

Likey

THE SNACK THAT YOUR BODY LIKEY

MISSION

Make healthy food lovable.

VISION

Likey, a leading healthy food brand in Europe.

TEAM



CEO Csaba Kóhegyi
20 years experience in management, manufacturing and export trade.
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CTO Gábor Szilágyi
Engineer, 25 years experience in food manufacturing technologies, and food wholesale.
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CO-FOUNDER & LOGISTICS ADVISOR Zsolt Szilágyi
13 years experience in procurement and import-export trading.
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CO-FOUNDER & MARKETING ADVISOR Krisztián Csuzi
12 years experience in wholesale, marketing and brand management.
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PARTNERS



SUMMARY

OV Natural Zrt. makes delicious, satisfying, healthy snacks from fruits and vegetables with a unique in-house developed technology. Our products are marketed under our **Likey** brand.

THE MARKET

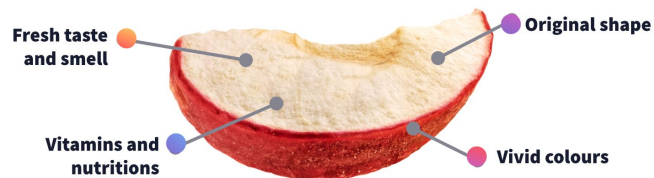
- Fruit snacks will become a 9 billion dollar industry by 2024. (CAGR 8.17%)
- The number of people across Europe who are buying healthy food - with less salt, sugar, fat or calories has increased 41% in just three years.
- The majority of people (60%) believe you can achieve a healthy diet by eating more fruits and vegetables.

OPPORTUNITY

- Low variety of healthy AND tasty snacks.
- Opening of new alternative sales channels (fitness centers, online stores).
- Technology offers diverse product development options and vertical market expansion.

COMPETITIVE ADVANTAGE

- Unique technology developed in house.
- Our products taste and look much better and cost less than fruits and veggies dried with other technologies.
- Healthier, tastier and more exciting than dried fruits and traditional fatty or sugary snacks.
- Fresh taste, scent and flavour, original shape, vivid colours and maximum nutritional values.



COMPETITION

Freeze dried (Vitalio), fried (Terra), dried (Nobilis) fruit and veggie chips, sugary or chemically preserved dried fruits (Kalifa), traditional chips (Chio).

THE PRODUCT



No added sugar | Gluten free | High fiber | Fat free | Cholesterol free | Rich in vitamins | Non GMO | Vegan | No artificial colours or flavours | Allergen free

Product development directions: Veggie chips, fruit based candy, chocolate covered fruits, breakfast items (cereals, oatmeal)

SALES CHANNELS

Hungary: B2B: Grocery stores | Supermarkets | Bio shops | Cafes | Gas stations | Vending machines | Airlines | Airports | Fitness centers | Yoga studios | School cafeterias | B2C: Webshop

Export: B2B: National or regional distributors | B2C: Amazon

FINANCIALS

- Company Stage: Growth
- Previous development cost > 1.2M EUR
- Pre-money Valuation: 2.4M EUR
- Capital Sought: 420,000 EUR
- Equity offered: 15%

CONTACTS

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