

# ELEMENT

NUTRITIONAL  
SCIENCES



Investor Presentation

Q1 2022  
CSE:ELMT  
OTC: ELNSF



# Disclaimer

## CAUTIONARY STATEMENT

This presentation is not, and under no circumstances is to be construed as, a prospectus, offering memorandum, or advertisement or a public offering of securities. Offers to sell, or the solicitations of offers to buy, any security can only be made through official offering documents that contain important information about risks, fees and expenses. Readers should conduct their own due diligence, not rely on the financial assumptions or estimates displayed in this presentation, and are encouraged to consult with a financial advisor, attorney, accountant, and any other professional that can assist with assessing the information. No securities commission or similar regulatory authority has recommended or approved any investment or the accuracy or completeness of any of the information or materials provided by the Company.

Certain information contained in this presentation constitutes "forward-looking statements" within the meaning of applicable securities laws which can be identified by the use of forward-looking terminology such as "may," "will," "positioned," "risk," "seek," "should," "expect," "anticipate," "target," "project," "estimate," "intend," "outlook," "continue" or "believe," or the negatives thereof or other variations thereon or comparable terminology. Forward-looking statements include, but are not limited to, the Company's future revenues, the ability of the Company to obtain financing for the development of its projects, the Company's business plan and access to future funding and projects, the ability of the Company to repay its debts, the Company's financial forecasts, plans for expansion and increased distribution and sales, the ability of the Company to obtain, develop and foster its relationships with distributors and vendors, product development, the development of the Company's online platform, statements about potential market developments and trends, demand for the Company's products and services and other statements that are not historical facts.

Forward-looking statements are necessarily based upon a number of estimates and assumptions that, while considered reasonable by management, are inherently subject to significant legal, business, economic and competitive uncertainties and contingencies. Material assumptions supporting these forward-looking statements include, among other things: assumptions regarding the number of consumers and growth of the wellness market, the consumption by such users, and the price of the Company's products; that retail expansion will occur and result in greater branding and marketing opportunities, as well as increased sales volume and prices; that the Company will be able to obtain any necessary financing on acceptable terms, successful expansion to new markets and development of new products, successful operation of an online platform, and assumptions regarding our management team's ability to implement our business plan, and general economic and financial market conditions.

Forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause actual financial results, performance or achievements to be materially different from the estimated future results, performance or achievements expressed or implied by those forward-looking statements and the forward-looking statements are not guarantees of future performance. Such risks and uncertainties include but are not limited to, the fact that the Company is an early stage company with limited operating history and resources, execution of the Company's business plan requires raising additional capital, the wellness market is highly regulated and those regulations and enforcement priorities of governmental authorities may change, the wellness market is highly competitive, consumer attitudes may evolve and change, success is largely dependent on the performance of the Company's management, adverse changes in the global economy could negatively impact the Company's business, negative impact on the business due to the COVID-19 pandemic, risk of exposure to product liability claims, regulatory action and litigation, disruption or loss of the Company's distribution channels and relationships with key distributors and vendors, and changing political and economic conditions present within the industry will impact the success of the Company. Notwithstanding the foregoing, readers are cautioned that the list of risks set forth herein are not exhaustive. Except as required by law, the Company disclaims any obligation to update or revise any forward-looking statements, whether as a result of new information, events or otherwise. No forward-looking statement or projections can be guaranteed. Accordingly, you should not place undue reliance on any forward-looking statements or information. The reader is further cautioned that the preparation of the financial forecast included in this presentation requires management of the Company to make certain assumptions, judgments and estimates that affect the forecast of financial results, including sales, profit and costs. These estimates may change, having either a negative or positive effect on actual results as further information becomes available, and as the economic environment changes. No statement in this document is intended to be nor may be construed as a profit forecast.

The Company does not make any representation or warranty express or implied as to the accuracy or completeness of the information contained herein and no reliance should be placed thereon. It is not the intention to provide a complete or comprehensive analysis of the Company's financial or business prospects. The information contained in these materials should be considered in the context of the circumstances prevailing at the time and has not been, and will not be, updated to reflect material developments which may occur after the date these materials were prepared, unless the Company is required to do so under applicable law.

This presentation contains information obtained from third parties, including but not limited to market data. The Company believes such information to be accurate but has not independently verified such information or whether such information has changed since the date thereof. To the extent such information was obtained from third party sources, there is a risk that the assumptions made and conclusions drawn by the Company based on such representations are not accurate.

The Company has a limited operational history, making it difficult to accurately predict business operations. Where any opinion or belief is expressed in this presentation, it is based on the assumptions and limitations mentioned herein and is an expression of present opinion or belief only. No warranties or representations can be made as to the origin, validity, accuracy, completeness, currency or reliability of the information. The Company disclaims and excludes all liability (to the extent permitted by law) for losses, claims, damages, demands, costs and expenses of whatever nature arising in any way out of or in connection with the information in this presentation, its accuracy, completeness or by reason of reliance by any person on any of it. This presentation should not be construed as legal, accounting, financial or tax advice to any individual.

The Company's forward-looking statements are expressly qualified in their entirety by this cautionary statement.





# Our Mission



To employ  
plant-based  
technology along  
with research based  
nutritional science  
to deliver high value  
products to our  
customers allowing  
them to live life to  
the fullest



# Investment Highlights



Flagship plant-based nutraceutical product, Rejuvenate™, is proven to **improve muscle health**, help **prevent muscle loss** and help the body **build lean muscle**



**Secured shelf space** with top U.S. and Canadian retailers, now in over 16,000 stores across North America, plus e-commerce channels



E-commerce platform allows shipment to 98% of U.S. population **within 2 business days**



**Exclusive rights to patented formulations** which specifically targets Sarcopenia, muscle loss due to aging



Product formulation backed by **25 peer reviewed clinical studies**, and \$20 million in investment over the last 17 years



Deep **product innovation pipeline** to target new markets, including oncology, orthopedics, and sports nutrition





## Sector Growth



North American nutritional market worth **US\$50 billion** and growing <sup>1</sup>



**63% of consumers** are looking for plant-based foods as a healthier source of protein <sup>2</sup>



U.S. ready-to-drink market expected to expand at a **CAGR of 8.2% to 2025** <sup>3</sup>



Adult protein beverage market over **US\$1.6 billion** <sup>4</sup>



**49% of population** concerned about effects of muscle loss <sup>5</sup>

1. KBV Research 'North American Sports Nutrition Market By Distribution Channel, Users, Product Type'
2. DuPont\_NH\_Meat-Alternatives-White-Paper-Brochure\_NEW.pdf (dupontnutritionandbiosciences.com)
3. Grand View Research 'Sports Nutrition Market Size, Share & Trends Analysis Report (2020-2027)
4. <https://www.statista.com/topics/4232/protein-market/>
5. Age of majority - Rejuvenate - Research report 2018: Online survey of 1004 participants

# Sarcopenia is the new osteoporosis

– Abbott Labs





# Our Opportunity

13%

Sarcopenia's incidence is up to 13% of population<sup>1</sup>

\$1.3B

North American Sarcopenia market by 2025<sup>1</sup>

\$18B

Healthcare costs attributed to Sarcopenia<sup>1</sup>



<sup>1</sup> Zion Market Research "Sarcopenia Market - Global Industry Perspective Comprehensive Analysis and Forecast 2019-2025"

# The Solution Rejuvenate™

1st

to market



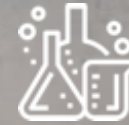
Clinically  
Proven

25+

Clinical  
Studies



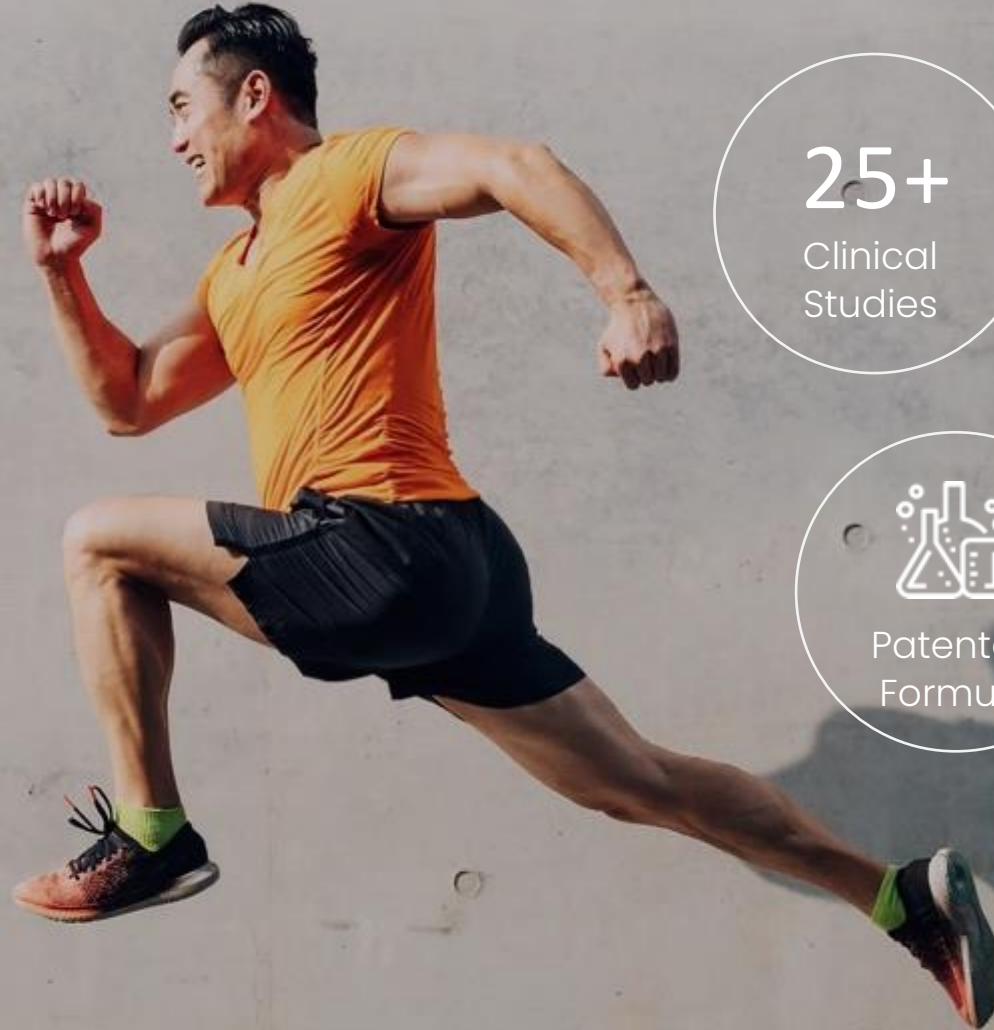
Prevents  
muscle loss



Patented  
Formula

\$20m

Spent on R&D





# Rejuvenate™ Ready-to-drink Beverage

*Rejuvenate*  
Muscle Health

True innovation for the adult  
nutrition market now available.

## Plant Based

Rejuvenate™ Ready-to-Drink



15 grams of  
organic plant  
protein

330 ml Tetra Pak



Patented,  
clinically-proven  
formula



No artificial  
sweeteners or  
artificial colors



Only 100  
Calories



US Patent  
9,364,463  
Subsequent patent pending



Sugar Free,  
Gluten Free,  
Dairy Free



First to market  
& clinically proven



Helps prevent muscle  
loss & speed  
surgical recovery



# The Rejuvenate™ Difference

Nutrition drinks are not created equal



Rejuvenate™ RTD  
11 fl oz serving

- ✓ 15g protein
- ✓ Organic plant protein (pea & brown rice protein)
- ✓ Sugar free
- ✓ 100 Calories
- ✓ Dairy free
- ✓ 3.6g Patented Essential Amino Acid Blend™
- ✓ 14g carbohydrates
- ✓ 1.5g total fat
- ✓ Naturally flavored



Ensure Original  
8 fl oz serving

- ✗ 9g protein
- ✗ Milk protein concentrate & soy protein
- ✗ 15g sugar
- ✗ 240 calories
- ✗ Contains milk
- ✗ No added amino acids
- ✗ 32g carbohydrates
- ✗ 6g total fat
- ✗ Natural & artificial flavors



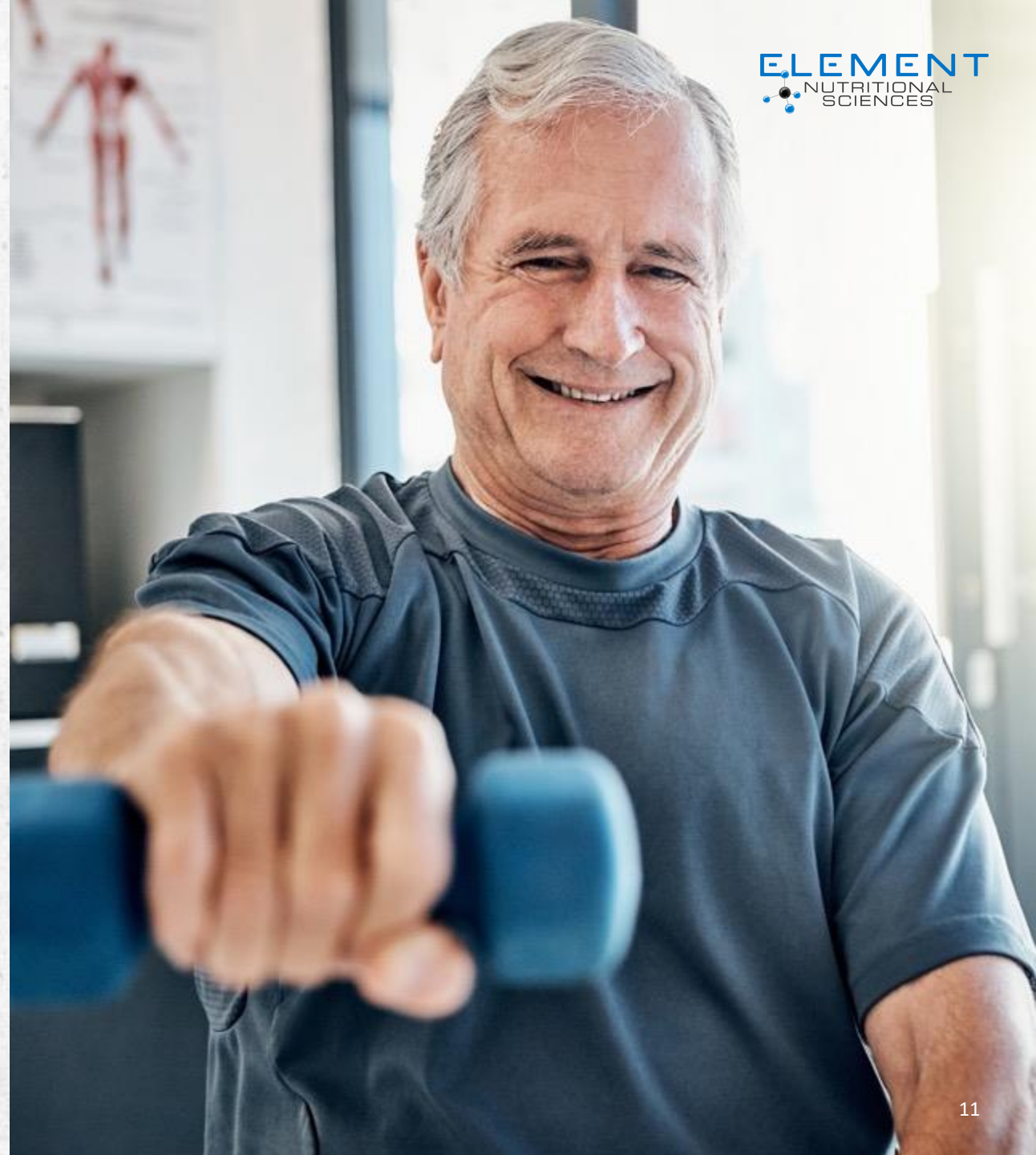
Boost Original  
8 fl oz serving

- ✗ 10g protein
- ✗ Milk protein concentrate & soy protein isolate
- ✗ 20g sugar
- ✗ 220 calories
- ✗ Contains milk
- ✗ No added amino acids
- ✗ 32g carbohydrates
- ✗ 6g total fat
- ✗ Natural & artificial flavors



# Value Proposition

We deliver sustainable quality of life to consumers by preventing age related muscle loss





# Clinically Proven Formulation

Efficacy backed by 25 peer reviewed clinical studies

800%

increase in strength  
while recovering  
from surgery



Increase strength  
and function



Speeds post  
operative  
recovery

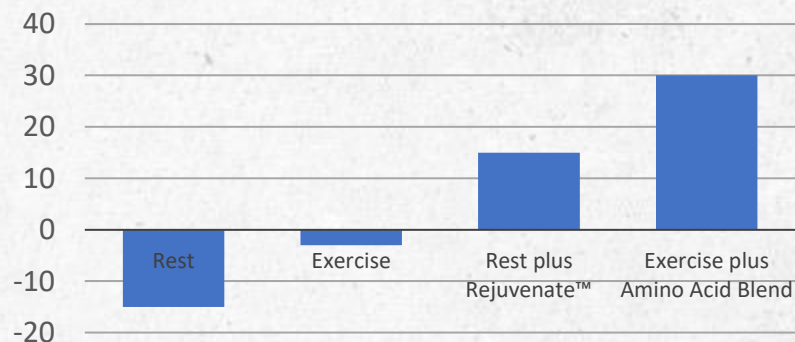


Lowens insurance  
& medical costs



Increases  
quality  
of life

Muscle Gain/Loss



■ Muscle Gain/Loss

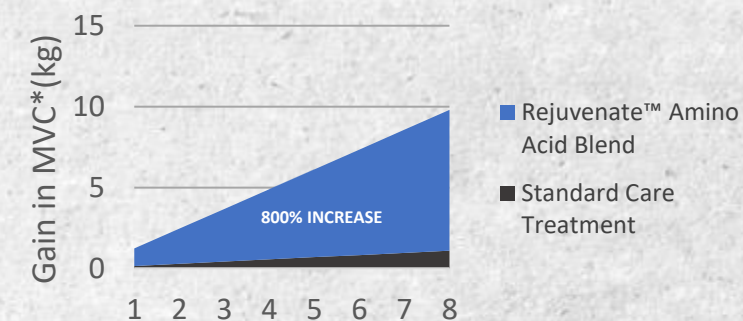
Muscle Gain/Loss



■ Muscle Response

D.D. Church et al. Department of Geriatrics, Donald W. Reynolds Institute on Aging, University of Arkansas for Medical Sciences.

Strength Recovery



Week 2 to 8 after hip/knee replacement surgery

\*MVC: Maximum Voluntary Contraction is a measure of strength

# Significant Retail Distribution





# Brand Ambassador

*Denise Austin*

One of North America's  
most influential people in  
health and nutrition



464,000 followers with 30% engagement  
(industry average is 2%)



Core followers are 45 to 65 years old;  
83% are interested in diet and nutrition



Best selling author of 12 books on fitness  
and nutrition



Former member of the Presidents  
Council on Physical Fitness





# Our Growth Strategy

## Distribution

- Increase sales velocity with existing partners
- Build points of distribution with new partners
- Digital paid search and advertising for direct-to-consumer channel, 2.7 billion impressions
- Add new SKUs through existing points of distribution

## Innovation

- New product formats for existing formulations
- Rejuvenate™ formulations for immune, omega, meal replacement and sports nutrition
- Orthopedics: perform studies for pre- and post-surgery to speed recovery
- Oncology: develop higher dose formulation, perform studies on muscle loss and protein
- Sports Nutrition: develop higher dose formulations for JAKTRX™ brand



# Distribution & Innovation Pipeline

## Distribution Channels

- Vendor status with 8 national retailers in U.S. and Canada
- Direct to consumer via Amazon

- Vendor status new retailers; international distribution
- JAKTRX™ to U.S. market

- Oncology and orthopedic
- Retirement homes/long-term care

**Today**

**Next 12 months**

**3 to 5 year plan**

## Product Innovations

- Rejuvenate™ sachets – 2 SKUs
- Ready to drink beverage – 3 SKUs
- JAKTRX™ – 7 SKUs

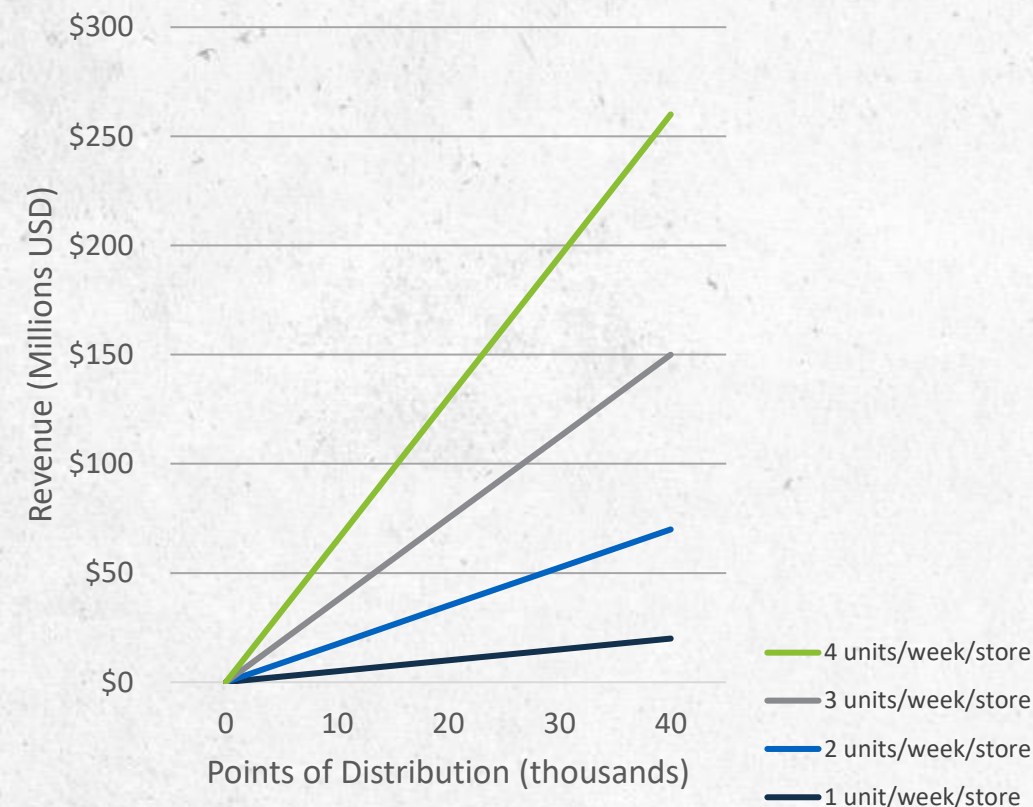
- Rejuvenate™ for Canadian market
- Rejuvenate™ Omega, Immune, meal replacement

- Higher dosage Rejuvenate™
- Bars, powders, gummies
- Snack food



# Revenue Growth Potential

Rejuvenate™ currently in over 16,000 stores





# Founder

## Stuart Lowther Msc., BSc

- Founder of Life Science Nutritionals, sold for \$40 million, Profit Magazine ranked LSN #1 fastest growing company in pharmaceutical and nutraceutical industry
- International sales executive at Jamieson Laboratories, grew revenue by 14x, sold for \$320 million valuation, public company valued at \$1.4 billion
- Executive at IOVATE Health Sciences (MuscleTech), grew business from \$40 million in revenue to over \$200 million, recently sold at \$1 billion valuation



1. KBV Research 'North American Sports Nutrition Market By Distribution Channel, Users, Product Type'
2. DuPont\_NH\_Meat-Alternatives-White-Paper-Brochure\_NEW.pdf (dupontnutritionandbiosciences.com)
3. Grand View Research 'Sports Nutrition Market Size, Share & Trends Analysis Report (2020-2027)
4. <https://www.statista.com/topics/4232/protein-market/>
5. Age of majority - Rejuvenate - Research report 2018: Online survey of 1004 participants



# Management Team

## Stuart Lowther BSc.,MSc. President/CEO/Founder

- Proven business leader and entrepreneur
- Built and divested award-winning company
- Start-up; high growth; M&A and exit experience
- Brand building, marketing and sales specialist
- MSc. Nutrition and Human Metabolism

## Stephen Brown Chief Operating Officer

- High growth operational leader
- Business development and operational expertise
- Product development; supply chain; manufacturing
- \$500M+ revenue management
- BA Honors, Economics and Business

## Dean Pipher Chief Sales Officer

- 29 years experience profitable sales growth in CPG
- 25 years with Iovate Health Sciences, owner of MuscleTech™ brand, helped grow sales to over \$680 million in over 150 countries

## Shaun Power Chief Financial Officer

- CPA
- 25 years experience as a tax specialist
- Former equity partner at Deloitte and BDO

## Vito Sanzone Chief Marketing Officer

- Expertise in nutritional supplement brands and retailers
- Previously CEO of Complete Nutrition, where he led the launch of its e-commerce platform
- Experience in the revitalization of a sports nutrition brand

## Dean Mosca Marketing Director

- B2B proprietary ingredient experience
- Start-up and business development
- Strategic planning and product launch
- Marketing and PR execution
- BBA, Marketing Schulich School of Business

## John Duffy VP Sales, United States

- 22 years VP Coca Cola Company
- Strategic planning, selling and marketing
- Business development and client acquisition
- MBA, Marketing. Suffolk U-School of Management

## James Tonkin Advisor

- 43-year veteran in food and beverage
- Successfully built and exited many beverage brands
- Formulation and product development expert
- Strategic member of many boards

Experienced leaders from leading companies





# Board of Directors



**Stuart Lowther**

Chairman, Chief Executive  
Officer, President and Director

- Honors Degree and Masters Degree in Nutritional Sciences and Human Metabolism—University of Guelph and McMaster University
- 30-year industry executive in nutrition CPG internationally
- Built and sold one of Canadas top 10 fastest growing companies
- Two-time nominee of entrepreneur of the year



**Shaun Power**

Chief Financial Officer,  
Corporate Secretary and  
Director

- 25 years of accounting Experience
- Former equity partner at Deloitte and BDO
- Specializes in finance, taxation and strategic planning
- Frequent speaker at the Ontario Tax Conference and the Canadian Tax Conference
- Board Member at Ronald McDonald House



**Sean Bromley**

Director

- Bachelor of Commerce Degree specializing in Finance at the University of Calgary
- Former investment advisor and expert in Capital markets
- Assisted in raising over \$100 million for companies in which he serves on the board of directors
- Director of the Fortuna Foundation, Vancouver based charity



**Lino Fera, CPA**

Director

- 25 years experience in accounting and public markets
- Finance executive specializing in start-ups to large organizations within healthcare and marketing
- Bachelor of Commerce from the University of Windsor
- BA from University of Toronto



**Greg Cochrane**

Director

- Current Managing Partner of VRG Capital, a private equity family office
- Extensive experience in CPG brand management with General Electric and SC Johnson
- MBA from Queen's University



# Capitalization Structure

<b>Basic shares outstanding<sup>1</sup></b>	<b>95,784,996</b>
Options	8,200,000
Warrants	9,864,380
Performance warrants <sup>2</sup>	24,000,000
<b>Fully diluted shares outstanding</b>	<b>137,849,376</b>



1. 56,383,161 shares subject to 12-36 month escrow.

2. 7,200,000 warrants vest upon achieving \$10 million in revenue and positive net profit; 8,400,000 warrants vest upon achieving \$25 million in revenue and \$2.5 million in EBITDA; and 8,400,000 warrants vest upon achieving \$50 million in revenue and \$5 million in EBITDA. All warrants subject to 36 month escrow.



# Thank you!

**ELEMENT**  
NUTRITIONAL  
SCIENCES



1100 Walkers Line Suite 401  
Burlington, Ontario L7N 2G3  
+1 289 348 1970

ir@elementnutrition.com  
www.elmtinc.com