



HEALTHIER CHOICES MGMT CORP
a publicly traded company (HCCMC) • www.HCCMC1.com

LDMICRO CONFERENCE – DECEMBER 2018

Safe Harbor Statement

The material contained in this presentation may include statements that are not historical facts and are considered “forward-looking” as defined within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, and is subject to the “safe harbor” created by those sections. These forward-looking statements reflect Healthier Choices Management Corp.’s current views about future events, financial performances, and project development. These “forward-looking” statements are identified by the use of terms and phrases such as “will,” “believe,” “expect,” “plan,” “anticipate,” and similar expressions identifying forward-looking statements. Investors should not rely on forward-looking statements because they are subject to a variety of risks, uncertainties, and other factors that could cause actual results to differ materially from Healthier Choices Management Corp.’s expectations. These risk factors include, but are not limited to, the risks and uncertainties identified by Healthier Choices Management Corp. under the headings “Risk Factors” in its latest Annual Report on Form 10-K. These factors are elaborated upon and other factors may be disclosed from time to time in Healthier Choices Management Corp.’s filings with the Securities and Exchange Commission. Healthier Choices Management Corp. expressly does not undertake any duty to publicly update forward-looking statements.

HCCMC

HEALTHIER CHOICES MGMT CORP



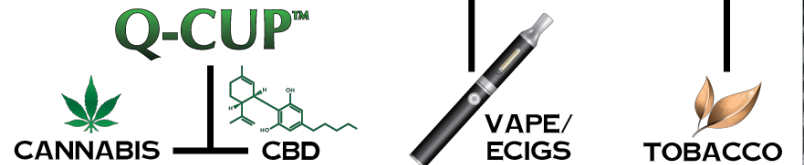
HCM
HEALTHY CHOICE MARKETS



THE
VAPE
STORE



HCCMC
INTELLECTUAL
PROPERTY



HCMC INTELLECTUAL PROPERTY SUITE



1. 10 UNITED STATES PATENTS GRANTED IN THE LAST 24 MONTHS
2. SEVERAL PATENTS PENDING
3. OUR PATENTS ARE RELEVANT TO THE FOLLOWING INDUSTRIES:



- A. CANNABIS
- B. CBD
- C. E-CIGARETTE/VAPORIZER
- D. TOBACCO

IP FOR THE CANNABIS AND CBD INDUSTRIES

Q-CUP™



- Quartz cup
- 7mm in diameter
- 7mm in height
- Holds micro dose of approximately 50mg (1/20 gram) of Cannabis or CBD concentrate

PATENTED Q-CUP™ COIL TECHNOLOGY



- COIL IS CYLINDRICAL AND SURROUNDS THE Q-CUP™
- HEATS THE Q-CUP:
 - 360 DEGREES AROUND,
 - UNDERNEATH, AND
 - AMBIENTLY FROM ABOVE

Q-CUP™ AND Q-CUP™ COIL COMBINED



Our unique patented system allows the concentrate to be heated from the outside of the quartz Q-Cup™ as opposed to it coming in direct contact with the metal coil.

Advantages –

- 1) Better Taste – no metal taste or after taste
- 2) On the go solution
- 3) Significantly more efficient for consumer, more bang for the buck, better margins for vendors.

Q-CUP™ NEVADA EXCLUSIVE AGREEMENT

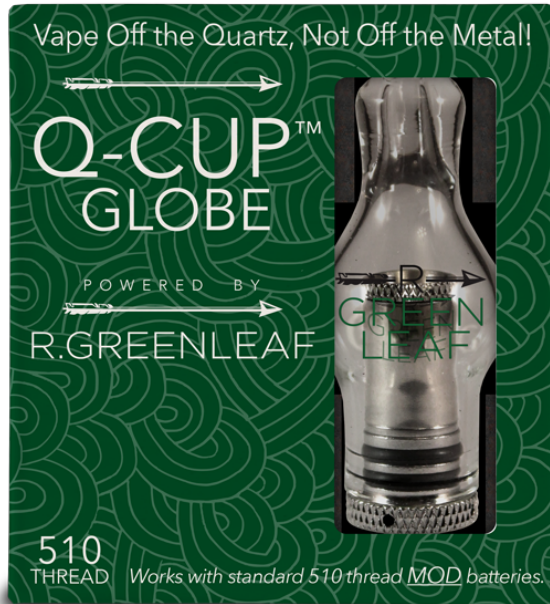


- MJ HOLDINGS, INC. (MJNE)
- YEAR ONE EXCLUSIVITY - \$2MM PAID IN ADVANCE PURCHASE
- YEAR TWO - \$6MM (\$500,000 PER MONTH SUBJECT TO ADJUSTMENTS)
- Q-CUPS™ AND TECHNOLOGY UNDER THE HIGHLAND BROTHERS BRAND

Q-CUP™ TO PENETRATE NEW MEXICO CANNABIS MARKET



R.GREENLEAF

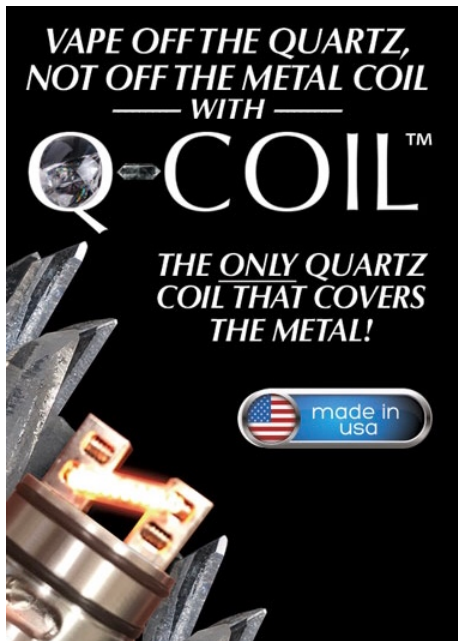


- License/Distribution Agreement with Reynold Greenleaf & Associates for U.S. Patented Q-Cup™ Technology
- Reynold Greenleaf & Associates is a leader in the New Mexico market, manages two licensed LNPPs and one licensed processing facility, along with 5 dispensaries.
- Their established RGreenleaf Brand of Cannabis Concentrates will be sold in conjunction with our Q-Cups™ and our hardware will bear the RGreenleaf brand.

Q-COIL™ PATENT



- INVERSE OF Q-CUP™ DESIGN
- METAL COIL IS ENCLOSED IN A QUARTZ TUBE
- INTENDED FOR E-CIGARETTES AND VAPORIZERS
- REDUCES HEAVY METALS IN THE VAPE BY PREVENTING THE E-LIQUID FROM COMING IN DIRECT CONTACT WITH THE METAL HEATING COIL
- ACTIVELY SEEKING THE RIGHT PARTNER TO PROVIDE A SAFER VAPE



IMITINE™ PATENTS



- PROCESSES OF EXTRACTION OF ARECOLINE FROM THE ARECA FRUIT
- UNIVERSITY OF FLORIDA CONTINUING RESEARCH THAT INDICATES THAT ARECOLINE COULD ASSIST IN SMOKING CESSATION**
- STUDIES SHOW THAT ARECOLINE EFFECTS THE SAME RECEPTOR PROTEINS IN THE BRAIN AS NICOTINE**
- INGESTION OF ARECOLINE MAY “FOOL” BRAIN RECEPTORS INTO BELIEVING NICOTINE IS BEING INGESTED AND ELIMINATE NICOTINE WITHDRAWAL SYMPTOMS**

**University of Florida Studies 2015-Present

WARRANT RESTRUCTURE

- August, 2018
- The company successfully eliminated almost \$50M of warrant liability, in exchange for approximately \$20.7M of preferred stock
- Preferred stock is exchangeable for \$20.7M of HCMC common stock without any additional warrants or cash payment obligations.
- This trade saved HCMC and its shareholders approximately \$29M of potential dilution

HEALTHIER CHOICES MANAGEMENT CORP.
CONSOLIDATED STATEMENTS OF OPERATIONS
(UNAUDITED)

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2018	2017	2018	2017
Total sales, net	\$ 3,030,474	\$ 2,882,207	\$ 9,915,801	\$ 9,761,021
Total cost of sales	1,643,681	1,603,283	5,453,361	4,996,249
GROSS PROFIT	1,386,793	1,278,924	4,462,440	4,764,772
Total operating expenses	2,179,492	4,272,323	7,334,165	12,282,932
LOSS FROM OPERATIONS	(792,699)	(2,993,399)	(2,871,725)	(7,518,160)
Total other income (expense), net	(10,502,057)	(6,451)	(10,151,796)	(51,940)
NET LOSS FROM CONTINUING OPERATIONS	\$ (11,294,756)	\$ (2,999,850)	\$ (13,023,521)	\$ (7,570,100)

See non-GAAP financial measure discussion

	Three Months Ended September 30,		Nine Months Ended September 30,	
	2018	2017	2018	2017
Adjusted EBITDA				
Loss from operations	\$ (792,699)	\$ (2,993,399)	\$ (2,871,725)	\$ (7,518,160)
Depreciation and amortization	92,258	91,016	269,730	170,440
Stock compensation	140,356	2,037,976	1,298,862	3,300,532
Adjusted EBITDA	\$ (560,085)	\$ (864,407)	\$ (1,303,133)	\$ (4,047,188)

Income Statement Highlights

- Delivered Strong Results with *Third Quarter and Year-to-Date Adjusted EBITDA Improvements of 35% and 68% respectively*; Year-Over-Year
- Third Quarter Gross Profit and Revenue Increase of 8% and 5% respectively; Year-Over-Year
- Eliminated \$49.7M out of \$54.3M of its Remaining Warrant Liability
- Note: FY 2018 Operating loss (\$11M) was a result of the re-valuation of the Warrants as part of the settlement
- Improvement in Adj. EBITDA in Q3 2018; 7th straight quarterly Adj. EBITDA improvement

HEALTHIER CHOICES MANAGEMENT CORP.
CONSOLIDATED BALANCE SHEETS
(UNAUDITED)

	September 30, 2018	December 31, 2017
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	\$ 8,271,376	\$ 7,883,191
Other current assets	1,818,240	1,070,619
TOTAL CURRENT ASSETS	10,089,616	8,953,810
Other assets	3,129,795	2,747,595
TOTAL ASSETS	\$ 13,219,411	\$ 11,701,405
LIABILITIES AND STOCKHOLDERS' EQUITY		
CURRENT LIABILITIES		
Other current liabilities	\$ 3,334,722	\$ 1,014,951
Derivative liabilities – warrants	1,833,158	10,231,697
TOTAL CURRENT LIABILITIES	5,167,880	11,246,648
Other liabilities	8,801	10,459
TOTAL LIABILITIES	5,176,681	11,257,107
COMMITMENTS AND CONTINGENCIES (SEE NOTE 12)	-	-
TOTAL STOCKHOLDERS' EQUITY	8,042,730	444,298
TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	\$ 13,219,411	\$ 11,701,405

BALANCE SHEET HIGHLIGHTS

- Strong Cash/Liquidity position: \$8M in cash
- Nearly 82% of Total Current Assets is CASH
- 2 to 1 Current Assets vs Current Liability Ratio (\$10M Current Assets vs. \$5M in Current Liabilities)
- \$8M in Stock Holder's Equity position