



Global Cannabis and Hemp Wellness Brand For Pets

October 2019



Canada	CSE: MJ
United States	OTCQX: TRLFF
Germany	FSE: TLA

Last price (Oct 22, 2019)	\$0.20 CAD
Market Cap	\$20.4 M CAD

Disclaimer

Forward Looking Statements



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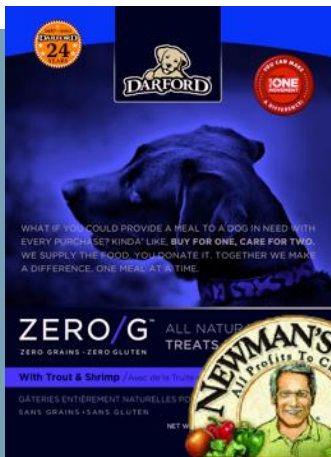
This presentation has been prepared to assist interested parties in making their own evaluation of True Leaf.



Pet Product CEO

Darcy Bomford - a lifetime with pets

- Founded TSX.V listed Darford® in 1987
- Built three federally-inspected plants in North America
- Managed national sales team & global distribution
- Built global brand and a leading innovative, small-run co-packer



- Manufactured over 54 company SKU's
- Launched Zero-G® brand of Industry leading Ultra Premium Pet Food
- First Place Award (Natural Category) 2010 Global Pet Expo
- Created best-selling baked treat line for pets



Leadership

Expertise in pets, cannabis, retail, branding and government

EXECUTIVE TEAM

Darcy Bomford, Founder and CEO

Tenzin Khangsar, Executive VP

Kerry Biggs, CPA, MBA, CFO

Kevin Cole, President, True Leaf Pet

Allen Fujimoto, SVP Supply Chain and Operations

VETERINARY ADVISORY BOARD

Dr. Katherine Kramer, DVM, DABVP, CVA, CVTP

Dr. Conny Mosley, VCA Ontario

BOARD OF DIRECTORS

Mike Harcourt, OC., Chair, Former Premier of BC

Jodi Watson, Vice-Chair, ex-SVP of Petco®

Sylvain Toutant, Former CEO of DAVIDsTEA®

Darcy Bomford

Kevin Bottomley

ADVISORS

Osler, Hoskin & Harcourt LLP

Deloitte

Dossier Creative

Hill + Knowlton Strategies

KCSA Strategic Communications

David Hyde & Associates

BreakThrough Communications

Hillcrest Merchant Partners



200+

YEARS OF COLLECTIVE
EXPERTISE IN MAKING **SAFE**,
EFFECTIVE AND **LEGAL** PET
SUPPLEMENTS

Deloitte. **MARS**
petcare



vega

Canada



DAVIDsTEA



Understanding Cannabis

Hemp vs Marijuana

HEMP <0.3% THC

HEMP FLOWER

- Cannabinoids
- CBD, CBDA, CBG, CBN



HEMP SEED

- Omega 3,6 & 9
- Gamma Linolenic Acid (GLA)
- Stearidonic Acid (SDA)
- Alpha Linolenic Acid (ALA)

MARIJUANA

- Contains cannabinoids (**THC**, plus CBD, CBDA, CBG, CBN, etc)
- Illegal in most jurisdictions
- Medicinal and psychoactive properties



CURRENT HEMP SEED



OTHER HEMP PRODUCTS



FUTURE HEMP FLOWER (CBD)



OTHER CBD PRODUCTS



Products

Hemp Seed, Hemp Leaf, Oil of Oregano



HEMP SEED FORMULAS – CHEWS & OILS



FORMULATIONS

- Hemp Seed – regular strength
- Hemp Leaf – extra strength



HEMP LEAF



OREGANO BODY + ORAL HEALTH SUPPORT



FIRST AID

DENTAL

SKIN & COAT

Why True Leaf?

Strong brands answer the 'why'?



**RETURN
THE LOVE™**

We want to make life
fulfilling and rewarding for
both pets and people.



OUR PURPOSE IS...

to return the unconditional love our pets give us each day.
By embracing natural alternatives we help them stay healthier
and more active for years to come.



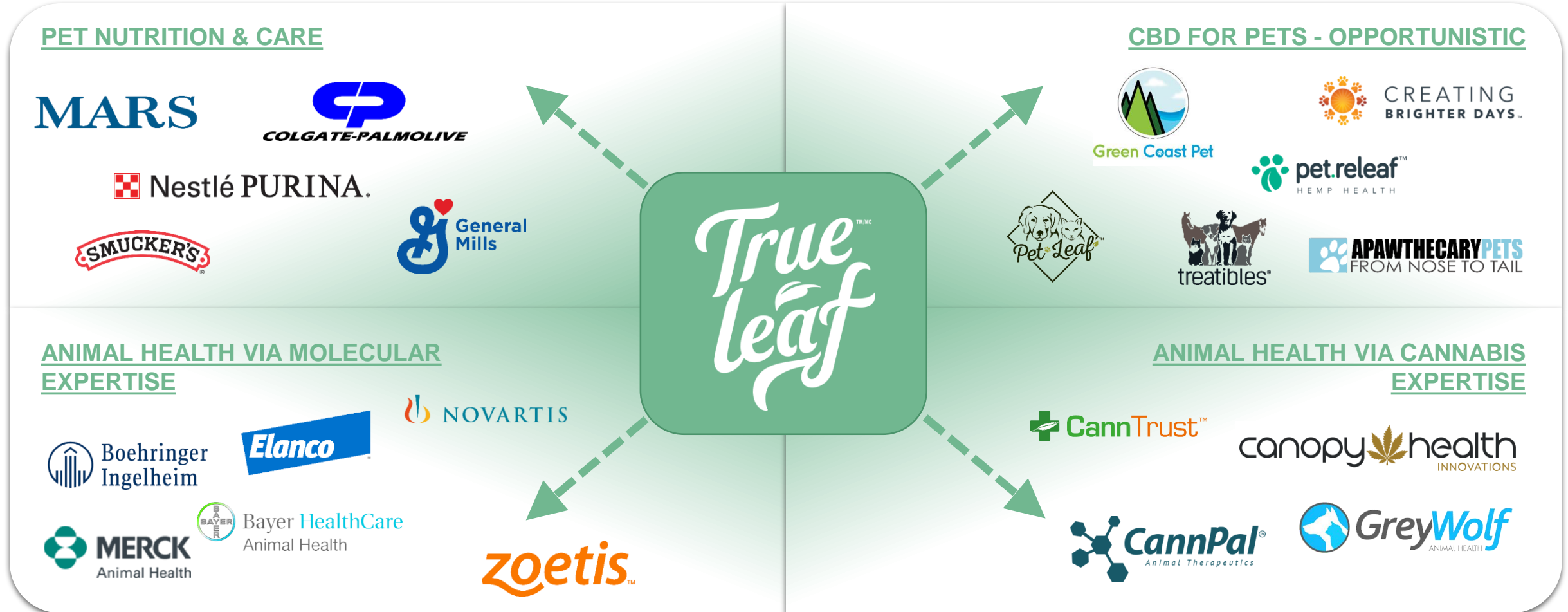
Why True Leaf?

Efficacy and Testimonials



Industry Landscape

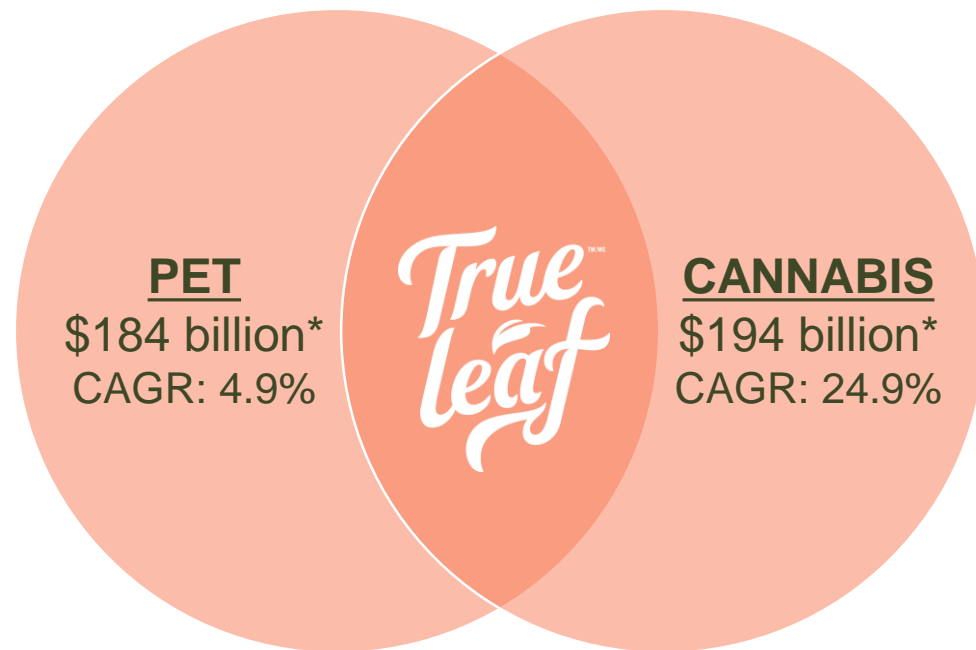
True Leaf transcends current cannabis for pet wellness players



Market Opportunity

Pet ownership is a universal phenomenon across generations

True Leaf serves two of the hottest industries worldwide



75.4 MILLION MILLENNIALS

- 35% have a dog or cat
- Pets instead of having kids
- Cannabis over alcohol



74.9 MILLION BABY BOOMERS

- 32% own pets
- Empty nesters
- Cannabis over pharma



*References

1. Grandview Market Research Estimates. Estimates are for 2023, calculated from 2025 figures.
2. BMO Capital Markets. What Could the Global Opportunity for Cannabis Look Like? 10/30/18



Market Opportunity

Significant and immediate potential in the pet market alone



1.5 billion¹

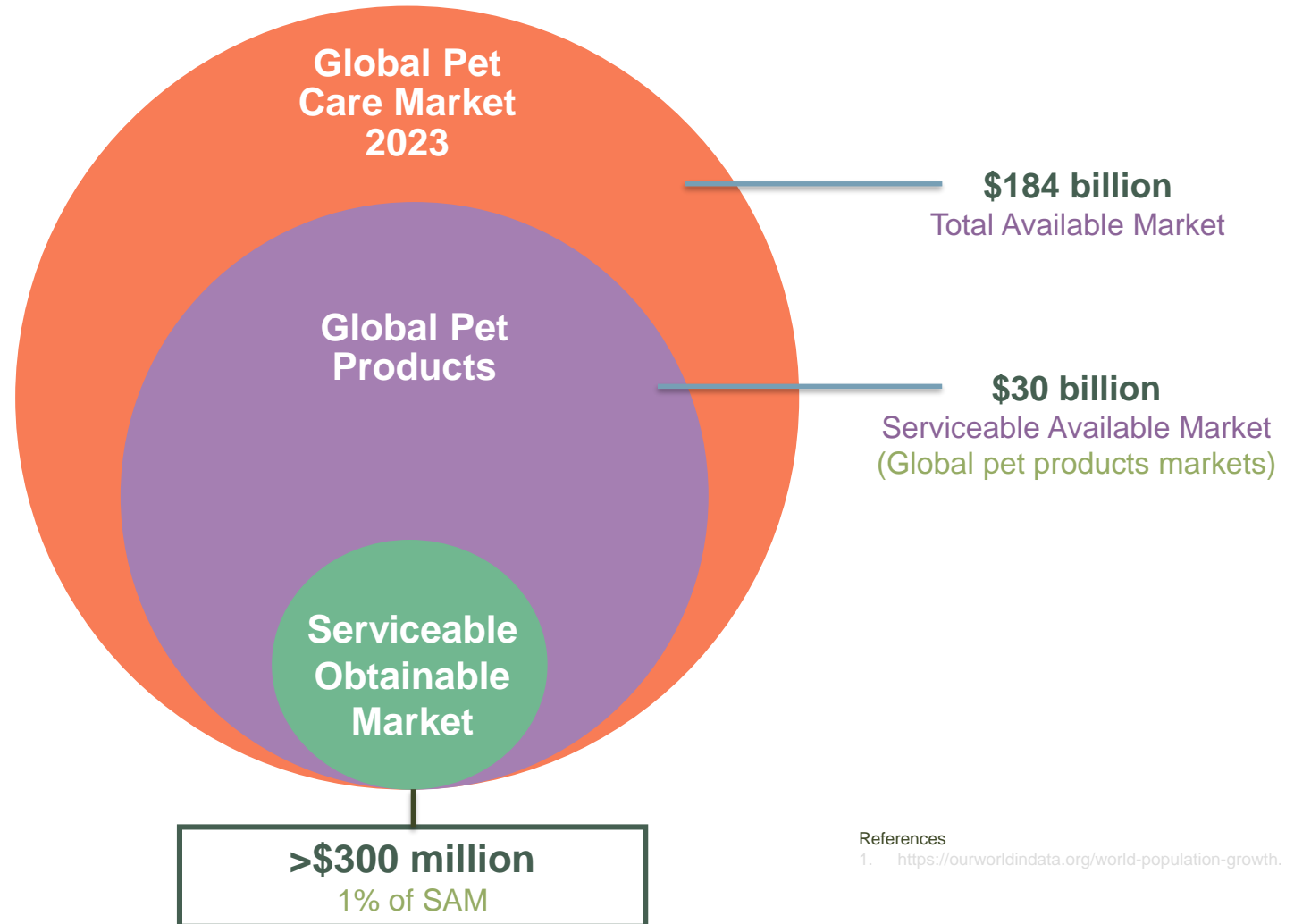
Dogs and Cats Globally



100 million
3% household
penetration



164 million
68% household
penetration

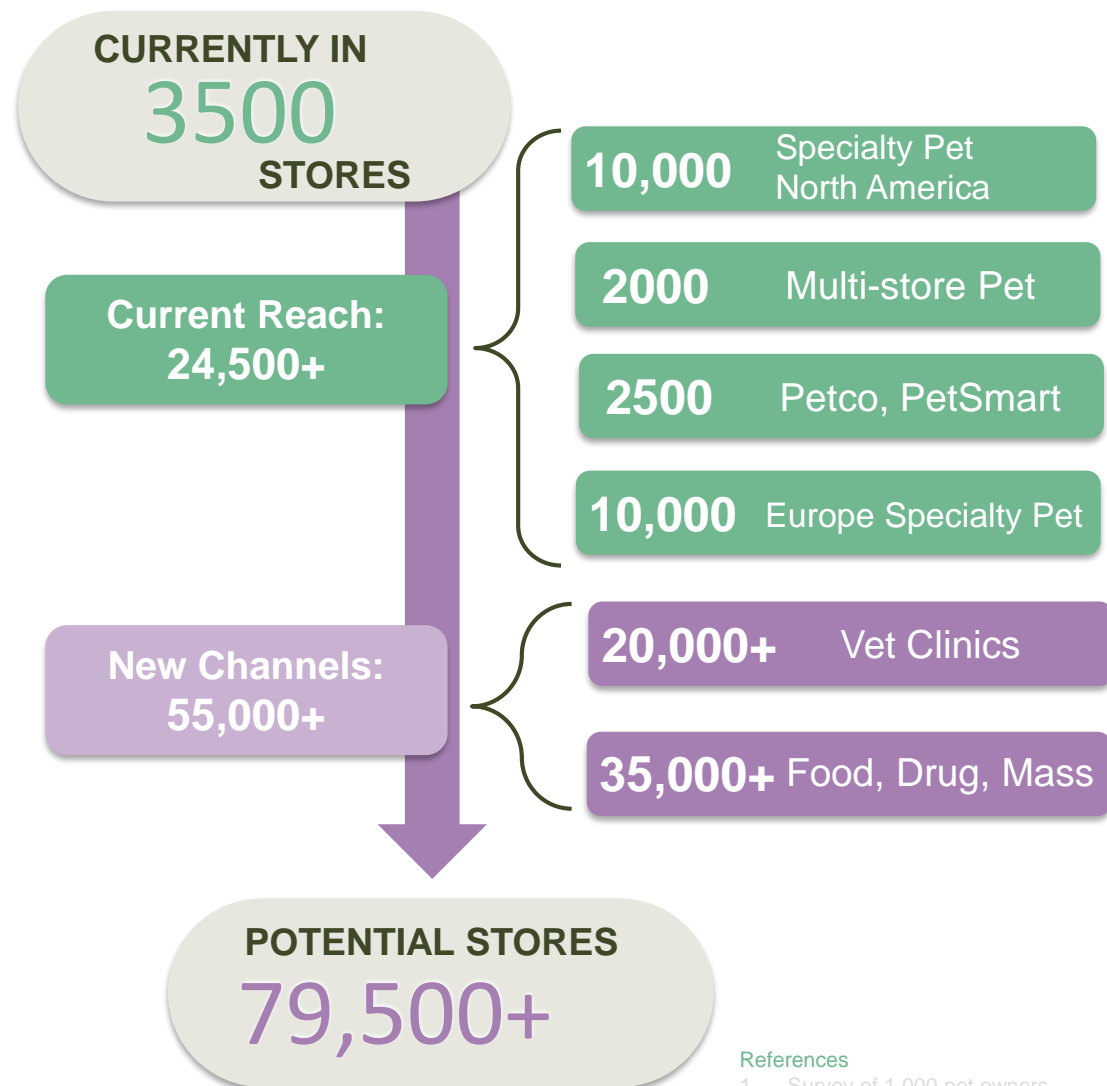


References

1. <https://ourworldindata.org/world-population-growth>.

Global Distribution

Top 3 brand in US, Canada, UK and Germany¹



EXECUTION

- Currently in 3500 stores globally
- Distribution in USA, Canada and 17 European countries
- 36 dedicated staff in US, Canada and Europe
- 45% gross margin (50%-60% target)
- Huge potential store reach with existing retail partners and pet distributors
- Ongoing discussions : China, India, South Korea, Japan, Australia, Russia, Mexico
- Massive opportunity in Vet and Food/Drug/Mass

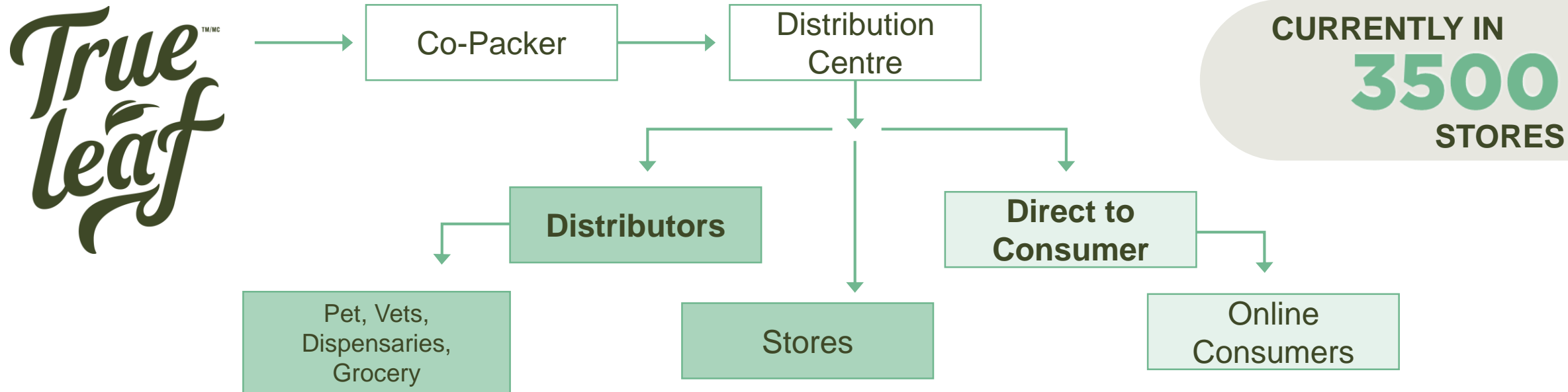


References

1. Survey of 1,000 pet owners.

Business Model

Traditional and Direct to Consumer



Some Distributor Partners:



Some E-Commerce Partners:



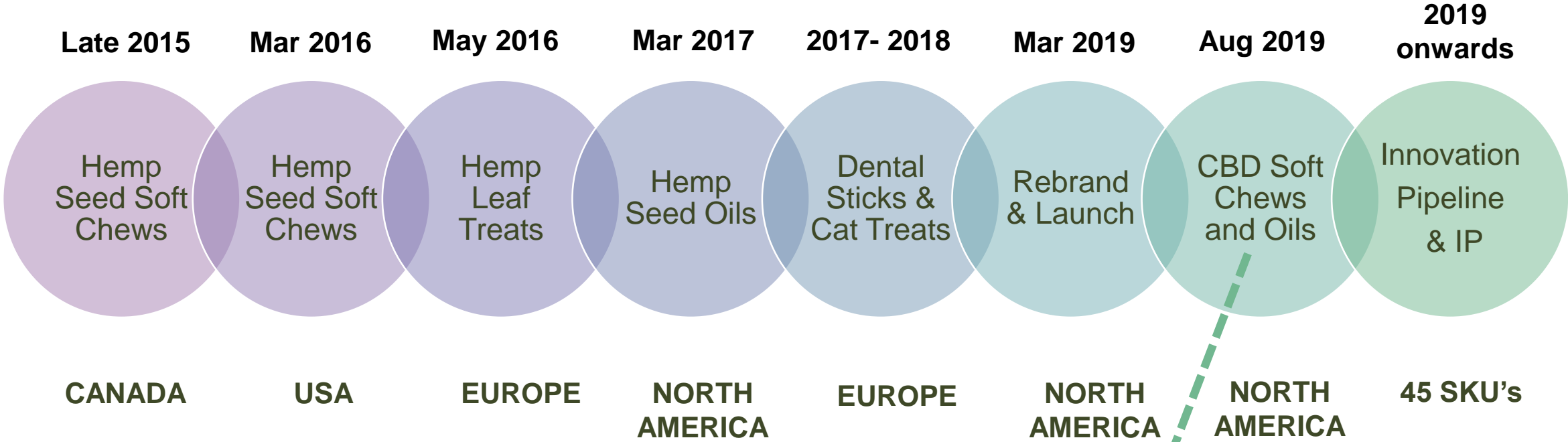
Namaste Technologies

October 24, 2019 | 13



Product Innovation

Product launch machine with huge new product pipeline



NEW *BEST TO MARKET* CBD PRODUCT LINE

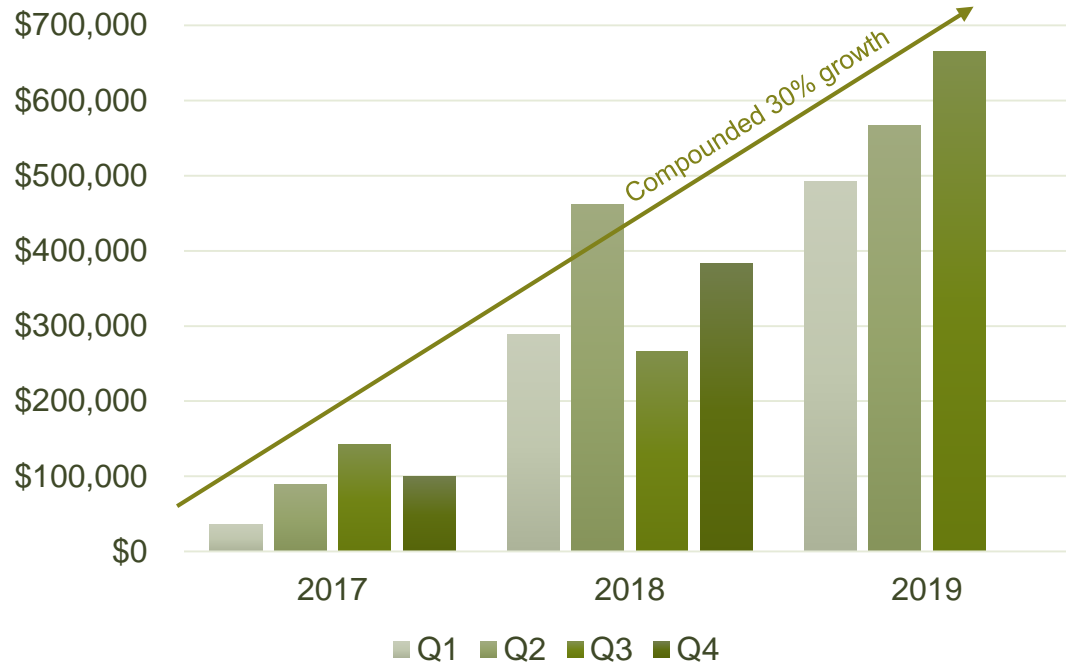


Historical and Forecast Performance

A stellar start to FY2019 with record Q1, Q2 and Q3



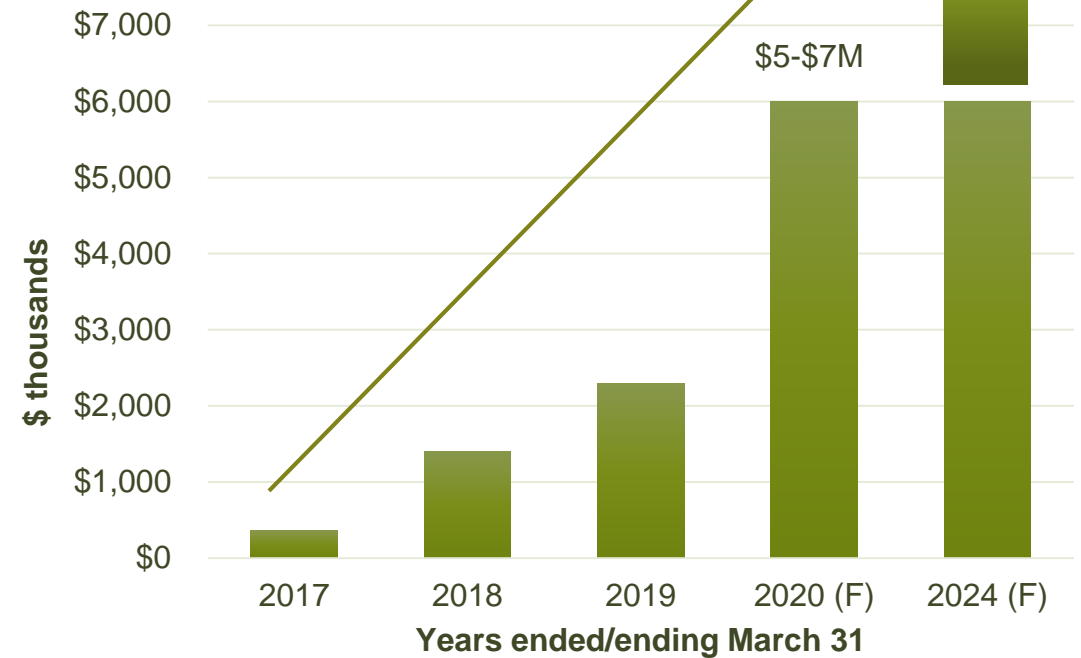
Quarterly Revenues (in C\$)



Key Results

- Third consecutive quarter of record sales (Q3-2019)
- Store count growth from 1,800 to 3,500 over the last 12 months

Annual Revenues (in C\$)



Key Drivers

- Store count
- New SKUs
- Direct to Consumer clients



Key Milestones

Talent, sales execution and product line expansions



1H
2018

- ✓ Raised \$14 MM CAD via SEC compliant Reg A+ equity crowdfunding
- ✓ Retained Dossier
- ✓ 280% revenue growth FY 2018 (YE Mar 31)
- ✓ NASC certification
- ✓ Record revenue quarter Q1 2019 (Apr – Jun 2018)

2H
2018

- ✓ Recruited Sylvain Toutant, former DAVIDsTEA® CEO, to Board
- ✓ Launched Veterinarian Advisory Board with Dr. Katherine Kramer
- ✓ Announced new CFO Kerry Biggs, formerly of lululemon®
- ✓ Three consecutive quarters of record sales (April – Dec 2018)
- ✓ Launched hemp-based cat treats in Europe

1H
2019

- ✓ Recruited Jodi Watson, former SVP at Petco®, to Board
- ✓ Closed \$4.5M from Lind Partners, an institutional fund manager
- ✓ Launch global rebrand campaign with Dossier (see Appendix)
- ✓ Select capital markets advisory partner
- ✓ Recruited Kevin Cole from Mars Pet as True Leaf Pet President
- Announce celebrity/elite athlete brand ambassadors
- Launch *Best to Market* CBD line



Corporate Summary

What makes True Leaf special?

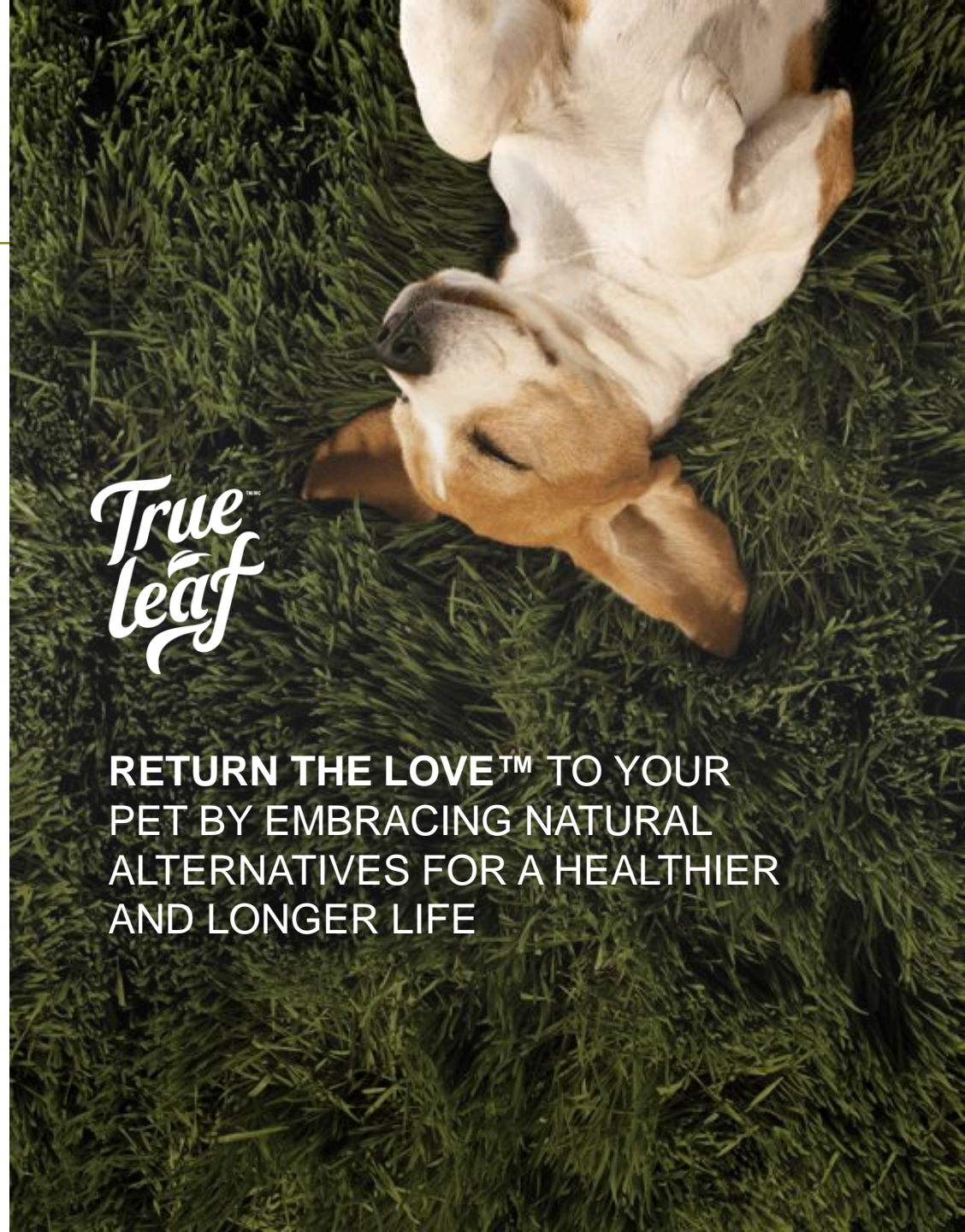
GLOBAL LEADING BRAND of cannabis and hemp wellness products for pets in 3500 stores globally

PET TEAM with 200+ years of manufacturing, branding and industry experience

INNOVATION pipeline of new products to feed Pet, Vet and FDM to support \$300+ million of revenue over the next 5 years



RETURN THE LOVE™ TO YOUR PET BY EMBRACING NATURAL ALTERNATIVES FOR A HEALTHIER AND LONGER LIFE





Thank you



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www.trueleaf.com

Cap Table

Appendix



Share Capital Breakdown	Number of shares	Percentage of fully diluted (%)
Management and insiders	27,305,097	21.1
Investors	73,107,002	56.6
Basic Shares Outstanding	100,412,099	77.7
Options:	<u>Exercisable</u>	
- 1,100,000 expiry Feb 6, 2023 @ \$0.94	1,000,000	
- 100,000 expiry feb 6, 2020 @ \$0.94	100,000	
- 725,000 expiry July 31, 2023 @ \$0.50	491,666	
- 1,050,000 expiry Sept 10, 2023 @ \$0.56	350,000	
- 1,600,000 expiry March 6, 2024 @ \$0.56	300,000	
- 750,000 expiry March 21, 2024 @ \$0.61	-	
- 1,085,000 expiry July 25, 2024 @ \$0.29	50,000	
	2,291,666	
Total Options	6,410,000	5.0
Warrants:		
- Expiry Nov 21, 2020 @ \$1.05	857,143	
- Expiry Feb 12, 2022 @ \$0.509	5,625,000	
- Expiry Oct 7, 2022 @ \$0.21	2,160,000	
Total Warrants	8,642,143	6.7
Convertible Notes:		
- C\$4,500,000 Convertible Note due August 22, 2021 @ \$0.40	11,250,000	8.7
- C\$540,000 Convertible Note due August 22, 2021 @ \$0.21	2,571,429	2.0
Fully Diluted Shares Outstanding	129,285,671	100.0

Comparable Companies

Appendix



Company	Ticker	Last price	52-Wk High	52-Wk Low	Market Cap \$ millions	TTM Revenues \$ millions	CY19 Revenues \$ millions	EV / CY19 Rev ratio	Enterprise value \$ millions
PET COMPANIES									
Chewy	NYSE:CHWY	\$28.06	\$41.34	\$22.28	\$11,436	\$3,533	\$3,533	3.19x	\$11,285
Freshpet	NASDAQ:FRPT	\$49.61	\$52.42	\$28.44	\$1,789	\$217	\$193	9.39x	\$1,813
Central Garden & Pet	NASDAQ:CENT	\$29.54	\$40.59	\$22.40	\$1,591	\$2,345	\$2,215	0.83x	\$1,828
Trupanion	NASDAQ:TRUP	\$22.52	\$37.13	\$20.84	\$787	\$340	\$304	2.35x	\$714
Covetrus	NASDAQ:CVET	\$9.53	\$43.83	\$9.96	\$1,135	\$3,769	\$3,778	0.60x	\$2,279
Elanco	NYSE:ELAN	\$26.11	\$35.46	\$25.51	\$9,832	\$3,073	\$3,067	3.86x	\$11,845
Zoetis	NYSE:ZTS	\$122.88	\$130.20	\$78.90	\$61,185	\$6,046	\$5,825	11.30x	\$65,839
PetIQ	NASDAQ:PETQ	\$26.30	\$36.33	\$21.29	\$736	\$611	\$529	1.63x	\$860
Heska Corp	NASDAQ:HSKA	\$73.96	\$107.00	\$62.47	\$592	\$123	\$127	4.69x	\$595
PetMed Express	NASDAQ:PETS	\$27.19	\$33.28	\$15.00	\$276	\$283	\$283	1.09x	\$309
True Leaf Brands	CSE:MJ	\$0.20	\$0.64	\$0.16	\$20	\$1	\$2	3.89x	\$8

Mean

CANNABIS COMPANIES

Canopy Growth	NYSE:CGC	\$21.06	\$52.74	\$17.89	\$9,211	\$291	\$226	32.19x	\$7,276
Aurora Cannabis	NYSE:ACB	\$3.60	\$10.32	\$3.40	\$4,908	\$248	\$248	21.12x	\$5,237
Cronos Group	TSX:CRON	\$10.97	\$32.95	\$8.47	\$3,730	\$26	\$16	88.19x	\$1,411
Tilray	NASDAQ:TLRY	\$22.28	\$144.06	\$20.20	\$2,087	\$95	\$43	53.49x	\$2,300
Aphria	TSX:APHA	\$6.32	\$18.63	\$4.76	\$1,570	\$350	\$237	6.78x	\$1,608
HEXO	TSX:HEXO	\$3.36	\$11.29	\$3.07	\$925	\$34	\$5	154.00x	\$770
OrganiGram	TSX:OGI	\$4.61	\$11.30	\$3.60	\$736	\$66	\$12	58.08x	\$697
CannTrust	TSX:TRST	\$1.75	\$13.48	\$1.15	\$250	\$55	\$46	4.85x	\$223
Green Organic Dutchman	TSX:TGOD	\$1.10	\$5.81	\$1.01	\$328	\$7	\$2	103.50x	\$207
TerrAscend	CSE:TER	\$4.86	\$11.27	\$3.63	\$265	\$39	\$7	44.86x	\$314
Flower	TSXV:FLWR	\$2.55	\$8.42	\$1.77	\$244	\$7	\$3	92.33x	\$277
Supreme Cannabis	TSXV:FIRE	\$0.83	\$2.36	\$0.77	\$296	\$42	\$42	7.62x	\$320
True Leaf Brands	CSE:MJ	\$0.20	\$0.64	\$0.16	\$20	\$1	\$2	55.58x	\$111

Mean



Notes

Values in exchange currencies (as reported)
Share prices as of October 22, 2019
Data from Thomson Reuters, company filings.

Pet and Cannabis Companies in NYSE and NASDAQ

Appendix



Cannabis



AURORA

NYSE: ACB
Market Cap \$10,466 M

CRONOS

GROUP
NYSE: CRON
Market Cap \$7,526 M



aphria

NYSE: APHA
Market Cap \$2,439 M



NYSE: CGC
Market Cap \$19,671 M



NASDAQ: TLRY
Market Cap \$3,942 M

True Leaf

Pet



NASDAQ: PETS
Market Cap \$359 M



NYSE: CHWY
Market Cap \$13,430 M



NASDAQ: PETQ
Market Cap \$825 M



NASDAQ: FRPT
Market Cap \$1,740 M



CENTRAL
Garden & Pet

NASDAQ: CENT
Market Cap \$1,499 M



HESKA

NASDAQ: HSKA
Market Cap \$582 M



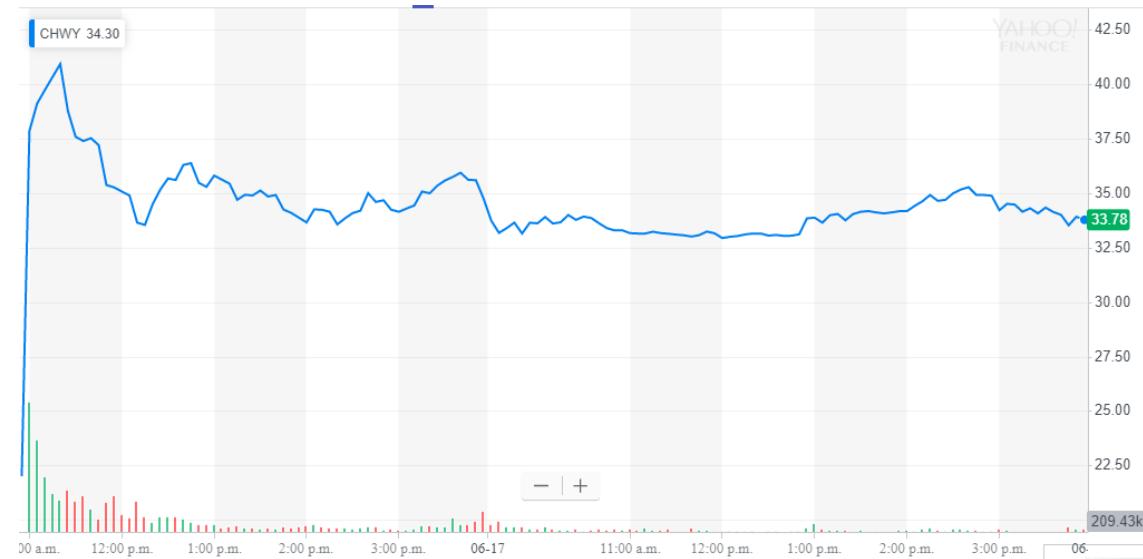
Chewy – NYSE Listing

Appendix

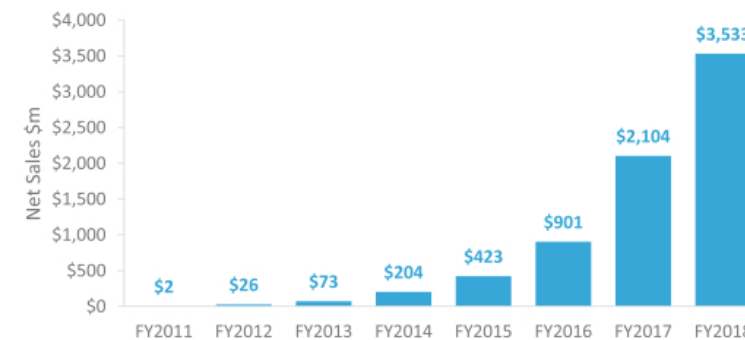
First trade on Friday, June 14 at \$36, 64% above the IPO price; priced at \$26, above expected range of \$19-21/share

Listing comes on the back of pet hype - iShares Pet Care ETF (PAWZ) has had a 15% rally year to date

Fuelled by strong revenue growth from pet growth drivers - 2018 was the first year revenue didn't more than double, as it grew 13-fold in 2012, nearly tripled in 2013 and 2014, and increased by 100+% in 2015, 2016 and 2017



Growth in Net Sales



Notes

Values in USD
Data from Chewy S-1 filings.

True Leaf Cannabis

Appendix

OVERVIEW

- Industrial-zoned 40-acre Lumby, BC site: Okanagan's 'Green Mile'
- Central 18,000 sq. ft. hub with hydroponic grow set - completed
- Potential micro-cultivator partnerships

LICENSING TIMELINE

- License to Grow – Winter 2019*
- License to Sell – Summer 2020*
 - Phase 1 capacity : 700kg – 2,000 kg/yr
 - Phase 2 capacity :10,000 kg/yr



Branding Partner

Appendix



Dossier

Our design and innovation partner
Experts in scaling challenger brands
leading to major exits



- Created in 1996 for Mark Anthony Group, the former Canadian distributor of Corona
- Sold Canadian rights to Labatt in 2015 for \$350 million



- Sold to WhiteWave Foods in 2015 for \$550 million
- Sales of \$135 million in 2014



- Top 3 brand for cannabis for pets brand in US, Canada, UK and Germany*

* Survey of 1000 pet owners



Recruiting Top Brand Ambassadors

Appendix



Laurieann Gibson Shares Her Tips for "So You Think You Can Dance" Contestants

Celebrity Creative Director and Choreographer Laurieann Gibson Joins True Leaf as Brand Ambassador

Emmy Nominated Director and her dog Samson join Return the Love™ program, educating people worldwide about the benefits of hemp for pets



Pro Athletes and True Leaf Return the Love™ by supporting Shelter Dog Training Program

True Hemp™ products donated to the Second Chance Dog program at celebrity-filled adoption event for Toronto animal shelters

Raptors' Danny Green promotes Toronto-run dog adoption program

Second Chance Dogs prepares shelter dogs, lost dogs for families

