



**earthalive**<sup>TM</sup>  
A SOIL HEALTH COMPANY

**INNOVATING  
AND LEADING**  
THE WAY INTO THE  
BIOLOGICAL ERA



**Investor Presentation**  
**June 2020**

# DISCLAIMER

This presentation contains certain information that may constitute “forward-looking information” and “forward-looking statements” within the meaning of applicable Canadian and United States securities laws, including statements regarding the expectations of Earth Alive Clean Technologies Inc. (“EAC”, “Earth Alive” or the “Corporation”) with regard to industry dynamics, competitive position and growth prospects. All forward-looking information and forward-looking statements are necessarily based on a number of estimates and assumptions that are inherently subject to significant business, economic and competitive uncertainties and contingencies.

All statements other than statements which are reporting results as well as statements of historical fact set forth herein are forward-looking statements that may involve a number of known and unknown risks, uncertainties and other factors. Forward-looking statements include, without limitation, statements regarding strategic plans, market conditions, future clients, sales and revenue estimates, partnerships, cost estimates and anticipated financial results, capital expenditures and objectives. These statements relate to analysis and other information that are based on forecasts of future results, estimates of amounts not yet determinable and assumptions of management. Known and unknown factors could cause actual results to differ materially from those projected in the forward-looking statements. Although the Corporation believes the expectations reflected in such forward-looking statements are based on reasonable assumptions, it can give no assurances that its expectations will be achieved. Such assumptions, which may prove incorrect, include the following: (i) projections regarding future demand for EAC’s products will be substantially realized, (ii) EAC will be successful in maintaining its competitive advantage, including both the technological sophistication of its products and their pricing relative to those of EAC’s competition, (iii) solving the technical challenges addressed by the Corporation’s products will remain a high priority for its customers and potential customers, (iv) the absence of unfavorable legal, financial, business, technological or other circumstances that would have a material adverse effect on EAC, (v) EAC’s ability to successfully negotiate, conclude and implement business agreements with various partners on commercially-favorable terms, and (vi) generally, EAC will be successful in implementing its business plan.

The most important factors that could cause actual results or events to differ materially from those discussed in the forward-looking statements are disclosed under “Risks Factors” in the Corporation’s most recent Annual Information Form filed with Canadian securities regulatory authorities and available on [www.sedar.com](http://www.sedar.com).

Except as required under applicable securities legislation, EAC undertakes no obligation to publicly update or revise forward-looking statements, whether as a result of new information, future events or otherwise.

The information contained in this presentation must not be disclosed, copied, published, reproduced or distributed in whole or in part at any time without prior written consent of EAC and by accepting the making to it of this presentation, the recipient agrees not to do so and to return any written copy of this presentation to EAC at EAC’s request.

The presentation does not constitute, or form part of, any offer or invitation to sell or issue, or any solicitation of any offer to subscribe for or purchase any securities of EAC, nor shall it form the basis of, or be relied upon in connection with, or act as any inducement to enter into any contract or commitment whatsoever with respect to such securities. Any such solicitation or offer will be made only by means of a prospectus or registration statement, as applicable.

# OVERVIEW AND OPPORTUNITY

Overview and Opportunity

Soil First Platform

Financial and Governance Overview

# 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 infrastructure maintenance and agriculture spaces*



## Infrastructure Maintenance

Decrease operational costs, promote the wellbeing of the environment, workers and communities, while saving water



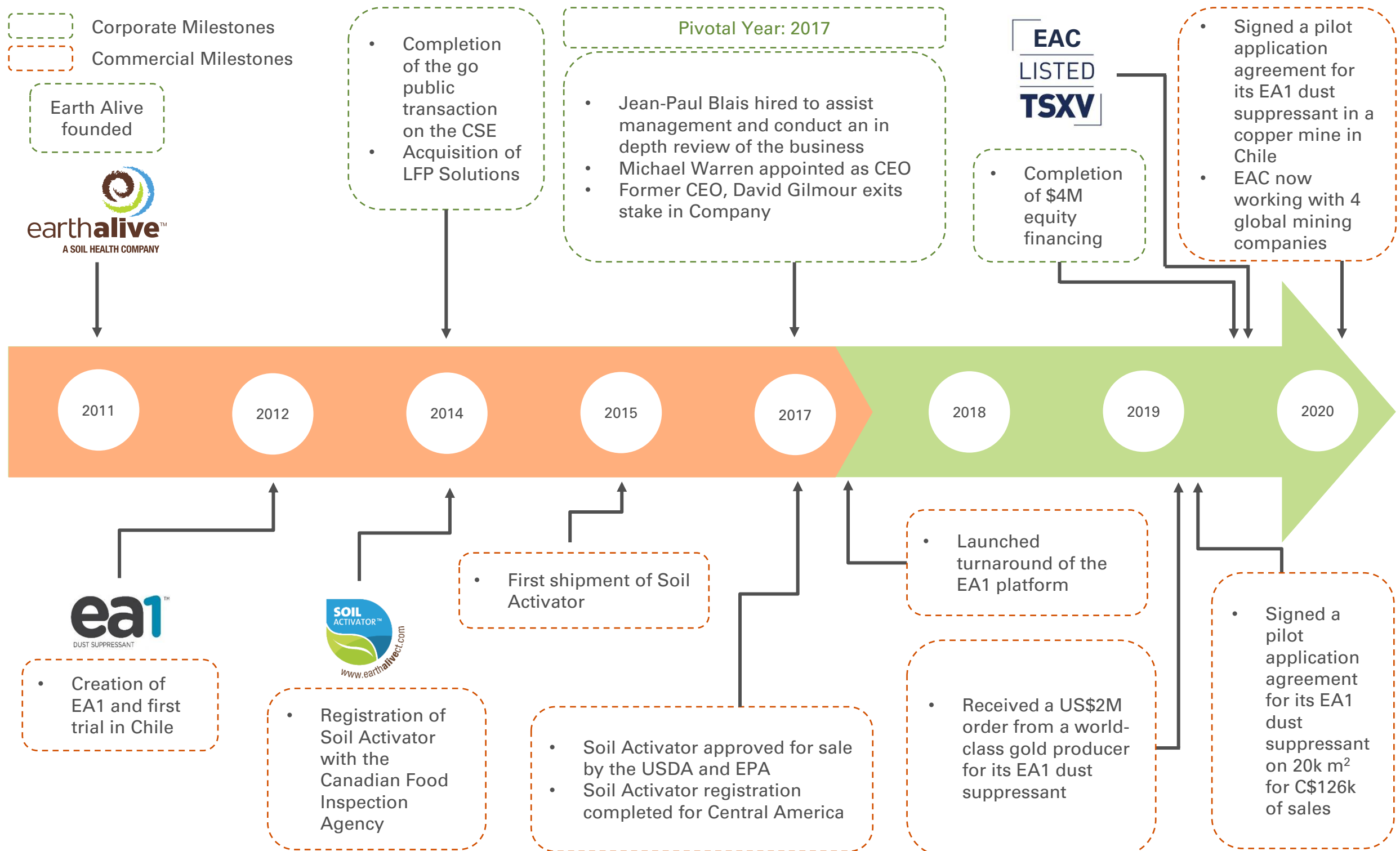
## Agriculture

Improve soil fertility, promote carbon fixation and substantially increase crop yields and quality



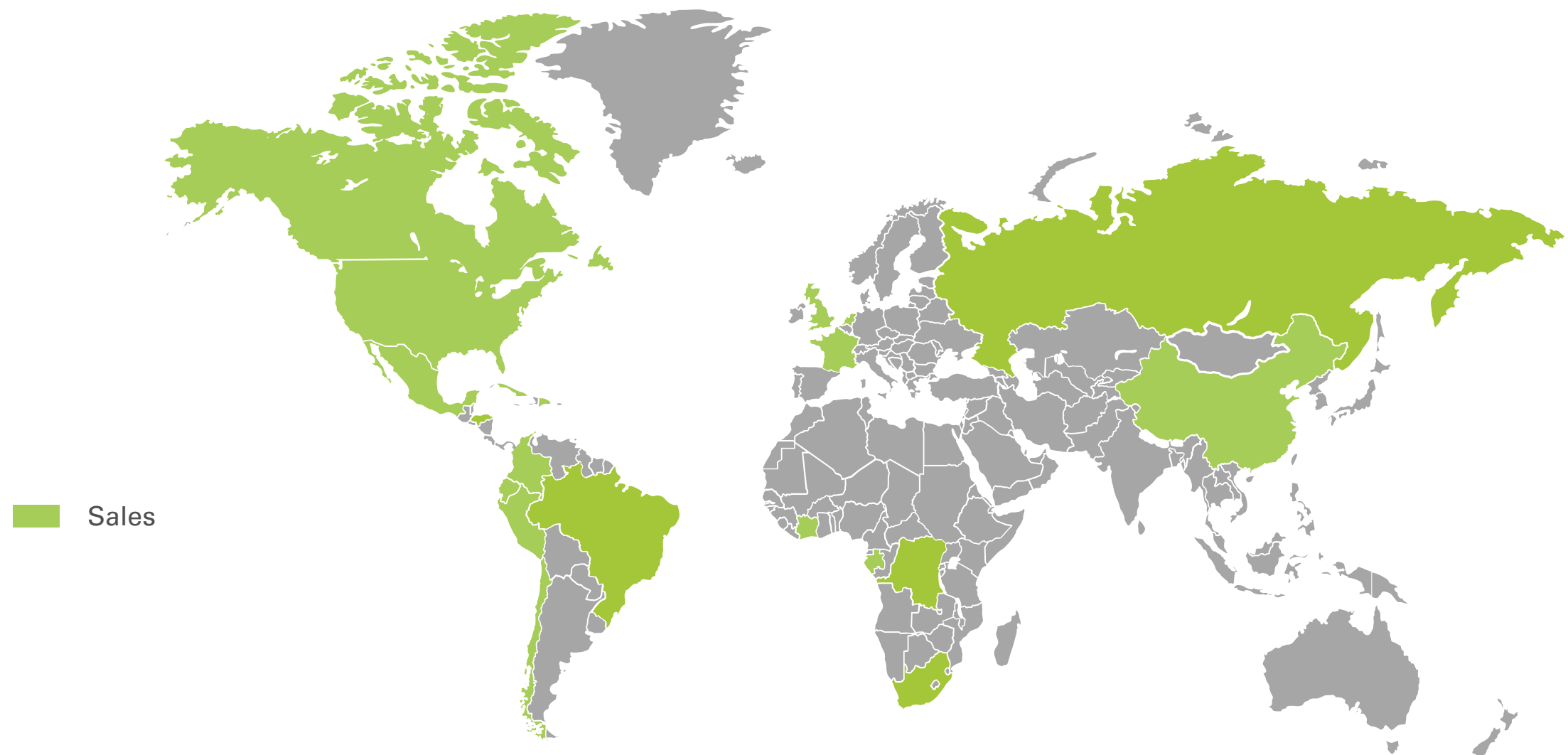
*Earth Alive's innovative technologies are shipped globally through an international network of agents, dealers, and distributors*

# HISTORY AND COMPANY MILESTONES



# GLOBAL FOOTPRINT ACROSS 5 CONTINENTS

## GLOBAL OPERATIONS – PROVEN CAPACITY TO DELIVER



### Infrastructure Maintenance

TESTED IN 14 MINES IN  
**11 Countries**

RECURRING SALES IN  
**3 Countries**

### Agriculture

REGISTERED FOR SALE IN  
**19 Countries**

RECURRING SALES IN  
**7 Countries**



# SELECTED RECENT DEVELOPMENTS

- Successful completion of \$4 million public offering of common shares and migration to the TSX Venture Exchange, simplifying the balance sheet and improving liquidity and access to financial resources
- Fourth quarter and full-year 2019 revenue in line with guidance despite an operational slowdown at one of our key customers
- Agreement for a commercial test of EA1 with a major mining operation in Chile to become the project's dust suppressant solution provider
- Best quarterly financial results in company history during the first quarter of 2020, with strong revenue momentum and a gross margin above 30%
- Sale agreement for EA1 with a major mining operation in Brazil, representing a second trial by this mining conglomerate in separate geographical locations, as part of the approval process to becoming an important multi-site dust suppressant solution provider for the group
- Cost reduction measures to preserve capital and liquidity in the context of the COVID-19 situation
- Shipments and new sales to customers have continued into the second quarter

## HISTORICAL REVENUE BY BUSINESS LINE

In C\$M



# INVESTMENT HIGHLIGHTS



## Substantial upside potential in patented EA1 dust suppressant

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

Concept validated in multiple mine sites and countries through various altitudes and weather conditions



## 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 up-sell opportunities in agriculture and mining sectors

Improve formulation and shipping cost to boost margins in dust suppression



## Leading organic biofertilizer with distinct competitive advantages

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



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

Significant re-rating opportunity with stronger valuation & liquidity



## 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 <sup>(1)</sup> and EA1's dust suppressant market has a projected CAGR of 4.7% until 2026 <sup>(2)</sup>



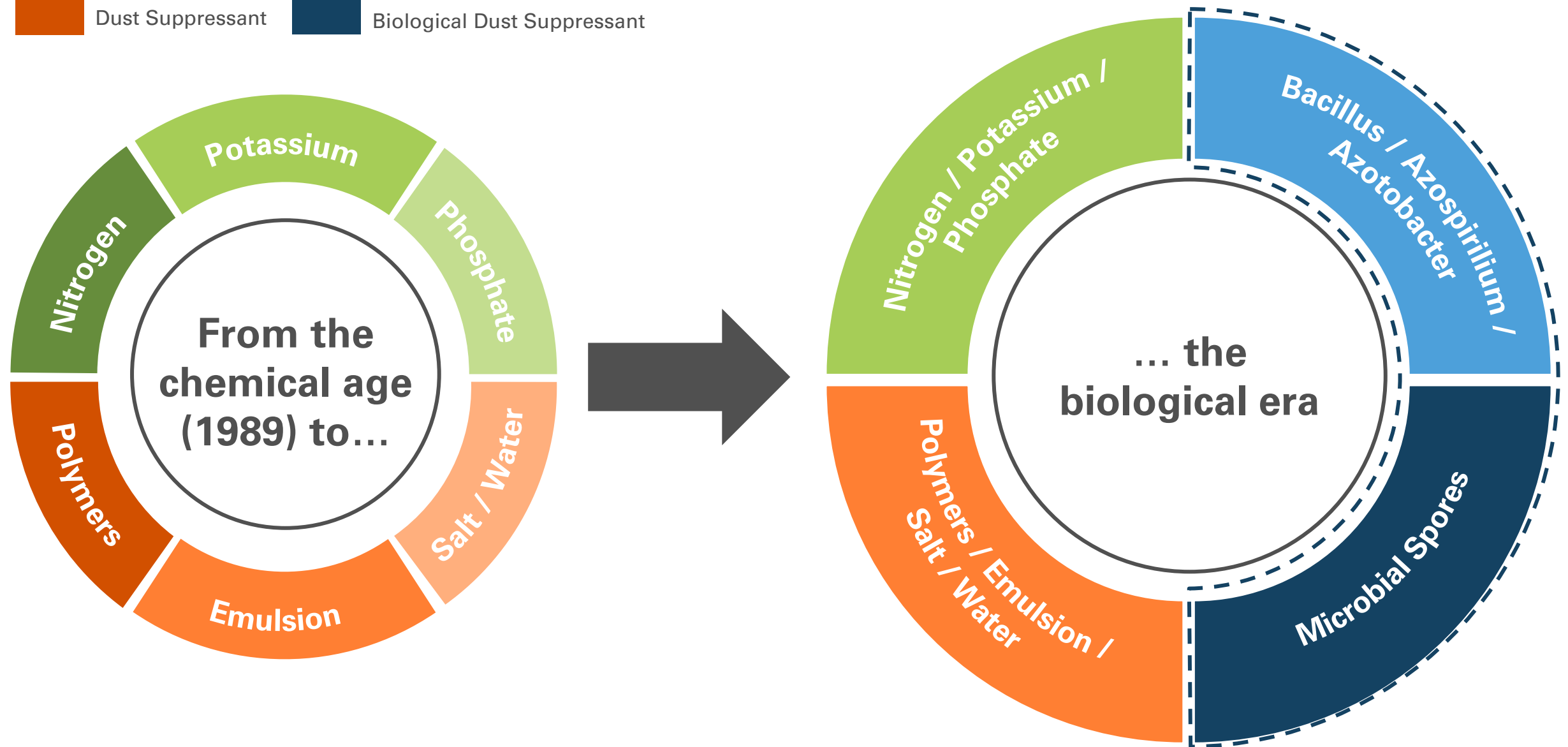
## Experienced leadership team and board with sector expertise

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*

# AN EXPANDING MARKET

## 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



## 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



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

# SOIL FIRST PLATFORM

Overview and Opportunity

Soil First Platform

Financial and Governance Overview

# INFRASTRUCTURE MAINTENANCE – MARKET OPPORTUNITY



- 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<sup>2</sup><sup>(1)</sup> of road surface area to be treated annually



- EAC is in full scale application in Mexico (Newmont – Goldcorp) and in trial testing in South Africa (Anglo American)

## GLOBAL SALES IN DUST CONTROL

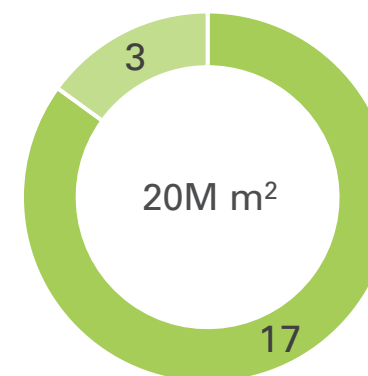
In US\$B



## DUST CONTROL ADDRESSABLE AREA

In M m<sup>2</sup>

■ Latin America ■ North America



- Current EA1 serviced area: ~320,000 m<sup>2</sup>

1m<sup>2</sup> translates into ~C\$13.00 - C\$14.00 of additional revenue for Earth Alive <sup>(2)</sup>

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

# INFRASTRUCTURE MAINTENANCE – DUST & MINING



OPERATIONAL SAFETY



WATER RESOURCE MANAGEMENT



IMPACT ON NEIGHBORING COMMUNITIES



WORKER'S HEALTH AND SAFETY



ENVIRONMENTAL COMPLIANCE

*Dust is quickly growing as a top priority in the mining industry*

# INFRASTRUCTURE MAINTENANCE – DUST & MINING (CONT'D)



- 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
- Dust emissions have a direct impact on a mine's social license to operate

---

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

---



# INFRASTRUCTURE MAINTENANCE – EA1 OVERVIEW

## DESCRIPTION

- EA1 prevents dust from becoming airborne and eliminates the need for water application to abate dust for two weeks
- First 100% organic and biodegradable microbial dust suppressant product in the world, specially designed for heavy-duty and harsh conditions of mining sites

## CONCRETE STATISTICS

Water: 240 monthly truck passages



Only 3 monthly truck passages

*MORE THAN 96% IN WATER SAVINGS*

*UP TO 14 DAYS WITHOUT REAPPLYING  
DUST SUPPRESSANT OR WATER*



REDUCTION OF  
WATER  
CONSUMPTION  
>96%



REDUCTION  
OF DUST  
EMISSIONS  
>90%



100% ORGANIC &  
BIODEGRADABLE



NO  
LEACHING



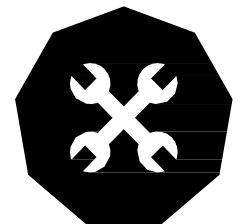
ENVIRONMENTALLY  
FRIENDLY



WATER  
TRUCK FLEET  
REDUCTION



OPEX  
REDUCTION



MAINTENANCE  
REDUCTION

*FLEET TRUCK REDUCTION AND REDUCED NUMBER OF  
PASSAGES RESULT IN LOWER RISK OF ROAD ACCIDENT*

VALIDATED AT 14 MINE SITES IN 11 COUNTRIES

*EA1 is a highly effective dust control alternative as it eliminates 90% to 99% of dust on work sites*

# INFRASTRUCTURE MAINTENANCE – EA1 EFFECTIVENESS

## CASE STUDIES

BEFORE



AFTER



# INFRASTRUCTURE MAINTENANCE – EA1 CURRENT PIPELINE



LARGE-SCALE  
APPLICATION



Monthly application on multiple  
kilometers



TRIAL TEST



Performing an on-site test to  
develop a full-scale application  
protocol



TENDER  
SUBMITTED



Bidding process and understanding  
specific needs



IN  
NEGOTIATION



Meaningful contact with clear  
interest

# INFRASTRUCTURE MAINTENANCE – EA1 OPPORTUNITIES

## FUTURE APPLICATIONS

### MEDIUM-TERM OPPORTUNITIES



**Coal wagons**



**Light traffic roads**



**Stockpiles**



**Biosafe developing agriculture applications**



**Agriculture**



**Construction**

### UPSIDE POTENTIAL



**Tailing dams**



**City subways**



**Underground mines**



**Hippodromes**

# INFRASTRUCTURE MAINTENANCE – 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*

# AGRICULTURE – MARKET OPPORTUNITY



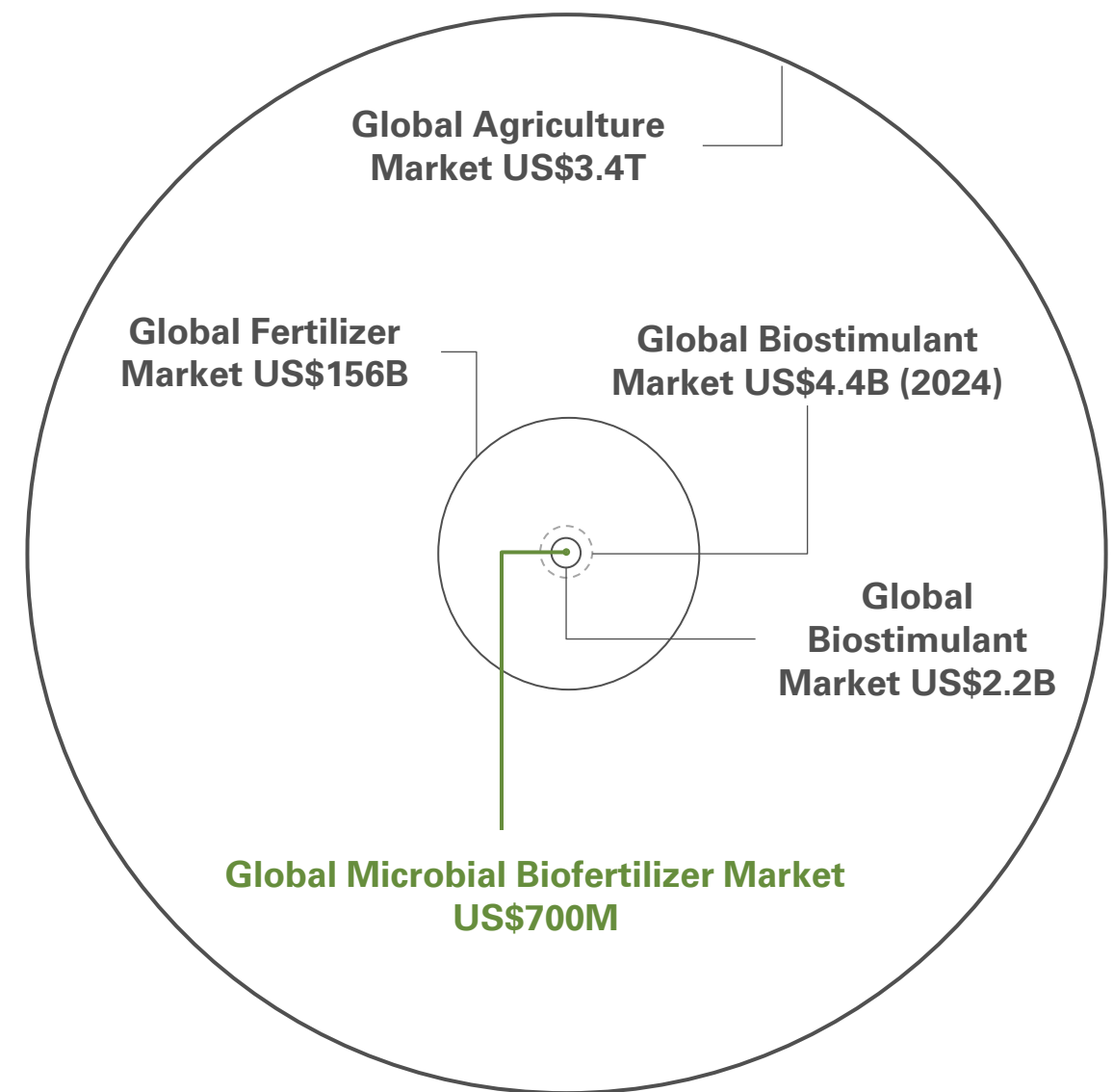
- Microbial biofertilizers represent ~US\$700.0M of the ~US\$3.4T global agriculture market
  - Microbial biofertilizer market has a projected CAGR of 12.5% from 2018 to 2024



- 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

## DESCRIPTION

- Soil Activator is a CFIA approved and certified organic microbial biofertilizer <sup>(1)</sup>
- 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 naturally-occurring 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

## APPLICATION



**GRAINS AND  
FIELD CROPS**



**FRUIT AND  
VEGETABLES**



**FLOWERS  
AND LAWN**

## END USERS



**INDUSTRIAL  
AND RETAIL**

**WHITE LABEL  
PROGRAMS**

**FORMULATIONS**

*Over 80% of clientele are recurring clients*

## SELECTED DISTRIBUTORS

**amazon.com**



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

# AGRICULTURE – SOIL ACTIVATOR (CONT'D)

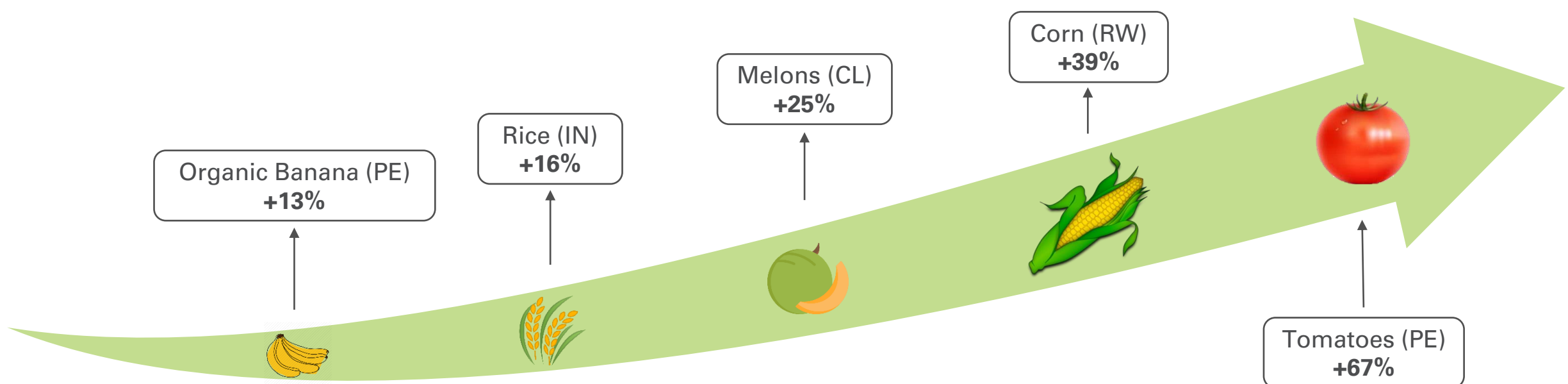
## KEY BENEFITS

- 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) <sup>(1)</sup>



# FINANCIAL AND GOVERNANCE OVERVIEW

Overview and Opportunity

Soil First Platform

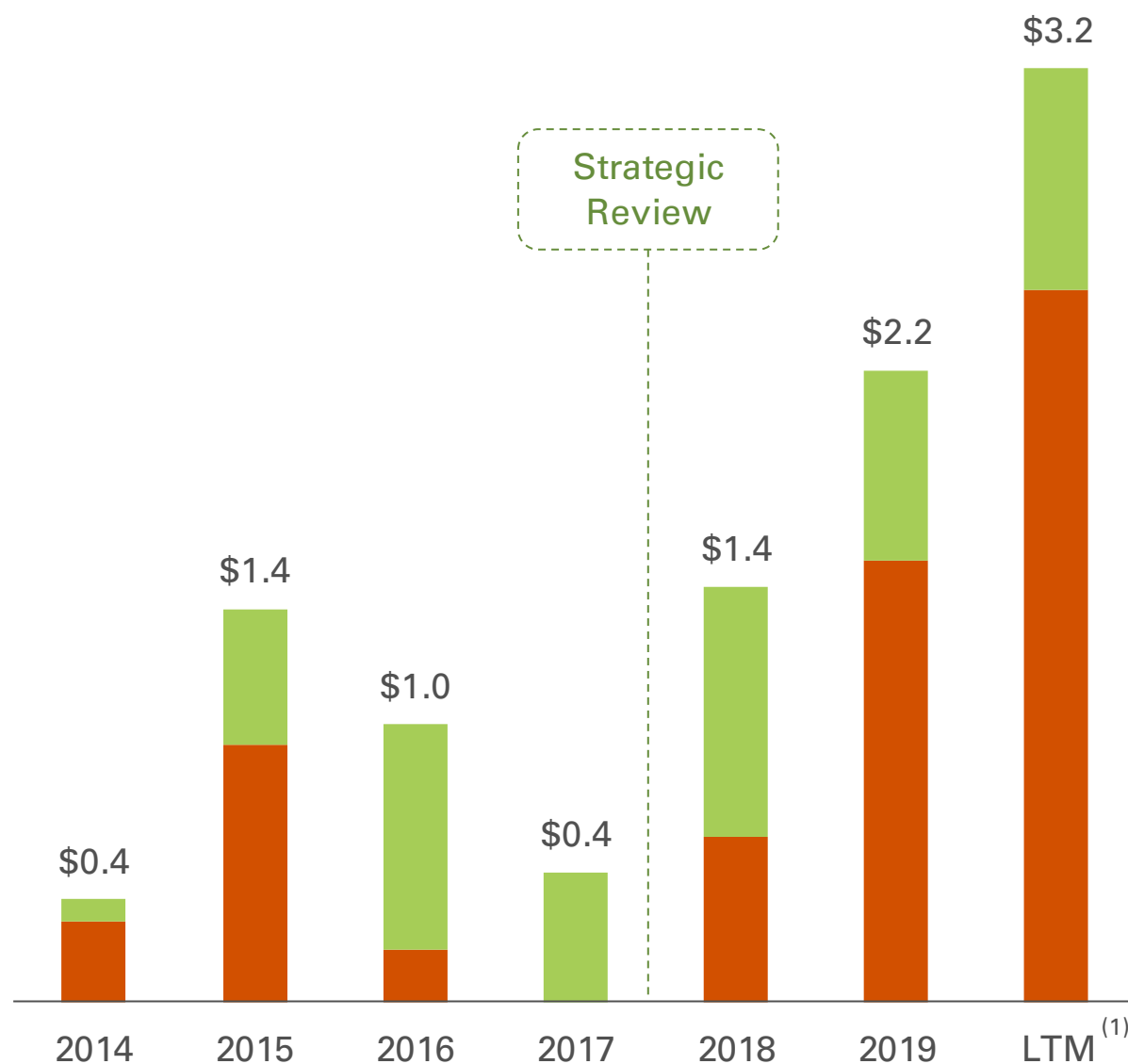
Financial and Governance Overview

# REVENUE AND FINANCIAL HIGHLIGHTS

## HISTORICAL REVENUE BY BUSINESS LINE

In C\$M

■ Infrastructure Maintenance ■ Agriculture



## FINANCIAL HIGHLIGHTS

- Fourth quarter and full-year 2019 revenue slightly above guidance despite an operational slowdown at one of our key customers
- Cost reduction measures put in place to preserve capital in the context of the COVID-19 situation
- Best quarterly financial results in company history during the first quarter of 2020, with continued strong revenue momentum
  - Gross margin above 30%
  - Cash flows used in operating activities (before changes in non-cash working capital items) of \$108k, a marked improvement from \$598k in first quarter 2019 and a \$480k quarterly average in 2019
  - March 31<sup>st</sup>, 2020 cash balance of \$2.4M
- Shipments to customers have continued into the second quarter, despite the ongoing COVID-19-induced economic downturn



1) Last twelve months ending March 31, 2020  
Source: Company filings

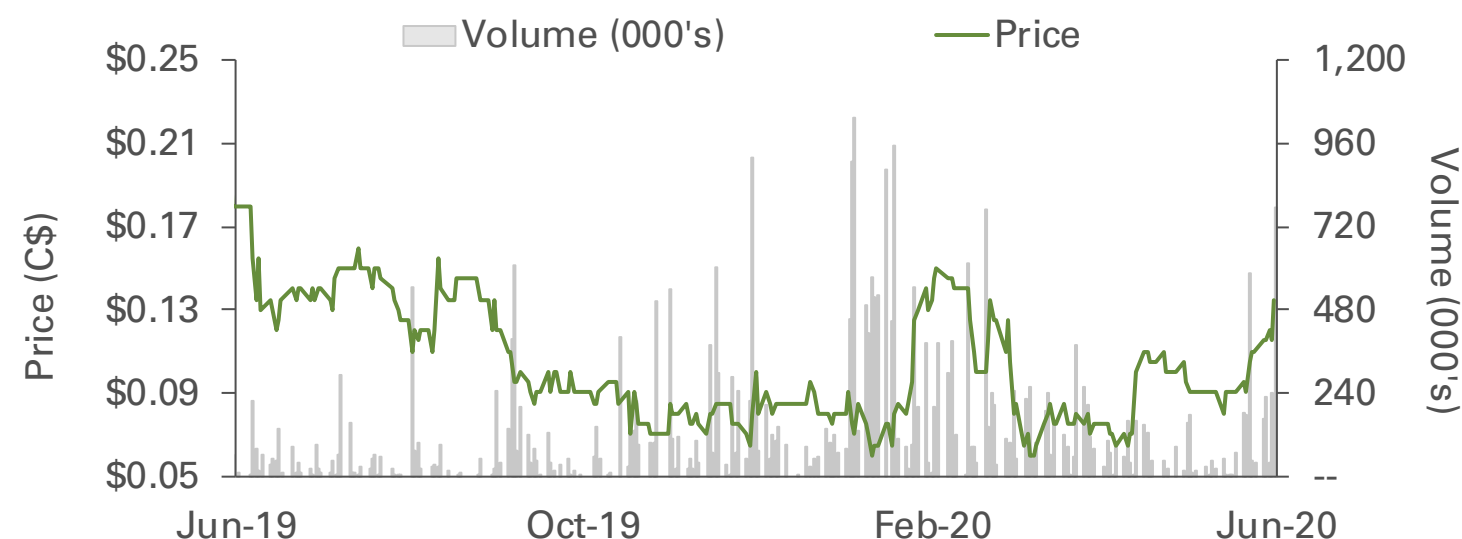
# CAPITALIZATION AND OWNERSHIP

## CAPITALIZATION TABLE

All amounts in C\$, except where indicated

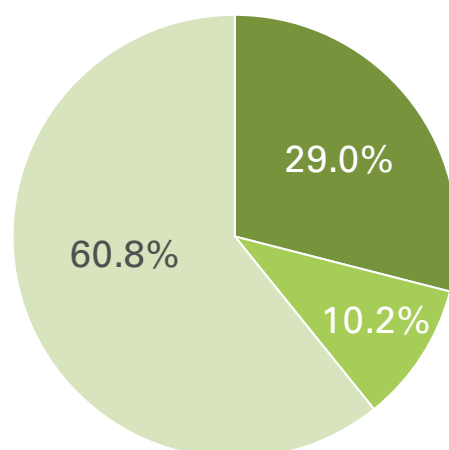
EAC Closing Price (12-Jun-20)	\$0.14
FD Shares Outstanding (M) <sup>(1)</sup>	195.9
<b>Market Capitalization</b>	<b>\$26.5</b>
52-Week High	\$0.18
52-Week Low	\$0.06
% of 52-Week High	75.0%

## LTM SHARE PRICE PERFORMANCE



## OWNERSHIP PROFILE <sup>(2)</sup>

- Groupe Lune Rouge
- Management & Board
- Other Shareholders



## DETAILED OWNERSHIP

SECURITY HOLDER	HOLDINGS (000's)					
	Common Shares <sup>(2)</sup>	%	Options	%	Warrants	%
Lune Rouge	56,819	29.0%	--	--%	22,097	38.9%
Steven Saviuk	6,487	3.3%	300	3.9%	196	0.3%
Michael Warren	6,319	3.2%	1,234	15.8%	--	--%
Benoit La Salle	2,894	1.5%	600	7.7%	--	--%
Robert Blain	2,350	1.2%	300	3.9%	1,000	1.8%
Frédéric Beausoleil	645	0.3%	1,000	12.8%	700	1.2%
Viviane Yargeau	600	0.3%	800	10.3%	--	--%
Jean-Paul Blais	500	0.3%	3,000	38.5%	300	0.5%
Todd Patterson	220	0.1%	--	--%	200	0.4%
Ann Barnes	20	0.0%	300	3.9%	--	--%
Other	119,091	60.8%	252	3.2%	32,344	56.9%
<b>Total Outstanding</b>	<b>195,945</b>	<b>100.0%</b>	<b>7,786</b>	<b>100.0%</b>	<b>56,837</b>	<b>100.0%</b>

1) Calculated using the treasury stock method for in-the-money options and warrants at current trading price

2) Using basic shares outstanding

Sources: Company filings, SEDi, FactSet as of June 12, 2020



# 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



**FRÉDÉRIC BEAUSOLEIL**

CHIEF FINANCIAL  
OFFICER

- 20+ years of experience in corporate finance, capital markets and financial communication
- Previously Managing Director, Investment Banking at Desjardins Capital Markets
- Appointed CFO in June 2020



**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



**PAOLA CORREAL**

GENERAL MANAGER  
OF OPERATIONS

- 8+ years of business management experience notably in commercial relationship development
- Proven negotiation skills and holistic understanding of contrasting business practices



**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



# 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

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 BARNES

DIRECTOR

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 (CONT'D)



TODD  
PATTERSON

DIRECTOR

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 LA  
SALLE

DIRECTOR

Benoit La Salle 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. La Salle brought SEMAFO from junior explorer to a +250,000 ounce-per-year gold producer with three mines in operation in West Africa. Mr. La Salle 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 co-founded 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.