

# PlantX

COMMUNITY • LIFESTYLE • FOOD

## Investor Presentation

JANUARY 2022



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# Forward Looking Statements



This presentation contains certain information, forecasts, projections, and/or disclosures about PlantX that may constitute “forward-looking information” under applicable Canadian securities laws (referred to herein as “forward-looking statements”). In some cases, forward-looking statements can be identified by the use of forward-looking terminology such as “expect”, “likely”, “may”, “will”, “should”, “intend”, “anticipate”, “potential”, “proposed”, “estimate”, “believe”, “plan”, “forecast” and other words of similar import, understanding and meaning, including negative and grammatical variations thereof, or statements that certain events or conditions “may” or “will” happen, or by discussions of strategy. Forward-looking statements in this presentation, include, but are not limited to, statements describing the Company’s expectations regarding retail and e-commerce trends, the opening of additional brick-and-mortar locations, the expansion of Bloombox Club into Europe, and the Company’s business and strategic plans.

Forward-looking statements are based on certain key assumptions and analyses made by the Company in light of management’s experience, perception of historical trends, current conditions, expected future developments and other factors the Company believes are relevant and reasonable in the circumstances at the date such forward-looking statements are made. Forward-looking statements are subject to inherent risks and uncertainties that may be general or specific and which give rise to the possibility that expectations, forecasts, predictions, projections or conclusions will not prove to be accurate, that assumptions may not be correct and that objectives, strategic goals and priorities will not be achieved. A variety of factors, including known and unknown risks, many of which are beyond the Company’s control, could cause actual results to differ materially from the forward-looking statements in this presentation. Such risks include, without limitation: the Company’s ability to comply with all applicable governmental regulations including all applicable food safety laws and regulations; impacts to the business and operations of the Company due to the COVID-19 epidemic; the Company’s limited operating history; the ability of the Company to access capital to meet future financing needs; the Company’s reliance on management and key personnel; competition; changes in consumer trends; foreign currency fluctuations; and general economic, market or business conditions.

Readers are cautioned that the foregoing list of risk factors should not be construed as exhaustive. Additional risk factors can also be found in the Company’s Annual Information Form, which have been filed on SEDAR and can be accessed at [www.sedar.com](http://www.sedar.com). Readers are cautioned to consider these and other factors, uncertainties and potential events carefully and not to put undue reliance on forward-looking statements. The Company undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, estimates or opinions, future events or results or otherwise or to explain any material difference between subsequent actual events and such forward-looking statements, except as required by applicable law.



# High Growth Plant-Based Investment



**2019**

Idea



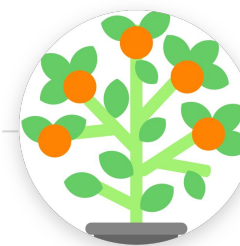
**2020**

Platform goes Live



**2021**

Over \$1.3M/month through aggressive growth strategies



**2022**

Global Footprint with distribution hubs across the USA, Canada, UK, Germany, and Tel Aviv.

PlantX is a company that bridges two multi-billion dollar industries: e-commerce and plant-based foods.

From platform launch, within the first 5 months PlantX achieved monthly recurring revenues of \$1.3 M.

# Company Overview

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



## Products

5,000 + SKUs of plant-based goods



## Distribution

An All Encompassing Online Platform + Flagship Retail Locations



## Community

Collaboration & Education

# Key Milestones

Past performance is the best indicator of future performance



# 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.



Lorne Rapkin | CEO / 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.



Julia Frank | COO

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



Shariq Khan | CFO

Shariq is a finance professional with 15 years of experience demonstrating a high degree of work ethic and integrity in providing expertise in accounting, financial reporting and ERP implementations. Results-oriented team leader providing mentoring and support to inspire drive to exceed expectations. Shariq earned his Chartered Accountant with KPMG and he is a member of the Institute of Chartered Accountants in England & Wales (ICAEW).



Fred Leigh | Executive Chairman

Fred Leigh, who previously served as a PlantX special advisor, has played a key founding and executive role in the capital markets for nearly four decades, and has founded, invested in, been a director of, and helped take many companies public with assisting CEOs and CFOs in funding, IPOs, market support and business advice. His career, passion and experience is in funding start-ups, funding seed rounds, and providing expertise in the capital markets, banker, and broker networks.

# Board of Directors

An Experienced Management and Board Team with Industry Expertise.



Peter Simeon

Peter Simeon has over 19 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



Quinn Field Dyte

Quinn Field-Dyte held the position of President, CEO and Director of Winston Resources Inc. and currently holds the positions of CFO and Director at both Vantex Resources and Quantum Batteries Corp.



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.



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.



Alex Hoffman

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.





# A Quick Introduction



# Plant-Based Market & Trends



Table 1: Global Plant-Based Food Market: Key Industry Highlights, 2020 and 2030

PARTICULARS	2020	2030	CAGR (2020-2030)
Global Plant-based Food Market: Sales Value (in US\$ Billion)	35.61	111.96	12.1%

MARKET BY REGION	2020 (IN US\$ BILLION)	2030 (IN US\$ BILLION)	CAGR (2020-2030)
Asia Pacific	13.19	43.53	12.7%
North America	10.00	31.78	12.3%
Europe	8.06	23.14	11.1%
Latin America	2.87	8.97	12.1%
Middle East & Africa	1.50	4.55	11.8%
Global	35.61	111.96	12.1%

Source: Analyst Report, Expert Interviews and IMARC Group

Table 1: Global Plant-Based Food Market Forecast: Sales Value (In Billion US\$), 2020 and 2030



Source: Analyst Report, Expert Interviews and IMARC Group



Rising Awareness of Health Benefits Across the Globe + Rise in Flexitarian Diet



Ongoing Investment in New Product Development



Environmental Sustainability

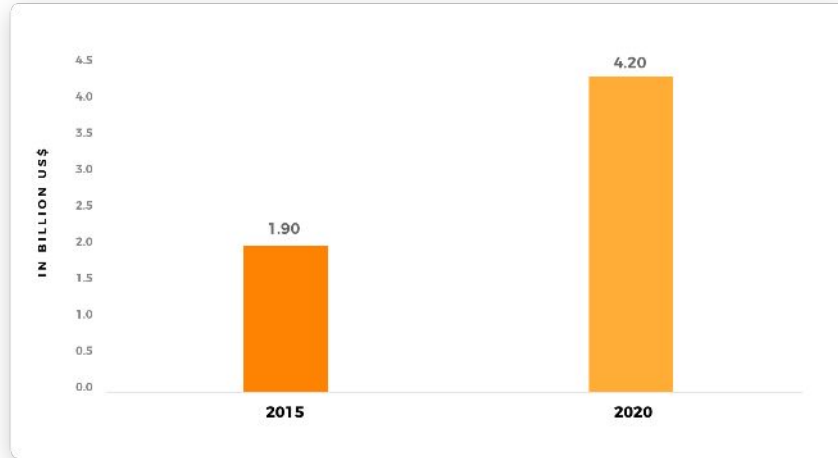


Increase in Merger & Acquisition Activity by Industry Giants

# Retail & E-Commerce Trends

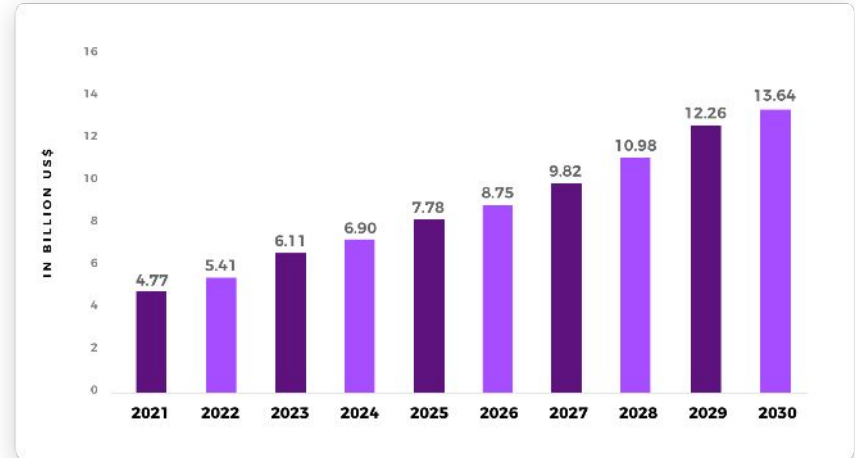


Global Plant-Based Food (Online Stores) Market: Sales Value (In US\$ Billion),  
2015 & 2020



Source: Analyst Report, Expert Interviews and IMARC Group

Global Plant-Based Food (Online Stores) Market Forecast: Sales Value (In US\$ Billion),  
2021-2030



Source: IMARC Group



Increased Demand for PB Products Across Online Stores



Greater Reach, Improved Communications, Doorstep Delivery = High Customer Accessibility



Covid-19 Pandemic Changed Conventional Brick & Mortar Shopping



Rising Influence of Social Media



Rise in Food Safety Concerns


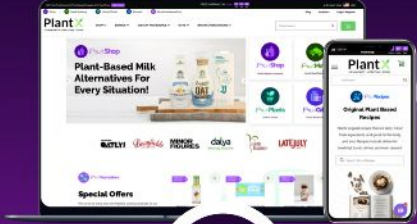


Direct to consumer model becoming increasingly important

# Shop For Plant-Based Goods Online



Past performance is the best indicator of future performance



**XShop**

PlantX.com (USA MARKET)  
PlantX.ca (Canadian MARKET)  
PlantX.uk (UK Market)



**XPlants**

Bloomboxclub.com (UK Market)  
Bloomboxusa.com (USA Market)  
Bloomboxclub.de (German Market)

Coming Soon: French Market, Spanish Market, Irish Market, Austrian Market



**XMeals**

XMeals.ca (Canadian Market)  
XMeals.com (USA Market)

Meal Delivery Across the U.S. & Canada  
powered by our Chief Culinary Officer,  
Celebrity Chef Matthew Kenney.

# E-commerce

PlantX is building a powerful e-commerce ecosystem by linking consumers to products/services.

Distribution



## WEB TRAFFIC

833,887

Q3 - Jul, Aug, Sep

740,985

Q4 - Oct, Nov, Dec

## TRANSACTIONS

511, 200

Q3

508,800

Q4

## SOCIAL MEDIA

40.7K

Followers

+264%

Growth rate,  
Q2-2021



XPlants



XShop



XMeals

## INFLUENCERS

Venus Williams  
Matthew Kenney  
Remy Metailler  
Nick McNutt  
Justin Fields

## PARTNERS

PlantX sells it's complete product catalog on:

TheBay.com

Walmart.ca

Amazon.com



# Experiential Retail Centers For ECOMM Distribution Support

Distribution



Venice Beach  
(Los Angeles)



Squamish



San Diego



Tel Aviv



Chicago Uptown



Yorkdale



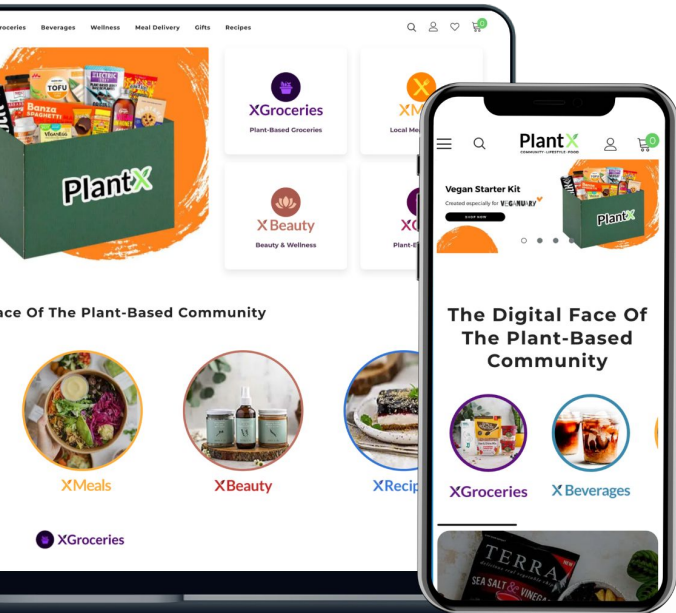
Rideau

## XMarket

Attractive brick and mortar locations in high traffic epicenters of thriving plant-based communities that enhance the e-commerce presence through interactive shopping. XMarket locations act as distributions hubs to complement the ecommerce strategy by allowing PlantX to offer a better and quicker delivery experience.

# Education

## Community



- A resource to make a plant-based lifestyle more accessible through education and collaboration.
- Our website is a place to learn more about plant-based diets, find new recipes and share their own.
- Customers can watch recipe videos on the [PlantX Youtube Channel](#) and then click through to purchase ingredients.
- All recipe videos are updated weekly to increase variety of choices, further promote PlantX items, and boost community engagement.



- Education is priority, and customers can also learn about plant-based products through the YouTube series titled ‘Taste This!’ a program that showcases PlantX products through blind tasting.
- PlantX is committed to giving back, lifting others, and fostering ties with local communities.
- We support charities, food banks and sustainability projects and will continue to expand our contributions.

# Acquisitions

PlantX has already made some very successful acquisitions of top-level operators to support its growth and mission to be the largest online marketplace in the plant-based industry, and will continue to accelerate its expansion through strategic synergies and growth capital moving forward.



PETER RUBI MARKET



portfolio

BLOOMBOXCLUB

// CSE: VEGA, OTCQB: PLTXF, Frankfurt: WNT1







### PlantX Acquires Bloombox Club UK



**CLOSING DATE:** November 6th 2020 for £560,000 in cash and 10,782,559 in Common Shares.

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

**RATIONALE:** Bloombox Club UK was acquired to gain access to the UK plant delivery market. PlantX intends to bring Bloombox Club to the rest of Europe and Bloombox Club will assist PlantX source plant growers across North America.

### PlantX Acquires Locavore



**CLOSING DATE:** January 7th 2021 for CAD 327,435 in cash and 1,897,152 in Common Shares.

**THE COMPANY:** Based in Squamish, BC, the Locavore Bar & Grill and Cloudburst Cafe is a restaurant and outdoor space that includes a café, food truck and full-service bar for beer, wine and mixed drinks.

**RATIONALE:** To serve as the Company's flagship location in Canada.



### PlantX Acquires New Deli

New Deli is The Exact Same Idea as the PlantX flagship concept.



**CLOSING DATE:** May 27th 2021 for US\$4,70,999 in cash and 2,515,983 Common Shares.

**THE COMPANY:** A modern convenience store serving only plant-based products and grab and go meals.

**RATIONAL:** New Deli in Venice Beach will be renamed XMarket. By acquiring such a similar concept to the XMarket brick and mortar locations, the plan is to leverage Matthew Kenney's operational excellence while continuing to focus on e-commerce expansion to build a multi-faceted ecosystem for all things plant-based. Acquiring New Deli brings PlantX one step closer to realizing our vision for expansion.

### PlantX Acquires Little West



**CLOSING DATE:** May 10th 2021 for US\$385,000 in cash plus 7,305,674 in Common Shares.

**THE COMPANY:** Little West is a California-based company that offers a wide range of curated cold-pressed juices and products.

**RATIONAL:** PlantX acquired Little West to enhance its meal delivery vertical and offer fresh, cold-pressed juices. Little West products can be found throughout the U.S. in well-known Fortune 500 company corporate headquarters, coffee shops, restaurants, grocery stores and hotels. PlantX intends to build out a private label product line under the Little West brand.



### PlantX Acquires EH + Portfolio Coffee

Bringing Farm-to-Cup Coffee Experiences at XMarket Cafes and through E-Commerce



**CLOSING DATE:** November 10, 2021 for CAD \$434,058.14 in cash and 913,320 in Common Shares. PlantX maintains ROFR/option to acquire remaining minority interests in both companies.

**THE COMPANIES:** Eh Coffee sources specialty coffee beans from renowned family farms worldwide and custom roasts these harvests in Canada. Portfolio Coffee distributes these wide ranges of specialty coffees throughout North America, featuring different roasts, flavour profiles and regions under the brand name “Portfolio”.

**RATIONAL:** Coffee is perhaps the most famous plant-based product and an exciting e-commerce category. Portfolio, through its roaster EH Coffee, expects to change the way consumers experience and receive their coffee – launching subscriptions and unique product offerings online and in-store. In addition, Portfolio’s speciality coffee and professional team of operators will enhance the XMarket experience by launching cafés in flagship XMarket locations that will serve Portfolio’s farm to cup experience.

### PlantX Acquires Peter Rubi

Acquisition of a Plant-Based Distribution Hub in Chicago and Two Brick-and-Mortar Stores



**PETER RUBI MARKET**

**CLOSING DATE:** December 12, 2021 for USD \$1,200,000 in cash and 9,188,897 in Common Shares.

**THE COMPANY:** Peter Rubi is an innovative plant-based market, e-commerce platform and two brick-and-mortar stores located in Chicago, Illinois (Montrose Avenue) and Plainfield, Illinois (Route 59).

**RATIONAL:** Peter Rubi is a distinguished, plant-based marketplace with 2 Chicagoland locations and an online presence. These stores will serve as PlantX’s storage and fulfillment centers that will drastically expand distribution capabilities across the United States, while driving online sales. These two state-of-the-art stores will propel the XMarket interactive shopping model to help expand PlantX brand awareness and foster online customer engagement. The team of operators, with decades worth of branded retail and plant-based grocery experience, will continue on with Peter Rubi/XMarket. Furthermore, the high-traffic location in Chicago (Montrose Avenue) will serve as a unique PlantX Midwest flagship, staying true to the partnership with Chicago Bears Quarterback Justin Fields – one of America’s most beloved plant-based athletes.

# Growth Strategy

## Acquisitions



### Product Diversity

The growth strategy for PlantX is surprisingly simple. The e-commerce platform is the main driver of growth. By offering the widest possible array of plant-based products, PlantX is positioned to be the online destination for all plant-based needs and desires.



### Acquisitions

Through mergers and acquisitions, PlantX will continue to add relevant, already-established verticals to complement the e-commerce site and further drive growth. Our aim is to increase market share, add complementary products and brands to the portfolio, develop new geographical markets, and diversify.



### Supply Chain Expansion & Integration

Further, through its strategic acquisitions and by developing relationships with product sources, PlantX will create its own private label products (i.e. juices through Little West with PlantX label), to deliver superior products at affordable prices for consumers.



### Geographic Expansion

While PlantX is currently active in North American markets (Canada and U.S.), the company plans to expand services globally to Australia, Latin America, Europe, UK, and Asia.



### Marketing

PlantX is driving awareness and trial of the brand with a significant investment in non-traditional marketing. Messages helping consumers understand how to incorporate plant-based living into their lives are curated and shared by ambassadors across social media, YouTube, and online at [www.PlantX.com](http://www.PlantX.com) & [www.PlantX.ca](http://www.PlantX.ca). Omnichannel campaigns for grocery items, meal delivery, plants and retail leveraging PlantX's digital expertise to maximize web traffic and shopping conversions. Further, cross-promotion across PlantX's verticals help position the brand as the complete solution for plant-based living, helping it serve consumers as the destination for products and services.

# Market Cap Comparison

June 30, 2021



PlantX

VEGA



VERY



MEAT



BYND



BABY

Market Cap

CAD\$25M

CAD\$98M

CAD\$14M

US\$4.11B

CAD\$109M

Current Share Price

CAD\$0.20

CAD\$0.99

CAD\$0.50

US\$65.16

CAD\$1.14

# Market Cap



June 30, 2021 -  
\$55.00M



12 M stock options  
outstanding



Current Share Price:  
\$0.47



shares  
118 M issued and outstanding



41 M Warrants  
outstanding

# Investment Highlights



**Established and Proven Management Team + Strong Execution**



**First Mover Advantage**



**Technology Platform With High Gross Margins**



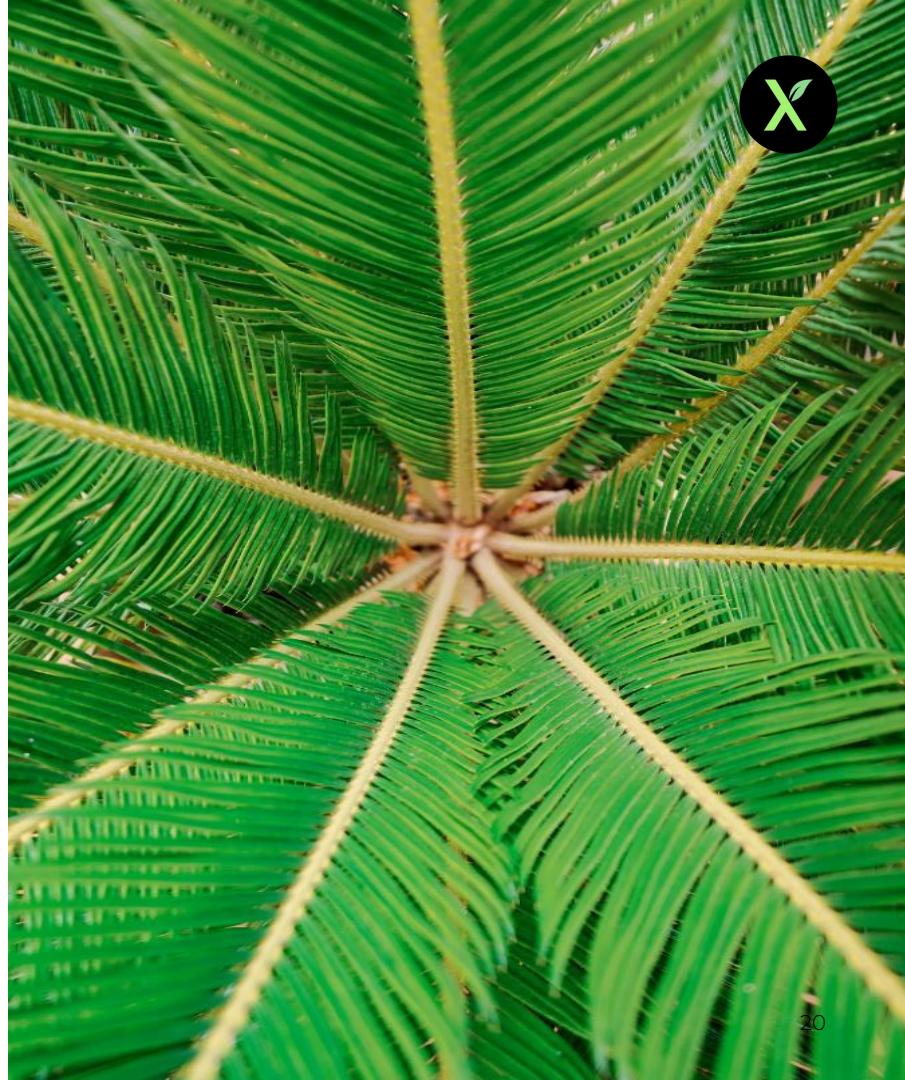
**Attractive Valuation Trading Below Peers**



**Strategic M&A and Organic Growth**



**Explosive High Growth Sectors / Industries**



# Appendix A



Domains:

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

[www.PlantX.ca](http://www.PlantX.ca)

[www.PlantX.uk](http://www.PlantX.uk)

[www.Investor.PlantX.com](http://www.Investor.PlantX.com)

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

[www.bloomboxclub.de](http://www.bloomboxclub.de)

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

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

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

[www.PortfolioCoffee.store](http://www.PortfolioCoffee.store)

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

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

Social:

@GoPlantX

@PlantXMarket

@BloomboxClub

@LittleWest

@Locavorebarandgrill

@PortfolioCoffee

@PeterRubi





# Appendix C

## Meet Our Medical Advisory Team



### Dr. Thomas A Burdon

Thomas A. Burdon, MD, is a Professor of Cardiothoracic Surgery at Stanford University and Chief of Surgery at the VA Palo Alto in California. He is an active surgeon and also supervises more than 150 staff that perform 6,000 surgical cases a year. Dr. Burdon's commitment to improving the quality of life for his patients encompasses corrective and palliative surgical techniques, as well as providing dietary information and other methods to ameliorate and improve lifestyle habits. He is known by his colleagues and patients for the "Dr. Burdon Diet", which has helped many in his work environment.



### Dr. Paul Gross

Paul Gross, MD, is a family physician working in downtown Vancouver. He completed medical school at McGill University and residency at St. Paul's Hospital. Most of his clinical practice is concentrated at Spectrum Health, a multidisciplinary primary care clinic in downtown Vancouver that provides full-service care with an emphasis on the LGBTQ community.



### Dr. Eva Weinlander

Eva Weinlander, MD, is a Clinical Professor in the Department of Medicine, Division of Primary Care and Population Health at Stanford Health Care. She is a seasoned family medicine physician with a passion for high-quality primary care, medical education, primary care research and healthcare professional wellness.



### Dr. Katie Cooper

Dr. Katie Cooper is a doctor of psychology based out of London, England, and the author of the book *Plant Therapy*, which focuses on the well-being benefits of plants and the negative effects that an indoor lifestyle can have on mental health. After seeing how powerful plants could be as therapeutic tools with clients, Dr. Cooper went on to launch Bloomboxclub Limited, a successful plant subscription service in the UK, which is now a part of the PlantX family.



### Dr. Edward Tam

Edward Tam, MD, FRCPC, is a clinical hepatologist. His full time clinical practice is in Vancouver, BC, where he is also active in clinical research, teaching, education, and community outreach. He has a focused interest in the area of non-alcoholic fatty liver disease, including the intersection of how lifestyle and pharmacotherapeutic interventions may address this growing epidemic.



### Amy Gensel

Ms. Gensel is a registered dietitian that specializes in nutrition support at the Veterans Affairs Hospital in Palo Alto, California. She has a passion for wellness and is also a group fitness instructor. Ms. Gensel has 15 years of experience as a registered dietitian and believes nutrition plays a crucial role in disease treatment and prevention.





## Community

# Fitness (Winter 2022)

Join a virtual class with like-minded individuals. The PlantX.com fitness vertical has a community-like vibe, where people can share and grow the world's plant-based fitness knowledge to maximize the benefits of everyday movement. Our goal is to build bridges between those with knowledge and those 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.

The PlantX fitness vertical is free for all PlantXpress members. Every week fitness instructors from around the world will upload content to the PlantX library. This vertical will cover everything from meditation & breathwork, HITT & Boxing, Yoga poses, flows & pilates AND so much more.





For more Information Contact

**Sean Dollinger**



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