



**good,  
natured.**  
better everyday products™

# company overview

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OCTOBER 2018

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**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*® 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*® 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*<sup>®</sup> 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

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

## wide assortment of products

**135+** plant-based products & packaging SKUs. **100+** food packaging and **35+** home & business organization products and growing.

## strong revenue growth

**59%** Q2 growth compared to prior year comparable quarter. **60%** YOY growth up to June 30 2018.

## highly scalable model

Outsourced, vertically integrated supply chain. Supply chain partners own 13%<sup>3</sup>. Provides growth capacity & expertise on a variable basis.

## management & insider ownership

Insiders & management own **45%** 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>

3. As of Jan 1, 2018. LINDAR Corp owns 6,062,000 & Ex-ech Plastic owes 6,500,000 shares. 4,225,00 shares owned by LINDAR will not be issued until the signing of an outsourcing agreement, which is pending completion in 2018.

# 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.

## 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 BPA, 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.

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.

## **dr. michel labonté** **CTO**

Ph.D. in bioplastics packaging from École Polytechnique (Montréal). Formerly at Bombardier: first to produce polycarbonate snowmobile windshield. Chemical/process engineering and design background.

## **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.



## OUR TARGET MARKETS

### 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 organization 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 120 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		●	●					●		
Direct to Consumer								●	●	

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

(LINDAR Corp & Ex-Tech Plastic)

Variable fees to access highly scalable production, logistics, and customer services<sup>1</sup>.

## 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

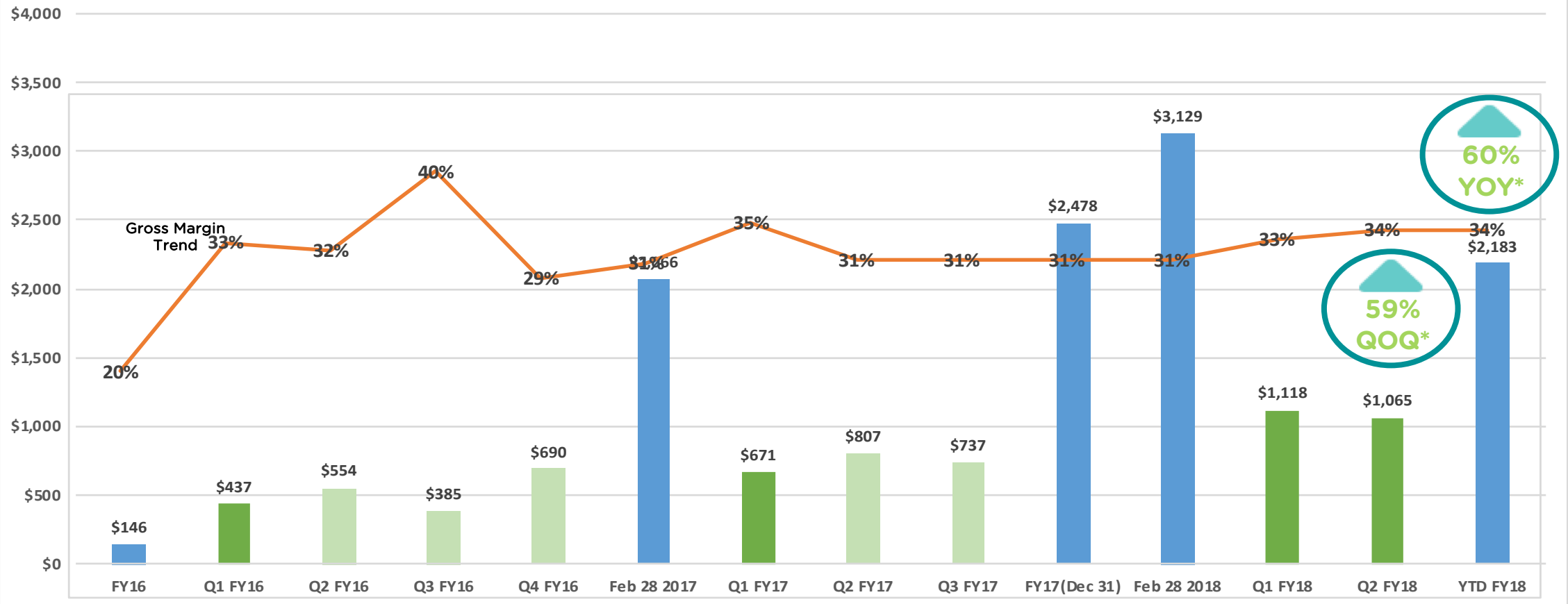
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Leading assortment of  
*better everyday products*<sup>®</sup>

1. As of Jan 1, 2018. LINDAR Corp owns 6,062,000 & Ex-tech Plastic owes 6,500,000 shares. 4,225,00 shares owned by LINDAR will not be issued until the signing of an outsourcing agreement, which is pending completion in 2018.

# financial trends

Trending Gross Revenues & Adjusted Gross Margin  
(Fiscal 2016 to Mar 31 2018)  
New FY18 Fiscal Year-End Dec 31, 2018. All Revs 000s



\* On January 9, 2018 the Company changed its fiscal year-end from February 28 to December 31. As required in such cases, Q2 FY18 is being compared to three months and six months ended May 31, 2017.

# 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.



## Large & growing market

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



## Highly scalable model

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



## 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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# 45% management and insider ownership



## CAPITAL STRUCTURE

AT SEPTEMBER 30, 2018

Symbol	GDPN
Float Size (estimated)	51,778,643
Insider/Management Shares	42,572,043
Shares Outstanding	94,350,686
Fully Diluted	147,684,127
Warrants	46,094,647
Options	7,238,794
Market Capitalization	\$11,322,082

*Outstanding debentures of \$5,029,000 convertible at \$0.15 into 33,526,666 common shares*

# outstanding warrants

## Warrant Summary AT SEPTEMBER 30, 2018

Outstanding	Maturity	Strike	Total
52,231	20-Oct-21	\$ 0.19	\$ 9,793
6,382,154	10-Nov-18	\$ 0.20	1,276,431
181,329	9-Nov-18	\$ 0.15	27,199
8,961,616	21-Dec-18	\$ 0.20	1,792,323
694,583	21-Dec-18	\$ 0.15	104,187
1,936,197	5-May-19	\$ 0.20	387,239
5,316,400	31-Jul-19	\$ 0.15	797,460
11,176,695	28-Aug-19	\$ 0.15	1,676,504
398,575	5-Oct-19	\$ 0.15	59,786
1,744,000	20-Nov-19	\$ 0.15	261,600
9,250,867	28-Feb-22	\$ 0.10	925,087
46,094,647		\$ 0.16	\$ 7,317,611

<sup>1</sup> Warrants summary: 8,664,651 @ \$0.35, maturity March 2018; 15,343,770 @ \$0.20, maturity Nov/Dec 2018 with force convert at 20 non-consecutive days trading above \$0.30; 875,912 @ \$0.15 broker warrants, maturity Nov/Dec 2018; 10,538,500 @ \$0.15 warrants maturity Aug 2019 with force convert at 20 non-consecutive days trading above \$0.20; 826,790 @ \$0.19, maturity Oct 2019 with force convert at 20 non-consecutive days trading above \$0.20; 52,231 @ \$0.1875 commercial loan warrants, maturity Oct 2021; 2,002,500 @ \$0.10, maturity Oct/Nov 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



## **Paul Antoniadis, Executive Chair & CEO**

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.



## **Bill Riesbeck, Advisor**

President at Ex-Tech Plastics, Inc., Illinois



## **Michael Feola, Advisor**

CEO Allexcor Global / Printflex Corporation, Montreal, PQ



## **Jim Zadra, Lead 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.



## **Salil Munjal, Board Director**

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.



## **Tom Haglin, Advisor**

Owner, LINDAR Corp. and Avantech, Minnesota



## **Jon Roby, Advisor**

Retail Strategy, Planning and Finance Leader, Oregon



**thank you**

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