

GreenStreme™

a
STRAT BRANDS GROUP
company

2018

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STRAT BRANDS GROUP INC. (SBG)

GreenStreme: A Waste to Resource story

- ▶ The Consumer, Commercial and Industrial DEMAND for environmentally-friendly natural supplements

is HUGE.

- ▶ Strat Brands Group Inc. ANSWERS that demand.

BUSINESS OVERVIEW

DESCRIPTION OF THE BUSINESS

Strat Brands Group (SBG) is a new green technology company preparing to launch an organic fertilizer trademarked “GreenStreme™” that is derived from fresh fish processing using a patented cold hydrolysis technology. This technology creates a nutrient rich fertilizer alternative without the offensive smell common to competitive products and answers the call for sustainable (organic) agriculture that is growing so fast that consumer demand is outpacing domestic supplies.

Fertilizers are added to the soil in order to increase the supply of essential nutrients that boost the growth of plants and vegetation in that soil. With the rapid increase in global population there has never been a time when fertilizer use was in such demand to maintain and grow agricultural yield. Unfortunately, the long-term impact on fertilizer use is also known to deplete the quality of soil, cause eutrophication (flow of harmful nutrients into bodies of water that promote algae blooms), negatively impact human health and is a contributing cause of climate change across the globe.

SBG recently acquired the GreenStreme™ fish fertilizer product that was an overlooked market opportunity for the previous owner. Although the owner was awarded both U.S. and Canadian patents (2010/2014) after extensive and successful testing, it lacked the working capital to launch a commercial production and distribution business.

Governments and the social conscience of its citizens are pushing for accelerated use of organic fertilizers but the source and quality of its supply continues to be the challenge. This change in customer attitude and purchasing behavior has created a growing demand for organic products with a large amount of organic fertilizers being derived from plant and or animal sources like fish waste processing.

GreenStreme is a “waste to resource” organic fertilizer produced from fresh fish waste and turned into a stable liquid with common attributes of a chemical-based fertilizer (nitrogen, phosphorus and potassium) PLUS important micro-nutrients including zinc, iron, manganese, molybdenum, and copper. The nitrogen and other nutrients are chelated, so they are readily available for plant utilization. Unlike fish emulsions, the patented GreenStreme production method uses a unique cold hydrolysis process that nearly eliminates the unpleasant odors associated with competitive products while maximizing the retention of fish proteins and oils.

GreenStreme has proven to be significantly different from other fish fertilizers on the market, and the company believes that sales will ramp up exponentially after a successful small-scale entry into the retail marketplace in Q1, 2019.

SBG expects to launch future products using organic, non-toxic formulations, for consumer, commercial and industrial markets.



Fish farm



Rainbow trout

TARGET MARKETS

Strat Brands Group Inc. (SBG)

The DEMAND:

Organic farming requires non-toxic fertilizers

Golf courses and municipalities need eco-fertilizers to transition away from traditional chemicals

New approved and regulated cannabis grow-ops want superior fertilizers

The ANSWER:

Strat Brands Group has a patented (U.S./Canada), proven and tested

Waste to Resource fish fertilizer – GreenStreme - using unique eco-processing
to produce a MACRO and MICRO nutrient-rich product

AND

is a Cannabis 'Pick and Shovel Play'

Agriculture

Cash crop organic farmers
Greenhouses, horticulture

Turf

Golf courses
Municipal turf management
Retail home & garden

Cannabis

U.S. State approved grow-operations
Canadian government regulated grow-operations

INTELLECTUAL PROPERTY



Unlike fish emulsions, the patented GreenStreme™ production method uses a unique cold hydrolysis process that nearly eliminates the unpleasant odors associated with competitive products while maximizing the retention of fish proteins and oils along with the micro and macro nutrients naturally found in fish. The nitrogen and other nutrients are chelated, so they are readily available for plants consumption.

Intellectual property protection:

PATENTS

U.S. Patent # 7,678,171 B2

Canadian Patent # 2,546,156

TRADEMARK - GREENSTREME

Third party accreditation to be completed:

OMRI (Organic Materials Review Institute)

UL ECOLOGO certification

THE MARKET AND MAJOR PLAYERS

There is a double-digit growth in the organic food and drink market, which is anticipated to create a heavy impact on the global organic fertilizer market. Organic agricultural land has shown an increase of about 30% in the last 10 years.

Suppliers

The suppliers of raw fish waste are principally the freshwater fisheries of the Great Lakes, which are the largest in the world. Rainbow Trout are a top nutrient-rich input to the GreenStreme™ process.

Clients / End Users

Retail

Consumers who place value on organic products, both for turf and garden use.

Agriculture

Organic vegetable and fruit growers
Greenhouses

Turf

Lawn care service providers
Municipal turf managers
Golf course superintendents

Cannabis



Marijuana/Cannabis growers in
Canada,
the U.S.
and international markets.

Distributors

Distribution will include retail and commercial paths to market.

PRODUCT DEVELOPMENT & REVENUE POTENTIAL

A. CURRENT STATUS

Product has been developed, tested, proven, and will be produced for wholesale/retail/end-user distribution. See Appendix "A" for the GreenStreme™ Financial Plan. This pro forma analysis shows a very conservative EBITDA of \$259,687 for a 59.8% gross operating margin. The pre-money valuation is \$2.50 million. (9.6 X pro forma EBITDA)

B. STEPS TO COMMERCIALIZATION

Full commercialization and broad marketing of GreenStreme after a fundraising campaign (\$1,070,000 USD goal = 30% equity stake) launching in Jun 2018 on Start Engine, the U.S. leading equity crowdfunding platform.

C. EXPECTED INVESTMENT REQUIREMENTS

\$200,000

D. KNOWN MARKET POTENTIAL

The production of organic fertilizer includes fish meal or fish waste by-products along with blood meal, bone meal and chicken litter that overall make up nearly 50% of the supply now valued at more than \$3.3 B at the end of 2017. This segment is expected to grow with increasing pressure on producers to meet demand. Organic fertilizer produced from fish processing by-products is currently available by manufacturers globally. Unfortunately, most fish-based fertilizer alternatives are usually not preferred due to their offensive smell and processing techniques that ultimately degrade the nutrient value of the fish product. Industry and governments of both highly developed and developing economies have shaped various projects and strategies like targeted subsidies, market investments, capacity expansion and research support for organic agriculture. Such government initiatives and subsidies promoting the use of plant and animal-based fertilizers are fueling the growth of these segments with GreenStreme™ being just one of the new emerging technologies that has been awarded patents in the United States and Canada for its innovative processing techniques.

The demand for organic, or eco- friendly, fertilizer alternatives applies to many sectors including agriculture, turf, and horticulture with opportunities in both retail and wholesale distribution. The company also believes its patented organic fertilizer presents an emerging opportunity for use in the rapidly growing legal marijuana grow industry and personal grow markets. The company believes it's eco-fertilizer is a particularly attractive 'Pick and Shovel' play for the Cannabis sector. With recreational cannabis legislation passing across the U.S. and most recently in California, that state's market is expected to reach \$4 billion by 2020 alone – according to Cannabis Stock Trades (Apr 30, 2018). By 2030, according to a new report from research firm Cowen & Co., U.S. legal cannabis sales are set to reach \$75 billion. Compare that to the roughly \$60 billion in U.S. sales of wine today.

E. COMPETITION

GreenStreme™ believes it's fertilizer/supplement is much higher in quality than existing organic products supplied by competitors. It's profile of low odor, low micron particle size to accommodate existing liquid fertilizer application equipment, and high micro and macro-nutrient content, differentiate it from products currently available.

MARKET STRATEGY

A. PRODUCTION STRATEGY

The registered office of GreenStreme™ - Strat Brands Group, is 5829 W. Sam Houston Parkway North, Suite 610, Houston TX 77041. Production is outsourced to GreenStreme Inc. in Barrie ON, Canada, where raw material will be transported from fresh fish processing facilities in Ontario using 3rd party refrigerated trucks. The product will be shipped to Houston for U.S. distribution.

B. DISTRIBUTION STRATEGY AND STRATEGIC RELATIONSHIPS

GreenStreme will use Q1 2019 to establish exclusive distribution agreements with strategic partners in each of the three targeted market segments in the U.S. and Canada – one distributor for Agriculture, one distributor for Turf, Retail and Greenhouses, and one distributor for Marijuana/Cannabis authorized licensed producers. It is anticipated that these relationships will take between 3 to 4 months to take effect from the time initial proposals are made.

The fertilizer industry in North America is enormous. STRAT BRANDS GROUP will be representing GreenStreme™ at the MJBizCon in Las Vegas Nov 14-16, 2018, the largest cannabis industry conference in the world.

C. TIMING



Strat Brands Group expects GreenStreme™ to have a limited roll-out in Q1 2019 ramping up to full commercialization in Q2 2019.

Disclaimer

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, 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.

STRAT BRANDS GROUP MANAGEMENT

Justin Marek, President/Treasurer, Officer/Director

Kevin Fox, Secretary, Officer/Director

Jeffrey Hughes, Director

Michael Beckley, Executive Vice President

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APPENDIX A

GREENSTREME™ TECHNOLOGY REVIEW

Fish fertilizers are derived from fish processing waste material. Some manufacturers will chemically, mechanically, or thermally extract the fish oils from the material, and then use the remains to produce their fish fertilizer product. Often they will supplement the product with nutrients which have been removed through processing.

In general terms, raw fish waste (which is initially odorless but is unstable), is processed in some way to obtain a usable deliverable.

What is it: emulsion made up of: water, processed fish waste and acid.

Texture is: “soapy”, product is a brown liquid with low odor.

Chemistry: cold processing

1. It is believed that most other fish fertilizers utilize waste that has been processed by the introduction of enzymes or the application of heat and/or pressure to generate or assist in the breakdown of proteins into amino acids, which are water soluble.
 - a. The application of heat and/or pressure denatures the amino acids
 - b. Enzymes make the amino acids fully soluble, disabling any potential for slow release
 - c. Molybdenum and other micronutrients are not stable at elevated temperatures and may be destroyed through the processing of the material.
2. GreenStreme™ cold processes the raw fish processing waste material by introducing a mild acid (acid hydrolysis at room temperature) to break down proteins into amino acids while stabilizing the product. The emulsion is then screened for particulates which remain in the product.
 - a. By denaturing the proteins in this way, the efficacy is improved compared with other products, as more of the starting components are retained during the processing. These nutrients will in turn be available to vegetation as the material clings to the soil particles.
 - b. Acid hydrolysis does leave some protein matter insoluble, thus allowing for slow release
 - c. Creating the product from all fish waste, without selectively removing some components retains nutrition in the blend. It also leaves some fish oil which aids in the longer term effect of the product.
 - d. Molybdenum retention is ~ 6 ppm, which is a key nutrient involved in facilitating nitrogen fixation in the soil. This may be a contributor to the root growth found in the University of Guelph Greenhouse study. 100 parts of Raw Materials yields a fertilizer that is:
 - 95% water soluble
 - 5% insoluble
 - <1/2 % particulates

Plants require eighteen elements found in nature to properly grow and develop. Some of these elements are utilized within the physical plant structure, namely **carbon (C)**, **hydrogen (H)**, and **oxygen (O)**. These elements, obtained from the air (CO₂) and water (H₂O), are the basis for carbohydrates such as sugars and starch, which provide the strength of cell walls, stems, and leaves, and are also sources of energy for the plant and organisms that consume the plant.

Elements used in large quantities by the plant are termed **macronutrients**, which can be further defined as **primary** or **secondary**. The primary nutrients include **nitrogen (N)**, **phosphorus (P)**, and **potassium (K)**. These elements contribute to plant nutrient content, function of plant enzymes and biochemical processes, and integrity of plant cells. Deficiency of these nutrients contributes to reduced plant growth, health, and yield; thus they are the three most important nutrients supplied by fertilizers. The secondary nutrients include **calcium (Ca)**, **magnesium (Mg)**, and **sulfur (S)**.

The final essential elements are used in small quantities by the plant, but nevertheless are necessary for plant survival. These **micronutrients** include iron (Fe), boron (B), copper (Cu), chlorine (Cl), Manganese (Mn), molybdenum (Mo), zinc (Zn), cobalt (Co), and nickel (Ni).

GREENSTREME™ CONTAINS:

Primary Macronutrients: nitrogen (N), phosphorus (P), and potassium (K)

Secondary Macronutrients: calcium (Ca), and sulphur (S)

Micronutrients: iron (Fe), copper (Cu), manganese (Mn), molybdenum (Mo), zinc (Zn),

MANAGEMENT BIOS

JUSTIN MAREK

PRESIDENT / TREASURER, OFFICER / DIRECTOR



Justin is an inventive conceptualist with an intelligent eye for new methods and progressive design modalities, designing for top tier brands such as Mitsubishi, McDonalds, NBC.com and TapouT.

As **Lead Media Developer** with EyeRockDigital (2006-2008), he led the development of 25+ specialized channels on one of Canada's first IPTV networks, creating an intuitive online content platform delivering millions of minutes of engagement daily.

As **Lead UX Designer** with Itibiti Systems Inc. (2008-2010) Justin designed customized VOIP applications for NBC.com and McDonalds. Those applications provided free calling to users and a direct ad-driven desktop portal for the clients.

As **Creative Director** with Ortsbo Inc. (2010-2011)

Justin designed a multilingual interface that allowed users to instantaneously translate their social media conversations between 53 languages, setting a Guinness World Record with Gene Simmons and Paul Stanley in 2011 for the "Largest International Online Chat." Users from over 92 countries participated in the Live Event.

Also in 2011, while on vacation in Mexico trying to rent a car, Justin conceived of a unique and intuitive translation solution using a single device while allowing two individuals to have a conversation while speaking any of the 53 enabled languages. Utilizing accelerometer technology Justin patented a way of translating a natural interaction.

As **Chief Technical Officer** with Revive Bioscience (2012-2014) he created and coordinated online advertising campaigns for TapouT Muscle Recovery as well as a complete branding experience.

As **Co-Founder & CTO** of Elle Brands Inc. (2013-2015), utilizing industry knowledge Justin spearheaded a software suite that leveraged long-tail sales tactics and organically optimized marketing messaging into a scalable product delivery system which created a number of successful Facebook campaigns for a wide variety of products spanning all popular consumer categories.

As **Founder & Chief Engineer** of Marek Industrial Art (2016-2018) Justin created a critically-acclaimed 2-day art happening in Toronto's Distillery District, while designing e-commerce driven online business platforms for clients and specializing in structural artwork.

KEVIN FOX
SECRETARY, OFFICER / DIRECTOR

Kevin Fox has been on the leading edge of the communications and broadcast industries for over 25 years, as CEO of ReSource Media Inc. During this time he has been recognized by the industry and by his peers for his creative excellence and business leadership. He has worked in over 105 countries and has produced programming on all seven continents. On any given week his series and specials are seen in tens of millions of households across the globe. A focus has been producing eco-themed programming based on 'Green is good business.'



JEFFREY HUGHES, DIRECTOR

Jeff Hughes has served in business management for the past 20 years. Currently serving as Vice President of Operations for Ecolo Environmental for the past 7 years and 6 years previous as General Manager. Owner and operator of AmeriTex Exterminating in East Texas prior to his employment with Ecolo Environmental. Currently owner and license holder for BugDefence, Houston's largest manufacturer, distributor, and service provider of mosquito misting equipment and solutions.



MICHAEL BECKLEY, EXECUTIVE VICE PRESIDENT

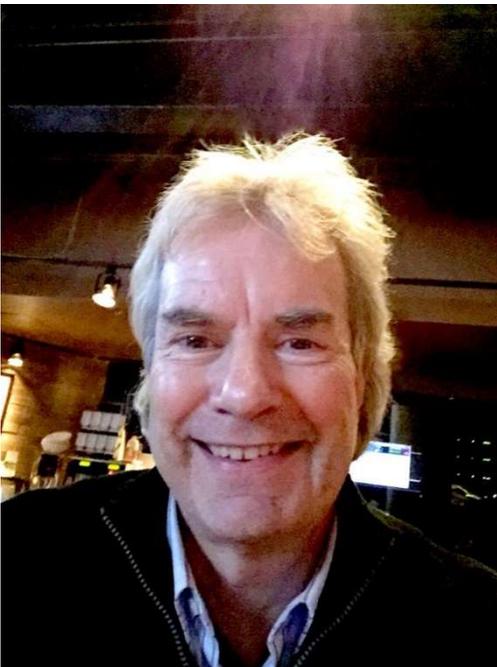
Michael Beckley delivers strong, sustainable, corporate and financial gains in challenging international markets through decisive leadership, influence and action. He brings rich experience as a senior manager in creating strong annuity driven distribution and service models with a focus on capacity building in private and public enterprises. Some of his experience includes:

- a proven track record in start-up, acquisition and turn-around campaigns of multi-national organizations.
- led the acquisition, re-location and re-structuring of multiple US and Canadian environmental products manufacturing, distribution and service companies
- developed, patented and commercialized several distinct and innovative environmental technologies,
- implemented distribution and joint venture partnerships in over twenty countries.

Leadership and talent development is an important priority for Mike. He believes that people are central to success and places tremendous focus on building world-class teams that are well equipped to achieve corporate growth strategies. He holds Diplomas in Civil and Environmental

Engineering Technology, is a Certified Engineering Technologist (CET) and is on the regional board of directors as college liaison with the Ontario Association of Certified Engineering Technicians and Technologists (OACETT).

EARL MAREK, SENIOR VICE PRESIDENT



Earl Marek continues to build successful international private equity experience after holding investment management and officer positions in several North American blue chip financial institutions over a 30 year career. He led the multi-million dollar acquisition of a leading North American environmental solutions company by a major Chinese wastewater and reclamation corporation, taking an initial discussion to closing in 6 months, including Chinese government approvals.

He has straddled both the music and finance industries for decades, combining studio work (guitarist, arranger, composer) with concerts in Europe, the U.K., and North America, as well as serving as Vice President in several leading U.S. and Canadian investment firms. Earl is also co-founder of A8Studios Inc., a social commerce company, that uses television, web and mobile platforms to create global communities. It's also an e-commerce driven, creative content company, riding the shift from the information technology era to the data technology era.

