



Investor Presentation

July 2019 – OTCQB: MMMB



Forward Looking Statements



This presentation may contain "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934. "Forward-looking statements" describe future expectations, plans, results, or strategies and are generally preceded by words such as "may," "future," "plan" or "planned," "will" or "should," "expected," "anticipates," "draft," "eventually" or "projected." You are cautioned that such statements are subject to a multitude of risks and uncertainties that could cause future circumstances, events, or results to differ materially from those projected in the forward-looking statements, including the risks that actual results may differ materially from those projected in the forward-looking statements as a result of various factors, and other risks identified in the Company's 10-K for the fiscal year ended January 31, 2019 and other filings made by the Company with the Securities and Exchange Commission.



MamaMancini's Overview



- **MamaMancini's is a manufacturer and distributor of specialty pre-prepared, frozen & refrigerated all-natural food products**
- **Our products are available in +45,000 locations nationwide**, including Walmart, Costco, Sam's Club, Albertsons, Safeway & more
- **Recently doubled the company's addressable market opportunity** (tapping into massive food service market)
- **Financial improvement across the board** (increased gross profit margins, improved return on operating expenses, expanding cash flows)
- **Scalable business model** & demonstrated success with major retailers, QVC & Sirius Radio
- **Experienced management team with high insider ownership (48%)**

MamaMancini's Holdings, Inc. (OTCQB: MMMB)	
Share Price ¹	\$0.50
Market Cap ¹	\$16.0M
TTM Revenues	\$28.1M
TTM Gross Margin	34.1%
TTM Adj. EBITDA	\$2.4M
TTM Net Income	\$0.6M
Shares Outstanding	31.6M
FD Shares Outstanding	32.1M
Float	16.5M
Insider Holdings	48%
Headquarters	East Rutherford, NJ

1) At July 22, 2019

2) TTM = trailing twelve months ended April 30, 2019

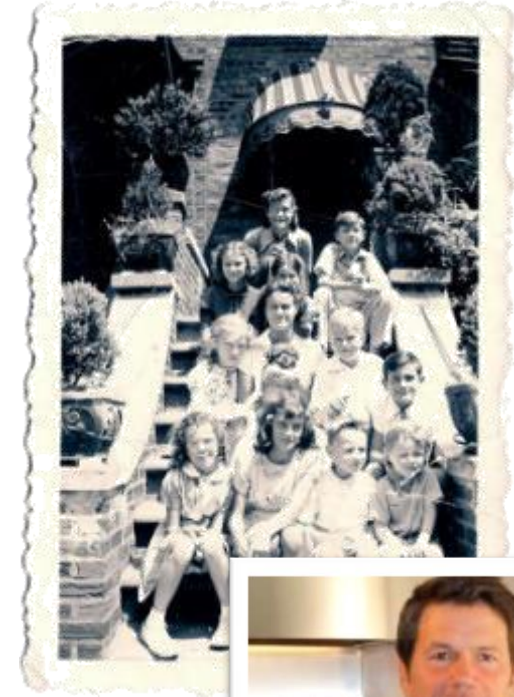
Tier-1 Distribution Partnerships



MamaMancini's: An Original Family Recipe



- MamaMancini's produces home style, old world Italian food created from recipes Dan Mancini's grandmother brought to America in 1921 when she came through Ellis Island
- The recipe was brought to America in 1921 by Dan Mancini's grandmother when she came through Ellis Island (never written down, existing only in the heart, until Anna "Mama" Mancini taught all of the recipes to Dan Mancini)
- Dan Mancini decided to share his family-kept recipe to bring back the family dinner using all-natural, no artificial ingredients blending superior nutrition, ease of preparation and great value



"Every Sunday I would wake to the amazing aroma of my Grandmother's frying meatballs. I call this a 'Scented Memory.'"

– Dan Mancini, Co-Founder & Chief Product Consultant



Industry Trends

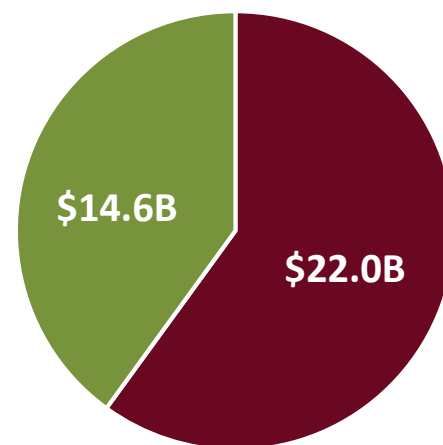


- Consumers continue shifting to premium, organic & all-natural brands
- The perimeter of the store (outer ring where fresh foods are stocked), is consistently growing approximately 8-10% per year
- Fresh & frozen meats are estimated to grow from \$59B in 2018 to \$63.2B in 2025¹
- In 2018, sales of meal kits within the grocery store increased 51% to \$93M (~87% of in-store meal kits included meat)²
- In 2018, U.S. deli foods & prepared foods section sales were \$36.6B (**prepared foods account for ~60% of deli sales**)²
- Among top performing retailers with high sales across the store, 49% of sales came from the fresh department²

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



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



■ Prepared Foods ■ Deli Sales

1) IBISWorld, Supermarkets & Grocery Stores in the US, April 2019.

2) 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)
- Our products appeal to value & health-conscious consumers who seek superior nutrition & try to avoid artificial flavors, synthetic colors & preservatives

MamaMancini's Product Examples



Italian Style Beef Meatballs



Stuffed Beef Meatballs,
Stuffed Chicken Meatballs



Gluten Free Beef Meatballs,
Gluten Free Turkey Meatballs



Meatloaf



Stuffed Pepper Kit



Chicken Parmesan Kit



Ravioli Lasagna



Sausage and Peppers



Sunday Dinner
(Meatballs and Sausage)



Vegetable Meatballs



Meatball Pot Pie

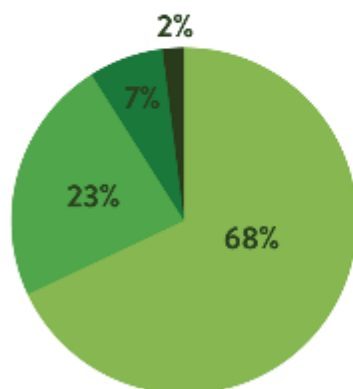


Spaghetti and Meatballs

Market Survey

INTENT TO REPURCHASE

92% INTEND TO PURCHASE MAMAMANCINI'S AGAIN




- Definitely will buy again
- Likely to buy again
- Not sure
- Likely not buy again

VERA QUEST INDEPENDENT MARKET SURVEY
- TOTAL SAMPLE 3000
- SAMPLE SIZE OF USERS UNDER 200
(VERA QUEST, JULY, 2015)

Superior Nutrition and High Retention Rate



Brand	Meatball Type	Soy Protein	Soy Flour Concentrate	Sodium Phosphate	Hydrogenated Oils	Fat/Sodium Per Serving	Calories Per Oz
	Turkey	No	No	No	No	Serving: 5.0 oz F: 6 g S: 470 mg	22
Farm Rich	Turkey	✓	No	No	No	Serving: 3.1 oz F: 9 g S: 440 mg	48
Mama Lucia	Turkey	✓	✓	✓	✓	Serving: 3.2 oz F: 12 g S: 740 mg	63
Armour	Pork, Beef & Chicken	✓	✓	✓	No	Serving: 3.0 oz F: 22 g S: 640 mg	77
Cooked Perfect	Pork & Beef	✓	✓	✓	No	Serving: 3.0 oz F: 19 g S: 630 mg	80
Rosina	Beef	✓	✓	✓	No	Serving: 3.2 oz F: 19 g S: 640 mg	80

Sales Channel Overview



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

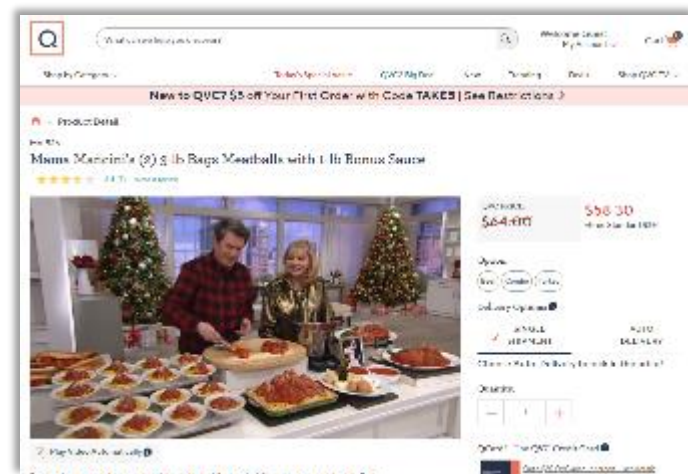


- We recently established a division focused on the food service market, which more than **doubles our addressable market opportunity**

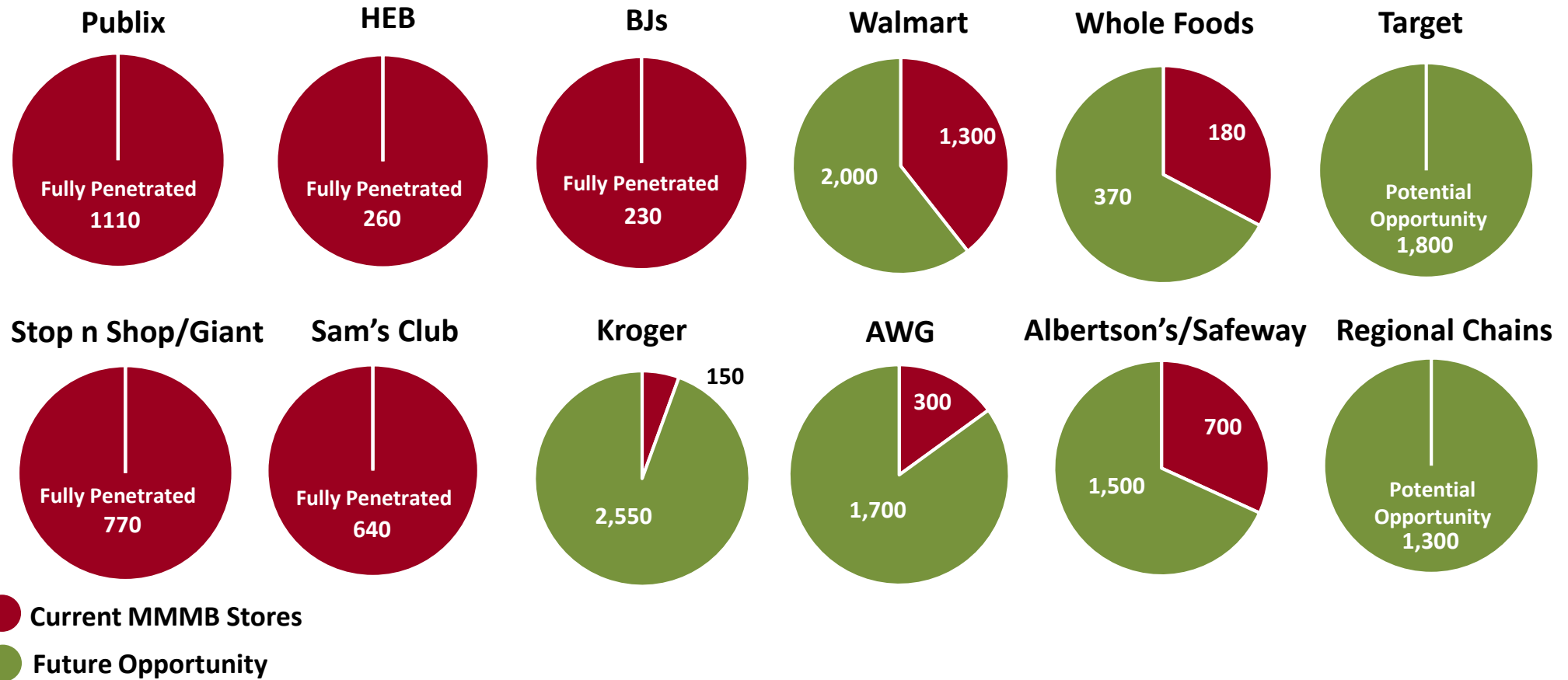
- ✓ Restaurants (Chain & Independent)
- ✓ Business & Industry
- ✓ Food Service Distributors
- ✓ Colleges
- ✓ Universities
- ✓ Hospitals & Elder Care
- ✓ Convenience Stores
- ✓ Casinos

- **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.**



Distribution & Penetration



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

Higher growth is occurring in the "perimeter," or outer ring of the supermarket where fresh foods are stocked



Pathway to Sustained Profitability

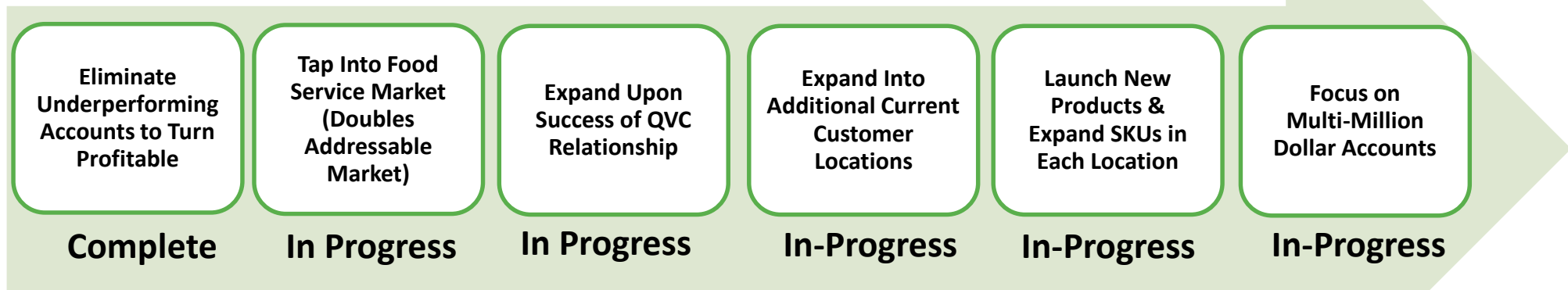


- **Our growth strategy is simple:**

- ✓ 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 SKUs)
- ✓ Expand successful QVC relationship
- ✓ Build brand awareness through marketing & social media

**Yearly Goal: Establish
10+ accounts per year,
each generating a total
of \$3-5M in revenue**

Investing in the business to grow profitably



Manufacturing & Testing Capabilities



- We're vertically integrated (manufacturing & testing), with 30,000 sq. ft of operating space
- Manufacturing facility has ample room to ramp production (currently 60% utilized)
- We've made significant process improvements to the manufacturing facility & equipment (recently completed after 18 months)
 - ✓ Increases capacity
 - ✓ Improves efficiencies
 - ✓ Improves margins
 - ✓ Easy roll-out of new products
 - ✓ Service the food service industry (significant opportunity)
- We recently finalized construction of our in-house, state-of-the-art laboratory (as well as a four-person team)
 - ✓ All outside lab testing will be moved to this facility over time
 - ✓ Ability to better manage quality control
 - ✓ Improve margins
 - ✓ Allows the company to more rapidly scale



Financial Highlights



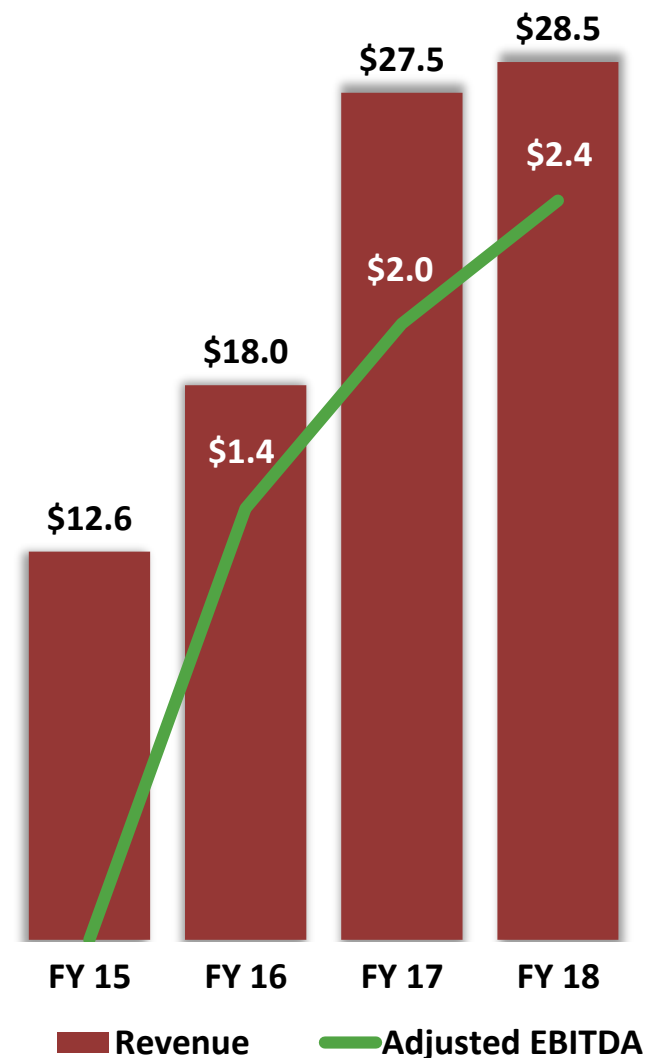
- Strong revenue & adjusted EBITDA growth
- As sales grow, margins are expected to increase due to process improvements (35% gross margin target)
- Profitable, no need to additional cash
- \$3.5 million working capital line & \$2.5 million 5-year note (friendly terms)

(USD \$ in Millions)	TTM as of Apr. 30, 2019 ¹	TTM as of Apr. 30, 2018 ¹
Revenue	\$28.1	\$29.9
Gross Profit Margin	33.9%	33.9%
EBITDA	\$2.4	\$2.1
Net Income	\$0.6	\$0.5
Cash Provided by Operations	\$2.0	\$0.9

(USD \$ in Millions)	Apr. 30, 2019	Jan. 31, 2018
Cash & Cash Equivalents	\$0.7	\$0.6
Debt	\$6.5	\$5.3

1) TTM = trailing twelve months ended April 30, 2019

Growing Revenue & EBITDA (\$Millions)



Experienced Management Team



Carl Wolf
Chairman & CEO

- +35 years of food industry experience
- Founder, Chairman & CEO of Alpine Lace Brands, Inc.; 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

Matthew Brown
President & COO

- 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

Dan Mancini
Co-Founder & Chief Product Consultant

- 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

Scott Shaffer
Senior Vice President of National Sales

- +12 years of experience in the retail & consumer food products industry
- Former National Sales Manager at Fresh Mark Inc. (Sugardale/Superior Meats)
- B.A. from the University of Akron

Allan Sabatier
VP, Business Development

- +30 years perishable foods industry experience with a focus on Food Service & Alternate channels
- Previously held senior executive positions in sales and marketing for major food companies including Dole, Del Monte, Ready Pac Foods and ConAgra

Chris Styler
Executive Chef

- +30 years food & dining industry
- Experienced research and development test kitchen chef, teacher, culinary producer & author (16 cookbooks, many of which were best sellers)
- Completed projects for Darden Restaurant Group, Gourmet Magazine, Gotham Bar & Grill, Lidia's Restaurants & Food and Wine Magazine.

Lawrence Morgenstein
CFO

- +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

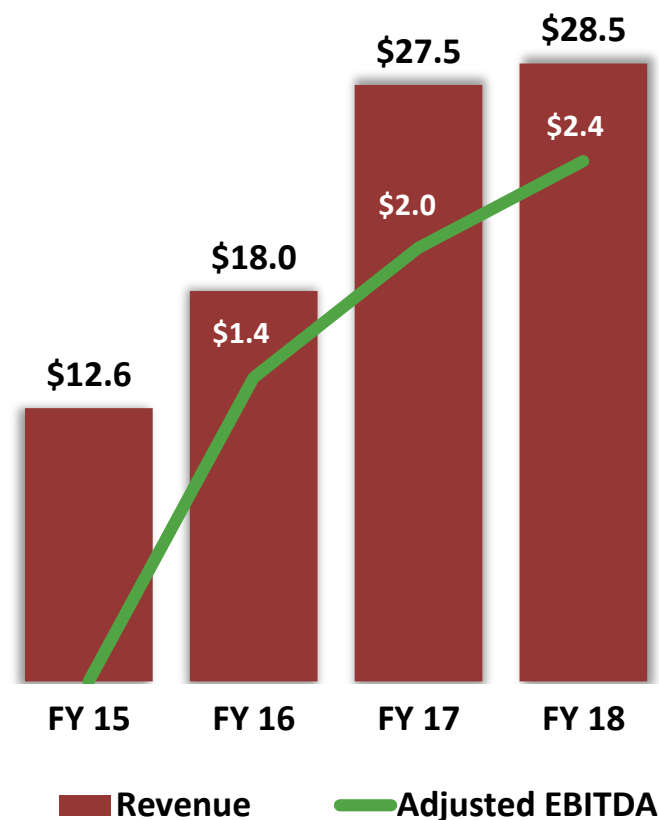
Key Takeaways



- MamaMancini's manufactures & distributes specialty pre-prepared, frozen & refrigerated all-natural food products
- Strong product penetration into +45,000 locations nationwide (significant room to grow)
- **In April 2019, we entered the food service market (more than doubles our addressable opportunity)**
- Attractive, scalable business model with clearly defined growth strategy
- In-house manufacturing & testing capabilities (vertically integrated)
- Financial improvement across the board (increased gross profit margins, improved return on operating expenses, expanding cash flows)
- Experienced management team with high insider ownership (48%)



Growing Revenue & EBITDA
(\$Millions)





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