



# ANNUAL GENERAL MEETING – INVESTOR UPDATE

OCTOBER 8, 2020

**BIOSENTA** INC



## Forward-Looking Statements

*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, the information contained herein constitutes forward-looking statements and includes, but is not limited to, the (i) projected financial performance of 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 M&A 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.*

*These statements are not guarantees of future performance and undue reliance should not be placed on them. Such forward-looking statements necessarily involve known and unknown risks and uncertainties, which may cause actual performance and financial results in future periods to differ materially from any projections of future performance or result expressed or implied by such forward-looking statements.*

*Although forward-looking statements contained in this presentation are based upon what management of the Company believes are reasonable assumptions, 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. The Company undertakes no obligation to update forward-looking statements if circumstances or management’s estimates or opinions should change except as required by applicable securities laws. The reader is cautioned not to place undue reliance on forward-looking statements.*



# EXECUTIVE SUMMARY



# 2020 KEY HIGHLIGHTS

## EXECUTIVE SUMMARY

### True:

- Rebranded Erase -> True disinfectant
- True disinfectant is *List N* approved
- Health Canada Recognized (DIN # Awarded)
- Revenue realized – September 2020
- Distribution Partnerships finalized for North American Markets.
- Patent granted in the US for True disinfectant; patent pending in Canada.
- Scalable supply chains for North American Production.

### Tri-Filler:

- R&D partnership with University of Calgary and AMPAK Inc. approved.
  - Anti-microbial development using innovative Tri-Filler nanoparticles.
- Opened Western Canada (Alberta) Office near industrial compounders.
  - Added 4 experienced personnel to the team
    - Chemical Technologist
    - Consulting firm facilitating branding, product to market launches and marketing of True and Tri-Filler products across North America.



# SALES & MARKETING





# True

## BRANDING & MARKETING

---

### Retained Arc Reactions as a marketing team for Biosenta:

- Rebranded Biosenta
- Rebranded True
- Website Redesign
- Sales material development
- Sales enablement
- Inbound & Outbound Marketing Campaigns





# True

## SALES

---

### Sales:

1. B2B Sales focus
2. B2C Approach through flanker brand launched by distribution partner

### Distribution Partnerships:

1. Kleen Bee Labs LLC.
2. Next Level Prevention LLP.
3. Infinite SD





# Tri-Filler

## PRODUCT DEVELOPMENT

---

- Patents granted for Tri-Filler technology in
  - North America incl. Mexico and Canada,
  - Saudi Arabia,
  - China,
  - European patents pending.
- Signed R&D partnership agreement with the University of Calgary Chemical Engineering Department.
  - Further studies in applications in cement, paint, and plastic consumer products and goods packaging, as well as paper products over a 4-year period.
    - 1.5% royalty to the University.
- AMPAK Inc., Industry-leading manufacturer of plastics and packaging products is the 1st Industry partner to join the R&D partnership agreement.
- AMPAK's involvement is centered on plastic product development, research and development, and commercial consumer packaging.
- Actively pursuing R&D partnerships with other Industry leaders, institutes and all levels of government.
- Discussing testing with Health Canada to test the efficacy of the Tri-Filler product.



# FINANCE

---



- **No imminent plans for further share dilution**
- **Biosenta's R&D and Business Development initiatives have secured partnership from a Top Tier Canadian bank**
- **Generate cash flow through organic growth and funding from governments**
- **Involve all levels of government for exposure to Biosenta's Wet and Dry products for financing and development**



# NEXT STEPS

## Q4 2020 ACTIVITIES

### **Sales (True):**

- True - Liquid Disinfectant
- Finalize outstanding Sales Agreements and Licensing Deals for True and Tri-Filler

### **Production (True):**

- Focus on building strong relations with product compounders in the Eastern parts of Canada and the US

### **R&D:**

- wipes and hand sanitizer, and expanding the offering of True disinfectant to a larger variety of volume sizes

### **Sales (Tri-Filler):**

- Increase exposure of Tri-Filler through Business Development activities and ongoing dialogues with the Industry Leaders
- Pursue expansion of Tri-Filler product R&D partnerships with Industry Leaders.
- Preliminary discussions on engineering design of Tri-Filler in Alberta.

### **Finance:**

- Operationally cash flow positive by Q1 2021
- Fortify relations with all levels of Government

BIOSENTA<sup>INC</sup>

