



Q2 2023

NASDAQ **SMFL**

smart for life **INC**

INVESTOR SUMMARY

[SMARTFORLIFECORP.COM](https://SMARTFORLIFECORP.COM)

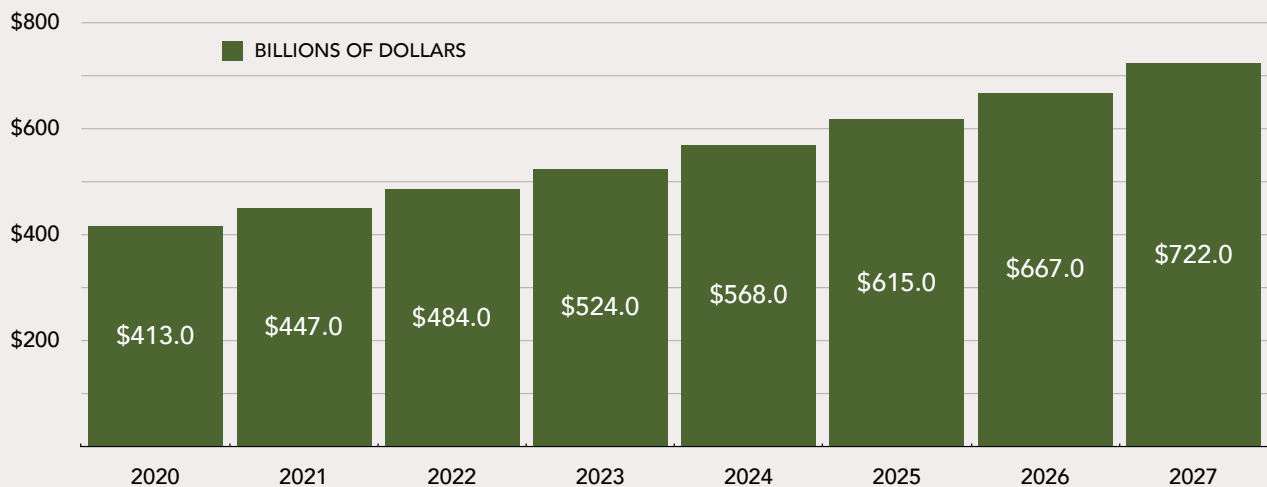
OVERVIEW

# Nutraceuticals: A High-growth Market Opportunity



Today, the global nutraceutical industry is growing at a rapid pace, from \$400 billion in 2020 to an anticipated \$720 billion by 2027. The increasing popularity of nutraceuticals is driven primarily through a lifestyle shift to the prevention rather than treatment of illness. More and more people are realizing the need for supplements, vitamins, superfoods, sports nutrition, and functional foods and beverages. Despite its remarkable growth, however, the nutraceutical industry is highly fragmented with a substantial pool of prospective acquisitions.

THE GLOBAL MARKET FOR NUTRACEUTICALS



SOURCE: Grand View Research, Inc.

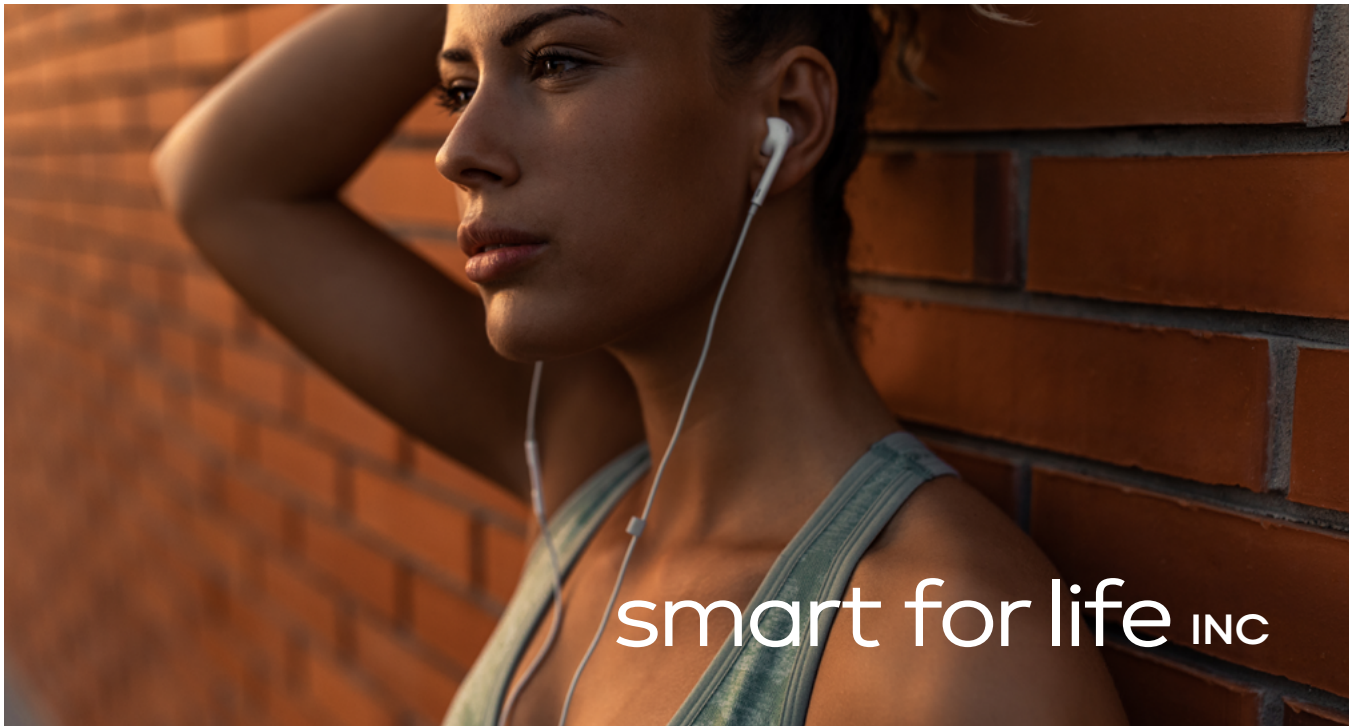
# Smart for Life: Established Revenues + Major Growth Potential

Smart for Life, Inc. (“Smart for Life” or “SMFL”) is a Nasdaq-listed, vertically integrated, global holding company engaged in the development, marketing, manufacturing, acquisition, operation, and sale of a broad spectrum of nutritional and related products with an emphasis on health and wellness. Via its proactive “buy and build” strategy, Smart for Life has a publicly-stated objective to aggregate a minimum of \$300 million in revenues within the next 36 months through organic growth and strategic acquisitions.

To drive growth and earnings, Smart for Life is developing proprietary products as well as acquiring other profitable companies encompassing brands, manufacturing, and distribution channels.



Smart for Life is currently generating pro forma revenues of \$20 million and this is anticipated to expand to over \$100 million in annualized revenues in the next twelve months based on anticipated acquisitions.



## GROWTH STRATEGY

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SMART FOR LIFE, INC.  
NASDAQ: SMFL

# Buy and Build: Profitable, Strategic Acquisitions

Smart for Life acquires target companies utilizing a combination of cash, seller notes, earnouts, and stock, with the typical cash portion ranging from 40% to 60% of the transaction. This approach offers distinct benefits to the stakeholders of the acquired companies in the form of a significant liquidity event and a material equity position in a Nasdaq-listed public company. The management of the acquired companies are also able to continue their roles, leading growth and driving innovation with access to the resources and opportunities available as part of a larger, multifaceted organization.

RESULTS

# By the Numbers: A 360% Revenue Increase in Fiscal Year 2021

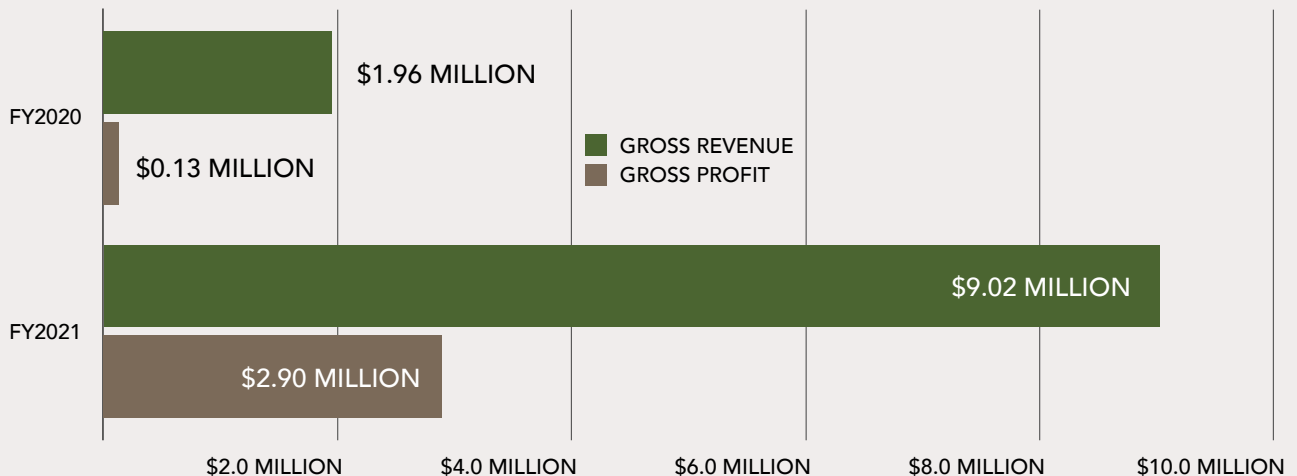
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Smart for Life's revenues increased four-fold after closing three acquisitions toward the end of 2021, validating the Company's "buy and build" growth strategy and its ability to successfully integrate its acquisitions into the Smart for Life corporate family.

These acquisitions served to significantly expand Smart for Life's product lines, production capabilities, distribution, and marketing capabilities, further positioning the Company for greater success in the nutraceutical market.



SMART FOR LIFE: GROSS REVENUES & PROFITS 2020 vs. 2021



SMART FOR LIFE, INC.  
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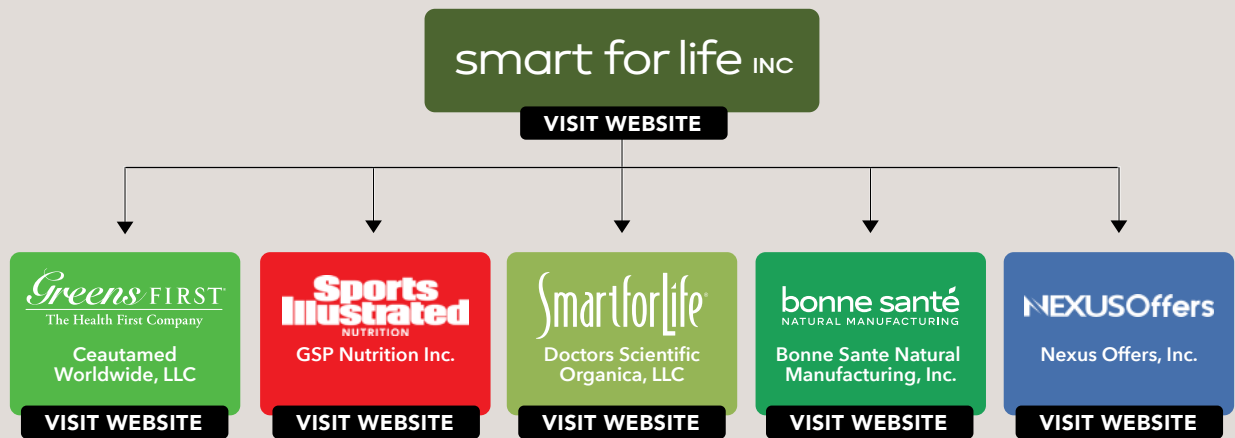


## STRUCTURE

# Vertically Integrated, Thriving Businesses

Through its subsidiaries, Smart for Life boasts a dynamic, exciting mix of brands and capabilities. Its current businesses include contract manufacturing, consumer brands, digital marketing services, and licensing agreements.

Smart for Life offers a variety of cutting-edge formulary and manufacturing capabilities including capsules, tablets, powders, health bars, baked goods, functional foods, and other product types and delivery methods.



# Greens FIRST<sup>™</sup>

The Health First Company

## Ceutamend Worldwide, LLC

[WWW.GREENSFIRST.COM](http://WWW.GREENSFIRST.COM)

Ceutamend Worldwide, based in Boca Raton, Florida, was formed in 2009 and owns the Greens First line of branded products which have been specifically marketed to the healthcare provider sector. These vitamins and supplements have been sold on a business-to-business basis, direct-to-consumer as well as sold utilizing an international medical distribution company pursuant to a long-term contract.



# Sports Illustrated

NUTRITION

## GSP Nutrition

[WWW.SPORTSILLUSTRATEDNUTRITION.COM](http://WWW.SPORTSILLUSTRATEDNUTRITION.COM)

GSP is a sports nutrition company with the exclusive license of the instantly recognizable Sports Illustrated Nutrition<sup>™</sup> brand\* for certain dietary and nutritional supplements, in each case to be sold to/through certain approved accounts in the United States and Canada. The Sports Illustrated Nutrition product line currently consist of whey protein powder, joint health, pre and post workout blends, omega-3 supplements, and others.





# Smart for Life®



DOCTORS SCIENTIFIC  
ORGANICA™



## Doctors Scientific Organica (DSO)

[WWW.SMARTFORLIFE.COM](http://WWW.SMARTFORLIFE.COM)

[WWW.DSONUTRITION.COM](http://WWW.DSONUTRITION.COM)

DSO is a leading manufacturer of health and wellness foods and supplements and owns the Smart for Life retail brand. Through proprietary manufacturing processes carried out at its production facility in Southern Florida, DSO's peerless product taste and quality have firmly established its reputation as an innovator in health foods. Its products are sold in various big box retailers including Costco, Walmart, BJ's, and Sam's Club as well as online through Amazon and its Smart for Life direct-to-consumer e-commerce site.

[VIEW SMART FOR LIFE'S YOUTUBE CHANNEL](#)



# bonne sante

NATURAL MANUFACTURING



## Bonne Santé Natural Manufacturing (BSNM)

[WWW.BONNESANTEMANUFACTURING.COM](http://WWW.BONNESANTEMANUFACTURING.COM)

BSNM is a contract manufacturer of vitamins, sports nutrition, and other health supplements. Located in Doral, Florida, its state-of-the-art GMP and FDA-certified facility provides world-class manufacturing and formulary services to domestic and international clients of all sizes.



# NEXUSOffers



## Nexus Offers

[WWW.NEXUSOFFERS.COM](http://WWW.NEXUSOFFERS.COM)

Nexus provides an enhanced digital marketing platform for SMFL's businesses, products, and service offerings. Nexus operates a cost per action/cost per acquisition network through which Nexus is paid a specific amount for each sale made on its platform. Nexus technology and marketing expertise can drive additional awareness and revenues for all Smart for Life brands.



## MANAGEMENT TEAM

# Experienced, Expert Leadership

Led by Founder and Executive Chairman A.J. Cervantes, Jr., Smart for Life's seasoned management team and board of directors bring strong nutraceutical, M&A, public company, and capital markets expertise to all aspects of company operations.



## A.J. Cervantes, Jr.

### FOUNDER & EXECUTIVE CHAIRMAN

A.J. Cervantes is the Founder and Executive Chairman of Smart for Life. Mr. Cervantes is also Chairman of Trilogy Capital Group, LLC, a private equity firm and a principal shareholder of SMFL. Through more than 35 years as an executive in diversified businesses, Mr. Cervantes has accumulated extensive experience in the public markets with proven strengths in corporate finance and the development of emerging growth companies. Mr. Cervantes possesses a deep understanding of securities laws and corporate governance, with significant experience in M&A, IPOs, APOs, and PIPEs as well as the reorganization of middle-market companies.

[VIEW FULL BIO](#)



## Darren Minton

CEO & DIRECTOR

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Darren Minton is a highly skilled executive with over 15 years of capital markets experience and a particular emphasis on M&A, corporate messaging and growth through consolidation. Prior to Smart for Life, in partnership with Mr. Cervantes, Mr. Minton was the President of Trilogy Capital Partners, a New York-based financial services company and predecessor of Trilogy Capital Group, engaged in international merchant banking, strategic advisory services and financial communications, where he worked from 2009 to 2014. Mr. Minton began his career at Mesa West Capital, a privately held portfolio lender with a multi-billion dollar offering headquartered in Los Angeles, as well as First Republic Bank in San Francisco. Darren graduated with a BA in Economics from Stanford University.



## Alan Bergman, CPA

CHIEF FINANCIAL OFFICER

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Alan Bergman is a seasoned financial and accounting executive who brings to SMFL a successful financial history in the public and private sectors, having commenced his career at Deloitte & Touche LLP in 2000. His career path includes Senior Auditor at Weinberg & Company, P.A., Audit Manager at Mallah Furman, P.A., VP of Finance at Latitude Solutions, Controller at Woodfield Distribution, VP of Finance at Greenlane Holdings, Inc. (Nasdaq: GNLN), and, most recently, CFO at Bright Mountain Media, Inc. (OTCQB: BMTM). In addition, Mr. Bergman is a Professor of Accounting at Florida Atlantic University and Millennia Atlantic University. Mr. Bergman received his Master's in Accounting from University of Miami.



BOARD OF DIRECTORS

## Seasoned Professionals, Strategic Vision

In addition to Executive Chairman A.J. Cervantes, Jr. and Chief Executive Officer and Director Darren Minton, Smart for Life's board of directors brings decades of combined experience guiding companies to achieve their maximum potential in a variety of industries.



### Robert S. Rein, Esq.

Mr. Rein has been a member of our board of directors since February 2022. Mr. Rein is an attorney and has been practicing law in California since 1971. Since 2008, Mr. Rein has been a Partner in Rein & Associates, a law firm representing businesses and individuals with respect to all aspects of business transactions and matters.

[VIEW FULL BIO](#)



### Roger Conley Wood

Mr. Wood has been a member of our board of directors since February 2022. Mr. Wood is a seasoned executive with over 25 years of experience serving in C-level positions with various technology and consumer product businesses. He is currently Chairman of Conley Holdings, a private family company with interests in the Homebuilding, Fashion, Training & Education, Pet Care, Media & Entertainment, and Personal Care sectors.

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## Arthur S. Reynolds

Mr. Reynolds is an accomplished international financier bringing more than 35 years of capital markets and financial experience providing cross-border financial consulting services in Europe for clients principally located in the United States. He has held executive positions at Merrill Lynch International Bank Limited, Banque de la Société Financière Européenne, J.P. Morgan & Company and M'obil Corporation. Mr. Reynolds previously served on the Board of Directors of ThermoEnergy Corporation, first as Chairman of the Audit Committee, subsequently as Chief Financial Officer, and finally as Chairman.

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DR. SASSON E. MOULAVI

## Innovative Scientific Leadership

Dr. Sasson E. Moulavi (Dr. Sass) is Smart for Life's Chief Medical Officer, the founder of Doctors Scientific Organica (DSO), and the developer of Smart for Life's clinically proven products. Spanning more than three decades, Dr. Moulavi brings to Smart for Life a career dedicated to innovation in health and wellness.



### Dr. Sasson E. Moulavi CHIEF MEDICAL OFFICER

Dr. Sasson E. Moulavi is the founder of Doctors Scientific Organica. He is also the Medical Director of US Medical Care Inc (d/b/a Florida Primary & Specialty Care) headquartered in Boca Raton, Florida and is a graduate of the University of Toronto where he received his degree as a Doctor of Medicine. He completed post graduate training at McGill University in Montreal, Canada. Dr. Moulavi is a Fellow of the American Society of Bariatric Physicians. He has completed the Annual Practical Approaches to the Treatment of Obesity at Harvard University and is a member of the American Board of Anti-Aging Medicine as well as the American Academy of Anti-Aging Medicine.

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[WATCH VIDEO](#)

STUART BENSON, J.D.

## A Proven Business Builder

Stuart Benson is the Managing Director of Smart Acquisition Group, LLC, the special purpose group dedicated exclusively to the identification, negotiation, financing and acquisition of companies synergistic to Smart for Life's Buy & Build business model.



### Stuart Benson, J.D.

MANAGING DIRECTOR  
SMART ACQUISITION GROUP, LLC

Mr. Benson is a former principal of Ceutamend Worldwide, LLC, owner of the Greens First line of branded products, Smart for Life's acquisition completed on July 28, 2022. Mr. Benson was also the Chief Executive Officer of Wellness Watchers Global, L.L.C. Mr. Benson served as the Chairman and Chief Executive Officer of Custom Food Concepts, Inc. from 1997 to 2001, a company engaged in real estate and franchising. He also served as Executive Vice President of Vital Living Inc. in 2001 and 2002 and served as its Chief Executive Officer since 2005.

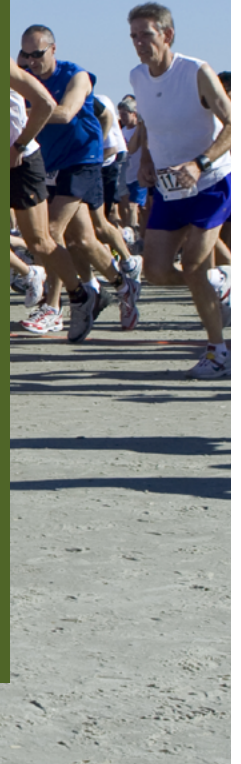
He served as Chairman, President and Chief Executive Officer of Nathan's Famous, Inc. and the Great Earth Vitamin Store chain. During his tenure at Nathan's Famous, the company expanded from 14 units to more than 300, including locations at interstate highways and airports. During Mr. Benson's tenure at the Great Earth Vitamin Store chain, it grew to approximately 150 full-service vitamin retail stores throughout the U.S. and became the second largest vitamin store in the U.S.

SMART FOR LIFE

# An Opportunity with the Potential for Significant Growth

Smart for Life represents an opportunity to invest in a dynamic, innovative, proactive organization capitalizing on the fragmented yet rapidly growing nutraceutical market. Its experienced management team is driving revenue through organic growth and acquisitions, targeting an increase in revenue to \$300 million in less than three years.

With instantly recognizable brands, industry-leading products, loyal customers, and a full range of world-class service offerings, Smart for Life is ideally positioned to bring Health & Wellness to its customers around the world while remaining fully committed to shareholder value.



## smart for life INC

NASDAQ **SMFL**

### **HEADQUARTERS**

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info@smartforlifecorp.com

### **INVESTOR RELATIONS**

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[SMARTFORLIFECORP.COM](http://SMARTFORLIFECORP.COM)



## Forward Looking Statements

This document contains forward-looking statements that are based on our management's beliefs and assumptions and on information currently available to us. All statements other than statements of historical facts are forward-looking. These statements relate to future events or to our future financial performance and involve known and unknown risks, uncertainties and other factors that may cause our actual results, levels of activity, performance or achievements to be materially different from any future results, levels of activity, performance, or achievements expressed or implied by these forward-looking statements. Forward-looking statements include, but are not limited to, statements about:

- our goals and strategies;
- our future business development, financial condition, and results of operations;
- expected changes in our revenue, costs, or expenditures;
- growth of and competition trends in our industry;
- our expectations regarding demand for, and market acceptance of, our products;
- our expectations regarding our relationships with investors, institutional funding partners, and other parties we collaborate with;
- fluctuations in general economic and business conditions in the markets in which we operate; and
- relevant government policies and regulations relating to our industry.

In some cases, you can identify forward-looking statements by terms such as "may," "could," "will," "should," "would," "expect," "plan," "intend," "anticipate," "believe," "estimate," "predict," "potential," "project," or "continue," or the negative of these terms or other comparable terminology. These statements are only predictions. You should not place undue reliance on forward-looking statements because they involve known and unknown risks, uncertainties, and other factors, which are, in some cases, beyond our control and which could materially affect results. Factors that may cause actual results to differ materially from current expectations include, among other things, those listed under the heading "Risk Factors" included in our filings with the Securities and Exchange Commission. If one or more of these risks or uncertainties occur, or if our underlying assumptions prove to be incorrect, actual events or results may vary significantly from those implied or projected by the forward-looking statements. No forward-looking statement is a guarantee of future performance.

In addition, statements that "we believe" and similar statements reflect our beliefs and opinions on the relevant subject. These statements are based upon information available to us as of the date on which the statements are made in this document, and while we believe such information forms a reasonable basis for such statements, such information may be limited or incomplete, and our statements should not be read to indicate that we have conducted an exhaustive inquiry into, or review of, all potentially available relevant information. These statements are inherently uncertain and investors are cautioned not to unduly rely upon these statements.

The forward-looking statements made in this document relate only to events or information as of the date on which the statements are made in this document. Although we have ongoing disclosure obligations under United States federal securities laws, we do not intend to update or otherwise revise the forward-looking statements in this document, whether as a result of new information, future events, or otherwise.

## Market & Industry Data

This document also contains estimates and other statistical data made by independent parties and by us relating to market-size and other data about our industry. This data involves a number of assumptions and limitations, and you are cautioned not to give undue weight to such data and estimates. In addition, projections, assumptions, and estimates of our future performance and the future performance of the markets in which we operate are necessarily subject to a high degree of uncertainty and risk. Neither we nor our affiliates, advisors, or representatives make any representations as to the accuracy or completeness of that data or undertake to update such data after the date of this document.

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