

Lumiera Health Inc.

NHP.V

Investor Presentation

A photograph of a person standing on a rocky cliff overlooking the ocean. The person is wearing a red jacket and a backpack. The cliff is rugged and covered in some vegetation. In the background, there are more cliffs and a small building on a distant peak. The sky is blue with some clouds. The Lumiera logo is overlaid on the image in a large, white, sans-serif font.

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Our Values

Compassion

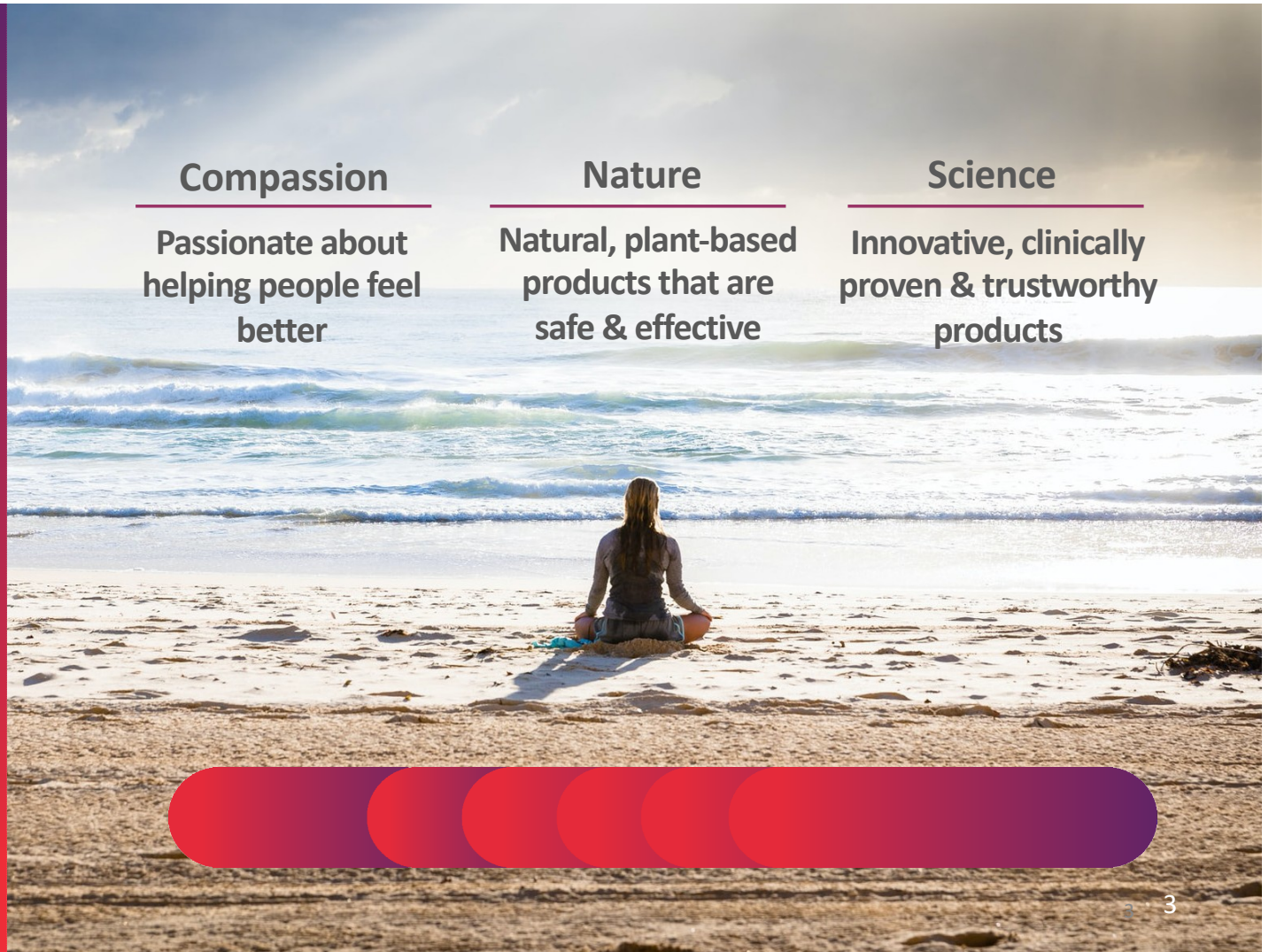
Passionate about helping people feel better

Nature

Natural, plant-based products that are safe & effective

Science

Innovative, clinically proven & trustworthy products



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Our Mission

Our Vision

To help people **feel better** each day with innovative
Natural Health Products

Become a **leader** in the **Natural Health Product**
industry through:

1

Excellence in Distribution

Experts in efficiently expanding Retail + Online distribution

2

Efficient Consumer Acquisition

Introduce & educate for trial, trial, trial of products/brands

3

Acquiring Natural Health businesses/brands

Evaluators and aggregators of value assets

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Who we are



- Founded in **2018**
- Ticker: **NHP.V**
- Lumiera provides consumers with **natural innovative solutions** in high growth categories (pain relief, sleep-aids, etc.)
- Owner of over **47** licenses and Natural Product Numbers (NPN)
- Focus on **soft innovation** and **acquisition** – no R&D or clinical trial costs and risks
- Fast **revenue growth** anticipated

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Our Brands

Natural Health Products that Meet Canadians' Health and Wellness Needs

awaye™ Pain Relief

- New generation, clinically tested topical pain relief brand.
- Launched in April 2021.

BAZZICS Sleep Aids

- The innovative new line of natural sleep-aids available in three formulas that can be combined to address specific sleeping needs.
- Launched in December 2020.

Holizen Tonics & Supplements

- A wide range of natural tonics and supplements that fit into your everyday life.
- Unique formulations that use the finest quality, naturally-sourced ingredients
- In distribution in Quebec for 20 years.

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Intro to Awaye™ Pain Relief Cream



awaye™

A New Disruptive Product launched April 2021:

- First topical product that acts on the endocannabinoid system without the use of cannabis (no regulatory hurdles)
- Key Benefits: Reduces inflammation, no side effects, non-addictive (dependency and side effects are the #1 concern re: pain management drugs that are consumed orally)

Growth Plans for 2022 & 2023:

- Launch in Retail Channels across Canada with trade marketing support to drive trial
- Launch in Retail Channels in the US Tri-State area and list product on Amazon.com (important revenue opportunity)
- Launch in Vietnam market scheduled for early 2023
- Pursue distribution and licensing opportunities in Europe & Africa
- Continue building social presence to accelerate online sales (Amazon, Well.ca, Awaye.ca)
- Soft Innovation - Product line extensions:
 - Awaye™ Sport with Menthol
 - Awaye™ Arnica



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Intro to BAZZZICS Sleep Aids



BAZZZICS

A New Disruptive Product launched Q4 2020:

- An innovative line of 3 Natural Sleep Aid products that can be customized to your individual sleeping needs
- Key Benefits: Natural, no side effects, non-addictive (dependency is the #1 concern/barrier to sleep aid use)
- Unique formulas containing extracts of California Poppy, Passiflora, Skullcap and Lemon Balm
- Sold in environmentally friendly packaging



Growth plans for 2022 and 2023:

- Continue to acquire Direct-To-Consumer (DTC) buyers (launched on Amazon March 2022)
- Continue to Build Social presence to drive trial and maximize online conversions
- Continue to expand National Distribution, started 2022 with only 80 stores; huge retail distribution opportunity!
- Pursue distribution opportunities in Northeastern US and launch on Amazon.com
- Focus on In-Store Education with retailers and in-house experts
- New 10-count pack size (launch April 2022) hitting high volume price partition

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Intro to Holizen Tonics & Supplements



Holizen



LUMIERA's Base Business: Holizen Herbal Tonics & Supplements:

- HOLIZEN has been in distribution in Quebec for nearly 20 years
- Strong Brand equity and loyal consumer base
- Broad range of products, with top 5 SKUs accounting for 65% of sales
- High awareness in QC Natural Stores and amongst category users

Turn around complete and now driving Growth:

- Current execution focus:
 - Expanding QC distribution via new Retail Sales Team
 - Increasing Trial/purchase through 'Education/Detail Sales Team'
 - Launch new Brand strategy and Website to grow online sales
 - Building Social presence and investing in Digital media to drive trial and conversion
 - Consistent source of revenues
- Back half 2022 and 2023 focus:
 - Distribution: increase in Key Accounts across new Canadian markets
 - Innovation: Expand portfolio with line extensions of historically strong top selling SKUs/products

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Key Progress Updates

Progress since arrival of **New Management** in **Q2 2021**

> **Rapid impact on revenues**

- Lumiera's new management team turned around a declining Holizen business, launched BAZZZICS, and Awaye™
- Refocused on core business and successful products
- Increased sales through retail distribution and online recruitment

> **Net Sales Increase** - Year over year:

Q4 2021

+30%

Q1 2022

+26%



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Key Progress Updates

Progress since arrival of **New Management** in **Q2 2021**

> **Financial Impact:**

- Reduced recurrent costs by more than \$300K (on a yearly basis)
- Reduced monthly net loss by \$60K
- Mapped out path to profitability by Q1 2023

> **Diversification of Lumiera's revenues**

- Lumiera is now a multi brand company with a wide stream of revenues
- Our focus is growing via distribution and Direct-to-Consumer acquisition



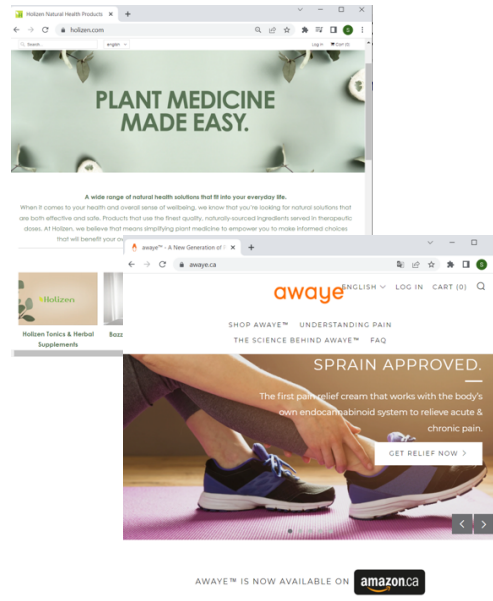
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Key Progress Updates

Increased Online Distribution & Sales

1

Launched 2 new E-commerce Websites



2

Successfully listed
away™ & BAZZICS on



3

Great reviews –
consumers love our products!

Aperson

★★★★★ **Amazing product**
Reviewed in Canada on October 1, 2021

Verified Purchase

I have been suffering from a bad knee for over a year as well as pain in my wrists from using the computer. Nothing helped (and I tried many things, including extra-strength Voltaren) until I discovered Away. This product is amazing!

2 people found this helpful

Sue Wenge

★★★★★ **Helps with Tendonitis in my Elbow**
Reviewed in Canada on September 4, 2021

Verified Purchase

I am so happy with my purchase of Away! I have been suffering for weeks and after using the product 3 times a day, my elbow is so much better. Great product. I love the smell. Applies nicely. Not sticky. You need a very small amount for coverage.

2 people found this helpful

Amazon's Choice

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Maximizing
Long Term
Shareholder Value

Why Invest ?

Strong Foundation

- Turnaround was completed in 2021 – Now let the fun begin !
- Rapid revenue growth (forecasted 100% YOY, 2021 vs 2022)
- Improved profitability through product margin mix, average order value and cost efficiencies
- Improve cost structure through economies of scale and grow operating leverage through volume growth



Growing Markets & Big Opportunities

- **Tail-wind growth categories:** Natural Health Product category is projected to grow double digits to 2027
- **Awaye:** Broker/Distribution agreements have been signed for sales in US and Vietnam. They are also licensing opportunities in Europe and Africa.
- **Bazzics:** According to published reports, “Western and Asian consumers are seeking more and more natural sleeping aids to face sleep disturbances. Sleep aids should be one of the fastest growing categories in dietary supplement in the coming years.”

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Maximizing Long
Term Shareholder
Value



Positioned to Win

- People are looking for **NATURAL alternatives** for their medical and wellness needs
- Pure commercial Brand play with **focus on soft innovation and acquisitions** (No R&D financial risks)
- 2 pivotal launches completed in 2021, both in **high growth categories** (Pain relief & Sleep Aids)
- Huge addressable market for Awaye™ in 2022: **465M people!**
- **New structure** fully operational since Q4 2021
- Turning **EBITDA positive** shortly



Leadership

An Experienced Team that delivers

Management

Carlos Ponce CEO & Director

- 25 years experience in Brand marketing commercialization in Regulated Categories
- Cross-industry background; pharmaceuticals, OTC, Natural Health Products, Food & Beverage, Financial Services

Simon Castonguay, CPA, CA CFO & Director

- +12 years experience in banking, external audits, taxation, business development and risk management
- Category & industry expertise; Finance, Health, Manufacturing, Food & Beverage, non-profit and public sector
- CPA, CA Member of the Canadian Chartered Professional Accountants

Independent Board Members

Kevin Cole Chairman

- +20 years experience building teams that transform small brands & businesses into Global leaders
- Category & industry expertise; OTC, NHP (GSK CH), Consumables (MARS) and current CEO of STEM Animal Health

Louis Doyle Director

- +30 years experience focused primarily on capital markets and public companies
- Former VP of TSX Venture Exchange for more than 16 years.
- Held directorship roles with publicly traded companies, the latest of which: Abitibi Royalties Inc.

Marie Belanger Director

- +20 years Consumer-Packaged Goods experience across Sales, Marketing and Operations
- Category & industry expertise; Chief Operating Officer for Santé Naturelle (AG) Ltée, plus roles at Phytoderm and Proctor & Gamble

Jacqueline Khayat Director

- +20 years experience of developing and launching consumer products brand in the US and other markets
- Category & industry expertise; sales, business development, strategy and M&A in the health and wellness

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Lumiera.ca

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