



MIMI'S RCK

Investor Presentation  
TSX-V: MIMI  
*June 2022*

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## E-Commerce -The future is NOW

- According to \*Shopify, global eCommerce retail sales will exceed CAD 5.5 trillion in 2022, and reach CAD 7.4 trillion by 2025.
- The company's Dr. Tobias branded products, together with its All Natural Advice and Maritime Naturals brands acquired in 2019, positions it for growth.



# Market Drivers



## U.S. Dietary Supplements Market

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



## Aging Population and Consumption

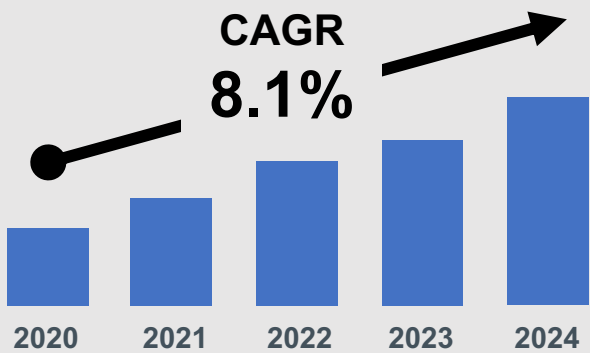
Supplements are more likely consumed on a regular basis by older age groups.



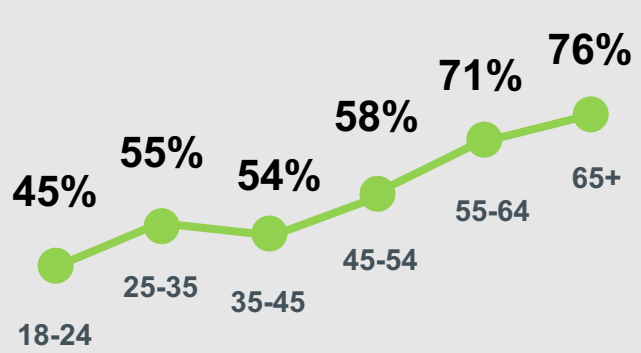
## Global eCommerce Sales Growth

eCommerce sales as a % of Total sales grew by 19.6% last year and continues to trend upward.

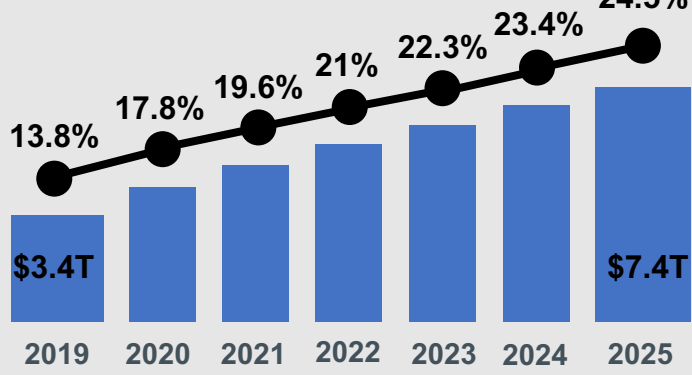
US SUPPLEMENTS MARKET GROWTH



% OF US SUPPLEMENT USERS BY AGE



RETAIL ECOMMERCE SALES AS % OF TOTAL RETAIL SALES FORECAST



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



# Highlights



## Investment Opportunity:

- *Growing sales revenue profile.*
- *Net income and cash flow positive.*
- *Tailwind of growing demand for vitamin supplements and skin care products.*
- *Challenges are behind the company.*
- *Trading at a 50% discount.*

## TSX-V: MIMI

## Financial Performance

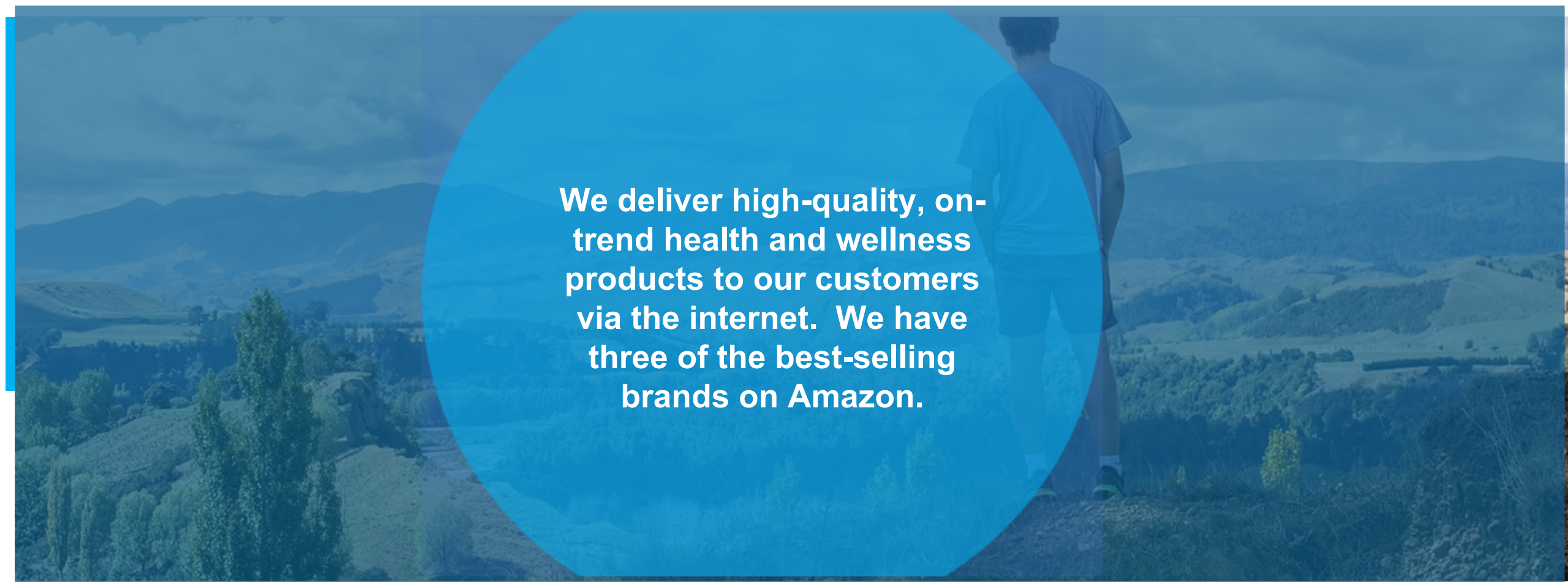
- Sales revenues grew 12% in the first quarter of 2022 (Q1 2022 vs. Q4 2021).
- Cash flows from operations were \$0.97 million.
- And net income was \$0.16 million.

## No Longer an Impediment to Growth

- Discounting by new players has stopped.
- Company has adapted to Amazon's new business model.
- A favourable foreign exchange rate shift.

## Actions by Management

- Raised prices by 12.58% on select products (Best Selling Colon Cleanse).
- Eliminating duplicate and unproductive operating costs.
- Negotiating more favourable lending terms.



**We deliver high-quality, on-trend health and wellness products to our customers via the internet. We have three of the best-selling brands on Amazon.**

**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**

**Profitable  
and Cash  
Flow Positive**

# Mimi's Rock Brand Portfolio

MIMI'S ROCK

BRANDS



PRODUCTS



30+

HEALTH & WELLNESS

45+

BEAUTY & SKIN CARE



## Our Team

All Directors on the Board are intensely focused on re-establishing Mimi's Rock's revenue and cash flow growth, thereby restoring and subsequently growing its market value.

Our operational team is devoted to executing the company's strategy. This entails product price increases, tactical online advertising, new product launches, inventory adjustments, and debt repayments.

### Board of Directors



**Telfer Hanson**  
Chairman of the Board



**David Kohler**  
Director



**Bryan Pearson**  
Director



**Norma Betts**  
Director



**David Grandon**  
Director



**Charmaine Crooks**  
Director

### Management



**David Kohler**  
Chief Executive Officer



**Andrew Patient**  
Chief Financial Officer



**Chirag Patel**  
Chief Operating Officer



**Axel Linke**  
Managing Director  
DTI GMBH



**Stephen Aikman**  
VP Business Development



**Alyssa Paxton**  
Director Product Operations



**Cassie Anderson**  
Director, Advertising



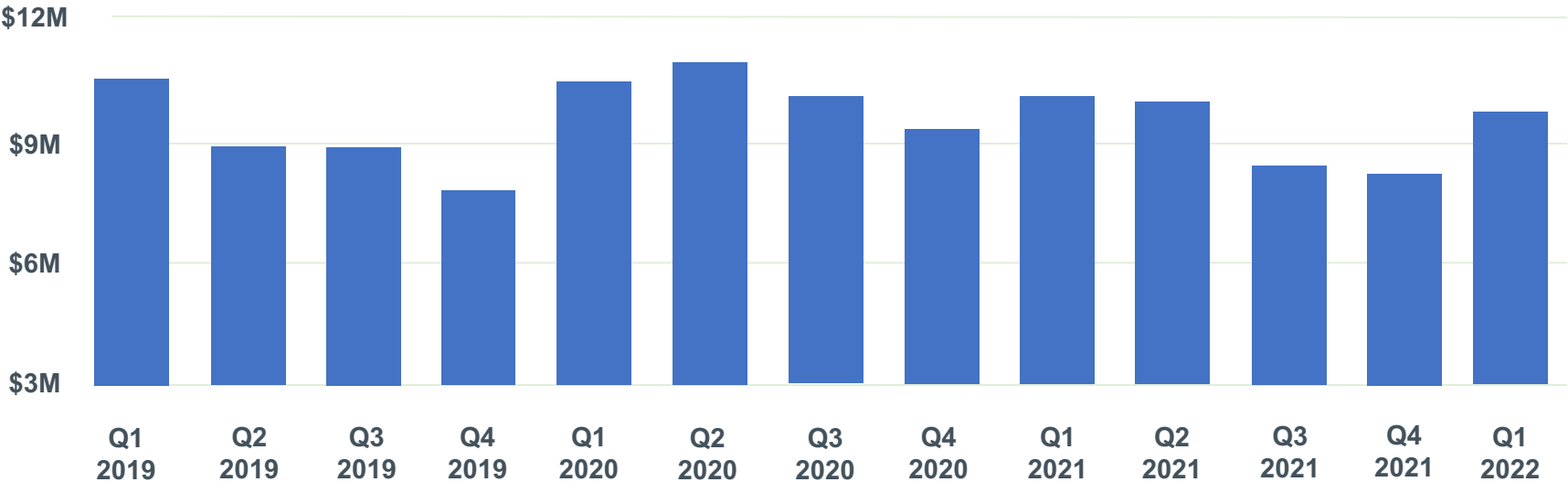
# Historic Quarterly Revenue

Strong complementary markets with an increase in consumption

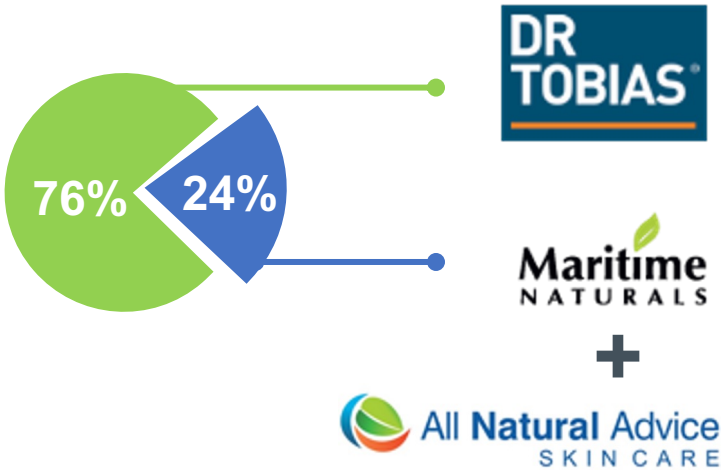
- Stable top-line revenue performance
- Opportunity for further EBITDA margin expansion
- Acquisitions and lines of business contributing to revenue growth



Total Revenue (\$CAD)

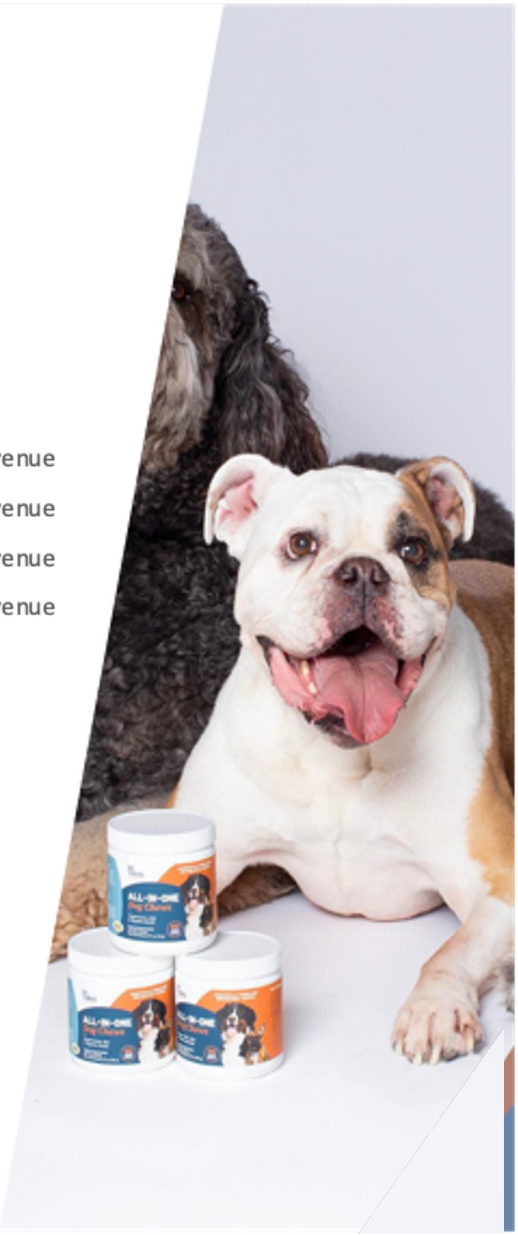
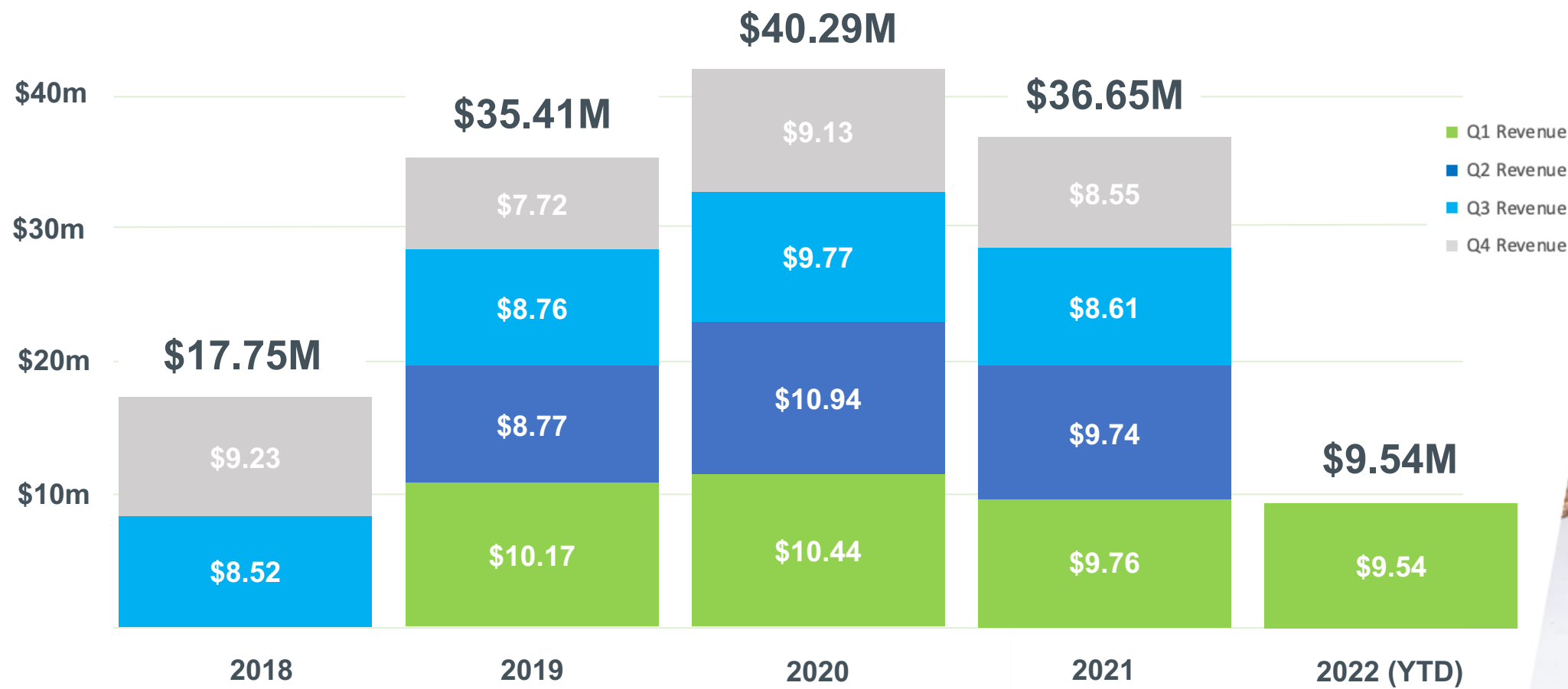


Revenue Breakdown



# Historic Yearly Revenue

Well positioned for organic revenue growth as well as acquisitions



# eCommerce 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)
- Amazon (Spain)
- Amazon (Singapore)



#### \*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
- T-Mall (China)
- iHerb
- eVitamin
- Shopify

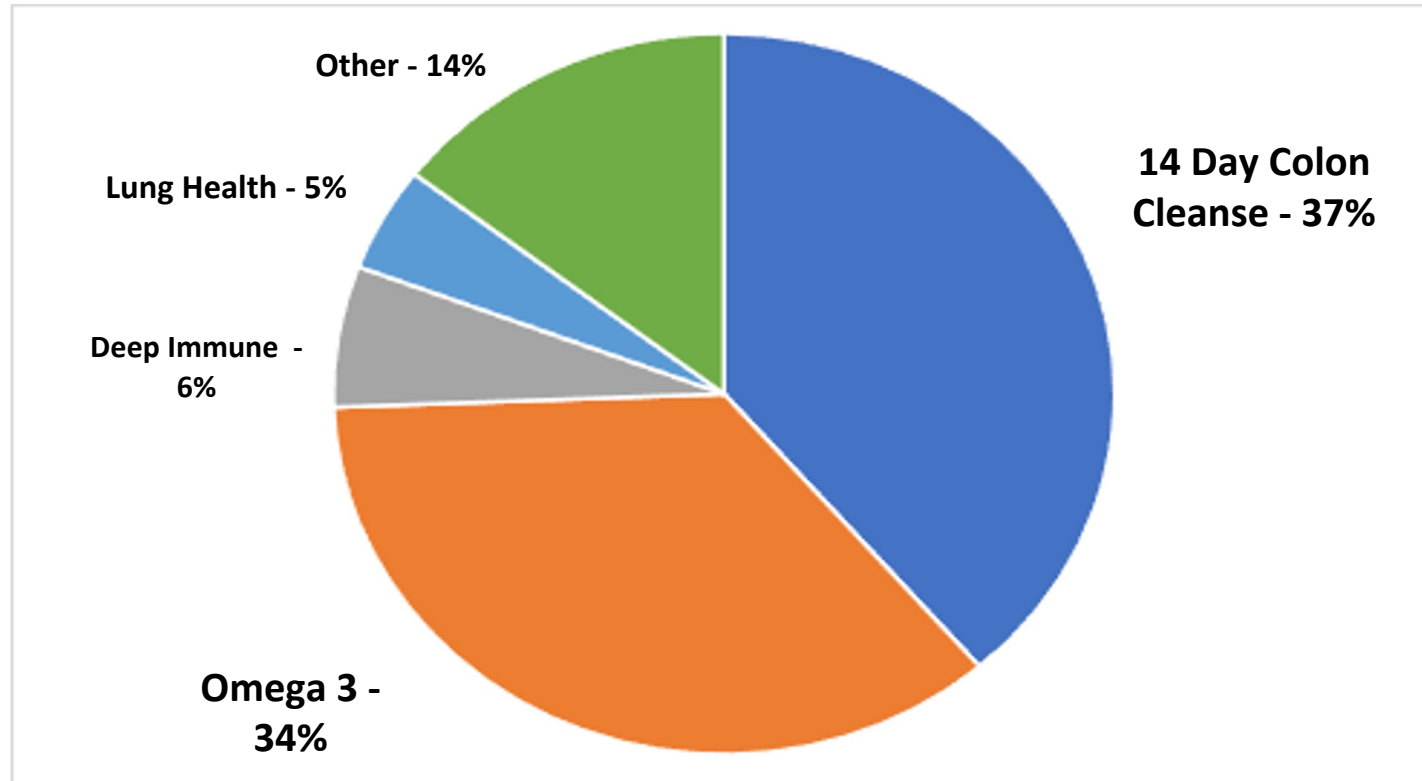




# Dr. Tobias – Flagship Brand

Top rated products in designated categories on Amazon.com

Revenue % by product



## Highlights:

- Dr. Tobias products are top rated in designated categories on Amazon.com
- Dr. Tobias products are 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 products 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

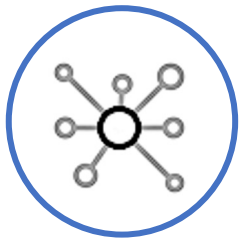


Canada's Premium Retinol Moisturizer for Face -HUGE 120ml - Hyaluronic acid and vitamin A - super anti aging skin cream - Professional Grade-Cruelty Free - Organi...  
★★★★☆ ~ 1,648



# Investment Opportunity

## *Focused Growth Strategy*



**Expand Channel**



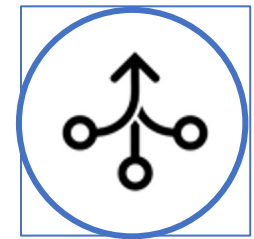
**New Countries**



**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 and Countries

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

### Expansion Underway:

- Dr. Tobias Tmall (China) - launched March 2022
- Dr. Tobias Amazon (Singapore) - launched May 2022



### New Target Markets:

- Amazon (Mexico)
- Amazon (Brazil)



## New Product Launches

*Advance products with key market upside opportunities*

	Product Name	Brand	Launch
New Product Launches 2021	Beta Blend, Apple Cider Vinegar Gummy, Multivitamin Gummy, Digestive Pre+Probiotics, Calming Dog Chews (Canada), Vitamin D3 (Canada)	Dr Tobias	Q4 2021
	Retinol Moisturizer	All Natural Advice	Q4 2021
Launches and Variations 2022	Prenatal Gummy, Colon Cleanse and ACV Gummy 2 packs, Omega 3 Fish Oil size variations (US and Canada) Adult Multivitamin and Lung Health size variations (US -Q2) Night Time Fat Burner (US -Q3)	Dr Tobias	Q1-Q2 2022
	Vitamin C Serum 2 pack & 1oz (Canada Q1-Q2) Facial Toner Mist (Canada-Q3)	All Natural Advice	Q1-Q3 2022
	Retinol Moisturizer 2 pack & 40ml Travel Bundle variations, Probiotic+Collagen Eye Cream, Daily Collagen Moisturizer	Maritime Naturals	Q2-Q3 2022

# Capital Structure

## Cap Info

TSX-V Stock Symbol	<b>MIMI</b>
Share Price	<b>\$0.15 (June 1, 2022)</b>
Market Capitalization	<b>\$7.7M</b>
52 Week High / Low	<b>\$0.66 / \$0.15</b>
Basic Shares Outstanding	<b>52,525,883</b>
Fully Diluted Shares	<b>57,493,382</b>

## Shareholder Breakdown

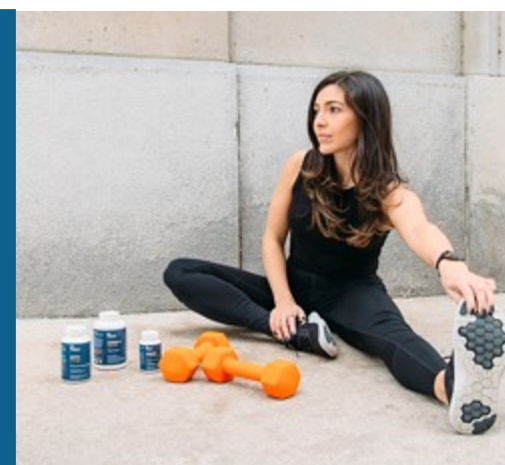
Insiders & Management	<b>31%</b>
Institutional Investors	<b>7%</b>
Corporations (Private)	<b>1%</b>
Retail Investors	<b>61%</b>

## Bank Debt Facility

Bank Debt (Senior Term Loan, Scotiabank) OLR +3%	
Due Date December 31, 2024	
Principle and interest	<b>\$9.1M</b>



## QUESTIONS OR COMMENTS?



MIMI'S ROCK  
TSX-V: MIMI

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