Investor Presentation

Fourth quarter and fiscal year ended December 31, 2023

LASSONDE INDUSTRIES INC.



Forward-Looking Statements and use of financial measures not in accordance with IFRS

This document contains "forward-looking information" and the Corporation's oral and written public communications that do not constitute historical fact may be deemed to be "forward-looking information" within the meaning of applicable Canadian securities law. These forward-looking statements include, but are not limited to, statements on objectives and goals of the Corporation and are based on current expectations, projections, beliefs, judgments, and assumptions based on information available at the time the applicable forward-looking statement was made and considering the Corporation's experience combined with its perception of historical trends.

Forward-looking statements are typically identified by words such as "anticipate", "continue", "estimate", "expect", "may", "will", "project", "should", "could", "would", "believe", "plan", "intend", "design", "target", "objective", "strategy", "likely", "potential", "outlook", "aim", "goal", and similar expressions suggesting future events or future performance in addition to the negative forms of these terms or any variations thereof. All statements other than statements of historical fact included in this document may constitute a forward-looking statement.

In this document, forward-looking statements include, but are not limited to, those set forth in the "Outlook" section of the 2023 annual MD&A, which also presents some (but not all) of the key assumptions used in determining the forward-looking statements. Some of the forward-looking statements in this document, such as statements concerning volume and sales growth rate, key commodity and input costs, expenses, including items impacting the comparability between the periods, effective tax rate, working capital, and capital expenditures may be considered financial outlooks for the purposes of applicable Canadian securities regulation. These financial outlooks are presented to evaluate potential future earnings and anticipated future uses of cash flows and may not be appropriate for other purposes.

Various factors or assumptions are applied by the Corporation in elaborating the forward-looking statements. These factors and assumptions are based on information currently available to the Corporation, including information obtained by the Corporation from third party sources. Readers are cautioned that the assumptions considered by the Corporation to support these forward-looking statements may prove to be incorrect in whole or in part.

The significant factors that could cause actual results to differ materially from the conclusions, forecasts or projections contained in the forward-looking statements contained herein include, among other things, risks associated with the following: deterioration of general macroeconomic conditions, including international conflicts, which can lead to negative impacts on the Corporation's suppliers, customers and operating costs; the availability of raw materials and packaging and related price variations (including the price of orange juice and orange concentrates, key commodities for the Corporation, which have continued to trade above historical highs for the past several months and show no sign of favourable change); loss of key suppliers or supplier concentration; disruptions in or failures of the Corporation's information technology systems, as well as the development and performance of technology; cyber threats and other information-technology-related risks relating to business disruptions, confidentiality, data integrity, and business email compromise-related fraud; the successful deployment of the Corporation's multi-year strategy (the "Strategy", defined in Section 4 - "Multi Year Strategy" of the 2023 annual MD&A); the ability to maintain strong sourcing and manufacturing platforms and efficient distribution channels; fluctuations in the prices of inbound and outbound freight, the impact of oil prices (and derivatives thereof) on the Corporation's direct and indirect costs along with the Corporation's ability to transfer those increases through higher prices or other means, if any, to its customers in competitive market conditions and considering demand elasticity; climate change and disasters causing higher operating costs and capital expenditures and reduced production output, and impacting the availability, guality or price volatility of key commodities sourced by the Corporation; the scarcity of labour and the related impact on the hiring, training, developing, retaining and reliance of personnel together with their productivity, employment matters, compliance with employment laws across multiple jurisdictions, and the potential for work stoppages due to non-renewal of collective bargaining agreements or other reasons: the successful deployment of the Corporation's health and safety programs in compliance with applicable laws and regulations: serious injuries or fatalities, which could have a material impact on the Corporation's business continuity and reputation and lead to compliance-related costs; disputes with significant suppliers; the increasing concentration of customers in the food industry, providing them with significant bargaining power particularly on the Corporation's selling prices: the implementation, cost and impact of environmental sustainability initiatives, as well as the cost of remediating environmental liabilities: changes made to laws and rules that affect the Corporation's activities particularly in matters of tax and customs duties, as well as the interpretation thereof, and new positions adopted by relevant authorities; the ability to adapt to changes and developments affecting the Corporation's industry, including customer preferences, tastes, and buying patterns, market conditions and the activities of competitors and customers; failure to maintain the quality and safety of the Corporation's products, which could result in product recalls and product liability claims for misbranded, adulterated, contaminated, or spoiled food products, along with reputational damage; risks related to fluctuations in interest rates, currency exchange rates, liquidity and credit, stock price and pension obligations; the incurrence of restructuring, disposal, or other related charges together with the recognition of impairment charges on goodwill or long-lived assets; the sufficiency of insurance coverage; and the implications and outcome of potential legal actions, litigation or regulatory proceedings to which the Corporation may be a party. The Corporation cautions readers that the foregoing list of factors is not exhaustive.



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Forward-Looking Statements and use of financial measures not in accordance with IFRS (cont'd)

The Corporation's ability to achieve its sustainability targets and goals is further subject to, among other factors, its ability to access and implement all technology necessary to achieve them as well as the development, deployment and performance of technology, and environmental regulation. The Corporation's ability to achieve its environmental, social and governance risk commitments is further subject to, among other factors, its ability to leverage its supplier relationships.

The assumptions, expectations, and estimates involved in the preparation of forward-looking statements and risks and uncertainties that could cause actual results to differ materially from forward-looking statements are discussed in the Corporation's materials filed with the Canadian securities regulatory authorities from time to time, including information about risk factors that can be found in Section 19 - "Uncertainties and Principal Risk Factors" of the Corporation's MD&A for the year ended December 31, 2023. Readers should review this section in detail.

For additional information regarding the Corporation's business for 2024 and known trends, events or uncertainties, see the Corporation's management's discussion and analysis MD&A for the year ended December 31, 2023, available on the SEDAR+ website at www.sedarplus.ca, in particular the "Outlook", and "Forward-Looking Statements" sections thereof, which are incorporated by reference herein. For information about the use of measures and ratios not in accordance with IFRS, refer to section "Financial Measures Not in Accordance With IFRS".



Solid Performance in 2023



Sales increased by 7.6%

- Pricing adjustments taken in response to cost inflation
- Better sales mix in our U.S. operations



Significant profitability improvement

- Gross margin up by more than 100 basis points
- 32% rise in Adjusted EBITDA (1)



Sustained market share growth momentum

• Anticipated volume reduction due in part to our U.S. portfolio simplification process



Fourth quarter highlights

- Slight volume increase as we lapped a difficult period due to issues in New Jersey
- All divisions delivered a higher year-over-year gross profit



Update on U.S. Turnaround Plan



Further performance improvement

- Portfolio simplification freed-up valuable capacity
- Important investments in New Jersey reduced conversion costs by improving yields and run speeds



Efficiency gains and savings

- Deployment of new decision-making tools and technology
- Application of new processes



Focus on building back volume

• Gains achieved will generate growth at a better margin



On schedule to add an aseptic single-serve line in North Carolina

- Commissioning in the second half of 2024, ramp-up to full production by early 2025
- Key role in providing growth opportunities in new markets



New aseptic high-speed juice box line in Rougemont (January 2024)

• Bring back in-house U.S. volume historically co-packed and provide flexibility for growth

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Market Share Growth Momentum in Canada



Driven by our diversified product portfolio, extensive market reach and solid customer relationships



Slight shift in consumer preferences in favour of private labels



Our brands continue to outperform their category

• Oasis voted most trusted juice brand for the second consecutive year



Continue to strengthen our leadership in the industry

• Focus on innovation, channel expansion and productivity initiatives

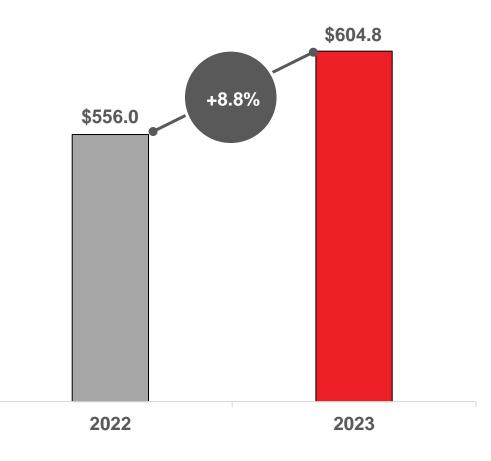


Second new aseptic high-speed juice box line in Rougemont

• Will be commissioned in the latter half of 2024 to progressively decommission older lines



Q4 2023 8.8% Sales Increase (\$M)



Key Highlights

- ✓ FX impact: ▲ \$1.1M
- ✓ Diamond Estates Wines & Spirits* contribution: ▲ \$3.8M
- ✓ Selling price adjustments:
 - ▲ \$18.1M private labels
 - ▲ \$23.8M national brands
- ✓ Changes in sales mix ▲ \$0.6M
- ✓ Effect of sales volume:

By brand type

- ▲ \$5.8M private labels
- ▼ \$4.4M national brands

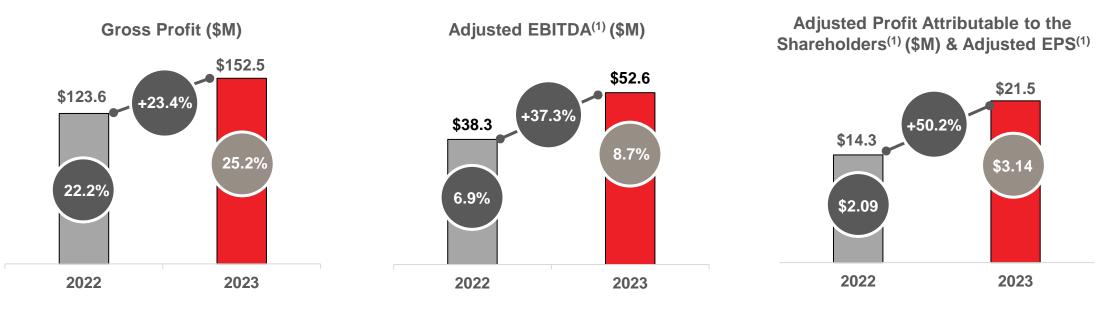
By country

- ▼ \$8.9M Canada
- ▲ \$10.3M U.S.



* Lassonde has an economic interest of 52.9% in Diamond since November 14, 2023, and exercises control over this entity. The 2023 consolidated financial statements include the results of Diamond since that date.

Q4 2023 Improved Profitability



Key Highlights

Net of Diamond and FX impact, gross profit rose \$31.3M

- ✓ Run rate effect of previous selling price adjustments
- ✓ Lower conversion costs

Partially offset by:

✓ Higher input costs, mainly apple and orange concentrates

Higher SG&A expenses

- ✓ Higher performance-related compensation expenses
- Higher selling, marketing and administrative expenses

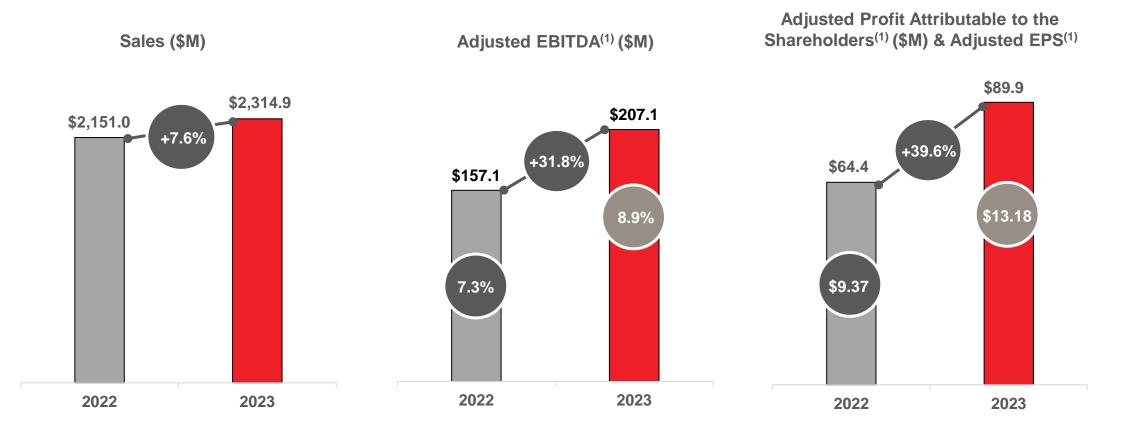
Partially offset by:

 Lower transportation costs (base rates, surcharges, benefits from TMS in the U.S.)

(1) Financial measure not in accordance with IFRS. Please refer to section on Financial Measures Not in Accordance with IFRS.

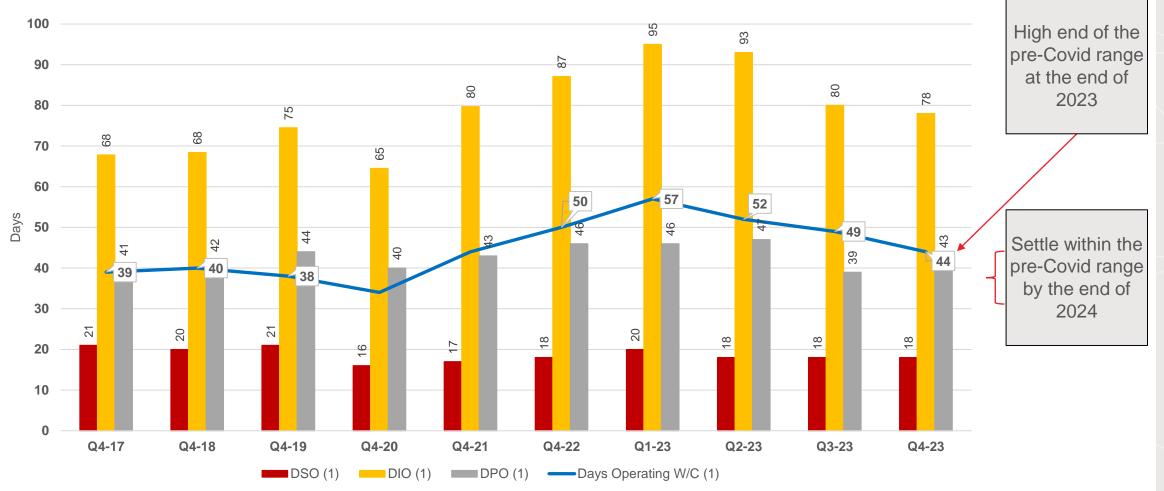


Fiscal 2023 Financial Highlights





Q4 2023 Days Operating Working Capital ^(1,2)



The Corporation may continue using its balance sheet to secure price and/or availability of certain commodities.

1) Financial measure not in accordance with IFRS. Please refer to section on Financial Measures Not in Accordance with IFRS.

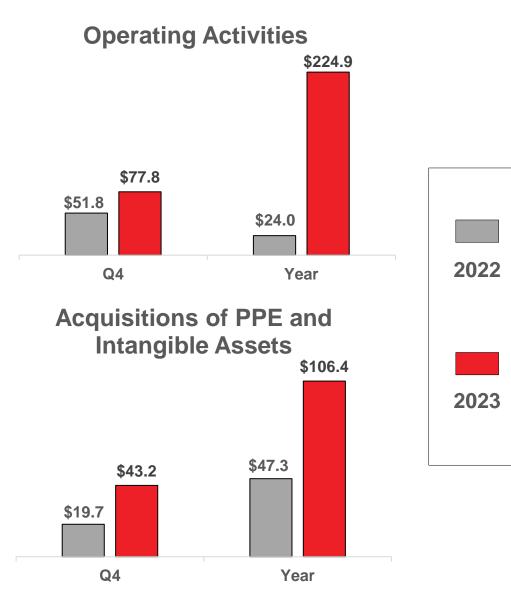
2) To ensure a better representativeness, the Corporation adopted a more detailed approach in calculating operating working capital by only considering certain items of accounts receivable and accounts payable and accrued liabilities. Prior periods have been restated. Please refer to section 18.6 of the 2023 annual MD&A for more details.

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Cash Flows (\$M)

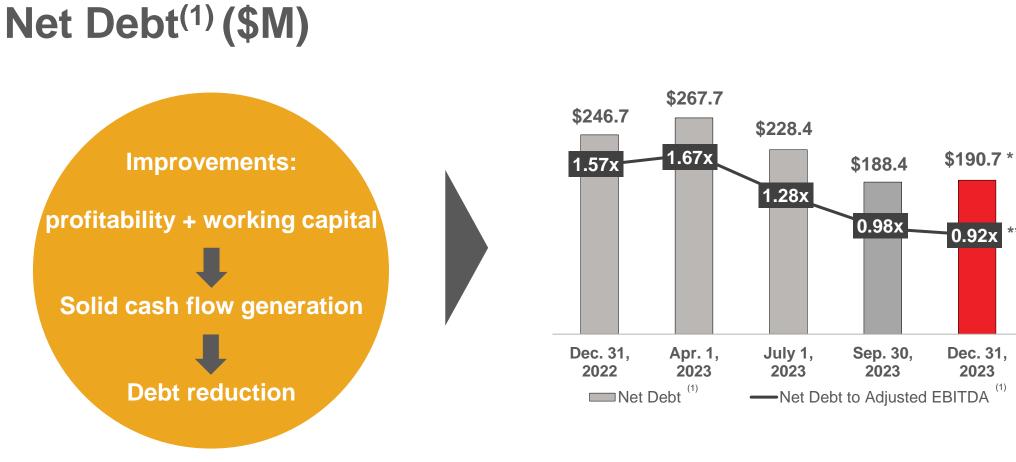


Key Highlights

- ✓ Significant increase in cash flow due to:
 - Improved profitability
 - Lower working capital requirements

- Acquisitions of property, plant and equipment aligned with plans and expectations set at the beginning of the year
- ✓ 2024 capital expenditures estimated to reach up to 5% of sales





Q4 2023

* Includes Diamond's total debt of \$24.6M as at December 31, 2023

** Ratio of 0.80x excluding Diamond's debt and negative EBITDA of \$0.4M



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(1) Financial measure not in accordance with IFRS. Please refer to section on Financial Measures Not in Accordance with IFRS.

New Dividend Policy

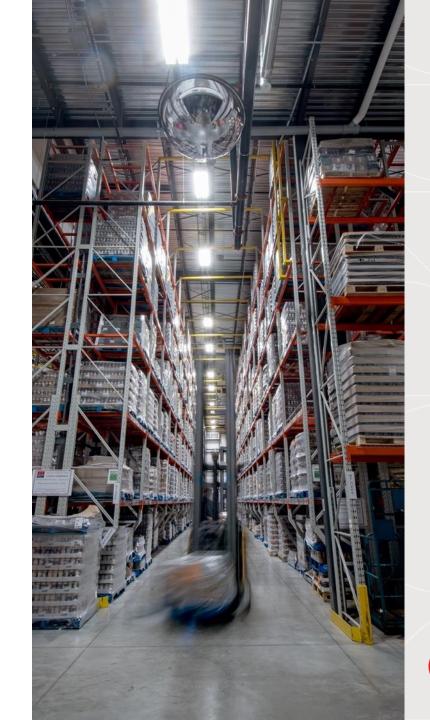
Announced in February 2024

Dividend declaration, amount and payment at the discretion of the Board of Directors considering:

- Financial Results
- Capital requirements
- Available cash flows
- Outlook for activities
- Other factors deemed relevant

Quarterly dividend of \$1.00 per share paid on March 15

Fair policy for shareholders given growth prospects and long-term financial objectives



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Looking Ahead

Priorities for 2024

- Build back U.S. volume
- Fortify our leadership position in Canada
- Assess options to grow our specialty food business

Remain focused on executing our strategy

- Drive efficiency and productivity gains
- Deliver products at the lowest possible cost







Input Costs

Orange costs remain at elevated levels

- Pulled back from peak, but remain high by historical standards
- Availability constraints are also anticipated

Mitigate impact of cost increases through pricing

- Adjustments in Q4-2023 and Q1-2024
 - Both branded and private label products •
- Mindful of the impact on our customers and consumers
- Continuing to pursue opportunities to reduce costs and drive innovations



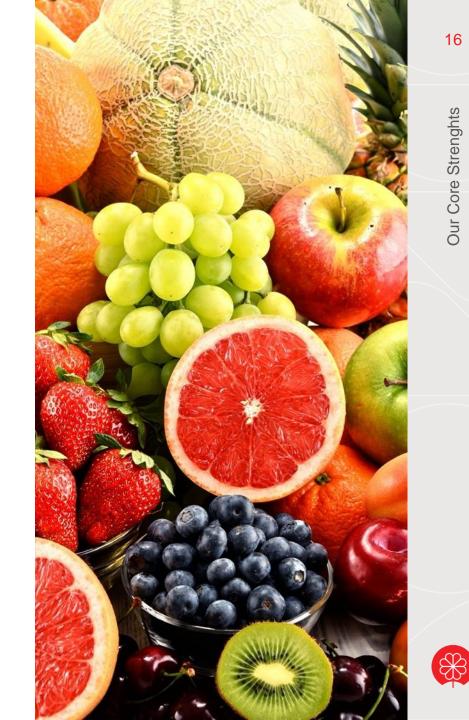
Our Core Strengths

Portfolio diversification

- Branded and private label products
- Presence in multiple categories
- Further diversification to reduce commodity exposure is important

Innovation

- Accelerate our focus through our new Centre of Excellence
- Bring novelty to market
 - Product formulation ٠
 - Formats and packaging ٠
 - New product development •



Our Core Strenghts

2024 Sales Outlook

Growth rate in the mid-single digit range

- Excluding FX impacts
- Driven by selling price adjustments
- Year-over-year volume growth in the second half

Volume decline in the first half of 2024

Sequential improvement in the second half

- Gradual pace of U.S. demand build back
- Additional volumes from the North Carolina single-serve line
- Demand normalization





Financial Measures Not in Accordance with IFRS

Financial Measures Not in Accordance with IFRS

Adjusted EBITDA

Items impacting the comparability between periods

The table on the right contains a list, description and quantification of items impacting the comparability of the financial performance between the periods.

EBITDA and Adjusted EBITDA

EBITDA is a financial measure used by the Corporation and investors to assess the Corporation's capacity to generate future cash flows from operating activities and pay financial expenses. Adjusted EBITDA is a financial measure used by the Corporation to compare EBITDA between periods by excluding items impacting comparability. EBITDA consists of the sum of operating profit and of the "depreciation of property, plant and equipment and amortization of intangible assets" item and "(Gains) losses on capital assets," items, shown in the Consolidated Statement of Cash Flows. Adjusted EBITDA is calculated by adjusting the EBITDA with items considered by management as impacting the comparability between periods.

	Fourth qua	rters ended	Years ended		
(in milions of dollars)	Dec. 31, 2023	Dec 31., 2022	Dec. 31, 2023	Dec. 31, 2022	
	\$	\$	\$	\$	
Costs related to the Strategy	0.6	1.0	1.9	7.1	
mplementation costs of new key systems	1.3	1.8	3.4	3.9	
Production interruption of a line in New Jersey	-	3.7		5.2	
Business optimization	3.0	-	3.4	-	
Adjustment related to non-recoverable sales taxes	-	-	0.9	-	
Sum of items impacting comparability on EBITDA:	4.9	6.5	9.6	16.2	
Accelerated depreciation expense related to business optimization	0,5		0.5		
Gain on capital assets related to business optimization	(1.5)		(1.0)	-	
· · · ·					
Sum of items impacting comparability on operating profit:	3.9	6.5	9.1	16.2	
tem impacting comparability on "Other (gains) losses":					
Gain related to the settlement of insurance daims	(0.6)		(3.2)		
Gain on a business combination	(1.9)	-	(1.9)		
Tax impact of previous items	(0.9)	(1.7)	(1.6)	(4.2	
Item impacting comparability on income tax expense:					
Deferred tax liabilities adjustment following a reduction					
to the tax rate of a U.S. state	-	(0.6)		(0.6	
mpact on profit	0.6	4.2	2.5	11.4	
Attributable to:					
Corporation's shareholders	0.5	3.8	2.4	10.5	
Non-controlling interests	0.1	0.4	0.1	0.9	
	Fourth quarters ended		Years ended		
(in millions of dollars)	Dec. 31, 2023	Dec. 31, 2022	Dec. 31, 2023	Dec. 31, 2022	
	\$	\$	\$	\$	
Operating profit	32.1	16.7	135.4	81.3	
Depreciation of property, plant and equipment and					
amortization of intangible assets	17.1	14.9	63.3	59.5	
(Gains) losses on capital assets	(1.5)	0.1	(1.1)	0.1	
EBITDA	47.7	31.8	197.5	140.9	
Sum of items impacting comparability	4.9	6.5	9.6	16.2	

52.6

38.3



157.1

207.1

Financial Measures Not in Accordance with IFRS (cont'd)

Adjusted Profit Attributable to the Corporation's Shareholders and Adjusted EPS

Adjusted profit attributable to the Corporation's shareholders and adjusted EPS are financial measures used by the Corporation to compare profit attributable to the Corporation's shareholders and EPS between periods by excluding items impacting comparability. They are calculated by adjusting them with items considered by management as impacting the comparability between periods.

Net Debt to Adjusted EBITDA

Net debt to adjusted EBITDA is a financial measure used by the Corporation to assess its ability to pay off its existing debt and to define its available borrowing capacity. To calculate the net debt to adjusted EBITDA ratio, net debt is divided by the sum of adjusted EBITDA from the last four quarters. Net debt represents long-term debt, including the current portion, less the "Cash and cash equivalents" item, as they are presented in the Corporation's Consolidated Statement of Financial Position.

(in millions of dollars, unless otherwise indicated)	Fourth qua	rters ended	Years ended		
	Dec. 31, 2023	Dec. 31, 2022	Dec. 31, 2023	Dec. 31, 2022	
	\$	\$	\$	S	
Profit attributable to Corporation's shareholders	21.0	10.5	87.5	53.9	
Sum of items impacting comparability	0.6	3.8	2.5	10.5	
Adjusted profit attributable to Corporation's shareholders	21.5	14.3	89.9	64.4	
Weighted average number of shares outstanding (in thousands)	6,822	6,849	6,822	6,875	
Adjusted EPS (in \$)	3.14	2.09	13.18	9.37	

(in millions of dolars, except the net debt to adjusted EBITDA ratio)	As at Dec. 31, 2023	A s at Dec. 31, 2022
	\$	\$
Current portion of long-term debt	18.5	100.8
Long-term debt	192.0	148.6
Less: Cash and cash equivalents	(19.8)	(2.7)
Net debt	190.7	246.7
Sum of adjusted EBITDA from the last four quarters	207.1	157.1
Net debt to adjusted EBITDA ratio	0.92:1	1.57:1



Financial Measures Not in Accordance with IFRS (cont'd)

Days Operating Working Capital is a financial efficiency measure used by the Corporation to represent the amount of sales tied up as operating working capital. To calculate this financial measure, operating working capital is divided by the last quarter's sales, as they are presented in Section 8 – "Fourth Quarter" MD&A, and multiplied by 91 days. Starting in the annual MD&A for the year ended December 31, 2023 and to ensure a better representativeness, the Corporation has decided to adopt a more detailed approach in its calculation of operating working capital by only considering certain items of accounts receivable and accounts payable and accrued liabilities. Operating working capital now consists of the sum of trade accounts receivable, discounts receivable and inventories, less trade payables and accrued expenses and trade spending, as they are presented in the accompanying notes to the Corporation's Consolidated Financial Statement.

Days of Sales Outstanding ("DSO") is a financial efficiency measure used by the Corporation to represent the average number of days that it takes the Corporation to collect payment for a sale. Starting in the annual MD&A for the year ended December 31, 2023 and to ensure a better representativeness, the Corporation has decided to adopt a more detailed approach in its calculation of DSO by only considering certain items of accounts receivable and accounts payable and accrued liabilities. This financial measure is therefore now obtained by dividing the trade accounts receivable less trade spending, as they are presented in the accompanying notes to the Corporation's Consolidated Financial Statement by the last quarter's sales, as they are presented in Section 8 – "Fourth Quarter" MD&A, and multiplied by 91 days.

Days of Inventory Outstanding ("DIO") is a financial efficiency measure used by the Corporation to represent the average number of days the Corporation takes to turn its inventory into sales. To calculate this financial measure, inventories, as they are presented in the Consolidated Statement of Financial Position, are divided by the last quarter's cost of sales, as it is presented in Section 8 – "Fourth Quarter" of the Q4 2023 MD&A, and multiplied by 91 days.

Days of Payable Outstanding ("DPO") is a financial efficiency measure used by the Corporation to represent the average number of days the Corporation takes to pay its accounts payable and accrued liabilities. Starting in the annual MD&A for the year ended December 31, 2023 and to ensure a better representativeness, the Corporation has decided to adopt a more detailed approach in its calculation of DPO by only considering certain items of accounts receivable and accounts payable and accrued liabilities. This financial measure is therefore now obtained by dividing the trade payables and accrued expenses less discounts receivable, as they are presented in the accompanying notes to the Corporation's Consolidated Financial Statement by the last quarter's cost of sales, as it is presented in Section 8 – "Fourth Quarter" of this MD&A, and multiplied by 91 days.

	As at	Asa
(in millions of dollars, except days operating working capital)	Dec. 31, 2023	Dec. 31, 202
	\$	S
Trade accounts receivable	180.2	164.8
Discounts receivable	4.7	5.
Inventories	386.6	414.
Less: Trade payables and accrued expenses	(219.2)	(225.
Less: Trade spending	(58.8)	(54.
Operating working capital	293.5	303.
Divided by: Last quarter's sales	604.8	556.
	0.49	0.5
Days operating working capital <i>(in days)</i>	44.2	49.
	As at	Asa
(in millions of dollars, except DSO)	Dec. 31, 2023	Dec. 31, 202
	\$:
Trade accounts receivable	180.2	164.
Less: Trade spending	(58.8)	(54.
	121.4	110.
Divided by: Last quarter's sales	604.8	556.
	0.20	0.2
DSO (in days)	18.3	18.
	As at	Asa
(in millions of dollars, except DIO)	Dec. 31, 2023	Dec. 31, 202
	\$	
Inventories	386.6	414.
Divided by: Last quarter's cost of sales	452.3	432.
· ·	0.85	0.9
DIO (in days)	77.8	87.
	As at	Asa
(in millions of dollars, except DPO)	Dec. 31, 2023	Dec. 31, 202
	\$	
Trade payables and accrued expenses	219.2	225.
Less: Discounts receivable	(4.7)	(5.
	214.5	220.
Divided by: Last quarter's cost of sales	452.3	432.
	0.47	0.5
DPO (in days)	43.2	46.4





Key Financial Information

Financial Highlights

•	Fourth quarters ended			Years ended		
(in millions of dollars, unless otherwise indicated)	Dec. 31, 2023	Dec. 31, 2022	Δ	Dec. 31, 2023	Dec. 31, 2022	Δ
	\$	\$	\$	\$	\$	\$
Sales	604.8	556.0	48.8	2,314.9	2,151.0	164.0
Cost of sales	452.3	432.3	19.9	1,727.2	1,627.6	99.6
Gross profit	152.5	123.6	28.9	587.7	523.3	64.4
Selling and administrative expenses	120.4	106.9	13.5	452.3	442.1	10.2
Operating profit	32.1	16.7	15.4	135.4	81.3	54.1
Share in the profit or (loss) of an associate	(1.2)	(0.3)	(1.0)	(2.9)	(0.9)	(2.0
Financial expenses	3.8	3.1	0.7	16.8	10.4	6.4
Other (gains) losses	(1.7)	1.5	(3.2)	(5.7)	(0.6)	(5.1
Profit before income taxes	28.7	11.8	16.9	121.5	70.6	50.9
Income tax expense	8.1	1.7	6.4	33.2	17.3	16.0
Profit	20.5	10.1	10.4	88.3	53.3	34.9
Attributable to:						
Corporation's shareholders	21.0	10.5	10.5	87.5	53.9	33.6
Non-controlling interest	(0.5)	(0.4)	(0.1)	0.7	(0.6)	1.3
	20.5	10.1	10.4	88.3	53.3	34.9
EPS (in \$)	3.08	1.53	1.55	12.83	7.85	4.99
Weighted average number of shares						
outstanding (in thousands)	6,822	6,849	(27)	6,822	6,875	(54
Adjusted operating profit ⁽¹⁾	36.0	23.2	12.8	144.5	97.5	47.0
Adjusted EBITDA ⁽¹⁾	52.6	38.3	14.3	207.1	157.1	50.0
Adjusted EPS ⁽¹⁾ (in \$)	3.14	2.09	1.05	13.18	9.37	3.81

(1) Financial measure not in accordance with IFRS. Please refer to section on Financial Measures Not in Accordance with IFRS.

Sales Evolution

	Fourth quarter			Fiscal Year		
<i></i>	Private labels	National brands	Total	Private labels	National brands	Total
(in millions of dollars)	\$	\$	\$	\$	\$	\$
Sales 2022	323.6	232.4	556.0	1,247.8	903.2	2,151.0
Selling price adjustments impact	18.1	23.8	41.9	113.7	89.2	203.0
Volume impact	5.8	(4.4)	1.4	(69.1)	(37.7)	(106.7)
Change in the sales mix impact	1.7	(1.0)	0.6	19.5	1.0	20.5
Other impacts, net	-	(0.0)	(0.0)	-	(0.4)	(0.4)
Growth excluding foreign exchange impact	25.5	18.4	43.9	64.2	52.1	116.3
	7.9%	7.9%	7.9%	5.1%	5.8%	5.4%
Foreign exchange impact	0.8	0.3	1.1	31.1	12.7	43.8
Sales 2023 (excluding Diamond)	350.0	251.0	601.0	1,343.1	968.0	2,311.1
Sales from Diamond			3.8			3.8
Sales 2023			604.8			2,314.9

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