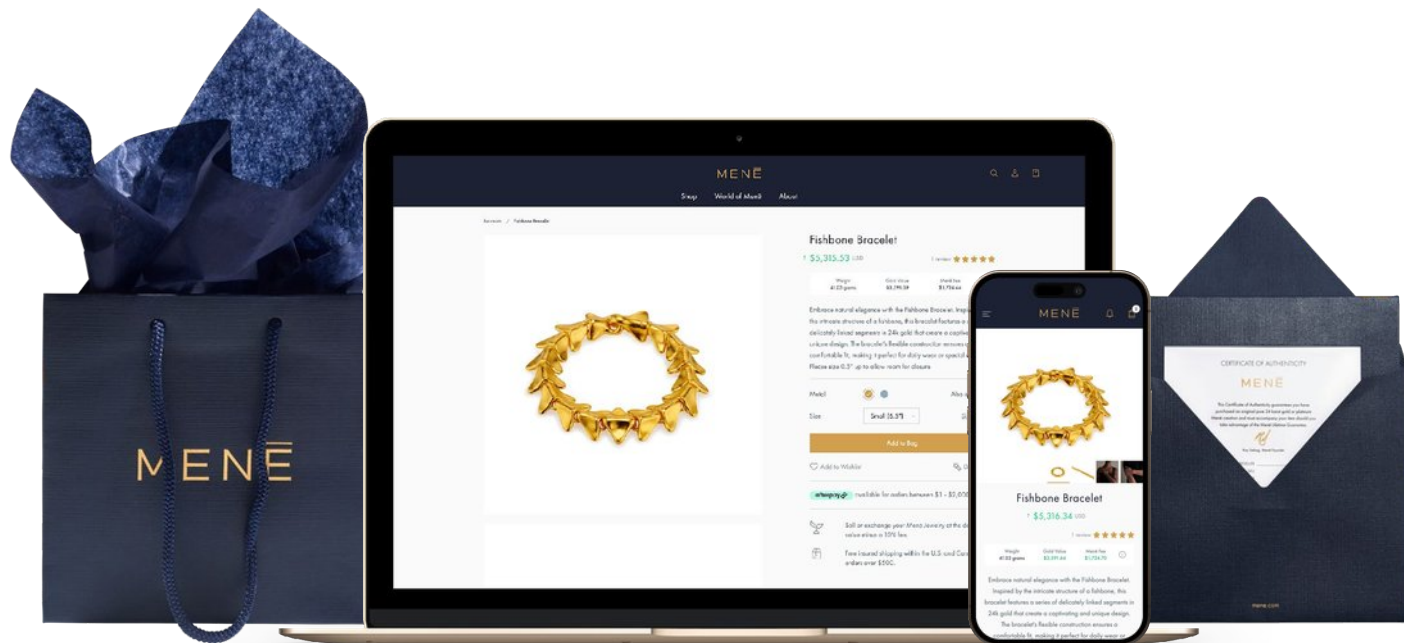




TSX-V:MENE

US:MENEF

Forward-Looking Statements

This presentation contains "forward-looking information" within the meaning of applicable Canadian and United States securities laws. Forward-looking information may relate to future events or the future performance of the Company. All statements in this presentation, other than statements of historical facts, with respect to the Company's objectives and goals, as well as statements with respect to its beliefs, plans, objectives, expectations, anticipations, estimates, and intentions, are forward-looking information. Specific forward-looking statements in this presentation include, but are not limited to: the business plans and goals of the Company for the current financial year and 2027; the Company's strategic, growth and marketing plans; expectations regarding certain of the Company's future results, including, among other things, revenue, revenue growth, expenses, gross margins, capital expenditures and operations; plans related to revenue growth, the potential to reinvest the Company's capital in opportunities to grow the business, and the Company's focus of investing time and capital in its brand equity; the total addressable market for the Company's pure 24 karat gold and platinum jewelry in Canada and internationally; expectations regarding gold and platinum prices and foreign exchange rates and their impact on the Company's business; the Company's plans to expand its product designs and offerings and to develop physical distribution channels, including retail outlets and proprietary jewelry display cases showing real-time pricing; the impact of competition on the Company, including with respect to customer acquisition costs and repeat purchase rates; the Company's intentions with respect to future acquisitions, including the acquisition and/or development of jewelry manufacturing facilities and the sourcing and integration of acquisition targets; the Company entering into new markets; and the development and function of the Company's products, services and technology, and the Company's ability to market successfully to customers. Often, but not always, forward-looking information can be identified by the use of words such as "plans", "expects", "is expected", "budget", "scheduled", "estimates", "continues", "forecasts", "projects", "predicts", "intends", "anticipates" or "believes", or variations of, or the negatives of, such words and phrases, or statements that certain actions, events or results "may", "could", "would", "should", "might" or "will" be taken, occur or be achieved. This information involves known and unknown risks, uncertainties and other factors that may cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by such forward-looking information. Such factors include, among others: the inability to successfully acquire and/or develop jewelry manufacturing facilities; an inability to predict or control the negative effects of tariffs and global trading patterns; an inability to predict and counteract the effects of pandemics and other infectious diseases on the business of the Company, including impacts on the price of precious metals, capital market conditions, and restrictions on labour, international travel and supply chains; failure to comply with environmental and health and safety laws and regulations; operating or technical difficulties in connection with the manufacture, sale and distribution of jewelry; actual audited results differing from reported unaudited results; the global economic climate; dilution of the Company's shares; the Company's limited operating history; future capital needs and the uncertainty of raising capital; the competitive nature of the jewelry industry; currency exchange risks; inflation risks; risks related to changing consumer preferences; the need for the Company to manage its planned growth and expansion; the effects of product development and the need for continued technology and manufacturing change; protection of proprietary rights; the effect of government regulation and compliance on the Company and the industry; network security risks; the ability of the Company to maintain properly working systems; theft and risk of physical harm to personnel; reliance on and availability of key personnel; global economic and financial market deterioration impeding access to capital or increasing the cost of capital; and volatile securities markets impacting security pricing unrelated to operating performance.

Forward-looking information contained in this presentation is based on certain assumptions and analyses made by the Company in light of its experience and perception of historical trends, current conditions and expected future developments and other factors it believes are appropriate. The forward-looking information contained herein reflects management's current expectations and beliefs and is based upon certain assumptions that management believes are reasonable based on the information currently available to it, including, but not limited to, assumptions regarding: (a) the demand for the Company's products and fluctuations in future revenues; (b) the sufficiency of current working capital to support future operating and working capital requirements; (c) equity and debt markets continuing to provide access to capital on acceptable terms; (d) general economic trends and conditions; (e) the expected actions of third parties, including the Company's supplier of precious metals; (f) the Company's future growth prospects and business opportunities; (g) movements in gold and platinum prices and foreign exchange rates, and the Company's continued ability to source precious metals on acceptable terms; (h) expectations with respect to the renewal and/or extension of the Company's permits, licenses and registrations; (i) the capital cost of the Company's expansion, including its manufacturing operations; (j) the competitive conditions in the industry in which the Company operates; (k) the applicable laws, regulations and any amendments thereof; (l) the Company's ability to protect its intellectual property and proprietary rights; (m) the Company's ability to comply with applicable governmental, environmental and health and safety regulations and standards; (n) the Company's success in implementing its strategies and achieving its business objectives; (o) the number of markets to be entered by the Company; (p) the Company's ability to attract and retain key personnel; and (q) general business and economic conditions. The Company believes the expectations reflected in the forward-looking information contained herein are reasonable, but no assurance can be given that these expectations will prove to be correct, and such forward-looking information included herein should not be unduly relied upon. Information contained in forward-looking statements in this presentation is provided as of the date hereof, and the Company disclaims any obligation to update any forward-looking statements, whether as a result of new information or future events or results, except to the extent required by applicable securities laws. The forward-looking information contained herein is subject to risks, uncertainties and other factors, including those described in the Company's most recent management's discussion and analysis and other continuous disclosure documents filed with the Canadian securities regulatory authorities, which are available on SEDAR+ at www.sedarplus.ca.

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The Concept

Menē's mission is to restore the link between jewelry and savings.

- Large addressable market
- Unique convergence of technology, business, access to capital
- A disruptive vision

"Following a golden rule of only using ultra-pure 24 karat gold and pricing it to the value of the market without adding a big margin for design,... Menē is revolutionizing the gold business."

VOGUE





Introduction

Gold jewelry accounts for around 50%* of the global gold demand.

Each day, nearly \$1 billion worth of jewelry is purchased as a token of love or remembrance, or as a form of personal expression. Like any other industry, jewelry is increasingly being purchased online. Research firm Statista estimates that the global online jewelry market will reach \$117 billion by 2027.**

Led by innovative technology, Franco-American craftsmanship, and direct-to-consumer economics, Menē is rapidly becoming a disruptive force in the \$270 billion** global jewelry industry.

The Global Jewelry Economy

Eastern



OVERVIEW

In the East, it is not “jewelry” but rather precious metals which are ultimately being accumulated as long-term savings by consumers. The investment bank Goldman Sachs estimates this natural rate of accumulation at 0.5 grams of gold per capita per year. This trend dates thousands of years and has resulted in a \$3 trillion high karat (22-24k) gold jewelry stock owned by nearly 2 billion people. It is this immense wealth which powers a thriving jewelry economy with subsequent sales, exchanges, lending, and gifting.

INDUSTRY DYNAMICS

Jewelry is primarily 22 or 24 karat gold and is transparently priced by weight with changing daily values and a minimal design premium (10-30%). The ecosystem has evolved into a decentralized and sophisticated economy with vibrant demand for branded jewelry, unbranded jewelry, layaway, exchanges, gifting, and borrowing. The industry is extremely fragmented with the top 10 representing less than 7% of total sales.

INDUSTRY STATISTICS (TOP PUBLICLY TRADED COMPANIES)

	Titan Company Ltd	Chow Tai Fook	Muthoot Finance	Lukfook Jewellery
Market Cap. (USD Q2 2025)	\$33.17 Billion	\$11.06 Billion	\$11.13 Billion	\$1.44 Billion
Revenue (USD Q2 2025)	\$1.69 Billion	TBD	\$681 Million	\$647 Million
No. of Stores	3,300	6,100	7,300	3,200

The Global Jewelry Economy

Western



OVERVIEW

One hundred years ago, Tiffany & Co. sold silver jewelry by the ounce, and only 50 years ago 22-24k gold chains in the U.S. were sold by gram weight. Today, the principles guiding Western Jewelry brands are consolidation, reduction of working capital, and maximization of gross margins. This has led Western jewelry brands to compete with other discretionary goods while entirely missing out on the customer lifetime value which arises from the long-term cumulative stock value of high karat jewelry (as is seen in the East).

INDUSTRY DYNAMICS

Twenty years of corporate consolidation (30% of market controlled by top 10) has led to “apparel-like” business model mandating high returns on minimal working capital. The pursuit of higher margins has required a systematic dilution of precious metal content (18k or less, plating, inexpensive metals, and non-metal costume jewelry) requiring ever more marketing to “stimulate” discretionary spending. The relationship with the customer is highly transactional as the jewelry has no intrinsic resale value. The weight of the jewelry is almost never disclosed, and pure 24 karat gold is not offered by any of the leading players below. Heavy focus on gems, and the subjective aspect of jewelry (adornment, expression, seasonal) rather than being a store of enduring value.

INDUSTRY STATISTICS (TOP PUBLICLY TRADED COMPANIES)

	Richemont SA	Pandora	Signet Jewelers
Market Cap. (USD Q2 2025)	\$65.5 Billion	\$13.5 Billion	\$3.39 Billion
Revenue (USD Q2 2025)	\$6.37 Billion	\$1.12 Billion	\$1.54 Billion
No. of Stores	2,400	2,700	2,600

Unique Business Model

Menē is the first jewelry brand to sell only 24 karat gold and platinum jewelry.

Menē is the only jewelry company in the world that prices its jewelry by gram weight, while also transparently disclosing its profit margins.

Each piece is sold by weight, plus a transparent design/manufacturing premium, which is ~30% of the total value of each item.

Menē is the only jewelry company that stands by its product with a lifetime buyback program.



Customer Returns

Our clients have generated an average of **92.89% total return** on their Investment Jewelry since 2018.

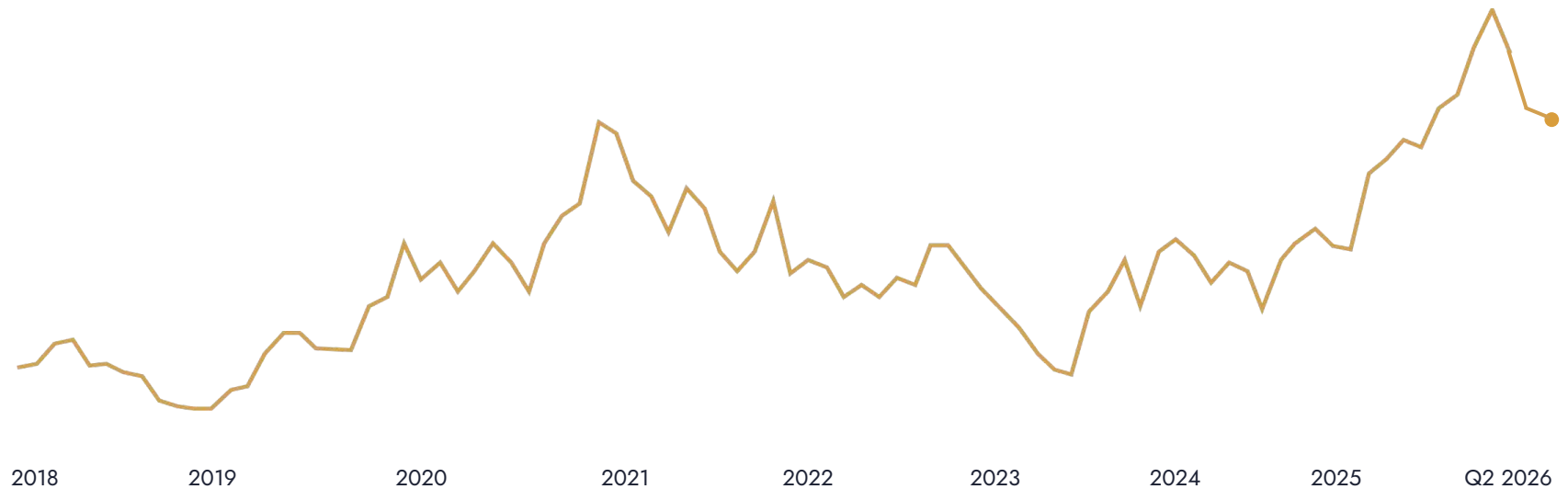


*Chart figures as of Aug 11, 2026

<https://mene.com/about/stats>

Menē At A Glance

100%

Direct-to-Consumer

\$2.4M*

Gross Profit

Q2 2026

\$3,320*

Average Order Value

Q2 2026

*All Menē figures in CAD.



Loyal And Growing Customer Base

Our customer base is highly diverse in terms of geography and demographics.

Menē has sold jewelry to customers in 50 U.S. States, 10 Canadian provinces, and more than 65 countries all without a single physical store.



Educating Consumers With Ancient Wisdom

Menē is re-educating western consumers towards pricing jewelry by weight and has pioneered a new 24 karat gold and platinum investment jewelry concept and business model.

Menē's proprietary technology also displays the company's fee on each item, clearly showing the gold or platinum value inherent in each piece of jewelry.

Menē provides its customers with the ability to monitor the value of their growing collection in real-time, like a share of stock, and even the ability to sell back at any time at prevailing market prices for precious metals.

\$466.50 USD

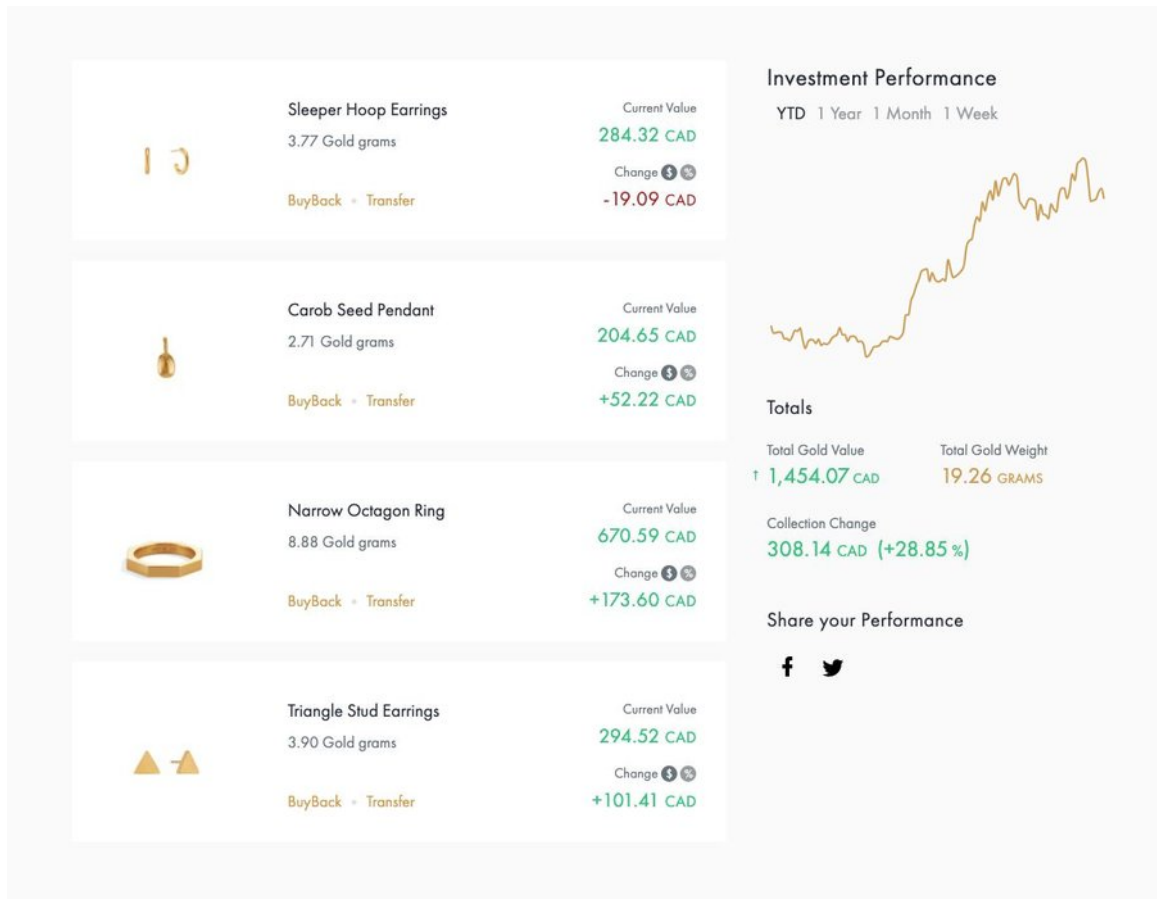
Add to Bag

PRICE TRANSPARENCY [Learn More](#)

Weight 8.55 Grams Gold Value \$315.17 Menē Fee \$151.33

My Collection

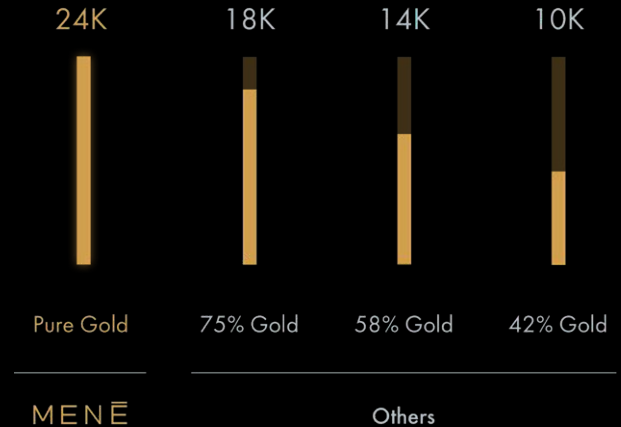
This section of the dashboard is akin to an investment portfolio. Here customers can monitor the value of the jewelry they have bought, initiate a buyback (Selling the jewelry back to Menē), or initiate an exchange.



Pure 24 Karat Gold And Platinum Jewelry

The philosophy driving the Menē business model is the restoration of the historic 24 karat gold and platinum jewelry standard which traces its lineage to ancient Mesopotamia (the Code of Hammurabi where the name Menē is derived).

This gold jewelry standard and economy continue to thrive in the Eastern world (China, India, Southeast Asia, Middle East) where over \$100B a year of jewelry is purchased transparently by gram weight. However, even in these markets there has never been a brand such as Menē which so perfectly marries technology, transparency, and 24 karat jewelry into one unique business.



Authentic Brand, Designs By Picasso And Moon

While our business model is inspired by the Eastern jewelry market, we are a western brand with modern designs that appeal to the modern consumer including across all demographic segments. Our world-class design team is based in Paris, France and is headed by our co-founder, Diana W. Picasso (the granddaughter of Pablo Picasso) and Sunjoo Moon (an alumna of the Louis Vuitton Group, Missoni, and Kenzo).



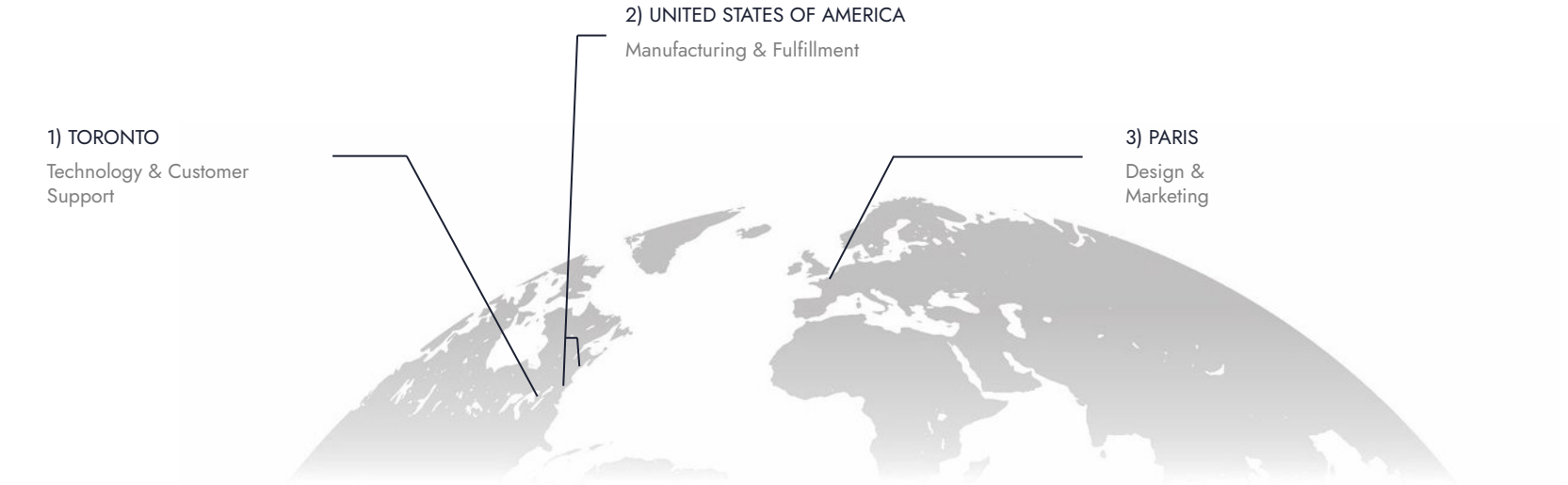
Diana
Widmaier-Picasso



Sunjoo
Moon

A Vertically Integrated Powerhouse

Menē is vertically integrated from technology, design, manufacturing, fulfilment centre, to marketing, direct-to-consumer sales, and customer support. This strategy not only gives us powerful economics and in-dept expertise that is difficult to replicate, but also allows us to provide bespoke customer service deepening our global customer relationships.



Relationship With Goldmoney (TSX:XAU)

Goldmoney (TSX: XAU) is one of the largest custodians of precious metals in the world and looks after approximately \$2 Billion of physical gold, silver, platinum, and palladium.

Goldmoney owns around 36% of Menē. This access to physical metals allows Menē to produce jewelry collections on US soil, charge a roughly 30% premium, and still earn a profit.

This kind of split between precious metal value and profit would be non-economical for most existing jewelry brands that are used to earning around 80-90% above their raw material costs in terms of profit margin.

\$1,000 RING COMPARISON



\$700 Gold Value

\$300 Other Costs



\$100 Gold Value

\$900 Other Costs

Our Future Growth

Long Runway for Growth

Elevate omni-channel shopping experience with highly selective retail strategy focused exclusively on only the best markets and locations.

Build brand awareness and incrementally capture global market share.

Drive ongoing product innovation, enhance product offering and deliver exceptional customer service.

Expand long-term sales and profitability through price optimization.



Strong And Highly Motivated Leadership Team

Founder-led management
with significant ownership
position



Roy Sebag

Roy Sebag founded Menē Inc. in 2017 and remains the central figure behind its corporate direction, vision, culture and product development.



Diana Widmaier-Picasso

Diana W. Picasso co-founded Menē and oversees designs and the artistic direction of the company.



Vincent Gladu

With over two decades of experience in design, business strategy, sales and operations, Vincent Gladu joined in September 2023 as CEO to lead Menē through its next stage of growth.

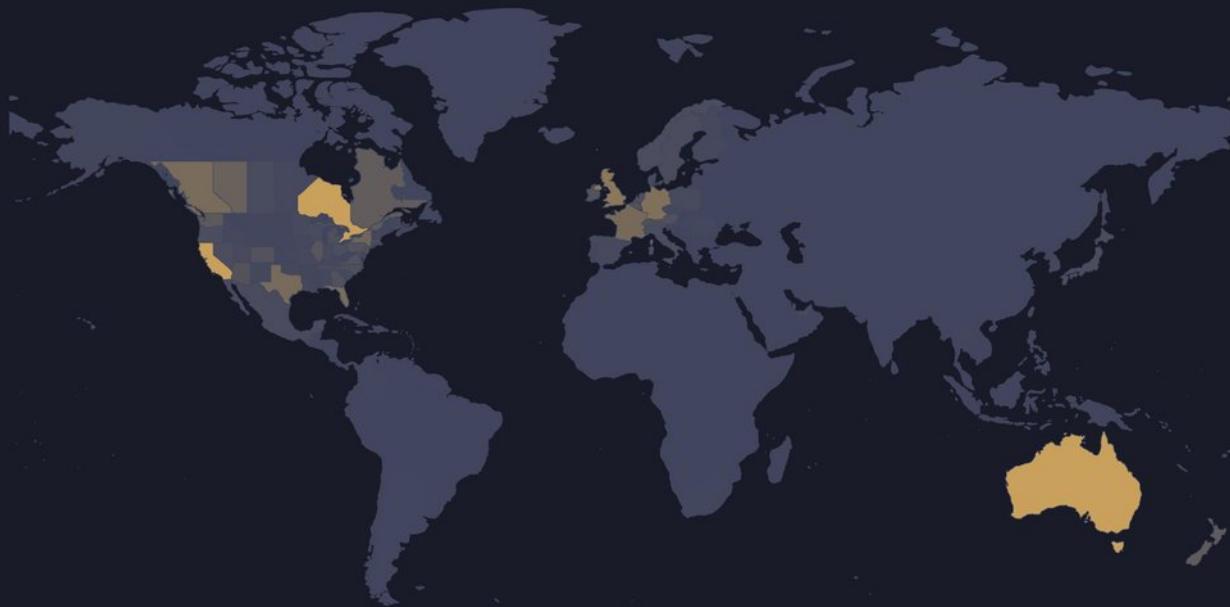
Menē Around The World

Expanding Footprint across U.S., Canada and Europe with Meaningful Global Whitespace

1,423.43KG
Gold Weight Held

423.94KG
Platinum Weight Held

1,847.37KG
Total Weight



*Map and figures as of Aug 11, 2026
<https://mene.com/about/stats>



The Long-Term Differentiator

Unlike other jewelry brands that have to mark down old inventory or come up with new designs to stimulate sales, Menē never suffers from the risk that its inventory will lose value.

In fact, it is quite the opposite — Menē is always invested in 24 karat gold and platinum which is secured at its insured vault facility until the moment a customer decides to purchase a piece online.

Why Invest

Menē Inc. (TSXV: MENE, OTC: MENEF) is a uniquely positioned company that is disrupting the global jewelry industry. We are offering a revolutionary new way to think about jewelry, changing the current paradigm which has dominated the industry for the past half-century. With each passing day, our brand builds lasting relationships with a global base of passionate and loyal customers without the need for physical stores or heavy overhead. With 78% of the company held by insiders, Menē Inc. is focused on delivering long-term value for both customers and shareholders.



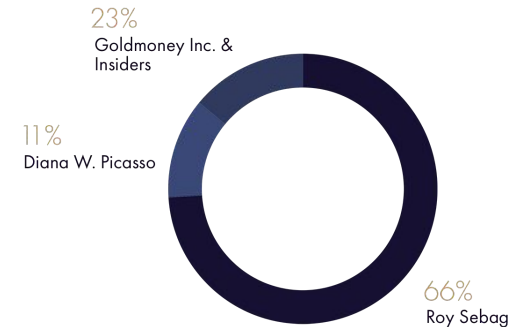
Share Listing

Menē Inc. has a dual-class voting structure with tradable Class B Shares (TSXV- MENE) owned by Goldmoney Inc., insiders and the investing public. These Class B shares carry 1 vote for each share outstanding. The Class A shares are non-tradable, carry 20 votes per each share outstanding, and are owned by Roy Sebag and Diana W. Picasso.

Stock listing	MENE CLASS B (TSX V)
Shares Outstanding	150,418,163
Voting Power	1:1



Non-Tradable Shares	MENE CLASS A
Shares Outstanding	110,342,154
Voting Power	20:1



Financial Overview



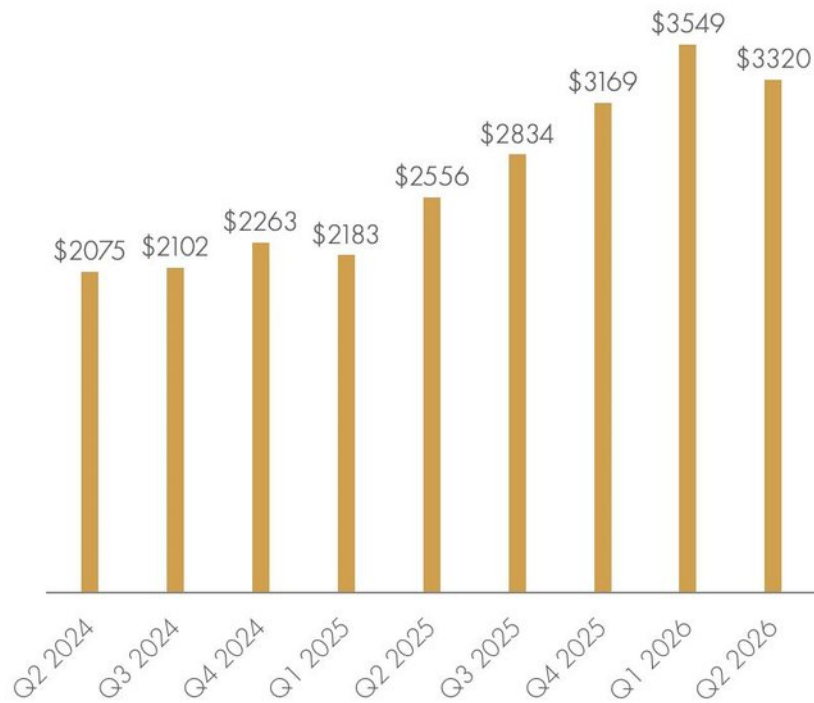
Revenue Growth

IFRS REVENUE

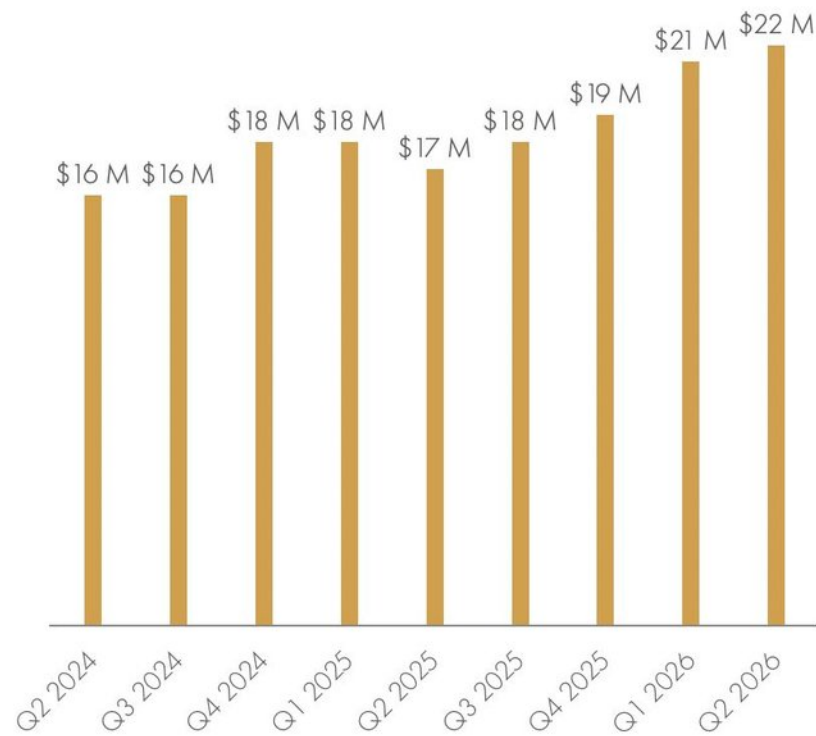


All Menē figures in CAD.

Average Order Value



Total Shareholders' Equity



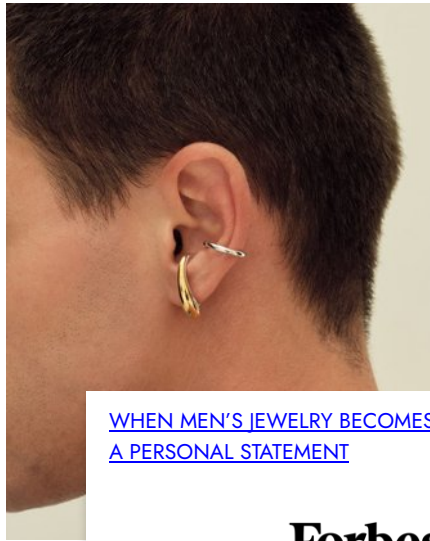
All Menē figures in CAD.

Press & Media



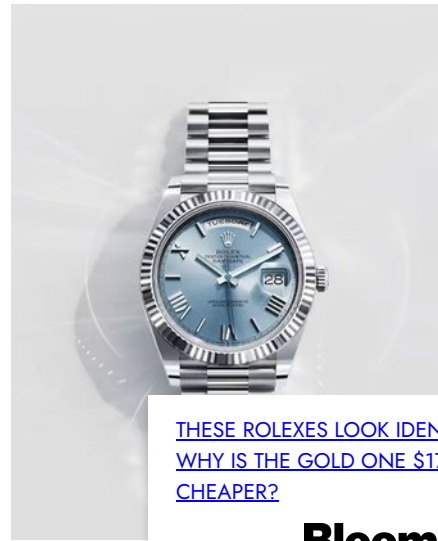
[KENDRICK LAMAR'S
INNER DRIVE](#)

BAZAAR



[WHEN MEN'S JEWELRY BECOMES
A PERSONAL STATEMENT](#)

Forbes



[THESE ROLEXES LOOK IDENTICAL.
WHY IS THE GOLD ONE \\$17,000
CHEAPER?](#)

Bloomberg



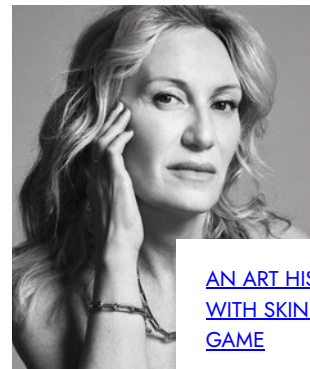
[DIANA W. PICASSO'S TOP 10
MENÉ PICKS TO GIFT](#)

TOWN&COUNTRY



[MENE FEATURED IN GEM
+ JEWEL'S FALL 2025
MAGAZINE](#)

GJ



[AN ART HISTORIAN
WITH SKIN IN THE
GAME](#)

HURS

Menē Flywheel

Viral Network Effects



POSITIVE CUSTOMER EXPERIENCE

By empowering customers with a unique value proposition, Menē has registered over 45,000 independent product reviews, with 98% positive reviews.

GAIN MORE LOYAL CUSTOMERS

Customer base grows without having to build brick and mortar locations.

CUSTOMERS BECOME BRAND AMBASSADORS

Satisfied customers advocate for the Menē brand by wearing the 24K jewelry items which their friends can see and feel, resulting in trusted word of mouth recommendations.



Heavy Rounded Box Chain

20.43 Grams



584 Reviews

David

April 2026



Verified
Purchase

Amazing quality chain.

This chain has not disappointed me at all it is very sturdy has a nice clean clasp that is easy to use and just looks amazing.

Vache

Dec 2025



Verified
Purchase

Beautiful chain.

Love this chain, I wear it daily

Michael

June 2025



Verified
Purchase

Excellent craftsmanship!

I love the weight and durability of this piece the size and length is perfect for my collection. Shipping was fast and without any issues I would definitely recommend buying from MENE a trusted American seller of 24K Gold and Platinum!



Flat Curb Chain Bracelet

22.91 Grams



158 Reviews

Kieran

December 2025



Verified
Purchase

Perfect!

Beautiful piece for all occasions!

Yan

December 2024



Verified
Purchase

Love it.

Beautiful, elegant, great craftsmanship. You cannot go wrong with this. A piece of art.

Leo

Apr 20, 2024



Verified
Purchase

Stunning!

The weight and shine is incomparable to anything I own. Compliments and sometimes outshines my gold watches. Amazing piece!



Braid Ring

5.99 Grams



251 Reviews

Muhammad

January 2026



Verified
Purchase

First purchase.

First time buying from Menē. I can't imagine buying jewelry anywhere else now. Just the best quality. This ring is my wife's favorite.

Yanzhi

Feb 26, 2024



Verified
Purchase

Elegant Design and Exemplary Craftsmanship

Enchanted by the Braid Ring's craftsmanship and comfort for daily wear. A seamless purchase, it's not just jewelry but a growing asset. Elegant and valuable.

Santiago

Nov 23, 2023



Verified
Purchase

Amazing!

It's a Masterpiece! Absolutely amazing and brilliant color and weight. Will purchase more.



Sun Medallion

5.72 Grams



224 Reviews

Lidan

January 2026



Verified
Purchase

I've earned 153% in profit on beautiful jewelry

I treasure the look and feel of pure metals especially gold. The jewelry is lovely subtle and elegant. The bonus is that it appreciates in value. I really like companies that do things right simply because that is how you're supposed to do things. That is the type of company I support.

Kirsten

December 2024



Verified
Purchase

Amazing pendant!

Beautiful design and I love the look of pure 24k. The sun really shines!

Maria T

Oct 17, 2023



Verified
Purchase

Beautiful Piece

I purchased the Sun Medallion to go with my Rounded Box Chain. I am in love with it and have not taken it off since I purchased it. It has a nice weight to it, but does not feel heavy.

Investor Relations & Press Contacts

Menē Press

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ir@mene.com

