

simply·better
BRANDS

Investor Presentation



Profitable Growth.



Consumer-Centric Innovation.

TSX: SBBC
OTCQB: SBBCF



TRUBAR™



VibeZ



no b.s. X



SEVENTH SENSE®

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 strategic review; No BS expanding national wide at Walgreen's.

HIGH GROWTH. STRONG BRANDS. CONSUMER-CENTRIC INNOVATION.

SIMPLY BETTER BRANDS | CORPORATE GOVERNANCE



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).



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.



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.



Richard Kellam
Director

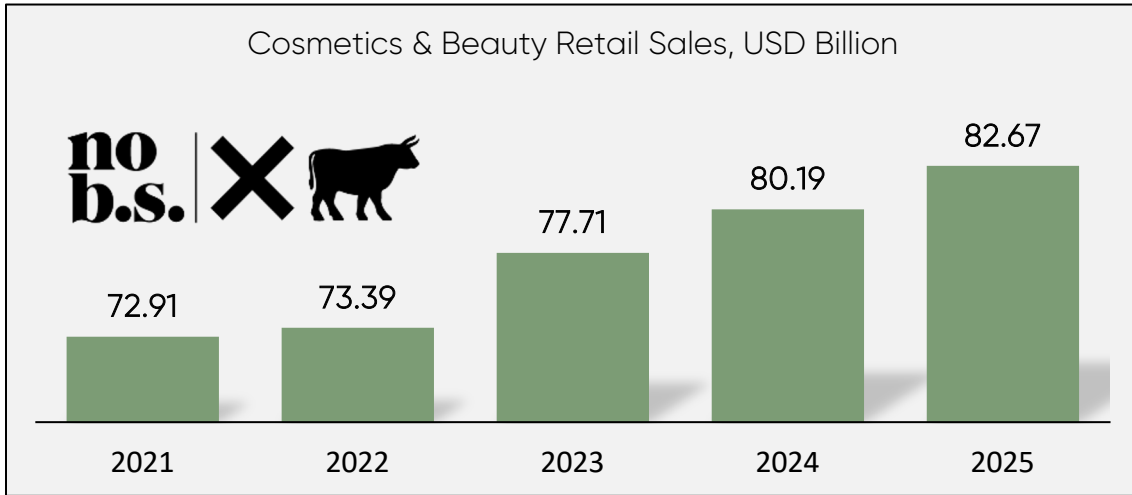
Mr. Kellam has over 30 years of CPG experience. Previous leadership roles included positions at Mars, Incorporated, where he held the positions of Global Chief Customer Officer, President of Petcare Europe and Market Director of Canada. Prior to Mars, he spent 7 years with the Wrigley Company, holding senior marketing roles in the United States, India, Malaysia, and Canada.



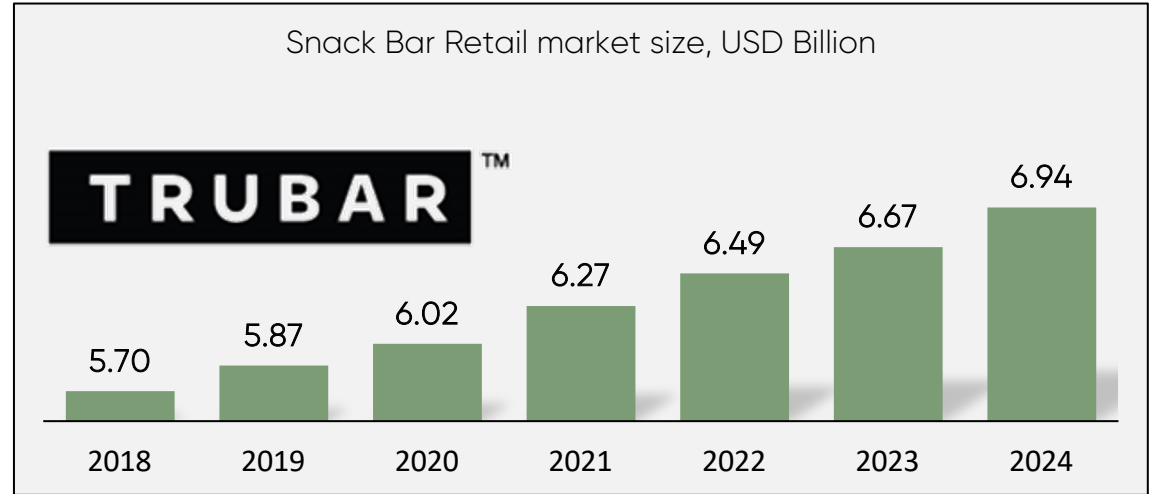
Michael Galloro
Director

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.

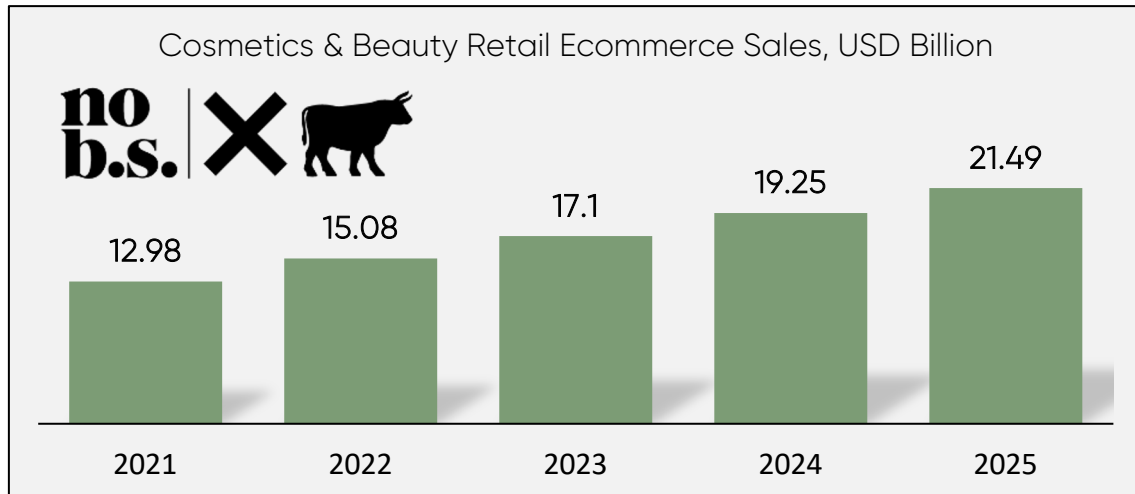
THE OPPORTUNITY | PENETRATING GROWING MARKETS



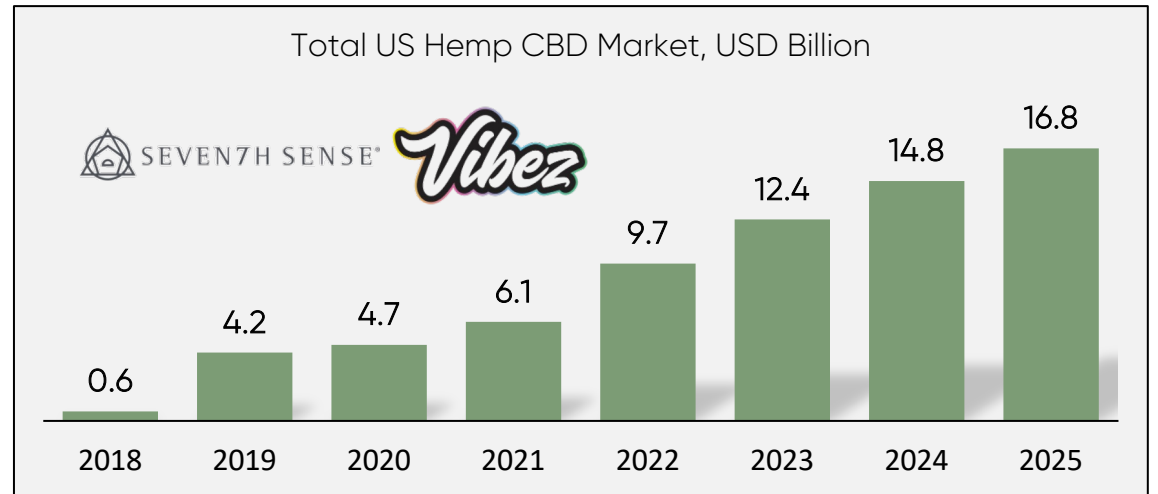
Source: eMarketer 2021



Source: Census Bureau, Information Resources Inc., Mintel



Source: eMarketer 2021



Source: Brightfield Group 2020

SIMPLY BETTER BRANDS CORP | OUR BRANDS

A portfolio of brands serving the following verticals:

Clean-Ingredient Foods

TRUBAR™



Next Gen Beauty

no b.s. | X 



Plant-Based Wellness

 **SEVENTH SENSE**®



Vibez

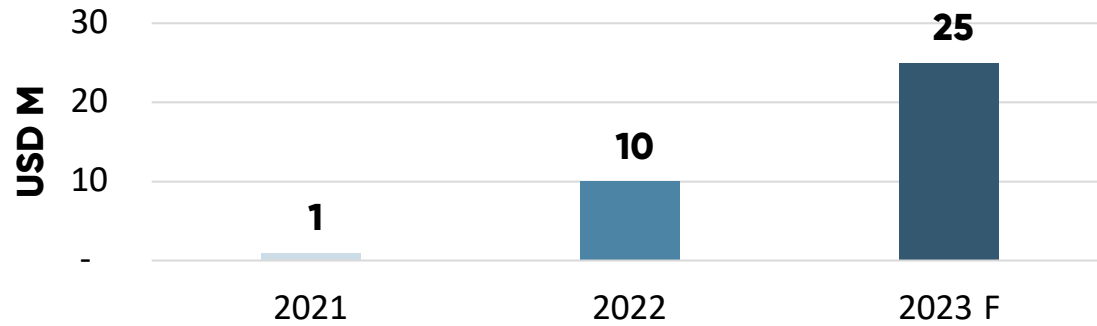


TRUBAR, Indulgent Nutrition

- Inspired by the indulgence of dessert and passionate about plant-based ingredients, TRUWOMEN products are the first-of-its-kind to blur the lines between healthy and delicious.
- 12g of plant protein with only 190 calories
- Nutritional Guardrails
 - Organic and Natural
 - Non-GMO
 - No gluten
 - No dairy
 - No soy
 - No sugar alcohols
- Flavors: Oh oh Cookie Dough, Saltylicious Almond Love, Day dreaming about Donuts, Zamn Good Zesty Lemon, I Scream for Orange Cream
- Growth sourced via Direct to Consumer and brick & mortar retail in the USA and Canada. Currently, exceeded bar category hurdles at Costco.

TRUBAR'S BREAK OUT YEAR | LEADING IN CLEAN PROTEIN

Revenue Progression & Forecast



- 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



NON-GMO PROJECT VERIFIED



VEGAN CERTIFIED



NO-SUGAR ALCOHOLS



GLUTEN-FREE CERTIFIED



NO SOY



NO DAIRY



KOSHER CERTIFIED



CALORIES: 190-200

POTENT FORMULAS. CLEAN
INGREDIENTS. NO B.S. #LIVENOBS

NO B.S. SKINCARE

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

BRAND PILLARS



No B.S. is Skincare that actually works without any of the Bad Stuff.



Results: Smaller pores, fewer wrinkles, brighter and healthier skin, guaranteed!



No B.S: Nothing toxic. The FDA bans 11 toxic and harmful ingredients from skincare. We have banned over 1,500.



Transparency: All ingredients are transparently listed and explained on our website.



Accessible: Premium products without the premium price: \$12-\$55. Growth sourced D2C, brick & mortar and internationally.

<https://www.livenobs.com>

SEVENTH SENSE

- 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.
- Product forms: topicals focus, tinctures, and gummies, focusing primarily on pain and sleep.
- By combining the pain-relieving benefits of CBD with soothing aromatic ingredients like eucalyptus, rosemary, lavender, and wintergreen—we help customers find true whole-body wellness.
- Our products are paraben-free, cruelty-free, natural, and third-party tested to ensure our products are free from mold, heavy metals, and pesticides. Our CBD is sourced in the US from certified, state-licensed hemp processors.
- Gen X/Boomer Demographic: Age 35-65+ and 62% Women / 38% Men.
- Since the relaunch of our subscription program in May 2022, subscription members have grown 85%. Growth sourced via subscription model and D2C.
- Loyal customer base built from previous 192 brick and mortar mall locations nationwide.
- Online survey reporting that 42% of customers were referred to Seventh Sense by a friend or family member.










www.ShopSeventhSense.com

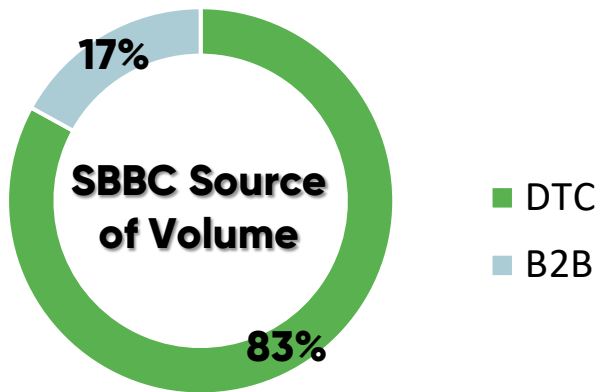
VIBEZ...a NEW SBBC Wellness Brand



- 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.
- Our products are Non-GMO, paraben-free, cruelty-free, natural, and third-party tested to ensure our products are premium-grade and free from mold, heavy metals, and pesticides.
- Gen X Target Demographics: Age 25-45+ and 70% Women / 30% Men, focusing on preventive wellness.
- Since the launch at the end of October 2022, early adoption is trending at \$500k/month incrementally. Scoring an 81% customer satisfaction rating. Growth sourced through D2C: subscription model, Amazon and vibez-keto-shop.com.

OMNI-CHANNEL ROUTE TO CONSUMERS

Club	Convenience	Ecommerce	Drug	Food	Natural	Travel	Food Service
 USA Canada 	  	 	  	    	 		

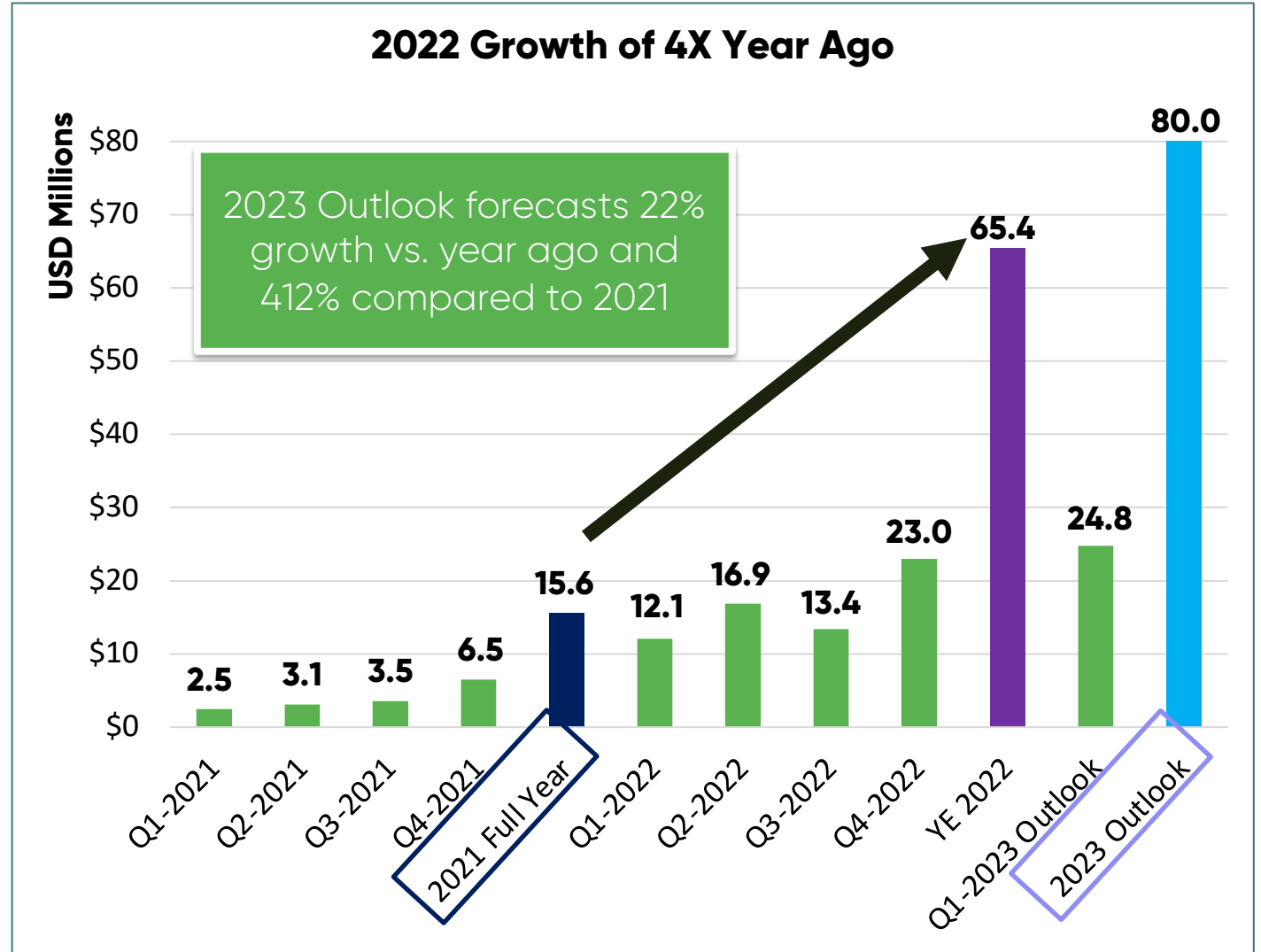


Recent/Upcoming Expansions

- TRUBAR: Costco Canada East (Q4 2022). Costco US (Q4 2022) and (Q1/Q2 2023 nationally). Sodexo Micro markets ((Q2 2023)
- No B.S.: TJ Maxx (Q2 2023) and BJ's Wholesale.com (Q2 2023). Walgreens (Q3 2023)
- PureKana Convenience: EnMarket (Q4), Petry Novelty (Southeast), A1 Wholesale (Carolinas); ARK Distributors (TN) and KMP Wholesale (Midwest)

2022 REVENUE PROGRESSION

- Q3 2021: Acquisition of TRUBAR
- Q4 2021: Launch of marketing program for PureKana customer acquisition
- Q1 2022: Customer acquisition for PureKana. Distribution expansion on TRUBAR into Costco, in roughly 50% of U.S. Costco buildings.
- Q2 2022: Continued traction with PureKana and TRUBAR. PureKana Keto innovation. No BS. Skincare into 3200 CVS locations.
- Q4 2022: Significant expansion of TRUBAR in Q4. Launch of VibeZ.
- 2023 drivers: TRUBAR Costco, PureKana customer acquisition; No BS in Walgreen's. VibeZ Portfolio expansion



YEAR END 2022 HIGHLIGHTS (USD)

*all amounts express in M USD

	2022	2021	\$ Change
Revenue	65.4	15.6	49.8
COGS	20.9	5.9	(15.0)
Gross Margin	44.5	9.7	34.8
Gross Margin (%)	68%	62%	6%
SG&A	54.3	19.5	(34.8)
Operating Loss	(9.7)	(9.8)	0.1
Other Income (Expenses)	(3.6)	(3.1)	(0.5)
Net Loss	(12.3)	(12.8)	0.5
Adjusted EBITDA	1.2	(3.3)	4.5

BALANCE SHEET AND CAPITALIZATION

*all amounts express in M USD

Balance Sheet	Dec 31, 2022
Cash	2.3
Total Assets	36.6
Total Liabilities	25.5
Total Equity	12.3

Capitalization	May 1, 2023
Basic Shares Outstanding	71,634,253
RSUs & Options	4,252,755
Convertible Debentures & Warrants	20,106,831
Fully Diluted Shares Outstanding	95,993,839



Cash balance as of April 30, 2023 - \$7.1 M
Reduced convertible debentures by \$1.7 M in February 2023



TSX: SBBC

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