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# cannara

**PREMIUM-GRADE CANNABIS  
AT SCALE**

**INVESTOR DECK**  
Q2 FISCAL 2024 (AS OF February 29, 2024)



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# EXECUTIVE SUMMARY



## We are a vertically-integrated Canadian Licensed Producer of premium-grade cannabis and cannabis-derivative products

- Canada's fourth largest producer based on square footage. Two mega facilities based in Quebec, Canada spanning over 1.6 million square feet.
- Currently serving consumers in the provinces of Quebec, Ontario, Saskatchewan, Alberta, British Columbia, and received approval for Manitoba in March 2024; expected to be selling by Q3 2024.
- Three flagship brands, Tribal, Nugz, and Orchid CBD, with distinctive identity and purpose.
- Current annualized production run rate of 33,500kg (as of January 2024).
- Total owned potential production capacity of up to 100,000kg of annualized cultivation output.

# CORPORATE MILESTONES



## Well Capitalized, Fast-Growing Business

- Trailing twelve-month revenue of \$73.4M, gross profit of \$30.8M, Adjusted EBITDA of \$17.5M and Net income of \$6.2M
- Increased production capacity with the activation of the 10<sup>th</sup> of 24 growing zones at the Valleyfield Facility during Q2 2024.
- Closed the period with \$3.1M cash on hand.
- \$60M credit facility established with BMO – financing to support operational growth.

## History and Focus on Positive EBITDA

- Reported positive EBITDA for the last twelve quarters while also expanding operations significantly in the past 12 months.
- Adjusted EBITDA of \$3.5M for Q2 2024.
- Generated operating cash flow of \$2.3M and free cash flow of \$1.2M in Q2 2024

## Strong Operating Margins

- Quebec facilities offer significant production cost advantages in labor, utilities and electricity pricing, the largest cost inputs in cannabis cultivation.

## Strategic Brand Portfolio

- Three flagship in-house brands.
- Brand partnership with Exotic Genetix.
- Brand strategy with distinctive identity and purpose, each filling a white space in Canada's current cannabis market.

## High Value Proposition for Consumers

- Offer some of the highest quality "AAAA" cannabis at disruptive low retail pricing.

## High Consumer Product Demand

- Currently catering to a fraction of the total retail demand for our branded products.



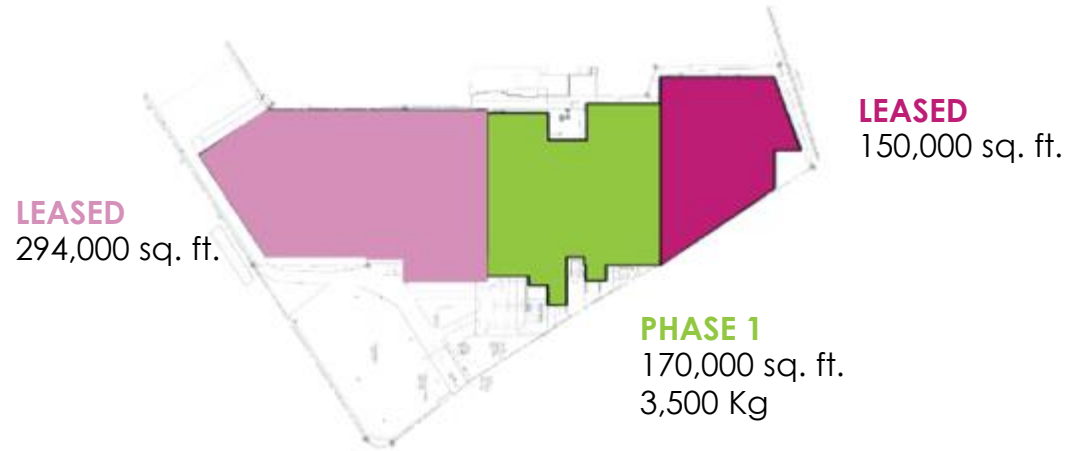
Positioned for National success given superior products, lower costs, and lower retail selling prices when compared to other premium cannabis producers.



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**OPERATIONS**





625,000 sq. ft. facility provides 170,000 sq. ft. of cannabis operation.

Fully automated with biomonitors in every grow room to ensure optimal conditions and an increased plant yield.

11 grow rooms (22,000 sq. ft.) dedicated to cultivation as well as dedicated packaging and cannabis processing rooms. Remaining areas are designated to propagation activities servicing the Valleyfield Facility.





Acquired in June 2021, the facility occupies 1,033,506 sq. ft. on 3,000,000 sq. ft. of land.

One of the largest indoor cannabis cultivation facilities in Canada and the largest in Quebec.

Provides ability to expand output capacity to 100,000kg of premium-grade cannabis when combined with output capacity of phase 1 of the Farnham facility.

## PHASE 1

1,033,506 sq. ft. facility

- 578,022 sq. ft. Main cultivation facility
  - 10 of 24 growing zones activated total totaling 250,000 sq. ft (42% online)
- 22,808 sq. ft. Office and warehouse
  - Under construction
- 212,661 sq. ft. Cannabis 2.0 processing
  - To be completed
- 197,518 sq. ft. Rooftop greenhouse
  - To be completed

## POTENTIAL PRODUCTION CAPACITY:

**100,000 kg**

## PHASE 2

578,022 sq. ft. expansion potential

## 24 INDEPENDENT GROWING ZONES MEASURING 25,000 SQ.FT EACH

The completely automated facility is equipped with cutting edge technology including:

**LED LIGHTING - FULLY BLACKED-OUT ROOF - AUTOMATED TABLES-  
FULL CONTROL OVER TEMPERATURE AND HUMIDITY**

Each activated zone has been redesigned to replicate indoor growing conditions, including growing without sunlight, eliminating variability and maximizing quality.



# THE PRINCIPALS OF OUR SUCCESS



## QUALITY

Premium "AAAA" cannabis  
Hang dried, slow cured  
At scale



## ACCESSIBILITY

Disruptive low pricing  
Aligned with legacy market  
Ideal for your everyday consumers



## BRAND CULTURE

Grassroot brand culture  
Transparency  
Consumers become ambassadors

**Delivering a premium-quality product is at the heart of our ethos, resulting in high cannabinoid content and rich flavourful cannabis.**

**Our cannabis employs methods used in the most sophisticated markets in the world such as California; cultivated from:**

## **RARE GENETICS**

High THC/ CBD and high terpenes profiles that produce cannabis buds that have a great smell, visual and smoke appeal.



## **HANG DRIED & SLOW CURED**

Cultivating premium cannabis is typically the domain of small-scale micro-growers or craft producers. Many producers prefer a quick rack dry and fast cure method to expedite their cannabis to market, a process that often significantly reduces the quality of the product. At Cannara, we hang-dry and cure our product to create premium-grade cannabis at scale.



## 50 - Time US Award-Winning Seed Breeder

## EXOTIC GENETIX - Exclusive Canadian Partnership with CANNARA



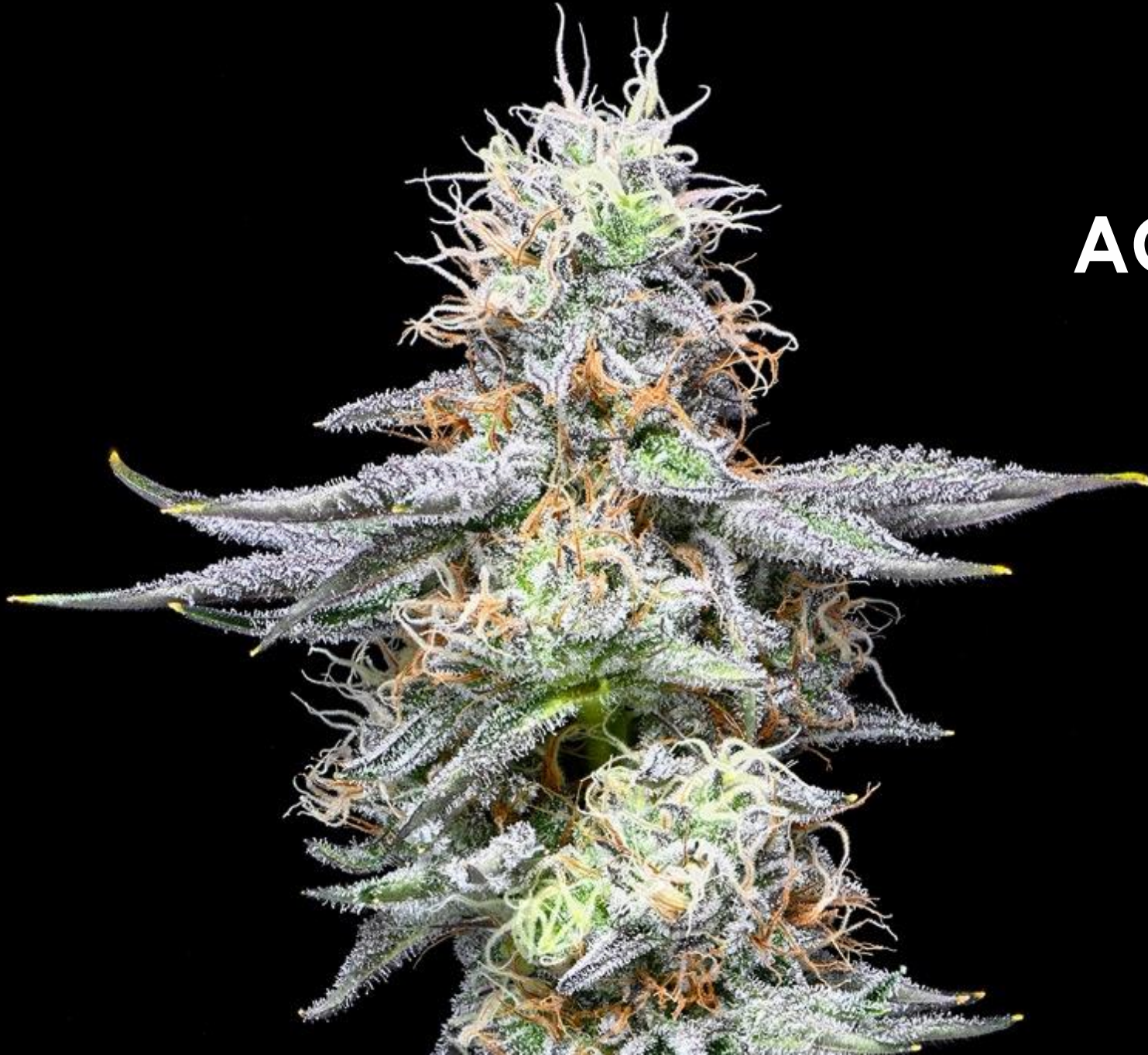
Cannara holds an exclusive license to use, market, sell, and distribute products branded by **Exotic Genetix** throughout Canada, in addition to its three flagship brands.

Furthermore, **Exotic Genetix** provides Cannara with ongoing consultation services, offering knowledge and insights into cannabis genetics, plant growing methodologies, and marketing strategies.

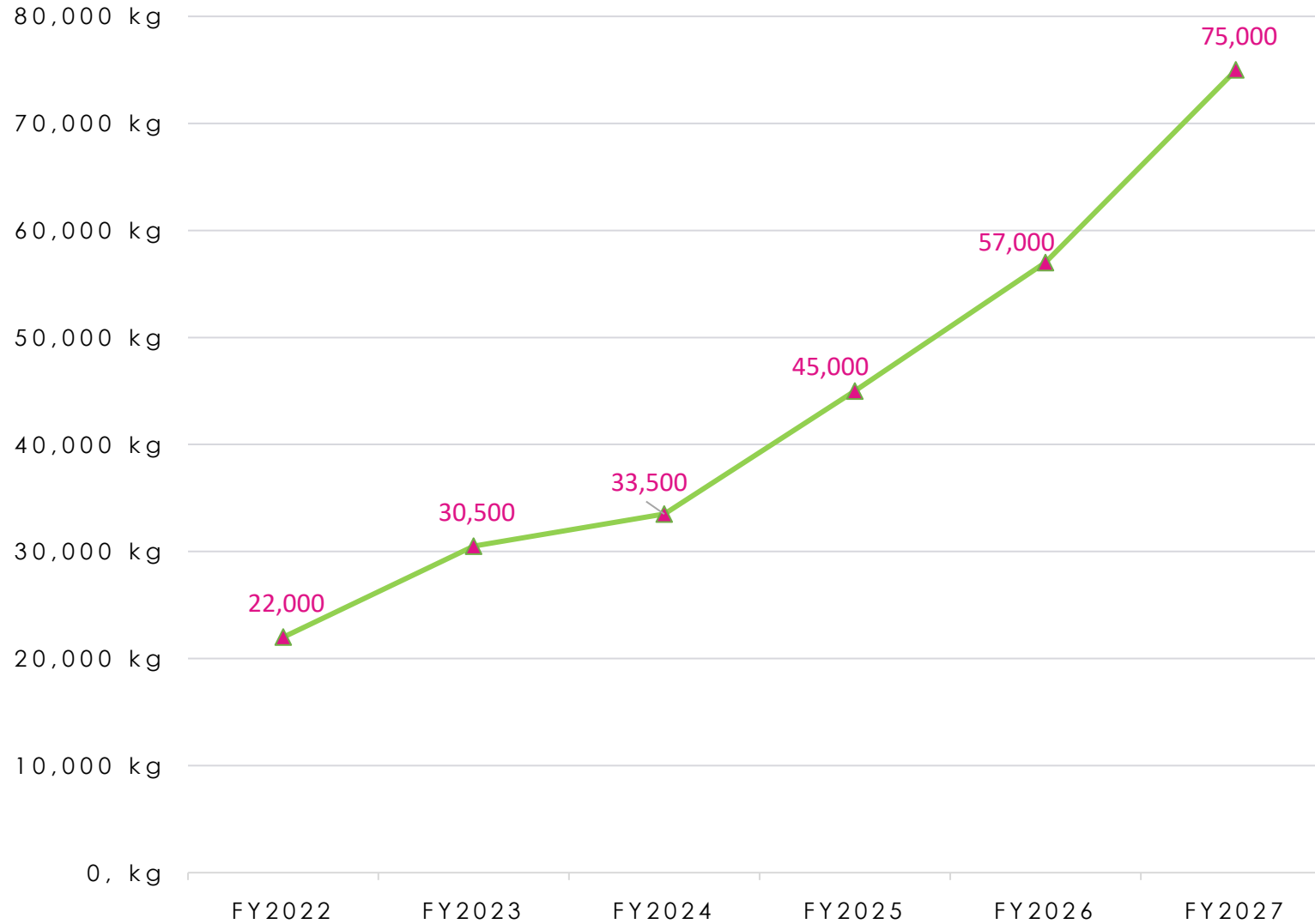
For more information about Exotic Genetix, visit [exoticgenetix.com](https://exoticgenetix.com).

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**ACCESSIBILITY**

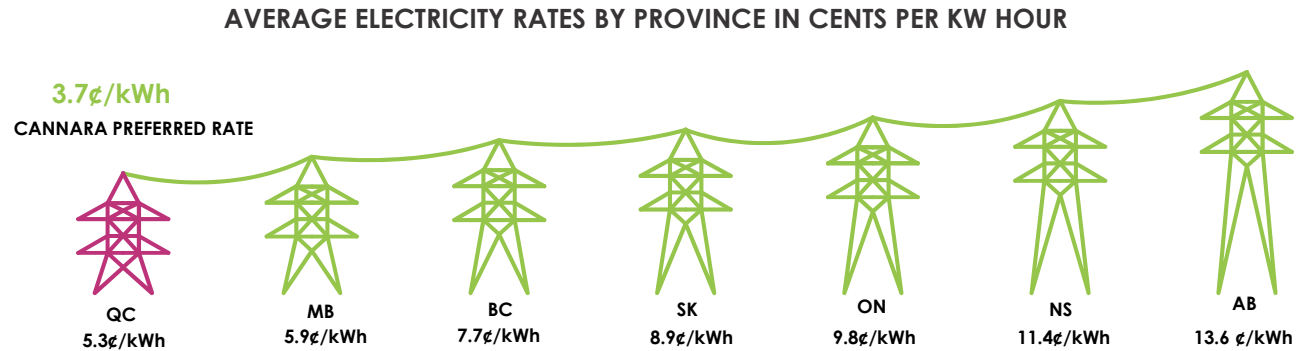


## CANNARA'S ESTIMATED ANNUAL PRODUCTION CAPACITY IN KG

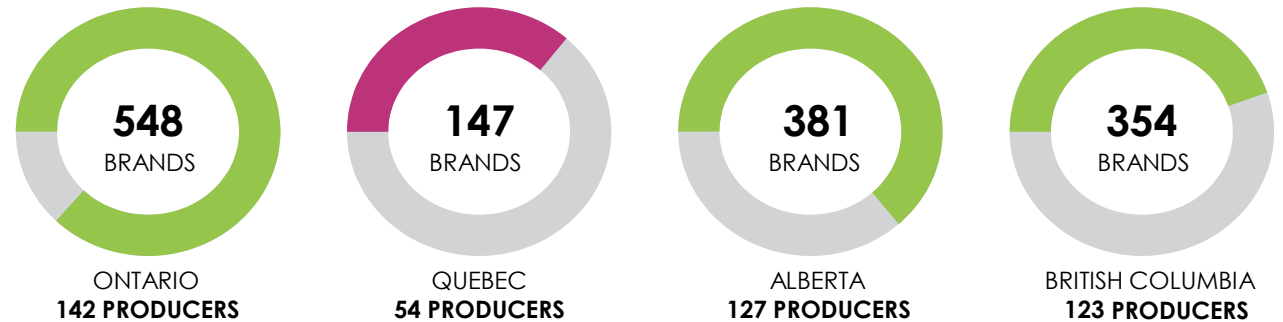




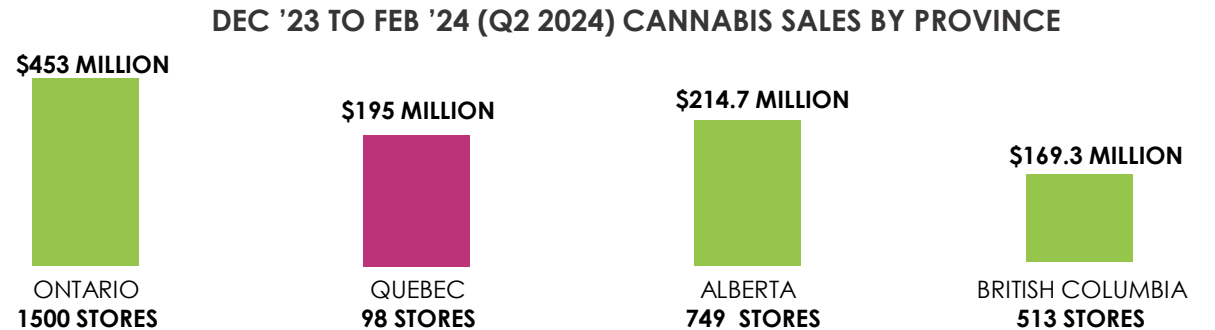
Quebec has the **lowest electricity rates** in Canada (QC: 5.3¢/kWh vs. AB: 13.6¢/kWh).



Quebec has the **highest barriers of entry** resulting in the **lowest number of Licensed Producers** in the market.



Quebec has the **third largest cannabis retail market** despite being serviced by the fewest number of brands, licensed producers, and retail outlets.



Source: Weedcrawler (<https://Quebec.weedcrawler.ca>) and Headset Database

## Focus on delivering premium “AAA” quality cannabis at disruptive pricing



### Quality, Scalability and Transparency:

- Deliver true to craft like procedures including hang drying and hand trimming cannabis to ensure quality.
- Scalability of its premium-grade cannabis by growing in 25,000 sq ft zones provides optimal control conditions as compared to an open concept greenhouse.
- Transparency across all product labels by providing consumers with harvest dates, terpene percentages, production details and strain phenotypes for each lot.



### Price Competitiveness:

- Maintain a value-based pricing approach without compromising quality.
- Significant cost advantages due to Quebec’s low cost of electricity, utilities and labor.



### Innovation in Products and Genetics:

- Continue to innovate with new product launches.
- Identify unique THC and CBD cultivars to fill whitespaces in the current market.
- Exclusive brand partnership with 50-time award-winning US-based cannabis breeder, cultivator and hash maker, Exotic Genetix.



### Community Responsiveness:

- Active strategy to be very responsive with the community of consumers and retailers including launch of recent Discord community.



### Thought Leadership and Awards:

Driven by its pursuit for customer satisfaction and a commitment to delivering value.

- Brand of the Year 2023 and 2024 – TRIBAL
- Vape and Concentrate Product of the Year 2024 – TRIBAL Cuban Linx
- Terpene Profile of the Year 2023 - TRIBAL
- CBD Product of the Year 2023 – ORCHID CBD Runtz



Cannara is giving consumers what they want—premium quality cannabis at accessible, value-based pricing fit for frequent consumers and new entrants alike.



The exceptional quality of our top-tier "AAAA" grade cannabis, along with our revolutionary low pricing, has led to an overwhelming surge in demand for our products. Beyond product excellence, our commitment to meticulous attention, innovative packaging, swift community responsiveness, and full transparency synergistically contribute to our compelling value proposition. Consequently, our products have seamlessly integrated into consumers' daily routines, catalyzing exponential growth for our company.



## 132 ACTIVE SKUS AVAILABLE IN MARKET

Our portfolio consists of three flagship brands – Tribal, Nugz, and Orchid CBD, all with distinctive identities and purpose, each filling a white space in Canada's current cannabis market without compromising quality.

All three brands offer premium-grade cannabis, hang-dried and slow-cured to preserve the flower's natural properties.

# TRIBAL

Welcome to Tribal, Cannara's house of genetics flagship brand. With a Canadian exclusive partnership with renowned US breeder Exotic Genetix, Tribal calls on consumers to enjoy the journey of new genetics across a variety of products, from dried flower and pre-rolls to full spectrum extracts and live resin vape carts. Premium quality at everyday prices.

## AVAILABLE IN

3.5g dried flower  
28g dried flower  
5 x 0.5g pre-rolls  
5 x 0.6g pre-rolls  
1g live resin 510 vape cart  
Premium 510 vape cart batteries  
1g live resin full spectrum extracts



- AAAA Quality
- Disruptive pricing
- Hang-dried, slow-cured, hand-trimmed
- Medium to large buds
- Rotating rare genetics
- Airtight packaging
- THC 20% - 32%
- Terpenes 2% - 5%



**Nugz, your legacy dealer gone legal, has two staple flower offerings in addition to rotational offerings from Cannara's grow houses and solventless concentrates. Flavour, potency, and premium quality bulk value are key attributes—when Nugz shows up its high-fives and good times all around!**

## AVAILABLE IN

- 3.5g dried flower
- 7g milled dried flower
- 14g Smalls flower
- 15g Pheno Hunter flower
- 28g dried flower
- 10 x 3g reefers
- 12,14 x 0.6g pre-rolls
- 3 x 0.6g infused pre-rolls
- 1g Fresh Frozen Hash Rosin
- 2g, 3g Old School Hash
- 1g Ice Water Hash
- 1g cured resin 510 vape cart
- 1 glass hash pipe accessory



- AAAA Quality
- Disruptive pricing
- Hang-dried, slow-cured
- Airtight packaging
- THC 20% - 30%
- Terpenes 2% - 4%



# ORCHID CBD

**Orchid CBD is changing the perception of cannabis by being the better choice for consumers looking for premium, CBD-dominant and balanced cannabis products. When it comes to flower and pre-rolls, Orchid CBD offers CBD Runtz, a phenomenally well-rounded strain bred by Exotic Genetix. Our flower is hang-dried, slow cured, hand trimmed, and never irradiated, just like all the flower grown at Cannara.**

## AVAILABLE IN

3.5g dried flower  
5 x 0.5g pre-rolls  
5 x 0.6g pre-rolls  
20ml, 30ml, 50ml pure distillate oils  
Live Resin Vape Cartridge



- AAAA Quality
- Disruptive pricing
- Hang-dried, slow-cured
- Airtight packaging





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# MARKET and GROWTH STRATEGY

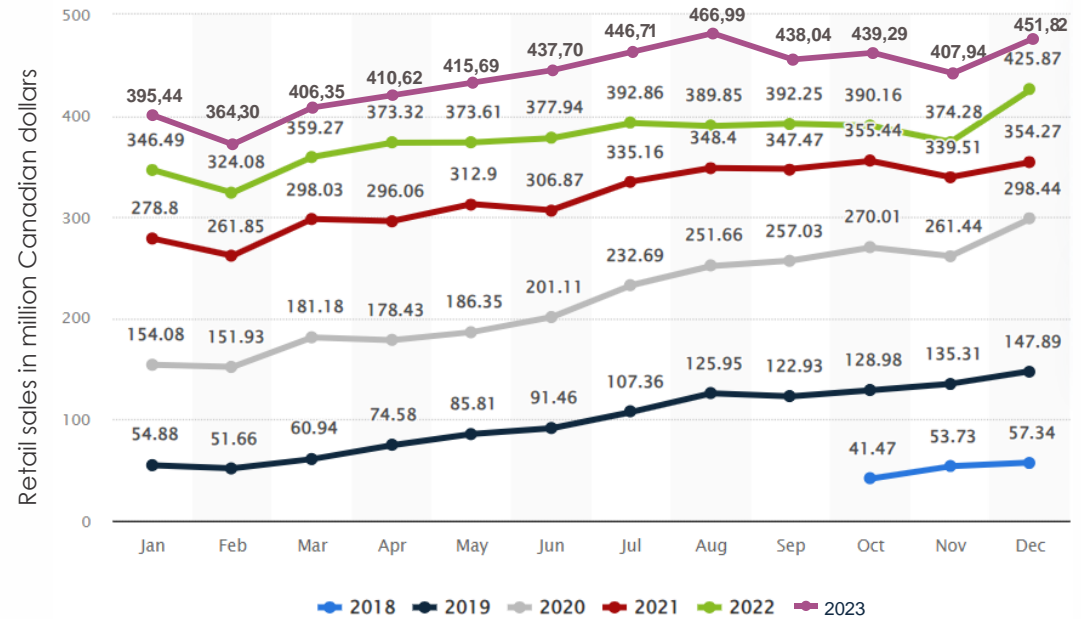
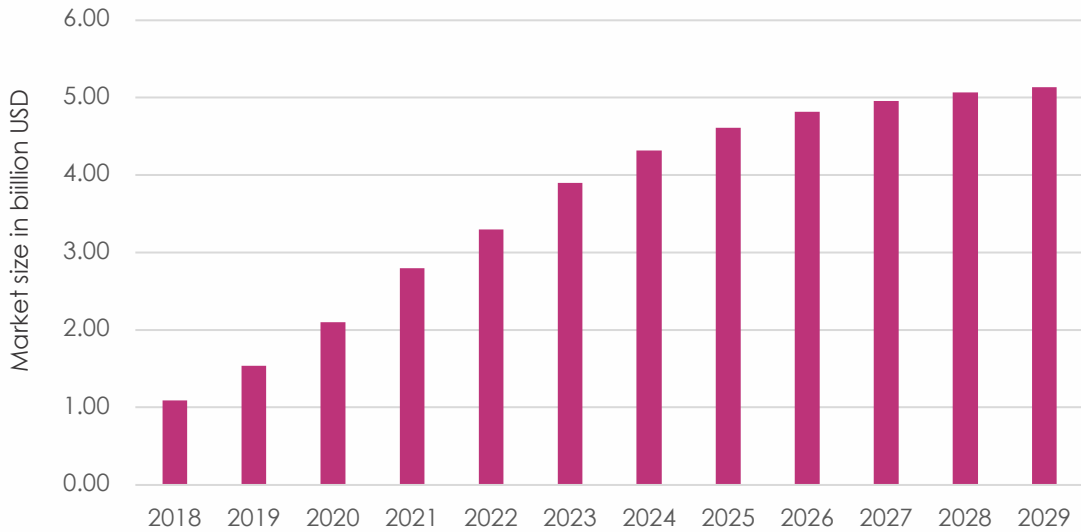
# CANADIAN RECREATIONAL CANNABIS MARKET



## 2<sup>ND</sup> LARGEST LEGAL CANNABIS MARKET IN THE WORLD

Legal Recreational Cannabis Market expected to reach \$5.1B by 2029

Monthly Retail Sales of Legal Cannabis Stores in Canada from October 2018 to December 2023 (in million Canadian dollars)



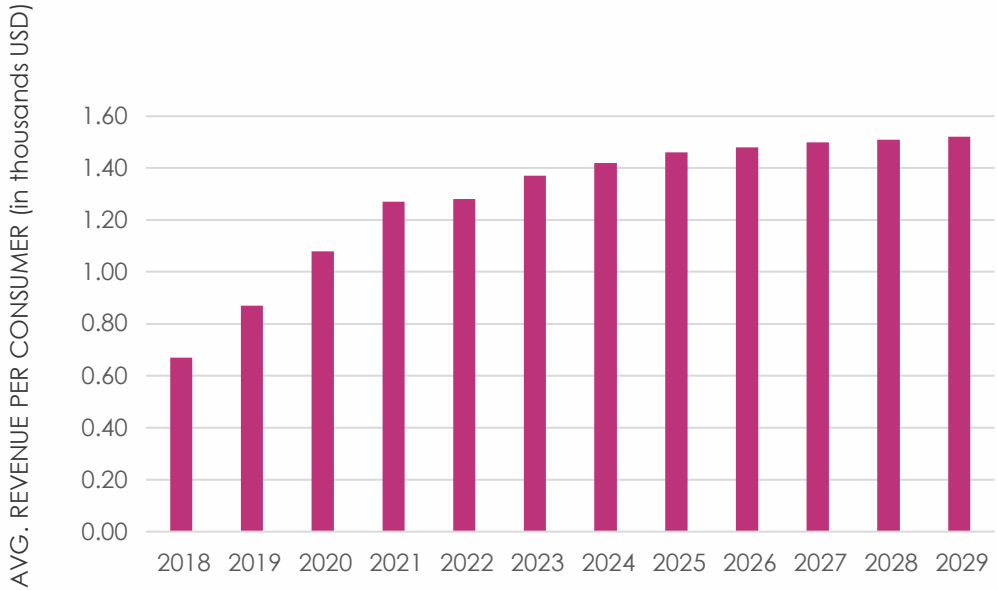
- Cannara’s market share in Quebec is approx. 9.77%, 2.98% in Ontario, 3.2% in Alberta, 0.89% in BC and growing.
- Currently can produce 33,500 kg of premium-grade cannabis per year and growing to a capacity of 100,000 kg per year.
- Expect to capture significantly more market share as capacity scales and as sales strategies are deployed in new and existing markets.

Source: Weedcrawler(<https://Quebec.weedcrawler.ca>) and Headset Database, Statista, Statistics Canada

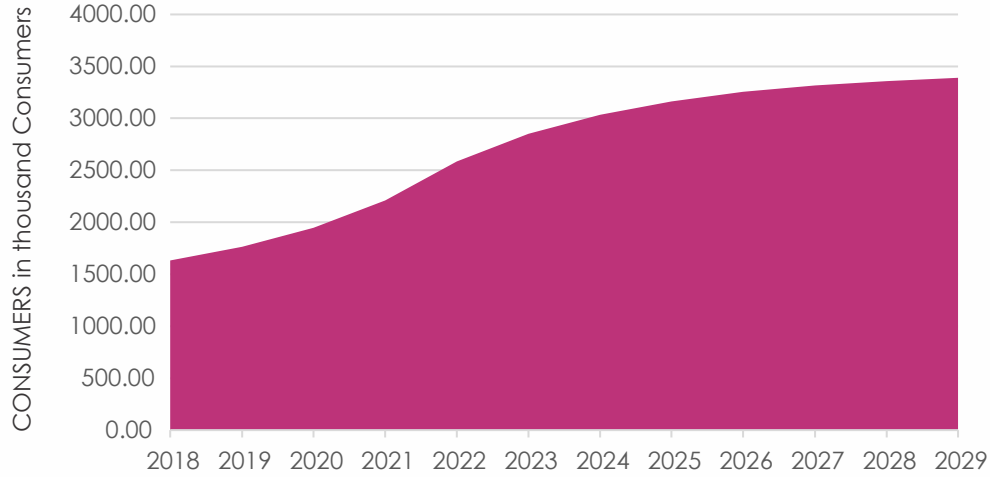


## The Canadian Consumer Consumption of Cannabis is Growing

AVERAGE REVENUE PER CONSUMER



NUMBER OF CANADIAN RECREATION CONSUMERS



Source: Statista, Statistics Canada



## 1. INCREASE CANNABIS SUPPLY & FOCUS ON COST EFFICIENCIES

In 2024, Cannara plans to remain vigilant by focusing on labor and cost efficiencies to continue to improve gross margins. This will provide resilience to Cannara's platform in current market conditions with continued price pressures. Cannara opened one additional 25,000 square foot growing zone in 2024, reaching total yearly cannabis output of 33,500 KG.



## 2. INNOVATION AND INCREASED PRODUCT OFFERING

The Company is focused on the innovation of new products for 2024 across all 3 of its flagship brands. Increased its total product portfolio from 97 in August 2023 to a total SKU count of 132 as of February 29, 2024. Cannara will continue to remain focused in 2024 on innovation and product creation. Cannara's product creation process focuses on creating products that utilize the full cannabis plant and are complementary to Cannara's current product portfolio.



## 3. NEW GENETICS RELEASES

Cannara believes in discovering the latest cannabis genetics to keep consumers excited and fuel production innovation. Cannara has set a goal of releasing 5 new genetics amongst its flagship brands for FY 2024.



## 4. INCREASED MARKET SHARE AND ENTERED ONE NEW MARKET IN CANADA

Cannara is taking a lockstep approach, building its production and distribution in tandem, resulting in a successful and fully-vertically integrated cannabis company. Cannara operates in Canada's 4 key markets (QC, ON, AB, BC) in addition to Saskatchewan. For Fiscal 2024, Cannara's goal is to substantially increase market share in its current markets and enter one new market in Canada; exemplified by the approval to list its products in Manitoba in Q3 2024.

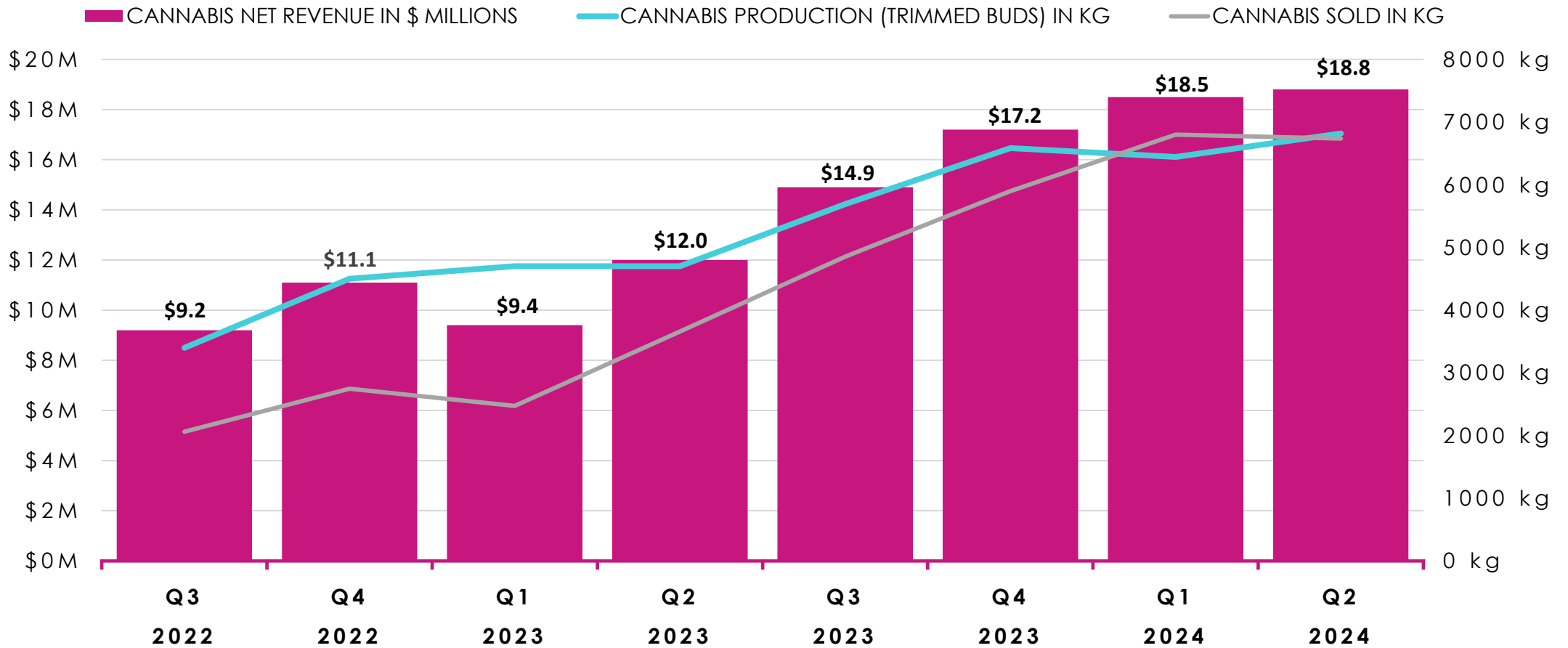


## 5. CONTINUED ADJUSTED EBITDA AND OPERATING CASH FLOWS

With its 12<sup>th</sup> consecutive positive quarterly Adjusted EBITDA, Cannara expects to continue to report positive adjusted EBITDA and operating cash flows throughout FY 2024 and beyond. The Company's agility and commitment to profitability will continue to drive the Company to pursue the development of high demand SKUs that generate healthy gross margins.

# 1. INCREASE CANNABIS SUPPLY

## CANNABIS PRODUCTION & REVENUE GROWTH TRAJECTORY AS VALLEYFIELD PRODUCTION SCALES UP



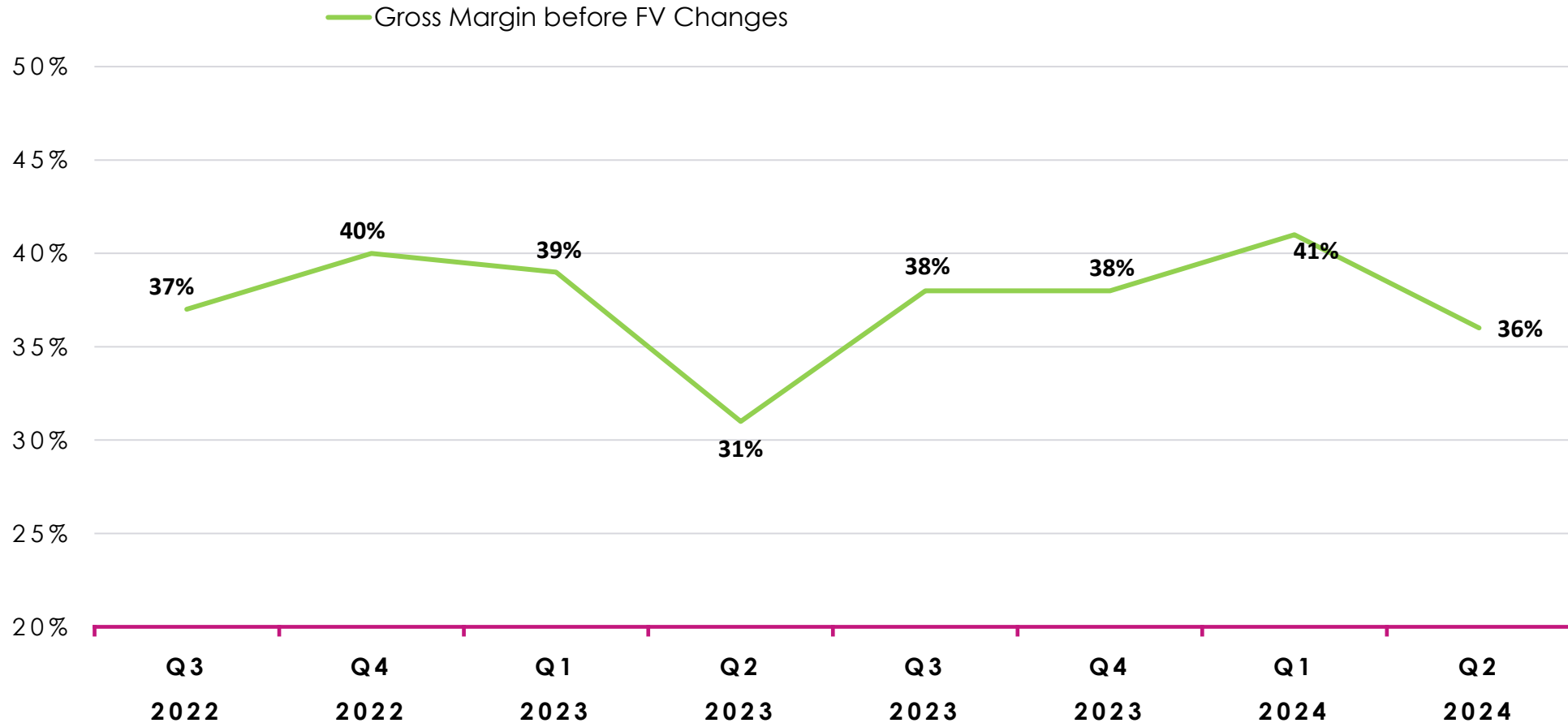
<sup>1</sup> Cannabis KG and equivalent of cannabis KG for derivatives products

# 1. FOCUS ON LABOUR AND COST EFFICIENCIES



## COST EFFICIENCIES

Cannara will continue to focus on cost efficiencies to improve its overall gross margin. In addition, as Cannara scales its operations, economies of scale will be achieved, ultimately, improving gross margin in 2024.

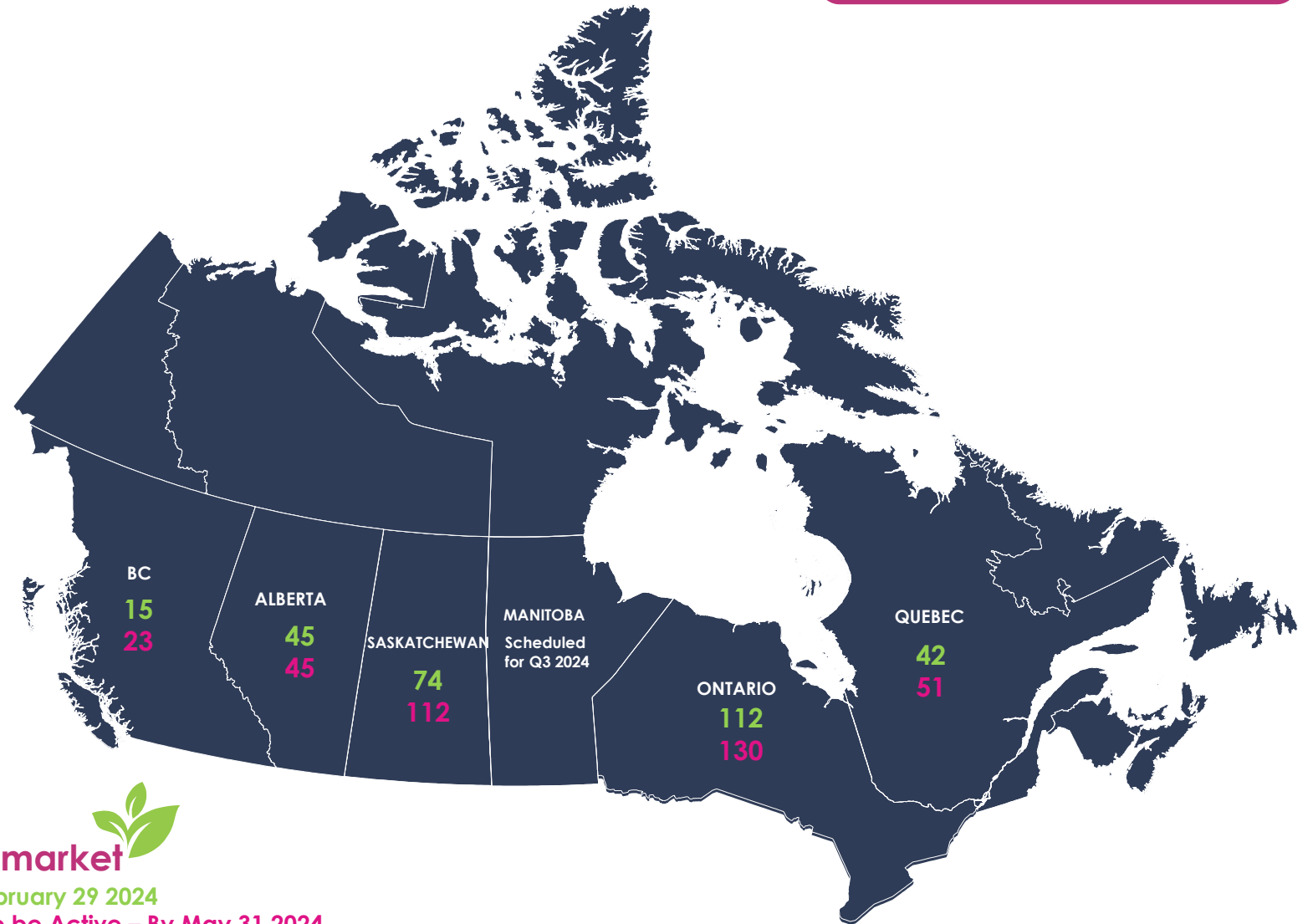


## 2. INNOVATION AND INCREASED PRODUCT OFFERING

### PRODUCT INNOVATION

For 2024, the company is focused on innovation and new product development across all 3 of its flagship brands.

Increased its total product portfolio from 97 in August 2023 to a total SKU count of 132 as of February 29, 2024. Cannara will continue to remain focused in 2024 on innovation and product creation.



  
**SKUs in market**  
Active - February 29 2024  
Expected to be Active - By May 31 2024

# 3. NEW GENETIC RELEASES



2 NEW GENETICS LAUNCHED Q1 2024:  
JIGGLERS AND DRIP STATION

2 NEW GENETICS  
RELEASING IN SPRING 2024:  
NEON SUNSHINE AND BUBBLE UP



1 NEW GENETIC TO BE RELEASED  
IN 2024:  
GUAVA JAM

1 NEW GENETIC BLEND TO BE  
RELEASED IN 2024:  
DRIP N' JIGGLE



GELATO MINT  
INDICA



CUBAN LINX  
SATIVA



TERPLE  
HYBRID



POWER SHERB  
INDICA



GALACTIC RUNTZ  
INDICA



TRIPLE BURGER  
INDICA



DRIP STATION  
INDICA



JIGGLERS  
SATIVA



EARLY LEMON BERRY  
SATIVA



SLAPZ  
INDICA



G SHERB  
INDICA BLEND



LEMON LINX  
SATIVA BLEND



SLERPLE  
HYBRID BLEND



GALACTIC BURGER  
INDICA BLEND



CBD RUNTZ  
HYBRID



# 4. INCREASE MARKET SHARE

## MARKET EXPANSION STRATEGY

Cannara has created lean and profitable operations, proven to produce premium cannabis at scale and at competitive prices.

With the ability to produce up-to 100,000 kg of premium cannabis at full scale, Cannara will expand its product offering across all provinces in Canada as well as increasing its market share in its current markets.

## EXPANSION STRATEGY ACHIEVEMENTS

- ✓ Quebec's 3<sup>rd</sup> largest licensed producer at 9% market share.
- ✓ Ontario market share was 2.88% of the total market in Q2 of 2024, or 9<sup>th</sup> largest producer within provincial market.
- ✓ Dramatically increased market share in Alberta by 40.6% from Q1, now accounting for 3.2% of the total market as of February 2024.
- ✓ Market share in British Columbia increased by 18.6% compared to Q1 of 2024, now representing ~1.00% of the total market in the region.

## Estimated Cannara Market Share Q2 2024 & Q1 2024

Province	Q2 2024	Q1 2024	% Change
QC	9.0%	8.7%	3.45%
ON	2.88%	3.15%	-8.62%
AB	3.23%	2.30%	40.6%
BC	1.00%	0.84%	18.6%

## Estimated Cannara Market Share March 2024

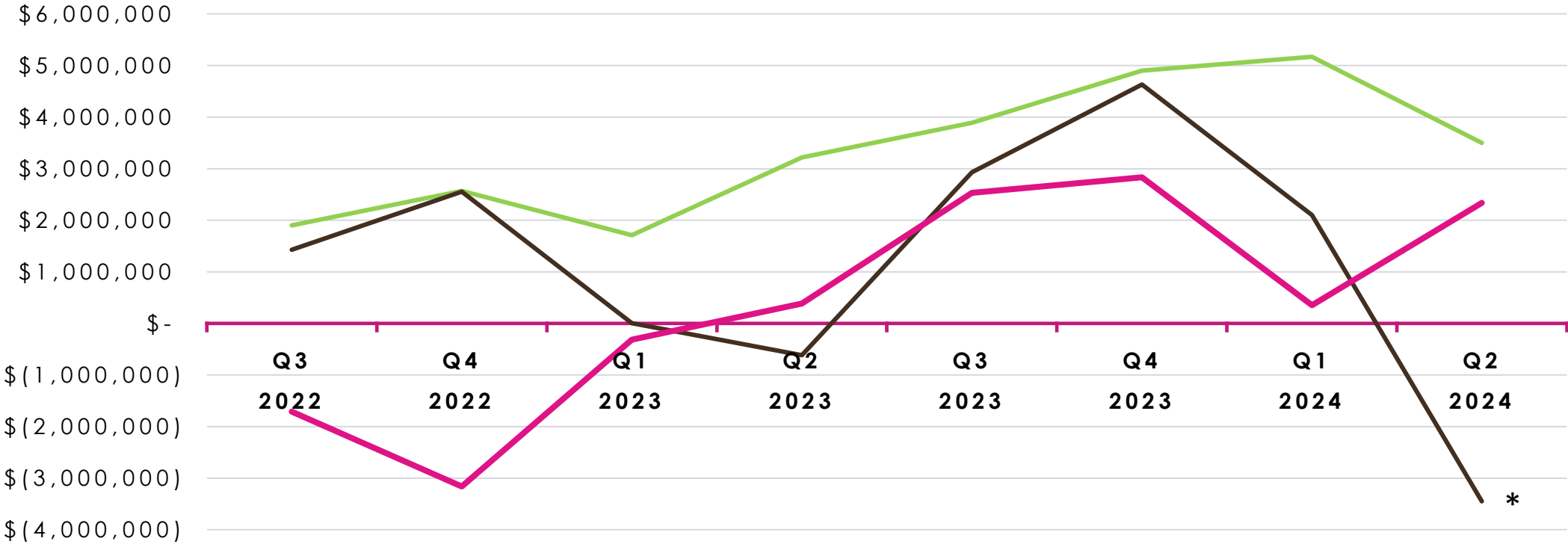
Province	March 2024	% Change from Q2 2024
QC	9.77%	1.0%
ON	2.98%	3.49%
AB	3.28%	1.3%
BC	0.89%	-12.0%

# 5. CONTINUED ADJUSTED EBITDA, NET INCOME, AND OPERATING CASH FLOWS



The Company's financial strength shows through across all financial metrics. In 2024, Cannara expects to continue to substantially increase sales while focusing on labor and cost efficiencies resulting in an even stronger financial position for Cannara. Continued positive Adjusted EBITDA, Net income and operating cash flows is expected for 2024.

— ADJUSTED EBITDA — NET INCOME (LOSS) — OPERATING CASH FLOWS



\* Q2 2024 net loss was primarily driven by non-cash change in fair value due to assumptions changes in the biological asset model. These underlying basis of these assumptions such as cannabis yield are expected to improve after quarter end which is expected to result in non-cash fair value gains.

# Q2 2024 FINANCIALS



# Q2 2024 SELECTED FINANCIAL HIGHLIGHTS



Selected Financial Highlights	Three-month periods ended		Six-month periods ended	
	February 29, 2024	February 28, 2023	February 29, 2024	February 28, 2023
<b>Financial Summary</b>				
Gross revenue <sup>1</sup>	\$ 19,661,375	\$ 12,847,904	\$ 39,087,903	\$ 23,089,318
Other income	21,828	187,852	78,594	258,043
Total revenues	19,683,203	13,035,756	39,166,497	23,347,361
Gross profit, before fair value adjustments	7,141,276	4,030,629	15,076,993	8,054,027
Gross profit	4,140,498	4,261,722	12,375,854	9,094,317
Operating expenses	6,100,045	3,630,387	10,896,755	7,320,107
Operating income (loss)	(1,959,547)	631,335	1,479,099	1,774,210
Net finance expense	1,487,073	1,249,390	2,818,440	2,389,314
Net loss	(3,446,620)	(618,055)	(1,339,341)	(615,104)
Adjusted EBITDA <sup>2</sup>	3,500,320	3,220,890	8,671,132	4,937,723
<b>Percentages of Total revenues</b>				
Gross profit, before fair value adjustments as a percentage of Total revenues	36%	31%	38%	34%
Gross profit as a percentage of Total revenues	21%	33%	32%	39%
Operating income (loss) as a percentage of Total revenues	-10%	5%	4%	8%
Net loss as a percentage of Total revenues	-18%	-5%	-3%	-3%
Adjusted EBITDA as a percentage of Total revenues <sup>3</sup>	18%	25%	22%	21%
<b>Earnings per share</b>				
Basic loss per share	\$ (0.04)	\$ (0.01)	\$ (0.01)	\$ (0.01)
Diluted loss per share	\$ (0.04)	\$ (0.01)	\$ (0.01)	\$ (0.01)
<b>Selected Financial Highlights (cont'd)</b>				
	February 29, 2024		August 31, 2023	
Cash	\$ 3,130,629	\$ 4,270,517		
Accounts receivable	11,466,454	10,592,705		
Biological assets	5,444,155	5,774,121		
Inventory	31,258,939	27,997,589		
Working capital <sup>4</sup>	(1,865,366)	30,513,009		
Total assets	145,824,662	141,522,254		
Total current liabilities	60,090,241	21,182,827		
Total non-current liabilities	6,394,151	40,595,383		
Net assets	79,340,270	79,744,044		
Free cash flow <sup>5</sup>	1,215,590	1,053,769		

## FOOTNOTES

<sup>1</sup> Gross revenue included revenue from sale of goods, net of excise taxes, services revenue and lease revenues.

<sup>2</sup> Adjusted EBITDA is a non-GAAP financial measure

<sup>3</sup> Adjusted EBITDA as a percentage of total revenues is a non-GAAP financial ratio. For more details see the Non-GAAP financial measures and ratios section of Cannara's Q2 2024 MD&A.

<sup>4</sup> Working capital is a non-GAAP financial measure. Negative working capital results from classifying the Company's term loan as a current liability due to a covenant breach. Subsequent to quarter end, the Company obtained a waiver related to the breach of the financial covenant and amended its facility to remove the minimum EBITDA requirement on a going forward basis. For more details see the Non-GAAP financial measures and ratios section of Cannara's Q2 2024 MD&A

<sup>5</sup> Free cash flow is a non-GAAP financial measure. For more details see the Non-GAAP financial measures and ratios section of Cannara's Q2 2024 MD&A.

# QUARTERLY DETAILED HIGHLIGHTS



	February 29, 2024	November 30, 2023	August 31, 2023	May 31, 2023	February 28, 2023	November 30, 2022	August 31, 2022	May 31, 2022
Current assets	\$ 58,224,875	\$ 52,762,707	\$ 51,695,836	\$ 45,657,986	\$ 40,820,665	\$ 38,393,438	\$ 40,988,684	\$ 24,492,459
Non-current assets	87,599,787	92,059,206	89,826,418	89,716,638	88,326,738	87,032,849	84,628,363	82,336,646
Total assets	145,824,662	144,821,913	141,522,254	135,374,624	129,147,403	125,426,287	125,617,047	106,829,105
Current liabilities	60,090,241	22,261,932	21,182,827	18,522,090	15,227,812	11,262,823	11,861,085	11,489,526
Non-current liabilities	6,394,151	40,700,914	40,595,383	41,876,538	42,146,726	46,880,581	47,020,201	31,162,576
Total liabilities	66,484,392	62,962,846	61,778,210	60,398,628	57,374,538	58,143,404	58,881,286	42,652,102
Net assets	\$ 79,340,270	\$ 81,859,067	\$ 79,744,044	\$ 74,975,996	\$ 71,772,865	\$ 67,282,883	\$ 66,735,761	\$ 64,177,003
	February 29, 2024	November 30, 2023	August 31, 2023	May 31, 2023	February 28, 2023	November 30, 2022	August 31, 2022	May 31, 2022
Total revenues	\$ 19,683,203	\$ 19,483,294	\$ 18,278,613	\$ 15,936,828	\$ 13,035,756	\$ 10,311,605	\$ 11,947,112	\$ 10,063,716
Gross profit before fair value adjustments	7,141,276	7,935,717	6,894,634	6,120,878	4,030,629	4,023,398	4,759,816	3,735,420
% <sup>1</sup>	36%	41%	38%	38%	31%	39%	40%	37%
Gross profit	4,140,498	8,235,356	9,844,782	8,594,235	4,261,722	4,832,595	7,103,374	4,748,643
Operating income (loss)	(1,959,547)	3,438,646	5,831,306	4,282,277	631,335	1,142,875	3,762,721	1,534,086
Net income (loss) attributable to Shareholders of the Company	(3,446,620)	2,107,279	4,631,879	2,928,643	(618,055)	2,951	2,553,444	1,428,297
Basic and diluted income (loss) per share	\$ (0.04)	\$ 0.02	\$ 0.05	\$ 0.03	\$ (0.01)	\$ -	\$ 0.01	\$ 0.01
Adjusted EBITDA <sup>2</sup>	3,500,320	5,170,812	4,906,640	3,887,634	3,220,890	1,716,833	2,566,590	1,914,175
% <sup>3</sup>	18%	27%	27%	24%	25%	17%	21%	19%
Cash provided by (used in) operating activities	2,334,989	354,217	2,834,177	2,533,823	376,962	(315,088)	(3,157,570)	(1,709,746)
Free cash flow <sup>4</sup>	1,215,591	(2,419,401)	1,053,769	(43,862)	(1,318,446)	(4,141,056)	(8,312,000)	(4,559,171)

<sup>1</sup> Gross profit before fair value adjustments % is determined as Gross profit before fair value adjustments divided by Total revenues.

<sup>2</sup> Adjusted EBITDA is a non-GAAP financial performance measure with no standard definition under IFRS. A reconciliation of this amount for the applicable period is presented in the Cannara's MD&A

<sup>3</sup> Adjusted EBITDA % is determined as Adjusted EBITDA divided by Total revenues.

<sup>4</sup> Free cash flow is a non-GAAP financial performance measure with no standard definition under IFRS and is defined as cash flow from operations excluding capital expenditures.

# TOTAL NET REVENUES BY QUARTER

## TOTAL NET REVENUES ANALYSIS BY QUARTER IN \$ MILLIONS

— TOTAL NET REVENUE  
— GROSS MARGIN <sup>1</sup>



<sup>1</sup>Gross margin before fair value adjustments

## SIGNIFICANT GROWTH RATE WITH STRONG MARGINS RELATIVE TO PEERS

	Tilray	Canopy Growth	Aurora	Organigram	Village Farms	Cannara	Decibel	Avant Brands	Rubicon
Market Cap in M	1874	1040	470	263	196	<b>77</b>	47	22	21
Revenue (LTM) in M	998	344	267	155	384	<b>73</b>	116	27	40
Revenue Growth 3 YR %	55	1	-35	86	68	<b>627</b>	165	282	327
Gross Margin % last Q	26	36	31	18	15	<b>36</b>	45	58	32
EBITDA Margin % last Q	5	-11	7	0.4	-0.9	<b>18</b>	19	47	13
Trailing P/E	-	-	-	-	-	<b>14</b>	-	-	-
OCF last Q in M	-20.7	-32.6	-5.3	7.7	-2	<b>2.3</b>	1.9	1.2	1.1

\*Adjusted for inventory write-downs

Based on Data Estimates From Macrotrends, TSX, Yahoo and Quote Media from April 29, 2024

The Cannara logo is mounted on a blue, vertically-ribbed building facade. It features the word "cannara" in a dark, sans-serif font, with a green leaf icon to its right. The building has a modern architectural style with rectangular windows and a green ledge at the bottom left.

cannara

The Cannara logo is displayed within a solid pink rectangular box. The word "cannara" is in white, lowercase letters, and the green leaf icon is positioned to the right of the text.

cannara

**LEADERSHIP  
TEAM**



# EXECUTIVE LEADERSHIP TEAM



**ZOHAR KRIVOROT**  
**CHAIRMAN & CEO**

Zohar is an entrepreneur who has launched several successful businesses. He has founded, advised and invested in numerous companies including 911ENABLE™ which he led from start-up to its acquisition by West Telecom in 2014. Zohar has been recognized as a top leader and innovator by a number of sources, including Deloitte Technology Fast 50™ fastest growing technology companies in Canada. He is actively involved with early-stage companies as an advisor and board member. He is also a certified commercial pilot.



**NICHOLAS SOSIAK**  
**CFO**

Nicholas is a CPA with an entrepreneurial spirit and passion for the Cannabis industry. As CFO of Cannara, Nicholas is responsible for overseeing the company's finances and treasury and is a key decision maker in all facets of the company from genetic selection, marketing and branding, product formulation, sales, investor, and public relations. Prior to working in the industry, he practiced auditing at two of the big five accounting firms and worked as VP Finance and Accounting for Dundee 360 Real Estate Corporation, a subsidiary of Dundee Corporation and a publicly traded company listed on the TSX.



**AVI KRIVOROT**  
**CTO**

Avi has been in the information technology industry for over 20 years. He specializes in innovation and cutting-edge technologies. Prior to Cannara, Avi has patented 911 software solutions currently being used by many Fortune 500 companies such as Microsoft, Boeing, Disney and the US Department of Defense. Avi oversees Cannara's journey to be a leader in the cannabis industry for automation and quality control.



**ISSAM BEN MOUSSA**  
**VP PRODUCTION & EXPERIMENTATION**

Issam is an engineer in Agronomy & biotechnology and has a PhD in plant sciences. He has conducted several research projects in academia and governmental institutions around the

world and led research and development in the plant production industry. Because of his passion for the cannabis industry, Issam joined Cannara Biotech as Scientific Director. He has been instrumental to establish data-driven growing strategies on an experimental and analytical approach. He also worked on streamlining processes at the operations level.

After serving as VP of Production and Experimentation, Issam focuses on building trained teams, standardizing production operations and improving strategies to ensure consistency and sustainable development.



**NOEMI FOLLAIN**  
**VP FINANCE**

Noemi is a Chartered Professional Accountant and have 8 years of audit experience in small to large-size public and private companies in the mining, commodity and manufacturing industries

Through those years, she gained valuable expertise in financial reporting, accounting and management. She became a key asset internally and for her clients. After her career in the audit practice as a senior manager at PwC, Noemi joined Cannara Biotech Inc. as Director of Finance and worked her way up to Vice-President of Finance.



**ANTHONY MANOUK**  
**GM & VP COMPLIANCE**

Anthony is an accomplished business leader specializing in pharmaceutical compliance and operations. With 15 years of experience working for both public and private companies, he has

managed various portfolios of products ranging from controlled drugs and substances, to medical devices, sterile injectables and natural health products. Anthony joined Cannara Biotech in 2018, where he oversaw the buildout of phase one of the Farnham facility, and secured Cannara's Cultivation, Processing, Medical Sales and Adult Recreational Sales licenses from Health Canada.



**BRIAN SHERMAN**  
**VP LEGAL AFFAIRS**

Brian brings industry experience having served as a senior member of the legal team at Canopy Growth, one of Canada's most established cannabis producers. Prior to his time in the cannabis industry, Brian served as a corporate associate at Stikeman Elliott with a focus on mergers and acquisitions, and also held a role at Robinson Sheppard Shapiro where he excelled in litigation and dispute resolution, resulting in an extremely well-rounded legal knowledge base. Brian's academic career brought him to Belgium and Singapore, and he obtained both a civil and common law degree from McGill University, eventually becoming a member of both the Quebec and Ontario bar.



**FRANCE LANDRY**  
**VP HUMAN RESOURCES**

France joins the Cannara team with over 17 years of experience in human resources. A native of Farnham, France worked for the municipality for 19 years. France started as a director and worked her way up to the position of Vice-President, Human Resources. As a generalist and key reference person for the organization, she manages strategies, policies and implements HR projects in order to continue to evolve the company. France actively contributes to the human growth of the company, which has increased tenfold since the founding of the organization.



**SCOTT CARROLL**  
**VP MARKETING & SALES**

Scott joins the Cannara team with extensive global brand strategy experience in the highly regulated pharmaceutical and cannabis industries, holding a PhD in Genetics and an Executive MBA. Growing brand awareness and brand loyalty with a broad skill set, Scott has supported three of Canada's largest cannabis producers on initiatives covering product development, category management, clinical research, and continuing medical education. Scott leads the marketing and sales efforts as Cannara enters new markets across Canada.



**JUSTIN CONWAY**  
**VP TRANSFORMATION**

Justin joins the Cannara team with broad knowledge in pharmaceutical and cannabis new product research and development, formulation technologies, large scale technology transfer and production operational management. Justin joins the Cannara team with broad knowledge in pharmaceutical and cannabis new product research and development, formulation technologies, large scale technology transfer and production/operational management.

# BOARD OF DIRECTORS



**ZOHAR KRIVOROT**  
**CHAIRMAN & CEO**

Zohar is an entrepreneur who has launched several successful businesses. He has founded, advised and invested in numerous companies including 911ENABLE™ which he led from start-up to its acquisition by West Telecom in 2014. Zohar has been recognized as a top leader and innovator by a number of sources, including Deloitte Technology Fast 50™ fastest growing technology companies in Canada. He is actively involved with early-stage companies as an advisor and board member. He is also a certified commercial pilot.



**MARY DUROCHER**  
**DIRECTOR**

Mary has been involved in the cannabis industry since the infancy of the Marijuana for Medical Purposes Regulations introduction. Mary serves as President of Fox D Consulting, a regulatory consulting firm focusing on the Canadian cannabis industry and offers a diverse range of consulting services for the cannabis industry in Canada, the United States and the European Union. Mary's Regulatory Consulting Firm has licensed over 52 Licensed Producers and worked on over 200 applications in Canada, the US and the European Union. Mary continues to forge a respectable name for herself in the cannabis sector in Canada and abroad. Her board experience and industry contacts has enabled her to create a comprehensive foundation in the fundamentals of regulatory compliance within the cannabis industry worldwide.



**DONALD OLDS**  
**LEAD DIRECTOR & CHAIRMAN**  
**OF THE AUDIT COMMITTEE**

Donald Olds is an experienced life sciences executive, entrepreneur and director with significant experience raising capital for private and public technology companies. Most recently, he was President and Chief

Executive Officer of Montreal-based NEOMED Institute, a position he held until the successful closing of a merger with Vancouver-based CDRD. He has held multiple executive positions as Chief Executive Officer, Chief Operations Officer and Chief Financial Officer of private and public life science and technology companies and began his business career as a commercial, corporate and investment banker working across a variety of industry verticals. Mr. Olds has significant corporate governance experience as a board member and chair of both for profit and not for profit organizations.



**DEREK STERN**  
**DIRECTOR & CHAIRMAN OF THE HR AND**  
**GOVERNANCE COMMITTEE**

Derek is the Vice President of Olymbec. He owns, operates and manages a diverse portfolio of industrial, retail and residential properties across North America. Olymbec is now one of the largest private industrial real estate holders in Eastern Canada. The Company has experienced an annual growth rate of over 10%. Derek played a key role in the company's rapid growth by strategically acquiring and repositioning vacant properties and marketing them to a new client base.



**JACK KAY**  
**DIRECTOR**

Jack Kay, for 35 years, held various roles at Apotex Inc., including Chief Executive Officer, Chief Operating officer, President and Vice Chairman. He has 55 years' experience in pharmaceutical management and sales. Mr. Kay has served on a number of pharmaceutical and biotech boards, including as the Chairman of Helix Biopharma Corp and Cangene Corp and as a director at Barr Pharmaceuticals Inc. He has also served in senior capacities for a number of industry and community organizations, operating in the roles of Chairman of Humber River Regional Hospital (Toronto), International Schizophrenic Society, Canadian Drug Manufacturers Association, Canadian Schizophrenia Foundation and the Canadian Generic Pharmaceutical Association.

- ▶ Well capitalized, fast-growing business with an established history of execution.
- ▶ Offering customers the highest value products at disruptive low prices.
- ▶ Currently catering to a fraction of the existing consumer product demand in Canada.
- ▶ Strong management team and board of directors.
- ▶ Operating with strong margins and with a focus on positive EBITDA, positive cash flow and organic growth through capital reinvestment.
- ▶ State of the art Quebec operations create significant pricing advantages and superior quality.
- ▶ Three flagship brands each with distinctive identity and purpose.

## POSITIONED FOR NATIONAL SUCCESS

TSXV: **LOVE** | OTCQB: **LOVFF** | FRA: **8CB0**

# cannara

## THANK YOU

[www.cannara.ca](http://www.cannara.ca) 

[investors.cannara.ca](http://investors.cannara.ca) 

[www.instagram.com/cannarabiotech](https://www.instagram.com/cannarabiotech) 

[www.facebook.com/cannarabiotech](https://www.facebook.com/cannarabiotech) 

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#### VALLEYFIELD FACILITY

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Salaberry-de-Valleyfield, QC, J6T 6L3

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**CONTACT US**  
**WE WOULD **LOVE****  
**TO HEAR FROM YOU**

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