



Vitalist Inc. (VITA-V)

Corporate Presentation

Summer 2025



Personalized Solutions That Enhance Human Potential

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This presentation is not, and under no circumstances is to be construed as, a prospectus, or advertisement or a public offering of securities of Vitalist Inc. ("Vitalist" or the "Company").

This presentation contains forward-looking information within the meaning of applicable securities laws. All statements that are not historical facts, including without limitation, statements regarding future estimates, plans, programs, forecasts, projections, objectives, assumptions, expectations or beliefs of future performance, statements regarding Vitalist' goal of launching VitalOS™, VitalOS™'s platform scalability, Vitalist's user acquisition targets, and Vitalist's exit strategy, (Slide3); Vitalist's competitive positioning and value proposition (Slide 7); advantages of VitalOS™' (Slide 8); advantages of the Reebok strategic partnership (Slide 9); the attributes of VitalOS™' (Slides 10 and 11); and Vitalist's expansion plans (Slide 13) and securing other brand partnerships, planned product improvements, are "forward-looking statements". Forward-looking information can be identified by the use of words such as "will" or variations of such word or statements that certain actions, events or results "will" be taken, occur or be achieved. Such forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause actual results, events or developments to be materially different from any future results, events or developments expressed or implied by such forward looking statements.

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We have made numerous assumptions about the forward-looking statements and information contained herein, including among other things, assumptions about: market competition, product development, achieving revenue growth, increasing gross profit, operating cashflow and profitability. Even though the management of Vitalist believes that the assumptions made, and the expectations represented by such statements or information are reasonable, there can be no assurance that the forward-looking information will prove to be accurate, as actual results and future events could differ materially from those anticipated in forward-looking statements. Investors are cautioned against undue reliance on forward-looking statements or information. Forward-looking statements and information are designed to help readers understand management's current views of our near- and longer-term prospects and may not be appropriate for other purposes. Vitalist assumes no obligation to update any forward-looking statement, even if new information becomes available as a result of future events, changes in assumptions, new information or for any other reason except as required by law.

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An investment in the Company is speculative and involves substantial risk and is only suitable for investors that understand the potential consequences and are able to bear the risk of losing their entire investment. The Company is in the early stage of development and has a limited operational history, making it difficult to accurately predict business operations. The Company has limited resources and may run out of capital prior to becoming profitable. The Company may fail, and investors may lose their entire investment. An investment in the Company may have tax consequences to the investor. The Company assumes no responsibility for the tax consequences of any investment. Investors should confer with their own tax advisors regarding an investment in the Company.

The production, packaging, labelling, handling, distribution, importation, exportation, licensing, sale and storage of consumer electronic products globally are affected by various laws, governmental regulations, administrative determinations and similar constraints which may be beyond the Company's control. There can be no assurance that the Company is or will be in compliance with all of these laws, regulations, determinations and other constraints. Failure to comply with these laws, regulations, determinations and other constraints or new laws, regulations, determinations or constraints could lead to the imposition of significant penalties or claims and could negatively impact the Company's business. In addition, the adoption of new laws, regulations, determinations other constraints or changes in the interpretations of such requirements may result in significant compliance costs. This may have a material adverse effect on the Company's business, results of operations, cash flows and financial condition.

Figures are presented in Canadian dollars, unless otherwise noted.

For more details about the risks relating to Vitalist' business and operations, see Vitalist' Management's Discussion and Analysis for the Interim Period Ended September 30, 2024, and its other continuous and periodic disclosure documents, which are available on SEDAR+ at www.sedarplus.ca



Executive Summary

- **Initial Validation:** Secured a landmark 5-year exclusive brand licensing agreement with **Reebok for the Americas**, leveraging their global brand recognition.
- **Platform Scalability:** **Asset-light licensing model** to open **VitalOS** enabling exponential growth through **multiple Tier 1 brand partnerships**.
- **Aggressive User Acquisition Target:** Aiming to aggregate **3-5 million VitalOS users** within the next 36 months. Fitbit acquisition by Google at a valuation of \$2.1 billion in November 2019 for approximately 29 million active users or \$72.41 per active user¹.
- **Exit Strategy:** Positioned as compelling acquisition target for industry giants.

Vitalist Inc: Capitalization Overview

This slide provides a summary of Vitalist Inc.'s capitalization structure.

Common Shares Outstanding	51,081,679
Options	4,443,675
Warrants	6,460,720
Fully Diluted Shares Outstanding	61,986,074
Royalty Units ¹	6,355,200
Debt ²	\$10,733,335
Market Capitalization ³	\$47,109,416
Enterprise Value ⁴	\$57,842,751

¹ Represents a right to 3.82% of net sales until May 23, 2027.

² Figure based on March 31, 2025 balance and exchange rates.

³ "Market Capitalization" is a supplementary financial measure and was calculated by multiplying the closing market price of the Common Shares on the TSX Venture Exchange on June 30, 2025, by the number of outstanding Common Shares on June 30, 2025. Management believes that Market Capitalization provides a useful measure of the market value of the Company's equity.

⁴ "Enterprise Value" is a supplementary financial measure and was calculated by adding Market Capitalization and Debt. Management believes that Enterprise Value provides a useful measure of the Company's total value.

Vitalist's Journey: From Concept to Market Leader

2012: Foundation

Founded as an eCommerce provider working with major clients including Skype, Motorola, and LG, establishing industry relationships.



2017: IoT Expertise

Developed 5+ years experience creating internet-of-things products for third parties, leveraging AI insights for enhanced functionality.

2020: Manufacturing Access

Solidified access to leading manufacturers in China and began licensing world-class brands to develop and sell consumer products.



2023: Optimization

Curated processes to develop products at lower costs and established a robust global distribution network spanning multiple continents.

2024: Market Focus

Focused on development and sales of smart wearable products in the value segment of the rapidly growing global smartwatch market.



Competitive Edge in the \$34Bn Smartwatch Market ¹



Market Penetration

Achieving Shelf Space in a Competitive Global Market

- Leveraging strategic brand positioning
- Delivering value-driven product offerings
- Gaining traction in top-tier retail and distribution channels



Value Proposition

Outperforming the Competition

- Superior product design that enhances user experience
- Advanced functionality tailored to modern consumer needs
- Exceptional price-to-performance ratio



Growth Segment Focus

Targeted Approach to High-Growth Segments

- Concentrating efforts on fastest-growing consumer categories
- Aligning product innovation with rising global demand
- Leveraging data-driven insights to capture market share



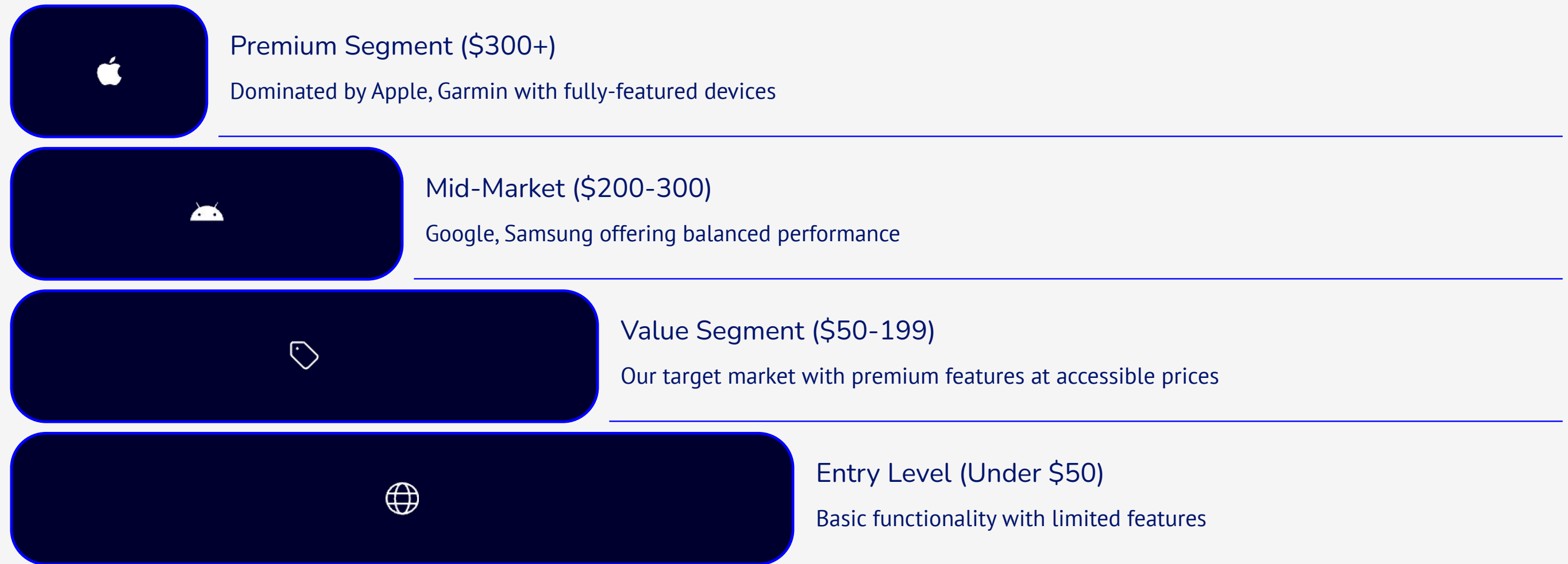
Competitive Performance

Delivering High Value at Accessible Price Points

- Premium features including smart health tracking, seamless connectivity, and customizable experiences
- Priced to meet the needs of today's value-conscious consumers
- Bridging the gap between innovation and affordability



Competitive Positioning in Premium and Value Segments



VitalOS expects to deliver a premium experience at more accessible price points through its flexible architecture and reduced hardware requirements. By targeting the rapidly growing value segment ¹, we aim to provide consumers with advanced features typically found only in premium devices, creating a compelling proposition that we expect to outperform competitors at similar price points.

Why Value Segment Creates Wealth



Value Segment (\$50-199)

Our target market with premium features at accessible prices

- Largest Addressable market ¹ with **premium features at accessible prices**
- Fastest growth segment ² as consumers seek **Apple-quality at fraction of cost**
- VitalOS Advantage: **Premium functionality on affordable hardware** through **revolutionary efficiency**.

Vitalist Inc. x Reebok

Landmark 5-Year Strategic Partnership



Global Brand Leverage

Reebok's iconic global brand expands smartwatch market reach



Market Leadership

Strengthens Vitalist's position as a leader in smart wearable innovation



Mutual Growth

Drives expansion through co-branded product innovation



New Opportunities

Opens doors in consumer fitness and lifestyle segment

Steve Robaire, EVP, Reebok at Authentic. “By integrating our performance heritage with Vitalist’s™ technological expertise, we are creating smart devices that do not just track fitness, they inspire it.”



Our proprietary OS, VitalOS, reimagines the smartwatch operating system, delivering unparalleled performance and efficiency without sacrificing user experience. Built with app virtualization at its core, VitalOS empowers developers with a mobile-like experience, all while streamlining development for manufacturers.



Blazing-fast performance

Optimized for smooth and responsive user experiences on resource-constrained devices.

Familiar development environment

Empowers Android developers to create vibrant apps quickly and efficiently using familiar libraries and environments.

Extended battery life

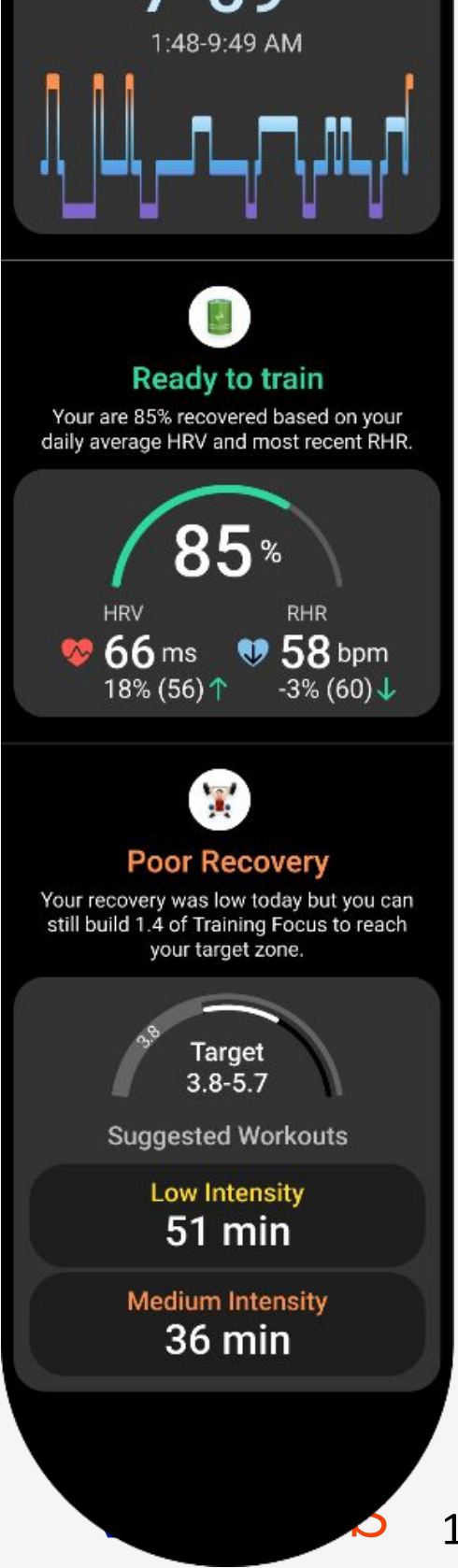
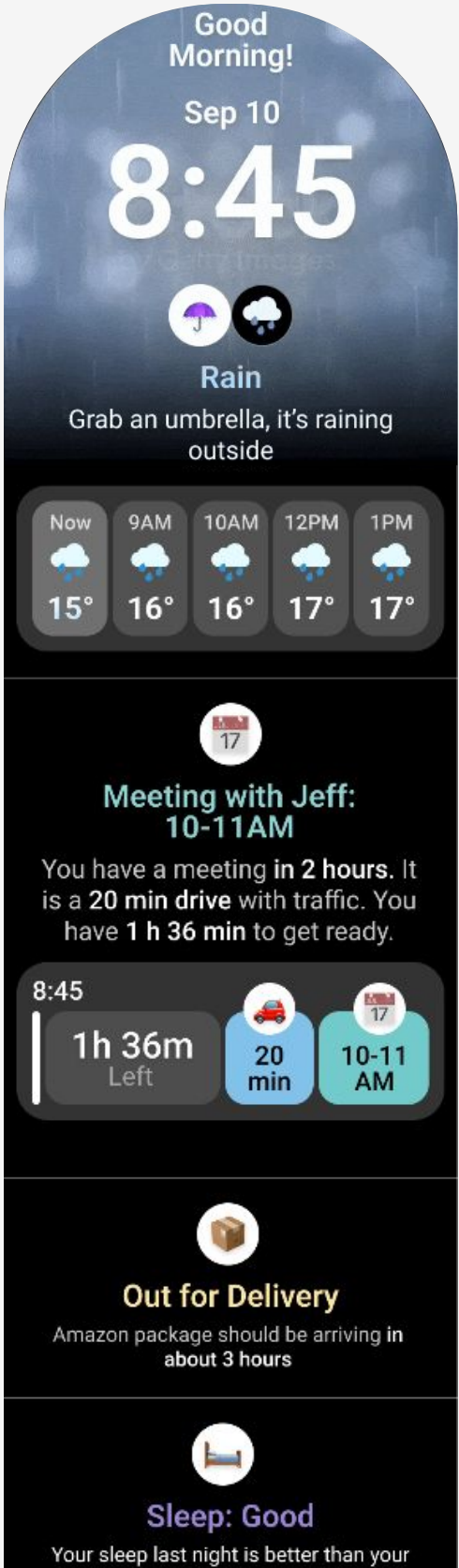
Advanced power management for longer usage.

Elevated user experience

Seamless connectivity, intuitive UI, advanced health tracking, and customizable watch faces.

Reduced development costs

Flexible code base for rapid customization and adaptation to new hardware.



VITALOS



RTOS



Availability	Licensed - Anyone	Locked-in to their own branded devices	Open Source - Anyone	Licensed - Very difficult to get approval (may not be accepting new brands/devices outside Samsung & Google)
Hardware Requirements	Low	Low / Medium	Very Low	Very High
Battery Life	Potentially great battery life (10+ days)	Potentially great battery life (10+ days)	Potentially great battery life (10+ days)	Max 3 Days
App Ecosystem	Ability to grow rapidly with many brands adopting. Easy to transfer existing Android development	Limited app ecosystem with mixed 3rd party support. Developers must build apps from scratch to support a single brands wearables	No app ecosystem. Very difficult to make changes or introduce new features after deploying	Robust app ecosystem and 3rd party support
Development Effort	Flexible development platform and robust tools (very similar to mobile phone development)	Zepp is fairly modern JS development while Garmin is more primitive with its own Monkey C language	Primitive development platform and tools (typically C based development)	Flexible development platform and robust tools (Same stack as mobile phone development)

Global Distribution & Partnerships

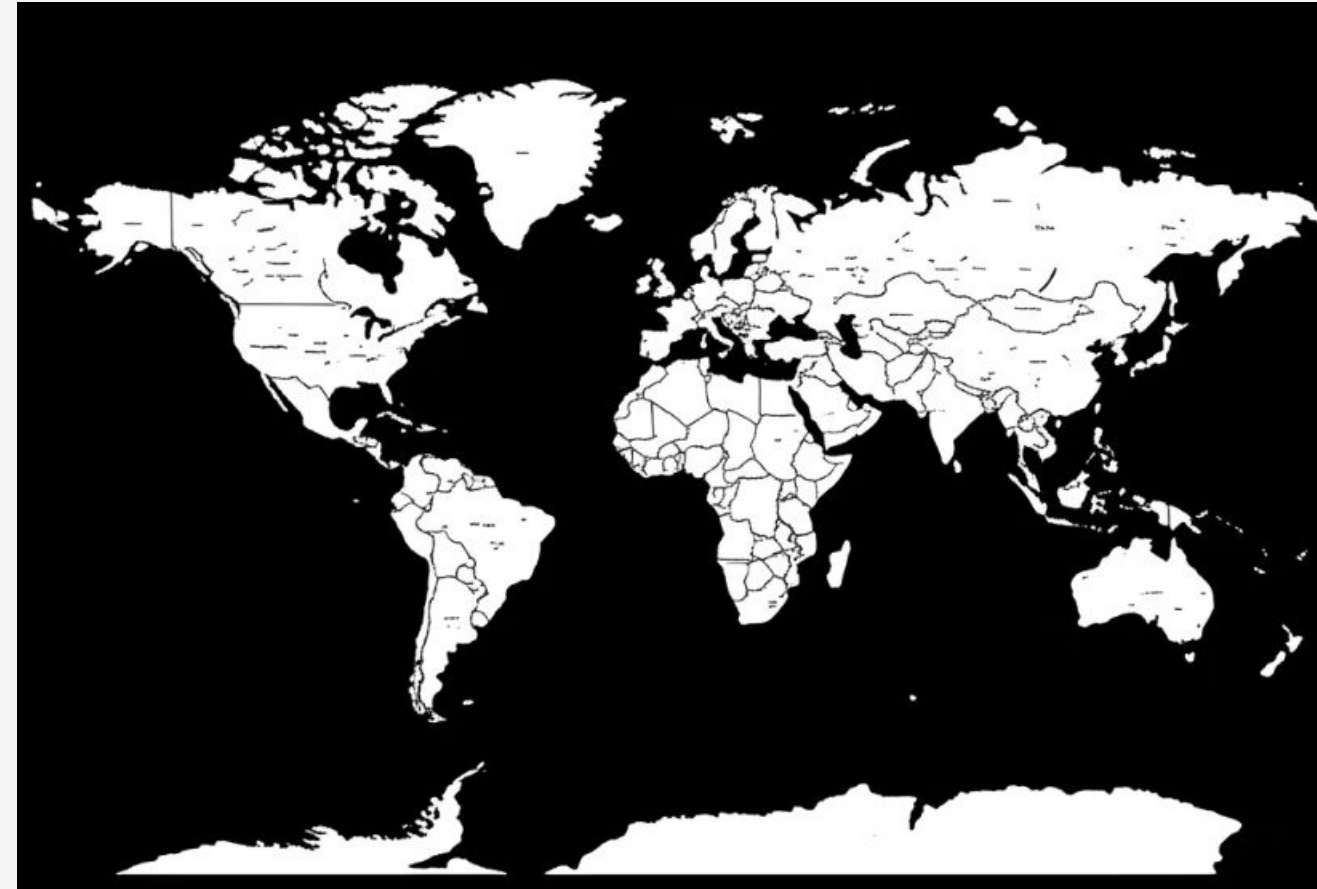
Geographic Reach: 20+ countries

Retail Partnerships: Costco, Best Buy, Amazon, Mercado Libre, speciality fitness retailers

Supply Chain: Global master distribution partnership with Solutions 2 GO, a privately held multinational distributor of video game, mobility, and consumer electronic products, serving leading retailers, carriers, publishers, independents, and manufacturing partners across the globe.

Manufacturing: Over 10 years experience with established leading Chinese engineering partners and manufacturers

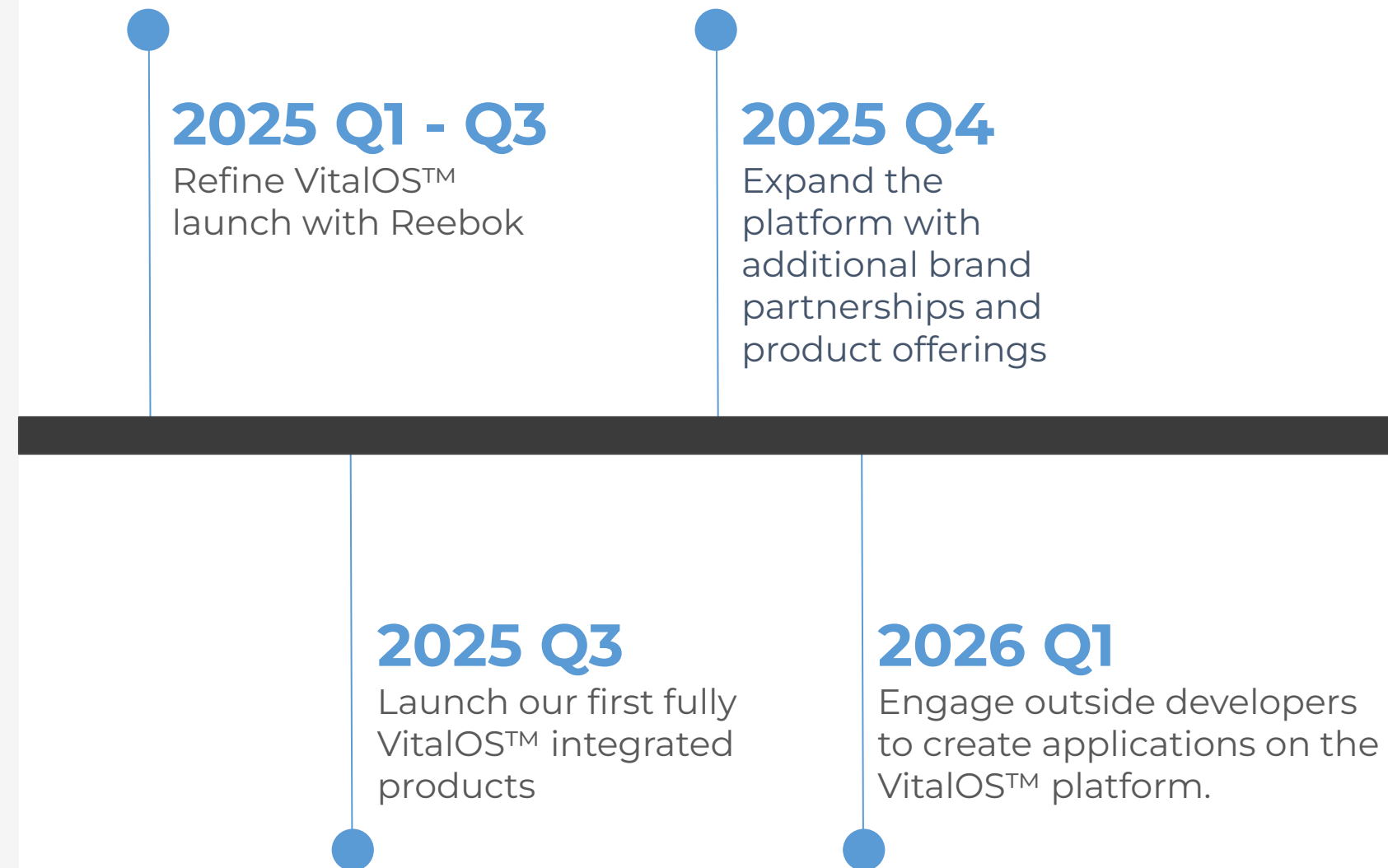
Software Excellence: A partnership with MicroEJ who provides cost-driven solutions in over 300 million embedded devices worldwide, enabling them to run applications with high performance, compact size, and energy efficiency.



Looking Ahead: Expanding with VitalOS™

- Expand VitalOS™ integration into new wearable products and partnerships
- Enable brands to deliver custom, high-quality user experiences
- Accelerate development timelines and reduce costs for partners
- Support brand-specific innovation at scale

Our mission is to deliver intelligent, accessible, premium wearable technology



Meet Our Leadership



Kalvie Legat

CEO and Director, Kalvie offers over 20 years of extensive experience in finance and capital markets, specializing in corporate finance and institutional sales for small to mid-cap issuers since 2004 at Canaccord Capital. Since 2019, he has also been actively involved in the consumer electronics business, bringing a well-rounded and dynamic perspective to his expertise.



David Colleran

CFO, David joined Vitalist with over 16 years of experience in financial reporting, audit, planning, and accounting operations. He is a CPA from Ernst and Young, and is experienced in building publicly listed, branded, consumer packaged goods and technology companies. David is passionate about developing and scaling small to mid sized businesses.



Carley George

CMO, Carley is a sales and marketing professional with over 18 years of expertise in account services and relationship development. Her career is marked by recognition as one of Canada's 50 Best Executives in Sales and Marketing by The Globe and Mail (2021), a proven track record of building and nurturing strong partnerships across diverse industries, exceptional collaborative skills that drive successful client outcomes and adaptability in working with a wide range of clients.



Sean Croft

CPO, Sean Croft brings over 12 years of product and software experience in the consumer and healthcare industries. Since starting his career in computer systems as a software developer, Sean has passionately created and led teams to build products used by users on a global scale.

Meet Our People



Connor Tobin

GM and Head of Sales



Elaine Pan

Head of Operations



Neil Brown

Development Team Lead



Frank Rideout

VP Sales, Business Development (US)



Inas Laghzaoui

Head of HR and CS



Luis Ardura

Merchandising Product Manager



Anton Viktorov

IT Director



Gabby Du

UX/UI Designer



Dan Do

Senior Android Developer



Damon Leong

Senior Software Developer



Devis Tang

Product Manager



Khanjan Chhaya

Global Controller

Meet Our Board



Jared Wolk, CFA

Jared Wolk serves as the Portfolio Manager for Vesta Wealth Partners, a prominent and leading fund within Western Canada. Leveraging a rich foundation of decades of experience in private finance, Jared offers unparalleled insight into market dynamics and investment strategies. He combines this deep knowledge with a genuine passion for innovative businesses, meticulously seeking out and nurturing ventures that align with Vesta Wealth Partners' commitment to delivering exceptional results.



Joanne Hruska, CFA, ICD.D

Ms. Hruska has over 25 years of finance experience with deep expertise in equity analysis, portfolio management, and board governance across public and private sectors. She is also a Director and Chair of the Audit Committee of Vitreous Glass Inc. (VCI:TSXV)



Tyler Rice, CPA, CA, MPAcc

Tyler Rice is the Founding Partner of Rice & Company LLP, an accounting firm specializing in expert advisory and accounting services for start-ups and high-growth organizations. Complementing his firm's focus, Tyler brings significant executive and governance experience, having previously served as President and CEO of Cassiar Gold (GLDC-V), where he also held a key position on its Board.



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