

KaleMart24

WHERE WELLNESS MEETS CONVENIENCE

www.KaleMart24.com

Forward-looking information

This Deck contains forward-looking information. Forward-looking information includes statements that may predict, forecast, indicate or imply future plans, intentions, levels of activity, results, performance or achievements, and involve known and unknown risks, uncertainties and other factors which may cause the actual plans, intentions, activities, results, performance or achievements of the issuer to be materially different from any future plans, intentions, activities, results, performance or achievements expressed or implied by such forward-looking information. There can be no assurance that forward-looking information will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward-looking information.

Details of the offering can be found in the offering documents. This communication is for informational purposes only. Investing in exempt market offerings has significant risk. Investors may not be able to resell quickly or at all. An exempt market security holder may also receive limited ongoing issuer information. You should invest only if you are prepared not to receive any return on your investment and/or lose your investment in its entirety.

**"The Whole Foods Market
of convenience stores"**

SAM, FOUNDER & CEO

About Us

A revolutionary concept in convenience

Introducing KaleMart24, where convenience meets wellness in perfect harmony. We are proud to introduce a revolutionary concept in convenience retail that seamlessly merges your fast-paced lifestyle with your desire for wholesome, natural living.

At KaleMart24, we understand that today's world demands convenience without compromising on quality. We believe that nourishing your body and embracing a sustainable lifestyle should be effortless, even in the midst of your busy days. This philosophy is the heart of our mission, guiding every aspect of our store and customer experience.



Health on the Go

Natural products and Healthy Grab & Go meals

In today's fast-paced world, KaleMart24 brings a myriad of benefits that cater to the dynamic needs of modern consumer. Our stores are a game-changer for those on the move. Consumers can now access healthier food and beverage options that align with their well-being goals.

Our vision is to redefine convenience by providing a sanctuary of health-conscious choices that empower you to make mindful decisions, effortlessly. We envision a world where natural, sustainable products are not only accessible but also integrated into your daily routine, enhancing your overall well-being.



Our difference

01

Curated Selection

We've scoured the world to bring you a thoughtfully curated selection of natural, organic, and local products.

02

Wellness Haven

Our aisles are a haven for those seeking ready-to-eat meals and products that align with their wellness journey.

03

Local Franchisees

Our franchisees are deeply woven into their local community. They actively engage in local events, prioritize local employment, foster personal customer relationships, uphold social responsibility, enjoy strong word-of-mouth reputation, and commit to long-term sustainable growth.



Mindful living

We look for the best natural and organic foods available, maintain the highest quality standards in the industry, and have a strict commitment to sustainable food.

Our secret recipe to winning involves a careful balance of brand consistency, customer appreciation, innovative assortment, and ease of experience.

KaleMart24 and our franchisees are also deeply entrenched in local communities, giving customers the option to support local suppliers

1) Sustainability Commitment

Our commitment to the environment is unwavering. We're dedicated to promoting ethical practices throughout our operations.

2) Easily Navigable

The layout is standardized and easily navigable, and you can check yourself out or interface with an associate.

3) Support Local

Personalized shopping experience, giving customers an option to support local suppliers.

Ready-to-eat meals

Personal care

Natural foods and beverages

Coffee & matcha counter

Pet care



Market overview

The market size, measured by revenue, of the Convenience Stores industry was \$43.4bn in 2022 in the USA and \$12.4bn in Canada. It is growing faster than the Retail Trade sector overall.

KaleMart24 is a disruptor in the space, which found a wide space to bridge fast moving convenience items with natural products and healthy prepared food items.

The overall trend in convenience stores is towards fresh and healthy prepared food items. Millennials desire a higher quality food experience with a unique narrative and authentic global flavours.



\$12.4 bn

Convenience stores market size in Canada in 2022



7.1%

Natural and organic food growth in 2022

* Sources: <https://www.foodnavigator-usa.com>, <https://www.ibisworld.com>
<https://www.convenience.org>

Revenue Streams

By establishing a strong national brand awareness, KaleMart24 plans to expand to 5 stores in its first year, and grow to 30 stores by 2025 through franchising.

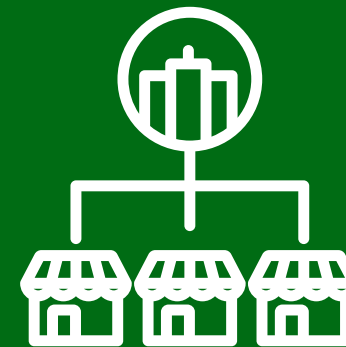
A KaleMart24 store costs between \$250k and \$500k to build depending on the location and the size of the store.

A store's gross margin is of 45% with an anticipated net margin of 15%. Each store will be grossing \$1,000 per square feet and its size will range from 500 to 1,500 sq. ft.



1) Corporate stores

- 45% gross margin
- Revenue of \$1000+ per sq.ft.
- 500 - 1,500 sq. ft. stores
- Leases under \$65/sq. ft.



2) Franchising

- \$45k Initial Franchise Fee
- 5% Royalty
- 1% Marketing Fee



3) E-commerce and delivery Apps

- Local delivery with UberEats, DoorDash and SkipTheDishes
- E-commerce website for dry food products and beverages

Marketing strategy

A marketing strategy that will drive consumer advocacy, generate word-of-mouth and increase traffic to our stores. We will invest in tactics to grow our consumer base organically as we open new stores.



Social media

Content creation to connect with our audience, build brand awareness and drive traffic to our stores.



Sponsorships

Sponsorships of key events to reinforce our brand reputation with our target customers.



Influence

Partnerships with influential celebrities to establish a touchpoint with our audience and get genuine brand exposure.

OUR LOCATIONS

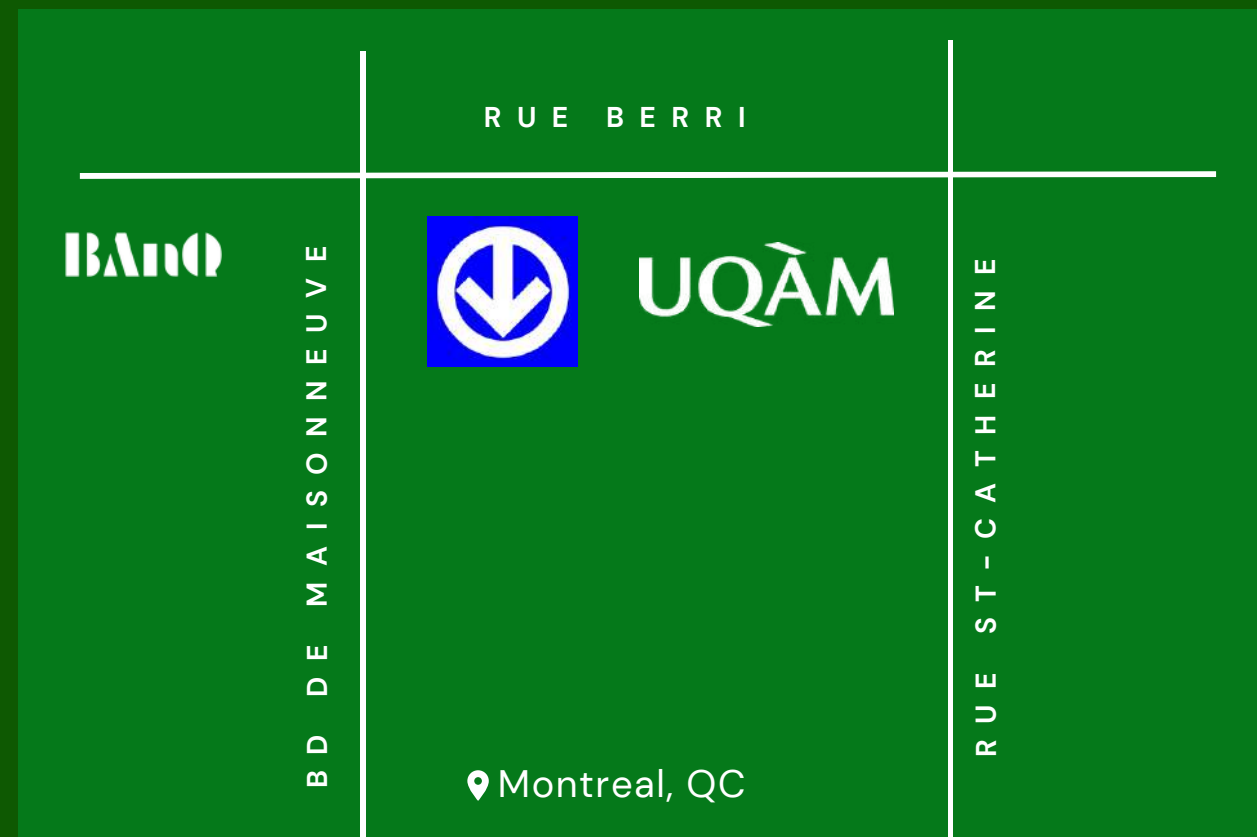


Location #1 – 1,500 sq. ft.

BERRI-UQAM Metro

Grand opening: January 2024

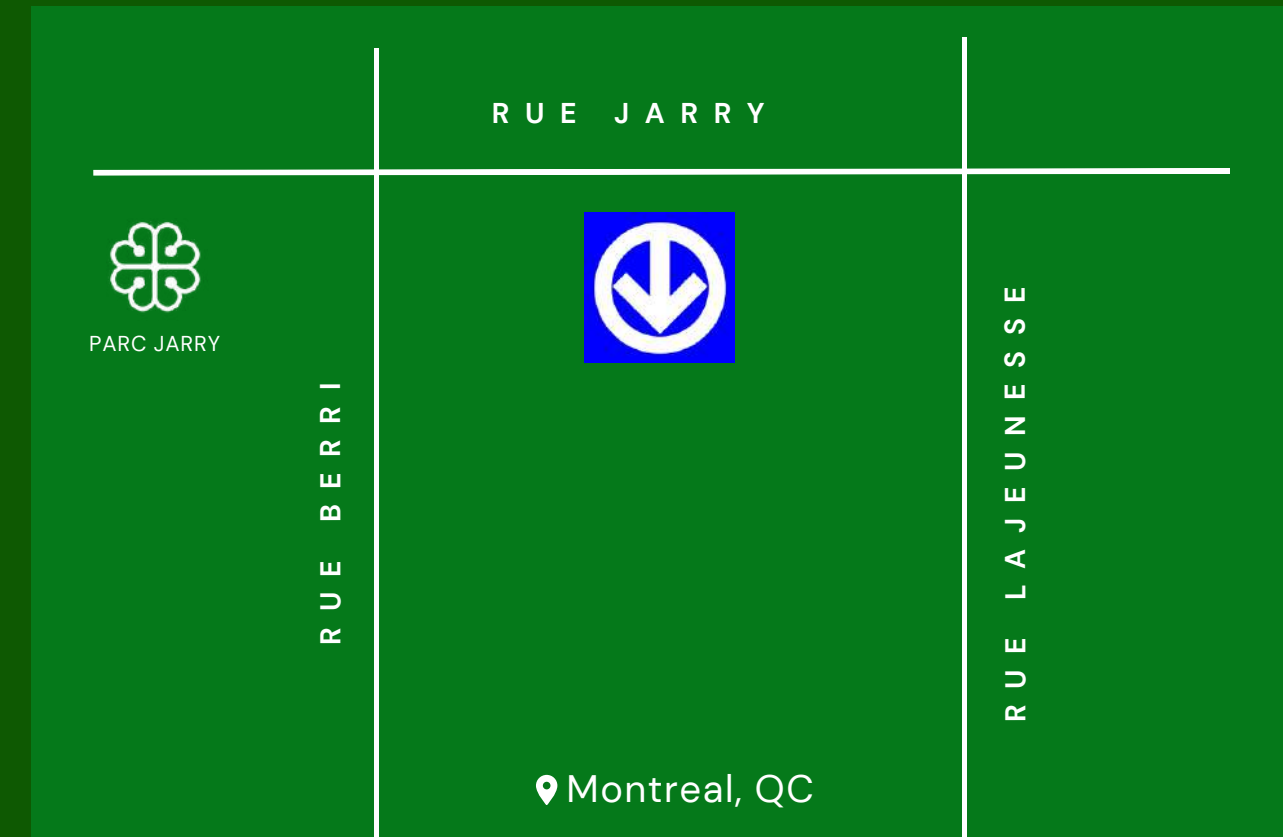
- ✓ Located at the busiest Metro Station in Montreal with over 13 million passengers per year.
- ✓ Located between the entrance of the UQÀM university and the BAnQ library.



Location #2 – 500 sq. ft.

JARRY Metro

Grand opening: January 2024



- ✓ Located at the busiest Metro Station in Villeray, a trendy health-conscious neighbourhood, with over 2 million passengers per year.
- ✓ Located close by Jarry Park with a total area of 36 hectares. It is one of the largest parks in the City of Montreal.

Location #3 – 1,500 sq. ft.

Roccabella

Grand opening: April 2024

- ✓ Located on De La montagne street, one of the busiest streets in Downtown Montreal.
- ✓ Located right beside the Bell Center, the largest ice hockey arena in the world.
- ✓ KaleMart24's head office to be co-located at Roccabella.

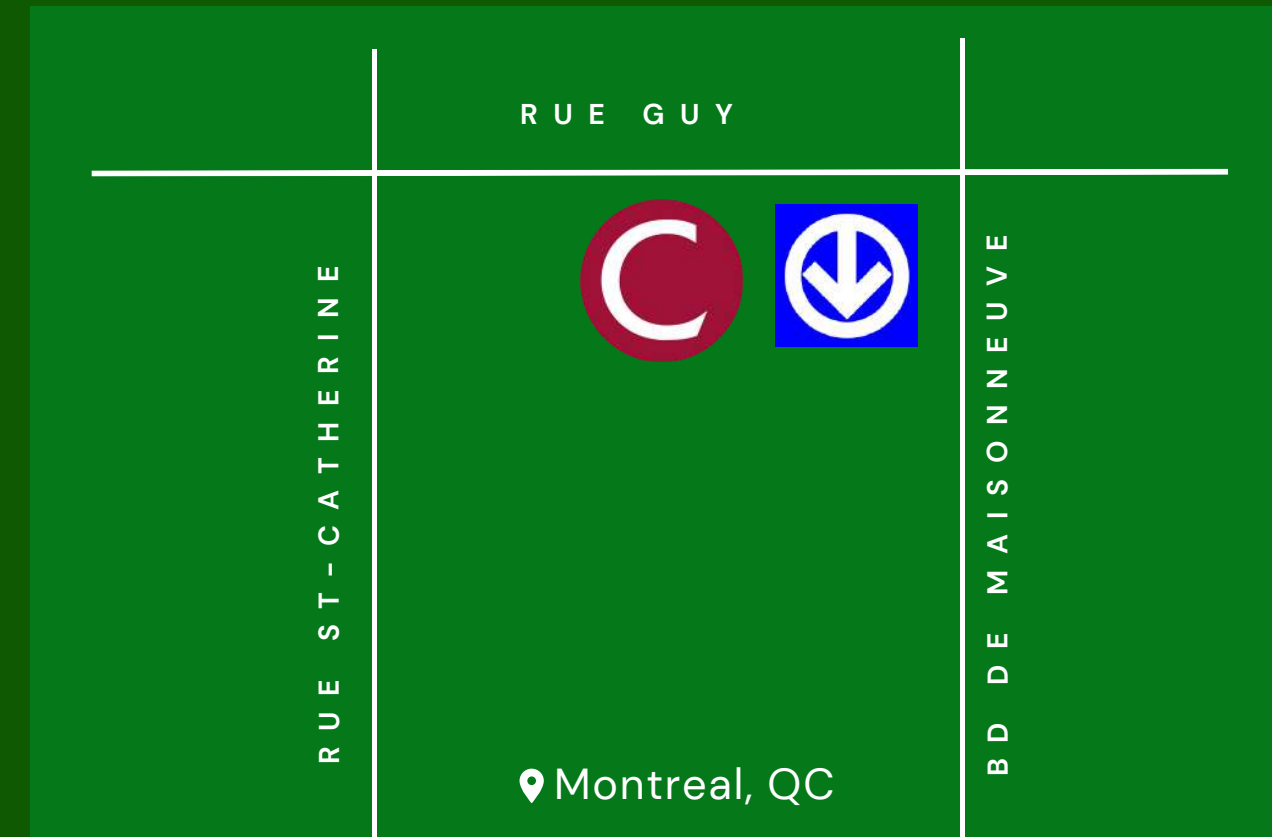


Location #4 – 1,000 sq. ft.

Concordia University

Grand opening: April 2024

FRANCHISE LOCATION



- ✓ Located next to the 2nd busiest Metro Station in Montreal with 6 million passengers per year.
- ✓ Located next to the entrance of Concordia university.

Key partners

We've partnered with the best in-class firms in design, brokerage, construction and distribution to establish a top-notch retail brand that will successfully resonate with our target customers.

The logo for BENOY, featuring the word "BENOY" in white, uppercase, sans-serif font on a dark green rectangular background.

Design Studios

Global architecture

An international firm of architects, master planners and graphic designers working from Canada, UK, Singapore, Hong Kong, Shanghai and Beijing.



RASSCO

General contractor

Since 1975, RASSCO CONSTRUCTION is a full service general contractor for every type of commercial and industrial construction.



Key Supplier

Distributor

The largest wholesale distributor of health and specialty food in the United States and Canada, it is Whole Foods Market's main supplier,

Expansion Plan

PHASE 1: 2023-2025

KaleMart24's plan is to start building a strong presence in urban areas of major Canadian cities to establish national brand awareness and reach a count of 37 stores by 2025 before expanding to the US.

PHASE 2: 2025-2028

KaleMart24's plan is to further open locations across major US cities and reach a count of 211 stores by 2028.



Financial projections

AVG STORE SETUP COST

	In CAD \$
DESIGNERS	\$24,000
MILLWORK	\$100,000
EQUIPMENTS	\$75,000
GENERAL CONTRACTOR	\$100,000
LEASE & GRAND OPENING	\$50,000
TOTAL	\$350,000

FINANCIAL PROJECTIONS

	2024	2025	2026	2027	2028
Corporate stores count	3	19	30	45	68
Franchise stores count	2	18	50	95	143
STORES REVENUE	\$7.5M	\$55.5M	\$120M	\$210M	\$315M
GROUP REVENUE	\$3.8M	\$19.4M	\$43.1M	\$58M	\$77.4M
GROUP EXPENSES	\$4.1M	\$16.6M	\$35.7M	\$48.1M	\$52.4M
GROUP EBIDTA	(\$325k)	\$2.7M	\$7.3M	\$9.9M	\$24.9M

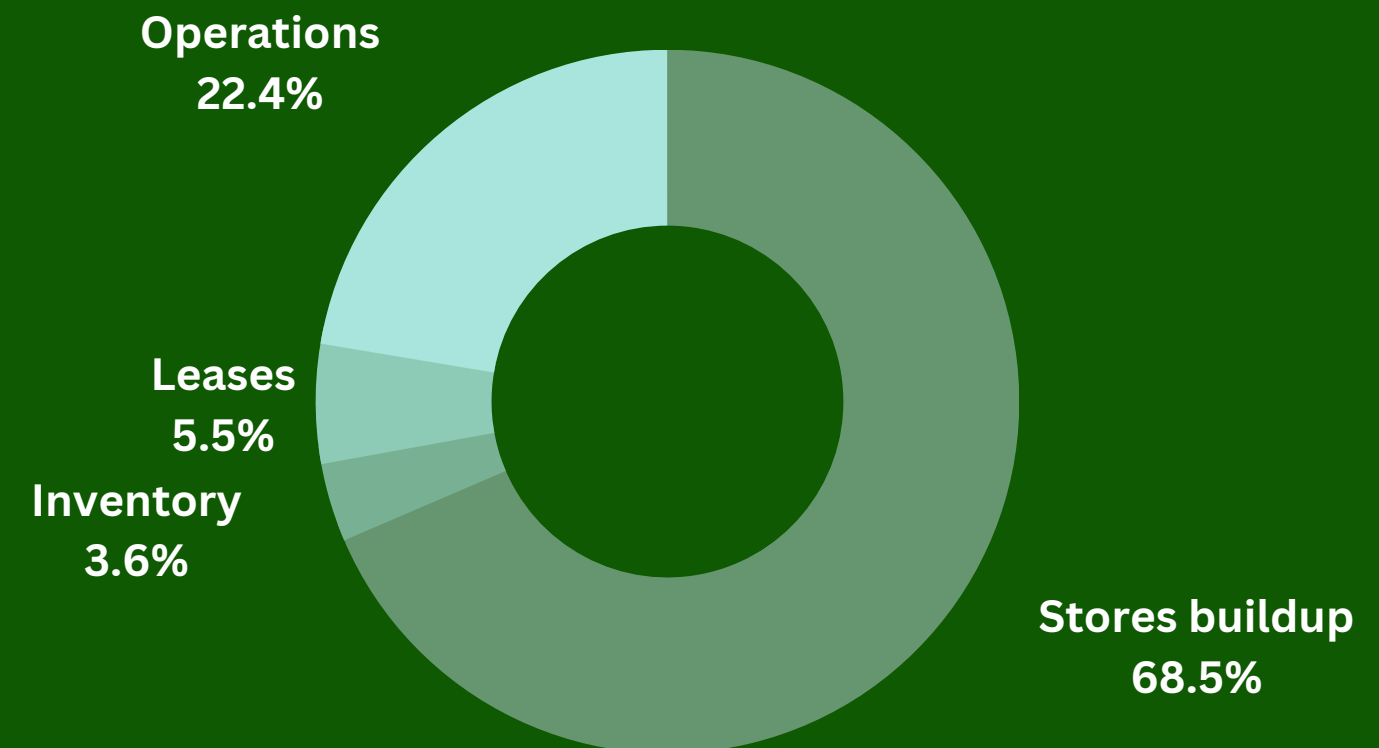
Investment offer

TERMS OF THE FINANCING

Investment offer	CAD \$10,000,000
Type of financing	EQUITY

KaleMart24's plan is to open locations across major Canadian and US cities and reach a count of 211 stores by 2028.

USE OF PROCEEDS



Management team



Sam Saudi, CEO 

Sam is an engineer-entrepreneur who previously founded Toro Beverages Inc, the company behind Toro Matcha Energy Drinks. Sam's passion for healthy food is hitting again with KaleMart24.



Adam Kozak, Advisory Board 

Strategic public company CFO at Sol Cuisine (TSXV: VEG) where he led \$125M exit and Terrascend (CSE: TER) where he led M&A with over \$300M in transaction value. Adam has also spent over 10 years at Loblaws (TSX: L) where he held progressive roles.



Liana Medina, COO 

With a deep understanding of nutrition science, Liana maintains product quality and consistency, collaborates with suppliers, and translates complex nutritional information into consumer-friendly content.



Lorenzo Di Nino, Advisory Board 

Over a decade of experience at Loblaws (TSX: L), holding in senior roles, most notably as Category director of natural foods shelf stable beverages, as well as sales experience on the customer facing side at ACE Bakery and Weston Foods.



Ryann Goldstein, Operations 

Ryann wears multiple hats, overseeing staff, inventory, customer service, compliance, marketing, and security to ensure the store operates efficiently and profitably.



Hafid Messouak, Advisory Board 

Over a decade of experience at Couche-Tard (TSE: ATD) holding a senior role as Category director of food service, where he implemented several innovative concepts in the ready-to-eat category.

KaleMart24

More than just a convenience store.

For more information, please don't hesitate to reach out to our CEO by email at sam@kalemart24.com or by phone at 514-452-5053

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