



NOVEMBER, 2019



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** with a max footprint of 125 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.



A hand is shown underwater, making a 'shaka' gesture (thumb and pinky extended, fingers curled). The background is a clear, turquoise blue water with 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

Estimated  
marijuana market  
size\*

**\$5.7**  
**BILLION**  
Dollar industry  
in 2017

**\$10.2**  
**BILLION**  
Dollar industry  
by 2023\*

Compared to  
other recreational  
industries\*\*

**\$7**  
**BILLION**  
Wine

**\$9**  
**BILLION**  
Beer

**\$6**  
**BILLION**  
Whiskey/Spirits

Even big alcohol  
want in on recreational  
marijuana

**\$5**  
**BILLION**  
Investment by  
Constellation Brands  
into Canopy Growth

The recreational marijuana industry is expected to be almost 8x the size of medical users by 2021 — **the opportunity is in this new recreational Canadian cannabis marketplace.**

**1 in 6**

Number of  
Canadians currently  
using marijuana on  
a daily basis\*

\* PI Financial Cannabis Industry  
Update February 15, 2018  
\*\* Stats Canada





# SAY HELLO TO OPPORTUNITY:

## ECONOMICS OF MARIJUANA

Base Market

$$\text{Population of Adult Consumers} + \text{Annual Consumption Volume in Grams per Consumer} \times \text{Price per Gram of Marijuana} = \$4.9\text{B to } \$8.7\text{B}$$

Base Retail Market Value

Ancillary Market

$$\text{Growers} + \text{Infused Product Markers} + \text{Testing Labs} + \text{Security} = \$12.7\text{B to } \$22.6\text{B}$$

Potential upside is greater than \$20B

Base Retail Market Value

Potential Upside

$$\text{Tourism Revenue} + \text{Business Taxes} + \text{License Fees} + \text{Paraphernalia} = >\$22.6\text{B}$$

Total Market Size Potential

SOURCE: Deloitte Recreational Marijuana | Insights and opportunities



# CANNABIS DISPENSARIES ARE MORE PROFITABLE THAN WHOLE FOODS<sup>1</sup>

Marijuana  
dispensaries make  
**\$1,312/sq. ft.**<sup>2</sup>  
exceeding  
Whole Foods

Our stores make  
**\$2,300/sq. ft.**<sup>3</sup>

- 1. CNN Money: <http://time.com/money/4385243/pot-shops-whole-foods-sales/>
- 2. Calculated to CAD using USD/CAD exchange rate as of May 13, 2019.
- 3. Estimated numbers provided by Clarity Cannabis MD (unaudited).



A photograph of a modern building with a dark grey facade and a gabled roof. The building features large windows and a prominent corner of dark stone masonry. Two large, 3D, light blue logos for "Chiron Cannabis Co." are mounted on the upper part of the building, one on the left and one on the right. A semi-transparent white rectangular box is centered over the middle of the image, containing the text "ALOHA, COME ON IN" in a light blue, sans-serif font.

Chiron  
Cannabis Co.

ALOHA, COME ON IN

Chiron  
Cannabis Co.





# 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







# RETAIL FOR THE PEOPLE

## Overall retail strategy, maximum retail goal

**125**

TOTAL STORES

**200,000**

TOTAL ESTIMATED SQ. FT.

**118,750**

TOTAL ESTIMATED  
RETAIL SQ. FT.

**8** British Columbia

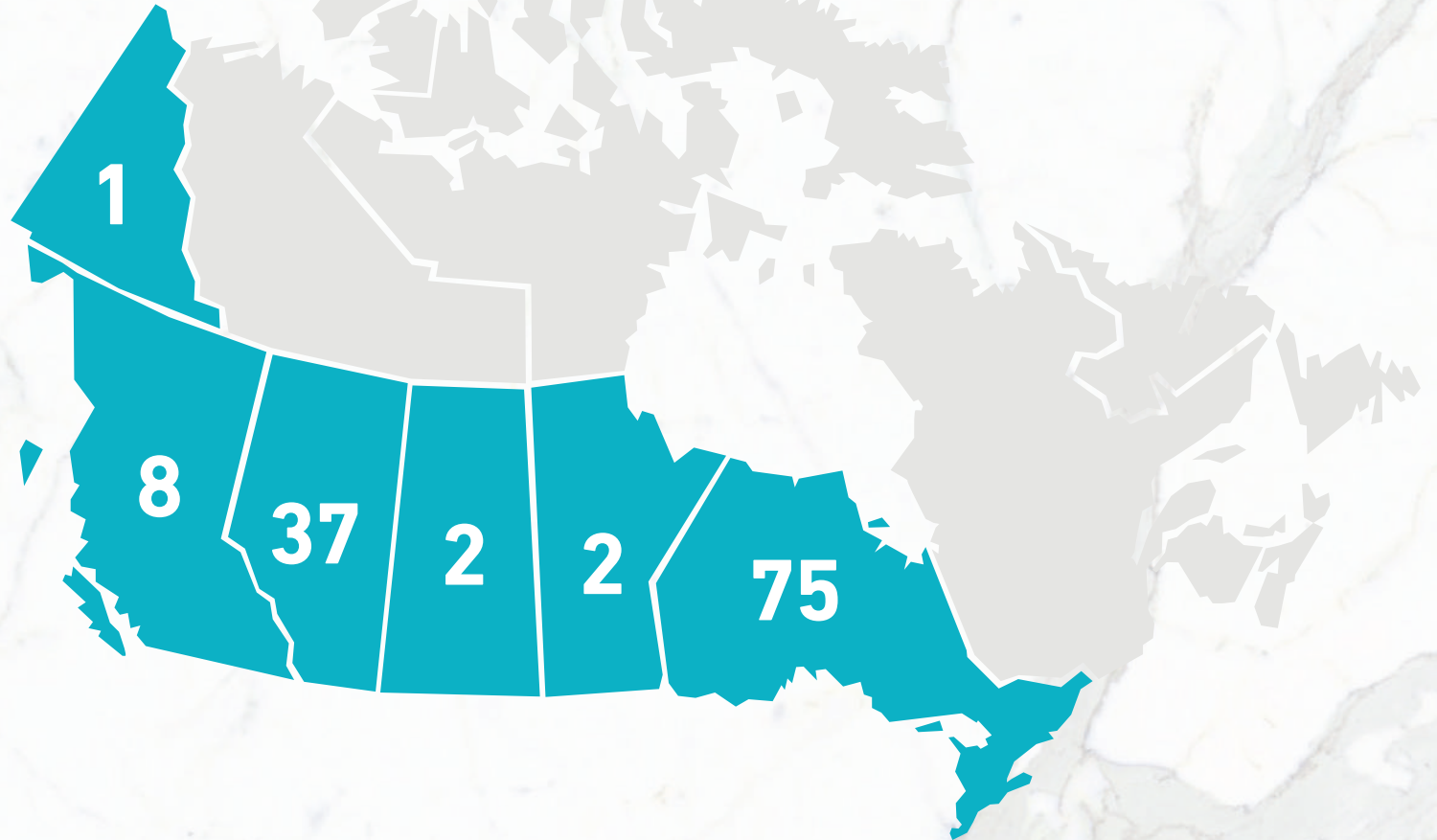
**37** Alberta

**2** Saskatchewan

**2** Manitoba

**75** Ontario

**1** Yukon







# RETAIL FOR THE PEOPLE

## British Columbia Retail Footprint

8<sup>1</sup>

TOTAL RETAIL OPPORTUNITIES

25,600

TOTAL ESTIMATED SQ. FT.

8

CHOOM RETAIL OPPORTUNITIES

15,200

TOTAL ESTIMATED RETAIL SQ. FT.

8

RETAIL OPPORTUNITIES  
WITH RIGHTS SECURED

BRITISH COLUMBIA

8

1. Choom has secured the rights to 8 locations in BC. 2. scheduled to open in Vancouver Q2 2020.





# RETAIL FOR THE PEOPLE

## Alberta Retail Footprint

**33<sup>1</sup>**

TOTAL STORES

**52,800**

TOTAL ESTIMATED SQ. FT.

**31,350**

TOTAL ESTIMATED  
RETAIL SQ. FT.

- 32** Sites under lease with development permits
- 29** Applications Submitted to AGLC
- 9** Open & Operating
- 10** Under construction



### LEGEND



OPEN



COMPLETED



UNDER CONSTRUCTION



RETAIL OPPORTUNITY

1. Alberta currently allows 37 retail stores to be owned by one entity. The company has secured agreements on 33 locations. In all cases, the retail opportunities are subject to all necessary governmental and municipal approvals being granted.





# RETAIL FOR THE PEOPLE



## Retail Distribution Centres

- Saskatoon** – Completed
- E-Commerce Fulfillment
  - Home Delivery via ParcelPal Technologies

## LEGEND



WHOLESALE DISTRIBUTION CENTRE



SASKATCHEWAN





# RETAIL FOR THE PEOPLE

## Ontario Retail Footprint Population and visitors

1<sup>1</sup>

LOTTERY LICENSE SECURED

3,000

TOTAL ESTIMATED SQ. FT.

2,000

TOTAL ESTIMATED  
RETAIL SQ. FT.

### NIAGARA

447,888

REGIONAL MUNICIPALITY  
POPULATION<sup>2</sup>

~14,000,000

ANNUAL VISITORS<sup>3</sup>

1. Licensing Agreement in place with Ontario lottery winner. Acquisition estimated May 2020, subject to all provincial and municipal regulatory approvals.

2. Niagara, Regional Municipality Population from 2016, <https://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/details/page.cfm?Lang=E&Geo1=CD&Code1=3526&Geo2=PR&Code2=35&Data=Count&SearchText=Niagara&SearchType=Begin&SearchPR=01&B1=All&GeoLevel=PR&GeoCode=3526&TABID=1>

3. <https://www.niagarafallstourism.com/info/media/tourism-research/>.



### LEGEND



OPEN



COMPLETED,  
AWAITING LICENSE



UNDER CONSTRUCTION



RETAIL OPPORTUNITY





# RETAIL FOR THE PEOPLE

## Yukon Retail Footprint

1<sup>1</sup>

LICENSED STORE

1,500

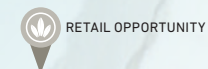
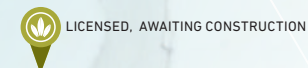
TOTAL ESTIMATED SQ. FT.

900

TOTAL ESTIMATED  
RETAIL SQ. FT.



### LEGEND



1. Currently licensed by the YLC under Ninetails Cannabis Inc. Choom has signed a purchase agreement to acquire the store. Expected to open Q1 2020.





# SAY HELLO TO THE NUMBERS

JULY 9, 2019

Current Outstanding

**200,705,130**

Warrants<sup>1</sup>

**4,306,381**

Options

**5,935,000**

**210,946,511**

Fully Diluted

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





# 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**





# SAY HELLO TO SAVVY:

## MANAGEMENT TEAM



### Chris Bogart, Chief Executive Officer

Mr. 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, 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. Mr. Bogart 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.

### Corey Gillon, President

Corey Gillon has held executive leadership roles with world class retailers where he established and implemented customer-focused corporate strategies. During 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, 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. 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. Gillon is a graduate of the prestigious Harvard Business School from their executive leadership program.



### Terese Gieseleman, Chief Financial Officer

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





# SAY HELLO TO GOOD EXPERIENCE:

## MANAGEMENT TEAM

### Dylan Murray, Vice President of Finance

Mr. 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 45 accountants responsible for the financial reporting of residential and commercial properties across British Columbia. 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 Retail Operations

Rick is a seasoned retail executive, holding key operations roles with Walmart over a 30 plus year career. Rick is a well-versed and respected leader with experience in HR, Finance, Operations and Merchandising. He has opened 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 2500 employees.



### Chris Gagan, Vice President of Community

Chris is an expert in brand building, retail marketing, and product development, from 'concept to shelf'. He has worked with a wide range of lifestyle, action sports, athletic, and outdoor brands in both a retail and wholesale capacity. Most recently, 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. Gagan, a McGill MBA graduate, will be instrumental in curating and delivering an elevated customer experience with the Choom brand.





# SAY HELLO TO GOOD EXPERIENCE:

## BOARD OF DIRECTORS

### **Chris Bogart, Chief Executive Officer, Director**

Mr. 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, health-care, 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.

Mr. Bogart 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.



### **Mr. Kevin Puil, Director**

Mr. Puil is a former fund manager and analyst with over 20 years experience managing natural resource investments. He 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. He 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**

Mr. 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.



Blue skies  
ahead.  
With a hint  
of green.



SAY HELLO TO OPPORTUNITY.  
SAY HELLO TO CHOOM.

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

*Choom*<sup>TM</sup>