportunities with financial and strategic appeal



**Dividend Appreciation** 



Deliver consistent predictable growth



**Share Repurchases** 



Opportunistic buybacks when return metrics exceed other alternatives

## While maintaining a strong balance sheet with ample liquidity