



MamaMancini's Holdings, Inc. (OTCQB: MMMB) is a manufacturer and distributor of specialty pre-prepared, frozen and refrigerated all-natural Italian food products. The Company's products are available in over 45,000 locations nationwide, including major retailers Walmart, Costco, Sam's Club, Albertsons, Safeway and more. In addition, the Company sells a wide variety of its products through QVC, the world's largest direct to consumer marketer, via on air presentations, auto ship programs, and direct purchases through the internet.

Key Takeaways

- Strong product penetration into +45,000 locations nationwide including Walmart, Costco, Sam's Club, Albertsons, Safeway & more
- In April 2019, we entered the food service market (more than doubles addressable opportunity)
- Partnership with Beyond Meat to offer plant-based Italian foods, greatly expanding total addressable market
- Attractive, scalable business model with clearly defined growth strategy and demonstrated success with major retailers, QVC & Sirius Radio
- In-house manufacturing and testing capabilities (vertically integrated)
- Financial improvement across the board with continuous improvement on efficiency metrics - increased gross profit margins; improved return on operating expenses; expanding cash flows
 - FY2019 Revenue: \$28.5M
 - FY2019 Adj. EBITDA: \$2.4M
 - 30-35% Gross Margin Target
 - Fortified Balance Sheet
- Experienced management team with high insider ownership (48%)

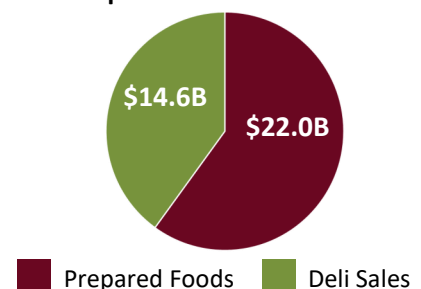


Industry Trends

- Consumers continue shifting to premium, organic & all-natural brands
- The perimeter of the store (outer ring where fresh foods are stocked), is consistently growing approximately 8-10% per year
- Fresh & frozen meats are estimated to grow from \$59B in 2018 to \$63.2B in 2025³
- Plant-based meat market grew to \$4.5B in 2019 and is expected to grow to \$85B by 2030⁴
- In 2018, sales of meal kits within the grocery store increased 51% to \$93M (~87% of in-store meal kits included meat)⁵
- In 2018, U.S. deli foods & prepared foods section sales were \$36.6B (prepared foods account for ~60% of deli sales)⁵
- Among top performing retailers with high sales across the store, 49% of sales came from the fresh department⁵

Perimeter of store is growing at approximately 8-10% per year

\$36 Billion U.S. Deli Foods & Prepared Food Section Sales



MamaMancini's Holdings Inc.

25 Branca Road
East Rutherford, NJ 07073
www.mamamancinis.com

Investor Relations Contact

Greg Falesnik
Managing Director
MZ North America
Main: 949-385-6449
MMMB@mzgroup.us
www.mzgroup.us

MamaMancini's Holdings, Inc. (OTCQB: MMMB)	
Share Price ¹	\$0.69
Market Cap ¹	\$22.1M
TTM Revenues	\$30.6M
TTM Gross Margin	33.2%
TTM Net Income	\$1.2M
Shares Outstanding	32.0M
FD Shares Outstanding	38.1M
Float	16.6M
Insider Holdings	48%
Headquarters	East Rutherford, NJ

1) At September 30, 2019
2) TTM = trailing twelve months ended July 31, 2019
3) IBISWorld, Supermarkets & Grocery Stores in the US, April 2019.
4) UBS Market News, July 2019
5) Neilson, March 2019.



MamaMancini's All-Natural Products

- **MamaMancini's currently has 26 distinct products**, packaged in both retail & bulk packages (for supermarket sales or food service applications)
- **Products are all-natural**, containing as few ingredients as possible (real ingredients derived from the original recipes of Anna "Mama" Mancini)
- Products appeal to **value & health-conscious consumers** who seek superior nutrition & try to avoid artificial flavors, synthetic colors & preservatives

Sales Channel Overview

- MamaMancini's products are sold to supermarkets & mass-market retailers (frozen sections, hot/salad bars, prepared foods/sandwich areas, deli & "to-go" food sections)

Sample Customers



- Recently established a division focused on the food service market, which more than doubles our addressable market opportunity
 - ✓ Restaurants (Chain & Independent)
 - ✓ Business & Industry
 - ✓ Food Service Distributors
 - ✓ Colleges
 - ✓ Universities
 - ✓ Hospitals & Elder Care
 - ✓ Convenience Stores
 - ✓ Casinos
- Successful QVC Relationship – Live on-air offerings, auto ship programs & everyday purchases. QVC is the world's largest direct to consumer marketer, reaching +100M homes in U.S.
- Sirius Radio Campaigns – Up to 1,000 commercials over 7 holiday periods across several channels, including Fox, CNN, MSNBC, Bloomberg & Howard Stern, among others. Sirius Radio has reach to +60M consumers

Experienced Management Team

Carl Wolf
Chairman & CEO

Matthew Brown
President & COO

Dan Mancini
Co-Founder & Chief Product Consultant

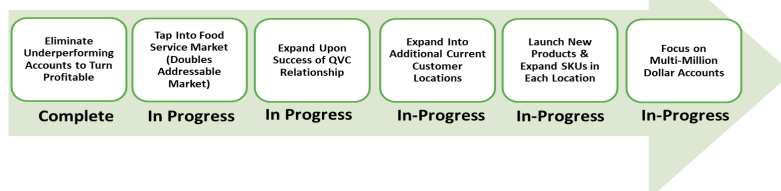
Lawrence Morgenstein
CFO

- +35 years of food industry experience
- Founder, Chairman & CEO of Alpine Lace Brands, Inc. (NASDAQ:LACE); Founded, managed & sold MCT Dairies, Inc. Former Co-Chairman of Saratoga Beverage Company (formerly NASDAQ: TOGA). Served as Director of American Home Food Products, Inc. & Chairman of the Board of Media Bay (formerly NASDAQ: MBAY)
- Over 19 years of experience in the sales and marketing of products in the food industry
- Former President of Hors D'oeuvres Unlimited
- Previously worked in marketing research management at Kraft Foods, Inc.
- B.A. from the University of Michigan & MBA from the University of Illinois
- 25 years experience in idea generation, product design and sales as fabric industry executive
- Primary marketing personality on QVC
- First-in sales executive with extraordinary talent for closing contracts
- Intuitive piper-like ability to attract talent & motivate customers & teams alike
- +20 years of experience as a proven financial executive
- Includes CFO, Controller & Consultant roles in public, private & non-profit businesses
- Prior experience in food manufacturing, marketing & other industry operational fields

Pathway to Sustained Profitability

- **Our growth strategy is simple:**
 - ✓ Food service market expansion (doubles addressable market)
 - ✓ Opening new accounts with large, national retailers (all geographies)
 - ✓ Penetrate existing customer locations we don't currently serve & expand geographically
 - ✓ Introduce new products & add more product placements per store (increase SKU's)
 - ✓ Expand successful QVC relationship
 - ✓ Build brand awareness through marketing & social media

Investing in the business to grow profitably



Manufacturing & Testing Capabilities

- Vertically integrated (manufacturing & testing), with 30,000 sq. ft of operating space
- Manufacturing facility has ample room to ramp production (currently 60% utilized)
 - ✓ Level 2 SQF USDA Inspected plant (Certified HACCP-Based Food Safety Plan)
- Made significant process improvements to the manufacturing facility & equipment (recently completed after 18 months)
- Recently finalized construction of in-house, state-of-the-art laboratory (as well as a four-person team)

