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Joining us today is Kory Zelickson the co-founder CEO and chairman of Veiji Holdings that trades on our OTCQB Venture Market under the ticker VEJIF. Based in Canada, Veiji is a digital marketplace and fulfillment platform. Featuring thousands of plant-based and sustainable living products from hundreds of vendors their website <http://shopVeiji.com> connects vendors and buyers leveraging big data and artificial intelligence to connect brands with a targeted consumer base. Kory, thanks so much for joining us today.

Kory Zelickson

Thanks for having me, I really appreciate the opportunity.

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So Corey to start, tell us about your experience as an entrepreneur and then how you get involved with Veiji.

Kory Zelickson

Absolutely my experience is actually I'm an engineer by trade but I spent most of my career in ecommerce and technology startups and more specifically in launching digital marketplace models similar to Veiji. So the goal with Veiji. When we launched was to help create more accessibility to plant-based and sustainable options in 2022 more consumers are conscious of their environmental impact more than ever their health and their wellness and a lot of people have turned towards. , plant-based diet and are very considerate when it comes to purchasing products from brands that support sustainability initiatives and so we created a marketplace that offers consumers access to thousands of products in a consolidated shopping experience. And also provides brands with access to a national audience of like-minded consumers as well. So as a marketplace we service both vendors and brands and our goal is to provide brands with the ability to scale online and create brand awareness through our platform. And also leverage our distribution resources and cold chain logistics network to help them access direct-to-cons consumer shipping across the country. One of the really interesting things that we noticed was that we've seen hundreds of new brands coming to market and whether it's a plant-based chicken brand or plant-based beef or seafood. All these companies are coming to market and competing on the same taste and texture profile and then all the brands are competing for the same shelf space inside of major retail box stores like Walmart or Costco or Kroger the reality is that there's just not enough shelf space in America to accommodate this large influx of brands. And more companies are starting to look towards their

direct to consumer and online retail strategy and that's really where Veiji fits in in providing access to our distribution resources and brands the ability to list on our platform and gain traction with the national audience.

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So tell us more about that. How did you build this online ecosystem and why is this more efficient than traditional outlets.

Kory Zelickson

So we built the system to accommodate the growing amount of innovative brands coming to market. The reality is not all the brands coming to market are going to get access into retail box stores and there's a lot of smaller and boutique brands and startups that aren't available in a local grocery store. So when it comes to the consumer's perspective. You can come visit our site today and have access to over five hundred brands and over three thousand products available through the platform many of those that you cannot get in your traditional grocery store the other important factor to consider too is when you're looking at other. Online grocery platforms. Whether it's Amazon fresh or you're ordering through Instacart that order is still going to be shopped at your local grocery store. So even if that grocery store has 5 or 10 or 15 different brands. You're always going to be limited to whatever they choose to merchandise in the store. Whereas we are really even the playing ground by providing brands with access to that national audience and consumers to a selection that they just can't get at a local grocery store.

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And so yeah I mean expand a little bit more on that like how is Veiji competitive. Actually you know more so in these other brands that you mentioned as far as how you face logistics and distribution obstacles.

Kory Zelickson

So the big nut that we cracked was actually in cold chain logistics and it's something that nobody's really doing in the same way that we are today. The reality is that if you're looking at the plant-based foods category the most popular products in the category of plant-based proteins. So plant-based meat dairy seafood egg and cheese alternatives are by far the most popular categories within the industry and on our platform as well. And so while these brands are looking to gain access to a directed consumer and online retail audience. The hard part is that their products need to be. Doored picked pack shipped and delivered directly to a consumer frozen and that's really the big challenge and part of where we've built out our distribution and logistics network is to include 5

distribution centers across the us and in Canada that allows us to achieve 2 to 3 day ground coverage. For frozen products direct to consumer. That's really a very difficult challenge for a lot of brands coming to market is to be able to do direct-to-consumer for frozen products. So that's really what we've built out with our distribution and logistics network and just over the past several months we've actually been offering brands. The ability to join our national three pl network and have their products inventoried across our distribution centers which provides access for those frozen products directly to consumers across the country.

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So what is your long-term outlook of the plant-based diet and industry.

Kory Zelickson

I believe very strongly that we're going to continue to see more innovation and growth within the plant-based foods industry I also believe that ties in with sustainable living products as well. That are you know a key component of where we are today on our site we carry plant-based. Foods would carry sustainable cosmetics and personal care products were interested into entering into new categories like sustainable fashion as well and the food category itself is seeing a tremendous amount of in innovation happening from cellacultured meat to mycelium- fermented plant-based products. And so there's been a really big shift in certain categories like plant-based se food that have been growing tremendously over the last year as well.

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What is on the horizon for Veiji and 2022

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Kory Zelickson

Our plan is to continue to add regionalized distribution across the country we have we have markets in California New York Florida where we're planning on the span our distribution centers to get inventory closer to consumer. As a company that's a distribution and logistics company backed with the marketplace frontend when we look at our own individual carbon footprint as a company. Our largest impact comes from the shipping and logistics and so the more distribution centers. We can add to the platform and the closer we can get product to customer. That that will have a major impact on our own carbon footprint also on the cost structure for us in terms of our ability to deliver products direct to consumer efficiently. So we'll continue to expand our distribution platform. We'll continue to develop. Significant relationships with our brand partners and

expanding on those relationships as well through the fulfillment platform we're planning on focusing on customer acquisition expanding our product categories outside of plant-based foods and cosmetics and personal care product. And then also looking at expansion of our geography as well.

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This excellent, very exciting Veiji began trading on the OTCQB Venture Market recently and is also traded on the CSE how does cross trading on the OTCQB market enhance your investor strategy here in the U.S.

Kory Zelickson

Having the OTCQB listing provides greater exposure for the company to the U.S. investor market today. The majority of our business actually even though we're a Canadian company is in our U.S. operations and so having the ability. For investors to trade on the us exchange is significant for the company and we appreciate the relationship and look to continue developing that over time as well.

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Well Kory. Thanks so much for your time today. It's been great talking with you Veiji Holdings trades on the symbol VEJIF on our OTCQB Venture Market.

Kory Zelickson

Thank you Cecilia you have a great day.

**This is an autogenerated transcript and may contain typos.*