



JAMIESON
wellness inc.™

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 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”, “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. 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. Statements containing forward-looking information are not historical facts but instead represent management’s expectations, estimates and projections regarding future events or circumstances. 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 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 (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 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 2019 annual MD&A for the fiscal year ended December 31, 2019 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 makes reference to certain non-IFRS measures including “EBITDA”, “Adjusted EBITDA”, “Adjusted EBITDA Margin”, “Adjusted Net Income” and “Adjusted Diluted Earnings per Share”. Non-IFRS measures are not recognized measures under IFRS, 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 certain reconciliations, see our most recently filed MD&A.





OUR MISSION IS TO BECOME
THE WORLD'S MOST
SUCCESSFUL AND TRUSTED
HEALTH & WELLNESS COMPANY.



Jamieson is the #1 consumer health brand in Canada¹ with a growing global presence.

- Leading Canadian health and wellness company founded in 1922
- Manufacturer and marketer of **Jamieson**, the #1 VMS brand in Canada²
- Manufacturers and marketers of **Progressive**, **Precision** and **Iron Vegan** brands and marketers of **Smart Solutions by Lorna Vanderhaeghe**, the #1 women's health focused brand in Canada³
- Scalable in-house manufacturing with three state-of-the-art Canadian facilities
- Growing international business platform with sales in 45+ countries and regions
- Rapidly emerging opportunity to become a leading health and wellness brand in China



¹ Euromonitor, Passport – Consumer Health in Canada Report, “LBN Brand Shares of Consumer Health: % Value 2013-2016 based on retail sales price”, September 2016

² Nielsen MarketTrack, National Food Drug Mass, 52 weeks ending March 30, 2019, based on dollar sales.

³ Nielsen MarketTrack, National Food Drug Mass, 52 weeks ending March 30, 2019, based on dollar sales. The other top women's health-focused brands are: Materna, Nutrisante, Promensil, First Response, Femmed, Estroven, FemmeCalm, Femarelle and Femme Fit.



Global health and wellness megatrend supports strong organic growth.



FOCUS ON
HEALTHY LIVING



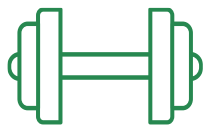
RISING DISPOSABLE
INCOME



AGING
POPULATION



CONSUMER ACCESS
TO INFORMATION



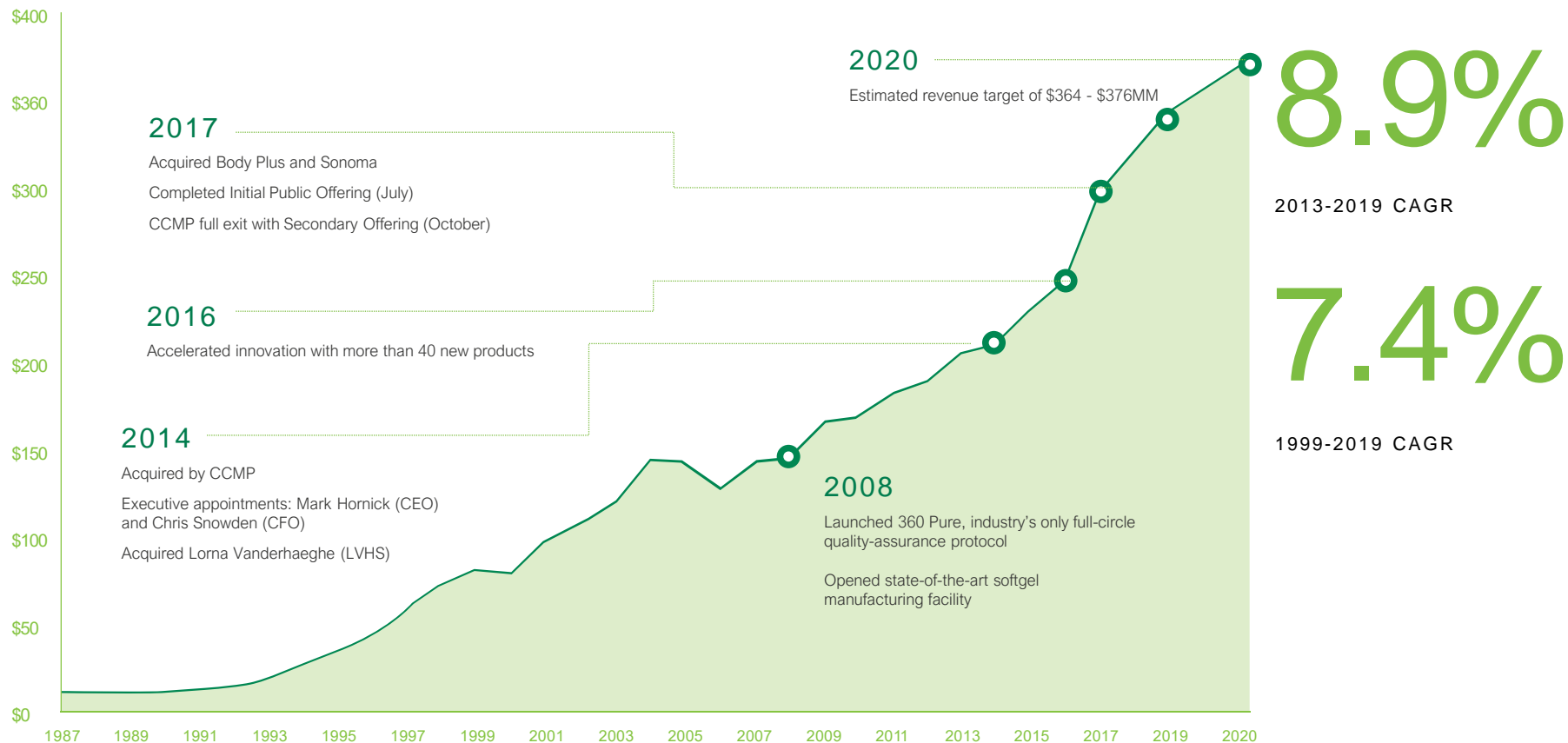
FOCUS ON
PREVENTION



RISING DEMAND
FOR PROTEIN



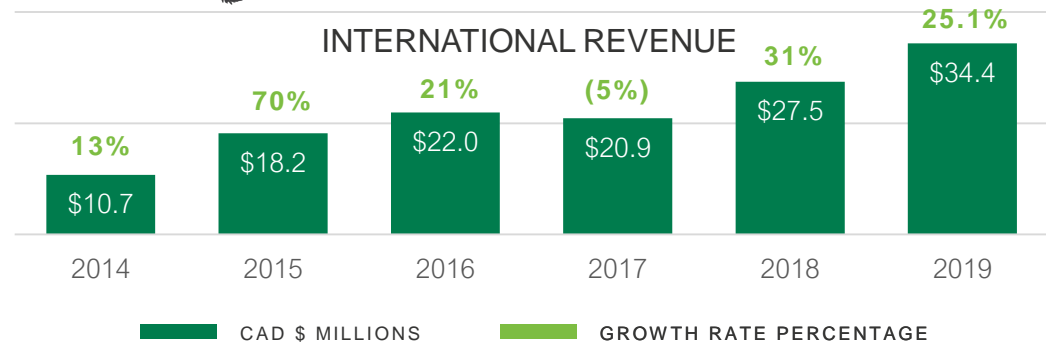
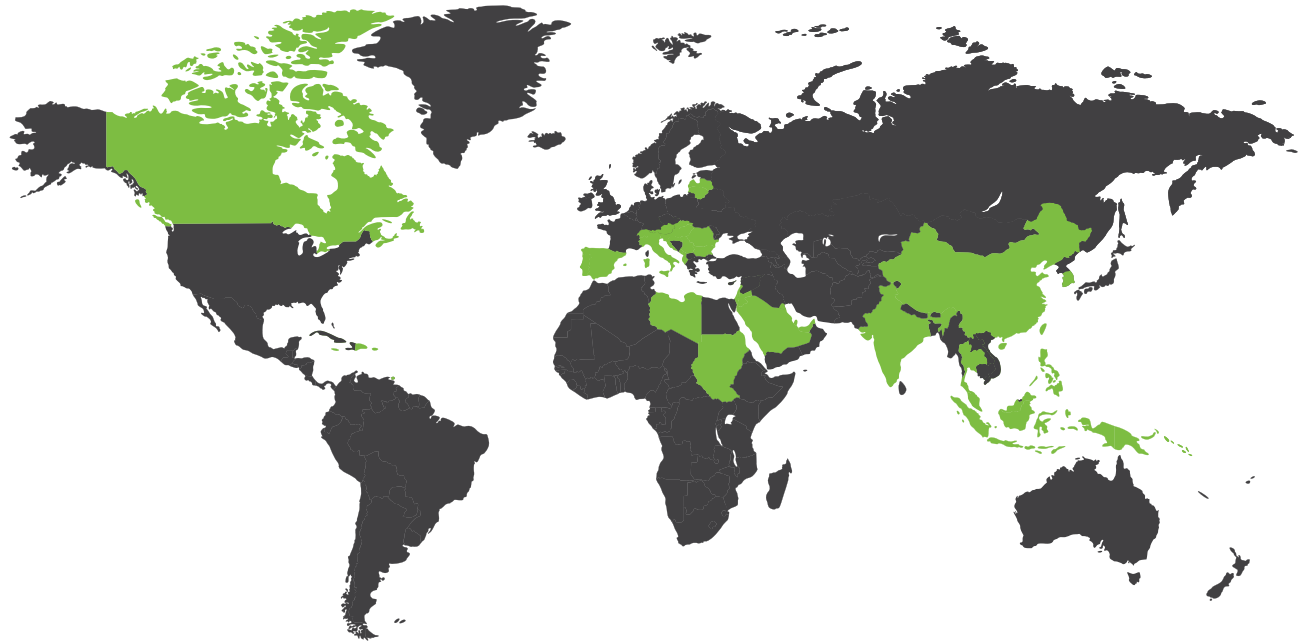
A consistent history of organic revenue growth.



* 1987 to 2013 per historical financial statements (under Canadian Accounting Standards for Private Enterprises); 2014 to 2019 per audited IFRS statements and includes impact of acquisitions.

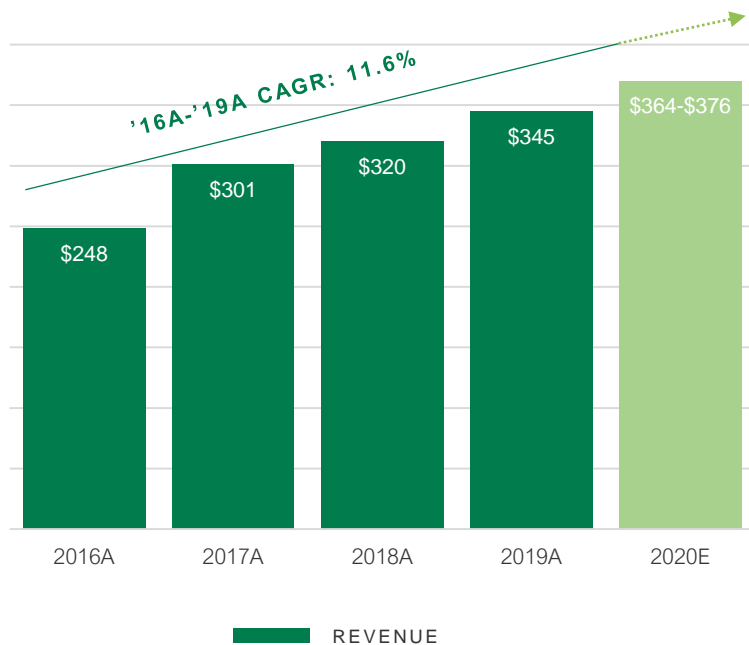
Improving the world's health and wellness.

- Fastest growing division: International business sales doubled between 2013 and 2016
- Strategy executed in over 45 countries and regions
- International market success through brand recognition, quality, and strong distribution partnerships
- 26.5% CAGR between 2014 and 2018

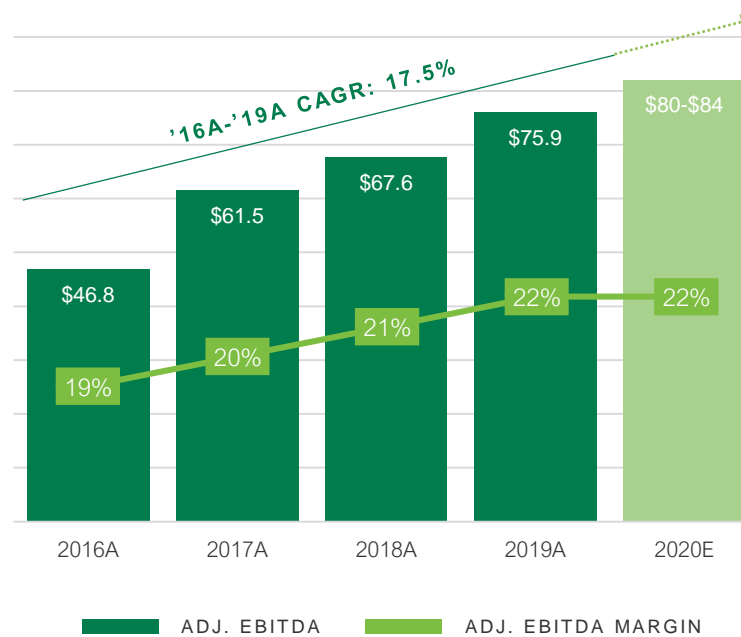


Our financial performance and track record speaks for itself.

TOP-LINE MOMENTUM



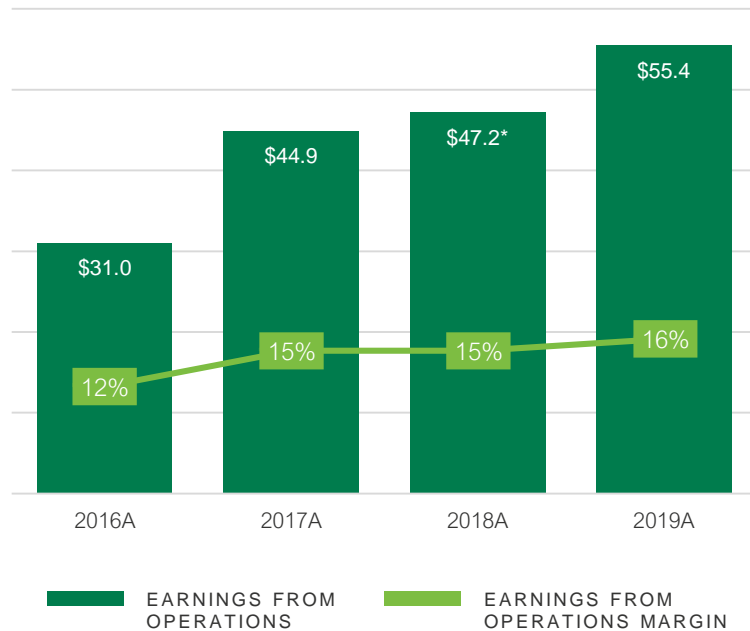
ADJUSTED EBITDA GROWTH & MARGIN



*2020E based on company guidance given on February 20, 2020
 *CAD \$millions

Significant free cash flow generation.

SOLID GROWTH IN EARNINGS FROM OPERATIONS



QUARTERLY DIVIDEND GROWTH

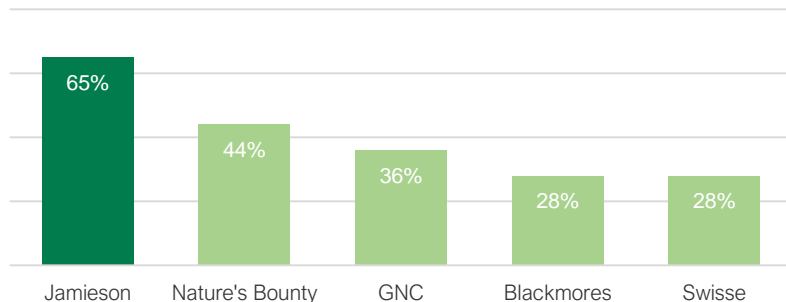


*We have reclassified the presentation of certain costs on the audited consolidated annual financial statements and our accompanying notes to be consistent with current presentation
 *CAD \$millions

Upside opportunity: Advancement in China

- Established and rapidly growing brand in China through cross border ecommerce
- China FDA allows foreign brands into the domestic market through new product licensing regulations
- Jamieson has a leadership position among international VMS brands with 21 products available for the domestic market in China as of Q1 2020
- 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

NET PROMOTER SCORE¹



20%
BRAND AWARENESS²



¹ Consumers asked how likely they would recommend the brand to their friends or colleagues; Net promoter score is calculated by subtracting the percentage of consumers who are detractors from the percentage who are promoters.

² Based on customer survey conducted by leading global third-party consulting firm in December 2015.

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OUR SUCCESSES CONTINUE
TO POSITION US AS A HEALTHY
INVESTMENT OPPORTUNITY.





Appendix



Attractive performance. Impressive growth.

First Quarter 2020 Highlights (vs. Prior Year)

- Consolidated revenue increased 16.5% to \$84.5 million
- Jamieson Brands revenue increased by 24.5%
- Adjusted EBITDA increased 15.2% to \$16.7 million
- Net Income was \$8.0 million and Adjusted Net Income increased 20.6% to \$7.8 million
- Earnings per diluted share were \$0.20 and Adjusted Earnings per diluted share were \$0.19

16.5%↑

REVENUE INCREASE



Full Year 2019 (vs. Full Year 2018)

- Consolidated revenue increased 7.9% to \$345.0 million
- Adjusted EBITDA increased 12.2% to \$75.9 million
- Net income was \$31.7 million and Adjusted Net Income increased 13.0% to \$38.1 million
- Earnings per diluted share were \$0.80 and adjusted earnings per diluted share increased 12.9% to \$0.96
- In fiscal 2019 the Company paid a cumulative dividend of \$0.38 per common share

7.9%↑

REVENUE INCREASE

SHELF PRESENCE IN CANADA



SHELF PRESENCE IN CANADA



London Drugs 64
Calgary AB
Front Bunk program



SHELF PRESENCE IN CANADA



SHELF PRESENCE IN CANADA



SHELF PRESENCE IN CANADA



