

Subject line: What a HEGG of a company

Dear Hegg

I would like to congratulate you on being featured in "The Straits Times" for being recognized as the future of food everywhere with, Japanese style Eggless mayo, Jam, and powdered egg alternative.

As a new vegan-friendly company that launched 2 years ago, I am impressed with what you have accomplished in such a short time by creating 3 healthy Plant-based egg alternatives that are delicious, versatile, healthy, and inclusive.

As the market is expanding each year, currently at \$1.3 billion in 2022-2023 and expected to grow to \$3.3 billion by 2030. You are in a perfect position to take advantage of this and will be able to surpass the current leader "Crackd" who has a strong online presence and are widely available in supermarkets like TESCO.

I have noticed you don't currently use Facebook like you do with Instagram, this is a massively missed opportunity that can attract an extra 30% to 50% of customers and businesses to visit your website and purchase your products.

I'd love to understand in more detail the goals Hegg has for its future on a short Zoom call. It will help me implement strategies that "Crackd" are currently doing which is boosting them to new heights.

With best wishes
Addam Weir

P.S. Please find attached some advertisement ideas.

https://docs.google.com/document/d/1I5P6MBLKF7qkBz3T1b2_kvbgFzbrt0HPOwOJeXTs9w8/edit?usp=sharing