



December 31, 2017

To Our Valued Community:

With the end of the year upon us, I want to take this opportunity to thank you, our community, for the trust you have placed in us this past year.

When I first met with the two Enjoy Life co-founders over 16 years ago, after they requested my assistance to turn their idea into a business, I could not have imagined the journey that was in front of us. What started as a MBA school class project has turned into a company that employs close to 300 people, has its products available in over 40,000 retail stores throughout North America, and is welcomed into the lives of millions.

2017 has proven to be a great year for Enjoy Life. In addition to continuing to grow in number of team members we employ, all based in the US (except for our lone Canadian employee who is doing amazing things for us in this great country), we have expanded our distribution tremendously, making it easier for you to find our products where you choose to shop. We continue to strive to achieve a state of ubiquity, allowing Enjoy Life products to be available whenever, wherever, you want them to be.

It goes without saying, we would have none of the success we are enjoying without your growing and long-term support. Our driving force, our passion, is creating great-tasting products, using all-natural ingredients, that are safe for you and your families. We never take lightly the responsibility that we possess which is to create products that allow people to eat freely, without worry. Each and every day, we work diligently to earn the trust you have placed in us. Trust me when I tell you that Enjoy Life is not simply "a company;" we are a team of 300 individuals with families of our own, who truly care about you and your families. Your needs are top of mind on a daily basis in everything we do.

In closing, I once again want to thank you for allowing us into your homes and into your daily lives. As someone who personally carries an EPI-Pen and battles multiple autoimmune issues, I know the worry and fear that you face daily. If we can bring just a bit of happiness, normalcy, and sweetness into your lives and the lives of your loved ones, and do so safely, we have achieved our mission. Thanks for allowing us to reach the level of success that we have to date. We look forward to sharing even greater achievements in 2018.

Happy New Year to you and your families. On behalf of the entire Enjoy Life team, we say **THANK YOU** and wish you a happy, and most importantly a healthy, 2018.

A handwritten signature in black ink that reads "Joel". The signature is written in a cursive style with a large, looping initial "J".

Joel Warady  
Interim GM, Chief Sales & Marketing Officer