
**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

FORM 8-K

CURRENT REPORT

PURSUANT TO SECTION 13 OR 15(d)
OF THE SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of earliest event reported): **March 10, 2021**

Better Choice Company Inc.

(Exact name of Registrant as Specified in its Charter)

Delaware
(State or other Jurisdiction of Incorporation)

333-161943
(Commission File Number)

26-2754069
(IRS Employer Identification No.)

**12400 Race Track Road
Tampa, Florida 33626**
(Address of Principal Executive Offices) (Zip Code)

(Registrant's Telephone Number, Including Area Code): **(813) 659-5921**

N/A
(Former name or former address, if changed since last report.)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
N/A	N/A	N/A

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 7.01 Regulation FD Disclosure

In accordance with Regulation FD, Better Choice Company Inc. (the "Company") hereby furnishes the slide presentation the Company will present at the 4th Annual D.A. Davidson Consumer Growth Conference on Thursday, March 11, 2021. The slide package prepared by the Company for use at the March 11 press conference and for other investor presentations in the future is included at Exhibit 99.1 to this Current Report. All of the information in the attached presentation is presented as of March 11, 2021, and the Company does not assume any obligation to update such information in the future.

The information in Item 7.01 of this Current Report shall not be deemed to be "filed" for the purposes of Section 18 of the Securities and Exchange Act of 1934, as amended (the "Exchange Act"), or otherwise subject to the liabilities of such section, nor shall such information be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, except as shall be expressly set forth by specific reference in such a filing which are filed as Exhibit 10.1 and Exhibit 10.2, respectively, to this Current Report and incorporated by reference herein.

Item 9.01 Financial Statements and Exhibits

(d) Exhibits.

Exhibits	Description
99.1	Better Choice Company Inc's Presentation Slides prepared for use at the March 11, 2021 press conference and for other investor presentations in the future

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Better Choice Company Inc.

By: /s/ Scott Lerner
Name: Scott Lerner
Title: Chief Executive Officer

March 10, 2021



Better Choice Company, Inc.
4th Annual D.A. Davidson Consumer Growth Conference
March 2021

Disclaimer

This presentation contains “forward-looking” statements that are based on the beliefs and assumptions and on information currently available to management of Better Choice Company, Inc. (the “Company”). All statements other than statements of historical fact contained in this presentation are forward-looking statements. Forward-looking statements include information regarding management’s belief concerning the Company’s positioning for rapid growth and maximization of shareholder value, expectations regarding the simplification of the Company’s business through its multi-channel strategy, and estimates regarding the Company’s expenses, revenues and margins. In some cases, you can identify forward-looking statements by terminology such as “may,” “will,” “should,” “expects,” “plans,” “anticipates,” “believes,” “estimates,” “predicts,” “potential” or “continue” or the negative of these terms or other comparable terminology. There are important factors that could cause the Company’s actual results to differ materially from those expressed or implied by the forward-looking statements, including those factors discussed under the caption entitled “Risk Factors” in the Company’s filings with the U.S. Securities and Exchange Commission (“SEC”), including the Company’s recently filed prospectus on Form 424B3 that was filed with the SEC on February 18, 2021. Forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause the Company’s actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. Forward-looking statements represent the Company’s beliefs and assumptions only as of the date of this presentation. Although the Company believes that the expectations reflected in the forward-looking statements are reasonable, it cannot guarantee future results, levels of activity, performance or achievements. Except as required by law, the Company assumes no obligation to publicly update any forward-looking statements for any reason after the date of this presentation to conform any of the forward-looking statements to actual results or to changes in its expectations.

BTTR Has A Clear Strategy For Rapid Growth



BECOME A CLEAR LEADER IN
PREMIUM+ PET FOOD FOR CATS
AND DOGS.



LEAD GLOBAL INNOVATION IN
THE PREMIUM+ PET FOOD
CATEGORY.



UTILIZE AN OMNI-CHANNEL
APPROACH LEVERAGING
ECOMMERCE.

Note: Premium+ defined as the premium through ultra-premium segments

With A Dynamic Company Culture

- **Our Mission:** Become the most innovative premium pet food company in the world.
- **Our Vision:** The pet food company that excites creativity, optimism, and well-being.
- **Company Values:**
 - Make products with integrity
 - Treat pets and their parents with respect
 - Create long lasting & profitable relationships
 - Work smarter & faster





We Have Assembled A World Class Team

Ready to take the lead position in the pet food industry

A Leadership Team Positioned To Win



- Scott Lerner – Consumer products veteran with 20+ years of experience; track record of successful PE backed exits (VMG)
- Donald Young – Pet industry leader with 29+ years experience; successful exits to Mars (Nutro) & Nestle (Merrick)
- Rob Sauermann – Health & wellness investment background with over \$100m growth equity capital deployed (Pegasus)
- Jenny Condon – E-Commerce expert responsible for increasing online sales at Merrick to \$150M (30% CAGR over 5 years)
- Ryan Wilson – CPG & pet industry marketing leader with history of successful brand launches (Merrick / Nestle)
- Alex Vournas – Experienced supply chain expert, recently managed supply chain & logistics of Solid Gold's expansion in Asia
- Sharla Cook – Significant public company reporting experience, formerly controller at Checkers Drive-In Restaurants



BTTR Has 35+ Years of Success

- The Halo and TruDog brands have a long history of success in the market and have positioned the company for growth
- Both brands were born out of the idea to deliver BETTER nutrition and wellness CHOICES to help furry family members live healthier, happier and longer lives
- The company is at a true inflection point to become an innovation and growth engine in the industry

Two Complementary Brands With Innovative Opportunities for Consolidation Over Time



- A 35-year-old, super premium natural pet food brand uniquely differentiated from its competitors
 - Using natural whole meat and no rendered meat meal
 - Highly digestible due to the use of real whole protein
- History of top line growth driven by continued premiumization of the pet food industry
- Flexible and scalable outsourced manufacturing model with capacity to grow
- Well positioned within E-Commerce and International



- A 7-year-old DTC brand that markets raw freeze-dried and dehydrated food, treats, and supplements
- Well positioned to take advantage of pet parents increasing desire to feed the highest quality ingredients to their pets
- A broad-based product portfolio of wellness products with a unique direct to consumer platform



Best-in-Class Products Delivering On Core Consumer Needs

Top Consumer Needs

Not Confident In What They Are Feeding

Looking For A Healthier Pet Food

Confused On What Is Best For Their Dog



Halo® Holistic Chicken and Chicken Liver Recipe for Adult Dogs



TruDog Feed Me Turkey Grain-Free Freeze-Dried Raw Dog Food



Blue™ Life Protection Formula® Adult Chicken & Brown Rice Recipe Dry Dog Food



Merrick® Classic Real Chicken + Green Peas Recipe with Ancient Grains Adult Dry Dog Food



Natural Balance® Original Ultra® Whole Body Health® Chicken, Chicken Meal, Duck Meal Dry Dog Formula



Wellness® Complete Health® Adult Deboned Chicken & Oatmeal Recipe Dry Dog Food

Top 5 Ingredients

(WHOLE) Chicken	Ground Turkey	Deboned Chicken	Deboned Chicken	Chicken	Deboned Chicken
(WHOLE) Chicken Liver	Turkey Heart	Chicken Meal	Chicken Meal	Chicken Meal	Chicken Meal
Dried Egg Product	Turkey Liver	Brown Rice	Peas	Peas	Oatmeal
Oatmeal	Herring Oil	Barley	Turkey Meal	Potatoes	Ground Barley
Pearled Barley		Oatmeal	Brown Rice	Chicken Fat	Peas



Simplifying Our Business To Drive Success

- Growing 2 differentiated business models is overly complex, costly, and time consuming

A photograph of a man with short brown hair, seen from behind, wearing a maroon jacket. He is hugging a golden retriever dog. The background shows a scenic view of mountains and a lake under a bright sky. The text "One Halo Brand!" is overlaid in white on the left side of the image.

One Halo Brand!

Driven by creativity and innovation

Creates A Smarter Approach

01

One mega Halo brand that spans across all channels domestically and internationally.

02

Allows for a strong "Halo" marketing effect across all sub-brands to maximize spending.

03

While talking to the consumer at an efficient higher master brand and emotional level.

04

Enabling economies of scale in supply chain & optimizing strong capital resource allocation.

05

Aligning the interests of the entire BTTR company to drive success!

And Leverages A Differentiated Omni-Channel Strategy

- Multiple channels allows BTTR to optimize margin by maneuvering revenue from one channel to the next on a monthly basis as needed
- By eliminating channel conflict it opens up our ability to share resources from one channel to the next (innovation, data, etc.)

2020 Gross Sales
~\$20M



Ecommerce

2020 Gross Sales
~\$11M



Brick &
Mortar

2020 Gross Sales
~\$12M



DTC



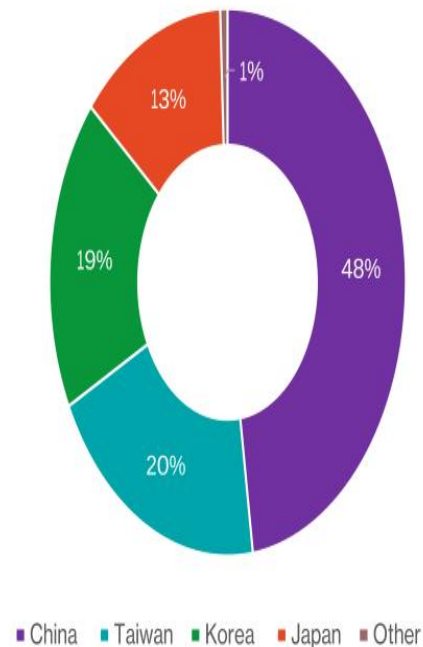
+ INTERNATIONAL

2020 Gross Sales ~\$9M

International Expansion Is A Key Strategy

- We believe growth in Asia is fueled by increasing levels of economic financial status and demand for premium, western manufactured products, with China representing the largest market opportunity for growth
- Halo realized an impressive 95% YoY sales growth in Asia in 2020
- BTTR agreed to \$25.6 million of aggregate minimum purchases with Asian Distribution Partners from January 1, 2021 – December 31, 2022
- Acceleration of sales in China driven in part by Halo's ability to secure Product Import Registrations for 15 Dog and Cat Food Diets from the Ministry of Agriculture and Rural Affairs of China ("MOA") in June 2020
- In addition to growth in Asia, BTTR is evaluating opportunities to enter Australia, Latin America and the Middle East

International Sales by Geography (2020)



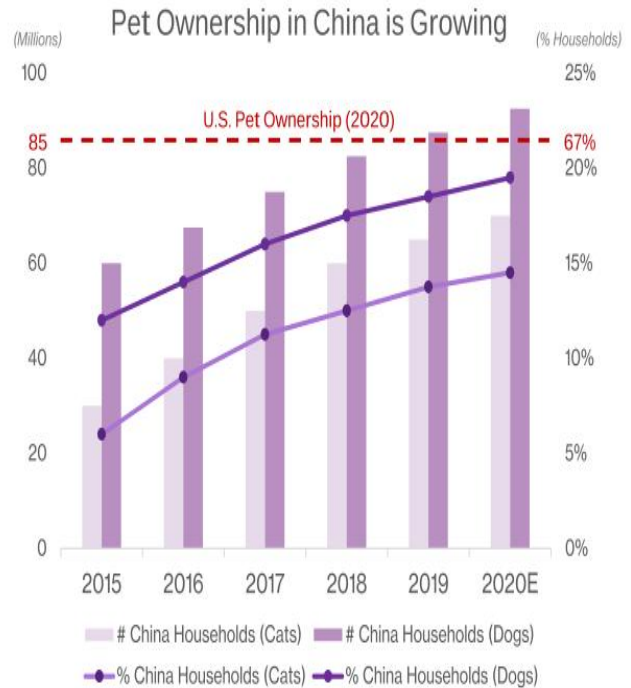
BTTR Has A First-Mover Advantage In China

Chinese Market Opportunity:

- Chinese pet market estimated to be ~\$7 billion by 2022
- Only ~10% of urban households in China own a pet (Mordor Intelligence)
- Premium dry cat food market growing at 28% CAGR (2015 – 2025F; Euromonitor)
- Premium dry dog food market growing at 20% CAGR (2015 – 2025F; Euromonitor)

The Halo Brand Has A Clear Point Of Difference In China:

- Approval of 15 dry diets by Chinese MOA in June 2020
- Strong distribution partner and marketing support
- Established supply chain partners with whitelisted approval to import product
- Halo's target consumer is an educated, urban dwelling millennial female
 - >50% of Halo's Chinese customers were born after 1990
 - ~80% of Halo's Chinese customers purchased product online



Source: Euromonitor, American Pet Products Association.

BTTR Is Focused on Maximizing Shareholder Value

Anchored in high growth channels

- E-Commerce, DTC & Pet Specialty work together to create a “Halo” effect
- Recent team member additions expected to drive Pet Specialty growth

Strong and growing international presence

- Consistent near-doubling of international sales YoY with contracted minimum purchases supports rapid growth across key markets

Extremely active investment sector

- Significant M&A and IPO activity in the market (i.e. Solid Gold & Wellpet)
- PetCo files an IPO and Carlyle “re-acquires” Manna Pro from Morgan Stanley

Public market scarcity

- FreshPet (FRPT) is the only publicly traded direct competitor to BTTR
- FRPT trades at ~19x 2020 revenue

While Simultaneously Sourcing & Evaluating Transformative M&A Transactions

- We remain committed to locating the right assets that meet our investment criteria
- Strong industry contacts increase our ability to source transactions internally and avoid highly competitive auctions
- Preference for asset light models that avoid channel conflict / competition with Halo & TruDog brands
- Public company structure has historically enabled Better Choice to offer transaction consideration in the form of cash and stock



The New Halo Brand Strategy Simply Works!

1. Easy to execute in market
2. Creates a “Halo” effect
3. Leverages internal scale
4. Allows for selective M&A opportunities over time





Thank You
