

Fact Sheet

Who We Are

Fytokem Products Inc. is engaged in the discovery and commercialization of novel Function-Certified™ plant-based substances — extracts, phytochemicals and bioactive molecules — for use as ingredients in personal care, nutraceutical, pharmaceutical and bio-industrial products. Fytokem's products are sourced from plants native to the Canadian prairies, where they have developed strong phytochemical properties to survive the harsh climate. These all-natural products are highly potent and are gaining popularity as the market demands more natural products.

Growth Strategy

The Company's strategy is to leverage its core technologies through strategic partnerships with experts in the marketing and distribution of products in our three major industries. These companies provide product identification, industry intelligence, marketing expertise and distribution channels for our products.

Financial Data

Fiscal Year End: December 31	52-Week Range: \$0.19-\$0.06
Recent Price: \$0.12	Symbol: FYT (TSX Venture Exchange)
2002 Revenue: \$632,002	Shares Outstanding: 15,363,121
Market Cap: CDN \$1.8 million	Working Capital: (as at June 30, 2003 unaudited) \$9,618*

Employees:
6

*If deferred revenue, which does not involve cash, was eliminated from current liabilities, the working capital would have been \$369,618.

Investment Highlights

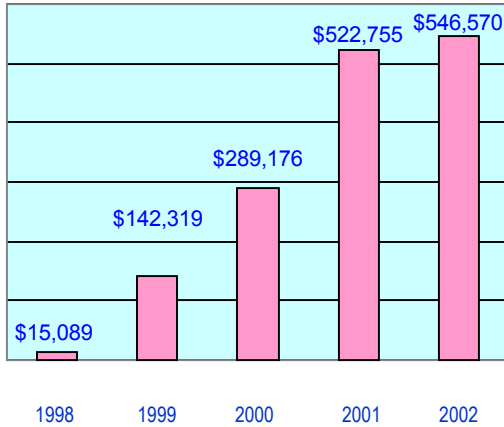
- **The Company has existing products and revenue streams.** Commercial sales quantities to the Personal Care Industry have been achieved in two products thus far.
- **The Company has a global distribution system already in place.** Large multi-national companies represent the Company in the global marketplace and provide the market intelligence and support necessary to allow the Company to focus its research efforts on product candidates that have established market-defined demand. The Company has the following strategic partnerships in place:
 - **Atrium Biotechnologies Inc.** of Quebec City, Canada is the Company's strategic partner in the personal care and nutraceutical markets. Atrium is a subsidiary of the publicly traded pharmaceutical company Aeterna Laboratories Inc. This agreement provided an upfront payment and firmly-defined minimum purchase commitments through 2004.
 - **Lonza Inc.** of Fair Lawn, New Jersey, USA is the Company's product development and market distribution partner in the bio-industrial market. Lonza Inc. is a subsidiary of the Swiss-based Lonza Group. The Company has working arrangements in other business sectors and plans to secure similar agreements in each of the other target markets for its products.

fresh
natural

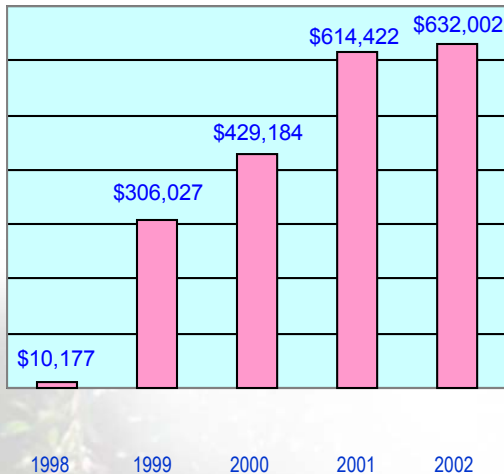


Financial Highlights

Sales Growth



Revenue Growth



(Investment Highlights—Continued from previous page)

- **Enthusiastic response from major brand name companies/customers, such as Johnson & Johnson, Revlon, Nioxin, Merle Norman, L’Oreal, to name a few.**
- **The markets targeted are very large and well established.**
- **The Company is capitalizing on the strong market shift from synthetic, animal and mineral-based products to plant-based products.**

■ Patented Discoveries

The Company has patent protection related to each of its commercial product lines and has several other patents pending. Other proprietary processes are protected by being kept as a trade secret or “black box”.

■ Management Team

Art Hesje, B.Sc. Chemistry

- President and CEO
- Focus: Leading the development and growth of Fytokem Products Inc.

Mark Pasloski, B.Comm., C.A.

- Vice-President, Finance & Administration; with Fytokem since 1998
- 20 years of accounting and operations experience
- Focus: Overseeing the sound financial management of Fytokem Products Inc.

For More Information

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