Our Brand of Freedom
AGENDA

Freedom Growth
The Opportunity
Who We Are
The Plan
The Playbook
Milestones
Next Steps
Growth
One of the fastest growing industries in Canada
High margins and substantial profitability
Perfect solution for slow growth economy
MARKET POTENTIAL

Current Market

- Canadians consumed 698 tonnes of cannabis in 2015, up from 484 tonnes a decade ago, and up from 324 tonnes in 1995 (StatsCan, 2017)
- Potential $22.6 billion a year in economic impact, more than retail alcohol sales: beer, wine and spirits combined
- 6.3 million adults use recreational marijuana (Deloitte, 2017)

Potential Market

- Deloitte predicted that 4.9 million Canadians indicated that they’d be willing to try marijuana if it was legal (Deloitte, 2017)
- Legislation estimated to grow consumer base (market to increase by 4-6 million people by 2020)

“When the taps are turned on for legalized cannabis, we are going to have a supply shortage. I am highly confident of that”
- Aaron Salz, cannabis sector analyst
Our Place in the Market
Demand after legalization of the adult recreational market in July 2018 is expected to far outstrip supply. With a comprehensive seed to sale business plan, sustainable growth strategy, and expansion capacity of over 2 million square feet, we are perfectly positioned to fill the supply gap and service burgeoning demand.
Who We Are
We are a purpose-driven cannabis company.
We are committed to producing cannabis products for every lifestyle that make people's lives better.
CORE PURPOSE

To give our customers the freedom to live their best life
FREEDOM CARES

It’s just our way of acting.

WE ARE COMMITTED TO OUR PEOPLE
We cultivate success by putting our employees and communities in the heart of what we do.

WE ARE COMMITTED TO QUALITY
We believe in the art and science of growing. We will grow natural, safe, and industry leading products for all lifestyles through innovation and a commitment to the highest growing standards.

WE BELIEVE IN OPTIMISM AND OPPORTUNITY FOR ALL
We are committed to creating world-class products for all lifestyles that help people live their best life.
We work with the best
Our Leaders

The executive management team is responsible for the overall management of the business and the execution of the business plan. Their responsibilities are to oversee operations, fundraising, strategic planning, contract and lease negotiations and will report directly to the Board of Directors.

Gianfranco Potestio  
CEO & Co-Founder

Troy Dezwart  
COO & Co-Founder

Julie Girard Potestio  
President & Co-Founder
OUR EXPERTS

Licensing

Finance

Plant Physiology, Plant Genetics, Environmental Remediation

Legal

Research

Marketing

Retail & Pharmacy

Architecture & Design
OUR DEPTH CHART

BART GIVEN
Brand Marketing

ARTHUR KWAN
Fiance

DAVID TAM
Legal

BOB HAHN
Accounting

GEORGE ROUTHIER
Licensing

THOMAS NAHA CHEWSKY
Architecture & Design

CHRISTIE BENOIT
Strategic Planning

DR. CHRIS EARLE
Research & Development

STEPHANO POTESTIO
Internal Logistics

NATHANIEL GARNEAU
IT Lead
Freedom will be appointing a Fiduciary Board of Directors which will include some of the members of the “Advisory Team and others in the coming months”. This Board of highly respected directors will manage the consequential decision making process in accordance with general securities procedures to protect the interests of our investors.
The Plan
**FREEDOM CANNABIS**

**TIMELINE**

- **JAN - AUG 2018**
  - Begin construction of 73,000 square feet building
  - Legalization

- **NOVEMBER 2018**
  - License to grow (Est)
  - Est Production Start (Test Crops)

- **NOV 2018 - APRIL 2020**
  - Start 56K sq ft expansion

- **APRIL 2019**
  - Sell product to market (Est)

- **2019 - OCT 2020**
  - Evaluate incremental expansion

- **2017**
  - Full review
  - Raise Capital
  - Plant Fixturing

**Q4 Public Listing (target period)**
The Playbook
Secured existing facility with full services (125,000 sqf on 56 acres)

**LEASING FRAMEWORK:**

- 9 month fixturing period - no rent or opp costs
- Year 1 - (Commencing May 2018) opp costs only
- Year 2 - opp costs and rent on half of building
- Year 3 - rent and opp costs commence
- Option to purchase and expansion clauses
CONSTRUCTION MILESTONES

**PHASE I**
Existing Building

Begin construction January 2018, Estimated completion date October 1, 2018 73,000 sq ft

**PHASE II**
Existing Building

Begin construction November 2018 Estimated completed date of April 2019 52,000 sq ft total building area (125,000 sq ft total)

**PHASE III**
New Building

Begin building construction July 2019
Begin leaseholds & fixtures construction May 2020 Finish construction October 2020 with 250,000 sq ft total building area (375,000 sq ft total estimated total production capacity at that time)
**PRODUCTION FACILITY**

**PHASE I**
73,000 sq ft (main)

**PHASE II**
53,000 sq ft

**PHASE III**
125,000 sq ft x 2 levels = 250,000 sq ft

**PHASE IV**
125,000 sq ft x 2 levels = 250,000 sq ft

**PHASE V**
125,000 sq ft x 2 levels = 250,000 sq ft

**PHASE VI**
125,000 sq ft x 2 levels = 250,000 sq ft

Additional 1 million sq ft expansion potential
Expansion potential of over 2 million sq ft
Licensing
Licensing team led by team of licensing specialists who have successfully secured 15 licenses, 24 facilities under construction in every province including the first in NFL.

Full application submitted to Health Canada in Fall 2017. File number received from HC and currently under review.
Growing Process
Believe in the science and art of growing

We have assembled a team of cannabis and horticultural experts who are committed to growing and sourcing inputs of highest standards
GROWING PROCESS

Growing process inspired by smart, functional, sustainable design

- Organic, controlled, isolated growth strategy
- Fully automated nutrient water supply system
- Compartmentalized rooms 1,000-2,000 sq ft to maximize environmental controls mitigate risk of crop loss

Working with best in the industry, Chandos

Benefits: lower risk, higher yield
Brand Strategy
BRAND MODEL

Find your freedom

FROM
Pain
Stress
Anxiety
Stigma

TO
Heal
Think
Escape
Express
Create
Live
Care
Grow
Help
Change
Play

FREEDOM CANNABIS
We created a parent brand that can grow as we grow as a company. As we evolve as a company we will introduce individual product brands that we will use to take our packaged medical and recreational cannabis to market.
# THE FREEDOM MODEL

<table>
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<tr>
<th>PURPOSE</th>
<th>PROMISE</th>
<th>ESSENCE</th>
<th>ATTRIBUTES</th>
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<tbody>
<tr>
<td>Freedom to live your best life</td>
<td>Grow/cultivate cannabis that makes people’s lives better and make products that fit all lifestyles</td>
<td>Untethered Optimism</td>
<td>Caring Trusting Quality Optimistic</td>
</tr>
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**BHAG**

A household brand... the most trusted brand in cannabis
WE BELIEVE IN FREEDOM

The kind of freedom that leads to optimism, opportunity, and growth. Our story didn’t start with a few seeds in the ground. It started with a life changed. And a resounding belief that a life lived freely is a life worth living.

We know that a bit of freedom can go a long way and want to help our customers live their best life. A life where they are free to heal, free to relax, free to soar.

PROCESS

We care how we grow. Inspired by principles of smart, functional, and sustainable design commitment began with our innovative growing and harvesting processes are designed to leave your soil, your community, and our planet the highest quality product.
Sales
SALES

Fully launched in Fall 2018 with production capacity capable of retailing and wholesaling product through numerous and diversified channels:

| Online retail presence | Wholesale supplies to retail storefronts | Pharmacy and pharmaceutical supply chains | Export model |

Potential to expand distribution through network of owned and operated retail store concept across the country.
Culture
EMPLOYEE FIRST

Freedom is committed to growing the best people. We want to set the standard for developing talent in the cannabis industry through profit share, education and training programs. We have a long-term goal to be recognized beyond the cannabis industry for our ability to grow and develop the best talent.
COMMUNITY FIRST

Freedom Cares is Committed to growing better communities and making sure everything we do has heart

COMPASSION PROGRAM

Compassion program for terminally ill and less fortunate

Cause marketing initiatives giving back to the community

SUSTAINABILITY PROGRAM

Operationalization of impactful sustainability initiatives

Investment in green technology such as solar, water, and waste management
Exit Strategy
TAKING THE COMPANY PUBLIC

Strategic plan to take Freedom Cannabis public after the following milestones are achieved:

- Licensing / License to Grow (Est Q4 2018)
- Highly Anticipated Legalization
- Est Q4 2018
  **Ideal Target Time to Launch

Merger/Acquisition

With many companies in the USA and Canada already acquiring companies, we expect this to continue in the marketplace in 2018 and beyond. Freedom will engage suitable companies to keep all options open.
MILESTONES

Completed:

- Business plan and strategy
- Team of experts
- Path to licensing
- Quality assurance specialists
- Secured site
- County and development permits
- Design and development strategy
- Engaged construction partner
MILESTONES

What’s next:

- PR and marketing launch
- Plant fixturing commences (Dec 2017)
- Health Canada license (Est Q4 2018)
- Implement plan and go to market (Q1 2019)
Purpose + Plan + People = True North

THE MOST TRUSTED BRAND IN CANNABIS
Want to learn more? LET'S SET UP A MEETING.
Thank You