



Investor Presentation June 28, 2019

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OVERVIEW AND OPPORTUNITY

Presenter



Michael Warren CEO & Director

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INVESTMENT HIGHLIGHTS



Leading organic biofertilizer with distinct competitive advantages

Certified, high quality, proprietary product offering with leading market position in the biofertilizer space

Additional revenue streams from other agricultural products: Root Rescue and Dr. Marijane



Substantial upside potential in patented EA1 dust suppressant

First mover advantage as only organic and biodegradable microbial dust suppressant product in the world



Robust market opportunity in stable agricultural segment with further upside in infrastructure

Well-positioned to capitalize on the new green economy

Soil Activator's addressable biofertilizer market has a projected CAGR of 12.5% until 2024 ⁽¹⁾ and EA1's dust suppressant market has a projected CAGR of 4.7% until 2026 ⁽²⁾



Defined strategy with actionable plan to future financial growth

Growing reach with expansion into new geographies and verticals

Increase sales capacity for repeat-sell and upsell opportunities in agriculture and mining sectors

Improve formulation and shipping cost to boost margins in dust suppression

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TSXV listing to provide access to a larger source of capital for its next phase of growth

Plans to pursue a TSXV public listing in order to accelerate organic growth and synergistic acquisitions

Significant re-rating opportunity with stronger valuation & liquidity



Experienced leadership team and board with sector expertise

Best-in-class operations and technology with on site staff and agronomists working closely with local farmers

Proven leading team with solid track record and credibility in the market

A GLOBAL SHIFT TOWARD SUSTAINABILITY



Over the past three decades there has been a global paradigm shift toward sustainable economic and ecological development, enabling the next phase of growth in the agricultural ecosystem

THE EARTH ALIVE SOIL FIRST PLATFORM

Earth Alive develops, manufactures and distributes high quality, environmentally-sound, proprietary microbial products that address soil degradation caused by erosion, nutrient depletion, acidification, and chemical pollution currently faced in the agriculture and infrastructure maintenance spaces



Agriculture

Improve soil fertility, promote carbon fixation and

substantially increase crop yields and quality

Infrastructure Maintenance

Decrease operational costs, promote the wellbeing of

the environment, workers and communities, while

saving water



Earth Alive's innovative technologies are shipped globally through an international network of agents, dealers, and distributors

HISTORY AND COMPANY MILESTONES



GLOBAL FOOTPRINT ACROSS 5 CONTINENTS

DEVELOPMENT OF VARIOUS OPERATIONS IN

30 Countries

RECURRING SALES IN

6 Countries



REGISTRATION IN PROCESS FOR SOIL ACTIVATOR IN

13 Countries

REGISTERED FOR SALE IN

17 Countries

OVERVIEW AND OPPORTUNITY

Environmental Sustainability – A Top Priority	 Biofertilizers Market Growing support from farmers toward sustainable agricultural practices versus chemical solutions to soil degradation Organic agriculture is one of the fastest growing Agricultural sub-segment Global Dust Control Market Enactment of an effective, environmentally sustainable and biodegradable dust control program has become a priority in the mining industry 	
Biofertilizer Market Outlook	 Microbial biofertilizers represent ~US\$700.0M of the ~US\$3.4T global agriculture market Projected CAGR of 12.5% from 2018 to 2024 	
Global Dust Control Market Outlook	 ~US\$12.5B global dust control market expected to grow to ~US\$18.8B by 2026 Expected annual growth rate of 4.7% North America accounted for 29.3% of the global dust control market in 2018 and is expected to grow at a 2.3% CAGR until 2026 Demand supported by the recovery in mining activity as well as momentum in sustainable development 	

Positive fundamentals in Earth Alive's addressable markets supported by a global shift to environmentally sustainable solutions

INVESTMENT HIGHLIGHTS AND PRODUCT OFFERING

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MARKET OPPORTUNITY – AGRICULTURE



- Microbial biofertilizers represent ~US\$700.0M of the ~US\$3.4T global agriculture market
 - Microbial biofertilizer market has a projected CAGR of 12.5% from 2018 to 2024



Heightened focus on soil regeneration by producers in order to ensure greater harvest yield and quality in both the short and long term



- ~US\$97B global market for organic food represents ~1.4% of all farmland
 - A total of 69.8 M ha were organically managed at the end of 2017, representing a YoY increase of 20%, the largest growth ever recorded



The microbial biofertilizer market is expected to grow at a CAGR of 12.5% over the next 6 years

AGRICULTURE – SOIL ACTIVATOR

FLAGSHIP PRODUCT

DESCRIPTION

- Soil ActivatorTM is a CFIA approved and certified organic microbial biofertilizer ⁽¹⁾
- Improves the absorption of plant nutrients and increases agricultural efficiencies (lower nitrogen losses, decreased water use), leading to higher yields and healthier plants
- Composed of a proprietary blend of naturallyoccurring soil microorganisms
- Effective on a breadth of crops as a stand-alone fertilizer or in combination with regular chemical and organic fertilizers
- Currently used in organic and conventional farming operations from Africa to Latin America and distributed in Canada the United States





Proven average 36% yield increase as stand-alone fertilizer and average 32% yield increase when used in combination with fertilizers

AGRICULTURE – SOIL ACTIVATOR (CONTINUED)

KEY BENEFITS

- Proven to enhance crop productivity
 - Both field trials and scientific research exhibit highly
 positive results
- Environmentally sustainable solution with few competing products
- First mover advantage with estimated minimum lead time of 3 years on similar high quality, biofertilizer products
- Registered for sale in 17 countries
- Enhances farm revenue generation
 - Product extended shelf life of 3 years versus 12 months of competitors

BARRIERS TO ENTRY

- Capital requirements and skilled resources for advanced research and development
 - Origination of highly effective and profitable formulation is uncertain and costly
 - Technical knowledge of product development requires highly skilled specialists in the field
- Pathway to market launch
 - Unpredictable time lag between different steps of the process, from testing to market adoption
 - Registration ranges from 6 months to 5 years
- Regulation disparities across geographies



SOIL ACTIVATOR CROP RESPONSE (INCREASE IN YIELD OR WEIGHT)⁽¹⁾

OTHER – CANNABIS ROOT PROBIOTIC

DESCRIPTION

- Dr. Marijane is a certified-organic biofertilizer for cannabis plants
- Composed of a proprietary blend of naturallyoccurring soil microorganisms and an all-natural forestry by-product
- Beneficial microbial population improves nutrient uptake by converting the soil minerals into easily absorbable nutrients, thus promoting the cannabis plant's health and growth



Distribution Channels

Established distribution in Canada, U.S. and U.K. Registered in multiple 3rd party formulations Available via online portals, including Amazon







Doctor Marijane increases cannabis crop yield by up to 28%⁽¹⁾

OTHER – ROOT RESCUE TRANSPLANTER

DESCRIPTION

END USERS

- Root Rescue Mycorrhizae Transplanter MS-CS is a certified-organic wettable powder that contains 18 different essential species of beneficial mycorrhizae that help in the establishment of plant roots and reduce transplant shock
- Mycorrhizae is a specialized fungus that attaches to roots and seeks water and nutrients in the soil for the plant
- Can be applied to trees, shrubs and perennials
- Distributors include amazon.com and Eddi's Wholesale







CONTRACTORS

GROWERS & DEALERS





HOME GARDENERS

RETAILERS

MARKET OPPORTUNITY - INFRASTRUCTURE MAINTENANCE



Current global dust control market of ~US\$12.5B is expected to grow to ~US\$18.8B by 2026, representing a 4.7% CAGR



 EA1's primary application is for dust control of haul and access roads in mines, but can be applied to any unpaved haul road



- North America accounted for 29.3% of the global dust control market in 2018 and is expected to grow at a 2.3% CAGR until 2026
- EA1's primary applications, mining sites and access roads, have an approximated
 20M m^{2 (1)} of road surface area to be treated annually



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After 6 months of on-site testing, EAC recently received a US\$2M contract from a global gold producer

GLOBAL SALES IN DUST CONTROL



EA1 is the first microbial environmentally sustainable solution addressing dust control in the global mining market

1) In Latin America and North America

2) Estimate based on field studies. Revenue per m² of road is subject to various external factors, including: road construction, condition, maintenance and weather Sources: Company filings, The World Bank Data, Mordor Intelligence, IFOAM Organics International, Persistence Market Research

DUST SUPPRESSION

SITUATIONAL OVERVIEW

- The U.S. EPA attributes between 78% and 97% of airborne particulate matter emissions from mines to dust from haul roads
 - Dust contamination affects productivity and health of workers as well as profitability of operations
- Water is one of the most common dust control methods used on haul roads, posing a significant problem
 - Environmentally unsustainable
 - Increased water restrictions and governmental regulations for mining operations
- The initial application of EA1is done in concentrate with no water
 - Maintenance applications diluted in water are completed every 7 to 10 days
 - More than 80% in water savings





Enactment of an effective, environmentally sustainable and biodegradable dust control program has become a top priority in the mining industry

INFRASTRUCTURE MAINTENANCE – EA1

FLAGSHIP PRODUCT

DESCRIPTION

- EA1[™] prevents dust from becoming airborne and eliminates the need for water application to abate dust for two weeks
- First organic and biodegradable microbial dust suppressant product in the world



REDUCTION OF WATER CONSUMPTION >80%







100% ORGANIC & BIODEGRADABLE





EA1 is an extremely effective dust control alternative as it eliminates 90% to 99% of dust on work sites

OTHER – INDUSTRIAL CLEANER: RAPIDALL

DESCRIPTION

- RapidAll is a 100% organic, biodegradable industrial cleaner used to clean and eliminate organic materials like fats, grease, oil & synthetics, heavy dirt and grime
- All-natural, industrial cleaner made with beneficial bacteria that works on all types of metal surfaces and flooring surfaces for indoor and outdoor applications
 - Can also be used as degreaser to clean grout lines and eliminate odors



Industrial Usage

Can be used on all transit vehicles such as trucks, planes, trains, buses as well as heavy machinery and off-road equipment





Safe for the planet

100% biodegradable, made with beneficial bacteria without any chemicals

100% organic, biodegradable product used to efficiently clean and eliminate organic materials such as: fats, grease, oil & synthetics, heavy dirt and grime

GROWTH VECTORS AND FINANCIAL PERFORMANCE

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GROWTH VECTORS



FINANCIAL PERFORMANCE

COMMENTARY ON FORECAST

- Recent US\$2M order from a global gold producer for EA1 to provide significant upsell opportunity
 - Ample upside potential to expand road areas serviced with new and existing clients as EA1 gains market acceptance with major mining companies
- 30% gross margins in 2018 and tangible plans for further expansion
 - Dust control margin expansion through economies of scale and the development of new formulations to improve operational efficiencies and reduce shipping costs
- Additions to the agriculture sales team to increase market penetration and expand into new geographies

HISTORICAL REVENUE BY BUSINESS LINES



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CAPITALIZATION AND OWNERSHIP

CAPITALIZATION TABLE

All amounts in C\$M, except where indicated

EAC Closing Price (27-Jun-19)	\$0.12
FD Shares Outstanding (M) ⁽¹⁾	120.6
Market Capitalization	\$14.5
Add: Total Debt	\$2.7
Less: Cash	(0.6)
Enterprise Value	\$16.6
52-Week High	\$0.34
52-Week Low	\$0.07
% of 52-Week High	35.3%

OWNERSHIP PROFILE ⁽²⁾

Groupe Lune Rouge Management & Board

Other Shareholders



DETAILED OWNERSHIP (000'S)				
SECURITY HOLDER	HOLDINGS (000'S)			
	Common Shares ⁽²⁾	Options	Convertible Debentures	Warrants
Groupe Lune Rouge Inc.	22,979		\$1,500	7,097
Steven Saviuk	6,487	300		
Michael Warren	6,319	234		
Michel Ringuet	4,225	700		
Benoit Lasalle	2,894	600		
Jean-Paul Blais	200	3,000		
Other	77,543	3,553	1,240	9,746
Total Issued and Outstanding	120,646	8,387	\$2,740	16,843

DETAILED OWNERSHIP (%)				
SECURITY HOLDER	HOLDINGS (%)			
	Common Shares ⁽²⁾	Options	Convertible Debentures	Warrants
Groupe Lune Rouge Inc.	19.0%		54.7%	42.1%
Steven Saviuk	5.4%	3.6%		
Michael Warren	5.2%	2.8%		
Michel Ringuet	3.5%	8.3%		
Benoit Lasalle	2.4%	7.2%		
Jean-Paul Blais	0.2%	35.8%		
Other	64.3%	42.4%	45.3%	57.9%
Total Issued and Outstanding	100.0%	100.0%	100.0%	100.0%

FINANCING SUMMARY

Issuer	Earth Alive Clean Technologies Inc. ("Earth Alive" or the "Company")
Offering	Minimum Public Offering of 26,666,667 Common Shares to a maximum of 33,333,334 Common Shares of the Company (the "Offered Shares")
Issue Price	C\$0.15 per Common Share (the "Issue Price")
Offering Size	Minimum of C\$4.0M and up to C\$5.0M
Listing	The Common Shares are listed on the Canadian Securities Exchange ("CSE") in Canada under the symbol "EAC". The Corporation will apply to list and post for trading the common shares, including the Offered Shares, on the TSX Venture Exchange (the "TSXV"). Concurrently with their listing on the TSXV, the Corporation will delist the common shares currently posted and traded on the CSE
Use of Proceeds	The net proceeds from the Offering will be mainly used for the advancement of sales, marketing and commercialization of Soil Activator and EA1, research and development, including expanding the scope of use of EA1, to develop new markets for this innovative technology in addition to increasing its use in the mining sector, and for general corporate purposes
Selling Jurisdictions	The Common Shares will be offered in the provinces of Alberta, British Columbia, Ontario and Québec as agreed upon between the Company and Desjardins Securities Inc. ("Desjardins")
Closing Date	The Offering shall close the week of [•], 2019 or such other date as Desjardins and the Company may agree

Proceeds will support Earth Alive's growth initiatives over the next two years

PRO FORMA CAPITALIZATION AND OWNERSHIP

PRO FORMA CAPITALIZATION TABLE ⁽¹⁾

All amounts in C\$M, except where indicated

EAC Issuing Price	\$0.15
FD Shares Outstanding (M) ⁽²⁾	168.6
Market Capitalization	\$25.3
Add: Total Debt	\$0.5
Less: Cash	(5.0)
Enterprise Value	\$20.8
52-Week High	\$0.34
52-Week Low	\$0.07
% of 52-Week High	44.1%

PRO FORMA OWNERSHIP PROFILE ⁽¹⁾

Groupe Lune Rouge

Management & Board

Other Shareholders

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SOURCES & USES FOR A \$5.0M OFFERING

In C\$M	
SOURCES	
Gross Proceeds	\$5.0
Total Sources	\$5.0
USES	
Advancement of Sales, Marketing and Commercialization	
The Agriculture Segment	\$2.0
The Infrastructure Maintenance Segment	\$1.3
Other General Corporate Purposes	[•]
Repayment of Debentures	[•]
Fees in Respect of TSXV Listing	0.1
Research & Development and expanding the use of EA1	0.1
Transaction Expenses (3)	0.6
Total Uses	\$5.0

PRO FORMA DETAILED OWNERSHIP (1)

SECURITY HOLDER	HOLDINGS (000'S)			
	Common Shares ⁽¹⁾	Options	Convertible Debentures After Initial Conversion	Warrants
Groupe Lune Rouge Inc.	32,979		\$	7,097
Steven Saviuk	6,487	300		
Michael Warren	6,319	234		
Michel Ringuet	4,225	700		
Benoit Lasalle	2,894	600		
Jean-Paul Blais	200	3,000		
Other	115,543	3,553	540	9,746
Total Issued and Outstanding	168,646	8,387	\$540	16,843

1) Assumes conversion of \$2.2M convertible debentures at \$0.15, an equity issuance of \$5.0M in Offered Shares at \$0.15 per Offered Share and no participation of such security holders in the Offering 25 2) Calculated using the treasury stock method for in-the-money options at issuance price

3) Assumes 7.0% commission and \$220K of other deal expenses

Source: Company filings, SEDI, FactSet as of June 27, 2019

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SOIL ACTIVATOR AS A LEADER

	Primary Product	Regions Active	Microbial Strains	Bacteria Count	3-yr Shelf Life	Withstand Freeze	Production Scale-up
Earth Alive Clean Technologies Inc.	Soil Activator	CAN, U.S., LATAM, Africa	Bacillus subtilis, Bacillus amyloliquefaciens, Pseudomonas monteilii	2.54X10 ⁸	\checkmark	\checkmark	\checkmark
Abnatura	Microflora Pro	CAN, U.S.	Bacillus species	n.a.	×	×	×
Acceleron BioAg (f.k.a. Mosanto BioAg)	JumpStart	CAN, U.S.	Penicillium bilaiae	7.20X10 ⁸	×	×	\checkmark
Agricen	Accomplish	U.S.	Bacillus licheniformis, Bacillus megaterium, Bacillus pumilus	3.00X10 ³	×	×	n.a.
Agrinos	Invigorate	U.S., LATAM, Europe, Asia	Clostridium sp. Azobacter vinelandii	6.00X10 ⁵	×	×	n.a.
Concentric Ag	Inocuor Garden Solution	CAN, U.S.	Bacillus, Lactobacillus	4.80X10 ⁶	\checkmark	×	×
Global Organics	IsoGreen	U.S., LATAM, Turkey, Australia	Bacillus amyloliquefaciens Bacillus subtilis Scenedesmus quadricauda	3.00X10 ³	×	×	n.a.
Indigo Ag	Treated Seed	U.S.	n.a.	n.a.	n.a.	n.a.	×

A PROVEN LEADERSHIP TEAM

MICHAEL WARREN CEO & DIRECTOR	 Proven track record in environmentally focused businesses for 20+ years Previously founded and managed LFP Solutions whom joined Earth Alive in 2014 Appointed CEO in May 2017 & member of the Board of Earth Alive in June 2018
JEAN-PAUL BLAIS CHIEF STRATEGY OFFICER	 Seasoned professional with 30+ years of national and international experience in corporate strategy, marketing and communications Appointed Chief Strategy Officer in December 2017
LIETTE NADON CHIEF FINANCIAL OFFICER	 Senior executive with 19+ years of experience in financial & executive management CPA with a Masters in Financial Performance 10 years as CFO for multiple public firms in the mining space
SIMON NEUFELD CHIEF AGRONOMIST	 Masters in Science (MSc.) with a specialisation in plant science Certified Crop Adviser with 10+ years in organic agriculture Previously agronomist for Homestead Organics, Eastern Ontario's premier organic feed mill and farm supply company
PAOLA CORREAL GENERAL MANAGER OF OPERATIONS	 8+ years of business management experience notably in commercial relationship development Proven negotiation skills and global comprehension of contrasting business practices

BOARD OF DIRECTORS



ROBERT BLAIN CHAIRMAN Robert Blain FCPA, is CEO of Groupe Lune Rouge, a company that develops projects and invests in different funds with a focus on Technology, Life sciences, Sustainability, Entertainment and Real Estate and he handles the Family office of Mr. Guy Laliberté. He acted as CFO of the Cirque du Soleil for more than 20 years and, since 2007, Mr. Blain has been a director and the treasurer for One Drop Foundation which aims to fight poverty by supporting access to water worldwide. A graduate of the HEC Montreal (BAA) in 1979, a CPA (CA) since 1981, Mr. Blain earned the title of FCA in January 2000, in recognition of his services to the profession and in 2011, he was named CFO of the year by CFOcanada.ca.



VIVIANE YARGEAU DIRECTOR

ANN BARNES

DIRECTOR

Dr. Yargeau is a chemical engineer specialized in chemical and environmental engineering. She serves on various committees including the international management committee of the Advanced Oxidation Processes specialist group of the International Water Association (IWA) and on several journal editorial boards. Her research focuses on the control of environmental pollutants through improved mitigation technologies.



Ann has acted as Legal and General Counsel for a number of private and publicly held Canadian and International companies. Her areas of legal practice include: Canadian and U.S. corporate and securities, intellectual property and information technology. Thereafter, she founded and ran two National health food companies. Ann introduced Chia to the North American health food markets and developed a line of hemp-based and trending superfoods. Ann's plant-based green passion led to her trailblazing through the medical cannabis industry. She started and operated the first Health Canada licensed and first operational medical cannabis licensed producer (LP) in Canada as majority owner and Chairman of Peace Naturals Project Inc. Ann is currently the founder and CEO of Edica Naturals, a female focused health supplement company with a digital subscription sales model.

BOARD OF DIRECTORS



Mr. Patterson is a corporate entrepreneur with over 25 years experience developing markets for both U.S.and Canadian-based businesses. Throughout his life, Todd has been immersed in the world of agriculture. He grew up on a working farm in southern Ontario and has managed multi-level functionality for businesses in the agricultural, natural food, and produce sectors for over 25 years. As the Founder/President/Owner of P4 Group Inc., Todd focuses on developing national or international growth for companies ranging in size from start-ups to over \$55 million. Over the course of his career, Todd has launched some exceptionally innovative and profitable brands to North America, including POM Wonderful, Gourmet Garden, Snapple and just recently Big Mountain Foods. He also has considerable experience managing government relations, sales, marketing, and logistics for companies wishing to expand their product reach across borders.



BENOIT LASALLE DIRECTOR

TODD PATTERSON

DIRECTOR

Benoit Lasalle is the President and CEO of Windiga Energy, a Canadian-based independent power producer focused on developing, owning and operating renewable energy facilities on the African continent. Also, Chairman & CEO of Algold Resources Ltd, a gold exploration company with assets in Mauritania and Burkina Faso, Chairman of Sama Resources Inc., a base metal exploration company with assets in Côte d'Ivoire and Chairman of SRG Graphite Inc. with assets in Guinea. He is the founder of SEMAFO (a TSX-listed company) and a well-known mining entrepreneur in Canada and Africa. Mr. Lasalle brought SEMAFO from junior explorer to a +250,000 ounce-per-year gold producer with three mines in operation in West Africa. Mr. Lasalle is also the Chairman of the Canadian Council on Africa.



STEVE SAVIUK DIRECTOR Steve Saviuk graduated from Concordia University (B.Comm) and started his career in accounting at KPMG. He quickly moved to venture capital investing through Manitex Capital Inc., a company he cofounded over 30 years ago, and which still actively invests in emerging companies with a focus on the life science, renewable energy and sustainable resource sectors. He also co-founded Valeo Pharma in 2003 and has served as its President and CEO. Mr. Saviuk transformed Valeo Pharma from its early years as an in-licensor of established brands to a fast-growing full service Canadian pharmaceutical company.