



U.S. CORPORATE PRESENTATION

November 2023

Issuer Free Writing Prospectus
Filed Pursuant to Rule 433 of the Securities Act of 1933, as amended
Relating to Preliminary Prospectus dated November 16, 2023
Registration Statement No. 333-272689

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The Company has filed a registration statement (including a prospectus) with the SEC for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement and other documents the issuer has filed with the SEC for more complete information about the issuer and this offering. You may get these documents for free by visiting EDGAR on the SEC Web site at www.sec.gov. Alternatively, the Company, any underwriter or any dealer participating in the offering will arrange to send you the prospectus if you request it by calling 212-312-6722.

The Offering



Issuer:	DDC Enterprise Limited
Type of Offering:	IPO
Shares Offered:	4,250,000 (100% Primary)
Price Range:	\$9.50 - \$11.50
Gross Proceeds (mid-point):	\$44.6 million
F/D Pre-Offering Shares Outstanding:	17,331,406 ⁽¹⁾
Over-Allotment:	15%
Symbol/Exchange:	DDC/NYSE
Use of Proceeds:	Business Expansion (50%); Acquisitions: (25%) Working Capital/Misc. (25%)
Book Running Managers:	CMB International The Benchmark Company Maxim Group Freedom Capital Markets
Other Underwriters:	Guotai Junan International Eddid Financial Tiger Brokers

(1) Excludes: 875k non-convert, non-transferable Class B ordinary shares. Assumes a share consolidation of every 16 issued and outstanding Company shares of each class with a par value of \$0.001 into one share.



Our Mission

to share the joy of
Asian cooking culture
with the world.

DAYDAYCOOK

OUR PHILOSOPHY

Cook

We want to inspire everyone to cook every day.

Care

Cooking is an act of care. Whether cooking a one-pot meal for yourself or preparing an extravaganza for your family, friends, and loved ones, cooking is the most direct way of showing care. Caring for what you feed yourself and caring for others enough to provide for them as well.

Joy

It is no coincidence that the most joyful celebrations often happen over food. It feels good to care and to be cared for. Knowing that you are taking good care of yourself and nurturing the best version of yourself will bring you joy.

COOK
CARE
JOY

is the best seasoning!



OUR EXECUTIVE TEAM



Norma Chu
Founder & Chief Executive Officer



- Founded DayDayCook in 2012 and have since won numerous awards as visionary entrepreneur in the cooking and lifestyle community
- Founder of Good Food Movement, a leading food-tech accelerator fund based in Hong Kong
- Board Member of Young Presidents' Organization North Asia Regional and Hong Kong Shanghai Youth Association
- Standing Director of Shanghai Hong Kong Association
- Former HSBC Head of Equities Research (Private Bank)



Katherine Lui
Chief Financial Officer & Executive Director



- 30+ years of experience in financial management particularly for PRC and cross-border rapid growth companies in E-Commerce and TMT; including 12+ years at KPMG leading US IPO projects
- Previous partner of US private equity group specializing in healthcare and pharmaceutical
- Advisor to US VCs on numerous deals focusing on E-Commerce and TMT sectors
- President of Entrepreneurs' Organization Beijing Metropolitan Chapter
- MBA, HK CPA, AICPA, and Canadian CPA



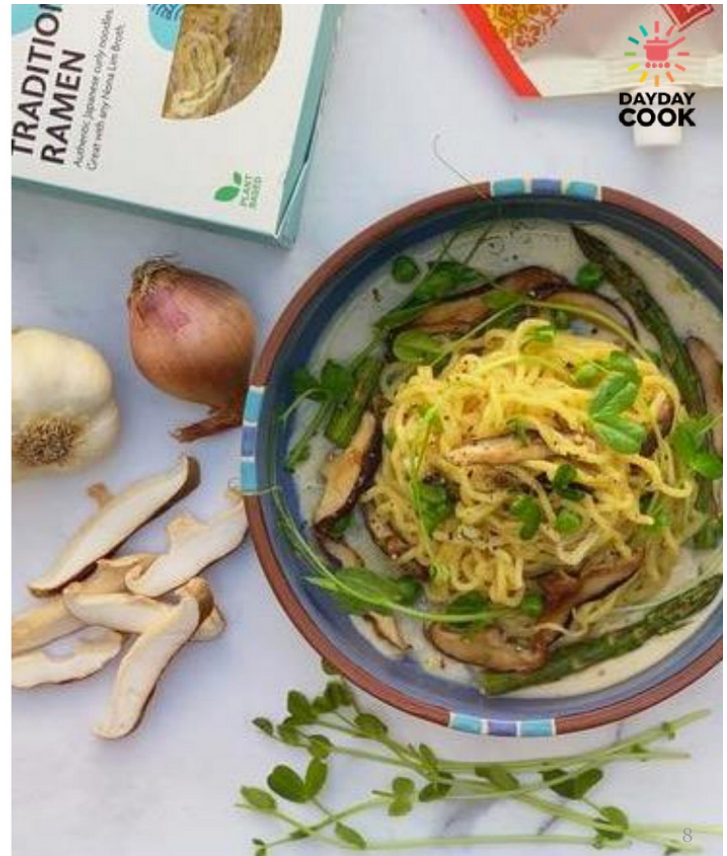
Kyle Guse, MBA, Esq.
Chief Legal Officer & Head of IR



- 30 years of experience as corporate attorney representing world-leading innovative, rapid growth companies; formerly CPA with Big 4 firm
- Managed numerous M&A and capital market transactions in U.S. and abroad
- A decade as CFO, General Counsel, Secretary of Atossa Therapeutics, a NASDAQ-listed company

WHO WE ARE

- A leading **food innovator** with a growing portfolio of consumer brands offering Ready-to-Cook (RTC), and Ready-to-Heat (RTH) meal solutions using social content to reach and engage consumers
- Initial focus on Asian Markets with expansion planned in **North America and Europe**
- Completed first US acquisition
- **Omni-channels sales strategy**: online + offline + social commerce
- **Multi product portfolio** currently consisting of four distinct brands.



INVESTMENT HIGHLIGHT



- **Huge worldwide market** for RTC and RTE Asian food products
- Recent significant sales grow with positive EBITDA; potential future growth driven organically and via acquisitions
- **Quality investor base** including Proterra Investment, K11 Investments, Talis Capital, 500 Startups and more
- Uses of funds:
 - 50% working capital for business expansion
 - 25% M&A
 - 15% repay pre-IPO loans
 - 10% cash reserves



HUGE WORLD-WIDE MARKET FOR RTC/RTE PRODUCTS

- Structural change in consumer behavior driving demand for convenient RTC products
- Consumer preferences towards convenience without compromising on quality and/or nutritional value
- Social trends of work-from-home and aspiration towards a healthier lifestyle
- Consumer eager for "discovery" journey to cook a variety of Asian cuisines at home

KEY DRIVERS FOR GROWTH IN RTC SECTOR

Supply Side

Supply chain

- Longer shelf-life and transportation radius

Data analytics

- Precision marketing to consumers
- Lower merchandise spoilage

Sales channel

- Online merge offline sales channels

Demand Side

Increased disposable income

- Willingness and interest to spend

Change in lifestyle

- Customers require healthier, flexible and convenient meal options

Consumer preference

- Mass adoption of centralized kitchens leads to commoditized flavor at restaurants, consumers value safety and price-quality

GREAT

Brand Portfolio



MULTI-BRAND STRATEGIES



- DDC has applied a multi-brand strategy in its portfolio with the aim to **design, create, develop and market different brands and products**
- By having a portfolio of brands, DDC is able to **address customer needs** and provide them with **diversity of choices** by covering different product and price ranges

Wider customer base and market segment

- Capturing different customer preferences
- Offering diversified ranges of products and prices

Risk diversification

- Mitigating risk of putting all eggs in one basket (single brand)
- Keeping the business running via alternative brands and products if one brand does not meet expectation

Cross-selling

- Increasing the chances of selling more products from different brands
 - Increasing sales (and profits)
-

MULTI-BRAND STRATEGIES (cont'd)



- Currently, DDC has four brands in its portfolio, namely:
 - **DayDayCook** - DayDayCook offers a delightful range of signature products that include **Ready-to-Heat** (RTH), **Ready-to-Cook** (RTC), and **Plant-Based Meat**. Together, this comprehensive selection empowers urban dwellers to relish in the authentic flavors of incredible cuisines, effortlessly and affordably, even amid their bustling lifestyles.
 - **MengWei** - stands proudly as a premier Chinese food brand, Mengwei is renowned for our tantalizing array of Chongqing-inspired culinary delights. Its product range encompasses **self-heating hot pot**, **self-heating rice**, and an **assortment of instant food CPG**, all exuding remarkable value and unparalleled quality.
 - **Yujia Weng** - rooted in the coastal city of Quanzhou, Fujian, renowned in China for its delectable seafood offerings. We harness the exceptional natural resources of our sea and combine them with our professional expertise to create **the most exquisite and authentic seafood delicacies**.
 - **Nona Lim** - San Francisco-based producer of fresh, better-for-you noodles, broths and stir-fry kits. Nona Lim was launched in 2014, with a mission of bringing authentic, restaurant-quality Asian foods made with fresh, clean, and local wholesome ingredients to U.S consumers.
 - The company has a pipeline of numerous potential M&A targets with multiple brands located in the US, Europe, Southeast Asia, and Australia.
-

FINANCIAL PERFORMANCE



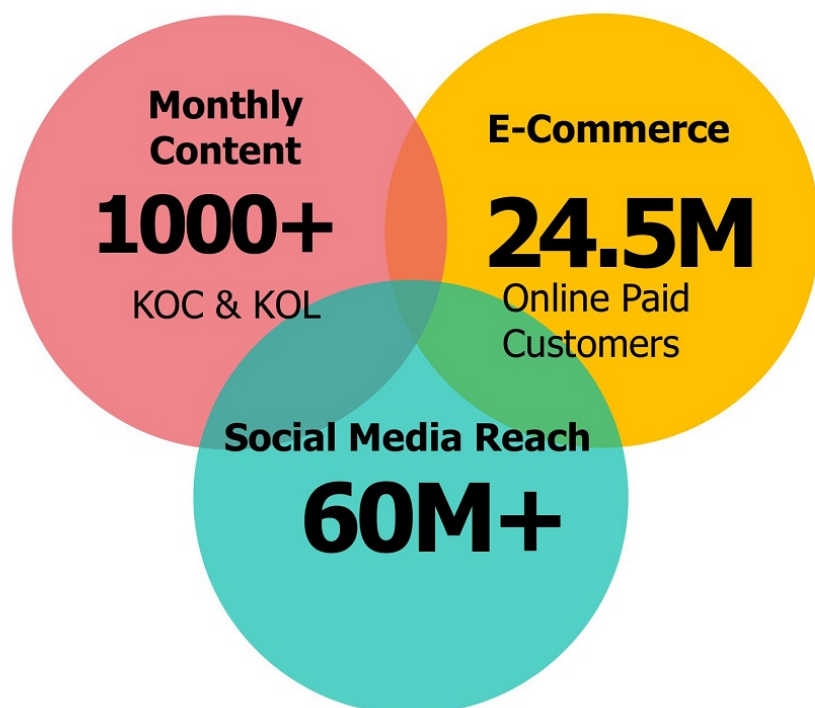
	Year Ended December 31		Six Months Ended June 30		
	2021	2022	2022	2023	Change 2023/2022
Revenue	\$32.2M	\$32M ¹	\$10.2M	\$17M ²	+85%
Gross Profit	\$5.7M	\$6.1M	\$2.1M	\$3.2M	+52%
Gross Margin³	18%	25%	20%	26%	+30%
EBITDA Margin³	-210%	-47%	-91%	4%	>100%

1. Amount is pro forma assuming 2022 acquisitions closed on January 1, 2022.

2. Amount is pro forma assuming 2023 acquisitions closed on January 1, 2023.

3. Calculated based on GAAP revenue.

DAYDAYCOOK ECOSYSTEM



Meituan

拼多多



淘菜菜

快手



DAYDAYCOOK US SALES NETWORK



And more...



Note: the above logos are the property of their respective owners and licensees and may be subject to copyright, trademark, service mark and other laws.

OUR SOCIAL MEDIA COVERAGE



We consistently work with a wide range of influencers for brand building, promotions, and new product launches across all relevant social media platforms.



GROWTH STRATEGY OVERVIEW



Internationalization

- Rising demand for Asian meal solutions
- Initiated from the North American market, including the US and Canada
- Follow by Southeast Asia, Europe, Australia and more

Multi-brand



- Aim to design, create, develop and market different brands and products
- Address customer needs and provide them with diversity of choices
- Benefits including wider customer base and market segment, risk diversification, cross-selling, etc.

Margin Improvement

- International sales contribute margin pick-up from 20-30% in China market to up to 70% in overseas markets
- Sales margins from platforms like Tiktok can increase margins from mid-20% to 40+%

International Expansion



M&A AS KEY DRIVER OF GROWTH GLOBALLY



Synergies

- R&D innovation at lower cost
- G&A, logistics efficiencies
- Sales channel synergies
- Cross selling opportunities
- Improved marketing capabilities

Our M&A Criteria

- Authentic founder story/brand positioning
- Quality product portfolio (clean label)
- Good sales momentum (20%+ yoy growth)
- >USD \$10-20M+ in sales
- >30% Gross margin
- EBITDA accretive

Pipeline

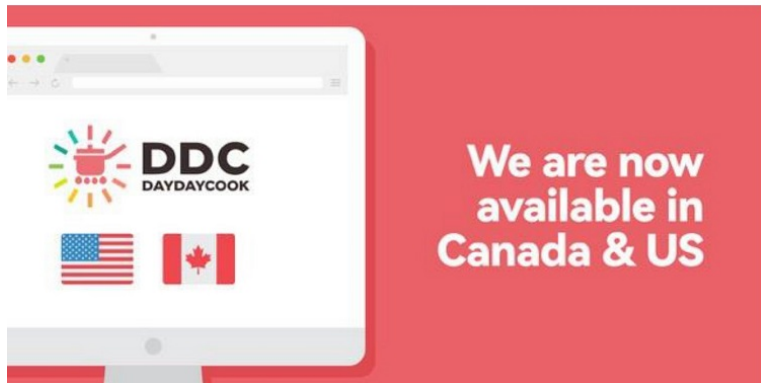
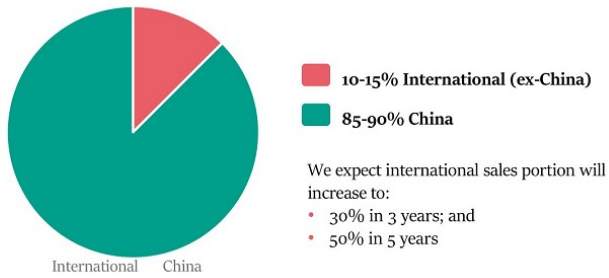
M&A pipeline with numerous potential targets located in US, Southeast Asia, Europe and Middle East. Live M&A discussions with brands from the US, Italy, Australia are in good progress.



INTERNATIONAL EXPANSION STRATEGIES



2023 Forecasted Revenue



Completed Acquisitions in 2023



Acquired in Q3 2023, Nona Lim, a fresh, modern and clean-labeled Asian CPG brand. Nona Lim brings authentic and fresh Asian products made with clean-labeled ingredients into the grocery landscape.

Starting with Asian bone broths and noodles, Nona Lim offers flavor, convenience, and nourishment to consumers.

Nona Lim distributed through Kroger, Whole Foods Market and Target.



INTERNATIONAL MARKET OPPORTUNITIES



- DDC sees a **rising demand** for **Asian meal solutions** in overseas markets, especially in the North American market
- DDC considers international sales a great way to **expand its customer base**, **grow its business geographically**, and **diversify the risk of sales concentration**

Higher margins	Internationalization	Brand awareness	Risk diversification
<ul style="list-style-type: none">• Selling at higher prices due to rising demand and uniqueness of products• GP margin increasing from 30% to 70%	<ul style="list-style-type: none">• Promoting DDC brands and products• Taking advantage of global trend• Reaching a much larger customer base	<ul style="list-style-type: none">• More exposure for the brands• Attracting new customers and building long-term loyalty among existing customers	<ul style="list-style-type: none">• Reducing dependence on domestic market

PRODUCTION & SUPPLY CHAIN



On the back of a growing number of fan base and an asset-light supply chain model. DDC has built a reverse supply chain driven by C2M model with an understanding of end customer needs.

IN-HOUSE R&D TEAM DEVELOPMENT

Recipes, product specifications, packaging design and pricing structure

SUPPLY CHAIN NETWORK

Manufactures the products and some of them handles drop-ship logistics as well.

★ Warehouses

★ Strategic Co-Manufacturers

20 Supply Chain Partners
36 Active Reserve Suppliers



GLOBAL SUPPLY CHAIN NETWORK



USA

- ★ Warehouses
- ★ Strategic Co-Manufacturers



Singapore

Capitalization



Security	Outstanding As of IPO
Class A Ordinary Shares	15,033,176
Vested Employee Stock Options	1,542,874
Unvested Employee Stock Options	509,964
Warrant for Class A Ordinary Shares	245,392
Total	17,331,406
Class B Ordinary Shares (non-convertible, non-transferrable)	875,000
Note: This table does not include 4,250,000 shares to be sold in the IPO and assumes a share consolidation of every 16 issued and outstanding Company shares of each class with a par value of \$0.001 into one share.	

INVESTMENT SUMMARY



1

Potential for high growth with strategy for ongoing profitability (EBITDA positive in 2023)

2

International market expansion underway

3

Completed first US acquisition

4

IPO on NYSE targeted for Q4 2023

✓ Convenient and Accessible

✓ Brand for Gen Z and Millennials

✓ Authentic, Delicious, and Health Conscious

✓ Omni-Sales Channels

✓ Integrated Supply Chain

✓ Nimble Production Capabilities

✓ Experienced Management



BOARD OF DIRECTORS POST IPO



Norma Chu
CEO & Chairwoman



- Founded DayDayCook in 2012 and have since won numerous awards as visionary entrepreneur in the cooking and lifestyle community
- Former HSBC Head of Equities Research (Private Bank)



Katherine Lui
CFO & Executive Director Nominee



- 30+ years of experience in financial management particularly for PRC and cross-border start-ups
- HK CPA and Canadian CPA



Chia Hung Yang
Independent Director Nominee



- 30+ years in capital market across the US and China, held C-level positions at several US-listed Chinese TMT companies. Former CFO of Tuniu, 51Talk, DangDang and AirMedia
- Mr. Yang currently serves as an independent director of I-Mab (Nasdaq: IMAB) and Ehang (Nasdaq:EH)



Matthew Gene Mouw
Independent Director Nominee



- 30+ years experience in the food industry includes. Former Regional President Asia, Africa and Australia for Barilla SpA. and General Manager for Danone SA in China
- Mr Mouw's has experience with both emerging markets ranging from China to Turkey to Russia as well as developed markets ranging from Australia to Japan and Korea



Samuel Shih
Independent Director Nominee



- 30+ years experience in food and hospitality industry in China. Mr. Shih is currently a Partner and Chief Operating Officer of OYO Hotel Company
- Previously Mr. Shih has served as CEO of PepsiCo Investment (China) Ltd. , Asia Pacific Managing Director for Red Bull GmbH as well as Chairman and CEO of Accor Great China



Strategic Partnerships

WORLD CLASS CO-BRAND PARTNERS



Say

Hello

TO OUR NEW SERIES FEATURING
HARVEST GOURMET!



Nestlé x DDC

First global partnership to
develop shelf-stable PBM
products for Nestlé

OATLY x DDC

First global partnership to
bring Oatly into cooking /
recipe application



INDUSTRY COMPARABLES



Comparables
Beyond Meat, Inc.
CAVA Group, Inc.
Celsius Holdings, Inc.
Hostess Brands, Inc.
Sweetgreen, Inc.





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