



2020 Buyer's  
Choice Award



# Introducing Rritual™

The **Award Winning, Premium Brand**  
in the Emerging Functional Mushroom  
& Adaptogenic Superfood Market

# Disclaimer

## Forward Looking Information

This presentation contains “forward looking information” within the meaning of applicable Canadian securities legislation. Wherever possible, words such as “plans”, “expects”, or “does not expect”, “budget”, “scheduled”, “estimates”, “forecasts”, “anticipate” or “does not anticipate”, “believe”, “intend” and similar expressions or statements that certain actions, events or results “may”, “could”, “would”, “might” or “will” be taken, occur or be achieved, have been used to identify forward looking information. Forward-looking information involves known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of **Rritual** R&D Corporation to be materially different from any future results, performance or achievements expressed or implied by the information. Although **Rritual** R&D Corporation has attempted to identify important factors that forward-looking could cause actual actions, events or results to differ materially from those described in forward-looking statements, there may be other factors that cause actions, events or results not to be as anticipated, estimated or intended. There can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Forward looking statements are based on the reasonable assumptions, estimates, analysis and opinions of management made in light of its experience and its perception of trends, current conditions and expected developments, as well as other factors that management believes to be relevant and reasonable in the circumstances at the date that such statements are made, but which may prove to be incorrect. Management believes that the assumptions and expectations reflected in such forward looking statements are reasonable.

## Market Data Disclaimer

This presentation includes market and industry data that has been obtained from third party sources including publications from various industries, and where appropriate, certain numbers, including dollar amounts, have been rounded out by us to avoid lengthy numbers. We believe that this industry data is accurate and that its estimates and assumptions are reasonable; however, there are no assurances as to the accuracy or completeness of this data. Third party sources generally state that the information contained therein has been obtained from sources believed to be reliable; however there are no assurances as to the accuracy or completeness of included information. Although the data is believed to be reliable, we have not independently verified any of the data from third party sources referred to in this presentation or ascertained the underlying economic assumptions relied upon by such sources.

# Who We Are

**Rritual Superfoods is the first award winning, premium brand in the emerging functional mushroom & adaptogenic superfood market.**

More than a functional mushroom company, **Rritual is a Superfood Platform.** At the forefront of innovation in the space, we have entered the market with plant-based elixirs, and continue to consistently expand our offering to meet and exceed our customer's needs.

As a company, we believe in the **power of plant-based nourishment** and the vital life force that adaptogens, superfoods, and mushrooms can offer our bodies.

Our products are made with mindfully-selected, organic functional mushrooms and adaptogenic herbs, traditionally consumed for their ability to **support a healthy response to stress and help optimize mental, cognitive, digestive, and immune health.**



# Our Products



## IMMUNE BOOSTER

### chaga immune

Bursting with bioactive polysaccharides, Rritual's Chaga blend combines Chaga mushroom with Eleuthero Root for optimal immune system benefits.

## BRAIN BOOSTER

### lion's mane focus

This unique blend of Lion's Mane mushroom and Rhodiola root supports cognitive function and brain health, while also maintaining your body's ability to manage stress.

## STRESS SUPPORT

### reishi relax

Rich in triterpenes, polysaccharides, fatty acids and amino acids, Rritual's Reishi blend includes Ashwagandha root to help support body and mind combat anxiety. Long term use can also maintain quality of sleep for restless minds.

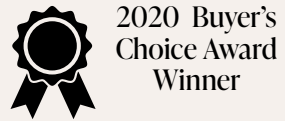
## IMMUNE, BRAIN, STRESS SUPPORT

### variety pack

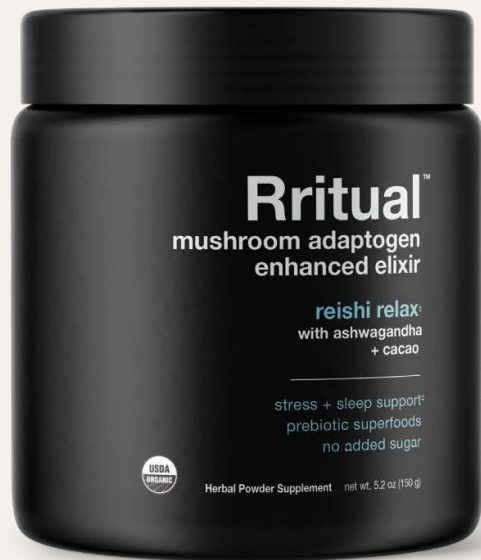
All three of our blends in one convenient pack.



2020 Buyer's  
Choice Award  
Winner



2020 Buyer's  
Choice Award  
Winner



VOTED TOP PRODUCT AT BUYERS CHOICE AWARD

## EM Brands, Rritual win at ECRM's virtual Whole Body & Mind Wellness session

10/26/2020

“A big part of wellness these days – especially during the pandemic – includes finding ways to relax the body and mind. Both Buyers Choice Award winners have products aimed at calming and relaxing one’s mental state, one from the outside, and the other from the inside, and each would be a great addition to buyers’ wellness assortments. Congratulations to both winners.”

- CRAIG CHMIELOWICZ, SVP FOR ECRM

**INVESTOR SUMMARY**

# Premium Plant-Based Elixirs, Superfood Dominance.

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**Powerhouse Team of CPG**

Over 100+ years of combined specialty CPG experience with leading brands such as Celsius Beverages, Nude Beverages, Gaia Herbs, MegaFoods, Nutiva, & Danone

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**Retail Commitments**

Anticipating 2,400 stores & 10,000 points of distribution+  
**\*Already exceeded**

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**Revenue Projections**

2021: \$8.4M USD\*  
2022: \$16.7M USD\*  
2023: \$25.1M USD\*

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**The Only Premium Brand**

of adaptogen elixirs validated by recent ECRM buyers choice award

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**Rapidly Emerging Space**

Whole Foods recently named 'functional foods and adaptogens' as #1 top food trend for 2021

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**Opportunity to Dominate**

the functional mushroom & adaptogen space with clear points of differentiation

SECTION 02:

# The Functional Food Market



# Welcome to the \$275 billion Functional Food Market



Functional foods and “Superfoods” are foods that offer maximum nutritional benefits and are packed with vitamins, minerals, and antioxidants. They can possess unique properties that boost immunity, improve brain function, and more.



Functional Foods and Adaptogens ranked as **2021 Top Food Trend** by Whole Foods



Covid-19 Pandemic has **supercharged growth**



Industry is at an early but rapid stage of development and a **dominant consumer brand** has yet to emerge



# A State of Rapid Growth, But No Brand Leader..Yet.

## \$50 Billion

Global functional mushroom market  
**projected to exceed \$50B by 2025**<sup>1</sup>

## + 800%

Recent data shows **up to 800% demand increase** for key mushroom varieties<sup>2</sup>

## premium

Gaps remain in the market, including  
**complete absence of a premium brand**

## CAGR 7.9%

Global functional food market  
to reach **\$275B by 2025 with  
a CAGR of 7.9%**<sup>1</sup>

## dominant

Early stage of industry maturity means  
**no dominant brand in place**

## acquisitions +

Wellness players watching the market  
and beginning to make acquisitions

# Competitive Landscape

While there are several players, there is no dominant or premium brand in place.



[FOURSIGMATIC.COM](https://foursigmatic.com)

**Four Sigmatic**

Coffee & Latte  
Protein  
Cacao  
Skincare



[LAIRDSUPERFOOD.COM](https://lairdsuperfood.com)

**Laird Superfood**

Coffee & Instafuels  
Creamers  
Mushroom Blends  
Snacks



[MOONJUICE.COM](https://moonjuice.com)

**Moon Juice**

Supplements  
Protein  
Drink Blends  
Skincare



[OMMUSHROOMS.COM](https://ommushrooms.com)

**Om Mushroom Superfood**

Capsules & Powders  
Drink Mixes  
Broths

# Competitive Comparison



**DESCRIPTION**

Laird Superfood Inc is engaged in the business of manufacturing and marketing highly differentiated plant-based and functional foods. The product portfolio includes organic mushrooms, coconut water, organic coconut sugar, mushroom coffee, and other related products

**COMPANY INFO**

Founded in 2015  
150 employees

**DISTRIBUTION**

**LAIRD SUPERFOOD**

20,000

Points of Distribution

**PUBLICLY TRADED**

**STOCK PRICE**

**MARKET CAP**

LSF

\$35.56

\$306M

**FOURTH QUARTER 2020 HIGHLIGHTS**

- Net Sales increased to \$7.3 million, an increase of 75% year over year.
- Online sales contributed 61% of net sales, with lairdsuperfood.com sales growing 170% year over year, and subscribers growing 184%.
- Black Friday saw single-day sales grow 474% year over year.
- Wholesale sales contributed 37% of net sales, increasing 45% year over year, as retail door expansion reached approximately 7,100 locations.

**Rritual™**  
superfoods

40,000

**Points of Distribution**

\*All Laird figures in USD

# What Makes Rritual Different

**Our high quality, sophisticated small batch elixirs are made with limited, yet very purposeful ingredients. Beginning with naturally harvested mushrooms, herbal spices like cinnamon and ginger, and whole foods like coconut + fruit powders, our blends are as delicious as they are beneficial.**

Dedicated to purity, efficacy, and sustainability, all Rritual products are certified organic, gluten-free, vegan, and made with only non-gmo ingredients and no added sweeteners or artificial flavors of any kind.



daily prebiotic



vegan



non-gmo



gluten-free



dairy-free



sugar-free



caffeine-free

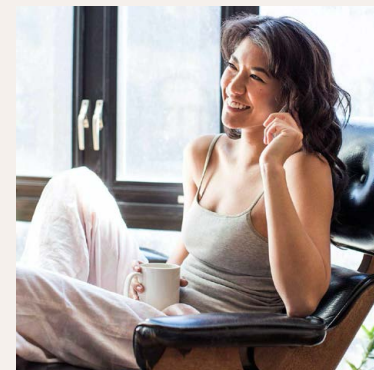
## Sustainably Grown In The Usa

Our organic mushroom mycelium are grown on gluten-free whole oats and organic brown rice, harvested from certified organic US mushroom farms. We honour the life cycle of the mushroom to provide you with all the beneficial bioactive compounds and metabolites that can only be found in the worlds greatest superfoods.



## Rritual Daily Immune-Synergy Blend:

Rritual elixirs feature an Immune-Synergy blend of Reishi, Maitake, Shiitake, Agaricus, Cordyceps, and Turkey Tail, plus acerola cherry powder.



## Prebiotic Superfoods:

Rritual elixirs contain inulin and lucuma offering gentle prebiotic benefits. Prebiotics are a source of nourishment that healthy probiotics need to thrive for digestive health.

# Powerhouse Partners



**Our partnership with CROSSMARK is designed to accelerate brand growth and open retail channels to exceed 40,000 points of distribution in the USA.**

What Crossmark Brings to Rritual's Trajectory:

- Ability to deliver our 3 year plan in 1.5 years
- Expertise in every channel: grocery, drug, convenience, natural & specialty, mass, club, ecommerce
- Headquarter sales: planning, selling, execution, brand management
- Retail services: selling, merchandising, shelf management, audits, resets
- Marketing services: experiential, in-outlet consumer engagement, shopper
- Marketing, omnichannel marketing, digital marketing, and media
- Insights & analytics: proprietary data sets, integrated insights leading to smarter solutions that will drive faster growth



**We are happy to announce our nationwide distribution deal with Rite Aid.**

- 1000 store roll out
- 150g canisters x all 3 SKUS
- 15 pack Variety Box

# What's Next for Rritual

**Innovation and quality are at the core of everything we do. We continue to develop our offering to meet and exceed our customer's needs.**

Product Innovation Pipeline Preview:



## Vegan Chai Rose Latte Collagen Booster

Collagen-Booster Rose Chai Latte Powder Made with tremella, reishi, aloe vera and other beautifying superfoods in a skin-hydrating & vegan cream base.



## Mood & Energy Ube Matcha Latte Powder

Made with Cordyceps, lion's mane, matcha & purple/blue hue super foods (ube purple sweet pea powder, purple pea flower, blue spirulina) broad-spectrum of prebiotic superfoods of purple sweet potato powder, lucuma, and inulin which combined support a healthy microbiome so you can trust your gut again.



## Superfood Vegan Creamer

Made with vegan cream base and proprietary immune-synergy blend with key adaptogenic botanicals.



SECTION 03:

# Our Team of Experts

## CPG & Wellness Brand Experts with the connections to fast track sales and distribution



**David Kerbel,**  
CEO

### **Retail, E-Commerce**

30+ years of senior experience in retail, brokerage and CPG. Strong relationships with Walmart, Kroger, Costco, CVS, Walgreens, Safeway, Sprouts, Publix and more. Celsius' (CELH) new distribution stemming from Kerbel's direct efforts led to \$36M in incremental sales in 2010 alone.



**Warren Spence,**  
Director

### **Operations, Logistics**

25+ years in the food and beverage industry, including senior roles with brands such as Red Bull and Olivieri. Specializes in supply chain and operations systems. Appointed Head of Supply Chain for Nude Beverages in 2019.



**Sarton Molnar-Fenton,**  
VP Sales, USA

### **Retail, Distribution**

Sarton started at Vitamin Water and has worked for large companies like Danone and Nestle on the Tribe Hummus brand where she was instrumental in relaunching the brand, gaining category share, and working on product development partnerships with Trader Joes. Sarton helped launch the Hydralyte brand in the US.



**Peter Palarchio,**  
Director of Marketing

### **Branding, Marketing, E-Commerce, Amazon**

Peter is a highly regarded brand specialist with over 10 years of marketing management experience and unforgettable live experiences. His career has spanned two respected agencies, television, broadcast and global hospitality companies - creating flagship destinations and events frequented by the city's most respected and famous guests.



**Stacey Gillespie,**  
Chief Innovation Officer

### **Health Products, R&D**

25+ years of leadership in brand and product strategy for wellness companies such as MegaFood, Aura Cacia, and Gaia Herbs. Creator of multiple award-winning consumer health products.



**Scott Naccarto,**  
VP Sales, Canada

### **Retail, Distribution**

Experienced professional with deep retail connections. Most recently with Nutiva, where he assisted in pioneering the Organic MCT oil, healthy fats, and plant-based proteins categories. Scott has cultivated many relationships with major chain retailers. His data-oriented approach to sales has resulted in over +\$100MM in sales and double digit YOY growth for all brands he has been a part of.





David Lubotta,  
Chairman

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**Corporate Finance**

20+ years of successful entrepreneurial, corporate finance, innovation, and leadership experience. He is a partner at Merida Capital Partners, a leading Cannabis private equity group with 42 companies in its portfolio.



Jessica Malach,  
VP Corporate Development

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**Corporate Growth**

15+ years leading growth strategies in the natural CPG sector in USA & Canada. Senior roles with Vega Marketing Team prior to \$550M USD exit and Pinto Product Data & Personalization technology provider to USA retailers like Whole Foods, Kroger & Social Nature. Keynote speaker on consumer trends with CHFA; featured in Natural Foods Merchandiser, Whole Foods Magazine, Food in Canada, Strategy, Nosh/BevNET, & the Health & Wellness Retailer.



Dr. Mark Scappaticci  
Advisor

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**Wellness**

Dr. Scappaticci manages recovery and performance optimization for top professional and amateur athletes from around the world. The list of athletes he has treated includes top performers from the National Hockey League, the National Football League, the National Basketball Association, and the Canadian Football League as well as Olympic and World Championship track and field athletes.



Scott Eldridge,  
Director

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**Corporate Finance**

Scott Eldridge is a co-founder & CEO of Euroscandic International Group Inc., a private company offering investment banking services to emerging growth companies. During his time in the industry, Scott has been responsible for raising in excess of \$500 million in combined equity and debt financing. Eldridge has a B.B.A. from Capilano University, and an M.B.A. from Central European University.



Cassie Scowcroft,  
Creative Director

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**Branding, Marketing**

15+ years working with international clients such as Cadillac, Molson, Telus, Mastercard, Kelloggs. An award-winning designer and art director, Scowcroft applies her wide-ranging skills across print, digital, packaging, experiential, and product, creating unique and clever designs rooted in function and beauty.

SECTION 04:

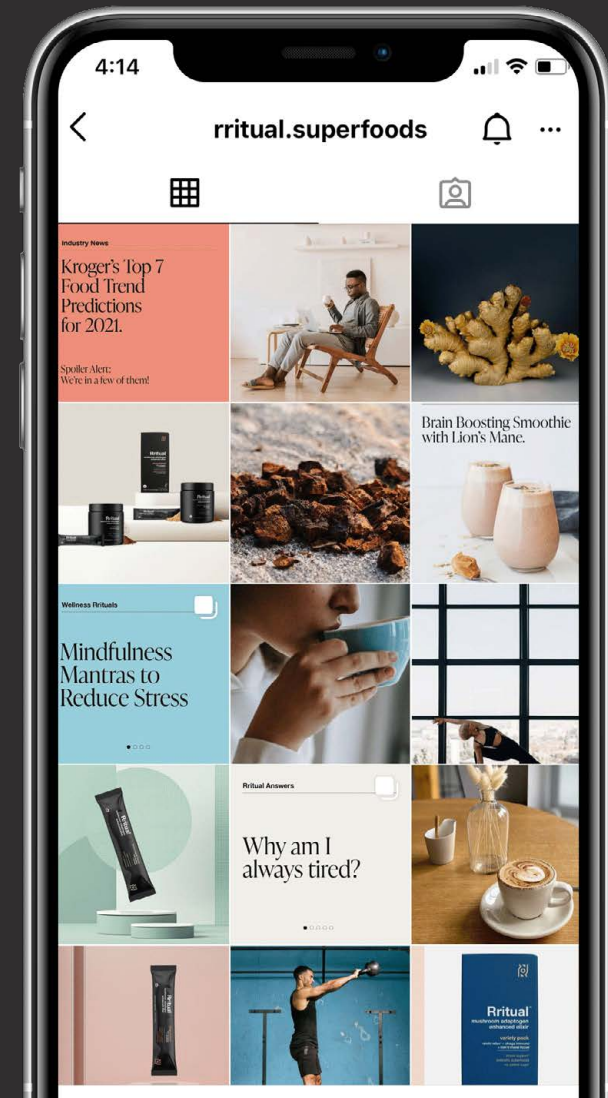
# Sales & Marketing



# Marketing Strategy: Drive Trial & Repeat Purchase

## Media Tactics Overview

- Search Engine Marketing
- Email Marketing
- Search Engine Optimization
- Affiliate Marketing
- Amazon
- Content Strategy
  - Mental Health
  - Fitness & Nutrition
  - Education
  - Morning Rituals
- Social Media
- Acquisition
  - Existing wellness / food blog
  - Existing ecommerce

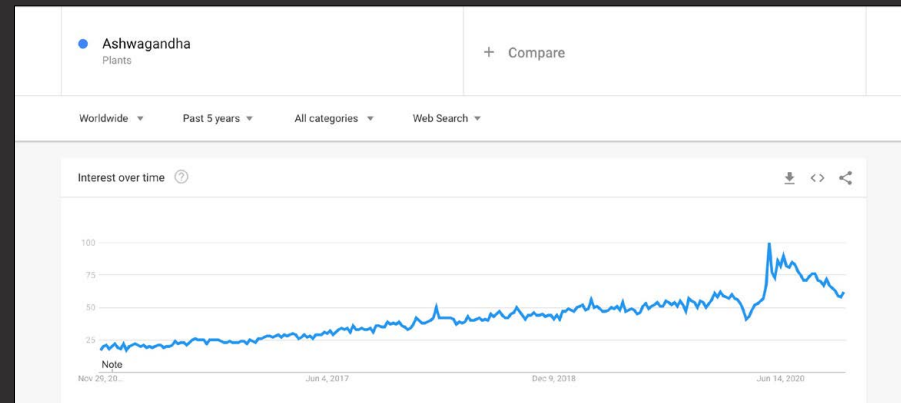
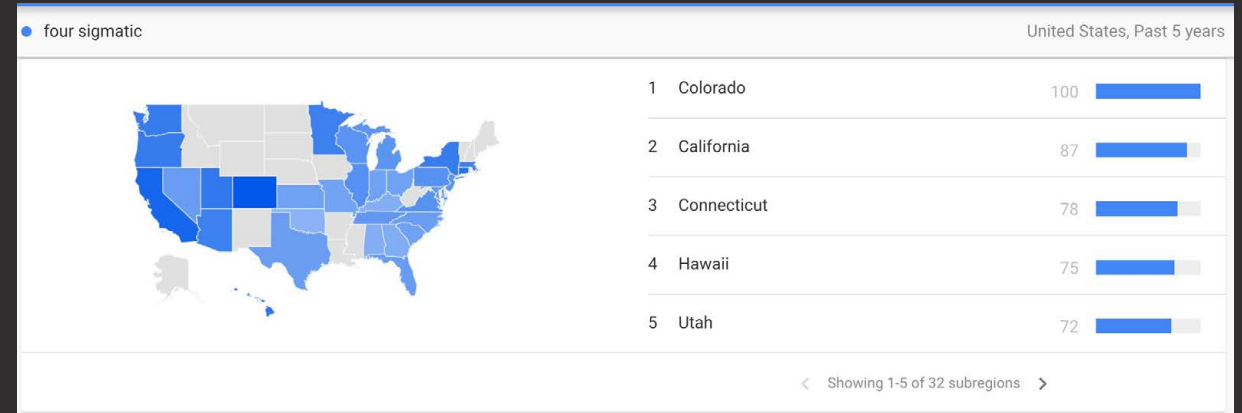


# Marketing Strategy: Data Driven

Leveraging Analytics, Rritual can geotarget where consumers are looking for product items or where competitors are seeing interest in success.

This strategy will guide media buying that will support both retail and e-commerce sales.

- Over 2M monthly searches for Rritual’s hero ingredients
- Over 100k questions asked monthly
- Increased google trend data growing as much as 400% in the last 5 years



Keyword Variations		Questions	
Keywords	Volume	Keywords	Volume
<b>30.9K</b>	Total volume: 316.5K	<b>5.7K</b>	Total volume: 17.6K
chaga	40.5K	what is chaga	2.4K
chagas disease	40.5K	what is chagas disease	880
chaga mushroom	27.1K	how to make chaga tea	590
chag sameach	22.2K	what is chaga good for	500
chaga tea	8.1K	what does chag sameach mean	390

# 3 Stage Global Distribution



## Multi-Stage, Targeted Launch “Be Where the Customers Are”

- 3-stage global launch
- Targets countries with highest demand for medicinal mushroom & superfood products

## Turnkey, Scalable Manufacturing and Distribution

- Co-packing agreement with Protein Technologies
- Harvested from certified organic US mushroom farms
- Turnkey, global service - reduces time to market, simplifies operations and supports growth

## Dual-pronged Strategy Leverages Rritual Team Connections

- E-commerce and Bricks & Mortar
- “Low hanging fruit” launch will maximize Team’s connections with major retailers and etailers

# Brick & Mortar Roll Out

## USA - 2 Stage Strategy

### STAGE ONE – ANCHOR RETAILERS

2,400 retail stores with 10,000 points of distribution

### MILESTONE ACHIEVED

### STAGE TWO

4,000 retail stores and 40,000 points of distribution



**We've already secured nationwide distribution with Rite Aid for 1000 store roll out**

## CANADA - 2 Stage Strategy

### STAGE ONE – ANCHOR RETAILERS

1,400 retail points of distribution with established national retailers

### STAGE TWO

Continued expansion into major retail as well as regional chains and Wellness retailers

# Shares Outstanding Summary

ITEM	SECURITIES
Basic Common Shares	61,904,947

**Rritual**<sup>™</sup>  
superfoods

[investors@wearerritual.com](mailto:investors@wearerritual.com)  
RSF:CSE. [rritual.com](http://rritual.com)



# Appendix

Ritual™  
superfoods

# Chaga Immune<sup>†</sup> with astragalus + schisandra

microbiome support<sup>†</sup>    prebiotic superfoods    immune-synergy blend    no added sugar



daily prebiotic



vegan



non-gmo



gluten-free



dairy-free



sugar-free



caffeine-free

<sup>†</sup>These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Rritual™  
superfoods

# Lion's Mane Focus<sup>†</sup> with rhodiola + bacopa

cognitive support<sup>†</sup>    prebiotic superfoods    immune-synergy blend    no added sugar



daily prebiotic



vegan



non-gmo



gluten-free



dairy-free

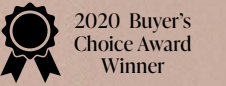


sugar-free



caffeine-free

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Ritual™  
superfoods

# Reishi Relax<sup>†</sup> with ashwagandha + cacao

stress + sleep support<sup>†</sup>    prebiotic superfoods    immune-synergy blend    no added sugar



daily prebiotic



vegan



non-gmo



gluten-free



dairy-free



sugar-free



caffeine-free

<sup>†</sup>These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.