



FEBRUARY 2020



SAY HELLO TO OPPORTUNITY.  
SAY HELLO TO CHOOM.



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# 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 100+ stores.



**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.





# SAY HELLO TO GOOD COMPANY

- 1 **Aurora invested \$7m in June 2018**
- 2 **Aurora invested \$20m in November 2018**
- 3 **Retail store and Provincial licensing strategies in place, applications in process**
- 4 **Included in Horizons Marijuana Life Sciences ETF (TSX: HMMJ)**
- 5 **Added to the CSE25 Index**
- 6 **Documented brand history, inspired by Hawaii's 1970's Choom Gang**



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 refraction 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™.**

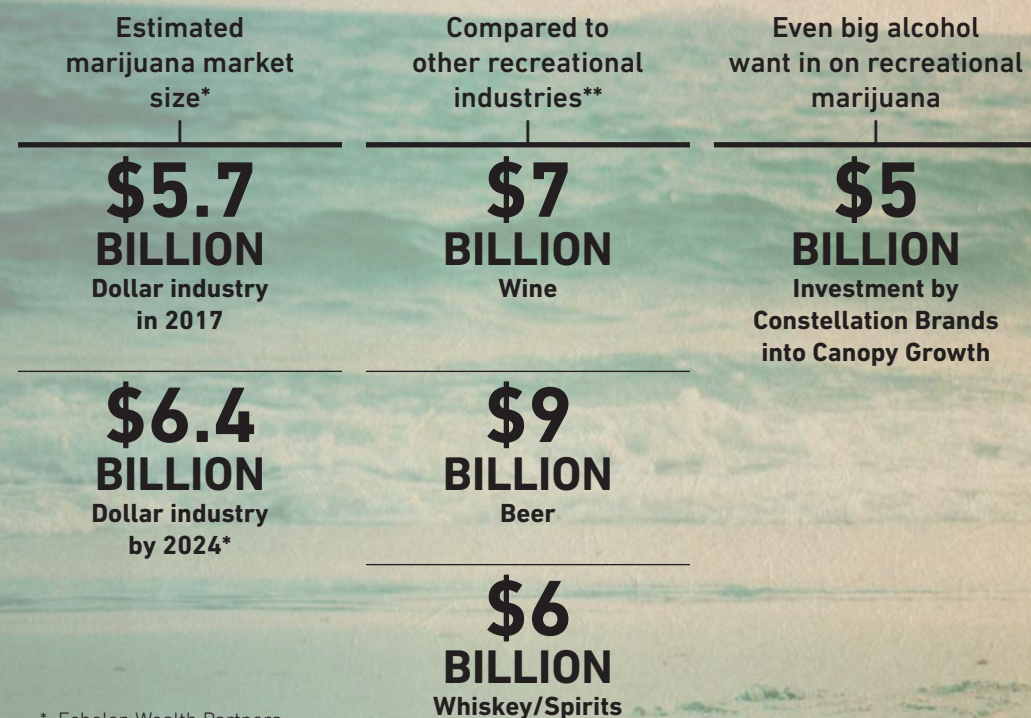
**"Choom"**  
meaning indulge  
in pakalolo.

**"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

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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.

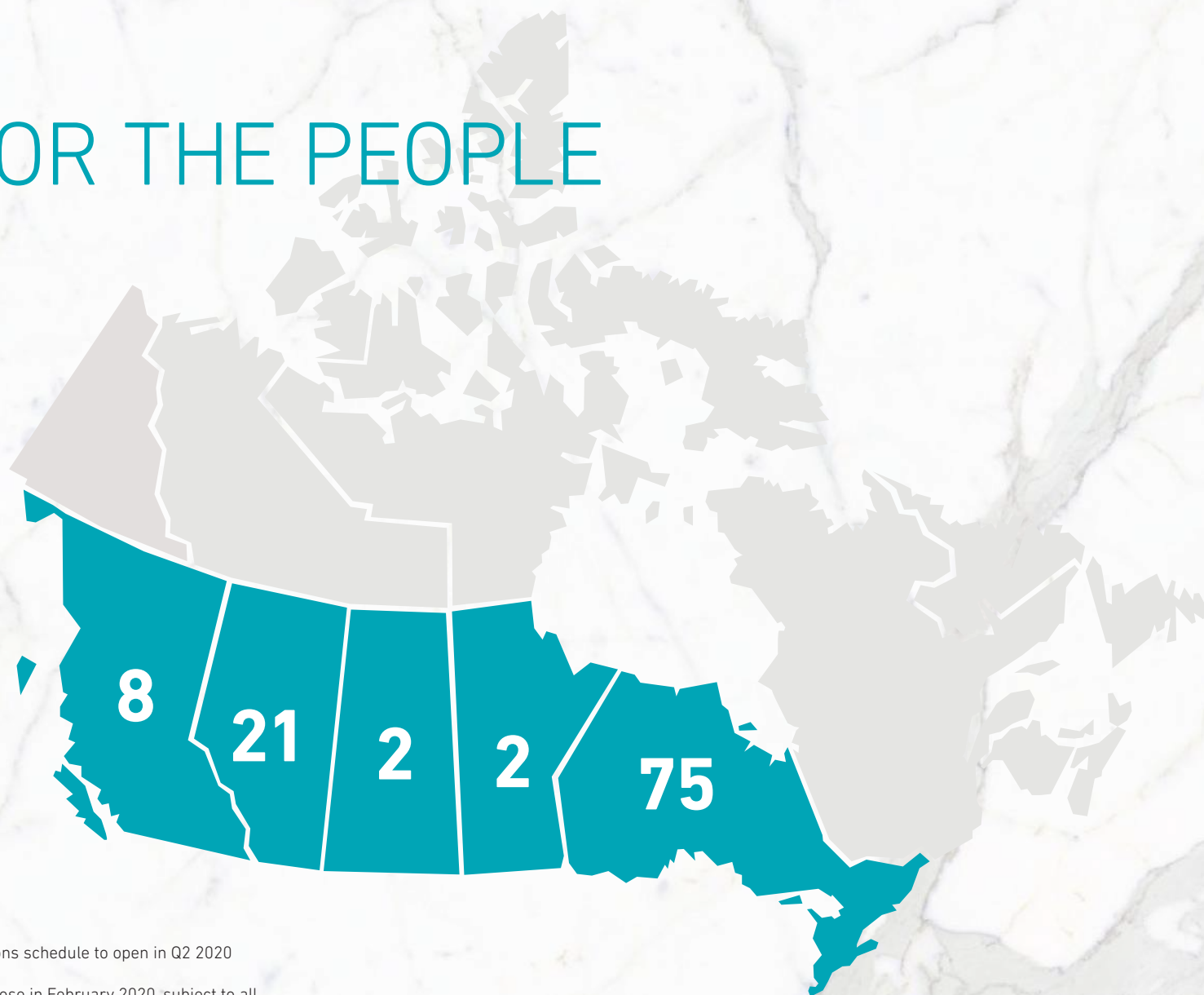




# RETAIL FOR THE PEOPLE

**108**  
TOTAL STORES

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



1. Choom has received Development permits for both Olympic Village & Kitsilano locations schedule to open in Q2 2020
2. 13 open and operating, 4 under construction schedule to open in Q1 and Q2 2020
3. Licensing Agreement in place with Ontario lottery winner. Acquisition estimated to close in February 2020, subject to all provincial and municipal regulatory approvals





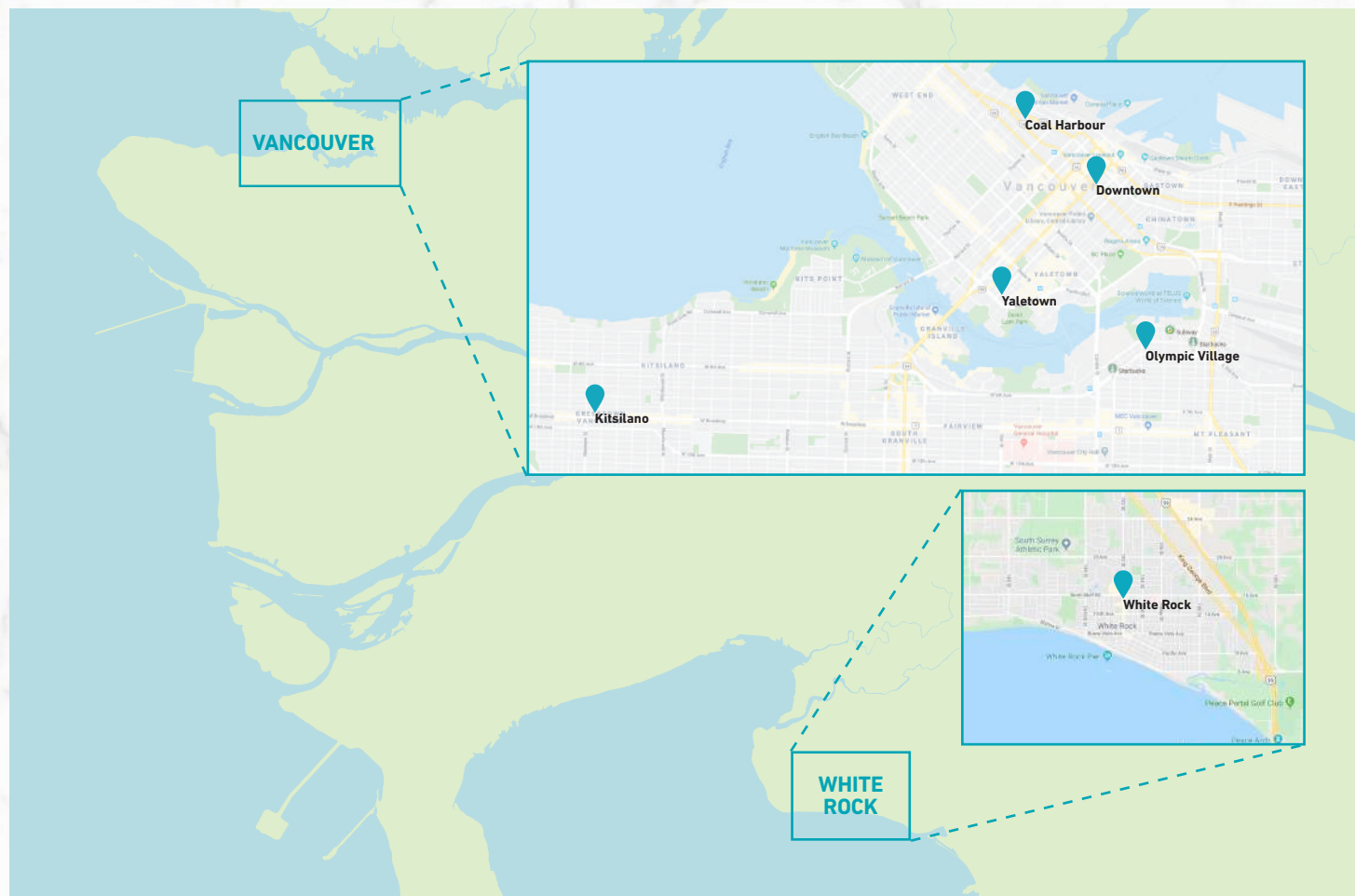
# RETAIL FOR THE PEOPLE

## British Columbia Retail Footprint

6<sup>1</sup>

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

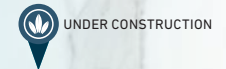
17

TOTAL STORES

- 17 Sites under lease with development permits
- 13 Open & Operating
- 4 Under construction



### LEGEND







# RETAIL FOR THE PEOPLE

## Ontario Retail Footprint

1<sup>1</sup>

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 February 2020.





# SAY HELLO TO THE NUMBERS

JANUARY 15<sup>TH</sup>, 2020

Issued & Outstanding

**203,243,095**

Warrants<sup>1</sup>

**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.



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SAY HELLO TO CHOOM.

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*Choom*<sup>TM</sup>