

A woman with dark hair in a bun, wearing a purple leotard, is performing a handstand in a gym. She is balanced on her hands on a black mat, with her legs extended straight up. The background shows a modern gym interior with mirrors and other mats. A large green diagonal graphic is overlaid on the right side of the image.

FOCUS : CORE

DISCLOSURES

FORWARD-LOOKING INFORMATION

This presentation contains “forward-looking information” within the meaning of applicable securities laws in Canada. 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 strategies, budgets, operations, financial results, taxes, dividend policy, plans and objectives. 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” or “does not expect”, “is expected”, “an opportunity exists”, “budget”, “scheduled”, “estimates”, “outlook”, “forecasts”, “projection”, “prospects”, “strategy”, “intends”, “anticipated”, “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. Further, our assessments of and targets for the next five years for annual revenue, Adjusted EBITDA and certain other measures are considered 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.

Forward-looking information contained in this presentation and other forward-looking information are based on our opinions, estimates and assumptions in light of our experience and perception of historical trends, current conditions and expected future developments, as well as other factors that we currently believe are 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 (i) as required under applicable securities laws in Canada and (ii) to provide updates in our annual MD&A for each financial year up to and including that in respect of 2021 on our growth targets disclosed in our final prospectus (the “Prospectus”) dated June 29, 2017 in respect of our initial public offering, including to provide information on our growth targets disclosed in such prospectus, actual results and a discussion of variances from our growth targets. The forward-looking information contained in this presentation is expressly qualified by this cautionary statement.

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 2018 annual MD&A for the fiscal year ended December 31, 2018.

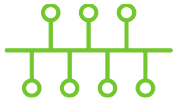
We caution that the list of risk factors and uncertainties is not exhaustive and other factors could also adversely affect our results. Readers are urged to consider the risks, uncertainties and assumptions carefully in evaluating the forward-looking information and are cautioned not to place undue reliance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

NON-IFRS MEASURES

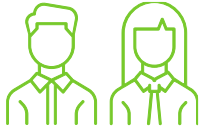
This presentation makes reference to certain non-IFRS measures including “Adjusted EBITDA”, “Adjusted EBITDA Margin”, “Adjusted Net Income”, “EBITDA”, “Adjusted EBITDA less Capex” and “Capex as % of Adjusted EBITDA”. Non-IFRS measures do not have a standardized meaning prescribed by IFRS and are therefore unlikely to be comparable to similar measures presented by other companies. Rather, these measures are provided as additional information to complement those IFRS measures by providing further understanding of our results of operations from management’s perspective. 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 including relevant definitions and reconciliations, see our MD&A for the three and twelve months ended December 31, 2018 (the “Q MD&A”).



HERE FOR YOUR
HEALTH™ SINCE 1922



Built on the nearly 100-year heritage of the Jamieson brand



Supported by an experienced, proven management team



Maintaining a strong track record of innovation across a broad range of categories



Growing substantially in VMS and Sports Nutrition through positive demographic trends



Exceeding regulatory standards through our scalable, well invested manufacturing platform



Positioned to capitalize on expanding international opportunities



THRIVING IN 2018





+11% Increased Revenue
\$333.1 million*

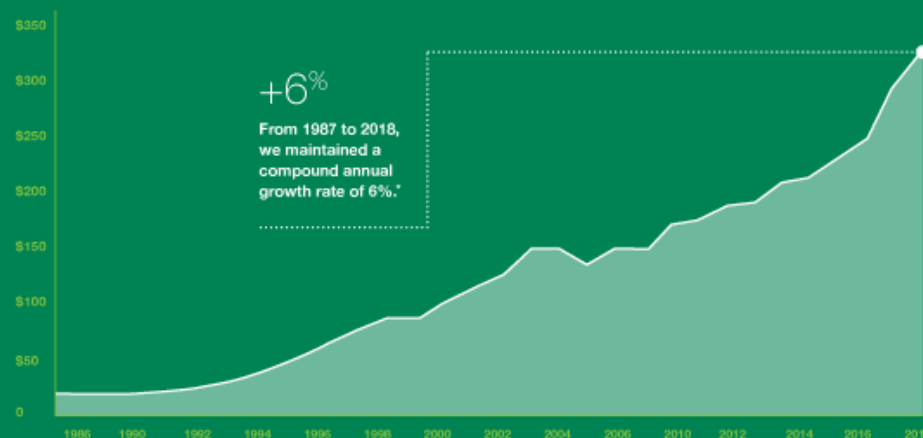
+10% Increased Adjusted EBITDA
\$67.6 million

+22% Increased Adjusted Net Income
\$33.7 million

\$0.85 Adjusted Earnings per Diluted Share

*\$331.1 million excludes the new revenue recognition accounting impact. Refer to note 2 of the 2018 consolidated financial statements for further details on this adjustment.

HISTORY OF CONSISTENT REVENUE GROWTH



* 1987 to 2013 per historical financial statements (under Canadian Accounting Standards for Private Enterprises); 2014 to 2018 per audited IFRS statements and include impact of LWH acquisition.





THE STRONGER THE CORE, THE GRANDER THE POSSIBILITIES

1

The Jamieson Brand

2

Product Innovation and
Certifications

3

Global Expansion



1 OUR HEAVY HITTER

35 New branded products launched

+8.5% Branded domestic revenue

+30% Branded international revenue



2 THE HEART OF PROGRESS

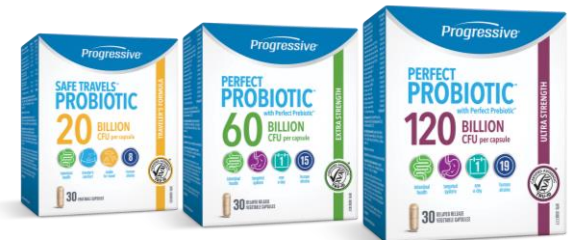
PRODUCT INNOVATION AND CERTIFICATIONS



TRU-ID® Certification



Jamieson Essentials + Protein



Progressive Perfect Probiotics



3 NEW CENTRES OF ATTENTION

Double-digit growth in many existing markets including Bulgaria, Romania, Hong Kong, Korea and Slovakia

Successfully established a presence in India, Macedonia and Croatia



Numerous advancements in China, including:

- Doubled shipments over 2017
- Several new product registrations
- Extended distribution agreement with local partner
- Office and warehouse space in Shanghai operated by on-the-ground management





NOURISHING
THE FUTURE



Well-positioned to influence new areas.

- 1 Capitalize on supporting **global trends**
- 2 Leverage brand equity and product **innovation** to drive sales in existing and adjacent markets
- 3 Maximize large **international** market opportunity
- 4 Utilize operating leverage and acquisition synergies to **expand margins**
- 5 Robust incremental upside opportunities, including **China and M&A**



Global health and wellness mega trend supports strong organic growth.



FOCUS ON
HEALTHY LIVING



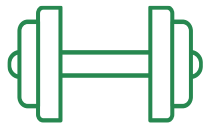
RISING DISPOSABLE
INCOME



AGING
POPULATION



CONSUMER ACCESS
TO INFORMATION



FOCUS ON
PREVENTION



RISING DEMAND
FOR PROTEIN





42+ new products
in 2019

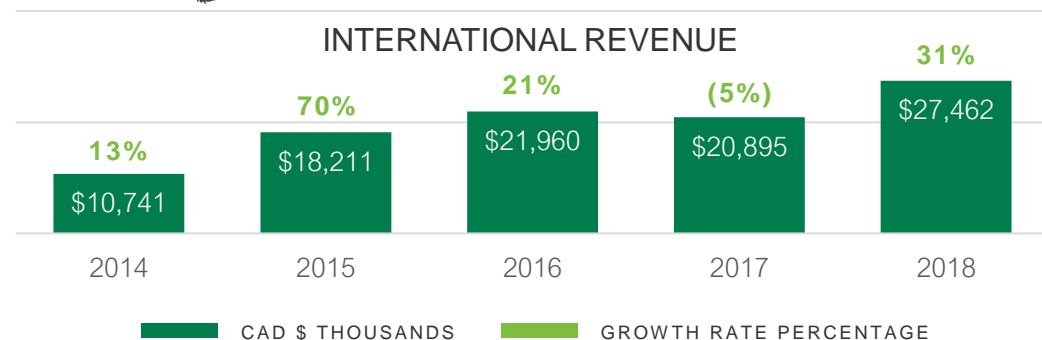
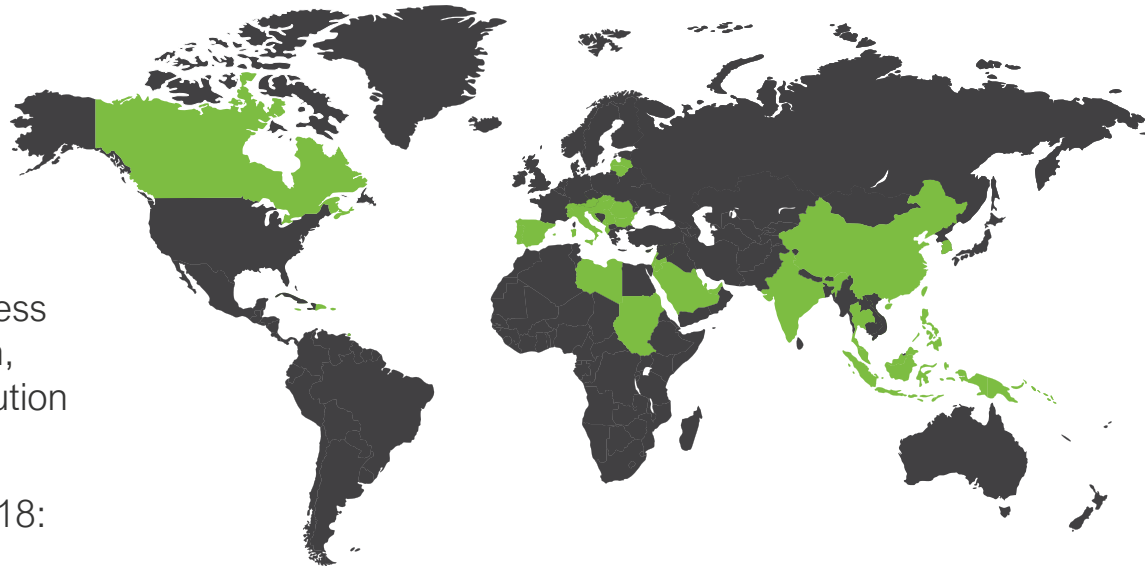
17 new products already in
market this year





Improving the world's health and wellness.

- Fastest growing division: International business sales doubled between 2013 and 2016
- Strategy executed in over 40 countries
- International market success through brand recognition, quality, and strong distribution partnerships
- Notable new entries in 2018: India, Macedonia, Bosnia, Croatia
- Targeting advancements in Southeast Asia in 2019

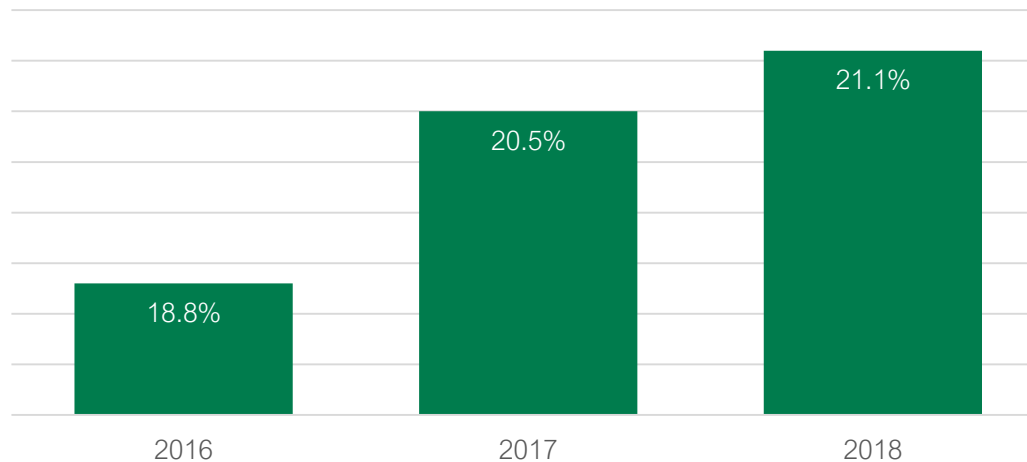




Utilizing leverage. Expanding margins.

- Increased volume driving operating leverage
- Increased capital driving efficiencies
- Demonstrated margin expansion of 230 basis points from 2016-2018

ADJUSTED EBITDA MARGIN EXPANSION





Upside opportunity: Advancement in China

What's next for Jamieson in China?

- Up to 20 additional product certifications expected by end of 2019
- Continued leverage of strong brand equity in China and support of current product offerings
- Potential for Jamieson to acquire existing distributor at end of 2022
- Launching double-digit SKUs into the domestic market in Q3 with a global mass retailer



Upside opportunity: M&A

- Acquired LVHS in 2014 and Body Plus and Sonoma in 2017 and are focused on integration and our robust organic growth opportunities
- Routinely monitor market for acquisitions to accelerate strategic objectives and drive synergies

2 key areas we focus on:

1. Established brands in developed markets
2. Opportunity to expand our manufacturing capabilities (ie gummies or probiotics)

Q1 2019 OFF TO A GREAT START*

+9% Increased
Revenue
\$72.6 million

+14% Increased
Adjusted EBITDA
\$14.5 million

+12% Increased
Adjusted Net Income
\$6.5 million

\$0.16 Adjusted Earnings
per Diluted Share

*Highlights of First Quarter 2019 Results versus First Quarter 2018 Results

2019 Canada RepTrak[®]

Congratulations to the top
50 most reputable companies in Canada!

#1



#2



#3



#4



#5



#6



#7



#8



#9



#10



RANKED AS ONE OF
THE
TOP TEN MOST
REPUTABLE
CANADIAN
COMPANIES
IN 2019



THE #1 CONSUMER
PRODUCT AWARD
IN NORTH AMERICA





SUPPORT FROM WITHIN

Jamieson Wellness Inc. Announces Appointment of New Director

March 26, 2019

TORONTO--(BUSINESS WIRE)-- Jamieson Wellness Inc. ("Jamieson Wellness" or the "Company") (TSX:JWEL), Canada's number one manufacturer and marketer of branded vitamins, minerals and supplements, announced today that former P&G Canada President Tim Penner has been appointed to the Company's Board of Directors.

"As Jamieson Wellness continues to grow as a public company, Board support in areas such as international brand expansion, M&A and global supply chain is increasingly important," said David Williams, Chairman of the Board. "We have no doubt that the expertise that Mr. Penner brings in these areas will be a great resource for the Board and the management team as we seek to achieve our mission of becoming the world's most successful and trusted health and wellness company."

Mr. Penner served as President of Procter & Gamble Inc. (Canada) from 1999 to 2011, when he retired after 33 years with the company. He has extensive international experience, as Vice President of P&G's Health and Beauty Care business in the UK and Ireland, and later as Vice President of P&G's North American Tissue/Towel business in Cincinnati, Ohio. He currently serves as a Director and Chair of the HR Committee for Intact Financial. He is Board Chair of MaRS Innovation and Chair of the Finance and Audit Committee at SickKids Hospital. He is also currently a Director at Club Coffee and The Beer Store.

Mr. Penner is past Chair of the YMCA of Greater Toronto, GS-1 and Food & Consumer Products of Canada. He served on the Conference Board of Canada, the Board of the Youth Challenge Fund and Career Bridge and was Chair of the United Way of Greater Toronto 2007 Campaign, after serving as Deputy Chair for 2006.



Tim
Penner,
Director



2019 OUTLOOK

Total Revenue (millions) \$336-348●	+ 5%-9%
Adj. EBITDA (millions) \$73-\$76●	+ 7%-12%
Adj. EPS \$0.90-\$0.95●	+ 6%-12%

OUR CORE IS WHAT
FORTIFIES OUR FUTURE

