



BFYW
BETTER FOR YOU
WELLNESS

OVERVIEW PRESENTATION — CONFIDENTIAL

Forward-looking statements

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Forward-looking information is based upon a number of estimates and assumptions of management at the date the statements are made including among other things assumptions about: favorable equity capital markets, the ability to raise sufficient capital to advance the business of the Company, favorable operating conditions, global economic and regulatory stability, obtaining and maintaining all required licenses and permits, receipt of governmental approvals and permits, sustained labour stability, stability in financial and capital goods markets, the pricing of various products, and the level of demand for cannabidiol beverages and the Company achieving its proposed business plans and objectives. Many assumptions are based on factors and events that are not within the control of the Company and there is no assurance they will prove to be correct.

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Investing in today so the world is better tomorrow

PLANT FOCUSED
SUSTAINABLY SOURCED
SCIENCE BACKED



BETTER FOR YOU WELLNESS, INC

(OTC: BFYW)

◆ OTC: BFYW ◆

Based in Columbus, Ohio, Better For You Wellness, Inc. is a publicly-traded company that seeks to vertically and horizontally integrate synergistic enterprises within the rapidly-growing \$1.5T wellness industry to create a leading global wellness conglomerate.

HEALTH • FITNESS • NUTRITION • APPEARANCE • SLEEP • MINDFULNESS



Better For You
Wellness, Inc.
is evaluating
opportunities
targeting 6 wellness
focus categories
using a dual buy +
build model

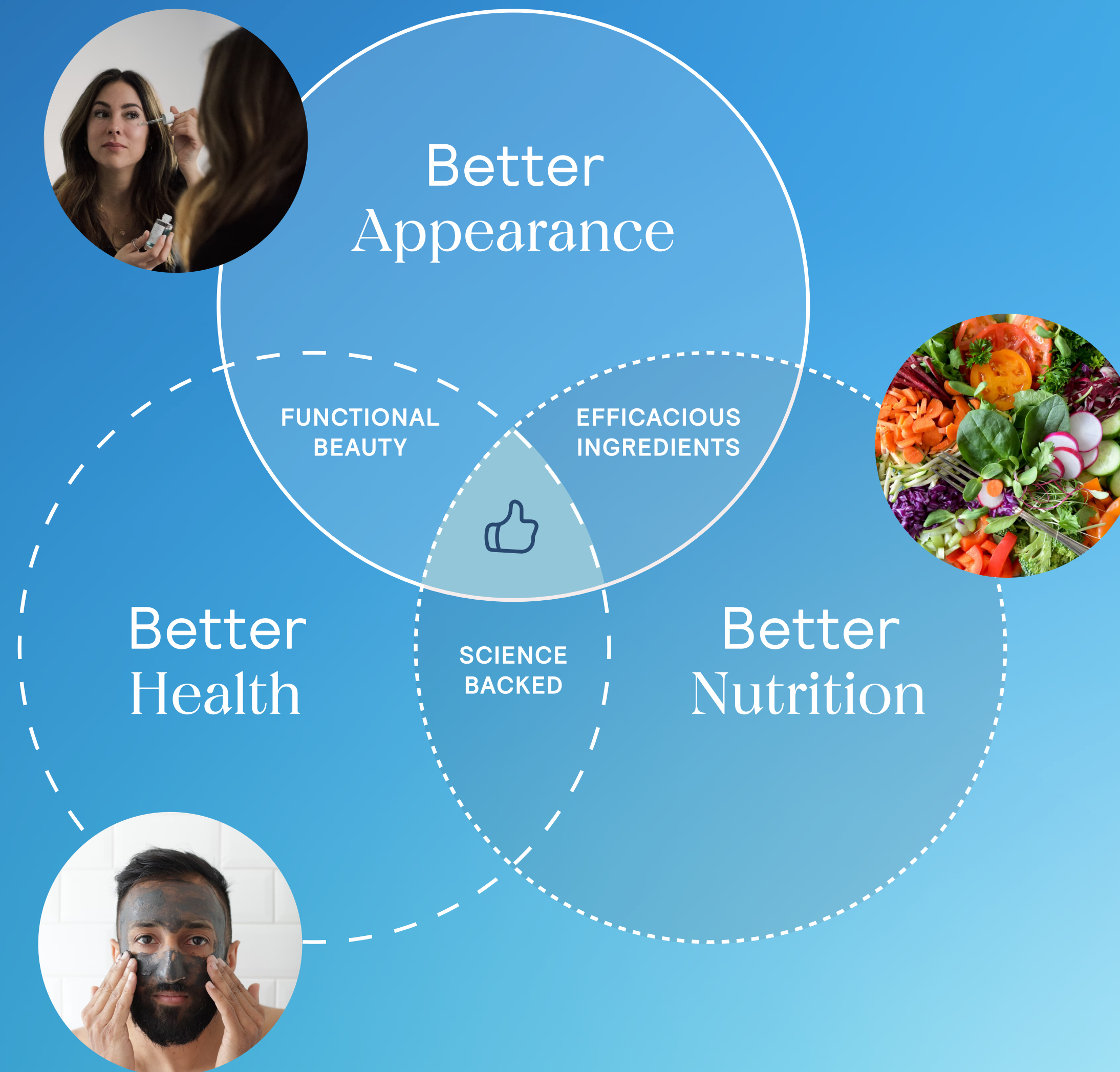
TARGETING 6 DIMENSIONS OF WELLNESS



1. **Wellness is constantly evolving** from a consumer perspective. These 6 goals-based categories are the ones that interest consumers most. *McKinsey & Company*

Targeting Skincare First

By targeting the skincare sector first, BFYW is establishing strength and market share spanning three core wellness goals.



2. The global skincare market is projected to grow from \$100.13 billion in 2021 to \$145.82 billion in 2028 at a CAGR of 5.52%. *Fortune Business Insights*

Skincare M&A Targets

BFYW's initial M&A targets are highly synergistic to create a powerful presence in the skincare sector with nascent growth opportunities.



PRODUCTION +



+ MORE

BRANDS

Skincare M&A Pipeline

BFYW's skincare transactions leverage a mix of cash and stock to align incentives and maximize cash investment towards growth.



UNDER L.O.I.

Formulations

Way more than clay... Ironwood acquisition provides
>500 unique formulas developed in-house

SKIN

- Clay
- Peel-off & Sheet
Masks
- Moisturizers
- Toners
- Cleansers
- Scrubs & Exfoliators

BODY

- Body Masks
- Body Wash
- Scrubs & Exfoliators
- Soaps

HAIR

- Shampoo
- Conditioner
- Hair Masks
- Scalp Treatments



Facility

Ironwood's 22,616 square foot facility offers valuable infrastructure:

- Offices
- Onsite R&D lab
- QC testing lab
- Manufacturing space
- Warehousing, shipping and receiving
- Convenient location close to Vancouver seaport and airport
- Accredited with Health Canada (NHP), USA FDA, Halal, GMP and ECOCERT/COSMOS
- Certified by Quality Assurance International as an Organic Handler



Manufacturing

Ironwood's manufacturing facility has ample production capacity :

- Tube Filler
- Bottles and Jars Filler
- Sheet Mask Machine
- Sachet Filler
- Microfluidizer
- Labeler
- Inkjet Laser Coder
- Heat Sealing Equipment
- Shrink Wrapper
- and More...



NENA

NENA brand has strong Canadian distribution with DTC and international potential:

- Simple, Clean and Sustainable brand ethos
- Distributed in over 500 retail outlets including Rexall, Pharmasave, Well.ca. WholeFoods and major health and wellness stores across Canada, ready for expansion into US, EU and Asia market
- Products recently featured in popular beauty subscription box service, Ipsy
- Small, but growing online and DTC presence



NENA's Canadian Distribution Strength

Ironwood's NENA brand is currently distributed in >500 Canadian retail doors with a growing online presence.



(NASDAQ: AMZN)



Mary Louise Cosmetics

A small acquisition with big potential, Mary Louise Cosmetics is one of the fastest growing BIPOC-owned beauty brands:

- Targeted at Gen. Z, Gen. X, Millennials
- Minimal but effective ingredients
- Playful and Easy-to-Use brand ethos
- Profitable DTC e-commerce model with opportunity to expand in retail
- Recent retail expansion into Macy's and JCPenney
- 5 SKUs with opportunity for line expansion



Mary Louise Cosmetics breaking into Big box

Mary Louise Cosmetics is just beginning its
retail expansion efforts



(NYSE: M)



+ MORE COMING...

Cannuka

A retail darling with DTC and international potential, Cannuka is one of the leading CBD beauty brands:

- Targeted towards mass-prestige market
- Formulas use CBD + Manuka honey
- All-natural, soothing brand ethos
- In 1,500+ US retail doors and recent UK and EU launch
- Proven DTC profitability potential, with an opportunity to refine and scale



Cannuka's Retail Relationships Open Doors

Cannuka's retail relationships offer tremendous expansion opportunities for NENA and Mary Louise Cosmetics, and vice versa.



(NASDAQ: ULTA)



(NYSE: M)

REVOLVE

(NYSE: RVLV)

EXPRESS

(NYSE: EXPR)



(NASDAQ: QRTE.A)



Expand Into New Verticals In '22

Once the skincare vertical is established in H1 '22, BFWW intends to build + buy verticals targeting other wellness goals



Better
Appearance



Better
Health



Better
Nutrition



Better
Fitness



Better
Sleep



Better
Mindfulness

SKINCARE

FUNCTIONAL FOOD & BEVERAGE

SUPPLEMENTS, ADAPTOGENS, & NOOTROPICS

Founders Combine Business & Branding

The founders' skill sets are uniquely
applicable to BFYW's dual buy & build model



IAN JAMES

CEO, Director

30+ years experience in
highly-regulated industries:

- Gaming
- Alcohol
- Cannabis & Hemp
- and more...



STEPHEN LETOURNEAU

CHIEF BRAND OFFICER,
DIRECTOR

20+ years of marketing and
branding experience:

- Restoration Hardware (NYSE: RH)
- Kate Spade (Formerly NYSE: KATE)
- and more...

Positioning Governance To Uplist

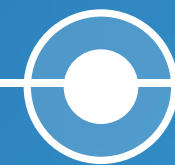
Management has been working closely with counsel to meet corporate governance requirements for up-listing

August
2021



FAST TRACK SOLUTIONS,
INC. FILES CHANGE NAME
AND TICKER

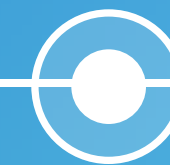
September
2021



BETTER FOR YOU
WELLNESS APPOINTS 5
INDEPENDENT DIRECTORS

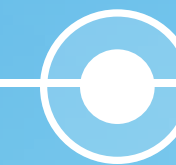
FINRA APPROVES NAME CHANGE
TO BETTER FOR YOU WELLNESS
AND TICKER CHANGE TO BFYW

October
2021



BETTER FOR YOU WELLNESS
FORMS 3 MEMBER INDEPENDENT
AUDIT COMMITTEE AND FORMS
3 MEMBER INDEPENDENT
COMPENSATION COMMITTEE

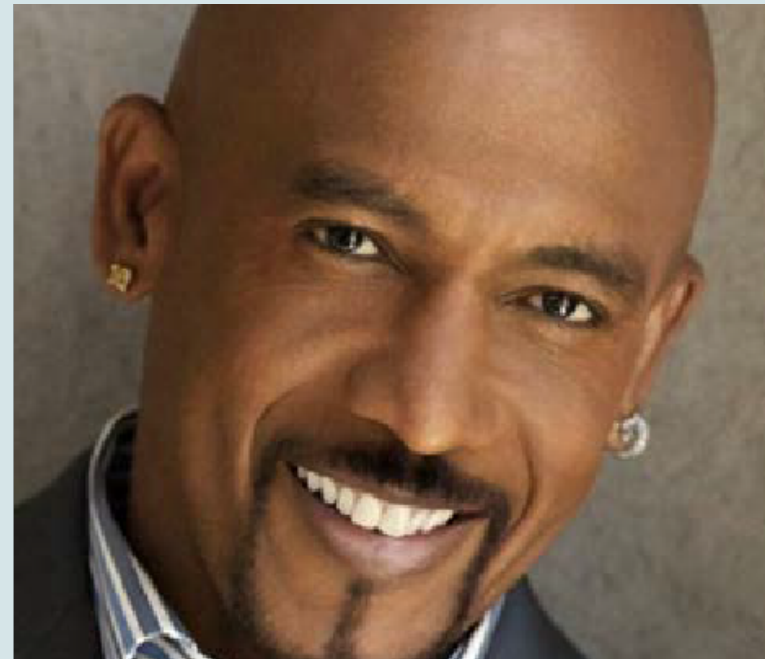
November
2021



ANNOUNCES PLAN TO UP-LIST
TO OTCQB AND CURRENTLY EVALUATING
INVESTMENT BANKING ADVISORS FOR
CAPITAL RAISE INITIATIVES

5 Strategic Independent Directors

The founders' skill sets are uniquely applicable to BFYW's dual buy & build model



MONTEL WILLIAMS

**DIRECTOR, AUDIT COMMITTEE
COMPENSATION COMMITTEE**

Influential businessman, health advocate, decorated Naval veteran, and more:

- Emmy winning TV personality & radio talk show host
- Founder of Helius Medical Technologies, Inc (TSX: HSM) (NASDAQ: HSDT)
- 11x Naval Honors/Medals
- and more...



JOSEPH WATSON

**DIRECTOR, AUDIT COMMITTEE,
COMPENSATION COMMITTEE**

Executive-level leader and visionary in the pet industry, and more:

- President and Chief Executive Officer of Petland, Inc
- Board of Trustees of Shawnee State University
- Chairman of the Board of Trustees of Adena Health System
- and more...



**CHRISTINA
JEFFERSON**

DIRECTOR

Former Sephora Executive

- Director of Diversity, Equity, and Inclusion for the San Francisco 49ers
- Led Sephora's social impact and diversity and inclusion programs to foster inclusivity across stores, corporate offices, and distribution centers.
- and more...



DAVID DEMING

DIRECTOR, AUDIT COMMITTEE

Senior-level investment banking veteran, experienced public company board member, and more:

- Partner of COO of ID Fund
- JPMorgan MD of Global Healthcare Banking from '91 to '03 (NYSE: JPM)
- Frm. Director of Sorrento Therapeutics Inc (NASDAQ: SRNE)
- and more...



DR. NICOLA FINLEY, MD

DIRECTOR

Board certified internal medicine physician, wellness expert, and more:

- Adjunct Faculty at University of Arizona
- Advisory Board Member of the Global Wellness Summit
- Advisory Council Member at Luma Wealth
- Research Published in American Journal of Lifestyle Medicine and Beyond
- and more...



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