

# ATELIER MEATS

Pioneering Designer Meat

November 16, 2021 – New Brunswick, New Jersey – Atelier Meats Corp. (“**Atelier**” or the “**Company**”) is pleased to announce it has launched an initial seed round offering (the “**Offering**”) and retained TRIUMPH Advisors Corp. ([www.triumphadvisors.ca](http://www.triumphadvisors.ca)), a Canadian capital markets advisory company. The Offering will allow the Company to move forward with its mission to develop quality, lab-grown meats and further its business objectives.

Dr. Maghsoud Dariani, COO and Co-Founder states “We are pleased to launch this initial seed investment. By involving a strategic capital markets group, we expect to benefit from their expertise with regards to capital structure and M&A opportunities.”

Cultured meat or cellular agriculture is gaining significant attention as an alternative to the traditional practice of raising and slaughtering animals for food. Traditional livestock production is damaging to the environment accounting for approximately 14.5% of anthropogenic greenhouse gas emissions globally<sup>1</sup>, while the carbon footprint of cultured meat is lower as it does not rely on feeding, maintaining, transporting, slaughtering, and processing animals. Cattle is the animal species responsible for the most emissions, representing about 65% of the livestock sector’s emissions<sup>1</sup>.

Cultured meat production revolves around the use of a small amount of animal cells to create real meat and other animal proteins. The Company’s proprietary scaffold technology is the framework on which cells attach and grow and form the meat. The Atelier scaffold is a living scaffold containing key factors needed for cell response which mediates cell attachment, proliferation and most importantly cell alignment leading to a “structured meat”. The scaffold and cells are from the same species, which is key to forming a more natural and delicious meat tissue. Our technology is being developed to achieve the more complex challenge of manufacturing structured meat, which refers to steaks, pork chops and chicken breasts, while unstructured meats have ambiguous forms, such as chicken nuggets or meat balls.

<sup>1</sup> Source: <https://www.fao.org/news/story/en/item/197623/icode/>

## About Atelier Meats Corp.

Atelier is a biotechnology company dedicated to developing quality, lab-grown meats. Led by a world-class team with a proprietary technology, Atelier’s mission is to produce healthier and environmentally conscious proteins for the world - without harming a single animal in the process.

## For further information please contact:

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The Offering will be completed pursuant to certain exemptions from the prospectus requirement under applicable Canadian securities laws. The securities to be issued pursuant to the Offering will be subject to a statutory hold period in accordance with applicable securities laws. None of the securities will be registered under the United States Securities Act of 1933, as amended, and none may be offered or sold in the United States absent registration or an applicable exemption from the registration requirements. This press release shall not constitute an offer to sell or the solicitation of an offer to buy any securities of the Company, nor shall there be any sale of the securities in any jurisdiction in which such offer, solicitation or sale would be unlawful.

## Forward Looking Disclaimer

This news release contains forward-looking statements relating to the future operations of the Company and other statements that are not historical facts. Forward-looking statements and information can be identified by the use of words such as “plans”, “expects”, “intends”, “is expected”, “potential”, “suggests” or variations of such words or phrases, or statements that certain actions, events or results “may”, “could”, “should”, “would”, “might” or “will” be taken, occur or be achieved. Forward-looking statements and information are not historical facts and are subject to a number of risks and uncertainties beyond the Company’s control. Actual results and developments are likely to differ, and may differ materially, from those expressed or implied by the forward-looking statements contained in this news release. As a result, the Company cannot guarantee that any forward-looking statement will materialize and the reader is cautioned not to place undue reliance on any forward-looking statements. Forward-looking statements contained in this news release are expressly qualified by this cautionary statement. The forward-looking statements contained

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