



Manitoba Harvest Hemp Foods

Investor Presentation



Hemp History



BILLION-DOLLAR CROP

petition with coolie-produced foreign fiber while paying farmers fifteen dollars a ton for hemp as it comes from the field.

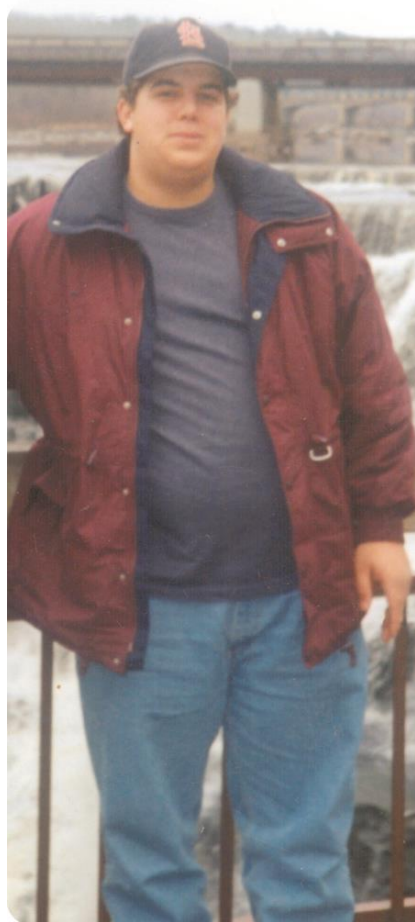
From the farmers' point of view, hemp is an easy crop to grow and will yield from three to six tons per acre on any land that will grow corn, wheat, or oats. It has a short growing season, so that it can be planted after other crops are in. It can be grown in any state of the union. The long roots penetrate and break the soil to leave it in perfect condition for the next year's crop. The dense shock of leaves, eight to twelve feet above the ground, chokes out weeds. Two successive crops are enough to reclaim land that has been abandoned because of Canadian thistles or quack grass.

Under old methods, hemp

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A black and white photograph of a woman in a long, light-colored dress standing in a field, with a small structure in the background. The image is part of a larger advertisement layout.

Before



After



BEFORE: (1995)

AFTER: (2016)

Mike Fata - CEO & Co-founder



Why Hemp Foods?

- They taste great! Delicious nutty flavour.
- Easy to use! Add hemp foods to any meal.
- Good for you! Protein and EFAs.
- Protein – complete, plant based protein that's easy to digest.
- Essential Fatty Acids (EFAs) –Omega 3 & 6, including rare GLA and SDA.
- Fiber and other minerals – iron, zinc, folic acid, magnesium, manganese.



Why Manitoba Harvest?

We're the hemp experts

- Hemp food exclusive focus since 1998
- In the field working directly with 100+ farmers
- In 2015 planted 55,000 hemp acres in Canada



Why Manitoba Harvest?

We're vertically integrated = commitment to quality from seed to shelf

- We are the world's largest hemp food manufacturer to grow, make and sell our own line of hemp foods. 2 manufacturing sites Winnipeg and St Agathe, Manitoba
- We control every aspect of the production process - "Quality seed to shelf"
- Full scale in-house Quality Control labs at each facility
- Organic & Kosher Certified. All products Non-GMO project verified.
- Certified B-Corporation
- Plant has the highest level of global certification in food safety and quality = British Retail Consortium (BRC) Global Food Safety Initiative (GFSI)
 - Manitoba Harvest Hemp Foods is 1st and currently only hemp food manufacturer to achieve BRC-GFSI Certification Grade A+



Why Manitoba Harvest?

We're a market maker and rapidly convert new consumers

- Mike's story of how hemp helped restore his health resonates with main stream consumers
- We have a strong network of celebrity dieticians, authors, athletes, and influential fans
- Over 1 billion media OTS in 2015 and 100,000+ social media connections
- We strategically share **300,000+ samples per month** through events, practitioners, brand advocates, and store demos which is growing our consumer base at a rapid pace.



Manitoba Harvest Products

- **Hemp Hearts** – 8 SKUs, 1 oz to 5Lb
- **Hemp Heart Bites** - 8 SKUs, 1.5 oz to 16 oz
- **Hemp Heart Bars** – 3 SKUs, 1.5 oz
- **Hemp Proteins** - 8 SKUs, 16 oz and 32 oz
- **Hemp Protein Smoothies** – 4 SKUs, 10 oz
- **Hemp Milk** – 3 SKUs, 16 oz
- **Hemp Oil** – 4 SKUs, 8 oz to 32 oz

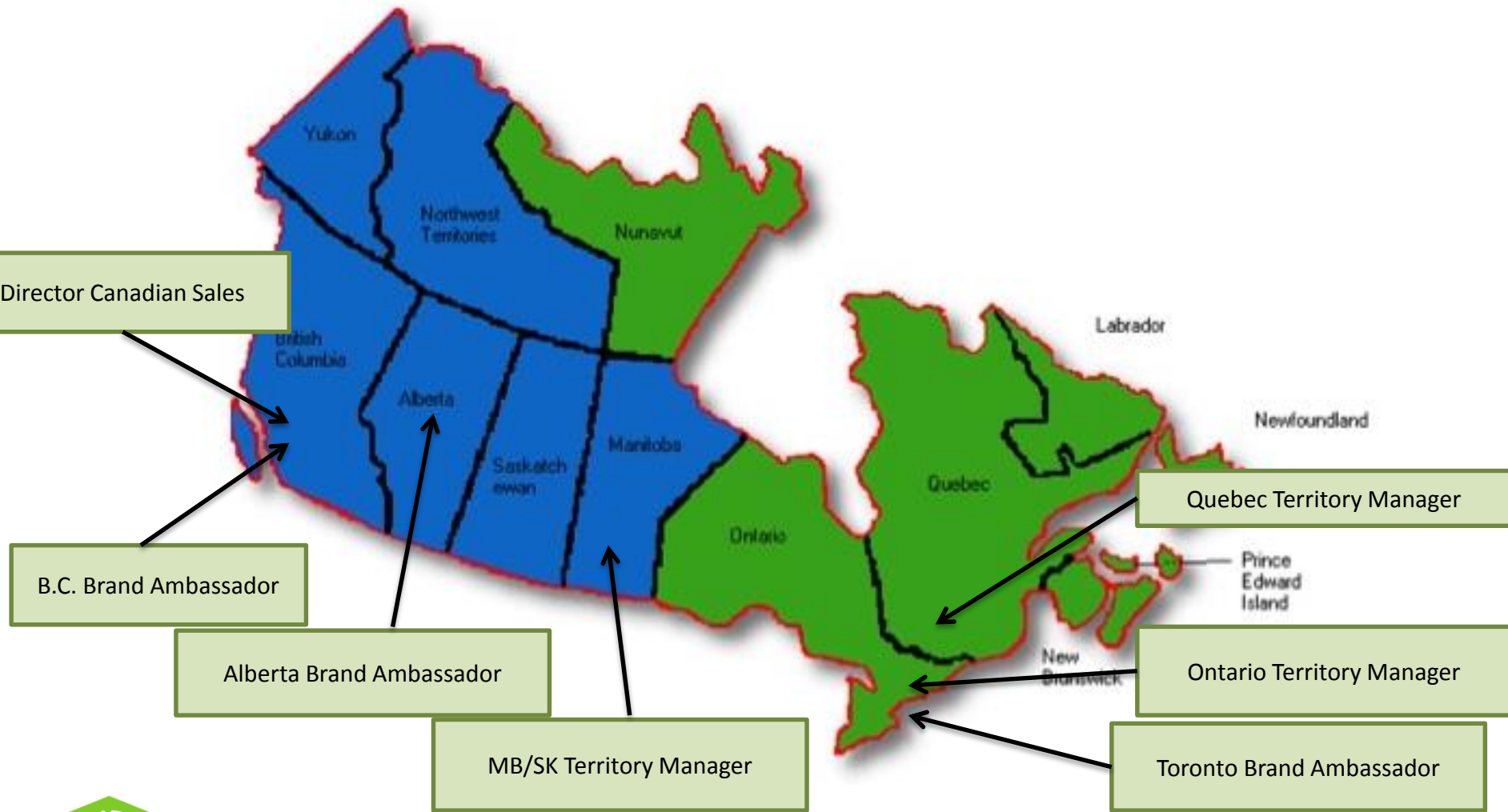


Distribution

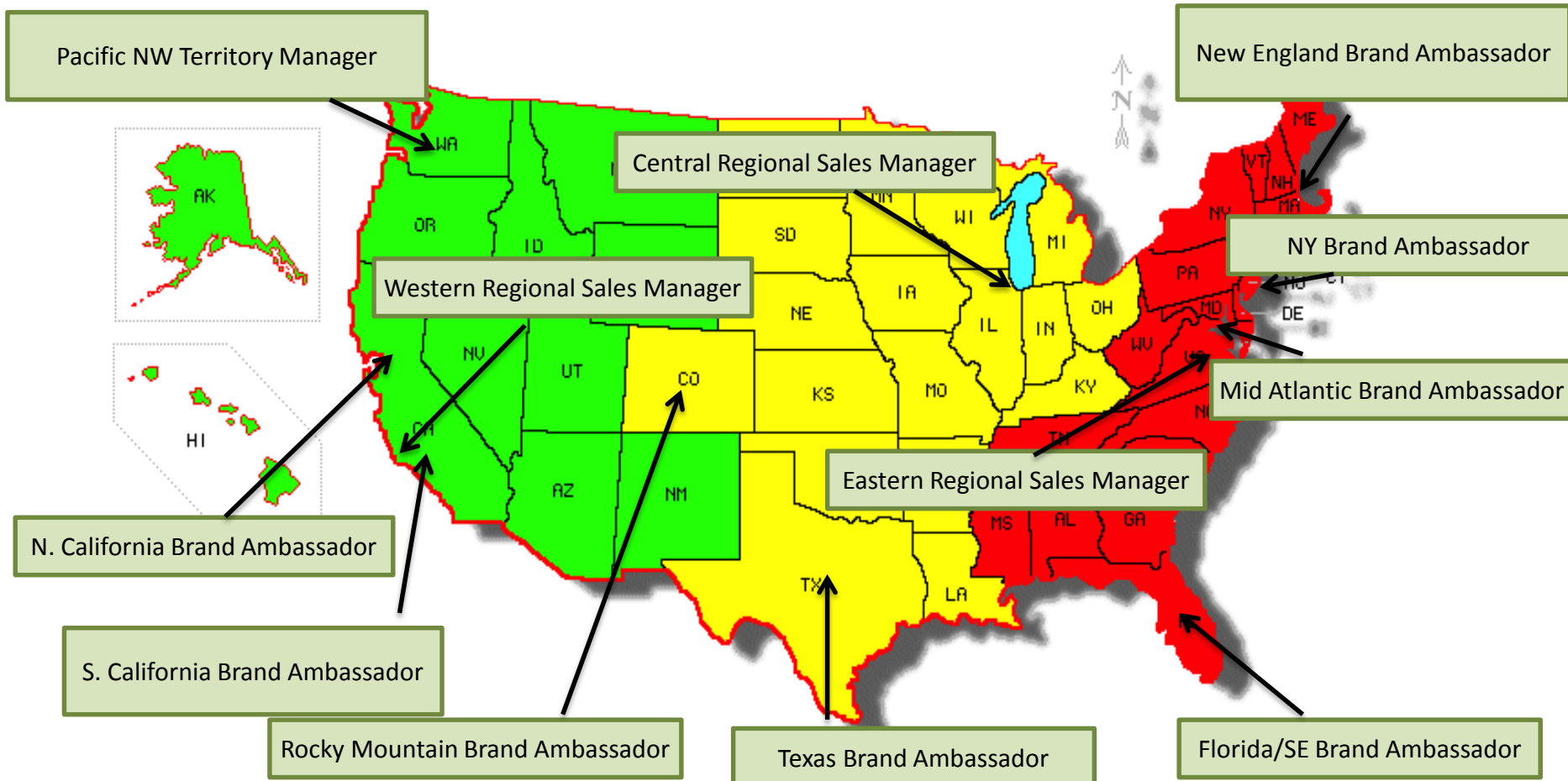
- 40+ distributors (United Natural Foods, KEHE)
- Natural Foods channel (Whole Foods Market, Sprouts, Vitamin Shoppe)
- Specialty Foods channel (Trader Joes)
- Grocery channel (Loblaws, Safeway, Sobeys, Kroger, Walmart)
- Club channel (Costco)
- Drug channel (SDM, CVS, Pharmasave)
- Internet channel (Amazon)



Canadian Sales Coverage

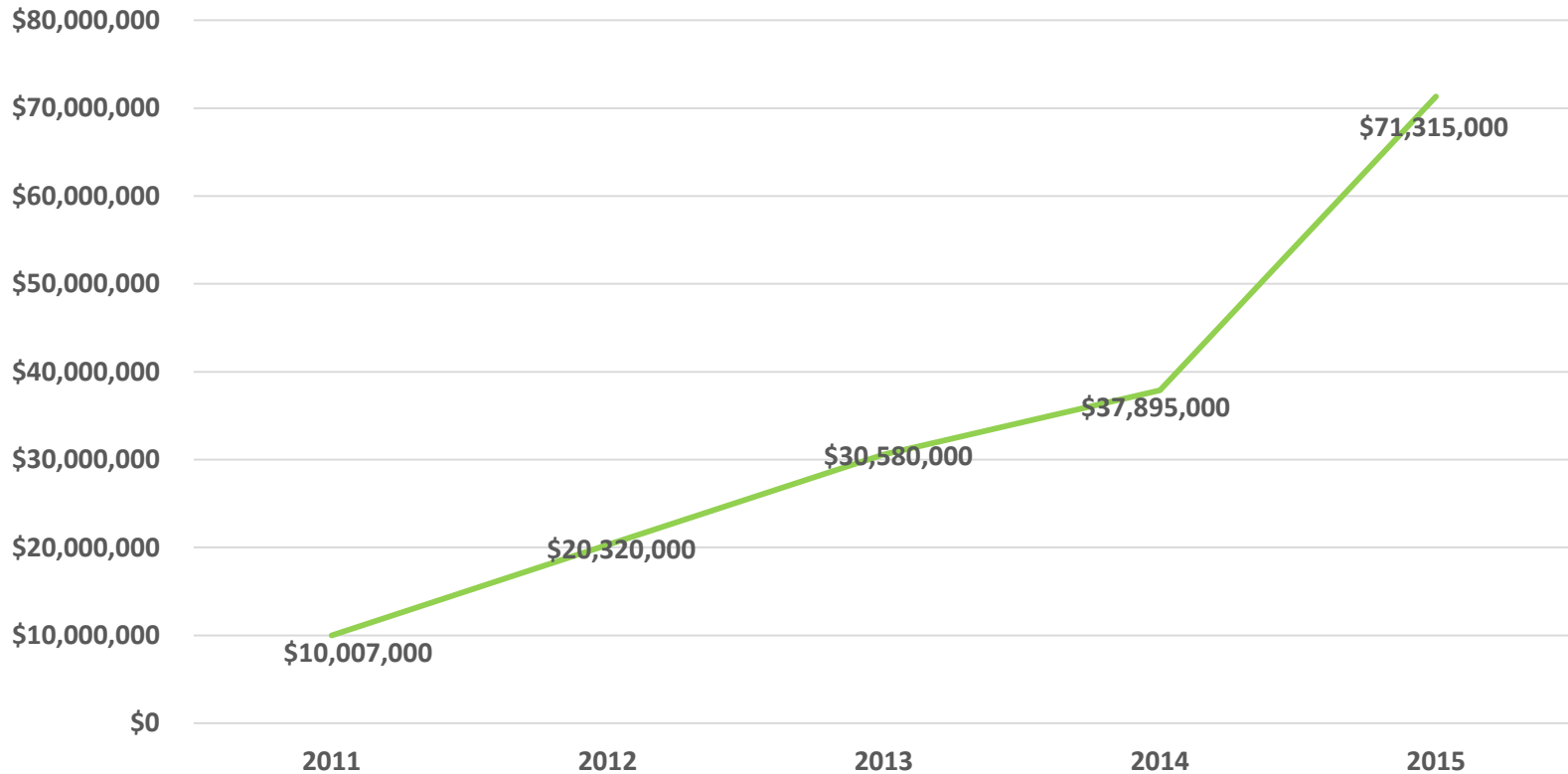


USA Sales Coverage



Continued Rapid Growth

Net Sales 2011-2015



*2015 includes \$20mm revenue from HOCl acquisition



Future Growth Opportunities

- Expanding distribution with current retail partners
- Introducing new products into the marketplace
- Increase household penetration in Canada, currently 3.5%
- Increase household penetration in USA, currently 0.4%
- Expanding Internationally (EU, Japan, Korea, Australia, Mexico)
- Expanding Ingredients Sales
- Channel expansion; Food service and convenience



Executive Management

NAME	TITLE	RELEVANT EXPERIENCE
Mike Fata	CEO & Founder	Founded company in 1998; grew from start-up to fiscal 2015 revenues of \$70+MM
John Durkin	VP Sales	20 years of sales experience in the natural products industry; Boiron (\$100+MM)
Kevin Greenwood, MBA	VP Marketing	25 years of product marketing experience; A&W, Nature's Path (\$150+MM)
Barry Tomiski	COO / VP Operations	25 years manufacturing experience; Maple Leaf Foods, Hemp Oil Canada
Perry Morgan, CA	CFO / VP Finance	25 years experience in corporate finance
Ryan Bracken, P.Eng.	VP Innovation	15 years engineering & continuous improvement Six Sigma Black Belt



THANK YOU!

