

Gardyn raises \$10 Million Series A Funding from JAB Holding Company

*Investment to be used to Expand and Accelerate Roll-out
of award winning Gardyn Home Hybriponic™ System*

Washington, DC - February 4, 2021 - [Gardyn Inc.](#), a fast-growing pioneer in home-grown food, announced today it is raising a \$10 million Series A financing round led by JAB Holding Company. Upon completion, the non-controlling investment will bring Gardyn's total funding to date to above \$15 million and will enable Gardyn to accelerate its development in North America and keep innovating with the view to revolutionizing how everyone can have access to amazingly nutritious and tasty food, grown at home, while being environmentally friendly.

"We are thrilled to partner with JAB, a global investment company with iconic food and beverage brands such as Keurig, Panera Bread and Pret a Manger, and many more", said FX Rouxel, founder and CEO of Gardyn. "There is an urgent need for sustainable access to healthy food options and Gardyn's technology-based, small footprint, high-yield fresh produce growing solutions are opening up the way to supporting sustainable and healthy lifestyles, no matter where you live. Our investment by and partnership with JAB Holding Company will allow us to leverage their experience in consumer food in order to accelerate our expansion and address the incredible demand we are seeing for our products."

"Consumers are demanding fresh, sustainably grown food that is not only good for our health but for our Planet as well", said Joachim Creus, Senior Partner at JAB. "Gardyn is a pioneer in revolutionizing the way people can access fresh produce. They have developed an innovative new consumer experience by producing food that is healthier, tastier, more convenient, fully local and pesticide free."

The financing builds on an exceptional year for Gardyn, which experienced double-digit month-over-month growth throughout 2020. Gardyn's revolutionary technologies have been awarded [Best Inventions of the Year by TIME Magazine](#), [Sustainability Product of the Year](#), and are featured in many well-known publications.

About Gardyn

Gardyn reimagines the future of food. Gardyn develops cutting-edge technologies to make it possible and convenient for anyone to grow large quantities of nutritious and tasty produce at home, in a fully-automated way, within just two square feet and no green thumb required. Fully local, highly sustainable. After several years of research and development in partnership with universities, Gardyn launched the revolutionary "Gardyn Home" device and its innovative gardening assistant Kelby™, which won several awards and broad media attention.

For media requests, please contact: gardyn@powerdigitalmarketinginc.com

About JAB Holding Company

JAB Holding Company invests in consumer-focused industries with attractive long-term dynamics, including strong growth prospects, attractive margin and cash flow characteristics,

and proven resiliency. JAB Holding Company is the largest shareholder of Keurig Dr Pepper, a leader in the North American beverage market, and has controlling stakes in JDE Peet's, the largest pure-play fast-moving consumer goods coffee company in the world; NVA, one of the world's largest animal care services platforms; Krispy Kreme Doughnut, a global leader in doughnuts and other premium-quality sweet treats; Panera Bread, a leading bakery-café company; Pret A Manger, a leading company in the ready-to-eat food market; Caribou Coffee Company, a specialty retailer of high-quality premium coffee products; Einstein Noah Restaurant Group, the leader in the North American bagel category; Espresso House, the largest branded coffee shop chain in Scandinavia. JAB Holding Company is also the largest shareholder in Coty Inc., a global leader in beauty, and owns luxury goods company Bally.

