



else.TM

BABY NUTRITION. REIMAGINED.

MARCH 2022

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and descriptions of such products; the completion of Licensing Agreements for the Dairy Product Substitutes and Whole Meal Snacks product categories, and the depictions and descriptions of such underlying products; and the planned expansion into North American and international markets.

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Factors, assumptions and risks that could cause our actual results to differ materially from those indicated in the forward-looking statements include, among others, consumer demand for Else’s products, whether the Else current and future products achieve commercialization, including completing the scale up and, for certain products, regulatory approval, protecting the patents for the baby formula and further IP maintenance, receiving the necessary regulatory approvals to market and distribute the Else products, uncertainty regarding material changes in laws and regulations, including consumer protection and food regulations, retention of key personnel of Else involved in the production, testing and sale of the baby formula, the activities of competitors, and all related matters, including successful integration of the Golden Heart business, Else’s ability to expand into global markets, general economic and political conditions and other more detailed risks, uncertainties and assumptions set out under the heading “Risk Factors” in Else’s filing statement, which is available on www.sedar.com under the issuer profile of Else. Except as required by

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**WE'RE CHANGING
THE FACE OF EARLY
LIFE NUTRITION FOR
EVER**

**WITH THE WORLD'S
CLEANEST, MOST
SUSTAINABLE PLANT BASED
BABY NUTRITION BRAND**



BRIEF

A Game Changer in Global EARLY LIFE Nutrition

- The world's first globally patented - plant-based & soy free baby formula
- The only baby formula brand to use clean whole food ingredients
- Two-fold paradigm shifts (novel protein source and ingredient processing method)
- Made from 3 plants - Almonds, Buckwheat, Tapioca
- Mimic the human milk nutritional value composition
- Sustainable with minor ecological footprint
- An IP & technological infrastructure for a global nutrition company
- Massive infrastructure for exponential growth starting 2022
- Working diligently methodologically to become a world leader in our space

Well Capitalized for 12-15 months

- EOM 2 /2022 US\$ 16.5 M in cash
- No debt
- TSX up list Jan 2022



TSX: **BABY**

OTCQX: **BABYF**

FSE: **OYL**

OUR VISIONARY GOAL IS IN THE WORKS NOW

Else Nutrition will be seen as the global scientific expert in Early life, clean, plant-based nutrition, by KOLs, Medical Societies, consumers, and investors

This will be achieved through building the science, advocacy, and communicating the scientific evidence that links plant-based nutrition to healthy growth and development in infants, children and adults.

NORTH AMERICA WORLD CLASS Scientific Advisory Board



**Prof.
Bo Lonnerdal**

Professor of nutrition and medicine of UC Davis, WHO consultant, and the founder of the international society for the study of breast milk and lactation (ISRHML).

Member of American Society for Nutritional Sciences (ASNS), American Society for Clinical Nutrition (ASCN), Society for International Nutrition Research (SINR).



**Prof.
Carlos Lifschitz**

Associate Physician at the Italian Hospital, Buenos Aires, Argentina. A member of International Editorial Board of the journal Pediatric Gastroenterology, Hepatology and Nutrition (JPGN). author of 95 peer reviewed publications and 2 books.



**Prof.
Carina Venter**

Associate Professor of Pediatrics, Section of Allergy/Immunology at the Children's Hospital Colorado and University of Colorado, Denver.



**Prof.
Jon A Vanderhoof**

Former Vice President, Global Medical Affairs at Mead Johnson Nutrition
Pediatric Gastroenterologist at Boston Children's Hospital
Senior Lecturer in Pediatrics at Harvard Medical School, USA



EUROPE

WORLD CLASS Scientific Advisory Board



**Prof.
Olle Hernell**

A professor emeritus, former head of pediatrics at the department of Clinical Sciences, Umeå University, Sweden.

A former member of the committee of Nutrition as well as the Council of the European Society for Pediatric Gastroenterology, Hepatology and Nutrition (ESPGHAN) and former chair of the Swedish Royal Academy of Sciences' National Committee on Nutrition and Food Sciences.



**Prof.
Ra'anan Shamir**

Professor of Pediatrics, Sackler Faculty of Medicine, Tel-Aviv University

Chairman, Institute of Gastroenterology, Nutrition and Liver Diseases, Schneider Children's Medical Center, Israel

Past President of ESPGHAN – European Society for Pediatric Gastroenterology Hepatology and Nutrition



**Prof.
Yvan Vandenplas**

Head of Department KidZ Health Castle and Child Gastroenterology and Nutrition, Vrije University Hospital Brussels, Belgium



**Prof.
Hania Sajewska M.D**

Chair of the Department of Pediatrics at the Medical University of Warsaw.

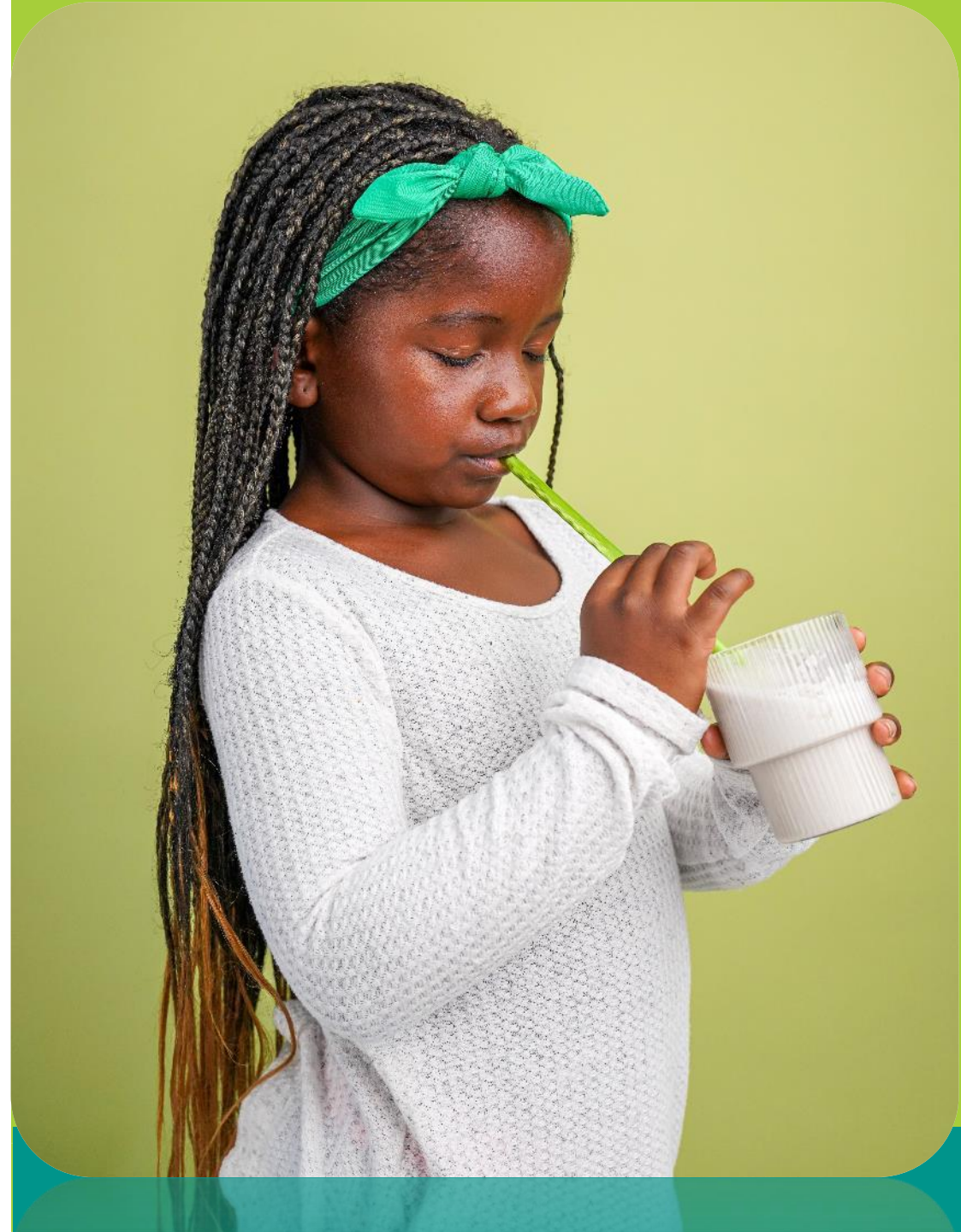
Former member of the Council, General Secretary of ESPGHAN, Secretary of the ESPGHAN Nutrition Committee.

BOD member of the International Scientific Association for Probiotics and Prebiotics.

A BREAKTHROUGH, ALTERNATIVE TO DAIRY-BASED NUTRITION

Creating a Sustainable Plant-Based
Alternative for an **\$80 Billion**
Infant Formula Market,*
5% CAGR

**MarketWatch 2018-2024 forecast*



THE CHALLENGE

**All Infant Formulas must meet
the Human-milk nutritional gold standard**

01

Full essential
amino acid
profile ratio

02

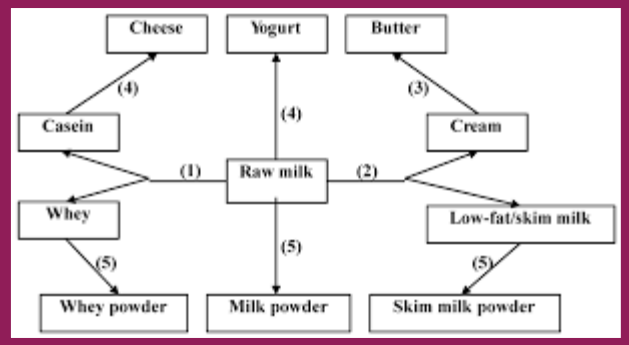
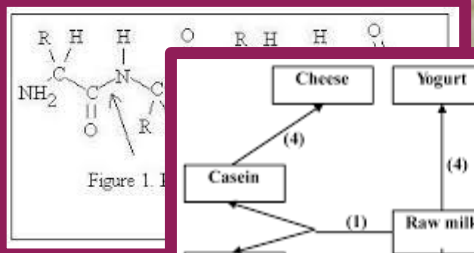
Essential
fatty acids
profile ratio

03

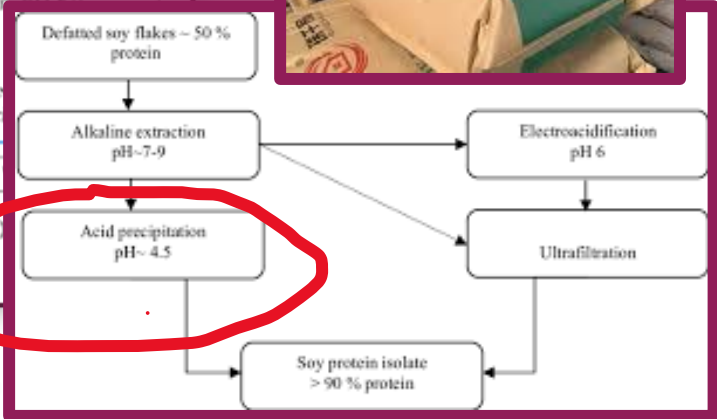
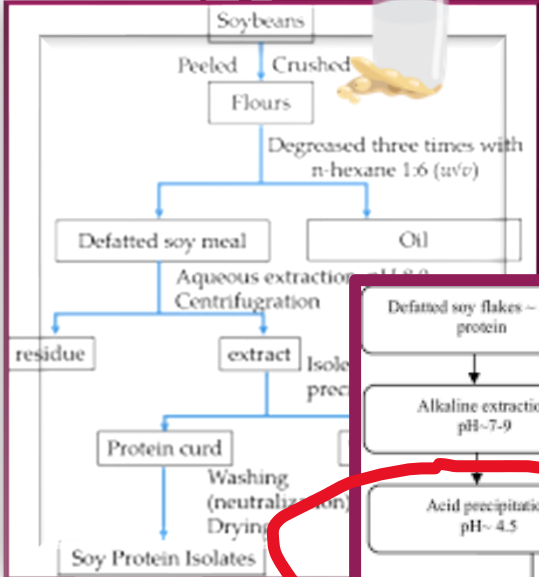
Exact
macronutrients
ratio per 100kcal
And per liquid
volume

INFANT FORMULA CORE INGREDIENTS ARE OVERLY PROCESSED

DAIRY



SOY PROTEIN



INFANT FORMULA CORE INGREDIENTS ARE VERY PROBLEMATIC



Market share

95%



Strong allergen
Antibiotics, Hormones, Pesticides
Animal welfare
Major environmental issues



Market

5%



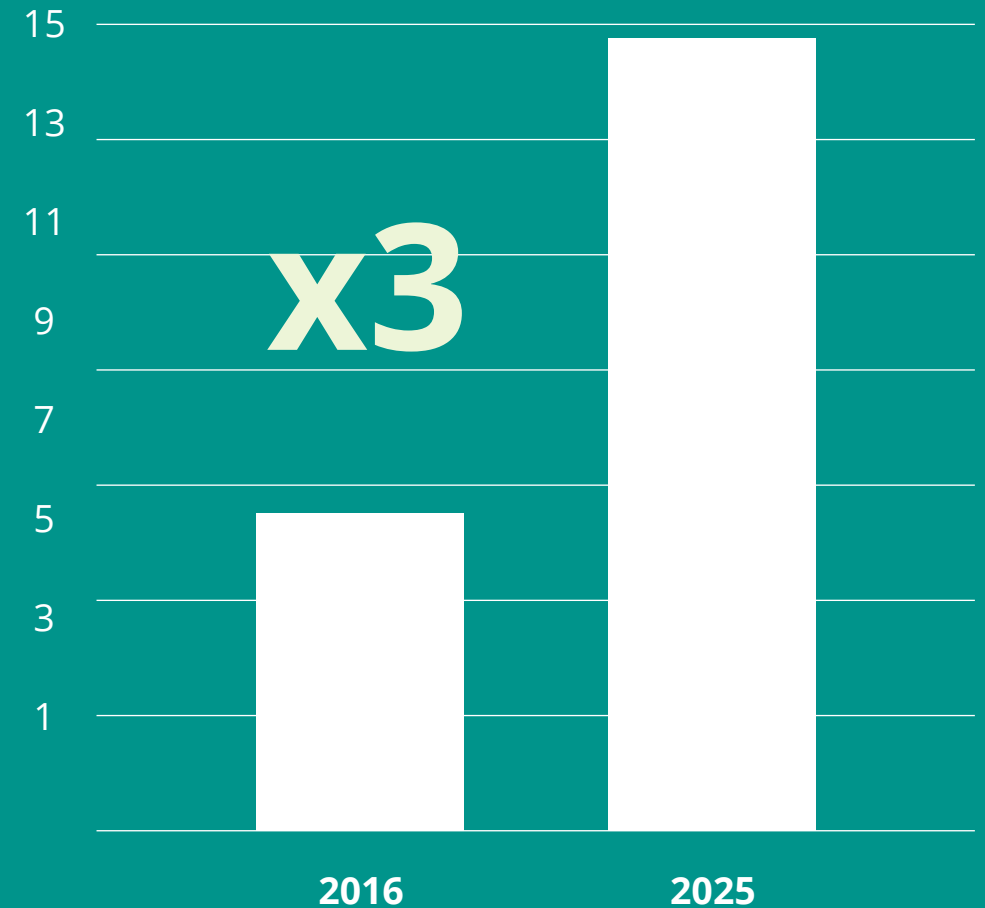
Strong Allergen
Controversial and declining
GMO (99%)
Chemically extracted Protein
high levels of phytoestrogens (phytic hormones)

CONSUMERS ARE LOOKING FOR ALTERNATIVES

MAJOR SHIFT TO
ORGANIC/CLEANER OPTIONS



Global organic baby food market size 2016-2025 (BN US\$)



THE ALLERGY FACTS

50%

of US infants with food allergies are **allergic to cow's milk.**



50%

of babies allergic to cow's milk are also **allergic to Soy.**

SPECIALTY SEGMENT-A GROWTH MARKET



40%

of Baby Formulas
sold in the US are
specialty cow's
milk Formulas

Catering to allergies/intolerances

* US market data Euromonitor 2020



THE ULTIMATE SOLUTION

We have patented the world's first

**100% Plant-based,
Non-Dairy, Non-Soy**
Baby Formula .



OUR SECRET SAUCE

A two fold paradigm shift :
Novel protein source & ingredient processing method

Avoiding controversial proteins & highly processed ingredients

- ✓ All natural
- ✓ Core ingredients kept in their natural composition
- ✓ Composition meets the Infant formula global standards
- ✓ Free of hormones, antibiotics, gluten, Hexane, GMO
- ✓ Sustainable: minor ecological footprint
- ✓ Cleanest Label





ELSE'S DISRUPTIVE GAME CHANGING PROCESS

Beyond Organic | Whole foods | All Natural

Transforming 3 real whole food plants in their natural form using an all-natural Process to a Breast Milk Nutritional Values Analog.

Using Enzymatic / Mechanical - All Natural procedures

- No Chemicals / Acids / Solvents involved
- No Protein Isolates / Hydrolysates/ Ingredient Derivatives
- No Alteration of the Ingredients' Chemical Structure



The world's only formula maintaining the natural way of nutrients digestion as intact proteins in their natural food matrix

GLOBAL IP PORTFOLIO

Granted patents for the infant and toddler applications

USA
Australia
Eurasia (8 countries)
Ukraine

New Zealand
Israel
India
Mexico

Japan
South Africa
Chile
Korea

Canada

Granted patents for the adult applications

USA
Eurasia (8 countries)

Ukraine
New Zealand

South Africa
Japan

Israel

Pending patents applications (infants and Adults)

Australia
Brazil
China
Europe (37 countries)

USA
Israel
Mexico

Korea
Canada

**Composition based patent
provides strongest protection**



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

**2021:
Built Massive
Infrastructure for
Global Growth**

1. We have developed a proprietary and groundbreaking product line



**2. We have proven
the product's
viability and
superiority over
existing & potential
competitors**

3. We have built an entire ecosystem to support billions of dollars in potential sales

**... a massive
distribution
infrastructure in
north America**

Engaged with USA's 2 largest distributors (60,000 potential doors)



Listed US leading E-commerce platforms in the space



Listed and onboarded on dozens of retailers (1200 doors)



This is what we have achieved in one year!

Most recent major listings



Expected Launch on Kroger-owned
online platforms with Plant-Based
Toddler Nutrition Products



Else Toddler Nutrition to be
available
at Nation's Largest Grocery
Retailer's **online store**



Just look
at what
we have
achieved!

AMAZON SUCCESS 2020-2021



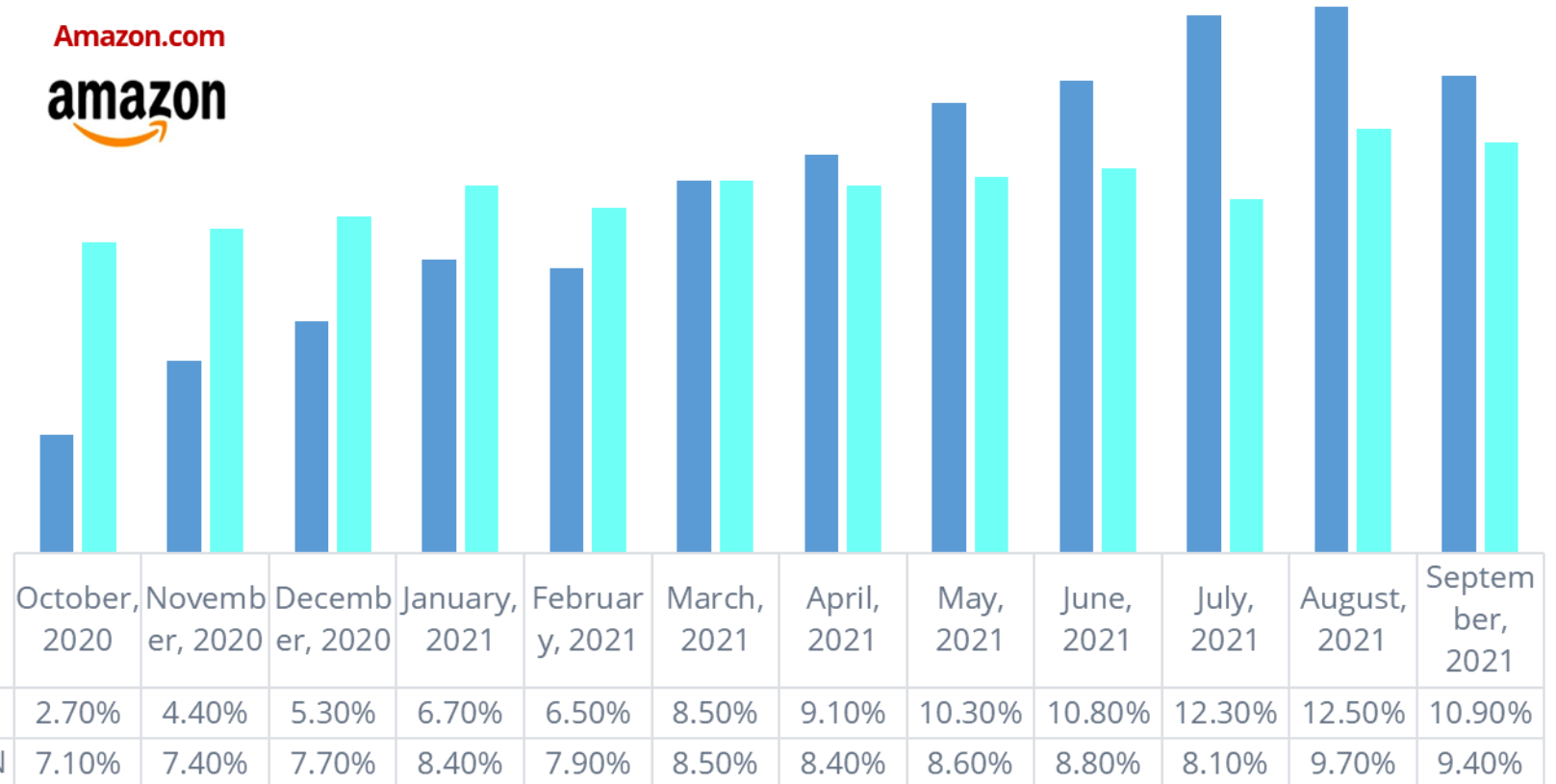
Just look
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achieved!

AMAZON SUCCESS 2020-2021



Just look
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achieved!

Else exceeds similar brands Purchases in the category

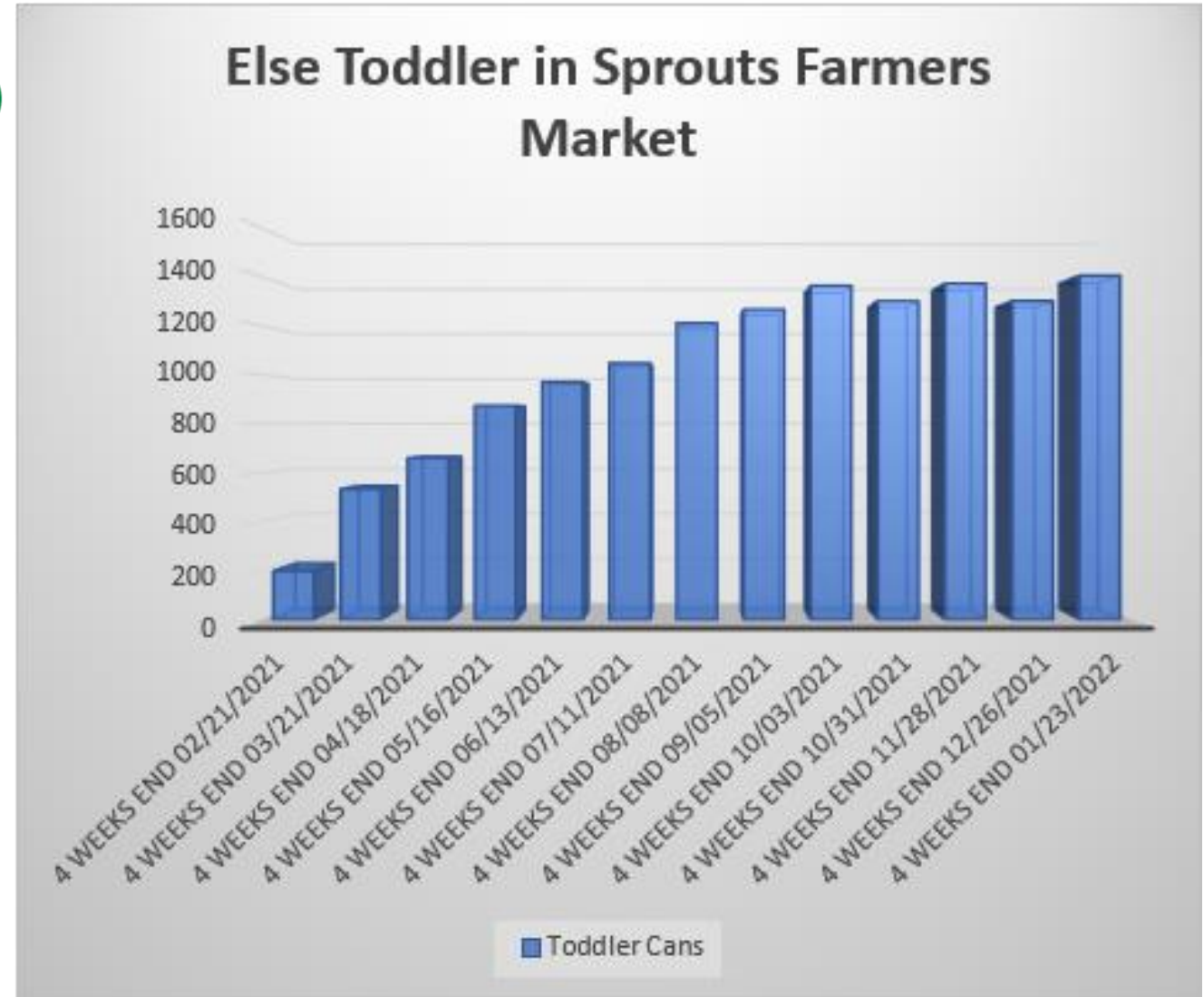


■ Purchases for ELSE NUTRITION

■ Purchases for brands similar to ELSE NUTRITION

Just look
at what
we have
achieved!

ELSE TODDLER FORMULA GROWTH REACHED UPSPW BENCH MARK - 6 MONTHS AFTER LAUNCH



* SPINS retail data – sprouts farmers market Jan 2022

**4. We are taking off
now across all our
channels!**

**5. We anticipate
hundreds of
millions of dollars
in revenues over
the next 5 years**

**6. We forecast
becoming one of
the top 5 baby
food companies in
the world**

2022 -

**Heading towards
Multidimensional
Growth.**

**We have graduated
to the **TSX!!!****



Amazon.com are
taking us into the
7 largest markets
in Europe in Q1
2022 – that's
300m people!



**Leveraging our 2 new
A listings, now talking
with dozens US
retailers representing
a total of no-less than
30,000 points of
sale!!!**

... growing from a
single market
presence in 2021 to **11**
major markets in 2022

3

Canada
Q1 2022



USA
Q4 2020



7 largest EU
markets



UK
Germany
France
Italy
Spain
Netherlands
Sweden

Q1 2022

China
world's
largest infant
formula
market (45%)



Q3 2022

Australia

H2 2022



Multiple product lines launches 2022

North American (US & CANADA) ,European, Chinese Australian product ranges (6M through 13Y)
2022



**We are in the
process of
executing an
agreement with one
of China's largest
E-commerce
distributors**

4

**This means our entire
range should start
selling in the world's
largest infant
nutrition market in
2022**

New research:
Else dramatically
Improved/recovered
Major Feeding disorders
& Symptoms in ~80% of
the children

5

Concluded an **FDA key step** determining proper growth similar to dairy-based infant formula, demonstrating safety and nutrient bioavailability of our infant formula.



**We're in the process of
multiple clinical studies
getting the infant permits
and validating **else's**
positive impact on
symptoms**

4 parallel clinical studies to validate product claims and obtain infant formula permits

STUDY NAME	WHERE	SUBJECTS	STUDY PROTOCOL SUMMARY	PLANNED FOR	CLAIMS
Toddler Growth Study	Leading USA Hospitals	healthy toddlers 1-3 years	Study to demonstrate healthy growth and development in toddlers	Jan 22- Jun '22	Else products for toddlers and kids support normal growth Else products are well tolerated by healthy toddlers
Infant Growth Study	Leading USA Hospitals	Healthy infants 0-14 days of age	Study to demonstrate healthy growth and development in infants	March '22 – Aug 23	Else infant formula is safe and supports normal growth Else infant formula is well tolerated by healthy infants
Hypo allergenicity study	Leading USA Hospital	Infants and toddlers with confirmed cow milk protein allergy	Study to demonstrate tolerance in infants and toddlers with confirmed cow milk protein allergy	April '22 - Jun '23	Else infant formula is well tolerated by infants and toddlers with diagnosed cow milk allergy
Tolerance EOE Study	Israel	Toddlers and children diagnosed with EOE*	Study to demonstrate tolerance in children with EOE	April '22 - April '23	Else infant formula is well tolerated by infants and toddlers with diagnosed EOE



Our North American
team recently started
communicating with
80,000 pediatricians to
drive awareness of
else's scientifically
proven benefits!



And SO much more...

else is working
methodically
and diligently
to build a
giant



We have
received ample
indications that
we have a
superior product
in a multibillion-
dollar market



**We are
building an
empire of
novel
& healthier
nutrition**



**we are
something
else!**



Thank you!

else.



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