



**TORQUE**  
LIFESTYLE BRANDS

**OTC: TQLB**

**Investor Presentation**

**July 2021**

# *Forward Looking Statements*

Statements contained herein that are not based upon current or historical fact are forward-looking in nature and constitute forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Such forward-looking statements reflect the Company's expectations about its future operating results, performance, and opportunities that involve substantial risks and uncertainties. When used herein, the words "anticipate," "believe," "estimate," "upcoming," "plan," "target," "intend" and "expect" and similar expressions, as they relate to the Company its subsidiaries, or its management, are intended to identify such forward-looking statements. These forward-looking statements are based on information currently available to the Company and are subject to a number of risks, uncertainties, and other factors that could cause the Company's actual results, performance, prospects, and opportunities to differ materially from those expressed in, or implied by, these forward-looking statements.



# Corporate Overview

**Torque Lifestyle Brands** is an emerging leader in the supplements market, leveraging a growth-by-acquisition model and a growing suite of influencers to drive sales in tier-1 brick & mortar retailers nationwide.

- **Diverse Brand Portfolio:** Torque's growing family of in-house brands include [American Metabolix](#), [Storm Lifestyles](#) and [Core Natural Sciences](#)
- **Strong Revenue Growth:** Guidance for >\$1.5 million in sales in 2021 at a healthy 30-40% targeted gross margin profile through use of contract manufacturers
- **Robust Distribution Footprint:** Torque products are sold in 700 tier-1 stores such as GNC with an additional 150 store placements expected in the near-term
- **Influencer Marketing Platform:** Driving aggressive growth leveraging both 'big name' brand ambassadors as well as hyper-engaging fitness micro-influencers
- **Building a Platform Company:** Seeking near-term accretive acquisitions of attractive supplement brands and vertical integration opportunities
- **Planned OTCQB Uplisting:** Planning to complete an audit in anticipation of filing a Form 10 and transition to an OTCQB listed fully reporting company

## Torque Lifestyle Brands

### OTC: TQLB

Share Price <sup>1</sup>	\$0.19
Market Cap <sup>1</sup>	\$3.9M
Cash & Cash Equivalents <sup>2</sup>	\$0.8M
Convertible Notes	\$0
Shares Outstanding	20.2M
Float	1.7M
Headquarters	Denver, CO

1. As of June 4, 2021

2. At March 31, 2021

### Tier-1 Distribution Partnerships

**GNC**

**M nutrition**  
BY MAX MUSCLE™

KING OF SUPPLEMENTS  
**ROCK'S**  
DISCOUNT VITAMINS  
-N-  
MORE

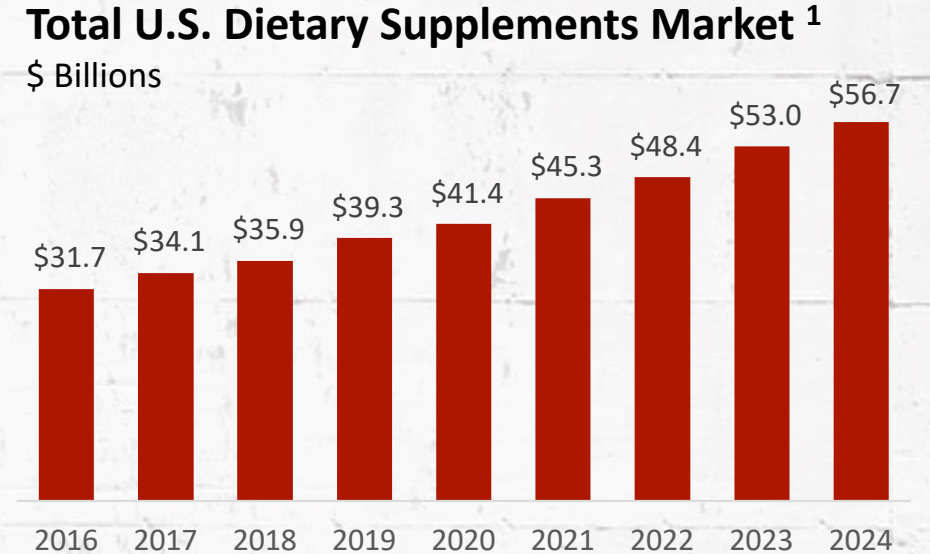
**amazon**

**VEGAS DISCOUNT NUTRITION**

**TORQUE**  
LIFESTYLE BRANDS

# Market Opportunity

- **U.S. dietary supplements market expected to reach \$56.7B in market size by 2024<sup>1</sup>**
- **Growth Drivers:**
  - Increasing number of athletes and bodybuilders who are the major consumers of sports nutrition products
  - Escalation of obesity and dietary health disorders driving adoption of healthier lifestyles that include
  - Growing health awareness of protein-based products and ketogenic diets
- **Several faster developing niches including:**
  - Global **Sports Nutrition Market** size expected to reach \$33.0B by 2028<sup>2</sup> with a CAGR of 9.3%
  - The global **Ketogenic (Keto) Diet Market** is expected to reach nearly \$15B by 2027 and was recently ranked as the most popular consumer diet<sup>4</sup>



**~90,000**

Health Food Stores in the U.S.<sup>5</sup>

1) [Statista](#) 2) [Polaris Market Research](#) 3) [Grand View Research](#) 4) 7th annual Pollock Communications and Today's Dietitian "What's Trending in Nutrition" 2019 survey 5) [ibisworld](#)



# Torque Family of Brands



## American Metabolix

Leading producer of sports nutrition and health supplements products.



## Storm Lifestyles

Apparel, supplements, beverages, and gear designed to appeal to a hardcore active lifestyle.



## Core Natural Sciences

Premium supplements derived from natural sources to support customers' wellness.

### Target Demographic Market

Athletes

Under-35

45-and-up



# American Metabolix

A rapidly growing premium supplement company offering sports nutrition and Ketogenics (Keto) products

- Sold in over 600 brick and mortar locations in 2020 increasing through 2021
- Revenues of +\$1.0 M in 2020 and with estimated \$1.5M in 2021
- Sales increasing with Covid related issues subsiding and as online presence and spend increases.
- Founded in 2012 by experienced innovators in the sports supplement industry
- Available at:

**GNC**

**★ VEGAS DISCOUNT NUTRITION**

KING OF SUPPLEMENTS  
**ROCK'S**  
DISCOUNT VITAMINS  
-N-  
MORE

**M** nutrition  
by MAX MUSCLE®

**amazon**





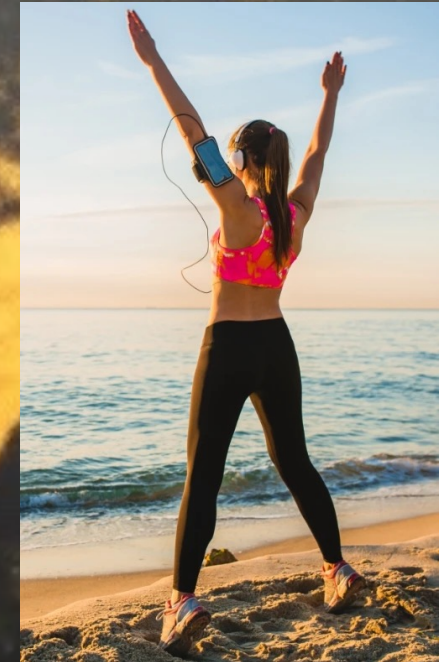
# Storm Lifestyles

Features a line of sports nutrition and fitness lifestyle products targeting the under-35 demographic

- Apparel, sports nutrition beverages, pre-workout supplements, post-workout recovery aids, vegan muscle recovery supplements and fat burning supplements
- Leveraging built-in distribution marketing, and product sourcing edge to a younger audience are attached to the healthy lifestyle brand profile
- Available through direct-to-consumer e-commerce channels and physical store distribution



STORM





# *Core Natural Sciences*

**Brand of nutrition and health supplements designed to execute into high growth Affiliate Marketing platforms as well as utilizing social media influencers.**

- Products such as Turmeric and Curcumin, CLA, Keto, Moringa and many others
- Focused on 45-and-up demographic which is prime for Affiliate Marketing in addition to E-commerce sales





# Manufacturing

- Products are produced in FDA and cGMP inspected manufacturing facilities to ensure the safest and most efficacious products on the market
- Embrace the importance of both Quality & Regulatory compliance throughout the manufacturing process
- Excellent relationship with contract manufacturers
- Centralized locations in Texas and Utah
  - Texas: 40,000 sq. ft. climate-controlled facility on with the ability to offer a wide variety of products for diversified needs
  - Utah: 32,000 sq ft facility that bottles, labels, and fulfills over 100 supplements and products to customers directly upon purchase





# Marketing

## Influencer Campaigns

**Mariam Olivera** - Up-and-coming social media superstar and influencer signed as key influencer promoting American Metabolix products.

- 2.3+ M social media followers
- 1.9+ M followers on Instagram
- 7.11% engagement rate

## Brand Ambassadors

**Brian Baldinger** - Highly respected former NFL player and leading analyst for the NFL Network.

- 250K+ Twitter and Instagram followers
- 70M NFL Network households

## Micro-Influencer Affiliate Marketing

**Micro-influencers**, which maintain small but highly engaged cult followings, require significantly lower financial commitments while often providing more "bang for your buck" than larger-name influencers.





# Growth Strategy

## Increase Brick & Mortar Footprint

- Torque products currently sold in 700+ tier-1 brick & mortar stores nationwide, such as GNC and comparable regional chains
- Expand SKUs and locations in new and existing tier-1 health and nutrition retailers.
- Broaden reach to fitness institutions, large retail & mass merchandisers, small retail, drug & specialty stores

## International Expansion

- New markets include the UAE, Singapore, & South America

## Direct-to-Consumer E-Commerce Efforts

- Seeking to grow high-margin, direct-to-consumer sales through:
  - Marketplace platforms (i.e. Amazon)
  - Dedicated brand-level e-commerce stores

## Execute Upon Near-Term Accretive Acquisitions in the Supplement Space

- Goal of acquiring at 3x revenue multiple
- Drive aggressive organic growth

## New Products Lines

- New formulas including Pump – Stimulant Free Pre-Workout
- Complementary products including creatine, which has a global market value of nearly \$400M



# Select Financials

- American Metabolix alone projected to achieve \$1.5M in 2021 sales
- Targeting 30-40% gross margin profile
- \$0.8 million in cash and equivalents
- No convertible debt
- Planning to complete an audit in anticipation of filing a Form 10 and transitioning to an OTCQB-listed fully reporting company

## Margins

Currently ~30%, increasing through:

E-Commerce Sales



Best Selling  
High Margin  
Products



Manufacturing  
Economies of  
Scale





# *Management*

## **David Lovatt – Chief Executive Officer**

Mr. Lovatt is an accomplished serial entrepreneur with over 20 years of business, executive and capital markets experience with both public and private companies in the Sports Nutrition and Supplements markets. Since 2008 he has founded or acquired 10 businesses and sold 4, developing and executing aggressive visions for the brands by defining and achieving record growth. Mr. Lovatt has led multiple companies through mergers, acquisitions, IPO's and financing efforts. David Lovatt currently serves on the boards of numerous sports nutrition and supplements businesses and is a prominent thought leader within the industry. He is originally from the United Kingdom and holds a Bachelor of Arts in Political Science & Government from the University of Huddersfield.

## **Leonard K. Armenta Jr – President**

Mr. Armenta is an industry professional with over 20 years' experience in the Functional Food and Supplements industries, with broad experience developing startups and spearheading growth initiatives at established companies. He is a highly adaptable marketing, operations and sales leader with a focus on developing new business relationships, growing sales, launching new marketing strategies and maximizing positive customer relations. Previously, he was Chief Operating Officer and Executive Vice President of MusclePharm Inc, where he grew the Company's sales from \$86K to \$60 million annually within three years, achieving recognition as the fastest growing supplement company in the industry.



# Investment Highlights

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# Contact

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