

ecologist

Investor deck

Jan 2022



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Forward looking statements

This presentation contains "forward looking statements" within the meaning of applicable Canadian securities legislation. Wherever possible, words such as "plans", "expects", or "does not expect", "budget", "scheduled", "estimates", "forecasts", "anticipate" or "does not anticipate", "believe", "intend" and similar expressions or statements that certain actions, events or results "may", "could", "would", "might" or "will" be taken, occur or be achieved, have been used to identify forward looking information.

Forward-looking information involves known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of Ecologist. ("Ecologist", "us" "we") to be materially different from any future results, performance or achievements expressed or implied by the forward-looking information. Although we have attempted to identify important factors that could cause actual actions, events or results to differ materially from those described in forward-looking statements, there may be other factors that cause actions, events or results not to be as anticipated, estimated or intended. There can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements.

Forward looking statements are based on the reasonable assumptions, estimates, analysis and opinions of our management made in light of their experience and their perception of trends, current conditions and expected developments, as well as other factors that management believes to be relevant and reasonable in the circumstances at the date that such statements are made, but which may prove to be incorrect. Management believes that the assumptions and expectations reflected in such forward looking statements are reasonable.



* We make clothes



* here

The clothing industry is broken

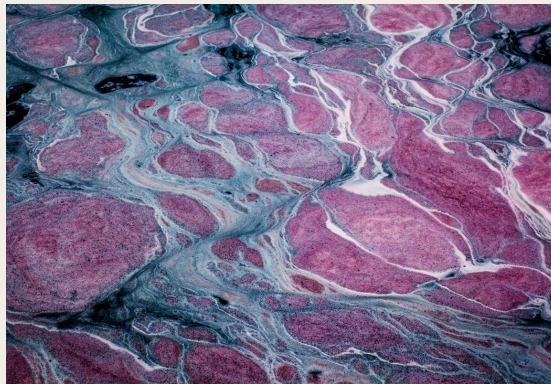
Like many legacy industries (auto, energy, CPG) the fashion industry is broken, unsustainable and contributing to the destruction of our planet

Air Pollution



Fast fashion is responsible for nearly **10% of global gas emissions**. This is due to an antiquated global supply chain model.

Water Pollution



The clothing industry is responsible for roughly **1/5th of all industrial water pollution**. With 64% of clothing made from plastic, it is also the main cause of microplastics.

Overconsumption



100 billion garments are produced annually, 13 pieces for every person. **% of these are thrown away within a year**. Consumers throw away an average of 70lbs of clothes and shoes per person annually. 203 trillion pounds of waste annually.

We do things differently

M2C - Manufacturer to Consumer



Taking DTC to a whole new level, our model removes most traditional steps from the supply chain. **Reducing GHG emissions by 90%** and restoring connection between makers and consumers.

0% Plastic 100% Nature



We use **100% natural biodegradable materials**. A simple choice with an enormous impact. We innovate to achieve stretch and water resistance within this constraint.

The Future is Circular



Fashion is trend. Clothing is an investment. Our **lifetime repairs** and **Second Life programs** allow people to extend the life of or resell their items via our online platform.

ecologist



Traction



\$3.3M

Annual Run Rate

87

Net Promoter Score

127%

YOY Digital Growth

98%

Sales Made at Full Price

63%

Gross Margin

\$452

5 -year LTV

Investment highlights



- 01** Building on our existing footprint of 2 locations. Vancouver and Seattle planned for 2022 launch. N. American expansion into 2023.
- 02** Growing our manufacturing capabilities from 1 factory to 100% in house. Manufacturer to consumer - **M2C**.
- 03** Actively pursuing acquiring companies that further the mission of the ecosystem. 2 are in Due Diligence phase.
- 04** Investment will establish the Ecologist Complete Knitting Factory capable of delivering **\$6m of Revenue in Yr 1**, cementing the M2C business model
- 05** Scale-up of Ecologist e-commerce; currently **growing at 127% YoY** and with strong underlying unit mechanics
- 06** Clothing/footwear is a \$2.5 Trillion market today and the last legacy industry yet to be disrupted.
- 07** Ecologist has gained early traction and is ready to capitalize on existing momentum with an experienced management and advisory team

A \$2.5 Trillion dollar legacy industry. And the last to be disrupted.

Fashion has grown from a \$500 billion industry in 1990 to \$2.5 trillion in 2019, making it the third largest manufacturing industry in the world, behind automobiles and technology. 1 in 6 people on the planet are employed by the clothing industry.

Automotive



Energy



Fashion





Global Supply Chain Model Busted

- Clogged Ports
- Raw material shortages increasing due to climate change
- Container price China-USA went from \$2000 to now over \$21,000
- Social issues
- Transparency and Anti-Greenwashing laws coming

Ecologist M2C model positions us as one of a few capable of scaling during this time.

* ESG Opportunity

\$12 Trillion

Market opportunities expected to be opened by sustainable development by 2030

The environmental, social and ethical challenges the clothing industry faces today are not simply a threat, but instead an **immense untapped value creation opportunity.**

Demand is there, supply is not....yet

79%

of consumers have changed their purchasing behavior based on brand behaviors including environmental impact and social responsibility.

4As/Capgemini

\$6.3 Billion

Global ethical apparel market in 2020

Less than 1% of the GLOBAL APPAREL MARKET - Still nascent.



There is a growing
community of people
we are ready to serve

New Believers: Purchased Clothing Last month x Care about companies and products that are environmentally conscious x Willing to Pay more for eco-friendly x Recycle and Eco Behaviors x Care about people and companies that truly contribute to Communities around them

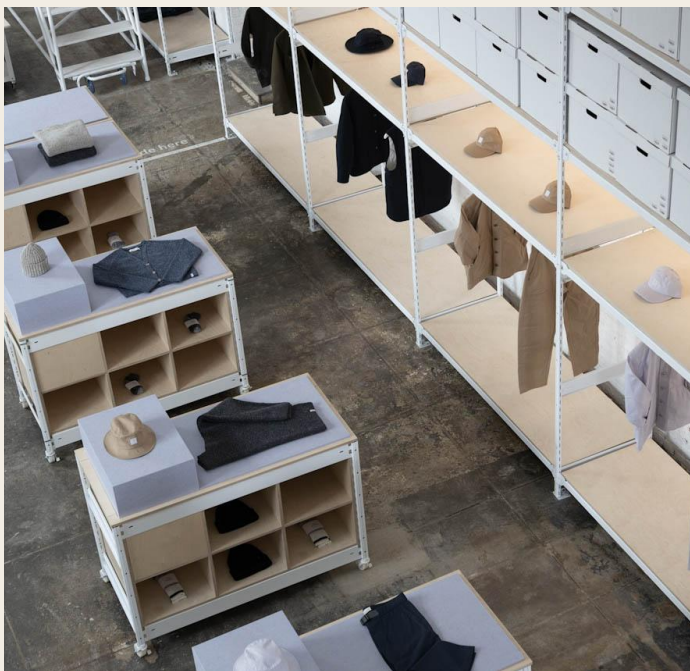
Source: Global Web Index 2020 X US Census Data

m2c

Building the Leader in Manufacturer to Consumer Clothing

In turn achieving a sustainability level not attainable by
other clothing brands and securing production capacity
protected from the global supply chain collapse.





The new model

Conscious consumers are leading the opposition to fast fashion and the overconsumption of clothing at large. **Manufacturing is one of the key areas requiring change in order to address these issues, presenting a truly unique opportunity.**

The future of clothing manufacturing blends skilled craftspeople with technology to fulfill a demand-led supply chain.

"Companies who commit to new business models that enhance circularity build greater customer loyalty; have richer origin stories to share; reduce the very high rate of attrition in fashion; and optimise capital"

Caroline Brown (Vogue Business)



Manufacturer to Consumer



OUTCOME:

Solutions that work *with* the environment, not against it.

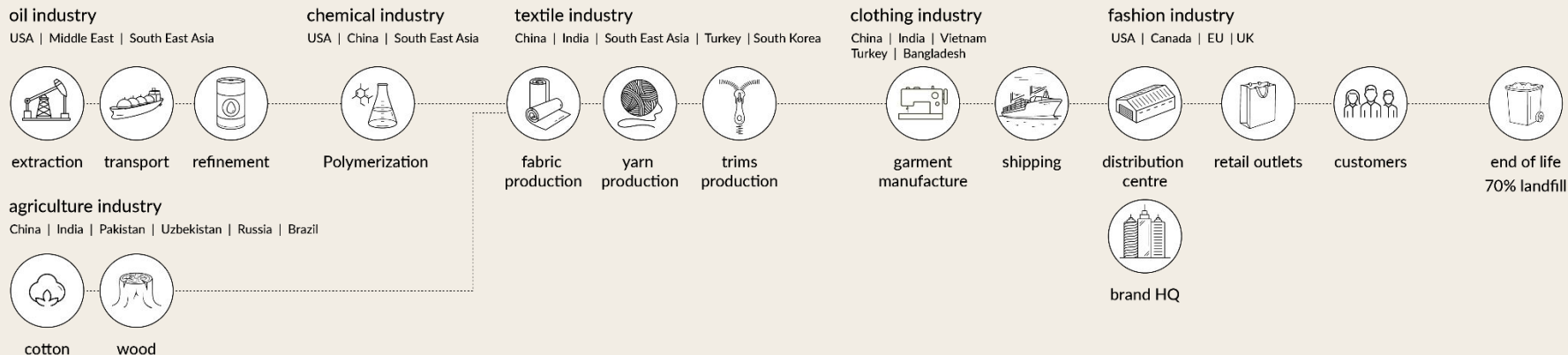
Ecologist is a Challenger Brand.

Our M2C model challenges the status quo of the clothing supply chain. Unlike the standard model, we actually manufacture the clothes ourselves and sell directly to the consumer.

- We combine technology and in-house ethical production to eliminate waste and reduce inventory.
- We celebrate the talented craftspeople that create our clothing and compensate with at least a living wage.
- We restore connection between maker and consumer fostering appreciation for each item made.
- We enable our community to be part of this movement. We provide stories for them to share.
- We reduce GHG emissions by 90%.
- We expedite the feedback loop with all operations under one roof.

Traditional supply chain

Synthetic fibres - 18month cycle

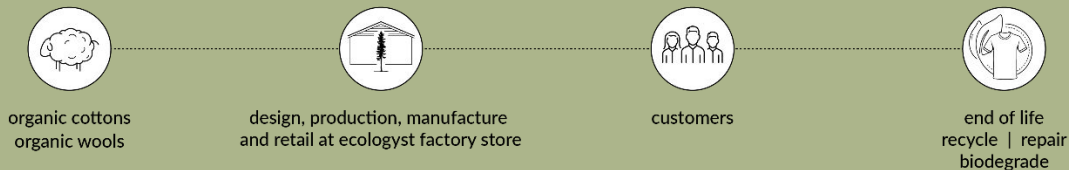


ecologist supply chain

natural fibres - 3month cycle

natural organic materials

Canada | USA | New Zealand



Net result of ecologist supply chain

→ 90% less GHG emissions

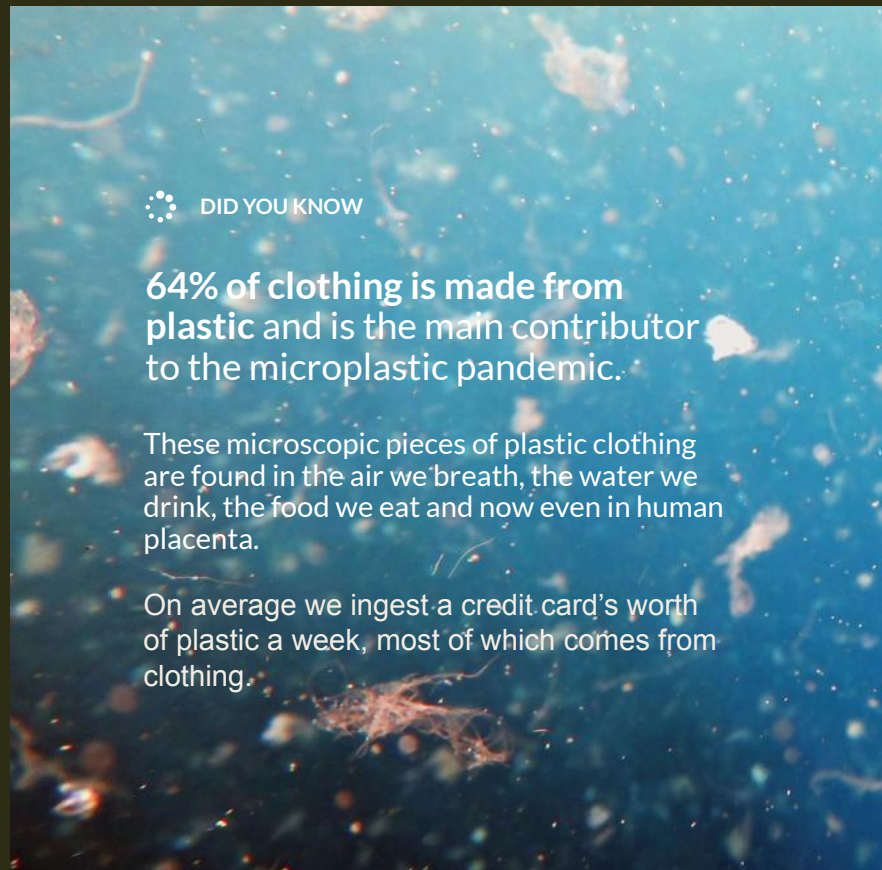
→ 1/10th of the miles travelled





We're on a mission to end plastic clothing, because we understand the harm that synthetics can have on the earth and all living beings that count on the land and water to survive.

On average, choosing a 100% natural ecologist item instead of the current synthetic standards, means keeping nearly 1 pound of plastic out of the ecosystem.



 DID YOU KNOW

64% of clothing is made from plastic and is the main contributor to the microplastic pandemic.

These microscopic pieces of plastic clothing are found in the air we breathe, the water we drink, the food we eat and now even in human placenta.

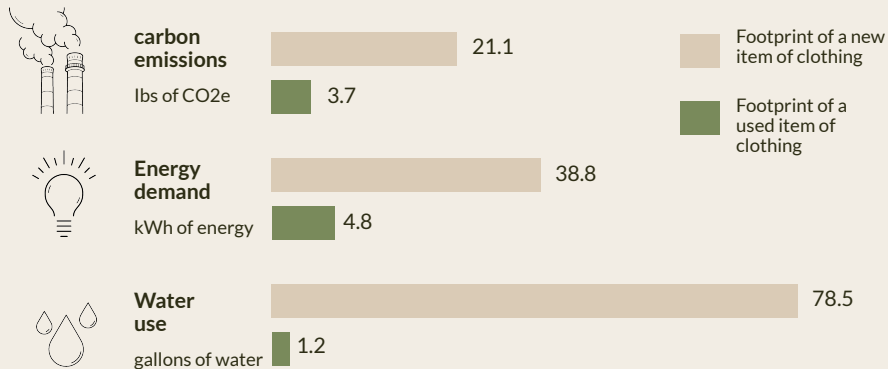
On average we ingest a credit card's worth of plastic a week, most of which comes from clothing.



Lifetime Repairs & Second Life

We build at the highest quality standard, enabling us to comfortably offer Lifetime Repairs. We follow up with our community providing them the opportunities to sell back their ecologist clothing to others via our online platform. Participating in the ecologist Repairs or Second Life programs replaces the need to manufacture a new item, reducing its carbon footprint by 82%

All part of our commitment to end fast fashion and foster a shift of perception of clothing as disposable to that of a durable good.



Future is circular

Resale will outgrow
fast fashion by

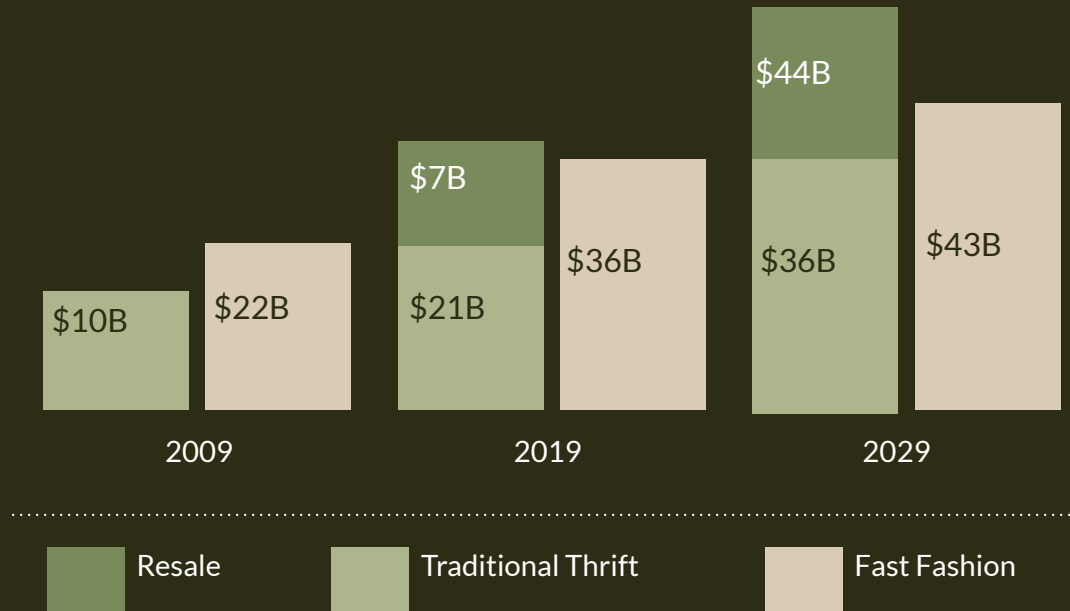
2029

Resale growth in 5
years

5X

DID YOU KNOW

In order to avoid a 1.5 degree increase in global temperature, by 2030 we need to live in a world in which 1 in 5 garments are either repaired or re-sold to extend their life.



Growth Strategy

Building the leader of Manufacturer to Consumer clothing. In turn achieving a sustainability level not attainable by other clothing brands and securing production capacity protected from the global supply chain collapse.

Grow M2C Footprint

Build/Acquire to expand manufacturing and retail footprint across North America

Grow E-Commerce

The trusted expert on Sustainable Clothing. US Launch.

Re-Sale

Acquire and grow market leader in Upcycled Clothing

Complete knit factory 1

Bringing *3D Knitting* to Canada, using technology to disrupt fast fashion

- No Cutting
- Fewer or no seams
- On demand production
- 24 hour production
- Each unique pattern a computer program generating IP
- Solves stretch challenge with natural fibres
- Inventory reduction by half



E-com unit economics

\$100

Contribution Margin
1st Purchase

\$452

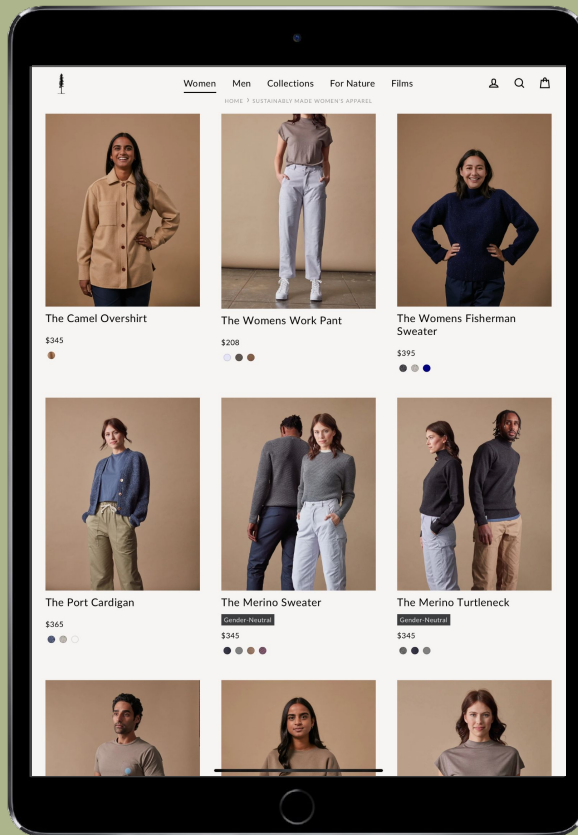
5-year LTV

\$168

First Purchase AOV

\$211

2nd Purchase AOV



Buy & Build Vision

We have developed a pipeline of acquisition targets and will leverage our intimate knowledge of the North American supply chain to execute on our non-organic growth strategy.

MANUFACTURING PLATFORM PHASE 1

Ecologyst will acquire EBITDA positive manufacturers strategically located across North America to create a platform capable of supporting the onshoring movement.

ALIGNED BRANDS PHASE 2

Next, values aligned brands displaying recognized patterns and unique product offering will be added to the platform.

Geo Expansion of M2C

Each location will serve as a state-of-the-art production facility, community hub, retail showroom, and distribution centre that supports e-commerce operations to balance supply and demand with minimal environmental impact.

VANCOUVER

SEATTLE

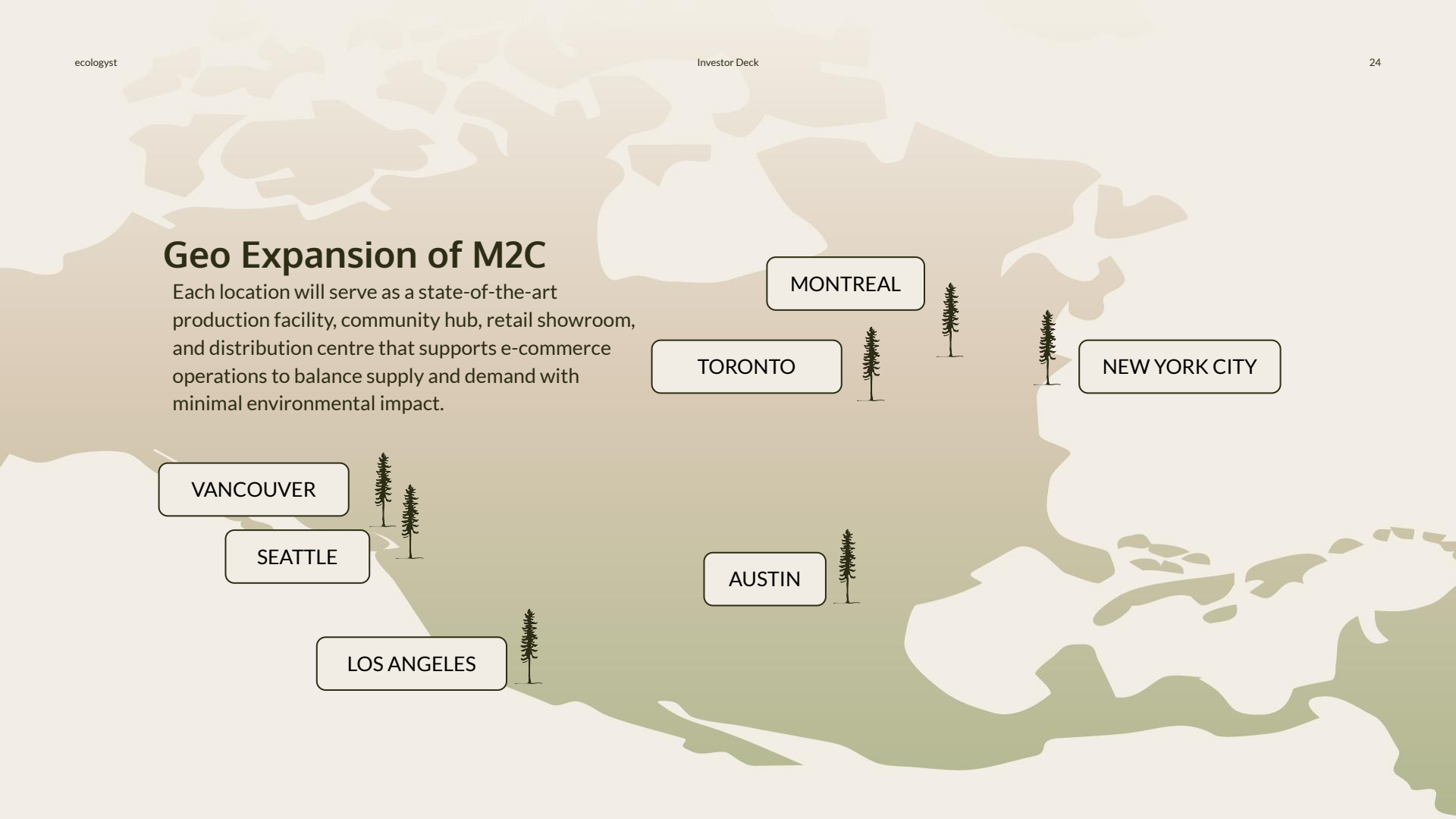
LOS ANGELES

TORONTO

MONTREAL

AUSTIN

NEW YORK CITY



Founder



Rene Gauthier

CEO

Rene Gauthier is an entrepreneur, nature enthusiast, and besotted dad. With twenty years in the outdoor clothing space, his long-standing focus on innovation and the microplastics crisis has positioned him as a thought leader in the sustainable apparel industry.

The board

To be voted in next AGM

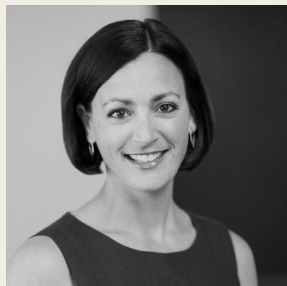


Françoise Lyon

President & Managing Partner DGC Capital
/ Corporate Director

Chair of the Board,
National Gallery of Canada

Board Member, Bopper



Deborah Poole

Board Member, Idelic and Drizly

Former Chief Business Officer, WHOOP

Former Global Head of Talent Acquisition,
Wayfair



Marc Bertrand

President, PHAZTOO

Former President & CEO, Mega Brands



Asmau Ahmed

Moonshot Leader- X (formerly google X)

Board Member, Quin Street

Former SVP Business and Tec
Bank of America

Former CEO, Plum Perfect



Yolanda Wardowski

Managing Director, Avalon Net Worth

Lead Advisor, Canadian Tech Accelerator
(CTA) at Consulate General of Canada in
New York

Former Director - Capital Advisory, EY

Former Sr. Vice President - Corporate M&A
at JP Morgan





Meet the The new believers

The Ecologist customer has an independent, dynamic perspective that encompasses every decision they make. What they do for a living, the food they eat, how they present themselves in-person/online, and the clothing they put on their bodies. They value experiences over material possessions and design their lives to fit their ideologies.

They challenge the conventional notions of modern life; rigid work schedules, indoor confinement, and environmental degradation. They question tradition and believe in new possibilities, pathways, and processes that preserve and enhance the planet for all life forms.

They want to buy into brands that help them feel like they are making the best possible decision based on their social, ethical & environmental values. They want to feel like they are a part of a community of like-minded individuals who share those values.

The New Believers stay on top of news and research in the field of environmentalism. They are the first to know about new practices, companies, and brands making waves in sustainability and make it a point to share their knowledge with their network.

Check our world class Net Promoter Score. A numerical measurement of love and considered the one number any company needs to ensure growth. NPS is an index ranging from -100 to 100 that measures willingness of customers to recommend a company's products or services to others.

87

NPS SCORE



Service, substance and commitment.
Their service is a 10 and their
commitment to the planet is a 10.

Tracy Ferreira

10/10



Every person I have interacted with
has been genuinely friendly and
helpful. Rather than a forced
politeness I was greeted by people I'd
like to have a beer with.

Thomas Caraway

10/10



I like what you are trying to do in the
world. Your customer service is
fabulous. The products I've been able
to order and keep I have loved.

Indra Hayre

10/10

Measuring what matters

Ecologist is perfectly positioned to **tackle some of the world's largest problems in relation to sustainable development**. We have chosen to align with the UN's SDG's 2030 which requires an overall impact reduction of 35-45% in the next 9 years.

Our measurement tools allow us to analyze our choices - from producing in North America (a 90% reduction in carbon footprint) to the impact of choosing corozo vs. plastic buttons (saving 1.83g of plastic/shirt).

As example, on the right, you can see **The ecologist Wool Shirt** compared against a wool/synthetic blended shirt of comparable attributes.



Made here.



6kg CO₂e

GHG emissions
avoided



2.3kg CO₂e

Logistics emissions
avoided

Plastic avoided.



0.8 lbs

Plastic Avoided



2 grams

Microplastics
Avoided

Second life.



0.1kg CO₂e

Landfill Emissions
Avoided



0.25 lbs

Non-Recyclable Textile
Waste Avoided

The road less travelled.



0.5 lbs

Waste Avoided



1kgCO₂e

Shipping Emissions
Avoided

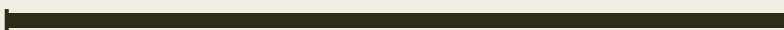
ecologist wool shirt supply chain

8800 km



Vs Traditional wholesale model

76,000 km



Ecologist is building an ecosystem of organizations committed to creating responsible change in the clothing industry.



- 01 Early mover advantage in a \$2.5TN industry yet to be disrupted
- 02 Initial traction gained (\$4.2m Revenue to date), world-class Net Promoter Score of 87 and currently growing at 127% year on year Online. Plans for 2 additional M2C locations and US launch underway.
- 03 Solving multiple problems with a vertically integrated supply chain - a manufacturer to consumer business model.
- 04 Our brand is already: 0% Plastic, 100% Nature. Part of the circular economy - lifetime repairs & second life.
- 05 Buy and build strategy to expedite responsible change in the clothing industry and create a North American manufacturing platform to plug other brands into.



LET'S DISRUPT THE \$2.5TN
CLOTHING INDUSTRY



Contact us

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