



MIMI'S RCK

Investor Deck
TSXV: MIMI
October 2021

Disclaimer & Forward Looking Statements

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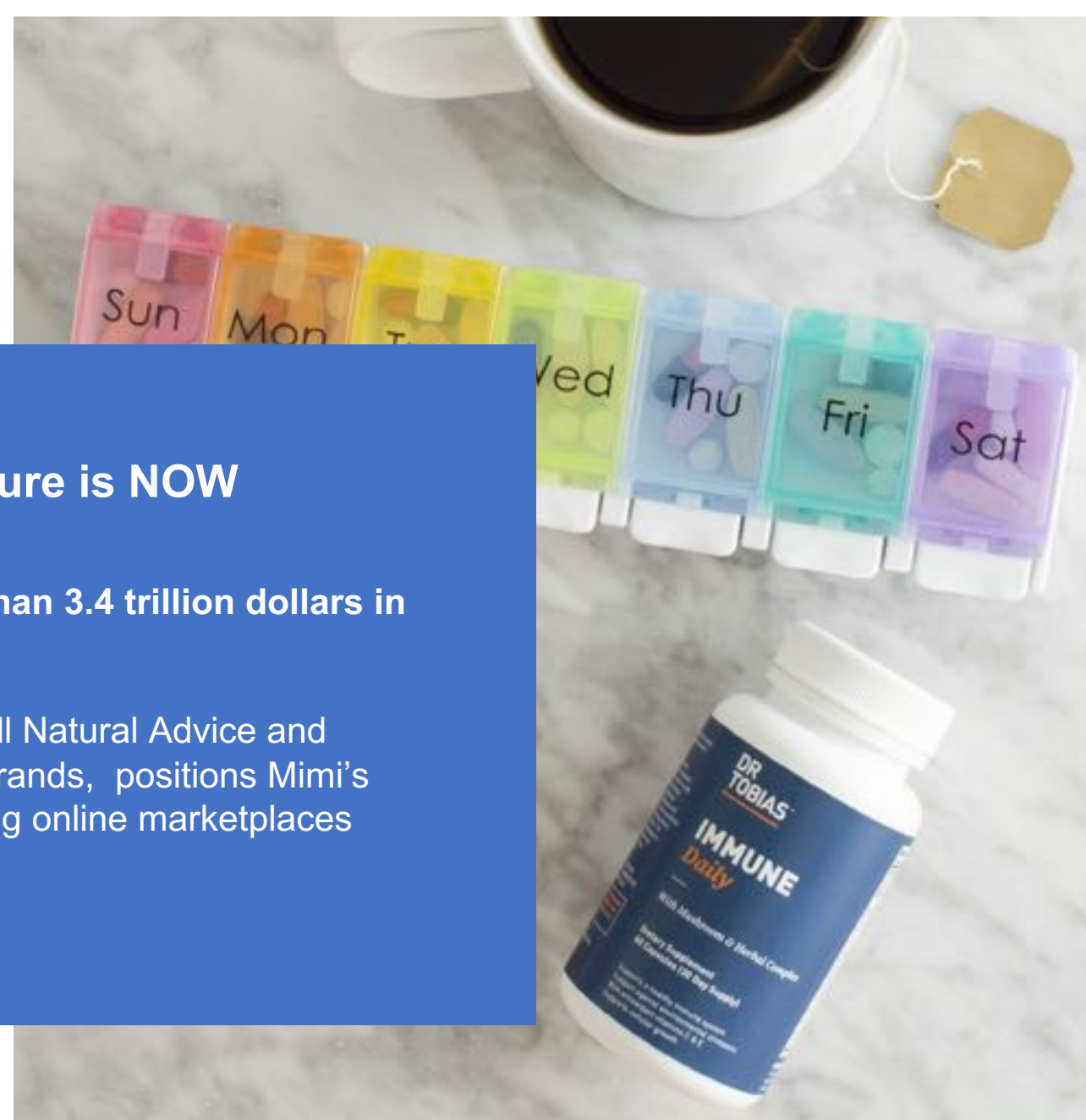
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E-Commerce was the future - but the future is NOW

- Global e-commerce retail sales will reach more than 3.4 trillion dollars in 2021, and should reach 7.4 trillion dollars in 2025
- The acquisition of Dr. Tobias in July of 2018, and All Natural Advice and Maritime Naturals in 2019 - all successful online brands, positions Mimi's Rock to rapidly globalize and capitalize on emerging online marketplaces around the world

Source: <https://www.emarketer.com/content/global-ecommerce-forecast-2021>



Global Trends

Strong complementary markets with an increase in consumption



U.S. Dietary Supplements Market

Supplements market is projected to grow at an 8.1% CAGR from 2020 to 2024



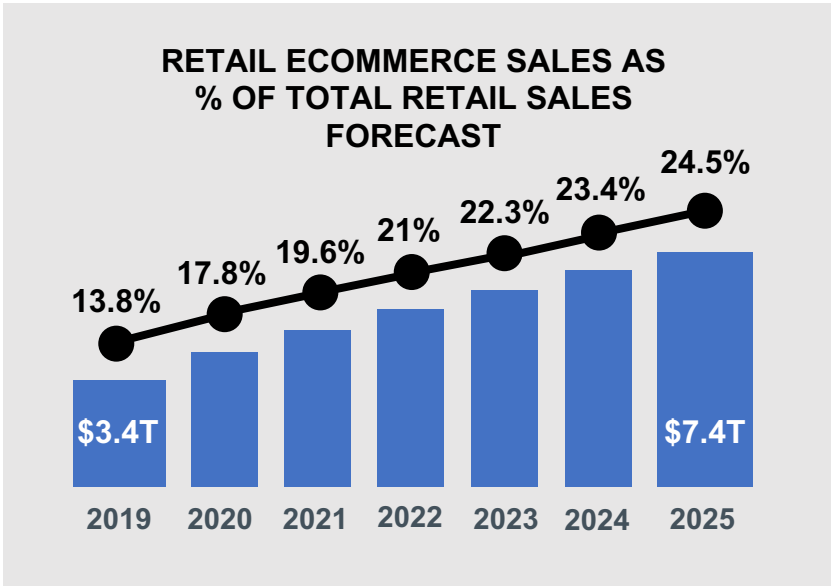
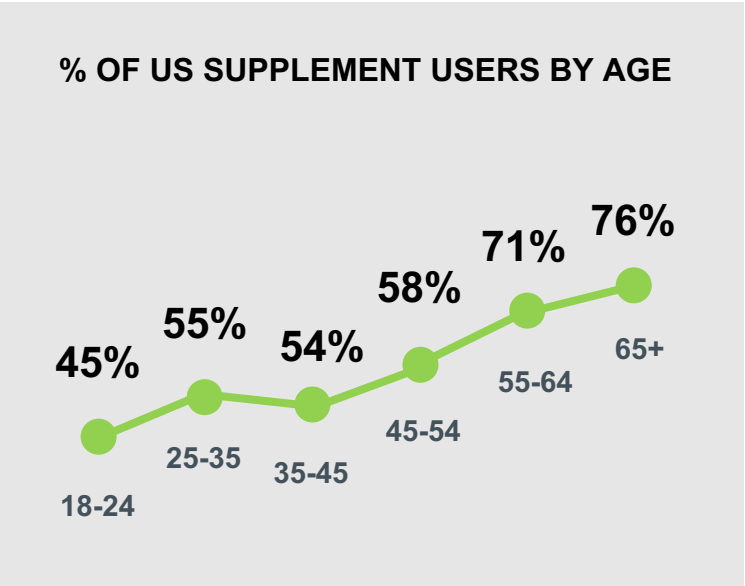
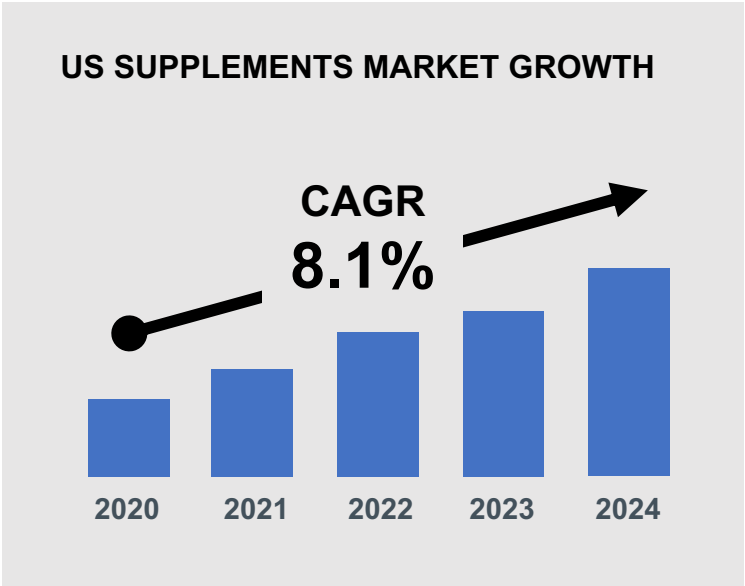
Aging Population and Consumption

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



Global eCommerce Sales Growth

Global eCommerce sales grew 20% last year and continues to trend upward. eCommerce currently 16.4% of total retail sales



Source: <https://www.emarketer.com/content/global-ecommerce-forecast-2021>

Highlights



Investment Opportunity

- *Mimi's Rock is a unique and profitable company*
- *Positioned perfectly in a forever changed economy*
- *Currently trading at >50% discount to its peers*

TSX-V: MIMI

Operational Excellence

- Mimi's Rock is an online wellness company, owning brands in the supplement, skin care and pet sectors
- Features over 70 branded vitamins, skincare & health supplement products
 - ✓ Top selling Omega 3 Fish Oil on Amazon.com
 - ✓ Top selling product in detox and cleanse category (Colon Cleanse) on Amazon.com
 - ✓ #1 Skincare seller on Amazon.ca

Low-Cap Ex Growth Opportunities

- Significant growth opportunities in International and Domestic markets
- Continued organic growth of Top Rated Products
- New product launch initiatives ongoing

Strong EBITDA Growth

- 2020 Adjusted EBITDA of \$4.6 million, an increase of over 90% from 2019 Adjusted EBITDA of \$2.4 million
- Management expects 2021 to see top line growth while keeping overhead costs level to drive continued improvement in EBITDA



**We are aligned with the
Global trends.**

**We are positioned to deliver
high-quality, on-trend health
and wellness products to our
customers via the internet.**

**We have 3 of the best-selling
brands on Amazon today,
meeting the health needs of
people around the globe.**

**Favourable
Industry &
Market Trends**

**Premium Brand
Portfolio with
Best Selling
Products**

**Unique Business
Model Offering
Numerous Low
CapEx Growth
Opportunities**

**Team &
Infrastructure in
Place to Execute
Growth Strategy**

**Focused on
Profitability**

Diverse Brand Portfolio

ACQUISITIONS

BRANDS

PRODUCTS

MIMI'S ROCK



30+

HEALTH & WELLNESS

45+

BEAUTY & SKIN CARE

The Mimi's Rock Team

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.

We are committed to exceeding our customers' expectations, while aiding them in improving their overall wellness. We want to supplement the health and wellness of people everywhere.

Board of Directors



Telfer Hanson
Chairman of the Board



Bryan Pearson
Board Member



Norma Betts
Board Member



David Grandon
Board Member



Charmaine Crooks
Director

Management & Team



David Kohler
Chief Executive Officer



Andrew Patient
Chief Financial Officer



Chirag Patel
Chief Operating Officer



Stephen Aikman
VP Business Development



Anita Booth
Sr. Director, Marketing



Cassie Anderson
Director, Advertising



Alyssa Paxton
Director Product Operations



Reno Fernandes
Financial Analyst



Jaspreet Banga
Supply Chain Analyst



Axel Linke
Managing Director
DTI GMBH



Lynn Moffat
Customer Service



Tammy Hall
Customer Service

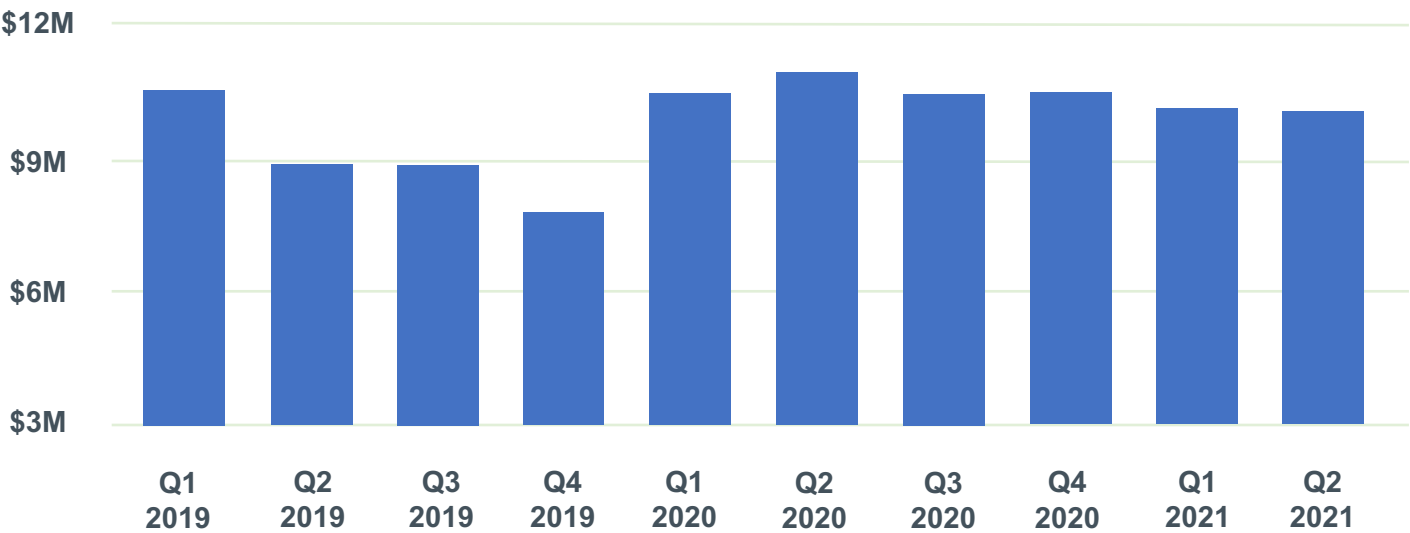
Historic Quarterly Revenue

Strong complementary markets with an increase in consumption

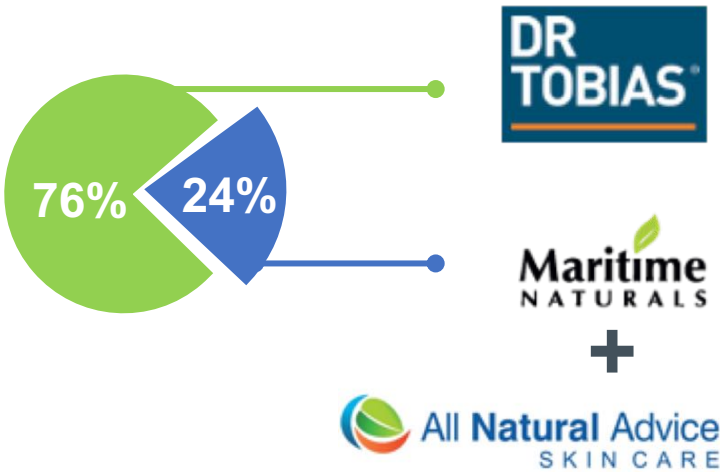
- Stable top-line revenue performance
- Opportunity for further EBITDA margin expansion
- Acquisitions and lines of business contributing to revenue growth



Total Revenue (\$CAD)

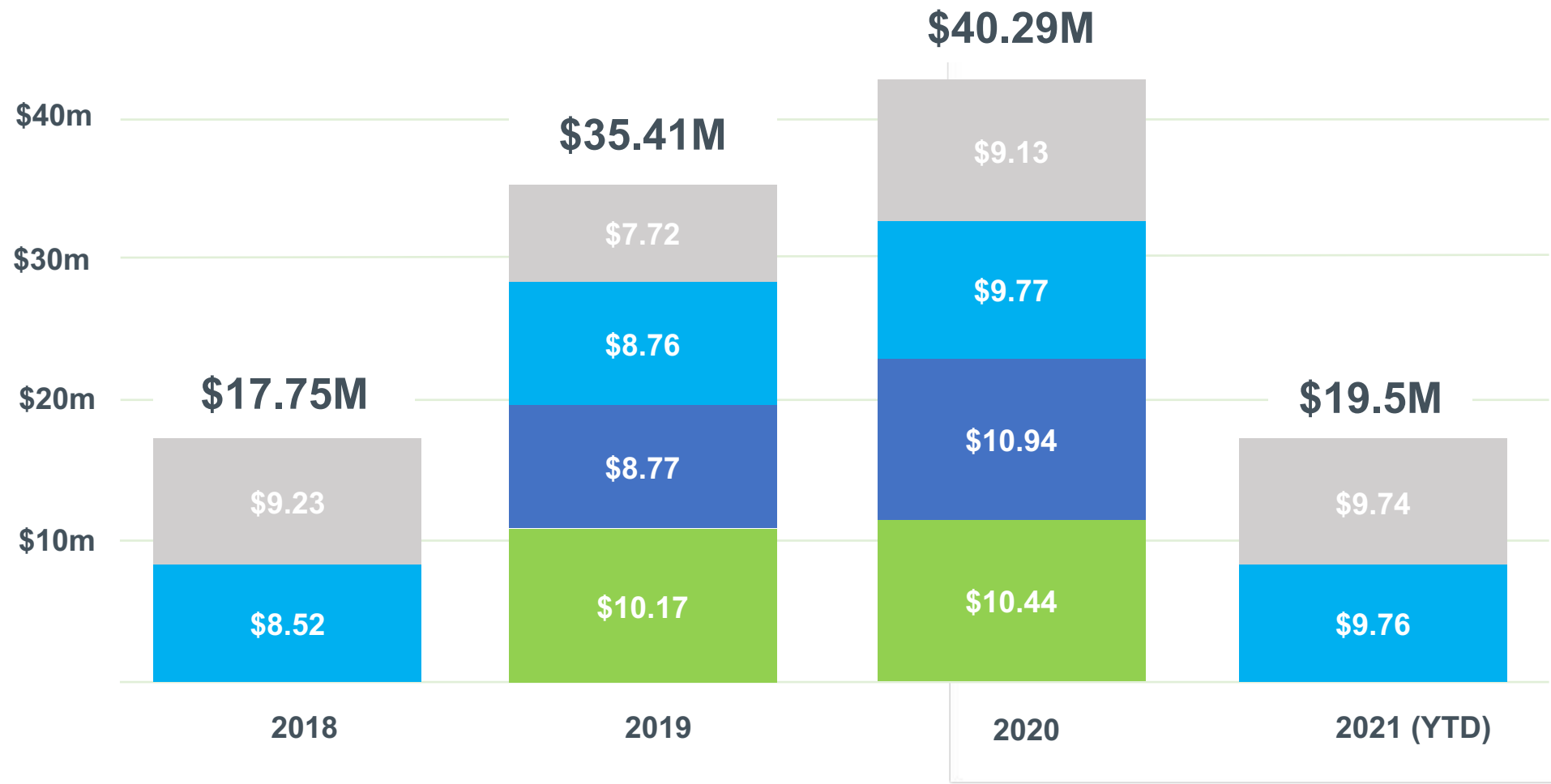


Revenue Breakdown



Historic Yearly Revenue

Well positioned for organic revenue growth as well as acquisitions



Business Model

Highly scalable business model where growth is facilitated by a commitment to operational excellence

For Mimi's Rock, taking a contract manufacturing approach offers:

- flexibility
- nimbleness
- low capex

Required to quickly adapt to trends and opportunities in the market.



Contract Manufacturing

- FDA, Health Canada, EU Approval
- Limits upfront costs, reduced complexity
- If product successful, can transfer tech, migrate and bring manufacturing back in-house

Hedging bets approach: more cost effective less complex to use 3rd party contractor



In-house Manufacturing:

- Buying or building facility
- Operating lines & equipment
- Staff, high wages & tax, validation

1st Unit Production: could take 18–24 months, and cost millions

Retail vs eCommerce Industry Dynamics

Positioned to capitalize from evolving industry dynamics

Traditional Retail (Bricks & Mortar)

- **Acrimonious relationship: retailer wants to pay lower price for goods**
- Model doesn't align the channel partners
- Exclusively focused on margin price from day one:
 - Listing fees, Marketing fees, Warehousing fees
 - Damage allowance, Chargebacks, Cash deductions

Focused on squeezing vendor margin



- ❓ Retail becoming friendlier, otherwise vendors will simply move to eCommerce
- ❓ Established retailers are building e-commerce platforms to compete

**CONTINUUM
SHIFTING:
WITH BOTH
MOVING TO
THE MIDDLE**

Online Retail (eCommerce)

- **Online model offers better alignment between trading partner priorities**
- In fact they have a dis-incentive to reduce vendor prices
 - 15% commission – based on selling price
 - Pick, pack and shipping fees
 - Advertising service fees, opt in/out when wanted

Focused on high velocity products that sell for a premium



- ❓ eCommerce starting to do what Retail has been doing – higher fees
- ❓ House brands, private label, higher fees for positioning (banner ads)

Online Right Fit for Mimi's Rock – Offers Growth Optionality

MIMI positioned to capitalize on significant growth

Traditional Retail Realization

Retailers have realized that ecommerce is not the future, but the present:

- Jockeying for market share
- Relevance
- Survival

Retailers are asking questions like:

- Can we make money online?
- Can we compete against Amazon?
- Should we focus on revenue generation or growth, customer attraction / retention or profitability?

Mimis Rock Positioning

At the end of the day what we are seeing is that ecommerce is a great venue for Mimi's Rock products:

- Physically small products
- Light weight
- Easy to store
- Easy to move
- Easy to transport

Currently positioned with Amazon, and able to easily partner with retail entrants pushing online, and looking for premium quality best sellers like Mimi's Rock brands.

E-commerce Infrastructure in Place

Established on Multiple Global Online Platforms

Amazon Channel

Currently selling on:

- Amazon.com (USA)
- Amazon.ca (Canada)
- Amazon (UK),
- Amazon (Germany)
- Amazon (Italy)
- Amazon (Australia)



Each of Amazon's platforms stand alone

- Run like independent businesses
- No crossover, no data or algorithm sharing
- Each requires separate setup & operations

Additional Channels (Retail & Ecommerce)

Currently selling on:

- Walmart (US) - Direct
- Walmart (Canada) - Direct
- Coupang (South Korea)*
- T-Mall (China)*
- iHerb
- eVitamin
- Shopify



Market Expansion

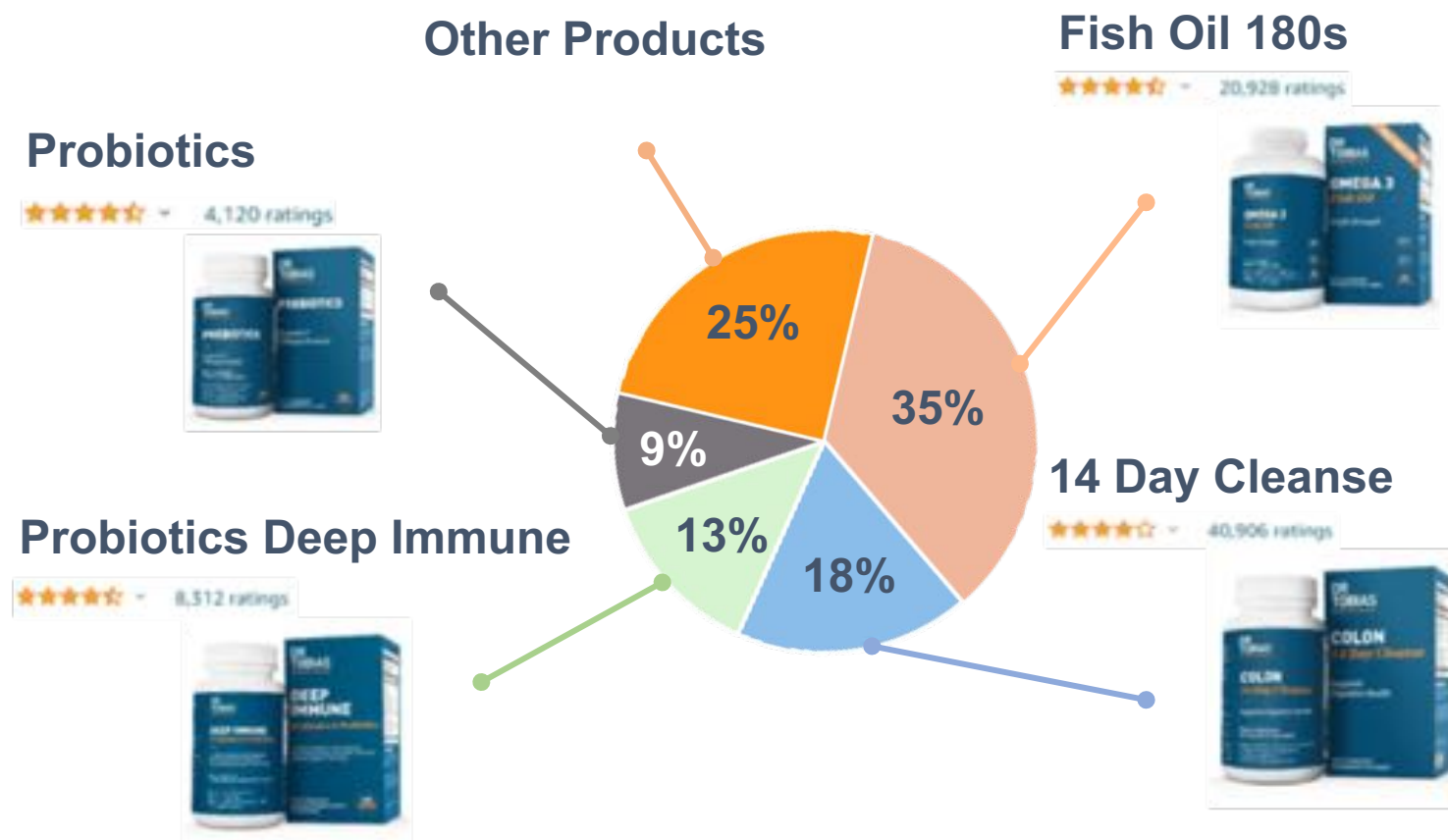
- United States
- Canada
- Germany
- China
- U.K.

Dr Tobias – Flagship Brand

Top rated products in designated categories on Amazon.com



Revenue % by product



Highlights:

- Dr. Tobias products are:
 - ✓ widely recognized for premium and high quality
 - ✓ top rated in designated categories on Amazon.com
 - ✓ differentiated by its Amazon top Ratings which are a source of competitive advantage
- As global eCommerce sales growth, Dr. Tobias products should scale accordingly

Brands: All Natural Advice & Maritime Naturals



December 2019

- Acquired **All Natural Advice** and **Maritime Naturals**

Purchase Price

- \$CAD 9.6M

Highlights

- \$5.5M Revenue
- \$1.6M EBITDA
- 29% Revenue Growth (YoY)
- 109% EBITDA Growth (YoY)

Top Selling

- Premium products
- Skincare Line
- Beauty Line
- Diversified Product Mix

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



20% Vitamin C Serum - 60 ml / 2 oz Made in Canada - Certified Organic Ingredients + 11% Hyaluronic Acid + Vitamin E Moisturizer + Collagen Boost - Reverse...
★★★★☆ ~ 4,267

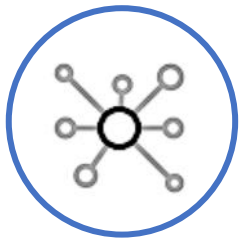


Canada's Premium Retinol Moisturizer for Face -HUGE 120ml - Hyaluronic acid and vitamin A - super anti aging skin cream - Professional Grade-Cruelty Free - Organi...
★★★★☆ ~ 1,648



Investment Opportunity

Focused Growth Strategy



Expand Channel



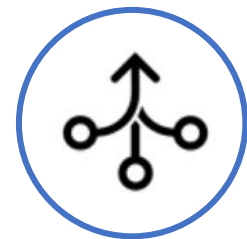
New Countries



New Product Launches

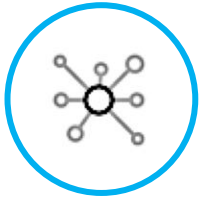


Organic



Acquisitions

Expand Channels - Enter New Countries



Our eCommerce business model offers entry to new markets quickly with limited capex – unlike traditional CPG expansion.

Strategy: Expand Channels, Countries & Dates

- Significant Populations
- Well Developed
- Growing disposable income
- Highly educated

Expansion Underway (ADD DATE):

- All Natural Advice and Maritime Naturals have launched in the U.S. on Amazon.com



New Target Markets:

- Amazon (Saudi Arabia & UAE)
- Amazon (Japan)



New Product Launches



Advance products with key market upside opportunities

Launch on Trend Products in Growing Categories:

- Look at what's trending and popular
- 12 new launches a year
 - Human
 - Pet

Product Selection Team:

- Ideas generating
- Process driven
- Market size
- Margin opportunity
- Stability
- Adoption rates

Product Lifecycle Management:

- Constantly tuning the products under our umbrella
- Maximizing revenue lifecycle

New Product Launches in 2021



Retinol Anti-Aging Face Moisturizer



BETA Blend

- A Dr. Tobias exclusive formula
- Provides advanced immune support
- 50 mg of BCNB* per serving
- 2500 mcg of Vitamin A
- Non-GMO ingredients
- Manufactured in USA



*Beta-Carotene Norisoprenoid Blend



	Name	Brand	Status
New Product Launches	Beta Blend	Dr Tobias	Q1 2021
	Vitamin D3	Dr Tobias - Canada	Q2 2021
Launches in Process	Apple Cider Vinegar Gummies	Dr Tobias - Canada	Q3 2021
	Multivitamin Gummy	Dr Tobias - USA	Q3 2021
	Digestive Prebiotic / Probiotic	Dr Tobias	Q3 2021
	Retinol Moisturizer	All Natural Advice	Q3 2021
	Calming Dog Chew	Dr Tobias - Canada	Q3 2021

Valuation and Comparables Table

Mimi's Rock is traded at a significant discount:

0.9x EV / Revenue NTM (Median 2.9x) and
8.6x EV / EBITDA NTM (Median 15.7x)

Consumer Healthcare Focus

Company Name	Ticker	Price (30/4/21)	Mkt. Cap.	EV	LTM	LTM	NTM	NTM	EV/ Revenue	EV/ EBITDA	EV/ Revenue	EV/ EBITDA
					Revenue	EBITDA	Revenue	EBITDA	LTM	LTM	NTM	NTM
Danone S.A.	ENXTPA:BN	86.88	56,457.5	74,713.3	35,002.9				2.1x	10.7x	2.1x	11.4x
						6,547.1	35,260.4	6,582.8				
Koninklijke DSM N.V.	ENXTAM:DSM	221.1	38,645.6	42,738.7	12,012.4				3.6x	24.1x	3.3x	16.6x
						1,791.6	12,944.5	2,568.3				
Reckitt Benckiser Group plc	LSE:RB.	109.78	78,292.8	93,532.0	23,812.7				3.9x	15.4x	4.1x	15.4x
						5,922.1	22,963.9	6,089.8				
Glanbia plc	ISE:GL9	18.14	5,271.2	6,170.1	5,865.5				1.1x	13.2x	1.1x	13.8x
						351.8	5,791.5	446.7				
Kerry Group plc	ISE:KRZ	159.75	28,241.1	31,244.9	10,304.4				3.0x	21.9x	2.9x	19.3x
						1,377.3	10,785.3	1,620.3				
Blackmores Limited	ASX:BKL	68.0	1,316.9	1,278.7	551.5				2.3x	21.6x	2.2x	15.7x
						52.8	590.1	81.5				
Jamieson Wellness Inc.	TSX:JWEL	38.58	1,542.5	1,716.8	403.7				4.3x	22.7x	4.0x	17.4x
						73.2	434.0	98.5				
Mimi's Rock Corp.	TSXV:MIMI	0.43	22.6	40.3	40.3				1.0x	9.1x	0.9x	8.6x
						4.4	43.2	4.7				
Average		109.32	29,966.8	35,913.5	12,536.2	2,302.3	12,681.4	2,498.3	2.9x	18.5x	2.8x	15.6x
Median		86.88	28,241.1	31,244.9	10,304.4	1,377.3	10,785.3	1,620.3	3.0x	21.6x	2.9x	15.7x

Capital Structure

Cap Info

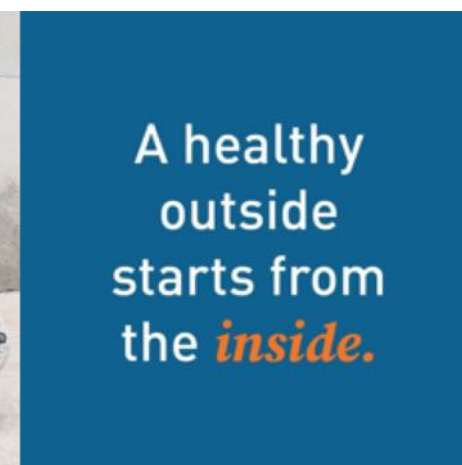
TSX-V Stock Symbol	MIMI
Share Price	\$0.38 (Oct 18, 2021)
Market Capitalization	\$19,959,835
52 Week High / Low	\$0.66 / \$0.29
Basic Shares Outstanding	52,525,883
Fully Diluted Shares	57,493,382

Shareholder Breakdown

Insiders & Management	31%
Institutional Investors	7%
Corporations (Private)	1%
Retail Investors	61%



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



MIMI'S ROCK
TSX-V: **MIMI**

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