



Global Cannabis and Hemp Wellness Brand For Pets

May 2019



Canada	CSE: MJ
United States	OTCQB: TRLFF
Germany	FSE: TLA

Last price (May 21, 2019)	\$0.50 CAD
Market Cap	\$49.0 M CAD

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Forward Looking Statements



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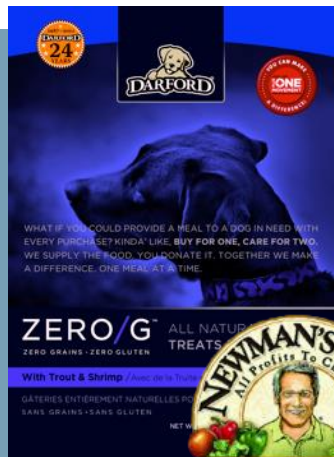
This presentation has been prepared to assist interested parties in making their own evaluation of True Leaf.



Pet Product CEO

Darcy Bomford- a lifetime with pets

- Founded TSX.V listed Darford® in 1987
- Built three federally-inspected plants in North America
- Managed national sales team & global distribution
- Built global brand and a leading innovative, small-run co-packer



- Manufactured over 54 company SKU's
- Launched Zero-G® brand of Industry leading Ultra Premium Pet Food
- First Place Award (Natural Category) 2010 Global Pet Expo
- Created best-selling baked treat line for



Leadership

Expertise in pets, cannabis, retail, branding and government

EXECUTIVE TEAM

Darcy Bomford, Founder and CEO

Tenzin Khangsar, Executive VP

Kerry Biggs, CPA, MBA, CFO

Kevin Cole, President, True Leaf Pet

VETERINARY ADVISORY BOARD

Dr. Katherine Kramer, DVM, DABVP, CVA, CVTP

Dr. Conny Mosley, VCA Ontario

BOARD OF DIRECTORS

Mike Harcourt, OC., Chair, Former Premier of BC

Jodi Watson, Vice-Chair, ex-SVP of Petco®

Sylvain Toutant, Former CEO of DAVIDsTEA®

Darcy Bomford

Kevin Bottomley

ADVISORS

Osler, Hoskin & Harcourt LLP

Deloitte

Dossier Creative

Hill + Knowlton Strategies

KCSA Strategic Communications

David Hyde & Associates

BreakThrough Communications

Hillcrest Merchant Partners



200+

YEARS OF COLLECTIVE
EXPERTISE IN MAKING **SAFE,**
EFFECTIVE AND **LEGAL** PET
SUPPLEMENTS

Deloitte. **MARS**
petcare


petco

vega. **Canada**


**BRITISH
COLUMBIA**


lululemon

DAVIDsTEA

Trueleaf

Understanding Cannabis

Hemp vs Marijuana



HEMP <0.3% THC

HEMP FLOWER

- Cannabinoids
- CBD, CBDA, CBG, CBN



HEMP SEED

- Omega 3,6 & 9
- Gamma Linolenic Acid (GLA)
- Stearidonic Acid (SDA)
- Alpha Linolenic Acid (ALA)

MARIJUANA

- Contains cannabinoids (**THC**, plus CBD, CBDA, CBG, CBN, etc)
- Illegal in most jurisdictions
- Medicinal and psychoactive properties



CURRENT HEMP SEED



OTHER HEMP PRODUCTS



FUTURE HEMP FLOWER (CBD)



OTHER CBD PRODUCTS



Products

Hemp Seed, Hemp Leaf, Oil of Oregano



HEMP SEED FORMULAS – CHEWS & OILS



FORMULATIONS

- Hemp Seed – regular strength
- Hemp Leaf – extra strength



HEMP LEAF



OREGANO BODY + ORAL HEALTH SUPPORT



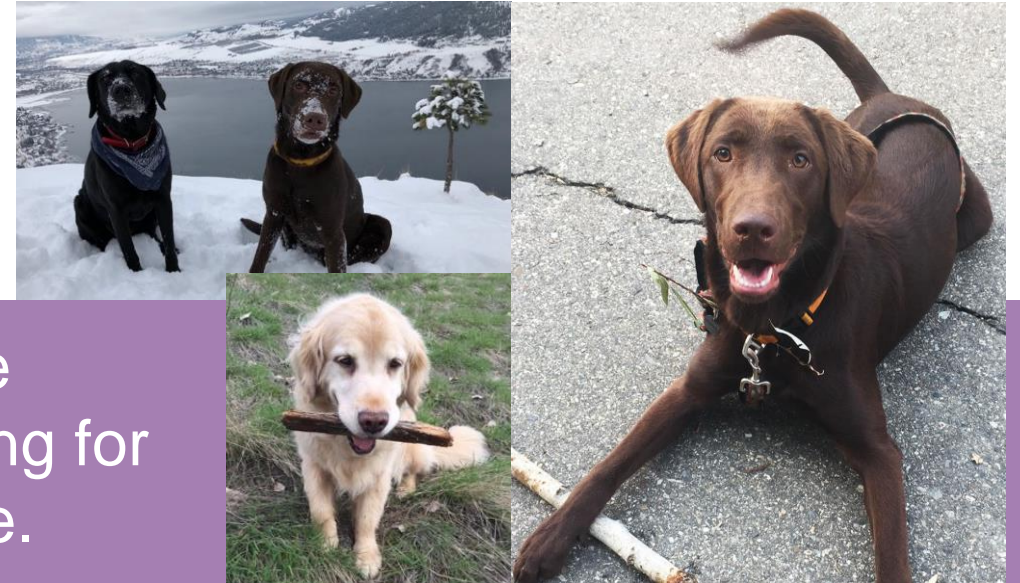
FIRST AID

DENTAL

SKIN & COAT

Why True Leaf?

Strong brands answer the 'why'?



**RETURN
THE LOVE™**

We want to make life fulfilling and rewarding for both pets and people.

OUR PURPOSE IS...

to return the unconditional love our pets give us each day. By embracing natural alternatives we help them stay healthier and more active for years to come.



WHY TRUE LEAF?

Efficacy and Testimonials



Industry Landscape

True Leaf transcends current cannabis for pet wellness players

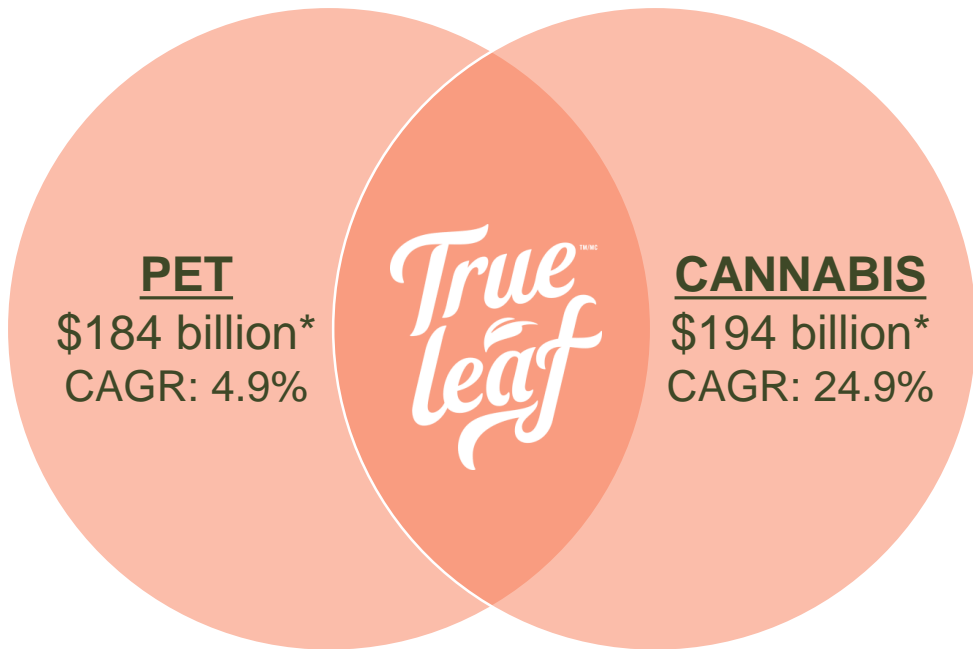


Market Opportunity

Pet ownership is a universal phenomenon across generations



True Leaf serves two of the hottest industries worldwide



75.4 MILLION MILLENNIALS

- 35% have a dog or cat
- Pets instead of having kids
- Cannabis over alcohol



74.9 MILLION BABY BOOMERS

- 32% own pets
- Empty nesters
- Cannabis over pharma



*References

1. Grandview Market Research Estimates. Estimates are for 2023, calculated from 2025 figures.
2. BMO Capital Markets. What Could the Global Opportunity for Cannabis Look Like? 10/30/18



Market Opportunity

Significant and immediate potential in the pet market alone



1.5 billion¹

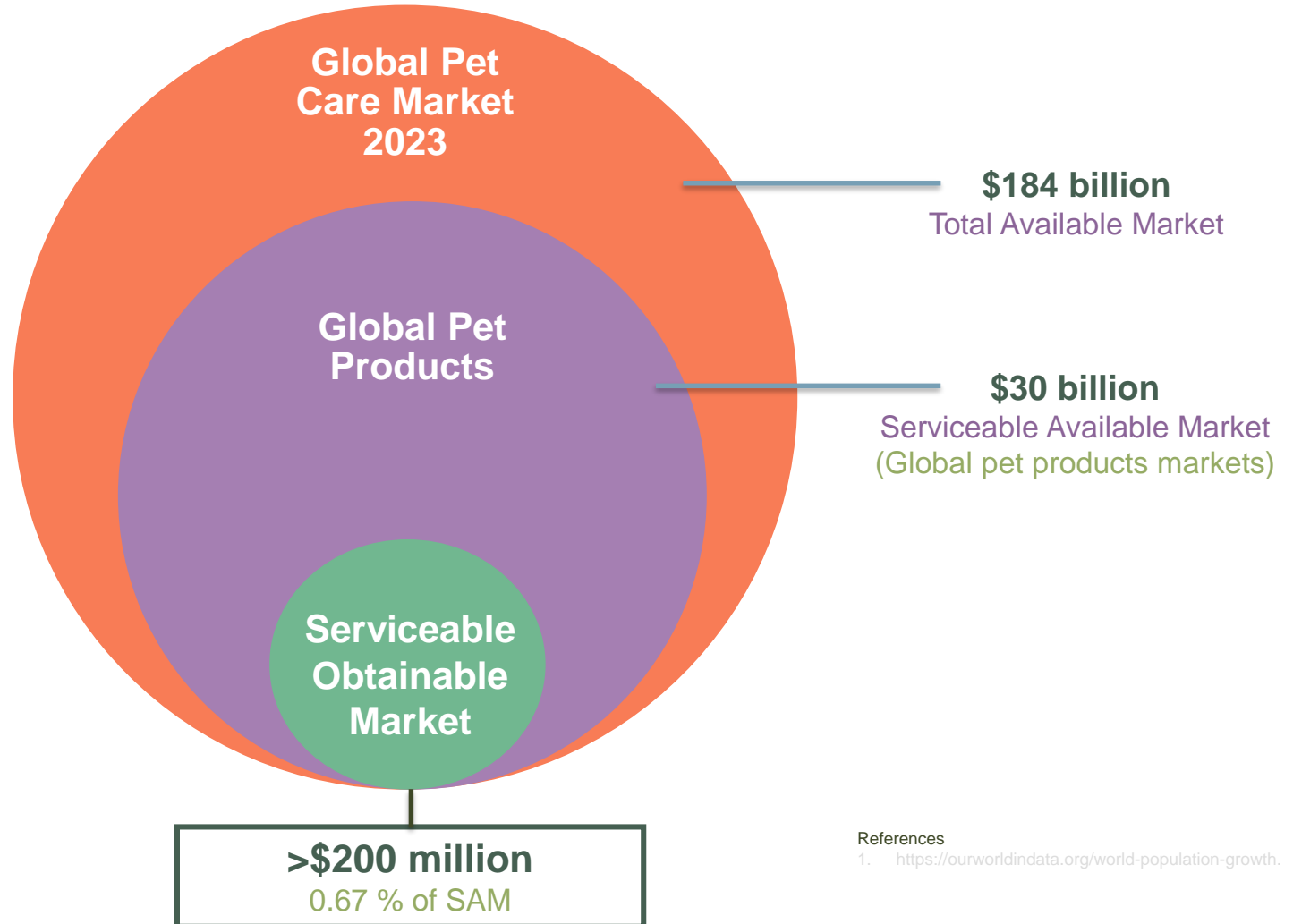
Dogs and Cats Globally



100 million
3% household penetration



164 million
68% household penetration

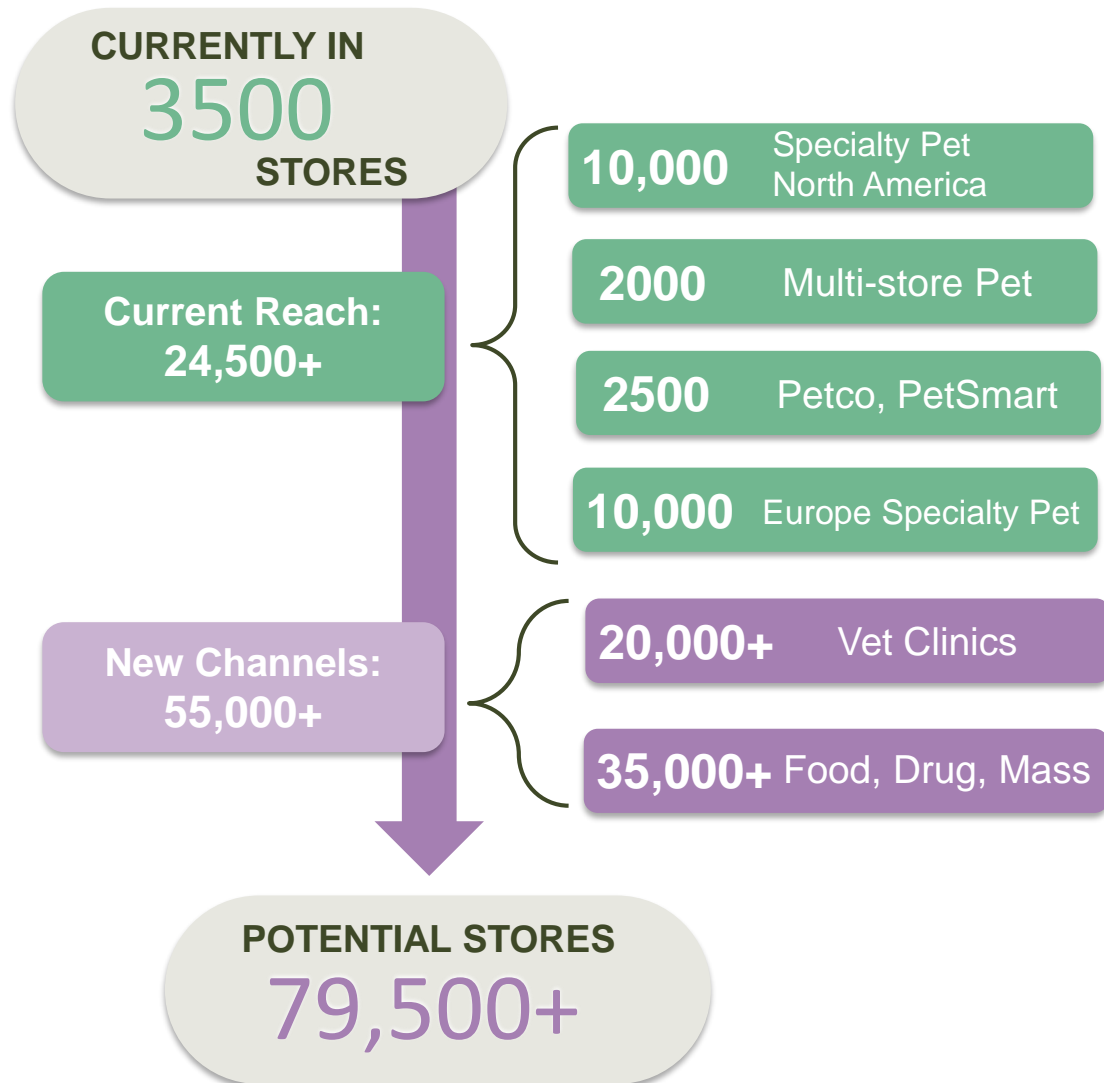


References

1. <https://ourworldindata.org/world-population-growth>.

Global Distribution

Top 3 brand in US, Canada, UK and Germany¹



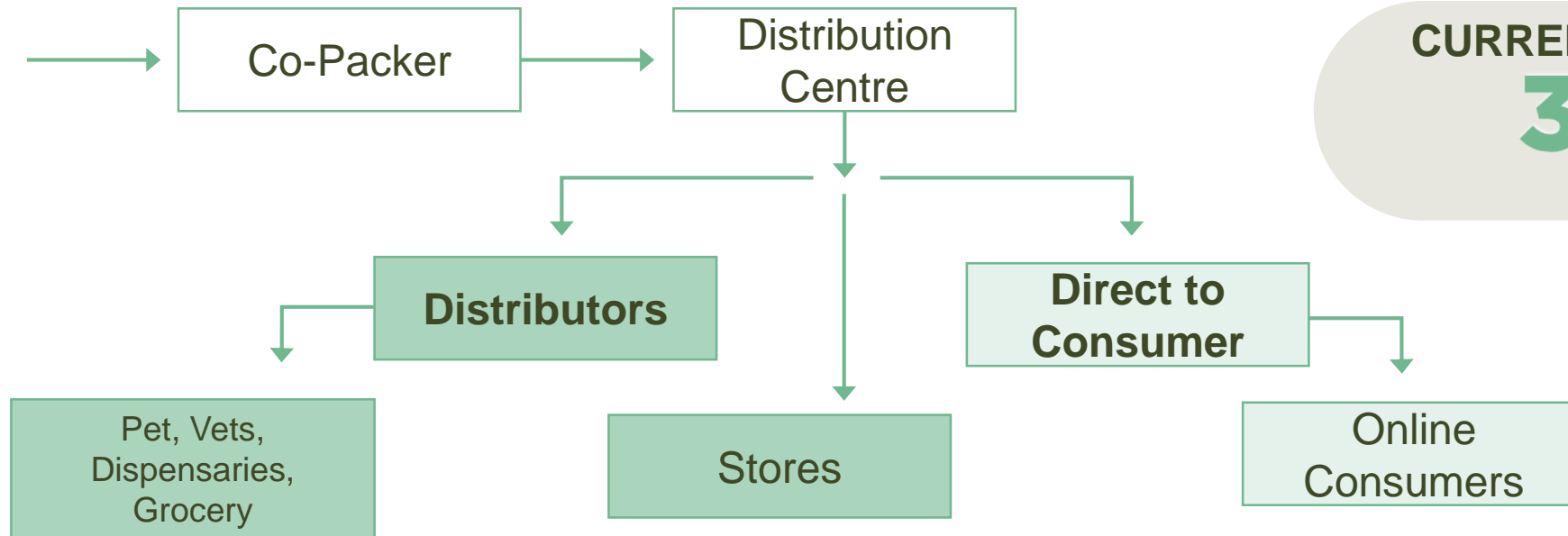
EXECUTION

- Currently in 3500 stores globally
- Distribution in USA, Canada and 17 European countries
- 36 dedicated staff in US, Canada and Europe
- 45% gross margin (50%-60% target)
- Huge potential store reach with existing retail partners and pet distributors
- Ongoing discussions : China, India, South Korea, Japan, Australia, Russia, Mexico
- Massive opportunity in Vet and Food/Drug/Mass



Business Model

Traditional and Direct to Consumer



CURRENTLY IN
3500
STORES

Some Distributor Partners:

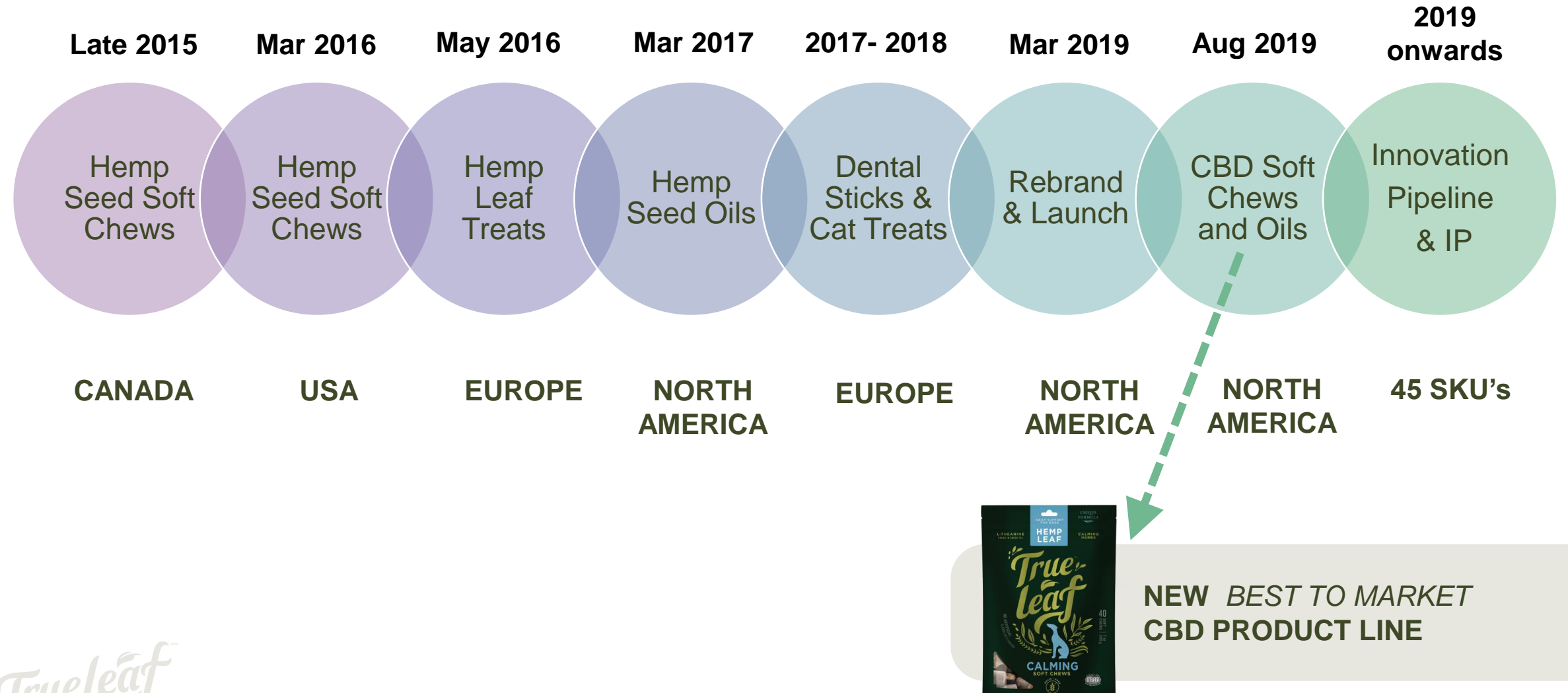


Some E-Commerce Partners:



Product Innovation

Product launch machine with huge new product pipeline



Historical and Forecast Performance

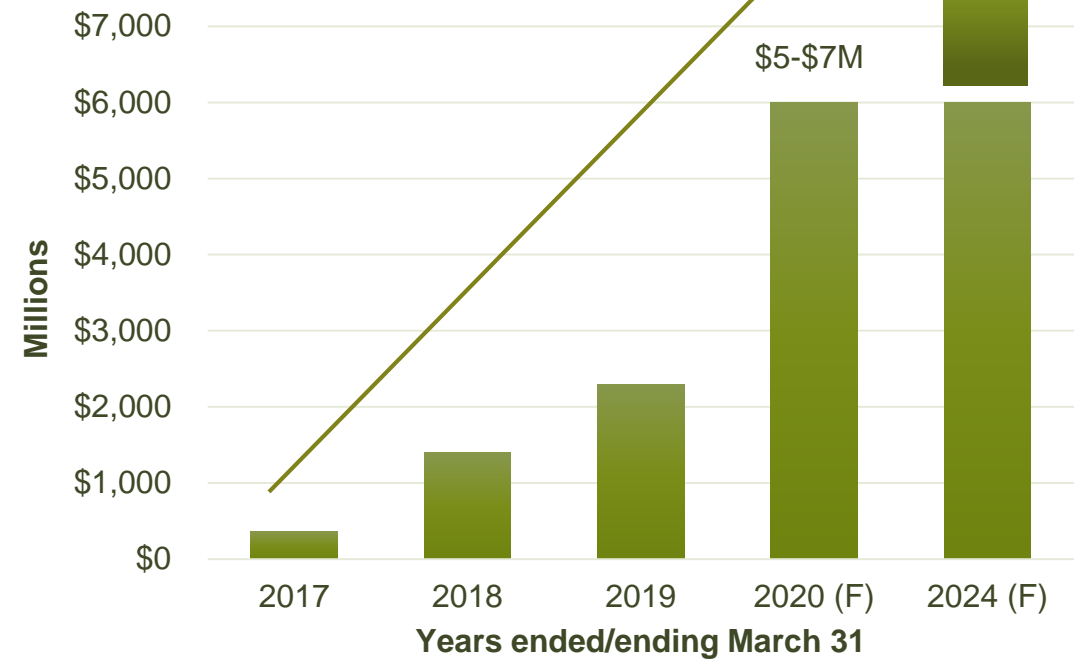
A stellar start to FY2019 with record Q1, Q2 and Q3



Quarterly Revenues (in C\$)



Annual Revenues (in C\$)



Key Results

- Third consecutive quarter of record sales (Q3-2019)
- Store count growth from 1,800 to 3,500 over the last 12 months

Key Drivers

- Store count
- New SKUs
- Direct to Consumer clients



Key Milestones

Talent, sales execution and product line expansions

1H
2018

- ✓ Raised \$14 MM CAD via SEC compliant Reg A+ equity crowdfunding
- ✓ Retained Dossier
- ✓ 280% revenue growth FY 2018 (YE Mar 31)
- ✓ NASC certification
- ✓ Record revenue quarter Q1 2019 (Apr – Jun 2018)

2H
2018

- ✓ Recruited Sylvain Toutant, former DAVIDsTEA® CEO, to Board
- ✓ Launched Veterinarian Advisory Board with Dr. Katherine Kramer
- ✓ Announced new CFO Kerry Biggs, formerly of lululemon®
- ✓ Three consecutive quarters of record sales (April – Dec 2018)
- ✓ Launched hemp-based cat treats in Europe

1H
2019

- ✓ Recruited Jodi Watson, former SVP at Petco®, to Board
- ✓ Closed \$4.5M from Lind Partners, an institutional fund manager
- ✓ Launch global rebrand campaign with Dossier (see Appendix)
- ✓ Select capital markets advisory partner
- ✓ Recruited Kevin Cole from Mars Pet as True Leaf Pet President
- Announce celebrity/elite athlete brand ambassadors
- Launch *Best to Market* CBD line



Corporate Summary

What makes True Leaf special?

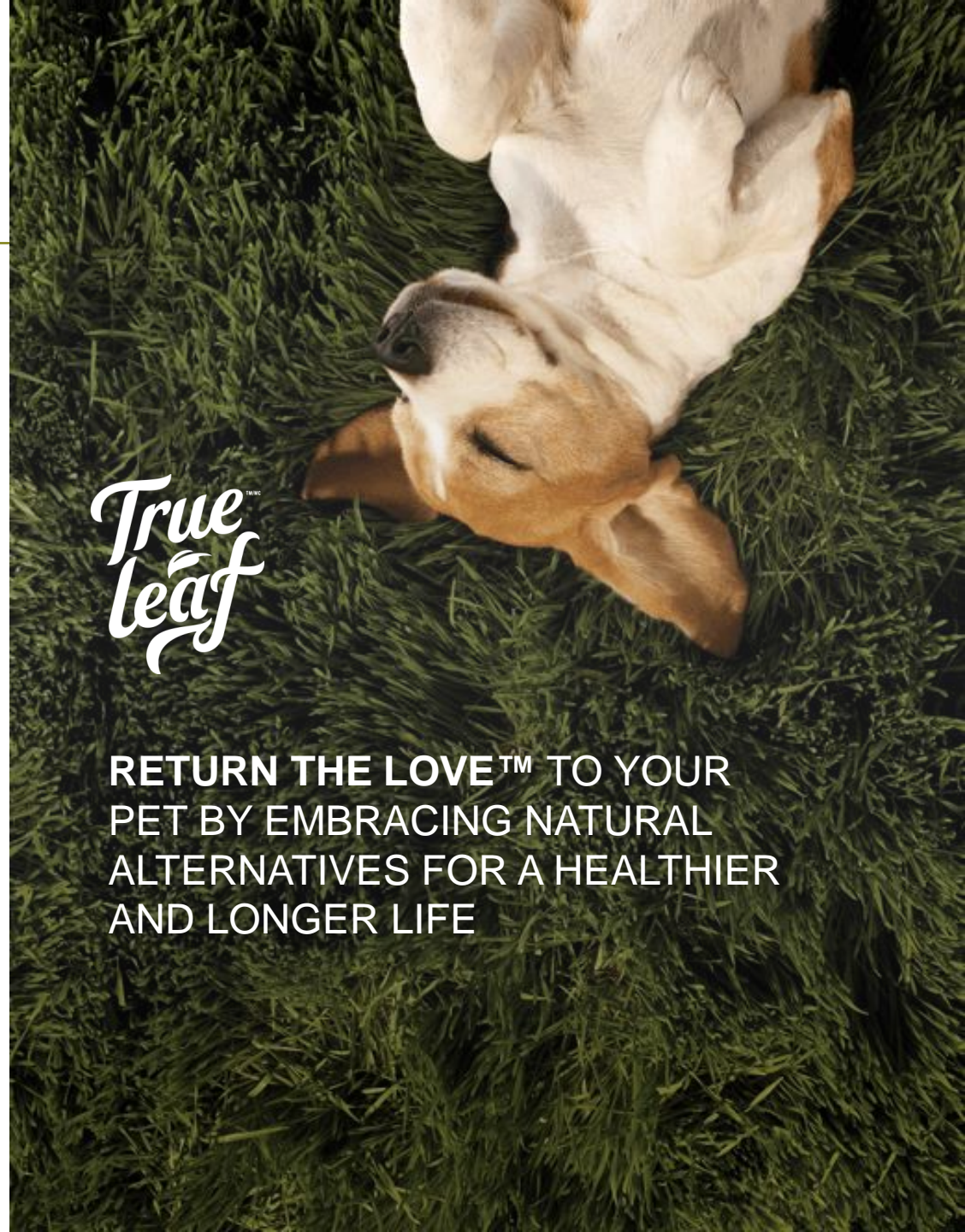
GLOBAL LEADING BRAND of cannabis and hemp wellness products for pets in 3500 stores globally

PET TEAM with 250+ years of manufacturing, branding and industry experience

INNOVATION pipeline of new products to feed Pet, Vet and FDM to support \$250+ million of revenue over the next 5 years



RETURN THE LOVE™ TO YOUR PET BY EMBRACING NATURAL ALTERNATIVES FOR A HEALTHIER AND LONGER LIFE





Thank you



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www.trueleaf.com

Cap Table

Appendix



Share Capital Breakdown	Number of shares	Percentage of fully diluted (%)
Management and insiders	27,005,097	23.2
Investors	72,657,002	62.4
Basic Shares Outstanding	99,662,099	85.6
Options:	<u>Exercisable</u>	
- 2,250,000 expiry May 29, 2019 @ \$0.40	2,250,000	
- 1,475,000 expiry Feb 6, 2023 @ \$0.94	850,000	
- 935,000 expiry July 31, 2023 @ \$0.50	450,000	
- 1,050,000 expiry Sept 10, 2023 @ \$0.56	-	
- 1,675,000 expiry March 6, 2024 @ \$0.56	375,000	
- 750,000 expiry March 21, 2024 @ \$0.61	-	
	3,925,000	
Total Options	8,135,000	7.0
Warrants:		
- Expiry May 29, 2019 @ \$0.45	1,462,459	
- Expiry June 12, 2019 @ \$0.45	694,551	
- Expiry Nov 21, 2020 @ \$1.05	857,143	
- Expiry Feb 12, 2022 @ \$0.509	5,625,000	
Total Warrants	8,639,153	7.4
Fully Diluted Shares Outstanding	116,436,252	100.0

True Leaf Cannabis

Appendix

OVERVIEW

- Industrial-zoned 40-acre Lumby, BC site: Okanagan's 'Green Mile'
- Central 18,000 sq. ft. hub with hydroponic grow set - completed
- Potential micro-cultivator partnerships

LICENSING TIMELINE

- License to Grow – Winter 2019*
- License to Sell – Summer 2020*
 - Phase 1 capacity : 700kg – 2,000 kg/yr
 - Phase 2 capacity :10,000 kg/yr



Branding Partner

Appendix



Dossier

Our design and innovation partner
Experts in scaling challenger brands
leading to major exits



- Created in 1996 for Mark Anthony Group, the former Canadian distributor of Corona
- Sold Canadian rights to Labatt in 2015 for \$350 million



- Sold to WhiteWave Foods in 2015 for \$550 million
- Sales of \$135 million in 2014



- Top 3 brand for cannabis for pets brand in US, Canada, UK and Germany*
* Survey of 1000 pet owners

