



COMPANY OVERVIEW FOR INVESTORS

Have a Stake in the Healthy Foods Market? You Should.

To underestimate the growth and investment potential of the Healthy Foods and Functional Ingredients markets would be a costly mistake. The latter alone will reach US\$275 billion* by 2025 (US\$116 billion in 2018). The critical piece to the infrastructure, necessary to accomplish or exceed that forecast growth will come to those companies owning or having access to development and production facilities; which currently are extremely limited.

(As well, the Cannabis market is expected to reach over US\$66 billion** (US\$13.8 billion in 2018) by that 2025 timeframe. That estimate will likely be raised.)

Those two-sector increases represent CAGR (Compound annual growth rates) of 7.6% and 24% respectively.

Here's the Real Deal

Enter Naturally Splendid Enterprises Ltd. ("Naturally Splendid", "NSE" or "the Company") (FRANKFURT:50N) (TSXV: NSP) (OTC: NSPDF).

NSE is recognized within the Healthy/ Functional Food sector as a key producer, supplier and seller of Hemp products to retail, wholesale and Contract Manufacturing clients. The Company has also carefully expanded its business; now manufacturing innovative bars, bites, markedly increasing the Company's value. These strategically executed initiatives could lead to massive growth as the Company looks to add to its already successful food business and grows its Hemp, CBD, and Cannabis extraction business.

'During the Klondike Gold Rush, most of the money was made by those who sold equipment and services to the miners,' stated Craig Goodwin, Founder and CEO of NSE. 'Over the last ten years, NSE has built a great business in the development, sale and Contract Manufacturing sectors of Healthy Foods and Functional Ingredients. We already supply White Label products to many of the largest Healthy Food companies in the space. NSE one of a very few, as well as the only publicly-traded Company in the business which provides, analogously, the critical 'picks and shovels' to this new 'gold rush.'

NSE's ongoing R&D developments warrant that Investors take a look and possibly consider building a position.

NSE Management

J. CRAIG GOODWIN:
CEO, President, Director & Co-Founder of NSE

BRYAN CARSON:
E.V.P of Marketing & Innovation & Co-Founder of NSE

RUSS CRAWFORD:
President of the Canadian Hemp Trade Alliance

GEORGE RAGOGNA:
Director of NSE

Share Structure

Share Price (As of Feb 3rd, 2020): \$0.08

Shares, Issued & Outstanding: 141,438,513

Fully Diluted: 172,806,301

MARKET CAP: \$11.3M

Year High: \$0.165

Year Low: \$0.06

Critical points for investors

- NSE Company Branded products are sold in over 2,000 Canadian stores and proliferating.
- Confidential Contract production for many of the largest and successful names in the hemp, plant-based and health & wellness product sectors, representing 10's of thousands of points of sale, with a robust growth path.
- Revenue FY2017 \$1.7 million, FY2018 \$2 million. Q1/2 2019 \$1.724M.
- Scaling up operations to accommodate the increased demand for NSE labelled and Contract Manufacturing
- The market cap is currently \$11million. Shares trade between C\$0.08 and C\$0.09

There's Lots More

Another advantage for investors is that NSE's potentially exponential growth is backstopped by its traditional, but also rapidly growing hemp businesses and company branded product lines. NSE's commercialized proprietary technologies (HempOmega™) are found in its brands and featured in outside customers' products; both as an Omega enhancer and a value-add ingredient. The future range of exciting and innovative healthy products is vast.

REVENUE GRAPH





COMPANY OVERVIEW

FOR INVESTORS

The Company has Marathon Legs

At the moment and likely for the foreseeable future, NSE is and will be one of a few public companies that are ready to meet the massive 'Gold Rush' that is the Healthy/Functional Food Market. Under development are products utilizing Cannabis and CBD. CBD/THC infused edibles along with oils are expected to be in high demand; all are or will be produced by NSE both in-house and for large Contract Manufacturing clients.

The Cannabis aspect of the NSE's triumvirate (Hemp, Food, Cannabis) is an extension of its traditional business, neither a sideline nor a start-up.

The edibles market—both products and ingredients—is particularly poised for exponential growth. Unlike a competitor trying to start now, NES's provenance, as well as extensive and growing production facilities, put it firmly at the tip of the spear.

The Company has seen increasing retail and manufacturing revenues each year, and Q3/4 2019 could be on track to double FY2018's \$2 million.



What is HempOmega™?

HempOmega™ is an environmentally sustainable, plant based source of omegas 3, 6 and 9. It is a homogeneous ingredient that can be easily integrated or custom formulated. Available in powder or emulsion.

Applications:

- Dairy
- Supplements
- Nutraceuticals
- Pet food
- Livestock
- Cosmetics
- Beverages
- Bakery
- Pizza Dough

Cannabis License

Applied for Processor's License to produce Cannabis products, which will allow the Company to be:

- Supplier of Cannabinoids (CBD) and THC products
- In house and Contract Manufacturing, Packaging and logistical support
- Preparation of proprietary R&D formulation
- Resale and distribution to outside licensees
- Importing and Exporting for Global Sales

What Once was New, Still Is.

The current and ongoing volatility of the Cannabis sector is rife with problems, questionable production methods and an inordinate amount of hype. All of that helps NSE and solidly slots it as a quality vehicle for exposure to the sector.

Management has already proven NSE as one of an extremely few that are expert and innovator in Hemp, Food and soon, Cannabis markets. It has become the go-to for large Contract Manufacturing clients and further, are well versed in the complex regulatory waters. NSE's contract sales division sells into household names that represent 100's of millions in annual revenue.

**** "The global functional foods market size is projected to reach USD 275.77 billion by 2025, according to a new report by Grand View Research, Inc. It is anticipated to expand at a CAGR of 7.9% during the forecast period". ****

**** "The global legal marijuana market size is expected to reach USD 66.3 billion by the end of 2025, according to a new report by Grand View Research, Inc. It is anticipated to expand at a CAGR of 23.9% during the forecast period". ****
Grandview Research

CONTRACT MANUFACTURING



- Onsite R&D services which includes; food scientist, ingredient specialist, certification consulting, nutrition specialist, branding/packaging, distribution.
- SQF2 Certified 20,000+ square foot production facility with the capacity to produce thousands of bars and bites daily.
- Many of these clients will be seeking to enter the CBD edibles market as regulations allow.
- Contracts representing the top names in plant based functional and specialty food supplements and foods.

BRANDS



NATERA SPORT™ is an award-winning, plant-based recovery and performance focused nutrition line. (Including Keto bars, Sport bites, Ketoba, Protein, etc.)



ELEVATE ME™ focused on healthy meal replacement products that include energy bars and on-the-go oatmeals.



WOODS WILD BAR™ is focused on crafting unique bars with carefully chosen and sustainably picked mushrooms to provide long lasting energy with a robust array of antioxidants, vitamins and minerals.



CHII™ is a web-based, bulk line of hemp food products. Conventional and organic hemp products focused on freshness and quality at wholesale prices.



CHII™ Skincare is a division focused on exceptional skincare products. Coming soon....!!!



PAWSITIVE FX™ is a topical health care for strong, happy paws and snouts. Extending product line to pet nutrition and future cannabis infused products.