

# NEXE Innovations Inc

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## NEXE Innovations launches its new in-house brand XOMA Superfoods

NEXE Innovations Inc (CVE:NEXE) (OTCMKTS:NEXNF) (FRA:NX5), a leader in plant-based compostable technology and advanced materials innovation, announced Tuesday that it has launched XOMA Superfoods, its new in-house coffee and superfoods brand, soon to go live at [www.Xoma.ca](http://www.Xoma.ca).

The British Columbia, Canada-based company said XOMA - derived from the Greek word for soil - allows the company to meet its "sustainability mandate," while providing its customers with the "highest quality coffees and superfoods."

NEXE plans to launch the first stock-keeping unit (SKU) under the XOMA Superfoods brand, a soluble micro-ground coffee fortified with MCT oil packaged in the NEXE Pod, as a pilot in late January 2021.

### READ: NEXE Innovations announces 2021 commercialization plans for its compostable capsules

"XOMA Superfoods is the next logical step for NEXE," said NEXE Innovations CEO Darren Footz.

"Our innovative, plant-based technology means that customers can continue with their daily superfood and coffee consumption but can now enjoy the experience sustainably. XOMA offers high-quality, healthy products in our fully compostable packaging."

NEXE plans to add more products, available for purchase online and through subscription, via a new direct-to-consumer (DTC) e-commerce platform. XOMA Superfoods will eventually include a wide range of healthy lifestyle products, which may include coffees, superfood creamers, coconut oil, MCT oil, mushrooms, and moringa, said the company in a statement.

The launch of XOMA and the accompanying e-commerce platform provides NEXE with a sales ecosystem for its proprietary capsules.

The coronavirus pandemic has forced consumers to prioritize their grocery spend, taking a more active role in their personal wellness. "This focus on health has increased consumer demand for functional foods and superfoods with high-quality novel ingredients," noted the company. At the same time, the pandemic is driving the move to online DTC sales, and shopping online is a trend that is here to stay, according to marketing analysts.

With its experience in packaging high-quality coffee using innovative compostable materials, NEXE is well-placed to meet the demands of the health and environmentally-conscious consumer.

The Canadian company has developed one of the only patented, fully compostable, plant-based, single-serve coffee pods for use in existing major single-serve coffee machines. The proprietary NEXE pod is designed to reduce the

**Price:** 3.2

**Market Cap:** \$206.21 m

### 1 Year Share Price Graph



June 2020 January 2021 March 2021

### Share Information

**Code:** NEXE

**Listing:** TSX-V

**52 week High Low**  
5.9 0.375

**Sector:** Retail & consumer

**Website:** [nexeinnovations.com](http://nexeinnovations.com)

### Company Synopsis:

*A leader in the advancement of plant-based materials design and manufacturing, Nexe Innovations' mission is to replace everyday products using plant-based materials. Targeting the USD\$30B single serve plastic pod market, the company's flagship product, the patented Nexe Pod, has been designed and developed to offer significant performance features and advantages over competitors.*

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significant environmental impact caused by single-serve pods. According to the company, more than 40 billion plastic pods are discarded every year.

With over \$30 million raised through equity and government funding to date and over five years of R&D, NEXE is well-positioned to meet the growing demand for environmentally friendly and sustainable products in the single-serve coffee sector.

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