Key Investment Information Sheet
AMPLE INNOVATION LTD

This crowdfunding offer has been neither verified nor approved by competent authorities or the European Securities and Markets Authority (ESMA).

The appropriateness of your experience and knowledge have not necessarily been assessed before you were granted access to this investment. By making this investment, you assume full risk of taking this investment, including the risk of partial or entire loss of the money invested.

Risk warning

Investment in this crowdfunding project entails risks, including the risk of partial or entire loss of the money invested.

Your investment is not covered by the deposit guarantee schemes established in accordance with Directive 2014/49/EU of the European Parliament and of the Council. Nor is your investment covered by the investor compensation schemes established in accordance with Directive 97/9/EC of the European Parliament and of the Council.

You may not receive any return on your investment. This is not a savings product and we advise you not to invest more than 10% of your net worth in crowdfunding projects.

You may not be able to sell the investment instruments when you wish. If you are able to sell them, you may nonetheless incur losses.

Pre-contractual reflection period for non-sophisticated investors

If you are a non-sophisticated investor you will benefit from a reflection period during which you may, at any time, revoke your offer to invest or expression of interest in this crowdfunding offer without giving a reason or incurring a penalty. For more information, please refer to the Investment Agreement, which you may review before making an investment.

The reflection period starts at the moment the prospective non-sophisticated investor makes an offer to invest, and expires when the campaign closes for more investment, provided that if you invest less than 4 days before that closing date, the reflection period will actually be up to 4 days from the date of that investment regardless of the closing date.

Investment Round Details

Offer identifier	06848016 00031306
Project Owner and Project Name	AMPLE INNOVATION LTD, Ample
Type of offer and instrument type	Primary, Equity
Target amount	€283,046.15 / £244,721.70 (0.8646, 02/06/2026)
Deadline	16/10/2026

Legal name	AMPLE INNOVATION LTD (The "Company")
Country of incorporation	GB
Registration number	15353197
Legal form	Private company limited by shares (LTD)
Contact details	https://www.ample.shop/ Beoley, Oakland International Seafield Lane, Redditch, B98 9DB, United Kingdom
Ownership	Shareholders owning 20% or more of the voting capital in the Company: Steeldom Associates Ltd De Bellefroid Ltd
Date of last change in ownership	15/12/2025
Management	https://www.linkedin.com/in/leonaarts1/ https://www.linkedin.com/in/andysteel/

Responsibility of information in this KIIS	The Company is responsible for the preparation of this Key Investment Information Sheet (KIIS). To the best of the Company's knowledge: (a) the information contained in the KIIS is in accordance with the facts, and (b) the KIIS makes no omission likely to affect its import. This is the declaration of [each of] the above person[s] with respect to their responsibility for the information given in this key investment information sheet pursuant to Article 23(9) of Regulation (EU) 2020/1503 of the European Parliament and of the Council: AMPLE INNOVATION LTD, Beoley, Oakland International Seafield Lane, Redditch, B98 9DB, United Kingdom
Principal activities of the Company	A food-tech social business rescuing farm surplus for a smarter, fairer, greener food economy.
Financial statements	https://assets.seedrs.com/uploads/kiis/financial_info/financial_statement_document/332/o97fxroxgdl6d9g4a98i7jqh6ava71l/2025_Ample_Innovation_Ltd_-_Balance_Sheet.pdf

Key annual financials

	2023	2024	2025
Turnover	£0.00	£0.00	£35,090.81
EBITDA	£0.00	£0.00	-£100,814.07
Net debt	£0.00	£5,500.00	-£93,349.20

Description of the crowdfunding project	Allocation: 40% CapEx/infrastructure, 30% circular container rollout, 20% B2B sales expansion, 10% working capital. This unlocks our projected £2.9M Yr1 ARR and accelerates our path to full EBITDA profitability

Minimum target	€283,046.15 / £244,721.70 (0.8646, 02/06/2026)
Previous campaigns	N/A
Deadline for reaching target	16/10/2026
Consequences if target not raised	In the event the Company fails to raise the minimum target, the crowdfunding project will be cancelled and any funds invested will be returned to your investment account. Investors will not incur any fees in respect of such cancellation.
Maximum amount	€5,000,000 (in accordance with the maximum threshold prescribed by Regulation (EU) 202/1503).
Funds to be committed by management and existing shareholders	Management and existing shareholders have committed £0.00 to the round, representing 0.0% of the target amount.
Change of the composition of the project owner's capital	Please note the "Equity offered" as displayed on the campaign page represents the maximum amount of additional equity capital the Company will issue (unless it is a convertible interest, and a redemption event is triggered prior to the conversion, or unless it is a Secondary sale, in which case the company is not issuing any new equity) based on the amount raised, and any funds raised will be added to the Company's balance sheet.

Project risks	Here is a tailored Risk Factors & Disclosures section specifically designed for Ample Innovation’s Key Investment Information Sheet (KIIS) or pitch deck. I have based these risks directly on your business model, your £2.4B public sector target market, and the specific operational details found in your internal spreadsheet notes (such as the CapEx dependencies with Oakland and the NHS framework delays). 1. Public Sector Procurement & Extended Sales Cycles The Risk: Ample Innovation’s projected £1.38M Year 1 revenue and £2.9M exit ARR rely heavily on securing high-volume B2B contracts with public sector institutions (NHS Trusts, schools) and Tier 1 caterers. Impact: Selling into the public sector is notoriously bureaucratic. As noted in the company’s internal planning, selling to the NHS often requires being approved on national Framework Agreements (DPS) and synchronizing with institutional "menu changes." If framework approvals are delayed, or if catering managers take longer than expected to implement menu changes, the company’s sales cycles will extend. This could result in higher-than-anticipated cash burn and delayed realization of projected revenues, negatively impacting investor returns. 2. Capital Expenditure (CapEx) & Future Funding Dependencies The Risk: Operating a physical upcycling and manufacturing facility is CapEx-intensive. The company’s financial model outlines significant upfront costs for whitewalling, plant machinery, and site facilities. Impact: The company currently relies on a mix of equity investment and strategic partner financing (e.g., Oakland’s Tier 2 financing/guarantees). Internal models indicate that if facility build-out costs exceed initial partner scopes (currently modeled around £647k+), the company will need to pivot to equipment leasing or asset finance. If the company fails to secure this current £2M hybrid funding round, or if future asset finance is unavailable on favorable terms, the facility scale-up could be stalled, jeopardizing the Year 1 and Year 2 production volume targets. 3. Supply Chain Volatility & "Surplus" Availability The Risk: Ample’s highly attractive ~65% gross margin is fundamentally dependent on sourcing agricultural surplus (imperfect or overproduced crops) at prices significantly below standard market rates. Impact: This supply chain is vulnerable to macroeconomic and environmental shocks. Severe weather events, poor harvests, or sudden technological improvements in farm-level yield efficiency could reduce the volume of surplus crops available in the UK. While Ample designs its products to be "ingredient agnostic," a severe shortage of surplus produce would force the company to buy standard-grade ingredients at higher market prices, immediately compressing profit margins and extending the timeline to profitability. 4. Circular Logistics & Operational Execution The Risk: A core differentiator of the business is its zero-waste logistics model, utilizing OAK-RA RFID-tracked smart containers rather than single-use packaging. Impact: While this creates a massive ESG moat, it introduces complex "reverse logistics" (the process of retrieving empty containers from hospitals and schools, washing them, and redeploying them). If container loss/damage rates at institutional sites are higher than projected, or if the reverse logistics become too labor-intensive, the operational expenses (OpEx) will increase. A failure in this closed-loop system could force a temporary return to traditional packaging, harming the company's "Social Value" compliance score with public sector buyers. 5. Competitive Retaliation from Legacy Incumbents The Risk: The £2.4B UK public catering market is currently dominated by £1B+ legacy distributors (e.g., Brakes, Bidfood, Reynolds). Impact: As the UK government enforces stricter ESG and 10% Social Value mandates, these legacy incumbents face an existential threat to their market share. Well-capitalized competitors may attempt to aggressively loss-lead their own "green" or sustainable product lines, artificially lowering prices to box Ample out of public tenders. If Ample cannot convince procurement officers that its holistic, zero-waste "Soil to Soul" model provides superior legal compliance and value over an incumbent's discounted alternatives, customer acquisition costs (CAC) will rise and growth will slow. 6. Key Personnel Dependency The Risk: The company is currently in its early growth stage and relies heavily on its founding team and key advisors for everything from specialized food-tech formulation to navigating complex public sector procurement networks. Impact: The loss of key leadership—particularly those driving the B2B enterprise sales, institutional relationships, and specialized nutritional design—could severely disrupt operations. The ability to execute the Year 1 scale-up is highly dependent on recruiting and retaining specialised operational talent (e.g., Development Chefs, Factory Managers) within budget constraints.

Sector risks	1. Macroeconomic Pressures on Public Budgets The Risk: The company targets the £2.4B UK public sector catering market (NHS, schools, prisons). These institutions operate on strictly controlled, publicly funded budgets. Impact: In times of severe economic downturn, high inflation, or government austerity, institutional buyers may face intense pressure to reduce their catering costs. Even with the new "Most Advantageous Tender" (MAT) and ESG mandates in place, extreme budget deficits could force hospitals and schools to prioritize the absolute cheapest food options available, temporarily overriding sustainability goals. This could lead to longer sales cycles, downward pressure on Ample's pricing, and delayed adoption of premium upcycled products. 2. Agricultural Yield & Climate Volatility The Risk: The food upcycling sector relies entirely on the primary agricultural supply chain. Impact: Global and regional climate change is causing increasingly erratic weather patterns (e.g., severe droughts or unseasonal flooding in the UK and Europe). These events directly impact crop yields. A drastically poor harvest season across the UK could severely reduce the availability of the "surplus" or "imperfect" produce that Ample relies on. Conversely, if farming technology improves to the point where agricultural waste is virtually eliminated at the source, the core supply of cheap raw materials would dry up, fundamentally threatening the 65% gross margin model. 3. Stringent Food Safety and Healthcare Compliance The Risk: The food manufacturing sector is heavily regulated by the Food Standards Agency (FSA), and supplying the NHS introduces even stricter requirements regarding patient nutrition, allergen control, and traceability. Impact: Operating a physical food production facility carries inherent risks of contamination, allergen cross-contact, or product recalls. Because Ample uses highly variable surplus produce, maintaining exact nutritional consistency and strict allergen tracking is operationally complex. A major food safety incident or product recall would not only result in immediate financial losses but could permanently damage the company’s reputation and disqualify it from essential public sector purchasing frameworks. 4. Vulnerability to Shifts in Government ESG Policy The Risk: A significant portion of Ample’s competitive advantage relies on current UK procurement legislation (specifically the Procurement Act 2023 and the 10% Social Value mandate), which legally compels public buyers to prioritize sustainable, net-zero supply chains. Impact: These legislative tailwinds are subject to political volatility. If a new government administration rolls back net-zero targets, removes the 10% Social Value mandate, or deregulates public procurement to favor legacy corporate distributors, Ample’s "regulatory arbitrage" moat would shrink. The company would then be forced to compete more heavily on baseline pricing against legacy distributors who benefit from massive economies of scale. 5. High Friction in Behavioral & Systemic Change (Circular Economy) The Risk: Transitioning from a linear economy (single-use packaging) to a circular economy (reusable OAK-RA smart containers) requires significant behavioral changes from the end-users. Impact: The sustainable logistics sector frequently struggles with "adoption friction." For Ample’s zero-waste model to succeed, busy hospital and school kitchen staff must actively participate in the reverse logistics process (properly storing and returning containers). If institutional staff find the reusable system too cumbersome compared to simply throwing cardboard boxes in the bin, client retention may drop, and the operational costs of recovering lost or damaged containers will erode margins. 6. Consolidation and Legacy Incumbent Power The Risk: The UK foodservice distribution sector is highly consolidated, dominated by a few multi-billion-pound legacy giants (e.g., Brakes, Bidfood) who control the vast majority of existing public sector contracts and logistics networks. Impact: These incumbents possess massive capital reserves and deep, multi-decade relationships with public procurement teams. As the demand for ESG-compliant food grows, these giants could leverage their capital to acquire competing upcycling startups or loss-lead their own sustainable product lines to protect their market share. Ample must rapidly scale its operations and secure its own framework positions before these legacy giants can fully pivot their supply chains.
Risk of default	Investment in this crowdfunding project entails risks, including the risk of partial or entire loss of the money invested due to occurrences such as the potential insolvency of the Company. Such an outcome may be caused by a variety of factors, including but not limited to: a severe change in macro-economic circumstances, mismanagement or lack of experience of the management team, unsuccessful product launches or a lack of cash flow.
Risk of lower, delayed or no returns	Investment in this crowdfunding project may not provide a return, such return may be lower than expected or, in the case of a convertible interest, delayed due the Company defaulting on interest or repayment obligations.

Risk of platform failure	In the event that the platform is temporarily unavailable, you may not be able to access your portfolio or invest in new projects, however Republic Europe will seek to restore access as soon as possible. If the platform is no longer operational, Republic Europe may transfer your investments to a third party. For more information, please refer to the Investment Agreement, which you may review before making an investment.
Risk of illiquidity of the investment	Please see https://europe.republic.com/pages/risk-warnings?jurisdiction=eu&language=en for further details.
Other risks	The Company may be subject to external risks that are not within the Company's control, for example, political and regulatory risks in the jurisdictions in which it is located and/or operate, natural disasters, and macroeconomic shifts.

Securities to be offered	**EQUITY** Number and type of instruments offered: 66141 new Ordinary shares. Denomination: Each ordinary share has a £0.001 nominal (par) value. Currency: Pound Sterling (GBP) Terms of the instruments: The shares are fully paid, non-redeemable, and transferable only in accordance with the company's Articles of Association. They carry no guaranteed dividends and rank pari passu with all existing Ordinary shares. In the event of insolvency, all creditors (secured, unsecured, employees, bondholders, and tax authorities) will be paid before shareholders. Shareholders may lose their entire investment. Where proceeds are available for shareholders, these will be paid out in the following order: All shares rank equally in the case of insolvency.
Subscription price	€4.27944 / £3.7 (0.8646, 02/06/2026)
Over-subscriptions accepted	Any over subscriptions beyond the Target amount may be accepted at the discretion of the Company. Republic Europe reserves the right to reject your investment or payment for any reason or no reason, and does not need to inform you of the reason for the rejection.
Terms of subscription	The date your payment will be due depends on when during the Campaign you invest, and may be made using the methods made available to you on the Republic Europe platform. Republic Europe will acquire shares in the Company on your behalf upon successful completion of the due diligence process. For more information, please refer to the Investment Agreement, which you may review before making an investment.
Custody and delivery of securities to investors	Legal title to the shares will be held on your behalf by Seedrs Nominees Limited, Cubo Soho, Ilona Rose House, Manette Street, London W1D 4AL (company number 08756825) in accordance with the terms of your Investment Agreement. Applicable fees shall be payable in accordance with the "Fees" section below.

Is an SPV used	N/A
Contact details of SPV	N/A
Key rights attaching to securities	All investors in this round, including Republic Europe investors, are receiving Ordinary Shares, with the following rights: (i) rights to participate in dividends; (ii) pro rata voting rights; (iii) rights to participate in surplus assets in the event of a liquidation (and on an exit); and (iv) tag-along rights on a change of control. Investors' rights are administered by Republic Europe (please refer to "Custody and delivery of securities to investors" above).

Key restrictions attaching to securities	The shares in the company will be held by Seedrs Nominees Limited (please refer to “Custody and delivery of securities to investors” above). Shares in the company are subject to (i) the shareholders’ agreement in respect of the company and (ii) the company’s articles of association (or equivalent constitutional documents). Shares in the company do not benefit from unfettered transfer rights. The shares are subject to drag-along rights in circumstances where more than 50% of shareholders have elected to sell their shares.
Exit opportunities	Investments in early-stage or high-risk businesses are illiquid, and exits opportunities are uncertain. Investors should expect their capital to be committed for multiple years, with no guarantee of any return. Returns typically depend on a sale or public listing, which may not occur, and dividends are unlikely. Secondary markets may not be available and, even when available, there is no guarantee any sale at a price acceptable to the investor will occur. Future funding rounds may dilute shareholdings and reduce returns. Investors may lose some or all of their investment. Information provided by businesses may not be independently verified. These investments are not covered by any investor compensation scheme, and capital is not protected.
Distribution of capital before and after the round	https://assets.seedrs.com/uploads/kiis/share_structure/capital_distribution_document/332/o97fxroxgdl6d9g4a98i7jqh6ava71l/Ample_Innovation_Ltd_Before_and_After_Round_-_Before_and_After_Round.pdf
Fees	Investment Fee: 2.5% of the Desired Investment Amount, subject to a minimum of £5.00 and a maximum of £250.00 Administration Fee: 5.0% of all sums distributed to the Investor in respect of the Investor's Shares in excess of the Investment Amount
Additional information	Following completion of the investment, more information about the crowdfunding project and owner may be found on the post-investment page for the crowdfunding project.
Complaints	To file a complaint, please follow the process set out here: https://europe.republic.com/pages/complaint-process?jurisdiction=eu&language=en
Platform details	Seedrs Europe Limited (trading as Republic Europe), 42 Pearse Street, Dublin 2, D02 YX88, Ireland