



PROMINO™

**RETHINK
PROTEIN™**

CSE:MUSL / OTC:MUSLF



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"should," "expect," "anticipate," "target," "project," "estimate," "intend," "outlook", "continue" or "believe," or the negatives thereof or other variations thereon or comparable terminology. Forward-looking statements include, but are not limited to, the Company's future revenues, the ability of the Company to obtain financing for the development of its projects, the Company's business plan and access to future funding and projects, the ability of the Company to repay its debts, the Company's financial forecasts, plans for expansion and increased distribution and sales, the ability of the Company to obtain, develop and foster its relationships with distributors and vendors, product development, the development of the Company's online platform, statements about potential market developments and trends, demand for the Company's products and services and other statements that are not historical facts.

Forward-looking statements are necessarily based upon a number of estimates and assumptions that, while considered reasonable by management, are inherently subject to significant legal, business,

economic and competitive uncertainties and contingencies. Material assumptions supporting these forward-looking statements include, among other things: assumptions regarding the number of consumers and growth of the wellness market, the consumption by such users, and the price of the Company's products; that retail expansion will occur and result in greater branding and marketing opportunities, as well as increased sales volume and prices; that the Company will be able to obtain any necessary financing on acceptable terms, successful expansion to new markets and development of new products, successful operation of an online platform, and assumptions regarding our management team's ability to implement our business plan, and general economic and financial market conditions.

Forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause actual financial results, performance or achievements to be materially different from the estimated future results, performance or achievements expressed or implied by those forward-

looking statements and the forward-looking statements are not guarantees of future performance. Such risks and uncertainties include but are not limited to, the fact that the Company is an early stage company with limited operating history and resources, execution of the Company's business plan requires raising additional capital, the wellness market is highly regulated and those regulations and enforcement priorities of governmental authorities may change, the wellness market is highly competitive, consumer attitudes may evolve and change, success is largely dependent on the performance of the Company's management, adverse changes in the global economy could negatively impact the Company's business, negative impact on the business due.

OUR MISSION

Promino Nutritional Sciences Inc. is the result of over 20 years of study to formulate **the most effective protein supplement on the market.**

Our **patented** and **clinically-proven** formula is shown to be **2X more effective than Whey Protein¹** at building muscle, even without exercise!

Our mission is to change how consumers think about muscle health to promote healthier, more active lifestyles. It's time to Rethink Protein.



INVESTMENT HIGHLIGHTS



PROVEN LEADERSHIP

- CEO experienced CPG nutrition turnaround executive with \$1B in M&A successes
- Chief Sales Officer with over 25-years experience in blue chip CPG



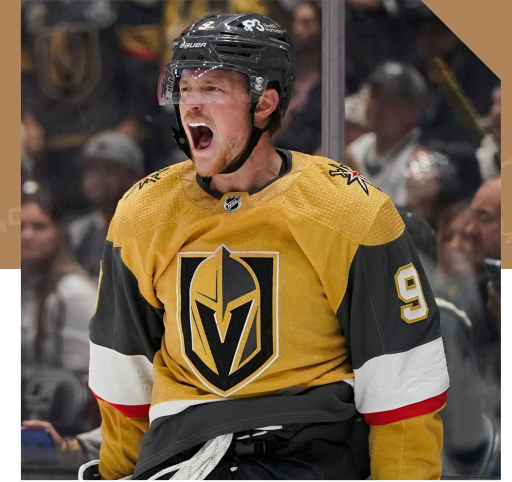
REFRESHED BRANDS

- Exciting brands customers want
- New look and improved flavor profiles approved by gold standard CPG testing



BROAD DISTRIBUTION

- Customers eagerly waiting to purchase
- Thousands of new retail doors ready to list with product availability
- Onboarding top 7 eCommerce marketplaces



BRAND AMBASSADORS

- NHL superstar Jack Eichel joins Promino™ as Brand Ambassador
- BC Sports Hall of Famer Kirk McLean Joins Promino™ as Brand Ambassador

THE SWEET SPOT OF 3 IN-DEMAND VERTICALS

ACTIVE NUTRITION

(Muscle Milk, Premier Protein)

\$42.7B

CAGR 7.3%

Mintel.com, 2020

Perfectly positioned
to storm the market
with unique products
and become the next
**BILLION DOLLAR
FUNCTIONAL
BEVERAGE BRAND**

FUNCTIONAL BEVERAGES

(Celcius, Prime)

\$14.0B

CAGR 7.8%

Mordor Intelligence, 2022

COMBINED
CATEGORY
\$59.7B

ADULT NUTRITION

(Boost, Ensure)

\$2.95B

CAGR 6.2%

Statista, 2022

MARKET TRENDS

- The growing demand for convenient products to support health and well-being on the go is driving the search for alternative beverages
- Consumers are actively seeking new options to help them reach their health goals
- Our products appeal to a broad demographic, reaching a wider range of consumers through various channels such as big-box retail, convenience and grocery stores, fitness centers, and vitamin specialty shops

A woman with blonde hair in a ponytail, wearing a blue tank top, and a man with a grey beard, wearing a black t-shirt, are running up a set of outdoor stairs. The background shows a modern building with stone walls and glass railings.

AN ESSENTIAL NEED

Up to 8% of Your Muscle Mass is Lost Per Decade After the Age of 30¹

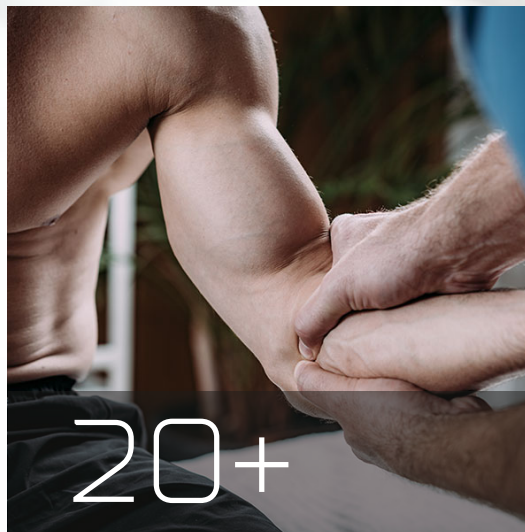
- Termed sarcopenia, the rate of decline is even higher after the age of 60
- This involuntary loss of muscle mass, strength, and function is a fundamental contributor to disability in older people
- With Promino™, the consumer is limitless, whether building muscle for performance, or supplementing to decrease the effects of age-related muscle loss, our products are a simple solution, taken in the same way one would take a daily vitamin or a protein shake

OVER 20 YEARS IN THE MAKING

A Groundbreaking New Formula Proven by Science

The PROMINO™ patented, plant-based formula was developed at the University of Arkansas and is built upon over 20 years of research and 25 clinical trials to get the optimal ratio of nutrients to effectively stimulate muscle protein synthesis. MPS is essential for the repair and growth of muscle tissue.

US PATENT: 9364463
WORLD PATENT: W02019090061



Years of Research



Clinical Trials

\$20M

In NIH Funding

"I believe that essential amino acids (EAAs) will become the most important nutritional supplements to impact human health and disease in the years to come. EAAs can provide unparalleled benefits in terms of muscle mass and strength."

- Dr. Robert Wolfe, University of Arkansas

DISRUPTIVE SCIENCE

The Building Blocks of Life

When you eat protein, your body must first break it down to extract the 9 essential amino acids needed to repair and grow new muscle fibers. When taken as a supplement in the **proven, precise ratio** these free aminos are instantly absorbed into the bloodstream, without the digestive delay of conventional protein sources.

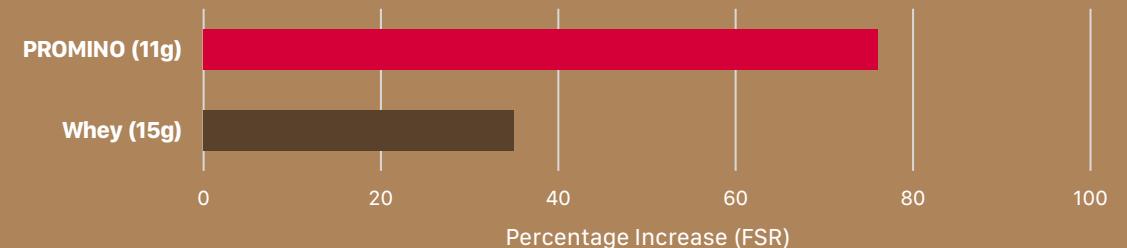
Amino acids are the building blocks of protein. The Promino™ patent provides **the perfect combination** of all 9 essential amino acids needed to unlock maximum muscle protein synthesis — even at rest!

THE
HIGHEST
QUALITY
PROTEIN
SOURCE IN
THE WORLD

Protein Source	DIAAS (%)
PROMINO™ FORMULA	321
Milk (whole)	114
Egg (Hard Boiled)	113
Beef	112
Whey Protein Isolate	109
Soy	91

The Digestible Indispensable Amino Acid Score (DIAAS) is the new WHO adopted gold standard for measuring protein quality and ranks how a protein source is actually absorbed and utilized by the body. **Gram per gram, nothing is higher in protein quality than PROMINO™.**¹

2X More Effective Than Whey Protein at Triggering Muscle Protein Synthesis (MPS)²



1.DIAAS (Digestible Indispensable Amino Acid Score), World Health Organization

2.David D. Church, et al. Department of Geriatrics, Donald W. Reynolds Institute on Aging, Center for Translational Research in Aging & Longevity, University of Arkansas for Medical Sciences, Little Rock, AR, USA & Paddon-Jones Det al. Exp Gerontol 2006; 41:215-219.

OUR BRANDS

Innovative products for today's
health & wellness aware consumers





PROMINO™

NSF Certified for Sport® maximum strength muscle support & recovery

- **Clinically proven, patented formula**
- **2X more effective than whey protein**
- **Sugar-free, low-calorie, better for you**

Formats: Drink Powder; Ready-to-Drink (2025)

Target Market: 18+ performance athletes, fitness enthusiasts

Channels: Specialty, Club, E-Commerce



PROMOTING THROUGH ELITE ATHLETES

Mike Potenza, NBA & NHL Performance Director Endorses Promino™



Potenza and colleagues are actively promoting Promino™ to the pro and collegiate athlete community via the National Strength & Conditioning Association (NSCA), education forums and personal recommendations to elite athletes.



- **NBA Golden State Warriors:** Strength & Conditioning Coach
- **NHL San Jose Sharks:** Director of Conditioning for 15 Years
- **University of Wisconsin:** Conditioning Coach
- **Miami Hurricanes Football Program:** Served as Conditioning Coach
- **Harvard & Colgate Universities:** Key Positions in Athletic Programs

A close-up photograph of hockey player Jack Eichel. He is wearing a black Bauer helmet with the number 93 and a clear face shield. He is wearing a yellow and black Vegas Golden Knights jersey with the team's logo on the chest. He has a mustache and is shouting with his mouth wide open. The background is a blurred crowd in an arena.

PROMINO™ BRAND AWARENESS

Jack Eichel Joins Promino™ Team as Brand Ambassador!

- Stanley Cup™ Champion and Co-Captain of Vegas Golden Knights
- Professional Athlete Lead for Promino™ will promote all via Social Media, PR & Events
- Big fan and believer in Promino™. Takes daily and will recommend to other athletes

PROMINOTM BRAND AWARENESS

BC Sports Hall of Famer Kirk McLean Joins ProminoTM as Brand Ambassador

- 'Captain Kirk' is one of the most popular hockey players to ever play with the NHL's Vancouver Canucks and is an active member of their Alumni and works as their Team Ambassador
- Will work to promote our brand in various ways, including social media, TV, print, and radio advertisements and through personal appearances for meetings or tradeshow



rejuvenate

Muscle Activator™

Superior daily muscle health support

- **Clinically proven, patented formula**
- **60% more effective than whey protein**
- **Sugar-free, low-calorie, better for you**

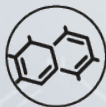
Formats: Drink Mix sticks & Ready-to-Drink (Q2 24)

Target Market: 18+ for muscle strength and support; 50+ to combat age-related muscle loss

Channels: Mass Grocery, Pharmacy, Club, E-Commerce



SUPPORTS MUSCLE
RECOVERY



CLINICALLY
PROVEN



PLANT-BASED
FORMULA



DAIRY &
GLUTEN FREE



SUGAR-FREE,
LOW-CALORIE



BRAND AWARENESS

James LaValle, Prominent Pharmacist and Media Personality Endorses Rejuvenate™ Muscle Activator



Dr. LaValle to appear in television and digital campaigns to highlight Rejuvenate™ and its unique IP-driven products that are clinically proven to prevent muscle loss, improve tone and build muscle.



James LaValle
RPH, CCN, ND (TRAD)

rejuvenate
Muscle Activator™

- **Clinical Nutritionist:** Licensed and Certified Pharmacist
- **Author of Bestselling Books:** Cracking the Metabolic Code, Your Blood Never Lies
- **Nationally Featured Lecturer:** For Health Professionals
- **Names One of "50 Most Influential Pharmacists":** by American Druggist
- **Advisor to Pro Sports Teams:** Chicago Blackhawks, Anaheim Ducks, San Jose Sharks, Toronto Maple Leafs, Orlando Magic, Philadelphia Eagles, New England Patriots, Houston Astros, St. Louis Cardinals, Olympic Athletes

BRAND RELAUNCH

rejuvenate
Muscle Activator™

- **Q2 2024:** Launch Re-Formulated and Re-Branded Rejuvenate Backed by Best-in-Class CPG Consumer Testing
- Rejuvenate™ will start with approximately 16k doors and increase rapidly with on target marketing that creates demand.



IN-MARKET CONSUMER TASTE TESTING

- 510 active fitness consumers tested report Rejuvenate™ met or exceeded customer expectations
- New flavours ranked above average in consumer acceptance
- Consumers love the idea of a low calorie, dairy-free protein drink that is refreshing and easy to drink

NIELSEN IQ BASES PRE-MARKET TESTING

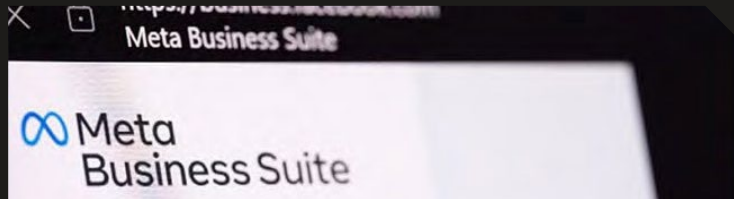
- Rejuvenate™ outperforms 67% of Nielsen data base in competitive set
- Above average purchase intent among beverage consumers: Active Nutrition 74%, Adult Nutrition 69%
- High purchase frequency at 30x/year median consumer more than 2x/month

PROMINO™ **rejuvenate**
Muscle Activator™

EXPLOSIVE DISTRIBUTION

Ramping up to launch to retailers
across North America Q2 2024





DIGITAL

- Extensive research with retail geotargeting to drive traffic
- Reaching millions through Instagram and Meta ads



SOCIAL MEDIA

- Generate daily presence through social channels
- Fostering community and brand trust



TELEVISION/STREAMING

- Pervasive TV presence with 15s/30s creative in both English and Spanish
- OTT (over-the-top) on North American services



INFLUENCERS

- Pro athletes and lifestyle influencers on major social platforms



PODCASTS

- Targeting key podcasts in the fitness and wellness space
- Longer format for in-depth education on product science and benefits



EVENTS

- Key active/fitness events in California and Florida
- Volleyball, Running, Golf, Tennis

MANAGEMENT

Driven by world-class executive team responsible for billions of dollars in sales across leading worldwide nutrition brands



VITO SANZONE
CHIEF EXECUTIVE OFFICER

25 years in health, wellness and fitness industry. Executive roles in 3 performance nutrition M&As worth combined \$1B. Successful turnaround executive for Iovate Health Sciences, MHP and Complete Nutrition. Uses consumer analytics to increase percentage of successful product launches. Media executive with CBS Television and Weider Publications.



JANICE DAY
CHIEF SALES OFFICER

25 years experience in CPG. Pfizer Consumer Health Care. Brokered Tetley Tea and Ocean Spray. Senior Director at Iovate FDMC N. America, Global WM/Club.

Vendor of the year at Walmart Canada and Multi Channel Award at Walmart USA. Vendor of the quarter SAM's Club.



SHAUN POWER
CHIEF FINANCIAL OFFICER

Chartered Professional Accountant (CPA) with 25 years experience.

Business tax specialist. Former equity partner at Deloitte and BDO.



DEAN MOSCA
BOARD DIRECTOR

B2B proprietary ingredient experience. Startup and business development. Strategic planning and product launch.

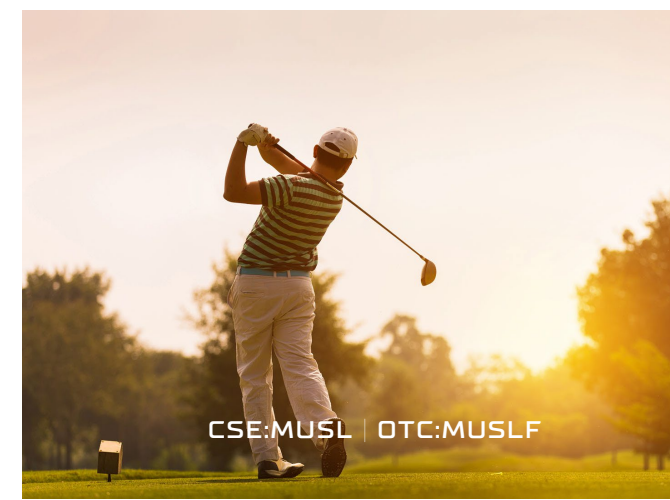
Marketing/PR Execution BBA, Marketing Schulich School of Business.

CAPITAL STRUCTURE

Basic Shares Outstanding ¹	125,688,640
Options	10,400,000
Warrants	3,111,600
Performance Warrants ²	24,000,000
Fully Diluted	163,200,240

1. 56,383,161 shares subject to 12-36 month escrow.

2. 7,200,000 warrants vest upon achieving \$10 million in revenue and positive net profit; 8,400,000 warrants vest upon achieving \$25 million in revenue and \$2.5 million in EBITDA; and 8,400,000 warrants vest upon achieving \$50 million in revenue and \$5 million in EBITDA. All warrants subject to 36 month escrow.



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CSE: MUSL