



TAAT Global Alternatives Inc.

Investor Presentation – Q2 2021

CSE: TAAT • OTCQB: TOBAF • FRANKFURT: 2TP2



BEYOND TOBACCO™

Disclaimer – Forward Looking Statements



This Presentation contains forward-looking statements that relate to the Company's current expectations and views of future events and should be read together with the more detailed information and financial data and statements available on the Company's SEDAR profile at SEDAR.com. This Presentation does not contain all of the information you should consider before purchasing securities of the Company. It is not intended to be relied upon as advice to investors or potential investors and does not take into account the investment objectives, financial situation or needs of any particular investor. In some cases, these forward-looking statements can be identified by words or phrases such as "may", "might", "will", "expect", "anticipate", "estimate", "intend", "plan", "indicate", "seek", "believe", "predict" or "likely", or the negative of these terms, or other similar expressions intended to identify forward-looking statements. The Company has based these forward-looking statements on its current expectations and projections about future events and financial trends that it believes might affect its financial condition, results of operations, business strategy and financial needs. These forward-looking statements include, among other things, statements relating to: the Company's expectations regarding its revenue, expenses and operations; the Company's intention and ability to grow the business and its operations, including its ability to complete research and development activities; future product roll outs in new markets; expectations regarding production and sales; expectations with respect to future production costs and capacity; expectations regarding our growth rates and growth plans and strategies; the Company's expected business objectives for the next twelve months; and the Company's expectations with respect to international developments and

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Statement filed under the Company's SEDAR profile at SEDAR.com. The Company's forward-looking statements are based on the reasonable beliefs, expectations and opinions of management. Although the Company has attempted to identify important factors that could cause actual results to differ materially from those contained in forward-looking statements, there may be other factors that cause results not to be as anticipated, estimated or intended. There is no assurance that such statements 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 statements. We do not undertake to update or revise any forward-looking statements, except as, and to the extent required by, applicable securities laws in Canada.

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The securities of the Company have not been registered under the United States Securities Act of 1933, as amended (the "U.S. Securities Act"), or any state securities laws and may not be offered or sold within the United States or to U.S. Persons unless registered under the U.S. Securities Act and applicable state securities laws or an exemption from such registration is available.







INNOVATIVE / PATENTED PRODUCT

- Beyond Tobacco™ base material engineered to closely mimic the tobacco smoking experience



FAVOURABLE CONSUMER DYNAMICS

- Massive addressable worldwide tobacco market approaching US\$1 trillion per year



ETHICAL MARKETING

- Nicotine-free products capitalizing on cost-effective digital strategies



SCALABLE PRODUCTION PLATFORM

- Currently expanding to approximately 25,000 square foot facility in Las Vegas



MANAGED ROLLOUT

- Launched in Ohio in mid-December 2020 in first phase of rollout



STRONG MANAGEMENT TEAM

- Substantial experience in cigarette industry and capital markets



WIN-WIN ECONOMICS

- TAAT provides distributors and retailers with superior returns vs. tobacco-based cigarettes





Engineered to closely replicate each and every sensory element of smoking a tobacco cigarette



Nearly identical product and packaging format, enhanced smoke volume



Audible “crackling” sound of base material when ignited to mimic tobacco



While burning, TAAT Beyond Tobacco™ emits a pleasing scent



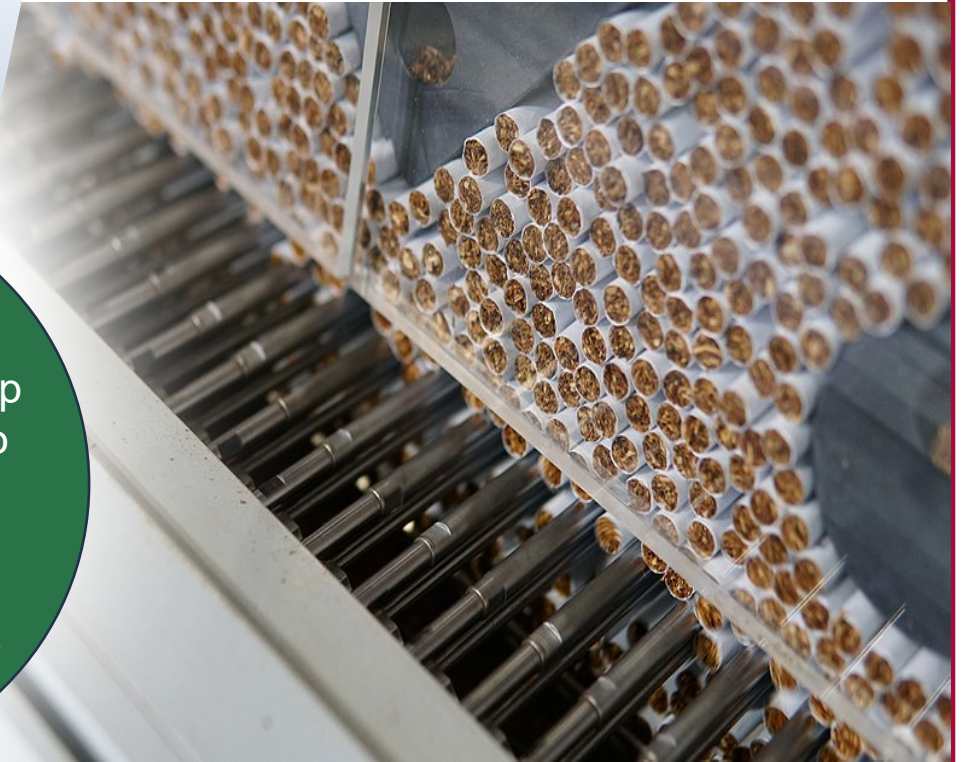
Patent-pending base material refinement process imparts realistic tobacco taste



Satisfies “hand-to-mouth” experience and “motor habits” such as flicking ashes

Innovative Patent Pending Process

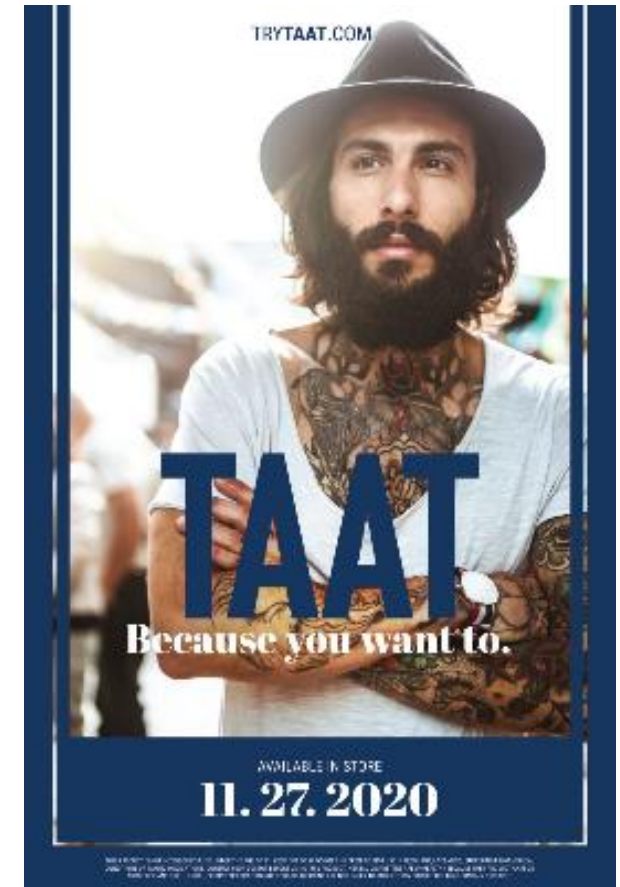
Base hemp material goes through a 14-step proprietary process to taste and smell like tobacco, including a patent-pending refinement technique





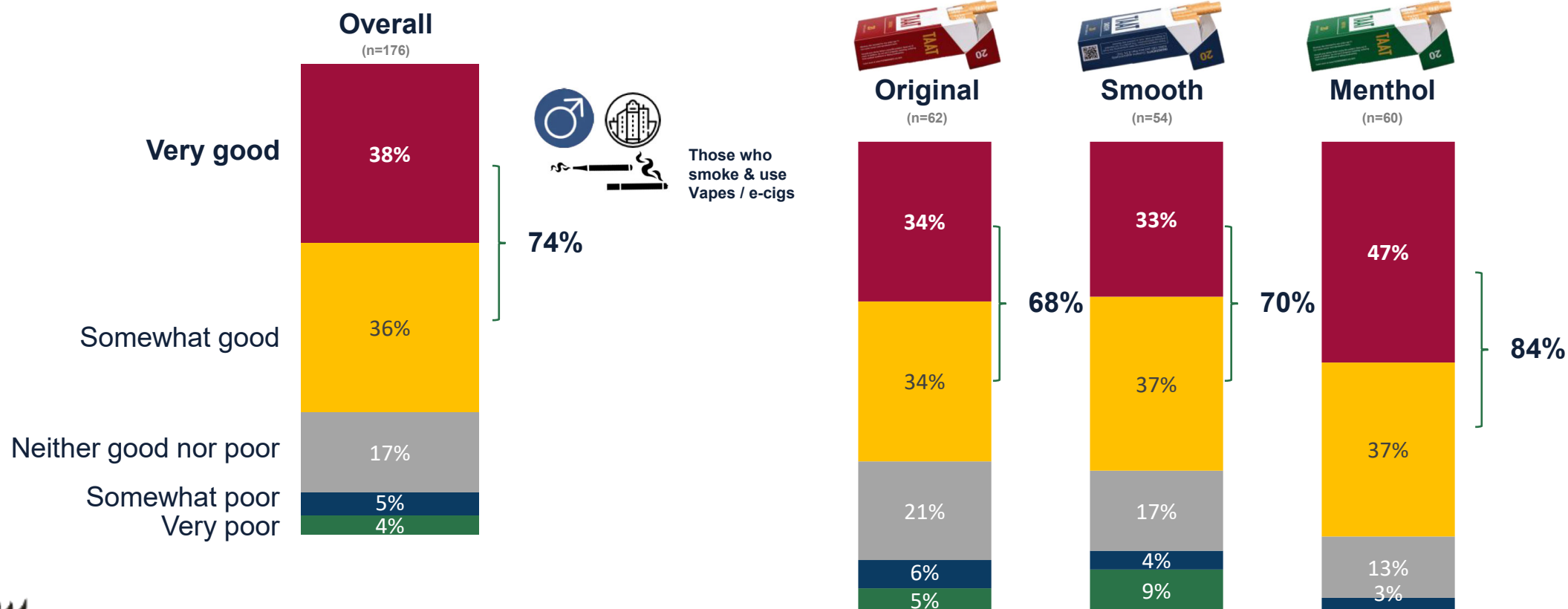
TAAT's unique, high-quality cigarettes represent a disruptive, attractive alternative to tobacco cigarettes and other smoking products

- Innovative hemp-based alternative to tobacco cigarettes
- Lower price point than tobacco cigarettes
 - ~40% cheaper than a pack of the leading cigarette brand in Ohio, TAAT's first market
 - Addresses high cost of smoking and consumers' desire for a more affordable alternative
- TAAT products contain no nicotine, a highly addictive substance
- Portfolio of trademarks in more than 50 countries
- 2018 Farm Bill legalized hemp at the federal level in United States
- Leveraging the marketing success of *Beyond Meat* at the consumer level
- Three classic tobacco cigarette flavours: Original, Smooth and Menthol





The vast majority of smokers that sampled TAAT cigarettes in a product testing study enjoyed them



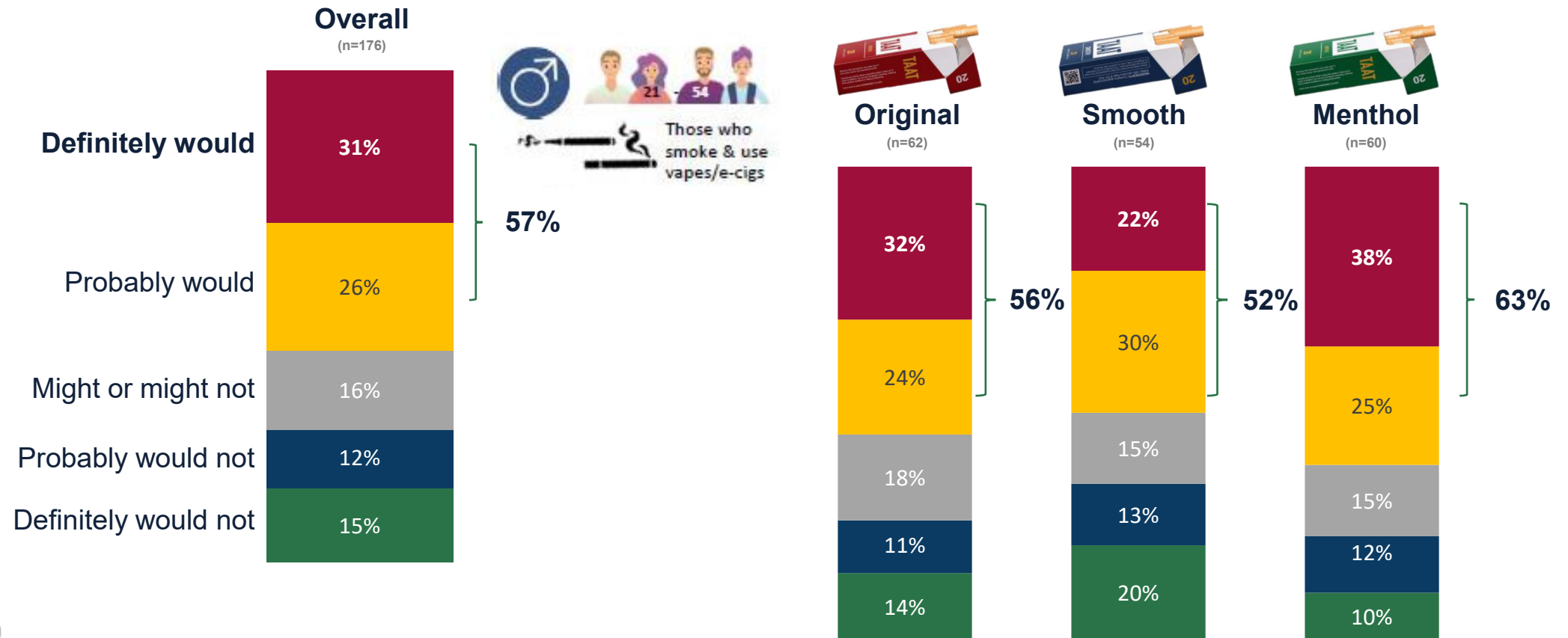
* Results from Usage & Attitude and Product Testing Research report completed by Burak Jacobson Research Partners Inc.



Strong Purchasing Intentions



Most smokers that tried TAAT cigarettes in the product testing study indicated they were keen to purchase them

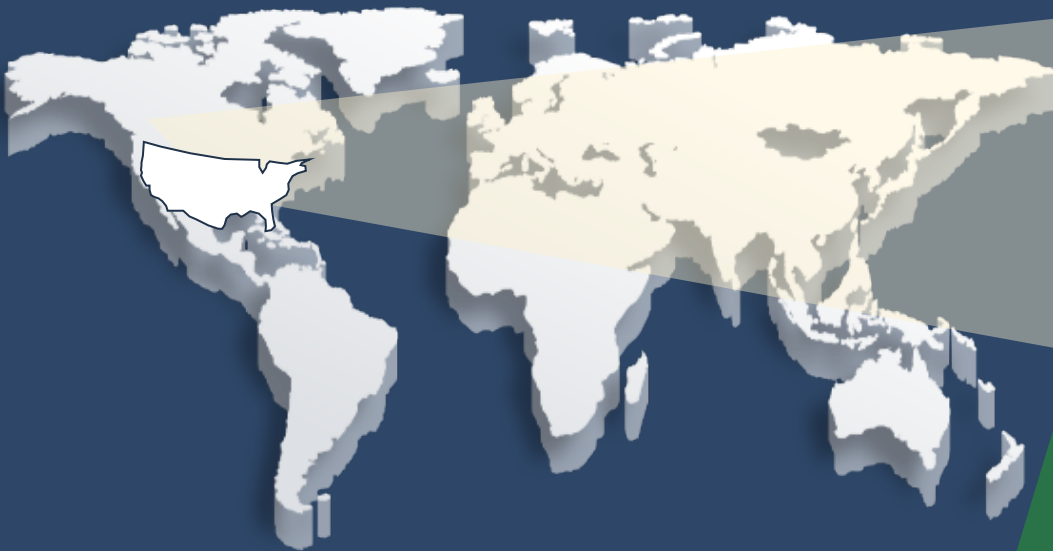


TAAT's Cigarettes Target Current Smokers

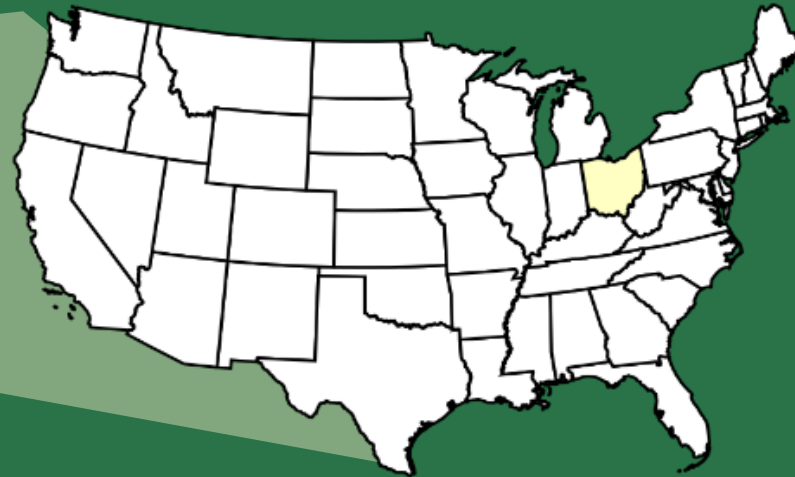


MASSIVE ADDRESSABLE GLOBAL CIGARETTE MARKET

USD\$925 Billion Tobacco Market - Worldwide



U.S. \$75 Billion Market Holds only 3% of Smokers



One pack per day per cigarette retailer
= **~\$1.5 to \$2 million of daily revenue**

Converting 200,000 smokers (half of 1% market share)
= **~\$200 million of annual revenue**



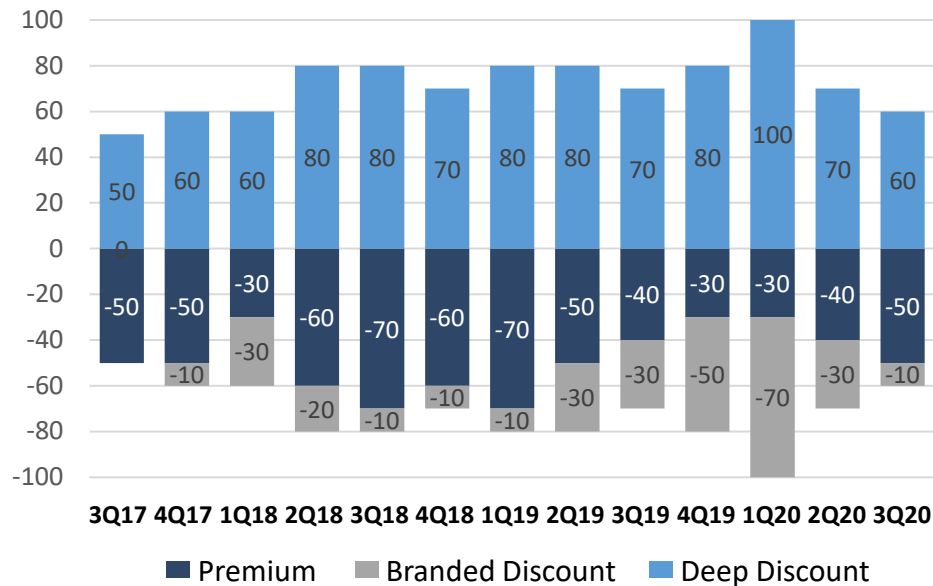
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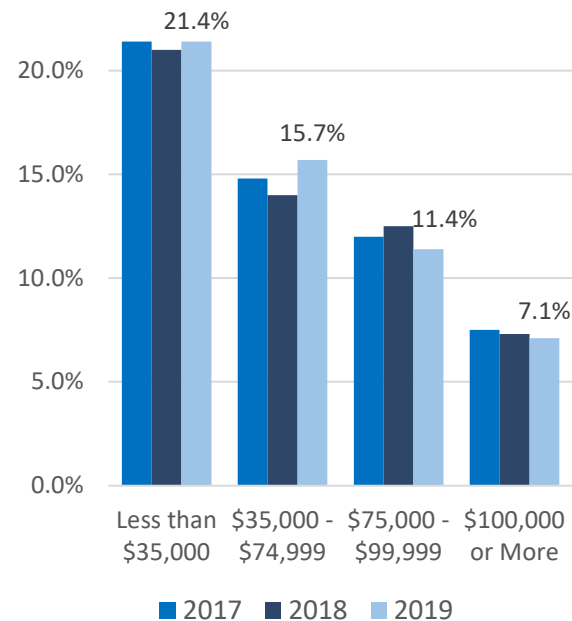
CIGARETTE MARKET DYNAMICS

Budget brands are gaining share of market

Cigarette Market Share Gain/(Loss) in BPS



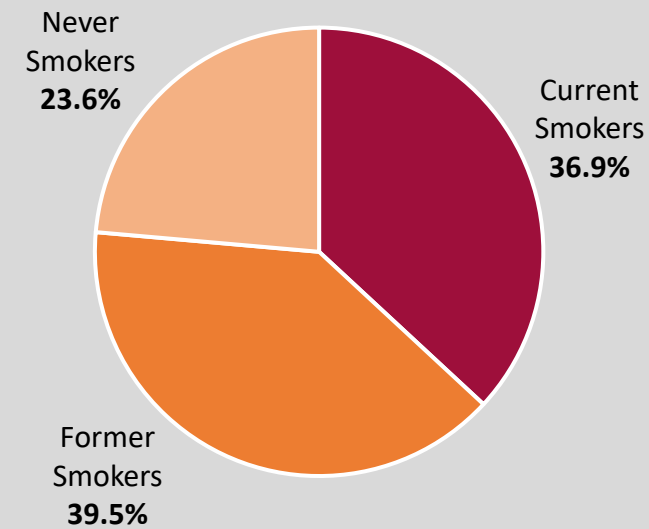
CDC Cigarette Incidence by Income



E-cigarette growth modest among current smokers

- 80% of nicotine sales in convenience stores is still cigarettes
- Over 60% of e-cigarette users are not current smokers

E-Cigarette Users by Cigarette Smoker Type



Manufacturing and Distribution Platform



PRIMARY MANUFACTURING



TAAT's production facility in Las Vegas converts hemp biomass into TAAT flavoured smoking material

- Currently expanding to ~25,000 square feet

SECONDARY MANUFACTURING



Leveraging world-class contract manufacturing and packaging of cigarettes from TAAT material at a per-unit price

Ship product pallets directly to wholesalers

Highly scalable

DISTRIBUTION



Leverage existing tobacco sales channels

- State-specific and region-specific distributors
- No need to hire excess sales team members, accountants, etc.

- Focus on brand-building and other proprietary activities in-house while outsourcing secondary manufacturing
- Cost-effective strategy that supports growth and developing best practices



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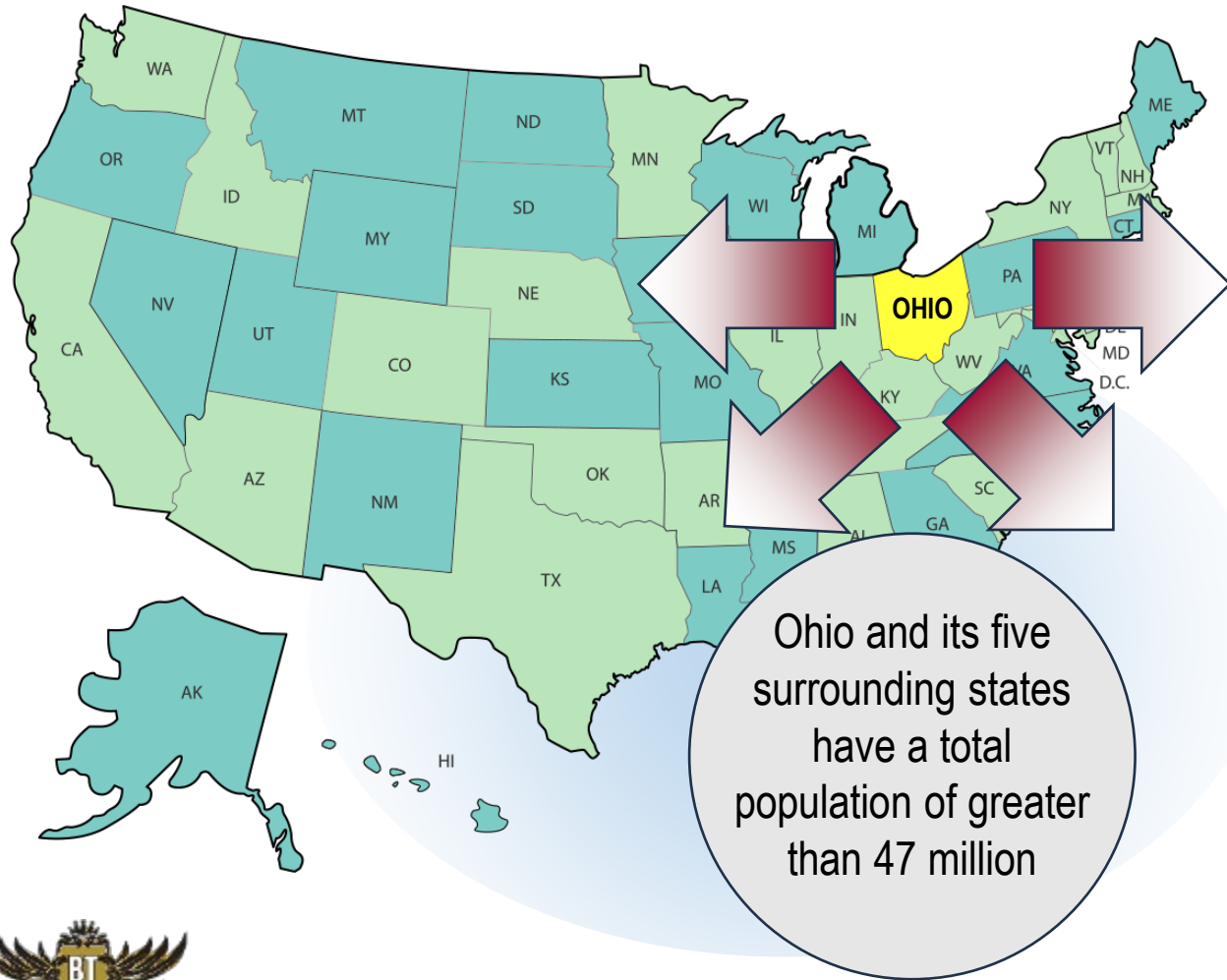
TAAT products represented by CROSSMARK, Inc.

- Large Texas-based sales agency holds relationships with more than 100,000 convenience stores, regional and national chains, wholesalers and distributors
- Supports in-store acceptance, merchandizing and re-ordering of TAAT products
- Extensive promotional, trade marketing and analytics support

Leveraging CROSSMARK's capabilities to expand product reach



Marrying Sales and Production Through a Curated, Managed and Staged Rollout



Products launched in Ohio in first phase of broader rollout

- Products are already in ~150 stores in Ohio, with ~60% of stores that have had the product for at least four weeks making follow-up orders to date

Utilizing knowledge from e-commerce to support rollout strategy

- Prioritizing states with strong early adoption based on online sales



TAAT cigarettes on sale through website as of February 17, 2021

- More than C\$150,000 of sales in first few days
- Nearly 6,000 new users visited online store in first 48 hours, generating 36,830 page views

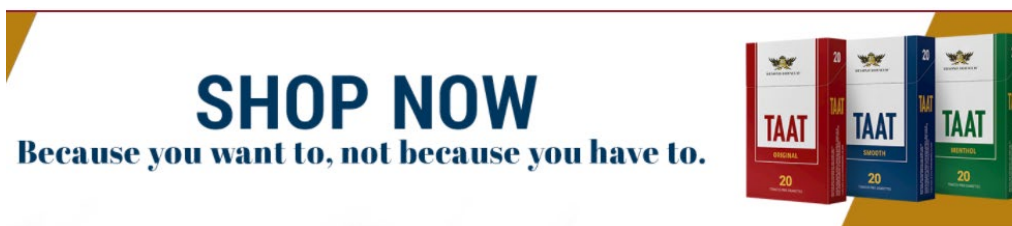


Bundle
TAAT™ Taste Explorer Bundle



\$16.99

Add to cart



Original
TAAT™ Original Carton



\$38.99

Add to cart



Innovative and Cost-Effective Marketing Strategy



INHERENT AND UNIQUE ADVANTAGES

Ethical marketing

- Selling to legal-age smokers through proven channels

Prices significantly below tobacco cigarettes

Serving highly targeted, customized digital ads to legal age-smokers through proprietary exchange developed by partner agency

- Ability to deliver ads to pre-qualified consumers as they near potential points of sale
- Serve additional ads to customers that respond to ads
- No need to go through ad brokers like Google and Facebook, meaning higher utilization on marketing spend

Launched 15-second video ads on gas pump displays

Selling products through both the e-commerce and “Bricks & Mortar” channels

- Superior margins and no competition from tobacco cigarettes in the e-commerce channel





Feel the Cool.

GET
YOUR
FREE
PACK



TRYTAAT.COM



Satisfied.

GET
YOUR
FREE
PACK



TRYTAAT.COM



All things are possible.



TRYTAAT.COM

GET
YOUR
FREE
PACK



It's time.

GET
YOUR
FREE
PACK



Impressive.

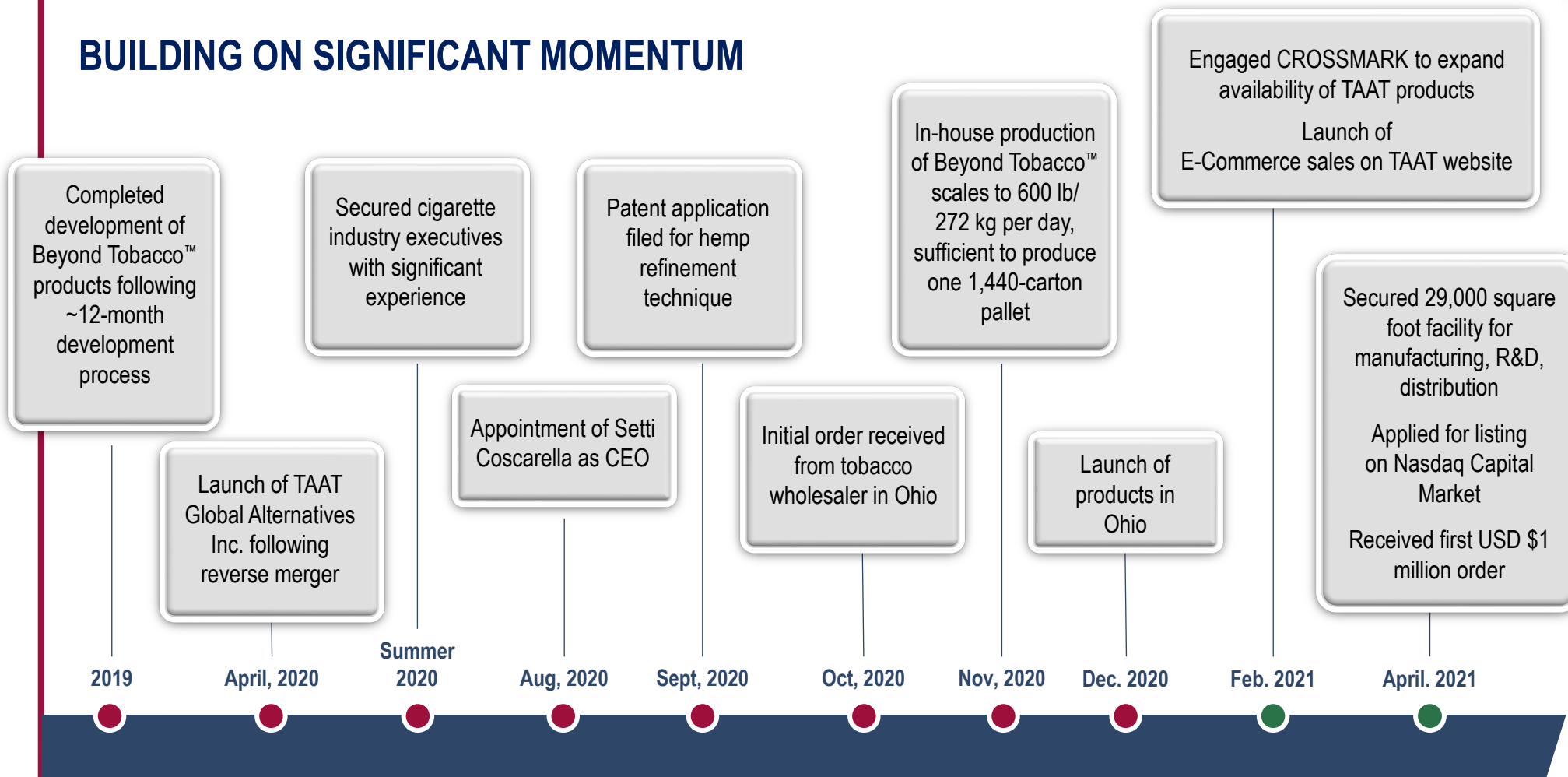
GET
YOUR
FREE
PACK



Leveraging Our First Mover Advantage



BUILDING ON SIGNIFICANT MOMENTUM



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TAAT Management Team



Setti Coscarella

(Chief Executive Officer)

Joined TAAT after leading a successful dedicated Reduced-Risk Product unit at Phillip Morris International. Brings extensive experience across a wide variety of disciplines

Tim Corkum

(Chief Revenue Officer)

Over 20 years at Philip Morris International, specializing in sales commercialization, direct-to-store supply chain management, and international product launches

Joel Dumaresq

(Chief Financial Officer)

Over 30 years of experience in finance and investment banking, as well as significant management experience in the natural resources sector. Previously CEO of TAAT.

Joe Deighen

(Founder, Research and Development)

Oversees R&D and production for TAAT. Production and distribution experience in the United States and internationally



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Michael Saxon

More than 20 years of senior management experience in the international tobacco industry. Consultant to blue-chip institutional investors and venture capital and private equity firms.



Kit Dietz

More than three decades of experience in convenience wholesale. Lengthy board-level experience in the cigarette industry.



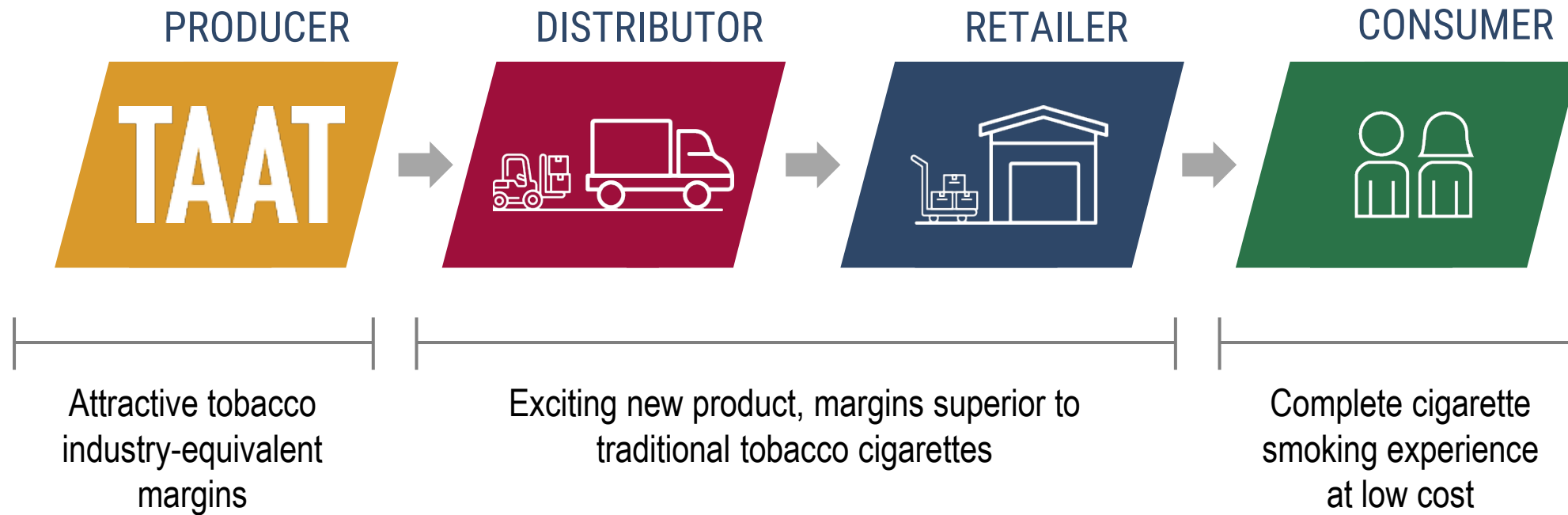
Dr. Cindy Orser

Extensive experience as an executive scientist at biotechnology and analytical diagnostic companies servicing U.S. government federal agencies.





STRONG INCENTIVE TO SUPPORT TAAT'S BRANDS ACROSS THE SUPPLY CHAIN



Meeting Our Operating Benchmarks



Focused on building a highly profitable, high-margin business

- Reporting measurable benchmarks
 - Number of stores
 - Average selling price
 - Total volume
 - Growth in volume
 - Re-order rate
- Tracking points of sale
 - Brick and mortar
 - E-commerce



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Programmed Capital Markets Approach



Since listing on the Canadian Securities Exchange in June 2020, TAAT has completed multiple financings at increasing valuations

Votes of confidence from strong, recognized investors

- Ms. Debbie Chang, co-founder of Horizons Ventures, subscribed to October 2020 private placement

Expanding network of support among capital markets participants



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Taatglobal.com

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