



# investor overview

September 2022



CLEAN TECHNOLOGY FAST 50™ 2021 RECIPIENT  
NORTH AMERICAN FAST 500™ 2021 RECIPIENT  
AWARDED BY DELOITTE LLP

TSX.V : GDNP  
OTCQX : GDNPF

# the fine print

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## 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. For further information, please go to [investor.goodnaturedproducts.com](https://investor.goodnaturedproducts.com).

## 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.

# OUR NORTH STAR & **key investor considerations**



# our north star

BECOME NORTH AMERICA'S LEADING  
EARTH FRIENDLY PRODUCT COMPANY



By developing plant-based  
products & packaging



and acquiring relevant companies

that grow our assortment,  
customer base and market reach.



# We're all **good natured**®

Sustainability  
is at the heart of  
our business.

Making  
Good

With  
Purpose



## **Making Good**

We put our whole hearts into making *better everyday products*® that use more renewable resources, less fossil fuel, and no chemicals of concern.

## **With Purpose**

We transform the latest bio-based technology into earth-friendly products that help our customers make their own positive impact. Today.



# key investor considerations

## MASSIVE MARKET **opportunity**

### Positive Macro Drivers

- Growing consumer demand for sustainable products
- Increasing environmental regulatory pressure
- Restoring supply chain to North America

### Fast Growing

- U.S. Sustainable CPG estimated to grow to US\$400 B annually\*
- Fragmented market ripe for consolidation

\*Based on estimated \$1 of every \$5 spent on fast moving consumer goods ("FMCG") is coming from an environmentally conscious consumer. Management therefore estimates the U.S. sustainable consumer packaged goods ("CPG") opportunity at up to 20% of the overall U.S. CPG market.  
<https://www.kantar.com/inspiration/fmccg/sustainability-could-bring-382-billion-to-fmccg-brands>

## STRONG **business model**

### Growth Strategy – Two-Pronged

- Organic – landing new customer, cross selling to grow revenue per customer, new product launches.
- Acquisition – 6 M&A transactions completed to date.

### Consumer Oriented Climate Tech Proposition

- Internationally trademarked, recognizable brand
- Focus on making it easy & affordable for businesses
- 50%+ YOY ecommerce growth

### Strong Product Road Map

- 400+ products across 5 distinct business groups
- 3 ingredient families including fiber, bio-based & biodegradables

## PROVEN **track record**

### High Growth Business with 5-year CAGR Of 111%

- 2021 revenue of \$61.1 million
- Growing at triple-digit rate

### Diversified Revenue Mix

- 1400+ active B2B customers
- National, regional and small business customers across 50+ states and provinces

### Solid Competitive Advantage

- Defensible moats - trade secrets, IP, leading product range, domestic manufacturing footprint
- Experienced Fortune 500 leadership team

# important milestones



## 2016

Completed First Acquisitions, LINDAR Corp. Bioplastics Division and Ex-Tech Plastics Bioplastic Division

## 2017

Changes name from Solegear to good natured Products Inc. & Surpasses \$2 Million In Annual Revenue And 14x YOY Growth

## 2018

Recognized by Government of Canada via Innovation Funding Award & Surpasses \$3.1 Million in Annual Revenue and 51% YOY Growth

## 2019

**June 2019**  
Secures \$10 Million USD for Organic Working Capital and Acquisitions From Business Development Bank Of Canada

**March 2019**  
Achieves Top 10 Best Seller Ranking On Amazon.com for Plant-Based Handy Recycler

**December 2019**  
Surpasses \$10.1 Million in Annual Revenue and 98% YOY Growth

## 2020

**December 2020**  
Closes Acquisition of IPF For \$16.7 Million

**May 2020**  
Closes Acquisition of Shepherd Thermoforming for \$9.5 Million

**December 2020**  
Surpasses \$16.7 M in Annual Revenue & 65% YOY Growth

## 2021

**March 2021**  
Closes \$23.1 Million Bought Deal Offering & Debt Retirement

**May 2021**  
Closes Acquisition of All Operating Assets of Ex-Tech

**October 2021**  
Closes \$35.8 Million Senior Credit Facility & \$17.25 M Convertible Debenture Offering

**December 2021**  
Surpasses \$61.1 Million in Annual Revenue & 266% YOY Growth

## 2022

**March 2022**  
Announces Patent-pending for Novel Tamper Evident Packaging, GoodGuard™

**May 2022**  
OTCQX Listing Under Ticket Symbol GDNPF

**July 2022**  
Closes Acquisition of Houston-based FormTex Plastics

**August 2022**  
Secures USD \$55 Million Credit Facility with Wells Fargo and CAD \$6.6 Million Mortgage Financing with Business Development Bank of Canada

# INDUSTRY AND **market drivers**



# SUSTAINABLE PRODUCTS driving big business



\$1 in every \$5 spent on Fast Moving Consumer Goods (FMCG) comes from an environmentally conscious consumer.<sup>1</sup>

20%



The U.S. sustainable CPG market opportunity is estimated as high as 20% of the overall CPG market, or US\$400 billion annually.<sup>2</sup>



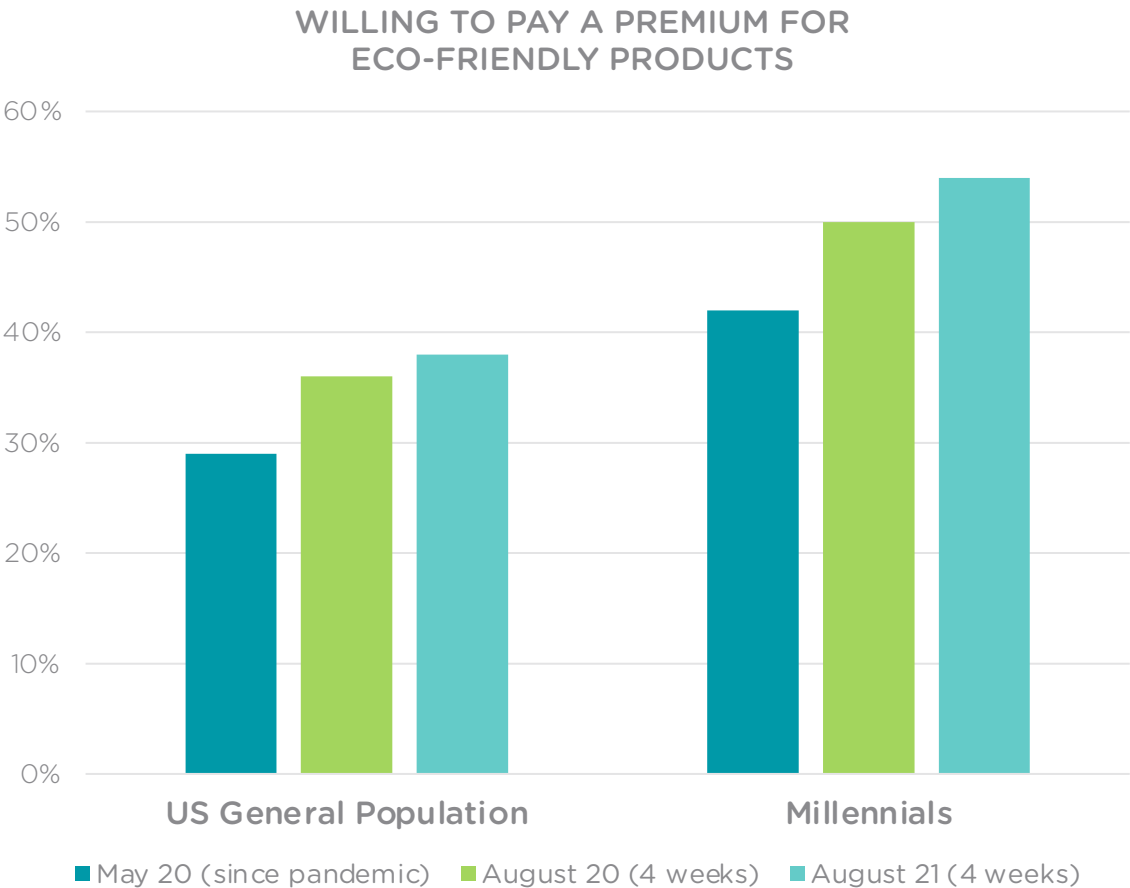
Food & beverage packaged goods are a key driver of demand for sustainable packaging and expected to grow at an annual rate of 10.7% to 2027.<sup>3</sup>

1. Kantar: Who Cares, Who Does? Study, September 2020, <https://www.kantar.com/inspiration/fmccg/sustainability-could-bring-382-billion-to-fmccg-brands>

2. Consumer Brands Association, CPG Industry Supports 20 Million American Jobs, Contributes \$2 Trillion to GDP, August 2019, <https://consumerbrandsassociation.org/posts/cpg-industry-supports-20-million-american-jobs-contributes-2-trillion-to-gdp/>

3. Emergen Research, Sustainable Packaging Market Size, Share, Trends, By Materials, September 2020, <https://www.emergenresearch.com/industry-report/sustainable-packaging-market>

# MILLENNIALS WILL pay a premium for sustainability



Meta for Business: Business Marketing Research and Intelligence, US Micro-shifts Study, 2022.  
<https://www.facebook.com/business/news/insights/sustainability-trends-shape-consumers-decisions>



“In 2022, consumers will look to connect with brands that reflect their evolving beliefs, and they’re **willing to pay a premium for eco-friendly or sustainable products.**”

# BUSINESS PLAN DESIGNED TO CAPTURE **key drivers of sustainable demand**

## BUILDING A **brand with purpose**

Consumers are highly conscious of the packaging they buy weekly, and it is top of mind when they consider how they can personally reduce their environmental impact\*. They expect brands & retailers to be more socially & environmentally responsible.



## EMBRACING **climate policies**

Bans on chemicals of concern, non-renewable materials and single-use disposables are driving change in how everyday products are packaged and sold.

## CONSOLIDATING **fragmentation**

Sustainable CPG is characterized by two types of competitors with no established leader:

1. Multiple small entrants focused on one product line or niche market segment
2. Traditional brands acquiring new entrants to add sustainable products to their assortment



# SUSTAINABLE PACKAGING MARKET growing & ripe for transformation



“ Growing awareness regarding environmental concerns among consumers and strict government regulations regarding toxic packaging materials have fueled the sustainable packaging market.

## MASSIVE MARKET

Packaging market USD \$1+ trillion worldwide and still dominated by petroleum-based products.

## DEMAND INCREASING

Consumer and industry trends driving gigantic growth of the industry.

## ACQUISITIONS OCCURRING

Consumer goods companies acquiring sustainable products to differentiate from incumbents.

## HIGH FRAGMENTATION

Industry highly fragmented – largest company is USD \$23 billion yet only 3% global market share.

The background is a solid teal color with a repeating pattern of various leaf shapes. Some leaves are dark teal, while others are a lighter shade of teal. The leaves include simple oval shapes, elongated fern-like leaves, and more complex, multi-lobed leaves. The pattern is dense and covers the entire background.

## WHAT WE DO AND **go to market**

# what we do

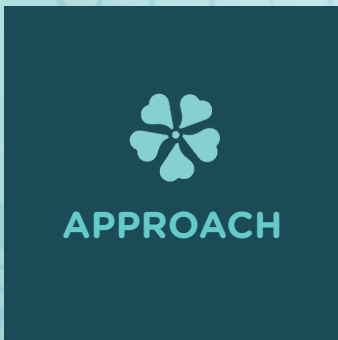


## USE CLEAN RENEWABLE MATERIALS

Our products are made with the highest possible percentage of renewable, plant-based materials instead of petroleum & contain no chemicals of concern.

## MAKE BETTER EVERYDAY PRODUCTS

We're part of the sustainable consumer packaged goods (CPG) industry offering a wide assortment of eco-friendly products made from plants.



## MAKE IT EASY & AFFORDABLE

We focus on making everyday products in North America and offering them through multiple channels so it's easy and accessible for businesses to make the switch to sustainable packaging.





# 3 ingredient families meet diverse customer needs

## PRESSED & MOLDED **fiber**

Made from a variety of feedstocks, our fiber products meet the needs of retail and restaurants who need zero-waste single use solutions for take-out and prepared meals.

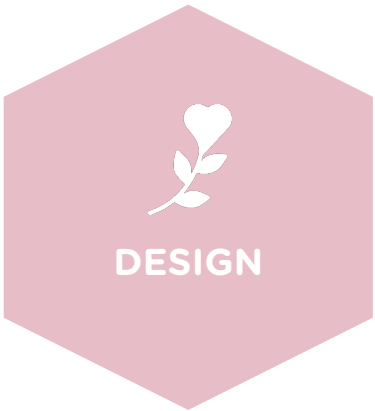
## CHEMICALLY EQUIVALENT **bio-based plastics**

We offer a growing assortment of bio-based plastics made from plants that are compostable and drop-in which can be fully co-mingled with traditional HDPE, LDPE and PET for ease of recycling.

## CLOSED LOOP **biodegradables**

For customers who are ready to go all the way, our biodegradable and certified compostable polymers create a full closed loop by turning back into soil to be made into more plants.





**designed to deliver  
better everyday  
products®**

- We take the stuff people are buying every day and make it better by:
- 1. Making them out of renewable materials and without chemicals of concern.
  - 2. Ensuring they perform the same or better than petroleum-based products.
  - 3. Making them more readily accessible to people as a means to create meaningful environmental and social impact.





APPROACH

our approach maximizes organic growth

We offer a leading assortment through multiple channels to diverse customers.

5 KEY BUSINESS GROUPS  
400+ products & services

MARKET SEGMENTS	PACKAGING	GENERAL MERCHANDISE	COMMERCIAL & BUSINESS SUPPLIES	INDUSTRIAL	SERVICES
DIRECT TO BUSINESS					
National					
Regional					
Small Business					
DIRECT TO CONSUMER					
eCommerce					
Stores					

Leaves represent business groups and market segments with active customers during the prior 12 months.



# key business groups

## Packaging

Stock and custom designs for various industries delivered through exclusive and/or multi-year purchasing agreements.

## General Merchandise

Everyday products with high purchase frequency and a focus on removing chemicals of concern in homes and through supply chain.

## Commercial & Business Supplies

High volume/high demand items used in operations, from pallet stretch wrap to multi-use packaging made from renewable materials.

## Industrial

Eco-friendly inputs to retail, restaurant, medical and manufacturing industries, including extruded sheets and biodegradable agents.

## Services

Supplemental service offerings, such as design, prototyping, labelling and mold financing to support customer requirements.



## 2-pronged growth strategy

Centered on building a diversified customer base & product mix.

### ACQUISITIONS That Augment The Business Model

Acquire relevant brands and companies that meet criteria to expand assortment, our customer base and market reach and open up cross selling opportunities:

- Large diverse customer base
- Large range of product offerings
- Cross-selling opportunities
- Strengthens supply chain efficiency
- Positive EBITDA
- Petroleum-based products that can be reformulated and re-launched
- New product categories
- New geographies

### ORGANIC SALES Driven By A “Land And Expand” Sales Strategy

- Attract new customers with leading assortment offering
- Direct sales team cross-sells to maximize customer account
- New products added to drive new cross-sell opportunities

**rooted in  
sustainability**



# we've been getting a big thumbs up

“



## AMAZON.COM

eco friendly! beautiful product. What I love about this product is that its planet friendly! I avoid use of plastic, so, I'm super glad to get this!



“

**WE ABSOLUTELY LOVE THE PACKAGING**  
and we're so glad we switched over to plant-based packaging...  
The customer service has been phenomenal. Thank you so much! ❤️



“

**IT LOOKS SO MUCH BETTER**  
(and way cuter!) in its new smaller container! It's so great to see so many companies making great products that are saving our planet.



“

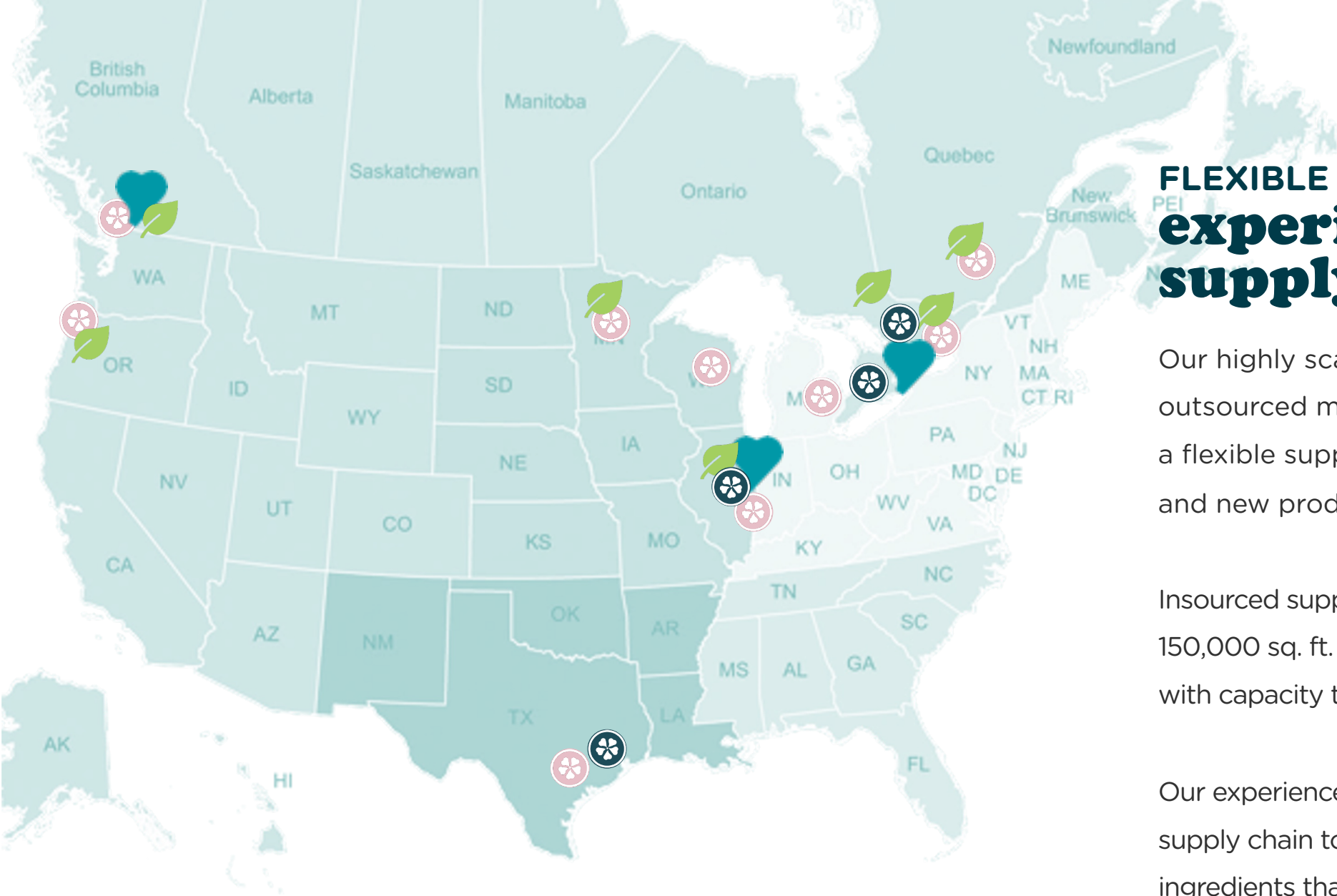
**NEW PACKAGING!**  
I love these treat boxes from *good natured*®. They are made of 99% plant-based material and are certified compostable!





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# SCALEABLE, FLEXIBLE **operations**



# FLEXIBLE & SCALABLE experienced supply chain

Our highly scalable insourced and outsourced manufacturing model delivers a flexible supply chain to support growth and new product development.

Insourced supply chain has approximately 150,000 sq. ft. of manufacturing floor space with capacity to extrude over 60 million lbs.

Our experienced team has built a global supply chain to access the latest bio-based ingredients that support our growing product assortment.

	Outsourced Manufacturing		Insourced Manufacturing		Regional Offices		Distribution Centres
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# defensible moats

Well positioned to solidify a leadership position in a high growth industry.

## ♥ First To Market

400+ plant-based products positions *good natured*® as a market leader

## ♥ Unique, Well Executed Business Model

Retail-oriented sales strategy by Business Group and customer segments delivers consistent organic growth

## ♥ Trade Secrets

Processing trade secrets and know how

## ♥ Patents

Proprietary, patented and patent pending product designs and material recipes

## ♥ Scalable Supply Chain

Exclusive and highly scalable supply chain agreements

## ♥ Capital Efficient Model

Insourced and outsourced manufacturing model delivers a flexible supply chain to support growth and new product development

## ♥ Source Agreements

Unique and defensible ingredient sourcing agreements

## ♥ Trademark Brand

Consumer-oriented, recognizable brand and market positioning

# we give new meaning to flower power





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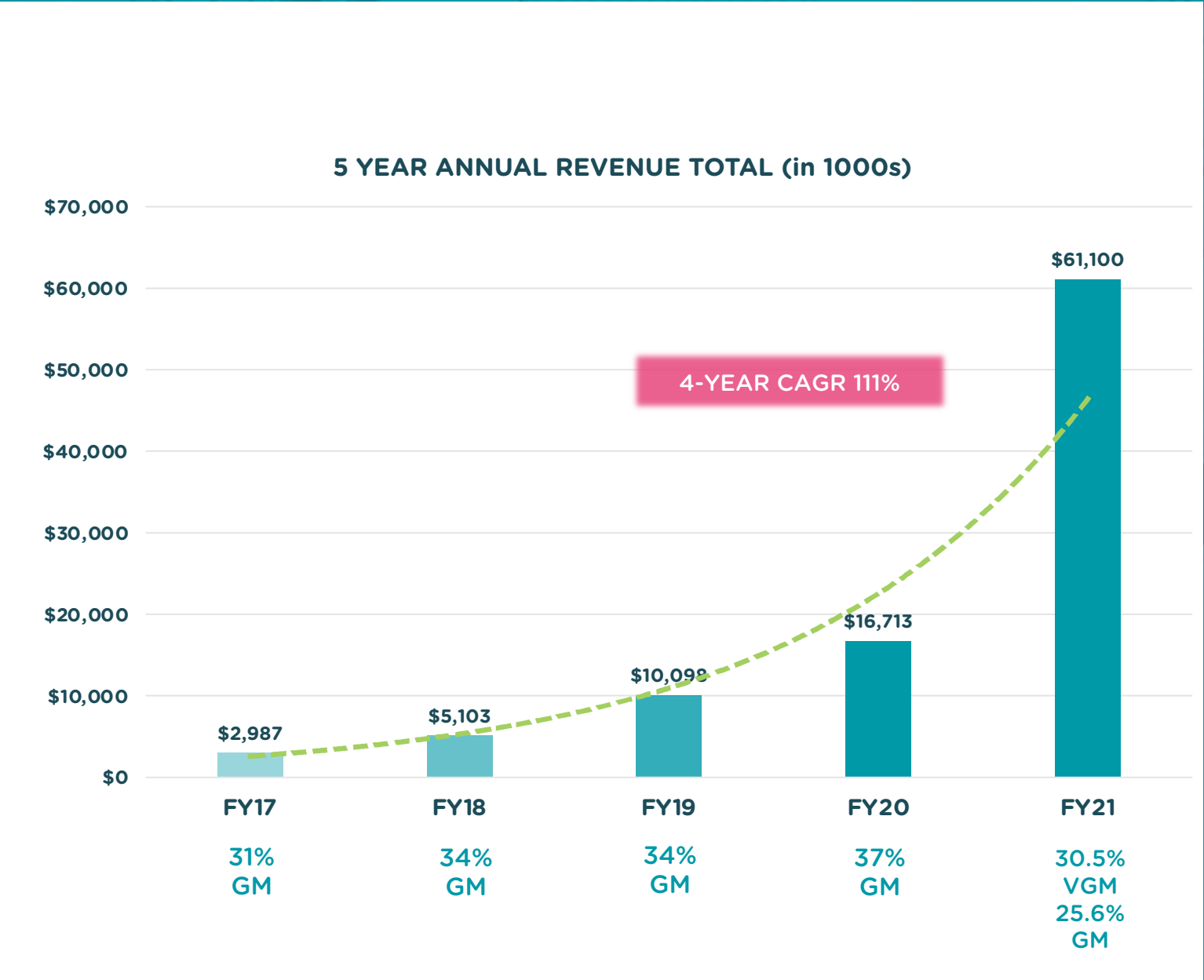
# CONSOLIDATED **financials**



# strong revenue growth

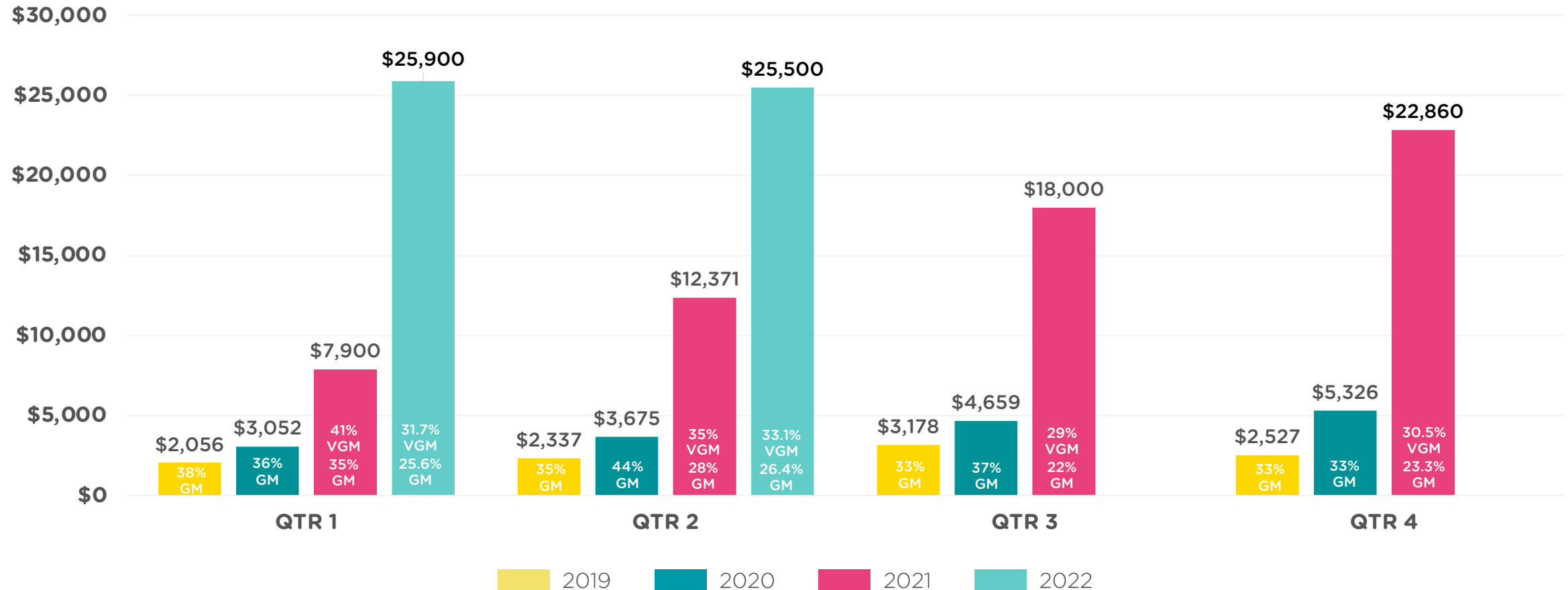
EBITDA IMPROVEMENTS  
CHARTED IN EACH FISCAL  
YEAR PLAN

Variable Gross Margin (VGM), a non-GAAP measure, is gross margin excluding fixed production costs such as depreciation, repairs and maintenance, utilities and similar overhead items.



# quarterly results coming in strong

YOY QUARTERLY REVENUE COMPARISON (in 1000s)

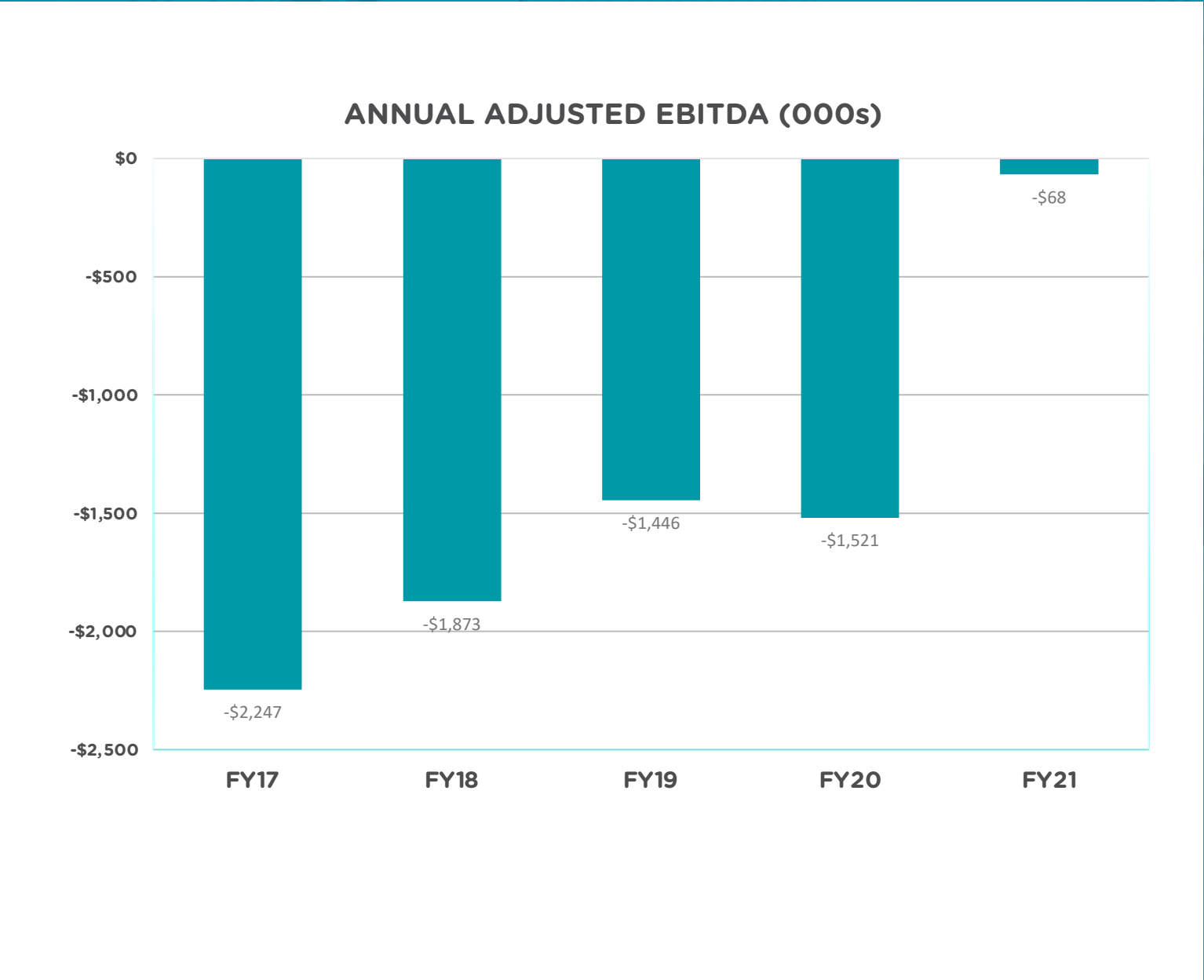


Variable Gross Margin (VGM), a non-GAAP measure, is gross margin excluding fixed production costs such as depreciation, repairs and maintenance, utilities and similar overhead items.

# adjusted EBITDA

ADJUSTED EBITDA\* PROVIDES MANAGEMENT A VALUABLE, NORMALIZED METRIC FOR THE EVALUATION OF ONGOING OPERATING PERFORMANCE, STRATEGIC DECISIONS AND FUTURE OPERATING PLANS.

\*Note: A non-GAAP financial measure.



# ACQUISITIONS THAT CREATE transformative synergies

These transactions demonstrate the Company’s ability to successfully complete strategic acquisitions to achieve its growth objectives.

2020



Completed the acquisition of Shepherd Thermoforming & Packaging Inc., a leading thermoformer with over 35 years’ experience.

**Average Annual Revenue**

+CAD\$5.0 Million

**Average Annual Adjusted EBITDA**

CAD\$420,000



Highly synergistic, the addition of IPF more than doubled revenue on trailing twelve-months across nearly 100 customers, and drives margin efficiencies with the Shepherd facility.

**Annual Revenue**

+CAD\$17 Million

**Annual Adjusted EBITDA**

CAD\$3.7 Million

2021



Announced highly accretive acquisition of Ex-Tech Plastics in Richmond, Illinois, positioning *good natured*® as one of North America’s leading commercial sheet extruders.

**Annual Revenue**

+CAD\$33 Million

**Annual Adjusted EBITDA**

US\$2.6 Million

2022



Announced the acquisition of FormTex Plastics Corporation in Houston, Texas, increasing the company’s capacity and customer base, resulting in material positive financial synergies.

**Annual Revenue**

+USD\$4.9 Million

**Annual Adjusted EBITDA**

US\$0.6 Million



23% mgmt. & insider ownership

CAPITAL STRUCTURE AS AT AUGUST 30, 2022

NOTE: STOCK OPTIONS INCLUDE ALL VESTED AND UNVESTED OPTIONS, AND ALL STOCK OPTIONS THAT HAVE NOT BEEN ISSUED.

SYMBOL	GDP
Float Size (Estimated)	189,719,996
Insider/Management Shares	51,806,617
Shares Outstanding	241,526,613
Fully Diluted	288,296,260
Warrants	10,916,550
Options	8,465,945
Other Incentive Equity	5,396,176
Convertible Debentures	21,990,976
Market Capitalization	\$96,610,645

# outstanding warrants

WARRANT SUMMARY AS AT  
JUNE 30, 2022

OUTSTANDING	MATURITY	STRIKEPRICE	TOTAL VALUE
596,400	17-Dec-22	\$0.47	\$280,308
1,155,750	4-Mar-23	\$1.20	\$1,386,900
8,201,250	1-Jun-24	\$0.52	\$4,264,650
963,150	1-Jun-24	\$0.40	\$385,260
TOTALS			
10,916,550		\$0.58	\$6,317,118

FORTUNE 500  
**senior leadership**



# WE'RE ALL **good natured®**

Our c-suite knows consumer behaviors, understands retail realities and has never shied away from leaning in to drive growth, no matter the odds.



Chartered accountant with 20+ years of experience in senior finance roles for several public companies. Managed multiple audits with all big 4 audit firms. C.A earned in 1990 while at KPMG.



Ph.D. in bioplastics packaging from École Polytechnique (Montréal) with deep chemical/ process engineering and design background. Formerly at Bombardier: first to produce polycarbonate snow mobile windshield.



Multi-national Fortune 100 background building large-scale marketing campaigns. Specific expertise in brand portfolio strategy, customer segmentation and new market development.



Former CEO Best Buy Europe, \$5 billion JV with Carphone Warehouse. Former SVP, Int'l Retail Ops & President China at Best Buy: multi-billion sourcing division. VP Sales Dev for Best Buy US, responsible for \$30 billion sales strategy.



Corp development & capital management closing acquisitions/ divestitures of 200+ business transactions over \$1 billion in value. Raised over \$200 million in debt and equity.



# our board & advisors keep us on track

With expertise across capital markets, consumer products, packaging and supply chain, we're in good hands to stay on course for big time growth.

**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.

**Salil Munjal**  
Advisor

Managing General Partner,  
Yaletown Partners  
British Columbia

**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.

**Joel Marsh**  
Board Director

Senior Director with over 30 years' retail experience in operations, financial management, sales development, supply chain, standard operations process and scaling new businesses. Led Best Buy Sales Development team to 47 straight months of positive like-for-like sales growth while improving gross margin rates by 500 basis points.

**Tom Haglin**  
Advisor

Owner  
LINDAR Corp., Avantech  
Minnesota

less fossil  
plant-based  
more fuel



Recyclable



Plant  
Based



Recycled  
Content





# thank you

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