



ChoomTM

Cannabis Co.

INVESTOR PRESENTATION
February 2021

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WHO WE ARE

We are an elevated cannabis retailer, with a network of corporate owned stores, selling a curated assortment of cannabis and cannabis related products.

Who inspired us?

The Choom Gang

It began in 1979 with a group of friends on a small hawaiian island, with an even smaller van.

This weed loving crew would go on to influence our world, but back then it wasn't about the future, it was about having good times with good friends.

Plenty has changed since then, but one thing remains the same; they are still sharing adventures, sparking ideas, and cultivating good times.

~Aloha



THE MARKET

The future is cannabis retail

Estimated
cannabis market
size*

**\$6.9
BILLION**
in 2020

**\$7.3
BILLION**
by 2025

Estimated
recreational cannabis
market size**

**\$1.1
BILLION**
in 2019

**\$2.0
BILLION**
in 2020

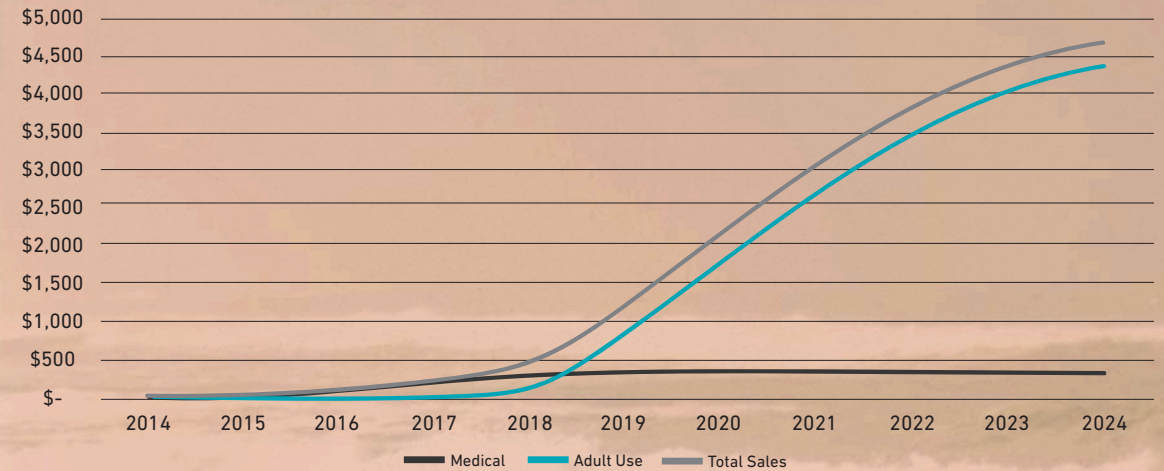
**\$4.7
BILLION**
in 2024

1 in 6

Canadians currently
using cannabis on
a daily basis*

Choom is a part of the fastest growing retail segment in Canada.
We are building and operating an elevated national footprint of retail cannabis stores, servicing customers both online and in-store.

Canada Legal Cannabis Spending
(in CAD Millions)



* Stat Can / Echelon Wealth Partners Oct 2019
** Arcview Market Research / BDS Analytics

By owning the customer, Cannabis Retail will be the most attractive side of the value chain.

CURRENT STATE



Record quaterly revenue

\$6.1M

(Q1 July-Sept)



15 STORES
3 PROVINCES

with key strategic locations
(Vancouver, Niagara Falls, Toronto)

100+

Combined years
of retail experience within our executive
leadership team



CUSTOMERS

425,000+

transactions in-store and online
client satisfaction score = 98.7%

Award-winning brand

500+ pieces of
media coverage

350M coverage
impressions

120

EMPLOYEES

centralized operating model



STRATEGIC PILLARS

To provide the best retail cannabis experience in every market we operate

FINANCE

Maximize **PROFITABLE SALES** through responsible new store growth & optimization of our base business.

BRAND

PROPEL OUR BRAND by leveraging the Choom Story.

OPERATIONS

Invest and build best-in-class retail **INFRASTRUCTURE**.

CULTURE

Enable and reward an organization of **HIGH-PERFORMANCE**

BRAND

Building an omni-channel enabled organization, unifying the customer experience, both online and in-store by leveraging data analytics to drive incremental growth across all channels.

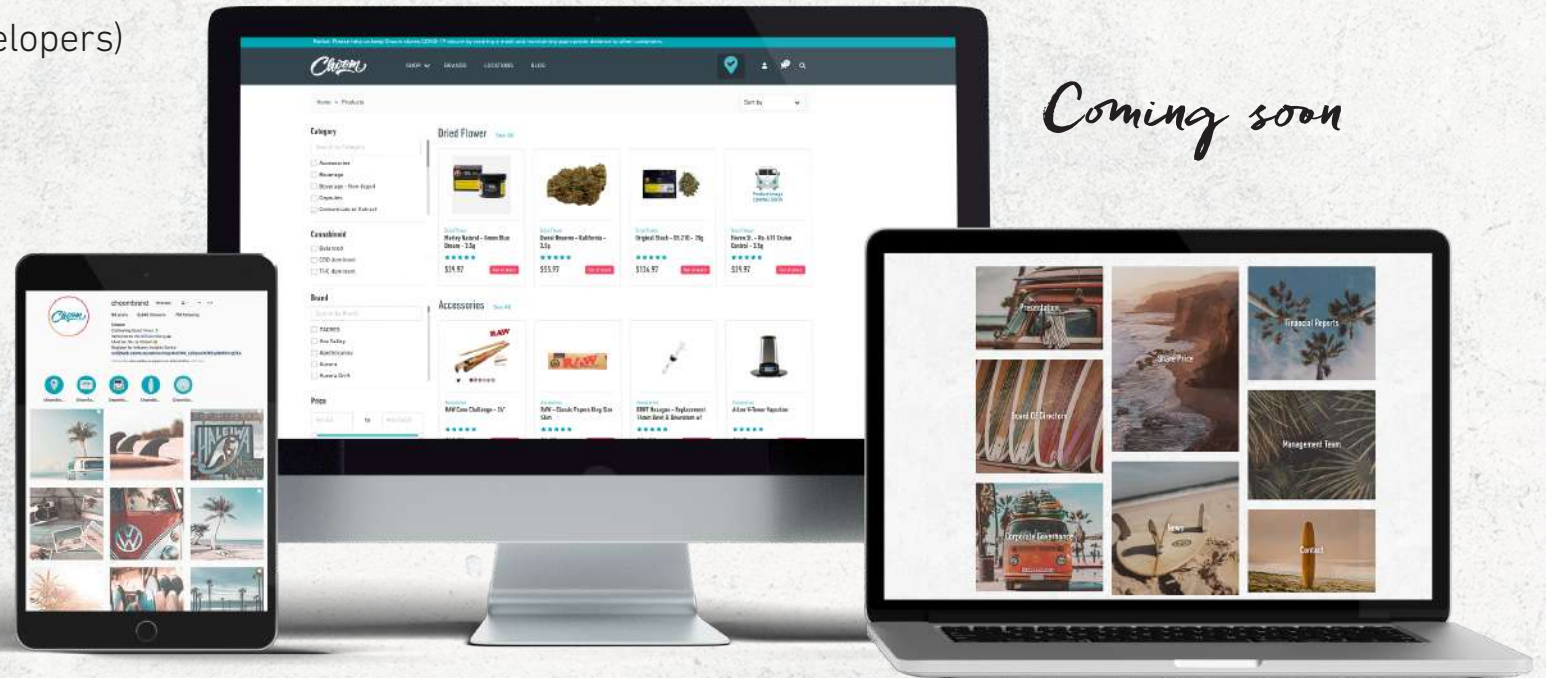
Highlights of strategic marketing to drive profitable sales:

- In-house digital agency (including full-stack developers)
- Re-platformed ecommerce site featuring:
 - Proprietary platform
 - SEO focused
 - Review based
 - Connected social media platforms (Instagram, Facebook, LinkedIn)
 - Targeted, measurable, CRM strategy

**AWARD
WINNING**

ADCANN Marketer
of the Year
2020

Coming soon



BRAND



The brand is brought to life through elevated storytelling



OPERATIONS

Strategic locations

Diversified

A varied portfolio across urban, suburban and rural locations.

Defensible

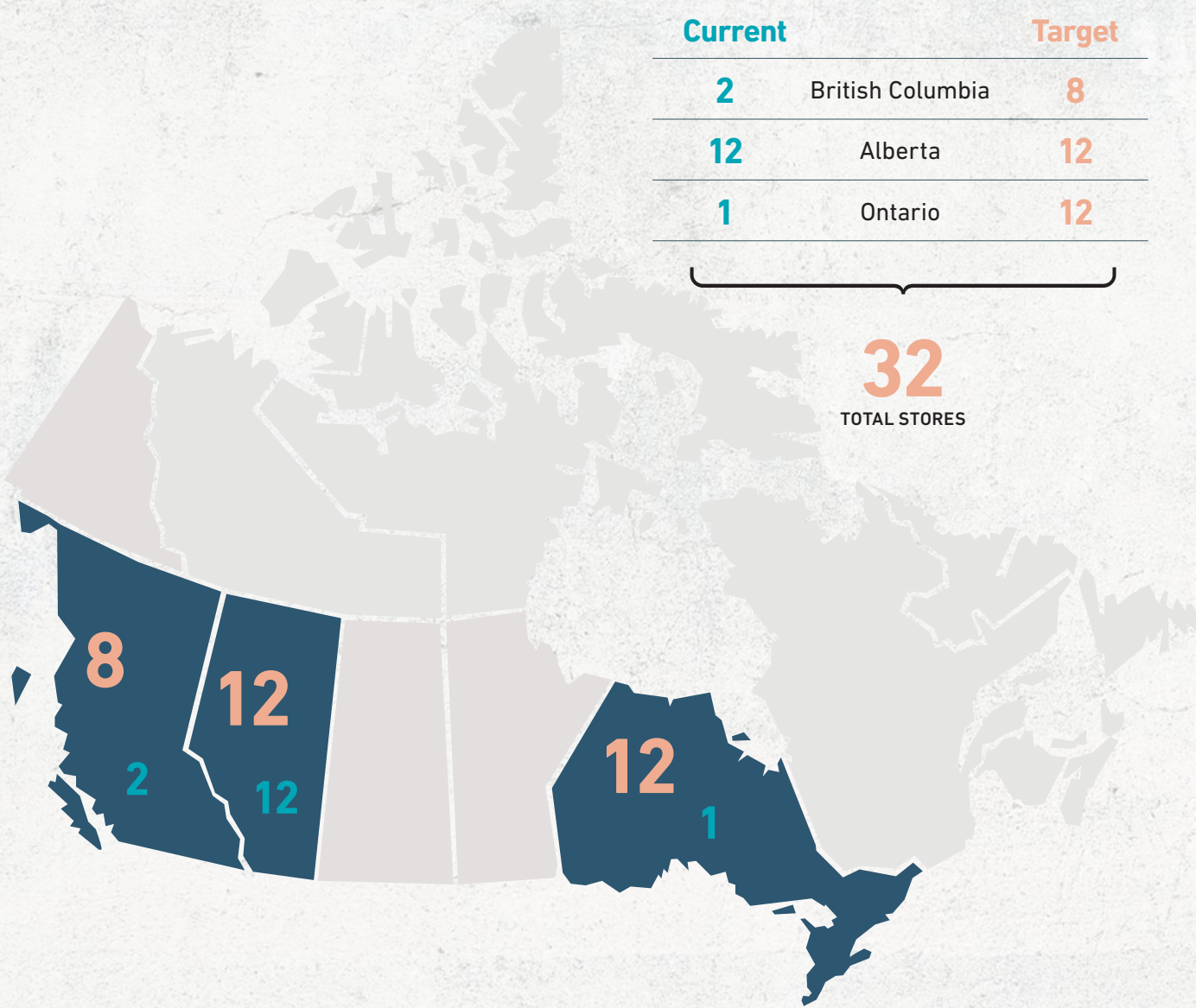
Protected trade areas with exclusive leases in major retail anchored developments in Ontario, and through regulatory distancing measures in Vancouver.

Futurist

Strategic locations, allowing for a future hub-and-spoke store fulfillment model.

Current		Target
2	British Columbia	8
12	Alberta	12
1	Ontario	12

32
TOTAL STORES



CULTURE

Management team



Corey Gillon, Chief Executive Officer

A Senior Retail Executive and Harvard Business School graduate with 20+ years of experience in various leadership roles both domestic and internationally. Having worked with world-class brands including Walmart and Aritzia in roles consisting of business unit ownership of large-scale retail operations of more than \$7 billion, 100+ stores, over 22,000 associates, international M&A + integration throughout Sub-Saharan Africa, eCommerce + Omnichannel leadership, and overall retail division ownership. This led to his current role as CEO at Choom, a publicly-traded national retail chain, in the cannabis sector in Canada. Corey is a builder with depth across all business functions including public company governance and compliance.

Dylan Murray, Vice President Finance

Dylan is a designated CPA, CA with over 10 years of accounting and finance experience. Most recently, Dylan 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, as well as led all accounting change management initiatives which included the automation and centralization of departmental functions. Prior to FirstService Residential BC, Dylan worked for Ernst & Young LLP in Calgary where he gained experience in both Assurance and Transaction Advisory Services.

Chris Bogart, President

Chris 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, agriculture, and he 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. Chris was a Co-Founder of TSX listed InMed Pharmaceuticals (TSX: IN), previously as their CEO and VP Corporate Strategic; and a Co-Founder of Magnum Uranium which was acquired by TSX listed Energy Fuels Inc.

Danielle Hinan, Vice President Marketing

A Masters and MBA Graduate with 14+ years of marketing experience with luxury brands such as Sweaty Betty, Lolë, and Monocle Magazine. Danielle is focused on facilitating strategic brand and retail expansion that drives long-term business growth. She is effective at leading and motivating teams with experience in managing complex organizations and start-ups, growth and matrix structures. Danielle is driven by a passion and empathy for people, creative and consumer knowledge. She's executed a proven track record in improving business, partnerships, creative with a passion for values-based brands.

CULTURE

Management team

Daphne Kao, Vice President People & Culture

Daphne has spent over a decade of Human Resources experience in both corporate and start-up environments. Prior to Choom, Daphne led the HR function at leading Canadian brands such as Knix and Aritzia. Daphne's HR experience extends beyond retail brands with time spent at large corporations such as AOL (now part of Verizon Media) and Altus Group, a global leader of commercial real estate services and software. Daphne holds an Honours BSc, and is a Certified Human Resources Leader (CHRL).

Erik Collings, Vice President Store & Community Development

Erik holds a Bachelor of Applied Technology Degree in Architecture- Project and Facility Management. Erik has worked for global retailers such as IKEA and Aritzia, where he expanded their portfolio into new and existing markets across North America. Notable projects include an automated storage solution for IKEA, Aritzia's San Francisco Flagship store and state of the art 225,000 square foot Vancouver distribution center. Erik has a proven track record for delivering projects on time, on budget, and with the highest quality.

Rick Mather, Vice President Operations

Rick is a retail operations executive whose national career has spanned 30+ years with Walmart. He is a well-versed and respected leader with experience in HR, Finance, Operations and Merchandising. Rick has led the opening of multiple Walmart locations 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.

Hiring top talent from top brands



ARITZIA



CAPITAL STRUCTURE

February 4, 2021

Issued & Outstanding	Warrants	Options + RSUs
324,879,666	43,835,042	26,721,837
395,436,545		
Fully Diluted		

BOARD OF DIRECTORS

Corey Gillon, Chief Executive Officer and Director

A Senior Retail Executive and Harvard Business School graduate with 20+ years of experience in various leadership roles both domestic and internationally. Having worked with world-class brands including Walmart and Aritzia in roles consisting of business unit ownership of large-scale retail operations of more than \$7 billion, international M&A + integration throughout Sub-Saharan Africa, eCommerce + Omnichannel leadership, and overall retail division ownership. This led to his current role as CEO at Choom, a publicly-traded national retail chain, in the cannabis sector in Canada. Corey is a builder with depth across all business functions including public company governance and compliance.

Peter Simeon, Independent Director

Peter is a partner of Gowling WLG Law specializing in corporate, commercial and securities law. Peter has extensive experience as an officer and director of public companies, including as a Chairman, and his legal practice is focused on corporate governance, mergers and acquisitions, and structure.

Stephen Tong, Independent Director

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

Chris Bogart, President and Director

Chris 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, agriculture, and he 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. Chris was a Co-Founder of TSX listed InMed Pharmaceuticals (TSX: IN), previously as their CEO and VP Corporate Strategic; and a Co-Founder of Magnum Uranium which was acquired by TSX listed Energy Fuels Inc.

Kevin Puil, Independent Director

Kevin is a former fund manager and analyst with over 20 years of experience managing natural resource investments. Kevin 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. Kevin holds a degree in Economics from the University of Victoria in British Columbia, and is a Chartered Financial Analyst (CFA) charter holder.



Cultivating Shareholder Value

CONTACT: INFO@CHOOM.CA