



**Share Metrics** (As of Jan. 13, 2023)

**Share Price:** C\$0.61  
**52-Wk Price Range:** C\$0.48-\$1.66  
**Market Cap:** C\$68.69M  
**Shares Issued:** 112,600,220  
**Warrants:** 43,999,302  
**Options:** 13,512,026  
**Fully Diluted S/O:** 170,111,548

**Management Ownership:**  
~30%

**Management & Directors**

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

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

**Michael Azar**  
Co-Founder, CTO

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**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. and China 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 Accelerating 2023:**

Strong retail, distribution and manufacturing partners

- ✓ **Q4 2020:** USA
- ✓ **Q3 2022:** Canada
- ✓ **Q4 2022:** China – The world's largest infant formula market (45%)
- ❑ **Q2 2023:** Australia
- ❑ **Q1-Q4 2023:** 7 of the largest EU markets

➤ **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**

**ELSE'S RETAILERS (US, Canada and China)**

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






**ONLINE: Leading E-commerce platforms**



**SELECT IN-STORE RETAILERS: +3,000 doors**



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

DAIRY FORMULA 	SOY PROTEIN FORMULA 	PLANT-BASED FORMULA  <i>(soy &amp; dairy free)</i>
95% Market Share	5% Market Share (decreased ~30% to 5% over last ~20 years)	Increasing Market Share
<b>Problems</b> <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>	<b>Problems</b> <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>	<b>Preferred Solution</b> <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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