



elseTM

INVESTORS CONFERENCE
NOVEMBER 2021

Agenda

- 1. Addressing elephants**
- 2. Business guidance**
- 3. Understanding the news**
- 4. Q&A**

Addressing the elephant in the room



Why?

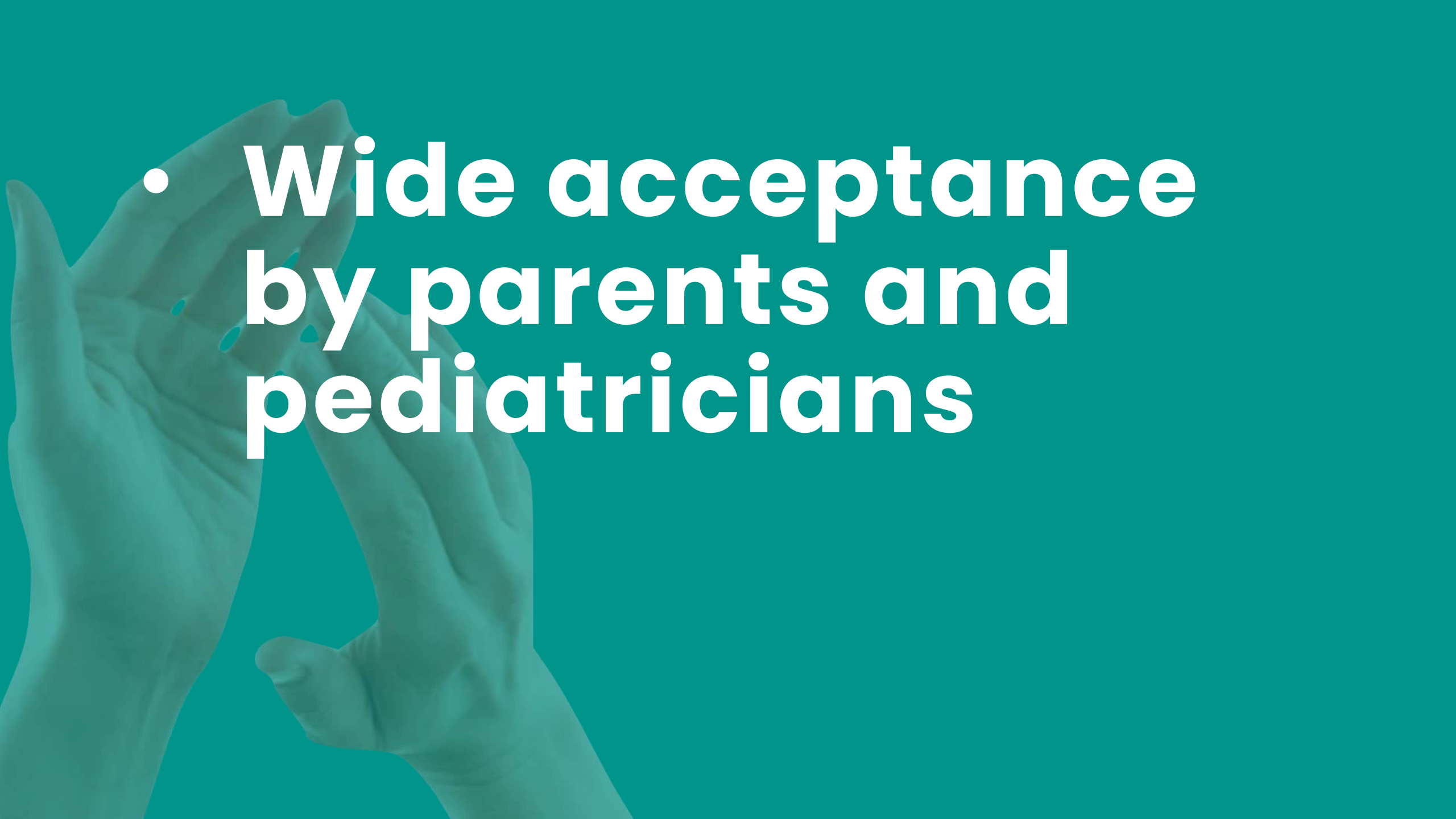


**There were no
negative reports or
adverse business
events in the
company**

...on the contrary

- We provided constant **positive** news flow

- **Fully developed a groundbreaking product line**

- 
- The background of the slide features a teal color with a faint, semi-transparent image of two hands reaching towards each other. One hand is on the left, palm up, and the other is on the right, palm down, with their fingers nearly touching. The text is overlaid on this background.
- **Wide acceptance by parents and pediatricians**

- **Market opportunity remains the same and continues to grow**

BILLION

- **Significant lead over potential competition remains with no new competitors**



- **...AND**
Else continuously
invests in investor
relations campaigns
providing positive
news flow and
transparency

So, why?



Our take

**We believe this is
a natural profit
taking stage by
investors who
got in early**

And it seems like an industry thing As well

OTLY



BYND



VERY



LSF



So,

Yes, this is upsetting

**But we believe this is
a cyclical event**

**We set this
conference
to show you,**

**That our company's
fundamentals
continue to be
exceptionally strong**

**that we have built a
formidable
platform for else to
take off from**

The **most** important
part of my message
today -

ELSE is
NOT a
short-term
play.

**Else is potentially a
multibillion-dollar
company leading
the market as a**

top 5 player

If you are here for
a quick profit, then
we are the right
wrong company
for you!

**We do not control
the share price,**

**but we DO control
the business.**

**...and if the business
is spectacular – all
else will reflect that
– including the
share price**

**Reiterating our
guidance in 6
points...**

1. We have developed a proprietary and groundbreaking product



**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**

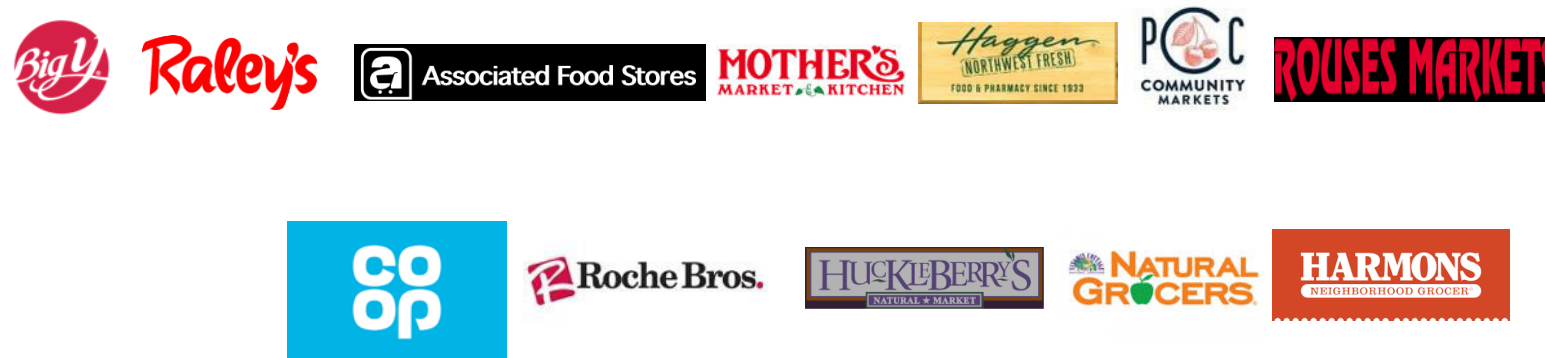
Engaged with USA's 2 largest distributors (60,000 potential doors)



Listed US leading E-commerce platforms in the space



Listed and onboarded on dozens of retailers (1200 doors)



Just look
at what
we have
achieved!

**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**

Period.

And we are here
today sharing some
great news for us all



**We are graduating
to the **TSX!!!****



**It is conditional but mainly a
matter of technical paperwork**

It means **MORE**
institutional
attention, **MORE**
investors exposed to
our story, ... **MORE.**

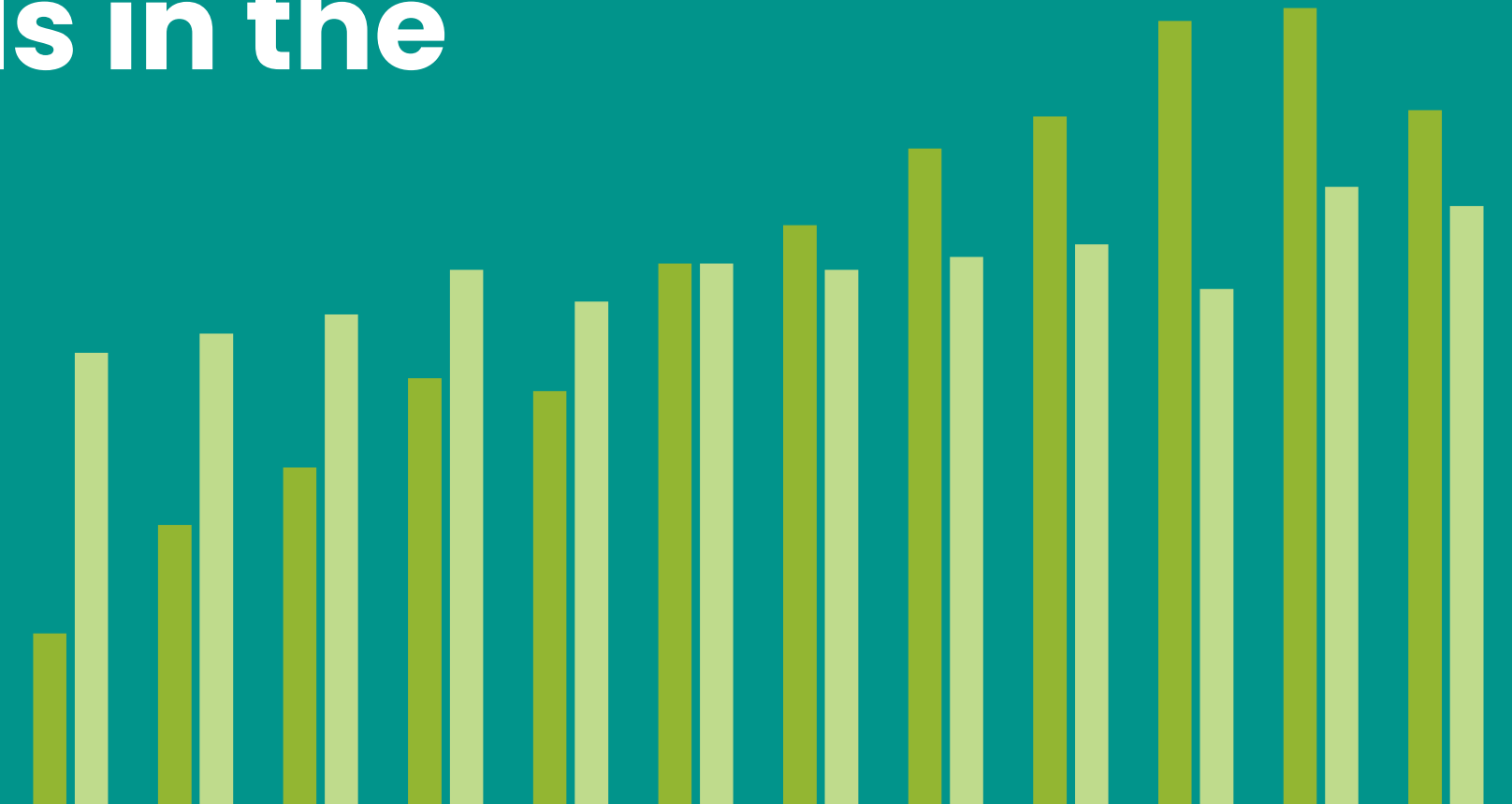
We also plan a
future **NASDAQ**
listing - as our story
is global

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



**Amazon.com offered
this when we
surpassed all other
players in category
across all KPIs...**

Else started to exceed other brands in the category



	October, 2020	November, 2020	December, 2020	January, 2021	February, 2021	March, 2021	April, 2021	May, 2021	June, 2021	July, 2021	August, 2021	September, 2021
■ Purchases for ELSE NUTRITION	2.70%	4.40%	5.30%	6.70%	6.50%	8.50%	9.10%	10.30%	10.80%	12.30%	12.50%	10.90%
■ Purchases for brands similar to ELSE NUTRITION	7.10%	7.40%	7.70%	8.40%	7.90%	8.50%	8.40%	8.60%	8.80%	8.10%	9.70%	9.40%

Leveraging our 2 new
A listings, we are 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



**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

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

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



As stated previously...

it is **NOT** a
short-term
play



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





And
empires
take time
to build.

**Measure us
over the
next 2-3
years...
not 2-3
quarters...**



and you will
see, that we
are
something
else!



Thank you!

Q & A