



## INVESTOR PRESENTATION





# Forward Looking Information

This presentation contains “forward-looking information” within the meaning of applicable securities laws. Forward looking information may relate to our future outlook and anticipated events or results and may include information regarding our financial position, business strategy, growth strategy, budgets, operations, financial results, taxes, dividend policy, plans, intentions, beliefs, and objectives of our Company. Particularly, information regarding our expectations of future results, performance, achievements, prospects or opportunities is forward looking information. In some cases, forward looking information can be identified by the use of forward looking terminology such as “plans”, “targets”, “expects”, “does not expect”, “is expected”, “an opportunity exists”, “budget”, “scheduled”, “estimates”, “outlook”, “forecasts”, “projection”, “prospects”, “strategy”, “intends”, “anticipates”, “does not anticipate”, “believes”, or variations of such words and phrases or state that certain actions, events or results “may”, “could”, “would”, “might”, “will”, “will be taken”, “occur” or “be achieved”. In addition, any statements that refer to expectations, intentions, projections or other characterizations of future events or circumstances contain forward looking information. Statements containing forward looking information are not historical facts but instead represent management’s expectations, estimates and projections regarding future events or circumstances. In addition, our assessments of, and targets for, annual revenue, Adjusted EBITDA, Adjusted diluted earnings per share and certain other measures are considered forward looking information. See the section titled “Outlook” in our most recently filed MD&A for additional information concerning our strategies, assumptions and market outlook related to these assessments.

The forward-looking information contained in this presentation is based on management’s opinions, estimates and assumptions in light of its experience and perception of historical trends, current conditions and expected future developments, as well as other factors that we believe to be appropriate and reasonable in the circumstances. Despite a careful process to prepare and review the forward-looking information, there can be no assurance that the underlying opinions, estimates and assumptions will prove to be correct. Certain assumptions in respect of the ability to pursue further strategic acquisitions; our ability to source raw materials and other inputs from our suppliers; our ability to continue to innovate product offerings that resonate with our target customer base; our ability to retain key management and personnel; our ability to continue to expand our international presence and grow our brand internationally; our ability to obtain and maintain existing financing on acceptable terms; currency exchange and interest rates; the impact of competition; changes to trends in our industry or global economic factors; and changes to laws, rules, regulations and global standards are material factors made in preparing the forward looking information and management’s expectations contained in this presentation.

The forward-looking information contained in this presentation represents management’s expectations as of the date of this presentation and is subject to change after such date. However, we disclaim any intention or obligation or undertaking to update or revise any forward-looking information whether as a result of new information, future events or otherwise, except as required under applicable securities laws in Canada.

Forward-looking information is necessarily based on a number of opinions, estimates and assumptions that management considered appropriate and reasonable as of the date such statements are made, is subject to known and unknown risks, uncertainties, assumptions and other factors that may cause the actual results, level of activity, performance or achievements to be materially different from those expressed or implied by such forward-looking information, including but not limited to those described under the heading “Risk Factors” in our 2022 annual MD&A for the fiscal year ended December 31, 2022 and in our most recent annual information form.

We caution that the list of risk factors and uncertainties under the heading “Risk Factors” is not exhaustive and other factors could also adversely affect our results. Readers are urged to consider the risks, uncertainties and assumptions carefully in evaluating the forward-looking information and are cautioned not to place undue reliance on such information.

## NON-IFRS FINANCIAL MEASURES

This presentation may make reference to the following non IFRS financial measures: “EBITDA”, “Adjusted EBITDA”, “Adjusted net earnings”, “normalized gross profit”, “normalized SG&A”, “normalized earnings from operations”, “cash from operating activities before working capital considerations” and “net debt”, the following non-IFRS ratios: “Adjusted EBITDA margin”, “Adjusted diluted earnings per share”, “normalized gross profit margin”, “normalized operating margin”, and the following supplementary financial measures: “gross profit margin”, “operating margin” and “USD denominated revenue”, to provide supplemental measures of our operating performance and thus highlight trends in our core business that may not otherwise be apparent when relying solely on IFRS financial measures. Accordingly, these measures should not be considered in isolation nor as a substitute for analysis of our financial information reported under IFRS. For further details on these non-IFRS measures, non-IFRS ratios, and supplementary financial measures, including relevant definitions and certain reconciliations, see our most recently filed MD&A.



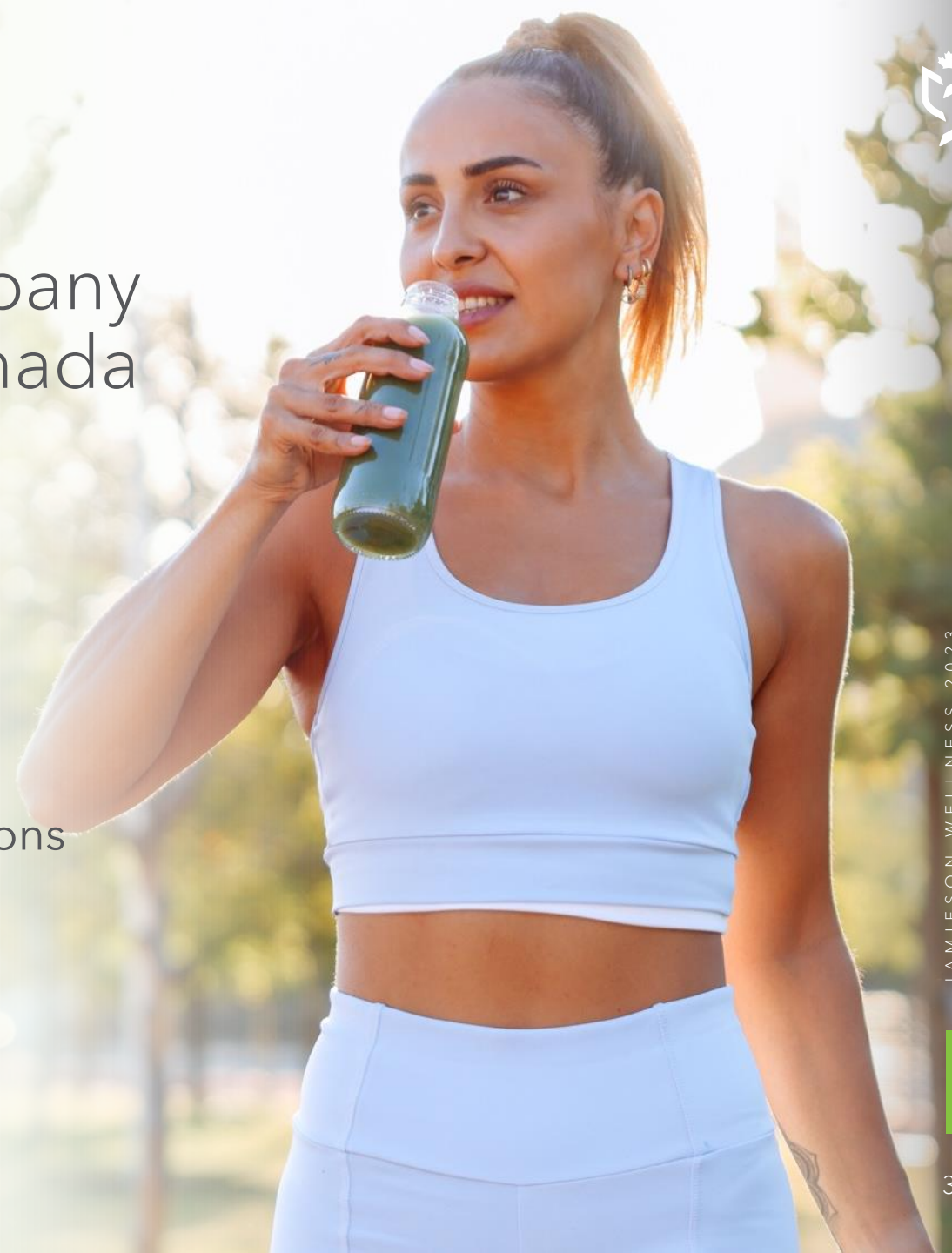
**Jamieson Wellness** is a growing global health and wellness company with a leadership position in Canada

We optimize whole health at every stage.

We inspire consumers to meet their individual health and wellness goals.

We are experts, building relevant quality-first solutions from evidence-based research.

We believe health and wellness connect us as human beings. **It's what we all have in common.**







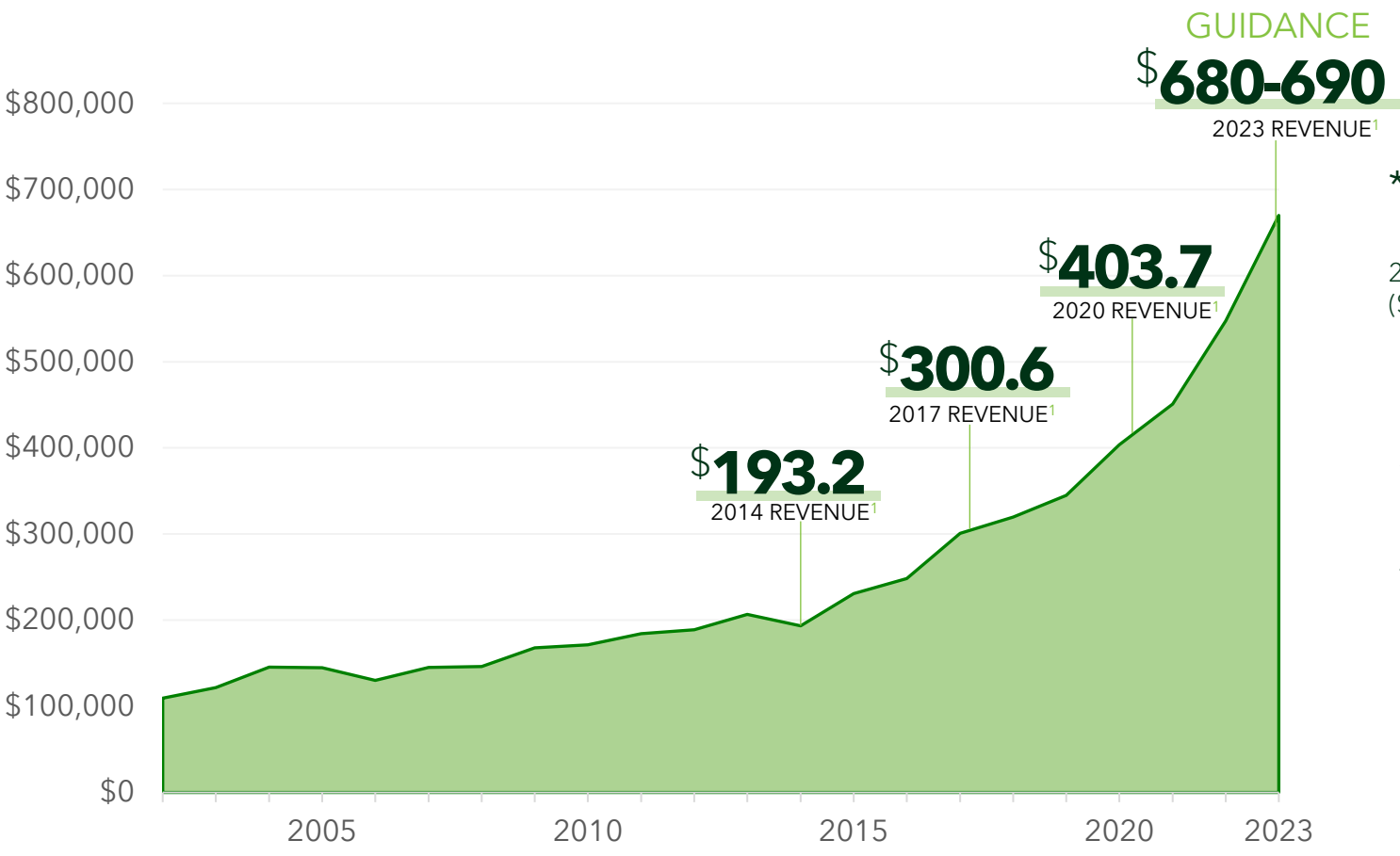
# 100 Years of expertise in Canada. Exportable Worldwide

Established in 1922, Jamieson Wellness is the clear leader in the Canadian vitamin, mineral and supplement marketplace.

- Rich VMS consumer insights rooted in a century of industry experience and a deep knowledge of the consumers' health and wellness journey
- Exceptional 360° marketing capabilities
- Innovation powerhouse across categories, product formats, ingredients and trends
- Multi-channel executional category leader in all traditional and non-traditional channels including food, drug, mass, ecommerce, club and beyond
- Highest quality manufacturing capabilities at pharmaceutical standards in state-of-the-art production facilities
- International regulatory excellence



# Decades of driving growth



**\*5-year CAGR**  
2017-2022  
(Since IPO)

**12.7%**

**10-year CAGR**  
2012-2022

**11.2%**

**20-year CAGR**  
2002-2022

**8.4%**

## KEY GROWTH MILESTONES

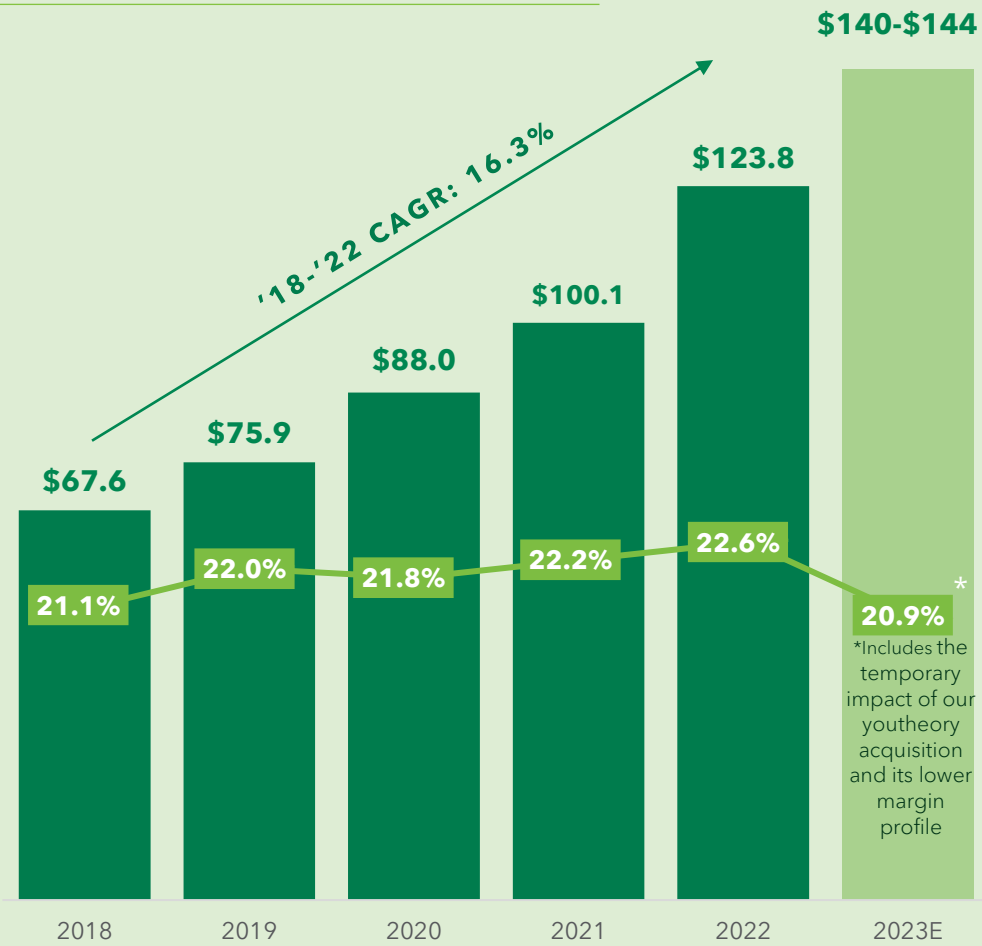
- 2014**  
Refocused strategy around innovation & international growth
- 2017**  
Acquired specialty brands & powder manufacturing facility
- 2020**  
COVID-19 drove demand for immunity
- 2022**  
Acquired the youthory brand

<sup>1</sup> CAD\$ in millions. 2014 to 2022 per audited IFRS statements and includes impact of acquisitions. 1983 to 2013 per historical financial statements (under Canadian Accounting Standards for Private Enterprises)

# Consistently delivering value



## ADJUSTED EBITDA & GROSS MARGIN



## EARNINGS PER SHARE

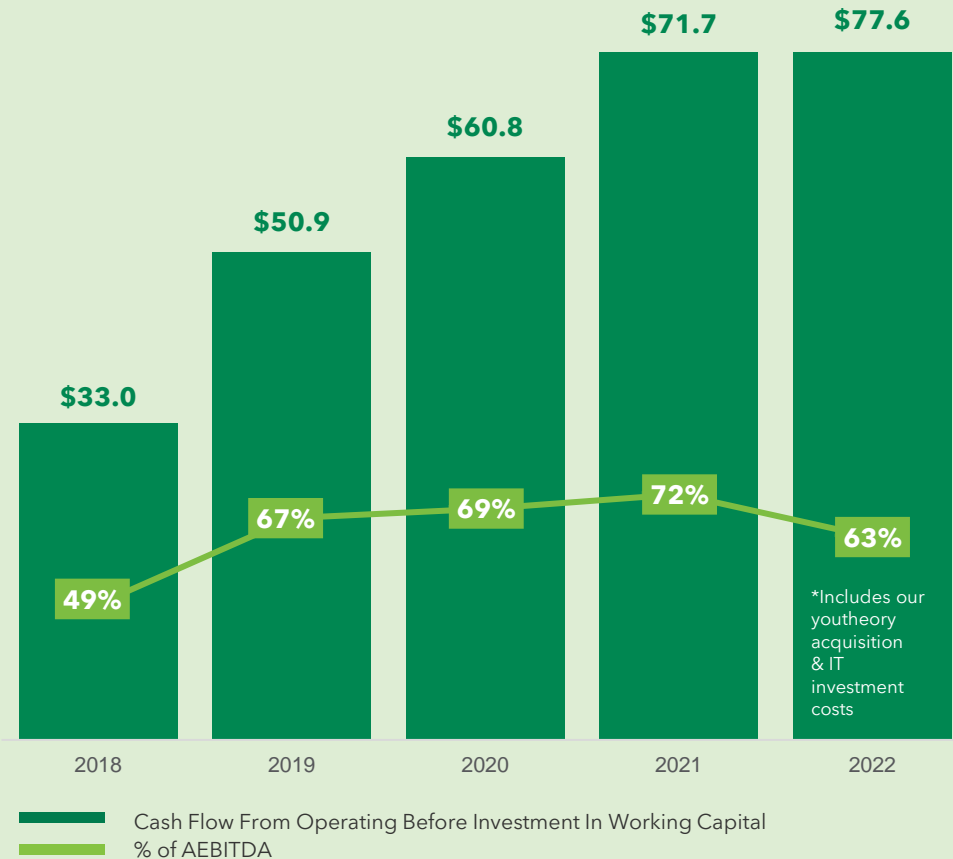


2023E based on company guidance given on November 2, 2023. CAD \$millions, except per share amounts.

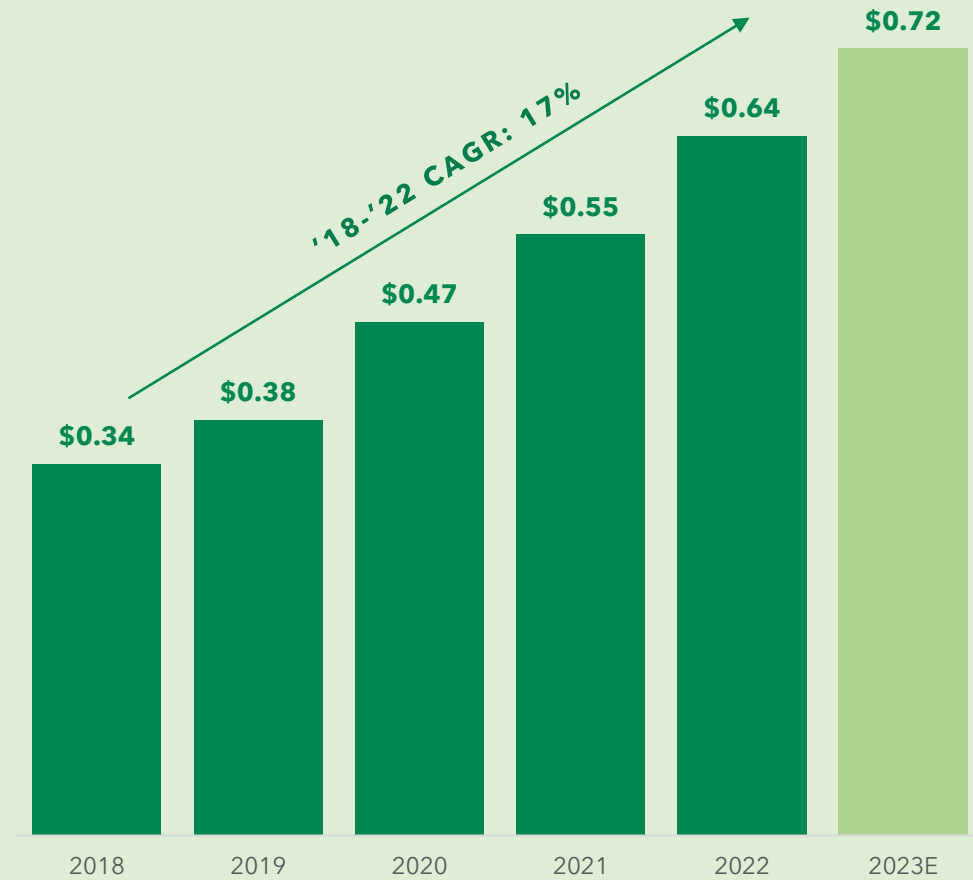
# Consistently delivering value



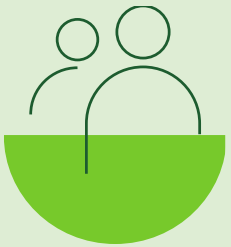
## SOLID GROWTH IN CASH FLOW FROM OPERATIONS



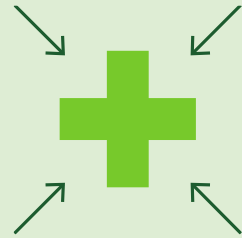
## ANNUAL DIVIDEND GROWTH



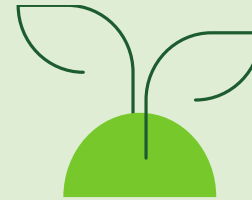
# Our growth is being propelled by a global health and wellness megatrend



Aging Population  
& Younger New  
Consumers



Increasing Focus  
on Self-Care &  
Preventative Health



Rising Disposable  
Income in  
Emerging Markets



Informed Consumers  
with more Access to  
Information







# Our brands meet consumers throughout their lifetime health and wellness journeys

## GLOBAL BRAND

Here for your health  
at every stage of life



#1 consumer health  
brand in Canada<sup>1</sup>

## GLOBAL BRAND



Highest quality  
supplements, backed  
by science that are  
made for all of you

#2 Collagen  
Liquid and  
Powder brand  
in the Natural  
Channel in the  
U.S.<sup>2</sup>

Fastest moving  
Ashwagandha  
SKU in the  
U.S.<sup>3</sup>

## CANADIAN SPECIALTY BRANDS

Progressive

smart  
SOLUTIONS

IRONVEGAN

PRECISION

<sup>1</sup>Source: 2022 Euromonitor

<sup>2</sup>Source: SPINS, Beauty: Collagen Subcategory, Total US Natural, L52WKS End 7/16/2023

<sup>3</sup>Source: SPINS, Total US Natural + MULO, (\$ velocity) L52WKS End 7/16/2023



# Our industry-leading commitment to quality



All products manufactured according to “360 Quality”, our industry-leading quality assurance program



Third-party certifications such as NSF and DNA verification on herbal and probiotic products



Primary Canadian tablet and soft gel manufacturing facilities registered and operating at pharmaceutical standards by Health Canada



Numerous manufacturing certifications including Health Canada Drug Establishment Licences, GMP certification, Australian Therapeutic Goods Administration (TGA) clearance

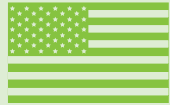
# Our platform for long-term value creation



Megatrends &  
Consumer Insights



CANADA



U.S.A.



CHINA



INTERNATIONAL



Commercial & Operational Capabilities

Focus: ROI, fiscal discipline, leverage driving margin improvement



ESG, People, Values & Culture





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