



### Share Metrics (As of Oct. 14, 2022)

Share Price: C\$0.82  
52-Wk Price Range: C\$0.54-\$2.54  
Market Cap: C\$92.33 M  
Shares Issued: 112,600,220  
Warrants: 43,999,302  
Options: 13,512,026  
Fully Diluted S/O: 170,111,548  
No Debt

Management Ownership: ~30%

### Management & Directors

**Hamutal Yitzhak**  
Co-Founder, CEO, Director

**Uriel Kesler**  
Co-Founder, COO, Director

**Michael Azar**  
Co-Founder, CTO

### Contact Info:

[info@elsenutrition.com](mailto:info@elsenutrition.com)

#### Canada

1048 165th Street  
Surrey, BC V4A 9A2

#### Israel

6 Hanechoshet Street  
Tel Aviv, Israel, 69710470

### Investor Relations:

RB Milestone Group, LLC  
United States

[Baby@rbmilestone.com](mailto:Baby@rbmilestone.com)

## CHANGING THE FACE OF THE INFANT FORMULA MARKET FOREVER

The World's FIRST Whole Plant-Based, soy and dairy free, Infant Nutrition

Currently generating revenues in N.A. from its portfolio of nutritional products for babies, toddlers and kids.



Advancing towards FDA approval on its infant formula (0-12 months) anticipated within 18-24 months

### HIGHLIGHTS

- **Global Expansion Starting 2022:** Strong retail, distribution and manufacturing partners
  - ✓ Q4 2020: USA
  - ✓ Q3 2022: Canada
  - ❑ Q4 2022: China – The world's largest infant formula market (45%)
  - ❑ Q4 2022-2023: 7 of the largest EU markets
  - ❑ Q2 2023: Australia
- **Strong global patents** (composition based)
- **Expanding Market Share** in the toddler and kid markets while soon entering the infant formula market through FDA approval anticipated in 18-24mths.
  - Else is creating the third alternative to dairy and soy-based formulas, targeting an untapped market.
- **Strong Industry Expertise:** On path to becoming the scientific leader in the plant-based infant formula market
- **Else's Sustainable Ingredients** have ~65% lower carbon footprint vs. global dairy brands
- **Well Capitalized:** 12-month Cash Runway & No Debt

### OUR SECRET SAUCE



Almonds



Buckwheat



Tapioca

### OUR IN-MARKET PRODUCTS



\*Baby Cereal



### OUR PENDING INFANT FORMULA

- Globally Patented\*
- Modeled to meet human milk nutritional golden standard composition
- Pending FDA Approval



\*Additional patent applications are being filed to protect new recent developments and innovations



**ELSE'S DISTRIBUTORS**

- 60,000 potential doors
- Engaged with the 2 largest US distributors



**ELSE'S RETAILERS (US & Canada)**




ONLINE: Leading E-commerce platforms



SELECT IN-STORE RETAILERS: +3,000 doors



**CURRENT CORE INGREDIENTS IN INFANT FORMULA ARE  
ULTRA PROCESSED & VERY PROBLEMATIC**

<p><b>DAIRY FORMULA</b> </p>	<p><b>SOY PROTEIN FORMULA</b> </p>	<p><b>PLANT-BASED FORMULA</b>  <i>(soy &amp; dairy free)</i></p>
<p>95% Market Share</p>	<p>5% Market Share (decreased ~30% to 5% over last ~20 years)</p>	<p>Increasing Market Share</p>
<p><b>Problems</b></p> <ul style="list-style-type: none"> <li>• Strong allergen</li> <li>• Antibiotics, Hormones, Pesticides</li> <li>• Animal welfare</li> <li>• Major environmental issues</li> <li>• Can not stay in its whole form – must use highly processed derivatives</li> </ul>	<p><b>Problems</b></p> <ul style="list-style-type: none"> <li>• Strong allergen</li> <li>• Controversial and declining</li> <li>• GMO (99%)</li> <li>• Chemically extracted Protein</li> <li>• High levels of phytoestrogens (phytic hormones)</li> <li>• Can not stay in its whole form. Protein must be chemically isolated/processed.</li> </ul>	<p><b>Preferred Solution</b></p> <ul style="list-style-type: none"> <li>• Advancing toward hypoallergenic stamp through clinical study</li> <li>• Core ingredients have ~65% lower carbon footprint</li> <li>• Free of Antibiotics, Hormones, Pesticides, GMOs and heavy metals</li> <li>• ZERO chemical processing, based only on whole food ingredients</li> </ul>

**GLOBAL INFANT FORMULA MARKET**

2020 US\$79.3 Billion  By 2026 US\$132.4 Billion  
Global CAGR: 8.9%

GROWTH SUPPORTED BY CONSUMERS LOOKING FOR CLEANER, MORE SUSTAINABLE ALTERNATIVES

IN 2020, 40% OF INFANT MILK FORMULA SOLD IN THE U.S. WAS SPECIALTY COW'S MILK FORMULA, CATERING TO ALLERGIES/INTOLERANCES.

**GLOBAL PLANT-BASED FOOD MARKET**

*For plant-based dairy, meat and other plant-based products*

2020 US\$29.4 Billion  By 2030 US\$161.9 Billion  
Global CAGR: ~18%

GROWTH SUPPORTED BY ADOPTION OF ALTERNATIVE FOOD OPTIONS BY RESTAURANT CHAINS, PLANT-BASED MARKET LEADERS, AND HEALTH AND SUSTAINABILITY BENEFITS

 ELSE IS CREATING A SUSTAINABLE PLANT-BASED ALTERNATIVE INFANT FORMULA – AN UNTAPPED MARKET.

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