

OTC Markets Group

Joining us today is James McInnes the Founder, CEO and President of Odd Burger Corporation, that trades on our OTCQB Venture Market under the ticker ODDAF. Odd Burger is a chain of company- owned and franchised vegan fast food restaurants as well as a food technology company that manufactures and distributes proprietary line plant-based protein and dairy alternatives. James, thanks so much for joining us today.

James McInnes

Thanks so much for having me.

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So James to start tells the story of why and how you created Odd Burger in 2014.

James McInnes

Yeah, so Odd Burger actually, it didn't start as a fast food chain. Actually we started as a very grassroots vegan organization in the produce business, actually. So initially, our goal was to really just to get people to eat more plants. and obviously to make that affordable to the people and you know over time we sort of transitioned in more and more into the prepared food business so we started with with meal kits and that's where a lot of our recipes actually were developed that we. That we still use today in our fast food chain. So but we started with meal kits and then we eventually got a farmer's market and were preparing like food on like a barbecue type thing. All homemade all made from scratch made by us and then we got a food truck and that kind of really launched us into the . Prepared food business or the quick service industry. So the food truck was wildly popular. We. We drove that all around Ontario to different festivals and people just loved the food basically and from that we launched Canada's first vegan fast food restaurant in 162 and you know, kind of the rest is history. We are just. Kept launching more restaurants we started franchising we you know opened a food manufacturing facility and you know went public last year in 2021 so you know it's been really a tremendous journey for us and that's kind of how we ended up here is . You know one of the world's first speaking fast food chains.

OTC Markets Group:

Excellent. So yeah, get into more of this talk about your 2 different business lines your chain of vegan restaurants and your food technology research side.

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How does this model support your mission and growth strategy.

James McInnes

Yeah, so for us it was always really important that we had kind of like control of the food and we always wanted to you know maintain that control both in terms of a cost point of view that we could control the cost and we can control the ingredients and also. And allowed us to you know change and modify the recipes in the in the and the ingredients over time. so I think it was always really important for us to have that kind of concept and. So this is this is where we sort of you know, officially kind of separated the business into the food technology you know and manufacturing business which is called preposterous foods and our fast food restaurant chain which is Odd Burger and they're really complimentary because you know the food technology company. Is really where we create all these innovative food ideas and food products and obviously at the restaurants there is still a lot of food innovation and food technology on that side. but really it's complimentary in that you know the restaurants are really just taking the food that preposterous, makes and combine them together in in unique ways and along with some other products as well. But the point of it is that these 2 businesses obviously really work well together.

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And what is your strategy to introduce consumers to a plant-based diet and what trends are you seeing in the industry.

James McInnes

So I think the key with introducing consumers to plant-based diets and is really important and I think we play a really important role in that because if you look at how we introduce people. It's very different than how say. You know beyond meter and impossible foods does we are you know 1 hundred percent vegan fast food chain and you know there are not too many of chains out there like us so it is a very kind of unique way to introduce people to the plant-based industry. And what we find is that you know a lot of people whether you're vegan or not vegan. Just want to try the food because they're really curious of what does a vegan fast food chain look like and what does the food taste like and also most importantly, how is it price priced. So. The reason that went down the fast food model is because our main goal was obviously to make food accessible and to be able to attract as wide of an audience as that we as we could and you know if you look at our prices. They're very similar. to other fast food chains that are not vegan and so this is a big you know appeal to many people that eat at a restaurant because we make it affordable. We make

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it accessible. And there are you know, many health benefits to eating plant-based foods. We don't specifically call our a restaurant a healthy restaurant but we say that it's healthier than other fast food restaurants in that you know it doesn't have any growth hormones in the you know dairy products. Obviously our food is higher in fiber. It has no cholesterol There's certain health benefits that we think are significant and important and most importantly, though, there's huge benefits to the environment and obviously huge benefits to animals in that you know you're not harming any animals by eating in a restaurant and. You are making a much more environmentally responsible choice by eating a plant at a plant-based restaurant. So but what we've really done is we've made it really easy for the consumer to make the right choice because if you're if you're gonna eat lunch and it's gonna cost you about the same amount of money you're gonna get. You know as full or more full by eating at a restaurant and you're doing something that benefits your health. The environment and animals. We believe that really resonates with consumers and that really promotes this idea of guilt free fast food and this this idea that we can celebrate eating fast food again I think is very powerful and it's something that Odd Burger really taps into. What we see is that we see consumers that are coming to our restaurant and they're so happy to eat fast food again because a lot of people have stopped eating fast food for various reasons it could be because they don't like the overprocessed patties and this kind of stuff. And they really appreciate the fact that we make all of our own food and all over and all of our food is made from primarily natural ingredients. So For example, our burger patties are made from chickpeas. Our chicken is made from seitan. So we're talking about plant-based proteins that only have typically a few ingredients in them. And you know again people I think people can really relate to that and they could really support that and this is I think the power of Odd Burger and why our brand has so much potential to grow around the world.

### OTC Markets Group

So Yeah and to touch on that again. I mean with so many plant-based foods entering the consumer market and like Impossible, you mentioned, Beyond and they have kind of more of a you know, synthetic approach to manufacturing their technology food technology. So. It sounds like Odd Burgers. You know you guys have a more competitive advantage in this space.

### James McInnes

Well, you know I think it's kind of like a different philosophy. You know I Think what they're trying to do is they're trying to you know, make something that is

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identical to meat or is as close to meat as they can in terms of taste texture and smell. And I think that you know that that is an approach that's going to work with certain consumers and I think you know obviously it has worked. This is why they're you know the companies that they are but that being said, there are still a lot of consumers out there that really don't see that you know a highly processed plantbased burger is any better than just eating a burger that's made from animals and you know and I think when with our approach you know we are. We're really just saying like Listen. We're going to. We're going to really just make vegetables taste great and celebrate that it's okay to just. Eat a veggie burger like a veggie burger is Fine. You eat. It's Great. It still tastes Great. We don't need to make the ultimate goal you know Animal Protein doesn't have to mimic 100% Animal protein. That being said, you know. Are there certain characteristics that are that are good to have like in terms of you know the bite of the of the burger or the texture. You know? Yes, there are certain. There's certain elements I think that we're used to eating because of animal based proteins. But that being said, we don't you know, try to you know genetically engineer our food to you know to you know to create that to be follow the standard of animal-based proteins so it is a different approach. You're right? and I think I think it's good to have you know different products in the market different approaches because different things are going to resonate with different consumers and you know I think our products obviously resonate with people that that you know are looking for that more natural product.

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Yeah, absolutely I agree what can we expect from Odd Burger in 2022

James McInnes

Well, you know our focus right now, primarily, is growth. You know we're really looking at how are we going to you know, grow quickly and. How are we going to scale the business and how are we going to get as much plant-based food into the world as we can so we are we just signed for example, a very large area development agreement in Alberta, in DC, for 36 new locations and I think the importance of this is that. Recognizing that it's the growth can be accelerated by working with local area developers or area representatives people that are going to help us to find franchisees help us to build locations in their community help us to leverage all those connections with landlords and construction companies and suppliers and all that kind of stuff. And something that would be you know more difficult for us to do without that local knowledge. So I think we've we really kind of recognize that franchising is the way to grow quickly and you know for us, you know it's a partnership that we

think is really going to work well because. Reduces our you know capital expenditure needs in that the franchisees are obviously you know building a business and putting the capital in to do that. But more importantly, we really feel that it's going to create. a strong brand and a strong local presence with our franchisees partners because. You have someone that has skin in the game. You know they care about the business they care about the customers you know and I think that's something that you can't get otherwise. So that's really our primary growth and we're we are looking at. You know, obviously entering the U.S. market. The U.S. market is you know a primary target for us to grow. So our goal again is to look at you know, entering the U.S. market as quickly as we can so that's something that we're actively, we're actually working on And of course just open more stores in in the territories that we already have a presence in which is right now Ontario so we're right now we're just opening our seventh store in Ontario we have you know many more in a development here and you know really just continue to develop those markets that we have a presence in already. And put more locations in and you know transfer to a franchise model from a corporate store model which is kind of where we started so this is this is sort of our primary growth. Trajectory on the restaurant side.

Now on the on the food side with preposterous foods. You know, obviously we're continuing our new innovation there where you know we are releasing some exciting new products in the near future and but also we're going to allow other restaurants to purchase products from preposterous foods. And you know again, the goal of this is to really get more plant-based products out in the world and recognizing that you know Odd Burger can't be everywhere tomorrow right? But preposterous foods with you know by working with you know other restaurant partners, we can really further accelerate that growth. And get our foods into other markets. so sore. We're really excited to work with different restaurants on you know, developing their plant-based menus and using the amazing products of prosperous foods and new and innovative ways because there's a lot of products that. That we have that you know we won't necessarily use in in the same way in the fast food setting. So for example, like we have like a beefy ground which we use in tacos. But you know it has a great use in say like a pasts sauce, which is not something that we would we would necessarily you know have in a fast food restaurant. so again it's looking for ways of further monetizing the infrastructure that we've built and the products that we've built and you know again, our partnership with Cisco is a key part of that that growth.

OTC Markets Group

Yeah, and to touch on that, so you began trading on the OTCQB Venture

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Market in November of 2021 last year, and now you have a good cross trading foothold now both in the U.S. and the Canadian capital markets. Why is it important for the company to expand your investor strategy here in the U.S.?

James McInnes

Well, it's important because you know for us. The U.S. market is you know our primary goal and our primary target market for our growth. So, and obviously to have a you know presence on the on the and the U.S. market is very important right? Because we find that when customers come to our restaurant and they try our food and they see the experience, many times they are so excited to invest in the stock because they they've experienced that and they believe in what we're doing and I think it's so as we expand our U.S. presence as we develop us locations. We think that that same phenomenon is going to happen in the states where people are going to eat at a restaurant. They're going to. They're going to sort of realize that wow these guys are publicly traded I love what they're doing I believe in the concept I can invest in in the stock and you know really this is the whole reason that went public. We wanted to give people the average person up there the opportunity to invest in their beliefs and invest in what we're doing and support us. In more ways than just eating at a restaurant so it is it is obviously like you know a key part of our strategy to have you know, a U.S. listing and have that access for U.S. consumers.

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And well James it's been great talking with you. Thank you so much for sharing your story.

James McInnes

Thank you so much for having me. It's been great.

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Odd Burger trades under the symbol ODDAF on our OTCQB Venture Market.

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