

23 July 2024

INVESTOR REWARDS SUMMARY

Find below a summary of rewards being offered by Dirty Clean Food for investors who participate in the crowdfunding campaign hosted by Birchal, commencing 23 July 2024. Described below are rewards offered on a tiered system based on investment amount. Rewards are not cumulative. Please note, the full terms & conditions of the rewards can be found at the end of this document.

#	Tier	Investor Spend	Trees Planted	Additional Rewards
1	Sprout	\$250-\$999	10	Early bird investors receive a \$25 Gift Voucher
2	Seedling	\$1,000-\$4,999	30	First 100 Investors- Gift Hamper of DCF products to the value of \$150rrp
3	Bud-dy	\$5,000-\$19,000	50	First 35 Investors - Invite for two to DCF Investors Long Table Dinner at Riverbank Estate. Includes multi-course exclusively designed menu plus drinks pairing featuring a selection of Dirty Clean Food regeneratively farmed meats and Riverbank Estate wines
4	Flower Power	\$20,000-\$49,999	100	
5	Har-vestor	\$50,000+	200	Private dinner with Jay Albany- see below for details

REWARDS- DETAILS

Sprout Tier: *invest between \$250-\$999 to qualify for this reward tier.*

Thank you! For your investment, we're committing to planting 10 trees per investor in this tier as part of our Regenerative Farmer Tree Project. These trees will join the 100,000 biodiverse seedlings already planted on our farming partner's 26,000 hectares of land under regeneration.

Early Bird Reward- receive a \$25 Thank You Gift Voucher* to spend on our website dirtycleanfood.com.au if you invest during our Early Bird/Private Offer* period.

Seedling Tier: *invest between \$1,000-\$4,999 to qualify for this reward tier.*

Awesome! We're so excited you've decided to invest in Dirty Clean Food. As a thanks for your support, we will commit to planting 30 trees per investor in this tier as part of our Regenerative Farmer Tree Project.

First 100 Seedling Investors Bonus- For being such a #regenwarrior, you will receive a special Gift Hamper* curated by us of some of our favourite products, to the value of \$150.

Bud-dy Tier: *invest between \$5,000-\$19,999 to qualify for this reward tier.*

From the bottom of our hearts, we want to thank you for your investment in Dirty Clean Food. We will commit to planting 50 trees per investor in this tier as part of our Regenerative Farmer Tree Project.



First 35 Bud-dy + Flower Power Tier Bonus: You and a guest are invited to our Exclusive Investors Long Table Dinner*. This is a special event that will be hosted by Jay and the DCF team at award winning Winery and Restaurant- Riverbank Estate. You will have a chance to meet some of our Farming Partners and enjoy a specially curated, multi-course menu and drinks pairing featuring our much loved regenerative meat. This is an opportunity to be a part of our next aimed product expansion into wine!

Flower Power: *invest between \$20,000-\$49,999 to qualify for this reward tier.*

Wow! Thank you for your generous investment. We will commit to planting 100 trees per investor in this tier as part of our Regenerative Farmer Tree Project. These trees will join the 100,000 biodiverse seedlings already planted on our farming partner's 26,000 hectares of land under regeneration.

First 35 Bud-dy + Flower Power Tier Bonus: You and a guest are invited to our Exclusive Investors Long Table Dinner*. This is a special event that will be hosted by Jay and the DCF team at award winning Winery and Restaurant- Riverbank Estate. You will have a chance to meet some of our Farming Partners and enjoy a specially curated, multi-course menu and drinks pairing featuring our much loved regenerative meat. This is an opportunity to be a part of our next aimed product expansion into wine!

Har-vestor: *invest \$50,000+ to qualify for this reward tier.*

Thank you for believing in DCF. Investors who contribute \$50,000 or more will be invited to an exclusive Private Dinner with Jay*. If in Perth, this will be in a top restaurant in our network, where you will have the opportunity to meet the Chef and enjoy a private dinner, multi-course menu with drinks pairing, and have a one on one chat with Jay.

If you're in Melbourne or Sydney, we will make our best effort to arrange a suitable time for Jay to come to you!

Additionally, we will commit to planting 200 trees per investor in this tier as part of our Regenerative Farmer Tree Project. These trees will join the 100,000 biodiverse seedlings already planted on our farming partner's 26,000 hectares of land under regeneration.



DEFINITIONS

EARLY BIRD/ PRIVATE OFFER

The Early Bird, also known as Private Offer period applies from Tuesday 23/07/24 to Wednesday 24/07/24 inclusive. Dirty Clean Food's public offer launches on 10.00AM AWST, Thursday 25/07/24. Investments that are submitted after this period are not valid for early bird rewards.

FARMER TREE PROJECT

The Dirty Clean Food Farmer Tree Project was created empower our customers to make a tangible contribution toward regenerating our local environment. In collaboration with Commonland and the Carbon Farming Foundation, this innovative project aggregated multiple regenerative farms in our partner network, unlocking carbon markets for them while providing high quality offsets for Dirty Clean Food to purchase. To date, over 100,000 biodiverse native seedlings, representing 100,000 total digital orders, have been planted in our supply network. The seedlings were sourced from Noongar Land Enterprise Group's Boola Boornap Tree Nursery. Diverse seedling varieties created rich nature corridors, improving biodiversity by enabling many birds and wildlife to our planting sites. Species that wouldn't thrive in the open paddock and are now returning as the habitat regenerates. Your valued investment will help support our second phase of this project.

TERMS & CONDITIONS

THANK YOU GIFT VOUCHERS

Your investment must be submitted within the Private Offer stage to qualify for a gift voucher. This voucher constitutes as a non-monetary gift from Dirty Clean Food Pty Ltd. and cannot be exchanged, credited, or refunded. Valid for 6 months from the Birchal offer closing date. The gift card cannot be combined with other discounts, including subscription orders, weekly specials, and clearance items. It can only be used for purchases on dirtycleanfood.com.au. The Recipient must apply the discount during checkout and is responsible for its proper use. Gift cards will not be reissued in case of misuse. No reimbursement will be offered in lieu of the voucher under any circumstances.

GIFT HAMPER

The contents of the hamper constitute a non-monetary gift from Dirty Clean Food Pty Ltd. Only the first 100 investors in the described Seedling tier qualify for the Reward. The Gift Hamper is non-exchangeable and non-refundable. It must be redeemed within the specified redemption period, details of which will be emailed to the Recipient's email associated with their Birchal account after the investment offer period concludes. The Recipient is responsible for ensuring their email or contact details are correct at the time of the offer, monitoring their email and redeeming the reward via the pre-determined instructions.

Gift Hampers are eligible for delivery only within specified zones listed on dirtycleanfood.com.au, or for pickup at 1 Winton Street Kewdale, WA 6105. No exceptions will be made to these promotional offer terms and conditions.

INVESTOR'S LONG TABLE DINNER

Only the first 35 combined investors of the Bud-dy and Flower Power tier qualify for the Reward. The invitation to the Investor's Dinner will be sent to the email address linked with the Recipient's Birchal



account after the investment offer period concludes. The Recipient is responsible for ensuring their email or contact details are correct at the time of the offer, monitoring their email and redeeming the reward via the pre-determined instructions. Invites are valid for the Recipient and one named guest, non-transferable or saleable. The Investor's Dinner will be scheduled within 12 months of the offer closing date. The Recipient is accountable for their attendance; no exceptions will be made for non-attendance. Any dietary requirements should be communicated directly to the restaurant beforehand.

The Company reserves the right to assign separate events to Recipients should the number of expected attendees exceed the capacity of the venue. If this is to occur, arrangements may be made to accommodate two groups at potentially different venues and dates. Dates will be made available at the discretion of The Company, allocations are final. Tickets between two events are not exchangeable. Dirty Clean Food Pty Ltd. reserves the right to cancel the Investor's Dinner due to unforeseen circumstances such as illness, injury, venue closure or venue unavailability. If cancellation occurs, an appropriate alternative will be arranged at a suitable date and time determined by Dirty Clean Food Pty Ltd. No reimbursement will be offered if the Recipient is unable to attend the allocated event.

PRIVATE DINNER WITH JAY

Proposed time, date, and venue for a 'Private Dinner with Jay' promotion will be sent to the Recipient via the email address and/or phone number linked with the Recipient's Birchall account after the investment offer period concludes. The Recipient must ensure they receive communications and arrange attendance. The invite is valid for the Recipient, non-transferable or saleable. Dirty Clean Food Pty Ltd will propose at minimum 3 dates of availability for this promotion within 24 months of the offer closing. The Recipient is accountable for their attendance; if they are unable to attend the proposed dates and locations, Dirty Clean Food Pty Ltd will attempt to find a suitable alternative.

No reimbursement will be offered if the Recipient is unable to attend the event after the date, time and venue is confirmed and booked. The Recipient is responsible for arranging their own transport to and from the event. Dirty Clean Food Pty Ltd. reserves the right to cancel the event due to unforeseen circumstances such as illness, injury or venue closure. If cancellation occurs, an appropriate alternative will be arranged at a suitable date and time determined by Dirty Clean Food Pty Ltd.