

ABOUT LIFT & CO.

Lift & Co. is a cannabis-focused technology and media company that monetizes a platform of advertising solutions, events, and data insights to enable cannabis businesses to better understand, target, and reach cannabis consumers. The Company looks to aggregate and connect the three most valuable stakeholders in the cannabis value chain – **consumers, licensed producers, and licensed retailers.**

THE BILLION DOLLAR MARKETING PROBLEM

Cannabis legalization has created a **new well funded new consumer packaged goods (“CPG”) industry** that cannot market like CPG due to regulatory hurdles which create significant marketing inefficiencies and a disconnect between consumers, producers and retailers.



LIFT & CO PLATFORM & VALUE CHAIN

Value Chain



Lift & Co.’s Four Platform Revenue Streams

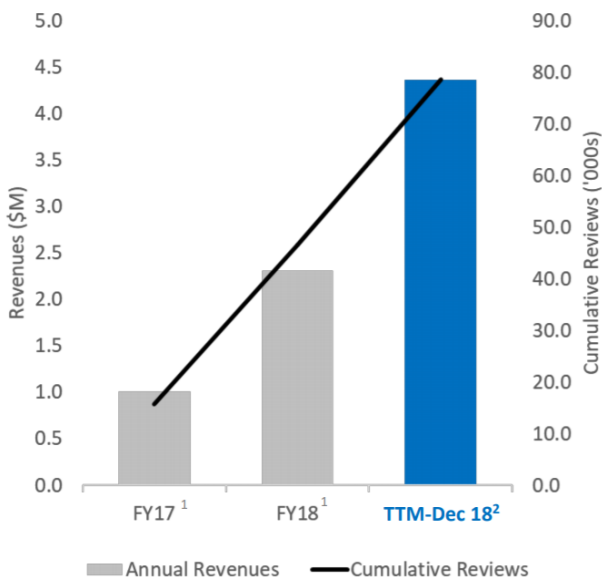


WHY INVEST?

- Government-granted monopoly** guarantees 100% penetration into Canada's largest retail market (Ontario)
- Monetized over 80%** of selling licensed producers in the last 12 months
- 248% Growth** in annual trailing twelve month revenues as at December 2018
- Solving an unaddressed market problem with **no direct competitor**

FINANCIALS

Revenues to December 2018



2019 REVENUE CATALYSTS

- Ontario Advantage:** Ontario represents ~40% of the Canadian population and through CannSell (100% guaranteed penetration) gives the company perpetual influence, advantages and protected revenues from the retail vertical for several years.
- Legalization of Concentrates:** A second market start that will increase demand for product reviews amongst consumers and the supply of marketing dollars across the CPG value chain.
- Transactional Data:** Leveraging CannSell and the platform, pursuing the collection of transactional data to combine with a growing behavioral data from reviews set will increase the value and applications of the company's data insights.

MARKET CAPITALIZATION

(in C\$ millions, except per share)

Share Price (March 1st, 2019)	\$0.57
Basic Shares Outstanding	70.0M
Market Capitalization	\$41.9M
Dilutive Securities	18.7M
Fully Diluted Share Count	88.7M
Cash	\$4.8M

Ticker: LIFT (TSX-V)	
52-week hi / low	C\$1.07 / C\$0.19
Insider Ownership	51%

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