



The Green Coffee Company

A one-of-a-kind opportunity to earn outstanding financial returns investing in a leader in the global coffee industry



Summary of Investment Terms

Issuer	Green Coffee Company Holdings, LLC, a U.S. Delaware company. The investment is in a U.S. company that is the 100% sole owner of all its Colombian operating subsidiaries.
Equity To Be Issued	\$25,000,000 of our non-voting common equity interests. We have set a minimum investment amount of \$100,000.
Financing Round	<p>Series C equity funding with a focus on achieving a dominant market position in Colombia, expanding the global market for our coffee with increased roasted coffee channels and growing our newest revenue channel – sales of vodka, spirits and other products derived from coffee byproducts. See “Use of Proceeds” on the following slide for additional details.</p> <p>This Series C equity funding round is being conducted concurrently with a debt financing round of up to \$75.0 million USD that will also be used for these same expansion efforts and to increase investor returns. Neither the completion of this Series C equity round or the debt funding are conditioned on one another. The Company will only incur the expected debt financing if terms are at market rates and do not exceed prudent earnings to interest expense ratios.</p>
Current Company Valuation	\$67.5M. This current valuation is equal to only approximately 2.03x the Company’s current liquidation value, having a current net asset value (assets minus liabilities) of \$33.2 million as of September 2022.
Base Price Per Share	\$1,200 per share
Price Discounts, Tranches & Projected Total Returns	<p>Tranche A - \$8.33 million – \$1,110/share (7.5% discount) 11.6x amount invested in a 2026 exit</p> <p>Tranche B - \$8.33 million – \$1,158/share (3.5% discount) 11.3x amount invested in a 2026 exit</p> <p>Tranche C - \$8.34 million – Base \$1,200 price per share 11.0x amount invested in a 2026 exit</p> <p><i>*All returns shown are net of fees. We reserve the right to pause the offering to increase the price per share to reflect any updated valuation of the company as appropriate.</i></p>
Preferred Investment Return (all tranches)	In years following investment where investors do not receive annual cash-on-cash distributions equaling at least six percent (6%) on their capital invested, shortfalls will accrue until the sale or IPO of the business and will be paid at such time (i.e., a “catch-up return”).

Use of Proceeds: Growth Capital for GCC

Use of Capital	Amount	Explanation
1 Farm Acquisition Payments	\$25,200,000	We expect to purchase an additional 1,515 acres of farmland in Salgar, Colombia, our flagship farming region, to further grow our coffee production. We also expect to use \$20.8M to duplicate our farm holdings in Colombia. We will focus on farm purchases in Colombia's "Coffee Triangle" because of the large spring harvests in the region to supplement our current heavy fall harvest periods. Principally, we expect this replication and expansion to aid us in meeting year-round client demand for our farm-direct coffee.
2 Farmland Development & Farm Infrastructure	\$31,700,000	We will deploy this capital across our current farms and newly-acquired farms to (1) fully develop farmland to achieve maximum productivity; (2) to replicate the 400,000/kg. per day processing facilities that we currently have in Salgar at the new farms we purchase; and (3) for the construction and/or acquisition of a productive coffee dry mill that will better help us prepare for quality and consistency needs of our green and roasted coffee clients.
3 U.S. Roaster Construction	\$15,000,000	Provides complete vertical integration, and allows us to sell our coffee for approximately 60% higher margins than if we sell coffee only in green coffee form.
4 Alcohol Distillation Facility	\$6,400,000	80% of each coffee cherry picked is comprised of pulp, skin, mucilage, sugars and other reusable substances other than coffee that, for the history of coffee farming, have often been discarded as waste. We will use the proceeds from this offering to build a distillation facility at our farms in Salgar to create ethanol from these byproducts, which we expect to use to make our own vodka and other spirits. We expect this facility to produce over 38,000 bottles (750 ml) of vodka per day at full capacity.
5 Working Capital Budget	\$21,700,000	The Company will use a portion of financing proceeds to fund its coffee trading operations described in this presentation, retire existing debt and for other general corporate purposes.
Total Capital Raise	\$100,000,000	*Reflects \$25m of capital raised in this equity financing and our concurrent debt financing.

The Green Coffee Company – Our Story

How we became Colombia's #1 largest coffee producer in five years



In 2017, we seized the moment to create the Green Coffee Company (GCC), a company that we knew would be able to challenge Colombia's traditional coffee industry and build a business that would generate value for all stakeholders in the coffee business. Plagued by generations of underinvestment (particularly foreign investment) and decentralization, the Colombian coffee industry was ready for innovation, a fresh perspective and capital investment. We have executed on our thesis from back in 2017, and now our ambitions are multiplying:

In less than five years, the GCC has become Colombia's #1 largest coffee producer with over 6,500 acres of land and more than seven million coffee trees. Coffee is Colombia's national product, and Colombia is the world's third largest coffee-producing country. In the coming years, we have ambitions to become the world's largest producer of arabica coffee. We have built a business that focuses not only on scale, but high-quality coffee produced through the most technologically-advanced infrastructure ever introduced into the coffee sector, all done with a long-term view towards value creation through sustainable farming practices and product creation. We believe that our story is a special one. We welcome you to join us as an investor on this journey.



Company Highlights

- Colombia's #1 largest coffee producer
- On pace for \$13.4M of sales in 2022 (10x 2021 revenues) and \$1.9M of EBITDA
- Over \$35.0 million of investment deployed to-date
- International management team with decades of experience in business, finance and Colombian agriculture
- Unprecedented sophistication in Colombian coffee production
- High-quality coffee farmed & produced using market-leading sustainability practices
- Significant multinational business and in-country governmental relationships - [Watch: Hear from Our Partners.](#)







Green Coffee Company – Our Track Record

Leaders in Colombian Coffee Production

Our Accomplishments: In under five years, we have solidified GCC as a leader in the Colombian coffee industry and as a technological innovator while building an environmentally-sustainable and socially-equitable model of coffee production. We are modernizing coffee production at-scale in Colombia, producing delicious coffees that serve our community, the local environment and value-chain partners.



Key Statistics

 27 Farms 6,652 acres	 7,700,000 coffee trees	 428 Full-time workers	 275+ Investors	Over \$35 million USD Investment to Date	  Environmental Certifications
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Awards & Recognition	<ul style="list-style-type: none">❖ Colombian Council of American Enterprises (CEA) – sole coffee company admitted to the organization❖ 2022 Recipient “Best Technological Innovation in Agriculture” from the Colombian Congress and Colombia’s Agriculture Minister
High-Quality Coffee with a Good Story	<p>We are leading the coffee industry in Colombia in several key sustainability metrics that add value to our business as a whole and to the price of the coffee that we can sell:</p> <ol style="list-style-type: none">1. Full-time, formal employment for our workers2. Single-mothers greenhouse initiatives3. Circular economy goals to use everything that we grow on our farms to drive revenue4. Increased revenue and support for local farmers by purchasing their coffee at market and above-market prices for our own production

Where the Green Coffee Company is Going

We have four key business milestones to reach over the next few years on our path to a projected exit or IPO. This equity financing and our concurrent debt financing also described in this presentation will fund these milestones.

Milestone	Timing	Objective and Value
1. Scale our farming operations to achieve a truly dominant market position	2023	We expect to purchase an additional 1,515 acres of farmland in Salgar, Colombia, our flagship farming region, to further grow our coffee production. With 2,000 active hectares in Salgar, we will be able to capitalize on the 400,000/kg. of coffee cherry per day production capacity that we have built at our wet mills. We will also be able to leverage to an even greater extent our coffee buying program in the region where we buy coffee cherries and milled coffee from surrounding farmers to boost our production and profitability.
2. Duplicate our current production capacity and boost our coffee buying revenues	2023	We also expect to use \$39.1M from this offering to duplicate our farm holdings and infrastructure in Colombia. We will focus on farm purchases in Colombia's "Coffee Triangle" because of the large spring harvests in the region to supplement our current heavy fall harvest periods. Principally, we expect this replication and expansion to aid us in meeting year-round client demand for our farm-direct coffee. Additionally, with our expansion into two regions we will have truly built a replicable business model that we can then expand to other areas of the country to control even more of the country's coffee production.
3. Launch our own vodka and spirit products made from our coffee byproducts	2023	80% of each coffee cherry picked is comprised of pulp, skin, mucilage, sugars and other reusable substances other than coffee that, for the history of coffee farming, have often been discarded as waste. We will use the proceeds from this offering to build a distillation facility at our farms in Salgar to create ethanol from these byproducts, which we expect to use to make our own vodka and other spirits. We expect this facility to produce over 38,000 bottles (750 ml) of vodka per day at full capacity. We expect to open this facility in conjunction with our 2023 fall harvest.
4. Roasted coffee - full vertical integration of B2B coffee sales	2024	Moving more of our sales from green coffee sales to roasted coffee in the U.S. allows us to sell coffee for higher margins (approximately 60% higher) and move away from fluctuations in commodity markets for green coffee. We are targeting Florida and Texas as the prime locations for the commercial real estate and build-out of our coffee roaster that will leverage world-class technology and automation to sell over 30 million lbs. of roasted coffee annually.

Who We Are & What We Do

GCC is comprised of an international group of coffee professionals and LATAM business managers who collectively have the experience and capability to execute on our key business milestones.



Boris Wüllner Garces
Board Member, GCC
President

- Decades of experience in the Colombian agriculture space
- Strong working relationships with coffee distributors, government officials, and logistics providers



Cole Shephard
Founder, Board Member

- Diverse financial experience, consulting at PwC in a wide range of industries
- Founder of GCC. Legacy Group Partner



Adam Jason
Board Member

- Full career as a corporate lawyer for international businesses and leading investment banks
- Legacy Group Partner



Carlos Villa
GCC, Chief Agronomist

- Extensive background in research and management of production in Colombia, Brazil and Guatemala
- Consultant for CIAT



Leonardo Sanchez
GCC, CFO

- Full career working for multinational corporations across multiple industries
- Spearheaded Latin American development projects at Fox Corp.



Jordan Crosthwaite
GCC, Sales Director

- Experience in coffee procurement at importing companies in Canada, the U.S., Norway, and Colombia
- Actionable connections in the specialty coffee sector



Juan Miguel Jaramillo
GCC, COO

- Strategic director of coffee companies with more than 20 years of experience
- Extensive background in coffee transformation, processing, logistics, storage and export operations



Marino Restrepo
GCC, Strategic Advisor

- Agronomy Director for Starbucks in Colombia
- Managerial experience in multiple coffee businesses and cooperatives



Chris Kelly
Strategic Advisor

- Partner with Jones Day, one of the world's largest and most recognized law firms
- Repeatedly named one of "America's Leading Lawyers for Business" by Chambers USA

Our Execution Strategy

Creating Value from Three Core Pillars

Pillar 1: Best-in-Class Coffee Farming, Production and Green Coffee Sales:

Despite already being Colombia's largest coffee grower, our growth plan and value realization is nowhere near complete. We have set our eyes on (1) being responsible for a substantial portion of Colombia's total coffee production and (2) ultimately becoming the world's largest producer of Arabica coffee, which we believe we can do in the coming years. As our base product, we sell the coffee that we grow and harvest in green coffee (pre-roasted format) to, primarily, large scale importers and exporters. We expect this business to reach \$27.6 million in revenue at its peak while we transition coffee from this channel to our roasted coffee channel in order to sell at higher profit margins prior to our target of a 2026 sale of the business or IPO.

Pillar 2: Large Scale Roasted Coffee Sales:

Vertical integration of our business -- where we sell farm direct coffee in roasted format (whole bean and ground) in a B2B and B2C format -- will allow us to generate higher profit margins than green coffee sales by going closer to the end-consumer in our sales model. We see a path towards selling upwards of 30 million pounds of roasted coffee annually going into 2026, which we expect to result in \$217 million in revenue that year alone.

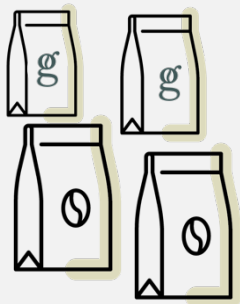
Pillar 3: Vodka and Spirit Production from coffee "waste":

The background here is important. When coffee cherries are harvested, it is standard practice in the industry that the coffee bean is used for coffee production while the remaining skin, pulp, sugars and mucilage, which comprise 80% of a harvested coffee cherry, are discarded. Discarding those materials, in our opinion, is akin to wasting a perfectly viable source of revenue. We have already begun our work to create byproducts from this "waste" to monetize everything that we grow on our farms. Our efforts are focused on ethanol production that we plan to sell in a B2B format and to enter the B2C liquor market with our own vodkas and spirits. Nobody else in the industry is focused on this issue at our scale. We project our byproducts business to generate \$49 million in revenue going into a 2026 sale or IPO. We have never broadly shared this goal with our investors before and are excited to present it to you here.

Pillar I



Pillar II



Pillar III

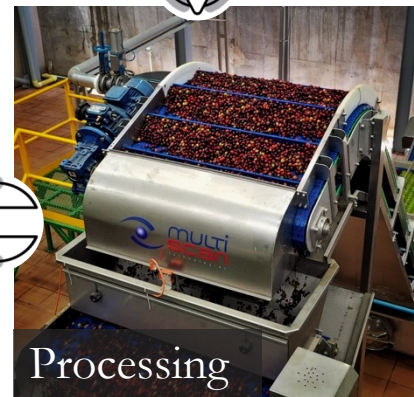


\$266 million

Expected total revenue at projected
2026 sale or IPO

Pillar I: Best-in-Class Coffee Farming, Production and Green Coffee Sales

Continue to scale our farms and diversify coffee production in Colombia..

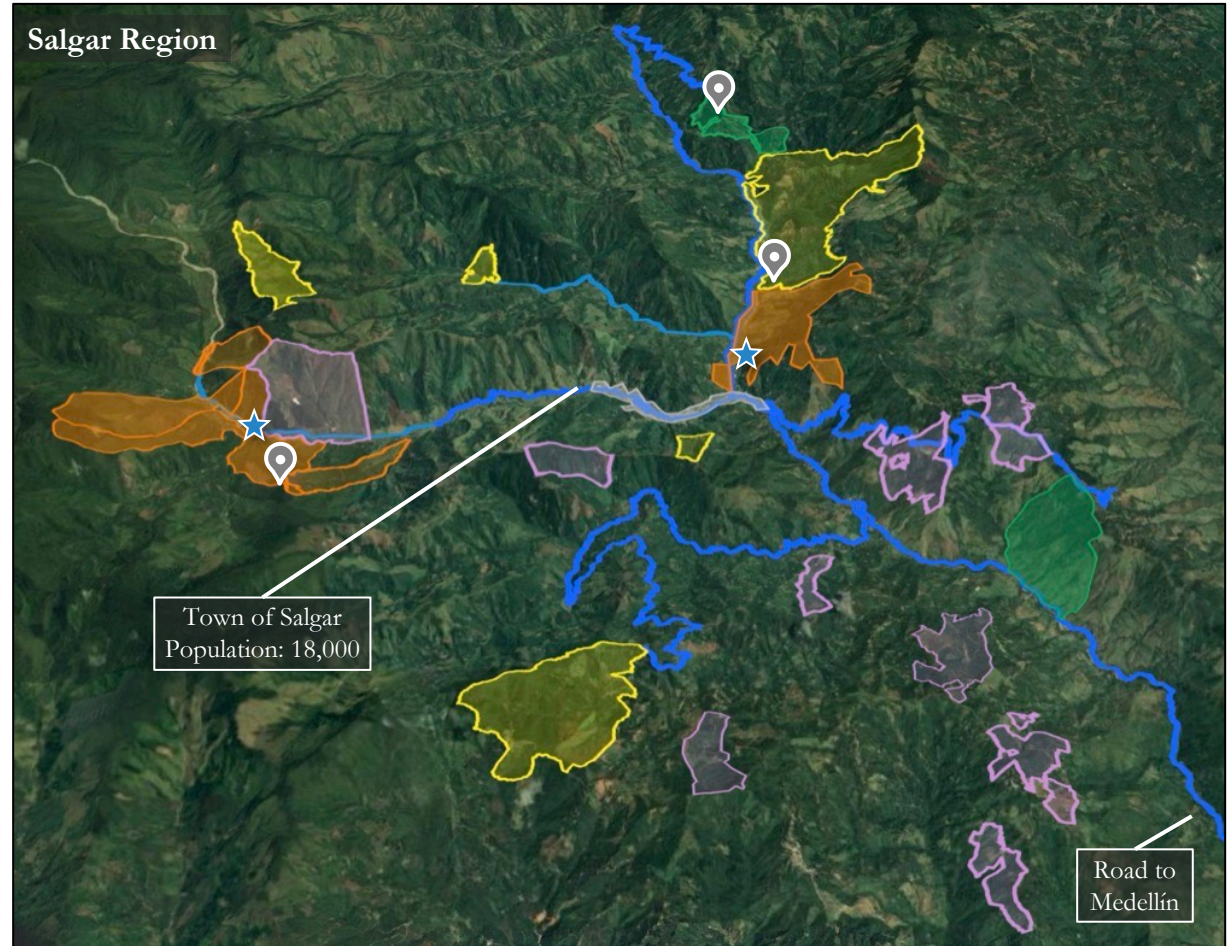


GCC's Historical Growth through Acquisitions

Year of Acquisition	Acres Acquired
2018	607
2020	1,757
2021	2,152
2022	1,994
Planned purchases for Q4 2022 & 2023	8,574
Expected YE2023 Total	14,946

Legend

- ★ Central operating hubs for eastern and western farm groups
- 📍 Backup milling facilities



Additional Acquisition Targets

With our acquisition plans, we expect to be 4x the size of the next largest Colombian coffee grower by 2024.

Targeted Farms	Size (acres)	Asking Price/acre	Details
Quindío #1	1,334	\$1,098	Pure greenfield in ideal growing location perfect for new nexus set up
Quindío #2	3,163	\$1,411	Partially producing coffee farm, adjacent to Quindío #1
Salgar/Concordia #1	297	\$1,412	Fully functioning coffee farm with a number of specialty varietals; adjacent to existing GCC farms
Salgar #2	74	\$2,206	Productive coffee farm with a perfect location near downtown Salgar



Purchasing Coffee to Increase our Production

We can substantially increase our total product output by purchasing more coffee from local farmers using the capital from this financing.

Hub-and-spoke model for agricultural development:

GCC purchases coffee, often at a premium over local buyers, from local producers who often have limited to no processing capabilities that we process at our facilities or trade directly at premiums.

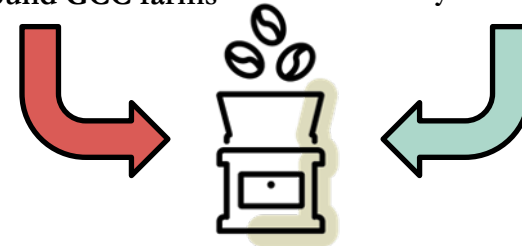
As of September 2022, this model of buying and selling coffee cherries and coffee parchment has contributed over \$2.5m in 2022 revenue. We will scale this buying program greatly with the proceeds from this offering.



Coffee we purchase directly
from local farmers at collection
points around GCC farms



Cherries produced on
GCC farms are delivered
directly to our wet mills



Our Wet Mill & Specialty Processing Facilities

Cherries from every input source are tracked, sorted, processed into dried parchment, and split into different product categories designed for client specifications.

Improved Efficiency, Better Quality Coffee

Our wet mills are a primary differentiating factor between GCC and other farming operations in Colombia. As we expand across Colombia, we will replicate our existing world-class infrastructure.



GCC's Monumental Changes Since 2018

Before:



After:



Key Changes:

- ✓ Fully rebuilt our two prior coffee mills into the world's most advanced coffee mills.
- ✓ Added computer systems to track every step of the wet milling process
- ✓ Added entirely state-of-the-art, customized machine-processing for sorting, de-pulping, fermenting and drying coffee
- ✓ Created a nursery for millions of new coffee trees
- ✓ Reduced water use/kg of coffee for 2022 harvest alone by an expected 21 million liters



Same river bend!



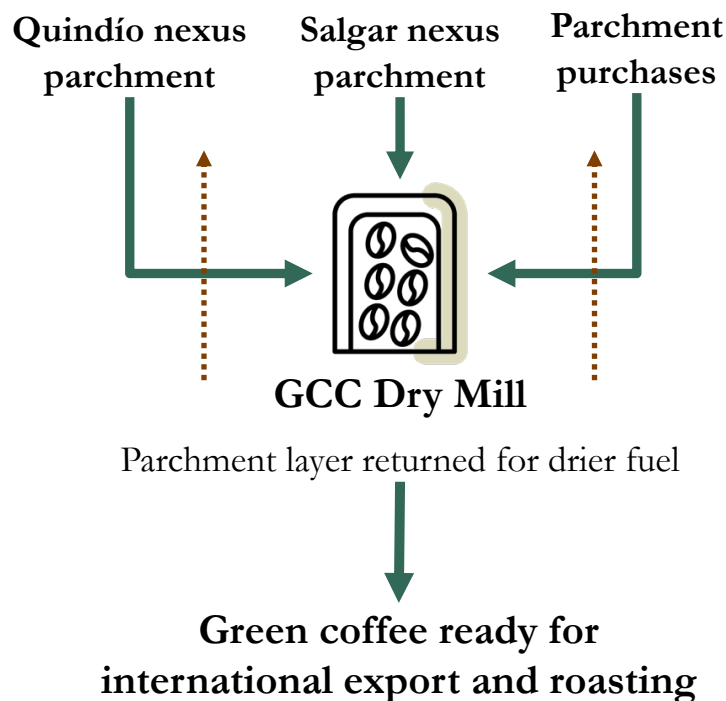
[Watch: Video explaining GCC's groundbreaking infrastructure](#)

Order Customization, Efficiency, Quality

Dry milling is a critical step in coffee production, typically performed by those with significant control over the international coffee supply chain. In 2023, GCC will purchase or construct a dry mill using the financing to take control of this process. This will not only cut costs, but also improve coffee quality through customized products and guaranteed farm-direct products for our buyers.

The purpose of a dry mill:

A dry mill removes the parchment layer of a coffee bean, sorts out defects and preps green coffee for export. Typical independent dry mills source millions of pounds of coffee annually. They will sell the stripped parchment layer back to wet mill operators as fuel for their dryers and can make significant margins during periods of high demand. We will utilize our dry mill for our own production and expect to further monetize it as we purchase greater amounts of coffee from third-party coffee growers.



Coffee Sales

The GCC currently focuses on a combination of B2B domestic and international sales to maximize the value of our product portfolio and our advantageous market position.



GCC sales representative, chatting with roasters at a convention in Nashville

Our Key National Clients

Selling to large coffee buyers in Colombia and globally has been a vital stepping stone in the development of GCC's business.



Our green coffee sales prioritize best-pricing and quick turnover of cash:

- **National sales** allow GCC to quickly and simply sell low-quality coffee, hedge positioning, and refresh inventory
- **International sales** offer higher premiums for clients looking for consistency, quality, and a “direct trade” story

g OUR SIGNATURE 2022 COFFEE			
Coffee Description	Our Estate Blend gives you the best of Salgar. We create this coffee by selecting the best lots from each of our farms and carefully processing the coffee in our modern wet mills. This blend presents a balanced, medium-acidity profile with notes of red fruits, dark chocolate, and nuts. On top of year-round availability, it's a versatile, value coffee we're proud to share with you from our hometown of Salgar.		
Cupping Notes	Red fruits, dark chocolate, cinnamon. Citrus acidity through aftertaste.		
FOB Price	\$2.40 – \$2.80/lb.		
SCAA Score*	84	Farms	GCC Estate Farms
Wet Milling Process	Washed	Varieties	Castillo, Caturra, Variedad Colombia

Pillar II: Large Scale Roasted Coffee Sales

The best way to drive future profitably for the business is to expand into the U.S. market by constructing regional roasting operations and sell GCC's coffee to bulk purchasers of high-quality roasted coffee. We will shift from contracted roasting to internal roasting as we add additional roasted coffee contracts and build our own facilities to increase profitability.

Why Emphasize Roasted Coffee Sales?

Selling roasted coffee through wholesale clients will allow us to move sufficient volume with minimal overhead, increasing our profits on a per pound of coffee sold basis versus selling green coffee to international buyers.

Key Pricing Details	Green Coffee	Roasted Coffee
All-in Cost/lb.	\$1.71	\$3.32
Target sales price/lb.	\$2.42	\$6.50
Margin	29.2%	48.9%

The Benefits of Selling Roasted Coffee

- Higher-end pricing for our Colombian production
- U.S.-based operations allow for more attractive financing opportunities
- Culmination of the “farm-to-consumer” value-add we can provide



GCC's flagship roasted coffee, Gallo de Oro (Golden Rooster)

US Based Roasting Facility

With our diligence and planning already underway, we are targeting Florida and Texas as prime markets for opening our first roasting facility in 2024.

Highlights:



Production: 3,200,000 lbs. per month
2 shifts, 5 days a week



Projected 2026 revenues: \$217 million USD
At a FY26 sales price of \$7.11/lb.



Capital Cost: \$15 million USD



Expected completion date: Q2 2024



Fully automatic production, from roasting to grinding to packaging

GCC's New Specialty Coffee Brand

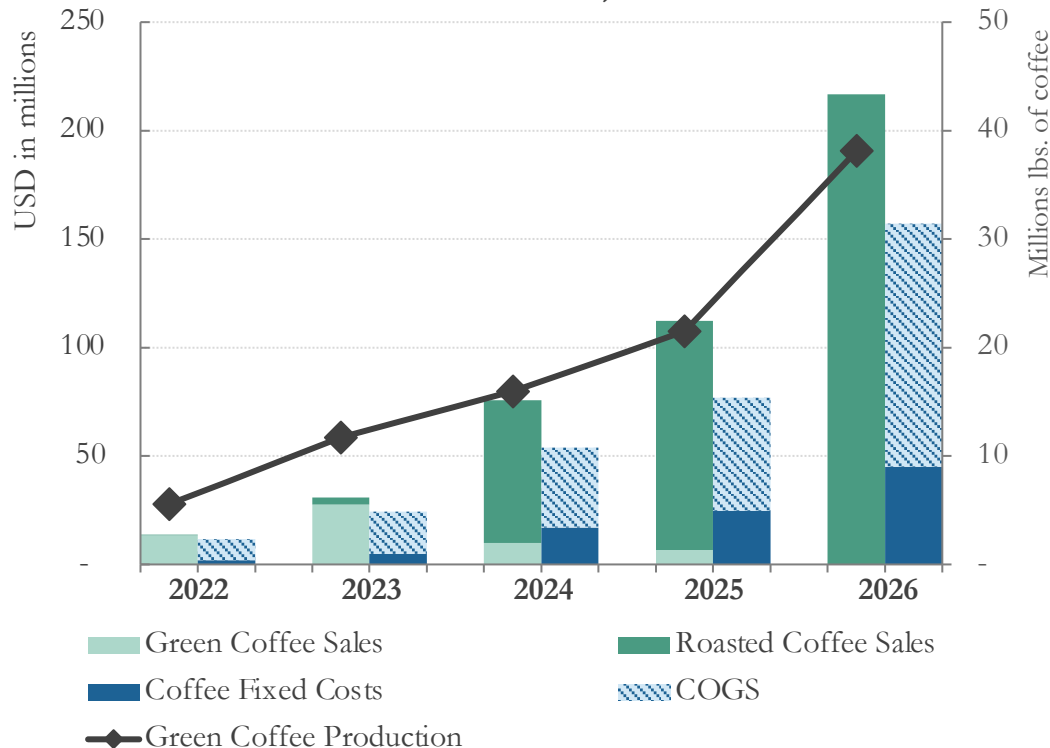


Facility built by engineering team GCC contracted

Sales – Current performance and expected growth

The following assumes completion of this financing and deployment of that capital in accordance with our Use of Proceeds described in this presentation.

Green and Roasted Coffee Profitability and Production Projections



What Drives Growth and Profitability:

1. More product
 - Scaling up production on GCC's farms
 - Growth of coffee cherry purchases from local farmers
2. Higher prices, sold farther down the value chain
 - Selling directly to international buyers in developed markets rather than domestically in Colombia
 - Larger proportion of coffee sold through roasted coffee channels, offering the highest available price points
3. Predictable cost structure
 - Variable costs will shrink or remain constant with improved product management
 - Constant fixed costs with scaled management team

Pillar III: The Untapped Potential of the Coffee Cherry

80% of a coffee cherry's weight consists of materials other than the actual coffee bean. Historically in the industry, all that material has been simply discarded.

However, the coffee cherry's high sugar content, nutritious characteristics, and availability at no extra cost to us, provide an opportunity that we cannot ignore to monetize this untapped revenue source.



Why have so few created a product from the coffee cherry at scale?

Coffee Cherry Challenges	GCC's Solution: Vodka & Spirit Production
<ul style="list-style-type: none">○ Cherries begin to ferment and spoil within 24 hours of de-pulping.	<ul style="list-style-type: none">✓ Build a distillery facility at the wet mills to process cherries on-site.
<ul style="list-style-type: none">○ Coffee byproduct faces strict FDA guidelines with farming practices and import/export requirements (think apple skins vs. banana skins).	<ul style="list-style-type: none">✓ Focus on spirit production first, which does not face the same requirements that products like teas or cosmetics have.
<ul style="list-style-type: none">○ Significant capital investment and scale needed to timely receive and process such a large quantity of material.	<ul style="list-style-type: none">✓ GCC is the largest coffee producer in Colombia, with millions of pounds per year of this "free waste" material.
<ul style="list-style-type: none">○ The green coffee market is well developed and liquid. Most farmers don't have the bandwidth to develop something new.	<ul style="list-style-type: none">✓ At this scale, GCC would have to spend money responsibly disposing of the millions of tons of cherries it receives. It makes more financial sense to invest in monetizing the product than to incur costs to dispose of it.
<ul style="list-style-type: none">○ No coffee cherry product is well-known to the average consumer.	<ul style="list-style-type: none">✓ Focus first on producing ethanol, and then partner with others who have an expertise in bringing the product to market as vodka and spirits.

Pillar III: Vodka & Spirit Production from Coffee “Waste”

GCC will focus its coffee subproduct efforts on distilling the cherries down to pure ethanol, with plans to create branded vodkas and other spirits with that ethanol.

Highlights:



Capacity: 38,000 bottles of vodka/day



Projected 2026 revenues: \$49.0 million USD

At a FY26 sales price of \$8.75/750mL bottle



Capital Cost: \$6.4 million USD



Expected completion date: Q3 2023



Connects directly into existing wet mill site



Distillery Budget

With just a fraction of the total coffee cherry pulp generated at GCC's farms, our distillery is projected to distill almost six million bottles of vodka per year in 2026.

Item	Cost
Building construction	\$1,691,860
Distillation column	\$2,000,000
Project design, planning & management	\$267,968
Water treatment	\$264,500
Steam network and ventilation systems	\$222,000
Fermentation tanks	\$380,000
Processing systems and backup chillers	\$198,000
Additional equipment	\$603,000
Unforeseen expense buffer	\$772,672
Total	\$6,400,00



Proof of Efficacy – June 2022 [Coffee Cherry Peer-Reviewed Study:](#)



"The results suggested that the use of coffee cherries for spirit production is a viable alternative use of this fruit and provides potential as a value-adding process step in coffee production. Coffee cherry spirits might even generate a higher product value compared to market prices for roasted coffee beans."

Our Exit Plan & Financial Projections

As GCC shows its ability to replicate its core farming and processing model, grow its roasted coffee channel and prove concept in its byproduct business, it will be ready for a profitable sale or IPO.



Potential GCC Exit Opportunities

We believe that GCC will provide an attractive opportunity for acquirers and/or for U.S. public markets as we complete the milestones described in this presentation.

Potential Exit Options:

1. **Corporate buyout:** This is the simplest and most straightforward option. Below are two possible corporate buyers:
 - **Retail coffee chains or large roasters:** Coffee businesses in developed markets looking for a vertically-integrated supply chain solution with a unique marketing story.
 - **Local large-scale Colombian coffee operators:** A business that is part of a global commodity conglomerate involved with the coffee supply chain who sees value in controlling at-origin farming productions. They would merge GCC into their existing group operations.
2. **Private equity buy-out:** We believe GCC has the ability to attract interest at scale from these active buyers in the agriculture space.
3. **IPO:** This is potentially the most profitable option for investors, and should be available to us as an exit option based on market conditions.

How did we model the potential exit at this point?

We chose a conservative price to net earnings ratio of 20x to track the historical average P/E multiple for the S&P 500, even though the potential is much higher.

Projected 2026 Exit Enterprise Value: \$1.20 billion USD

Key value points for a potential 2026 IPO/acquisition:

- **GCC is “sale-ready:”** The company is “pre-packaged” in legal terms, and the entire enterprise can be purchased by acquiring the parent company in the U.S.
- **Vertically-Integrated:** The company could serve as a partial, or potentially the complete, integrated supply chain for an end client buyer (i.e. a chain of retail coffee shops, a coffee roaster group, etc.), along with a valuable coffee byproducts business with B2C brands.
- **A Unique Story:** The company will have a unique story as the #1 producer in Colombia and perhaps globally with strong sustainability practices, U.S. roasting operations and a revolutionary byproducts business.
- **Significant Profitability:** The company will be an operating, profitable business that should generate great returns for investors even if the business trades at just modest price to earnings multiples.

Comparable Public Companies

We expect GCC, with annual profit of \$60 million expected at a 2026 projected IPO to trade well in comparison to its "comparable" publicly-traded companies, most of which have yet to generate any profit for shareholders, as shown below, or, like others who have, that are commanding P/E ratios well in excess of our use of the S&P 500's historical 20x ratio (50-yr. avg).

We chose to be conservative and use the S&P 500 as a reference point, but we believe that GCC has the potential for even more upside than shown in the table if it actually trades similar to its closest market and industry peers. By comparison, sub \$2 billion market cap companies in the Russell 2000 traded on average as recently as August 2022 at 66x earnings.

	Black Rifle Coffee Co.	Reborn Coffee	NuZee	Westrock Coffee	Coffee Holding Co.	Duckhorn Portfolio	The Green Coffee Company (Proj. 2026)
Description:	Retail specialty coffee	California-based retailer of specialty coffees	Austin-based, coffee roaster	Roaster and distribution company specializing in coffee and tea	Offers a wide array of goods and services in the coffee and tea space	Farm-to-glass wine producer in California	Colombia's #1 largest arabica coffee producer with vertically-integrated operations in the U.S.
Annual Net Income	-\$13M (2021)	-\$3.4M (2021)	-\$18.5M (2021)	-\$21.3M (2021)	\$133K (ITM)	\$56.0M (2021)	\$60.1M
Price to Earnings Ratio	N/A	N/A	N/A	N/A	116.5x	37.5x	20x (historical S&P 500 average)
Market Value	\$497.8 million	\$30.3 million	\$17.3 million	\$797.5 million	\$15.5 million	\$2.1 billion	\$1.2 billion

Conclusion: A key takeaway from the chart above is that with GCC's expected revenues of \$13.4 million in 2022 and profitability, the company is ready now to be listed on a public exchange in the U.S, even more so than were its already-listed peers. We will pursue a public listing to a greater extent, however, once we have captured as much potential as possible as a private company.

Financial Summary

Our financial projections reflect our expected results of operations over the next five years. The interest expenses that we include in the table related to our concurrent debt financing are higher than the interest that we are currently discussing with lending partners for the sake of conservatism. Results could differ depending on the terms of any such debt, or if we issue more equity than debt to meet our capital needs shown on pg. 3. The projections assume achievement of the Company's business objectives described in this presentation.

The projections assume that we do not incur any financing besides the equity and debt presented over this period and that we do not reinvest cash from operations, though we plan to do so. The projections assume that we incur the first tranche of debt in Q4 2022, the second in Q2 2023, and the third in Q4 2023. While reducing immediate net income because of interest expense, we believe that affordable debt is the best method for creating long-term total return for investors while also limiting investor equity dilution as we grow our dominant, irreplicable market position.

The projections show expected sales from our four revenue sources:

1. Green coffee sales of coffee from our farms
2. Green coffee sales of coffee we purchase from third parties (trading)
3. International sales of roasted coffee derived from our own production and third parties
4. Liquors and spirits sales from our coffee byproduct business

As discussed previously, sales of green coffee will transition to our roasting channel over time, as shown in the projections, to realize higher margins.

COFFEE PRODUCTION & PURCHASES					
	2022	2023	2024	2025	2026
Number of productive acres	3,016	6,137	7,690	9,178	9,884
Production/Acre (lb.)	1,350	1,732	2,093	2,531	2,788
Parchment produced - GCC farms (lbs.)	4,070,264	10,629,510	16,092,798	23,227,019	27,557,479
Parchment purchased - GCC trading (lbs.)	3,086,440	4,409,200	4,409,200	4,409,200	21,428,235
Total coffee produced and purchased*	7,156,704	15,038,710	20,501,998	27,636,219	48,985,714
SALES CHANNEL					
Green coffee sold (lbs.)	5,561,325	11,071,775	3,945,998	2,594,837	-
Green coffee margin	29%	35%	38%	41%	-
Roasted coffee sold (lbs.)	4,000	500,000	9,600,000	15,120,000	30,480,000
Roasted coffee margin	49%	52%	53%	54%	48%
Sub-product Produced (750 mL bottles)	-	571,429	3,428,571	4,571,429	5,714,286
Sub-product margin	0%	81%	81%	81%	81%
*Coffee parchment sold is less than coffee parchment purchased due to weight loss during processing prior to export.					

BASIC INCOME STATEMENT (in thousands of USD)					
	2022	2023	2024	2025	2026
Green coffee sales	\$ 13,458	\$ 27,560	\$ 10,044	\$ 6,737	\$ -
Roasted coffee sales	\$ 26	\$ 3,343	\$ 65,635	\$ 105,443	\$ 216,747
Coffee cherry sub-product sales	\$ -	\$ 4,571	\$ 28,213	\$ 38,468	\$ 49,046
Total revenues	\$ 13,484	\$ 35,474	\$ 103,893	\$ 150,648	\$ 265,793
Cost of production, purchases & logistics	\$ (9,541)	\$ (20,327)	\$ (42,246)	\$ (59,563)	\$ (121,144)
Administrative costs & management comp	\$ (1,993)	\$ (6,627)	\$ (24,358)	\$ (34,709)	\$ (58,733)
EBITDA	\$ 1,950	\$ 8,520	\$ 37,289	\$ 56,376	\$ 85,915
Estimated allowable depreciation	\$ (715)	\$ (4,783)	\$ (6,107)	\$ (6,201)	\$ (6,211)
Effective tax burden	\$ (209)	\$ (169)	\$ (5,690)	\$ (9,762)	\$ (15,966)
Interest expense	\$ (438)	\$ (3,063)	\$ (4,725)	\$ (4,200)	\$ (3,675)
Net income from ongoing operations	\$ 588	\$ 505	\$ 20,766	\$ 36,212	\$ 60,063
IRR CALCULATION					
Enterprise Value					\$ 1,201,259
Projected Cash Flow to Series C Investors	\$ 346	\$ 1,289	\$ 5,588	\$ 8,683	\$ 259,784
Projected ROI for Series C Investors	1%	5%	22%	35%	1039%
Projected Series C IRR	64.1%				Equity Multiple 11.0x

Management Commentary

Below are important factors to consider when reviewing the financial projections presented on the previous slide.

Profitability: Large increases in profitability starting in 2023 are driven by (1) currently in-development acreage at our farms becoming productive, (2) increased production per acre across our farms, (3) a scaling increase in roasted coffee sales from green coffee sales throughout the five-year period and (4) the introduction of our vodka and spirits business from coffee byproducts.

Coffee pricing: Coffee prices used in the projections are based on current market prices plus the increased pricing differential in the market applicable to Colombian coffee along with the price increase that we receive as a result of the quality and certifications on our coffee (e.g., Rainforest Alliance, CAFÉ Practices). Even in the event that market prices decrease from current levels over the coming years, we expect to maintain favorable pricing as we transition more of our coffee to roasted sales channels not typically subject to commodity price fluctuations.

Additional monetization: The projections omit other expected substantial revenue sources that are currently not readily quantifiable. We plan to expand beyond liquors and spirits in the use of our coffee byproducts as we grow and buy more coffee cherry, as discussed earlier, and are seeing large revenue potential there for other uses of our raw materials (teas, baking flours, antioxidants, skin care, biofuels, etc.). Additionally, on our existing farms, we have over 400 acres located at elevations below the elevations optimal for coffee growing that are currently used to facilitate operations. We expect to be able to convert and monetize a significant portion of that acreage with minimal investment through planting of other agricultural products (e.g., bananas, plantains, avocados). Further, we are currently studying (1) sales of coffee and other trees to other local farmers when we can produce more trees than we can plant ourselves; (2) sales of fertilizers to other small local farmers; and (3) several methods for monetizing the carbon emissions from our large landholdings. As all these initiatives receive our focus, we expect them to add substantially to the sales and profitability of the business beyond what is shown in the financial summary on the previous page.



Value Creation from Social and Environmental Responsibility

Sustainability in our business is critical. Our initiatives formalizing employment opportunities and implementing sustainable practices are already revolutionizing the Colombian coffee industry. In a world that is more transparent than ever before, success as a result of doing things right has never been more true. We expect the investment we make in our people, our environment and the community to be value accretive over the long-term for our investors.



Driving Value by Doing Things Right

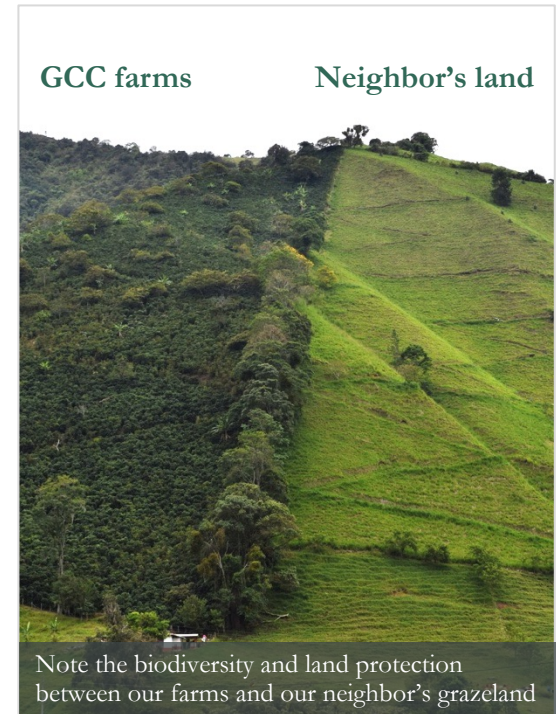
Over the past decade, we have witnessed the global economy begin to recognize the importance of valuing all stakeholders in a business, not just a handful of investors looking for short-term financial gains. New research comes out every day that reinforces our belief that operating a company responsibly is not just the right thing to do, but also generates improved financial returns. We want to be part of a new generation of companies and business leaders that break the damaging cycle of short-term thinking.

By operating GCC through this lens, the management team has been able to identify opportunities that would normally have been overlooked in a traditional company.

Key themes to our sustainability initiatives:

1. **Value Creation:** The initiatives we engage in will generate value for the GCC.
2. **Efficient:** We use idle/waste products from processing coffee or running a farm and convert them into something both useful and profitable.
3. **Positive Image:** Our actions help improve the social standing of the company, locally, nationally and internationally, which provides both tangible and intangible value.
4. **Sustainability Sells:** Our clients, particularly specialty coffee clients, demand coffees with environmental certifications, and will pay high premiums to support these programs.

Current Environmental Certifications:



Key Impact Initiatives at the GCC

Please review our separate impact strategy presentation or the videos below for more information.



Formal Employment for 100% of our workforce (in progress)



	GCC	Sector Avg.
Pension Plans	75%	1%
Healthcare Coverage	100%	3%
Formal Banking	95%	41%

Equal opportunity for women, inside & outside the company

We are an equal opportunity employer, with a number of women in leadership roles at the company.



Local Organization Supported:

[Madres de Cabeza de Hogar](#)

Additional jobs created to date through our direct efforts: **20**

Reforestation and Watershed Protection

In 2022:

- ✓ **26,650** non-coffee trees planted
- ✓ **55%** of our watershed areas are actively managed
- ✓ **153 hectares** designated as preserved forest
- ✓ **2.8 million** coffee trees planted on converted pastureland



Innovative Farming and Processing Techniques

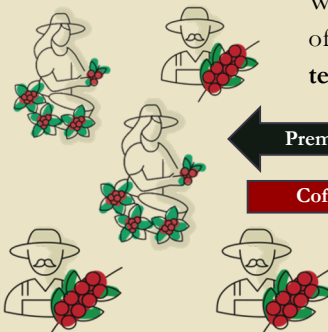
Four main areas of focus for our specialized agronomy team:



1. Detailed Data Analysis
2. Consistent Worker Training
3. Maximize biological applications to minimize agrochemical use
4. "Closed-loop" methodologies

Hub-and-Spoke Model: Purchasing cherries from our neighbors at a premium

We serve as a point of sale for small farmers' coffee cherries. We often purchase their coffee at a premium, and also provide technical and financial support.



Premium Pricing

Coffee Cherries



Cherries Purchase Projections

2022	3,000,000 kg
2023	5,000,000 kg

Disclosures

Special Note About Forward-Looking Statements

This presentation contains forward-looking statements that represent our beliefs, projections and predictions about future events or our future performance. You can identify forward-looking statements by terminology such as “anticipate,” “believe,” “continue,” “could,” “estimate,” “expect,” “forecast,” “outlook,” “intend,” “may,” “plan,” “possible,” “potential,” “predict,” “project,” “seek,” “should,” “target,” “will,” “would” or the negative or plural of these terms or other similar expressions or phrases. These forward-looking statements are necessarily subjective and involve known and unknown risks, uncertainties and other important factors that could cause our actual results, performance or achievements or industry results to differ materially from any future results, performance or achievements described in or implied by such statements.

Risk factors and uncertainties that may cause actual results to differ materially from expected results include, among others: access to capital at all or on terms that we deem acceptable; failure to achieve the results set forth in our projections; detrimental changes to the coffee industry; downturns in pricing for our products and raw materials; farming risks related to agricultural products, access to necessary raw materials and farming needs; increased competition; loss of key personnel, employee recruitment and retention; risks of fluctuations in applicable exchange rates; changes to tax laws and other economic conditions in Colombia and the other markets in which we operate; ability to acquire acquisition targets on terms that we find favorable or at all and manage those businesses in line with our projections following acquisition; risks related to weather, natural disasters, public health crisis, including related to COVID-19, hostilities such as we are seeing between Russia and Ukraine, and other acts of god; illiquidity with respect to farming assets; changes in governmental regulations and policies applicable to our business; and increased costs, including unexpected costs related to the development and maintenance of our operations and losses that may not be subject to insurance protection.

You are cautioned that it is not possible to predict or identify all of the risks, uncertainties and other factors that may affect future results and that the above list should not be considered to be a complete list. Any forward-looking statement you read in this presentation reflects our current views with respect to future events and is subject to these and other risks, uncertainties and assumptions relating to our operations, operating results, growth strategy and liquidity. You should not place undue reliance on these forward-looking statements because such statements speak only as to the date when made. We assume no obligation to publicly update or revise these forward-looking statements for any reason, or to update the reasons actual results could differ materially from those anticipated in these forward-looking statements, even if new information becomes available in the future, except as otherwise required by applicable law.



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