
**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 14, 2022**

Better Choice Company Inc.

(Exact name of Registrant as Specified in its Charter)

Delaware
(State or other Jurisdiction of Incorporation)

001-40477
(Commission File Number)

83-4284557
(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): **(212) 896-1254**

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
Common Stock, \$0.001 par value share	BTTR	NYSE American

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

Representatives of Better Choice Company Inc. (the "Company") plan to present the information in the presentation slides attached to this Current Report as Exhibit 99.1 at the ROTH Capital Partners 34th Annual Conference on Monday, March 14, 2022 and for other investor presentations in the future. The presentation will also be available under the Investor Relations section of our website at www.betterchoicecompany.com.

The furnishing of the attached presentation is not an admission as to the materiality of any information therein. The information contained in the slides is summary information that is intended to be considered in the context of more complete information included in the Company's filings with the U.S. Securities and Exchange Commission (the "SEC") and other public announcements that the Company has made and may make from time to time by press release or otherwise. The Company undertakes no duty or obligation to update or revise the information contained in this Current Report, although it may do so from time to time as its management believes is appropriate. Any such updating may be made through the filing of other reports or documents with the SEC, through press releases or through other public disclosures. For important information about forward looking statements, see the slide titled "Safe Harbor" in Exhibit 99.1 attached hereto.

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.

Cautionary Note Regarding Forward-Looking Statements

This Current Report on Form 8-K may contain statements that constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Management's projections and expectations are subject to a number of risks and uncertainties that could cause actual performance to differ materially from that predicted or implied. Forward-looking statements may be identified by the use of words such as "expect," "anticipate," "believe," "estimate," "potential," "should" or similar words intended to identify information that is not historical in nature. Forward-looking statements contained herein include, among others, statements concerning management's expectations about future events and the Company's operating plans and performance, the effects of the COVID-19 outbreak, including levels of consumer, business and economic confidence generally, the regulatory environment, litigation, sales, and the expected benefits of acquisitions, and such statements are based on the current beliefs and expectations of the Company's management, as applicable, and are subject to known and unknown risks and uncertainties. There are a number of risks and uncertainties that could cause actual results to differ materially from those contemplated by the forward-looking statements. These statements speak only as of the date they are made, and the Company does not intend to update or otherwise revise the forward-looking information to reflect actual results of operations, changes in financial condition, changes in estimates, expectations or assumptions, changes in general economic or industry conditions or other circumstances arising and/or existing since the preparation of this Current Report on Form 8-K or to reflect the occurrence of any unanticipated events. For further information regarding the risks associated with the Company's business, please refer to the Company's filings with the Securities and Exchange Commission, including our Annual Report on Form 10-K for the most recent fiscal year end, Quarterly Reports on Form 10-Q and Current Reports on Form 8-K.

Item 9.01 Financial Statements and Exhibits

(d) Exhibits.

Items	Description
	Better Choice Company Inc.'s Investor Presentation

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.

March 14, 2022

Better Choice Company Inc.

By: /s/ Sharla A. Cook
Name: Sharla A. Cook
Title: Chief Financial Officer



Better Choice Company

34th Annual Roth Conference

March 14, 2022

**BETTER
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COMPANY

Safe Harbor

This presentation regarding Better Choice Company, Inc. ("the Company", "Better Choice", "BTTR", "we", "us" or "our") is strictly confidential and is for you to familiarize yourself with the Company. This presentation contains information, statements, beliefs and opinions which are forward-looking, and which reflect current estimates, expectations and projections about future events, referred to herein and which constitute "forward-looking statements" or "forward-looking information" within the meaning of the Private Securities Litigation Reform Act of 1995. All statements other than statements of historical fact included in this document, regarding our strategy, future operations, financial position, prospects, plans and objectives of management are forward-looking statements. Statements containing the words "could", "believe", "expect", "intend", "should", "seek", "anticipate", "will", "positioned", "project", "risk", "plan", "may", "estimate" or, in each case, their negative and words of similar meaning are intended to identify forward-looking statements. By their nature, forward-looking statements involve a number of known and unknown risks, uncertainties and assumptions, most of which are difficult to predict and many of which are beyond the Company's control, concerning, among other things, the Company's anticipated business strategies, anticipated trends in the Company's business and anticipated market share, that could cause actual results or events to differ materially from those expressed or implied by the forward-looking statements.

These risks, uncertainties and assumptions could adversely affect the outcome and financial effects of the plans and events described herein. In addition, even if the outcome and financial effects of the plans and events described herein are consistent with the forward-looking statements contained in this presentation, those results or developments may not be indicative of results or developments in subsequent periods. Although the Company has attempted to identify important risks and factors that could cause actual actions, events or results to differ materially from those described in forward-looking information, there may be other factors and risks that cause actions, events or results not to be as anticipated, estimated or intended. Forward-looking information contained in this presentation is based on the Company's current estimates, expectations and projections, which the Company believes are reasonable as of the current date. The Company can give no assurance that these estimates, expectations and projections will prove to have been correct. Given these uncertainties, you should not place undue reliance on these forward-looking statements. All statements contained in this presentation are made only as of the date of this presentation, and the Company undertakes no duty to update this information unless required by law. You are also reminded that during this presentation, certain non-GAAP financial measures, such as Adjusted EBITDA, may be discussed. These measure should not be considered an alternative to net income, or any other measure of financial performance or liquidity presented in accordance with generally accepted accounting principles (GAAP). These measures are not necessarily comparable to a similarly titled measure of another company. Please refer to our reconciliations of these discussed figures with the most comparable GAAP measures.

The known risks, uncertainties and factors are described in detail under the caption "Risk Factors" in documents the Company has filed with the Securities and Exchange Commission (the "SEC"), that are incorporated by reference in this presentation. Certain information contained in this presentation may be derived from information provided by industry sources. The Company believes such information is accurate and that the sources from which it has been obtained are reliable. However, the Company cannot guarantee the accuracy of, and has not independently verified, such information. All trademarks, service marks, and trade names appearing in this presentation are the property of their respective holders.

Better Choice Company Overview



The Most Innovative Premium Pet Food Company in the World

Halo Portfolio of Established Premium and Super-Premium Pet Products



Executive Team Purpose Built for Success in the Pet Industry



2,000+ New Brick & Mortar Locations in 2022 (Petco, PSP, Phillips)



Rapidly Growing International Sales (\$100m+ contracted in '21-'25)



Significant Online Recurring Revenue Base (Chewy, Amazon and DTC)



Exciting Three-Year Innovation Pipeline Key to Future Growth



Asset Light Model with Established Co-Manufacturing Partners

Note: Premium and super premium segments defined as being sold with a retail price greater than \$0.20 per ounce.

Omni-Channel Execution = Rapid Growth



- Our goal is to reach millennial pet parents enabling purchase of Halo products wherever, whenever, and however they choose.
- Differentiating through thoughtful merchandising of the Halo portfolio that maximizes conversion and margin in store, DTC, and eCommerce channels.
- Turning every consumer touchpoint into a dynamic opportunity to connect and convert customers with a consistent and immersive brand experience, end to end.

Halo Elevate is Built to Succeed in the Pet Specialty Channel in 2022



Estimated '22 Store Count ¹	Over 1,000 stores ²	Over 600 stores ³	Target: 500+ stores
Estimated '22 Distribution Points ¹	Over 40,000 ²	Over 27,000 ³	Target: Over 18,000+
Additional Retailer Support ¹	Best Choice Brand	Preferred Brand	Independent Exclusive

1. Company estimate as of March 14, 2022. Estimated store counts per customer communications received to date.
2. Represents increase from November 2021 estimate of 900 stores.
3. Represents Increase from November 2021 estimate of 560 stores.





Halo elevate™



Natural, Science-Based Nutrition For Optimal Health

PRECISION FORMULATED, COMPLETE NUTRITION

-  **DIGESTIVE HEALTH**
610 MILLION LIVE PROBIOTICS (CFU/LB)
-  **HEART & IMMUNITY SUPPORT**
GUARANTEED TAURINE & ANTIOXIDANTS
-  **HEALTHY SKIN & COAT**
LEADING OMEGA FATTY ACID LEVELS
-  **HIP & JOINT SUPPORT**
LEADING GLUCOSAMINE & CHONDROITIN LEVELS



UNMATCHED
TRANSPARENCY

OUR TOP 10
INGREDIENTS
= **96%**
TOTAL RECIPE


**FULL INGREDIENT
TRACEABILITY**
Trace where every ingredient
we use comes from and understand
why we use it (see our website)

Innovating To Win In 2022 International Markets



**Holistic
Renovation**



**High Protein Cat
Innovation**



~\$15M '21 Sales
70%+ YoY Growth

\$100M '21-'25 Sales
Aggregate Contracted Minimums

Our Partners Are World Class

Team

- 50 FTEs with hubs in Chicago, Nashville + Tampa
- Win-from-anywhere culture driving productivity
- Equity plans in place to attract and retain top talent



Supply Chain

- All dry kibble and freeze-dried food and treats are made in the USA
- Best-in-class certifications ensure product quality and drive performance



Customers & Distributors

- High quality customers and distributors are key to omni-channel growth
- We partner with our key retailers to drive successful new product launches



Marketing & Agency Partners

- Dynamic marketing and agency partners help drive innovative creative content
- Our partners are the best of the best in the industry

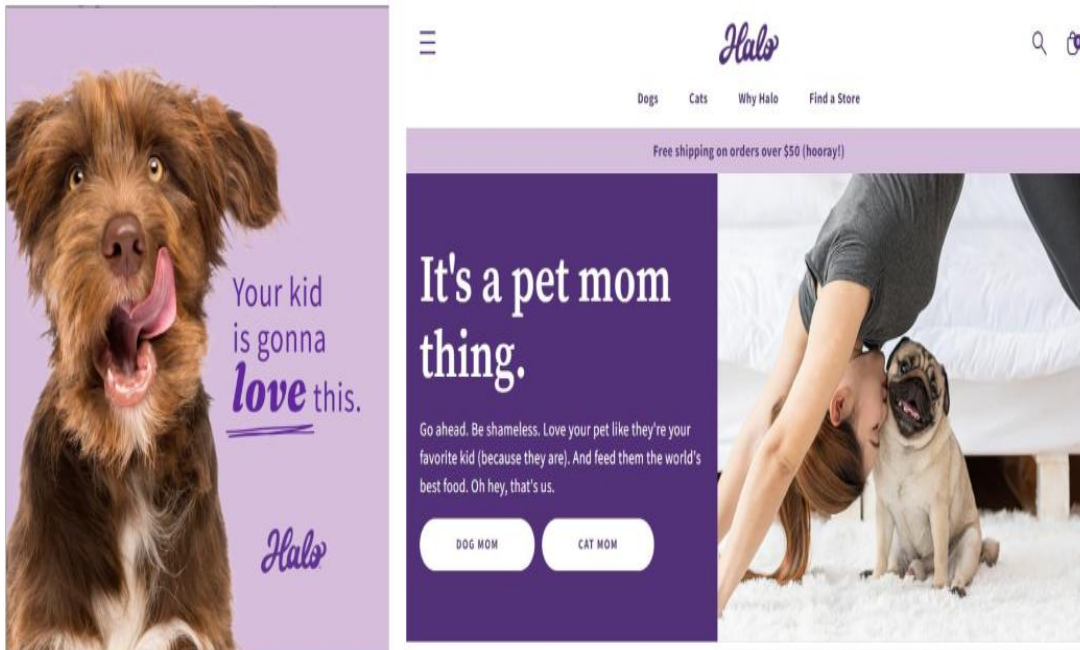


Halo is the
brand for a new
generation of
pet parents

Halo



Different Than Any Other Brand!



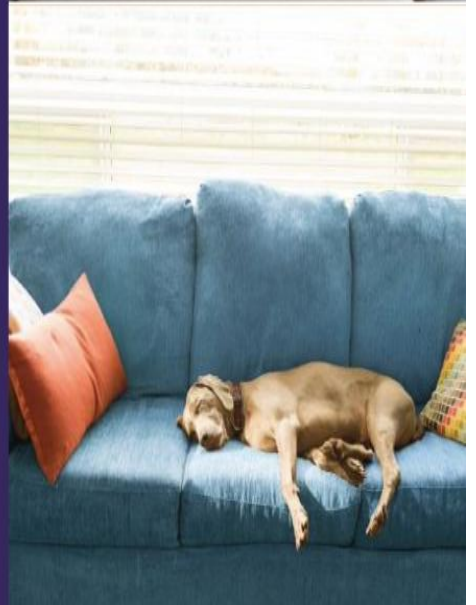
The screenshot displays the Halo website interface. On the left, a large image of a brown dog with its tongue out is accompanied by the text "Your kid is gonna love this." and the Halo logo. The main navigation bar includes a menu icon, the Halo logo, and links for "Dogs", "Cats", "Why Halo", and "Find a Store". A search icon and a shopping cart icon are also present. Below the navigation, a purple banner features the headline "It's a pet mom thing." and a sub-headline: "Go ahead. Be shameless. Love your pet like they're your favorite kid (because they are). And feed them the world's best food. Oh hey, that's us." Two buttons labeled "DOG MOM" and "CAT MOM" are positioned below the text. To the right of the text is an image of a woman performing a handstand over a pug dog sitting on a white rug.

Halos

The World's **Best Food**
For The World's **Best Kids**



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Thank You!

Better Choice Company

The Most Innovative Pet Food Company In The World

**BETTER
CHOICE**
COMPANY

