

A PRIVATE LABEL OPPORTUNITY

Europe's first gut-first dog food, ready for your shelf.

A production-ready premium wet food concept built around a patented functional protein — and an invitation to bring it to market together.

01 · THE OPPORTUNITY

Private label is ready for an innovation story.

European private label is winning on price and parity. The next wave will be won on **genuine innovation** — a single SKU with a credible functional claim that retailers cannot replicate elsewhere.

The market is starving for a real story.

European pet parents are premiumising fast, but most private-label shelves are copycat SKUs. The opportunity is not another "with chicken" — it's a concept with a functional claim that can credibly command a premium price.

Protein is the axis of differentiation.

Change the protein, change the outcome. Veli is built around a novel functional protein that credibly unlocks a Health & Longevity positioning no other European private label can replicate today.



A Health & Longevity Diet, built **gut-first.**

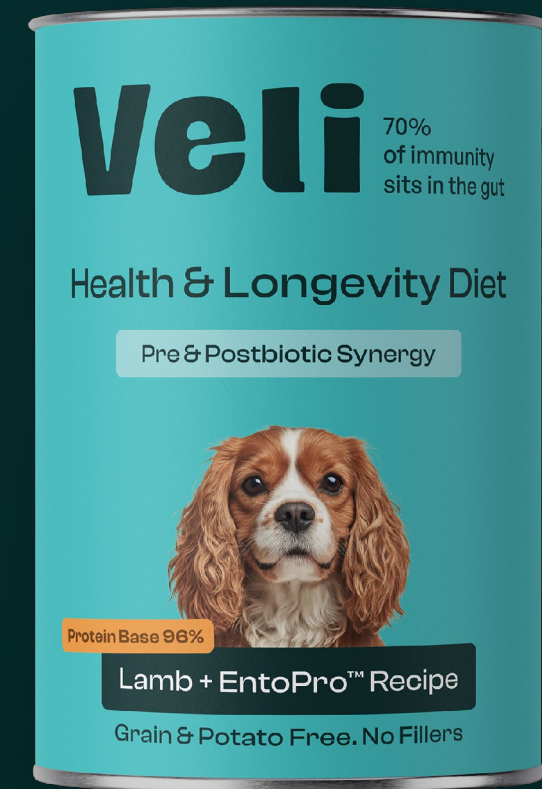
70% of a dog's immunity sits in the gut. Veli is a super-premium wet food designed around that single fact — complete nutrition built on a 95%+ protein base, with pre & postbiotic synergy and a functional insect-derived protein as the differentiator. Grain and potato free. No fillers. Just a bowl that works.

Health & Longevity Diet

Pre & Postbiotic Synergy

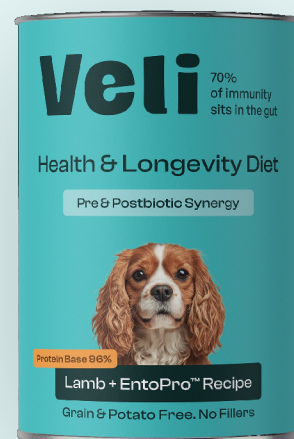
Protein Base 95%+

Grain & Potato Free



Two hero recipes. Six-strong shelf.

Super-premium wet food in 400g cans. 95%+ protein base with pre & postbiotic synergy, grain & potato free. A 20–40% EntoPro™ inclusion alongside a traditional hero protein — delivering a premium Health & Longevity Diet.



Lamb + EntoPro™ Recipe

the everyday Health & Longevity Diet

A familiar, broadly-loved protein made functional. Slow-cooked lamb with EntoPro™ pre & postbiotic synergy — a grain & potato free recipe dogs accept every day.



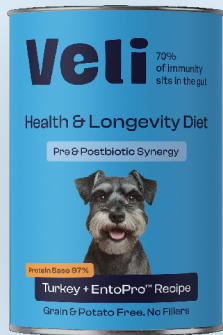
Venison + EntoPro™ Recipe

a novel-protein, gut-first signature

Lean, nutrient-dense venison blended with EntoPro™ — a bold, deeply palatable novel-protein recipe for dogs whose owners want the most differentiated bowl on the shelf.

Plus four more, to own the category.

A full six-recipe offering lets the retailer build a complete premium wet-food set — from familiar proteins to novel differentiators. Every SKU carries the same Health & Longevity Diet promise.



Turkey

+ EntoPro™ Recipe



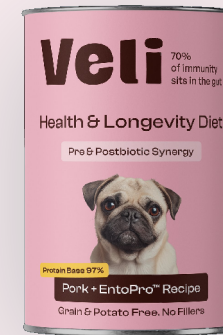
Beef

+ EntoPro™ Recipe



Salmon

+ EntoPro™ Recipe



Pork

+ EntoPro™ Recipe

EntoProTM

A patented functional protein — insect amino-acid profile, mushroom-derived bioactives, mammalian-grade palatability.

1:1

Amino-acid profile matched to beef

+200%

Vitamin B3 vs. standard insect protein

20–40%

Target inclusion rate in functional blends

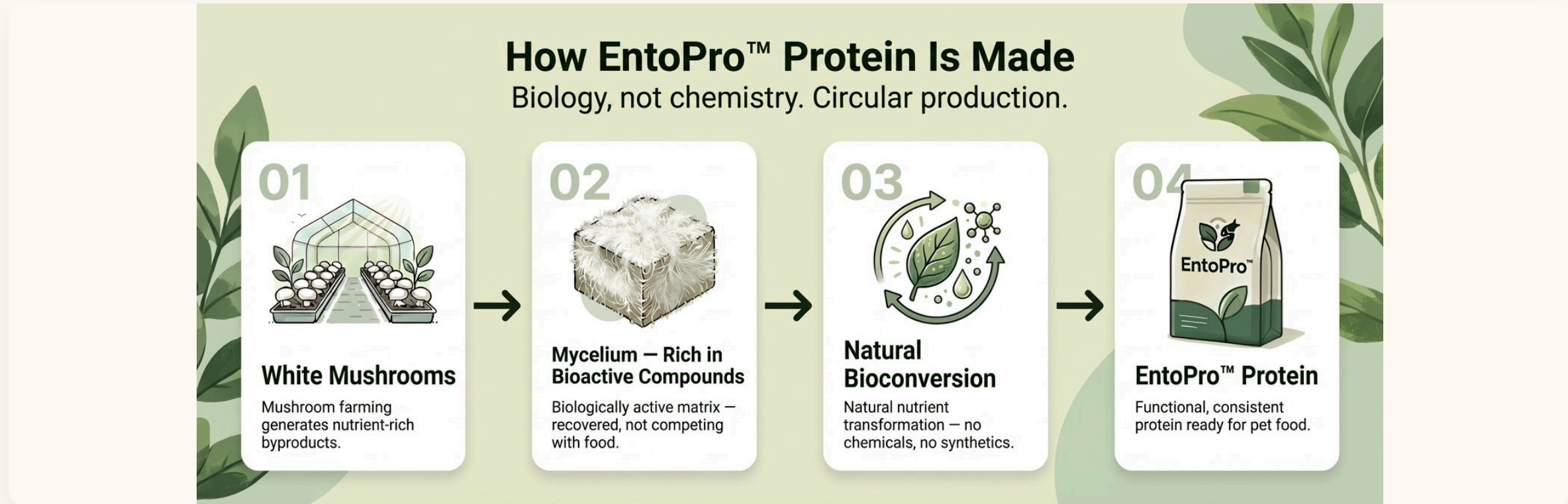
€10M

EIC Accelerator + private funding secured

Bioactive profile validated in collaboration with AGH University of Science and Technology. Contains ergothioneine, ergosterol, tryptophan and chitin — compounds typically found in fungi, now delivered through a high-palatability animal-protein matrix. A functional enhancer designed to blend with traditional proteins (venison, lamb, poultry, beef), not replace them.

Biology, not chemistry. *Circular* *by design.*

EntoPro™ is produced through a four-step biological process that valorises mushroom industry side-streams into a standardised, year-round functional protein — no solvents, no chemistry, no competition with the food system.



Year-round consistency

Standardised feedstock from mushroom cultivation means a predictable nutritional profile every batch — a fit for industrial formulation.

A circular ESG story

Recovered mushroom side-streams, not slaughterhouse by-products, not crops competing with human food. A genuine ESG story that fits modern sustainability roadmaps.

No solvents, no synthetics

Natural bioconversion transfers mushroom bioactives into the insect matrix — a clean-label story that tells itself on pack.

Two tracks. One partnership.

Based on where the conversation is going, we see a natural dual opportunity — a manufacturing relationship for Veli as a brand, and an ingredient relationship for your own-brand innovation pipeline.

PRIMARY — THIS DECK

Veli as your premium private label.

We provide the brand concept, recipes, EntoPro™ ingredient supply and D2C-tested positioning. You provide production scale and retailer relationships. The bowl is ours — the scale is yours.

- Full 6-recipe range, finalised by Q2
- EntoPro™ ingredient supply agreement
- Co-developed or white-labelled for retail partners
- First mover on a European gut-health wet category

SECONDARY — FOR YOUR R&D

EntoPro™ for your own brand.

Independent of the Veli partnership, EntoPro™ can be formulated into your own retailer-brand products. A standardised, year-round functional protein that unlocks real gut-health and premium claims at scale.

- Standardised nutritional profile, year-round supply
- Works across wet, cans, pouches — your core technologies
- Functional claims backed by AGH University research
- Supports your premiumisation and ESG roadmap

Let's take it to **the next step.**

1

THIS WEEK

Product samples & specs shipment

Physical product samples across the Veli range plus EntoPro™ ingredient specifications dispatched by end of next week.

2

WITHIN TWO WEEKS

Internal review with your team

Share this deck and the EntoPro™ specs with your product, category and R&D teams — see where the fit feels strongest.

3

WHEN YOU'RE READY

Deep-dive session

A working session on formulation, commercial model and a pilot plan — in person or remote, whichever works best for your team.

PRIMARY CONTACT

Bartłomiej Roszkowski

Co-CEO & Co-Founder, Proteine Resources

EMAIL

bart@proteineresources.com

BRAND SITE

velipet.com

INGREDIENT SITE

entopro.com