



Else Nutrition Holdings Inc.

TSX: BABY | OTCQX: BABYF | FSE: OYL

BABY NUTRITION. REIMAGINED.

JANUARY 2023

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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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LEADING INFANT FORMULA MARKET PLANT-BASED, CLEAN NUTRITION REVOLUTION

THE WORLD'S FIRST
WHOLE PLANT-BASED
DAIRY & SOY-FREE
INFANT FORMULA



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ELSE NUTRITION HOLDINGS INC.

(TSX: BABY | OTCQX: BABYF | FSE: OYL)

The world's first whole plant, soy and dairy free, infant formula

Portfolio of nutritional products for babies (cereals), toddlers (12mths+) and kids (3yrs+) currently generating revenues in N.A.



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



➤ **Global Expansion Starting 2022:**

Strong distribution and manufacturing partners

- **Expanding Market Share** in the toddler and kid markets while soon entering the infant formula market through FDA approval. Else is creating the third alternative to dairy and soy-based formulas, targeting an untapped market.

- **Strong Industry & Scientific Expertise:** On path to becoming the global scientific leader in the clean nutrition / plant-based infant formula market

- **Sustainable Ingredients** expected to have ~65% lower carbon footprint vs. global dairy brands

- **Well Capitalized:** 10-12-month Cash Runway



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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

Human Milk is a **WHOLE FOOD** and is digested in its **WHOLE** form by the baby

CURRENT CORE INGREDIENTS IN INFANT FORMULA ARE ULTRA PROCESSED & PROBLEMATIC

DAIRY FORMULA 	SOY PROTEIN FORMULA 
~95% Market Share	~5% Market Share (decreased ~30% to 5% over last ~20 years)
<p><u>Problems</u></p> <ul style="list-style-type: none"> • Strong allergen • Antibiotics, Hormones, Pesticides • Animal welfare • Major environmental issues • Can not stay in its whole form – must use highly processed derivatives 	<p><u>Problems</u></p> <ul style="list-style-type: none"> • Strong allergen • Controversial and declining • High levels of phytoestrogens (phytic hormones) • GMO (99%) • Chemically extracted Protein • Can not stay in its whole form. Protein must be chemically isolated/processed.

PLANT-BASED FORMULA
(soy & dairy free)



Increasing Market Share

Preferred Solution

- Advancing toward hypoallergenic stamp through clinical study
- Core ingredients have ~65% lower carbon footprint
- Free of Antibiotics, Hormones, Pesticides, GMOs and heavy metals
- ZERO chemical processing , based on whole food ingredients



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.**

Sources: Mordor Intelligence; Else annual information form; US market data Euromonitor 2020

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.**

Source: Bloomberg

SUSTAINABILITY

ELSE CORE INGREDIENTS VS. STANDARD DAIRY FORMULAS

**~65%
lower
carbon
footprint**

Else Nutrition formula			Dairy formula			
Almond butter	Tapioca Maltodextrin	Buckwheat	Whey protein, 80% protein	Lactose	Skimmed milk powder	Vegetable oils
Climate footprint:	Climate footprint:	Climate footprint:	Climate footprint:	Climate footprint:	Climate footprint:	Climate footprint:
5.3 kg CO ₂ e/kg	1.7 kg CO ₂ e/kg	2 kg CO ₂ e/kg	10 kg CO ₂ e/kg	1.1 kg CO ₂ e/kg	10 kg CO ₂ e/kg	6.1 kg CO ₂ e/kg
Gate: at factory gate	Gate: at factory gate	Gate: at factory gate	Gate: on store-shelf	Gate: at factory gate	Gate: at factory gate	Gate: at factory gate
*as calculated by carboncloud.com						

AVG: 3.65 Kg CO₂e/Kg

AVG: 10 Kg CO₂e/Kg



PRIMARY PLAYERS IN INFANT FORMULA MARKET

CATEGORY	NOTABLE COMPANIES & BRANDS GLOBALLY			
<p>DAIRY FORMULA SOY PROTEIN FORMULA</p> 	  	 	  	  
<p>WHOLE PLANT-BASED FORMULA* (soy & dairy free)</p> 				



*Pending FDA approval

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THE ULTIMATE SOLUTION

We have globally patented the world's first
**Whole Plant-based,
Non-Dairy, Non-Soy , Clean label
Infant Formula.***



Baby Cereal



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

OUR IN-MARKET PRODUCTS



INFANT FORMULA PENDING FDA APPROVAL



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

The only infant formula brand to use clean whole food ingredients



ELSE'S DISRUPTIVE GAME CHANGING PROCESS

Beyond Organic | Whole foods | All Natural



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

- Transforming 3 real whole food plants in their natural form using an all-natural Enzymatic / Mechanical process that **creates a formula with a similar nutritional matrix as Human Breast Milk.**
- **NO** Chemicals / Acids / Solvents involved
- **NO** Protein Isolates / Hydrolysates / Ingredient Derivatives
- **NO** Alteration of the Ingredients' Chemical Structure



ELSE'S DISTRIBUTORS

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



30,000 Doors



30,000 Doors



4,200 Doors

ELSE'S RETAILERS (US & CANADA)

ONLINE

Listed US leading E-commerce
platforms in the space



Select In-Store Retailers (+4,500 Doors)



2023 DISTRIBUTION FORECAST

NORTH AMERICA

ANTICIPATING **20,000** BY EOY

PLANNING TO **DOUBLE #POD** BY EOY (25,000 TO 50,000)

CHINA

GENERATE **SIGNIFICANT REVENUES**

ON MANY E-COM PLATFORMS CURRENTLY LAUNCHED AND IN PROCESS

EUROPE

Q2 LAUNCH (UK)+ ADDITIONAL COUNTRIES TO FOLLOW

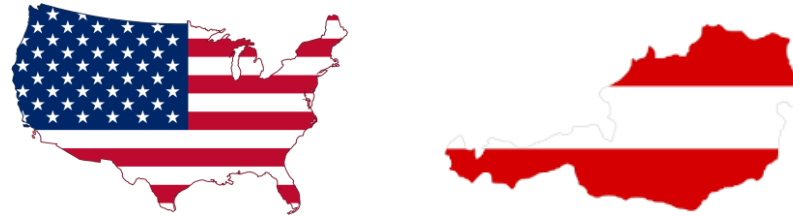
AUSTRALIA

Q3 LAUNCH – ADDITIONAL GATEWAY TO CHINA CROSS-BORDER PLATFORM WITH A **NOVEL** PRODUCT LINE LAUNCH



MANUFACTURING

- Manufacturing partners in USA and Europe (in the process)
- a proprietary processing for demineralized buckwheat production in Oregon



- Expansion:
 - In advanced discussions to secure additional partners in NA and EU for powder products, and USA manufacturer for liquid line .
 - Powder capacity started operating Jan 2023.
 - Else anticipates starting building its own capacity in North America over the next 24 months

GLOBAL EXPANSION (2022-2023)



FDA UPDATE

- Clinical study expected to begin Q2 2023
- Two preclinical studies to support safety of the ingredients and the infant formula protein quality were successfully concluded
- The clinical development plan of the infant formula:
 - Infant safety study to demonstrate the safety of the new infant formula – planned to start Q2
 - Pregnant women recruitment waiting list is in place
 - Clinical study protocol was initially IRB (ethical committee) approved, patient facing documents and study promotional materials approved (ethical committee)
 - Pending FDA protocol and statistical plan review and alignment prior to study initiation
 - Hypo allergenicity study according to AAP recommendations to demonstrate tolerance in infants with cow milk allergy
- GRAS dossiers are under preparation and will include the preclinical studies results
- New infant formula notification will follow



LEADERSHIP



Hamutal Yitzhak
CO-FOUNDER, CEO, DIRECTOR



- Former Head of Infant Nutrition at Abbott Labs Israel. Founder & Partner in Golden Heart Baby Snack Co.



Uriel Kesler
CO-FOUNDER, COO, DIRECTOR



- Former GM PL Infant Formula at Promedico Healthcare Group, Israel.
- Founder & Partner in Golden Heart Baby Snack Co.



Michael Azar
CO-FOUNDER, CTO



- Former CEO & Chief Food Technologist at Materna (acquired by Nestle). Infant Nutrition production expert.

NORTH AMERICA

WORLD CLASS Scientific Advisory Board



**Prof.
Bo Lonnerdal**



**Prof.
Carlos Lifschitz**



**Prof.
Carina Venter**



**Prof.
Jon A Vanderhoof**



**Dr. Susan Baker
MD, PhD**



- Professor of nutrition & medicine of UC Davis
- WHO consultant
- 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) and Society for International Nutrition Research (SINR).



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



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



- 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



- Tenured professor of Pediatrics at the University at Buffalo.
- Murray Davidson Award by the American Academy of Pediatrics
- Recognized for an outstanding clinician, educator, and scientist who made significant contributions to the field of pediatric gastroenterology, hepatology, and nutrition.



EUROPE

WORLD CLASS Scientific Advisory Board



**Prof.
Olle Hernell**



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



**Prof.
Ra'anán Shamir**



- Past President of ESPGHAN – European Society for Pediatric Gastroenterology Hepatology and Nutrition
- Professor of Pediatrics, Sackler Faculty of Medicine, Tel-Aviv University
- Chairman, Institute of Gastroenterology, Nutrition and Liver Diseases, Schneider Children's Medical Center, Israel



**Prof.
Yvan Vandenplas**



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



**Prof.
Hania Sajewska M.D.**



- Former member of the Council, General Secretary of ESPGHAN, Secretary of the ESPGHAN Nutrition Committee.
- Chair of the Department of Pediatrics at the Medical University of Warsaw.
- BOD member of the International Scientific Association for Probiotics and Prebiotics.

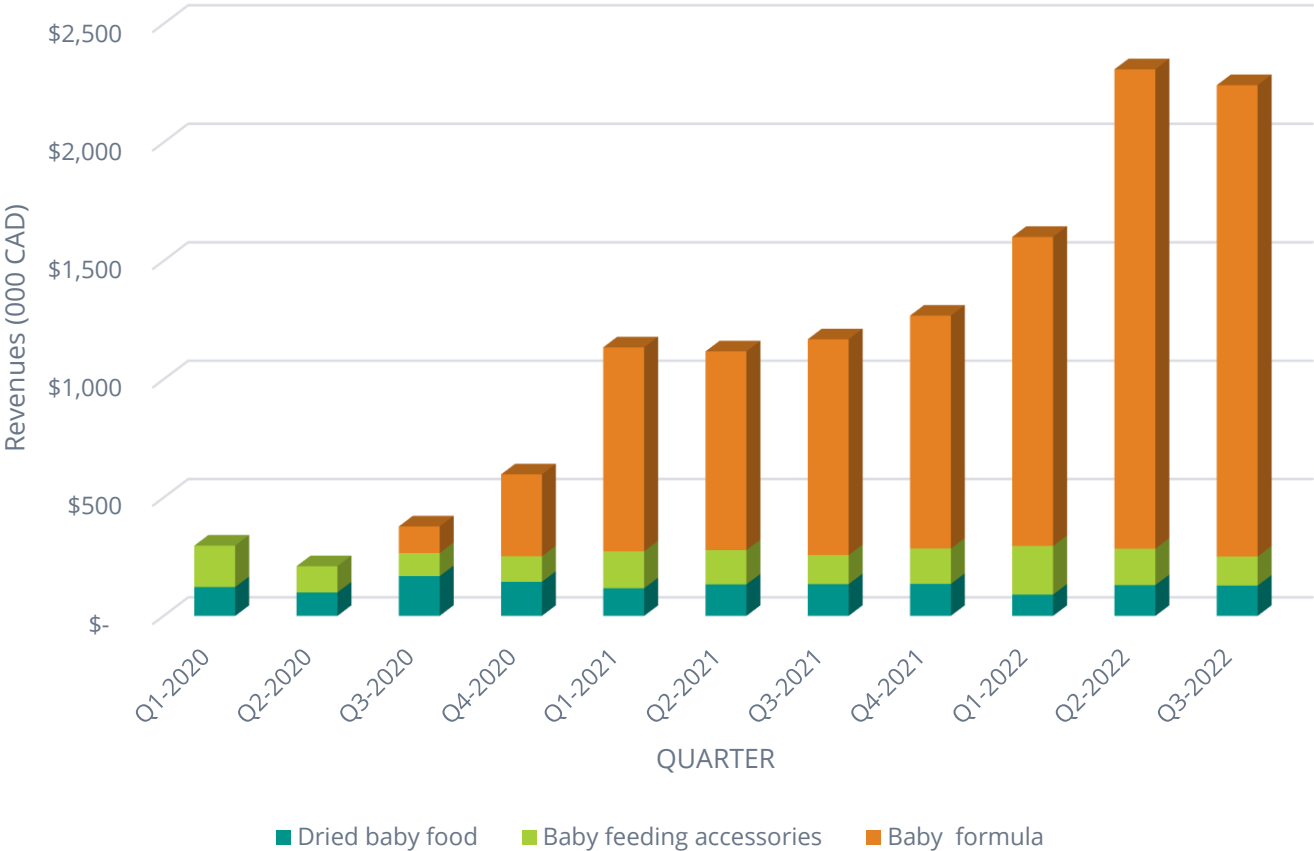


**Prof.
Ron Shaoul M.D.**



- Member of the ESPGHAN Porto pediatric IBD working group
- Director of the Pediatric Gastroenterology Unit at Ruth Rappaport Children's Hospital, Haifa, Israel
- Clinical Associate Professor in Pediatrics at the Rappaport Faculty of Medicine
- Member of the European Pediatric Inflammatory Bowel Disease Working Group.

Else Nutrition Financials (1Q20 – 3Q22)



- 2020 = C\$1.48 M
- 2021 = C\$4.69 M
- H1 2022 = C\$3.9 M
- 3Q22 = C\$2.2 M (+83% vs 3Q21)
- US\$11M Cash (as of Jan 2023)
- **+3,500 in-store retailers vs. 1,200 in 1Q22 (~300 +%)**



CAPITAL STRUCTURE

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Market Cap	C\$68.69M
Share Price	C\$0.61
52-Week Price Range	C\$0.49 - C\$1.66
Issued & Outstanding	112,600,220
Founder & Key Person Warrants	31,801,492
Underwriters Warrants	1,168,811
Financing Warrants	11,028,999
Options Plan Pool	13,512,026
Totally Fully Diluted	170,111,548

MANAGEMENT OWNERSHIP: ~30%

52-Week Chart



As of January 13, 2023
Source: TMX



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Investment Highlights

- The world's first whole plant-based infant formula (soy and dairy free)
- Award-winning products with recent achievement on Amazon for #1 baby cereal
- Strong global patents (composition based)
- Strong distribution and manufacturing partners for global expansion
 - ✓ Q4 2020: USA
 - ✓ Q3 2022: Canada
 - ✓ Q4 2022: China – The world's largest infant formula market (45%)
 - ❑ Q2 2023: Australia
 - ❑ 2023: Largest EU markets
- FDA approval pending for U.S. expansion anticipated within ~24 months for infant formula
- Well Capitalized: 10-12month Cash Runway





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