

Future Salad secures series A funding from DL Securities

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Hong Kong-based, Future Salad, a leading food technology company, recently announced the successful completion of its Series A funding round in September 2024. The company raised \$5 million, bringing its valuation to \$50 million. The investment was led by DL Securities, a subsidiary of DL Holdings Group (1709. HK), with participation from returning investor Bruce Rockowitz.

Joseph Lang, CEO of DL Securities, commented on the investment: "Future Salad's innovative approach to nutrition and sustainability aligns perfectly with our investment strategy. We're confident this funding will catalyze their growth and market penetration, especially in the U.S."

The company's growth trajectory has been impressive, with its previous Pre-A+ round in October 2022 raising \$3 million and valuing the company at over \$26 million. The involvement of Bruce Rockowitz, a seasoned Canadian businessman, is expected to leverage his extensive business network to support Future Salad's expansion in Western markets.

Future Salad's flagship product, the Detox Salad Drink Mix, has sold over 4 million packs since 2020 and is now available on Amazon and in the U.S. market. This nutritious drink aids detoxification supports gut health, and enhances energy, skin clarity, and overall vitality. Due to popular demand, Future Salad will launch Future Salad Kids in the fourth quarter of this year.

In a recent weight loss challenge endorsed by Bupa, 18 participants achieved impressive results, including weight, waistline, and body fat reduction. They also lowered blood pressure and improved cholesterol and triglyceride levels. One participant reduced their body weight by 40 per cent. These results highlight the effectiveness of Future Salad in promoting health and well-being.