

Company Overview — March 2021

Better Choice Company, Inc. (OTCQX – BTTR) – is a animal health and wellness company committed to leading the industry shift toward pet products and services that help dogs and cats live healthier, happier, and longer lives. We take an alternative, nutrition-based approach to animal health relative to conventional dog and cat food offerings. Additionally, we position our portfolio of brands to benefit from the mainstream trends of growing pet humanization, and consumer focus on health and wellness. We have a demonstrated, multi-decade track record of success selling trusted animal health and wellness products, and leverage our established digital footprint to provide pet parents with the knowledge to make informed decisions about their pet’s health. We sell the majority of our dog and cat food, and treats, under the Halo and TruDog brands, These brands are focused, respectively, on providing sustainability sourced kibble and canned food derived from real whole meat, and minimally processed raw-diet dog food and treats.

Company Statistics

Ticker: (OTCQX) – **BTTR**

State of Incorporation: Delaware

Price (03/10/2021): \$1.43

52 Week Range: \$0.24 - \$2.00

Common Outstanding: 55,963,487

Preferred Series F shares

(as Converted): 43,507,130

Total Shares Outstanding: 99,470,617

Market Cap: \$142,242,982

Source: OTCMarkets.com, Yahoo Finance & SEC.gov

Recent News

March 10th, 2021 - Emerging Markets Report: A Rapidly Expanding Market

March 9th, 2021 - Better Choice Company Announces \$25.6 Million of Aggregate Minimum Purchases with its Asian Distribution Partners

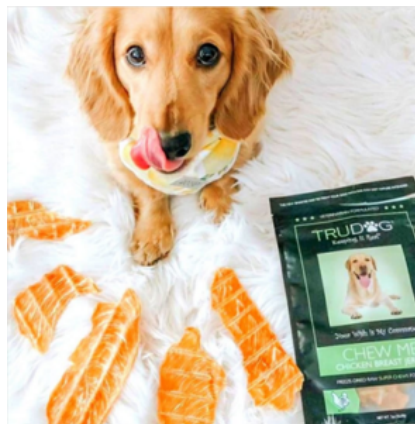
March 1st, 2021 - Better Choice Invited to Present at the D.A. Davidson Consumer Growth Conference Thursday, March 11th

March 1st, 2021 - Emerging Markets Report: Not Much Better Than a Buy Back

February 25th, 2021 - Better Choice Company Partners with Greater Good Charities to Donate Over 70,000 Bowls of Pet Food to Texas Pet Shelters Following Winter Storm

Better Choice Investment Catalysts

- Approximately 60% of BTTR net sales are concentrated in ECommerce and Direct-to-Consumer. Both of these segments are anticipated to grow at 15-20%+ annually.
- \$25.6 Million of aggregate minimum purchases with its Asian distribution partners.
- Flexible and scalable outsourced manufacturing model with capacity to grow and insource.
- E-commerce is the company’s largest and fastest growing channel.
- The Halo and Trudog brands have a long history of innovation and success.



- Each brand maintains traction within it’s specific go to market channels (Retail, Ecommerce, DTC).
- Consistent near-doubling of international sales YoY with contracted minimums.
- E-Commerce, DTC & Pet Specialty work together to create a “Halo” effect.

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Key Management

Scott Lerner, CEO

Scott Lerner is a consumer products veteran with over 20 years of experience in the consumer packaged goods industry, having previously worked for PepsiCo, ConAgra Foods and Kimberly-Clark, where he managed iconic brands such as Naked Juice, Quaker Oats, Scott Tissue and Parkay Margarine. In 2008, Scott created his own beverage brand called Solixir, resulting in a successful exit in 2014.

Donald Young, EVP, Sales

Mr. Young has more than 29 years of experience leading the sales organizations of several prominent pet specialty pet food brands including The Nutro Company (Natural Choice, Max, and Greenies Brands) and Merrick Pet Care, Inc. (Merrick, Backcountry, Purfect Bistro and Fresh Kisses Brands).

Rob Sauermann, EVP, Strategy

Prior to joining the Halo team full-time in October 2019 as its Chief Strategy Officer, Mr. Sauermann served as an Investment Professional at Pegasus Capital Advisors. In that role, he also served on the board of Halo from 2017 through 2019, and led the successful restructuring and sale of the company to Better Choice. While at Pegasus, he deployed approximately \$100 million of growth equity capital across various sectors, with a particular focus on animal health and wellness focused investments.

Investor Relations Contact

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17(B) Compensation Disclosure:

Compensation Disclosure: Section 17(b) of the Securities Act of 1933 requires that any person that uses the mails to publish, give publicity to, or circulate any publication or communication that describes a security in return for consideration received or to be received directly or indirectly from an issuer, underwriter, or dealer, must fully disclose the type of consideration (i.e. cash, free trading stock, restricted stock, stock options, stock warrants) and the specific amount of the consideration. In connection therewith, EMC has received the following compensation and/or has an agreement to receive in the future certain compensation, as described.

EMC has been paid \$170,000 by Better Choice Company Inc. for various marketing services including this Factsheet.

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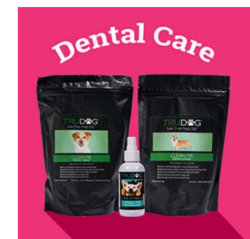
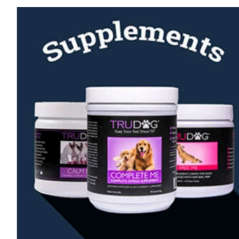


Halo Brand Overview

- A 30-year-old, super premium natural pet food brand uniquely differentiated from its competitors.
 - Uses natural whole meat and no rendered meat meal.
 - Highly digestible due to the use of real whole protein.
- History of top line growth driven by continued premiumization of the pet food industry.
- Well positioned within e-Commerce and International.

TruDog Brand overview TRUDOG®

- A 7-year-old brand that markets raw freeze-dried and dehydrated food, treats, and supplements.
- Well positioned to take advantage of pet parents increasing desire to feed the highest quality ingredients to their pets.
- A broad-based product portfolio of wellness products with a unique direct to consumer platform.



This communication includes forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Our actual future results may be materially different from what we expect due to risks related to our ability to raise additional funds, the size and growth potential of the markets for our technology, our ability to serve those markets, the rate and degree of market acceptance of our products, future competition, our ability to protect our intellectual property rights and other risks, uncertainties and assumptions, including those described under the heading "Risk Factors" in our filings with the SEC. These forward-looking statements speak only as of the date of this communication and the Company undertakes no obligation to revise or update any forward-looking statements for any reason.