



MAV  
BEAUTY BRANDS

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INVESTOR PRESENTATION

April 2019

# Forward-looking statements

Certain information in this presentation, including statements relating to winning shelf space, cross-selling our brands through our global distribution platform, extending our international reach, delivering on our growth plan, increasing sales and profitability in the future, and our financial guidance for Fiscal 2019 and Fiscal 2020, constitutes forward-looking information. In some cases, but not necessarily in all cases, forward-looking information can be identified by the use of forward-looking terminology such as “plans”, “targets”, “expects” or “does not expect”, “is expected”, “an opportunity exists”, “is positioned”, “estimates”, “intends”, “assumes”, “anticipates” or “does not anticipate” or “believes”, or variations of such words and phrases or state that certain actions, events or results “may”, “could”, “would”, “might”, “will” or “will be taken”, “occur” or “be achieved”. In addition, any statements that refer to expectations, projections or other characterizations of future events or circumstances contain forward-looking information. Statements containing forward-looking information are not historical facts but instead represent management’s expectations, estimates and projections regarding future events.

Forward-looking information is necessarily based on a number of opinions, assumptions and estimates that, while considered reasonable by MAV Beauty Brands as of the date of this presentation, are subject to known and unknown risks, uncertainties, assumptions and other factors that may cause the actual results, level of activity, performance or achievements to be materially different from those expressed or implied by such forward-looking information, including but not limited to the factors described in greater detail in the “Risk Factors” section of the Annual Information Form, which is available at [www.sedar.com](http://www.sedar.com). These factors are not intended to represent a complete list of the factors that could affect MAV Beauty Brands; however, these factors should be considered carefully. There can be no assurance that such estimates and assumptions will prove to be correct. The forward-looking statements contained in this presentation are made as of the date of this presentation, and MAV Beauty Brands expressly disclaims any obligation to update or alter statements containing any forward-looking information, or the factors or assumptions underlying them, whether as a result of new information, future events or otherwise, except as required by law.

If any such risks or uncertainties materialize, or if the opinions, estimates or assumptions underlying the forward-looking information prove incorrect, actual results or future events might vary materially from those anticipated in those forward-looking information.

Although we have attempted to identify important risk factors that could cause actual results to differ materially from those contained in forward-looking information, there may be other risk factors not presently known to us or that we presently believe are not material that could also cause actual results or future events to differ materially from those expressed in such forward-looking information. There can be no assurance that such information will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information. Accordingly, readers should not place undue reliance on forward-looking information, which speaks only as of the date made. The forward-looking information contained in this presentation represents our expectations as of the date of this presentation (or as the date they are otherwise stated to be made), and are subject to change after such date. However, we disclaim any intention or obligation or undertaking to update or revise any forward-looking information whether as a result of new information, future events or otherwise, except as required under applicable securities laws.

## Non-IFRS Measures

This presentation makes reference to certain non-IFRS measures. These measures are not recognized measures under IFRS, do not have a standardized meaning prescribed by IFRS and are therefore unlikely to be comparable to similar measures presented by other companies. Rather, these measures are provided as additional information to complement those IFRS measures by providing further understanding of our results of operations from management’s perspective. Accordingly, these measures should not be considered in isolation nor as a substitute for analysis of our financial information reported under IFRS. We use non-IFRS measures including “Adjusted EBITDA”, “Adjusted Net Income” and “Adjusted Gross Profit”. These non-IFRS measures are used to provide investors with supplemental measures of our operating performance and thus highlight trends in our core business that may not otherwise be apparent when relying solely on IFRS financial measures. We also believe that securities analysts, investors and other interested parties frequently use non-IFRS measures in the evaluation of issuers. Our management also uses non-IFRS measures in order to facilitate operating performance comparisons from period to period, to prepare annual operating budgets and to determine components of management compensation. Definitions and reconciliations of non-IFRS measures to the relevant reported measures can be found in the Company’s MD&A dated March 28, 2019 and in Appendix “A” to this presentation.

To assist readers in assessing year-over-year performance, we have included selected pro forma financial information in this presentation. Pro forma financial information gives effect (as if they occurred on January 1, 2017) to: (i) the acquisition of Renpure, LLC; (ii) the entry into the Company’s new credit facility and the re-payment of the Company’s prior indebtedness; and (iii) the completion of the Company’s initial public offering and concurrent changes to the share capital.

## Certain Other Matters

Unless otherwise stated herein, financial information in this presentation is presented in United States dollars.

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About MAV  
Beauty Brands

01

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Growth  
Strategies

02

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Financial  
Overview

03

# 01

## About MAV Beauty Brands



# Senior leadership



Marc Anthony Venere  
Founder, President & CEO

25+ years experience

MARC ANTHONY®  
TRUE PROFESSIONAL

EY Entrepreneur  
Of The Year®  
2016 Ontario Winner

WORLD CHAMPION  
& CELEBRITY HAIRSTYLIST



Tim Bunch  
Chief Revenue Officer

15+ years experience

Shea Moisture®  
Established 1912

COTY

tria  
BEAUTY

P&G



Chris Doyle  
Chief Strategy Officer

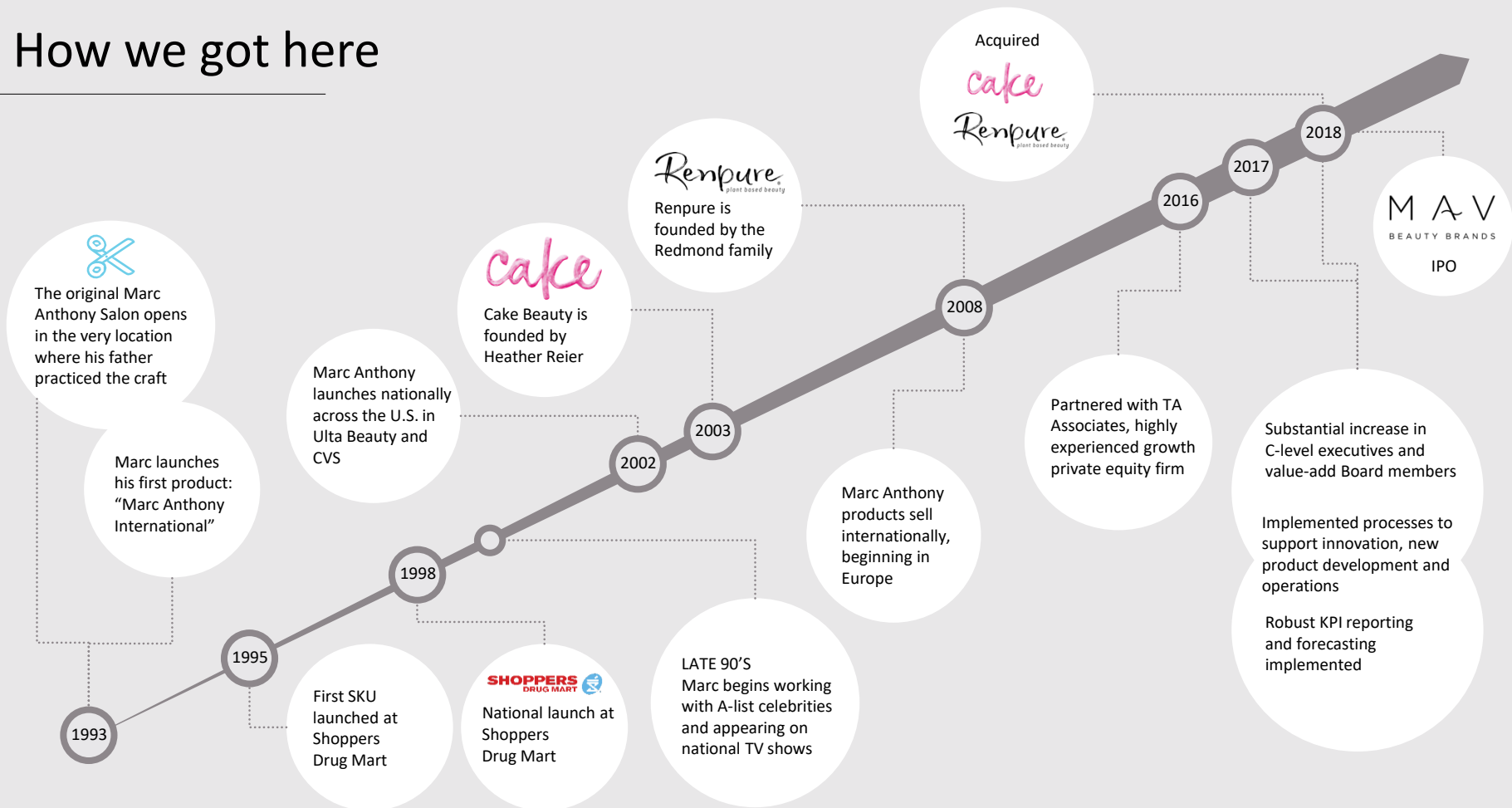
25+ years experience

Cieslok  
Media

ARTEX

ASH CITY

# How we got here





3

fast-growing hair and  
body care brands

100+

major retailers

Building an iconic, multi-brand, fast-growing  
global personal care company

\$103<sub>mm</sub>

2018 pro forma revenue<sup>(1)</sup>

42%

Q4 2018 pro forma  
revenue growth<sup>(1)</sup>



# 2018: a transformative year for MAV Beauty Brands

strategic priorities	2018 progress and results
Organic growth	MAV Beauty Brands: Broke into top 10 U.S. haircare companies and is the fastest growing Marc Anthony: Fastest growing hair care brand in the U.S. Drug channel Rempure: 20% YoY POS growth in U.S. FDM Cake: Accelerated same-sku sales with new pricing strategy
Cross-selling	Cake launched in two major U.S. drug retailers and in South Africa and Mexico Rempure launched in Canada's largest drug retailer
Whitespace expansion	Expanded into 10 new international countries Expanded Marc Anthony into U.S. Dollar Store and Beauty Supply
Innovation	Marc Anthony innovation made significant impact with retailers and media Introduced Rempure Plant Based Beauty collections Cake innovation accelerated in Hair, Body, Skin and Cosmetics for mid-2019 and 2020
Organizational development	Filled out leadership team with VP Ops, VP Marketing, VP Data & Analytics, VP Finance, Director Finance Appointed Judy Adam as new CFO and Chris Doyle as Chief Strategy Officer (April 2019)
Operations	Initiated COGs reduction program and re-balancing of manufacturers that will result in significant 2019 and 2020 gross margin improvement

# Pioneering the Masstige category



*"Since our beginning in 1995, our mission has been to deliver premium quality products that are accessible to and convenient for consumers."*

Masstige products provide a strong value proposition for consumers

SALON &  
SALON-DIVERTED  
PRODUCTS

**MASSTIGE  
PRODUCTS**

\$4.00 - \$12.00

Retailers allocate more shelf space to products that generate better economics

TRADITIONAL  
MASS MARKET  
PRODUCTS



# Complementary high-growth portfolio of Masstige brands

MARC ANTHONY®  
TRUE PROFESSIONAL



Modern, salon-inspired brand that consumers trust to solve their unique hair concerns

185 SKUs across 21 collections

Renpure.  
plant based beauty



Plant-based, naturally-inspired products that don't sacrifice performance or affordability

172 SKUs across 9 collections



cake



Lifestyle brand that provides a fun, vibrant and rich sensorial experience

63 SKUs across 3 collections



*Positioned to address a variety of consumers, industry trends and retailer needs with limited competitive overlap*



# How we are winning shelf space

# We have strong and collaborative retail and distribution partners

## North American Retail Partners<sup>(1)</sup>

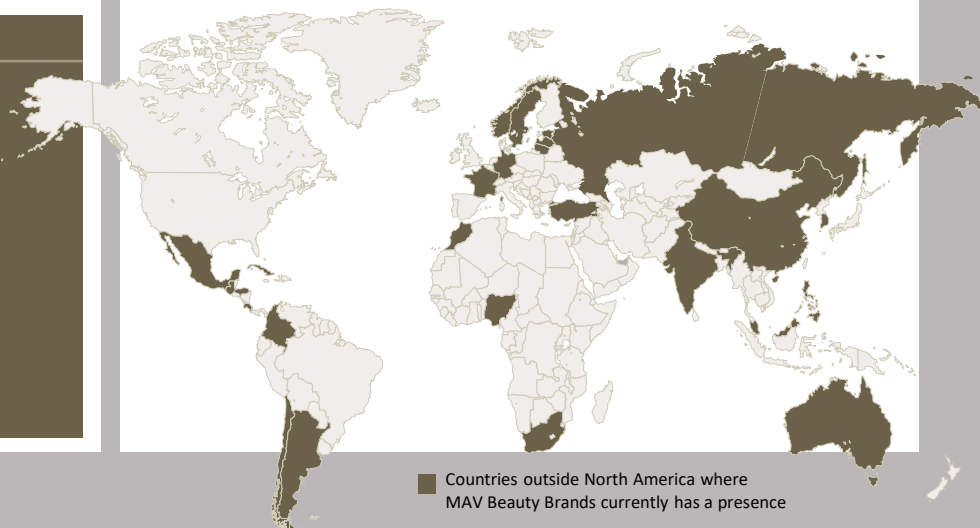
Direct, longstanding and collaborative relationships with major North American retailers

CHANNEL	SELECT RETAIL PARTNERS
DRUG	CVS, Rite-Aid, Shoppers Drug Mart, Walgreens
MASS	Target, Walmart
FOOD	HEB, Kroger, Loblaws
CLUB	Costco
SPECIALTY	Ulta Beauty
DOLLAR	Dollar General, Family Dollar
OFF PRICE	Burlington, Ross, TJX

## Leading International Distributors

Distributors have strong relationships with major retailers in attractive international markets

Add significant value by acting as local salesforce



30+  
countries

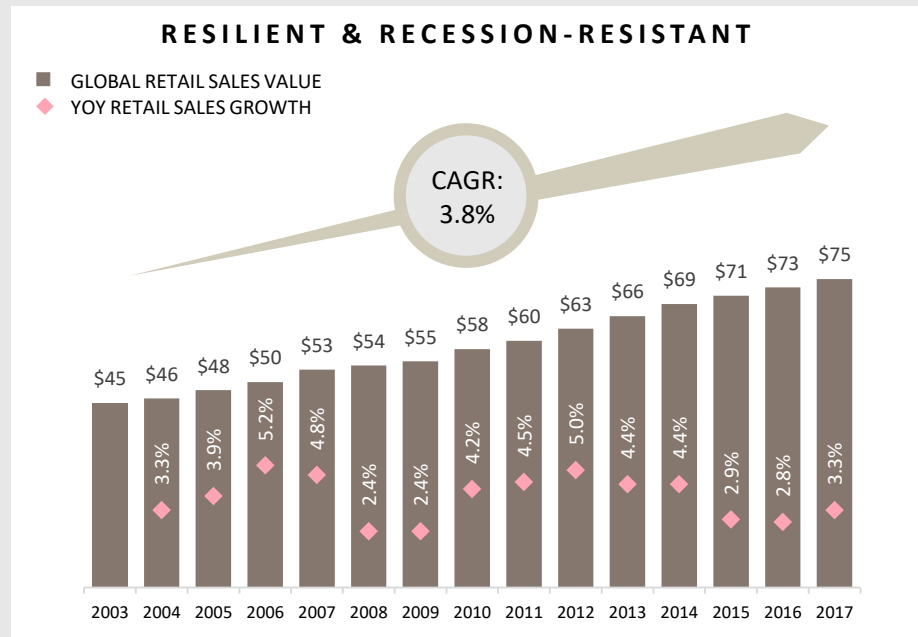
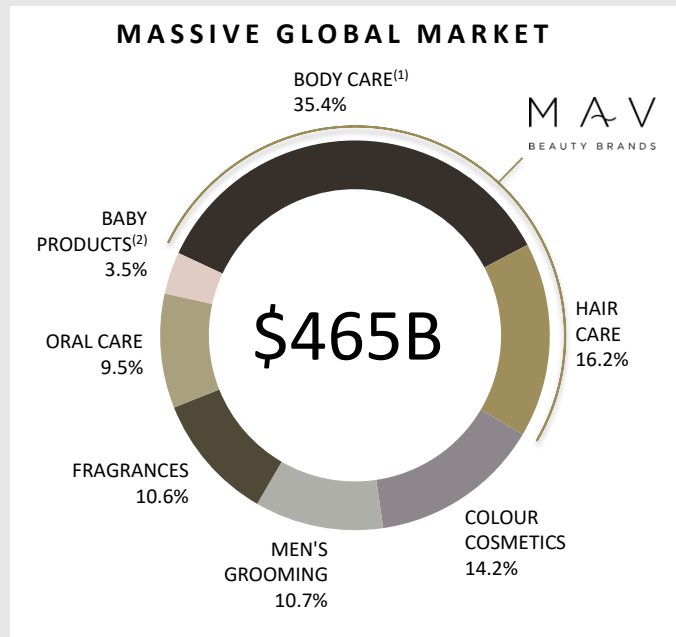
100+  
retailers

60k+  
doors

*Highly diversified across retailers, brands and geographies*

# We are in large and growing categories of a global market

(US\$ Billions)



*Strategically positioned in highly attractive end markets*

Source: Euromonitor International, Beauty and Personal Care 2018 Edition.

1) As per Euromonitor International's Skin Care and Bath & Shower definitions.

2) As per Euromonitor International's Baby and Child Specific definitions.

# We are aligned with key growth trends

Strong consumer demand for higher quality products that are convenient

SHIFTING AWAY FROM SALON PROFESSIONAL

MASSTIGE



TRADING UP FROM TRADITIONAL MASS

01

Increasing popularity of authentic, independently-founded brands

+22%

3-year CAGR of independently-founded brands (excluding brands that were acquired >3 years ago)<sup>(1)</sup>

02

Growing demand for natural personal care products

+10%

4-year CAGR of the global natural and organic personal care products market<sup>(2)</sup>

03

Millennials spend disproportionately high amounts on beauty & personal care

+30%

Anticipated increase in millennials' share of the total U.S. retail expenditure by 2020P<sup>(3)</sup>

04

1)  
2)  
3)

Includes Hask, Marc Anthony, Maui Moisture, Not Your Mother's, OGX, Renpure and Shea Moisture; U.S. retail sales data per Nielsen downloaded May 2018 (3-year CAGR from Q1 2015 - Q1 2018).

Source: Persistence Market Research – Global natural & organic personal care market, 2018 report purchased in April 2018.

Source: U.S. Census Bureau and Fung Global Retail & Technology.



# We innovate better than our competitors

## Product Ideas

- Beauty experts
- Founder-led innovation
- Collaboration with retail partners
- Bi-annual innovation summit

## Flexible Supply Chain

- Collaborative and longstanding relationships with diverse group of suppliers
- Asset-light business model allows us to be more nimble, driving industry-leading speed-to-market
- Efficient operations



## Integrated Product Development

- Management's extensive industry experience
- R&D team
- Internal creative resources

## Consumer & Retailer Feedback & Validation

- Collaborative and active dialogue with retail partners provides opportunity to react to feedback in midst of buying cycle
- Products often launched at strategic retail partners before mainstream launch

*Ability to consistently deliver fast and highly successful new product launches*

# Innovation in action

## New product ideas: Continued product innovation

### STRICTLY CURLS COLLECTION



- Recognized significant unmet demand for products to style curly hair in the early 2000s
- Launched nationally in Canada and the U.S. primarily as a styling product in 2001
- Strictly Curls has been on the shelf since 2001 and continues to grow significantly in excess of the broader market
- Continued product innovation, through new products and packaging, has resulted in a loyal consumer following

## Retailer feedback: Speed to market

### RENPURE BODY WASH



- We were asked by a U.S. retailer in July 2017 to provide a body wash
- Using our in-house chemist, we developed and presented body wash options to the buyer one month later, from which two formulas were chosen to launch in January 2018
- Ultimately shipped four body wash SKUs in January 2018, less than six months after meeting the body wash buyer
- Our body wash SKUs have been extremely successful and buyer has expanded the line

# We invest and activate in-store

Most purchase decisions are made at shelf

Collaborative, partnership approach with retailers

Enables real-time performance and ROI measurement

## In-Store Promotions



## Endcaps



## Holiday Bonus Pack



## We use efficient channels that build community

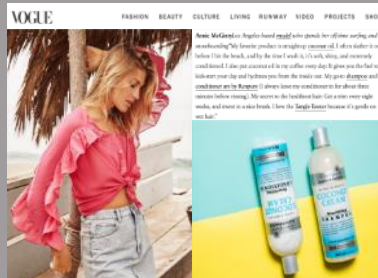
## Marc Anthony Stylist Squad

Elevate the connection between products,  
salon quality and the consumer experience



## Public Relations

Established relationships with key digital, print and televised media



## Social Media

Create content that generates education and entertainment



\$7.3mm  
earned media value<sup>(1)</sup>

## Industry Events

Create branded experiences that capture attention and spikes up conversation



## Consumer Engagement

Foster a dialogue with our consumers in order to keep them excited about our brands



## Micro-influencers

We work with hundreds of high performing micro-influencers who endorse our products to targeted consumer groups



Our model is working

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+56%

POS growth for Marc Anthony  
True Professional

+20%

POS growth for Renpure

#1

Fastest-growing brand in  
U.S. drug channel  
(Marc Anthony True Professional)



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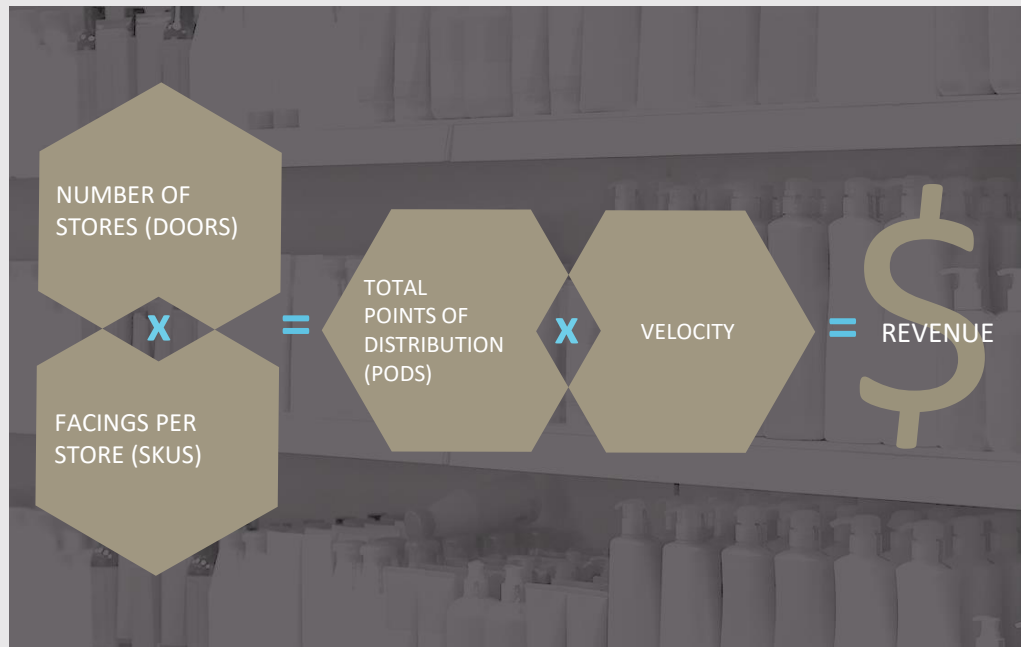
# 02

## Growth Strategies

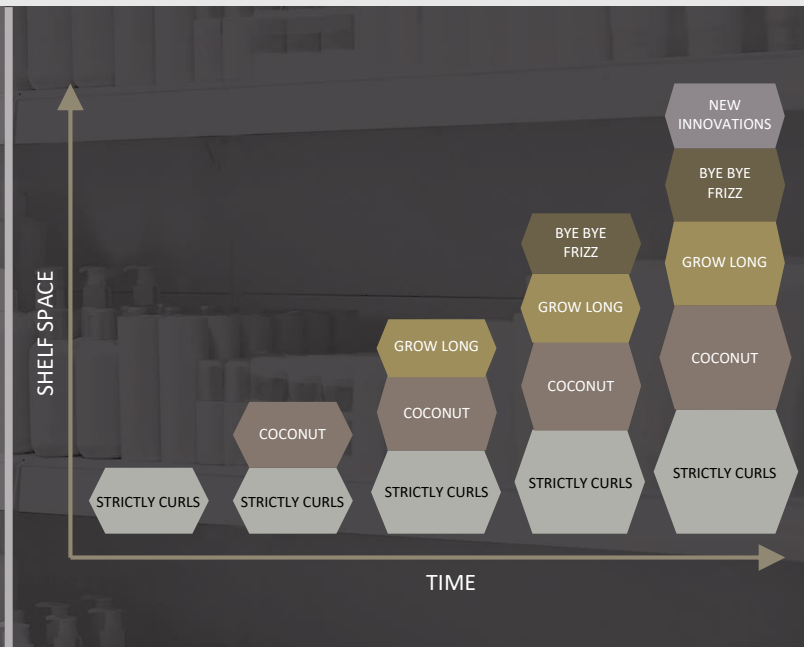


# Business model provides visibility and stability

## Retail Distribution



## Illustrative Retail Partner Planogram

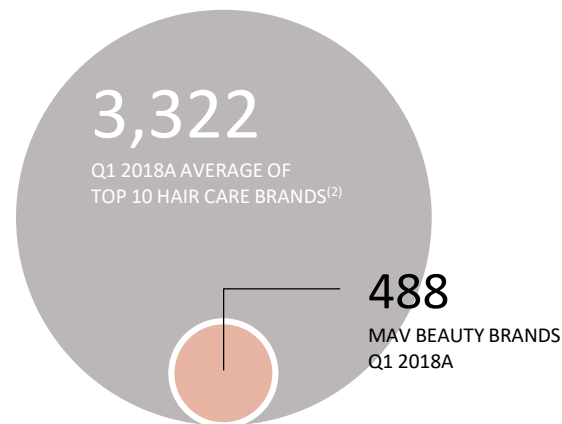


# Multiple levers for continued growth

01

Incremental sales of existing brands to existing partners

## U.S. TOTAL DISTRIBUTION POINTS <sup>(1)</sup>



02

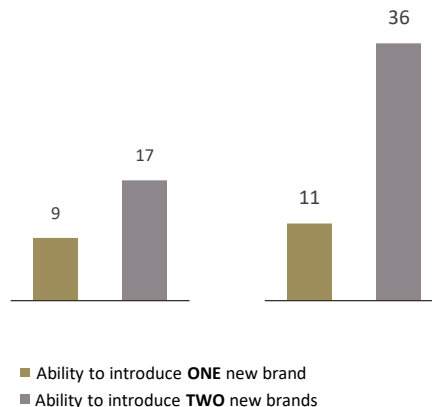
Cross-selling our complementary brand portfolio

## CANADIAN RETAILERS

26 total retailers

## U.S. RETAILERS

47 total retailers



03

Extending our reach into new international markets

30+ Countries today

39 Target countries with hair care sales of ≥US\$100+ million<sup>(3)</sup>

10 New markets in 2018

1) U.S. Nielsen downloaded May 2018. Based on the Brand High Total Distribution Points ("TDP") of the Marc Anthony and Renpure namesake brands as at March 31, 2018. TDP is an approximate measurement of the distribution of a brand (or "product aggregate") while taking into account the number of retail locations and Universal Product Codes, or UPCs, selling within that brand or aggregate; the calculation is the sum of % ACV across UPCs. The Company believes that this metric provides a relative indication of retail penetration factoring in both distribution breadth and distribution depth.

2) Top 10 hair care brands include L'Oréal, Garnier, TRESemmé, Pantene, Suave, Head & Shoulders, OGX, Dove, Conair and Herbal Essences.

3) Euromonitor International, Beauty and Personal Care 2018 Edition.

# Incremental opportunities beyond current outlook

01

Entering new or adjacent high-growth categories

02

Strategically acquiring complementary businesses

03

Expanding our distribution to new retail partners

(US\$ BILLIONS)

\$465

Global beauty & personal care market

\$44



ORAL CARE

\$16



BABY PRODUCTS<sup>(1)</sup>

\$49



FRAGRANCE

\$50



MEN'S GROOMING

\$66



COLOUR COSMETICS

\$75



HAIR CARE

\$164



BODY CARE<sup>(2)</sup>

OTHER PERSONAL CARE MARKETS

TARGET MARKETS

EXISTING MARKETS

Source: Euromonitor International, Beauty and Personal Care 2018 Edition.

1) As per Euromonitor International's Baby and Child Specific definitions.

2) As per Euromonitor International's Skin Care and Bath & Shower definitions.

# Building a portfolio of iconic brands through M&A

Acquire fast-growing independent brands

01

Demonstrated ability to execute and integrate

Entrepreneurial and innovation-driven culture

02

Highly attractive to founders

Unlock sales potential through global operating platform

03

Cross-sell 100+ retailers

Operational efficiencies and best practices

04

Scale and synergies in supply chain

## What we look for

- Entry or expansion into adjacent high growth markets
- Financial attractiveness (high margins, asset light)
- Access to new consumer end-markets
- Demonstrated innovation capabilities
- Revenue and integration synergies



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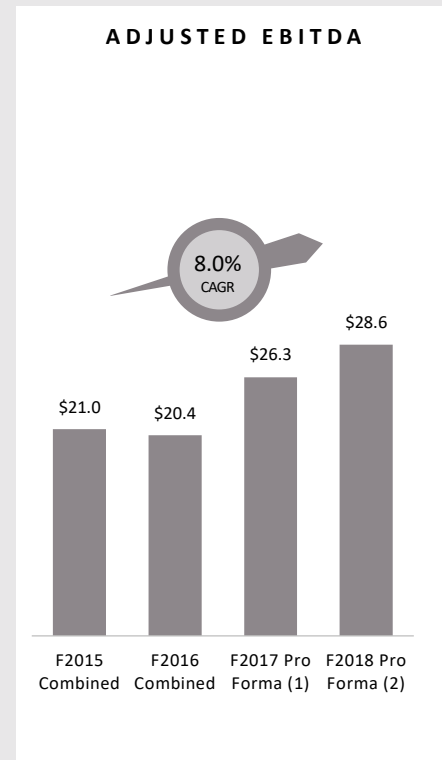
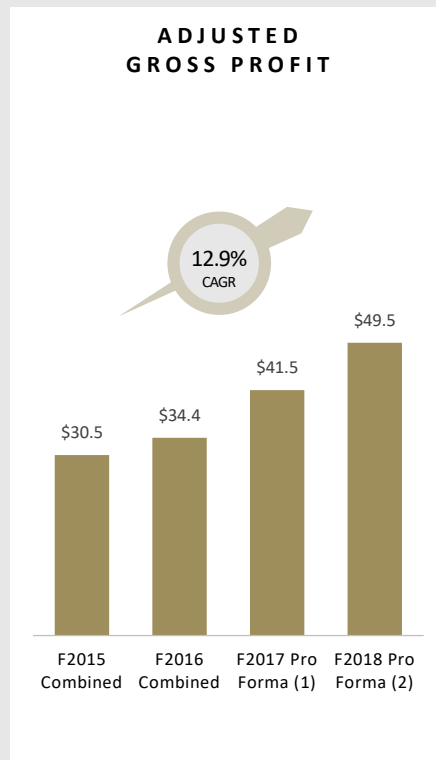
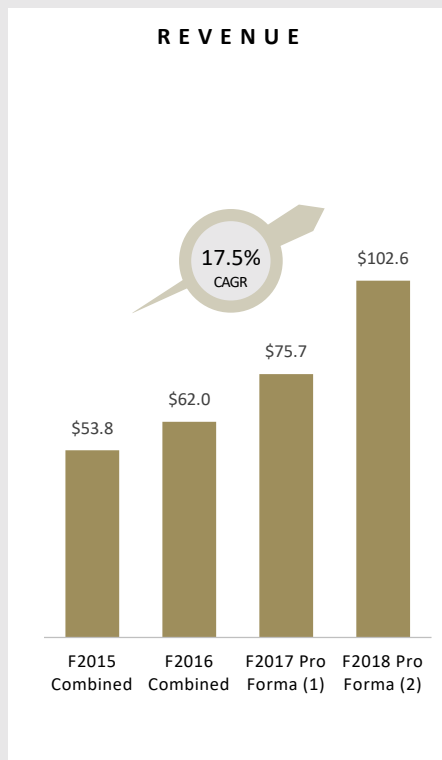
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# 03 Financial Overview



# Strong historical financial performance

(US\$ Millions)

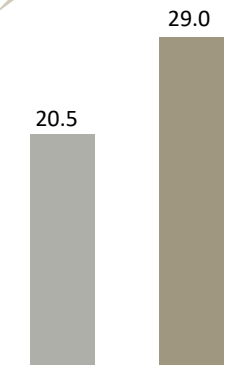
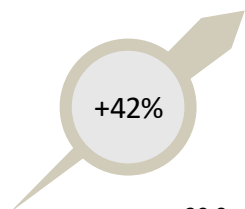


1) Pro forma for ownership of Renpure as of January 1, 2017 and excludes Cake Beauty.  
2) Pro forma for ownership of Renpure as of January 1, 2017 and includes Cake Beauty as of January 23, 2018.

# Q4 2018 pro forma financial results

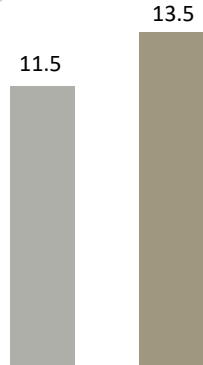
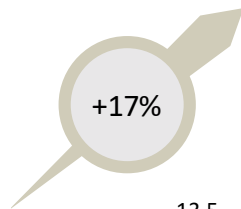
(US\$ Millions)

## REVENUE



Q4 2017 Pro Forma      Q4 2018 Pro Forma

## ADJUSTED GROSS PROFIT



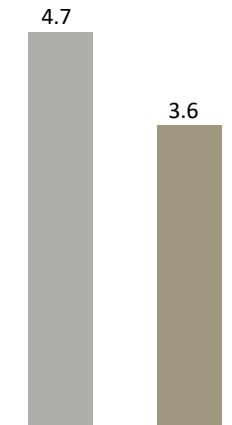
Q4 2017 Pro Forma      Q4 2018 Pro Forma

## ADJUSTED EBITDA



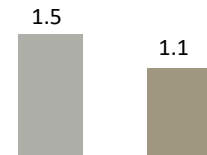
Q4 2017 Pro Forma      Q4 2018 Pro Forma

## ADJUSTED NET INCOME



Q4 2017 Pro Forma      Q4 2018 Pro Forma

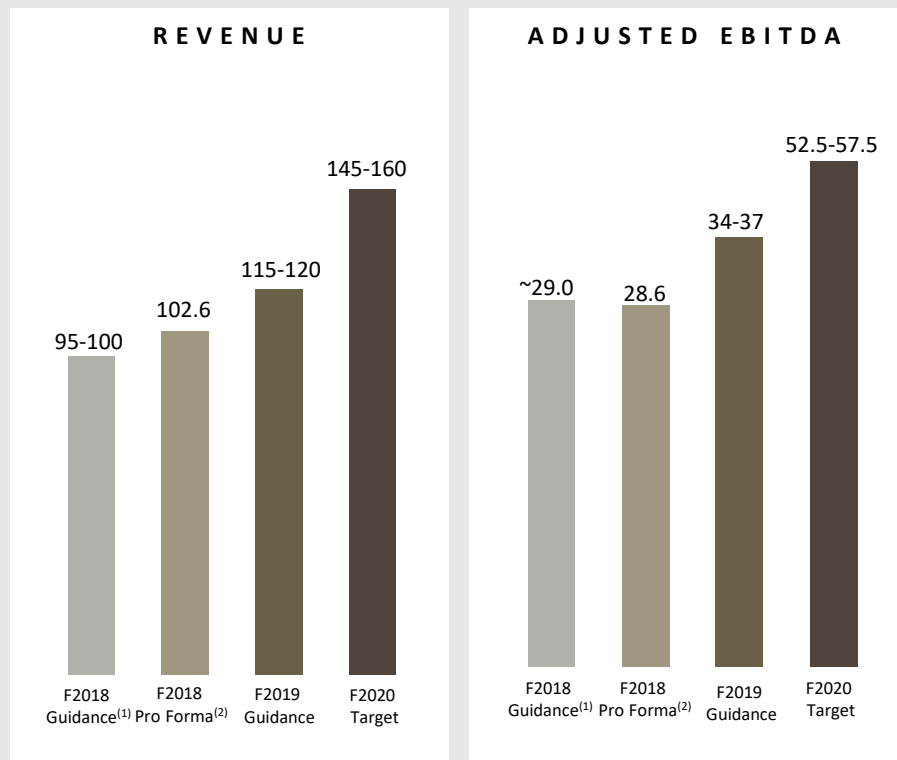
## NET INCOME



Q4 2017 Reported      Q4 2018 Reported

# Financial outlook

(US\$ Millions)



## Key drivers and assumptions <sup>(3)</sup>

- Strategically positioned in fast growing segments that will continue to outperform the broader market
- Grow market share within existing retail partners and distributors by increasing Points of Distribution (SKUs x Doors)
- Cross-selling: increase number of retail partners and distributors who carry more than one of our brands
- Expand into new international markets
- Benefit from operating leverage due to past investments in Selling and Administrative
- Gross margin percentage to increase steadily in 2019 and 2020

1) Pro forma for ownership of Renpure as of January 1, 2017 and excludes Cake Beauty.  
2) Pro forma for ownership of Renpure as of January 1, 2017 and includes Cake Beauty as of January 23, 2018.

3) See Forward-Looking Information in the Company's MD&A dated March 28, 2019

# Additional financial highlights & market facts

<b>Total Debt</b> (Dec 31, 2018)	US\$113.0 mm
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<b>Cash</b> (at Dec 31, 2018)	US\$5.8 mm
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<b>Net Debt</b> (at Dec 31, 2018)	US\$107.1mm
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<b>Net Debt/2018PF Adjusted EBITDA<sup>(3)</sup></b>	3.7x
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<b>Shares o/s (Basic)<sup>(1)</sup></b>	40.8 mm
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<b>Shares o/s (Fully Diluted)<sup>(1)(2)</sup></b>	41.4 mm
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<b>Insider Ownership</b>	~58%
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<i>TA Associates</i>	31.2%
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<i>Marc Anthony Venere Group</i>	18.2%
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<b>Ticker Symbol</b>	MAV (TSX)
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<b>52-week High/Low</b>	\$14.15 / \$7.81
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<b>Market Cap<sup>(1)</sup></b>	~\$330 mm
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## ANALYST COVERAGE

BMO Capital Markets

Canaccord Genuity

CIBC World Markets

Jefferies

National Bank Financial

Raymond James

RBC Capital Markets

- 1) Assumes conversion of 3,178 proportionate shares to 3,178,000 common shares as of April 1, 2019.
- 2) Calculated using treasury method.
- 3) Pro forma for ownership of Renpure as of January 1, 2017 and includes Cake Beauty as of January 23, 2018.



# Investment highlights

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- 01 Leader within large and fast-growing categories of a global market
- 02 Complementary high-growth portfolio of brands
- 03 Next generation platform drives growth
- 04 Innovative products that drive consumer demand and retailer traffic
- 05 Strong financial performance with diverse revenue streams and attractive cash flow characteristics
- 06 Entrepreneurial founder-led team comprised of world-class industry executives

# Appendix



# Pro forma Q4 2018 Compared to Pro forma Q4 2017 and Pro forma F2018 Compared to Pro forma F2017

The unaudited pro forma net income and comprehensive income for Q4 2018, F2018, Q4 2017, F2017, reflect the following transactions:

- The acquisition by the Company of 100% of the outstanding units of Renpure, LLC on March 8, 2018.
- The refinancing of credit facilities concurrent with the closing of the IPO as described.
- The completion of the IPO and concurrent changes to the share capital.

The pro forma numbers presented by management give effect to the above transactions as if they have been consummated on January 1, 2017. Renpure was acquired by the Company on March 8, 2018 and therefore the financial results of Renpure have been consolidated with the unaudited financial results of the Company starting March 8, 2018.

(in thousands of US dollars) (unaudited)		Pro forma Q4 2018	Pro forma Q4 2017	Pro forma Fiscal 2018	Pro forma Fiscal 2017
<b>Consolidated statements of operations and comprehensive income:</b>					
<b>Revenue</b>		29,032	20,458	102,629	75,678
Cost of sales	(3)	15,581	8,971	53,467	36,889
Gross profit		13,451	11,487	49,162	38,789
<b>Expenses</b>					
Selling and administrative	(1), (4)	7,849	3,869	26,524	17,310
Foreign exchange loss (gain)		(423)	(33)	(554)	154
Amortization and depreciation	(2)	787	743	3,135	2,924
Finance and other charges	(1)	2,474	1,606	7,946	6,459
		10,687	6,185	37,051	26,847
(Loss) income before income taxes		2,764	5,302	12,111	11,942
<b>Income tax expense</b>					
Deferred	(5)	705	1,351	3,089	3,044
		705	1,351	3,089	3,044
<b>Net income and comprehensive income for the period</b>		2,059	3,951	9,022	8,898
<b>EBITDA</b>		5,235	7,567	21,782	20,948
<b>Adjusted EBITDA</b>		7,365	8,578	28,622	26,312
<b>Adjusted Net Income</b>		3,646	4,703	14,119	12,894

# Pro forma Q4 2018 Compared to Pro forma Q4 2017 and Pro forma F2018 Compared to Pro forma F2017

(in thousands of US dollars) (unaudited)		Pro forma Q4 2018	Pro forma Q4 2017	Pro forma Fiscal 2018	Pro forma Fiscal 2017
<b>Net income and comprehensive income for the period</b>		2,059	3,951	9,022	8,898
Income tax expense		705	1,351	3,089	3,044
Interest		1,684	1,522	6,536	6,082
Amortization and depreciation		787	743	3,135	2,924
<b>EBITDA</b>		<b>5,235</b>	<b>7,567</b>	<b>21,782</b>	<b>20,948</b>
Transaction-related costs	(1)	758	424	1,868	740
Non-recurring charges	(2)	875	373	2,805	1,547
Purchase accounting adjustments	(3)	-	-	55	2,672
Share-based compensation	(4)	1,099	93	2,284	303
Foreign exchange (gain) loss		(602)	121	(172)	102
<b>Adjusted EBITDA</b>		<b>7,365</b>	<b>8,578</b>	<b>28,622</b>	<b>26,312</b>

(in thousands of US dollars) (unaudited)		Pro forma Q4 2018	Pro forma Q4 2017	Pro forma Fiscal 2018	Pro forma Fiscal 2017
<b>Net income and comprehensive income for the period</b>		2,059	3,951	9,022	8,898
Transaction-related costs		758	424	1,868	740
Non-recurring charges		875	373	2,805	1,547
Purchase accounting adjustments		-	-	55	2,672
Share-based compensation		1,099	93	2,284	303
Foreign exchange (gain) loss		(602)	121	(172)	102
Tax impact of the above adjustments		(543)	(259)	(1,743)	(1,368)
<b>Adjusted Net Income</b>		<b>3,646</b>	<b>4,703</b>	<b>14,119</b>	<b>12,894</b>

# Pro forma Q4 2018 Compared to Pro forma Q4 2017 and Pro forma F2018 Compared to Pro forma F2017

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1. Concurrent with the closing of the IPO, the Company entered into a new \$107,500 term loan credit facility and a \$20,000 revolving credit facility available. This refinancing resulted in the Company's cost of borrowing reducing to an effective interest rate of approximately 5.15%. The refinancing resulted in a reduction of interest expense of \$nil and \$742 for pro forma Q4 2018 and Q4 2017 respectively, after considering commitment fees on the unused revolving credit facility and the amortization of the financing costs on the refinanced debt. An additional \$nil for pro forma Q4 2018 and \$30 for pro forma Q4 2017 has been adjusted for related to transaction costs which are non-recurring in nature and would not reflect the expenses of the combined entity on an ongoing basis.
2. Adjusted for incremental amortization of \$170 for proforma Q4 2017 as a result of the fair value adjustment to customer lists in connection with IFRS 3 accounting.
3. In conjunction with the acquisition of Cake Beauty Inc. January 23, 2018 and Renpure, LLC on March 8, 2018, the fair value adjustment of inventory as part of the initial purchase price allocation was amortized.
4. Adjusted for related party commissions of \$1,285 and related party salaries and benefits of \$29 in Q4 2017 as a result of these expenses being non-recurring in nature and would not reflect expenses of the combined entity on an ongoing basis.
5. Income tax have been reflected at 25.5% of the net adjustments.me tax have been reflected at 25.5% of the net adjustments.

# Q4 2018 Compared to Q4 2017 and F2018 Compared to F2017

(in thousands of US dollars) (unaudited)	Reported Q4 2018	Reported Q4 2017	Reported Fiscal 2018	Reported Fiscal 2017
<b>Consolidated statements of operations and comprehensive (loss) income:</b>				
<b>Revenue</b>	29,032	12,164	94,039	42,368
Cost of sales	15,581	4,759	51,222	16,933
Gross profit	13,451	7,405	42,817	25,435
<b>Expenses</b>				
Selling and administrative	7,849	2,405	26,701	10,878
Foreign exchange loss (gain)	(423)	(57)	(570)	67
Amortization and depreciation	787	573	3,007	2,238
Finance and other charges	2,474	2,348	25,889	9,347
	10,687	5,269	55,027	22,530
(Loss) income before income taxes	2,764	2,136	(12,210)	2,905
<b>Income (recovery) tax expense</b>				
Deferred	1,655	655	(1,808)	889
	1,655	655	(1,808)	889
<b>Net (loss) income and comprehensive (loss) income for the period</b>	1,109	1,481	(10,402)	2,016
<b>EBITDA</b>	5,235	4,973	8,227	14,114
<b>Adjusted EBITDA</b>	7,365	5,773	26,200	16,047
<b>Adjusted Net Income</b>	2,696	2,036	2,989	3,357

# Q4 2018 Compared to Q4 2017 and F2018 Compared to F2017

(in thousands of US dollars) (unaudited)		Reported Q4 2018	Reported Q4 2017	Reported Fiscal 2018	Reported Fiscal 2017
<b>Net (loss) income and comprehensive (loss) income for the period</b>		<b>1,109</b>	<b>1,481</b>	<b>(10,402)</b>	<b>2,016</b>
Income (recovery) tax expense		1,655	655	(1,808)	889
Interest		1,684	2,264	17,430	8,971
Amortization and depreciation		787	573	3,007	2,238
<b>EBITDA</b>		<b>5,235</b>	<b>4,973</b>	<b>8,227</b>	<b>14,114</b>
Transaction-related costs	(1)	758	424	10,723	740
Non-recurring charges	(2)	875	185	2,427	874
Purchase accounting adjustments	(3)	-	-	2,727	-
Share-based compensation	(4)	1,099	93	2,284	303
Foreign exchange (gain) loss		(602)	98	(188)	16
<b>Adjusted EBITDA</b>		<b>7,365</b>	<b>5,773</b>	<b>26,200</b>	<b>16,047</b>

(in thousands of US dollars) (unaudited)		Q4 2018	Q4 2017	Fiscal 2018	Fiscal 2017
<b>Net (loss) income and comprehensive (loss) income for the period</b>		<b>1,109</b>	<b>1,481</b>	<b>(10,402)</b>	<b>2,016</b>
Transaction-related costs	(1)	758	424	10,723	740
Non-recurring charges	(2)	875	185	2,427	874
Purchase accounting adjustments	(3)	-	-	2,727	-
Share-based compensation	(4)	1,099	93	2,284	303
Foreign exchange (gain) loss		(602)	98	(188)	16
Tax impact of the above adjustments		(543)	(245)	(4,582)	(592)
<b>Adjusted Net Income</b>		<b>2,696</b>	<b>2,036</b>	<b>2,989</b>	<b>3,357</b>



# Q4 2018 Compared to Q4 2017 and F2018 Compared to F2017

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1. In July 10, 2018 we successfully completed the IPO and our Shares are listed on the Toronto Stock Exchange under the stock symbol "MAV". Comprised of \$738 for Q4 2018 related to the fair value remeasurement of the deferred consideration and \$20 for costs associated with the 2018 Acquisitions that have been accounted for as finance and other charges. Fiscal 2018, \$8,424 of transaction-related costs of the Company have been incurred in connection with the IPO and 2018 Acquisitions, which have been accounted for as finance and other charges and \$2,299 of transaction-related costs of the Company incurred in connection with the IPO and the 2018 Acquisitions, which have been accounted for as selling and administrative expenses.
2. Comprised of \$875 for Q4 2018 and \$2,112 for Fiscal 2018 of non-recurring costs representing predominantly expenses incurred in respect of the following matters: (i) recruiting costs incurred as part of the Company's efforts to put in place additional senior management, (ii) consulting fees in respect of finance support and operations relating to transaction-related matters, (iii) severance costs incurred in respect of certain employees and payments related to the termination of certain consulting contracts on acquisition, (iv) salary and wages related to staff integration to operate one salon, and (v) non-recurring private company board expenses, which have been accounted for as selling and administrative expenses. Fiscal 2018, \$315 of non-recurring costs have been incurred by the Company in cost of sales, of which \$112 relates to the salon stylist integration and \$203 relates to inventory expenses incurred in connection with the integration of the 2018 Acquisitions.
3. In conjunction with the 2018 Acquisitions, the fair value adjustment of inventory as part of the initial purchase price allocation was expensed to cost of sales as the inventories were sold.
4. Represents recognition of share-based payments, which have been accounted for as selling and administrative expenses.