

Home Bistro, Inc.

(OTC: HBIS)

Fact Sheet

Profile:

Home Bistro is launching a unique next generation of prepared meal, heat to eat delivery sector. Home Bistro offers a family of high quality, direct-to-consumer, ready-made, healthy gourmet meals at www.homebistro.com and restaurant-quality meats and seafood through Prime Chop at www.primechop.co and Colorado Prime brands. The Company's mission is to shepherd the next generation of heat-to-eat food delivery with sought after expert cuisine and experience that excite the market.

Investment Considerations:

Experienced management in the core market for the Company and in the public markets. CEO & Operations Director - pioneers in direct-to consumer home meal delivery; co-founded "The Fresh Diet"; grew to \$30 million+ annualized revenue; acquired in 2011. Directors and advisors have expertise in public markets, capital raising, corporate accounting, finance, ecommerce, digital marketing.

Highly Efficient: Company recently established in-house kitchen/fulfillment operations; eliminated 3rd-party co-packers; potentially expands profit margins and creates flexibility.

Savvy Strategy: Home Bistro is partnering with internationally renowned, "Iron Chef" Cat Cora.

Massive Market Opportunity: Global online food delivery sector projected to reach \$136 billion in 2020; grow steadily by 7.5% through 2024. The U.S. food delivery sector expected to surpass \$26.5 billion in 2020. Home Bistro's Addressable Market: Platform-to-consumer segment ~30% (\$8 billion in 2020) of US food delivery market.

Current Comprehensive Go-To-Market Strategy includes: Affiliate Marketing: (ShareASale 700,000+ affiliates), Facebook: Retargeting, Email: Bottom of funnel traffic (abandoned carts), Google: SEO and organic searches, and SMS: Retargeting via texting. Home Bistro will add Instagram: Build "middle of Funnel" audience, YouTube: Create value-added content and pre-roll ads, Influencers: seek out unique cost-effective players with successful engagement and much more.

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Financial Snapshot:

Headquarters:	Miami Beach, FL
Products:	Home Bistro; Prime Chop; Colorado Prime
Market Capitalization:	\$18,050,000 (as of 10/6/2020)
Common Shares Outstanding	19 million (30 million fully diluted) <i>post - 1 for 32 reverse split effective September 14, 2020.</i>
Inside Ownership:	Management/Directors 49%; Other Insiders 32%
Long-Term Debt:	None

Summary:

- ❖ U.S. platform-to-consumer food delivery market projected to grow to \$6 billion by 2024 single-digit growth anticipated for the foreseeable future.
- ❖ Renewed focus on prepared meal delivery segment.
- ❖ Seasoned management team; solid history of success in segment; supported by experienced financial advisors and creative marketing professionals
- ❖ In-house production and fulfillment to improve profit margins, promote competitive pricing and add flexibility.
- ❖ Implementing material enhancements to marketing and branding.
- ❖ Company anticipates 75%+ annual revenue growth over the next several years.