



Investment Presentation  
December 2019

BABY:TSXV

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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. Forward-looking statements are necessarily based upon a number of estimates and assumptions that, while considered reasonable by management, are inherently subject to significant business, economic and competitive uncertainties and contingencies. Furthermore, forward looking statements involve known and unknown risks, uncertainties and other factors that may cause actual financial results, performance or achievements to be materially different from the estimated future results, performance or achievements expressed or implied by those forward looking statements, and the forward-looking statements are not guarantees of future performance.

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# FOUNDERS



**HAMUTAL YITZHAK**

Co-Founder, Director & CEO

- Former Head of Infant Nutrition at Abbott labs 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



**URIEL KESLER**

Co-Founder, Director & COO

- Former GM PL Infant Formula at Promedico Healthcare Group, Israel
- Founder & Partner in Golden Heart baby snack co.



# TEAM



**REUBEN HALEVI**

**VP Sales & Operation**

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Former senior exec at Retalix® (NASDAQ:RTLX; acquired by NCR, 2012); Retail, eCommerce & marketing technology expert



**SHAY SHAMIR**

**CFO & Company Secretary**

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Former CFO at Atlantium Technologies, Past roles at SuperCom and Ernst & Young. BA Accounting, CPA, MBA



**BARAK ORENSTEIN**

**Director Digital Marketing**

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Former CMO at AHAVA, past Global Brand Director at Sodastream, L'Oreal & Danone, 15+ years of Consumer Goods



# TEAM



**DR. FABIANA BAR-YOSEPH**

Director Clinical  
& Regulatory affairs

Former Clinical Development  
Director & Infant Nutrition  
R&D Director at Enzymotec,  
PhD in Medical Science



**ASHER WIDBERG**

Director of New Product  
Development

Former Head of Process Development -  
Infant Nutrition at Enzymotec.  
BSc in Bio-Chemical Engineering, MBA.



**CHELSIE HODGE**

Director of Corporate  
Relations

Founder and CEO of Blender Bites Inc.,  
former VEGA employee and 10+ years  
public markets experience. Bachelors  
Degree in Business Administration.



# ADVISORY BOARD



**DR. JON A VANDERHOOF**

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.



**PROF. RAANAN SHAMIR**

Chairman, Institute of Gastroenterology, Nutrition and Liver Diseases, Schneider Children's Medical Center, Professor of Pediatrics, Lea and Arie Pickel Chair for Pediatric Research, Sackler Faculty of Medicine, Tel-Aviv University. Past President of the European Society for Pediatric Gastroenterology, Hepatology and Nutrition (ESPGHAN).



**KATIE KASWELL**

Former Vice President of Marketing at Plum Organics Baby Foods, Formula and Snacks. Health-Supportive Chef.



# SUSTAINABLE



Creating a sustainable  
alternative for a  
**90+\* Billion USD**  
infant formula market



Growing at a  
**CAGR of 9.35% a year\***

\*2017-2025 forecast

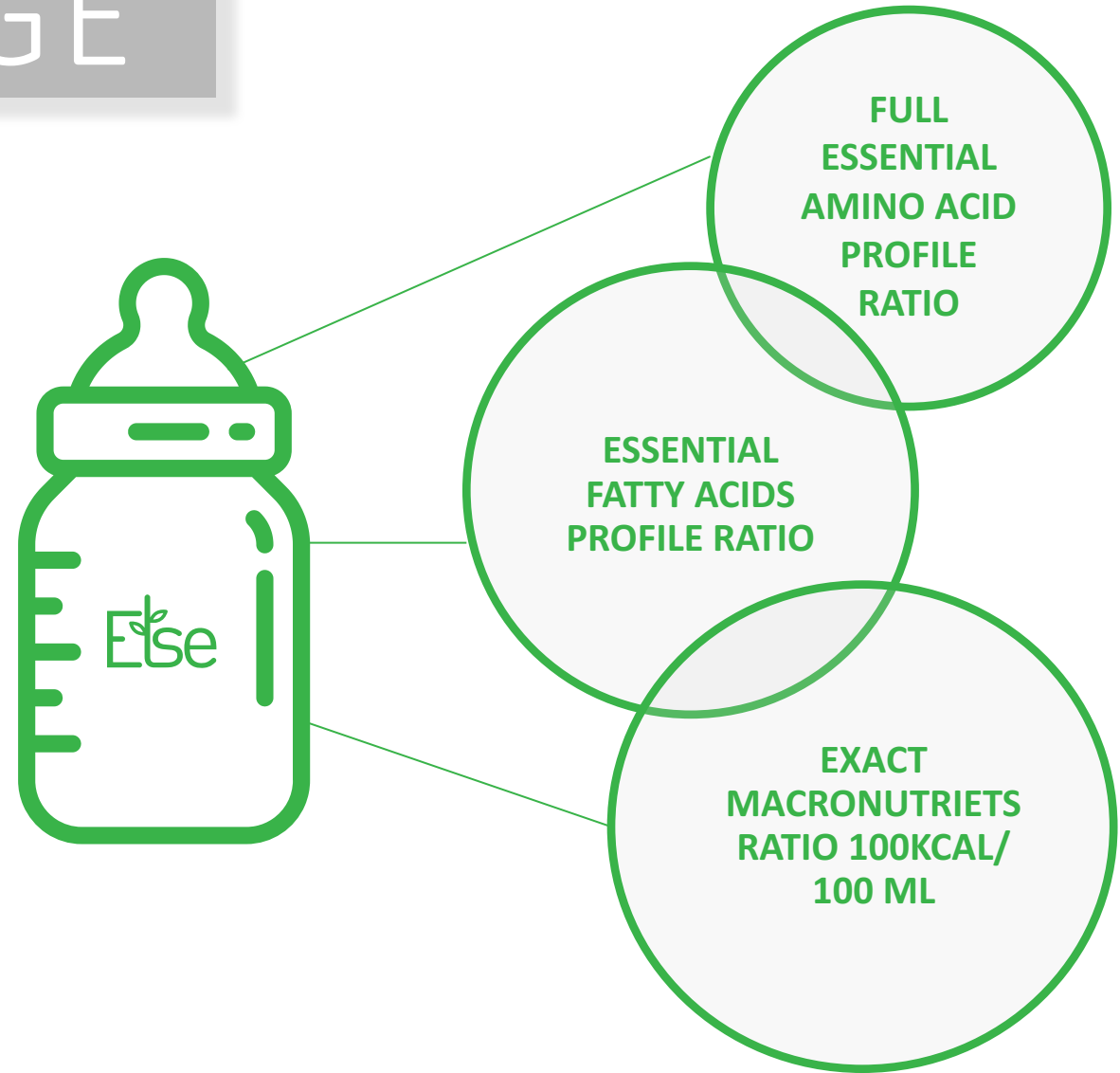


# THE CHALLENGE

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Infant Formula  
must meet the  
breast-milk  
nutritional  
gold standard

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# CURRENT STATE

## 90% COWS MILK PROTEIN

- A strong allergen
- Commonly exposed to high levels of antibiotics, hormones and pesticides
- Offends animal welfare and other major environmental issues



## 10% SOY PROTEIN

- A proven allergen
- Controversial and declining
- Is mostly GMO (99%)
- Protein chemically extracted
- Suspected to have harmful effects on infants due to high levels of phytoestrogens (phytic hormones)



# GROWTH MARKET

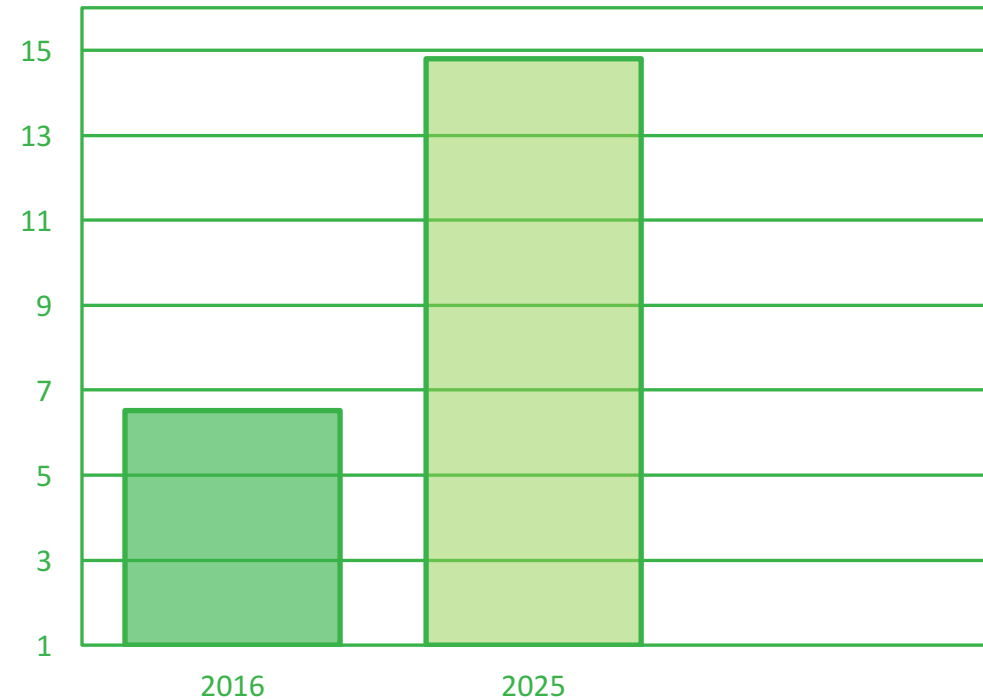
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Organic & Specialty  
Formula Market  
Growing Rapidly

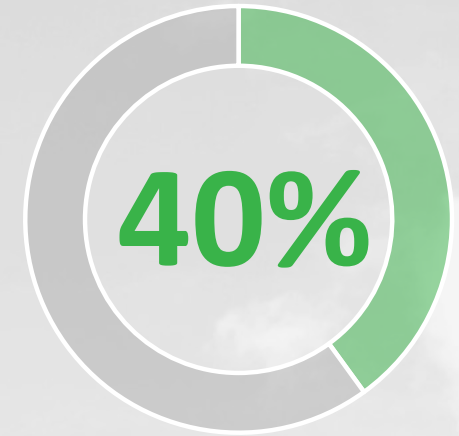
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Market value of organic baby food worldwide  
in 2016 and 2025 (in billion U.S dollars)

Global organic baby food market size 2016-2025



# GROWTH MARKET



of Baby Formulas sold in the US are **specialty cows milk Formulas**

(catering to allergies/intolerances)

US market data Euromonitor 2018

# THE FACTS

50%



of US infants with food allergies  
are **allergic to cow's milk**.



50%

of babies allergic to cow's milk  
are also **allergic to Soy**.

# THE SOLUTION

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We have patented  
the world's first  
**100% Plant-based  
Non-Dairy, Non-Soy**  
Baby Formula.

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# THE FORMULA

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We have achieved the strict nutritional composition of a “Formula”.

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**All natural**



**Based on 2 plants:**  
almond & buckwheat



**Cleanest Label**



**Organic**



**Free of** hormones, antibiotics, gluten, Hexane, GMO



**Sustainable:** minor ecological footprint



**Full Amino & Fatty Acid Profile**

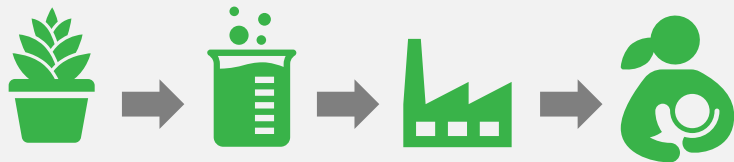


**Added** natural carbohydrate

# THE PROCESS

## DISRUPTING PROCESS Going Beyond Organic.

Transforming two plants in an all-natural process to a Breast Milk Nutritional Values Analog.



### INNOVATIVE, WHOLESOME, CLEAN LABEL

- Use the whole plant in its natural form - NOT highly processed extracts or derivatives
- No use of purified external oil blends
- No corn syrup solids
- No chemicals or acids in the process
- No fortification with highly processed amino acids

### SCIENCE & MFG TECHNOLOGY

- Meets WHO Codex for Infant Nutrition
- Medically-endorsed by leading Pediatricians
- Produced in infant/toddler grade facilities with highest standards

# PATENTS

Patent **GRANTED**  
in \*20 countries:

- USA
- Australia
- Eurasia (Russia, Belarus + 10 others)
- Ukraine
- Japan
- South Africa
- New Zealand
- Israel

\*Patents pending in 66 additional countries



## Composition based patent provides strongest protection



# DIVISIONAL PATENTS

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Divisional patents for adult nutrition already granted and allowed in 15 countries (Eurasia, US, Japan ).

\*Pending in 51 countries

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# STATUS

## R&D, Production & Marketing Status



- R&D for toddler formula is done
- R&D for Children Nutritional drinks is done
- FDA regulatory & clinical studies process started for Infants



- Pre-Production scaleup runs will be completed in Q1-Q2 2020
- First commercial production Q2-Q3 2020



- US market research completed (1800 moms)
- Brand strategy in process
- New website and e-store will launch in Q1-Q2 2020

# THE FUTURE

## Future Potential Portfolio & Beyond

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Plant-based, clean  
label, whole balanced  
meal products

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100% Plant Based



All In



Clean Label



Organic

# THE FUTURE

## Functional Foods

### New Product Lines



Plant-based,  
clinical/ medical  
nutrition



Plant-based,  
high protein  
drinks



Plant-based, whole  
balanced  
nutritional drink  
for kids 3-10yrs



Plant-based,  
meal  
replacement  
shakes.  
\*Whole balanced  
meal

## Dairy Product Substitutes

### Licensing Agreements



Plant based  
milk HIGH  
PROTEIN  
substitute



Plant based  
whole meal  
yogurts



Plant based  
whole meal  
cream cheese



Plant based  
whole meal  
cheese

# THE FUTURE

## Whole Meal Snacks Licensing Agreements + New Product Line



Plant based  
whole meal bars



Plant based whole meal  
freeze dried snacks

# CURRENT STATE



Leading Vegan Snack Food Company in Israel for babies & toddlers



Planned expansion into North America and international markets



^ 1 M CAD Revenue with 50% Gross margin in 2018



100% owned by Else Nutrition

# MARKET INFO

Symbols:  
**BABY: TSXV**  
**BABYF: OTCQB**

Shares  
Outstanding:  
**67M**

Management  
Ownership:  
**^51%**

Market Cap:  
**\$24.9M\***

Current Price:  
**\$0.37\***

52 week high low:  
**0.22 – 0.75**

# DIRECTORS

## Sokhie Puar

### Director

Mr. Puar, with over 30 years in the public markets, has worked in various capacities in both public and private companies. He has worked with companies in the mining, oil and gas, technology, education and clean energy sectors since 2001. Mr. Puar holds a diploma in Mechanical Engineering Technology and diploma in Business Administration from the British Columbia Institute of Technology. Mr. Puar sits and has sat on the board of many public and private companies including the board of Governors of Southpointe Academy, an independent school located in Tsawwassen, B.C. where he chaired the Governance Committee.

## Satwinder Mann

### Director

A graduate of the University of British Columbia with a Bachelor of Science Degree in Pharmaceutical Sciences (1995), Sat is an entrepreneur with 22 years of experience in operating a chain of Medicine Shoppe Pharmacies in Greater Vancouver, Canada. In 1998, he co-funded and revolutionized, along with his partners, the online Pharmacy business to the USA. As a registered Pharmacist, Sat has demonstrated his entrepreneurial talent by development and deployment of new technologies and by developing new distribution channels. Combined with his Pharmacy retail knowledge, leadership and management skill Sat brings the ability to help manage the successful growth of Else infant formula in North America.

## Eli Ronen

### Director

Former Chairman of Board of Directors for Mekorot, Israel's National Water Company with vast general management and board experience. Mr. Ronen is the owner of cleantech technology firm in water and energy field.





It's something else.

