



Canadian Stock Exchange: **IWIN**
Frankfurt Stock Exchange: **97X**
OTC: **IWINF**

Investor Presentation

December 2021

27 Years of Profitability*



NUTRACEUTICALS



CANNABIS



PSYCHEDELICS

*Under several corporate structures, Klee Irwin has operated the Irwin brand profitably since 1994, as measured by EBITDA adjusted for extraordinary costs.



Investment Summary

- SVS Class B shares: **1,200,001**
- Exchangeable SVS shares: **320,018,240**
- Total shares*: **321,218,241**
- Stock price**: **\$4.30 CAD**
- Market cap**: **\$1,381,238,436 CAD**
- Percentage of total shares owned by management**: **Approx. 98%**
- Warrants and options outstanding**: **None**
- EBITDA Margin: **13.5%** ***
- Net Income: **10.5%**
- Total-Debt-to-Total-Assets**: **6.9%**
- Debt-to-Equity**: **14.9%**

* Assuming conversion or exchange. There are 1,200,001 shares issued and outstanding and 320,018,040 shares exchangeable

** As of November 29, 2021

*** Based on 2021 Net Sales Forecast adjusted to remove one-time costs of business combination. 12.1% if one-time costs left in.



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The Expanding Irwin Naturals Brand



1994

Irwin Naturals
launches in
Los Angeles

Irwin Naturals
becomes a
household
name, selling
internationally
and in all
50 states in
big-box chains

1999



2018

National launch into
cannabis (hemp)
with CBD



2021

Launch of*
psychedelic
mental health
clinic chain,
*Irwin Naturals
Emergence*



National launch*
into marijuana
based THC
products under
the flagship
Irwin Naturals
brand

*Planned for late 2021 or
early 2022. See forward
looking information and risk
factors contained herein.

The Bottom Line

We know how to build a dominant brand and deliver on our projections.

We plan to do the same in cannabis and psychedelics.

- 2021 nutraceuticals business tracking to US \$134 million. Highest grossing and most profitable year ever. Profitable for 27 consecutive years.*
- 2021 adjusted EBITDA expected to increase by 61% over 2020, from about US \$8.3 million to US \$13.3 million.
- Household name mega-brand known by over 100 million Americans and Canadians and sold in about 100,000 major big-box retail locations.
- Cannabis and psychedelics launch planned in 2021 to provide Coca-Cola-like first-mover advantage among mega-brand peers hoping to move into these categories.
- Deep team experience to exploit disruptive new opportunities while maintaining profitability. We've disrupted before and are about to do it again in a space where the competition doesn't have our skillset or the same quality of distribution relationships.

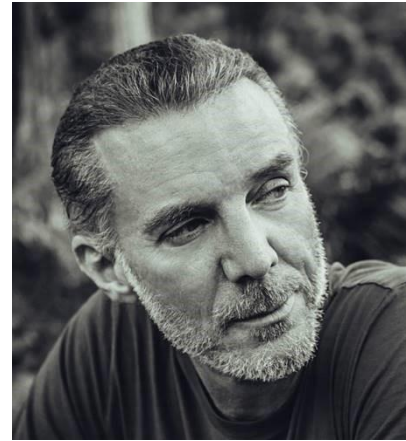
*Under several corporate structures, Klee Irwin has operated the Irwin brand profitably since 1994, as measured by EBITDA adjusted for extraordinary costs.

Management

The management team is led by veteran industry pioneer, Klee Irwin, and financial expert, Philippe Faraut.

**Growth hacking
engineers.**

Klee Irwin
CEO & Chairman



Klee Irwin founded Irwin Naturals with a simple mission – *heal the world with plant medicine*. With no financing for advertising, he engineered formulas so effective that Irwin became a rare and profitable cult brand. Klee applies scientific logic to business problems and is the author or coauthor of over 55 mathematical physics papers.

Philippe Faraut
CFO & Director



With over 20 years of senior CPG financial management, Philippe has been a Managing Partner of Bastiat Partners and Chief Investment Officer for Knight Global. He started his finance career at Merrill Lynch in New York and held senior positions at HSBC and Intrepid Investment bankers. He holds an MBA from the Anderson School at UCLA (1999).

Independent Board Members

Independent board members include Fortune 500 CPG expert Marc-David Bismuth and cannabis legal expert Rod Knight.

Deep experience.

Marc-David Bismuth
Director



An Operating Partner at L Catterton, Marc-David was previously President of Danone Naya Waters North America. He played a key role in the formation of the joint venture with Coca-Cola. Prior to managing Danone, Marc-David was the Food Division General Manager (Corporate-Paris/Geneva) and a Member of the Corporate Strategic Committee for the Carrefour Group, where he led the \$40 billion Carrefour Global Grocery Sourcing and Vendor Negotiation efforts. Prior to his senior corporate responsibilities Marc-David led the retail growth of Carrefour in key countries in Europe and Asia.

Rod Knight
Director



Rod leads one of the most respected boutique cannabis law firms in the United States. He is an AV Preeminent Peer Rated Lawyer, as designated by Martindale Hubbell. Rod has been quoted on cannabis matters in the Wall Street Journal, Time, Politico and Business Insider. He serves on the advisory board of the American Journal of Endocannabinoid Medicine. North Carolina Super Lawyers Magazine calls him "The State's Biggest Cannabis Advocate".

Big Picture Opportunity

Both cannabis legalization and the psychedelic mental health revolution are threatening to **disrupt** the trillion-dollar pharmaceutical industry.

Irwin Naturals' mission is to *heal the world with plant medicine.*

We aim to disrupt.



Big Picture Opportunity

There are no famous brands in cannabis or psychedelics – no brands known by us to have more than 1% national name recognition.

Irwin Naturals
is known by about
33% of Americans –
a mega household
brand.*

* Based on national survey.



Big Picture Opportunity

So, there's a *Coca-Cola*-like first-mover advantage for the first household brand to unapologetically lean into cannabis and psychedelics.

**Irwin
Naturals
intends to
move first.**



See forward looking information and risk factors contained herein.

Big Picture Opportunity

When people reach out for psychedelic mental health care in the future, many will find a familiar friend they can trust in the Irwin Naturals brand.*

**Irwin Naturals
Emergence, a
chain of psychedelic
mental health
clinics, is pending
national rollout.**

* Launch planned for late 2021 or early 2022. See forward looking information and risk factors contained herein.



Big Picture Opportunity

New users, such as the elderly and soccer moms, are flooding into retail locations looking for cannabis brands they trust. Federal legalization would accelerate this, as doctors direct more patients to use THC.

Seeking trust.



Big Picture Opportunity

Trust found.

Irwin Naturals intends to be the first nationally recognized cannabis brand.

The first product line is planned for launch in late 2021 or early 2022.



Household Name Brand

Recognized by over 100 million Americans and Canadians and for sale on over 3 million shelf positions in about 100,000 big-box retail locations across the continent. Brands rule the day in every industry. But creating a household name takes many years and an enormous amount of advertising investment...

Household names are a tiny minority of all brands, but...



Household Name Brand

...are not as rare as cult brands.

Over the last 27 years, Irwin Naturals became an authentic cult brand. What does that mean? It doesn't mean small. Costco is a cult brand. A cult brand has such a loyal following that it doesn't need to advertise to lead.



Household Name Brand

Irwin Naturals' business thesis is simple.

Innovate with such ferocity that the brand dominates while maintaining profitability along the way.



Nutraceuticals

Founded in 1994, Irwin Naturals is one of the few legacy companies that helped propel the industry to where it is today. As an innovation and research powerhouse, the R&D team often pioneers new formulating directions the rest of the industry emulates.

**Innovative
nutraceuticals**



Nutraceuticals

In 2020, the nutraceuticals market was \$418 billion. It's expected to expand at a CAGR of about 9% until 2028, reaching \$826 billion.* Famous cult brands have a special advantage in this booming growth industry.

And our retail partners think so too.

* Grandview Research



“We appreciate the strong business relationship that has been built between Irwin Naturals and Rite Aid. The partnership has been built on integrity and trust; rooted in better understanding the consumer and how to develop and deliver innovative products and experiences that will position the brand and the company for long term growth.”

Bryan Everett | Chief Operating Officer, RiteAid



The Vitamin Shoppe



“Irwin Naturals has been a trusted partner of The Vitamin Shoppe for over a decade. Capitalizing on their ability to deliver newness and innovation year after year, they have helped drive growth for our company. Their collaborative nature and willingness to invest in promotional and marketing programs make them a favored vendor among our merchants.”

Sharon Leite | Chief Executive Officer, The Vitamin Shoppe

Cannabis

Cannabis is legal in most states and may be federally legal soon.

What is the **fastest** way to convert the fame of the Irwin brand to cannabis sales in all legal states?

Licensing.

The company is setting up a national network of licensees to sell cannabis under the Irwin Naturals Cannabis brand – with the aim of being the first national household name in cannabis.

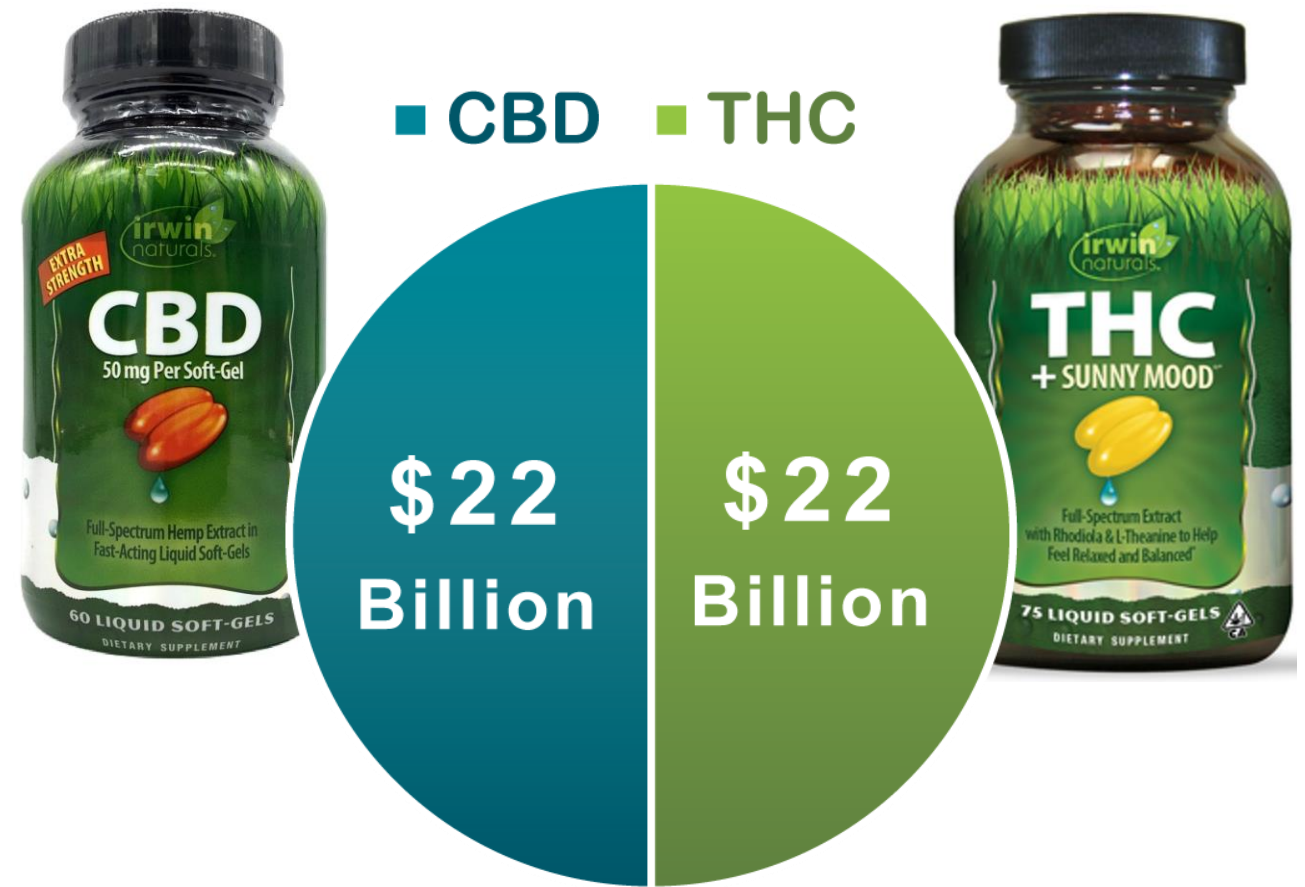


Cannabis

The CBD¹ and THC² industries are each projected to grow to \$22 billion in the near future. Irwin believes mass market chain stores will eventually dominate, just as Costco is the largest seller of wine, not liquor stores.

Irwin Naturals has a head start – we're a leader in shelf-presence and brand recognition.

1 Brightfield Group 2 Atheneum Collective



"Irwin Naturals is... well-positioned to effectively leverage existing distribution networks and customer relationships to market products [cannabinoids] already tied to a trusted brand."

Cannabis

Our mass market CBD products are among the top selling industry leaders. A special advantage is the ability to take our popular formulas and add CBD to them.

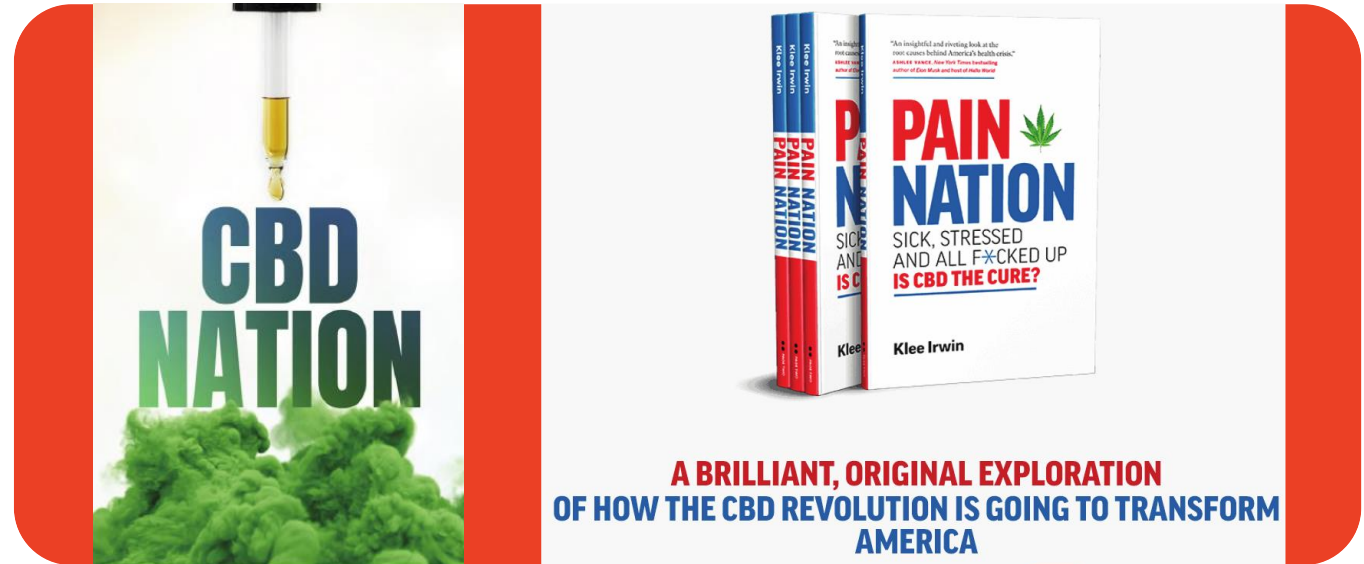
We plan to add THC to our popular products, such as *Power to Sleep*, and sell in retail cannabis stores.



Cannabis

Klee Irwin is a notable thought-leader in the cannabis space, appearing in the acclaimed documentary, *CBD Nation*, and author of the popular book, *Pain Nation*.

Passion & thought-leadership.



"Irwin Naturals turned heads when Klee Irwin announced the company would be giving away \$1mm worth of CBD products to honor the passing of the Farm Bill. The company is concerned with making the cost of CBD products affordable, saying 'Our mission is to spread health to the world through plant medicine. Our nation is on the edge. And I am worried about the future of our children. If we can make CBD affordable and accessible to the masses, it just might help our country avoid a meltdown.'"

Psychedelics

At over \$225 billion¹ in costs and countless lost lives, America's escalating mental health crisis is now a threat to national stability. Talk therapy and pharmaceuticals have not stopped this run-away epidemic.

Clinical studies show that psychedelic therapy is a profoundly effective solution.²

¹ CNBC 2021 What you need to know about the cost of mental health care in America.

² A Meta-Analysis of Placebo-Controlled Trials of Psychedelic-Assisted Therapy



Psychedelics

What is the fastest way to harness the famous trust of the Irwin Naturals brand to make a massive dent in the mental health crisis?

Be like the Jenny Craig* of psychedelic mental health clinics – a roll-up play into an international chain of ketamine clinics.

*No implied association with the Jenny Craig brand.
See forward looking information and risk factors contained herein.



Psychedelics

Ketamine is an FDA approved drug. Doctors can legally prescribe it for off-label mental health treatment. Where psilocybin is restricted, ketamine may be used.

Psilocybin may be prescribed in our offshore clinics, certain FDA approved trials and in states such as OR.

See forward looking information and risk factors contained herein.



Psychedelics

The company intends to be profitable in its psychedelic mental health business and have the largest number of clinics and highest revenue in the space.

Speed to size and profitability.

See forward looking information and risk factors contained herein.



Psychedelics

Low-income veterans and other Americans in poverty suffer disproportionately from the mental health crisis.¹ We will leverage both online counseling and national economies of scale to drive patient costs down.*

**Patient accessibility
is key.**

¹ AMA 2011: Relationship Between Household Income & Mental Disorders

* See forward looking information and risk factors contained herein.



Financial Highlights

Nearly all public cannabis and psychedelic companies are losing money. Irwin Naturals brings a fresh new option to the table for investors:

Profitability

The company has been profitable for 27 years.* And 2021 is shaping up to be the most profitable year ever, a 61% increase over 2020.**

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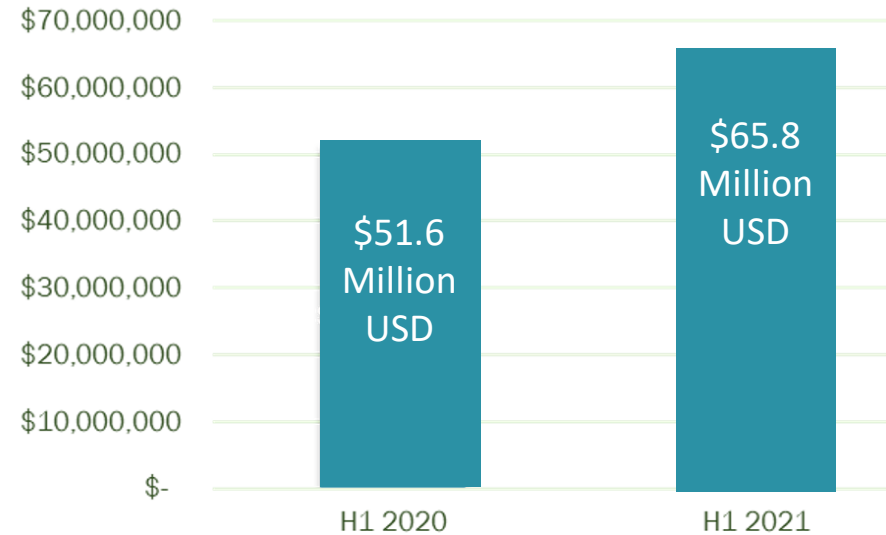
** Adjusted to remove one-time costs of business combination.



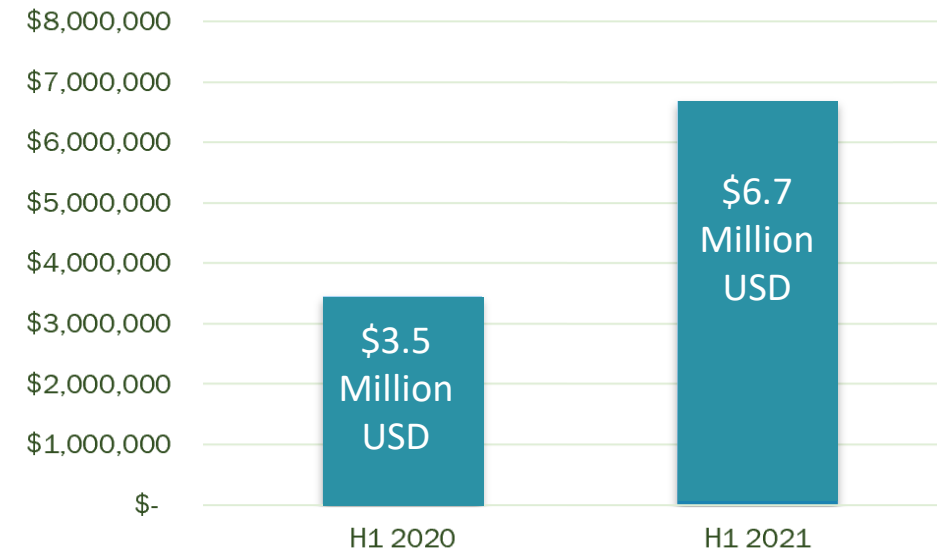
Financial Highlights

- Strong growth and exceptional balance sheet (6.9% debt-to-assets and 14.9% debt-to-equity).
- US \$17.5 million line of credit with about US \$15 million available (Oct 2021).
- 2021 expected to be the greatest top-line and bottom-line performance in our history. ➡
- No options or warrants outstanding.

Gross Revenue – H1 2020 vs H1 2021



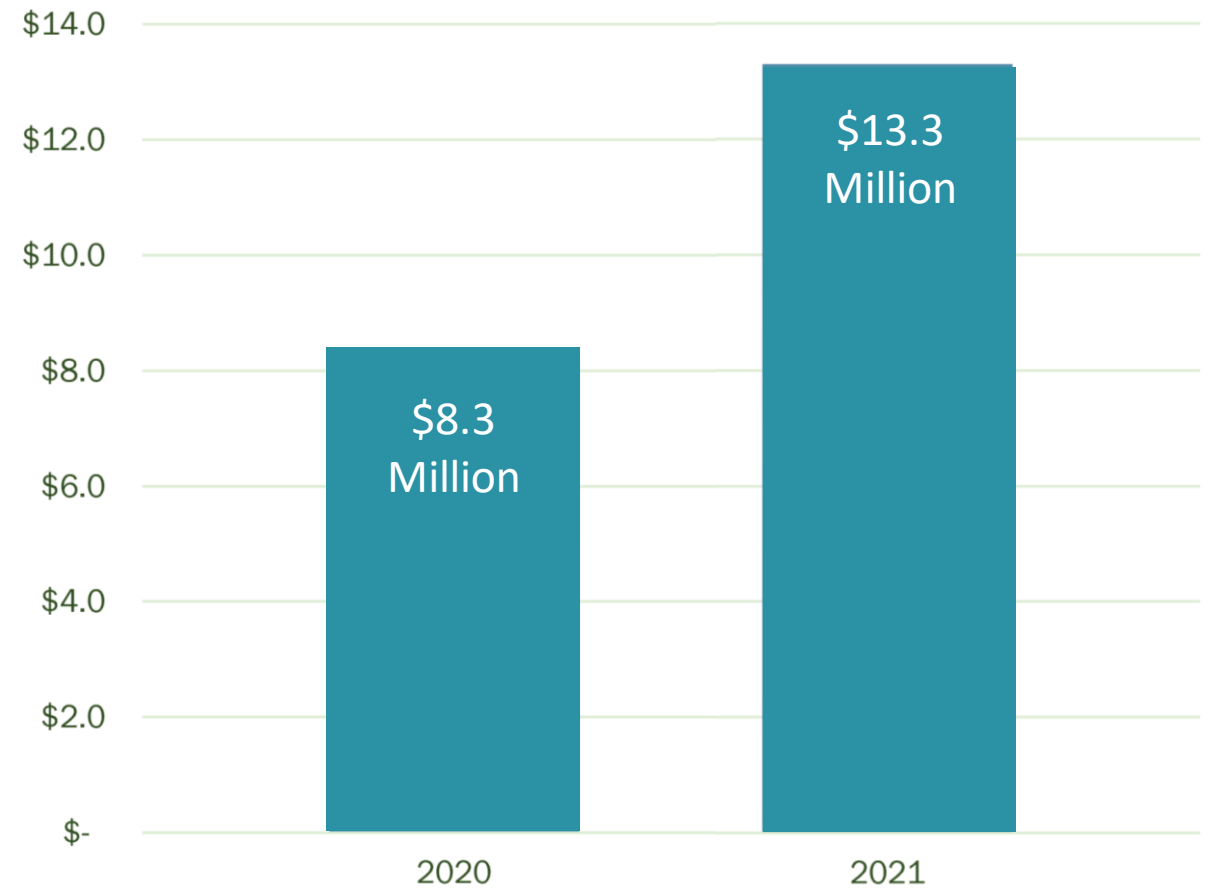
Net Income – H1 2020 vs H1 2021



Financial Highlights

- 2021 adjusted* EBITDA projected to be US \$13.3 million, which is a 61% increase over 2020.

Adjusted EBITDA



* Adjusted to remove one-time costs of business combination.

Sustainability

Irwin Naturals' mission is grounded in our commitment to people and planet. Is a business just a vehicle for making profit? Or can it be a group of missionaries unselfishly leveraging their abilities to be of service to the world? There's a word for this...

...**Love.**

Imagine a world of businesses motivated by love instead of greed.



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