



**change the
status grow**

THE URBAN FOOD PROBLEM

CITIES DON'T FEED THEMSELVES SUSTAINABLY

Cities consume 8 times more food than they produce

URBAN GROWTH REQUIRES EVER MORE FOOD

Daily 225K new residents come to global cities for the next 30 years

URBANITES CAN'T ACCESS MODERN FARMING

Vertical farm tech is too expensive, exclusive and complex, but not sustainable

WE ARE EATING OURSELVES TO EXTINCTION.

Re-thinking Vertical Farming as a shared Activity & Service, a Direct-to-Community on-Demand Sales Model unlocks exponential growth & impact.



change the status grow

OUR SOLUTION

WE MAKE SUSTAINABLE FOOD GROWN IN EVERY NEIGHBOURHOOD THE NEW NORM.

Rent to grow	Rent to harvest	Harvest on-demand
Produce Subscription	Salad Meal Subscription	Full B2B Service

A Farming-as-a-Service platform (FAAS) platform that makes growing and harvesting sustainable food in cities available on-Demand, as easy as eating and affordable for all B2C/B2B/B2G user.

FARMING-AS-A-SERVICE (FAAS) FROM SEED TO PLATE

We put fresh food grown sustainably in beyond organic quality in Shared Impact Farms at the fingertips of all B2C/B2B/B2G user.


Removing space, effort/time & competence barriers, user can improve their health, the climate and quality of life in cities.


 Vertical Farm Technology

 Plug & Play Grow System

 IoT/AI Driven Precision Farming

 Digital Farm Assistant

 All Inclusive Harvest Rent

 Flexible Booking



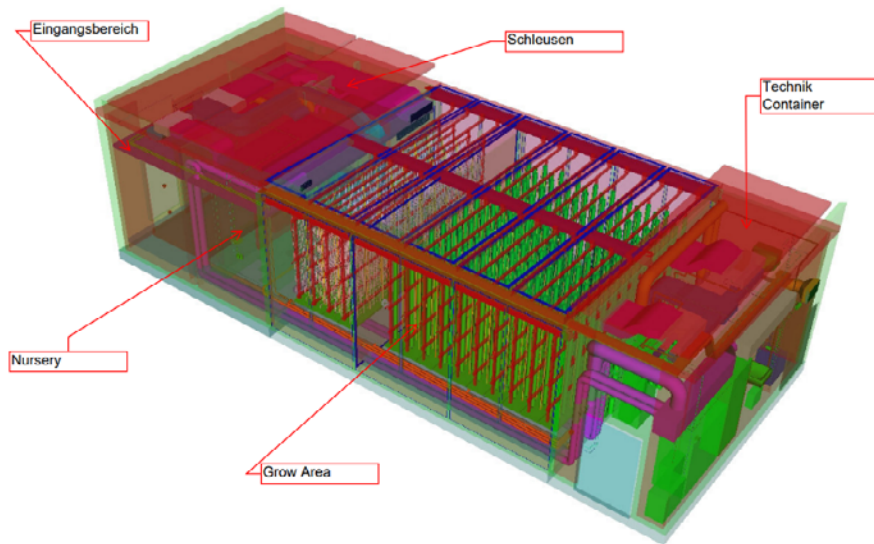
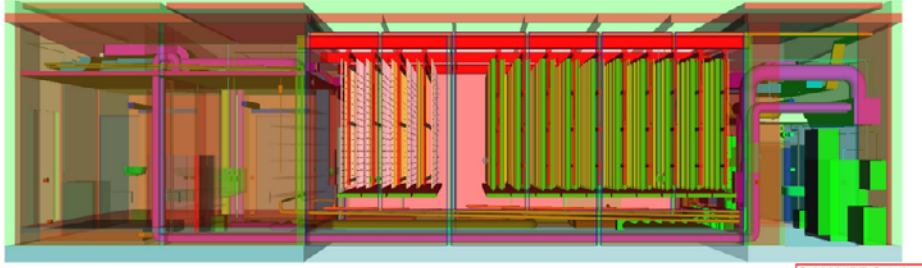
ALLOTMENT GARDEN 4.0

- Passive House
- Pre-fabrication
- Rooftop Photovoltaic
- portable & recyclable
- Green Facade
- modular 90 - 480m²
- Hydro/Aero/Aquaponic
- 3 Climate Zones
- 24/365 accessible
- 6 - 12 T Harvest per year



1:200 Model of Microfarm S

FUSING BUILDING & CEA TECHNOLOGIES WITH AI



Get your Greens Sunny Side Up:

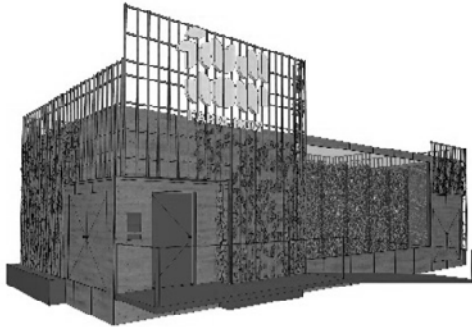


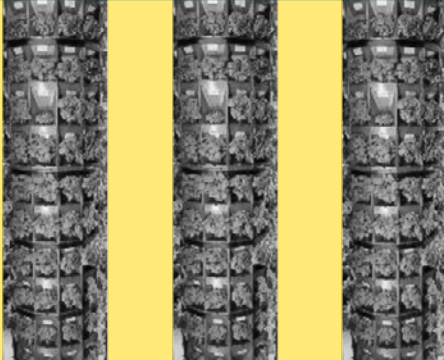
- 100% TASTE - 0% ENERGY*
- 100% LOCAL - 0% WATER*
- 100% CIRCULAR - 0% WASTE

1st ever Energy, Water & Waste-water autonomous Vertical Farm made in Austria

*...Energy, Water & Waste water autonomous operation over 365 days

PRODUCT ROADMAP FARM HW-SYSTEM

We develop User/Occasion-driven Farm types that fit all building typologies

	@HOME	@OFFICE	@SCHOOL	@SHOP	@PUBLIC	@PRODUCTION
	Q4 2023	Q2 2024	Q3 2024	Q1 2025		
						
	MICROFARM (S/M/L/XL)	GROWOUTFARM ("FarmMart" S/M/L)	IMPACTFARMHUB (S/M/L)	NANOFARM ("@HOME S/M/L)		
	90 – 480m ² <> B2B & B2C 7.200 – 30.000 Plant Spaces Aquaponic/Shop/Bar Module	50 – 250m ² <> B2C only 2.500 – 10.000 Plant Spaces Harvest on-Demand/Shop/Bar	750 – 3000+m ² <> B2C & B2B 40.000 – 200.000 Plant Spaces Forum/Academy/Bar/Shop	1–7,5 m ² <> B2C only 144 – 1600 Plant Spaces Indoor + Outdoor Option		

1 HW Platform across all Farm Types

100% Energy & Water autonomous*

Lego®like Modularity + 1st time Mobility

close to 100% Circular Material flow

*...benchmark 1 year = 365 days

MEASURABLE IMPACT ON PLANET AND SOCIETY

ECOLOGIC IMPACT

Less Ammonia
No Nitrous Oxide
Less Nitrogen
No Food Miles
More Biodiversity

Less Food Waste
No Methane
Less Water
Less CO₂e
Less Energy

HEALTH IMPACT

More Vitamins
Nutritional Density
Non Gmo
Less Fat
Less Obesity
Mental Health

Full Ripeness
More Omega 3
No Pesticides
Edible Health Care
No Art. Fertilizer

SOCIAL IMPACT

Local Value Chain
Foster Communities
Connect With Food
Green Education
Less Heat Islands

Food Resilience
Less Noise
Less Traffic
No Floor Sealing
Food Equality

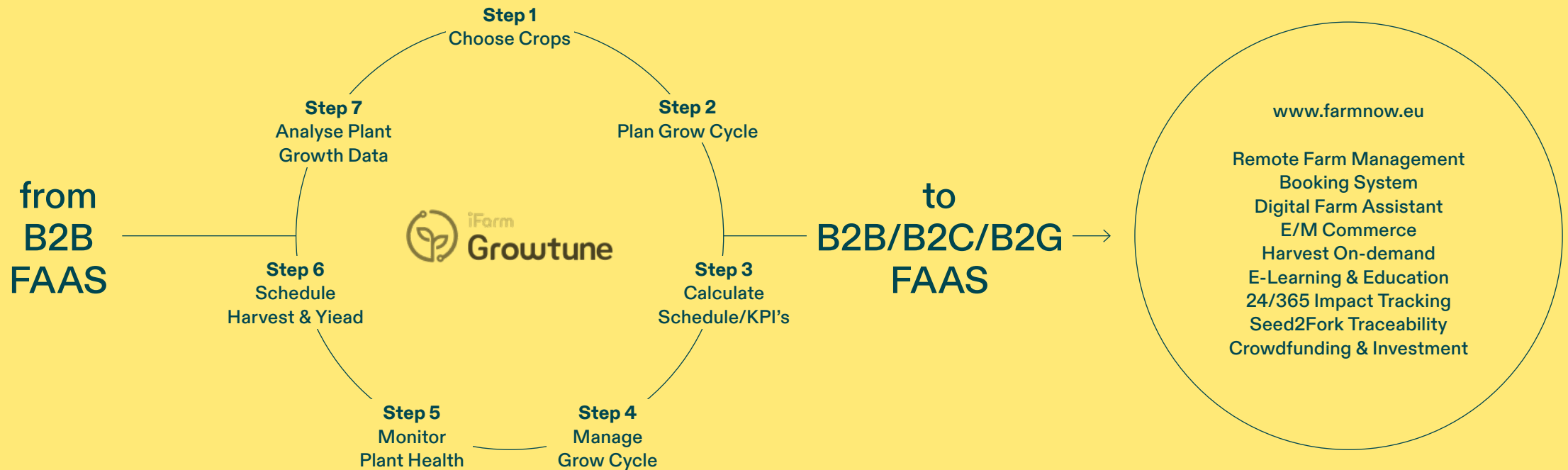
▀ We actively support 15 of 17 of UN's SDGs

▀ We certify of CO₂ savings for Carbon Credits

▀ We are 100 % compliant with new EU Taxonomy

SCALABLE FAAS PLATFORM BASED ON DIGITAL TWIN

Digital Management of Integrated Demand and Supply Chain










■ iFarm Honeywell Building Tech deliver FAAS “engine” and IoT/ML equipment

■ Leading vertical SaaS provider via API deliver proven solutions

■ €60K Grant already awarded + €400K Grant in submission

UNIQUE VALUE PROPOSITION

CROP EXAMPLES	FARMING AS A SERVICE	CLIMATE/HEALTH FOOTPRINT	AVG. RETAIL PRICE*	RENT TO GROW PRICING**
Head Salad 			€ 2,12	- 25%
Leafy Vegetables 			€ 2,29	- 35%
Kitchen Herbs 			€ 3,29	- 30%

HIGHEST QUALITY, USER CONVENIENCE AND SUSTAINABILITY AT LOWER PRICE

Rent to Grow
 Rent to Harvest
 Harvest On-Demand
 Produce Subscription
 Salad Meal Subscription
 Full B2B Service

*...Source avg. RSP 04/23 of REWE; SPAR, LIDL, ALDI in Austria for organic product (per unit/100/25/100 g)

**...you plant and harvest your crops yourself on-Site

OUR FARMING AS A SERVICE FORMULA: 1+1+1=111

1

VERTICAL FARM SYSTEM

Shared Impact Farms

@Shops
@Home

@Public
@Office

@School
@Parking

2

FAAS PLATFORM

www.farmnow.eu

Remote Farm Management
Booking System
Digital Farm Assistant
E/M Commerce
E-Learning & Education
24/365 Impact Tracking
Seed2Fork Traceability
Crowdfunding & Investment
#getyourImpactfarm Toolbox

3

OPERATION MODELS

Convenience preference based Offers

Rent to Grow
Rent to Harvest
Harvest-On-Demand

Salad Meal Subscription
Produce Subscription
B2B Full Service

FUSION OF 2 MARKETS CREATES GOLDEN OPPORTUNITY

Our growth is fuelled by two mega-large, sustainably/dynamically expanding markets

Fruits & Vegetables*

CAGR 2022-2027 5.1% p.a.

(Residential) Building Stock**

CAGR 2022-2027 5.3% p.a.



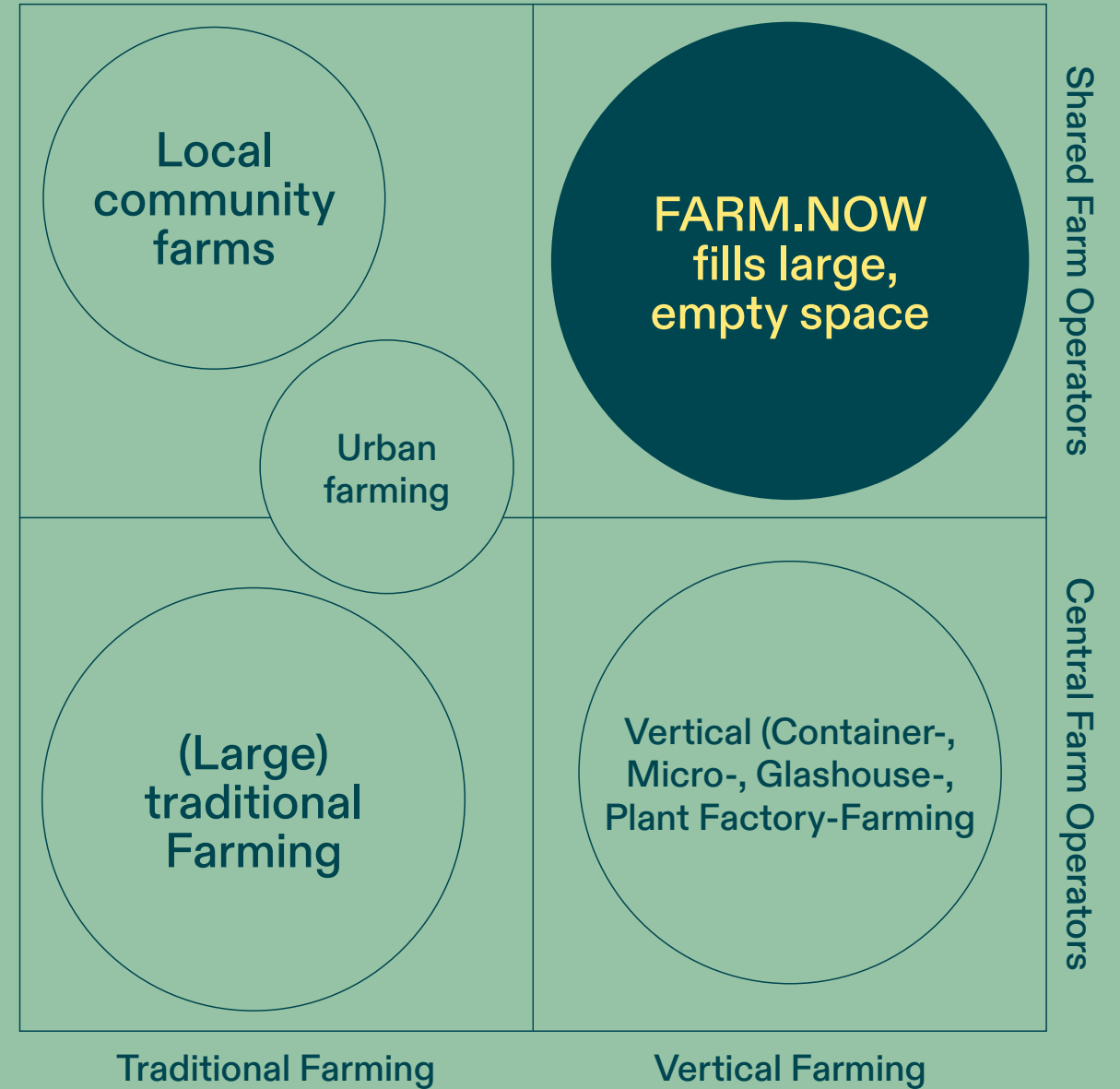
WE'RE 1ST MOVER, STRIVE TO BE GLOBAL SHARED IMPACT FARMING LEADER

*...Source: Statista 2022 **...Multi-Party Residential Buildings, Sources: Global/ EU Building Stock Database
TAM: Total Available Market SAM: Servicable Available Market SOM: Obtainable Available Market

OUR TIME IS NOW

Centralised vertical farm operators focus on traditional Distribution models via retail and food service channels.

Re-thinking VF as a shared activity, our Direct-to-Community on-demand sales model unlocks hyper growth & -impact.



GAMECHANGING GREEN-TECH ADVANTAGE

We achieve high plant density per m ² ...	FARM.NOW MICROFARM PRODUCTIVITY	# OF PLANT SPACES	HARVEST WEIGHT KG PER PLANT	# OF GROW CYCLES P.A.	HARVEST WEIGHT KG P.A.
	HEAD SALADS	7.344	0,125	13	11.934
	HERBS	7.344	0,03	13	2.864

minimize energy consumption per m ² ...	ENERGY CONSUMPTION MICROFARM	KWH M ² /HR	KWH FARM/HR	KWH FARM/DAY	KWH FARM/YEAR	KWH/ KG YIELD
	TOTAL	0,023	2,07	49,68	18.133	1,79
	HEAD SALADS					1,52
	HERBS					6,33

produce more solar energy than we need...	ENERGY PRODUCTION MICROFARM PV	KWH PER YEAR	% OF MF ENERGY CONSUMPTION
	BASIS: 45M2 ROOF-TOP PV 440	19.800	109%
	UPGRADE 1: 45M2 ROOF-TOP PV 600	27.000	149%
	UPGRADE 2: 45M2 TRANSLUCENT PV (GLASHOUSE)	34.650	191%
	UPGRADE 1+2: 90M2 ROOF-TOP PV 600 + TRANSLUCENT PV	41.850	231%

= all but cut out energy cost per kg harvest	ENERGY FOOTPRINT COMPARISON 1KG SALAD	KWH/ KG YIELD	INDEX VS. AVERAGE	INDEX VS. BOC
	CEA INDUSTRY AVERAGE 2021*	38,8	100%	264%
	TOP 10 VF-TECH VENDOR 2021**	46,5	120%	316%
	BEST OF CLASS VF 2021***	14,7	38%	100%
	FARM.NOW MICROFARM	1,5	4%	10%

* Agritecture NYC 2021
 ** iFARM Website 2021
 *** Cubic Farm Systems 2022

VERTICAL FARMING COMPETITION?

Total Food Consumption per Capita*

731 kg p.a.

Total Fruit & Vegetable
Consumption per Capita*

517 kg p.a.

Total VF Fruit & Vegetable
Consumption per Capita**
0,25 kg p.a.

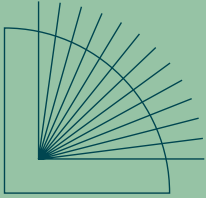

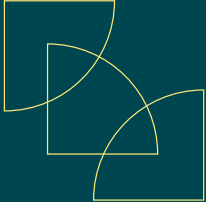
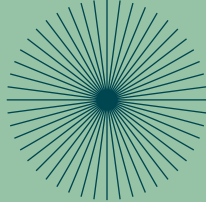
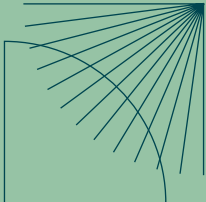
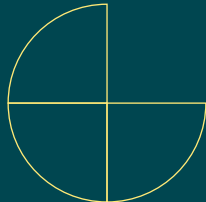
= 0,0005 %

of Fruits & Vegetables consumed
globally are grown in Vertical Farms

**THERE'S NO
COMPETITION IN FORE-
SEEABLE FUTURE,
BUT JUST GROWTH
AHEAD FOR VERTICAL
FARMERS.**



COMPETITIVE ADVANTAGE

	<p>EASE OF USE No time/knowledge is no problem</p>		<p>SUSTAINABILITY Certifiable CO₂/energy, water and health footprint</p>
	<p>NETWORK EFFECTS Multiple entry points create stickiness, boost value chain</p>		<p>FULL B2B/B2C/B2G SERVICE Convenience-based on-demand service from seed to plate</p>
	<p>B2B PARTNERSHIPS Sharing the value chain accelerates farm scale-up</p>		<p>DIRECT2COMMUNITY Customers take care of 75 % of our farms' harvest</p>

change tastes good



BUSINESS MODEL

We sell FAAS-driven on-demand grow & harvest services to B2B, B2C & B2G customers:



+ B2B/C FAAS =

580 SHARED IMPACT MICROFARMS 2023-2026

TRANSACTIONS

14.3 M

REVENUES

207.3 M

EBIT

33.6 M



+ B2B/C FAAS =

30 SHARED IMPACT FARM HUB JV'S 2023-2026

TRANSACTIONS

3.1 M

REVENUES

49 M

EBIT

16.4 M*

Projected Certification of 120.000 Tons CO2eSavings produce „Carbon Credit Upside".
IP-License Revenue (MF/LED/CEA-Tech/AI/FM, Playbook) not yet included in Finance plan.

*... WEFARM Impact Farm Hub Joint Venture Companies where FARM.NOW holds 50+%

FARM.NOW VS. TRADITIONAL AGRICULTURE

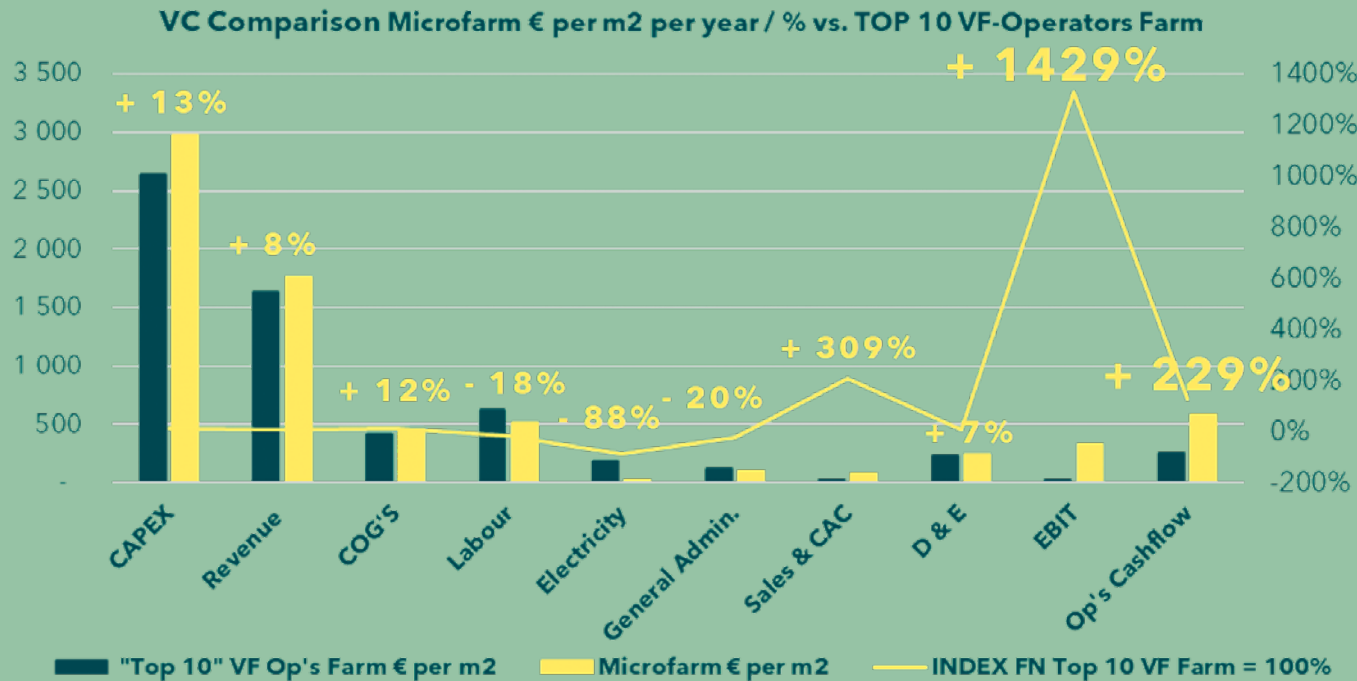
STAGE	FIELD FARMING	GLASS HOUSE FARMING	FARM.NOW
INPUTS	Fertilizer, growth medium, H ₂ O, CO ₂ , seedlings, disinfectant.	Fertilizer, growth medium, seedlings, H ₂ O, CO ₂ , steel infrastructure, trays, pumps, LED's, tubing.	Fertilizer, growth medium, seedlings, H ₂ O, CO ₂ , passive house wood infrastructure, IoT sensors, cameras, trays, pumps, LED's, tubing, roof PV.
ENERGY INPUTS	Diesel (field operation), Electricity (fertilizer production)	Electricity (lighting, ventilation, pumps, cooling, dehumidification)	Solar energy (LED's, IoT/AI controlled HVAC dehumidification), Air2Water irrigation = net positive.
PRODUCTS	Salads	Salads	Living Salads (with intact roots)
TRANSPORT	Distribution Center → EHG → Consumer		Direct2Consumer - On-Demand
WASTE	10 - 40% LOSS/WASTE		0-10% LOSS

FARM.NOW VS. OTHER VERTICAL FARMS

STAGE	LARGE INDOOR FARMS	CONTAINER INDOOR FARMS	FARM.NOW
INPUTS	<ul style="list-style-type: none"> · CAPEX € per kg Harvest · OPEX € per kg Harvest · Payroll € per kg Harvest · Overhead € per kg Harvest 	<ul style="list-style-type: none"> · CAPEX € per kg Harvest · OPEX € per kg Harvest · Payroll € per kg Harvest · Overhead € per kg Harvest 	<ul style="list-style-type: none"> · CAPEX € per kg Harvest · OPEX € per kg Harvest · Payroll € per kg Harvest · Overhead € per kg Harvest
ENERGY INPUTS	14-38 kWh per kg Harvest	18-54 kWh per kg Harvest	1,5-6 kWh per kg Harvest
PRODUCTS	Salads, Leafy Greens, Herbs, Microgreens, Berries, Vine Plants, Cannabis, Medical Plants, Algae	Salads, Leafy Greens, Herbs, Microgreens, Berries, Vine Plants, Cannabis, Medical Plants, Algae	Crops: salads/leafy greens/herbs/microgreens/berries/vines FAAS: rent2grow/harvest on-demand/meal/subscription/b2b
TRANSPORT	Distribution Center → EHG → Consumer		Direct2Consumer – On-Demand
WASTE	Low net sales revenue per kg harvest Low ebit/cashflow per kg harvest 5+ years payback of HW-investment	Low net sales revenue per kg harvest Low ebit/cashflow per kg harvest 5+ years payback of HW-investment	High net sales revenue per kg harvest High ebit/cashflow per kg harvest 3-5 Year payback of hw investment

WHAT MAKES OUR MODEL UNIQUE?

Comparative Value Chain Microfarm at 65% Grow Capacity vs TOP 10 Vertical Farm Vendor



FARM.NOW Microfarm produces

■ 14,27 × more EBIT per m²

■ 2,29 × more Cashflow per m²

**HIGHER SALES
PRODUCTIVITY AT REDUCED
ENERGY/UTILITY & LABOUR
COST PUMP UP PROFIT**

DIRECT2COMMUNITY = PROFITABLE REVENUE GROWTH

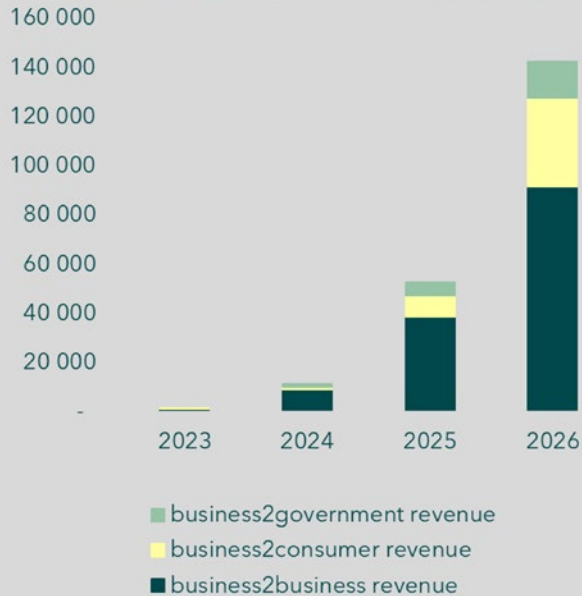
PROFIT & LOSS (000 EUROS)	2023	2024	2025	2026	2023-26	% MIX 2023-26	
business2business revenue	1 205	9 039	38 596	91 643	140 483	67,7%	Fuelled by 11+ revenue sources, the resulting network Effects of FAAS Platform are delivering exponential Revenue Growth at Market- leading EBIT Margin. CAG 29% CA EBIT 21%
business2consumer revenue	33	1 094	8 810	35 850	45 787	22,1%	
business2government revenue	-	1 004	5 263	14 919	21 186	10,2%	
Total revenues	1 238	11 137	52 670	142 412	207 456	100,0%	
Direct Cost of HW-Sale	937	7 652	32 774	75 892	117 256	56,5%	
Gross Profit	301	3 484	19 896	66 520	90 201	43,5%	
Cost of Goods	6	143	911	3 247	4 308	2,1%	
IT cost	52	523	1 038	4 452	6 065	2,9%	
Personnel cost	480	2 270	6 854	19 190	28 795	13,9%	
Leasing cost	-	60	898	3 454	4 411	2,1%	
Marketing cost	56	599	2 897	7 833	11 385	5,5%	
Administration cost	80	217	396	792	1 485	0,7%	
Depreciation	14	12	51	102	179	0,1%	
EBIT own Farms*	388 -	340 -	6 851	27 451	33 573	16,2%	
EBIT Impact Farm Hub Joint Ventures**	-	-63	2 721	6 972	9 630	4,6%	
EBIT Consolidated	388 -	403 -	9 572	34 423	43 203	20,8%	
EBIT Consolidated % of Revenue	-31,4 %	-3,6%	18,2%	24,2%	20,8%		

*...560 Microfarms + 20 School Farms;

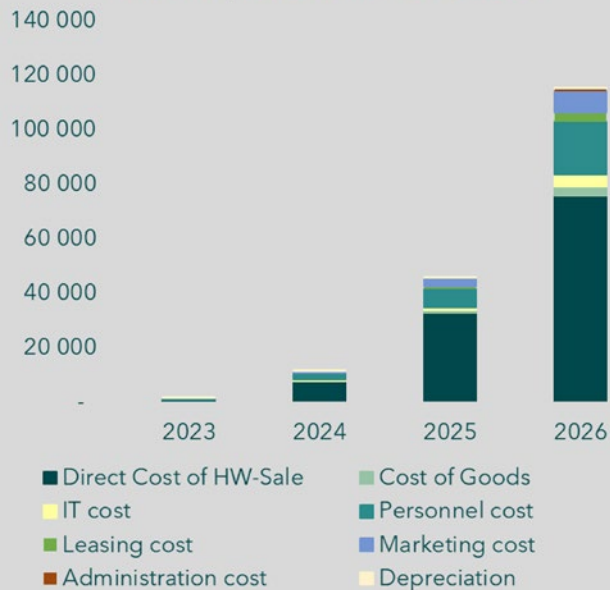
** ...30 large Impact Farm Hub's (750-3000+m2) to be operated in location individual Joint Venture's with local Partners

D2C MODEL DELIVERS PROFITABLE REVENUE GROWTH

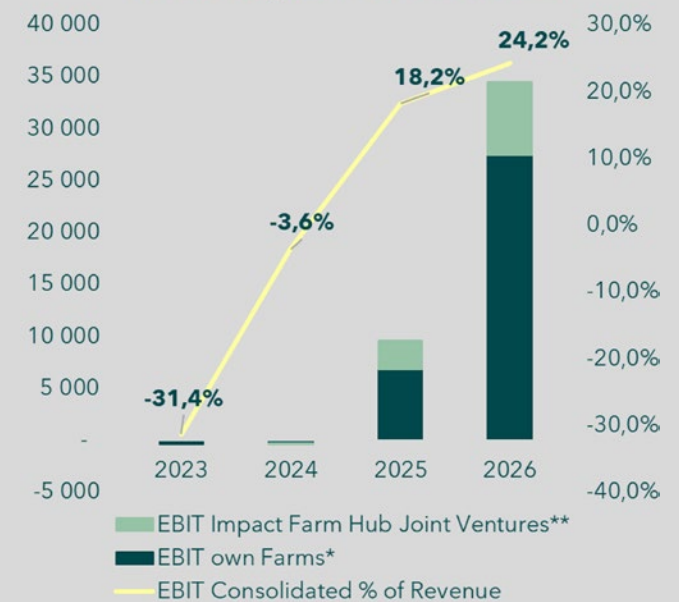
Revenue Development 2023-26 (000 €)



Cost Composition 2023-26 (000 €)



EBIT Development 2023-26 (000 €)



20% HW CAPEX Margin + near zero utility cost FAAS Margin of 11+ revenue sources produce unique “1+1+1 = 111” value chain excl. Carbon Credits & IP license revenues

*... 560 Microfarms + 20 School Farms

**... 30 large Impact Farm Hub's (750-3000+ m²) to be operated in location individual Joint Venture's with local Partners

B2B TRACTION

- We received written offer to sell Microfarm Prototype
- B2B-Farm sale + 10 yrs FAAS contract can result in € 1,7M Rev. at 29% EBIT
- + 62 Projects, 6 Markets, 10 Cities in Pipeline, Supply Chain Set up

*...over 10 years, 17 % HW, 40 %
Op's Fee + 43 % Produce sale



B2C TRACTION – 92%* OF CONSUMERS WANT OUR FAAS

- ▀ Climate action, health & trust are key drivers
- ▀ Convenience & community features matter most
- ▀ 63 % plan to use FaaS entire year or multiple times
- ▀ Tomatoes/salads, berries, herbs are favourites

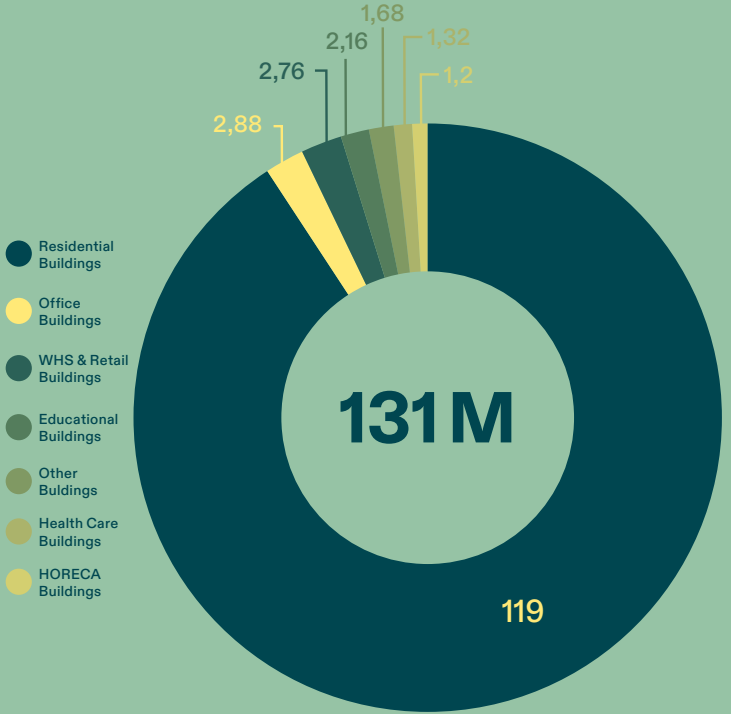
**WE FEED AN UNMET DEMAND
AND CREATE A NEW MARKET.**

*...Online Survey 400 respondents 03-10/2021, 84 % rent to grow + 8 % rent to harvest

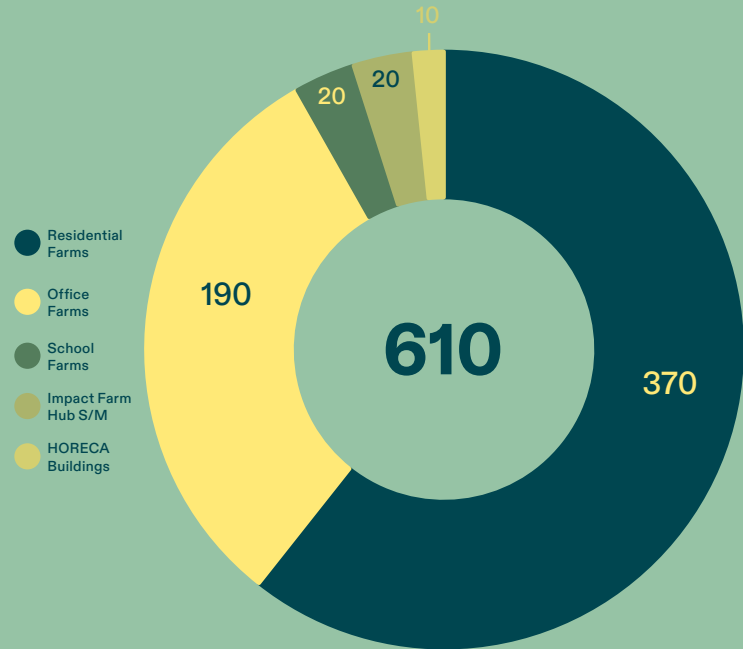


B2B FULL FAAS INITIALLY GROWS OUR BUSINESS

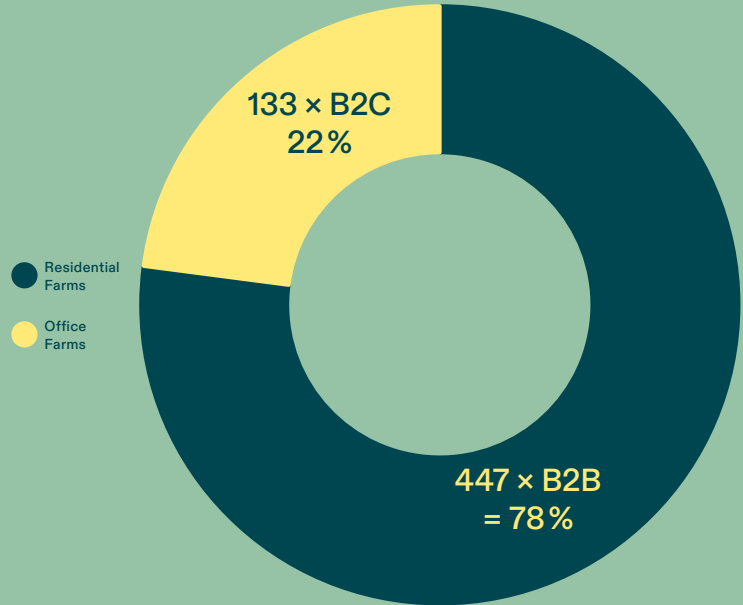
MILLION BUILDINGS IN EU



PLANNED FARMS 2023-2026



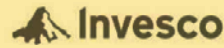
B2B VS B2C FARMS 2023-2026



2026 WE WILL OPERATE A SHARED IMPACT FARM IN/ON 0,000005% OF EU-BUILDINGS

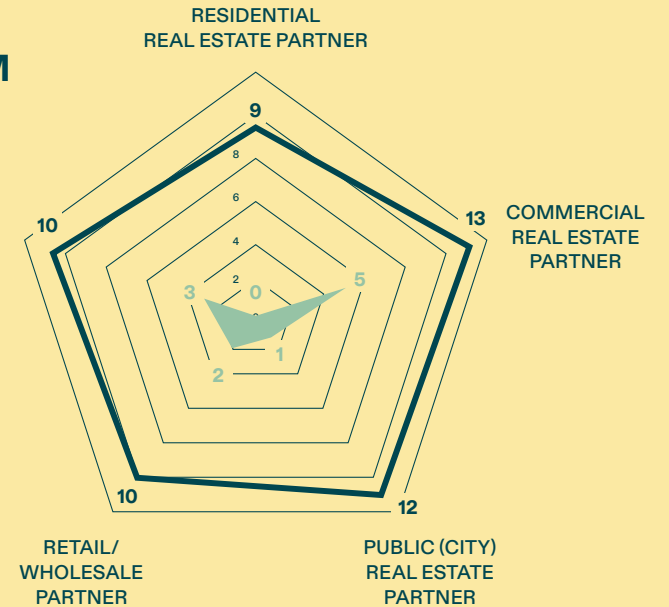
FARM PIPELINE 2023-25

Leading Real Estate Player interested to implement our Green Tech Building (upgrade) solution



B2B PARTNER STRATEGY > FARM PROJECTS:

INDUSTRIAL/
CORPORATE
PARTNER



● 54 x Microfarm

● 11 x x Impact Farm Hubs

Strategic Partners = Key Accounts across 5 channels (= Real Estate asset classes)

65 interested Parties desire 54 Microfarm & 11 large Impact Farm Hub Projects

OUR WORLD CLASS TEAM

CO-FOUNDER



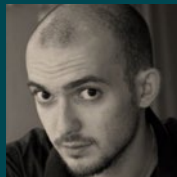
ALEXANDER JURANEK
Product Owner &
Chief Commercial Officer



CORINNA JURANEK
Head of Social Media &
Community

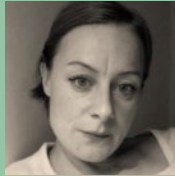


HORST FICKEL
Chief Technology Officer /
Head of R&D



CHRISTOPHER HAUFF
Managing Director +
Chief Operating Officer

KEY PERSONELL



YULIYA SALANENKA
Chief Plant
Science Officer



ULLA KILLING
Head of Brand +
BD Germany



MICHAL SLOTA
Plant Biologist &
Head of BD Poland



TO BE NAMED
Head of Supply Chain
Mgmt.



VP OF TOP 10 VF OPERATOR
Chief
Executive Officer



HANS KERSCHBAUMER
Head of Finance
Planning Systems



MARTHA BISSMANN
Enabling Partners &
Grant Funding



OSCAR RODRIGUEZ
Head of BD
United Kingdom



RENE PAPIER
Head of Farm
Op's Germany

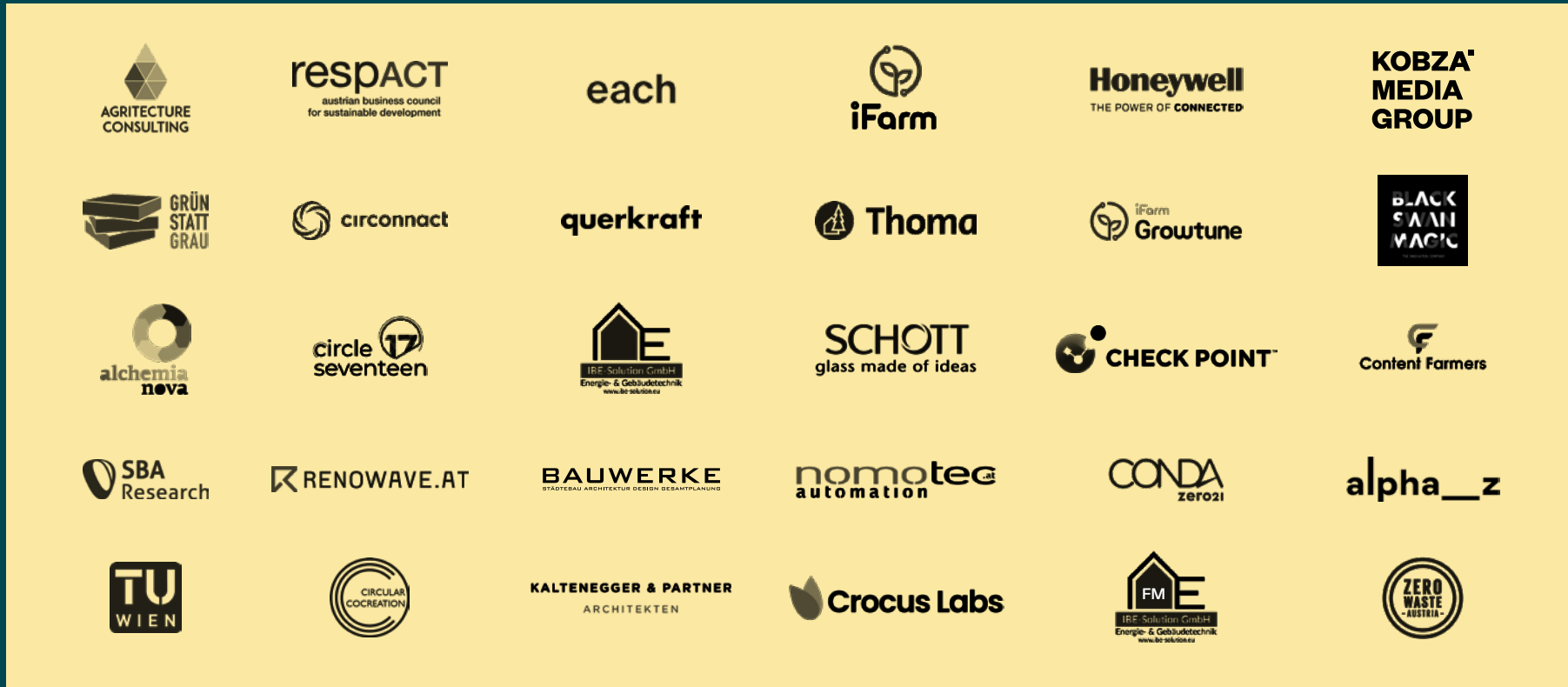


TO BE NAMED
Chief Information
Officer

Our interdisciplinary, diverse expert team is committed long term to our Shared Impact Farming mission driven by execution excellence and responsible leadership to create max. positive ecological, social & health impact.

DEMAND & SUPPLY CHAIN PARTNERSHIPS COVER THE ENTIRE VF VALUE CHAIN

R&D > Co-creation > Planning > Construction > Operation > Marketing



Global Partnerships guarantee consistently high Service Level Standards

WE RAISE € 1-2 M SEED EQUITY OUT OF € 4 M FUNDING

TOTAL FUNDING € 4 M	TOTAL SPENDING € 4 M
€0.1M B2B SALES CONTRIBUTION (2 MICROFARMS)	€0.5M FAAS DEVELOPMENT (INCL. €0.1M R&D, €0.05M IPR REGISTRATION)
€1M AWS CAPITAL GUARANTEE/SEED FUND	
€0.75M CONDA CROWDINVESTMENT (1 CAMPAIGNS)	
€0.5M FFG Base Grant ("Basisprogramm")	€1.3M FARM CAPEX (INCL. €0.15M R&D/IPR REGISTRATION)
€0.65M 6 x WIWAG GRANTS	€0.3M FARM & CONSTRUCTION TECH SUPPLY CHAIN
€1M SEED EQUITY	€1M TEAM/HR-COST
	€0.4M MARKETING
	€0.5M OTHER OPEX INCL. CO ₂ SAVINGS CERTIFICATION

- Co-Founder- and Partner € 0.49 M** Invest
- 25-40% Hardware-Grant Program per Farm

- 3+ Markets, 7+ Microfarms
- projected Runway 12-18 Months

*...Wiener Wirtschaftsagentur 35% Sachkostenzuschuss tied to spending HW-CAPEX, **...in-kind Capital investments

TRUSTED ADVISORS ARE INVESTING US



**Thomas Miksits Dioso
& Lucia Vilsecker**

BLACKSWANMAGIC



Rudi Kobza

KOBZA MEDIA GROUP



**Susanne
Formanek**

Grünstattgrau



Oliver Ginhör

G&W Steuerberatungs



Thomas Engelmaier

IBE-Solution

Experienced Serial Entrepreneurs provide
150 years subject matter Expertise

Act as Guardian Angels towards fulfilling
FARM.NOW's Vision and Mission

let's grow together

CONTACTS

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