



**ALTAGREEN**

# 2022 Business Plan

A Vertically Integrated Plan

## Disclaimer

*Certain information set forth in this presentation contains “forward-looking information”, including “future oriented financial information” and “financial outlook”, under applicable securities laws (collectively referred to herein as forward-looking statements). Except for statements of historical fact. Information contained herein constitutes forward-looking statements and includes, but is not limited to, the (i) projected financial performance of Alta-Green Products Inc. (hereinafter referred to as the “Company”); (ii) completion of, and the use of proceeds from, the sale of the shares being offered hereunder; (iii) the expected development of the Company’s business, projects and joint ventures; (iv) execution of the Company’s vision and growth strategy, including with respect to future Merger and Acquisition activity and global growth; (v) sources and availability of third-party financing for the Company’s projects; (vi) completion of the Company’s projects that are currently underway, in development or otherwise under consideration; (vi) renewal of the Company’s current customer, supplier and other material agreements; and (vii) future liquidity, working capital, and capital requirements. Forward-looking statements are provided to allow potential investors the opportunity to understand management’s beliefs and opinions in respect of the future so that they may use such beliefs and opinions as one factor in evaluating an investment.*

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## AltaGreen Inc. Executive Summary

AltaGreen Products Inc. is the culmination of 2.5 years of research, product development and market analysis providing Hemp/Olive oil solutions for the Equine, Pet Foods, Human Health and Wellness, Livestock (Poultry and Swine) markets.

Hemp has been a valuable commodity for hundreds of years, and since 1998, Canada opened the industry to explore the potential of this resource-rich crop. World hemp markets are rising due to hemp's value as a healthier replacement for many other oils. It is also showing solid return-on-investment because of multiple revenue streams created by markets advancing for every part of the plant.

Alberta is a significant geographic location for the hemp industry: both in crops grown, and investment in processing and product development. AltaGreen current and future product lines will produce significant revenue potential to deliver both non-CBD and CBD-inclusive health and wellness products for humans and animals. The company plans to create and sell value-added hemp-based products in Canada, Europe and, expand globally.

### Distribution of hemp ingredients and blends

As a manufacturer AltaGreen deals in the highest-grade ingredients and uses precise mixing processes to provide consistently superior hemp-based products. Currently, AltaGreen manufactures their Hemp/Olive oil formulations for the:

- 1. Equine markets**
- 2. Pet Foods market**
- 3. Human Health and Wellness**
- 4. Poultry markets**
- 5. Swine Markets**

## The Products

HempOlive™ It is the first proprietary natural plant-based ingredient for humans and animals created for sale by AltaGreen Products Inc. As its name says it is a precise blend of our exclusively spec'd Hemp seed oil and our specific Olive Oil, blended precisely to maximize the nutrition and health benefits. HempOlive™ is a valuable food and topical ingredient formulated for both human and animal products to enhance health both inside and out.

### The Best Of Two Worlds

- ▶ HempOlive™ is a perfect balance of Omega 3-6-9
- ▶ Hemp oil is considered one of the world's healthiest oils. It is naturally rich in omega-3 (including omega-3 SDA, which is a more potent fatty acid)
- ▶ Compared to other oils, it has one of the lowest amounts of saturated fat and the highest contents of polyunsaturated fat.
- ▶ It contains omega-6 GLA which promotes healthy growth of skin, hair and nails.
- ▶ It contains an ideal ratio of omega-6 to omega-3 (a balance of omegas is important to maintain optimum health; an imbalance may lead to diseases including diabetes).
- ▶ Olive oil has 40 percent more saturated fat than hemp oil.
- ▶ Olive oil contains POLYPHENOLS (ANTIOXIDANTS). They have been shown to have a host of beneficial effects from healing sunburn to lowering cholesterol, blood pressure, and risk of coronary disease.



# Current Product Line - Perfect Balance HempOlive™

## Equine

Hard working horses have enormous requirements for energy. Plant-based oils, like hemp seed oil, are gaining popularity as a substitute energy source, as they contain as much as three times the energy content relative to grains. Using Perfect Balance HempOlive™ can reduce the size and volume of feed a horse is required to consume while still maintaining a similar calorie intake.

Plant-based oils also generate less heat during the digestive and metabolic processes than an equivalent amount of grain or forage. A high plant-based oil diet places less heat load on working horses, reducing electrolyte loss and the amount of sweat needed to stay cool. This presents a big bonus for hard working horses, especially those training and racing in hot environments or working over very long distances. Feeding plant-based oil, like Perfect Balance HempOlive™, provides a source of fatty acids for muscles to burn during the warmup and slower phases of a competition, meaning muscles can conserve valuable glycogen and avoid fatigue.

## Pets - Dogs and Cats

Few things perk up a boring bowl of dry kibble better than a spoonful of Perfect Balance, HempOlive™— especially if the kibble is stale. The trace of chlorophyll (the green color) also enhances digestion and may curb pets from plant grazing. Helps maintain a healthy weight. If there are some unwanted pounds that need shedding, monounsaturated fats, such as those found in Perfect Balance, HempOlive™, encourage weight loss by breaking down the fat inside fat cells, getting rid of belly fat and reducing insulin sensitivity. Use hemp and olive oils, such as those found in Perfect Balance for Pets, HempOlive™ to beautify hair and skin. Condition a pet's coat from the inside out with a daily serving, which helps to impart moisture and gleam to even the driest, dullest fur.





## Human Health and Wellness

The composition of HempOlive™ is perfect for humans. In fact, it's one of the only natural foods in the world that has Essential Fatty Acids (EFA) like Omega 6 and Omega 3 in the optimum ratio of 3:1. HempOlive™ can improve your skin health. As mentioned above, HempOlive™ has the perfect composition of Essential Fatty Acids (EFA) like Omega 6 and Omega 3 in the ratio of 1:3. Omega fatty acids are one of the most important factors for skin hair. HempOlive™ is perfectly safe for you. It "does not" contain any psychoactive compounds like THC. So, you can incorporate HempOlive™ into your daily diet without fear.

**HempOlive™**

**HempOlive™ in your daily diet is better than fish or flax seed based oils because it naturally has the perfect Omega 6 to Omega 3 ratio (3:1 ) of fatty acids which you need. HempOlive™ is all natural, plant-based extra virgin oil and has virtually no side effects like fish oil.**



## Future Products - Phased Approach

AltaGreen's plan is to utilize a Risk Mitigation phased approach. With our access to capital, we have identified the needs and trends of the markets we are entering and allows a clear understanding on the direction our product development will take AltaGreen. We will:

- › Create products that support the needs of the consumers
- › Secure partnerships with quality suppliers that can scale up quickly
- › Outline marketing strategies for maximum exposure to our products and services
- › Develop e-commerce portals and direct social media targeting programs
- › Setup partnerships with distribution networks
- › Implement a multi faceted sales teams across all product lines





Pre-production label artwork - production graphics may differ

## 3 Months to Market

### Equine Top Line Full Feeds formulas for:

- Mares
- Performance
- Maintenance
- Recovery
- Seniors

These are developed and ready for production, branding has been completed and they have been introduced as coming soon.

### Human Massage and Grooming Products, all natural

- Massage Oil with Essential Oils
- Warming Massage Oil for Therapeutic uses
- Shaving Oils with Essential oils
- Beard Oils with Essential Oils.



## 6 Months to Market

### **Top Balance for Dogs, With Micro-Live Yeast - The Ultimate Plant Based Dog Food**

Hemp meal and our HempOlive™ has very high protein content which allows us to make a high-grade plant-based dog food. We use our base plus other nutrients to achieve a dog food that is pleasing to dogs but is healthy, sustainable and very easy on the canine digestive system. We are looking at puppy, adult and senior formulas in 2 to 3 flavours. The base is complete but we need flavour and market testing. There is very little in this space but an enormous market potential.

The focus on dogs consuming plant-based dog foods has been largely due to dogs suffering with allergies and sensitivities to meats, meat bi-products, and fillers commonly found in today's pet foods. The major culprit is the meat and meat biproducts that may contain many processing chemicals and methods that can produce residues that have an extreme allergen effect on lots of dogs. The second culprit in a lot of dog food is most likely the cheap wheat, soy, and corn biproducts that are chemically treated.

## Chicken/Poultry Supplement and Feed

### Broilers, Layers, Finisher

- › Develop a commercially viable product line of Compounded Poultry Feed Supplements using AG Hemp Seed Meal, HempOlive™ Oil, Grain, Fertrell Poultry Nutri-Balancer, Fertrell Aragonite Calcium and other necessary ingredients
- › Create product formulations specific using pelletized technology

### Starter Supplement

- › Formulated to contain a unique blend of highly digestible nutrients derived from AG Hemp Seed Meal, HempOlive™ Oil, and a proprietary blend of Vitamin and Mineral Premix supplying protein, energy, Omegas and Amino Acids, plus AG Aragonite Calcium to maximize body growth, and immune function in the piglet
- › Formulated to help the piglet deal with the stress of weaning and feed conversion by ensuring the palatability and nutrient uptake is maximized thereby increasing the immune function.

### Grower/Finisher Supplement

- › Provides the proper balance of digestible nutrients for optimal growth gains during the growing and finishing period using AG Perfect Balance for Pigs as the excellent source of protein, energy, essential amino acids, vitamins, and minerals.
- › Maximizes nutrient uptake to maintain immune function and reduction in mortality rate



## Topline Biotin

### For Horses with hoof or connective tissue issues that will benefit from added Topline Biotin+:

- › Cracked or brittle hooves,
- › Dry hooves due to barn, stable and pasture conditions,
- › Horses that are required to have shoes replaced frequently,
- › Horses with chronic laminitis
- › Horses that are being treated or recovering from seedy toe
- › Connective tissue damage due to exercise, training, or events
- › Genetics

## 9 Months to Market

### Swine Supplement

#### Breeder Sow Supplement

Female breeding pigs (gilts and sows in reproductive age) require diets based on the maximum production of piglets, and milk production for their babies. These diets can be very similar to rations fed market hogs, with the exception that they won't be formulated for maximum growth and leanness, and they will contain greater levels of calcium and available phosphorus for bone strength.

- › AG Perfect Balance for Pigs is an excellent source of protein, energy, essential amino acids, vitamins, and minerals for the maintenance of sows and gilts.
- › AG Perfect Balance for Pigs is an excellent source of transferable nutrients for the health, growth, and immune stability of the embryos.

### Equine Shampoo and Conditioners

### Human Omega 3, 6 & 9 soft gels

## 12 Months to Market

### Pet Shampoo and Conditioners

# Management

Alta-Green operates as a corporation and has established a board of directors.

## Jim Schroeder

**CSO/BOARD OF DIRECTORS**

Jim Schroeder is responsible for Corporate Development and Product Development. Jim brings many years of business and corporate development, product development research, product formulation, and domestic and export development, especially tailored for product placement in retail and specialty markets. He is well versed in the establishment of R&D strategic alliances and product development networks in many industries. In the past five years, Jim has been involved in industrial hemp-based product development, domestic and international hemp product placement for animal and human applications and designing vertical farming systems specifically for commercial grower applications.

## Lawrence Mattar

**BOARD OF DIRECTORS**

With more than 22 years of business experience in managing large scale construction projects, manufacturing and international import and export. Mr. Mattar brings a clear vision on how companies can extend their reach across large scale networks. Over the years Mr. Mattar has established strong strategic relationships with successful business leaders in various types of businesses across the globe.

## Doug Kirillo

**CEO/BOARD OF DIRECTORS**

For the past 40 years Doug has worked with a myriad of companies building local, national, and international sales teams. As well as providing Marketing and Sales expertise, Doug has also been involved with launching Corporate Branding and Communications programs providing corporations with the strength to successfully go to market with their goods and services.

## Reg Shah

**COO/BOARD OF DIRECTORS**

Reg has more than 30 years of experience as an entrepreneur in various sectors including franchises. His expertise includes international import, export and sales leadership.

Reg has held several senior level consulting positions and key roles with charity organizations, networking groups and international franchise boards.

## Dean Heuman

**CMO/BOARD OF DIRECTORS**

With more than 35 years of marketing and communications experience in many industries with both consumer and wholesale audiences, Dean provides the branding, marketing and communications vision and execution for AltaGreen and its associated companies. Through a bold approach, the companies will lead in educating, promoting and engaging consumers in the benefits of hemp-related products for themselves and the animals they care deeply about.



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