

December 3, 2020



# Plant X

COMMUNITY • LIFESTYLE • FOOD





PlantX  
COMMUNITY · LIFESTYLE · FOOD

# At PlantX Life Inc.

Our mission is to be the most trusted and convenient destination for those living a plant-based lifestyle. We always strive to deliver the best products with the best service.

***As the digital face of the plant-based community, we truly represent the one-stop-shop for everything plant-based.***



An All-Encompassing Online Platform



Restaurant Partnerships



State-of-the-art- flagship locations



Community

# Our Team



## Sean Dollinger

*FOUNDER*

A serial entrepreneur who, at the age of 17, started a delivery company that quickly grew into the largest of its type in Canada. In 2014, he launched Namaste Technologies—his first public company. Sean Founded PlantX as a passion project and a way to give back while focusing on something that he truly loves.



## Julia Frank

*CEO*

Julia has both an MBA and a Master's Degree in digital entrepreneurship and has successfully set up renowned strategies for large corporations like BMW and Daimler in Germany. Julia is an accomplished executive who focuses on a healthy and active lifestyle, loves to cook plant-based recipes, and travels the world to experience as many different cultures as possible.



## Lorne Rapkin CPA, CA, LPA

*CFO/PRESIDENT*

Lorne is a partner at Rapkin Wein LLP and services clients from a variety of industries including financial services, real estate, automotive, professional services, manufacturing and media.



## Alex Hoffman

*CMO*

Having worked in a creative field for the past 10 years, Alex has a passion for design and an appreciation for beauty. Alex spearheaded award-winning marketing campaigns for companies based out of New York and Los Angeles. She has joined PlantX to oversee all brand marketing activities.

# Board of Directors

An Experienced Management and Board Team with Industry Expertise.



Peter Simeon

Peter Simeon has over 18 years of experience as a lawyer focused on securities, corporate finance, and mergers and acquisitions. Since February 2015 he has been a partner at Gowling WLG (Canada) LLP



Lorne Rapkin

CPA, CA, LPA is a partner at Rapkin Wein LLP and services clients from a variety of industries including financial services, real estate, automotive, professional services, manufacturing and media.



Todd Shapiro

Canadian broadcaster, radio host, media personality, and entrepreneur. As a longtime player in the entertainment industry, Todd is well connected to experienced and knowledgeable individuals.



Quinn Field Dyte

Quinn Field Dyte holds the position of CEO, President & Director at Winston Resources, Inc., President, Chief Financial Officer & Director at Vantex Resources Ltd.

# Meet Our **Advisory Team**



Joel Milgram

Joel Milgram was the CFO and a proprietor of Milgram & Company up until the company was acquired by CH Robinson (CHRW) in 2017. Joel has Served on finance committees for various Schools and charities, is currently a canvasser for Federation CJA and focuses on mentoring a company in the fashion industry.



Ralph Moxness

Mr. Moxness is President of Greenfields Investment corporation, a firm that he founded in 1987, which specializes in advisory services related to M&A and corporate finance. With a solid background in banking and finance, he is an extremely valuable asset to all of us at PlantX.



Bernie Tevel

Bernie brings his background in sales and marketing to the PlantX team. He has worked in fashion and manufacturing throughout most of his professional life, and we are very excited to have him on board.



Johnny Karls

With years of experience in worldwide distribution, PlantX is thrilled to have Johnny on the Advisory Board.



John Di Girolamo

John Di Girolamo is an experienced investor and entrepreneur with twenty years of global business experience in both the public and private sectors. John's diverse background and past success makes him the perfect fit for the PlantX advisory team.



Michael Galloro

Michael Galloro is an accomplished financial executive with over 25 years of experience. He works closely with emerging private and publicly listed companies, making him a great addition to the PlantX team.



plant  X

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[www.plantx.com](http://www.plantx.com)

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# Shop For Plant-Based Goods

**An online shop with over 5000 plant-based products (more added daily)**

Shop with confidence knowing that everything we endorse meets our personal morals. If it's not plant-based, we don't offer it.

We've done the hard work! All products available on PlantX.com are wholesome, nutritious, and fresh. PlantX is very particular about curating a list of the best.

The screenshot displays the PlantX.com website. At the top, there is a purple navigation bar with the PlantX logo and links for 'Shop', 'Meal Delivery', 'Our Story', 'Blog', 'Forum', 'PodCast', and 'Recipes'. A search bar is located on the right. Below this is a teal bar with 'Find Vegan Restaurants' and 'Near Los Angeles, CA'. A main banner features the text 'Shop Plant-Based Products' with a 'Shop Now' button and an image of various plant-based products. To the left of the banner is a list of brands and nutrition categories. Below the banner is a 'Categories' section with five product categories: Plant-Based Snacks, Plant-Based Drinks, Plant-Based Protein, Plant-Based Milks, and Plant-Based Chips, each with a 'Shop Now' button. Further down is an 'Explore Top Brands' section with logos for Happy Planet, Oatly!, Barnish Joe, Sun & Swell, and Zola. The bottom section is titled 'New & Noteworthy' and features images of a family and a bowl of food.



# Plant-Based Meal Delivery

PLANTX.COM OFFERS

**Convenient Chef Designed Meals Delivered Right to Your Door.**

PlantX Life Inc. is a platform for well-known chefs to create plant-based meals. The idea is to showcase many different chefs as a way to keep the recipes fresh and exciting. Stay tuned as we announce upcoming partnerships with renowned chefs and nutritionists who will be creating PlantX meals that can be ordered directly off our website.

We are currently servicing all of Canada. With plans to break into the US in the fall ([LIV MARKETPLACE in San Diego](#))

[Watch Video](#)

# In Home Plant Delivery

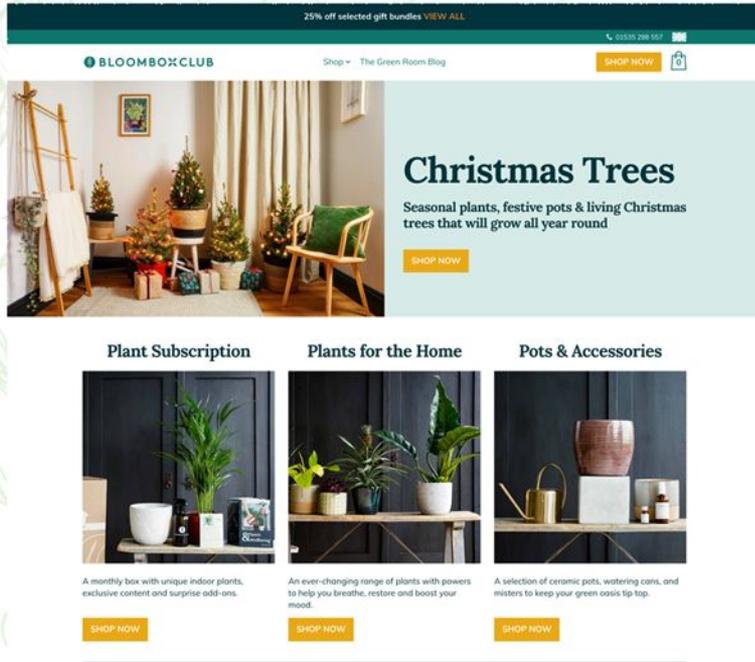
In the last three years, houseplant sales in the US have increased 50% to \$1.7 billion, according to the National Gardening Association. The plant craze has permeated all corners of the internet, you can even buy your indoor plants via Amazon.

We all know that being close to nature reduces stress and boosts immunity, so bringing plants into a home is super beneficial.

Our platform makes buying plants as seamless as possible. We currently ship our plants across Canada and the US (with the help of our partners [Geoponics Inc](#) and [House Plant Shop](#))

[WATCH VIDEO](#)

The screenshot shows the PlantX website interface. At the top, there's a purple navigation bar with links for 'Shop', 'Meal Delivery', 'Our Story', 'Blog', 'Forum', 'PostCard', and 'Recipes'. The main header features the PlantX logo and a search bar. Below the header is a large banner image of various indoor plants with the text: 'THE BEST PLACE TO BUY PLANTS ONLINE. Shop our selection of Indoor plants now. Enter Your Postal Code To Place Your Order.' A search bar with the code 'V7Y2S4' and a 'View Menu' button is visible. The next section is titled 'HOW PLANTX'S ONLINE PLANT SHOP WORKS' and features a four-step process diagram: 1. Enter Postal Code For Plant Delivery in Your Area (with a location pin icon), 2. Choose A Minimum Of 2 Weeks (with a plant in a pot icon), 3. Choose A Delivery Date (with a delivery person on a scooter icon), and 4. Enjoy (with a plant in a pot icon). Below the diagram is an 'Order Menu' button. The bottom section shows a collage of various plants and a person holding a plant, with the text: 'Fresh, Healthy & Beautiful Plants Delivered Right To Your Door' and a 'CHECK OUT WHAT'S AVAILABLE NEAR YOU' button. At the very bottom, there's a section for 'COMMUNITY FAVORITES'.



BLOOMBOX CLUB UK

# PlantX Acquires Bloombox Club UK

A UK based website that sells and delivers indoor plants to its established wellness community via subscription service and online shop.

Bloombox Club UK was founded by Dr. Katie Cooper in 2015 after she was working as a psychologist and saw some positive results with clients after introducing plants into her therapeutic practice.

In the last few years, Bloombox Club UK has delivered over 55,000 plants to over 24,000 customers across the UK and achieved a high 4.4 star rating on Trustpilot. Bloombox Club UK is currently on a C\$3.9 million (£2.3 million) annual run rate (ARR) and is on target to achieve approximately C\$4.5 million (£2.3 million) in gross revenue and approximately C\$2.3 million (£1.4 million) in gross margin for its current financial year. Bloombox Club UK packages its products in secure, environmentally conscious material and delivers them across the UK using courier firms.

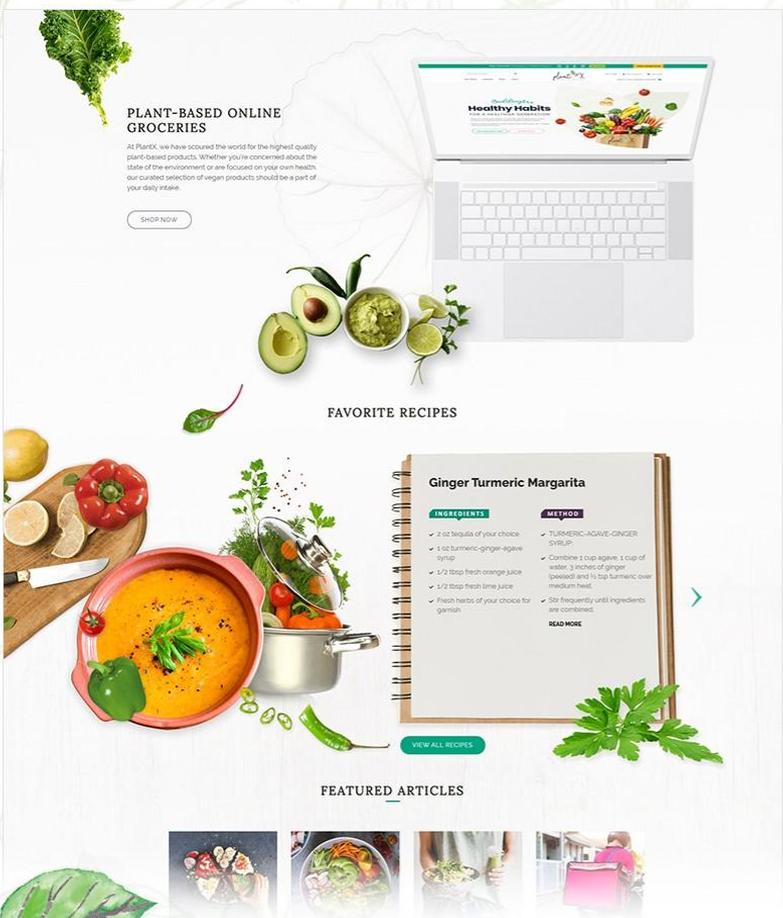
PlantX will help bring Bloombox Club to the rest of Europe, and then break into the American market. Bloombox Club will help PlantX source plant growers across North America.

[WATCH VIDEO](#)

## Wellbeing in The Green Room

Read our latest posts on living happily and healthily.





### PLANT-BASED ONLINE GROCERIES

At Plantix, we have scoured the world for the highest quality plant-based products. Whether you're concerned about the state of the environment or are focused on your own health, our curated selection of vegan products should be a part of your daily intake.

SHOP NOW



### FAVORITE RECIPES



VIEW ALL RECIPES

### FEATURED ARTICLES



# Restaurant Directory

Search for the best plant-based restaurants in town. This feature allows for individuals to easily locate food that compliments their lifestyle no matter where they are in the world.

# Unique Recipes

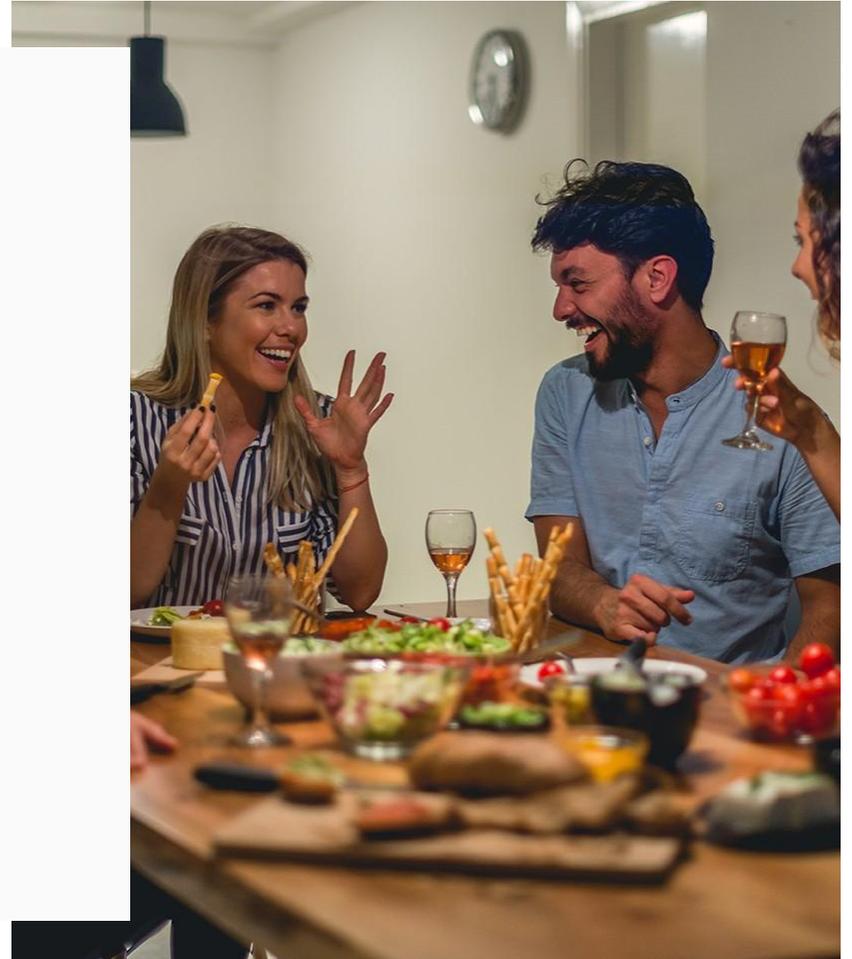
Our website is a place for plant-based individuals to find new recipes and share their own.





# Forum

Join or start a discussion with like-minded individuals. The PlantX.com forum has a community like vibe, where people can share and grow the world's knowledge, especially when it comes to topics surrounding the plant-based lifestyle. Our goal is to connect people who have knowledge to people who need it, bring together people with different ideas so they can understand each other better, and to empower everyone to share what they know and ultimately benefit the rest of the world.





# Restaurant Partnerships

**Serve the PlantX menu.**

Now is the chance for restaurants to grow their client-base by adding our plant-based recipes to their menus. We are here to help establishments accommodate plant-based individuals, vegans and vegetarians, in order to take advantage of this quickly growing industry.

PUT PLANTX ON THE MENU AT ANY RESTAURANT

Boost business by giving the plant-based people what they want



Increase  
Revenue



Drive  
Traffic



Make an  
impact

**PlantX meals are now available for delivery on "Skip The Dishes"**

# Digitized Flagship Shop With PlantX Branded Goods; **SAN DIEGO + SQUAMISH**

With cutting edge in-store tech solutions, we bring you the first U.S PlantX flagship in San Diego and the first Canadian PlantX flagship in Squamish B.C.. Unlike other brick and mortar retail, we do not have traditional shopping carts or aisles filled with products. Instead, you enter the PlantX shop, scan QR codes of products you wish to purchase, and pay for everything via smartphone or tablet.

The team behind the San Diego location will purchase a minimum of US\$25,000,000 (approximately CAD\$33,000,000) of the Company's products over a one year term for distribution in the United States. In addition, Liv Marketplace will pay the Company a 6% royalty on the gross revenue generated under the Agreement.

The Squamish location currently known as the locavore bar and grill, will be redesigned as the PlantX flagship and is already a favorite local spot to 1000's of people. For the ten month period ended October 31, 2020 the Squamish Business generated total revenue of \$1,610,143, gross margin of 19% and gross profit of \$310,024.

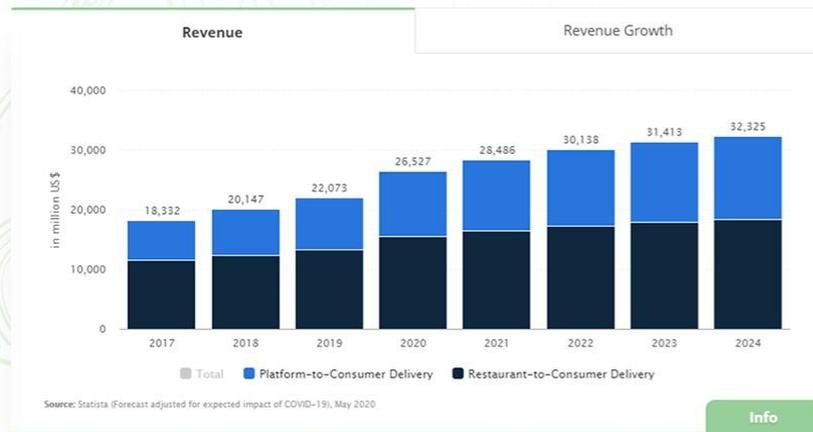


# Market Insights

## Online Food Delivery

Revenue in Online Food Delivery projected to reach US\$26 billion in 2020.

Largest segment is Restaurant-to-Consumer Delivery with a projected market volume of US \$15 billion in 2020.



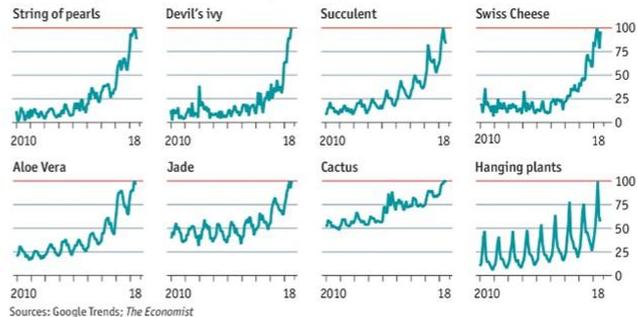
## Online Plant Delivery

In the last three years, houseplant sales in the U.S have increased 50% to \$1.7 billion, according to the National Gardening Association.

Statistics Canada doesn't break down houseplant versus garden plant sales, but overall plant sales increased by 8% to \$1.5 billion from 2013 to 2018.

## Growing interest

Worldwide Google searches for selected house plants, 100=peak



The Economist

# What's on **the horizon**



FALL 2020

**New Meals &  
Programs by  
Renowned  
Chefs**



FALL 2020

**PlantX Branded  
Goods**



Winter 2020

**Online  
Yoga/Fitness**



Summer 2021

**PlantX Fruit  
Infused Tequila**



FALL 2020

**Flagship  
Locations**



WINTER 2020

**U.S Meal  
Delivery  
& LIV**



Spring 2021

**International  
Distribution into  
Europe**

# Market Cap

Current Share Price: \$0.73



12/3/2020 - \$48.39M



66,288,068 shares issued and outstanding



4M stock options outstanding



0M warrants outstanding

# Market Cap Comparison

October 20, 2020

	Very Good Butcher	Modern Meat	Beyond Meat	Else Nutrition Holdings INC.
Market Cap	\$694.51M	\$121.72M	\$8.96B	\$338.78M
Current Share Price	\$7.79 CAD	\$4.30 CAD	\$143.04 USD	\$4.19 CAD
Current Run Rate Revenue	\$4.4M*	\$96,000*	\$453,352,000*	\$840,000*

\*Current estimated revenue is based on the last public quarterly filing which we divide by 3 and multiply by 12 to give the current run rate

# Investment Highlights

## Established and Proven Management Team

Founder -led company w/ strong core team who all live a plant-based lifestyle



## Attractive Valuation Trading Below Peers

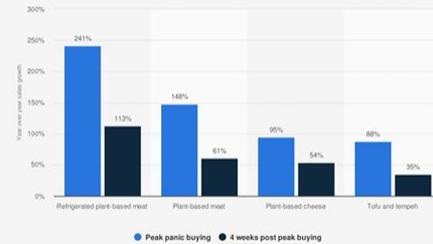
As many companies enter the plant-based space, there are only a few notable companies to watch in the public sector. See slide 18.



## Explosive High Growth Sectors / Industries

In times of crisis when most industries are slowing, the plant-based food industry is experiencing record growth and milestone launches as the pandemic continues to expose the links between meat and animal-borne viral illnesses, leading more consumers to rethink their diets.

Retail sales growth of plant-based food during the coronavirus outbreak in the United States in March and April 2020

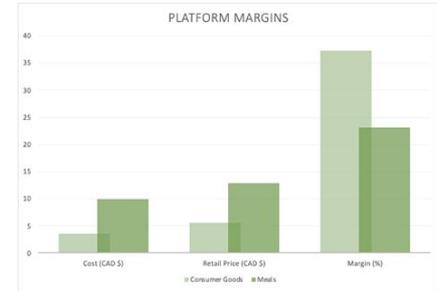


Sources: IFAA, SPINS, © Statista 2020  
Additional information: United States, SPINS, 14 weeks ending April 19, 2020

statista

## Technology Platform with High Gross Margins

The versatile online marketplace enables PlantX to expand assortment, without the constraints of stock or logistics whilst still maintaining margins.



## Disciplined M&A and Partnership Strategy

New partnerships, geographies, and products set to come online in the next few months.





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COMMUNITY • LIFESTYLE • FOOD

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