



CSE : EWG
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CORPORATE PRESENTATION
SEPTEMBER, 2021

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Our Mission

Our mission is create a company that **feeds families globally** while honouring time-valued health and wellness traditions, to **maximize shareholder value** through cornerstone partnerships & strategic investments, and bring **transformational change** at scale to the plant-based food ecosystem

EWG UPDATE

On August 3rd, Eat Well announced the Company completed Agribusiness, Food Tech & Plant-Based Investments by acquiring Belle Pulses Ltd. and Sapiientia Technology LLC - and forecasted \$60,000,000 in 2021 Revenue.

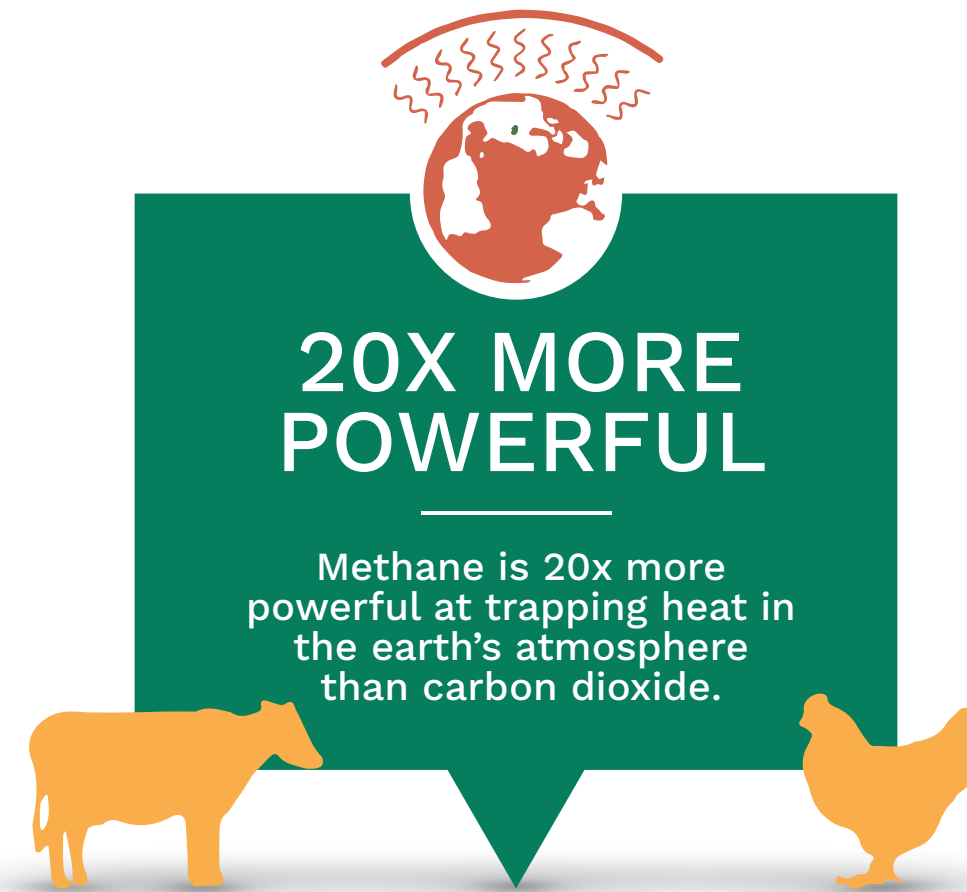
- Agribusiness
- Plant-Based Proteins
- Food Tech
- ESG Initiatives
- Health & Wellness

WHY PLANT-BASED

The Planet

A plant-based diet has a significantly lower environmental impact.

- Protects the world's precious water resources
- Preserves major ecological systems and territories
- Reduces CO2 emissions and ecological footprint



METHANE

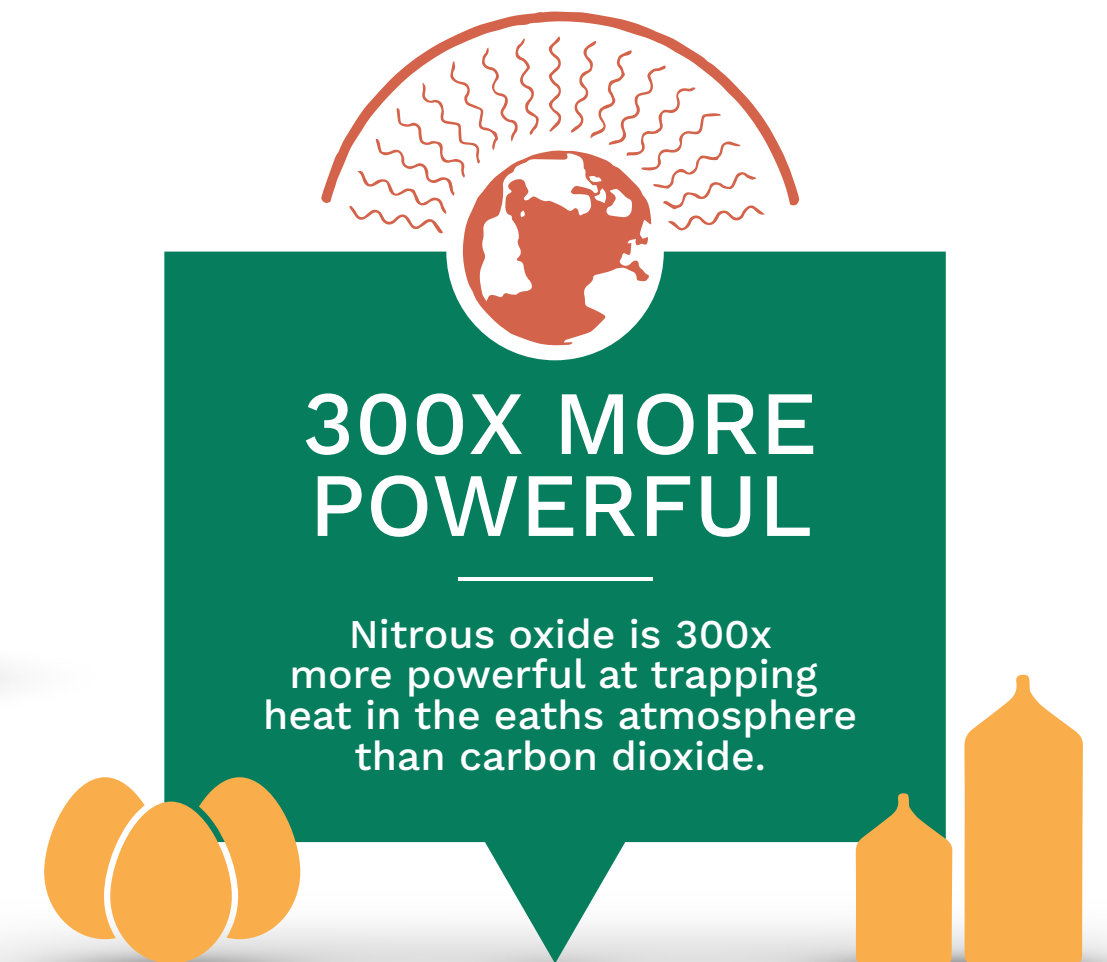
Chickens, turkeys, pigs and cows are collectively the largest producers of methane in the U.S.

65%



NITROUS OXIDE

The meat, egg and dairy industries produce 65% of worldwide nitrous oxide emissions.



50%

WATER

Nearly 50% of all water in the United States goes to raising animals for food.

2,400 gallons =
1LB of meat

VS

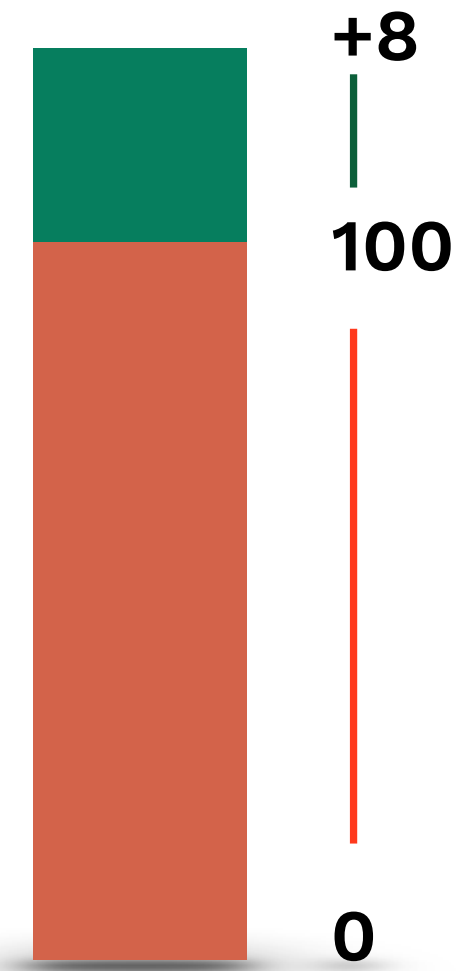
25 gallons =
1 pound of wheat.

WHY PLANT-BASED

The People

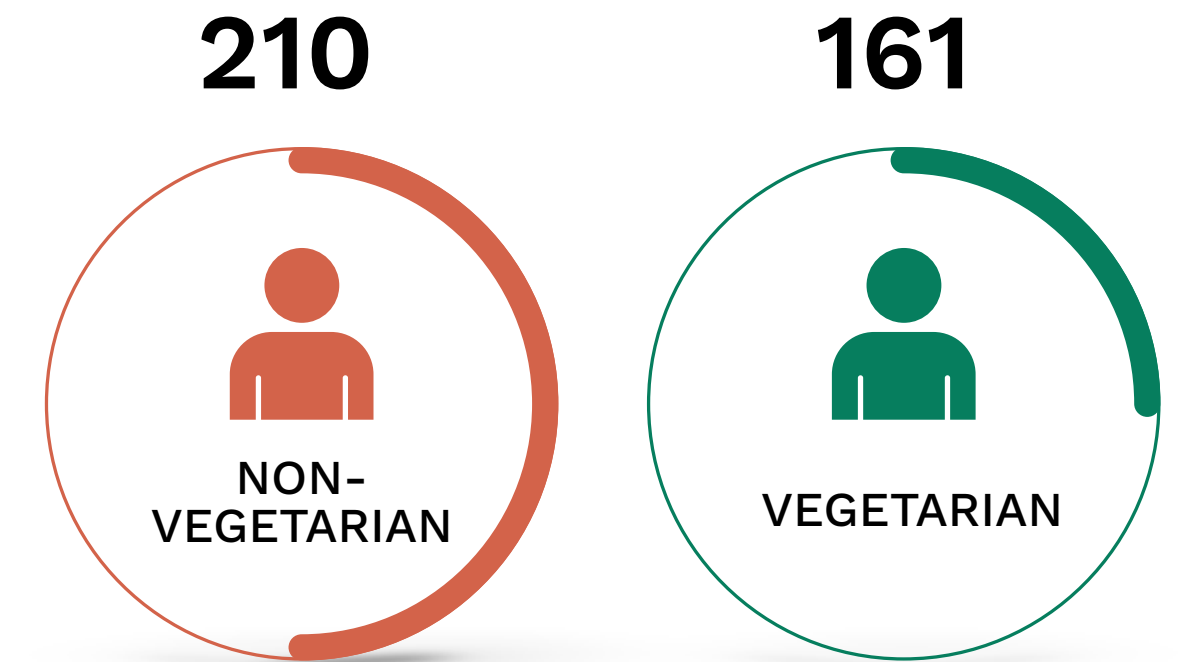
Science shows a plant-based diet is better for health and wellness lifestyles, too

- Lowers risk of diabetes, heart disease and stroke
- Reduced bodyweight and BMI
- Reduced risk of some cancers



LIFE EXPECTANCY

Vegetarians tend to live an average of 8 years longer.



CHOLESTEROL LEVELS

The average cholesterol level is 161 compared to 210 in non-vegetarians.

LOWER RISK OF DEATH

Vegetarians have a lower risk of death related to cancers, heart problems & obesity.



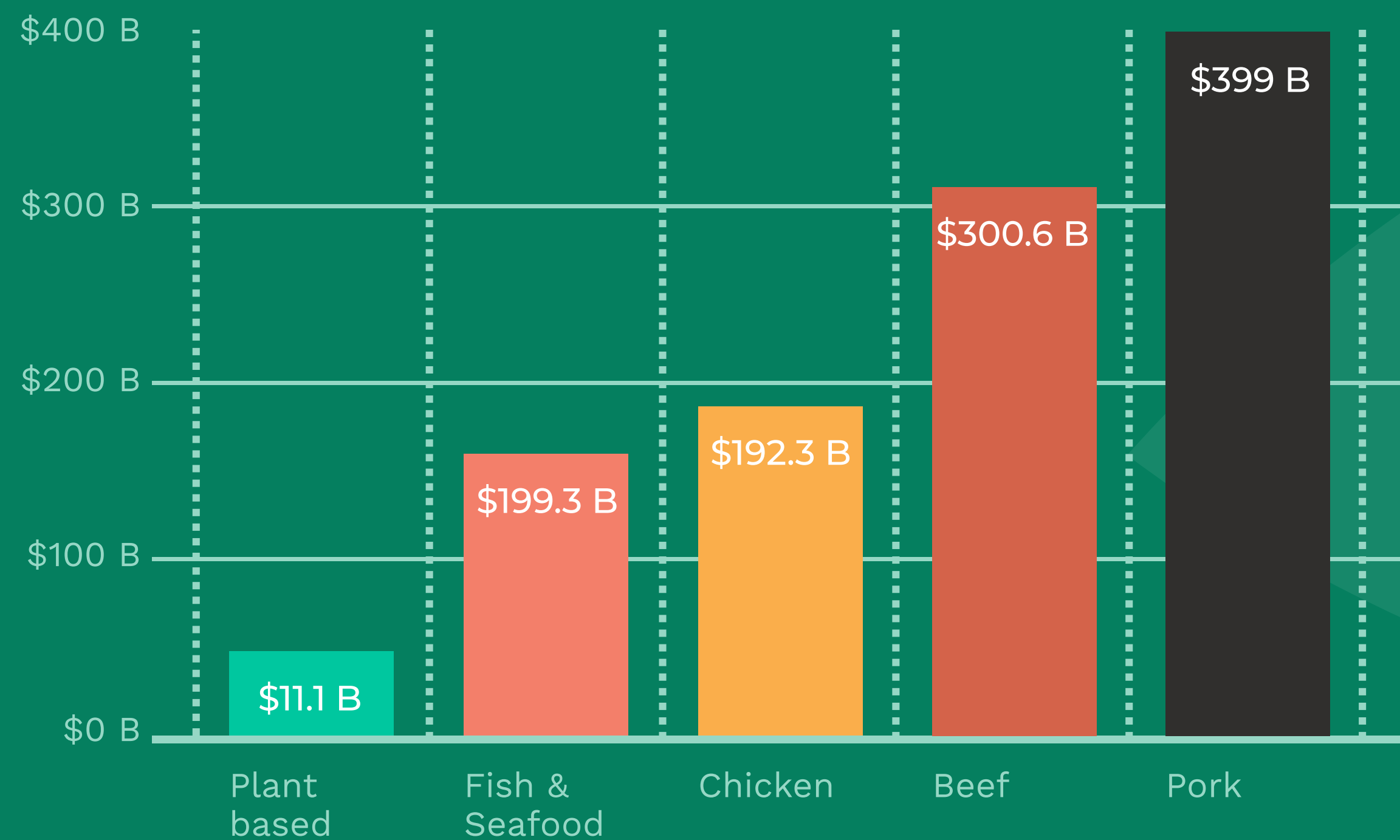


WHY PLANT-BASED

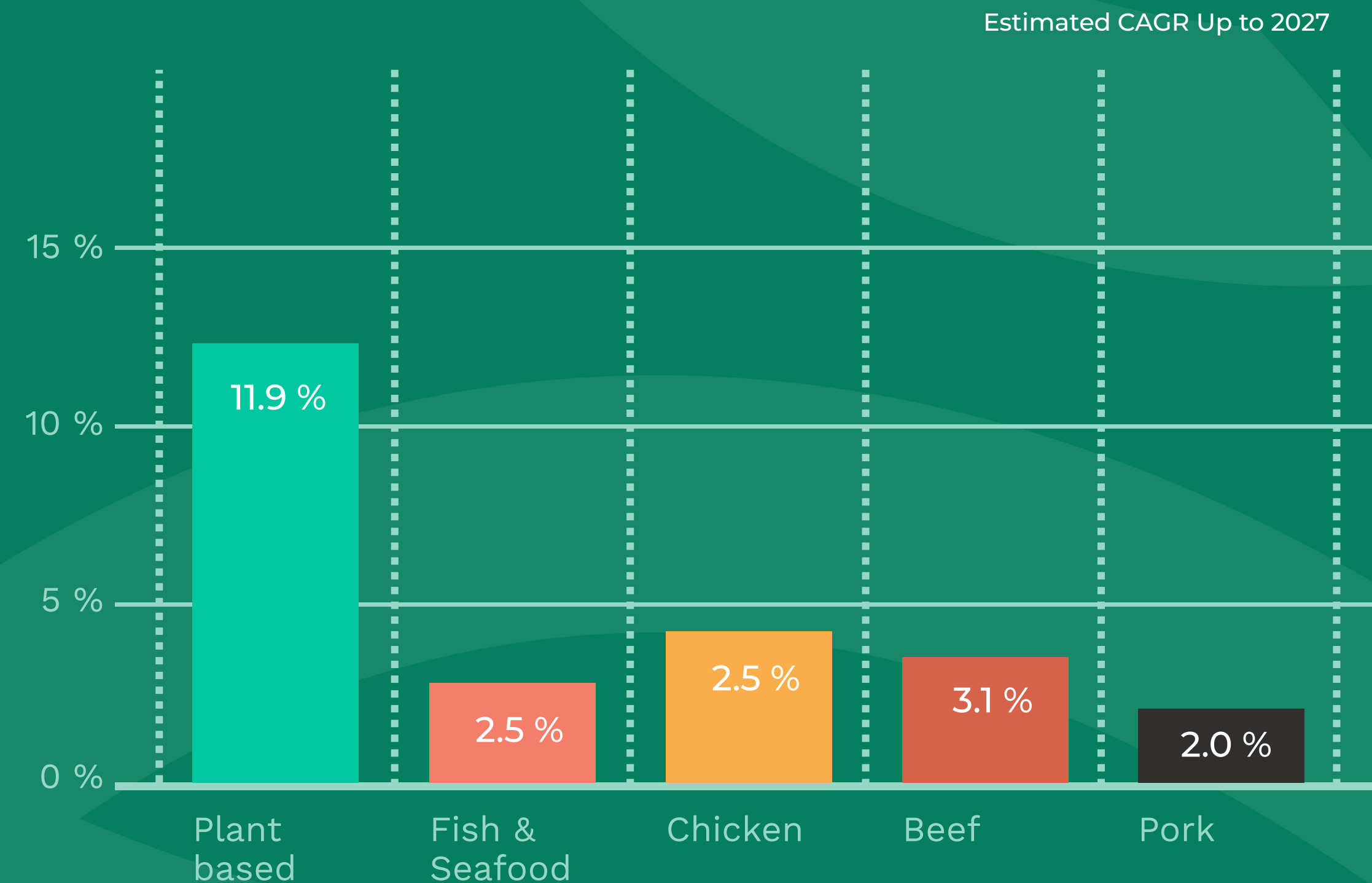
The Profits

CURRENT MARKET POSITION

Plant-Based Protein Is Still a Fraction of the Global Protein Market.



2017-2020 Market Values in Billions of USD



FUTURE MARKET GROWTH

Plant-Based Protein Demand Is Growing Significantly Faster Than its Peers.

Plant-Based: <https://www.fdbusiness.com/plant-based-meat-market-to-be-worth-35-4-billion-by-2027/>
Chicken: <https://www.indexbox.io/events/global-chicken-meat-market-2020/>
Beef: <https://www.grandviewresearch.com>
Pork: <https://www.transparencymarketresearch.com>
Fish & Seafood: <https://www.statista.com>



Seven Reasons to Invest in EWG

- 1) **THESIS:** Eat Well Group is a hyper-growth company at the **heart** of the world's **plant-based food** ecosystem, with a growing **ESG profile**
- 2) **MARKET:** We are part of the #1 global food trend, and with **35% of the world's pulse proteins** supplied from **Canada**, our companies are uniquely positioned at the epicenter of grower relationships, supply chains, and innovation to benefit shareholders and consumers alike
- 3) **FOCUS:** We focus on **intellectual property (IP)**, product portfolio development, people, team capabilities, scale, operating success, and long-term value creation for stakeholders stemming from decades of expertise in strategic investment and product development in plant-based foods and global relationships. We continue to perfect and optimize for **healthier, tastier foods**
- 4) **VALUATION:** Our Company is on track to generate **\$60,000,000** in revenue this year with strong **positive EBITDA**, yet we trade at a dramatically lower multiple to competitors. Management believes this is because we are a brand new company
- 5) **DIVERSIFICATION:** We offer the opportunity to invest in the **entire value chain**, from **seed-to-market**, not a single brand or a single piece of the value chain
- 6) **GROWTH:** Sales are expected to grow **significantly** over the next few years due to expanded markets in the USA and other international jurisdictions, combined with the trust and traceability of our products. We currently sell to customers in over 50 countries worldwide
- 7) **PRODUCTS:** You're probably already a customer of our products but may not know it yet. From our "who's who" B2B partners to our emergent ecommerce channels and select brick & mortar relationships, our proteins, starches, and fibers are now common ingredients in many everyday foods & CPG products (not just vegan), snacks, pastas, breads, plant-based meats, and milks/beverages



The Plant-based Foods Market...

The plant-based market is highly **fragmented**.

- Farmers don't have visibility or understanding of downstream value-adds or end products.
- Lack of economic efficiency through the value chain, companies lose margin
- Brands don't have access to a consistent supply of high quality ingredients.

Eat Well has created a leading vertically integrated **seed-to-market** agribusiness and food-tech company that is at the heart of the world's plant-based food ecosystem.

By combining best-in-class farmers and manufacturers, an industry-leading award-winning R&D department, along with strong CPG brands and products, and maximizing trust, safety, and quality throughout the entire value chain, Eat Well is quickly becoming a world-class plant-based foods company.

Vertical Integration

Our subsidiaries capture the entire value chain of the plant-based food industry through a vertically integrated seed-to-market platform



SEED



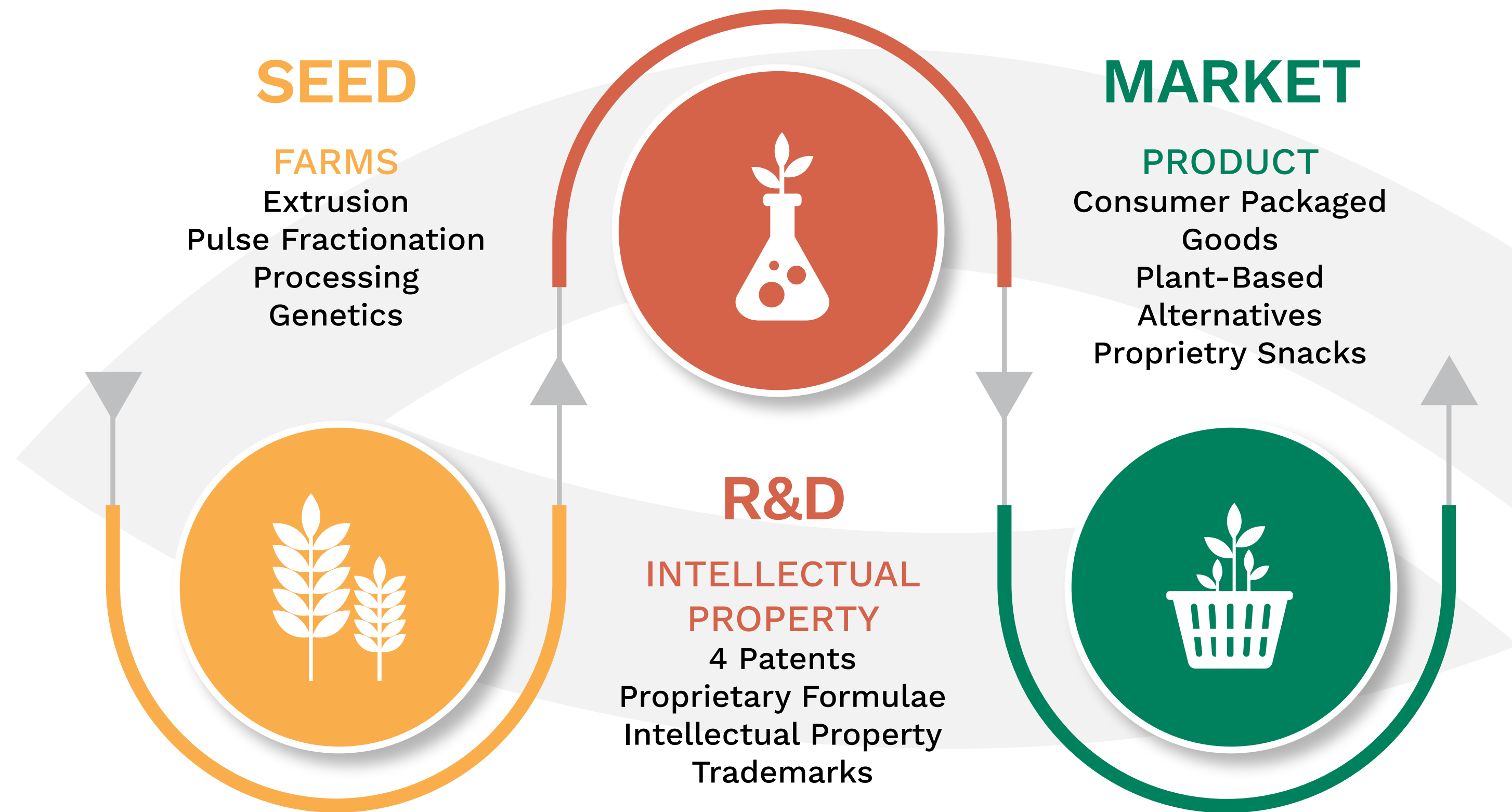
SCIENCE



MARKET

THE SEED TO MARKET APPROACH

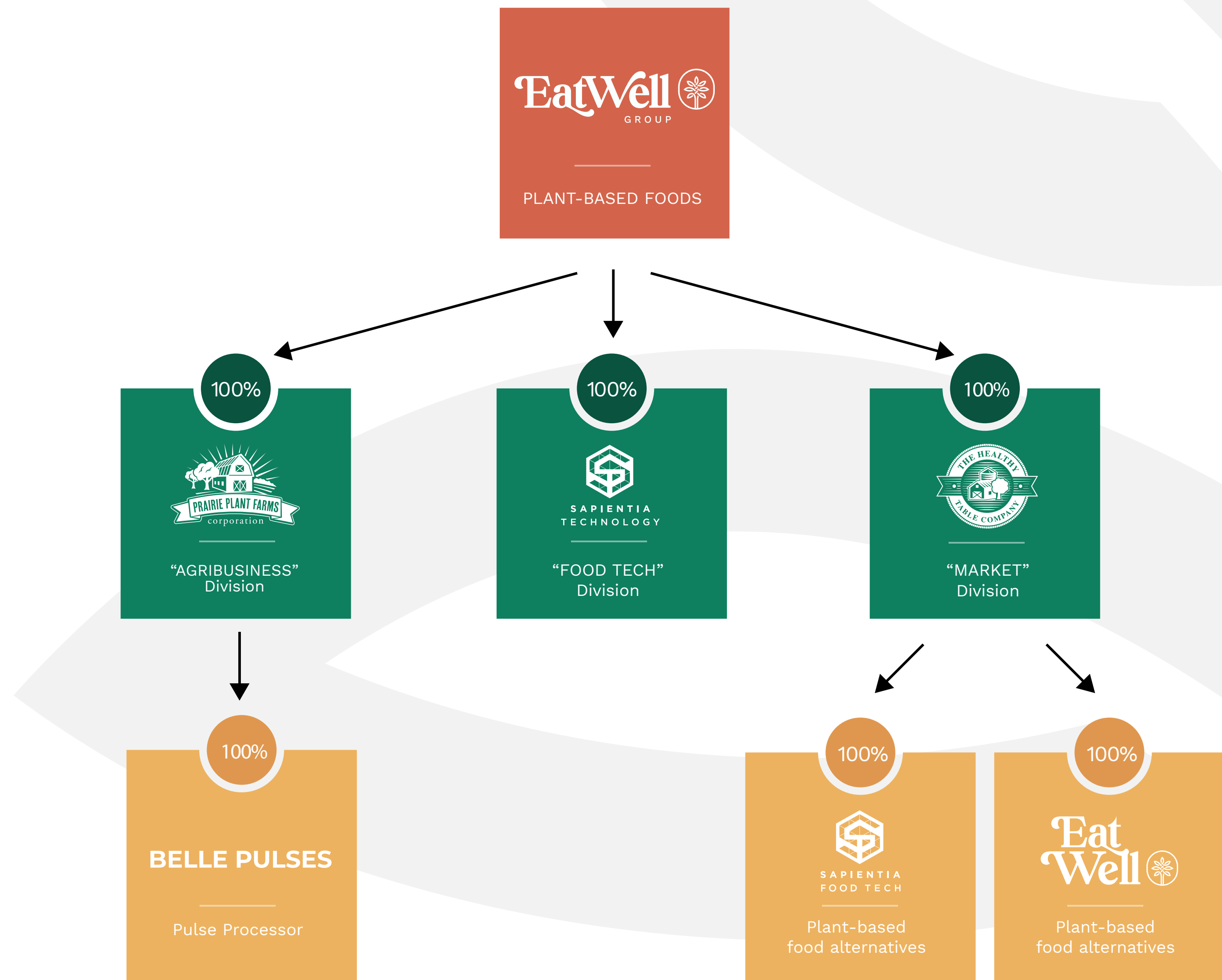
Combining Complementary Companies
With Highly Synergistic Strategies in an
Overly Fragmented Market



Vertical Integration

Eat Well has acquired several industry leading companies, creating the first truly global seed to market plant-based ecosystem

- AGRIBUSINESS
BELLE PULSES
- FOOD TECH
SAPIENTIA TECHNOLOGY
- MARKET (CPG)
THE HEALTHY TABLE (EAT WELL)



Our Agribusiness Division

BELLE PULSES LTD.

Est. 1978

Eat Well acquired 100% of Belle Pulses, an award-winning processor of pulse crops, located in the heart of Canada's agricultural capitol, Saskatchewan.

Pulse crops include dried peas, fava beans, lentils and chickpeas; and processing pulses through fractionation and extrusion creates the main proteins used in the majority of plant-based products on the market today.

Examples include **Beyond Meat**, **Nestle Global**, and the largest ingredient supplier in the world, **Ingredion**.

World Class Facilities

FACILITY 01

Designed to process split yellow peas and Chana Dal with capacities of 40,000 MT and 1,000 MT respectively per year

FACILITY 02

Designed to process green split peas, whole green peas and mill flour with capacities of 40,000 MT and 12,000 MT respectively per year





Belle Pulses Ltd.

The acquisition of Belle Pulses Ltd. firmly establishes Eat Well as a global leader in the plant-based food supply-chain

- Founded in 1978 with over 40 years of legacy and global growth
- \$60,000,000 in 2021 revenue, ~\$15,000,000 est. gross profit
- High grade manufacturing equipment and proprietary customization for efficient processing
- Company culture built from decades of success
- Yields over 93,000 metric tonnes of pulse crops annually
- Eat Well's proteins, starches, and fiber are now common ingredients in many everyday CPG products from crackers, snacks, pastas, breads, plant-based meats, and milks/ beverages

\$60,000,000 Forecasted 2021 Revenue



“In 2020, the company had its busiest year ever, running 24 hours a day, five days a week, to keep up with surging demand,” commented Tony Gaudet, Belle Pulses founder and CEO. “Growing demand for the company’s split peas has prompted numerous expansions.”

Our FoodTech Division

SAPIENTIA TECHNOLOGY INC.



Eat Well's recent acquisition of Sapienia provides access to vast amounts of foodtech across all product categories.

Sapienia is an industry-leading processing and forming technologies company that creates the latest generation of delicious, high nutrition, high taste & texture plant-based foods.

Products include plant-based meats and plant-based meat snacks, plant-based dairy milks & yogurts, and pulse-based “puffed/twisted” snack foods, prioritizing high protein, low fat, nutritious products with delicious taste & texture, for both human and pet foods.



INVENTED
THE TWISTED CHEETO

25
PATENTS

Ph.D.
FOOD
ENGINEERING

DR. EUGENIO BORTONE

Sapienia is led by Dr. Eugenio Bortone, a preeminent food scientist with a Ph.D. in Food Engineering, an MS in Nutrition, 25 issued patents, and over 25 years of food, snack foods, pet foods, formulation, product development, process scale-up, and commercialization experience. Dr. Bortone is Chief Operating Officer of Health Table.



Sapientia Technologies

EAT WELL GROUP'S CONSUMER PACKAGED GOODS ("CPG") BRANDS ARE TARGETING THE BETTER FOR YOU ("BFY") SNACK MARKET

Sapientia Technology exists for the joy of making healthy eating more delicious, in more ways, and in more places. We discover and deploy leading FoodTech to create culinary-driven snacks & foods higher in plant-based protein, cleaner ingredient labels, and robust flavor. Our partner-network includes the leading minds from academia, applied food science, natural flavor & fragrance development, and world-class consumer products innovators from across the globe



WHY PLANT-BASED SNACKS?

- 1) The global snacks market size valued at **USD \$439.9 billion** in 2018 and is expected to grow at a compound annual growth rate (CAGR) of 6.2% from 2019 to 2025. (1)
- 2) According to Mintel research, nearly three in five consumers are choosing low-sugar products to aid their general health. (2)
- 3) Hershey buys Lily's confectionery brand the better-for-you (BFY) confectionary brand, for **\$425m** (3) (June 28th, 2021)
- 4) TPG Growth acquired low-sugar candies maker SmartSweets for nearly **\$400 million**, reported Forbes (4) (October 22nd, 2020)
- 5) Motif Foodworks Raises \$226M to transform flavour and performance of plant-based foods (5)
- 6) The vegan savoury snacks market is poised to be the next major structural snacking opportunity within the plant-based foods market



Sources

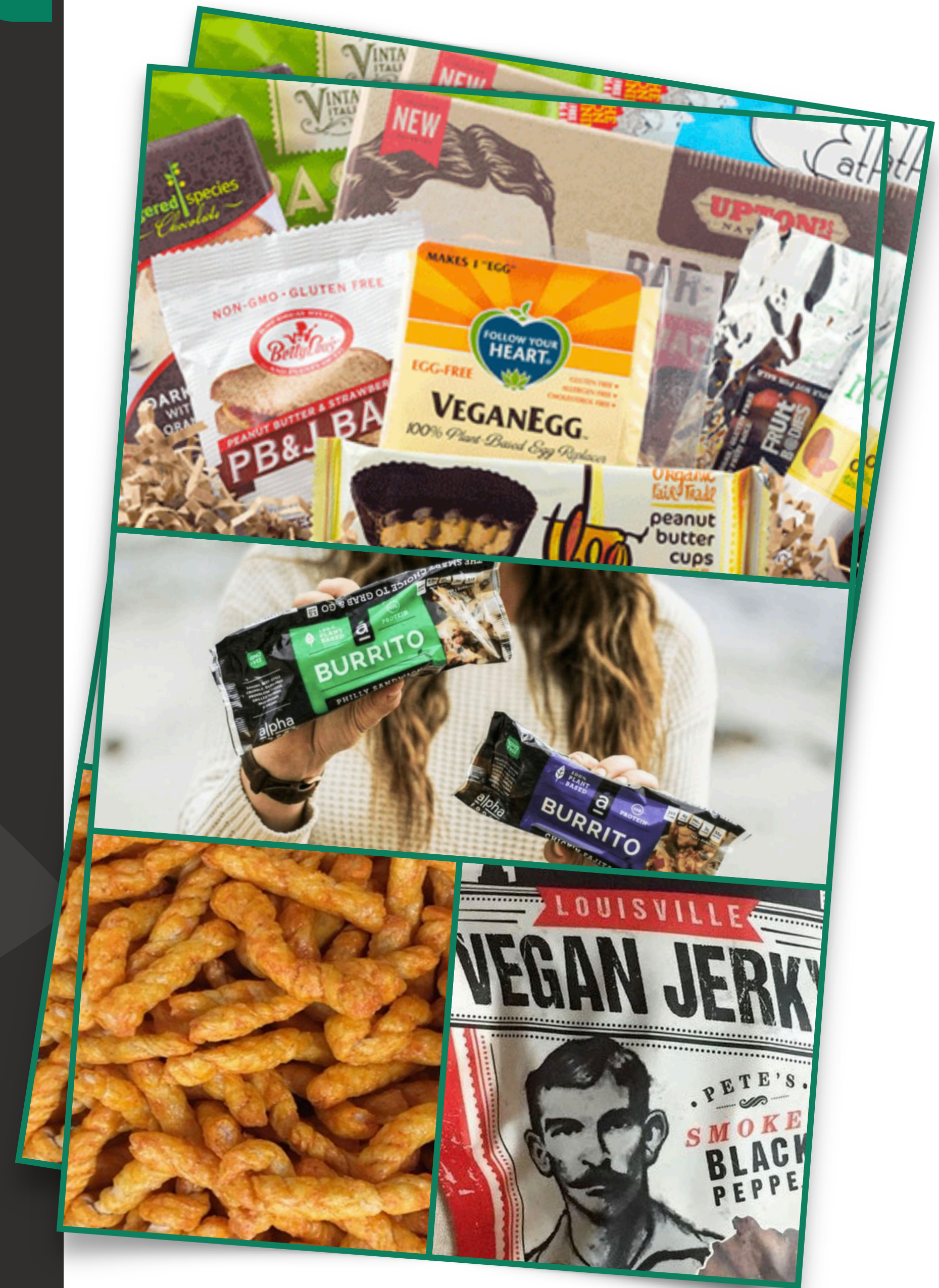
- (1) - Grandview Research -
- (2) - Mintel Research - <https://www.mintel.com/blog/food-market-news/the-low-sugar-destiny-of-health>
- (3) - Confectionary News - <https://www.confectionerynews.com/Article/2021/06/28/Hershey-buys-Lily-s-confectionery-brand-for-425m>
- (4) Forbes - <https://www.forbes.com/sites/douglasyu/2020/10/22/tpg-capital-acquires-low-sugar-candies-maker-smartsweets-for-nearly-400-million-sources/?sh=1a17f1793510>
- (5) <https://www.foodnavigator-usa.com/Article/2021/06/16/Motif-FoodWorks-raises-226m-in-Series-B-gears-up-for-launch-of-ingredient-to-transform-flavor-and-performance-of-plant-based-meat>

Vegan Market Facts

VEGAN SNACK MARKET TO GROW TO 73 BILLION DOLLARS BY 2028

- The vegan snack market is set to exceed a value of \$73 billion by 2028, a new report by market research firm Future Market Insights (FMI) predicts. (1)
- FMI believes that the vegan “salty snacks” industry will be worth \$20 billion within the next ten years. It also forecasts that plant-based meat snacks will experience the highest levels of demand, and thus experience the fastest growth in the forecast period

(1) <https://www.google.com/amp/s/www.livekindly.co/vegan-snack-market-value-exceed-73-billion-2028/amp/>



Sapientia Technologies

LAUNCHING IN Q3, 2021 IN OVER 250 STORES ACROSS WESTERN CANADA

Significant near-term snack based opportunities with the future of snacking

- Snacks, also known as RTE (Ready to eat) products, are enjoying increasing demand in the food industry
- Nestlé predicts that the vegan market will be worth USD \$5.2 billion by end of 2021, the majority of which will be vegan snacks.
- Sapientia's P Curls is a great example of a RTE snack 100% vegan – clean label, indulgent yet free of the guilt junk food factor. The crunch that consumers love – not fried – baked and full of nutritional value; no empty calories.

PLANT-BASED SNACKS

Eat Well Foods, Sapientia's consumer brand, is targeting the entire plant-based food market



Launching in Q3, 2021

VEGAN SNACK MARKET TO GROW TO 73 BILLION DOLLARS BY 2028

Sapientia products under development

- Plant-based Salted Snacks: (P Curls™) and other DEX products
- Meat Alternative Snacks (Sapientias' HMMA and TVPs)
- Cereal/ Grain based Snacks : (P Curls™)
- Plant-based Snack Bars
- Fruit and Nut Snacks



The Eat Well Team

Our team of seasoned leaders have decades of experience, previous acquisitions, and are passionate brand and product developers as forerunners in plant-based foods



MARC ANEED
PRESIDENT & DIRECTOR

Mr. Aneed is an award-winning natural/wellness consumer products expert with a 20-year career in CPG, starting at The Quaker Oats Company/PepsiCo and working on iconic brands such as Gatorade and more. Prior to Eat Well, Mr. Aneed was at Glanbia PLC, a global nutrition company where he led Amazing Grass, a leading plant nutrition & supplement company with over \$100M in retail sales, winning multiple corporate and industry awards for brand growth. Mr. Aneed also led Glanbia's Sports Nutrition brands in North America, including Optimum Nutrition and Isopure, with over \$750M in retail sales. He has launched dozens of successful consumer products driving over \$1B in retail sales collectively, with scale in eCommerce where he oversaw the #1 portfolio of fast-growing Sports Nutrition brands and the #1 Greens Superfood on Amazon. Mr. Aneed holds an MBA from the Kellogg School at Northwestern University and a BA from the University of Pennsylvania.



PATRICK DUNN
VICE PRESIDENT, FINANCE (PPF)

Patrick Dunn, CPA, is a founding partner of Dunn, Pariser & Peyrot. He has a track record of building highly successful agribusinesses throughout North America and other international jurisdictions. As a partner of one of the top business management firms in Los Angeles, Mr. Dunn believes the business of plant-based nutrition will drive profitability through its unique properties in various business channels in food, cosmetics, and healthcare worldwide. As a testimony to his business portfolio work, Mr. Dunn and his firm have won multiple industry awards for accounting, finance, and business management.



MARK COLES
CHIEF INVESTMENT OFFICER

Mr. Coles is a veteran CPG senior executive specializing in the plant-based foods sector. Mr. Coles has spearheaded global plant-based start-up initiatives for the past decade, culminating in a 2020 acquisition from an international New York Stock Exchange-listed food ingredient company. Mark has over 25 years of experience in CPG-focused strategy, mergers & acquisitions, and project financing and will be instrumental in evaluating potential opportunities for the Company. Mark has extensive experience working in Canada with government agencies, domestic and international CPG distributors, food incubators, and the agricultural community.



BARRY DIDATO
VICE PRESIDENT, STRATEGY (HT)

Mr. Didato is focused on the development of strategic revenue channels, sales partnerships, and international distribution. Mr. Didato brings extensive strategic sales capabilities and an extensive network of contacts in the industry. He served for 18+ years as a senior advisor for several ultra-high net worth family offices and numerous innovative wellness, nutrition, medical, and food businesses.



The Eat Well Team

Eat Well's management and directorship is dedicated to facilitating the success of its portfolio companies, founded on entrepreneurial agility and fiscal excellence

We provide shareholders with unparalleled access to emerging market opportunities



DAVID DOHERTY
CEO & DIRECTOR

Mr. Doherty has over 20 years of investment and finance experience. Mr. Doherty is the founder and president of DD Mercantile Corp., offering merchant banking and corporate advisory services to several companies across various sectors. Previously, he was an investment adviser with Canaccord Capital, Canada's largest independent securities dealer covering the North American capital markets specializing in developing, structuring, and financing venture and growth companies. Mr. Doherty holds a degree from Simon Fraser University.



DANIEL BRODY
DIRECTOR

Mr. Brody brings 15 years of investment industry experience to Eat Well. Mr. Brody has been instrumental in capitalizing and publicly listing world-class companies, raising over \$750,000,000 for five early-stage companies. Mr. Brody was licensed as an investment advisor in 2008 and spent six years at two leading independent Canadian brokerage firms. He holds a Chartered Investment Manager designation from the Canadian Securities Institute.



NICK DEMARE
CFO & DIRECTOR

Since May 1991, Mr. Demare has been the president of Chase Management Ltd., a private company that provides administrative, management, and financial services to private and public companies. He currently serves as an officer and director of several public reporting companies. Mr. Demare holds a bachelor of Commerce degree from the University of British Columbia and is a member in good standing of the Institute of Chartered Accountants of British Columbia.



NICK GRAFTON
DIRECTOR

Mr. Grafton has over 14 years of investment, finance, and public markets experience. Mr. Grafton was previously a Portfolio Manager, managing both cannabis and energy portfolios for a Canadian-based hedge fund. Prior to asset management, he worked as an Investment Banker at Canaccord Genuity Corp., where he helped finance and advise small to mid-cap companies. He is a CFA charter holder and has a degree from Michigan State University, with a major in finance.



Share Capitalization And Financial Forecast

CSE : **EWG**

OTC : **RKSCF**

FRANKFURT : **FRA6BC**



| | SHARES |
|------------------------|-------------|
| SHARES OUTSTANDING | 111,255,487 |
| PROFIT INTEREST SHARES | 65,031,826* |

| | |
|------------------------|------------|
| WARRANTS | 43,350,333 |
| OPTIONS | 7,700,000 |
| RESTRICTED SHARE UNITS | 8,900,000 |

| | | |
|--|-------------|-----|
| INSIDERS, MANAGEMENT & STRATEGIC INVESTORS | 120,377,667 | 68% |
|--|-------------|-----|

| | | |
|------------------------------------|--|--------------|
| CASH, SECURITIES & I.T.M. WARRANTS | | \$13,100,000 |
|------------------------------------|--|--------------|

*subject to 2 year escrow period from closing July 31st, or until \$100Million in revenue is achieved

| | |
|--------------------|--------------|
| FINANCIAL FORECAST | 2021 |
| REVENUE | \$60,000,000 |



Market Comparables

The average industry comparable is trading at 11.7 EV/'21 Rev, **while EWG trades at 2.4x**

| COMPARABLES | | REVENUE | REVENUE | EBITDA | EBITDA | METRICS | METRICS |
|------------------------|------------------|---------------|---------------|--------------|--------------|------------|------------|
| NAME | ENTERPRISE VALUE | 2020 | 2021 | 2020 | 2021 | EV/'20 REV | EV/'21 REV |
| OATLY GROUP | \$11,998,080,750 | \$526,688,750 | \$852,000,000 | na | na | 22.8x | 14.1x |
| BEYOND MEAT | \$9,722,002,652 | \$508,481,250 | \$756,250,000 | \$14,750,000 | \$5,500,000 | 19.2x | 12.9x |
| THE TATTOED CHEF | \$1,831,998,655 | \$185,625,000 | \$277,500,000 | \$12,000,000 | \$11,250,000 | 9.9x | 6.6x |
| BURCON NUTRASCIENCE | \$361,567,338 | \$8,646,000 | \$17,700,000 | \$4,946,000 | \$13,900,000 | 41.8x | 20.4x |
| THE VERY GOOD FOOD CO. | \$320,632,843 | \$4,636,838 | na | -\$8,344,117 | na | 69.1x | na |
| LAIRD SUPERFOOD, INC. | \$252,698,869 | \$32,507,998 | \$57,250,000 | na | na | 7.8x | 4.4x |
| | | | | | | 28.4x | 11.7x |
| EATWELL | \$143,000,000 | \$57,428,000 | \$60,000,000 | \$5,717,796 | \$9,114,729 | 2.3x | 2.4x |

All figures as of July 30th, 2021 closing.



Market Focus

Eat Well focuses on all aspects of the value chain

| NAME | PROCESSING | WHITE LABEL | CPG BRAND | GENETICS | IP |
|------------------------|------------|-------------|-----------|----------|----|
| BEYOND MEAT | | | ✓ | | ✓ |
| THE TATTOED CHEF | | ✓ | ✓ | | |
| BURCON NUTRASCIENCE | ✓ | | | | ✓ |
| THE VERY GOOD FOOD CO. | | | ✓ | | |
| LAIRD SUPERFOOD, INC. | | | ✓ | | |
| EATWELL | ✓ | ✓ | ✓ | ✓ | ✓ |



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THANK YOU