

simply·better
B R A N D S

INVESTOR PRESENTATION

TRUBAR™



Forward Looking Statements

The information provided in this presentation may contain "forward-looking statements" or "forward-looking information" (collectively referred to hereafter as "forward-looking statements") about Simply Better Brands Corp.. In addition, Simply Better Brands Corp. may make or approve certain statements in future filings with Canadian securities regulatory authorities, in press releases, or in oral or written presentations by representatives of Simply Better Brands Corp. that are not statements of historical fact and may also constitute forward-looking statements.

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Executive Summary

Key Growth Verticals: plant-based wellness, clean-ingredient foods and next gen beauty to Millennials and Gen X.

Explosive TRUBAR Sales Diversifying Revenue: the premium bar brand generates \$10 M revenue in 2022 and +\$25 M forecast in 2023.

Experienced Leadership: with backgrounds from global CPG companies such as P&G, Kellogg, Wrigley and Mars Inc., management has connections and knowledge to grow nascent brands into category leaders.

Significant Growth over last 2 years: Net sales of \$65.4 M in 2022 compared to \$15.6 M in 2021 with positive adjusted EBITDA of \$1.2 M achieved in 2022.

2024 growth drivers and refocus: TRUBAR Costco expansion, convenience, food service and Amazon store sales, PureKana divesture; No BS expanding national wide at Walgreen's.

HIGH GROWTH. STRONG BRANDS. CONSUMER-CENTRIC INNOVATION.

Simply Better Brands Corp: Our Brands

simply.better
BRANDS

Clean-Ingredient Foods



Next Gen Beauty



Plant-Based Wellness



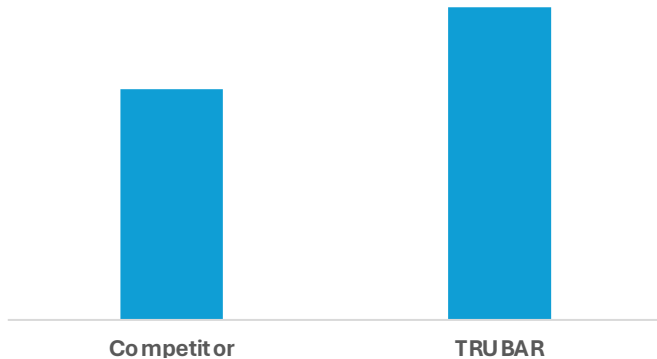
TRUBAR: Indulgent Nutrition

One of the Fastest Growing Protein Bars

Inspired by the indulgence of dessert and passionate about plant-based ingredients, TRUBRANDS products are the first-of-its-kind to blur the lines between healthy and delicious.

Oh Oh Cookie Dough, Saltylicious Almond Love, Daydreaming About Donuts, Smother Fudger Peanut Butter, Get In My Belly & Jelly, It's Mint To Be Chip and Whipped For Key Lime.

Club Q2 Promo (26 Days)
TRUBAR Outperforms by 36%



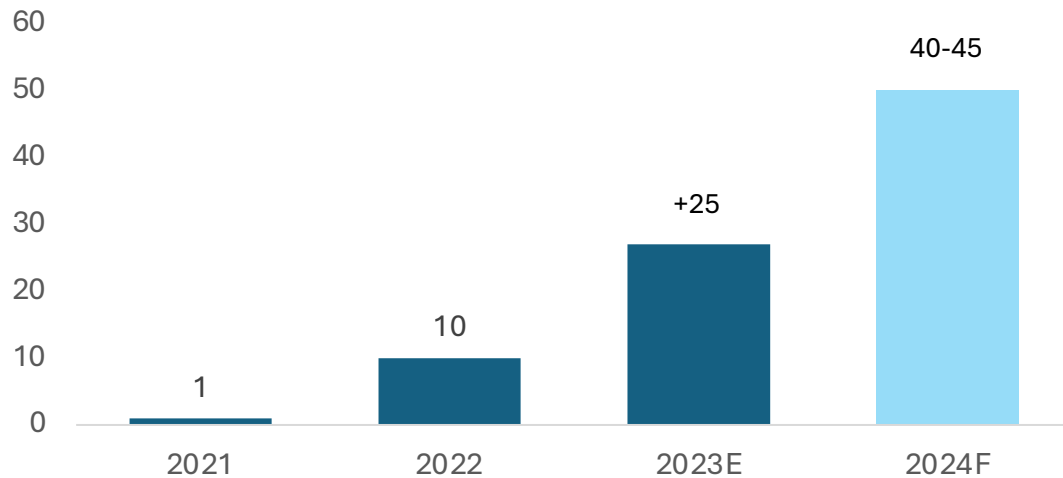
Source: IRI syndicated data, June 2023

Growth sourced via direct to consumer and brick & mortar retail in the USA and Canada. Currently, exceeded bar category hurdles at Club.



TRUBAR's Break Out Year:

Leading in Clean Protein



- ✓ Channel Expansion into Club and Convenience
- ✓ National distribution at Costco, exceeding category sales hurdles. Promotion performance 3x base performance.
- ✓ Recognized by Healthline as a Top 10 Protein Bar



12G Protein | 190 Calories

Simply Better Brands Corp Brands Continued

Next Gen Beauty



Revolutionizing skincare with clean formulas, real results, and a radically honest beauty culture we can all get behind.



Plant-Based Wellness



Elevating the standard for wellness products by providing a solution-based assortment to help customers with pain, sleeplessness, and anxiety, driving 68% repeat purchase rate.



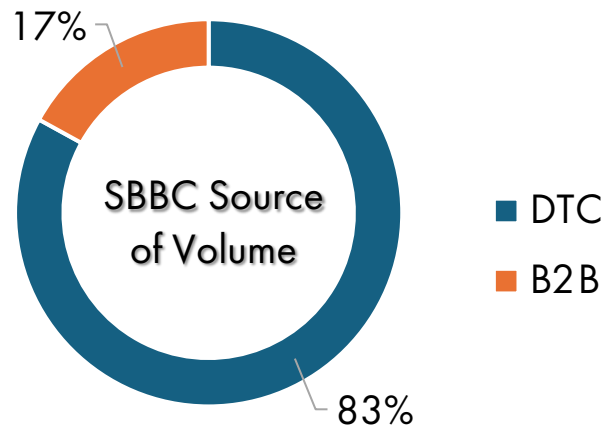
Plant-Based Wellness



Vibez supports customers seeking total wellness—inside & out. Our direct to consumer and subscription program helps customers stay on track with their weight-loss journey, pain management, anxiety, and immune health. Product forms: primarily gummies, tinctures, and topicals.



Omni-Channel Route to Consumers



Recent/Upcoming Expansions

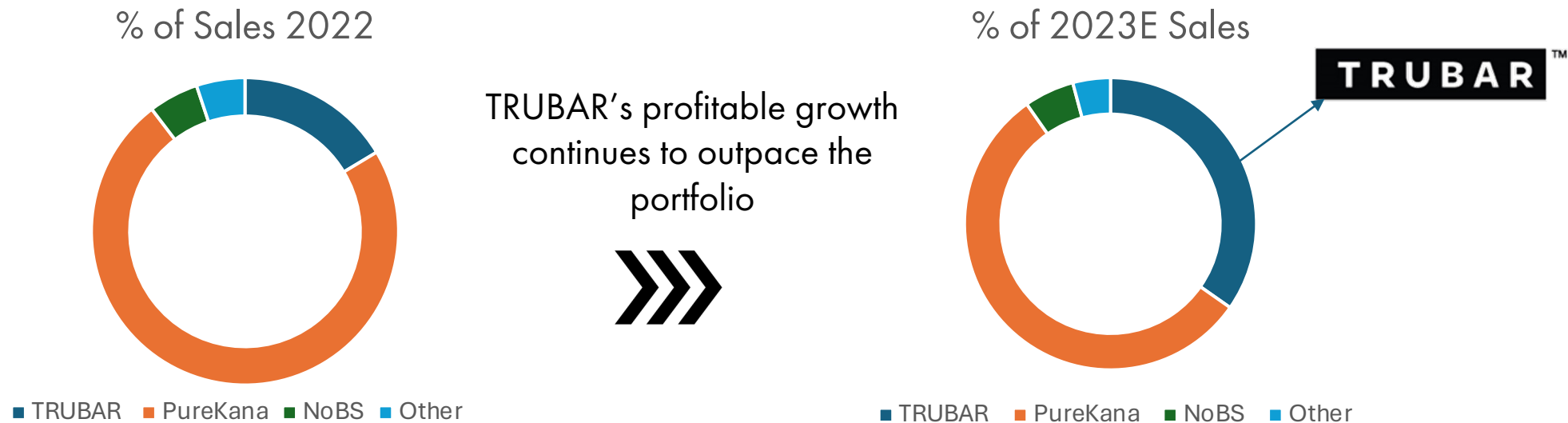
- **TRUBAR:** Costco Canada East (Q4 2022). Costco US (Q4 2022) and (Q1/Q2 2023 nationally). Sodexo Micro markets (Q2 2023). National Costco (2024).
- **No B.S.:** TJ Maxx (Q2 2023) and BJ's Wholesale.com (Q2 2023). Walgreens (Q3 2023)
- **Seventh Sense:** Further investment in DTC platform, 3 quarters of sustained profitable growth for brands online activity.

Refocusing the Business to Fuel Profitable Growth

Over a 7-month strategic review management has chosen to re-focus the company to realize the potential of its TRUBAR brand.

Management announced on April 1, 2024 that it has shut down its un-profitable and capital intensive PureKana business.

Full Focus is now on further growth of the TRUBAR business line.



Simply Better Brands Corp: Corporate Governance

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BRANDS



J.R. Kingsley Ward
CEO, Chairman

Kingsley has 30+ years of experience in private equity investments. He's Chairman of VRGII and a Managing Partner at VRG Capital, and serves as Chairman of Clarus Securities Inc. He's involved in various private and public companies and has been active in YPO since 1999. Kingsley supports healthcare-related charities and serves as a Director and former Co-Chair of Capitalize for Kids (C4K).



Brian Meadows
CFO

Performance driven executive with over 25 years of experience in operations and finance. His career include leadership roles with TELUS, GLG, and number of startup companies. Brian joined as CFO PureKana January 2019.

Brian holds CPA (CMA) and CFA designations as well as an international MBA.



Paul Norman
Director

Paul is CPG expert with over 30 years working globally for the Kellogg company. He most recently served as President North America (\$9b in revenue), and prior to that led Kellogg international. Over the years, he has led major M&A initiatives from selection to post integration.



Richard Kellam
Director

Mr. Kellam has over 30 years of CPG experience. Previous leadership roles included positions at Mars, Incorporated, where he held the positions of Global Chief Customer Officer, President of Petcare Europe and Market Director of Canada.

Prior to Mars, he spent 7 years with the Wrigley Company, holding senior marketing roles in the United States, India, Malaysia, and Canada.



Michael Galloro
Director

Michael is principal at ALOE Finance, a Toronto based boutique transaction firm focused on the small/mid cap public markets space. He has quarterbacked numerous go public and M&A transactions across various industries operating globally and acts a director for public companies. Michael is a CPA.

Pre and Post Raise Market Capitalization

\$2m raise at 0.35c a share, each share comes with a half warrant exercisable at 0.45c for 2 years

Capitalization	Current	Deal Issuance	Post Raise
Basic Shares Outstanding	71,634,253	5,714,285	77,348,538
RSUs & Options	4,252,755	-	
Convertible Debentures & Warrants	20,106,831	2,857,145	22,963,976
Fully Diluted Shares Outstanding	95,993,839		104,565,269

5-Year
stock chart





TSX.V: SBBC

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