



Investor Presentation

August 2019

TSXV:LIFT

OTCQB:LFCOF

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The Billion Dollar Marketing Problem

An emerging CPG industry without access to data insights and marketing channels

Value Chain



Lift & Co. Opportunities



Tobacco-like restrictions on marketing severely limit brand building and constrain marketing spend



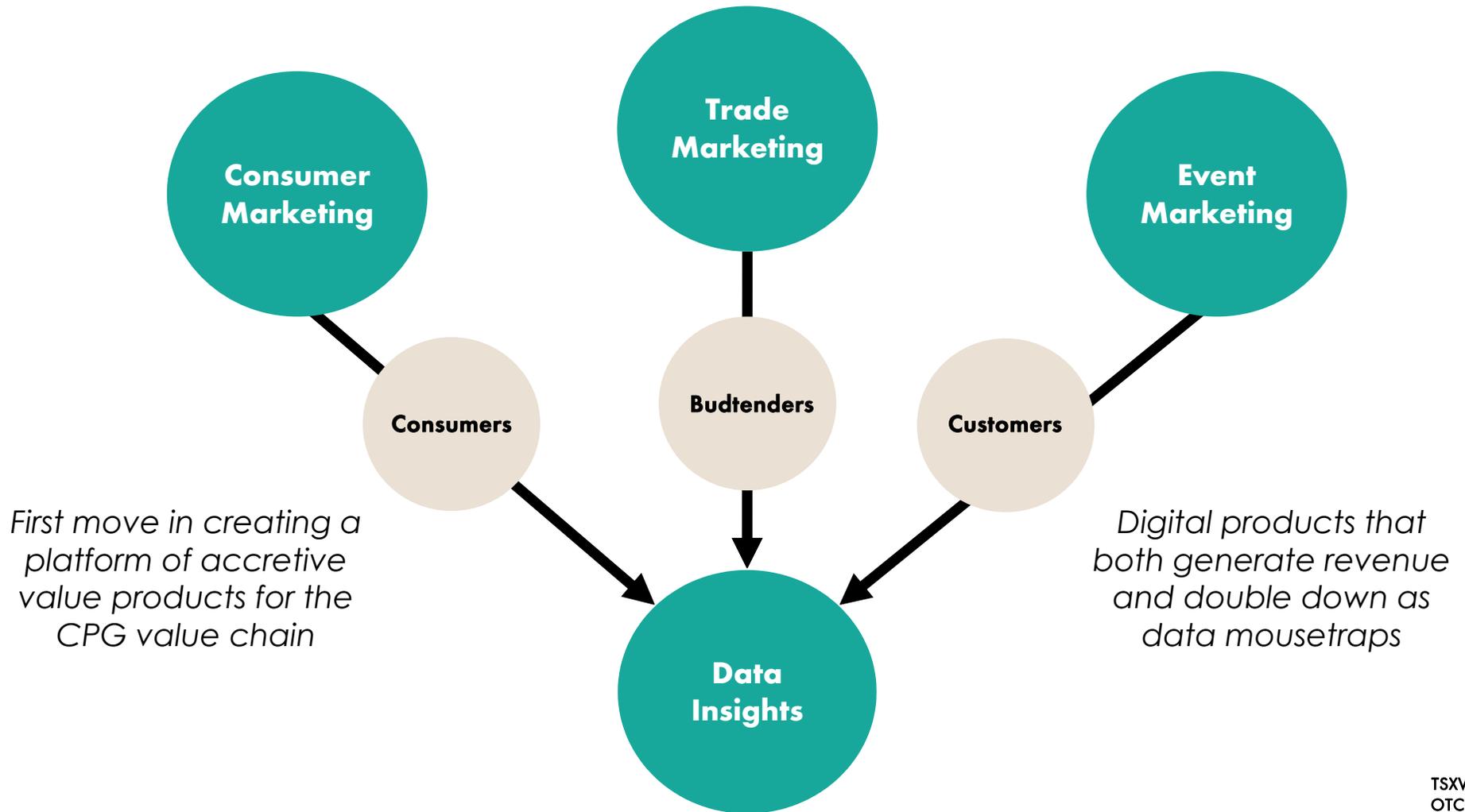
A fragmented new retail vertical lacks market and sales data to effectively stock and market products



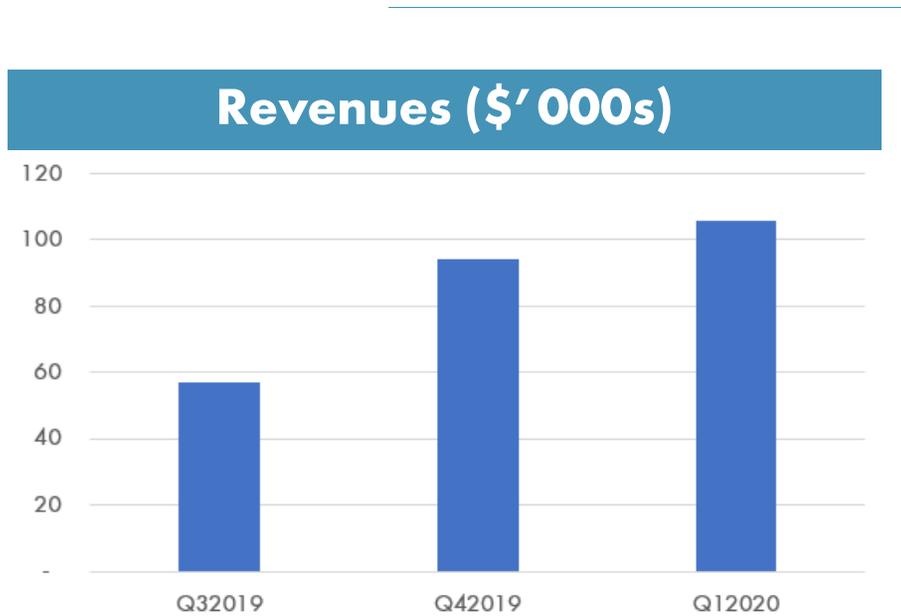
The end of prohibition has created an unsophisticated consumer base that does not understand product offering



A House of Marketing Channels



Trade Marketing



25% higher gross margin for branded products vs. non-branded

- McKinsey¹

Trade Marketing.

- Monetizing digital retail training and brand-sponsored educational modules targeted to retailers and “budtenders”
- No competition: regulator-granted monopoly on mandatory retail staff training in Ontario establishes a direct marketing channel for brands

The Smart Serve of Cannabis



BRANDED EDUCATION

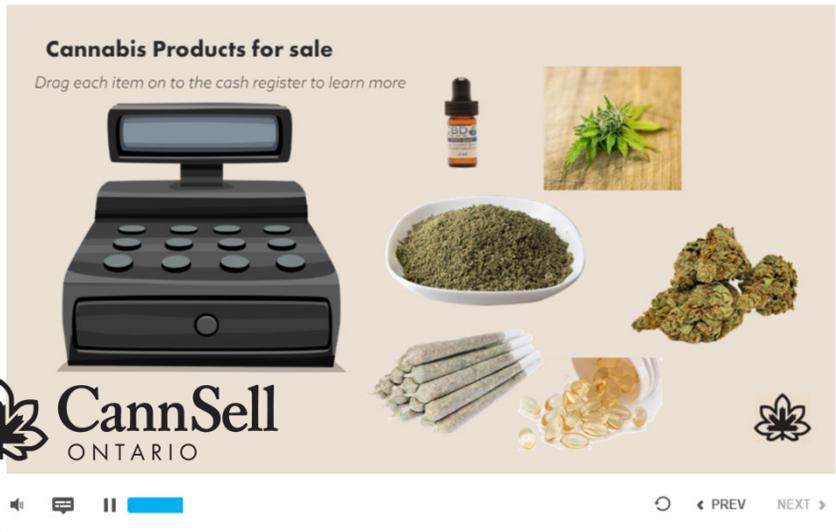


ORGANIGRAM



1. (2018, September). *Private Labels Rising: How Retailer's Own Products Are Taking Off And Transforming The CPG Industry*. Retrieved from <https://www.cbinsights.com/research/private-labels-disrupt-cpg-retail/>

Trade Marketing



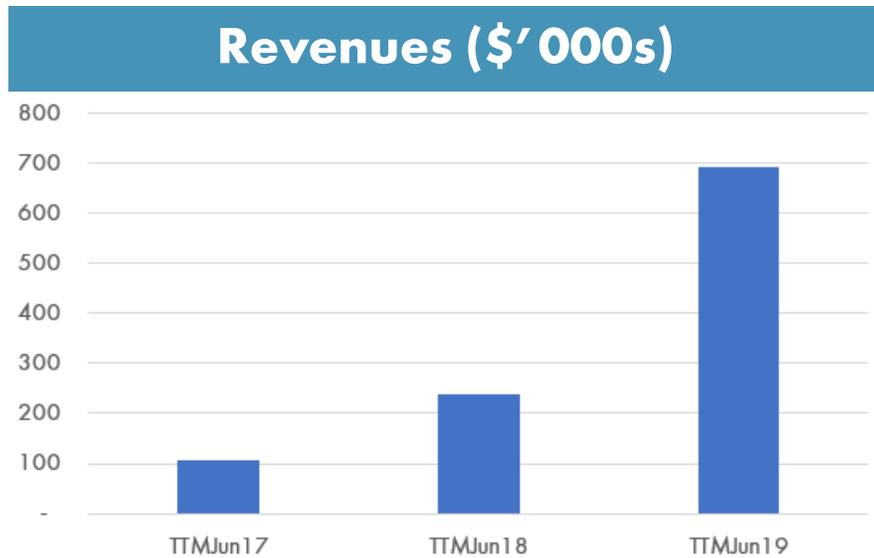
- **CannSell™** is in **8 jurisdictions** and establishes a direct and perpetual digital B2B marketing channel to the majority of Canadian “budtenders”
- Regulator granted monopoly on CannSell – mandatory cannabis retail staff training in Ontario, which guarantees **100% market penetration** for several years in Canada’s largest market

Budtenders influence over 90% of cannabis purchases¹, making **branded training modules** on a wide-spread budtender platform a very valuable marketing channel

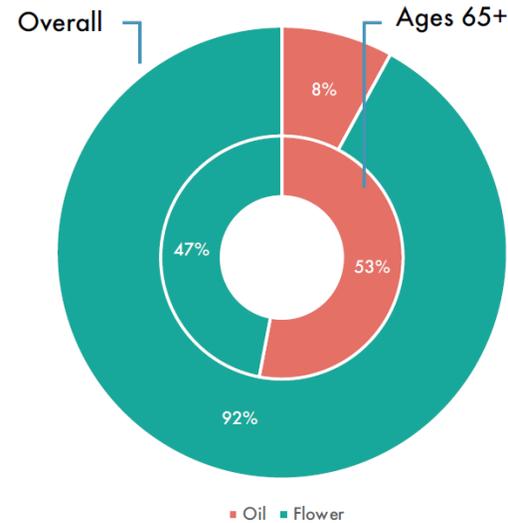


1. Source: Brightfield Group survey of cannabis consumers.

Data Insights



- Incentivizing demographic, transactional and **review data** collection with a unique loyalty program through lift.co website
- Data monetized through subscription-based consumer/trend dashboards, commissioned user panels and batch data sales



Data mousetraps.
Ability to leverage consumer and trade marketing data as well as a database of consumers and budtenders for surveys and panels

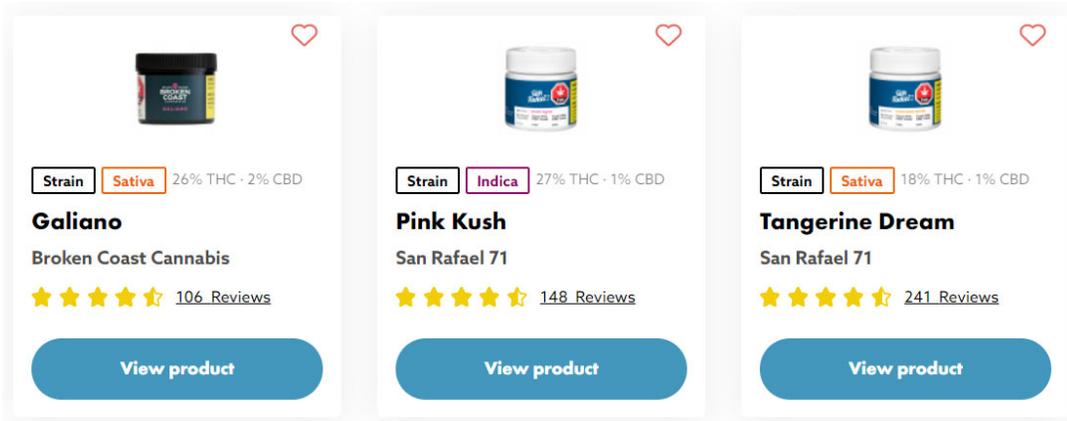
Data Insights.

- Monetizing data collected through product reviews and surveys to provide producers and retailers insights into trends and consumer behaviour
- Connected demographic, behavioural and transactional data collected through review platform and retail training platform

The Nielsen of Cannabis



Consumer Marketing



- **Lift.co** provides non-restricted product and brand information through product reviews, which creates an opportunity for B2C marketing
- Able to secure **premium CPM** compared to mature market as reviews and educational content attract highly relevant audience

Product Reviews. 70% of consumers will reference user reviews as part of their shopping process for CPG items

- Deloitte¹

Consumer Marketing.

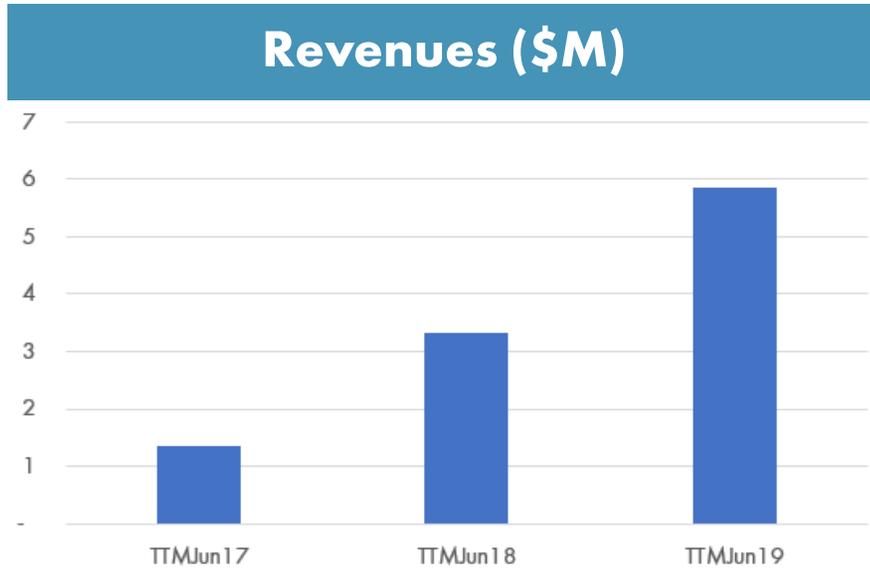
- Monetizing sponsored content targeted downstream to consumers on lift.co website
- Largest in the world review platform for federally regulated products by brand

The TripAdvisor of Cannabis



1. Gaille, B. (2018, June 29). 41 CPG Industry Statistics, Trends & Analysis. Retrieved from <https://brandongaille.com/41-cpg-industry-statistics-trends-analysis/>

Event Marketing



- >80% LP market penetration that provides for base for brand building, relationship collection and data gathering
- Lift & Co. Tradeshows host 20,000+ attendees and were the first platform channel
- Canadian Cannabis Awards creates competitive positioning for cannabis brands and free marketing for Lift & Co.

Event Marketing.

- Monetizing sponsorships, booths and tickets at Lift Expos and the Canadian Cannabis Awards
- Canadian market leader with established brand and trusted regulatory and industry knowledge

The CES Convention of Cannabis

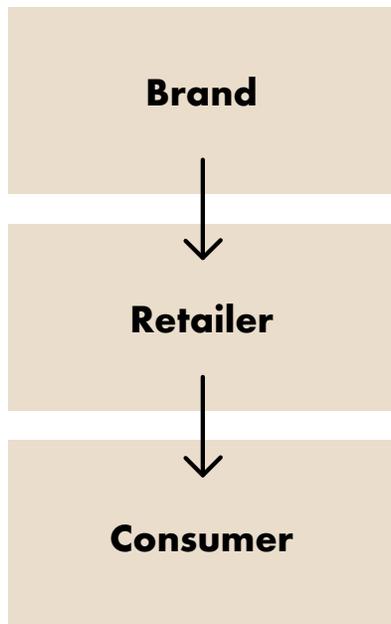
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A Differentiated Strategy for Leading Penetration

“Land & Expand” Down the Value Chain

Value Chain



Over 80% of licensed producers monetized through events business, opportunity to expand product offering

Currently monetizing retailers in eight jurisdictions, including **a monopoly in Ontario, Nova Scotia, PEI and Yukon**, representing over 40% of the Canadian population

The leading product review platform for federally regulated cannabis products in the world with over 90,000 reviews



California: A Land & Expand Opportunity



Brands: ~850¹

Licensed Retailers: ~650¹

Unlicensed Retailers: ~2,500¹

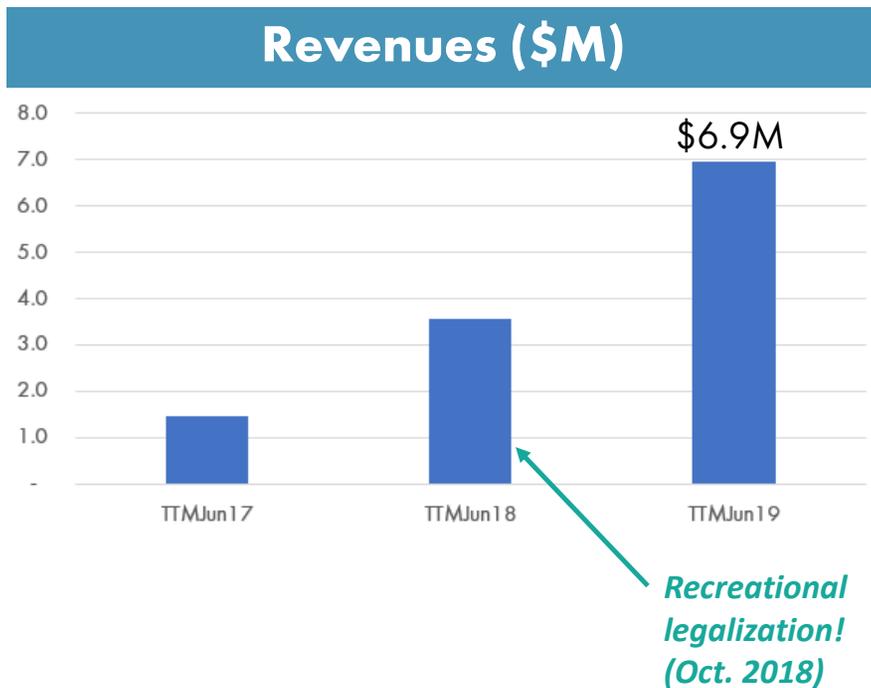
Potential Retailers: ~3, 100

- A digital retail training solution for budtenders represents a significant opportunity for a new trade marketing platform in a highly fragmented market
- Opportunity for more effective marketing as there are no brand specific reviews and established consumer marketing channels
- Fragmented product and retailer market makes data difficult to attain and insights more valuable
- Unaddressed opportunity and proven Canadian platform creates a Land & Expand opportunity for Lift & Co.

1. Based on management interviews and BDS Analytics



Revenue Growth and Catalysts



Legalization 2.0 A second market start in **December 2019** will increase demand for product reviews amongst consumers and increase the need for effective marketing channels and data insights across the value chain

Supply and Demand Shift Supply of cannabis in Canada is expected to outstrip demand within the next **12-18 months**, which will shift LP focus from distribution to marketing and increase the need for brand awareness

International Legalization of Cannabis Medical use of cannabis has been legalized in **33 US states** (11 recreational) and more than **15 European countries** (and growing), opening up new CPG markets that will need a proven marketing platform



Executive Team



Matei Olaru

*Chief Executive Officer,
Director*



Stikeman Elliott LLP (Toronto)
Consultant, The World Bank
(Washington D.C.)

Josh Kerbel

Chief Technology Officer



Managing Partner, Extreme
Innovations
8+ years data-based product
development and operations

Kasia Malz

Chief Financial Officer



CPA, CA, CPA (IL), MAcc
CFO, Titanium Transportation
Group (TSXV:TTR)

5+ years of experience in public
markets, M&A execution, and
financial strategy

Jon Kamin

Chief Revenue Officer



CEO, viadata.io
General Manager, autoTRADER.ca
Managing Director, Torstar
Corporation



Board of Directors

Matei Olaru

Chief Executive Officer, Director



Stikeman Elliott LLP (Toronto)
Consultant, The World Bank
(Washington D.C.)

Stu Miller

Chair of Board of Directors



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Care LP (TSX:LW), Bristol Water PLC
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Partner, McCarthy Tetrault LLP

Deborah Rosati

*Vice Chair of Board of Directors and
Audit Committee Chair*



Previous Director of: MedReleaf Corp.
(TSE:LEAF), Sears Canada (TSX:SCC), and
NexJ Systems (TSE:NXJ)

Founder & CEO, Women Get On Board

WXN Top 100 Canada's Most Powerful
Women

Daniel Finkelstein

Director



Principal and Chief Product Officer,
Gotham Green Partners (GGP)

Founder and CEO, Timber Ridge
Capital

Founder and CEO, Henry Scott
Ventures



Investment Highlights

Lift & co

www.lift.co



Lift & Co. (TSXV:LIFT) (OTCQB:LFCOF)

Technology and Media Company Modernizing the Cannabis Industry

Market Capitalization – CDN\$	
Share Price ¹	\$0.215
52-week hi / low	\$1.07/\$0.19
Basic Shares Outstanding	70.1M
Stock options ²	\$5.40
Warrants ³	10.4M
Convertible debt ⁴	3.3M
Fully Diluted Share Count	\$89.30
Market Capitalization	\$15.10
Cash ⁵	\$1.50
Insider Ownership	51%
Gotham Green Partners	15%

→ repeat investor

1. As of August 26, 2019
2. Weighted average exercise price of \$0.4179
3. Weighted average exercise price of \$0.2728
4. Weighted average exercise price of \$0.60, \$2M in debt on balance sheet
5. As at June 30, 2019





Contact Us

Matei Olaru

CEO

T: 647-637-2004

E: matei@lift.co

Kasia Malz

CFO

T: 416-953-6657

E: kasia@lift.co

Prit Singh

Investor Relations

T: 905-510-7636

E: psingh@thesiscapital.ca