Project Strategy

PrairieCrest Cattle Co. IPO · Capital formation roadmap and operating plan

Generated 17 November 2026

IPO RAISE PROGRESS **12%**

€ 505.000,00 raised of € 4.200.000,00 goal

5 investors · 6 stakeholders

Purpose of this document

This Project Strategy summarises how PrairieCrest Cattle Co. intends to raise, deploy, and report on growth capital for its Netherlands cattle and pastoral platform. It complements the prospectus, pricing supplement, term sheet, and interim raise progress report. It is an internal planning narrative for investors and stakeholders—not a guarantee of returns.

Strategic objective

PrairieCrest is raising up to € 4.200.000,00 through an equity IPO at an offer price of € 18,50 per ordinary share (floor price € 12,50). Capital strengthens herd genetics and expansion, pasture and land productivity, finishing and logistics capacity, and operating liquidity across Netherlands · Friesland & Gelderland operations, covering approximately 4,800 head and about 8,900 hectares.

Raise stages (funding milestones)

The € 4.200.000,00 goal is organised in four cumulative funding stages so capital formation and deployment stay paced: Stage 1: cumulative target € 1.000.000,00 (current focus); Stage 2: cumulative target € 2.000.000,00; Stage 3: cumulative target € 3.000.000,00; Stage 4: cumulative target € 4.200.000,00. Live progress currently stands at € 505.000,00 (12% of the full goal). The Company is presently focused on Stage 1 (target € 1.000.000,00, about 50.5% of that stage target filled).

Stage-by-stage operating intent

Stage 1 (€1.0M): complete early book, confirm paid subscriptions toward allotment, and begin priority herd and pasture investments. Stage 2 (€2.0M cumulative): expand working herd and pasture productivity as allotment and settlement deepen. Stage 3 (€3.0M cumulative): modernise finishing and logistics capacity while maintaining operating liquidity. Stage 4 (€4.2M cumulative): close the raise at goal, complete scale allotment if oversubscribed, and shift fully into operate-and-report mode against the capital plan.

Timeline

The live subscription window remains open until the published closing date of 15 December 2026. After each material stage close—and at full book close—PrairieCrest progresses allocation and allotment for cleared funds, then settlement and investor statements. Ongoing operating updates follow in the investor portal as capital is deployed.

How investors participate and may realise value

Investors and strategic stakeholders subscribe for ordinary shares (minimum lots apply). This is equity ownership, not a loan and not a monthly income product. After allotment, holdings may be valued at the live mark price in the portal, and investors may request an exit at that mark subject to desk settlement. Outcomes

depend on operational performance; share value can rise or fall, including possible loss of capital.

Indicative planning scenario (not a forecast or guarantee)

As an internal planning scenario only—if Stage 1 completes and early operations track to plan—the desk may target an illustrative early mark uplift on the order of roughly 15–25% above the subscription offer price before investors consider exits. This is not promised, not assured, and not advice. Actual marks can be lower or higher. Selling when the mark is below cost can result in a loss; holding for a higher mark is the intended profit path if the business performs.

Governance and reporting

Deployment follows the Company's capital plan and board oversight. Investors can review live raise progress on the offering desk, download offering PDFs, and track subscriptions, allotment status, and (after allotment) mark-to-market positions in the investor portal.

Important notice

This Project Strategy does not amend the prospectus, pricing terms, or term sheet. Equity investments involve risk, including possible loss of capital. Figures are in euro. Participation is subject to applicable local law. Nothing herein constitutes an offer where such an offer would be unlawful, nor a recommendation to buy or sell securities.

This document forms part of the PrairieCrest Cattle Co. offering materials. Investors should read it together with related IPO documents and consider their own circumstances and local regulatory requirements before subscribing.