



**good.  
natured**  
better everyday products<sup>®</sup>



## company overview

NOVEMBER 2017

**tsx-v: GDNP**

# the fine print

## FORWARD-LOOKING STATEMENTS

The forward-looking information and statements contained in this presentation reflect several material factors and expectations and assumptions of good natured Products Inc. (“*good natured*™”) including, without limitation: that *good natured*™ will continue to conduct its operations in a manner consistent with past operations, the general continuance of current or where applicable, assumed industry conditions, availability of debt and/or equity to fund *good natured*™’s capital and operating requirements as needed. *good natured*™ believes the material factors and assumptions reflected in the forward-looking statements are reasonable at this time but no assurance can be given that these factors, assumptions will prove to be correct. The forward-looking statements contained in this presentation speak only as of the date of this presentation.

## NO OFFER

No offer is made by this presentation. Any offer to invest in *good natured*™ and any such investment will be made only pursuant to a definitive Subscription Agreement to be entered into between *good natured*™ and each investor.

## PROJECTIONS

This presentation contains certain financial projections, which have been prepared by good natured and are subject to a high degree of uncertainty. They are based upon estimates of future events and circumstances that might or might not ultimately prove to be accurate. All of the assumptions upon which the projections are based, and which would be material, are not presented. No representation or warranty can be made as to the accuracy of any of these assumptions. There can be no assurances that the projections will be realized, and actual results may differ materially from those set forth in the projections. The assumptions underlying the projections are inherently uncertain and are subject to significant business, economic, and competitive risks and uncertainties that would cause actual results to differ materially from those projected. No opinion or report on the projections was received from any independent accountants. If the projected results are not achieved, *good natured*™’s business and financial performance could be affected. Because of the above limitations on these projections, you are cautioned about placing undue reliance on them.

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## OUR NORTH STAR

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Become the leading North American earth-friendly product company by developing new plant-based products & packaging and acquiring relevant brands and companies that expand our assortment, our customer base and/or our market reach.

# business snapshot

With a growing customer base, low fixed capital requirements and strong competencies to access massive addressable markets, *good natured*™ is in a sweet spot to take advantage of a unique market consolidation opportunity.

## disrupting large & growing markets

Global packaging = **\$998B**  
by 2020, **3.5% CAGR**.<sup>1</sup>  
US home org market = **\$16B**  
in 2016, **5% CAGR** since 2012.<sup>2</sup>

## growing customer base

**70+** customers across **20** states & provinces. National, regional and small business retailers, food producers & packaging distributors.

## wide assortment of products

**130+** plant-based products & packaging SKUs. **100+** food packaging and **30+** home & business organization products.

## strong revenue growth

**14x** YOY growth in F2017.  
**49%** YTD growth in F2018.  
Organic, acquisitions and expanded revenue per customer.

## highly scalable model

Outsourced, vertically integrated supply chain. Provides growth capacity & expertise on variable basis and gross margins of **30%+**.

## management & insider ownership

Insiders & management own **43%** of outstanding shares.

1. The Future of Global Packaging to 2020, Smithers Pira, December 2015. <https://www.smitherspira.com/industry-market-reports/packaging/the-future-of-global-packaging-markets-to-2020>.

2. Home Organization Market: Retail and Industry Trends and Analysis, Freedonia Group, March 2017, <https://www.freedoniagroup.com/industry-study/home-organization-market-retail-and-industry-trends-and-analysis-3520.htm>

# macro trends

Traditional industrial business models are not designed to build brands, products and packaging that meet retailers' needs for unique new items and address consumer demand for healthier living.

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## Rapidly growing segments

Bioplastics is the fastest growing segment within the plastics industry, with CAGRs estimated at up to 30%<sup>1</sup> (5-10x overall industry rate<sup>2</sup>). Grocery prepared foods have grown nearly 30% since 2008<sup>3</sup>, all of which require packaging to preserve freshness and protect during transport.

## Increasing regulatory pressure

Government and corporate policies to protect human and environmental health create pressure to replace fossil fuel-based plastics. Bans on BPAs, phthalates and polystyrene are driving change in how everyday products are packaged and sold.

## Fragmentation caused by rapid growth

Production capacity and range of bio-based ingredients are quickly increasing, leading to a “gold rush”, frantic pursuit of channel development. This is creating multiple, small players where no clear leader has emerged.

## Consumer demand for better everyday products

All age groups, but especially Millennials, are more aware of the potentially negative health impacts of chemicals found in plastics and increasingly expect brands and retailers to be more socially and environmentally responsible to keep their loyalty.

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1. Global Bioplastics Market 2016-2020, Technavio, June 2016, [https://www.technavio.com/report/global-bio-chemicals-and-bio-materials-bioplastics-market?utm\\_source=T3&utm\\_medium=BW&utm\\_campaign=Media](https://www.technavio.com/report/global-bio-chemicals-and-bio-materials-bioplastics-market?utm_source=T3&utm_medium=BW&utm_campaign=Media)  
2. Bioplastics and Biopolymers Market by Type, by Application, and by Geography - Global Forecast to 2021, GMI Research, June 2017, <https://www.gmi-research.com/report/bioplastic-biopolymers-market.html>  
3. A Generational Study: The Evolution of Eating, NPD, June 2016, <https://www.npd.com/latest-reports/fbc-consumption-evolution-of-eating/>



### **ingredients**

We ♥ our planet and all the people on it.



### **design**

We ♥ practicality and good looks, all in one sweet little package.



### **approach**

We ♥ Investing fresh, creative energy into tired, old issues.

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## OUR PROPOSITION

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### **it has to all work together**

Corporations and consumers DO want to do the right thing, but not at the expense of quality, performance, price or service.

From our plant-based ingredients, to our retail and consumer-focused designs, to our commitment to working collectively with our partners to make new things possible, we're taking boring old clean-tech and giving it a fresh consumer-driven approach.

## **paul antoniadis** **CEO**

Founding Partner at Scenario Ventures, Former CEO Best Buy Europe, \$5 billion JV with The Carphone Warehouse, Former SVP, Int'l Retail Ops & President China at Best Buy: multi billion sales/sourcing division. Also VP Sales Dev for Best Buy US, responsible for \$30 billion sales strategy.



## **our team has chops**

Clean-tech one trick ponies are finding themselves too far upstream to drive real change. Not us. We've assembled a team that knows consumer behaviors, understands retail realities and gets a kick out of bushwhacking our way to growth, no matter the odds.

## **don holmstrom** **EVP/CFO**

Responsible for Corporate Development & Finance. Closed acquisitions/divestitures of 180+ business transactions throughout North America, close to \$1 billion worth of transaction value and raised close to \$100 million in debt and equity capital.

## **noel harvey** **VP, business development**

Over 25 years sales and business development experience. Former Director of Business Development of Green Solutions at Ingredion Inc., a global ingredient provider to the food, personal care, paper and packaging markets.

## **laura pichon** **business development & partnerships**

VP, Development and Strategic Partnerships, Ex-Tech Plastics Inc. Focused on strategic alignments with responsibility for developing and managing associations with key potential partners and alliances.

## **stephanie zahn** **marketing**

Executive marketer with extensive multinational business experience. Specific expertise in the development and execution of brand positioning, customer segmentation and business development. Proven success in building large-scale marketing campaigns in Asia, North America and Europe.

## **dan fosse** **business development, packaging**

Director of Packaging Sales, LINDAR Corp. Strategic business & sales strategy development, product assortment and development strategy, product research and overall sales team management.





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## OUR TARGET MARKETS

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### packaging

The global “green” packaging market is projected to grow to **\$274.15 billion** by 2020, of which **54%** was food packaging in 2015.

### home/business products
















Home and business organizational products is currently a **\$16 billion** market in the US alone, of which Bins, Baskets & Totes represents **\$5.6 billion**.

1. Global Green Packaging Market 2017-2021, Reportlinker-Infiniti Research Limited, April 2017, <https://www.reportlinker.com/p02355550/Global-Green-Packaging-Market.html>. Pack Expo, November 2016, PMMI Infographic, [https://www.packexpolasvegas.com/sites/default/files/PMML\\_Infographic\\_Earth\\_Day.pdf](https://www.packexpolasvegas.com/sites/default/files/PMML_Infographic_Earth_Day.pdf)
2. Home Organization Market: Retail and Industry Trends and Analysis, March 2017, <https://www.freedoniagroup.com/industry-study/home-organization-market-retail-and-industry-trends-and-analysis-3520.htm>



# go-to-market built on business groups and segments

Over 70 national, regional and small business customers across 20 states and provinces.

		Business Groups								
		Packaging						Home/Business Organization Products		
Market Segments		Categories								
		Bakery	Ready Meals	Produce	Deli/ Butcher	Dairy/ Frozen	Roll Stock	Office	Home	Kitchen
National										
Regional										
Small Business										

Droplets represent Business Groups and Market Segments where we have active customers and product assortment.

# scalable supply chain

Built for \$100+ million in revenue.

## 1. Sourcing

Securing exclusive agreements with top global bio-based ingredient providers with extensive production capacity.

## 2. Product Development

Innovating proprietary materials, product and packaging designs for specific in-demand applications.

## 3. Outsourced Supply Chain

Variable fees to access highly scalable production, logistics, and customer services.

## 4. Assortment Authority

Wide product assortment for national, regional and small businesses, creating diverse de-risked mix of customers.

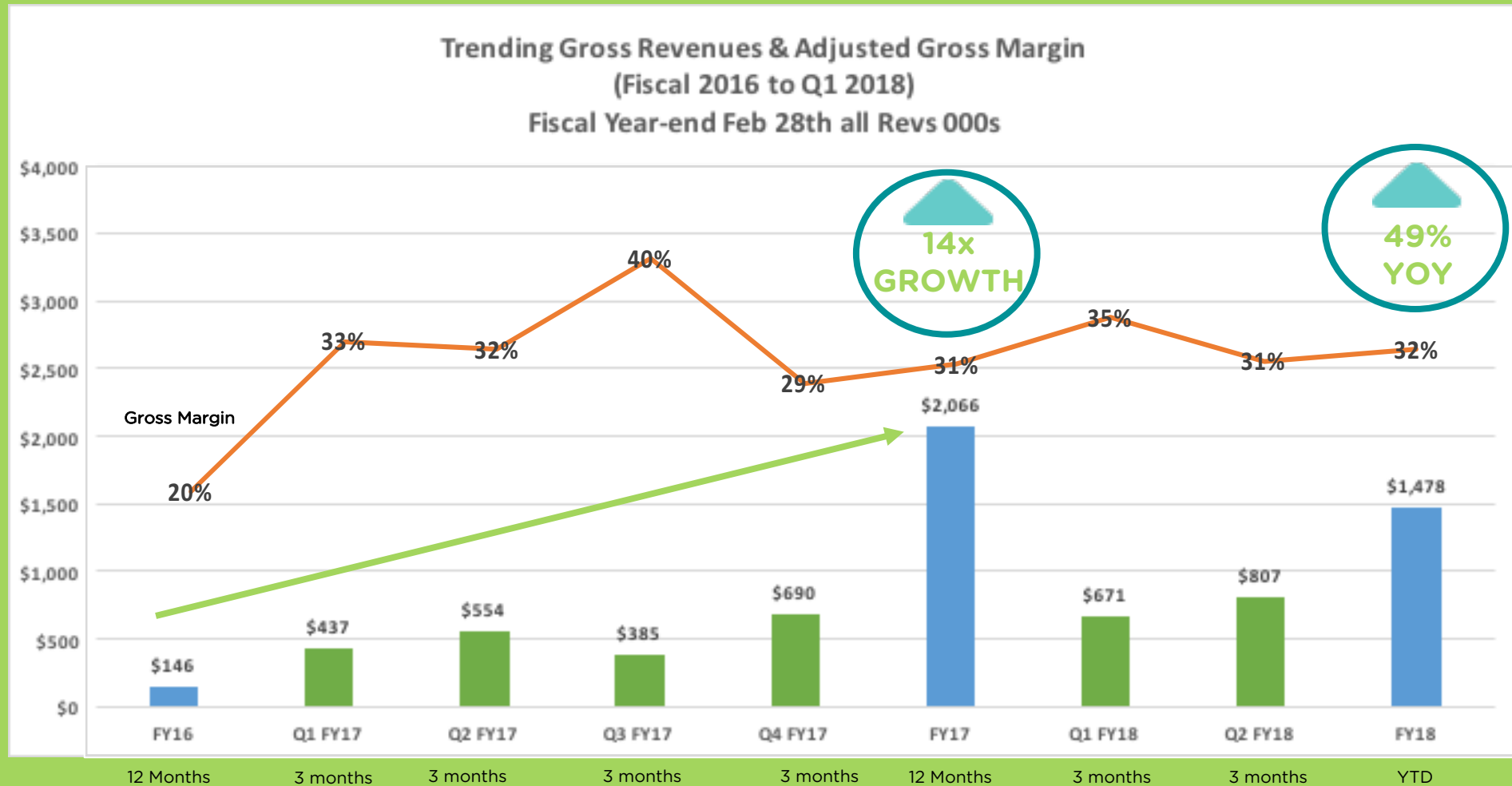
**growing  
market share**

New Materials  
+ New Designs  
+ Competitive Pricing

=

leading assortment of  
*better everyday products™*

# financial trends



# why invest

The combination of a massive market opportunity, our capital-light model and high fragmentation tell us that this industry is just waiting for a new leader to emerge.



## growth

### Large & growing market

The industry is in transformation, and our revenue and customer base growth shows that we're building awareness and market share.



## scalability

### Highly scalable model

Our outsourced, variable cost manufacturing model gives us growth capacity and to expand tenfold without big capital outlays.



## consolidation

### Consolidation opportunity

With growing M&A activity and many small to mid-sized manufacturers and distributors, there are ample acquisition targets.

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## APPENDICES

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# 43% management and insider ownership



## CAPITAL STRUCTURE AT OCTOBER 31, 2017

Symbol	GNDP
Float Size (estimated)	52,166,317
Insider/Management Shares	39,353,537
Shares Outstanding	91,519,854
Fully Diluted	127,368,379
Warrants <sup>(1)</sup>	28,566,059
Options <sup>(2)</sup>	7,291,466
Market Capitalization	7,778,423

<sup>1</sup> Warrants summary: 8,664,651 @ \$0.35, maturity March 2018; 17,235,976 @ \$0.20, maturity November 2018 with force convert at 20 non-consecutive days trading above \$0.20; 875,912 @ \$0.15 broker warrants, maturity November/December 2018; 10,538,500 @ \$0.15 warrants, mature September 2019; 52,231 @ \$0.1875 commercial loan warrants, maturity October 2021; 1,193,790 commercial warrants, maturity October 2019.

<sup>2</sup> Stock Options include all vested and unvested options, and all stock options that have not been issued

# our awesome board and advisors keep us on track



## Salil Munjal, Chair

Partner at Yaletown Venture Partners: Top VC in Canada, #1 Most Active ranked by Thomson Reuters. Former President & COO Leitch Technologies (TSX/NASDAQ): acquired for \$580 million cash.



## Jim Zadra, Board Director

CFO and Corporate Secretary at Great Panther Silver Limited, silver and gold producer with mining operations and projects in Mexico and Peru. Chartered Accountant with significant background in senior finance roles, financial reporting, taxation, strategic planning, capital markets, M&A and corporate governance.



## Bill Riesbeck, Advisor

President at Ex-Tech Plastics, Inc., Illinois



## Michael Feola, Advisor

CEO Allexcor Global / Printflex Corporation, Montreal, PQ



## Paul Antoniadis, CEO & Board Director

Founding Partner at Scenario Ventures. Former CEO Best Buy Europe. Former SVP, Int'l Retail Ops & President China at Best Buy: multi billion sales and sourcing division. Also held VP of Sales Development for Best Buy US, where he was responsible execution of \$30.8 billion in sales.



## Michael Thomson, Board Director

President of Independent Capital Partners Inc., a corporate finance consulting firm focused on “going public” transactions. Founder/principal of ten publicly traded companies from natural resources to advanced materials. Member of the Listings Advisory Committee (Calgary) for the TSX Venture Exchange.



## Tom Haglin, Advisor

Owner, LINDAR Corp. and Avantech, Minnesota



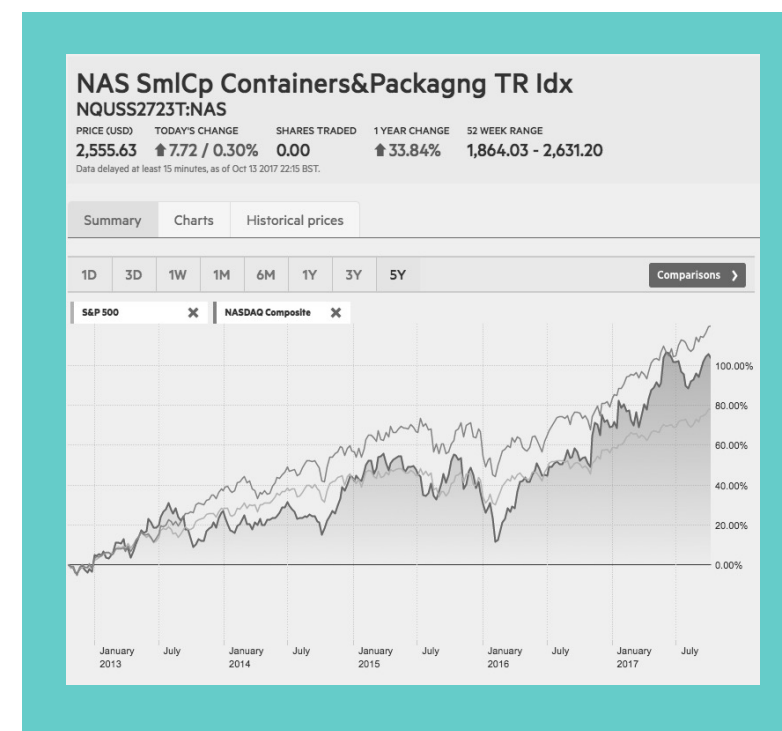
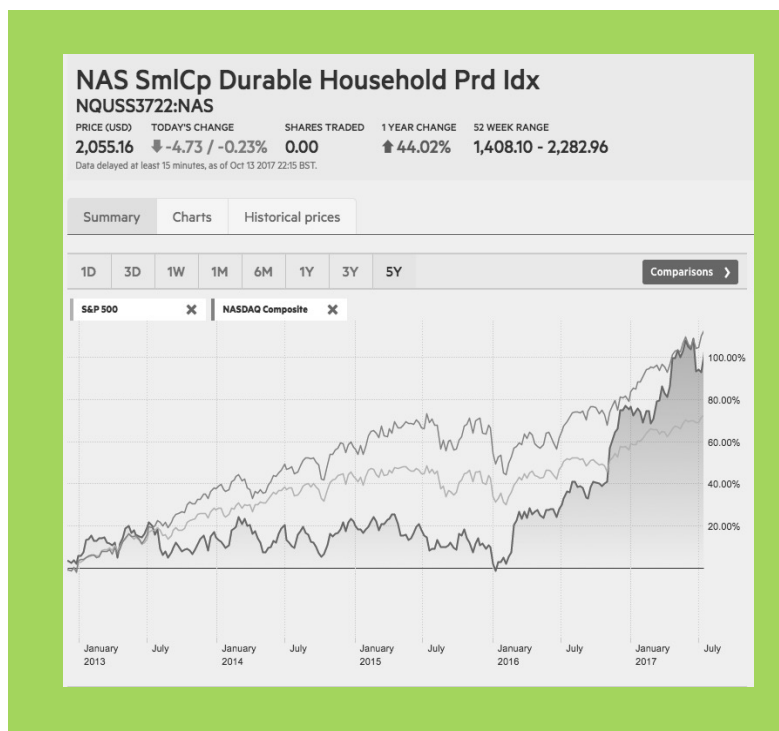
## Jon Roby, Advisor

Retail Strategy, Planning and Finance Leader, Oregon



# sector valuation & performance

- Our investment sectors are outpacing NASDAQ composites
- Small Cap Containers & Packaging Index, 100% 5 year return, market cap of US\$3.6 billion
- Small Cap Durable Household Products Index, 100% 5 year return, market cap of US\$6.9 billion



NASDAQ US Small Cap Containers & Packaging Index is a float adjusted market capitalization-weighted index, which includes securities in the US Small Cap Index that are classified in the Containers & Packaging Subsector according to the Industry Classification Benchmark (ICB). The Index began on June 6, 2011 at a base value of 1000.00.

## company comparisons

- Companies from both container and packaging / consumer durable goods sectors
- Companies classified as Micro, Small, and Mid Cap Growth
- Companies trade in both Canada & USA

Company	<i>good natured</i> <sup>TM</sup> (CAD\$)	Pioneering Technology (CAD\$)	AeroGrow International (USD\$)	Winpak LTD (USD\$)
Market Cap In millions	\$7.7M	\$51M	\$84M	\$2,700M
Forward Multiple Sales	2.5x	5.2x	3.6x	3.3x
2017 Revenue Growth Estimated	50%	109%	87%	5%
2017 Annual Sales in millions, estimated	\$3.1M	\$10M	\$24M	\$866M
Sub Sector	Container & Packaging, Consumer Durable Goods	Consumer Durable Goods	Consumer Durable Goods	Containers & Packaging
Stock Classification	Micro Cap Growth	Micro Cap Growth	Small Cap Value	Mid Cap Growth

The NASDAQ US Small Cap Containers & Packaging Index is a float adjusted market capitalization-weighted index which includes securities in the US Small Cap Index that are classified in the Containers & Packaging Subsector according to the Industry Classification Benchmark (ICB). The Index began on June 6, 2011 at a base value of 1000.00.

**thank you**

**good,  
natured**  
better everyday products

**good natured Products Inc.**

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