



MIMI'S ROCK

Corporate Presentation
September 2020

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INVESTMENT HIGHLIGHTS

Top rated products with significant growth opportunities

Operational Excellence

- Mimi's Rock is an online wellness company, owning brands in the supplement, skin care and pet sectors.
- Features over 70 branded vitamin, skincare & health supplements products including the #1 selling Omega 3 Fish Oil on Amazon.com and the #1 Skin Care seller on Amazon.ca
- Significant growth opportunities in International and Domestic
- Continued organic growth and new product launches

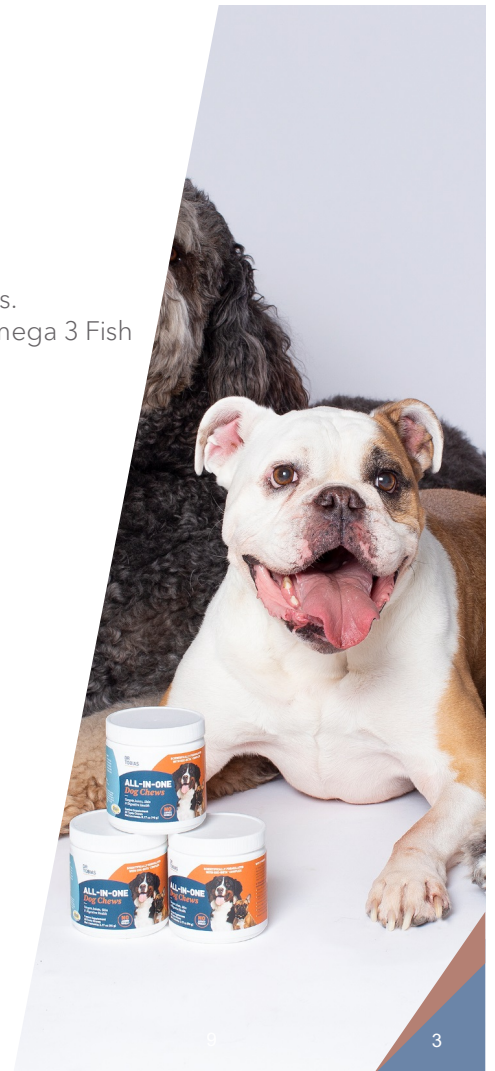
Strong EBITDA Growth

- Q2 2020 Adjusted EBITDA of \$1.57 million illustrated a 28% increase from Q1 2020, EBITDA of \$1.23 million.
- The balance of 2020 is expected to see continued improvement in EBITDA.

Investment Opportunity

- Mimi's Rock is a unique and profitable company, positioned perfectly in a forever changed economy.

MIMI'S ROCK



ABOUT US

E-Commerce was the future but the future is NOW

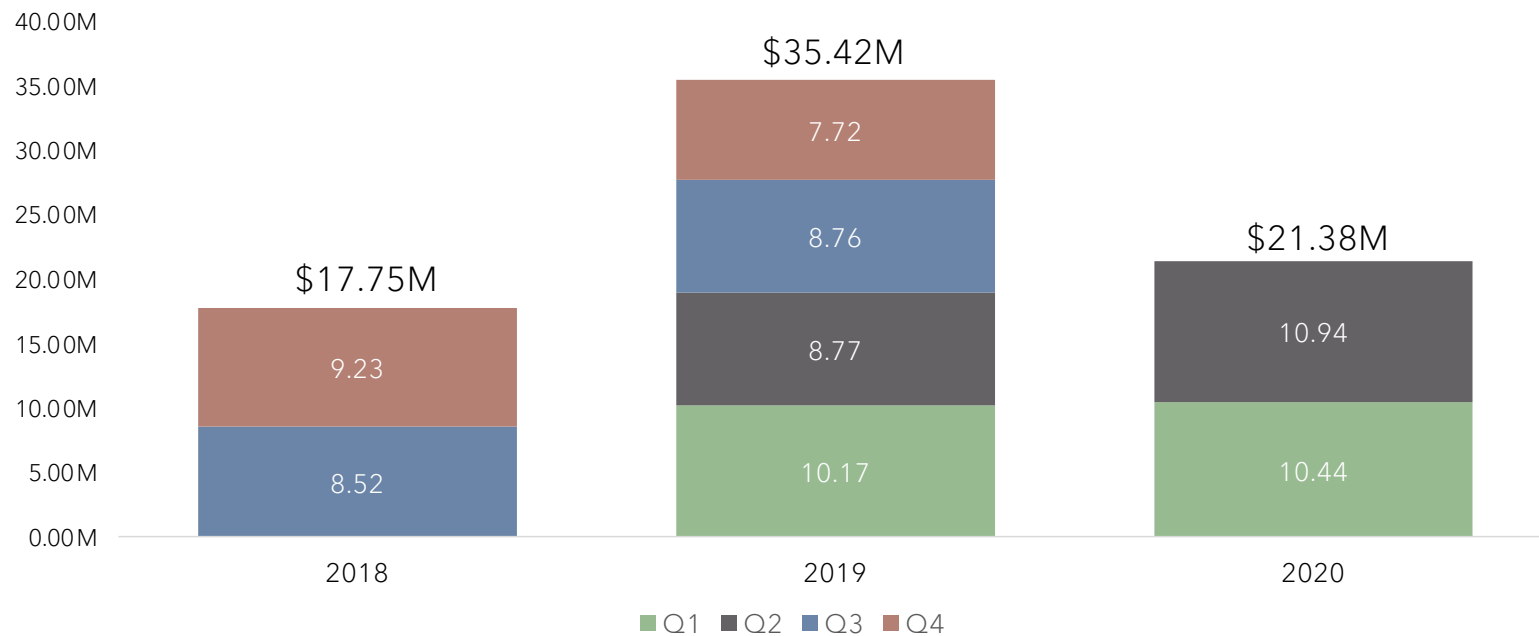
- We are a diverse, global group of health and business professionals dedicated to offering a wide selection of wellness products that we are proud to stand behind.
- The acquisition of Dr. Tobias in July of 2018 , All Natural Advice and Maritime Naturals at the end of 2019, has provided Mimi's Rock with successful online brands that can globalize rapidly.
- We are committed to exceed our customers' expectations, while aiding them in improving their overall wellness. We want to make it easy for them to achieve what they believe to be possible.

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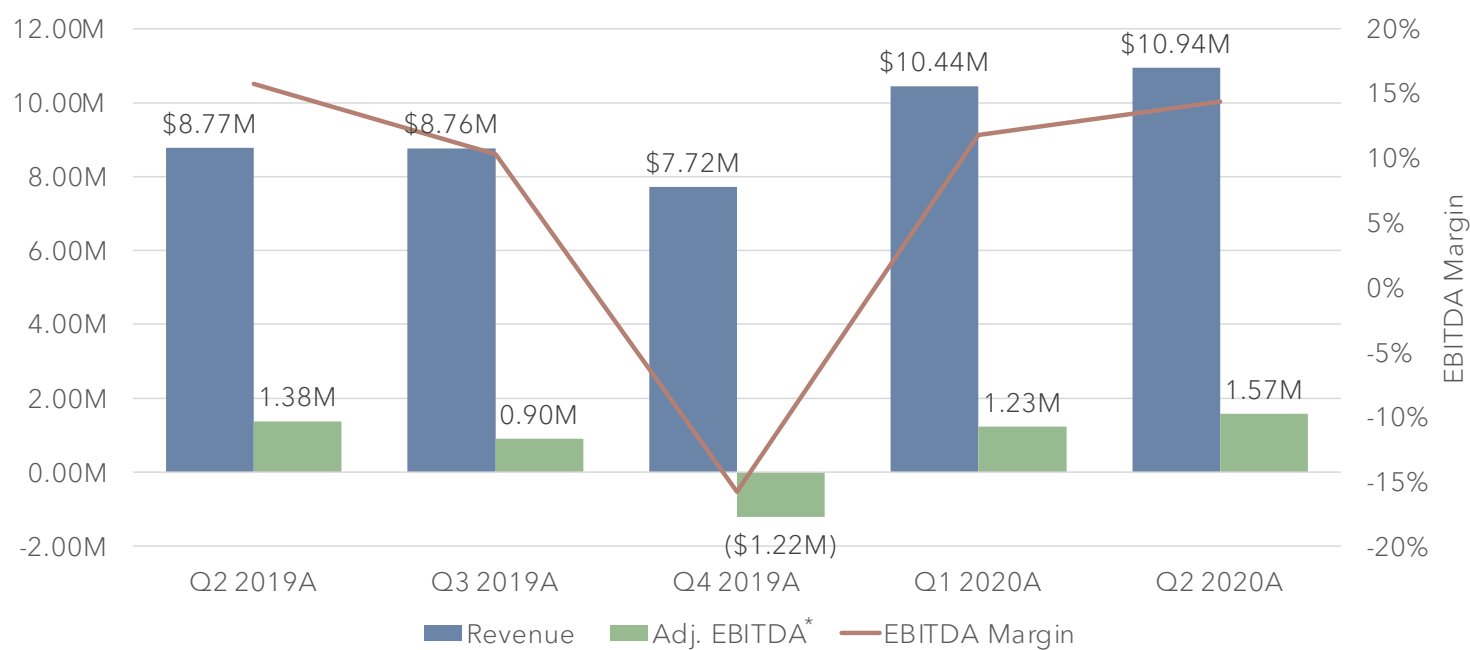
OUR HISTORY

Strategy positioned for organic revenue growth as well as acquisitions



FINANCIAL PERFORMANCE

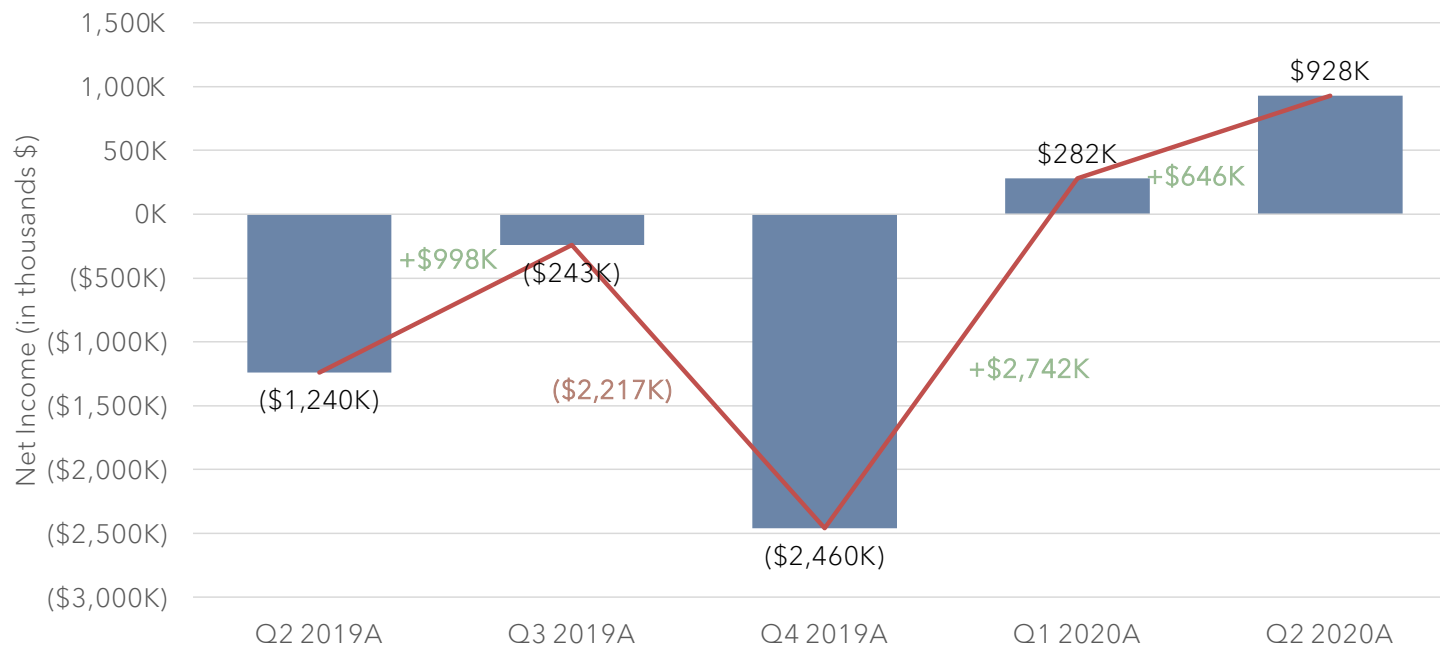
Stable top-line with opportunity for EBITDA margin expansion



*Adjusted EBITDA excludes non-cash share-based compensation expense, listing expenses, foreign exchange gain (loss) and investment income

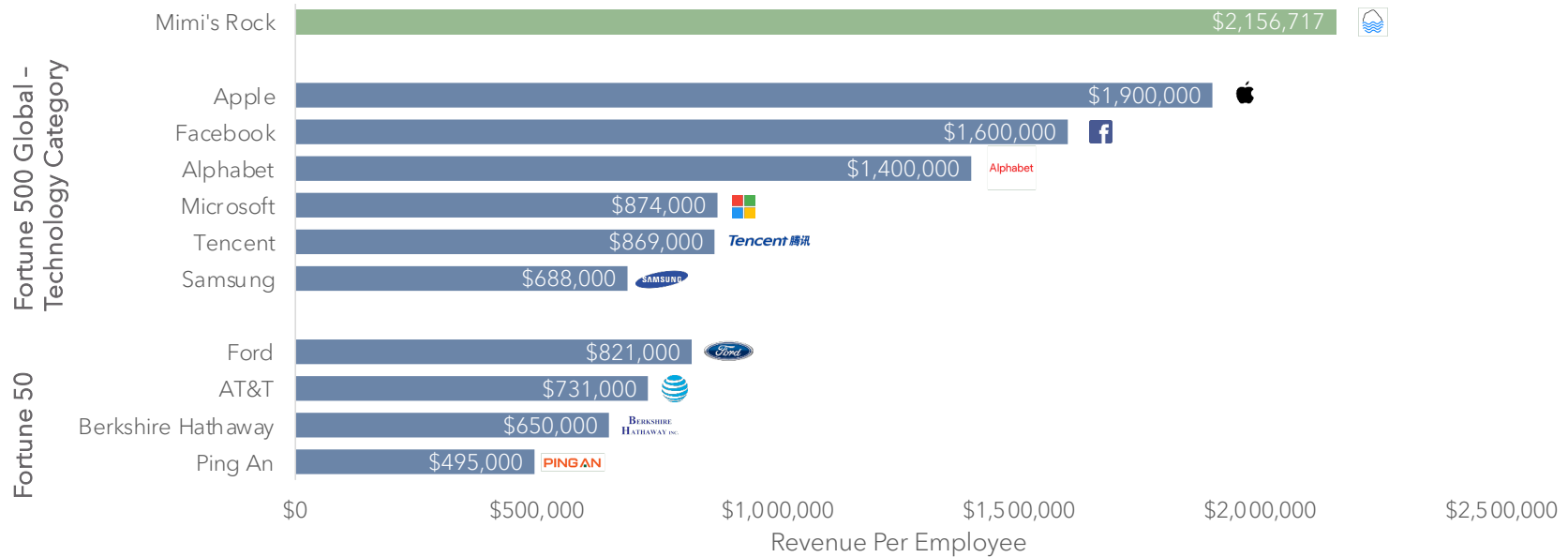
FINANCIAL PERFORMANCE

Robust DTI business performance and recent acquisitions result in a considerably stronger Q2 2020 bottom-line



Revenue Per Employee

Strong revenue generation per employee compared to Fortune 500 Global and Fortune 50 list



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MIMI'S ROCK UNIVERSE

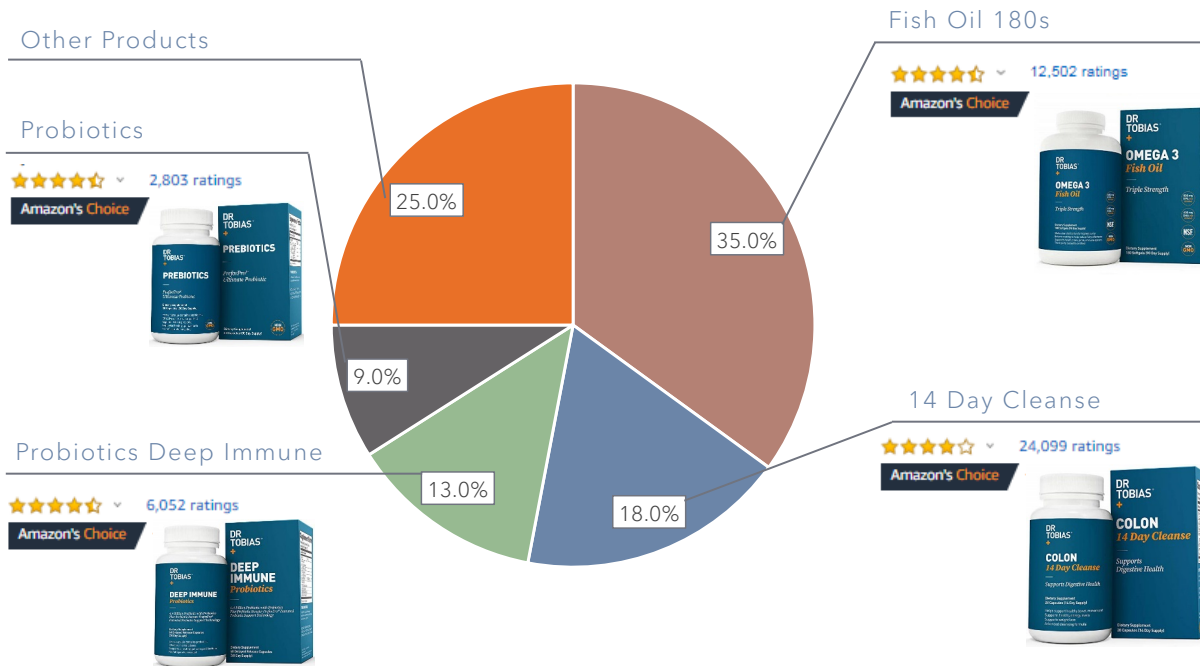
Strong brand selection in diverse verticals.



PRODUCTS - DR. TOBIAS BRAND



Top rated products in designated categories on Amazon.com



Highlights

- Dr. Tobias products are top rated in designated categories on Amazon.com
- Contributed \$35M in revenue in 2019
- LENNOX by Dr. Tobias brand launched on December 2019 focusing on men's health supplements
- Dr. Tobias products are differentiated by its Amazon top Ratings which are a source of competitive advantage
- As global e-commerce sales growth, Dr. Tobias products should scale accordingly

PRODUCTS - MARTIME NATURALS & ALL-NATURAL ADVICE

#1 Skincare seller on Amazon.ca for last 4 years

Purchase
Price: \$9.6M
CAD

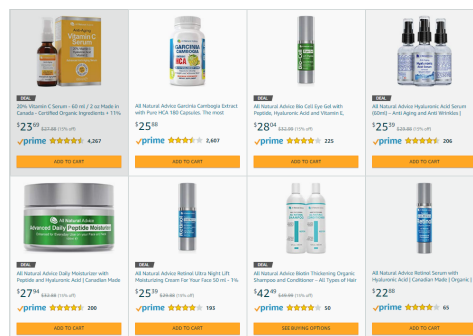
- \$5.5M Revenue
- \$1.6M EBITDA
- Revenue YoY Growth of 29%
- EBITDA YoY growth of 109%



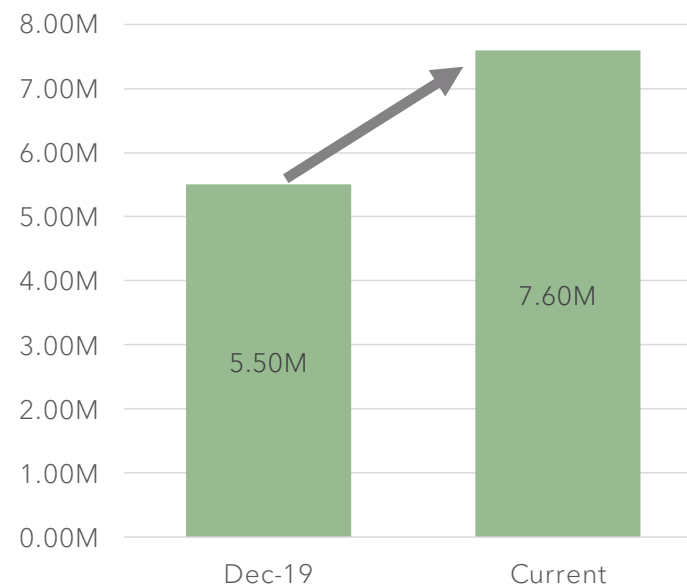
Top Selling Beauty Brands

#1 Skincare Seller on Amazon.ca for last 4 years

Product Diversification



Revenue Run Rate



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STRATEGIC OVERVIEW

Well-positioned for continued growth

1

Capitalize on supporting global trends

2

Maximize on strong industry tailwinds

3

Robust e-commerce opportunities globally

4

Increase market exposure via new product launches

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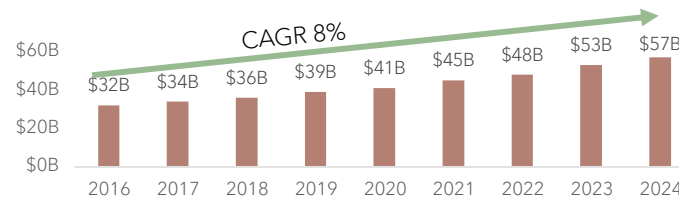


GLOBAL TRENDS

Strong complementary markets with an increase in consumption.

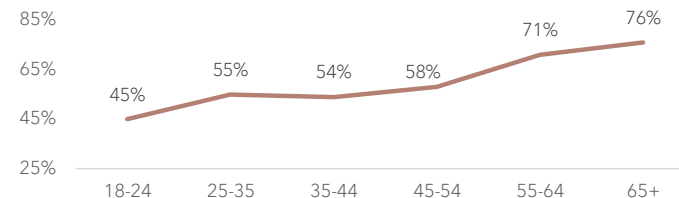
Total U.S. Dietary Supplements Market

Supplements market is projected to grow at an 8% CAGR from 2016 to 2018



Aging Population and Consumption

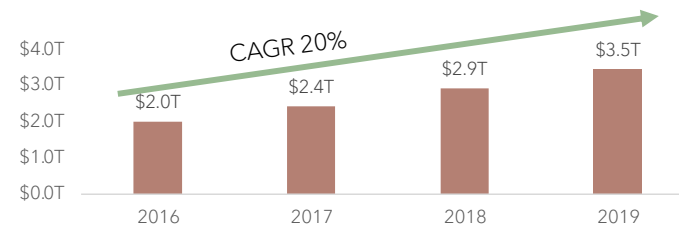
Supplements are more likely to be consumed on a regular basis by older age groups



Global E-Commerce Sales

Global e-commerce sales* have grown 20% last year and continues to trend upward. E-commerce is currently 16.4% of total retail sales

*Not adjusted for COVID-19 impact

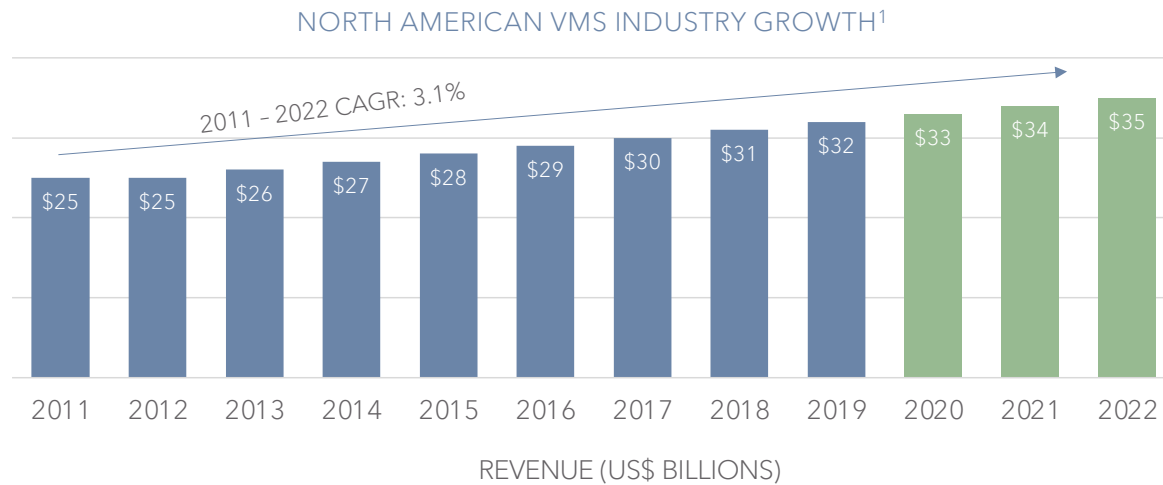


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GLOBAL TRENDS

Ideally positioned to benefit from strong, stable industry tailwinds.



¹ Source: Euromonitor, Passport - Consumer Health 2017 Edition, downloaded February 2020; Figures rounded to nearest billion.; Not adjusted for COVID-19 impact



Leveraging Brand Equity. Expanding on Multiple Global Online Platforms.



Amazon

- Currently selling on Amazon.com, Amazon.ca, Amazon (UK), Amazon (Germany), Amazon (Italy), Amazon (Australia)



Our Products are sold on other Global Platforms

- Walmart (US) - Direct
- Walmart (Canada) - Direct
- Coupang (South Korea) - Through Distributor
- T-Mall (China) - Through Distributor





Upcoming Launches

- All Natural Advice and Maritime Naturals to launch in the U.S. on Amazon.com
- Upcoming: Amazon (Saudi Arabia), Amazon (UAE), Amazon (Japan)

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NEW PRODUCT LAUNCHES

Advancement in products with key market upside opportunities

	Product	Status
Immune Products	Organic Green Complex	 Launched April 15 th
	Vitamin C	 Launched April 28 th
	Zinc	 Launched May 7 th
	Elderberry Immune with Zinc & Vitamin C	 Launched May 18 th
	Magnesium	 Launched July 21 st
Other Launches	Apple Cider Vinegar Gummies	 Development
	Hair Vitamin Gummies	 Development
	Joint Support Gummies	 Development
	Garcinia 60%	 Development
	Hand Sanitizer	 Launched August 19 th

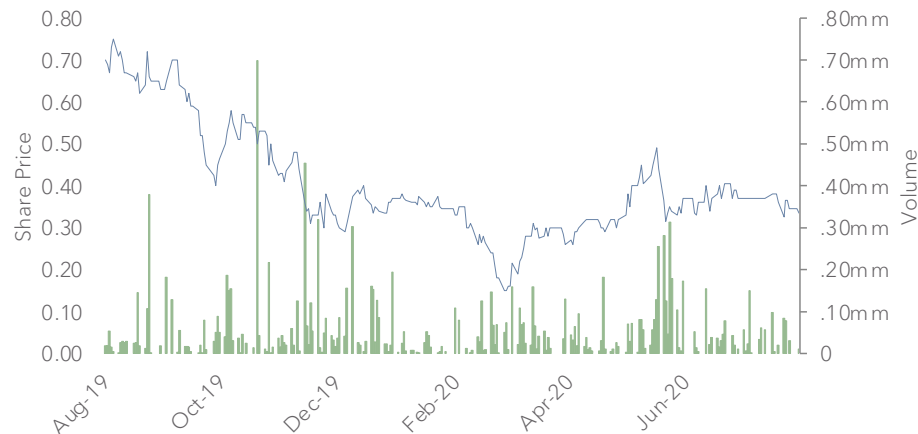


CAPITAL STRUCTURE

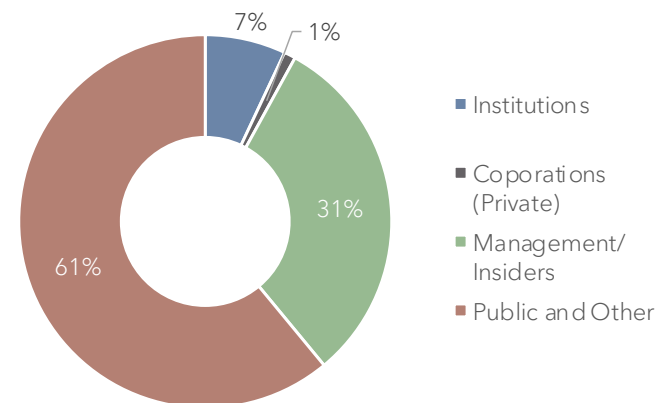
Optimized capital structure to sustain projected growth

Market Cap	\$17.6M	Basic Shares Outstanding	52,525,883
52 Week Low	\$0.15	Fully Diluted Shares Outstanding	60,048,823
52 Week High	\$0.75		

Stock Chart



Ownership Summary



FINANCIAL HIGHLIGHTS

Mimi's Rock is traded at a discount at 0.8x EV/Revenue NTM (Median 2.6x) and 6.1x EV/EBITDA NTM (Median 17.5x)

Consumer Healthcare Focus

Company Name	Ticker	Price	Mkt. Cap.	EV	LTM Revenue	LTM EBITDA	NTM Revenue	NTM EBITDA	EV/Revenue LTM	EV/EBITDA LTM	EV/Revenue NTM	EV/EBITDA NTM
Danone S.A.	ENXTPA:BN	56.46 EUR	\$57,605.18	\$77,522.83	\$38,006.17	\$7,788.60	\$38,537.56	\$7,158.40	2.0x	10.0x	2.0x	10.8x
Koninklijke DSM N.V.	ENXTAM:DSM	131.80 EUR	\$35,115.03	\$38,639.16	\$13,737.21	\$2,046.65	\$14,703.19	\$2,729.93	2.8x	18.9x	2.6x	14.2x
Reckitt Benckiser Group plc	LSE:RB.	75.08 GBP	\$93,092.91	\$111,033.59	\$22,765.71	\$6,686.39	\$23,906.26	\$6,336.97	4.9x	16.6x	4.6x	17.5x
Glanbia plc	ISE:GL9	9.08 EUR	\$4,211.74	\$5,434.57	\$6,033.55	\$424.36	\$5,960.65	\$461.48	0.9x	12.8x	0.9x	11.8x
Kerry Group plc	ISE:KRZ	109.30 EUR	\$30,338.40	\$33,780.67	\$10,847.71	\$1,535.68	\$11,204.16	\$1,668.29	3.1x	22.0x	3.0x	20.2x
Blackmores Limited	ASX:BKL	75.45 AUD	\$1,391.53	\$1,523.27	\$544.41	\$63.11	\$594.41	\$61.43	2.8x	24.1x	2.6x	24.8x
Jamieson Wellness Inc.	TSX:JWEL	37.04 CAD	\$1,469.43	\$1,639.71	\$369.54	\$68.43	\$410.50	\$88.75	4.4x	24.0x	4.0x	18.5x
Mimi's Rock Corp.	TSXV:MIMI	0.34 CAD	\$17.60	\$34.70	\$35.68	\$1.71	\$44.68	\$5.68	1.0x	20.3x	0.8x	6.1x
Average									3.0x	18.3x	2.8x	16.8x
Median									2.8x	18.9x	2.6x	17.5x

All dollar values converted at August 18, 2020 spot rate.

EUR:CAD 1.5712
GBP:CAD 1.7433
AUD:CAD 0.9532

MIMI'S ROCK

MANAGEMENT TEAM

Experienced team. Driven by results.



DAVID KOHLER

CEO & Director

Former General
Manager, Consumer
Products Division of
APOTEX



ANDREW PATIENT

CA, CPA,
CFO &
Corporate
Secretary



CHIRAG PATEL

Vice President,
Operations &
Corporate
Strategy



STEPHEN AIKMAN

Vice President,
Digital Marketing
and Business
Development



CASSIE HANSON

Director,
E-commerce
Advertising
Director



ALYSSA HORNE

Director, Product
Management
& Operations

BOARD OF DIRECTORS

Extensive experience in building great companies



TELFER HANSON

Executive Chairman

23 years in investment
banking



BRYAN PEARSON

Lead Independent
Director

Former CEO of
LoyaltyOne



NORMAN BETTS

Director & Audit
Committee Chairman

Former Director of Bank of
Canada & New Brunswick
Power Corporation. Past
Minister of Finance for the
Province of New
Brunswick



DAVID GRANDIN

Director &
Compensation
Committee Chairman

Current CEO of Kiio Inc.
Founder & CEO of Avid
Sports



CHARMAINE CROOKS

Director

Current CEO of NGU
Consultants Inc

Formerly on the board of
the IOC

5-time Olympian



OUR SUCCESSES CONTINUE TO
POSITION US AS A HEALTHY
INVESTMENT OPPORTUNITY IN
THE WELLNESS SPACE.

MIMI'S ROCK

THANK YOU

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TSX-V: MIMI

OTCQB: MIMNF