

APRIL 2022

Candyverse™

BRANDS INC.

LEADING THE FUTURE
OF SNACKING!

CORPORATE PRESENTATION



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This presentation contains certain statements which may constitute "forward-looking information", "future oriented financial information" or "financial outlooks" (collectively, "forward looking information") within the meaning of applicable securities laws. Such forward looking information is identified by the use of words and expressions such as "projected", "intended", "leads to", "provide", "may", "expects", "anticipates" and "estimated" and similar words and expressions. Such forward looking information includes but is not limited to, statements with respect to key future milestones, the development of products, subscriber and sales growth, expansion opportunities, the impact of the company's products and services on customers and marketplaces, future financial or operating performance of the company, the ability to capitalize on future opportunities and estimates regarding the size and scope of our target markets and their potential for growth. Statements containing forward looking information, and any assumptions upon which they are based, reflect our current judgment regarding the direction of our business and include, but are not limited to, efficiently and successfully realizing operational efficiencies, successfully identifying and capturing new customer opportunities and capitalizing on current customer opportunities, and continuing to expand our sales channels. Statements containing forward looking information are not guarantees of future performance and are subject to a number of known and unknown risks and uncertainties, including, but not limited to, the failure to: execute our business plan efficiently and successfully to realize operational efficiencies, identify and capture new customer opportunities and capitalize on current customer opportunities, and to continue to expand our sales channels; market conditions beyond our control that might impact our customers and/or our business; the ability to raise future capital to fund operations; and changes in the regulatory environment applicable to our business or our customers. The forward looking information in this presentation is expressly qualified by the above statements. The forward looking information in this presentation is based on estimates and opinions of the company at the date the statements are made. Except as required by applicable law, the company does not undertake any obligation to update forward looking information. Readers should not place undue reliance on forward looking information contained herein. Readers are cautioned that no director, officer, employee, agent, affiliate or representative of the company is authorized or permitted to make any written or verbal representation or statement concerning the business or activities of the company, except as set out in this presentation. The company expressly disclaims any written or verbal statement in addition to or contrary to anything contained in this presentation, and cautions readers that they are not entitled to rely on any written or verbal statement made by any person to the contrary.

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MARKET & INDUSTRY DATA

The information contained herein includes market and industry data that has been obtained from third party sources, including industry publications. Candyverse Brands Inc. believes that its industry data is accurate and that its estimates and assumptions are reasonable, but there is no assurance 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, but there is no assurance as to the accuracy or completeness of included information. Although the data is believed to be reliable, the Candyverse Brands Inc. has 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.

NON IFRS MEASURES AND INDUSTRY METRICS

This presentation makes reference to certain non IFRS measures including key performance indicators used by management. These measures are not recognized measures under IFRS (International Financial Reporting Standards) and 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 or as a substitute for analysis of the financial information reported under IFRS. Candyverse Brands may use non IFRS measures including " " and "Adjusted EBITDA" which may be calculated differently by other companies. These non IFRS measures and metrics are used to provide readers with supplemental measures of operating performance and liquidity and thus highlight trends in its business that may not otherwise be apparent when relying solely on IFRS measures. Candyverse Brands also believes that securities analysts, investors and other interested parties frequently use non IFRS measures in the evaluation of companies in similar industries. Management also uses non IFRS measures and metrics, in order to facilitate operating performance comparisons from period to period, to prepare annual operating budgets and forecasts and to determine components of executive compensation.



SNACKING MADE BETTER

Candyverse Brands Inc. is a plant based, low sugar candy company leading the future of snacking through better nutrition. Starting with our delicious line of Carefree Candy™ under the Better Bears™ brand, we are waging an all-out war on sugar!

Our vision is to be the leading consumer choice low-sugar candy brand, offering a range of confectionary that is indistinguishable from traditional, full-sugar candy. With a commitment to sustainability, we are making the world a better place, one snack at a time.

OUR DIVISIONS



CONSUMER BRANDED PRODUCTS

We are reinventing the confectionary aisle and today our portfolio consists of our 100% wholly owned Better Bears brand of all natural, plant-based, low sugar delicious gummy bears, that are indistinguishable from conventional high sugar candy.

Our goal is to be continually expanding our portfolio to bring consumers amazing and great tasting better snacking choices that challenge the world of sugar to step aside as we believe the world deserves BETTER.



COMMERCIAL CORNER

We believe that every business deserves the opportunity to create the future.

SERVICES

Innovation Process	Product Development
Manufacturing	Regulatory Services
Financing Modelling	Category Insights
Packaging Design	Artwork & Copy
Strategy & Sales	Planning



BRANDED PRODUCT 100% OWNED



Our line of carefree candy™ is plant-based, low in sugar and calories, and nearly indistinguishable from conventional, full sugar candy.



BETTER BEARS VS OTHER GUMMIES

	Better Bears US	Better Bears Canada	Full Sugar Bears
Sugar	1g	2g	23g
Calories	50	80	167
Recyclable Packaging	✓	✓	X



NO SUGAR ALCOHOLS



PLANT BASED



GLUTEN FREE



NO ARTIFICIAL SWEETENERS



NATURALLY FLAVOURED



VERY HIGH IN FIBER

UPDATED PACKAGING LAUNCHING APRIL 2022



PRODUCT PIPELINE



Swedish Bears

May 2022



Fuzzy Bears

June 2022



Sour Bears



Root Bears

July 2022



23g Multipack for Back to School

July 2022

Launching Spring/Summer 2022*

* Company estimates based on internal projections; Subject to operating costs, cost of goods, distribution channels and assumes certain operational efficiencies including access to further growth capital

BRANDED PRODUCT 100% OWNED



We're not stopping at gummy bears –
We're also reimagining our other candy
favorites into better for you versions.

**Launching
Summer 2022***

Expanding our depth across other full sugar confectionary
segments can lead to an *increased share of "stomach"*



WE ARE REINVENTING CHOCOLATE

Chocolate 1.0 Classic chocolate, full flavor but all the
sugar

Chocolate 2.0 Replace the sugar with synthetic sugars, but
tastes like chemicals

Chocolate 3.0 Better for you ingredients, making it
indistinguishable from Chocolate 1.0

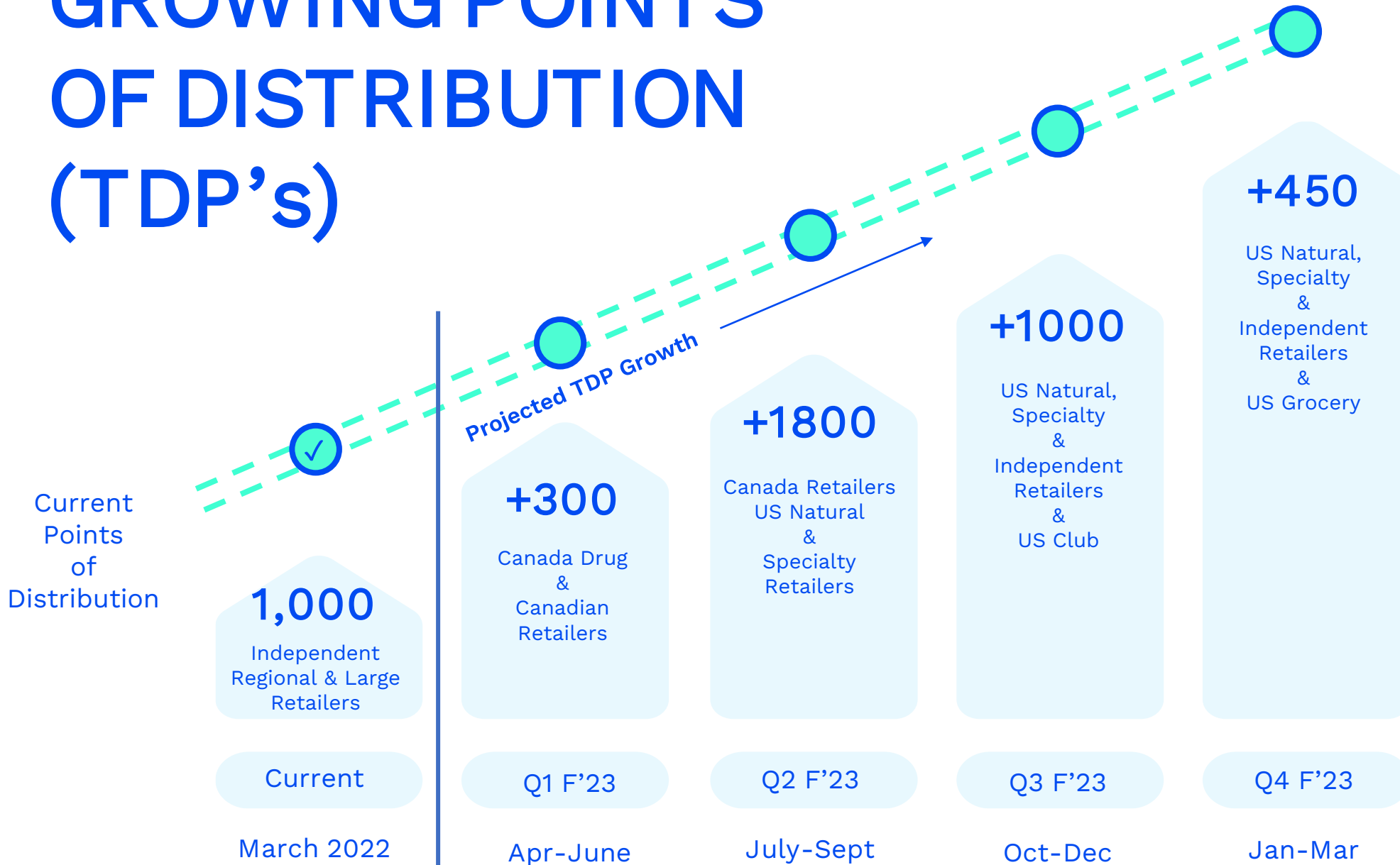


* Subject to operating costs, cost of goods, distribution channels and assumes certain operational efficiencies including access to further growth capital

GROWING POINTS OF DISTRIBUTION (TDP's)

Fiscal 2023 (Apr-March)

+3,500 TDP's



SALES CHANNEL STRATEGY

CURRENT RETAILERS

Canada Brick & Mortar	ECOMM
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6-12 MONTH STRATEGIC FOCUS

US Natural & Independents	US Grocery & Club
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12-24 MONTH STRATEGIC FOCUS

US Mass & Drug	Geographic Expansion
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AZZYLAND PARTNERSHIP

- Partnership with 'Azzyland', one of the most popular content creators in the world, recognized as one of the most viewed on YouTube
- 1st YouTube video including Better Bears products currently has +310,000 views
- 2nd YouTube video has +163,000 views
- More YouTube and Instagram videos to follow with custom product launch
- Azzyland social audience:
 - 13.4 million followers on YouTube
 - 4 million followers on TikTok
 - 2.3 million followers on Instagram
 - 193 thousand followers on Twitter



M&A IN THE MARKET



TPG Growth acquired low-sugar candy maker SmartSweets for nearly \$360 Million in 2020



Sol Cuisine which produces plant-based protein items was acquired by PlantPlus Foods for \$125.4 Million in 2021



The Hersey Company acquired the better-for-you confectionary brand Lilys for \$425 Million in 2021



MANAGEMENT TEAM



GARRETT DOWNES | FOUNDER & CEO & DIRECTOR An active early-stage investor and entrepreneur focused on CPG-based businesses. Garrett is the co-Founder of Piva Concepts Ltd., a food consulting firm that has developed and licensed various edible product IP to some of the largest Canadian brands. Garrett has significant expertise in building out scalable supply chains for food brands and has led the strategy for Better Bears product development and production partners.



JEFF O'NEILL | PRESIDENT AND DIRECTOR A veteran executive of the high-growth CPG foods/snacks space, Jeff previously acted as President and COO at High Liner Foods between 2015 and 2018. Prior to that, he held sales and marketing positions at Quaker Oats, PepsiCo and McCain Foods. With a wealth of industry knowledge and leadership expertise supporting him, Jeff is an instrumental part of guiding Better Bears towards a bright future.



JASON TONG | CFO AND DIRECTOR Over 12 years of executive and corporate finance experience at private and public companies. Jason has served as CFO and advisory roles in the consumer-packaged goods, marketing and finance sectors. Previously, Jason was the CFO of Pathway Capital Ltd, a venture capital firm with a portfolio of early-stage ventures with market capitalization ranging from \$5M to \$100M. Jason is a Chartered Professional Accountant (CPA, CA) and is a Chartered Financial Analyst charter holder (CFA). Since 2015, Jason has been the Founder and CEO of Catapult Consulting Corp. and, in that capacity, has served as CFO of various publicly traded companies, including ExGen Resources Inc., LeanLife Health Inc. and RevoluGroup Canada Inc.



MORGAN KNOWLES | VICE PRESIDENT INVESTOR RELATIONS An Investor Relations professional with significant experience in collaborating with executive level and cross functional teams, analyzing business situations, and developing and implementing practical investor relations programs and strategies. Morgan has successfully managed IR campaigns during public and private equity offerings, company acquisitions, financial reporting, product launches and conferences.



LORENZO DI NINO | VICE PRESIDENT OF GROWTH & BUSINESS DEVELOPMENT An accomplished CPG executive, with a broad and diverse experience, gained during 11+ years within the retail food industry. Lorenzo is an excellent communicator, all aspects of pricing, promotions, regulatory compliance, and costing were developed through interaction with both industry customers and suppliers, as well as differing levels of corporate management.

MANAGEMENT TEAM

DR. AMY PROULX | STRATEGIC ADVISOR, INNOVATION AND REGULATORY EXPERT Amy is world a world-renowned food scientist and educator who is also a former food inspector with the Canadian Food Inspection Agency. Amy presently sits on boards for the Canadian Institute of Food Science and Technology and the International Union of Food Science.

MATTHEW MOORE | NATIONAL ACCOUNT DIRECTOR Matthew is an experienced sales director in the better for you and natural products CPG industry. He has more than 15 years of experiences in the industry. He is an expert at driving sales across all brick-and-mortar retail channels.

SIMONA IRWIN & ANNIE SALSBERG | MARKETING Simona and Annie are and experienced marketing team that specialize in better for you and natural products. They are experts in digital and Ecommerce marketing. They have significant experience in online DTC specifically when setting up Amazon stores.

RAJ SHARMA | COMMERCIAL FINANCE AND SUPPLY CHAIN Raj is an experienced and well-rounded CPG professional in all areas of business. He has experience in running operations in a many large and small CPG businesses. His ability to run sales, marketing and revenue management makes him a strong asset to the team.

MAURICIO BOBADILLA | PRODUCT DEVELOPMENT AND INNOVATION Mauricio is a experienced confectionary product development expert. He has worked with several multinational food companies with experience in leading RnD team for different products within confectionary. Mauricio has strong knowledge of product development processes including research and development.

BOARD OF DIRECTORS



GARRETT DOWNES | CEO & DIRECTOR Garrett is an active early-stage investor and entrepreneur focused on CPG-based businesses. He is the co-Founder of Piva Concepts Ltd., a food consulting firm that has developed and licensed various edible product IP to some of the largest Canadian brands. Garrett has significant expertise in building out scalable supply chains for food brands and has led the strategy for Better Bears product development and production partners.



JEFF O'NEILL | PRESIDENT AND DIRECTOR Jeff O'Neill is an experienced consumer packaged goods executive with 25+ years in general management, marketing, and sales roles. Leading up to his role at Better Bears, Jeff progressed through several Sales and Marketing positions in the consumer packaged goods industry, including Quaker Oats, PepsiCo, and McCain Foods. Most recently, he was Chief Commercial Officer for Auxly Cannabis Inc. from 2018-2020. Most notably, he was President & Chief Operating Officer at High Liner Foods from 2015 to 2018. Jeff is skilled in driving growth by leveraging his strategic planning acumen, building branded portfolios, operating in highly complex supply chains, instilling commercial & financial excellence, cost structure optimization and creating consumer focused innovation.



IAN MCGAVNEY | INDEPENDENT DIRECTOR Ian is an experienced venture capitalist. From 2003 to 2009 he was founder and President of Skye Capital Corporation Inc.. Skye Capital Corporation assisted in founding, financing, and managing investee companies. From 2009 to 2016, Mr. McGavney served as an Investment Advisor with TD Bank Group. Since 2016, he has been an independent finance consultant and active board member to several public and private companies in the CPG and tech sectors.



JASON TONG | CFO AND DIRECTOR Jason Tong has over 12 years of executive and corporate finance experience at private and public companies. Jason has served as CFO and advisory roles in the consumer-packaged goods, marketing and finance sectors. Previously, Jason was the CFO of Pathway Capital Ltd, a venture capital firm with a portfolio of early-stage ventures with market capitalization ranging from \$5M to \$100M. Jason is a Chartered Professional Accountant (CPA, CA) and is a Chartered Financial Analyst charter holder (CFA). Since 2015, Jason has been the Founder and CEO of Catapult Consulting Corp. and, in that capacity, has served as CFO of various publicly traded companies, including ExGen Resources Inc., LeanLife Health Inc. and RevoluGroup Canada Inc.



KRISTEN PALMER | INDEPENDENT DIRECTOR Kristen Palmer is a professional and consultant in the consumer packaged goods industry with a career that spans operations, sales, and marketing. Her interests in public health and nutrition have shaped her goals of bringing products to market that nurture the gut, brain, and properly hydrate for optimal health. Previously, Kristen was the Vice President Sales of NadaMoo! and Milkmadia. She was also the Chief Operating Officer of Savorly and currently is the Chief Executive Officer of Lechia, a wellness lifestyle company. Kristen volunteers on the Board of a non-profit called Project Schoolhouse, which builds school houses and water systems in rural Nicaragua.

OUR TEAMS EXPERIENCE

milkadamia™



WESTON FOODS



SHARE STRUCTURE

*As of March 18th, 2022 and subject to change

Issued & Outstanding				49,488,140
<i>Founder</i>	<i>9,127,249</i>		<i>3-year escrow</i>	
<i>\$0.05</i>	<i>13,869,364</i>	<i>\$693,468</i>	<i>Subject to escrow</i>	
<i>\$0.18</i>	<i>10,879,670</i>	<i>\$1,958,340</i>	<i>Subject to escrow</i>	
<i>\$0.35</i>	<i>15,611,857</i>	<i>\$5,464,150</i>	<i>Free-trading upon listing</i>	
Options				4,620,000
Warrants				5,771,539
Performance-Based Warrants*				6,000,000
Current Cash & Receivables				~ \$4,300,000

* 9.1M of Issued & Outstanding shares are owned by founder management

* 6.0M performance-based warrants for founder & management are based upon revenue, EBITDA and gross margin milestones that must be achieved within 2 & 3 year timeframes from issuance.

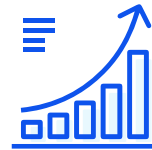
LOOKING AHEAD



Candyverse Brands Inc. plans to seek a go public listing on the Canadian Securities Exchange (“CSE”) in 2022.



New products developed in house and manufactured in Canada to be launched in the coming months; proprietary pipeline of candy types & formulas.



Better Bears products expect to see rapid continued growth in points of distribution targeting +3,500 points of distribution (TDP’s) by March 2023.



Omni-Channel Approach; Canada Brick & Mortar now scaling +1,000 TDP’s, US Brick & Mortar & DTC Launching in 2022.



Portfolio Expansion - developing an “indistinguishable from conventional chocolate” brand to capture more share of stomach with consumers and retailers.

Candyverse™

BRANDS INC.

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