Invest in the next generation of food
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Financial outlook and future-oriented financial information contained in this presentation about prospective financial performance, financial position or cash flows is based on assumptions about future events, including but not limited to economic conditions and proposed courses of action, based on management’s assessment of the relevant information currently available. Projections included herein contain forward-looking statements and are based on a number of material assumptions and factors set out above. These projections may also be considered to contain future-oriented financial information or a financial outlook. The actual results of the Company’s investments or operations for any period will likely vary from the amounts set forth in these projections, and such variations may be material. See the above for a discussion of the factors that could cause actual results to vary. The future-oriented financial information and financial outlooks contained in this presentation have been approved by management. Readers are cautioned that any such financial outlook and future-oriented financial information contained herein should not be used for purposes other than those for which it is disclosed herein.

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Building a premium investment platform for fast-growing CPG brands.

Billy Goat Brands is more than an investor in our portfolio companies, we are a true partner. In addition to our capital investments, we are providing strategic assistance, network connections, and support to help companies grow faster.

**Identify**
With our vast industry knowledge and experience, we work to identify exciting companies in a variety of markets that are primed for fast growth and expansion.

**Incubate**
After applying our process to narrow down the best suited opportunities, we make a significant investment in the selected companies to provide the necessary capital to grow.

**Invest**
We work with our portfolio companies to assist their leadership teams in scaling production & distribution, expanding their market opportunities, and growing their product lines.
**Global shift towards functional foods that support wellness with 7.9% CAGR growth to 2025**

- **Ranked as a “Top 10 Food Trend” by Whole Foods**
- **Used as health aids for 2000+ years**
- **Typically consumed in a dry, powdered form**
- **Can be combined with adaptogen herbs for unique benefits**
- **Research into microdosing shows significant promise**
- **Long shelf life when correctly processed & packaged**

**Functional Mushroom Demand is Growing Exponentially and forecast to rise from $23B to $34B by 2024**

**Covid-19 Pandemic has Supercharged Growth with mushroom demand currently outstripping supply**

**Industry is at an early but rapid stage of development and a dominant consumer brand has yet to emerge**

1 - Source: Grandview Research, Functional Foods Market Size, Share & Trends Analysis, 2019

2 - Source: Transparency Market Research (TMR)
The global plant-based protein market is expected to account for ~US$ 14.5 B in 2020, growing at a CAGR of 7.1% during the forecast period.  

1 - Source: Plant-based Protein Market | Industry Size, Share, Analysis, Trends and Forecasts – 2025 | MarketsandMarkets

The blue economy is the sustainable use of ocean resources for economic growth while reducing the environmental footprint on the oceans.

The global economic output of blue economy activities is currently valued at USD $1.5 trillion.

Technological innovation will reduce the reliance on oceans as a main food source.

Seafood continues to be the fastest growing sector by 2030 with only 60% of fish available for consumption.

The ocean has the ability to absorb up to one third of annual anthropogenic CO2 emissions.

The ocean could provide over six times more food than it does today - more than two thirds of the animal protein that will be needed to feed the future global population.

The blue economy provides a smaller carbon footprint, aquaculture is estimated to be 0.45% of global emissions which is lower than livestock emissions of 14.5%.

The blue economy accounts for about CAD $31.65 billion annually in GDP.

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The blue economy provides a smaller carbon footprint, aquaculture is estimated to be 0.45% of global emissions which is lower than livestock emissions of 14.5%.

3. Source: https://earth.org/blue-economy/
Incubation Strategy

Focus on innovation while addressing the urgency to curb climate change, enhance wellness initiatives and address the global demand for food security.

Revenue acceleration to turn strategic investments and acquisitions into superior cash flow generating assets. Currently, each investee company is expected to deliver >50% CAGR in each of the next 3 years.

Providing both capital and expertise to ESG-focused industries, including functional foods and plant-based alternatives. Multiple transactions are under assessment by the Company, while its term sheets are also being reviewed by third parties.

Valuation – the Company’s pre-money valuation is currently estimated to be $44M based on 143M fully-diluted shares outstanding, which is based on the strength of its investee companies as the result of its incubation strategy.

Develop a diverse team with a broad range of experience including public markets, venture capital, M&A, strategy, corporate governance and operations. The assessment of strategic assets includes the vetting of operational teams.
Investment Targets

TARGET PORTFOLIO DISTRIBUTION

Billy Goat Brands collaborates with a global team of deal originators to ensure consistent and commercial-quality transaction flow.
Investment Portfolio

KOLD Cold Brew
Coffee
100% ownership

The Vegetarian Butcher
~12.4% ownership

Sophie's Kitchen
46% ownership

Evanesce Packaging
Minority Stake

4 companies undergoing due diligence | 2 term sheets out for review

1 – Billy Goat has the right to acquire up to a ~46% equity interest in Sophie’s Kitchen upon funding and conversion of an existing credit facility, as well as the exercise of subscription rights granted to Billy Goat
KOLD Enhanced Cold Brew Coffee

→ BC-based manufacturer and distributor of organic Chaga and Lion’s Mane infused cold brew coffee products under its KOLD brand

→ Entering the North American market with a sophisticated e-commerce store with 3PL fulfilment, while supported across digital, social and targeting influencer media platforms

→ Aims to capture a portion of the ~$23B US functional mushroom market 1 while creating the most sustainable coffee ritual for its consumers to achieve repeat use and consumption

→ Bottling partnership with Terracycle/LOOP

1 - Source: Grandview Research, Functional Foods Market Size, Share & Trends Analysis, 2019
ESG Packaging & Distribution
Powered by Terracycle / Loop

MOVING FROM SINGLE TO MULTI-USE PACKAGING

Step 1: From Single Use To Reuse
Loop works with brands and helps them move from single use to reusable packaging.

Step 2: Distribution of Reusable Products
Loop works with our brand partners to distribute their new product via Loop retailer partners and/or DTC.

Once brands have created their Loop packaging, there are several distribution options available.

DISTRIBUTION CHANNELS FOR LOOP PRODUCTS

Loop Stand-Alone Distribution
Brands automatically have the option to sell on Loop’s own e-commerce site. The Loop stand-alone sites (always 1x per country) are suitable as a low-volume test-and-learn platform.

Integrated Retail Distribution
Integrated retail distribution provides brands with a scalable sales channel through Loop retail partners’ e-commerce and/or in-store platforms.

Brand DTC Distribution
Brand DTC models provide brands the opportunity to sell their Loop products directly in their own stores or through their own e-commerce sites.
Plant-based Seafood
That is tasty AF (as fish)

Sophie’s Kitchen is a Nevada-based manufacturer and distributor of disruptive plant-based seafood alternatives that enable consumers to eat plant-based, without giving up the flavours they love. Sophie’s Kitchen believes everyone has the right to tasty, nutritious food and that food systems should safeguard the environment.

“We believe that plant-based seafood alternatives should be available for everyone, everywhere. That’s why we spent years creating a seamless seafood experience nearly indistinguishable from their animal-based counterparts.”

- Miles Woodruff, CEO

Website: https://www.sophieskitchen.com/

Media Mentions

Sophie’s Kitchen

Plant-based Competitive Landscape

→ Billy Goat Brands has the right to acquire up to a ~46% equity interest in Sophie’s Kitchen upon funding and conversion of an existing credit facility, as well as the exercise of subscription rights granted to Billy Goat Brands

→ Billy Goat Brands has also been granted share purchase warrants in Sophie’s Kitchen

→ Sophie’s Kitchen has also engaged Billy Goat Brands to provide capital markets advisory services including assisting Sophie’s Kitchen with the review of the structure and process for achieving a public listing on a North American stock exchange

→ Working with distributors such as Walmart, Sprouts, and Sysco to distribute several products

→ Began production of “Toona” through their domestic co-packaging facility, including both flavours of “Toona” launched on Amazon and retail
Sophie’s Kitchen

Plant-based Competitive Landscape

The Hard work is done
We have the best national distribution partners, traction with retailers & rapid revenue growth.

PRODUCT CATEGORIES:
- Frozen
- Shelf Stable

DISTRIBUTION PARTNERS:
- unfi
- KeHE

RETAIL CUSTOMERS:
- Wegmans
- Sprouts Farmers Market
- Stop & Shop
- Amazon
- Walmart
- Whole Foods

Source: Sophie’s Kitchen Corporate presentation (SophiesKitchenJan2020.pdf)
The Vegetarian Butcher

One-stop shop for quality plant-based alternatives

- Fresh foods prepared inhouse
- Fresh and frozen packaged foods
- Dry & canned ingredients
- Knowledgeable & passionate staff

Website: https://www.vegetarianbutcher.ca/

By way of a strategic investment, Billy Goat owns a ~12.4% stake in the Vegetarian Butcher.
The Vegetarian Butcher

Investment Highlights

- Two inaugural stores became self-sufficient and cash flow positive within two months of opening.
- COVID-19 has been a catalyst for increased plant-based eating.
- Currently negotiating new locations in Langley and Kamloops, BC and recently launched our online platform.

By way of a strategic investment, Billy Goat Brands owns a ~12.4% stake in the Vegetarian Butcher.
The Vegetarian Butcher

Retail footprint

Bricks & Mortar

Vancouver ($500k/year)
Kelowna ($400k/year)
Langley ($400k/year) opening Q2 2021
Kamloops ($400k/year) opening Q3 2021

* CapEx is approximately $100k per store

* These projections do not include potential revenue generated from franchising opportunities
Evanesce Packaging was founded in response to the growing global need to replace existing packaging technology with truly compostable, organic, sustainable alternatives with considerations for strength, insulation, nesting capabilities, but most importantly cost competitiveness.

→ Sustainable - Evanesce’s technology is a truly sustainable solution for disposable food packaging that decomposes in under 90 days

→ Innovative - patented new technology making sustainable packaging, made from plant-based by-products, a truly compostable market option (3 patents issued, 1 Patent Pending and 17 Claims)

→ Cost-Competitive - Technology is designed specifically to be cost competitive and have a shelf life of over 2 years while decomposing rapidly after use
The Executive Team’s
Transaction Highlights

→ Executed over $5B of various debt and equity transactions, with specific focus on capital structure oversight, operational growth and EBITDA expansion across numerous global businesses
→ Managed a team overseeing over $30B in AUA
→ Founded Greenbridge Capital Corp., a niche lender and liquidity provider
→ Lead the acquisition/disposition of private businesses and real estate exceeding $100M in aggregate value
→ Sophisticated Inventory management experience exceeding $50M
→ Established brand channels, ideas, and platforms for brands like Best Buy, Telus, and Tourism BC, as a director of Canada’s leading creative agency, Cossette
→ Overseeing global marketing for EA Sports’ FIFA franchise with over $2B of revenue
Executive Team

Tony Harris – Chairman and CEO

Tony Harris has over 20 years of experience as an investor and entrepreneur and has earned a reputation for leading high-performance teams. Mr. Harris is the President of the Tony Harris Group and a Partner at Harris Auto Group. As an entrepreneur and investor, Mr. Harris has extensive experience in corporate banking and finance. Tony is an award-winning automotive dealer and real estate developer.

A graduate of the University of Western Ontario, Mr. Harris also completed Executive Education in leadership and entrepreneurship from Babson College. Mr. Harris is a family man, a known community builder and a philanthropist who serves as Chair of the Nanaimo and District Hospital Foundation.*

Kris Dahl – COO and Director

Kris Dahl is the COO and Director of Billy Goat Brands. In addition, Mr. Dahl is the founder and Managing Director of Greenbridge Capital Corp., a niche lender which provides liquidity to law firms and their clients. Mr. Dahl has 25 years of experience in commercial and retail investment and lending. Prior to Greenbridge, he worked as an executive with TD Bank and TD Waterhouse where he managed a 50-person team in 13 offices across Western Canada overseeing over $30B in assets under administration.

Mr. Dahl holds an MBA from Dalhousie University, a BCom from the University of Saskatchewan, and a FinTech Certificate from Harvard University. Mr. Dahl also holds a Derivatives Market Specialist designation from The Canadian Securities Institute.

Kerry Biggs – CFO and Director

Kerry Biggs is the CFO and Director of Billy Goat Brands. Mr. Biggs has over 23 years of finance experience, most recently as CFO of two publicly traded entities within the Canadian cannabis sector. In addition, Mr. Biggs served as Vice President, Treasurer at lululemon athletica, overseeing capital markets, liquidity, treasury and insurance activities. Mr. Biggs was Vice President, Finance at GCT Global Container Terminals Inc., a company wholly owned by Ontario Teachers’ Pension Plan. He has held various senior finance roles at Finning International and Enbridge Inc.

Mr. Biggs holds an MBA from the Richard Ivey School of Business, and a Bachelor of Arts, Political science degree from the University of Victoria. Mr. Biggs is a designated Chartered Professional Accountant.
Executive Team

Paul Marr – SVP, Marketing
Paul Marr is the SVP, Marketing at Billy Goat Brands. Mr. Marr is an award-winning executive creative director. Currently Mr. Marr holds positions as a principal director at KOLD and the head of marcom creative for EA Sports where he leads a team of strategists, designers, copywriters, and creative directors. Prior to EA, Mr. Marr was a director at Canada’s leading creative agency, Cossette, where helped establish brand channels, ideas, and platforms for brands like Best Buy, Telus, and Tourism BC.

David Jackson – SVP, Branding
David Jackson is the SVP, Branding at Billy Goat Brands. Mr. Jackson is a highly regarded marketing leader, currently holding positions as a principal director at KOLD and VP Marketing for EA Sports where he is responsible for over $2B of revenue globally across the FIFA franchise. Prior to EA, Mr. Jackson’s background is comprised of omnichannel public and private sector advertising with Saatchi & Saatchi in London, United Kingdom. Including having held a position with Barclay’s Bank in sponsorship strategy and activation.

Jan Urata – Corporate Secretary
Jan Urata is the Founder and President of Take It Public Services Inc. Ms. Urata founded Take It Public Services Inc. in 2011, a regulatory and corporate compliance support service for top tier junior issuers in a wide range of industries ranging from bio-tech, mining, venture capital, and oil and gas. Ms. Urata brings over 20 years of industry experience and is well versed in taking corporate entities from initial seed capital stage to publicly listed.
**Investment Committee**

**Todd Buchanan – Chairman, Investment Committee**

Todd Buchanan is Chairman of Billy Goat Brands. Mr. Buchanan has over 20 years experience working with Fortune 500, public and private companies on the creation and implementation of business process management methods and technology. Mr. Buchanan has proven he is a strong consensus builder and negotiator, being focused on assisting founders and families operating earlier stage companies from start-up through proof of concept and hyper growth. With having worked with various companies including offering a multi-faceted range of experience having held various senior executive positions at the likes of: International Forest Products; SiCam Systems and its clients; Nexii Building Solutions; Luvo Inc.; LYFE Kitchen; and Equifaira Partners and its clients.

Mr. Buchanan currently serves on the Board, as an officer and in advisory roles with a number of companies, a mutual fund trust, and a not-for-profit organization.

**Asghar Khan – Investment Committee**

Asghar Khan is part of the investment committee at Billy Goat Brands. Mr. Khan has extensive experience working with public and private enterprises, he has driven shareholder value as well as long-term growth. Mr. Kahn had served as Regional Head of Strategy and Business Development for PepsiCo, where he drove a multi-billion dollar portfolio in 14 countries across the Asia Pacific, with primary focus to develop strategy and M&A. Prior to, Mr. Khan held senior Finance and Planning positions at Rogers Communications Inc and PwC.

Mr. Kahn has also served on the boards of various MNC’s in Asia Pacific. Mr. Khan is a member of CIMA Australia. In addition, Mr. Khan holds a Bachelor’s degree from Albright College, and an MBA from Lerner School of Business, University of Delaware and a Master’s degree in Finance from The Wharton School of Business, University of Pennsylvania.

Mr. Buchanan currently serves on the Board, as an officer and in advisory roles with a number of companies, a mutual fund trust, and a not-for-profit organization.

**Kris Dahl – COO and Director**
Board of Directors

Lyndsay Hamelin - Director

Lyndsay Hamelin brings over 15 years of experience in corporate and securities law. During her career, she has focused on securities and corporate finance and assists with managing and orchestrating public company requirements with a focus on the CSE, TSXV and TSX stock exchanges, as well as listings on the OTC Markets. After starting her career in Vancouver, Canada, Lindsay advanced to a senior position working with a top-tier law firm in London, England where she assisted in completing a corporate reorganization. She later returned to Canada where her international expertise helps clients navigate complex corporate compliance matters, financings and IPO preparations for the Canadian markets.

Natasha Raey - Director

Natasha Raey is an entrepreneur and philanthropist, with over 15 years of operational and project management experience. Ms. Raey’s primary sector focus includes healthcare, cannabis, consumer discretionary and women’s empowerment. Ms. Raey is the founder of Bloomelix, including the CEO of Skye Cannabis. She has had experience developing and executing research projects and development action plans and evaluation frameworks for a number of community development and health focused projects. Including a partner at Cadence Health Centre, overseeing the development and execution of the multi-disciplinary health centre and compounding pharmacy.

Ms. Raey is an avid philanthropist with a focus on healthcare and women’s empowerment. Ms. Raey is the Founder of SheTalks Global a platform for women to share their stories of empowerment, a movement that has been recognized by CNN International. Currently, Ms. Raey sits on the board of Myconic Capital Corp. Ms. Raey holds an Honors Degree in Molecular Biology and Biochemistry from Simon Fraser University. Including a Masters in Health Administration from the University of British Columbia.

Tony Harris – Chairman of the Board and CEO

Kris Dahl – COO and Director

Kerry Biggs – CFO and Director
Capital structure

<table>
<thead>
<tr>
<th>Capitalization Table</th>
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<tbody>
<tr>
<td>Common Shares Issued and Outstanding</td>
</tr>
<tr>
<td>Warrants</td>
</tr>
<tr>
<td>Stock Options</td>
</tr>
<tr>
<td>Fully-Diluted Shares Outstanding</td>
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</tbody>
</table>

Warrant proceeds would total approximately $12.5 million if fully exercised and option proceeds would be $1.2 million if fully exercised.
## Comparables

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Exchange/Ticker</th>
<th>MC ($MM)</th>
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<tbody>
<tr>
<td>Functional Foods</td>
<td></td>
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</tr>
<tr>
<td>LAIRD Superfoods</td>
<td>AMEX: LSF</td>
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<tr>
<td>Whole Earth Brands Inc.</td>
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<tr>
<td>Organto Foods Inc.</td>
<td>TSXV: OGO</td>
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<td>Mean</td>
<td></td>
<td>$242</td>
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<tr>
<td>Median</td>
<td></td>
<td>$154</td>
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<tr>
<td>Plant-based Proteins</td>
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<td></td>
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<tr>
<td>Plant &amp; Co. Brands</td>
<td>CSE: VEGN</td>
<td>$16.98</td>
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<tr>
<td>Very Good Food Co</td>
<td>CSE: VERY</td>
<td>$230.80</td>
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<tr>
<td>Modern Meat</td>
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<td>Organic Garage</td>
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<td>Beyond Meat</td>
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<td>Organto Foods Inc.</td>
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<td>Eat Beyond Global Holdings</td>
<td>CSE: EATS</td>
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<td>Burcon Nutrascience Corporation</td>
<td>TSX: BU</td>
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<td>Pontus Protein Ltd.</td>
<td>TSXV: HULK</td>
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<tr>
<td>Else Nutrition Holdings Inc.</td>
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<td>$70</td>
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<tr>
<td>Beverages</td>
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<tr>
<td>Oatly Group</td>
<td>NASDAQ: OTLY</td>
<td>$10,042.00</td>
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Notes:
1. Pricing as of Sept 15, 2021
2. All values shown in USD unless otherwise indicated