



earthaliveTM
A SOIL HEALTH COMPANY

**INNOVATING
AND LEADING**

THE WAY INTO THE
BIOLOGICAL ERA



Investor Presentation

October 2020

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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



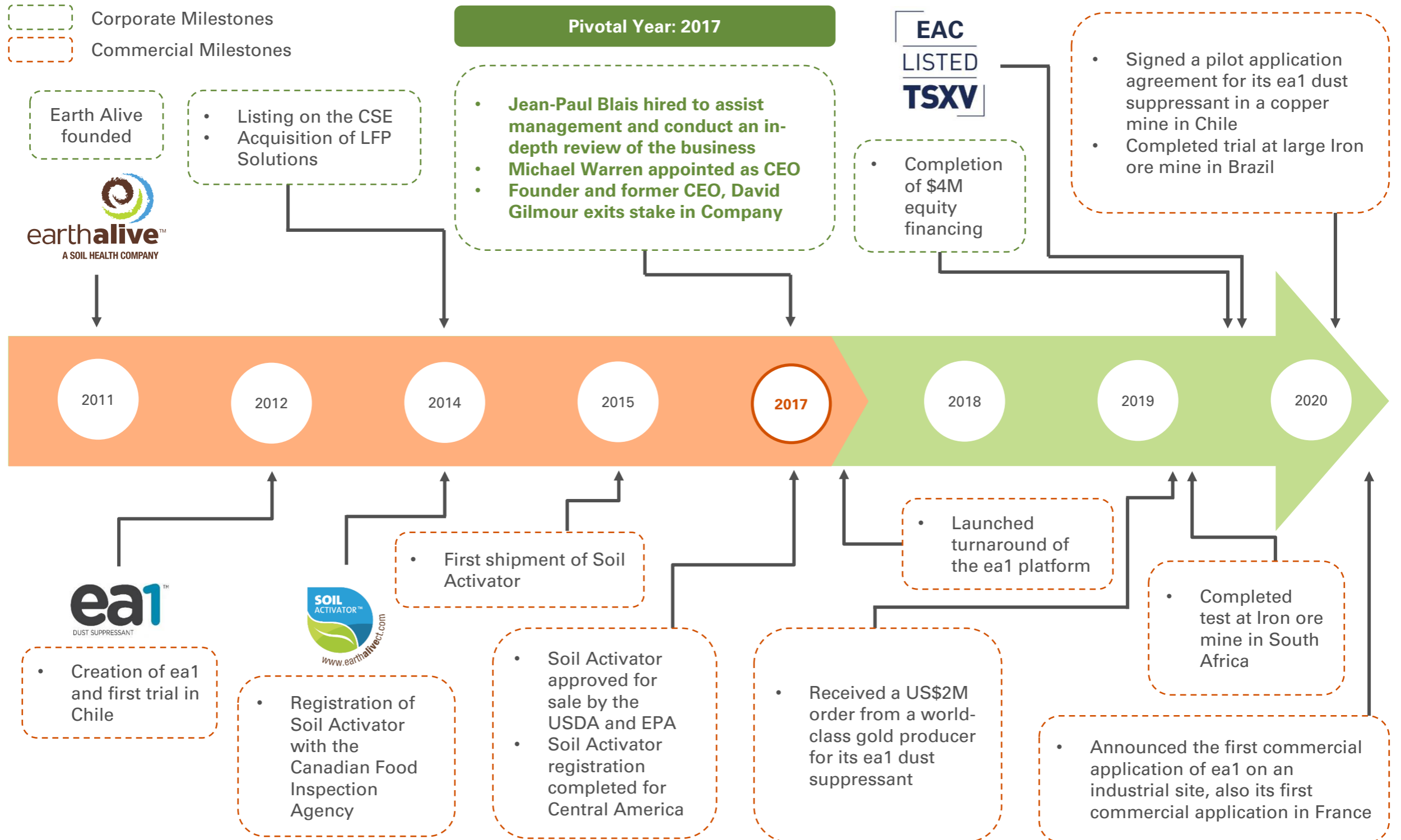
Agriculture

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



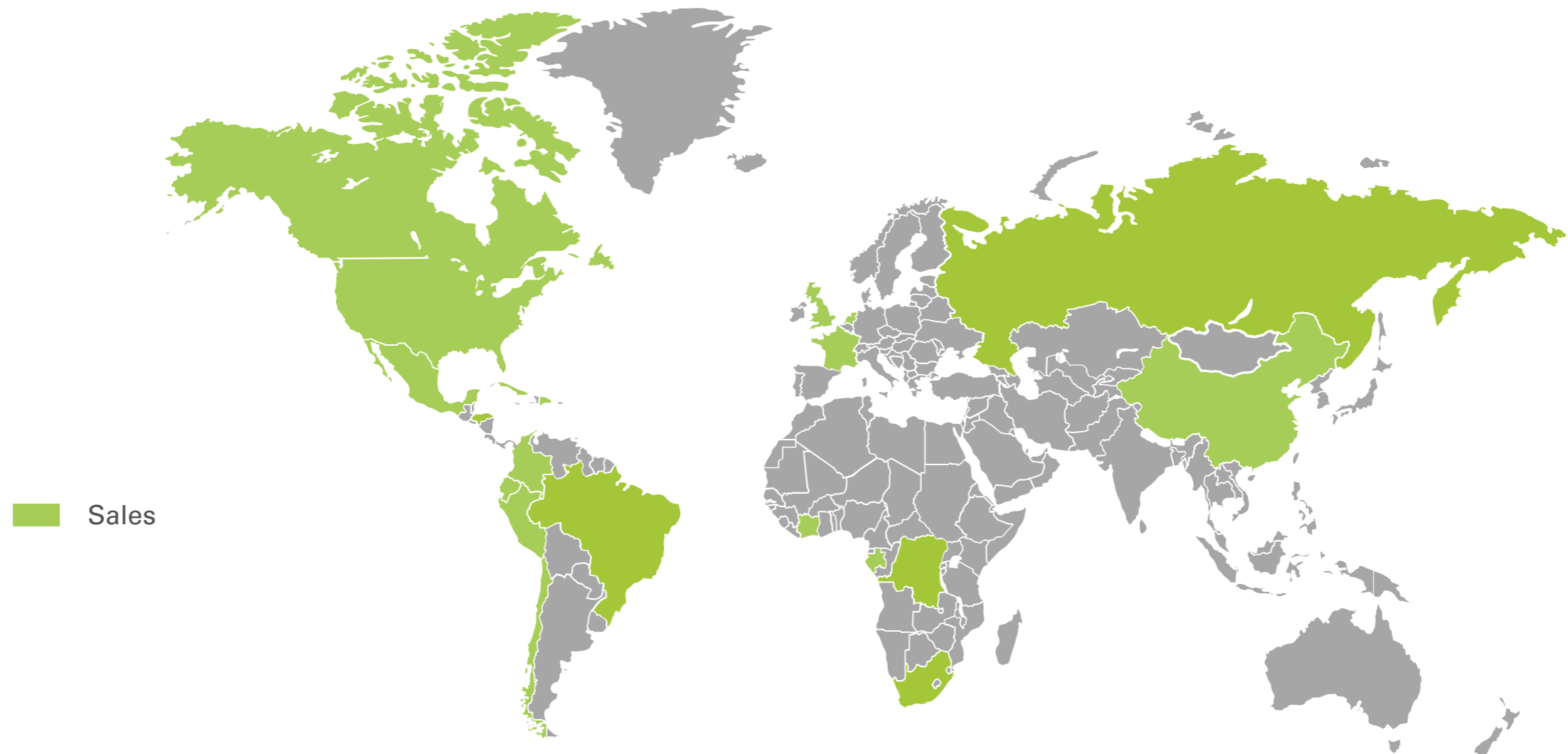
Earth Alive's innovative technologies are shipped globally through an international network of agents, dealers, and distributors

HISTORY AND COMPANY MILESTONES



GLOBAL FOOTPRINT ACROSS 5 CONTINENTS

GLOBAL OPERATIONS – PROVEN CAPACITY TO DELIVER



Infrastructure & Maintenance

TESTED IN 16 MINES IN
12 Countries

RECURRING SALES IN
3 Countries

Agriculture

REGISTERED FOR SALE IN
19 Countries

RECURRING SALES IN
7 Countries

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 ⁽¹⁾ and ea1's dust suppressant market has a projected CAGR of 4.7% until 2026 ⁽²⁾



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

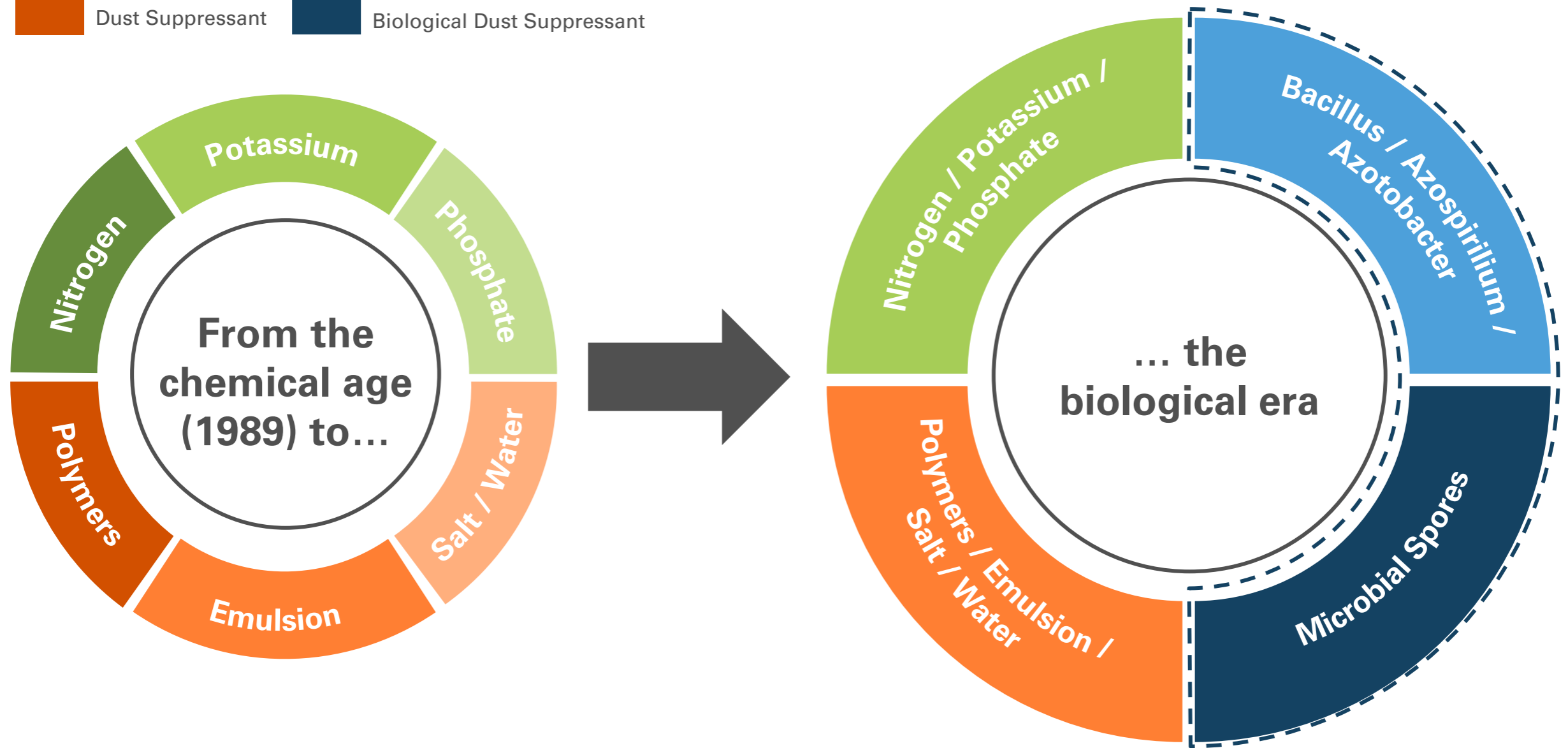


1) Estimated using 2018 as a base year

2) Estimated using 2017 as a base year

Sources: Company filings, The World Bank Data, Mordor Intelligence, IFOAM Organics International

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

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INFRASTRUCTURE & MAINTENANCE – EA1 OPPORTUNITIES

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

CURRENT MARKET



Open-pit mining operations

NEAR-TERM OPPORTUNITIES



Oil and Gas



Construction



Revegetation



Stockpiles



Hippodromes



Coal wagons

LONGER-TERM OPPORTUNITIES



Tailing dams



City subways



Light traffic roads



Underground mines



Biosafe developing agriculture applications

INFRASTRUCTURE & MAINTENANCE – MARKET OPPORTUNITY



- The initial ea1 target market is the mining industry due to the prevalence and scale of dust and water preservation issues

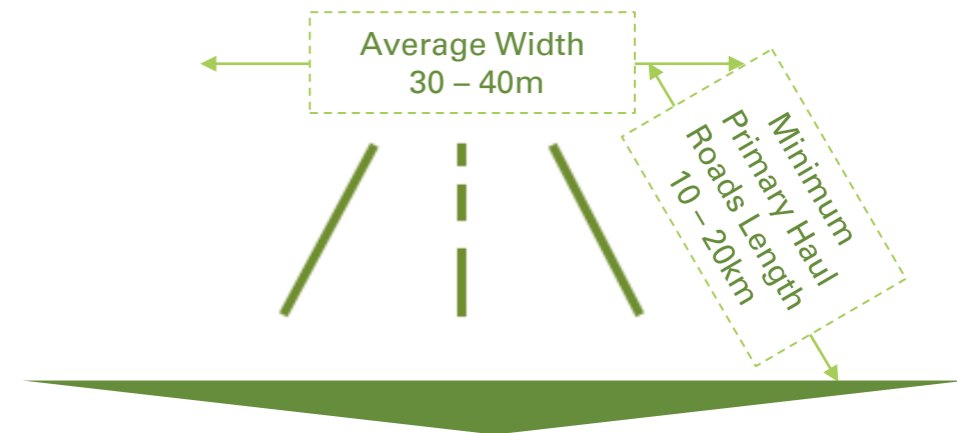


- Typical target mine:
 - Large, open-pit operation
 - Generates significant dust levels during most of the year due to soil type and activity
 - Located in a region where access to water is scarce
 - Located close to a local community
- These mines are typically located in the southern hemisphere: Africa, South America and Australia as well as Northern Mexico and the Southwestern United States



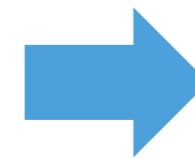
- ea1 is in commercial application in Mexico and in trial testing in various locations in South America and South Africa

TYPICAL WORLD-CLASS OPEN PIT MINE PRIMARY ROADS



Typical minimum addressable area of ~525,000 m² to be treated per mine

ea1TM
DUST SUPPRESSANT
~10L/m²/yr



Baseline of
approximately
5.25M liters
annually per
typical mine

1m² translates into ~C\$13.00 - C\$14.00 of annual revenue for Earth Alive ⁽¹⁾

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 approximately 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

SAMPLE TEST RESULTS

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



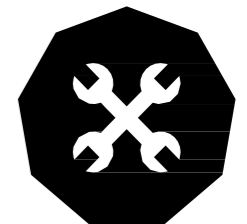
ENVIRONMENTALLY FRIENDLY



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

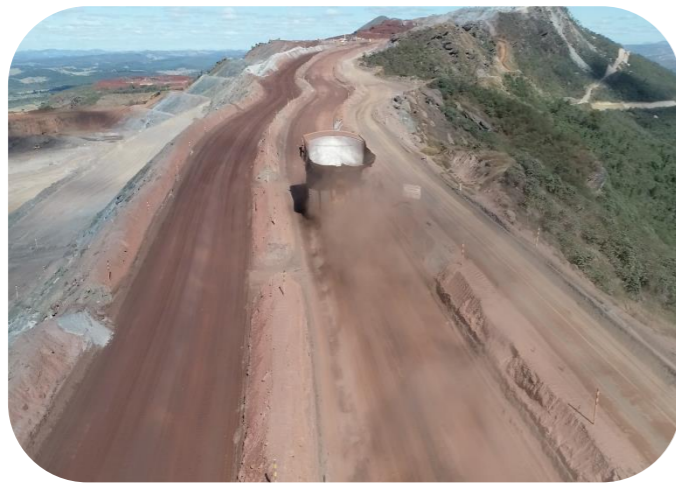
INFRASTRUCTURE & MAINTENANCE – EA1 EFFECTIVENESS

SAMPLE STUDIES

BRAZIL

MEXICO

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 – 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



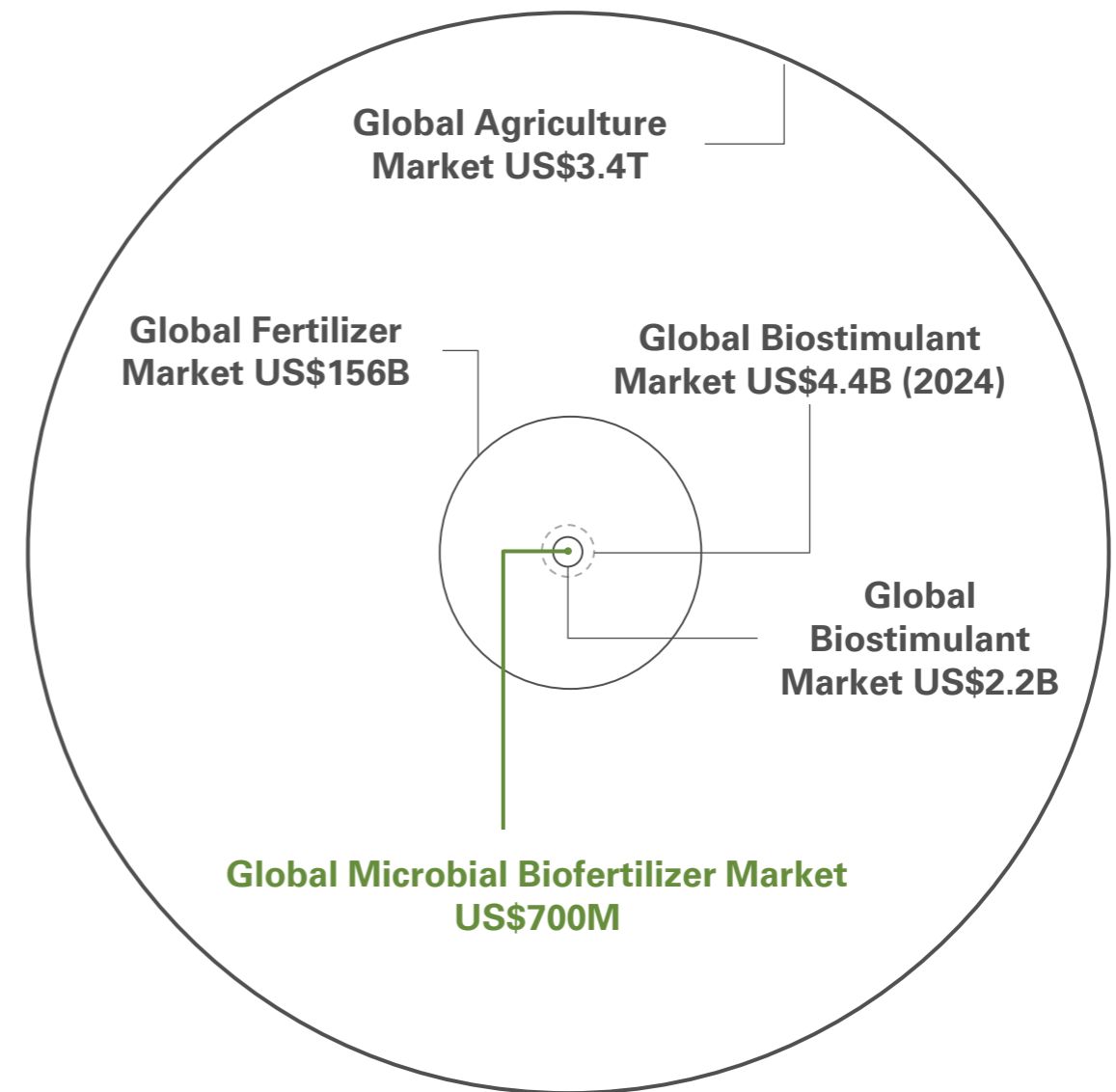
- Microbial biofertilizers represent ~US\$700.0M of the ~US\$3.4T global agriculture market
 - Microbial biofertilizer market has a projected CAGR of 12.5% from 2018 to 2024



- 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 ⁽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 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

eddi's
Wholesale Garden Supplies Ltd.
A Hydrofarm Company



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



1) Soil Activator has received organic certification from the following bodies: Ecocert, IMO Control and Control Union, OMRI

AGRICULTURE – SOIL ACTIVATOR (CONT'D)

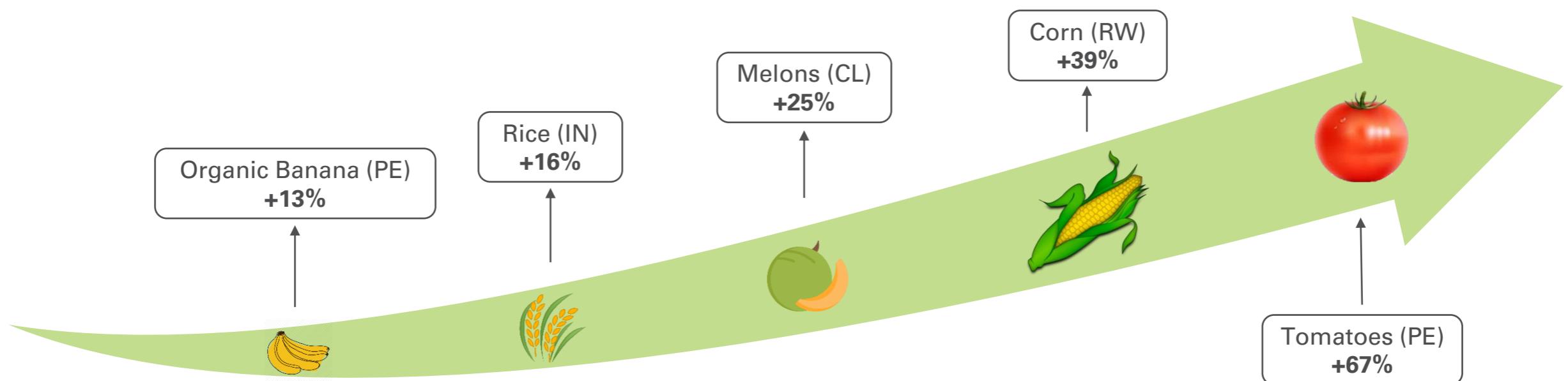
KEY BENEFITS

- 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

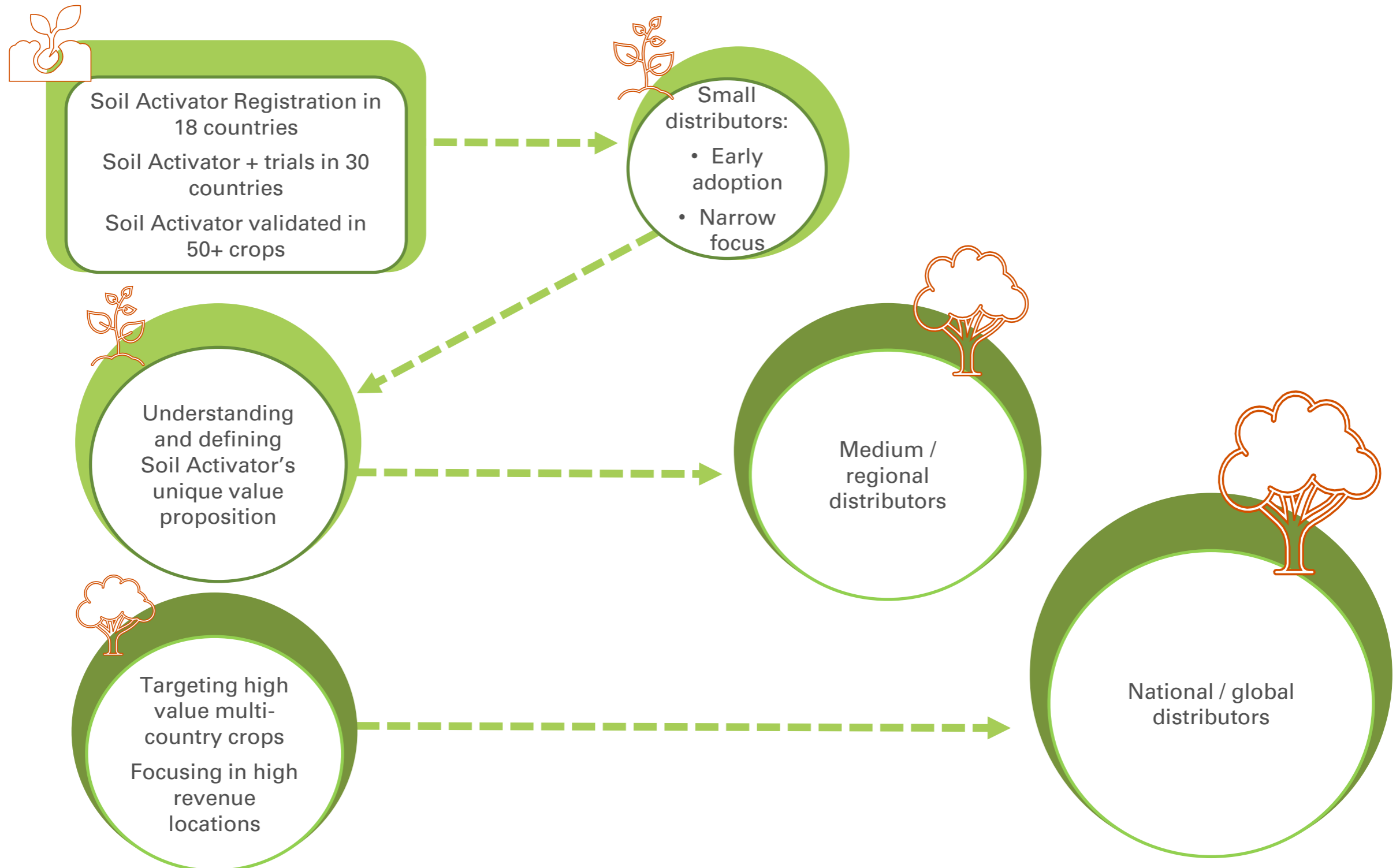
SOIL ACTIVATOR CROP RESPONSE (INCREASE IN YIELD OR WEIGHT) ⁽¹⁾



AGRICULTURE: FOCUSING THE BUSINESS

ROAD TO COMMERCIAL SUCCESS

TRANSITIONING FROM SMALL DISTRIBUTORS TO LARGER PLAYERS



FINANCIAL AND GOVERNANCE OVERVIEW

Overview and Opportunity

Soil First Platform

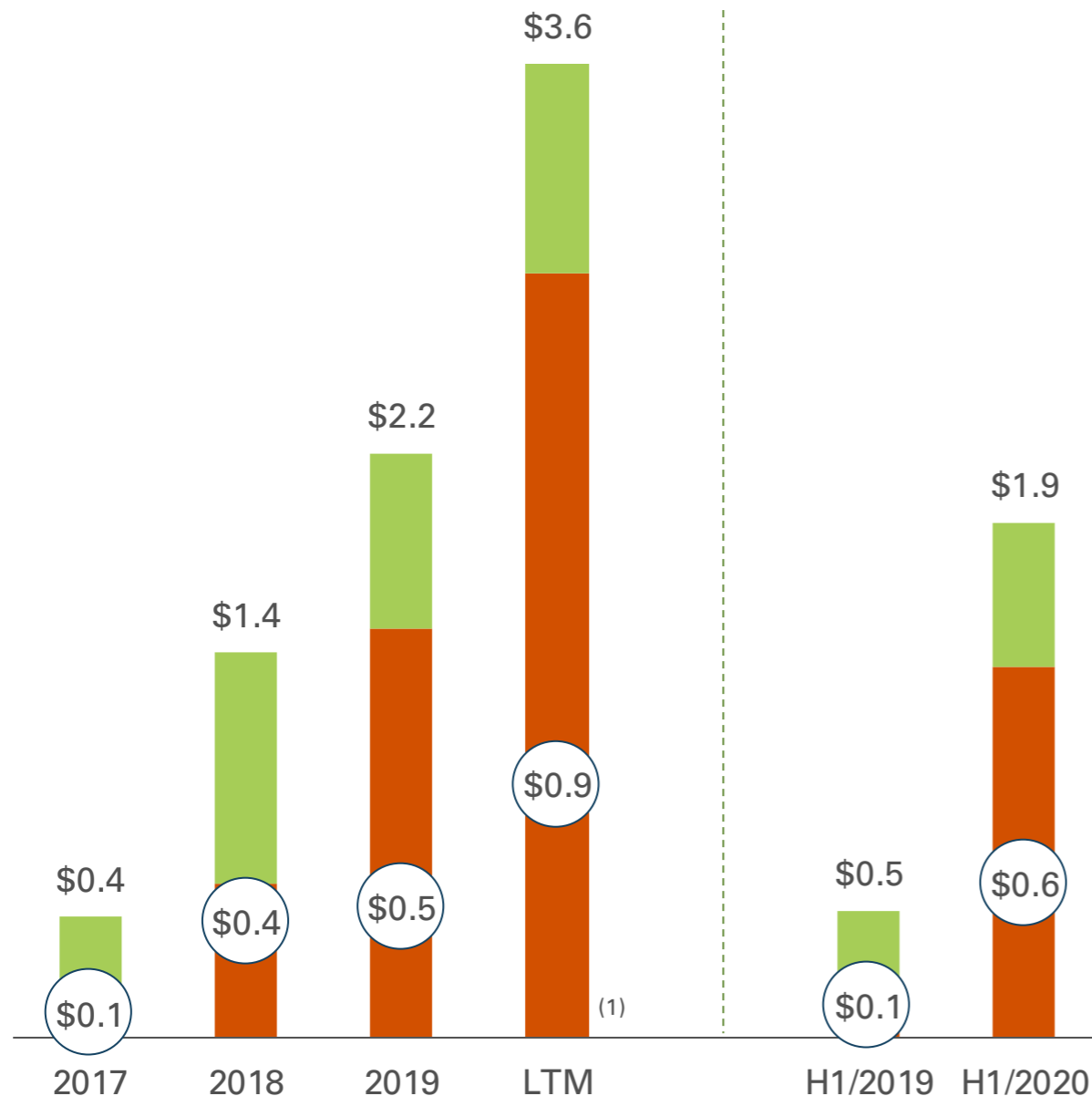
Financial and Governance Overview

REVENUE AND FINANCIAL HIGHLIGHTS

HISTORICAL REVENUE BY BUSINESS LINE

In C\$M

■ Agriculture ■ Infrastructure & Maintenance ○ Gross Margin



1) Last twelve months ending June 30, 2020
Source: Company filings

RECENT FINANCIAL HIGHLIGHTS

- Revenues for the first six months of 2020 more than quadrupled to \$1.9M in 2020 and gross margin increased to 29.9%, compared to 24.8%
- The increase in revenues was driven by sustained momentum in new ea1™ business, partially offset by the global pandemic's impact on economic activity
- Working capital was \$2.0M, with a cash balance of \$1.7M as at June 30, 2020, compared to \$2.5M and \$2.3M as at December 31, 2019

RECENT DEVELOPMENTS

- Agreement for a commercial test of ea1 with a major mining operation in Chile to become the project's dust suppressant solution provider
- First commercial application of ea1 on an industrial site and the first commercial application of ea1 in Europe
- ea1 trial completed in Brazil, with further trials scheduled or expected before the end of 2020 – these trials and are part of the process to become a multi-site dust suppressant solution provider for a global mining group

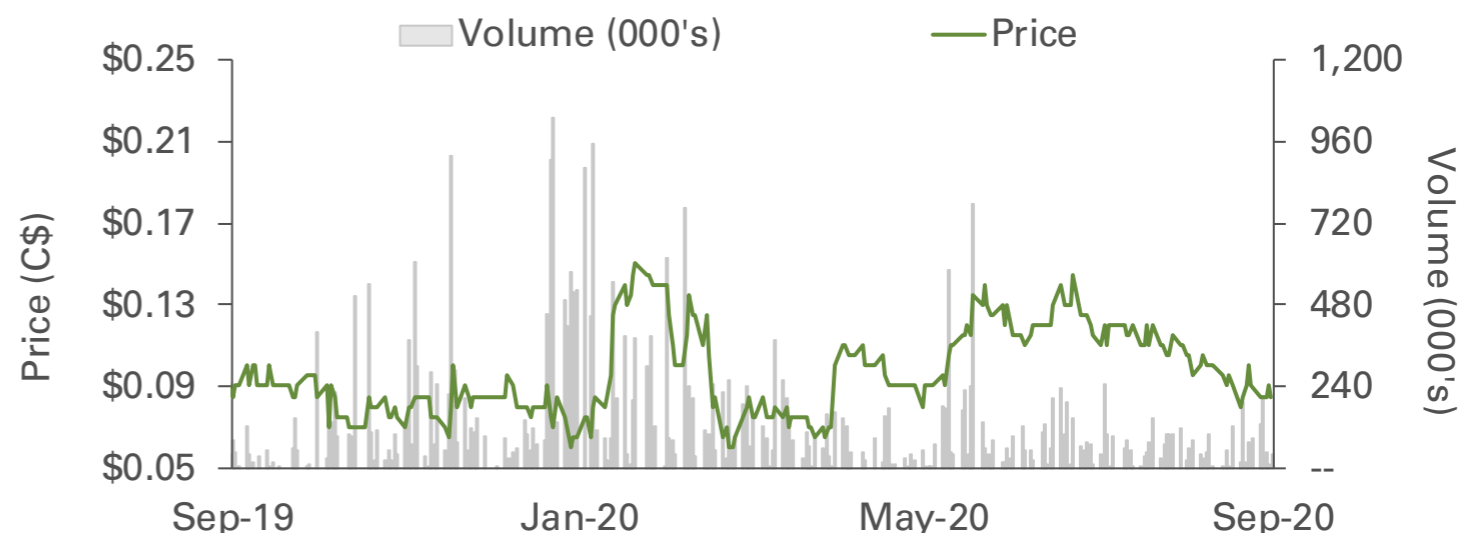
CAPITALIZATION AND OWNERSHIP

CAPITALIZATION TABLE

All amounts in C\$, except where indicated

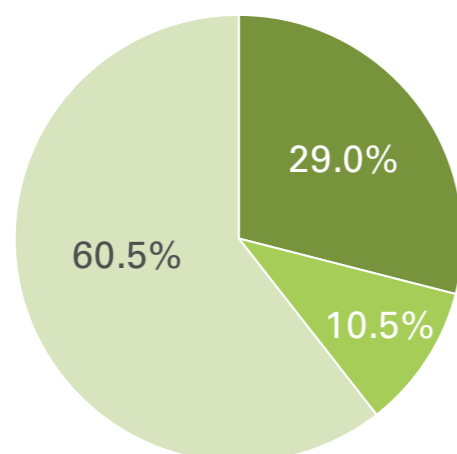
| | |
|--|---------------|
| EAC Closing Price (25-Sep-20) | \$0.09 |
| FD Shares Outstanding (M) ⁽¹⁾ | 195.9 |
| Market Capitalization | \$16.7 |
| 52-Week High | \$0.15 |
| 52-Week Low | \$0.06 |
| % of 52-Week High | 56.7% |

LTM SHARE PRICE PERFORMANCE



OWNERSHIP PROFILE ⁽²⁾

- Groupe Lune Rouge
- Management & Board
- Other Shareholders



DETAILED OWNERSHIP

| SECURITY HOLDER | HOLDINGS (000's) | | | | | |
|--------------------------|------------------------------|---------------|--------------|---------------|---------------|---------------|
| | Common Shares ⁽²⁾ | % | Options | % | Warrants | % |
| Lune Rouge | 56,819 | 29.0% | -- | --% | 22,097 | 38.9% |
| Steven Saviuk | 6,487 | 3.3% | 300 | 3.3% | 196 | 0.3% |
| Michael Warren | 6,319 | 3.2% | 1,700 | 18.5% | -- | --% |
| Benoit La Salle | 2,894 | 1.5% | 600 | 6.5% | -- | --% |
| Robert Blain | 2,350 | 1.2% | 300 | 3.3% | 1,000 | 1.8% |
| Frédéric Beausoleil | 1,000 | 0.5% | 1,000 | 10.9% | 578 | 1.0% |
| Viviane Yargeau | 600 | 0.3% | 800 | 8.7% | -- | --% |
| Jean-Paul Blais | 600 | 0.3% | 3,500 | 38.1% | 300 | 0.5% |
| Todd Patterson | 220 | 0.1% | -- | --% | 200 | 0.4% |
| Ann Barnes | 20 | 0.0% | 300 | 3.3% | -- | --% |
| Other | 118,636 | 60.5% | 686 | 7.5% | 32,466 | 57.1% |
| Total Outstanding | 195,945 | 100.0% | 9,186 | 100.0% | 56,837 | 100.0% |

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 September 25, 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



JEAN-PAUL BLAIS
CHIEF OPERATING
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.