



LIFE ON EARTH™

June 19, 2019

Dear Fellow Shareholders:

We are providing this letter as an update to our shareholders, as we have recently received a great deal of inquiries regarding a lack of news announcements and developments from the company since late April. I want to first and foremost be the one to give you an open apology for that since it was not this company's intentions to go dark over the past month and a half, but as many of you know the company recently filed a long delayed 10Q (our fiscal third quarter 2019 ending on February 28, 2019) last Friday June 14th. The reasons for that uncharacteristic delay, on our filing, was due to a number of factors which I will explain further, but I also want to put our shareholders at ease in knowing that the company has taken the right steps to make our accounting more efficient and ultimately more compliant in regards to reporting on time. The other topics I will update you in this letter will be the company's 1) past missteps, 2) latest developments and updates on our initiatives with regards to our core businesses and 3) finally the plans we have to move this company forward with regards to our branded business.

1. **Past Missteps:** As Founder, Chairman and Chief Executive Officer of this company it is my responsibility to inform our investors and shareholders that the company has had several challenges in the past couple of months due to the transition the company has made on several fronts with regards to accelerating its plans to moving from a distribution model to one of a Consumer Packaged Goods (CPG) company focused solely on its brands. The challenges that this company has faced over the past several months trying to operate two businesses at once has stretched resources beyond what could be continually justified. Every resource put into operating our distribution platforms, where we operated at unacceptable margins to simply generate revenues was never the reason we acquired those operations in the first place. The plan has always been to use our distribution platform to distribute our own brands in key markets where we felt that it made sense to have direct distribution. Unfortunately, those businesses have taken away much needed resources from what we want to focus on and that of course are higher margin products and brands that we own. Every case of third party brands we had to carry in those operations meant one less case of our Just Chill flagship brand as well our initiatives to enhance our Victoria's Kitchen and Gran Nevada Mio lines. The inability to add resources to our own brands also meant losing opportunities with larger chain retail accounts when it came to innovative packaging options to retailers, that have been wanting to expand their business with us such as multi packs, different flavors, and other line extensions we have been developing for over a year. As we move beyond our missteps over the past several months let's talk about the current developments.

2. Latest developments--As follow up to our previous updates, the company is now ready to launch its long awaited line extension of all Organic Hemp Beverages (see below) which will be pre sold in the coming weeks to retailers and distributors throughout our channels. The first indications of interest have been from our existing and new retailers that we service through our partners at UNFI, KeHe, DPI as well as other Direct Store Delivery (DSD) platforms. In coming days we will be announcing new distribution partners along with specifics regarding territory, volume expectations and developments that ultimately matter in our business. We are aware that there have been many inquiries regarding our progress and current status of our new products. In that regard, we have deployed tremendous resources and spent countless hours working with supply chain partners, focus group testing, as well as other critical components in making sure we bring to market the highest quality and best tasting products under our various brands. It's simply not enough to have a presence in the Hemp and CBD beverage market, but also more importantly to LFER we are striving be the number one brand in this category and it starts with the right people, brand (Just Chill) and supply chain, manufacturing, and distribution infrastructure. By shifting our focus entirely to our brands we feel we can better position this company to execute on that growth path. As we are at the cusp of launching our all Organic Hemp Beverages we are pleased to announce that we have also identified the right partners to help us launch our CBD Essence Waters. As some in the industry know, there seems to be daily announcements from companies both public and private, that make the claim that they're coming out with a CBD beverage. But can they answer the simple questions: Are your supply chains secured? Do the products taste good given the challenges of adding CBD proteins in the beverages that do not give a grass or earthy after taste? We believe that in order to make "Just Chill" the number one brand in the Hemp and CBD category, the products must be great tasting, reasonably priced and reliably available in most markets. As the regulatory environment, for CBD infused beverages loosens up we will be well positioned to be a serious contender in this fast growing market. It's a bold statement, but that is what this management team is aiming for and nothing less.



JUST CHILL Organic Hemp Beverage in 16.9oz Amcor Plastic PET Bottles



JUST CHILL CBD Essence Waters

3. Life On Earth is now focused on moving forward with our branded business only. As previously mentioned, we believe that we have finally moved away from the distractions of the past to move forward with a clear mandate for significant revenue growth in lockstep with positive EBIDTA. We have also instituted several changes in personnel starting with the Board of Directors. In our latest 10Q, we disclosed that two of our previous board members have stepped down to make room for industry veterans in the CPG, Retail and Brand category space. Our management team was also enhanced earlier this year when we brought onboard a Chief Financial Officer, Peter Dacey, with an impressive background in accounting infrastructures for public companies and specifically companies in the beverage category. In coming days and weeks we will be announcing additional industry and corporate executives that will be helping Life On Earth positions itself with its brands in some of the top retailers in the country. As we secure those gains, we commit to communicate with our shareholders through regular updates and press releases as you rightly deserve to be kept updated on a periodic basis. The individuals helping this company move forward will also be the individuals with equity stakes in the company as well as sharing a long term outlook to where this company will be as a contender in the beverage category. We have also decided to not move forward with the Wild Poppy acquisition. The reasons for our decision for not pursuing that transaction are several but ultimately it was a decision that company's Board of Directors felt was in the best interest of our shareholders. The question remains: Are there any more acquisitions in the near future for Life On Earth? This is a question we get all the time and given the challenges we have had with two of our previous acquisitions this is one of the most legitimate questions that is asked. The direct answer is yes, but only when it makes unequivocal sense. The assets that were purchased early last year and the one three years ago were always viewed as an infrastructure move, but the problem was that these acquisitions did not generate immediate returns in helping the company with its own brands when it came to supply chain, retailer authorizations, long term relationships with club channel type retailers, key personnel or individuals that would have moved the needle with our own brands. We will not allow that to happen again. That's our commitment to our shareholders. We will only look at a potential acquisition if it can directly impact our branded business immediately. Not only will those targets have top line revenues, but also a successful track record of profitability. A small company can only achieve profitability by generating healthy margins and keeping costs contained in order to make the necessary investments in its growth. We have engaged in discussions with several brands that meet those benchmarks and we believe we can successfully integrate them

into our current operations as we have streamlined our operations, including the accounting systems, to one of a beverage CPG company only.

In summary we feel that we are far better positioned than ever before with a clear path forward. We have always been grateful to our shareholders for believing in our team as well as our vision for the company and feel strongly that we are closer to being a pure play brand focused company than ever before. We will begin the process of keeping new developments front and center so that our shareholders can make well informed investment decisions regarding this company, its management team, and its outlook going forward. We welcome inquiries as always and we also welcome our shareholders comments directly on our info@lifeonearthinc.com web portal. Once again we thank you kindly for your patience through this quarter and we look forward to the upcoming announcements regarding the future growth of our company.

Sincerely,

Life On Earth, Inc.

By: Fernando O. Leonzo
Name: Fernando Oswaldo Leonzo
Title: Chairman and Chief Executive Officer

FORWARD-LOOKING STATEMENTS

All statements, other than statements of historical facts included herein, including without limitation, statements regarding financial position, business strategy, growth strategy and other plans and objectives for future operations, are forward-looking statements as such term is defined in the Private Securities Litigation Reform Act of 1995. The words “anticipate,” “believe,” “estimate,” “expect,” “intend,” “plan,” and similar expressions that may tend to suggest a future event or outcome are not guarantees of performance, which cannot be predicted or anticipated. These forward-looking statements are based largely on expectations and assumptions which are subject to a number of risks and uncertainties, many of which are beyond the control of the Company. Actual results could differ materially from these forward-looking statements.