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CONFIDENTIAL OVERVIEW
NOVEMBER, 2021

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Our Mission

Our mission is to scale a company that **feeds families globally** while honoring 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 November 2nd, Eat Well announced it's third acquisition in three months, Amara Organic Foods; one of the fastest-growing plant-based baby food brands in North America. The Company acquired 51% of Amara with an option to acquire up to 80% for an additional \$29MM at a \$100-million (U.S.) valuation.

- Remarkable CPG Products
- AgriTech
- Plant-Based Proteins
- Food Tech
- ESG Initiatives
- Health & Wellness

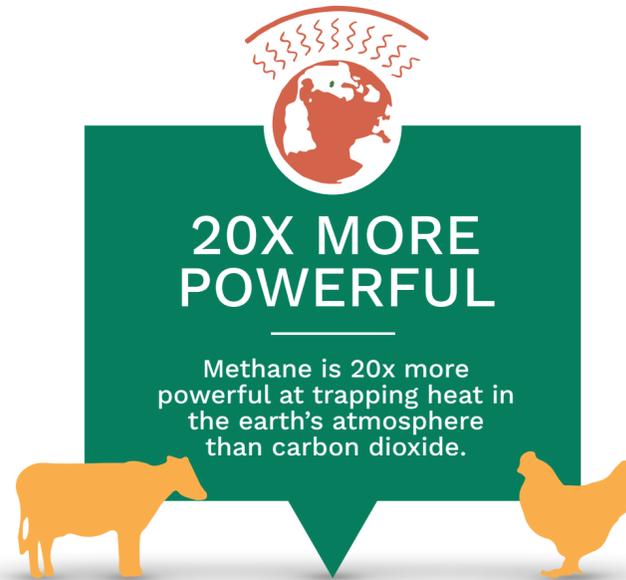


WHY PLANT-BASED:

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



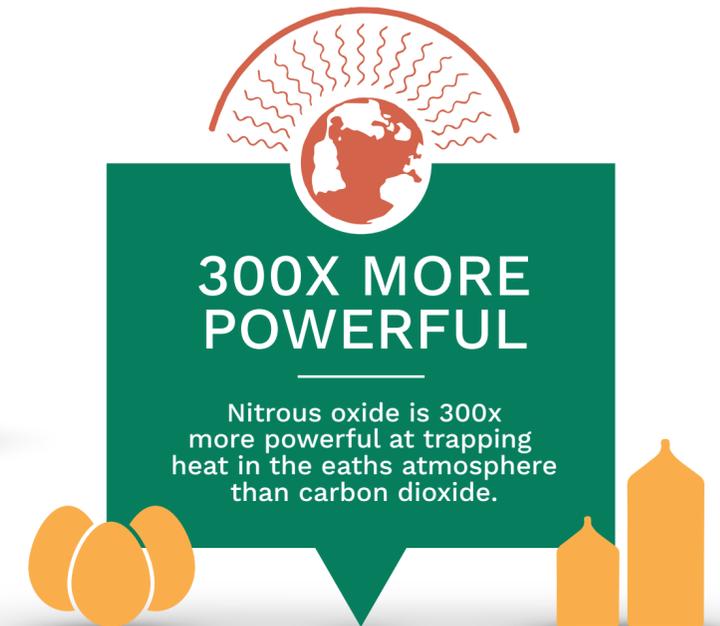
METHANE

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



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.

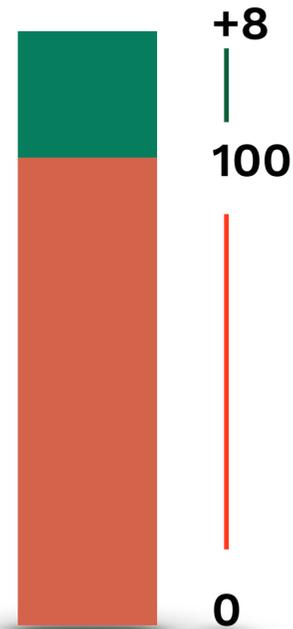


WHY PLANT-BASED

The People

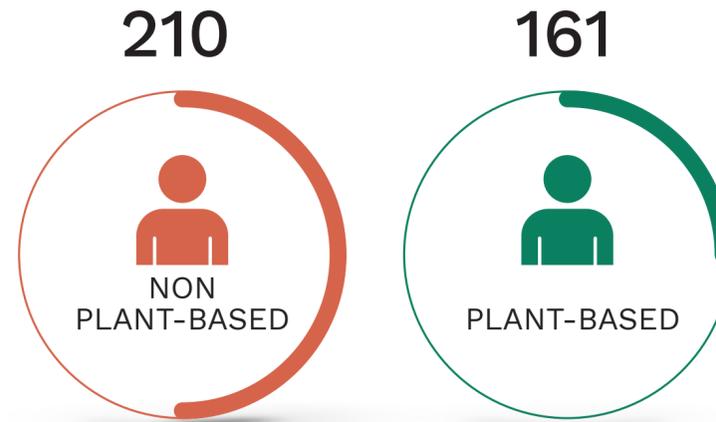
Science shows a plant-based diet is better for health and wellness lifestyles, too

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



LIFE EXPECTANCY

People associated with plant-based diets tend to live an average of 8 years longer.

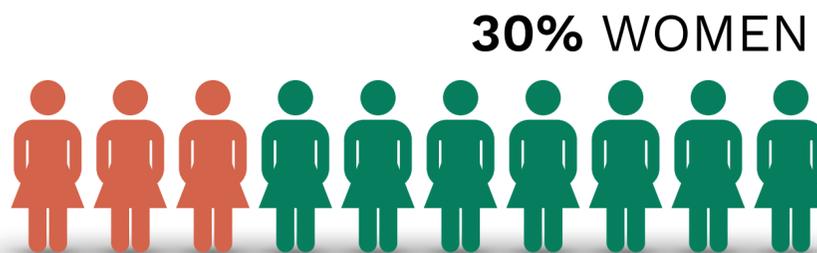


CHOLESTEROL LEVELS

The average cholesterol level is 161 compared to 210 in consumers not eating largely plant-based diets.

LOWER RISK OF DEATH

Consumers more closely associated with plant-based diets have a lower risk of death related to cancers, heart problems & obesity.



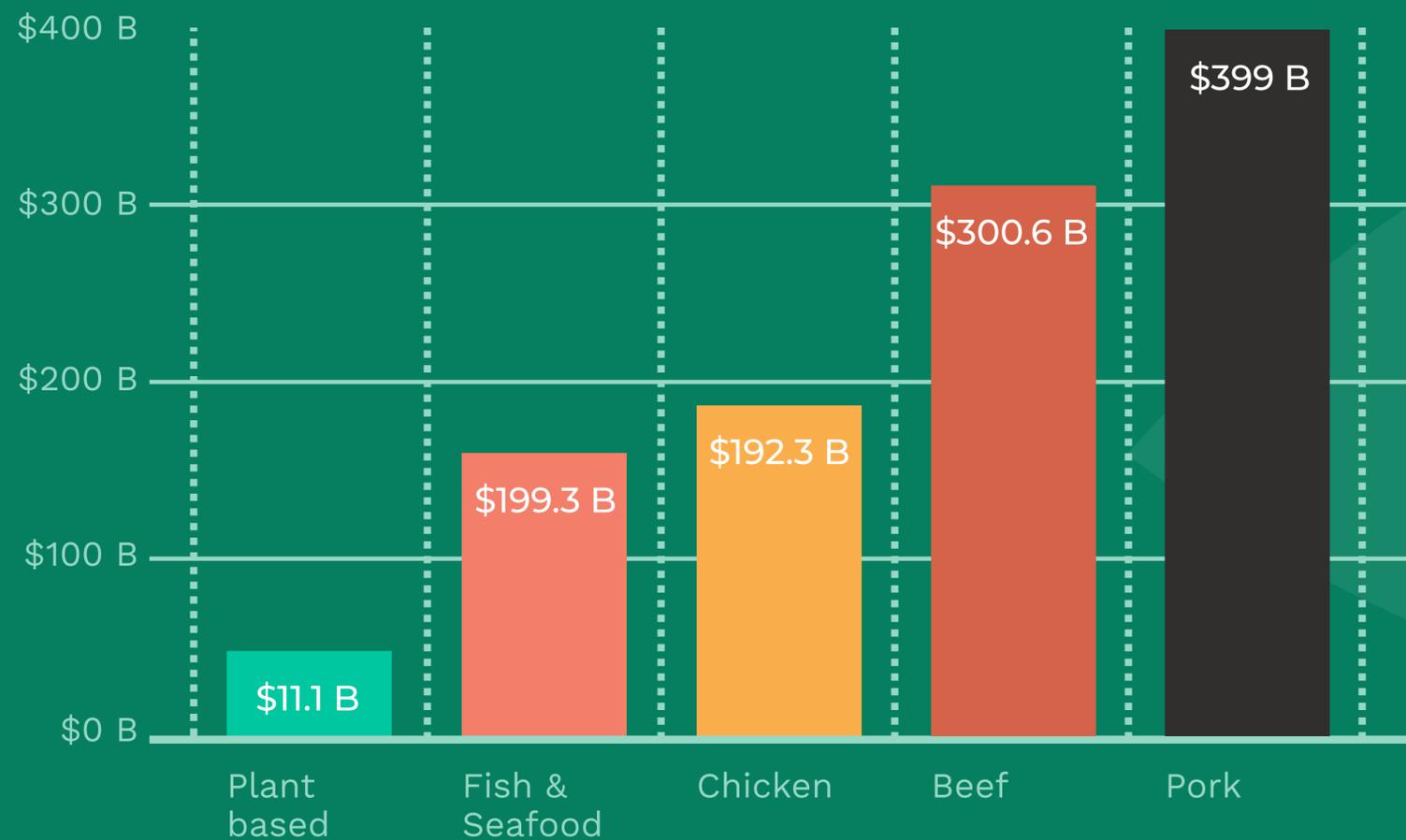


WHY PLANT-BASED:

A Rapidly Growing Market

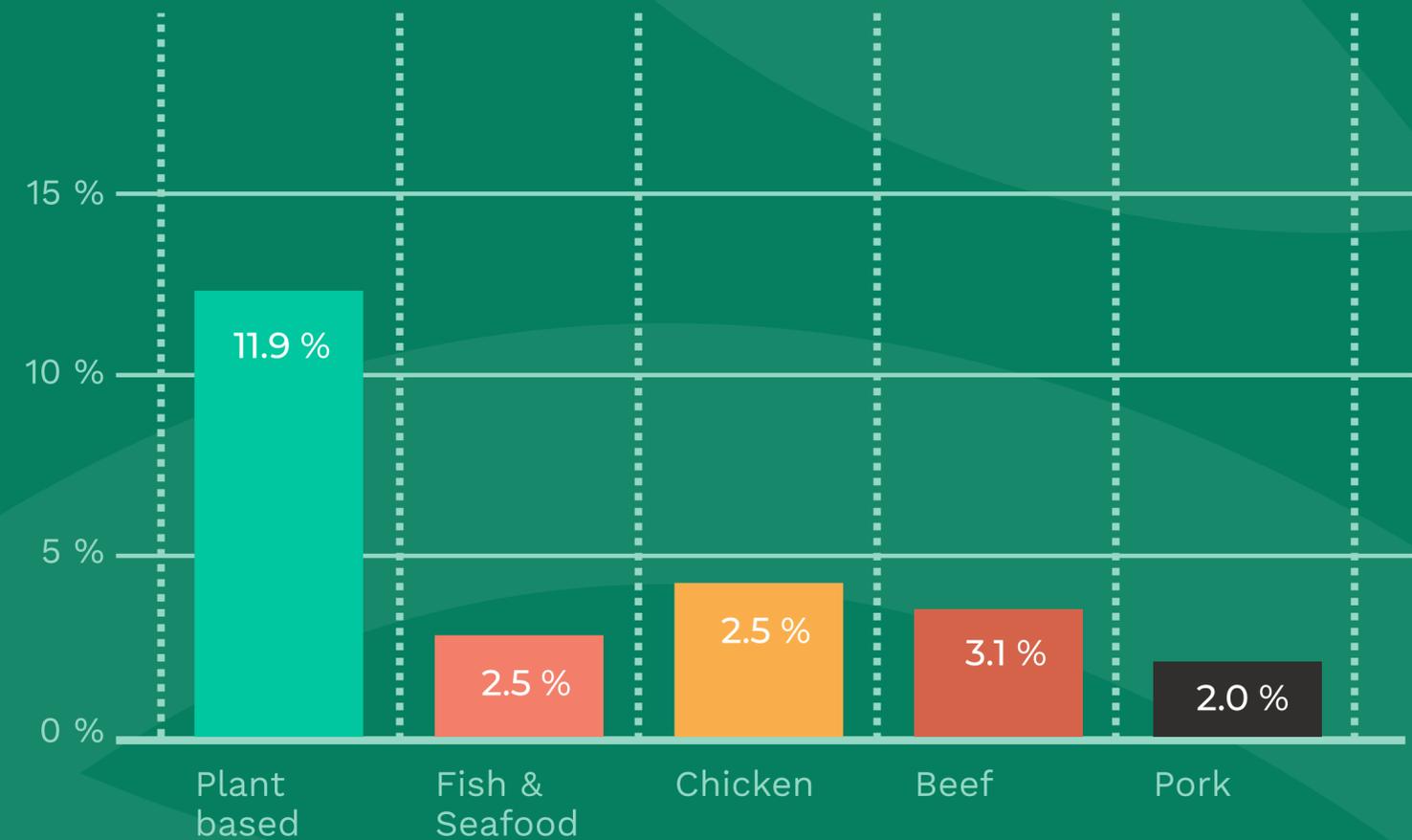
CURRENT MARKET POSITION

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



2017-2020 Market Values in Billions of USD

Estimated CAGR Up to 2027



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



1 MANAGEMENT

Eat Well Group is a hyper-growth company at the **heart** of the world's **plant-based food** ecosystem, with a growing **ESG profile**; led by a **team** that has founded, built and sold a multi-hundred million dollar plant-based food company to a major



2 VERTICAL INTERGRATION

We offer the opportunity to invest in the **entire supply chain**, from **seed-to-market**, not a single brand or a single piece of the value chain



3 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



4 FOOD-TECH

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**



CONTINUED:

Seven Reasons to Invest



5 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



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



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



Vertical Integration

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



SEED



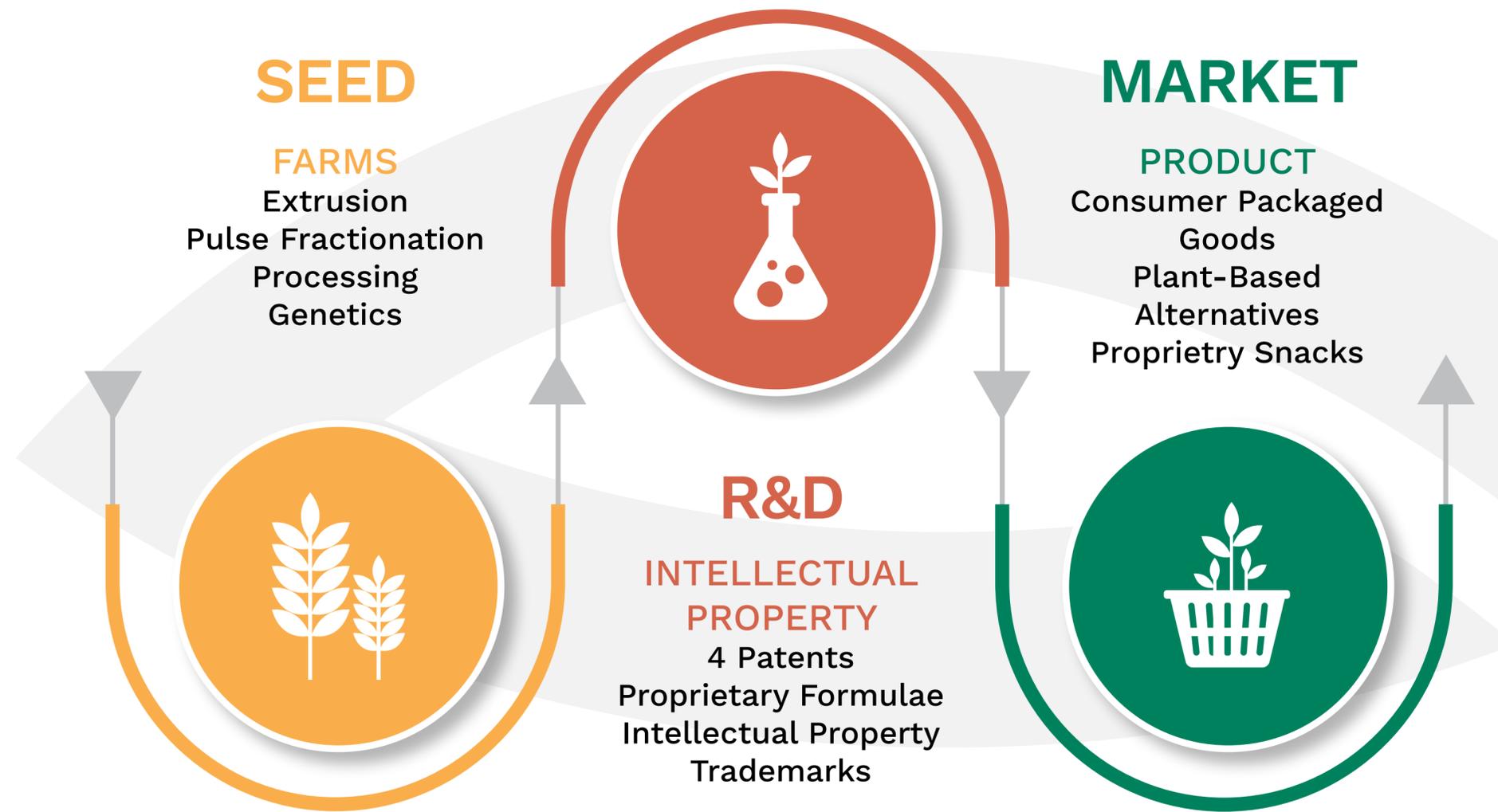
SCIENCE



MARKET

THE SEED TO MARKET APPROACH

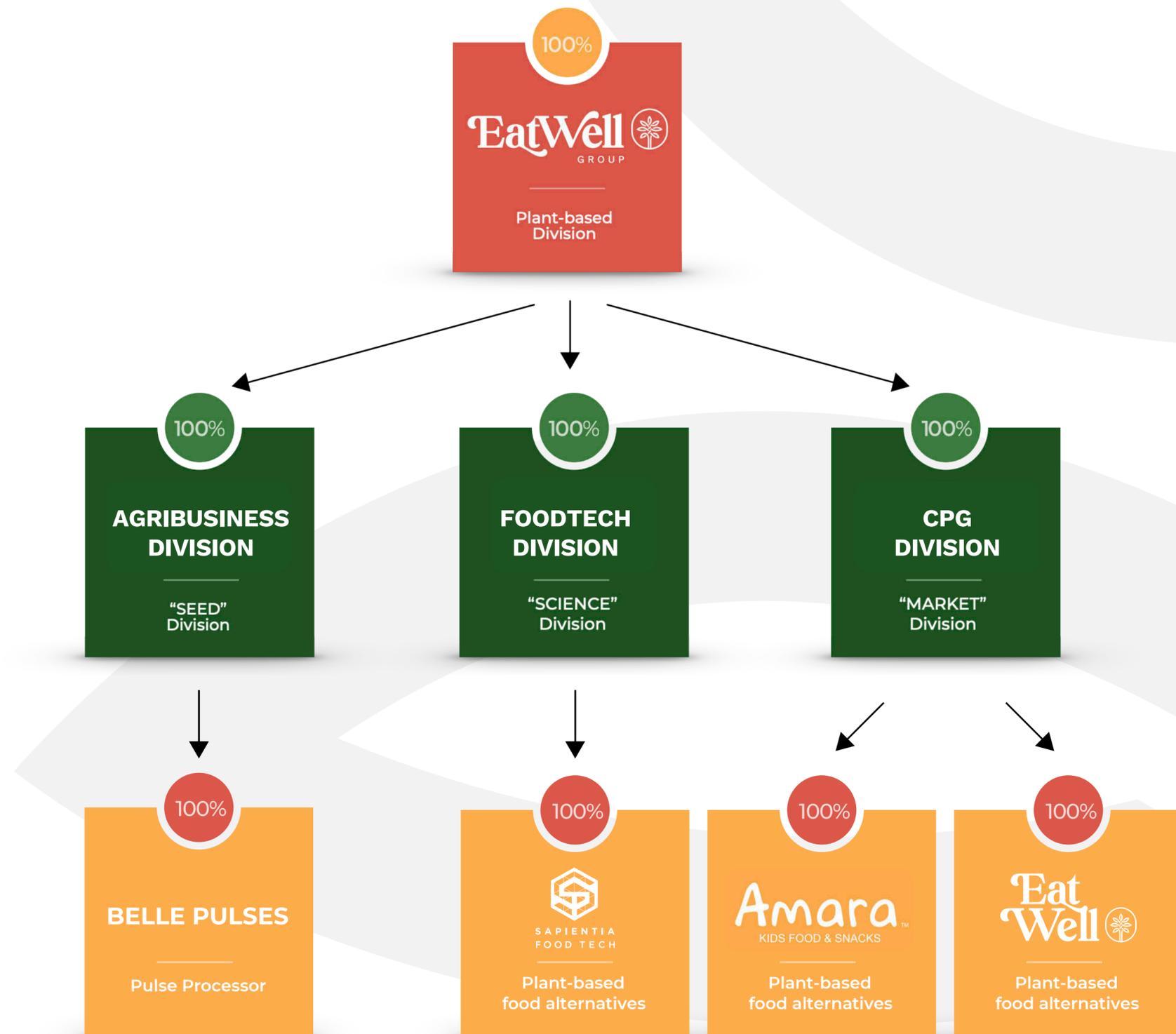
Combining Complementary Companies With Highly Synergistic Strategies in an Overly Fragmented Market



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)
AMARA & EAT WELL PRODUCTS



* Current ownership 51% with option to increase to 80%



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
- 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 wholly owned Sapienia Technology provides access to **vast amounts** of foodtech and IP 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.

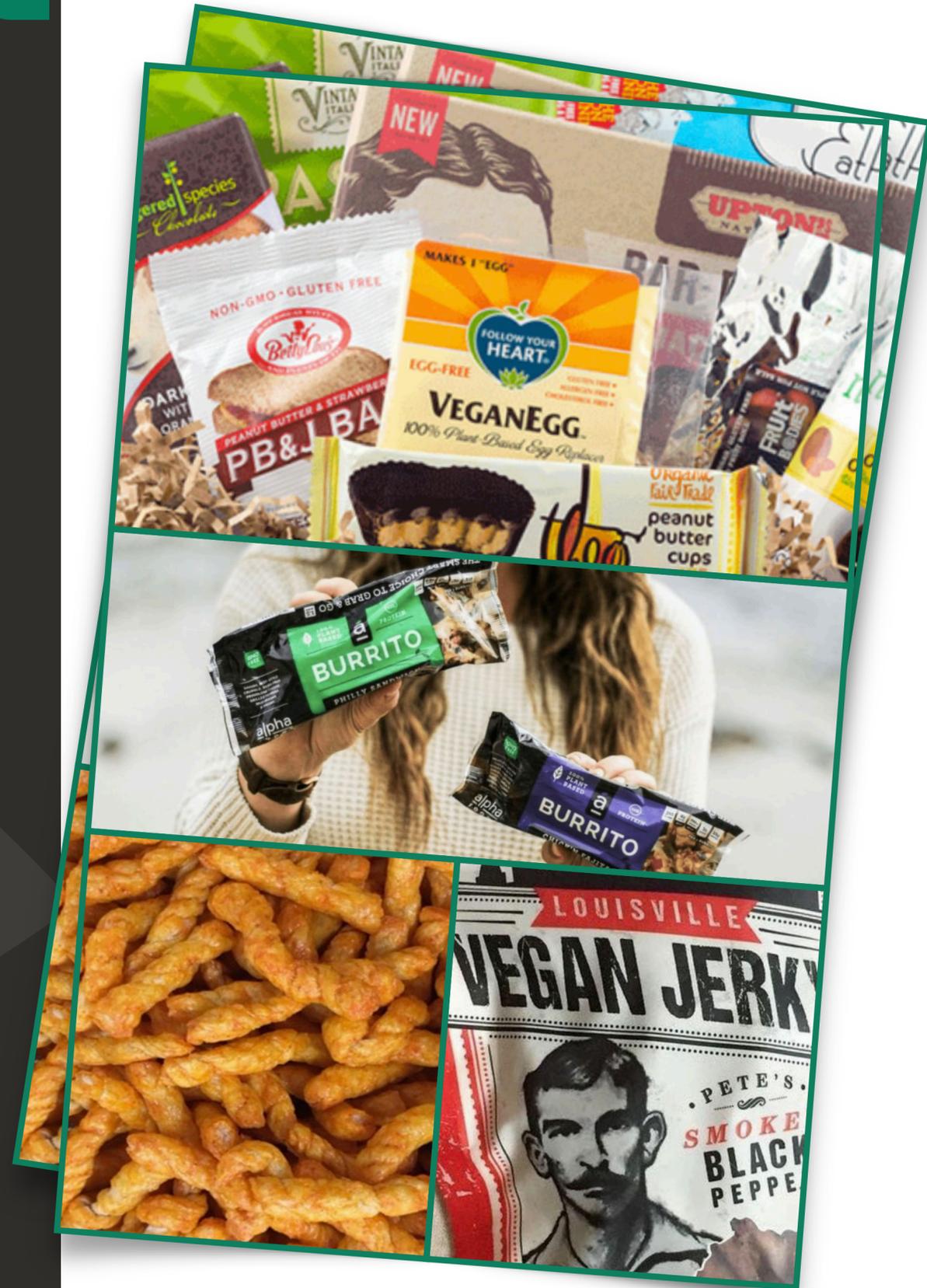




The Global Snack Food Market

PLANT-BASED SNACK MARKET TO GROW TO \$73 BILLION BY 2028

- The plant-based 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 plant-based “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
- MOTIF Foodworks was funded for \$226 million at a \$1.4B valuation(2)



(1) <https://www.google.com/amp/s/www.livekindly.co/vegan-snack-market-value-exceed-73-billion-2028/amp/>
(2) <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>

Our First Products

LAUNCHING Q4, 2021 IN NEARLY 350 STORES ACROSS WESTERN CANADA

Sapientia products under development

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

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



Our Baby Food Division

AMARA - SUPERIOR FOOD TECHNOLOGY THE PREMIUM BABY FOOD BRAND

Amara uses ground-breaking Food Science and Technology to focus on 3 key core objectives

1 Authenticity

We're not in the Baby food industry because it's trendy. **We discovered baby nutrition during the first seven years of life dictates the rest of your life.**

2 Quality

Amara has foraged direct relationships with best-in-class **farmers, supplying the most nutritious baby food on earth.**

3 Purpose

Learning and sharing to inspire positive change for people and our planet. There are the principles that form our purpose.

Amara[®]
Organic baby food

The Ease and Scale of Shelf Stable

- ✓ 50% LESS SUGAR
- ✓ FRESH TASTE
- ✓ FRESH TEXTURE
- ✓ ALL THE NUTRIENTS



amazon

Walmart+

COSTCO
WHOLESALE

SPROUTS
FARMERS MARKET



Our Baby Food Division

AMARA The Premium Baby Food Brand

Amara is one of the fastest growing baby food brands in North America



Amara Organic Baby Food

PATENT PENDING SCIENCE AND TECH LEADS TO UNIQUE NUTRITION ADVANTAGE

We start with the fruits and vegetables

Pressure Protected Technology (Patent pending)

Mix with breastmilk, formula or water & voila!



Our nutritionists and food scientists analyze for optimal nutrition density

Shelf stable. Fresh benefits.

Kids set up for a lifetime of healthy eating!



Zero Added Sugar
No added sugars or preservatives. Ever.



1000+ Reviews
Parents and babies love their Amara.



Plant-based Nutrition
100% organic, nutrient-dense meals and snacks

As Seen On





LOOKING AHEAD:

Further Growth and Exciting Developments in 2021



The Amara Team

A team of passionate female founded and female led innovators.



JESSICA STURZENEGGER
CEO

Graduated Magna Cum Laude from Bucknell University with a major in Economics. Studied at Stanford University Graduate School of Business in their ignite program. Leads the vision behind Amara and is determined to get into every household in the US.



MANDY LANDA
COO

Started with us in 2020 and is on a mission to make us better, more efficient and turn everything into a system. She also manages our suppliers and productions. She's a former software engineer at Silicon Valley, working at Microsoft and several other technology companies. Most recently the Director of Operations at Milk Makers, a breastfeeding lactation company she brought to scale with the founder before they sold to Munchkin.



DR. SONIA SCHIESS, PHD.
CTO

PhD in nutrition, she studied childhood nutrition for 5 years before joining us at Amara and has been with us since the early days. She is the science behind Amara. Ask her any questions on food, she is sure to respond back with a two-page detailed report backing up her findings. Wide experience in clinics, hospitals, independent consulting and university research. Authored several papers that cover childhood nutrition and its importance in the first five years of life.





Market Focus

Eat Well Group focuses on all aspects of the value chain, not a single piece or section

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



OUR PATH TO...

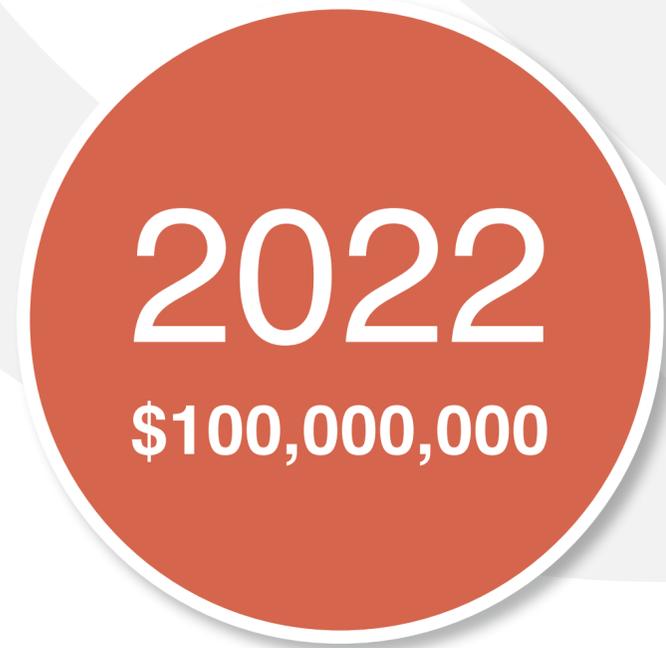
\$100,000,000

Eat Well's Revenue is accelerating from \$60,000,000 in 2021 to \$100,000,000 in 2022

- Belle Pulses consistent YoY Revenue Growth
- Food-tech powered by R&D ready to launch imminently
- Rapidly scaling CPG brands led by Amara Organic Foods



Stable revenue base driven by Pulse Processing



BELLE PULSES

25.6% Gross margins

24% YoY Growth ('21-'22)

Capturing Global Protein Demand Growth
People & Pet Food Growth, Increasing Margins

AMARA

3x YoY Growth for past 3 years

54% Product margins

647% Increase in online sales

+1500 new stores launched in 2021
Significant expansion planned in 2022

SAPIENTIA

350 Federated Stores Launch
eCommerce Amazon Launch

45% Gross Margins

Selective Big Box Brick & Mortar
New Flavours of **Vegan Cheetoh**

Pipeline Dev't: Pet, People, Crisps, Jerky

The Eat Well Team

Eat Well's Advisors represent the "who's who" of the plant-based foods ecosystem

We provide shareholders with unparalleled access to emerging market opportunities



PRINCE KHALED
STRATEGIC ADVISOR

HRH Prince Khaled bin Alwaleed bin Talal Al Saud, founder and Chief Executive Officer of KBW Ventures, is a firm supporter of clean energy, the humane treatment of animals, and a vocal supporter of the private sector in the Middle East. A member of the Saudi Arabian Royal Family, Prince Khaled was born in Stanford and spent his youth in Riyadh under the mentorship of his father, philanthropist HRH Prince Alwaleed bin Talal Al Saud, Chairman of Kingdom Holding Company. He is also the Founding Chairman of KBW Investments and serves across several boards. He invests in an array of successful but diverse global businesses – from promising technology startups to established companies. Today, with holdings on three continents, Prince Khaled stands at the gateway between the Middle East's evolving economies and the Western world. Consistently, Prince Khaled's focus is on ventures and ideas at the intersection of innovation and economic growth.



DAN PREFONTAINE
STRATEGIC ADVISOR

Dan has been leading the Saskatchewan Food Centre since 2000 and in 2019 was inducted into the Saskatchewan Agriculture Hall of Fame. The Food Centre provides vital services, expertise and facility for Saskatchewan's agriculture industry to add more value to what they grow. Under Dan's leadership, the Food Centre has assisted over 300 companies in the development and processing of new food products, with over 800 new products utilizing Saskatchewan based agricultural inputs. Under Dan's leadership the Food Centre has expanded from a 10,000 square ft processing facility to a 43,000 sq ft facility called the Agri-Food Innovation Centre, which can accommodate a wide variety of agricultural products: food, fibre, cereal and pulse processing, fruit and vegetable processing.



JEFF DUNN
STRATEGIC ADVISOR

He has over 30 years of experience in agriculture and packaged food, including senior leadership positions with Bolthouse Farms, Campbell Soup Company and The Coca Cola Company, among others. He is an Operating Partner at Butterfly and focuses primarily on the agriculture & aquaculture and food & beverage product sectors. Prior to joining Butterfly, Mr. Dunn was the President of the Campbell Fresh division of Campbell Soup Company from 2015 to 2016, where he was in charge of building Campbell's scale and accelerating its growth in the rapidly expanding packaged fresh segments and categories across the retail perimeter.



DR. EUGENIO BORTONE
CTO & STRATEGIC ADVISOR

Gino has successfully created new-to-the-world innovation for new products and new technologies. He has held several positions in PepsiCo that included Sr. Global Technical Extrusion Leader, and Senior Scientist for the Global Nutrition Group. During his tenure in PepsiCo he developed and launched several multimillion-dollar products such as Twisted Cheetos, which brought the Cheetos Brand for the first time to a Billion dollars in sales. At the end of his career in Frito Lay North America he had 20 patents, and several. For his creativity, in 2004 he was recognized by PepsiCo with the World Wide Creative Award, Chairman's Award, and in 2010 was the first recipient of the Thomas Edison Award. In 2017, he applied for 7 patents, and in December 2018 the USPTO awarded the first 3. Gino is a Certified Food Scientist, and has a Ph.D. in Grain Science, MS in Nutrition, and BS all from Kansas State University.



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

We provide shareholders with unparalleled access to the plant-based foods sector



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

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

Mr. Didato is focused on the development of strategic revenue channels, sales partnerships, and international distribution. Mr. Didato brings extensive cross-border transaction experience, strategic sales capabilities and an extensive network of contacts in the industry. He previously served for 22+ years as a senior advisor for several ultra-high net worth family offices and numerous innovative wellness, nutrition, medical, and food businesses and platforms. Mr. Didato holds a BS with honors from the University of Massachusetts, Amherst, and a Masters Degree with emphasis on entrepreneurial finance and management from Harvard University.



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



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.



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 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.



DESMOND BALAKRISHNAN
DIRECTOR

Mr. Balakrishnan is an experienced capital market and securities lawyer with extensive experience advising clients in the food, beverage, agribusiness, gaming, entertainment and hospitality sectors. He is one of the leading lawyers in Canada in gaming law and is recognized in numerous legal directories for his work in these industries, most recently legal counsel for Great Canadian Gaming. With a broad scope of expertise, Mr. Balakrishnan advises on private equity investments, public offerings, mergers and acquisitions, and listed company maintenance. He also acts as counsel on new issues and listings on all Canadian stock exchanges and interlistings with several international exchanges. He is the national leader of McMillan's gaming group.





Market Comparables

VALUATION:

Eat Well trades at 2.8x EV/2021 revenue and 1.7x EV/2022 revenue versus the similarly high growth and better-for-you names at 10.1x EV/2021 revenues and 6.9x EV/2022 revenue.

COMPANY	SHARE PRICE 10/29/21	MARKET CAP (F.D)	ENTERPRISE VALUE	EV / REVENUE		EV / EBITDA		GROSS MARGIN	EBITDA MARGIN	REV. GROWTH			
				CY2021E	CY2022E	CY2021E	CY2022E	CY2021E	CY2021E	CY21E-CY22E			
BETTER.FOR.YOU													
OATLY GROUP	US\$12.89	US\$7,628	US\$6,788	9.8X	5.3X	NMF	NMF	29.5%	(18.4%)	85.1%			
CELSIUS	US\$96.52	US\$7,616	US\$7,532	28.9X	18.2X	264.7X	144.8X	43.7%	10.9%	58.5%			
BEYOND MEAT	US\$98.98	US\$6,583	US\$6,703	13.4X	9.1X	NMF	NMF	31.0%	(7.1%)	47.7%			
FRESH PET	US\$155.91	US\$7,120	US\$6,840	15.3X	11.6X	112.0X	72.5X	42.3%	13.7%	32.5%			
BELLRING	US\$26.82	US\$3,714	US\$4,230	3.2X	2.9X	17.5X	15.7X	31.7%	18.6%	10.3%			
SIMPLY GOOD	US\$39.65	US\$4,098	US\$4,475	4.3X	4.0X	21.0X	19.5X	40.6%	20.5%	8.2%			
TATTOOED CHEF	US\$17.97	US\$1,474	US\$1,342	5.6X	4.2X	NMF	NMF	18.4%	(6.7%)	35.0%			
VITAL FARMS	US\$16.42	US\$703	US\$596	2.4X	1.9X	69.7X	36.7X	33.5%	3.4%	26.0%			
GURU Organic Energy Drink	C\$16.00	C\$520	C\$452	14.4X	10.2X	NMF	NMF	61.1%	(22.3%)	40.8%			
LAIRD	US\$17.46	US\$167	US\$124	3.2X	2.1X	NMF	NMF	25.8%	(51.8%)	52.7%			
AVERAGE - BETTER.FOR.YOU				10.1X	6.9X	NMF	NMF	35.8%	(3.9%)	39.7%			
MEDIAN - BETTER.FOR.YOU				7.7X	4.7X	NMF	NMF	32.6%	(1.7%)	37.9%			
EAT WELL GROUP				C\$0.62	C\$122M	C\$167M	2.8X	1.7X	41.4X	48.1X	25.0%	8.7%	77.6%



Share Capitalization And Financial Forecast

CN : **EWG**

US : **EWGFF**

FWB : **GBCO**

	SHARES	
SHARES OUTSTANDING	126,889,654	
PROFIT INTEREST SHARES	65,031,826	
WARRANTS	28,467,000	
OPTIONS	8,200,000	
RESTRICTED SHARE UNITS	8,900,000	
INSIDERS, MANAGEMENT & STRATEGIC INVESTORS	131,869,469	67%
CASH, SECURITIES & I.T.M. WARRANTS		\$10,028,000

* Escrowed until July 31st 2021 or until \$100MM in TTM revenue is achieved

FINANCIAL FORECAST	2021	2022
REVENUE	\$60,000,000	\$100,000,000



Summary Seven Reasons to Invest in EWG

1) **MANAGEMENT**: Eat Well Group is a hyper-growth company at the **heart** of the world's **plant-based food** ecosystem, with a growing **ESG profile**; led by a **team** that has founded, built and sold a multi-hundred million dollar plant-based food company to a major

2) **VERTICAL INTEGRATION**: We offer the opportunity to invest in the **entire supply chain**, from **seed-to-market**, not a single brand or a single piece of the value chain

3) **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

4) **FOOD-TECH**: 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**

5) **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

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



CN : EWG
US : EWGFF
FWB : 6BC0

THANK YOU

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