



HEALTHIER CHOICES MANAGEMENT CORP.

October 2022 – LD Micro Main Event XV Conference
Information Deck

Forward Looking Statements

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HCMC AT A GLANCE

- HCMC Current Company Status
 - Overview of Financial Position – End of 2022 Q3
 - Status Post - Green's Acquisition
 - Brick and Mortar Natural & Organic Health Food Grocery Stores
 - Healthy Choice Wellness Centers
 - Online Stores
 - Our IP Suite –Patent Infringement and Q-Cups®
- HCMC/NewCo Spinoff
- HCMC/NewCo Strategy moving forward

HCMC Company Status End of Q3

- Annualized revenue approximately \$28M
 - 2022 – Record breaking 9 months revenue \$17M up 67.5% from \$10M in 2021
 - 2022 – Gross Margin for 9 months increased by \$1.8M for a record breaking total of \$6.2M up 42.5% from approximately \$4.3M in 2021
 - 2022 – Record breaking 3rd Quarter revenue of \$5.8M up 77% from \$3.3M in 2021
 - 2022 – Gross Margin for 3rd Quarter increased by \$0.5M for a total of \$1.9M up 35.7% from \$1.4M in 2021
- * 2022 Of the \$1.9M 3rd Quarter adjusted Ebitda loss approximately \$900k due mostly to non-recurring expenses



HCMC Company Status Post Green's

Annualized projected revenue approximately \$60M

- Company has liquid cash reserves of approximately \$13M
- Company has additional restricted cash of \$13.25M –

Total in excess of \$26M on the balance sheet

- Market Cap is approximately \$51M
- 14 Brick and Mortar Natural & Organic Health Food Grocery Stores
- 3 Healthy Choice Wellness Centers
- Online Stores including TheVitaminStore.com and TheQcup.com
- Patent Suite – 16 issued patents in the U.S. and Canada





Green's Natural Foods

- 8 locations comprised of:
 - 4 stores in central & southern NJ
 - 4 stores throughout Westchester County, NY
- Store highlights include:
 - Extensive Vitamin and Supplement selection
 - Grocery department featuring a wide selection of natural and organic products.
 - 100% Organic Juice Bar
 - 100% Fresh Organic Produce
 - Daily prepared Grab & Go options
 - Café Menu including made to order salads, wraps and sandwiches.





Mother Earth's Storehouse

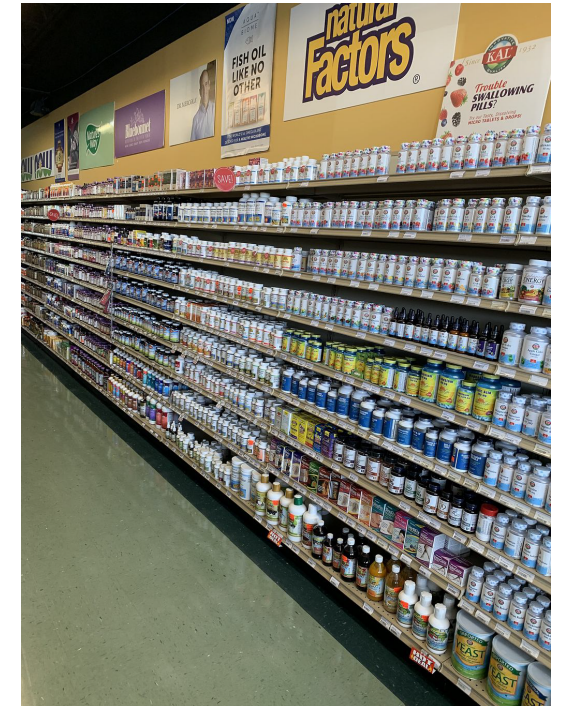
- Two Stores in Hudson Valley, NY:
 - Flagship store located in Kingston.
 - Satellite store located in Saugerties.
- Store highlights include:
 - Extensive Vitamin and Supplement selection
 - Complete Food Service offerings:
 - Fresh Grab & Go (Salads, Wraps, Sandwiches)
 - Deli case
 - Salad bar
 - Café menu
 - Fresh Bakery
 - Robust Bulk section
 - 100% Organic Juice Bar
 - 100% Fresh Organic Produce

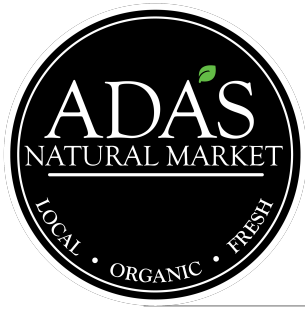




Paradise Health & Nutrition

- Three locations in north, central and southern Melbourne, FL
- Store highlights include:
 - Extensive Vitamin and Supplement selection
 - Robust Grocery department with a focus on natural and organic products.
 - 100% Organic Juice Bar
 - 100% Fresh Organic Produce
 - Store offers national brands but works diligently to promote and feature local providers.





Ada's Natural Market

- Located in Fort Myers, FL
- Store highlights include:
 - Extensive Vitamin and Supplement selection
 - Complete Food Service offerings:
 - Fresh Grab & Go (Salads, Wraps, Sandwiches)
 - Deli case featuring ready to heat meal options
 - Salad bar
 - Olive bar
 - Greenleaf Grill Restaurant
 - Robust Bulk section
 - 100% Organic Juice Bar
 - 100% Fresh Organic Produce





Healthy Choice Wellness Centers

- Three current locations in:
 - Fort Lauderdale, FL
 - Boston, MA,
 - Chicago, IL
- Primary services include IV Hydration Therapy and Intramuscular Injections.
 - Our menu consists of 13 IV drips targeting specific goals such as energy, rejuvenation, weight control and immunity.
 - Our 12 shots focus on enhancing vitamin levels such as vitamin B12, D3, Glutathione and Ascorbic Acid.



Our IP Suite

- 16 patents in the U.S. and Canada
 - Primary focus on vaping, safer vaping, and processes of manufacture of a synthetic/imitation nicotine made from the areca fruit
- Selective Manufacturing
- Q-Cup[®] - Colorado, California, Maine



Reasons for NewCo Spinoff

- Increase shareholder value
- Market reactions to the growth of our “Healthier” acquisitions has been flat
 - Stock Price has remained the same
 - Volume has not significantly increased
- Additional growth to this sector under the HCMC vehicle is not adding shareholder value
- Providing a new vehicle which we anticipate will be listed on a major U.S. Exchange can allow the Healthy Assets currently owned by HCMC to be valued based upon their worth, separate and apart from HCMC and its patent infringement lawsuit against Phillip Morris.
- 100% of NewCo initially issued stock will be given to HCMC shareholders as a dividend based on ownership on a record date to be set. (Subject to conditions)

NewCo Spinoff

- It is anticipated that NewCo will be listed on a major U.S. Exchange and will be comprised of what will be the former assets of HCMC including:
 - 14 brick and mortar Natural and Organic health food stores,
 - Online vitamin store,
 - 3 wellness centers, and
 - Approximately \$3M of HCMC cash reserves
- NewCo has commitments from institutional investors for \$13.25M upon listing
- Annual revenue is projected to be approximately \$60M based on current stores
- NewCo expects to be cash flow positive upon listing

HCMC/NewCo Strategy Moving Forward

HCMC

- Grow our IP suite through R&D
- Protect and monetize our IP through patent infringement enforcement and licensing
- Expand sales of our Q-Cup® products through distribution and licensing
- Expand offering of patented products

NewCo

- Growth and expansion through M&A in our existing business lines as well as in accordance with our “Healthier” mantra
- Continue to open very scalable Healthy Choice Wellness Centers throughout the U.S. and innovatively market them, ie. Recent signing of Jeremy Swayman, NHL All Rookie Team Boston Goalie.