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# ANNUAL MEETING OF SHAREHOLDERS

January 25, 2021

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## OUR STORY

### Milestone Promised, Milestone Delivered

- ✓ Strong Balance Sheet
- ✓ Commencement of operations
- ✓ State-of-the-art facility



#### IDEA

Idea is germinated and Cannara sprouts



#### FACILITY

Potential 625,000 sqft facility is purchased in Farnham, Quebec



#### CAPITAL

Cannara raises over \$55M and goes public on CSE under ticker LOVE



#### EVIDENCE PACKAGE

Phase 1 construction completed & Health Canada Evidence Package submitted

### RECENT MILESTONES



#### LICENSE GRANTED

Receives license to cultivate from Health Canada



#### CULTIVATION

Launches cultivation operations



#### HARVEST

First crop harvested



#### SQDC PARTNERSHIP

Signs non-binding letter of intent (LOI) with SQDC



#### SALES AGREEMENT

Agreement with a licensed producer to sell 200 kg of cannabis per month as of Jan 2021



#### SALES LICENSE

Receives sales license from Health Canada to start delivering product to the SQDC under LOI

## OUR MISSION

Earn our place  
as the most successful and  
respected cannabis company in Quebec



### PEOPLE

Hired experts from highly-regulated industries such as biotech and pharmaceutical manufacturing, and also cannabis enthusiasts. Cannara is drawing from that experience and expertise to deliver the most unique and exceptional cannabis experience.



### PLATFORM

Cannara's Farnham Facility measures 625,000 sqft and is the largest fully-indoor grow operation in Quebec. Cannara's is licensed and producing in its first phase of cultivation.

In addition, all vacant space is leased for an average rental rate \$8 per square foot; providing additional shareholder value



### PRODUCTS

We believe in nature, our work is to nurture. Through our hand-picked library of over 200+ genetics, ideal indoor growing conditions and expert cultivators, we deliver premium cannabis flowers to drive true cannabis experiences.

Cannara is a vertically integrated licensed producer focused on premium consumer brands and products, and it all starts with exceptionally grown cannabis flowers.



cannara



PEOPLE



## DIRECTORS

### ZOHAR KRIVOROT

#### Chairman

Zohar is an entrepreneur who has launched several successful businesses. A veteran with over 15 years of experience in the tech and online sectors.

### DONALD OLDS

#### Director, Chair of Audit Committee

Donald is an experienced life science executive, entrepreneur and director with significant experience raising capital for private and public technology companies.

### DEREK STERN

#### Director, Chair of Compensation Committee

Derek is the Vice President of Olymbec. He owns, operates and manages a portfolio of industrial, retail and residential properties across North America.

### JACK KAY

#### Director and Audit Committee Member

Jack Kay has, for 35 years, held various roles at Apotex Inc., including Chief Executive Officer, Chief Operating Officer, President and Vice-Chairman.

### MARY DUROCHER

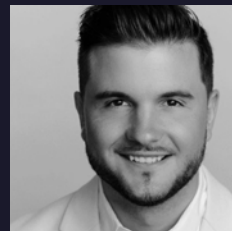
#### Director

Mary has been involved in the cannabis industry since the infancy of the Marijuana for Medical Purposes Regulations introduction.

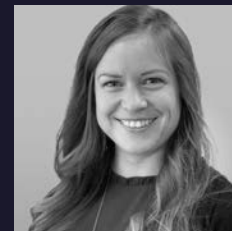
## EXECUTIVES



Zohar Krivorot  
CEO



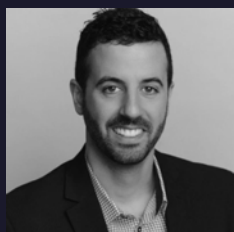
Nicolas Sosiak  
CFO



Noemi Follain  
VP Finance



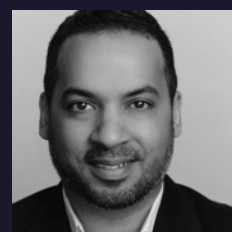
Geoffroy De Vernou  
VP Operation



Anthony Manouk  
VP Compliance



Gilles Gregoire  
VP Supply Chain



Mikail Fancy  
SVP Marketing



David Abitbol  
VP Marketing



PHASE 3

PHASE 1

PHASE 2

Phase 3

Phase 1

Phase 2

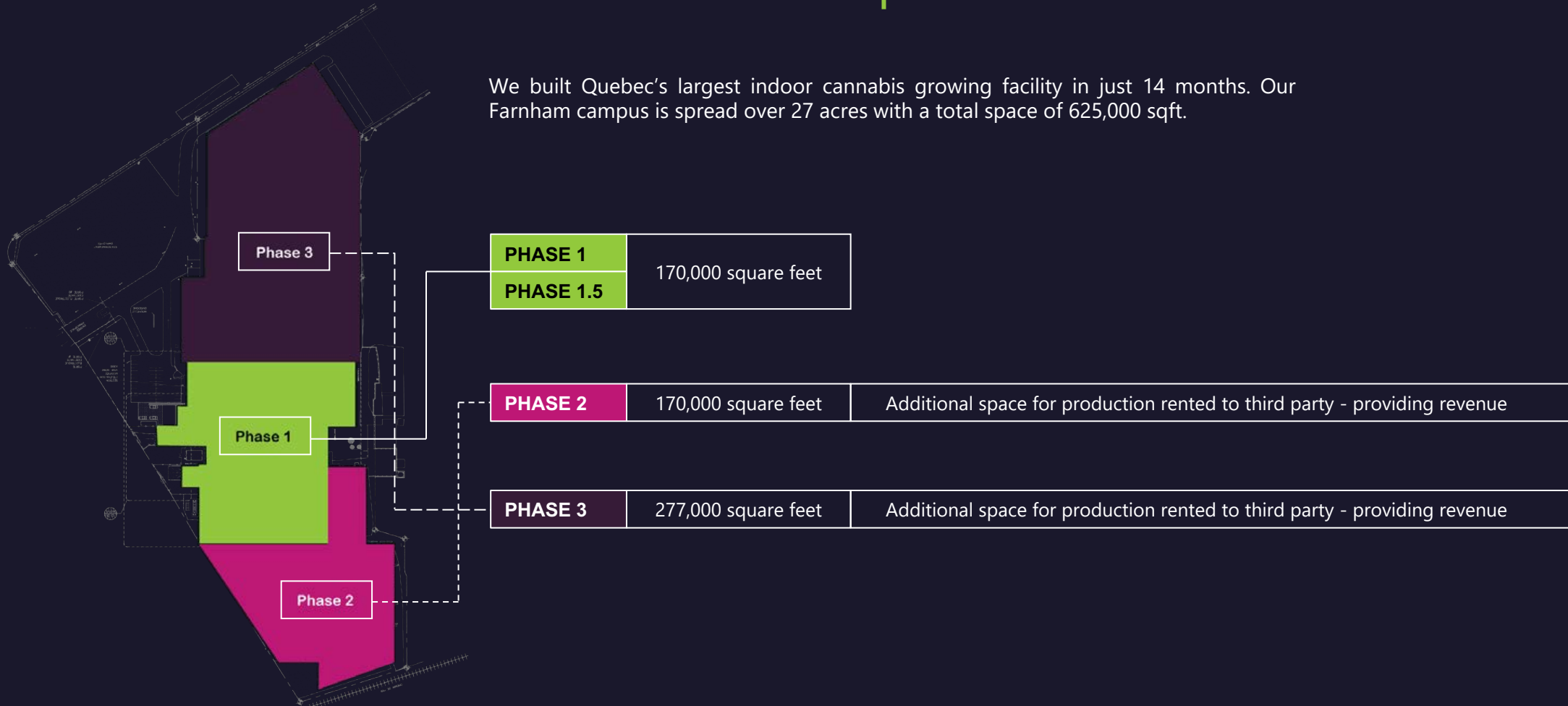
# PLATFORM



# PLATFORM

Built for today  
Positioned for tomorrow

We built Quebec's largest indoor cannabis growing facility in just 14 months. Our Farnham campus is spread over 27 acres with a total space of 625,000 sqft.



# THE INDOOR ADVANTAGE ABSOLUTE CONTROL

The largest INDOOR cannabis installation in Quebec

Absolute control of the environment is a primary factor in growing cannabis. Care, accuracy and consistency all influence the way cannabis grows and, ultimately, the quality of the end product.



## CONTROL

TEMPERATURE

HUMIDITY

LIGHTING

IRRIGATION

NUTRIENTS

IPM

## INDOOR



## GREENHOUSE



## OUTDOOR





# CANNARA PROCESS

Cannara's unique process combines an artisanal approach to large scale production. Differentiating it from its main competitors.

We understand Cannabis.  
The Process cannot be rushed.



## PLANTING & HARVESTING

- Indoor Facility with absolute control
- Experienced and dedicated team
- Pheno-hunted rare genetics
- Consistent perpetual harvest (2x per week)



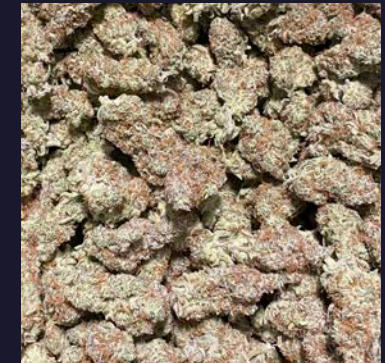
## 14 DAY HANG DRY

- Hang dry to cure on stem promoting preservation of terpenes
- Less manipulation and better moisture control for perfect final product
- Allows for hand-trim manicure process



## HAND TRIMMED

- Each bud is Hand Trimmed by our post harvest team to ensure the months of work put in by our grow team is shown in the final product.



## BARREL CURE

- Slowly cure the product for up to 7 days in curing barrels to enhance terpene profiles.
- Package the bud in nitrogen filled packaging to preserve all terpenes and cannabinoids

## RARE, TOP-SHELF GENETICS

Our motto is, "its not just what you do, it's how you do it." We are extremely selective in which genetics we cultivate and ensure that we are dialed-in on all aspects of the growing process in order to produce only premium, high-quality cannabis flower.

## PRODUCTS





# TRIBAL



## OFFERING

- An Unforgettable Adventure
- AAAA grade
- Hand cut
- Affordable price
- Continuous genetic rotation
- 20%-30% THC and CBD
- Terpene 3% +

FORMATS: 3.5g • 15g • Pre-rolls



Hermetic, nitrogen filled





## OFFERING

- Best quality price ratio
- Dried Cannabis and Solventless Extracts
- AAAA grade
- Hand cut
- Competitive price
- THC 20% to 28%
- Terpene 2.5% +

FORMATS: 28g • 14 x 0.6g Pre-rolls • Bubble Hash solvent free



Hermetic, nitrogen filled







## OFFERING

- Wellness with a focus on CBD
- Dried Cannabis and derivative products
- AAAA grade
- Affordable price
- Rare genetics
- CBD 10% - 20%
- Terpene 2.5% +

FORMATS: 3.5g • 15g • Pre-rolls

☒ Hermetic, nitrogen filled



## 2021 NEW PRODUCT LAUNCH

### FEBRUARY 2021



### UPCOMING GENETICS





# WHY CANNARA?

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## OPPORTUNITIES IN QUEBEC



A small number of Quebec-based LPs and a fragmented market provides opportunities for Cannara to emerge as one of the market leaders

- Only 35 LPs in Quebec. ~40% of the products at SQDC are produced from Quebec <sup>(1)</sup>
- Government-controlled SQDC transparent regarding preference for Quebec-based production and jobs
- Among the country's strongest retail sales performance – Q2 SQDC sales reached \$120.2 million, up 47% year-over-year
- SQDC net sales are expected to increase from \$311.6 million in 2020 to \$945.0 million in 2023 <sup>(2)</sup>
- Migration from black market to SQDC expect to increase from 49% in 2021 to 75% 2023 <sup>(2)</sup>
- Cannara benefits from low cost/gram due to lowest electricity rates in Canada

<sup>(1)</sup> SQDC - Annual Report 2020

<sup>(2)</sup> SQDC - Strategic Plan 2021-2023





## IN CONCLUSION

- Cannara's unique process combines an artisanal approach to large scale production differentiating it from its main competitors
- With a recently obtained HC sales license and the LOI with SQDC, Cannara is in the process of launching its brands and generating its first retail sales in Q2 calendar year
- Cannara is currently generating wholesale sales across Canada with very good product reviews from users
- Vertical integration model assures control over supply chain and direct access to consumers via 3 unique and distinctive brands
- With its Facility, Cannara has significant organic growth opportunities for the foreseeable future
- Low energy costs combined with operational leverage provided by incremental phases will support margin expansion going forward
- Financial flexibility to execute short-term business plan and reach profitability
- In a strong position now to leverage Phase 1 of our state-of-the-art facility and portfolio of brands
- Cannara's goal is to become one of the leaders in the Quebec market