

**Rritual™**  
superfoods



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## **A Premium Brand in the Emerging Functional Mushroom & Adaptogenic Superfood Market**

December 16, 2020



This presentation is dated December 16, 2020. A preliminary base PREP prospectus dated December 16, 2020 (the “preliminary prospectus”) containing important information related to the securities described in this presentation has been filed with the securities regulatory authorities in each of the provinces of Canada (other than Québec). A copy of the preliminary prospectus, and any amendment, is required to be delivered with this presentation. The preliminary prospectus is still subject to completion. There will not be any sale or acceptance of an offer to buy securities until a receipt for the final prospectus has been issued. This presentation does not provide, full, true and plain disclosure of all material facts relating to the securities offered. Investors should read the preliminary prospectus, the final PREP prospectus, the supplemented PREP prospectus and any amendment for disclosure of those facts, especially risk factors relating to the securities offered before making an investment decision.



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This presentation includes market data and other statistical information from third-party sources. While the Company believes these third-party sources are reliable as of their respective dates, the Company has not independently verified the accuracy or completeness of this information. Some data are also based on the Company’s estimates, which are derived from both internal sources and the third-party sources described above.

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This presentation contains forward-looking statements and forward-looking information (collectively, “forward-looking statements”) within the meaning of applicable Canadian securities laws. Forward-looking statements are statements and information that are not historical facts but instead represent the Company’s expectations, estimates and projections regarding future events or circumstances, including financial and market opportunity projections and estimates; statements regarding plans, goals, objectives, intentions, opportunities and expectations with respect to the Company’s future businesses, operations, growth and financial results, and other information in future periods. Forward-looking statements included in this presentation include statements with respect to the Company’s intentions, beliefs or current expectation concerning, among other things, results of operations, financial condition, liquidity, prospects, growth, strategies and the industry in which the Company operates. Forward-looking statements are statements about the future and are inherently uncertain, and are necessarily based upon a number of estimates and assumptions that are also uncertain. Certain factors, estimates or assumptions have been applied in making forward-looking statements in this presentation, including, but not limited to, that consumer buying patterns will increase in specialty and grocery stores, that economic conditions in the United States and Canada will continue to show modest improvement in the near to medium future, that the average cost of mushroom powder will fluctuate in line with historical trends, that there will be no material change to the competitive environment in the distribution of mushroom-based food additives and supplements, that the Company will be able to access sufficient qualified staff, that the Company will be able to develop distribution channels and a customer base, that there will be no material changes with the Company’s larger customers and that there will be no material changes to the tax and other regulatory requirements governing the Company.

Forward-looking statements involve risks and uncertainties, are based on information available at the time such statements are made, and undue reliance should not be placed on such statements. There is no assurance that any expectations, projections or goals expressed in any forward-looking statements will be achieved at all. Ritual is under no obligation to update, revise or confirm this presentation. Corrections and/or changes remain reserved. No representation or warranty, expressed or implied, is or will be made and no responsibility or liability is or will be accepted by Ritual or any of its respective directors, officers, employees, consultants, agents or affiliates in relation to this presentation. If updates are made to this presentation, there should be no inference that additional updates will be made.

### Risk Factors

The Company is subject to numerous known and unknown uncertainties, risks and other factors that could cause actual results to differ materially from those set out in this presentation. These factors include, but are not limited to: the impact of the COVID-19 pandemic and its affect on economies and financial markets; the speculative nature of investment risk; history of operating loss; limited operating history; negative operating cash flow; going-concern risk; changes in public tastes, availability of raw materials, consumer perceptions and preferences, brand awareness and dependency on third party suppliers, distributors and retailers; dependency on key personnel; product liability and recall; intellectual property risks; research and development; product obsolescence; anticipated growth may not materialize; dilution; unissued share capital; liquidity and future financing risk; market risk for securities; and increased costs of being a publicly traded company. Actual results may vary from such forward-looking information for a variety of reasons, including but not limited to, risks and uncertainties disclosed in this Prospectus. The Company cautions that the foregoing list of important risk factors is not exhaustive and other factors could also adversely affect its business, results or financial condition.

## INVESTOR SUMMARY

### Premium Plant-Based Elixirs, Superfood Dominance

#### Experienced Consumer Packaged Goods (CPG) Team

Team with many years of specialty CPG experience with leading brands such as Celsius Beverages, Nude Beverages, Gaia Herbs, & MegaFoods

#### A premium brand

of adaptogen elixirs validated by recent ECRM buyers choice award\*

#### Opportunity to be a leader

in the functional mushroom & adaptogen space with clear points of differentiation



\*<https://drugstorenews.com/em-brands-ritual-win-ecrms-virtual-whole-body-mind-wellness-session>



# ELEVATED WELLNESS FROM THE GROUND UP

## FUNCTIONAL MUSHROOMS

### Transforming the Functional Food Industry

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#### Functional Mushroom

##### Quick Facts

1. Ranked as the Top Food Trend by Whole Foods\*
  2. Typically consumed in a dry, powdered form
  3. Can be combined with adaptogen herbs
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\*<https://www.wholefoodsmarket.com/trends/top-food-trends-2021>



## STRONG FOCUS ON Compliance and Quality Standards

### Co-Manufacturing Partner Certifications



#### USDA Organic

- In order to receive USDA organic certification, a product must contain 95% or more organic ingredients. Additionally, organic foods must be grown and processed without synthetic fertilizer, synthetic pesticides, antibiotics, or hormones.
- Consumers can be confident that products that bear the USDA organic seal, have been verified through a rigorous third-party certifying process which includes site inspections and detailed ingredient evaluation.
- A USDA organic seal has undergone strict scrutiny to ensure the ingredients from farm to the product are free from: antibiotics, toxic pesticides, synthetic hormones, & genetically-modified organisms (GMOs).



#### CCOF

- CCOF was the first organic certification entity in the US. CCOF is a USDA-accredited organic certifying and trade association.



#### Good Manufacturing Process Site License

- High standards for quality and purity in the manufacturing process.



#### Safe Quality Food Program

- Rigorous and credible food safety and quality program that is recognized by retailers, brand owners, and food service providers world-wide.
- Recognized by the [Global Food Safety Initiative](#) (GFSI), the SQF family of food safety and quality codes are designed to meet industry, customer, and regulatory requirements for all sectors of the food supply chain – from the farm all the way to the retail stores.

## DEFENDERS OF CALM

### OUR PRODUCTS

#### Ritual Initial Product Lines

#### CHAGA Immune

Ritual's Chaga Immune is a proprietary chaga mushroom, eleuthero root, and astragalus formulation blended with organic schisandra berry and organic ginger root.

#### LION'S MANE Focus

Ritual's Lion Mane Focus is a proprietary lion's mane mushroom and rhodiola rosea root powder formulation blended with organic american ginseng root powder and bacopa monnieri extract.

#### REISHI Relax

Ritual's Reishi Relax is a proprietary reishi mushroom and ashwagandha root formulation blended with organic raw cacao powder and organic cinnamon.





## TARGETING A PREMIUM BRAND POSITION

### Ritual Premium Mushroom Superfood Elixirs

- ✓ A premium brand of functional mushroom and adaptogenic elixirs
- ✓ Proprietary plant-based blends
- ✓ Developed by Ritual's formulations team





## SALES & DISTRIBUTION

### Sales & Distribution Strategy



#### Multi-Stage, Targeted Launch “Be Where the Customers Are”

- 2-stage launch
- Targeting US and then Canada



#### Turnkey, Scaleable Manufacturing and Distribution

- Co-packing agreement with Protein Research



#### Dual-pronged Strategy Leverages Ritual Team Connections

- E-commerce and Bricks & Mortar
- “Low hanging fruit” launch will maximize Team’s connections with major retailers and etailers





## OUR TEAM

### Ritual's Powerhouse CPG, Branding & Wellness Team



RETAIL, E-COMMERCE  
**David Kerbel** CPG

**CEO, DIRECTOR**  
30+ years of senior experience in retail, brokerage and CPG. Strong relationships with Walmart, Kroger, Costco, CVS, Walgreens, and Celsius' (CELH)

RETAIL E-COMMERCE



CORPORATE FINANCE

**David Lubotta**  
CO-CHAIRMAN

20+ years of successful entrepreneurial, corporate finance, innovation, and leadership experience. He is a partner at Merida Capital Partners, a leading Cannabis private equity group with 42 companies in its portfolio.

CORPORATE FINANCE



OPERATIONS, LOGISTICS

**Warren Spence**  
DIRECTOR

25+ years in the food and beverage industry, including senior roles with brands such as Red Bull and Olivieri. Specializes in supply chain and operations systems. Appointed Head of Supply Chain for Nude Beverages in 2019.

RETAIL DISTRIBUTION



WELLNESS

**Dr. Mark Scappaticci**  
ADVISOR

Dr. Scappaticci manages recovery and performance optimization for top professional and amateur athletes from around the world. The list of athletes he has treated includes top performers from the National Hockey League, the National Football League, the National Basketball Association, and the Canadian Football League as well as Olympic and World Championship track and field athletes.

WELLNESS



CORPORATE FINANCE

**Scott Eldridge**

**DIRECTOR**

Scott is a seasoned corporate finance executive and has been responsible for raising capital for various growth companies. Scott is a co-founder of Euroscandic International Group Inc., a company providing investment banking services.

CORPORATE FINANCE

## CAPITALIZATION TABLE

<u>Total Common Shares (Basic)</u>	<u>35,592,500</u>
Warrants - \$0.45 Exercise Price	4,412,500
Options - \$0.10 & \$0.30 Exercise Price*	6,950,000
<u>Total Common Shares (Fully Diluted)</u>	<u>46,955,000</u>

\*2,375,000 options exercisable at \$0.10 & 4,575,000 options exercisable at \$0.30

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Appendix





## EM Brands, Ritual win at ECRM's virtual Whole Body & Mind Wellness session

10/26/2020

**REISHI RELAX  
PRODUCT VOTED 2<sup>nd</sup>  
PLACE AT ECRM  
BUYERS CHOICE  
AWARDS\***



APPENDIX

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PRODUCT IMAGES



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