
Press release



SevenVentures invests in Swiss food tech company Planted

- **Media-for-equity deal with successful Swiss food tech scaleup Planted**
- **Planted distributes plant-based meat products in retail and gastronomy**
- **Extensive media partnership between SevenVentures and the scaleup with advertising spots on the channels of ProSiebenSat.1 and Joyn**

Unterföhring, December 17, 2024. SevenVentures, the investment arm of ProSiebenSat.1, is making a substantial media-for-equity investment in the mid-single-digit millions in Planted Foods GmbH, an innovative food tech scale-up from Switzerland. The company's mission is to bring better proteins to the table of consumers who love the texture and taste of meat but want to eat plant-based and sustainably. In doing so, Planted combines climate protection with healthy eating. As a media partner of the company, SevenVentures will support Planted with campaigns on the channels of ProSiebenSat.1 and on Joyn until the end of 2027. The advertising spots of the innovation leader in the alternative protein category will be shown on the Group's channels from spring 2025. The aim of the long-term collaboration is to further increase brand awareness of Planted and to expand the positioning of its products in retail and gastronomy.

Florian Hirschberger, CEO SevenVentures: “We want to use the reach of our digital and broadcasting portfolio to gain the trust of even more consumers and convince them of the quality and responsible production methods of Planted. The fact that, in addition to Formo, nucao and KoRo, Planted is now another up-and-coming food tech company that will be working closely with us over several years confirms the market's trust in us as brand-building experts who take high-growth consumer brands to the next development stage.”

Christoph Jenny, Co-Founder & Member of the Management Board of Planted: “A growing world population, higher life expectancy and rising incomes are key factors in the increase in global meat consumption. However, the meat industry in its current state is far from sustainable. At Planted, we want to change this. We can't wait to finally see our first TV ad on the channels of ProSiebenSat.1 and on Joyn in spring 2025. With TV advertising, Planted will continue to establish itself in the mass market as the trusted, sustainable, healthy and, above all, delicious plant-based meat brand. We are excited to win over more Planted customers through our first TV campaign in partnership with SevenVentures.”

This is Planted

Contact:

Patrick Schmid
Senior Referent Corporate & Business Communications
Phone: +49 [89] 95 07-2446
E-Mail: Patrick.Schmid@ProSiebenSat1.com

ProSiebenSat.1 Media SE
Medienallee 7
D-85774 Unterföhring

Press release online:
www.commerceandventures.com



Planted combines patented structuring and fermentation technologies in the production. The focus is on delicious flavor, a meaty and juicy texture, and the use of only natural ingredients. The company's meat product lines, each consisting of different protein sources, currently include planted.chicken, planted.pulled, planted.kebab, planted.duck, planted.schnitzel, planted.bratwurst and planted.steak. The latter, the newest addition to the portfolio, is seeing great success in terms of demand. In addition, there are always various limited editions in close collaboration with celebrity chefs such as Tim Raue, Haya Molcho and Sebastian Copien.

Since its foundation in 2019, Planted has built up a strong B2C and B2B business in the markets of Benelux, Germany, France, Italy, Austria, Switzerland and the United Kingdom. The brand's products are now available in over 10,000 retail outlets and can be found on the menus of more than 6,500 restaurants. Planted's headquarters, which also includes a glass production plant, are located in Kempththal, Switzerland, where the B-Corporation-certified company provides the public with a unique transparent insight into its meat production. In addition, Planted will open another production plant in Memmingen, Germany, in 2025. With over 65 employees in the fields of science, technology and product development, the Swiss industry leader is now seeking to expand its position in Germany, Europe's largest export market, through a media-for-equity deal with leading TV media investor SevenVentures.

By using only natural ingredients and avoiding additives in all its products, the brand is setting a completely new standard in the plant-based meat category, making it a healthy and sustainable option for all consumers. With the upcoming campaign, Planted wants to communicate this unique selling point to a broader target group, which SevenVentures, with its access to the German-speaking region, can reach. SevenVentures invests in B2C business models in a variety of industries. In recent years, however, the investment arm of ProSiebenSat.1 has increasingly been supporting disruptive start-ups in the food & beverage, food technology and sustainability sectors with extensive media volume.

About SevenVentures:

SevenVentures is the leading TV media investor and, as a company in the Commerce & Ventures segment of ProSiebenSat.1 Media SE, the ideal partner for fast-growing consumer-oriented companies, particularly from the consumer goods, retail and services sectors, that have the potential to achieve sustainable success through the use of TV advertising: In return for shares in their equity (media-for-equity) or revenue shares (media-for-revenue), companies receive advertising time on ProSiebenSat.1 stations in particular. ProSiebenSat.1 bundles the Group's minority and majority investment areas in the Commerce & Ventures segment. In addition to SevenVentures with the SevenAccelerator, this also includes the SevenGrowth unit and the companies of the NuCom Group.

About Planted:

Founded in 2019, the Swiss food-tech scale-up Planted combines proprietary structuring and fermentation technologies to produce meat from plant proteins. The focus is on delicious taste, a meaty and juicy texture and the use of only



natural ingredients. Planted develops and structures meat in every size, shape and fiber structure and is driven by the conviction that its products will surpass animal meat in the future in terms of taste, sustainability, health, efficiency and price. By using only natural ingredients and avoiding additives in all of its products, Planted is setting a completely new standard in the plant-based meat products category, making it a healthy and sustainable option for everyone. Truly better than meat from animals.