



MARCH 2020



SAY HELLO TO OPPORTUNITY.
SAY HELLO TO CHOOM.



DISCLAIMER

This presentation (the "Presentation") about Choom Holdings Inc. ("Choom") is dated as of March 13, 2020. It is information in a summary form and does not purport to be complete. It is not intended to be relied upon as advice to investors or potential investors and does not take into account the investment objectives, financial situation or needs of any particular investor.

This Presentation does not constitute or form part of any offer for sale or solicitation of any offer to buy or subscribe for securities nor shall it or any part of it form the basis of or be relied on in connection with, or act as any inducement to enter into, any contract or commitment whatsoever. Recipients of this Presentation who are considering acquiring securities of Choom are referred to the entire body of publicly disclosed information regarding Choom. The information is subject to material updating, revision and further amendment, and is qualified entirely by reference to Choom's publicly disclosed information.

No representation or warranty, express or implied, is made or given by or on behalf of Choom or any of its affiliates, directors, officers or employees as to the accuracy, completeness or fairness of the information or opinions contained in this Presentation and no responsibility or liability is accepted by any person for such information or opinions. Choom does not undertake or agree to update this Presentation or to correct any inaccuracies in, or omissions from, this Presentation that may become apparent. No person has been authorized to give any information or make any representations other than those contained in this Presentation and, if given and/or made, such information or representations must not be relied upon as having been so authorized. The contents of this Presentation are not to be construed as legal, financial or tax advice.

Certain statements in this Presentation may constitute forward-looking information, including future-oriented financial information and financial outlooks, within the meaning of applicable securities laws. Forward looking information may relate to Choom's future outlook and anticipated events or results and may include statements regarding Choom's business strategy, budgets, plans, objectives, industry trends and growth opportunities. Often but not always, forward-looking information can be identified by the use of words such as "anticipate", "believe", "expect", "project", "estimate", "likely", "intend", "should", "could", "may", "might", "target", "plan" and other similar expressions or variations (including negative variations) of such words and phrases. Forward-looking information contained in this Presentation is based on certain assumptions regarding expected growth, results of operations, performance, industry trends and growth opportunities.

While management considers these assumptions to be reasonable, based on information available, they may prove to be incorrect. Forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of Choom to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. These risks, uncertainties and other factors include, but are not limited to risks associated with future legislative and regulatory developments involving medical and non-medical marijuana; the ability of Choom to obtain a retail sales licences under applicable provincial regulations; inability to access sufficient capital from internal and external sources, and/or inability to access sufficient capital on favourable terms; the marijuana industry in Canada generally, income tax and regulatory matters; the ability of Choom to implement its business strategies; competition; and the other risks discussed under the heading "Risk Factors" in Choom's filings. The foregoing factors are not intended to be exhaustive.

Although Choom has attempted to identify important factors that could cause actual actions, events or results to differ materially from those described in forward-looking statements, there may be other factors that cause actions, events or results to differ from those anticipated, estimated or intended. Forward-looking statements contained herein are made as of the date hereof and Choom and its directors, officers and employees disclaim any obligation to update any forward-looking statements, whether as a result of new information, future events or results or otherwise. There can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, you should not place undue reliance on forward-looking statements due to the inherent uncertainty therein. All forward-looking information is expressly qualified in its entirety by this cautionary statement.

This Presentation may not be reproduced, further distributed or published in whole or in part by any other person..

The Choom™ Logo and Leaf design, "Choom™" and "Cultivating Good Times™" are trademarks being used under license by Choom Holdings Inc.



SAY HELLO TO OUR STRATEGY

BUILD CANADA'S PREMIERE RETAIL CANNABIS
CHAIN, WITH LOCATIONS FROM COAST TO COAST.



Build a national footprint of corporate owned retail locations targeting 63 stores by 2022.



Growth through our acquisition and internal expansion strategies to meet the anticipated demands of the retail market.



Develop and build an authentic cannabis retail brand catering to the Canadian recreational cannabis consumer.

A hand is shown underwater, making a 'shaka' gesture (thumb and pinky extended, fingers curled). The background is a clear, turquoise blue water with some light rays and bubbles. The word 'Aloha' is written in a white, cursive script on the left side of the image.

Aloha

We're planting our flag in the rapidly growing legal cannabis industry in Canada with our own brand of experiential retail.

Choom™ will provide an elevated experience for customers; bringing style, sophistication, and fun to the Canadian recreational cannabis market.

*ACMPR Access to Cannabis for Medical Purposes Regulations

SAY HELLO TO CHOOM™

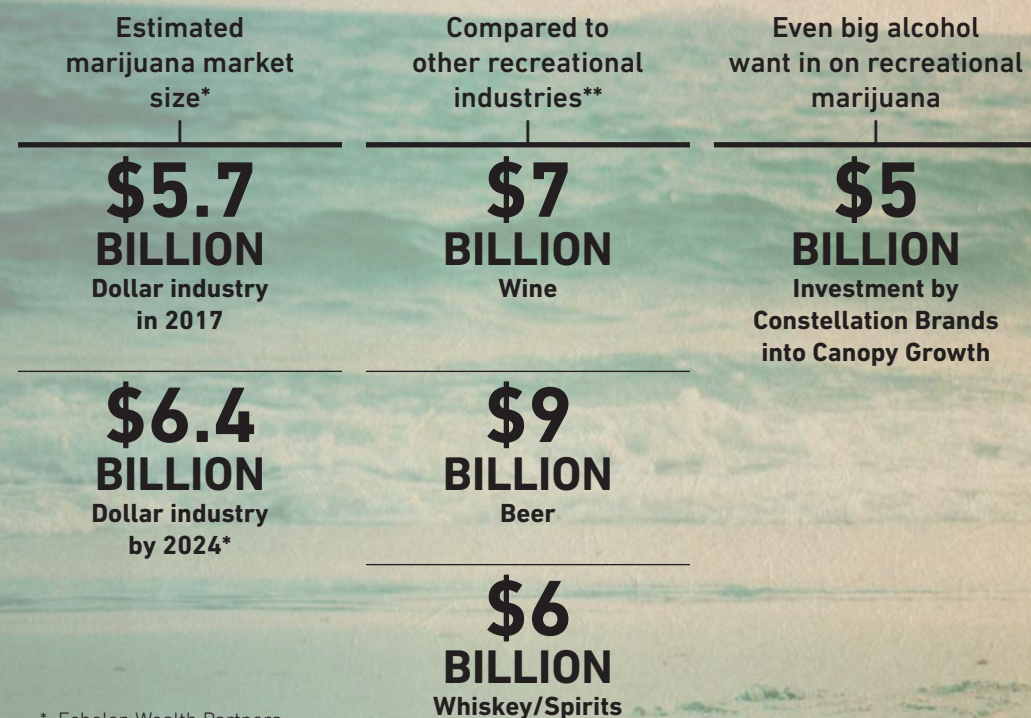
The Choom brand is inspired by Hawaii's "Choom Gang" — a group of buddies in Honolulu during the 1970's who loved to smoke weed—or as they called it, choom. Evoking the spirit of the original Choom Gang, our brand is synonymous with cultivating good times with good friends. We are focused on delivering an elevated customer experience through our curated retail environments, high-grade handcrafted cannabis supply, and a diversity of brands for the Canadian recreational consumer. **Say hello to Choom™.**

"Choom"
meaning indulge
in pakalolo.

"Pakalolo"
is the Hawaiian
word for
cannabis.

SAY HELLO TO OPPORTUNITY:

CANADIAN BEVERAGE, TOBACCO
AND CANNABIS SECTOR



* Echelon Wealth Partners
Oct 2019

** Stats Canada

LICENCE PRODUCERS SUPPLY



1 in 6
Number of
Canadians currently
using marijuana on
a daily basis*

Chiron
Cannabis Co.

ALOHA, COME ON IN

Chiron
Cannabis Co.

NIAGARA, ON



SAY HELLO TO GOOD PLACES

CHOOM RETAIL PROGRAM

Choom Retail Stores: Clean, Modern, Stylish.

Our Choom Stores have a cool, modern layout and design; we'll be helping everyone, from current users to "curious customers".

People who visit our Choom Stores will be wowed by the experience that's designed to make you feel welcomed — a real aloha vibe. We hired the design team responsible for some of the most recognized retail environments around to bring the Choom vibe to life.



WARM AND WELCOMING, REFLECTED THROUGHOUT THE STORE DESIGN





SAY HELLO TO SAVVY:

MANAGEMENT TEAM



Corey Gillon, Chief Executive Officer

Corey Gillon has held executive leadership roles with world class retailers where he established and implemented customer-focused corporate strategies. During Mr. Gillon's 18 year tenure at Walmart, he held senior leadership roles both domestically and internationally, and led multi-billion dollar business units of over 100 stores and up to 22,000 associates. This spanned across Operations, Ecommerce, Merchandising, M&A and Integration.

Following his career at Walmart, Mr. Gillon served as Senior Vice President of Retail Operations at Aritzia, a leading women's fashion retailer, where he was responsible for building scalable infrastructure, leading innovation and optimization of the retail organization. Mr. Gillon has a proven track record for delivering year-over-year revenue growth as a result of executional excellence, leveraging global best practices and customer-focused retail strategies. Mr. Gillon is a graduate of the prestigious Harvard Business School from their executive leadership program

Chris Bogart, President

Chris Bogart has 22 years professional experience in senior management positions with public and private companies, providing expertise in capital markets, strategic planning, corporate finance, mergers and acquisitions and regulatory compliance. His broad industry experience includes biotechnology, healthcare, technology, communications and agriculture. Mr. Bogart has been involved directly in M&A and equity financings with aggregate values in excess of \$150M for both public and private companies including complex equity financing transactions in the United States, Canada and Europe.

Mr. Bogart was a Co-Founder of TSX listed InMed Pharmaceuticals (TSX: IN), previously as their CEO and SVP Corporate Strategy; and a Co-Founder of Magnum Uranium which was acquired by TSX listed Energy Fuels Inc.



Terese Gieseleman, Chief Financial Officer

Terese Gieselman has over 28 years of extensive experience with publicly listed companies on the CSE, TSX, TSXV, OTCBB, NASDAQ and AMEX, in the roles of Chief Financial Officer, Treasurer, and Corporate Secretary.

Ms. Gieselman has accumulated an extensive background in corporate and financial reporting and compliance for Canada and the United States, including relevant experience in financings, treasury, international corporate structures and financial reporting.



SAY HELLO TO GOOD EXPERIENCE:

MANAGEMENT TEAM

Dylan Murray, Vice President of Finance

Dylan Murray is a designated CPA, CA with over 10 years of accounting and finance experience. Most recently, Mr. Murray was the Director of Finance at FirstService Residential BC where he led a team of accountants responsible for the financial reporting of residential and commercial properties. In addition to budgeting and forecasting responsibilities, Mr. Murray led all accounting change management initiatives which included the automation and centralization of departmental functions.

Prior to FirstService Residential BC, Mr. Murray worked for Ernst & Young LLP in Calgary where he gained experience in both Assurance and Transaction Advisory Services.



Rick Mather, Vice President of Operations

Rick Mather is a seasoned retail executive and has held key operations roles that spanned a 30+ year career with Walmart and across many geographical markets in Canada. Mr. Mather is a well-versed and respected leader with experience in HR, Finance, Operations and Merchandising.

Mr. Mather has led the opening of multiple Walmart stores and has had oversight of the business ranging from \$2 million to \$1 billion. He has built and executed on strategies based on the needs of customers, associates and markets, all while leading a team of over 2,500 employees.



Chris Gagan, Vice President of Community

Chris Gagan is an expert in brand building, retail marketing, and product development, from 'concept to shelf'. Mr. Gagan has worked with a wide range of lifestyle, action sports, athletic, and outdoor brands in both a retail and wholesale capacity. Most recently, Mr. Gagan led the design, development, and retail execution for the exclusive brand apparel portfolio at Canadian Tire and FGL Sports (Sport Chek). His suite of products garnered over 60 million in annual sales across a brand house that included Diadora, Huntshield, Outbound, and Woods. Prior to that, he was instrumental in the development and sales of a wide range of consumer products for Sugoi Performance Apparel and Fox Racing, an iconic brand in the action sports world.

Mr. Gagan is a McGill MBA graduate and has been instrumental in curating and delivering an elevated customer experience with the Choom brand.



SAY HELLO TO GOOD EXPERIENCE:

BOARD OF DIRECTORS



Corey Gillon

Chief Executive Officer, Director

Corey Gillon has held executive leadership roles with world class retailers where he established and implemented customer-focused corporate strategies. During Mr. Gillon's 18 year tenure at Walmart, he held senior leadership roles both domestically and internationally, and led multi-billion dollar business units of over 100 stores and up to 22,000 associates. This spanned across Operations, Ecommerce, Merchandising, M&A and Integration. Following his career at Walmart, Mr. Gillon served as Senior Vice President of Retail Operations at Aritzia, a leading women's fashion retailer, where he was responsible for building scalable infrastructure, leading innovation and optimization of the retail organization.

Mr. Gillon has a proven track record for delivering year-over-year revenue growth as a result of executional excellence, leveraging global best practices and customer-focused retail strategies. Mr. Gillon is a graduate of the prestigious Harvard Business School from their executive leadership program.



Chris Bogart,

President, Director

Chris Bogart has 22 years professional experience in senior management positions with public and private companies, providing expertise in capital markets, strategic planning, corporate finance, mergers and acquisitions and regulatory compliance. His broad industry experience includes biotechnology, healthcare, technology, communications and agriculture. Mr. Bogart has been involved directly in M&A and equity financings with aggregate values in excess of \$150M for both public and private companies including complex equity financing transactions in the United States, Canada and Europe.

Mr. Bogart was a Co-Founder of TSX listed InMed Pharmaceuticals (TSX: IN), previously as their CEO and SVP Corporate Strategy; and a Co-Founder of Magnum Uranium which was acquired by TSX listed Energy Fuels Inc.



Mr. Kevin Puil,

Director

Kevin Puil is a former fund manager and analyst with over 20 years of experience managing natural resource investments. Mr. Puil is currently the Managing Partner of a natural resource focused private equity fund. Previously, he was the CEO of a private mining finance company, and held senior positions at several firms including Bolder Investment Partners, where he was a Partner and Portfolio Manager; Gissen & Associates as Portfolio Manager and the Encompass Fund as Senior Analyst of natural resources. Kevin currently serves as a Board Director of two Toronto Stock Exchange listed mining companies.

Mr. Puil holds a degree in Economics from the University of Victoria in British Columbia, and is a Chartered Financial Analyst (CFA) charter holder.

Mr. Stephen Tong,

Director

Stephen Tong has been a securities lawyer for over 17 years with a particular emphasis on corporate finance, mergers and acquisitions and corporate governance matters in various sectors.

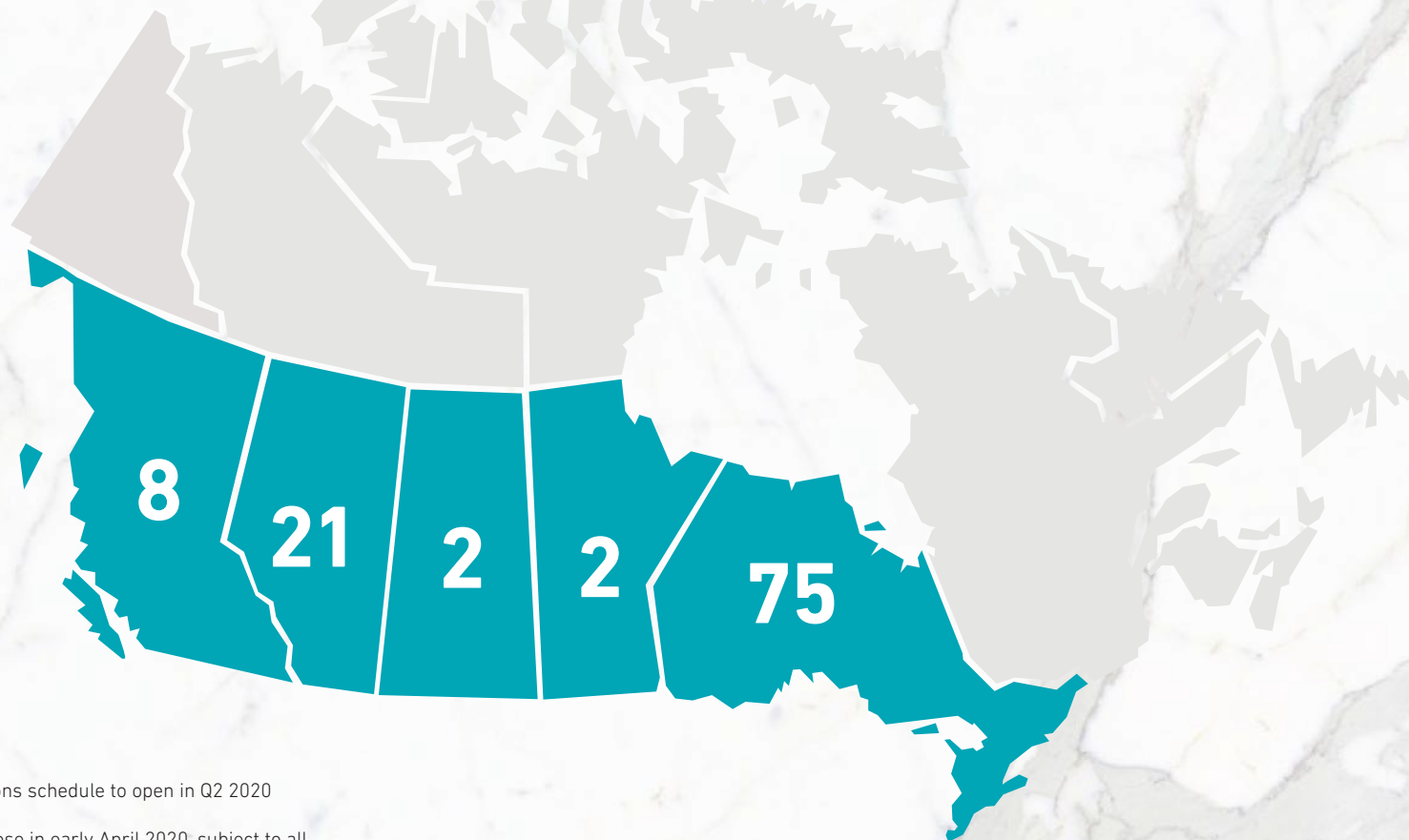
Mr. Tong has served on several boards of public companies in the resources, biotechnology and pharmaceutical sectors.



RETAIL FOR THE PEOPLE

108
TOTAL STORES

Current		Target
2 ¹	British Columbia	8
17 ²	Alberta	21
0	Saskatchewan	2
0	Manitoba	2
1 ³	Ontario	75



1. Choom has received Development permits for both Olympic Village & Kitsilano locations schedule to open in Q2 2020
2. 14 open and operating, 3 under construction schedule to open in Q1 and Q2 2020
3. Licensing Agreement in place with Ontario lottery winner. Acquisition estimated to close in early April 2020, subject to all provincial and municipal regulatory approvals



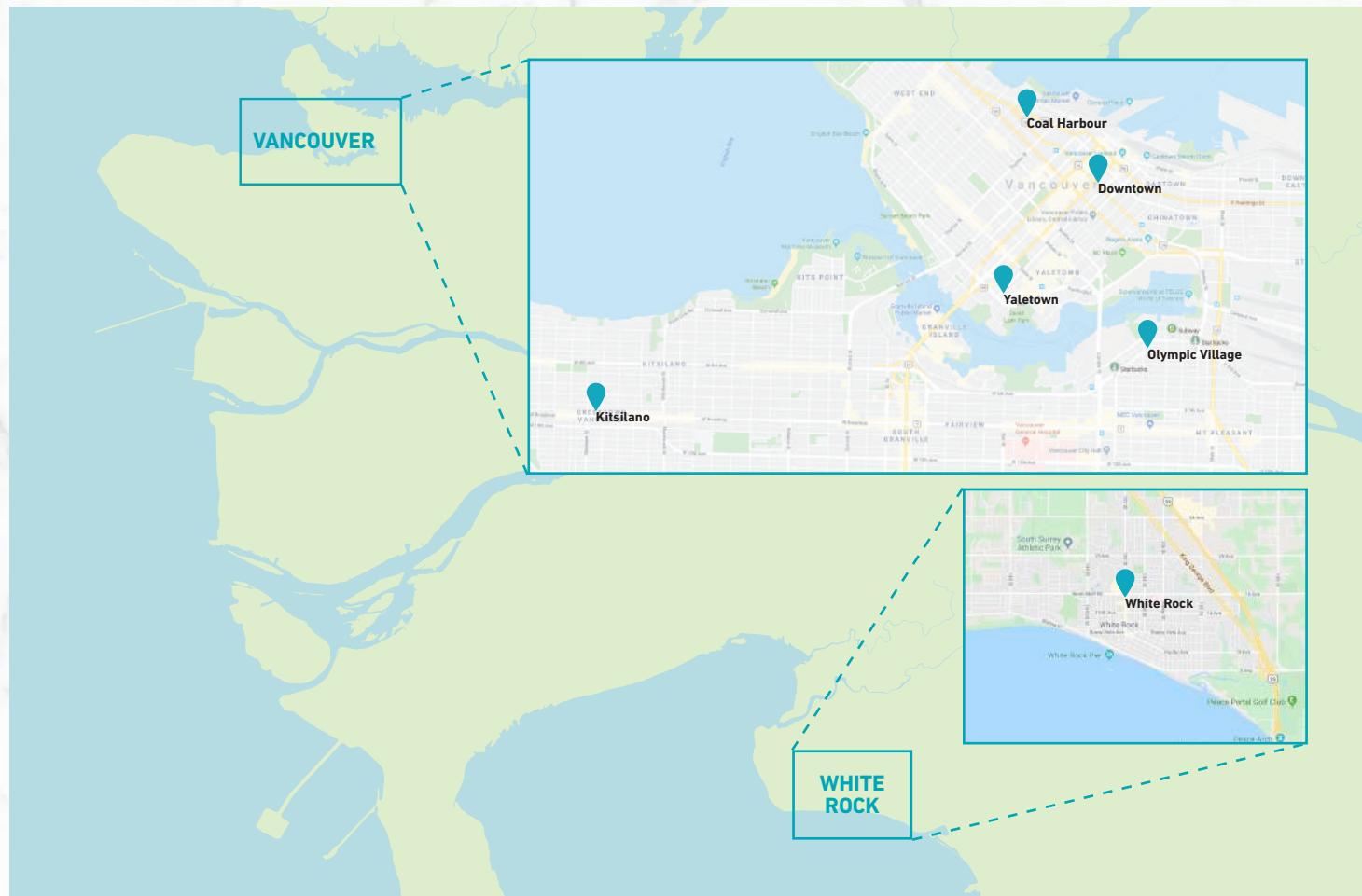
RETAIL FOR THE PEOPLE

British Columbia Retail Footprint

6¹

CHOOM RETAIL OPPORTUNITIES

1. Choom has secured rights to 6 retail locations in British Columbia. In all cases, the retail opportunities are subject to all necessary government and municipal approvals being granted. Choom has received Development permits for both Olympic Village & Kitsilano locations.





RETAIL FOR THE PEOPLE

Alberta Retail Footprint

17

TOTAL STORES

- 17 Sites under lease with development permits
- 15 Open & Operating
- 2 Under construction



LEGEND





RETAIL FOR THE PEOPLE

Ontario Retail Footprint

1¹

OPEN & OPERATING STORE

4

TOTAL RETAIL OPPORTUNITIES

ONTARIO

5

LEGEND



OPEN



UNDER CONSTRUCTION



RETAIL OPPORTUNITY

OTTAWA
(TRAINYARDS)

KITCHENER
(SUNRISE)

TORONTO
(LIBERTY VILLAGE)

HAMILTON

NIAGARA
(FLAGSHIP)

1. Licensing Agreement in place with Ontario lottery winner. The AGCO has approved the corporate structure change of the Niagara acquisition.
Acquisition estimated to close in early April 2020



SAY HELLO TO THE NUMBERS

JANUARY 15TH, 2020

Issued & Outstanding

203,243,095

Warrants¹

31,789,711

Options

14,777,500

249,810,306

Fully Diluted

1. Does not include 95,760,367 Aurora Sunshine warrants @ \$2.75.

Blue skies
ahead.
With a hint
of green.



SAY HELLO TO OPPORTUNITY.
SAY HELLO TO CHOOM.

CSE: CHOO | OTCQB: CHOOF |    @CHOOMBRAND | CHOOM.CA

*Choom*TM