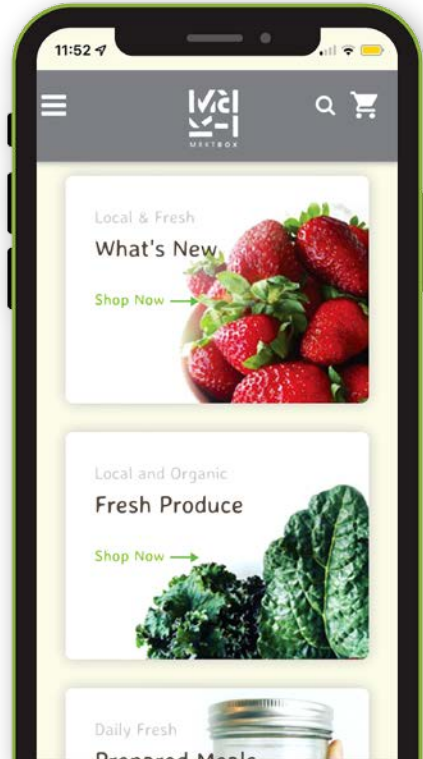


Forward Looking Statements

This presentation contains certain statements or disclosures that may constitute forward looking information under applicable securities laws with respect to the Company, including, but not limited to statements or information concerning: the successful development of the Company, the number of investors, users and issuers that will utilize the Company, the valuation, as well as any other statements that may predict, forecast, indicate or imply future plans, intentions, levels of activity, results, performance or achievements, and involve known and unknown risks, uncertainties and other factors which may cause the actual plans, intentions, activities, results, performance or achievements of the Company to be materially different from any future plans, intentions, activities, results, performance or achievements expressed or implied by such forward-looking information.

There can be no assurance that forward-looking information 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 information.

Testimonials may not be representative of the experience of other customers or investors.
Testimonials are no guarantee of future performance or success.



2022 Investor Presentation

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MRKTBOX.COM

local foods. delivered.



Our Mission

To increase the demand for locally grown foods and thereby support small scale organic farms.

We envision cities with robust local economies surrounded by flourishing small-scale family farms.

Problem

People are not getting what they want.*

Locally grown produce

Humanely-raised farm animals

Fair pay for grocery workers

Reduced packaging

Support for small-scale, local farms

**THEY ARE NOT GETTING ANY OF THIS
FROM BIG GROCERY STORES**

*Shifting Grocery Consumer Demands - PwC Canada 2019



Big Grocery

Canada's \$98 Billion Dollar grocery market, dominated by 3 massive corporations Sobeys, Metro, & Loblaws (Fortinos)
They also owns discount stores Food Basics, No Frills, Fresh Co., practices include:

Low pay for employees*

Squeezing suppliers with higher fees, penalties*

Disregard for small farms, locally grown foods

FOCUS ON PROFIT ABOVE ALL ELSE

*Financial Post Article May 2021 **Globe & Mail Article Aug 2020





But Grocery Trends are Changing Fast

- COVID-19 has fast-forwarded the adoption of online grocery shopping
- March 2020 survey showed 19% of Canadians shopped for groceries online jumped to 49% by June 2021*
- Small stores take share from supermarkets as consumers adapt
- Growing demand for local foods, sustainability & ethical farming practices
- Big opportunity for savvy new entrants to capture market share

*PayPal survey June 2021

And Consumers are Demanding Change

People want authenticity

Consumers want less packaging

Neighbours want to support local

73% of consumers would change a behaviour to reduce their impact on the environment*

MRKTBOX has applied to become a B Corporation, legally bound to consider the impact of their decisions on workers, customers, suppliers, community, and the environment - using business as a force for good.
Bcorporation.net



*Jan 10, 2019 NeilsonIQ



INTRODUCING MRKTBOX

A company founded for
conscientious consumers



MRKTBOX Delivers Change

How It Works:

- **We partner with Local Farms**

We partner with the best local, organic and sustainable farmers in the Hamilton Area

- **Sign up for a recurring delivery**

Sign up for regular delivery or shop a la carte, whichever works best for your family!

- **We deliver - sustainably!**

We deliver via electric car or small van





We Deliver Change

Visit One of Our Market/Cafés

- Walk or bike to the closest location
Look for the nearest market/cafe to your home or workplace
- Pick-up what you need now
Sign up for delivery for the rest
- Stay for a coffee - or a beer
Or grab a bite, or pick-up dinner - or enjoy one of our regularly scheduled events



Our Unique Market/Café + Delivery Model

- Market/Cafes established in strategic neighbourhoods throughout the city builds community and awareness
- Fresh local produce, meats/eggs, fresh bread, etc. are available for inspection and purchase
- All other grocery items delivered direct to homes
- Community events held in market/cafes include cooking & other classes, "meet your farmer" nights & even live music
- Café sells higher margin items like lattes, muffins, coffee and meals

Our Sales Channels

Sales are generated in two ways:

1. Online grocery orders for delivery
2. In-store grocery & cafe sales

We are competitive with big-box grocers and strive to offer food that is not only local, nutritious & tasty - but also affordable.



Sales/sqft

Outperforms:
Whole Foods (\$1000)
Loblaws (\$615)
Sobeys (\$581)



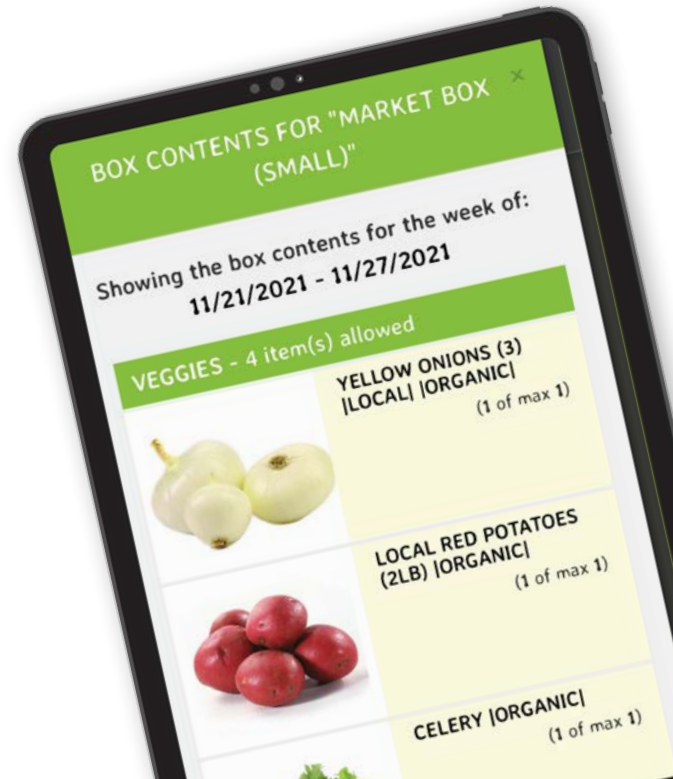
Gross margins

Increased from 34%
in 2020 to 40% in 2021.



Subscription-based

65% of online revenue is
based on a monthly
subscription.





Marketing & Sales

Pleasant neighborhood experience with friendly, knowledgeable staff.

Our 3 neighbourhood stores attract customers, many of whom become online customers as well. Customer acquisition is largely word-of-mouth based.

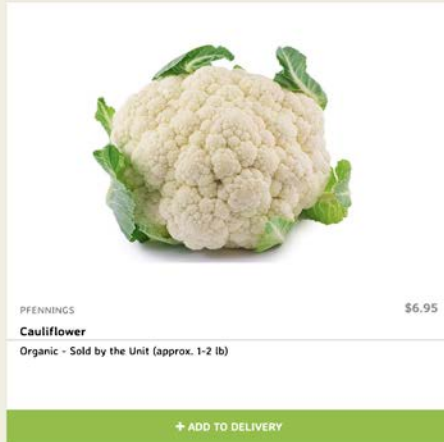
Our marketing initiatives are focused on organic reach and in-store promotions.

We have daily social media posts, community events (cooking classes, live music). regular PR. And promotions within the market itself.

MRKTBOX has been featured and/or won awards in:



eggies



Technology

- Simple, intuitive website for easy ordering
- Recurring delivery options encourages repeat orders
- Strategically built upon 3rd party platforms - permits regular leveraging of latest available tech
- Reduces risk of costly custom-built software being orphaned
- Scaleable systems for easy expansion to new markets



What Our Community Says

Josh Weiss, Customer

"The Dundurn Market has been such a lovely and necessary addition to the neighborhood. The food is delicious, the coffee is great and the service is excellent. The selection of produce is always just right. I can't say enough good things about this place and recommend it highly. Hope to be able to keep coming here for years in the future!"

.....

Russ Ohrt, Farmer

"Since Dundurn Market's inception, they have been right on-board with supporting local small-scale farmers. They toured our farm to get to know us, how we care for the land and our workers. Their business practices are above board, paying our invoices on time and purchasing our food at fair prices. Dundurn Market is an asset to this community!"

Local Producers



Nutri Spring Farms Ltd.
Dundas, ON



BACKYARD HARVEST
URBAN GROWN PRODUCE



...and many more



Online Grocery Experience & Milestones

5 years experience



2016

Bikeables coffee delivery adds online grocer w/emphasis on local and organic foods

2018

Opened first brick & mortar market/cafe
Increased sales, margins & delivery



2021

New e-commerce / delivery brand
w/ 400% sales growth
Two additional Market/Cafes
Delivery operations centre



2022+

Open more stores, enter new markets
Explore franchise/partnership models



Investment Considerations

Strong Financial Performance

Basket size: \$40
Retail Sales per Square Foot: \$1514

Profitable since end of 2020 on track to deliver EBITDA of \$80K in 2021

Annual growth rates of over 55% since inception

Proven, unique model providing healthy, organic and local foods in Hamilton with plans to expand into other Southern Ontario cities. Core team in place to achieve \$10M sales within 5 years

29% of sales from high-margin produce and in-house prepared products

65% of online revenue subscription based

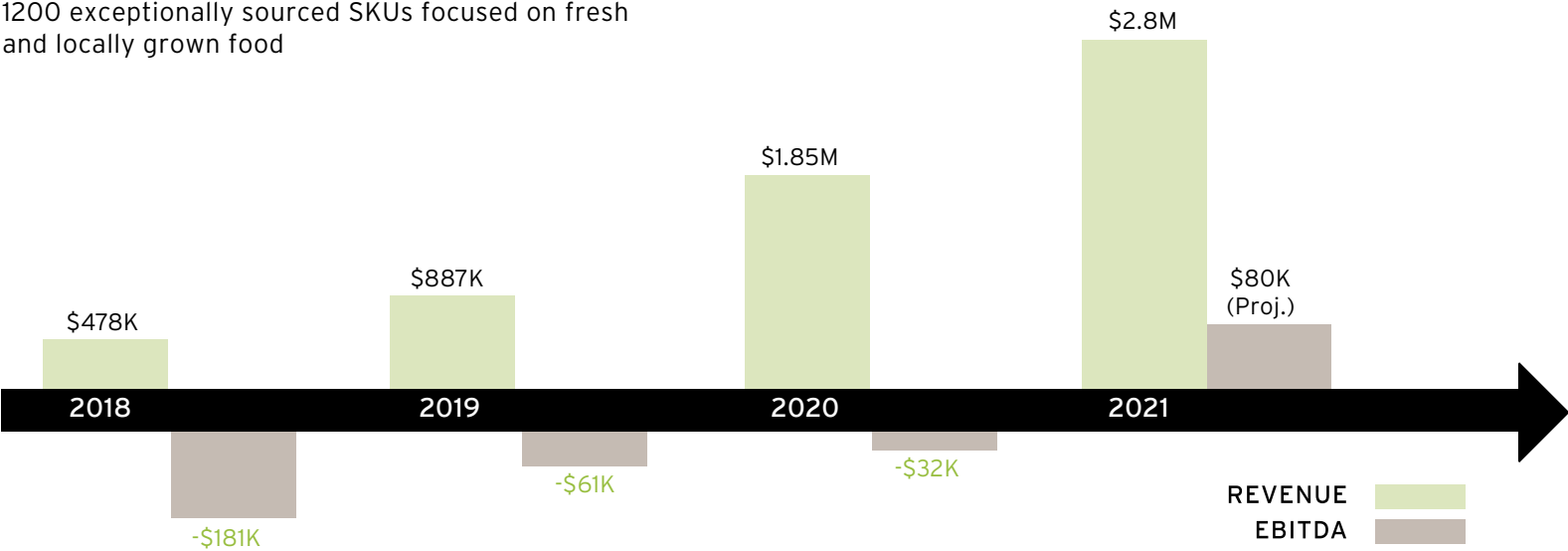
Gross margin increase from 34% in 2020 to 40% in 2021

Model expandable to metro areas in US/ Canada. Management has experience to grow organically and/or through acquisition

The above statements are a management representation and have not been verified by any third party.

P&L Overview

- > 22% of revenue is online with 200 weekly orders
- > 3 small-format proof of concept retail/cafe locations
- > 1200 exceptionally sourced SKUs focused on fresh and locally grown food



The above financials are a management representation and have not been verified by any third party.

Our Leadership

Experienced, energetic management team with a proven track record in operations, logistics and e-commerce



Board of Directors

Justin Abbiss, (co-founder & CEO)

Justin has built MRKTbox from inception to nearly \$3M in revenue. He has worked in various roles around the world including forest-fire fighting in Western Canada, white-water rafting guide in Northern Ontario, and field avalanche work in the Yukon, India and New Zealand. He is highly skilled at motivating employees and managing the diverse and challenging logistics of the online and brick-and-mortar grocery business. An avid outdoorsman and environmentalist, Justin is the face and conscience of the enterprise. He places a real focus on addressing the social well-being of his community.



Roger Abbiss (co-founder & Board Chair)

Roger has significant business management experience in industries as diverse as telecom and coffee. In 1998 Roger was awarded Ontario's "Emerging Entrepreneur of the Year" by Ernst & Young for accomplishments at Optel, a telecom he founded in 1994. Roger is also the founder of Hamilton coffee businesses My Dog Joe, Mulberry Street, & Democracy Coffeehouse as well as the fair-trade, organic roastery business - Coffeeology. In 2016 Roger and Justin founded MRKTbox.



Emma Cubitt M. Arch., OAA, MRAIC, LEED® AP

Emma is a Principal of Invizij Architects, based in downtown Hamilton. Her expertise includes affordable housing, multi-residential design, adaptive reuse, sustainability, and low-carbon buildings. She has designed over 1,000 units of affordable housing including McQuesten Lofts which was awarded 'Best overall passive house in North America'. Emma loves local food and touring rural Ontario and subsequently founded both the Hill Street Community Garden and the Mustard Seed Co-operative Grocery to help others have access to local food. Passionate about making systemic changes to allow us to meet our carbon targets, she was recently awarded Hamilton Environmentalist of the Year.





Use of Proceeds

➤ **Invest in cost-effective marketing**

Local community events & closely tracked social media investments

➤ **Delivery infrastructure**

Additional vehicles/equipment to continuously improve delivery efficiency

➤ **Technology development**

Strategically building upon 3rd party platforms to make use of the latest available technologies

➤ **Strategic acquisitions**

Acquire downtown Hamilton cafe for future conversion to another market/cafe to serve the nearby condo dwellers



5+ Year Growth & IPO

- **Continue to build on current strengths**
Increase current customer count and basket size with emphasis on delivery
- **Expand into Southern Ontario markets**
Enter carefully chosen markets testing partnership/franchise models for growth
- **Strategic partnerships & acquisitions**
Partner with or acquire accretive organizations on a very selective basis for either growth or margin improvement
- **Merger & IPO**
Merge or acquire like-minded chain with the intention to make an Initial Public Offering (IPO)

Exit Strategy

There are generally three routes by which an investor may realize a return on their investment*

- MRKTBOX is sold to another company
- MRKTBOX attempts to go public via an IPO or another similar process
- MRKTBOX generates profit and distributes dividends to investors

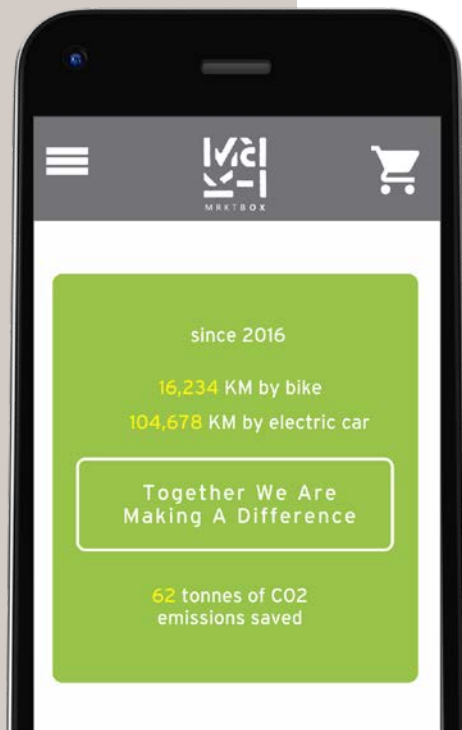
All 3 are possible outcomes for MRKTBOX at this time. Our focus is on an IPO due to our desire to achieve liquidity for our investors while continuing to build upon the local food movement.

*There are no guarantees and currently no plan for the company to sell its shares publicly and there is currently no expressed interest from third parties to purchase the company.



Join us.

Make an investment in the local food movement





OTTAWA
MARKET

Thank you!

