



# TAAT GLOBAL ALTERNATIVES INC.

CSE: TAAT OTCQX: TOBAF FRANKFURT: 2TP2

November 2021, / 2021年11月

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## 免责声明—前瞻性陈述



This Presentation contains forward-looking statements that relate to the Company's current expectations and views of future events and should be read together with the more detailed information and financial data and statements available on the Company's SEDAR profile at SEDAR.com. This Presentation does not contain all of the information you should consider before purchasing securities of the Company. It is not intended to be relied upon as advice to investors or potential investors and does not take into account the investment objectives, financial situation or needs of any particular investor. In some cases, these forward-looking statements can be identified by words or phrases such as "may," "might," "will," "expect," "anticipate," "estimate," "intend," "plan", "indicate," "seek," "believe," "predict" or "likely," or the negative of these terms, or other similar expressions intended to identify forward-looking statements. The Company has based these forward-looking statements on its current expectations and projections about future events and financial trends that it believes might affect its financial condition, results of operations, business strategy and financial needs. These forward-looking statements include, among other things, statements relating to: the Company's expectations regarding its revenue, expenses and operations; the Company's intention and ability to grow the business and its operations, including its ability to complete research and development activities; future product rollouts in new markets; expectations regarding production and sales; expectations with respect to future production costs and capacity; expectations regarding our growth rates and growth plans and strategies; the Company's expected business objectives for the next twelve months; and the Company's expectations with respect to international developments and initiatives. Forward-looking statements are based on certain assumptions and analyses made by the Company in light of the experience and perception of historical trends, current conditions and expected future developments and other factors it believes are appropriate and are subject to risks and uncertainties. In making the forward-looking statements included in this Presentation, the Company has made various material assumptions, including but not limited to: (i) obtaining or complying with the necessary regulatory approvals; (ii) that regulatory requirements will be maintained; (iii) general business and economic conditions, including the ongoing impact of COVID-19; (iv) the Company's ability to successfully execute its plans and intentions, including with respect to the ramp-up of commercial operations and the achievement of expected revenues; (v) the availability of financing on reasonable terms; (vi) the Company's ability to attract and retain skilled staff; (vii) market competition; (viii) the products and technology offered by the Company's competitors; and (ix) that the Company's current good relationships with its suppliers, service providers and other third parties will be maintained. Although we believe that the assumptions underlying these statements are reasonable, they may prove to be incorrect, and we cannot assure that actual results will be consistent with these forward-looking statements. Given these risks, uncertainties and assumptions, prospective purchasers of the Company's securities should not place undue reliance on these forward-looking statements. Whether actual results, performance or achievements will conform to the Company's expectations and predictions is subject to a number of known and unknown risks, uncertainties, assumptions and other factors, including those listed under "Risk Factors" in the Company's Listing Statement filed under the Company's SEDAR profile at SEDAR.com. The Company's forward-looking statements are based on the reasonable beliefs, expectations and opinions of management. Although the Company has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking statements, there may be other factors that cause results not to be as anticipated, estimated or intended. There is no assurance that such statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward-looking statements. We do not undertake to update or revise any forward-looking statements, except as, and to the extent required by, applicable securities laws in Canada.

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**“AT TAAT, WE DON’T CREATE NEW SMOKERS, WE GIVE EXISTING TOBACCO SMOKERS THE CHOICE TO LEAVE NICOTINE BEHIND WHILE KEEPING THE EXPERIENCES THEY LOVE.”**

“在**TAAT**，我们不会引发新的烟民，而是给现有的烟民提供离开尼古丁同时又保留吸烟体验的选择。”

– SETTI COSCARELLA, CEO TAAT / TAAT首席执行官

# TAAT AT A GLANCE



## OUR STORY:



- TAAT Global Alternatives was founded to develop a best-of-class nicotine-free and tobacco-free smoking experience.
- TAAT represents a disruptive, attractive alternative to tobacco cigarettes and other smoking products.
- Under veteran leadership with a "Big Tobacco" pedigree, TAAT launched in Q4, 2020.

## OUR PRODUCT:



- TAAT's patent-pending refinement technique goes through a 14-step proprietary process.
- The result is a product like no other that smells, tastes, smokes and feels like any other tobacco product.

## OUR PORTFOLIO:



- **ORIGINAL**  
(big, bold flavour)
- **SMOOTH**  
(silky flavour with a lighter taste)
- **MENTHOL**  
(delivers a minty hit of freshness)

## OUR CONSUMER:



- Blue-collar man (adventurer, early adopter, corporate jock by day, weekend warrior)
- Male 60%, female 40%
- Avg. # of cigarettes consumed daily = 13

# TAAT公司概况



## 我们的故事：



- TAAT Global Alternatives成立的初衷是打造一流的不含尼古丁和烟草的吸烟体验。
- TAAT代表了一种颠覆性的、有吸引力的香烟和其他吸食的烟草产品的替代品。
- 在有“大烟草”背景的资深领导层带领下，TAAT于2020年第四季度扬帆起航。

## 我们的产品：



- TAAT正在申请专利的提纯技术要经过14个步骤的专有工艺。
- 其结果是这种与众不同的产品，闻起来、尝起来、抽起来和感觉都与其他烟草产品一样。

## 我们的产品系列：



- 原味  
(大气、酣畅淋漓的味道)
- 丝滑  
(味道丝滑，口感清淡)
- 薄荷味  
(一股清新的薄荷味)

## 我们的消费者：



- 蓝领男士（冒险家、早期采用者、白天是公司职员，周末勇士）
- 男性占60%，女性占40%
- 平均每天要抽掉13根香烟



# THE CURRENT CIGARETTE MARKETPLACE / 香烟市场当前的情况

SMOKERS ARE LOOKING FOR ALTERNATIVE PRODUCTS LIKE E-CIGARETTES, BUT MANY, IF NOT MOST, RETURN TO SMOKING. / 吸烟者正在寻找像电子烟这样的替代产品，但许多人后来又重新开始吸烟。

- **Over 80% of smokers** have tried e-cigarettes but only **3.2% of the market** is e-cig category. <sup>1/</sup> 超过**80%**的吸烟者尝试过电子烟，但只有**3.2%**的市场是电子烟类别<sup>1</sup>。
- **NRTs (nicotine replacement therapies)** have been largely ineffective at impacting smoking incidence. / **NRTs**（尼古丁替代疗法）在影响吸烟频率方面基本上没有效果。
- **Smokers prefer a solution that is more familiar** and fits seamlessly with their smoking moments (morning coffee, afternoon commute, socializing with friends). / 吸烟者更倾向于一种更熟悉的解决方案，并与他们的吸烟时刻（早晨的咖啡、下午的通勤和与朋友的社交活动）无缝对接。
- **Smoking is expensive.** Consumers indicate that “the cost” is the #1 reason they dislike smoking which is often driven by high tax incidence. <sup>2</sup> / 吸烟本身不便宜。消费者表示，“费用”是他们不喜欢吸烟的第一大原因，因为烟草身上附加着高额的税收。
- Potential new federal and state legislative bans on menthol flavours and reduction in nicotine levels in tobacco **make the TAAT brand a great alternative for smokers who want to continue to use these products.** / 联邦和各州未来可能对薄荷味以及烟草中尼古丁含量的减少进行新的立法，使**TAAT**品牌成为希望继续使用这些产品的吸烟者的最佳选择。



# THE OPPORTUNITY / 机会

**GLOBAL OPPORTUNITY / 全球机会**  
**\$793B USD / \$987B CAD MARKET <sup>1</sup>**  
**7930亿美元 / 9870亿加元的市场<sup>1</sup>**

**WORLDWIDE:** There are over 1 billion smokers globally.  
全球范围内：目前全球有10亿多烟民。

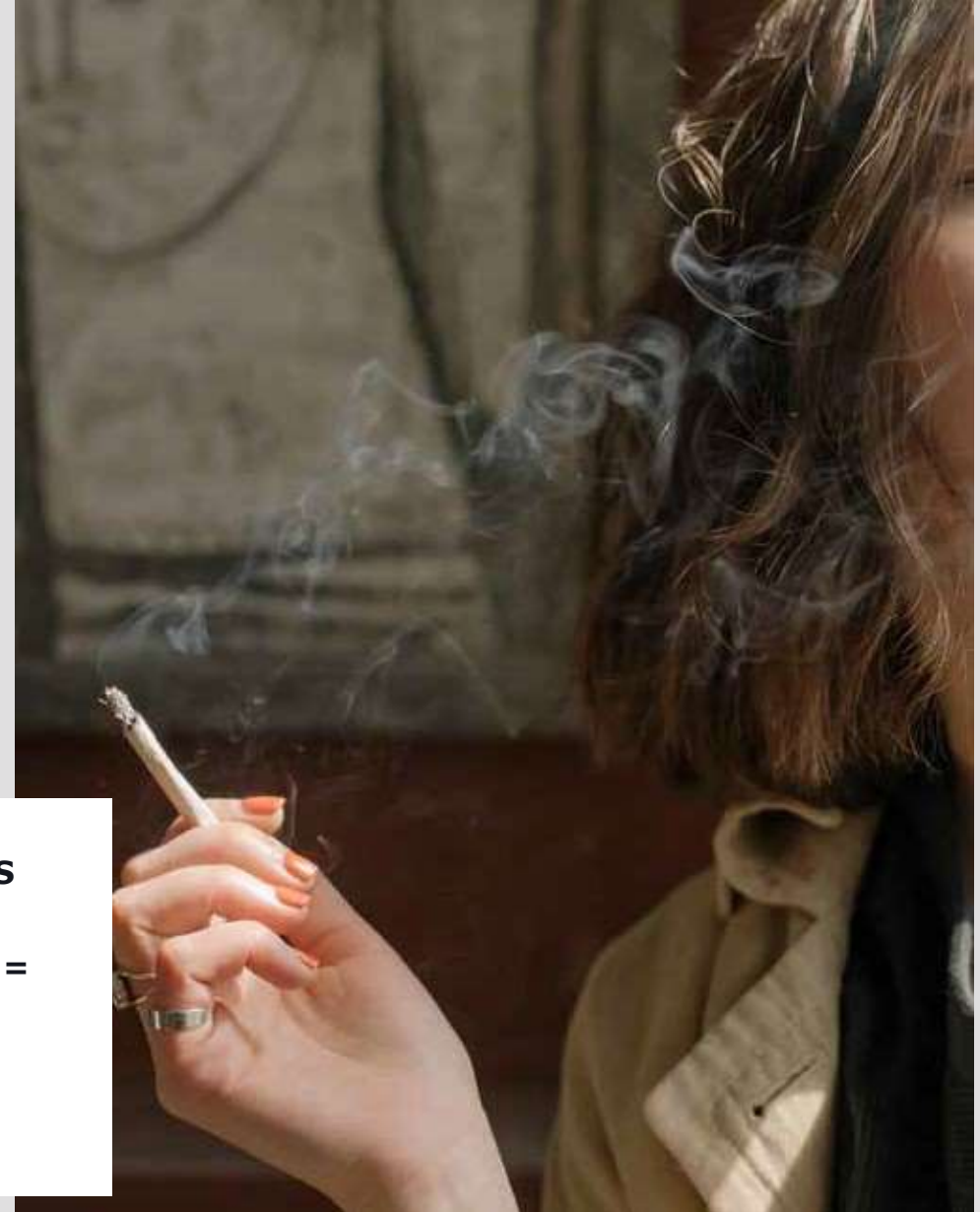
**USA:** USD \$75B market holds only 3% of smokers. <sup>2</sup>  
美国：750亿美元的市场只有3%的烟民。 <sup>2</sup>

**ONE PACK PER DAY, PER  
CIGARETTE RETAILERS /**  
一天一包烟，每个香烟零售商 =

**\$1.5 to \$2 MILLION**  
of daily revenue / 一天可以  
收入\$150万到\$200万

**CONVERTING 200,000 SMOKERS  
(HALF OF 1% MARKET SHARE)**  
转换**20**万名烟民(**1%**市场份额的一半) =

**\$200 MILLION**  
of annual revenue  
年收入\$2亿

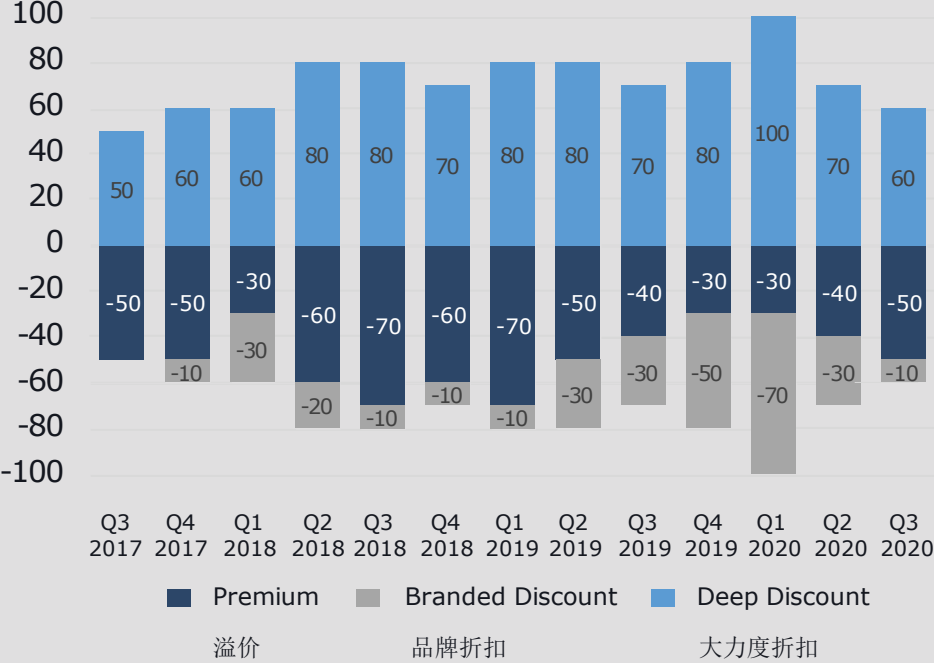


# CIGARETTE MARKET TRENDS / 香烟市场的趋势



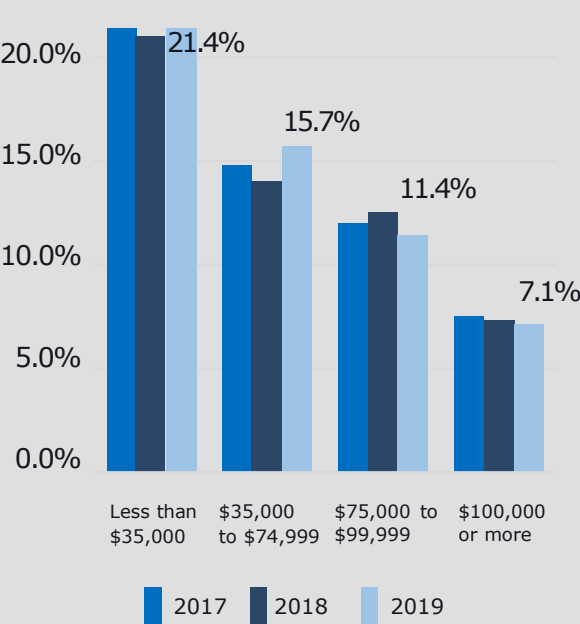
CIGARETTE MARKET SHARE GAIN/LOSS IN BPS

香烟市场份额的增减，以基点计算



CDC CIGARETTE INCIDENCE BY INCOME

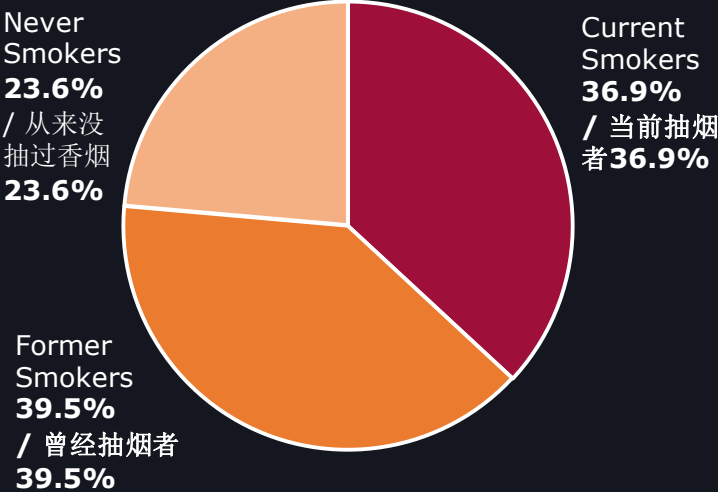
按收入划分的CDC吸烟发病率



## E-CIGARETTE GROWTH MODEST AMONG CURRENT SMOKER / 电子烟在现有吸烟者中增长缓慢

- 80% of nicotine sales in convenience stores are still cigarettes / 便利店中80%的尼古丁销售仍然是香烟
- Over 60% of e-cigarette users are not current smokers / 超过60%的电子烟用户不是现有吸烟者

## E-CIGARETTE USERS BY CIGARETTE SMOKER TYPE 按烟民类型划分的电子烟用户





# BEYOND NICOTINE EXPERIENCE

## 超越尼古丁的体验

AMERICAN GROWN & MADE CIGARETTES  
ENGINEERED TO PROVIDE SMOKERS WITH  
THE SAME SMOKING  
EXPERIENCE.

美国种植和制造的香烟，旨在为吸烟者提供相同的吸烟体验。



BEYOND NICOTINE™



It looks like a cigarette.  
看起来像一根香烟。



It burns with a crackling sound.  
点燃时发出像真的香烟的噼啪的声音。



It smells like a cigarette.  
闻起来也是香烟的味道。



It tastes like tobacco.  
抽起来也是像烟草的味道。



You hold it the same way.  
拿在手上的姿势也是一模一样。



# FORMULATION COMPARISON

## 配方比较

**HEMP / 工业麻 =**

Hemp cigarette / 工业麻烟

**TAAT V1 =**

Original Beyond  
Tobacco formulation /  
最初的Beyond Tobacco配方

**TOBACCO / 烟草 =**

Marlboro cigarette / 万宝路香烟

**TAAT V2 =**

Advanced Beyond  
Tobacco formulation /  
改良的Beyond Tobacco配方



**HEMP CIGARETTE**

工业麻烟



**ORIGINAL BEYOND  
TOBACCO FORMULATION**

最初的Beyond Tobacco配方



**MARLBORO CIGARETTE**

万宝路香烟



DIGITAL RENDERING OF MATERIAL COLOUR, ACTUAL  
COSMETIC APPEARANCE MAY DIFFER SLIGHTLY

**ADVANCED BEYOND  
TOBACCO FORMULATION /**  
改良的Beyond Tobacco配方



# WHAT MAKES TAAT BETTER?

## TAAT更胜一筹的地方

### ...THAN ANY OTHER TOBACCO-BASED PRODUCT?

.....比任何其他烟草产品都要好?

- No nicotine / 不含尼古丁
- Better price point and higher margins for retailers / 给零售商更好的价位和更高的利润率
- Non-addictive / 不会上瘾
- Trendy / 当下的潮流

### ...THAN ANY OTHER COMBUSTIBLE HEMP OR CANNABIS PRODUCT?

...比任何其他可燃的工业麻或大麻产品都要好?

- Closest experience to smoking a tobacco cigarette / 最接近于吸食烟草的体验
- Does not smell like, look like or taste like cannabis / 闻起来不像, 看起来不像, 尝起来也不像大麻
- Consistent product manufacturing / 稳定一致的产品制造





# MANAGEMENT TEAM & ADVISORY BOARD / 管理团队和咨询委员会



TAAT HAS AN EXPERIENCED MANAGEMENT TEAM WITH DEEP INDUSTRY ROOTS

TAAT拥有一支经验丰富的管理团队，具有深厚的行业根基

MANAGEMENT  
TEAM  
管理团队



Setti Coscarella

Chief Executive Officer / 首席执行官

Joined TAAT after leading a successful dedicated Reduced-Risk Product unit at Philip Morris International. Brings extensive experience across a wide variety of disciplines. / 在加入TAAT之前曾在菲利普·莫里斯国际公司成功领导了一个专门的降低风险产品部门，在各种领域都有丰富的经验。



Joel Dumaesq

Chief Financial Officer / 首席财务官

Over 30 years of experience in finance and investment banking, as well as significant management experience in the natural resources sector. Previously CEO of TAAT.

拥有30多年的金融和投资银行经验，以及在自然资源领域的重要管理经验。曾任TAAT的首席执行官。



Tim Corkum

Chief Revenue Officer / 首席营收官

Over 20 years at Philip Morris International, specializing in sales commercialization, direct-to-store supply chain management and international product launches.

在菲利普·莫里斯国际公司工作超过20年，专门负责销售商业化、直接到店的供应链管理和国际产品发布。



Joe Deighan

Founder, Research and Development / 研发创始人

Oversees R&D and production for TAAT. Production and distribution experience in the United States and internationally.

负责TAAT的研发和生产，在美国和国际上有丰富的生产和销售经验。

ADVISOR  
Y  
BOARD  
顾问委员会



Dr. Cindy Orser

Extensive experience as an executive scientist at biotechnology and analytical diagnostic companies servicing U.S. government federal agencies. / 为美国政府联邦机构服务的生物技术和分析诊断公司担任执行科学家，有非常丰富的经验。



Kit Dietz

More than three decades of experience in convenience wholesale. Lengthy board-level experience in the cigarette industry.

超过三十年的便利批发经验，在香烟行业有长期的董事会经验。



Michael Saxon

More than 20 years of senior management experience in the international tobacco industry. Consultant to blue-chip institutional investors and venture capital and private equity firms.

在国际烟草行业拥有20多年的高级管理经验，为蓝筹机构投资者和风险资本及私募股权公司提供咨询。

# CORPORATE MILESTONES



2019 — 2020

Completed development of Beyond Tobacco™ products following ~12-month development process

## APRIL

Launch of TAAT Global Alternatives Inc. following reverse merger

## JUNE

Secured cigarette industry executives with significant experience  
  
Listed on CSE

## SEPTEMBER

U.S. patent filing made for refinement process

## OCTOBER

U.S. wholesaler places initial order  
  
Private placement with Hong Kong-based financier and Horizons Ventures

## NOVEMBER

In-house production of Beyond Tobacco™ scales to 600 lb/ 272 kg per day, sufficient to produce one 1,440-carton pallet

## DECEMBER

TAAT begins selling at retail  
  
Launch of products in Ohio

2021

## JANUARY

Research results: 60% of tobacco retailers who carried TAAT for three+ weeks placed reorders

## FEBRUARY

Manufacturing output expanded by 233%  
  
Engaged CROSSMARK to expand availability of TAAT products  
  
Launch of e-commerce sales on TAAT website

## APRIL

TAAT files to list on Nasdaq  
  
Secured 29,000-square-foot facility for manufacturing, R&D, distribution  
  
Applied for listing on Nasdaq Capital Market  
  
Received first USD \$1 million order

## JULY

Operational expansion by over 250% for R&D manufacturing and operations

## AUGUST

Distributor for U.K. and Ireland places order  
  
TAAT to be sold on three continents with Australian container order

## SEPTEMBER

Tobacco wholesalers in Germany, Poland, France and Switzerland acclaim reconstituted Beyond Tobacco™ formulation



# 企业发展里程碑



2019 — 2020

经过约12个月的开发过程，完成了Beyond Tobacco™产品的开发

**4月**

经过反向合并后成立了TAAT Global Alternatives Inc.

**6月**

得到了具有丰富经验的香烟行业高管的支持

在加拿大证券交易所上市

**9月**

提纯工艺提交美国专利申请

**10月**

美国批发商下了最初的订单

香港的金融家和Horizons Ventures参与了私募配售

**11月**

Beyond Tobacco™的内部生产规模达到每天600磅/272公斤，足以生产1440条烟

**12月**

TAAT开始在零售店销售

在俄亥俄州发布产品

2021

**1月**

研究结果：拿货TAAT三周以上的烟草零售商中，60%商家再次下单

**2月**

制造产值扩大了233%

与CROSSMARK合作，扩大TAAT产品的供应范围

在TAAT网站上推出电子商务销售

**4月**

TAAT申请在纳斯达克上市

获得了29,000平方英尺的设施，用于制造、研发、分销

申请在纳斯达克资本市场上市

收到第一份100万美元的订单

**7月**

研发制造和运营方面的业务扩展超过250%

**8月**

英国和爱尔兰的经销商下单

TAAT将在三大洲销售，而且收到澳大利亚的集装箱订单

**9月**

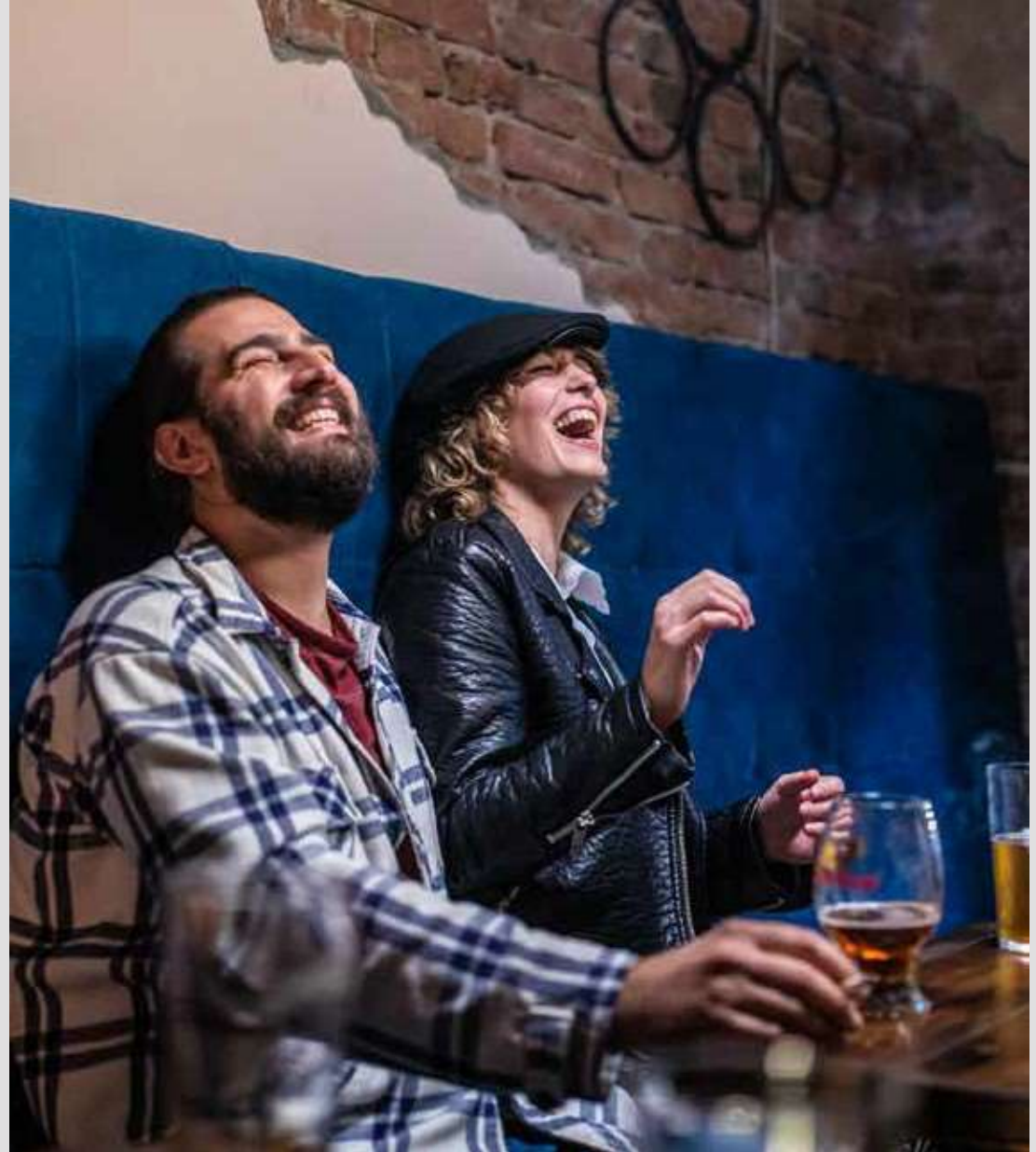
德国、波兰、法国和瑞士的烟草批发商对复原的Beyond Tobacco™配方赞不绝口

# 2022 OBJECTIVES

## 2022年的目标

IN 2022, TAAT INTENDS TO BE  
THE LEADING MANUFACTURER  
OF A COMBUSTIBLE ALTERNATIVE TO CIGARETTES.

2022年，TAAT打算成为  
香烟替代品领域的  
领先制造商。



# THREE-YEAR TARGETS / 三年目标

TAAT'S THREE-YEAR GOAL IS TO INCREASE ITS NUMBER OF CUSTOMERS, GLOBAL DISTRIBUTORS AS WELL AS ITS MANUFACTURING FOOTPRINT AS SET OUT IN THE TABLE BELOW.

TAAT的三年目标是增加客户数量、全球分销商数量以及生产足迹，具体如下。

YEAR 年份	CONSUMER ACQUISITION GOALS / 消费者获取目标 (DAILY SMOKERS) / (每日吸烟者)	TARGET # OF GLOBAL DISTRIBUTORS / 全球经销商的目标数量	MANUFACTURING FOOTPRINT GOALS / 生产足迹目标
2022	100,000	60	USA + Europe / 美国和欧洲
2023	200,000	120	USA + Europe + Asia / 美国、欧洲和亚洲
2024	400,000	240	USA + Europe + Asia + South America / 美国、欧洲、亚洲和南美洲

**\* AVERAGE COUNTRY DISTRIBUTION DEAL  
IS WORTH CAD \$1.5M OVER 18 MONTHS**

**\* 平均每个国家的分销交易在18个月内价值约150万加元**



\* Based on TAAT's standard global distribution terms

\* 基于TAAT的标准全球分销条款

# MANUFACTURING AND DISTRIBUTION

## 制造和分销





# MANUFACTURING & DISTRIBUTION / 制造和分销

## PRIMARY MANUFACTURING / 初级制造

- TAAT, in its production facility in Las Vegas, NV, deploys its patent-pending technology to create the core material for production. / TAAT在其位于内华达州拉斯维加斯的生产设施中，采用其正在申请专利的技术来制造生产用的核心材料。



## SECONDARY MANUFACTURING / 二级制造

- World-class contract manufacturing and packaging of cigarettes from TAAT material at a per-unit price. / 签订合同，用TAAT材料按单价进行世界级的香烟制造和包装。
- TAAT ships its proprietary material to a world-class contract manufacturer that creates the final product. / TAAT将其专有材料运送到世界一流的合同制造商处，由其制造最终产品。
- Capable of shipping final products globally. / 有能力将最终产品输往全球。
- Highly scalable. / 高度的可扩展性。



## DISTRIBUTION / 分销

- Leverage existing tobacco sales channels globally. / 充分利用全球现有的烟草销售渠道
- Build strategic relationships with industry leaders. / 与行业领导者建立战略合作关系。
- Leverage off existing tobacco infrastructure. / 充分利用现有的烟草基础设施。

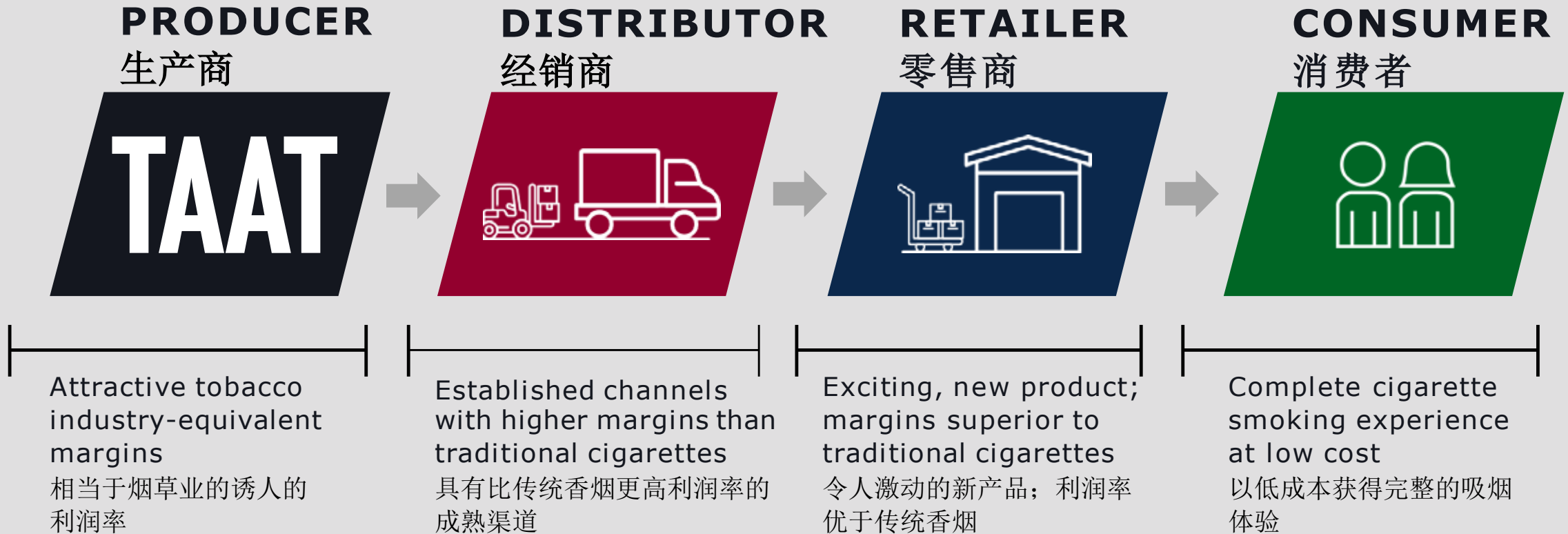




# WIN-WIN ECONOMICS / 双赢的经济模式

STRONG INCENTIVES TO SUPPORT TAAT'S BRANDS ACROSS THE SUPPLY CHAIN

强大的激励机制，在整个供应链上支持TAAT品牌



# UK + IRELAND 英国+爱尔兰

- Green Global Earth (distributor for the U.K. and Ireland) placed a reorder (several times the amount of the initial order) within four months.  
/ Green Global Earth（英国和爱尔兰的经销商）在四个月内下了复购订单，而且是最初订购量的数倍。
  - Purchase order for two containers of TAAT™ valued at €720,000 (approximately CAD \$1,075,000) / 购买了两个集装箱的TAAT™的订单，价值为72万欧元（约107.5万加元）
- TAAT's distributor received clearance to be sold in all of Great Britain (England, Scotland and Wales).  
/ TAAT的经销商获得了在整个大不列颠（英格兰、苏格兰和威尔士）销售的许可。
- TAAT will be sold in the United Kingdom at an attractive price point compared to leading brands of tobacco cigarettes, which stands to allow legal-aged smokers in the United Kingdom to benefit from cost savings by switching to TAAT.  
/ 与主要品牌的烟草香烟相比，TAAT将以有吸引力的价格在英国销售，这将使英国合法年龄的吸烟者通过转向TAAT产品而省钱。



# AUSTRALIA 澳大利亚

- Received P.O. for €360,000 (approximately CAD \$536,000) for a full shipping container of TAAT to be distributed in Australia. / 收到36万欧元（约53.6万加元）的汇票，用于购买装满一整个集装箱的TAAT，在澳大利亚销售。
- Australia has the highest average price of a tobacco cigarette pack in the world — the equivalent of USD \$25.12 for a 20-pack of Marlboro, compared to USD \$8.00 in the United States. / 澳大利亚是世界上香烟平均价格最高的国家，20只一包的万宝路香烟的价格相当于25.12美元，而美国则是8.00美元。
- Current estimates indicate that TAAT™ will retail for approximately 30% less than tobacco cigarettes in Australia. / 目前的估计表明，TAAT™在澳大利亚的零售价格将比烟草香烟低大约30%。
- Competitive advantage allows TAAT to sell its product in branded packaging, as Australian law requires tobacco cigarettes to be sold in “plain packaging.” / 竞争优势使TAAT能够以品牌包装销售其产品，因为澳大利亚法律规定烟草香烟必须以“普通包装”销售。





# MARKETING, SPONSORSHIP AND BRANDING

市场营销、  
赞助和品牌推广



# MARKETING ADVANTAGES / 营销优势

- Not subject to tobacco taxation / 不需要缴纳烟草税
- Capable of advertising where tobacco cannot / 能够在烟草无法宣传的地方进行广告宣传
- Fewer global packaging constraints than tobacco / 与烟草相比，全球包装限制较少
- Not subject to menthol ban / 不受薄荷醇禁令的限制
- More attractive price point / 更具吸引力的价位





# BRAND BUILDING

## 品牌建设

**STRATEGIC SPONSORSHIPS**  
**THAT FOCUS ON OUR TARGET CONSUMER**  
以我们的目标消费者为主战略赞助

Proud sponsor:  
引以为傲的赞助商:



# TACTICAL MARKETING

## 战术营销

IN-STORE INTERCEPTS, LEGAL-AGE MEETING  
PLACES, PRODUCT IN HAND

店内拦截、法定年龄的聚会场所、现货





# OMNICHANNEL MARKETING

## 全渠道市场营销

EFFECTIVE MARKETING  
REQUIRES AN  
OMNICHANNEL  
STRATEGY

有效的营销需要一个全渠道的战略



67%

of consumers use more than  
one purchasing channel  
消费者购买渠道不止一个

9.5

Number of visits  
before purchase  
购买前的访问次数

287%

Higher purchase rate by using 3  
or more channels earned a  
larger ROI than campaigns  
using a single channel  
使用3个或3个以上的渠道的购买率更高，  
比使用单一渠道活动获得更大的ROI



# TryTAAT.com

**EFFECTIVE SALES CHANNEL THAT ALLOWS US TO BETTER UNDERSTAND OUR CUSTOMER PROFILE AND ENCOURAGE**

**E-COMMERCE PURCHASING** / 有效的销售渠道使我们能够更好地了解客户的情况并鼓励电子商务购买

- Pack in hand strategy — free pack @trytaat.com  
/ 随手包策略 - 自由包装@trytaat.com



# FINANCE

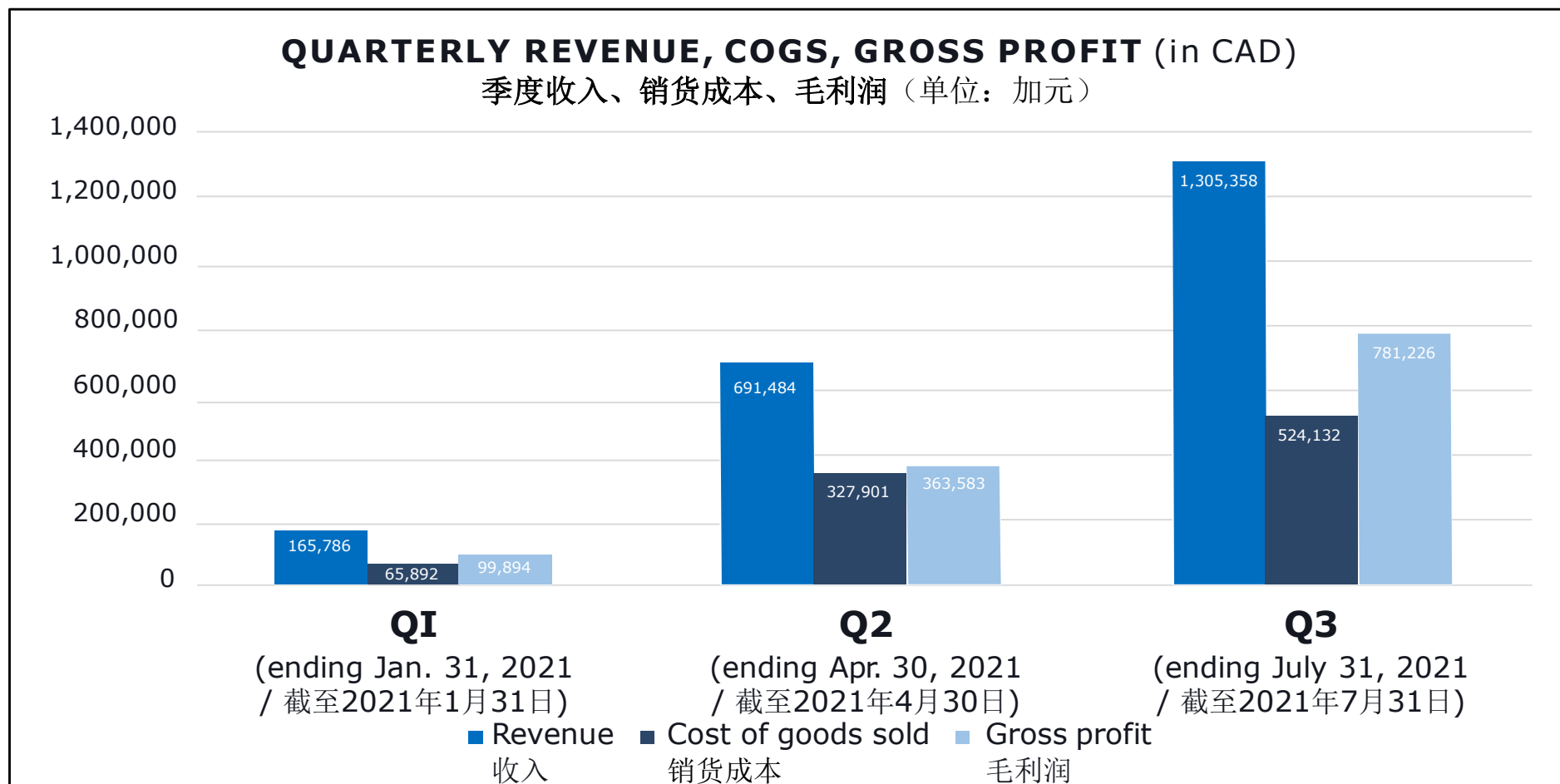
## 财务状况





# FINANCIAL OVERVIEW

## 财务状况概述



# CURRENT SHARE STRUCTURE

## 当前的股份结构



### CAPITALIZATION TABLE / 资本结构表 (MILLIONS / 百万)

Insider ownership of common shares / 内部人士持有的普通股: 10,000,000

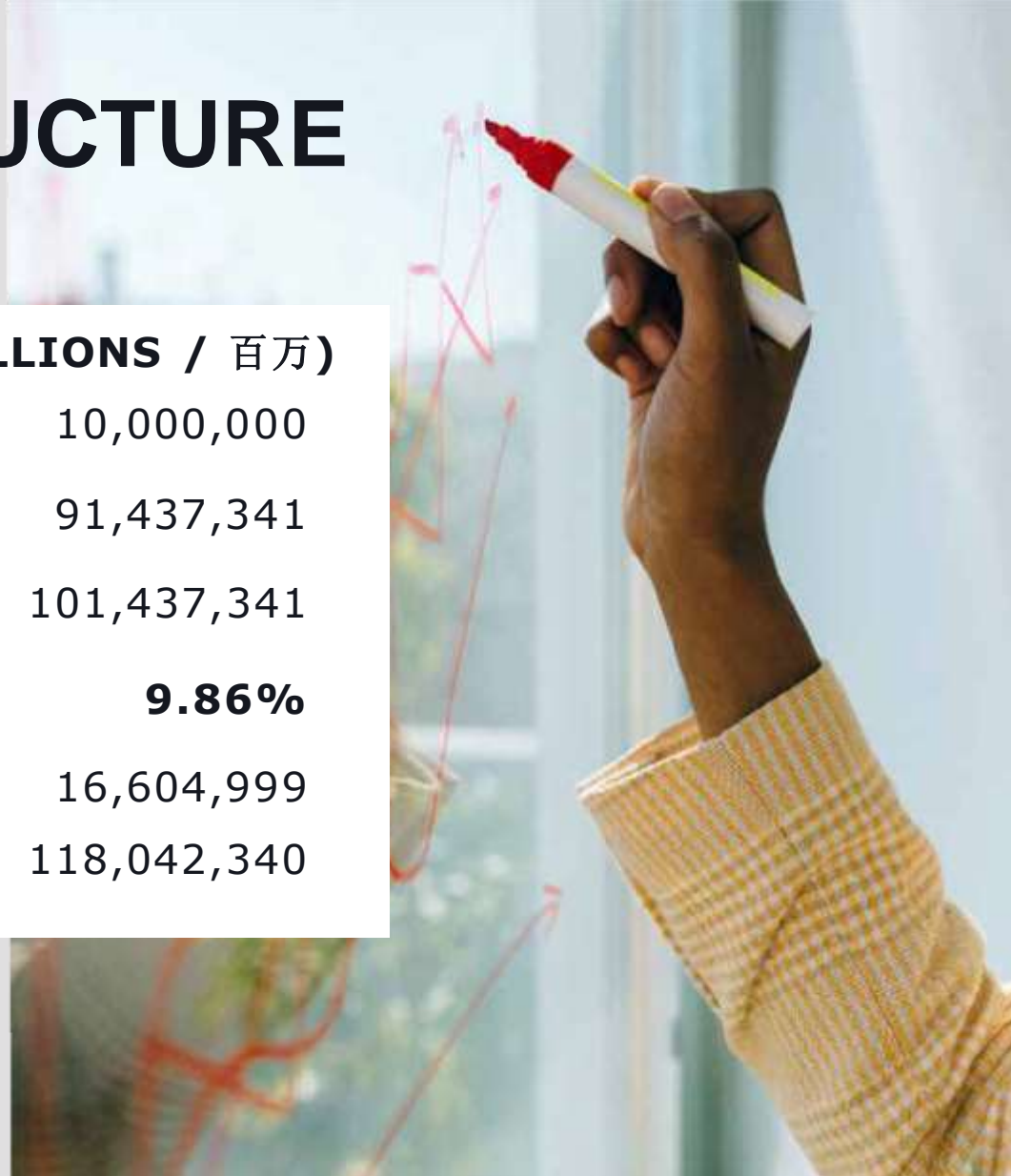
Other ownership of common shares / 普通股的其他所有权: 91,437,341

Total # shares issued and outstanding / 已发行和流通的股票总数: 101,437,341

**Insider ownership / 内部人持股比例: 9.86%**

Warrants and options / 认股权证和期权: 16,604,999

Total fully diluted shares outstanding / 完全摊薄的流通股总数: 118,042,340



# CORPORATE FINANCING

## 企业融资

### **OCTOBER, 2020 / 2020年10月**

Private placement of TAAT shares (CAD \$1.30 per unit) for CAD \$6.75 million led by Hong Kong-based financier and Horizons Ventures co-founder Ms. Debbie Chang. <sup>1</sup> / 由香港金融家和Horizons Ventures联合创始人张培薇女士牵头，私募配售675万加元的TAAT股票（每单位1.30加元）。<sup>1</sup>

### **DECEMBER, 2020 / 2020年12月**

Group led by Ms. Debbie Chang voluntarily exercises warrants from October 2020 private placement for additional gross proceeds of CAD \$10 million. <sup>2</sup> / 由张培薇女士牵头的团体自愿行使2020年10月私募配售的认股权，获得额外的1000万加元总收益。<sup>2</sup>

### **OCTOBER, 2021 / 2021年10月**

Private placement of TAAT shares (CAD \$3.00 per unit) for CAD \$10 million led by Ms. Debbie Chang in her personal capacity along with a group of venture investors. <sup>3</sup> / 由张培薇女士个人与一组风险投资者共同牵头的TAAT股票的私募配售（每单位3.00加元），金额为1000万加元。<sup>3</sup>



- **FULL PRESS RELEASE** / 完整的新闻稿: <https://bit.ly/3vc0R56>
- **FULL PRESS RELEASE** / 完整的新闻稿: <https://bit.ly/3FEbWRb>
- **FULL PRESS RELEASE** / 完整的新闻稿: <https://bit.ly/3ACqcG7>

# PUBLIC COMPANY COMPARABLES

## 上市公司的可比数据



COMPANY 公司名称	TICKER 股票代码	SHARE PRICE 股价	MARKET CAP / 市值 (IN MILL / 百万)	LIQUIDITY RATIO 流动比率	SHARES OUTSTANDING 流通股数量 (IN MILL / 百万)	GROSS PROFIT MARGIN 毛利润率
Philip Morris	PM	\$ 101.82	158,910	1.18	1,558.60	69%
Altria	MO	\$ 48.46	89,364	0.72	1,840.00	66%
British American Tobacco	BTI	\$ 36.51	83,778	0.78	2,290.00	83%
Japan Tobacco Inc.	JAPAF	\$ 19.75	35,770	1.71	1,774.50	60%
RLX Technology Inc.	RLX	\$ 4.51	6,800	4.06	1,345.90	45%
Beyond Meat	BYND	\$ 109.69	6,667	17.68	63.25	32%
Vector Group Ltd.	VGR	\$ 12.34	1,910	2.29	154.20	38%
22nd Century Group	XXII	\$ 2.97	498	7.68	162.74	7%
TAAT Global Alternatives (in \$CAD/加元)*	TAAT	\$ 4.18	377	13.41	91.90	53%

\* As of June 30, 2021 / 截至2021年6月30日

ALL FIGURES IN USD UNLESS OTHERWISE NOTED  
除非另有说明，所有数字均以美元为单位



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