



AUTHENTIC

ITALIAN

MAMAMANCINI'S™

An Original Family Recipe

MamaMancini's Holdings Inc.
(OTCQB: MMMB)

Corporate Presentation
Fall 2017

Forward Looking Statements



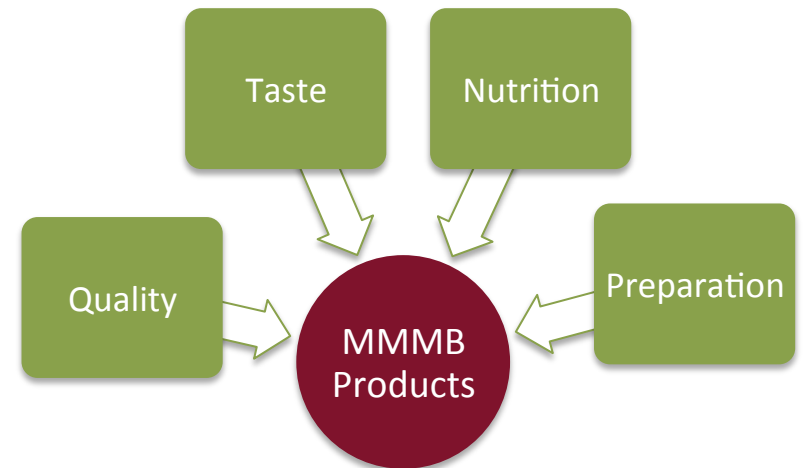
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Growth Drivers for MMMB



What is a good business to be in?

- **Industry Growing Rapidly**
 - *Perimeter of store where majority of MMMB product located growing 8-10% annually*
- **Good Margins**
 - *MMMB: ~35% Gross Profit Margin*
 - *Marginal overhead increases with higher sales*
- **Consistent Sales at full pricing**
- **Consumer Trends are favorable**
 - *Home meal replacement*
- **Core products fill consumer needs**
 - *Quality*
 - *Taste*
 - *Nutrition*
 - *Ease of preparation*
- **Competition fractionalized and non-branded**
- **Value of the Brand**



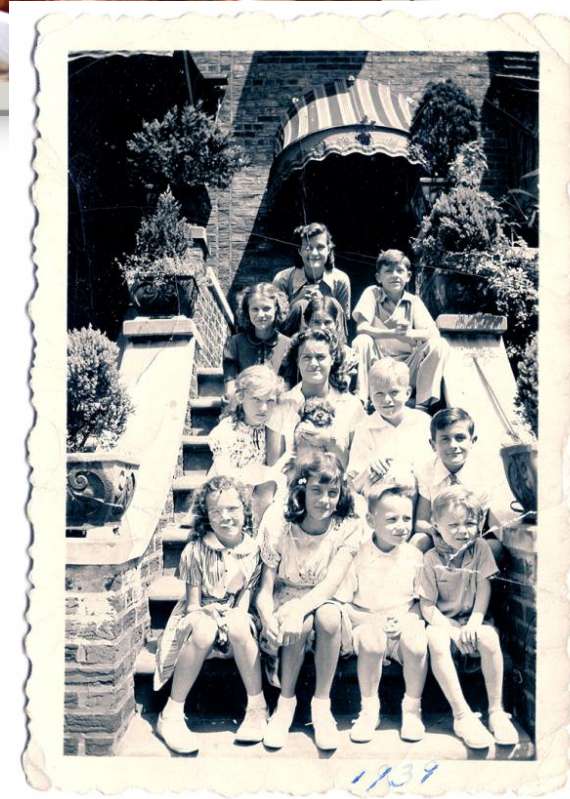
MamaMancini's: An Original Family Recipe



Home style, old world Italian food created from recipes Dan Mancini's grandmother brought to America in 1921 when she came through Ellis Island.

Never written down, existing only in her heart until Anna Mancini taught all of the recipes to Dan. He is now sharing them with everyone.

- All-natural, no artificial ingredients;
- Superior nutritional profile;
- Highly convenient preparation;
- Great value.



Company Highlights



- Investing in the business to grow profitably.
- Growth initiatives gaining traction, including successful launch of 10 products on QVC with increasing authorizations.
- Continuous improvement on efficiency metrics - increased gross profit margins; improved return on operating expenses; expanding cash flows.
- Valuation metrics reflect discount to peer group - other rapidly growing brands being acquired at higher valuations.
- Management team with proven track record of brand building.



Superior Nutritional Products



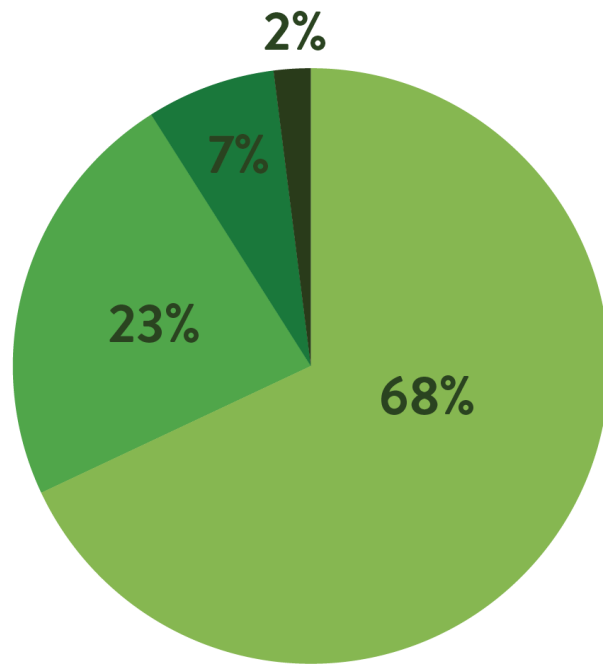
BRAND	MEATBALL TYPE	SOY PROTEIN	SOY FLOUR CONCENTRATE	SODIUM PHOSPHATE	HYDROGENATED OILS	FAT/SODIUM PER SERVING	CALORIES PER OZ
MAMAMANCINI'S	TURKEY	✗	✗	✗	✗	Serving: 5.0oz F: 6g S:470mg	22
FARM RICH	TURKEY	✓	✗	✗	✗	Serving: 3.1oz F: 9g S:440mg	48
MAMA LUCIA	TURKEY	✓	✓	✓	✓	Serving: 3.2oz F: 12g S:740mg	63
ARMOUR	PORK,BEEF, & CHICKEN	✓	✓	✓	✗	Serving: 3.0oz F: 22g S:640mg	77
COOKED PERFECT	PORK & BEEF	✓	✓	✓	✗	Serving: 3.0oz F: 19g S:630mg	80
ROSINA	BEEF	✓	✓	✓	✗	Serving: 3.2oz F: 19g S:640mg	80

High Customer Retention



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)



Favorable Industry Trends



THE WALL STREET JOURNAL

“....grocery stores are choosing to give better play to fresh food, prepared hot meals and items from local upstarts more in favor with increasingly health-conscious consumers.... grocery chains around the country are building new stores that have less space for traditional packaged foods in the center aisles and more for in-store restaurants and fresh meals shoppers can take home.”

**-Top Food Brands Are Losing the Battle for Shelf Space
(May 1, 2017)**

The New York Times

“Shoppers are increasingly shunning the processed, packaged products that fill most shelves in the center of the store. Instead, they are hunting the perimeter for....prepared foods...They’re [the consumer] really buying more....prepared meals.”

**- What’s New in the Supermarket?
(May 16, 2017)**

“And they [consumers] are buying more from stores at two poles: ones with cheap prices, and ones that offer high-quality fresh food, often at a premium....Consumers are far more curious and educated about the source and content of their food....while simultaneous demand for convenience....”

**-For Amazon, Now Comes the Hard Part
(June 19, 2017)**

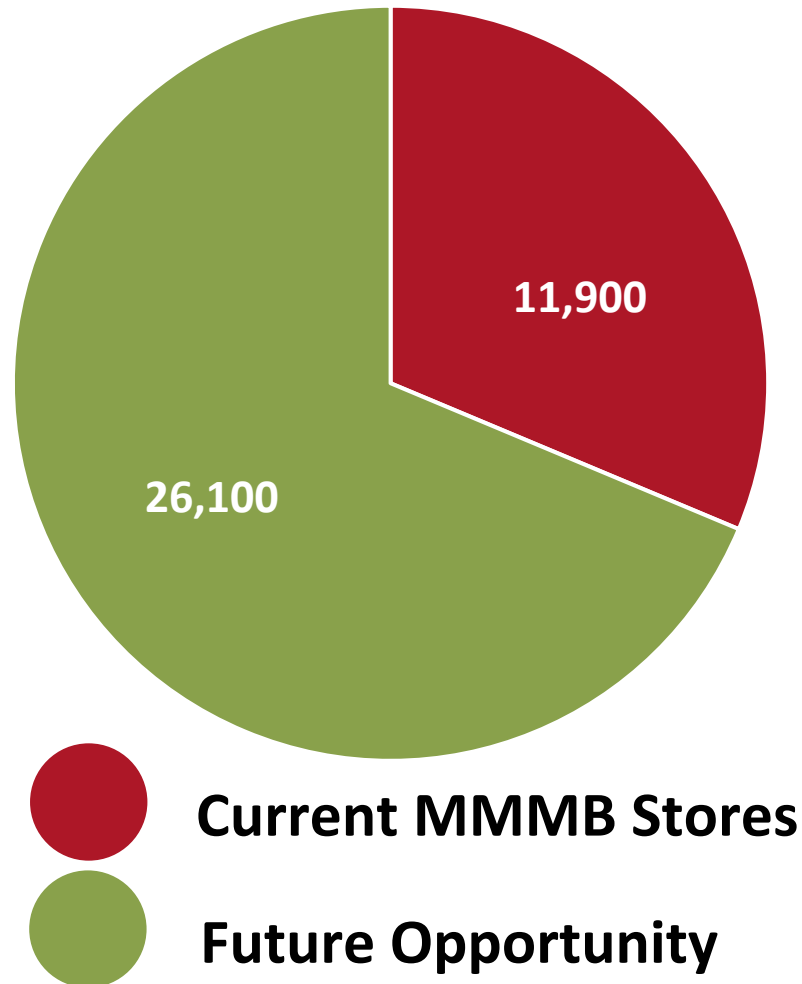


**Growing Business with
Large Expansion Opportunity**

Growing Business with Expansion Opportunity



Retail Channel Presence*



*Based on estimates of 38,000 U.S. Supermarket locations

Positioned for Rapid Growth



Concept

Brand Awareness

Expansion

Profitable Growth

July 2009

- Company Incorporated
- Sales: \$50,000

2010

- Logo and packaging developed.
- Company ships first product.

2011

- Sales: \$3.7M
- Expansion of product line to 4 Products

2012

- Sales: \$4.6M
- Embark on aggressive radio campaign on Sirius Radio

2013

- Sales \$8.6M
- Company goes public Products sold in 7,000 locations

2014

- Sales: \$12.3M
- Introduction of 6 new products
- Available in 11,000 locations

2015

- Commence relationship with QVC
- Focus on margin improvement
- Elimination of underperforming accounts

2016

- Expand and leverage QVC relationship
- Drive expansion with Top 10 customers
- Focus on new major accounts
- Expand product portfolio

2017

- Sales climb 43% to new record of \$18.0M
- Company reports first profitable quarter

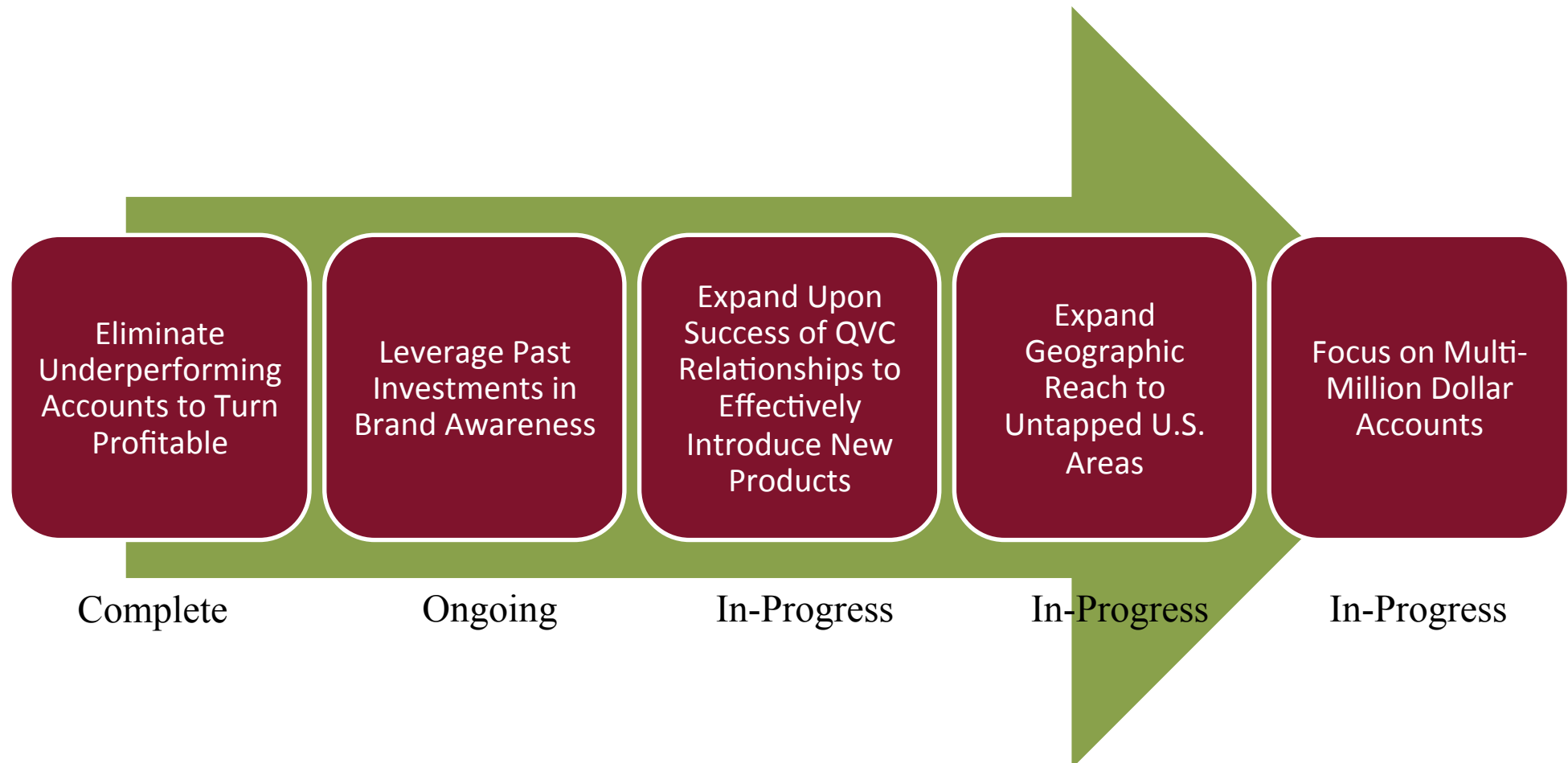


Focus on Growing Business Profitably

Growing Revenues Profitably



Investing in the business to grow profitably



Targeting High Growth Perimeter of Store



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



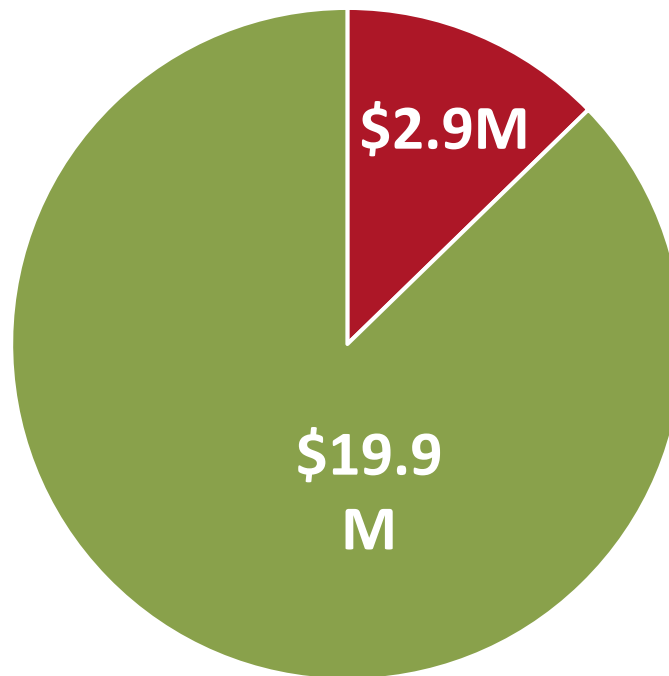
Higher growth is occurring in the
“perimeter,” or outer ring of the
supermarket where fresh foods
are stocked.



Focus on Multi-Million Dollar Accounts



Revenues at Top 10 Accounts (TTM ended July 31, 2017)



\$ in Millions

■ Other ■ Top 10 Accounts

- Top 10 accounts represented 87.0% for the trailing twelve month (“TTM”) period ended July 31, 2017
- Company focus is on high value, multi-million dollar accounts, to grow business more profitably



Expansion Focus

Brand Building Through QVC

World's Largest Direct to Consumer Media Marketer



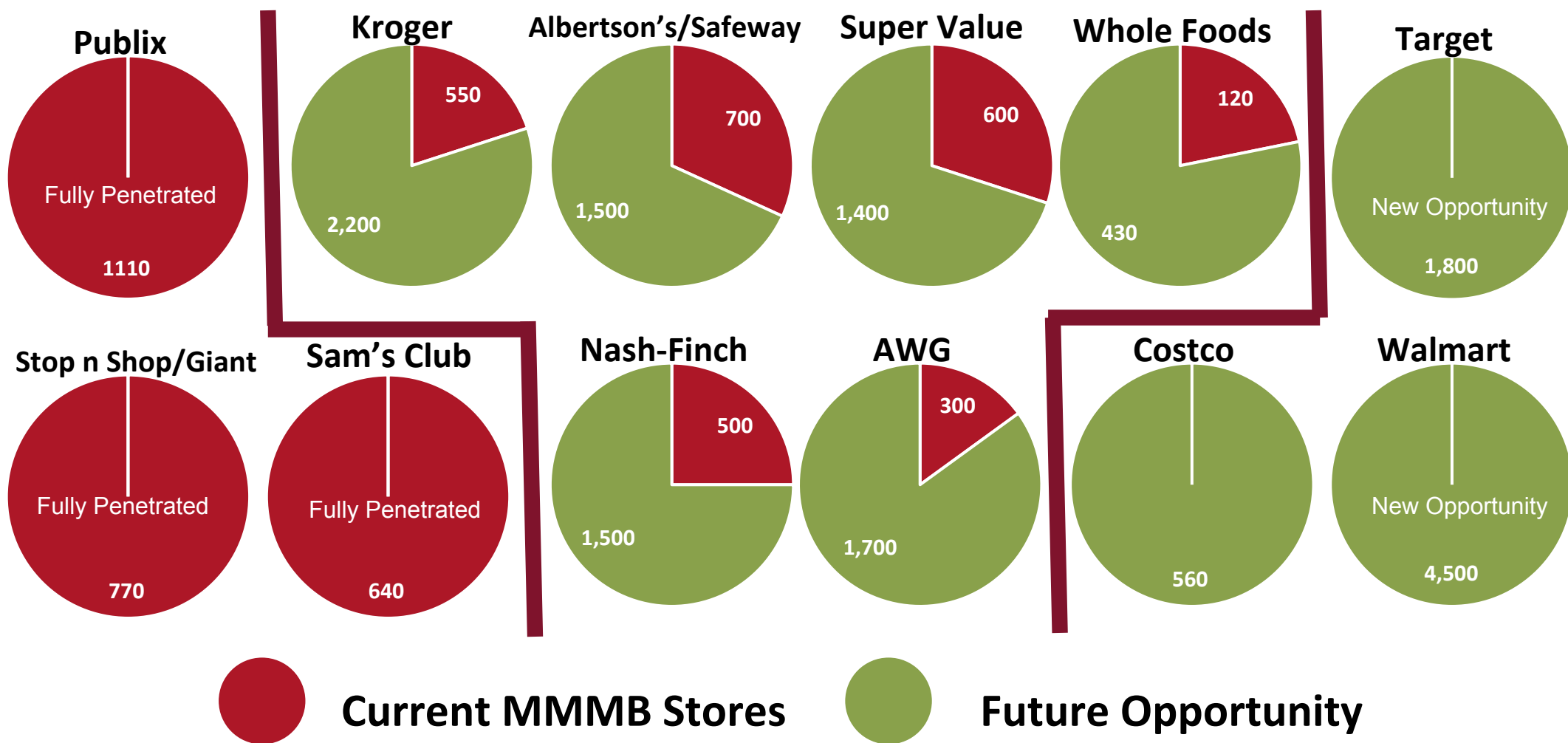
12 new MamaMancini's products that have been featured on QVC since June 2015.



Large Expansion Potential with Major Retailer Chains



Still scratching the surface of potential distribution



Expand SKU's Per Retail Location



Opportunity for multiple product placements per store

Locations

Fresh Deli

Fresh Hot Bar

Fresh Packaged Meat

Fresh Prepared Meals



Product

Original Meatballs and Sauce

Stuffed Meatballs and Sauce

New Meatloaf

New Sauces

Turkey Meatballs and Sauce



Increasing Velocity per Store



Mini Meatballs



Meatball Sub Sandwiches



Sautéed Green Meatballs



Caprese Meatballs



Turkey Meatballs



Mini Meatballs

Trending: Fresh Prepared and Deli Foods

CASE STUDIES

CASE STUDY: REPLACED EXISTING SUPPLIER

5X the deli sales from when started in 2011

Only branded item in prepared foods case that sells
\$500 per week per store, despite only being promoted 4 times a year

USED IN SANDWICHES, CATERING,
AND WHOLE PACKS FOR PARTIES

CASE STUDY: TOP 10 SUPERMARKET CHAIN, NEW ITEM

#1 selling prepared food for this chain

48% growth over the year 2015

NOW SELLING IN SUPERMARKET HOT BARS

CASE STUDY: LEADING CLUB STORE CHAIN

Division A:

30% average increase, Fall 2015 vs 2014

Division B:

A one time, two week promotion in Fall 2014 ran over
\$5,000 per week, per store in volume

CASE STUDY: UPSCALE MERCHANDISING CHAIN

\$750 and over sold per week, per store

USED FOR PIZZAS, PIZZA BREAD, SANDWICHES,
AND CATERING

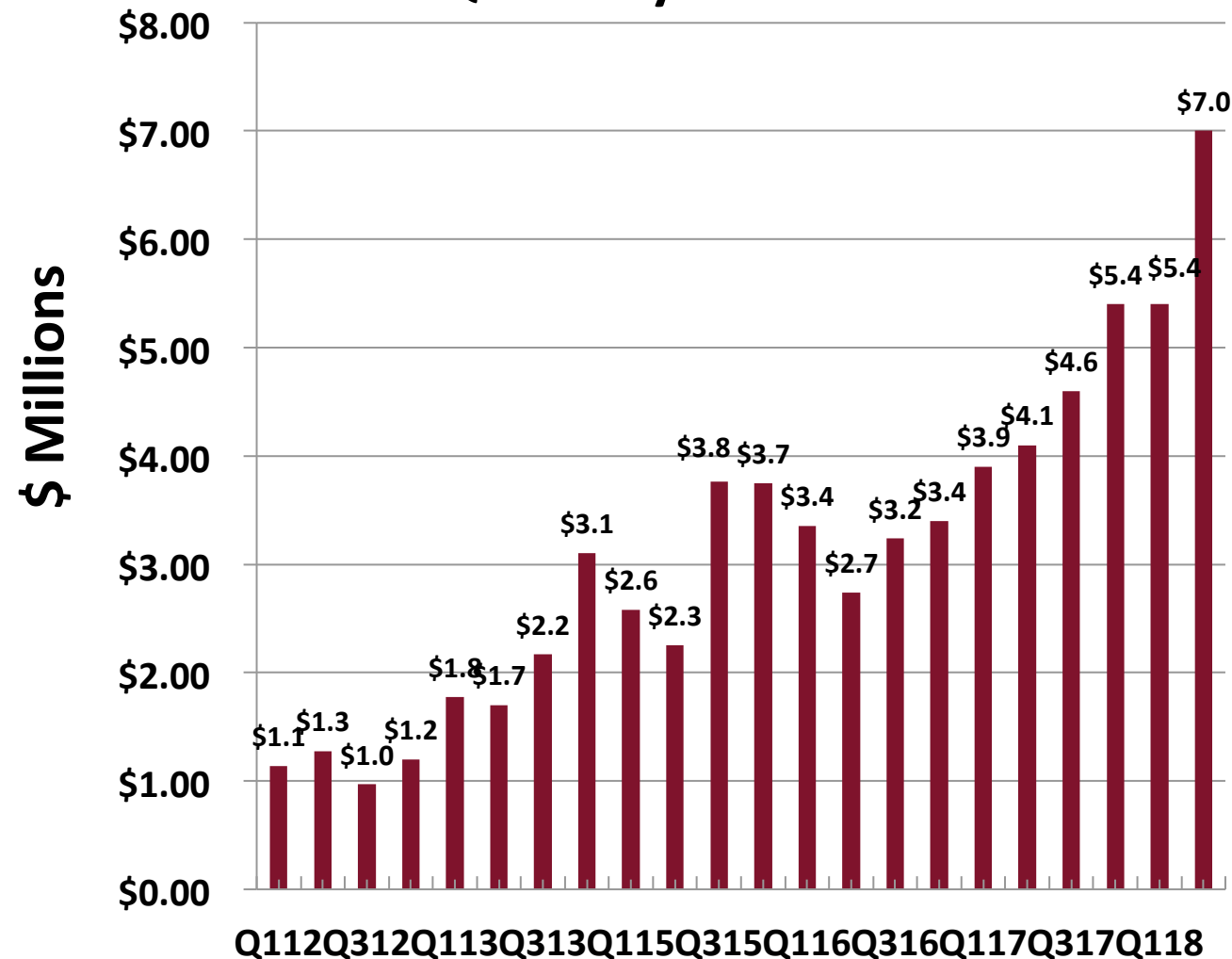


Financials

Revenue Growth Strategy: Focus on Larger, Profitable Accounts

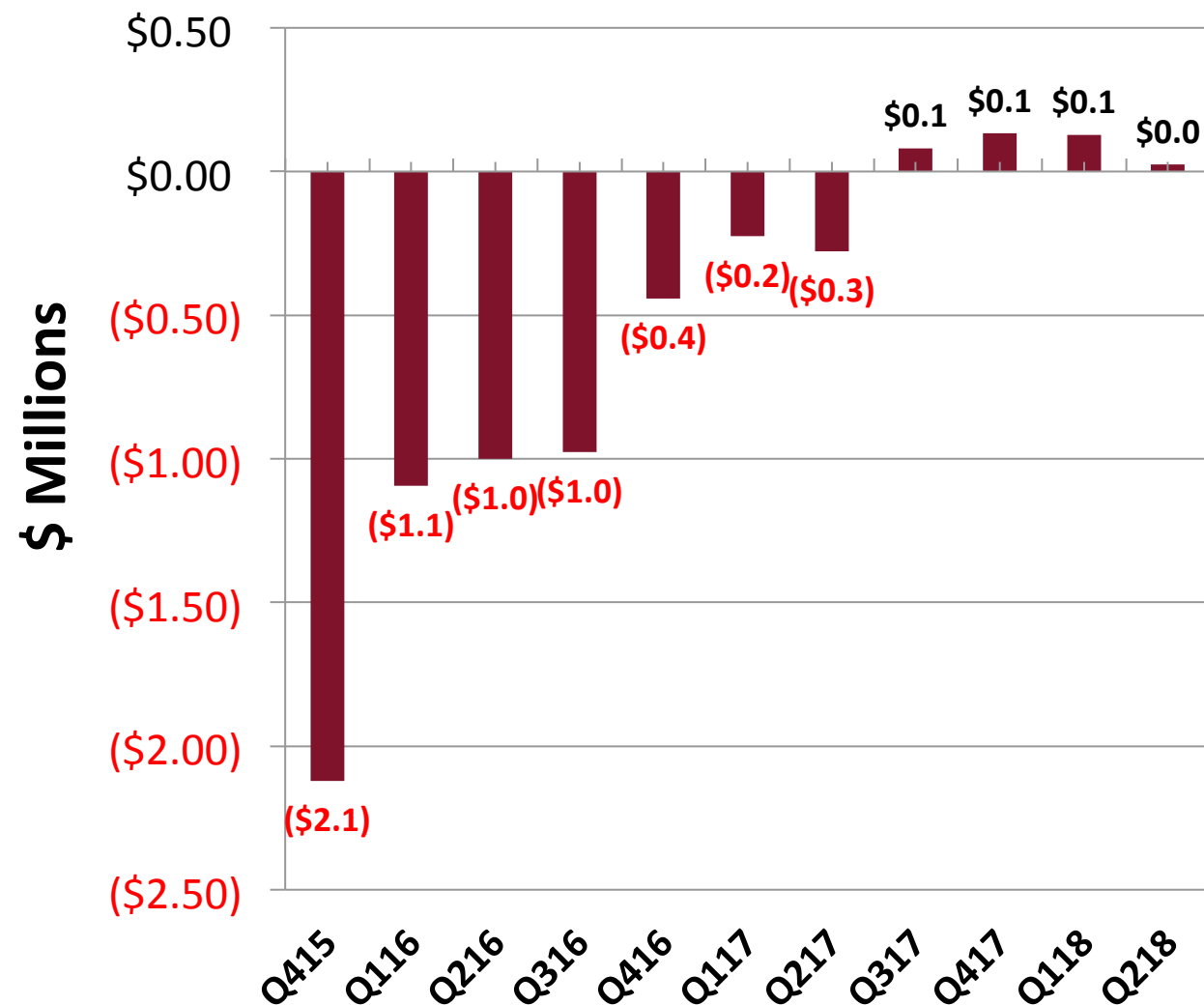


Quarterly Revenue



- FY 2016 strategy: Eliminate underperforming accounts.
- Near-term revenue impact experienced in first three quarters of 2016.
- Revenue growth resumption in FY17 with increase of 43%.
- Pathway to future profitable growth established.

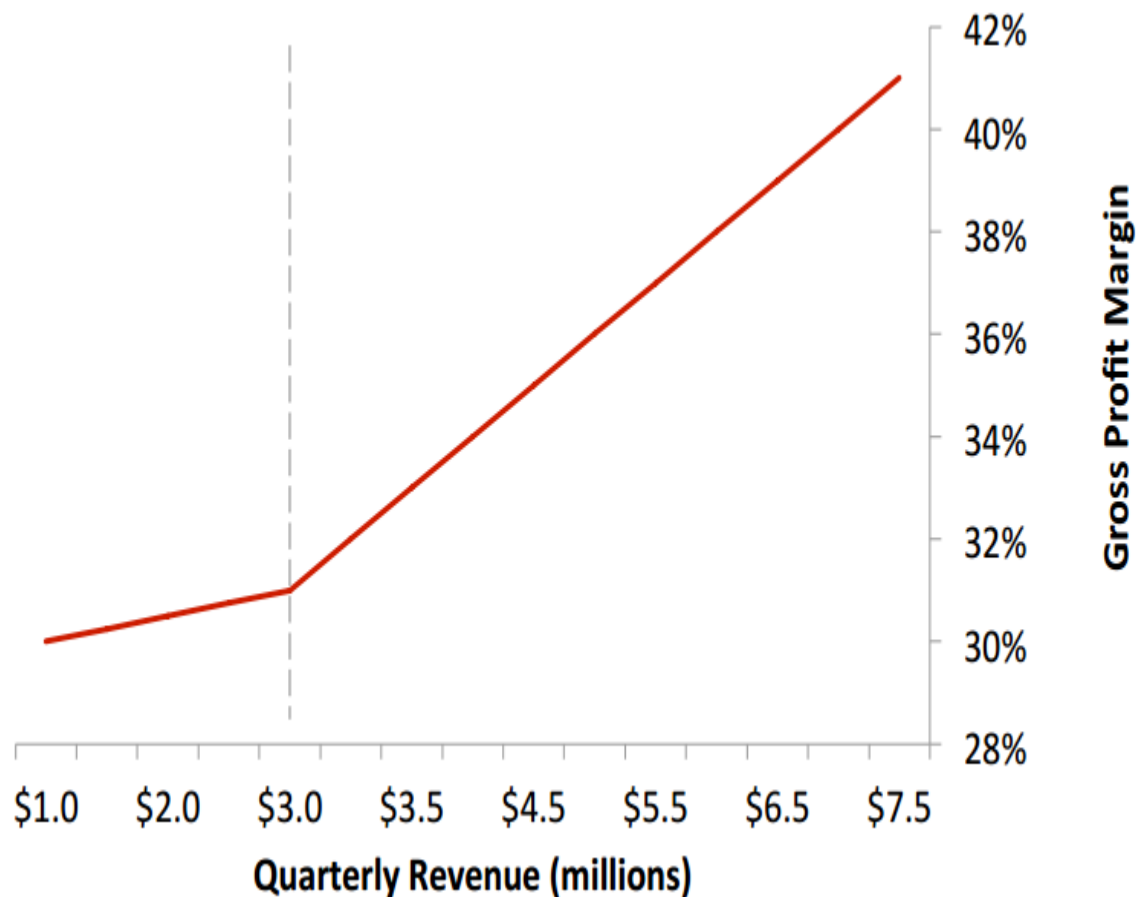
Crossover to Net Income



Company reported fourth successful consecutive profitable quarter during Q2 of FY18 (ended July 31, 2017).

Outlook is continued profitability with improvements going forward.

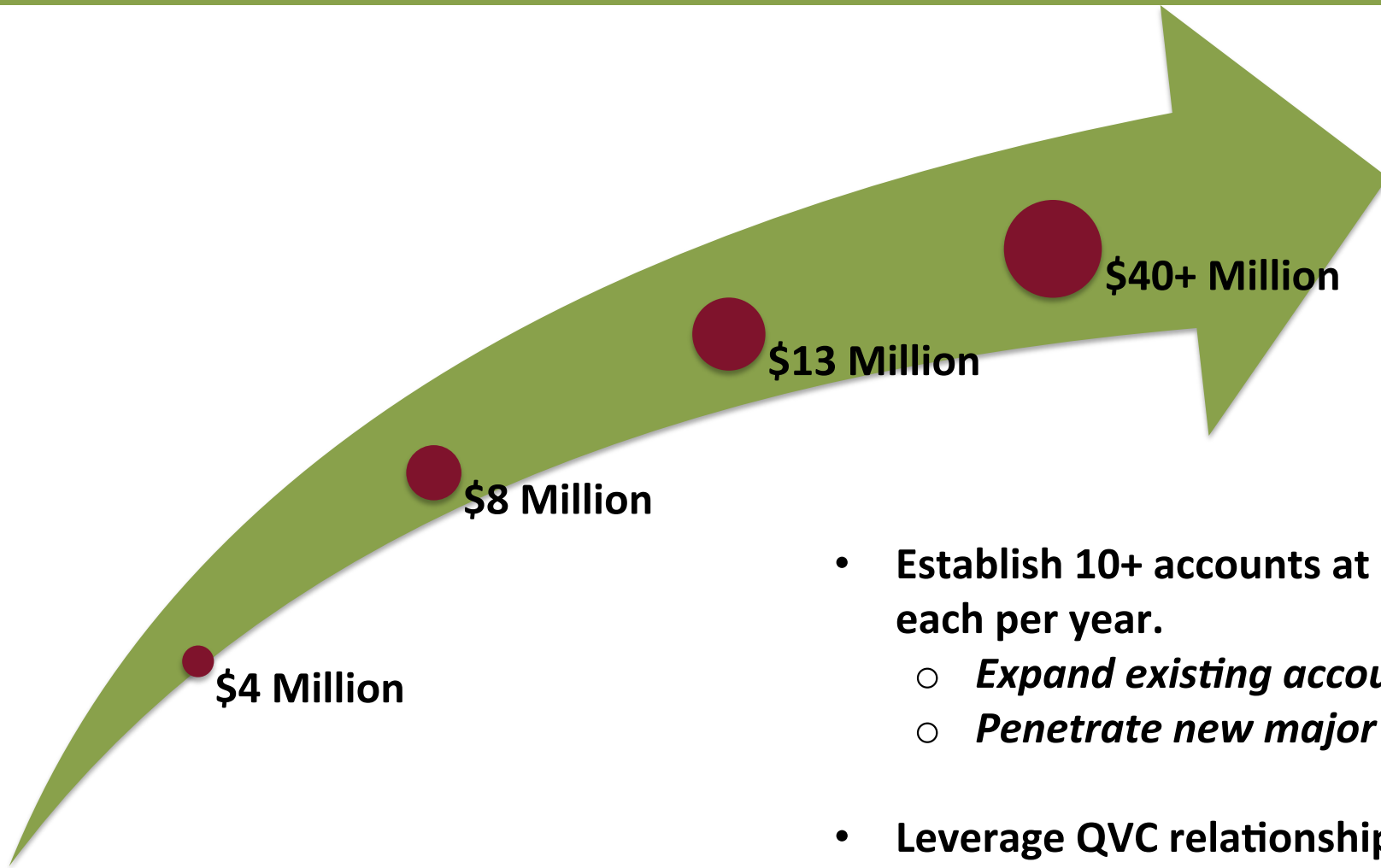
Manufacturing Leverage



Achievement of \$5 million quarterly revenue threshold has accelerated gross margin expansion.

- ***Rate of profitability to accelerate going forward.***
- ***Manufacturing process improvements will lead to cost efficiencies.***
- ***Gradually increasing ability to exert pricing power.***

Pathway to Sustained Profitability



- Establish 10+ accounts at \$3-5 million each per year.
 - *Expand existing accounts.*
 - *Penetrate new major accounts.*
- Leverage QVC relationship.
 - *Increase sales while building brand awareness.*

Key Financial Information



- Ticker Symbol: MMMB (OTCQB)
- Stock Price: \$1.00*
- Shares Outstanding: 32.5 million
- Float: 13.4M
- Market Cap: \$32.5 million*
- Cash: \$0.6M (a/o 7/31/17)
 - *\$1.2 million financing closed in November 2015.*
 - *Management expects no additional near-term financings.*
- Management/Insiders invested \$1 million in July 2015
- Manatuck Hill Note extended to May 1, 2018, with expected full repayment by that date

**as of 9/27/17*



Key Takeaways



- **Strong product lineage offers great tasting, family-oriented comfort foods.**
- **Capabilities to expand brand with many more nutritious options.**
- **Investing in the business to grow profitably:**
 - **Open new accounts with large, national retailers;**
 - **Continue to penetrate existing accounts;**
 - **Add more product placements per store;**
 - **Expand upon QVC relationship;**
 - **Focus on additional food distribution opportunities.**
- **Company's valuation at a discount to peer group.**
- **Company now profitable as impact of operating improved efficiencies and elimination of underperforming accounts gain traction.**



Management and Appendix

Proven Management



Carl Wolf

Chairman of the Board; CEO

35 years of Food Industry experience

- Founder and Chairman and CEO of Alpine Lace Brands, Inc.
- Founded, managed, and sold MCT Dairies, Inc.
- Former Co-chairman of Saratoga Beverage Company (formerly NASDAQ: TOGA)
- Served as advisor to Mamma Sez Biscotti, a snack and bakery product company from 2002 to 2004
- Served as Director of American Home Food Products, Inc.
- Former Chairman of the Board of Media Bay
- B.A. from Rutgers University and MBA from the University of Pittsburgh

Matthew Brown

President and Chief Operating Officer

- 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 and MBA from the University of Illinois

Lewis Ochs

Chief Financial Officer

- Over 40 years of financial and accounting experience
- Also serves as the CFO of JEFE
- Former owner of Captive Plastics, Inc.
- B.S. in Accounting from the University of Akron

Dan Mancini

Co-Founder and 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 and motivate customers and teams alike