



THE YIELD GROWTH CORP.

CSE:BOSS | OTCQB:BOSQF | Frankfurt:YG3

THE OWNER OF

URBAN
JUVE™

Disclaimer

Forward looking information

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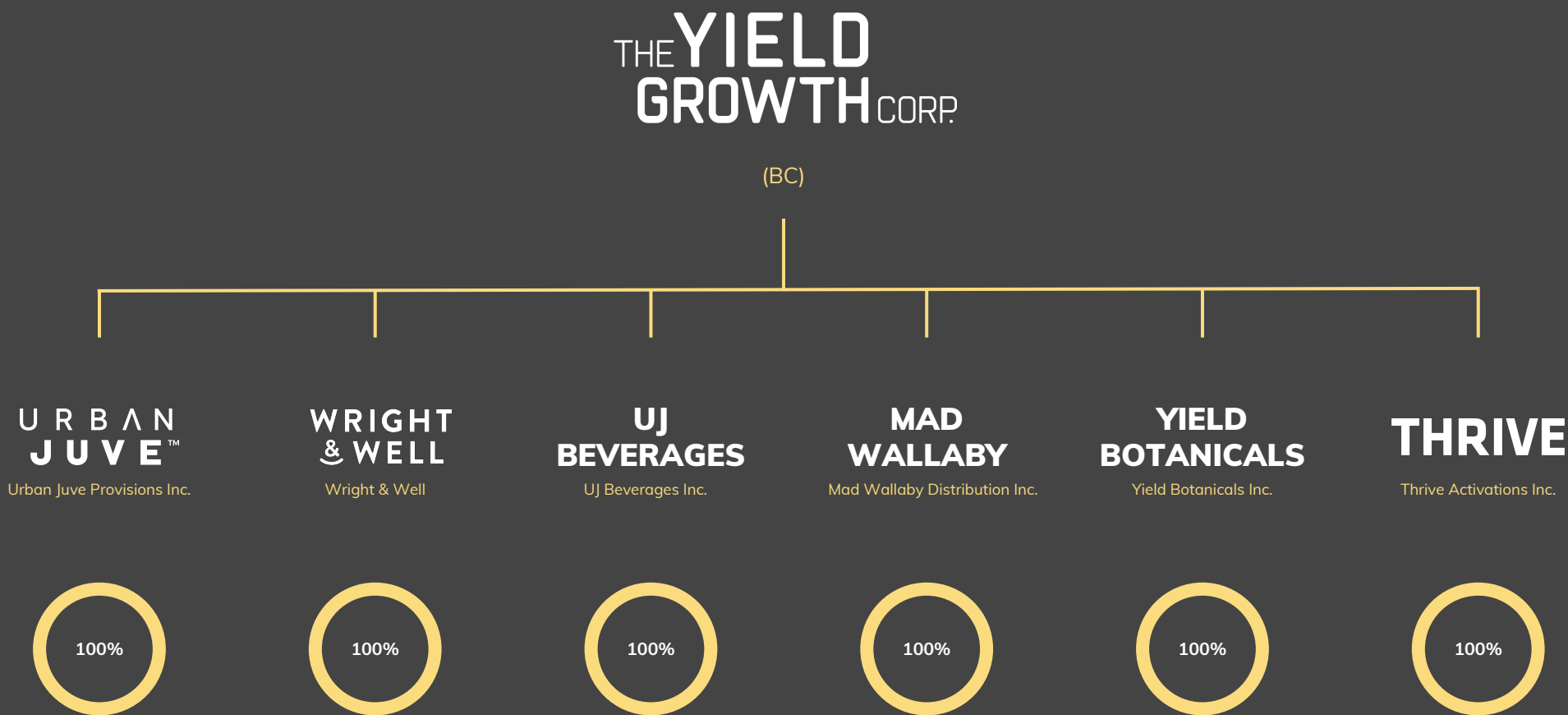
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Corporate Overview



Share Structure

Shares Outstanding:

87.7M

Fully Diluted Shares Outstanding:

129.639M

Restricted and Escrowed Shares:

35M

Free Trading Float:

40M

Market Capitalization:

~\$58M (as at market close April 4, 2019)

Average Volume:

~1.2M shares/day (since 12.14.18 IPO)

Management/Insider Shareholdings:

~28% (shares only)

2018 Revenues:

\$3.1M (as at November 30, 2018)

Debt:

\$0.00 (zero debt)

IPO Financing:

\$0.50

Investment Highlights



Proven Management Team

The growing executive team has deep experience with global brands including Johnson & Johnson, Procter & Gamble, M·A·C Cosmetics, Skechers, Best Buy, Aritzia, Coca-Cola, and Pepsi Corporation.



A Growing Market for Cannabis and Hemp Wellness Products

Relaxing regulations, secure intellectual property and an intimate understanding of the luxury consumer positions Yield Growth for dominance in the market.



Diverse Revenue Streams

Revenue is driven by e-commerce sales, sales & distribution partnerships, and product licensing and services provided through various subsidiary companies.



Positioned to Be the World's Largest Topicals Company

Yield Growth has multiple revenue streams, proprietary formulations, and limited direct competition—amplified by an experienced leadership team and a first-mover market advantage.

Leadership Team

Penny Green

President, CEO & Director Yield
Growth CEO, Urban Juve

- Serial entrepreneur and securities lawyer with over two decades of experience in online music, international film distribution, mobile payments, blockchain technology, crowdsourcing, renewable energy, pharmaceuticals, e-commerce and cannabis
- Co-founder of Merus Labs Inc. (TSX:MSL, NASDAQ:MSLI-Q), which was acquired by Norgine B.V. in 2017 for \$342 million
- Recognized in PROFIT Magazine's W100 most successful entrepreneurs and included in PROFIT 500 Fastest Growing companies in 2015 and 2016
- TEDx speaker and a member of the Forbes Technology Council

Thomas Bond

Director Yield Growth
Chairman Urban Juve

- COO and CFO of M.A.C. Cosmetics from 1993-1999, helping grow annual revenues from \$12 million to over \$300 million, until the company was acquired by Estee Lauder (NYSE:EL)
- 35 years experience partnering with entrepreneur businesses to build and deliver the operational and financial infrastructure to support annual double-digit revenue growth holding C-level financial and operational positions with companies engaged in cosmetics, apparel, and construction including M.A.C Cosmetics, Cover FX Skin Care and Tridel

Sandi Lesueur

President Urban Juve

- Former CEO of Riversol Skin Care Solutions & founder of Riversol MD, in collaboration with VP of Canadian Dermatology Association, Dr. Jason Rivers
- Former Director of International Business for OOH Lifestyle, a cosmetics brand associated with Oprah Winfrey's makeup artist, Derrick Rutledge
- Deep expertise in health and wellness, global production, distribution, and brand cohesion

Jeff B. Smith

Chairman of Yield Growth
Advisory Board

- Global Chief Transformation Officer and former Company Group Chairman, North America for Johnson & Johnson Consumer Companies (NYSE:JNJ), the world's largest, most diversified healthcare company with 2017 worldwide sales of US\$76 billion
- Delivered partnership with Beauty Special Ops and the OceanX, and oversaw acquisitions of Vogue International LLC, La Lumière and Neostrata
- Led the division that represented more than 42% of global revenue (over US\$6.5 billion in annual revenue with mid-single digit growth rates) delivering consistent market share gains and doubled the regional profitability

Rick Huang

CFO

- Former CFO of Hanwei Energy Services corporation (TSX: HE)
- Chair of the Audit Committee for 3 Tier Logic (TSXV: TTM) and Chair of the Governance Committee and member of the Audit Committee of Poydras Gaming Finance Corp. (TSXV: PYD)
- Negotiated for international joint ventures, including drafting shareholders' agreements, establishing international legal entities, and assets transfers

Amy Frankel

VP Licensing and General
Counsel

- Former Co-general Counsel of Aritzia LP (TSX: ATZ) and Associate General Counsel of Skechers USA Inc. (NYSE: SKX)
- Over 15 years working in vertically integrated consumer product retail industry
- Expertise negotiating license and distribution agreements and managing international intellectual property portfolios

Target Market

Canada & International

- Global wellness market value: **\$4.2 trillion in 2015***.
- Global cannabis market value: Expected to surpass **\$31 billion by 2021****.
- US Farm Bill signed into law in December 2018 creates potential \$10.6 Billion industrial hemp industry
- Limited direct competition in our area of focus: High-end, natural, wellness products.

Established Distribution Agreements

- **Canada**
- **US**
Washington
California
Oregon
- **Italy**



* Global Wellness Institute "Statistics and Facts". Summary accessible online at: <https://globalwellnessinstitute.org/press-room/statistics-and-facts/>

** Deloitte. "Insights into the recreational marijuana market: Exploring opportunities and challenges" accessible online at: <https://www2.deloitte.com/ca/en/pages/deloitte-analytics/articles/recreational-marijuana-market.html>

Savvy brands know that participating in the cannabis industry is a competitive imperative—and they're already buying in.

Skincare Industry Poised for Investment into the space

- Aug 01, 2018-Molson Coors Canada (NYSE: TAP; TSX: TPX) Announce Joint Venture with Hydropothecary Corporation (HEXO:TSX)
- August 15, 2018-Constellation Brands (STX:NYSE), a massive alcohol beverage company, announced \$5 billion investment into **Canopy** Growth (WEED:TSX)
- December 7, 2018-Marlboro maker Altria Group Inc. (MO:NYSE) announced they will invest \$2.4 billion in Canadian cannabis producer Cronos Group Inc (CRON:TSX)

Yield Growth and its subsidiaries represent a potential turnkey opportunity for major brands, with leading edge cannabis-infused skincare products already on the market.



Multiple potential streams of revenue via 6 subsidiary companies

Urban Juve Provisions Inc.

- Direct to consumer sales within Canada and the US via e-commerce site
- Retail distribution in brick and mortar stores across Canada beginning in 2019 via sales partnership with Impres Pharmaceuticals with more than 70 retailers already carrying the product

Wright & Well

- Licencing agreement to manufacture and distribute to 400 Oregon stores via partnership with NovaPaths

Mad Wallaby Distribution

- Legal US retail and e-commerce distribution channel for beauty, health and wellness brands with legal hemp and CBD products for distribution throughout California

UJ Beverages

- Line of eight wellness beverage formulas to be infused with CBD and THC and one capsule product intended to treat hangovers.

Yield Botanicals Inc.

- Agreement to purchase 10 acre property in Chilliwack, BC with 100,000 square feet of greenhouse space allowing Yield to have complete control of its proprietary ingredients, including hemp root oil, while also allowing research and development to create cannabidiol from the parts of the hemp plant exempt from the Cannabis Act

Thrive Activations

- Provides management personnel and expertise to small and growing companies

The Yield Growth Corp.

Business Model

Our wellness products are sold through our e-commerce website in both Canada and the US—and will be in select retail stores across Canada, the US and Europe through our distribution partners and product and IP licensing agreements.

ASSETS	Develop	Acquire	License
CBD/THC Infused Wellness Products	✓	✓	✓
Cannabis Sativa Wellness Products	✓	✓	✓

REVENUE STREAMS	Consumers	Businesses
Wellness Products Designed for CBD/THC Infusion	✓	✓
Cannabis Sativa Wellness Products	✓	✓
Wellness Products Licenses		✓
Cannabis Sativa Wellness Products Licenses		✓
Technology Services		✓
Media and Marketing Services		✓

Urban Juve Provisions

Line of cannabis sativa hemp oil infused skincare products in Canada, US and Europe

Blending Ayurveda-inspired wellness with modern science, Urban Juve is launching over 50 proprietary skincare and wellness products infused with Cannabis Sativa hemp root and hemp seed oil. Urban Juve sells directly to North American consumers through its e-commerce site and 70 retailers. Canadian brick and mortar distribution will begin in 2019 through a sales partnership, and a licensing agreement is in place to manufacture and distribute products in Italy. This subsidiary is already in revenues with licensing revenues received and 11 products now for sale.



Urban Juve Provisions Inc.

Products

Products available now via e-Commerce website in Canada and the US with distribution a growing number of retail locations across Canada.

Phase 1

e-Commerce and retail sale in Nov. 2018



Wright & Well

Yield Growth Subsidiary

Wright & Well branded products will be launching in the legal cannabis market in Oregon, and will serve the growing number of wellness-minded people seeking new ways to take control of their health. Sophisticated, familiar and intelligent, the new brand aims to demystify the world of cannabis and make it more accessible for a wider audience. Through a licensing agreement with Nova Paths LLC—an approved manufacturer and distributor of cannabis products licensed by the Oregon Liquor Control Commission—Wright & Well will manufacture and distribute THC- and CBD-infused topicals through a distribution network of 400 stores.

As part of the agreement, Nova Paths will retain a fee of 25% of the wholesale revenues from sales of Wright & Well, and pay the balance of wholesale revenue, less certain expenses, to Wright & Well.

WRIGHT & WELL



Mad Wallaby Distribution Inc.

Yield Growth Subsidiary

Mad Wallaby is a retail and e-commerce sales distribution channel established for legal cannabis beauty, health and wellness products throughout California. Based on our proprietary method for hemp root oil extraction, Mad Wallaby offers consumer skincare and wellness products infused with CBD. All Mad Wallaby products are formulated by an Ayurvedic practitioner with three decades of experience, and rigorously tested for quality, purity and safety.

Initial distribution portfolio goal is 10 brands, including Yield Growth's own Urban Juve and Mad Wallaby CBD product line in development. Mad Wallaby's core services include distribution, legal analysis, marketing, B2B sales and e-commerce support for brands. Mad Wallaby will charge a distribution fee as a percentage of sales plus fees for added services.



What is Cannabidiol (CBD)?

CBD is a phytocannabinoid—a chemical compound derived from Cannabis hemp. It has a very similar genetic makeup to tetrahydrocannabinol (THC), but is completely non-psychoactive, and won't result in a "high." Numerous medical studies suggest CBD could compete as the leading natural treatment for a variety of conditions.

Benefits:

- Legal in the US if the content under 0.03%
- Legal in Canada if derived from non-flower parts of industrial hemp plant
- 100% natural
- Non-toxic
- Zero side effects
- Safe to use with other medications
- Safe for pregnant and breastfeeding women
- Safe for pets

Effectively treats:

- Swelling
- Joint pain
- Migraines
- Anxiety
- Depression
- PTSD
- ADD and ADHD
- Eating disorders
- Gastrointestinal disorders



Thrive Activations Inc.

Yield Growth Subsidiary

Thrive Activations Inc. provides management personnel, technology and marketing strategies, and business incubation services to growing companies. The brand makes leading-edge technology and growth solutions accessible to businesses and licensee partners seeking a competitive advantage. This company is in revenues and currently has two clients: HeyBryan Media and Antler Retail.



Financial Overview

FINANCIAL HIGHLIGHTS

	Year Ended Nov. 30, 2017	Year Ended Nov. 30, 2018
Revenue	\$ nil	\$ 3,055,442
Cash on hand	\$1,425,380	\$36,211 ⁽¹⁾
Total assets	\$2,782,713	\$2,612,345
Net assets	\$2,711,727	\$1,329,204

(1) Cash balance was \$3.7 million as at February 28, 2019. The company received warrant and stock option exercises during the first quarter of 2019 for total proceeds in excess of \$3.7M.

Contact



Penny Green

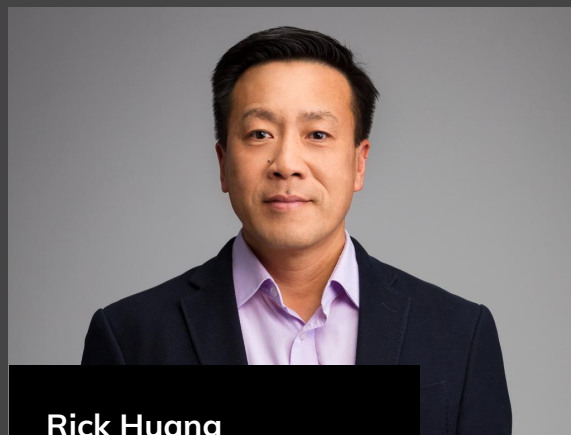
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