



PODA

Lifestyle & Wellness Ltd.

Investor Presentation

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Poda Overview

Poda Lifestyle and Wellness Ltd. is actively engaged in the development and commercialization of industry-leading reduced-risk smoking products

- Poda has developed an innovative heat-not-burn reduced-risk smoking system which uses proprietary zero cleaning single-use pods
- Tobacco-free Beyond Burn™ Poda Pods are low cost to produce and are filled with a patented blend of tea leaves and synthetic nicotine
- Satisfying smoke-free replacement for adult smokers
- Multi-patented Beyond Burn™ Poda Pod design leads to a zero cleaning experience that is unique in the heat-not-burn industry
- Exciting growth opportunities through a portfolio of valuable IP holdings and applications
- Revenue generation through three complimentary verticals
 - Beyond Burn™ Poda Pods
 - Beyond Burn™ devices
 - White labelling partnerships



The term reduced-risk smoking products refers to products that present, are likely to present, or have the potential to present less risk of harm to smokers who switch to those products versus continued smoking because they produce far lower quantities of harmful and potentially harmful compounds than those produced by ordinary smoking.

Poda

Highlights

Poda has spent over \$5 million to date developing the product and is now ready to scale production to meet global demand



Better than ordinary smoking

Patented and unique in the industry, our flagship Beyond Burn™ Poda Pods offer total satisfaction to adult smokers without many of the drawbacks of ordinary smoking

- Tobacco-free
- Smoke-free
- No ash
- Reduced-risk



No cleaning required

- Due to unique patented pod design, pods keep all the mess contained within the pod
- no cleaning or maintenance
- no residual odour in heating device
- No cross contamination between pods; every pod is a fresh experience



Global IP Protection

- Canadian patent granted on zero cleaning pod design. Multi-national PCT patents filed in over 65 countries
- Multiple patents filed covering all aspects of Poda's innovative and proprietary technologies
- All filings in progress expected to be granted by end of 2023



Rare investment opportunity

- Over 1.3 billion cigarette smokers in the world, consuming over 5.7 trillion cigarettes per year
- Poda offers a satisfying smoke-free cigarette replacement for adult smokers
- Patented zero cleaning Beyond Burn™ Poda Pods are well-poised to gain significant market share

Management team



RYAN SELBY

Co-founder & CEO

- Original co-founder & inventor
- Successful multi-patented inventor
- Background in business development
- 15 years smoking industry experience



RYAN KARKAIRAN

Co-founder & VP Design

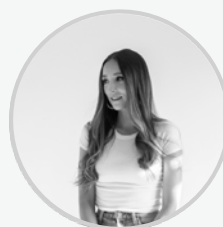
- Original co-founder & inventor
- Over 10 years smoking industry experience
- Background in senior management and sales
- Extensive reduced-risk smoking industry experience



PAUL CIULLO

CFO

- Diverse professional experience
- Background in senior corporate finance and accounting in Fortune 500 companies
- CPA/MBA



KAREN MERRIFIELD

Head of Creative

- Over 8 years experience in visual design including web and graphic design
- Provides in-house branding, graphic design and web development expertise

Advisory board



DANIEL CHEN

Strategic Advisor

- Founder of Shenzhen ESON Technology Co. Ltd. in 2010
- ESON has successfully licensed its IP and supplied OEM services to ALL of the biggest tobacco companies in the world (JTI, Imperial, BAT, GPI, CNT)
- Founder of NEAFS in 2020
- NEAFS is currently selling over 50 million IQOS compatible NEAFS cigarettes per month in the Chinese and European markets
- Mr. Chen has an impressive track record of success and has extensive knowledge of the heat-not-burn and electronic cigarette industries



Juan Manuel (Jon) Ruiz

Strategic Advisor

- Mr. Ruiz was a key executive for one of the largest tobacco companies in the world, Philip Morris International (PMI), for more than 15 years. In 2004, he was appointed Chief Executive Officer of Tabaqueira, a former Portuguese state monopoly that was acquired by PMI and contributed as one of PMI's top 10 EBITDA (earnings before interest, taxes, depreciation, and amortization) producers worldwide.
- In 2006, Mr. Ruiz was assigned the integration of Coltabaco in Colombia, one of PMI's largest single investments to date. After 15 years at PMI and 20 years in the fast-moving consumer goods space, Mr. Ruiz decided to expand his professional experience as CEO of Colombia's leading media group,

Industry Highlights



Massive Opportunity

Over 5.7 trillion legally-purchased cigarettes are consumed annually by over 1.3 billion consumers.¹

Each of these consumers represent potential Poda customers as the advantages of the reduced-risk Poda system reach the market.



Changing Landscape

The well-known health risks associated with ordinary smoking continue to drive adult smokers towards reduced-risk products.

With its superior technology, Poda aims to be at the forefront of this emerging global market by providing adult smokers with reduced-risk consumption methods that deliver smoking experiences that are better than ordinary smoking.

¹ tobaccoatlas.org

IQOS Heat-Not-Burn Science

- Since 2008, Philip Morris International has invested more than USD 8.1 billion into the science and research of developing smoke-free products, and they employ more than 400 world-class scientists, engineers, and technicians.
- Scientific studies have shown that switching completely from conventional cigarettes to the IQOS system significantly reduces exposure to harmful or potentially harmful chemicals.
- In July 2020, the US FDA authorized the sale of IQOS heat-not-burn products in the USA as a modified-risk tobacco product. The FDA has stated that “the available scientific evidence demonstrates that the issuance of an exposure modification order for IQOS would be appropriate to promote the public health and is expected to benefit the health of the population as a whole, taking into account both users of tobacco products and persons who do not currently use tobacco products.”
- For more information about studies completed by Philip Morris International related to the safety and efficacy of heat-not-burn products, please visit <https://www.pmi.com/our-science>



Existing Nicotine Delivery Vehicles

Cigarettes

- Tobacco leaf is burned to produce smoke. Reaches temperatures of 900° C
- Non-tobacco cigarettes without nicotine are available on the market but offer minimal/no risk reduction
 - Major health risks associated with inhaling smoke (of any kind)

E-cigarettes

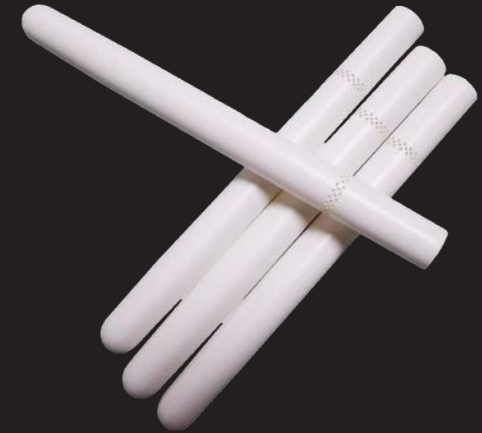
- Artificial nicotine-containing liquids are heated to produce aerosolized vapours. Temperatures reach up to 250° C
 - Does not fully provide sensory experience of smoking

Other tobacco products

- Non-inhalable tobacco products including snus, chewing tobacco, and nicotine gum.
 - Has not replaced cigarettes

Other heated tobacco products

- Tobacco or modified tobacco is heated below smoke point to produce nicotine containing vapors. Temperatures range from 150°-350° C
 - Provides close analog to sensory experience of cigarette smoking
 - Has captured increasing market share of cigarette market
 - Already over 20% of Japanese cigarette smokers have switched to using heated tobacco products
 - Consistently gaining market share in every country in which heated tobacco products have been launched



Poda

Poda Beyond Burn™ Pods are filled with a specialized blend infused with synthetic nicotine and containing no tobacco ingredients. Temperatures range from 185-225° C

- Provides close analog to sensory experience of cigarette smoking
- Offers better user experience than existing heated tobacco products
- Can be sold at lower price points because not subject to tobacco duties



Traditional Tobacco Cigarette Market

- Global tobacco market revenue amounts to approximately USD \$800 billion annually ¹
- The market is expected to grow annually by 2.87% over the next 4 years ¹
- Approximately 1.3 billion tobacco smokers users worldwide
- Widely-known health impacts of smoking driving many tobacco users to seek lower-risk alternatives

E-cigarette market

- Electronic cigarettes offer alternatives to traditional cigarettes
- Lack some of the sensorial aspects of smoking, thus have not captured major market share of cigarette smokers
- Companies like JUUL have captured enormous valuations despite not being able to replace traditional cigarettes

¹ statista.com



Heat-Not-Burn Market

- Heat-not-burn (HNB) or heated tobacco products (HTPs) are a relatively new nicotine delivery vehicle
- HNB products have become a major focus in the tobacco industry
- HNB systems heat organic materials containing nicotine to release the nicotine and flavor without producing smoke
- HNB products involve heating special cigarette-like sticks in specialized heating devices and provide a closer analog to cigarettes without many of the risks associated with smoking
- IQOS by Philip Morris International leads the heated tobacco industry selling an estimated 85 Billion HNB tobacco sticks in 2020
 - IQOS has already captured nearly 20% of Japanese tobacco market and market share is still growing year after year
 - IQOS is increasing its market share in virtually every country in which it has been launched
- “Smoke Free Future” - Philip Morris believes that HNB products can almost entirely replace traditional cigarettes within 20 years

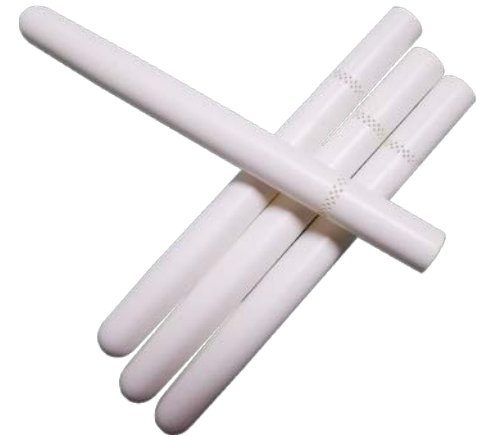
Challenges in the Tobacco industry

PODA's Solution

	INDUSTRY PAIN POINTS	HOW PODA SOLVES THEM
1	Increasing costs as government taxes and duties increase	Beyond Burn™ Poda Pods contain no tobacco ingredients; not subject to existing tobacco duties, taxes and regulations
2	Device cleaning & maintenance	Patented zero cleaning pods
3	Device smell	Unlike other HNB products, Poda devices never get contaminated by pod residues and smells
4	Cigarette-like satisfaction	Unlike e-cigarettes or nicotine gum, Beyond Burn™ Poda Pods offer cigarette-like satisfaction
5	Cross contamination between pods	Zero cleaning means no residue left in heating device from previous pod. Each pod is a fresh experience
6	Multi-substance platforms	Poda zero contamination pods provide ability to heat many different substrates, including: tobacco, tobacco substitutes, caffeine, cannabis, medicinal herbs, and many more - huge growth opportunities
7	Smoking cessation tools	Poda Beyond Burn™ non-tobacco blends provide opportunities for tobacco replacement therapies that provide close analog to cigarette smoking, increasing efficacy of treatment programs

The Beyond Burn™ Poda Pods

Providing adult smokers with a highly satisfying and robust experience



- Patented zero cleaning and zero maintenance design
- Specialized blend of pelletized tea leaves and synthetic nicotine - perfectly mimics tobacco
- Initially available in 6 different flavors (with many more flavour offerings to follow)
- The toxic constituents of traditional cigarette smoke are almost entirely absent from the emissions produced by Beyond Burn™ Poda Pods
- Tobacco-free Beyond Burn™ Poda Pods are largely outside of the scope of existing tobacco regulations and duties



- Low-cost production facilities allow Poda to compete with industry peers
- White labelling opportunities to increase market share and distribution reach
- Many content offerings are in the pipeline; numerous substances can be enjoyed in our Beyond Burn™ Poda Pods
 - coffee/caffeine infused products
 - nicotine free blends to aid in smoking cessation
 - real tobacco
 - cannabis/CBD
 - medicinal herbs

The Beyond Burn™ Poda Devices

Meet the first member of the Poda device family

Simple, sleek heating device tailor-made for our flagship Beyond Burn™ Poda Pods

Fast-charging battery capable of heating an entire pack of Beyond Burn™ Poda Pods on a single charge. Delivers easy all-day satisfaction

Featuring simple one-button use and 3 discrete temperature settings, Poda devices allow every user to enjoy Beyond Burn™ Poda Pods their own way

Poda will launch additional devices across different price points to provide maximum consumer choice for heating Beyond Burn™ Poda Pods



Poda Manufacturing

Poda has developed proprietary automated production equipment which can be installed at strategic locations globally to meet regional demands

Pods

- Beyond Burn™ Poda Pods currently manufactured and packaged at Poda facility in China
- Packaged in cartons of 100 pods (10 packs per carton, 10 pods per pack)
- Proprietary process provides extremely low-cost automated pod production
- Current small-scale pilot manufacturing capability in excess of 400,000 pods/ month
- Ready for scale up of production capabilities

Devices

- Poda Beyond Burn™ heating devices are produced at a world-class e-cigarette factory providing low-cost production, exceptional quality, and unlimited scalability for future growth



Pods

Patents covering various methods for making zero-cleaning pods:

Canada 3,039,570 - Patent granted

USA 16/340,059 - Waiting for examination

PCT/CA2018/050326 - National entries filed in over 60 countries

PCT/CA2019/050352 - National entries filed in over 30 countries

PCT/CA2020/000038 - PCT filed

Devices

Patents covering various internal and external heating device features and components:

Canada 3,039,570 - Patent granted

USA 16/340,059 - Waiting for examination

PCT/CA2018/050326 - National entries filed in over 60 countries

PCT/CA2020/000038 - PCT filed

Manufacturing

Patents covering various methods for manufacturing zero-cleaning pods:

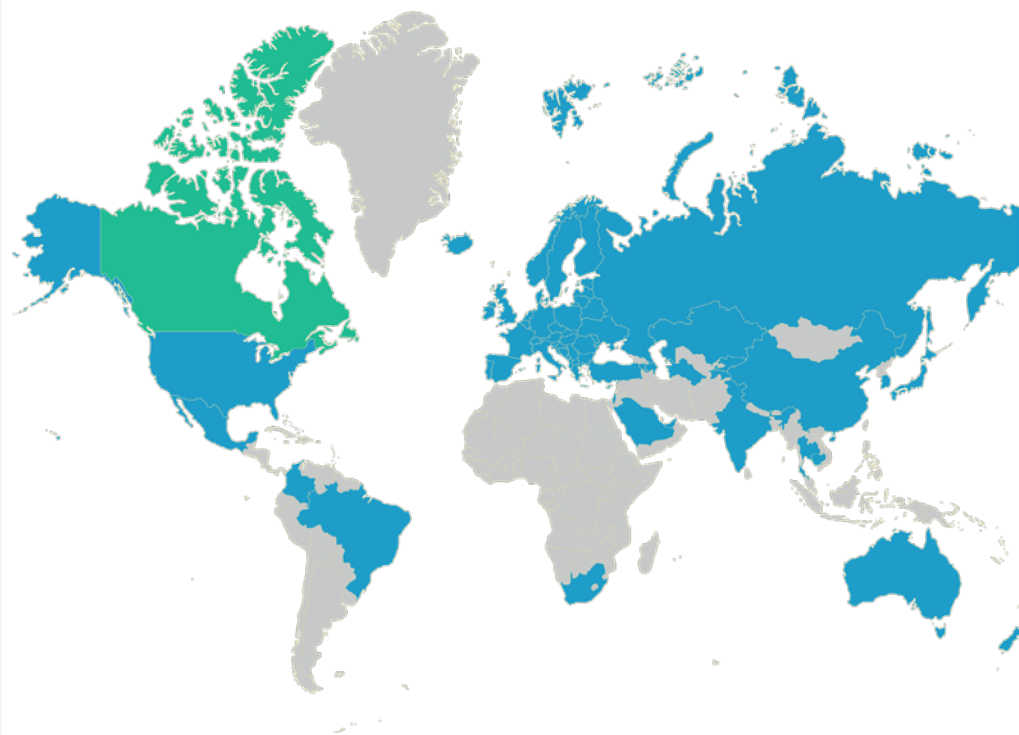
PCT/CA2019/050352 - National entries filed in over 60 countries

PCT/CA2020/000038 - PCT filed

Trademarks

Beyond Burn™ trademark applications filed in US, Canada, UK and European Union

Poda Intellectual Property



■ Primary patent granted
Additional applications filed

■ Patent applications filed

PCT patent applications allow for the filing of national patents in over 180 countries based on the original filing date of the PCT patent, offering the best path to the greatest possible IP protection on a truly global scale

Poda

Distribution

LOI with Shenzhen ESON Technology Co., Ltd. (“ESON”)

- ESON currently distributes over 50 million IQOS compatible NEAFS sticks per month into the Chinese and European markets
- ESON will test launch a NEAFS by PODA product utilizing ESON’s current distribution channels. It is expected that the test launch which will require a minimum of 10,000 Cartons (1 million NEAFS by PODA sticks) of finished products
- In the event the test market is a success, the Parties will enter into an offtake agreement which will include the terms of the partnership on a go forward basis. Expected monthly offtake volumes initially expected to exceed 10 million Poda pods per month

White labeling

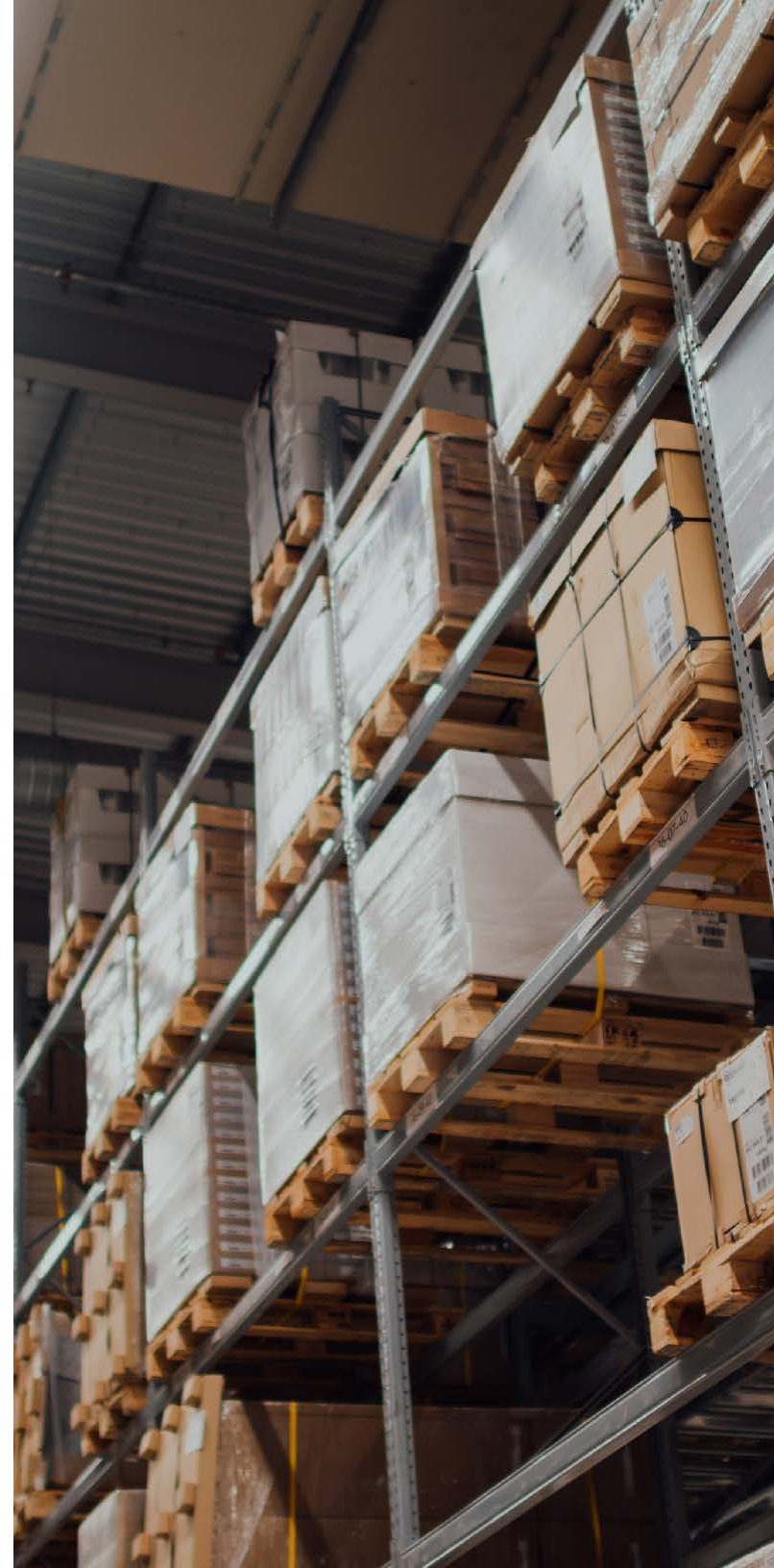
- Poda is looking to expand it’s footprint through white-labeling partnerships

Poda D2C (direct-to-consumer) sales

- In Q2 2021, Poda will launch an online retail sales portal selling Beyond Burn™ Poda Pods directly to consumers worldwide

Ongoing distribution discussions

- Poda is currently pursuing various distribution agreements with FMCG (fast moving consumer goods) distributors globally



The Competition



IQOS
(Philip Morris)

ANNUAL STICK VOLUME/REVENUE

	Actual						Projected	
	2015	2016	2017	2018	2019	2020	2021	2022
IQOS (Philip Morris)								
Heatstick volumes (bn)	0	7	37	42	58	79	99	118
Heated tobacco revenue (\$bn)	0	0.7	2.1	4.2	6	8	10	11.9

(source: Company data, UBS estimates)

PRICE PER DEVICE

Market	Currency	IQOS	JUUL	BLU	Poda
Canada	CAD	124.00	45.00	27.50	65.00
France	EUR	99.00	30.00	23.00	45.45
Switzerland	CHF	99.00	35.00	N/A	50.00
UK	GBP	79.00	25.00	20.00	40.65
US	USD	N/A	35.00	20.00	50.00

(Source: Company reports, Barclays Research)

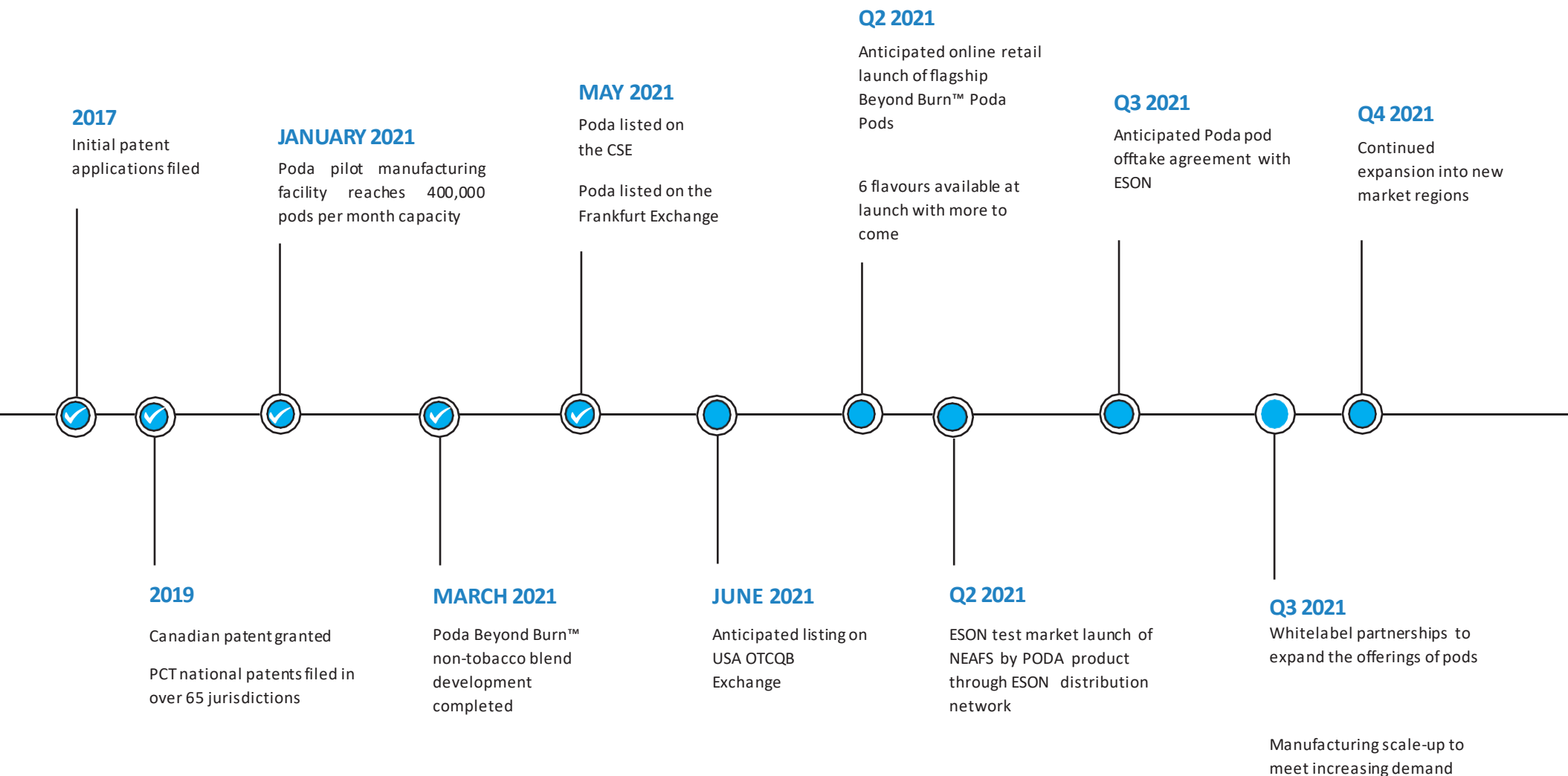
AVERAGE CONSUMER SPENDING

	Cigarettes	IQOS	BLU	JUUL
UK(GBP)	2,763	2,053	769	649
Canada (CAD)	4,173	3,013	1,651	1,357
France (EUR)	2,050	1,816	1,086	779

(Source: Company reports, Barclays Research)

- IQOS is Poda's main competitor in the heat-not-burn market
- Poda entirely alleviates the cleaning and maintenance requirements of IQOS
- Poda provides a more robust inhalation experience that is closer to traditional smoking
- Beyond Burn™ Poda Pods contain no tobacco and therefore can be sold at lower price points than IQOS

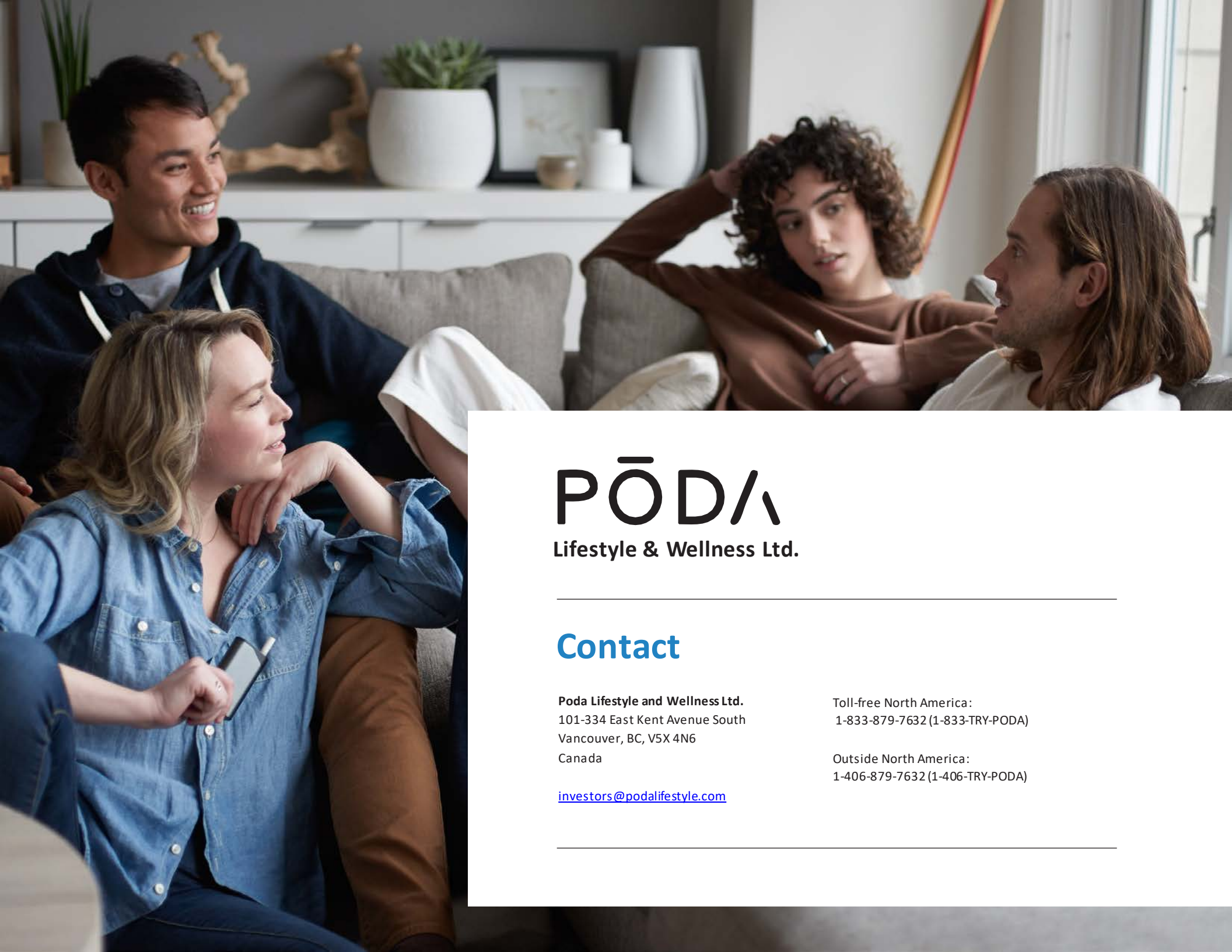
Timeline/Milestones



Investment Highlights

- Poda is set to become a major player in the heat-not-burn industry with multi-patented zero cleaning pods and our flagship Beyond Burn™ Poda Pods
- Offers all the satisfaction of traditional smoking with no smoke and no tobacco ingredients
- Patented blend of pelletized tea leaves and synthetic nicotine offers amazing flavor without being subject to tobacco taxes and duties. Allows aggressively competitive pricing as compared to tobacco-containing HNB products
- Skilled team with years of experience in reduced-risk smoking products
- Advisory board with experienced tobacco industry professionals
- Ready to launch with exceptional product; production currently at 400,000 pods per month
- Production volume scale up planned for Q3 2021 to meet increasing demand





PŌDA

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