



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

**INNOVATING  
AND LEADING**

THE WAY INTO THE  
BIOLOGICAL ERA



**Investor Presentation**

**November 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



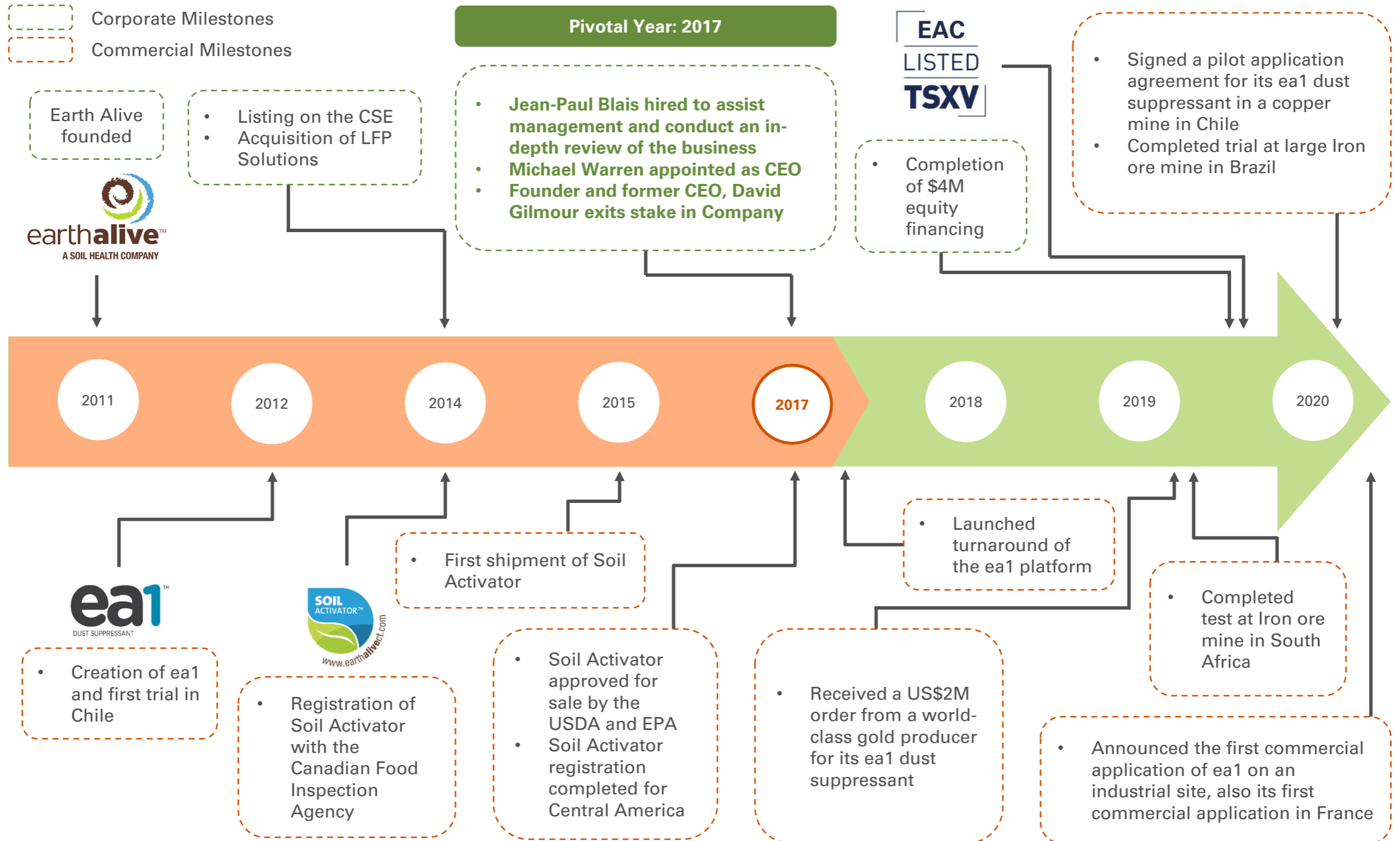
## Agriculture

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



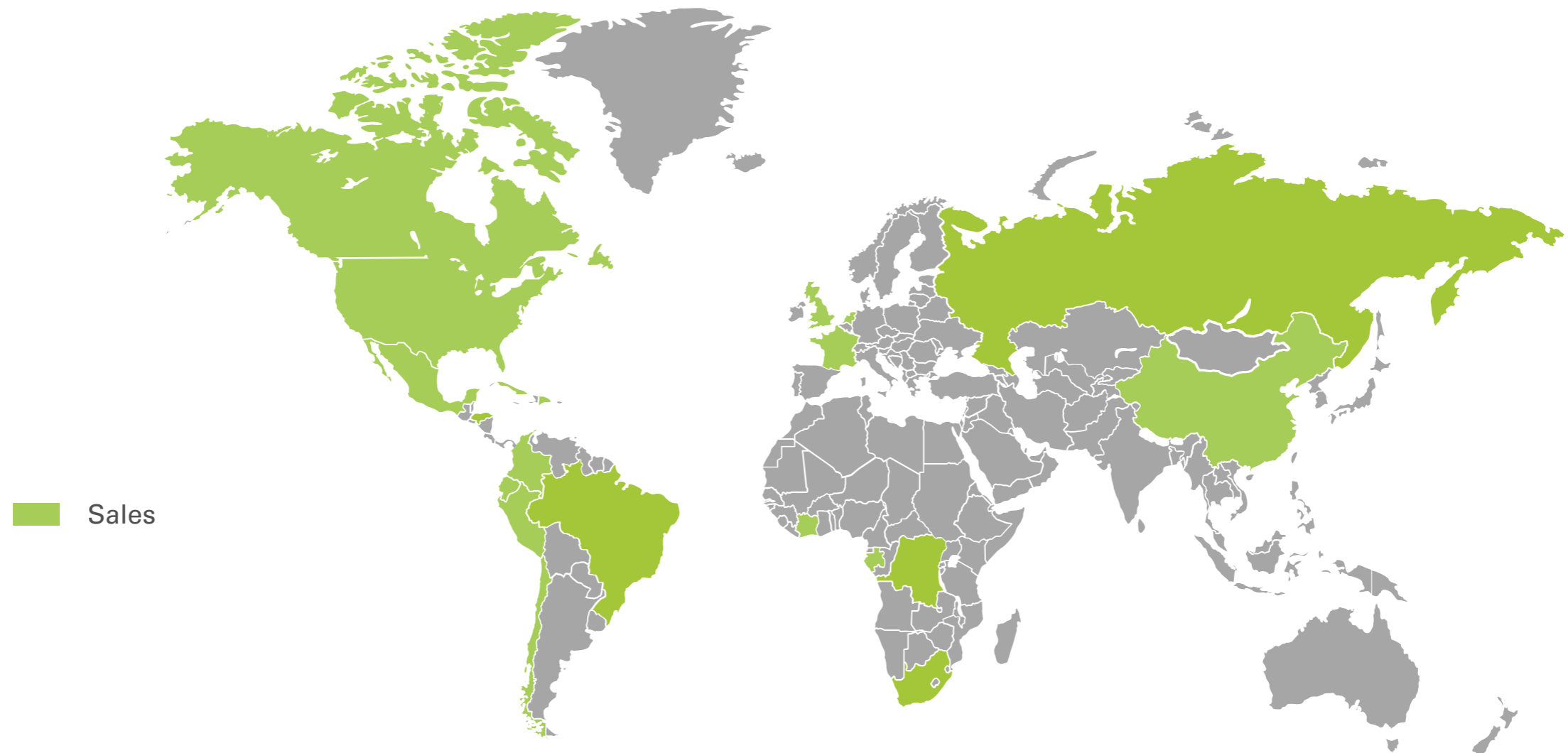
*Earth Alive's innovative technologies are shipped globally through an international network of agents, dealers, and distributors*

# 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 <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

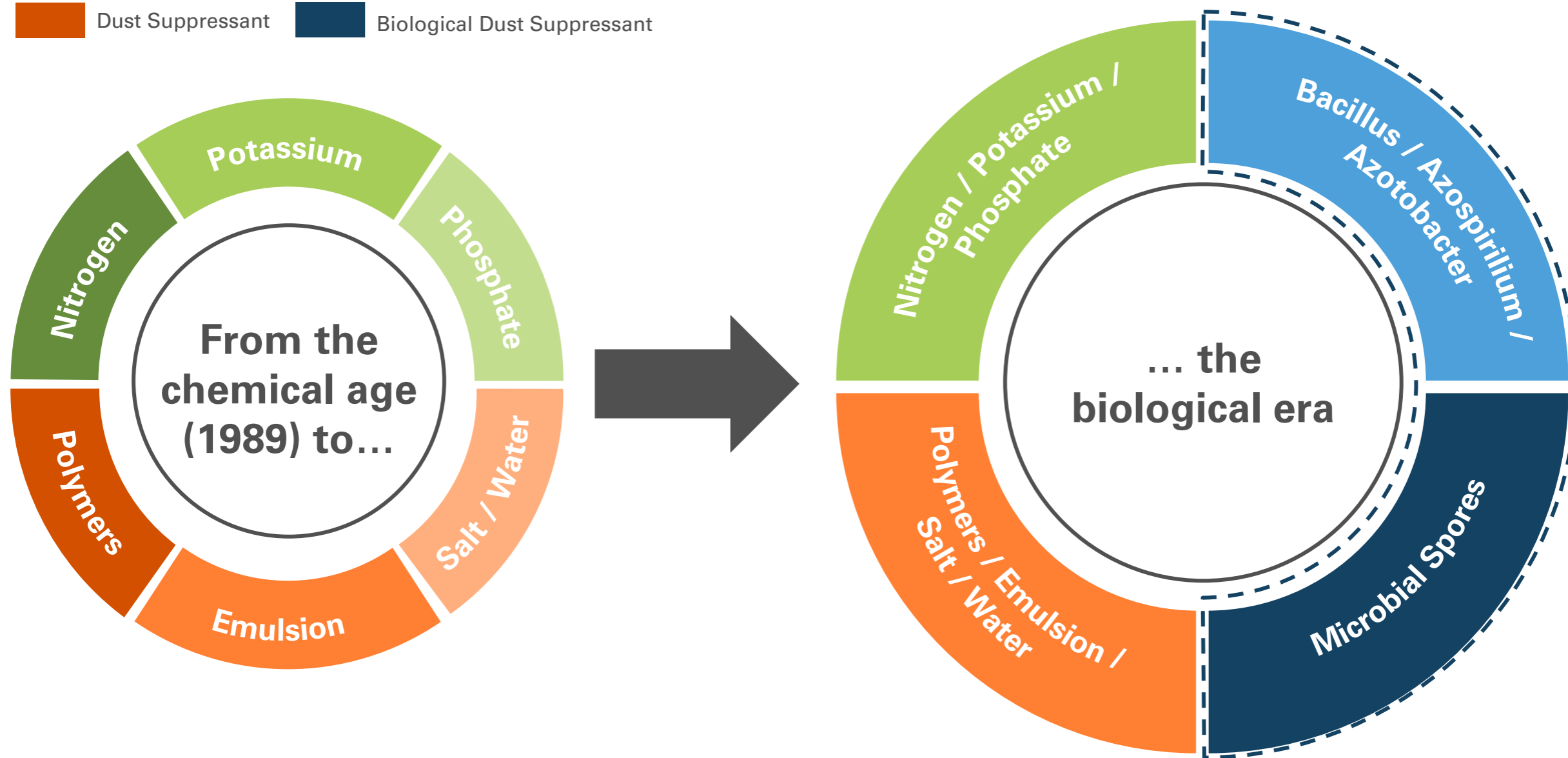


1) Estimated using 2018 as a base year

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

Financial and Governance Overview

# 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



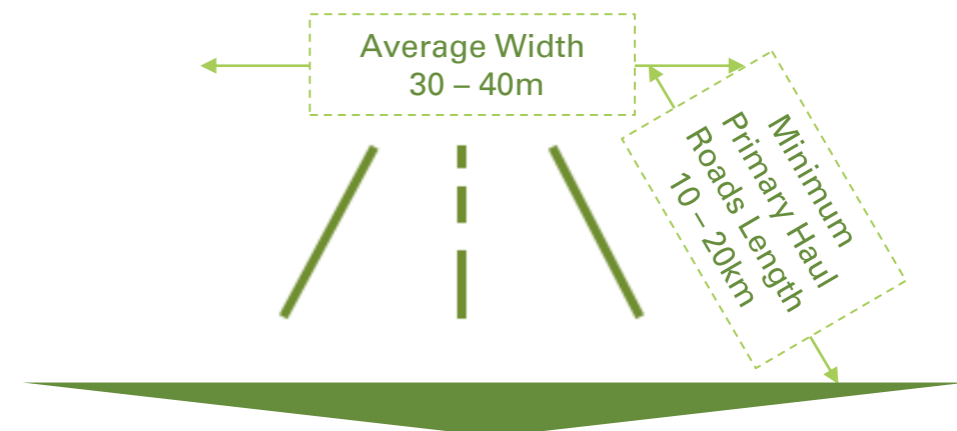
- Typical target mine:
  - Large, open-pit operation
  - Generates significant dust levels during most of the year due to soil type and activity
  - Located in a region where access to water is scarce
  - Located close to a local community

- These mines are typically located in the southern hemisphere: Africa, South America and Australia as well as Northern Mexico and the American Southwest



- 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 PRIMARY HAUL ROADS



Typical minimum addressable area of ~525,000 m<sup>2</sup> to be treated per mine



Baseline of approximately 5.25M liters annually per typical mine

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

*ea1 is the first microbial environmentally sustainable solution addressing dust control in the global mining market*

1) This estimate is based on field studies. Revenue per m<sup>2</sup> of road is subject to various external factors, including: road construction, condition, maintenance and weather

# 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

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

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# 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



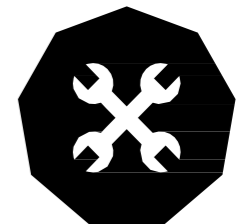
ENVIRONMENTALLY FRIENDLY



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*

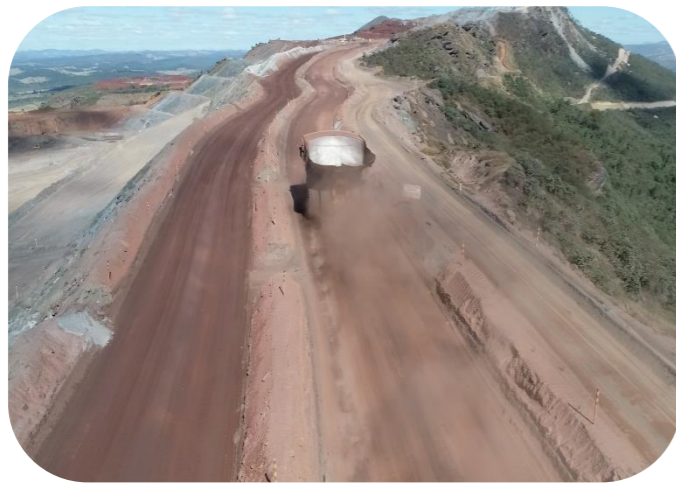
# INFRASTRUCTURE & MAINTENANCE – EA1 EFFECTIVENESS

## 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



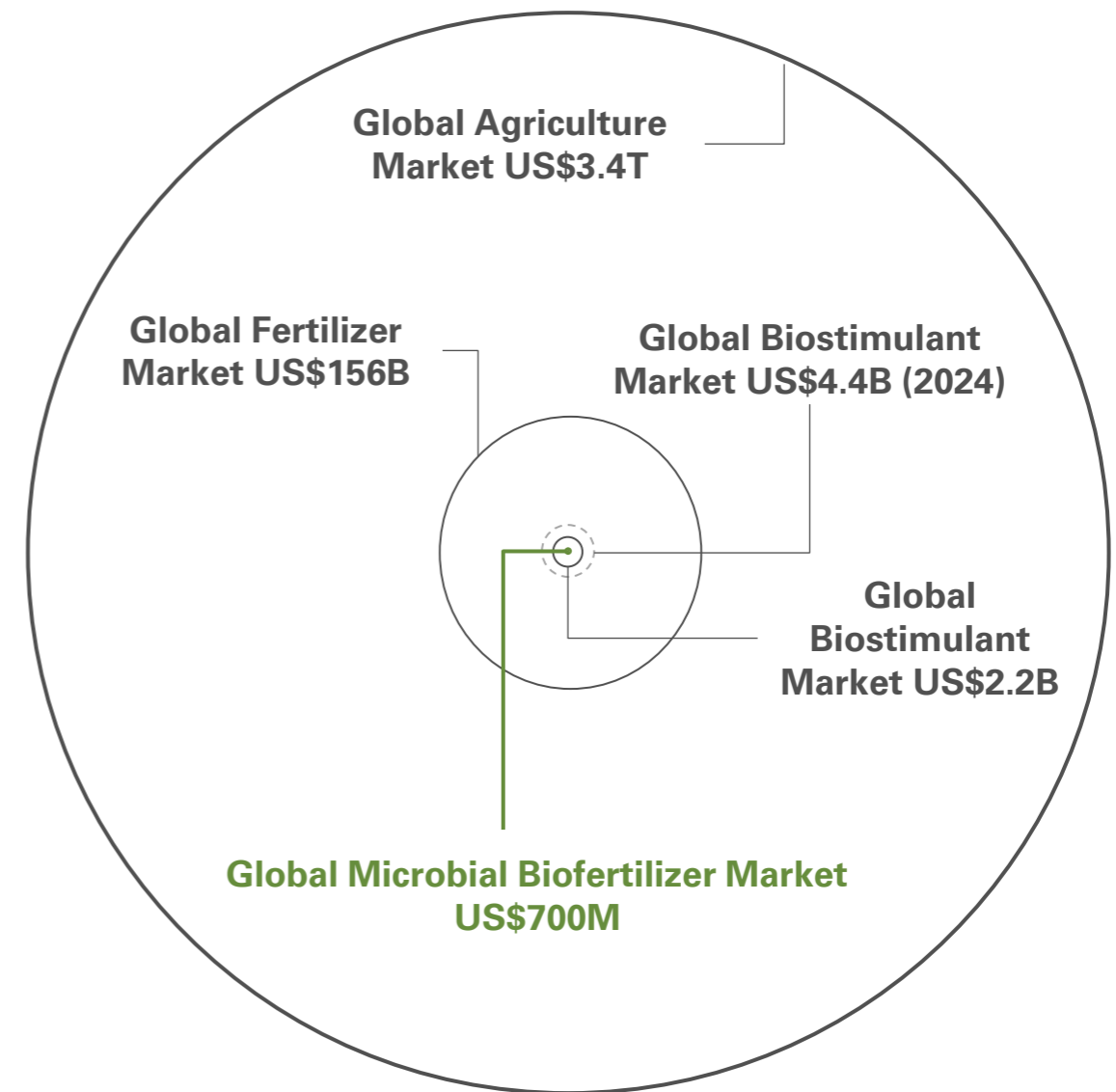
- Microbial biofertilizers represent ~US\$700.0M of the ~US\$3.4T global agriculture market
  - Microbial biofertilizer market has a projected CAGR of 12.5% from 2018 to 2024



- 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 <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*



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

# AGRICULTURE – SOIL ACTIVATOR (CONT'D)

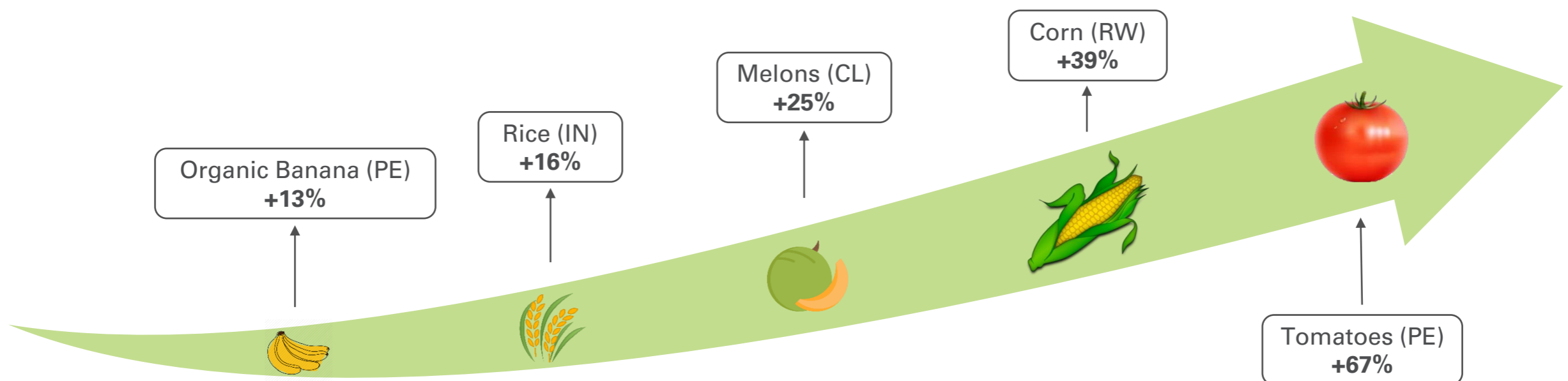
## KEY BENEFITS

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

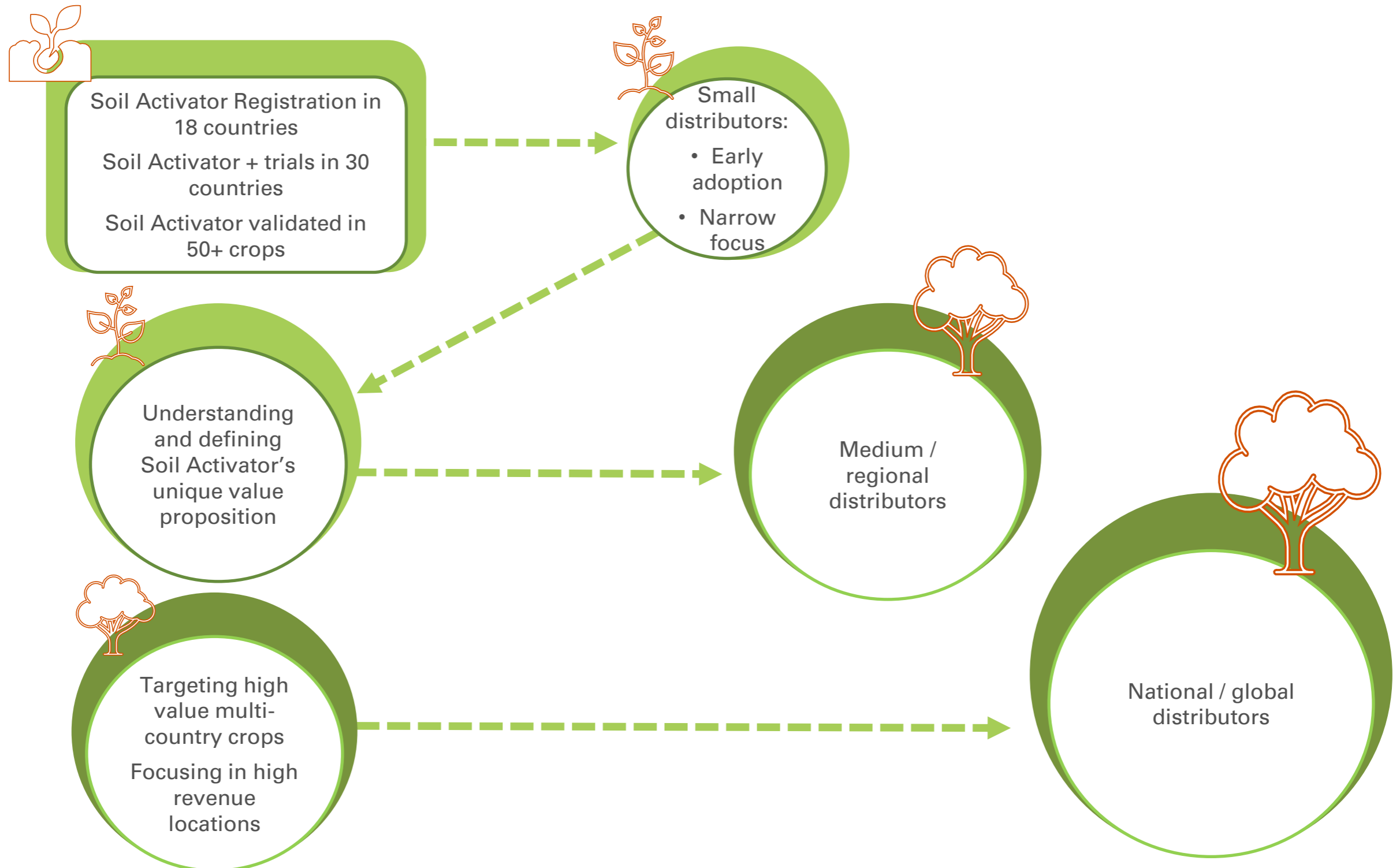


1) Based on results from field studies conducted by the Corporation  
Sources: Company filings, Farm Gate

# 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

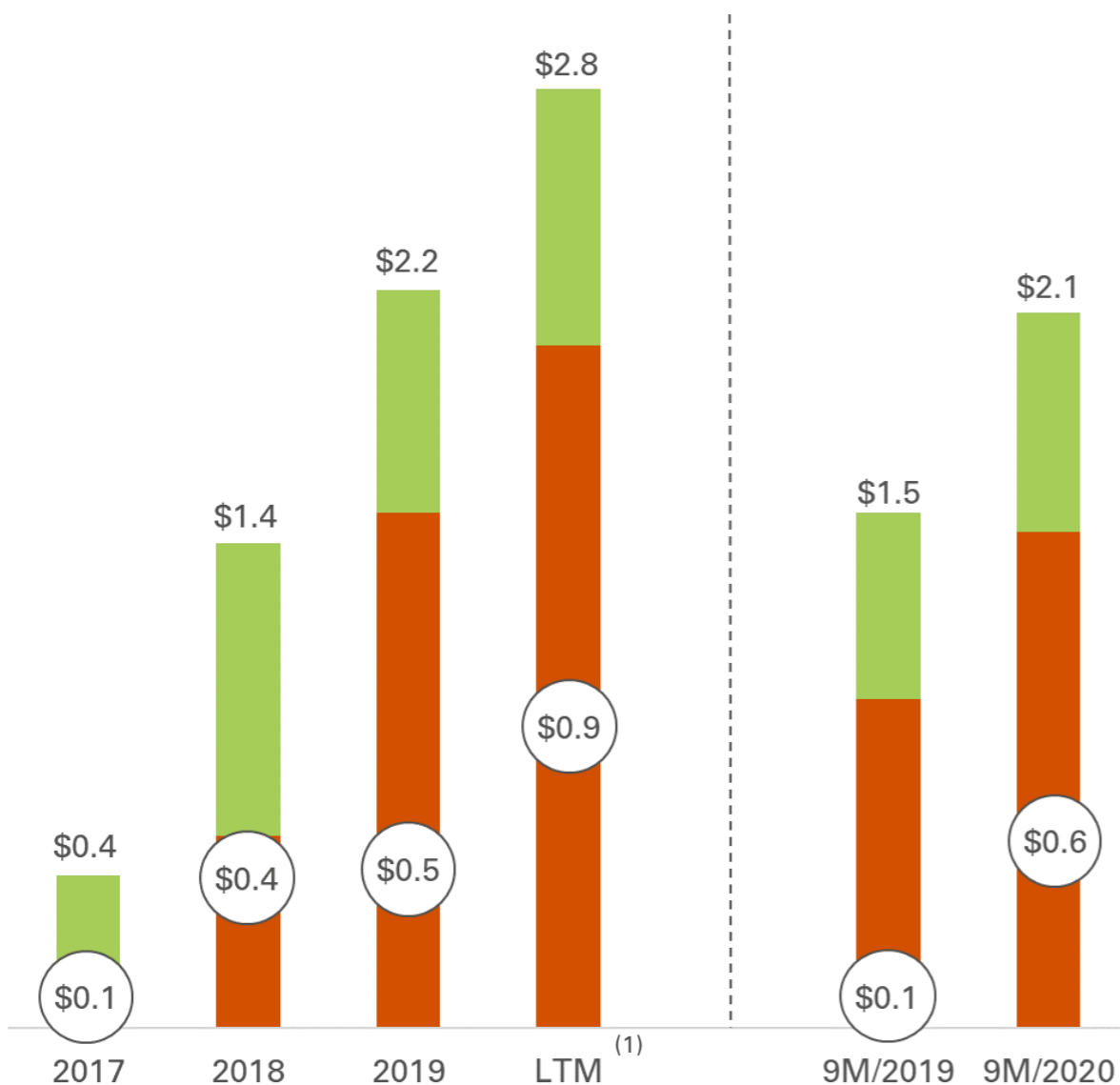
Financial and Governance Overview

# REVENUE AND FINANCIAL HIGHLIGHTS

## HISTORICAL REVENUE BY BUSINESS LINE (C\$M)

In C\$M

■ Infrastructure & Maintenance   ■ Agriculture   ○ Gross Margin



## RECENT FINANCIAL HIGHLIGHTS

- Revenues increased to \$2.1M for the nine months ended September 30, 2020 compared to \$1.5M in 2019, while gross margin increased to 30.0% in 2020 compared to 22.1% in 2019.
- 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 \$1.7M, with a cash balance of \$1.3M as at September 30, 2020, compared to \$2.5M and \$2.3M as at December 31, 2019.

## OTHER RECENT DEVELOPMENTS

- In August 2020, Soil Activator® was approved for sale in California and distributors have begun ordering.
- In September 2020, the Company received an order for a large-scale ea1 trial application in South Africa, the fourth such test by this customer and a key step towards becoming a multi-site dust suppressant solution provider for this global mining group.
- In mid-October, the Company resumed ea1 shipments to its customer in Mexico.
- During the fourth quarter, ea1 will be tested by two of the Company's customers in Chile.



<sup>1)</sup> Last twelve months ending June 30, 2020  
Source: Company filings



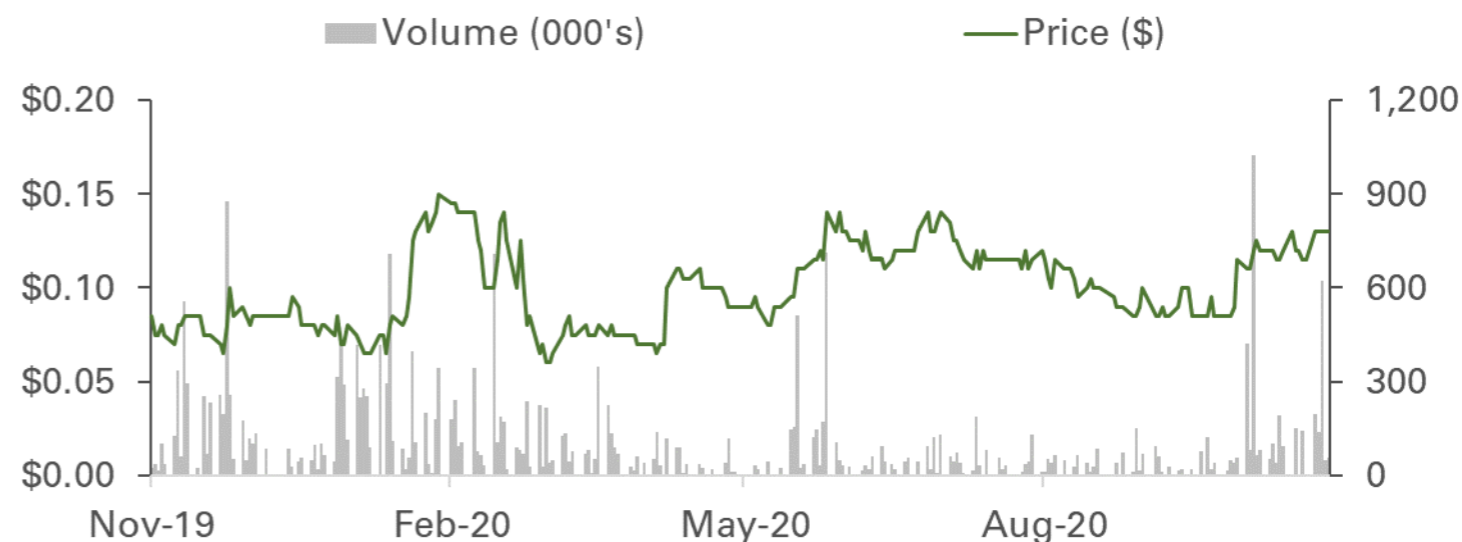
# CAPITALIZATION AND OWNERSHIP

## CAPITALIZATION TABLE

All amounts in C\$, except where otherwise indicated

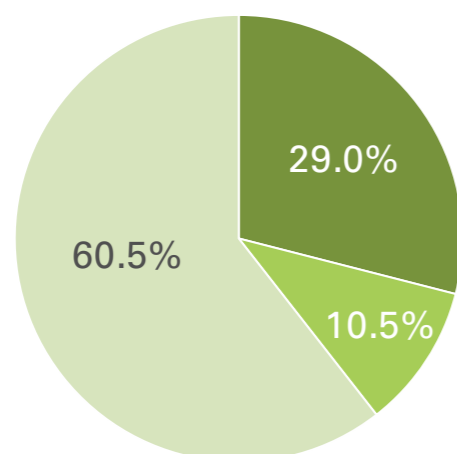
EAC Closing Price (Nov-13, 2020)	\$0.13
FD Shares Outstanding (M) <sup>(1)</sup>	195.9
<b>Market Capitalization</b>	<b>\$25.5</b>
52-Week High	\$0.15
52-Week Low	\$0.06
% of 52-Week High	86.7%

## 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	3.3%	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%
<b>Total Outstanding</b>	<b>195,945</b>	<b>100.0%</b>	<b>9,186</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



# 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.