

December 2019



Investor Presentation

TSXV:LIFT
OTCQB:LFCOF



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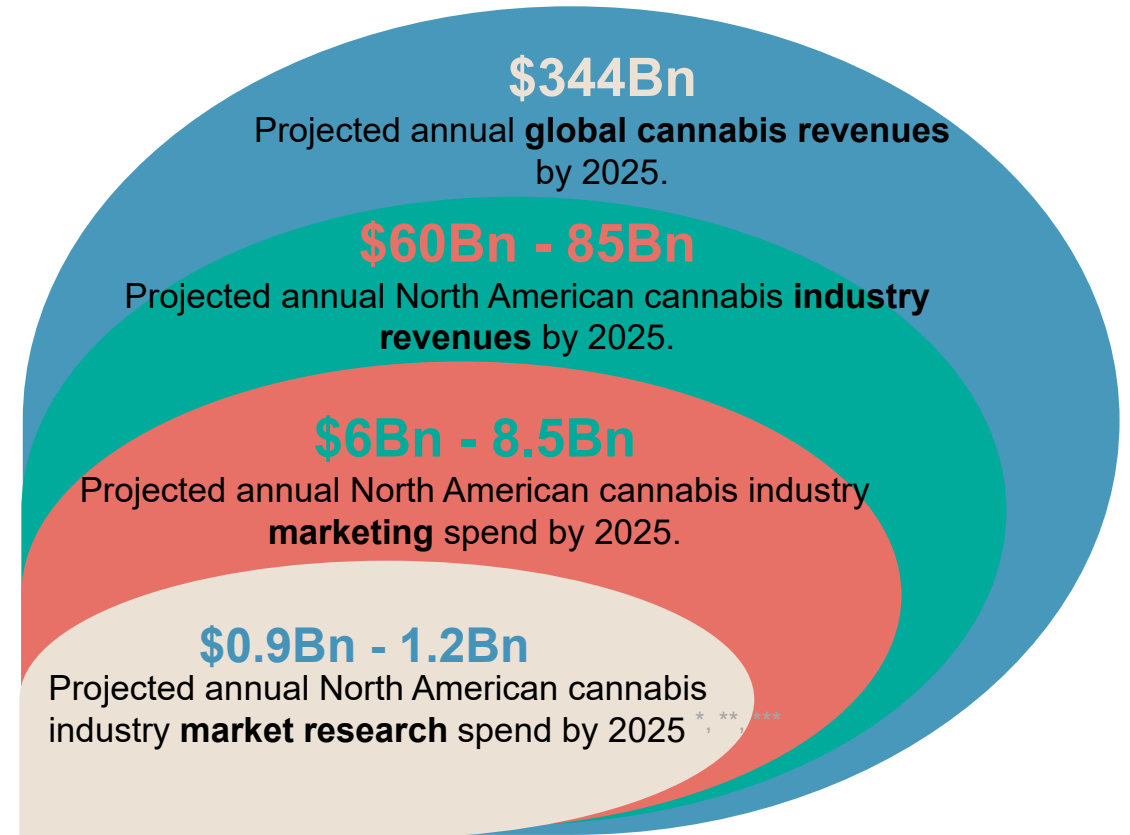
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Addressable Market of \$8.5Bn for Marketing & Analytics

Industry Challenge

Cannabis, a brand new industry with **projected worldwide revenues of \$344Bn** by 2025, needs marketing channels and consumer insights solutions to build brands.



An Established Ecosystem of Marketing and Data Acquisition Platforms



Lift.co

cohesion.
by Lift & Co.

Lift&co
Cannabis
Expo



Investment Thesis:

Lift & Co. is an ecosystem of cannabis marketing and analytics platforms that create unique competitive advantages for brands and retailers to capture consumers, budtenders and data insights.

The Platforms



The largest event series in the industry which generates very strong cash flow and supports business leads for remaining platforms.



Attracted over 30,000 votes in 2019, is the industry-adopted gold standard for product and brand excellence.



The largest review marketplace of federally regulated cannabis products in the industry. Attracting >200,000 uniques/month.



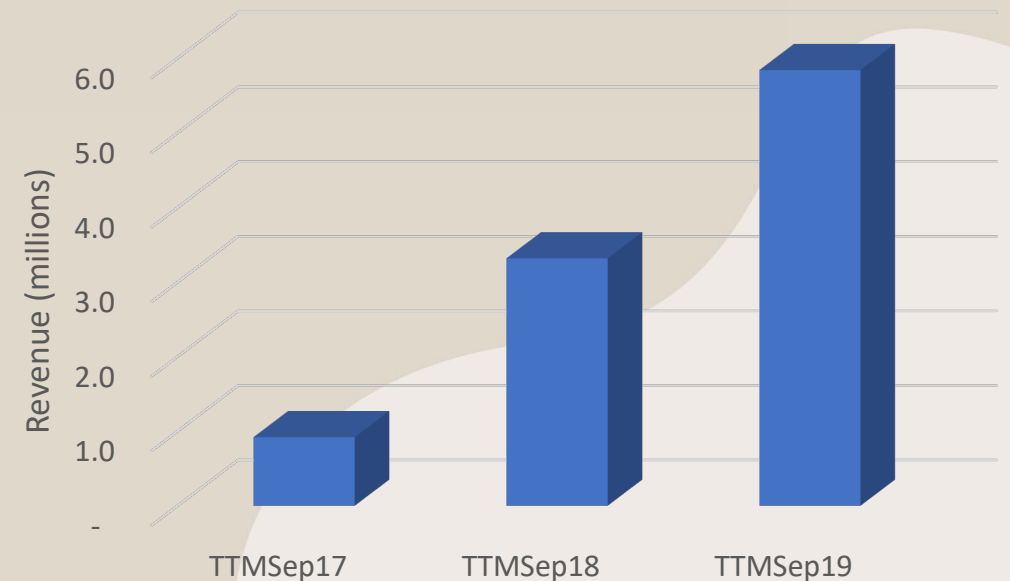
A suite of best-in-class consumer insights products for marketers; “Segmentation – powered by Nielsen” is built in an exclusive partnership with Nielsen and enables clients to build custom market segments and predict their purchases and behaviour



The leading digital content platform for budtenders, serving >40% of the population across 8 Canadian jurisdictions. Protected as the exclusive budtender certification in Ontario through an exclusive regulator-granted mandate.

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.



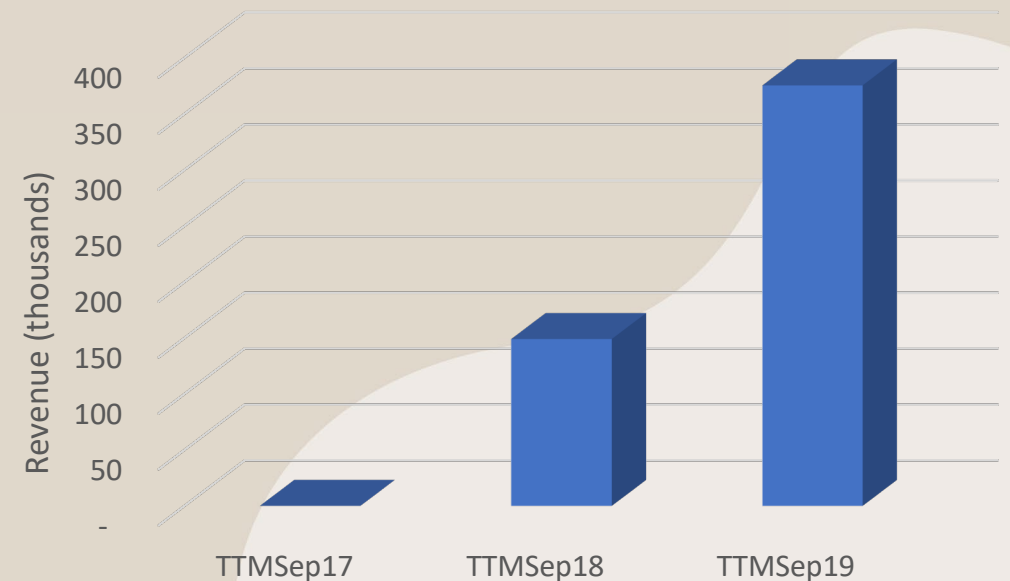


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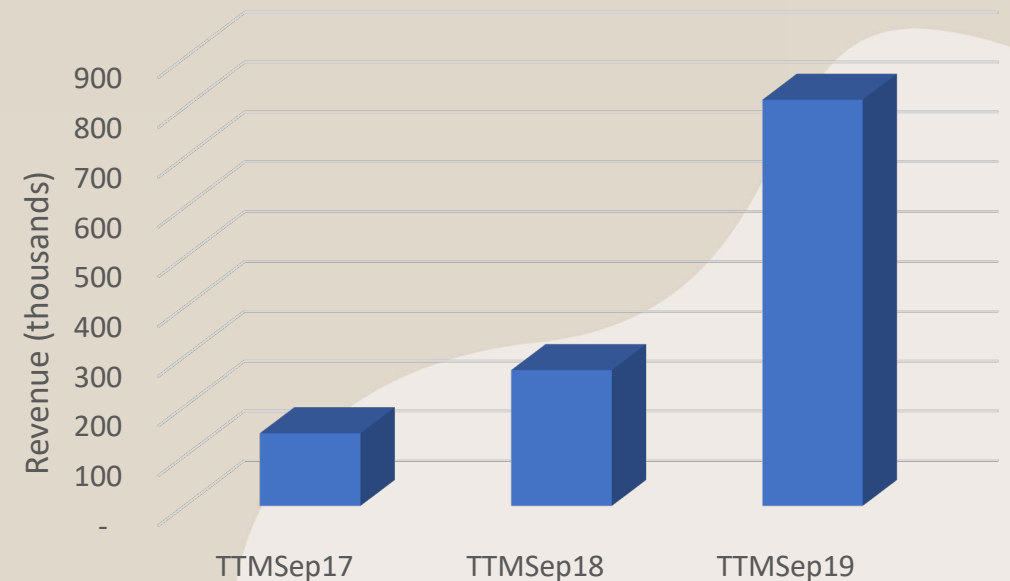
Trade Marketing

- Digital retail training and brand-sponsored educational modules targeted to retailers and “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



Data Insights

- Lift.co provides non-restricted product and brand information through product reviews, which creates an opportunity for B2C marketing
- Data collected through product reviews and surveys power Cohesion to provide producers and retailers insights into brand trends and consumer behavior
 - Monetized through subscription model



Cohesion vs. the Competition

Cohesion Insights

- Data is demographic, transactional and post-purchase (**who** purchased **what** and **why**)
- Wholly-owned data collection channels (lift.co collects reviews, purchase receipts, loyalty data and demographic information; CannSell surveys budtender)
- Allows for understanding of all stages of the consumer purchasing cycle, from intent, to purchase, to post-purchase satisfaction



















Competitors

- Data is historical transactions (**what**, but **no why** and **no who**)
- Reliant on third-parties like retailers and survey providers for data collection (and limited in geographic reach as a result)
- Limited to the purchasing stage of the consumer purchasing cycle
- Transactional data is permanently decoupled from the person

cohesion.
by Lift & Co.

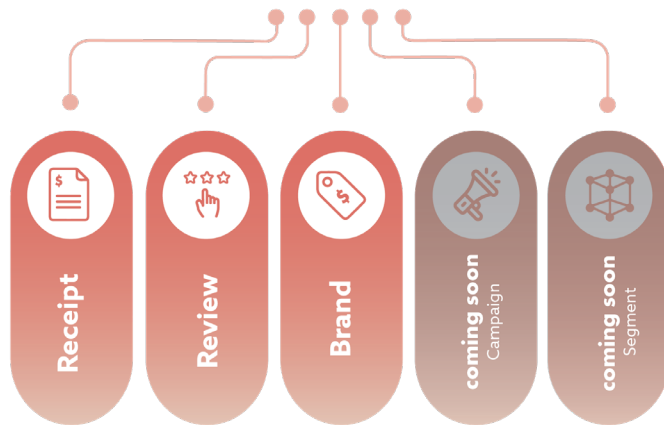
 **HEADSET**

 **BDS Analytics**

	cohesion.	HEADSET	BDS Analytics
Transactional data collection			
Consumer survey panels (<i>lift.co advantage</i>)			
Budtender survey panels (<i>CannSell advantage</i>)			
Post-purchase reviews/assessment			
Marketing campaign analytics (<i>Cohesion advantage</i>)			
Audience segmentation & building (<i>Segmentation – powered by Nielsen</i>)			

Cohesion DaaS Platform

cohesion.
by Lift & Co.



Cohesion uses the Lift & Co. ecosystem to track consumers across their entire purchase path and generates insights based on:

- General demographics
- Transactional data
- Brand recall
- Post-purchase evaluation
- Budtender recall
- Third-party stitched data

+800% growth in daily data submissions (last 3 months)

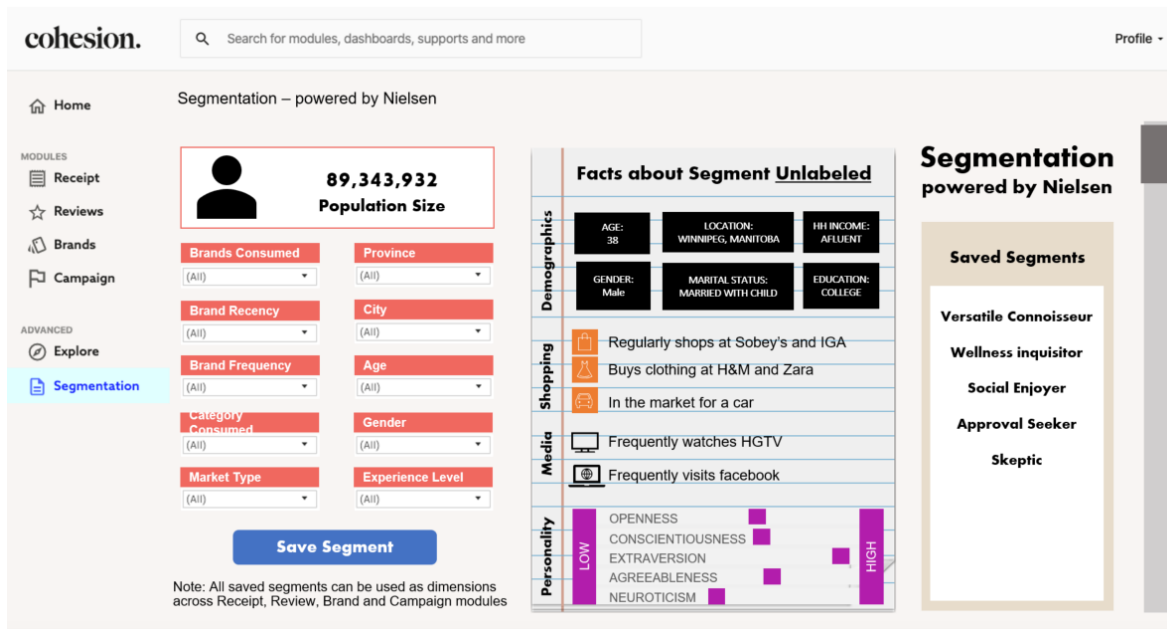
+/- 7.5% margin of error

95% confidence level

50 top brands

Segmentation – Powered by

With one-to-one demographic, location, behavioural and transactional data, Segmentation – powered by Nielsen predicts consumer purchases and enables brands to reach them in real-time



The screenshot shows the 'cohesion.' dashboard for 'Segmentation – powered by Nielsen'. The interface includes a sidebar with navigation options: Home, Receipt, Reviews, Brands, Campaign, Explore, and Segmentation (highlighted). The main content area displays a 'Population Size' of 89,343,932 and various filters for Brands Consumed, Brand Recency, Brand Frequency, Category Consumed, Market Type, Province, City, Age, Gender, and Experience Level. A 'Save Segment' button is at the bottom. The right side features 'Facts about Segment Unlabeled' with demographic and shopping data, a 'Personality' chart, and a 'Saved Segments' list including 'Versatile Connoisseur', 'Wellness inquisitor', 'Social Enjoyer', 'Approval Seeker', and 'Skeptic'.

cohesion. Search for modules, dashboards, supports and more Profile

Home Segmentation – powered by Nielsen

MODULES
Receipt
Reviews
Brands
Campaign

ADVANCED
Explore
Segmentation

Population Size: 89,343,932

Brands Consumed (All)
Brand Recency (All)
Brand Frequency (All)
Category Consumed (All)
Market Type (All)
Province (All)
City (All)
Age (All)
Gender (All)
Experience Level (All)

Save Segment

Note: All saved segments can be used as dimensions across Receipt, Review, Brand and Campaign modules

Facts about Segment Unlabeled

Demographics
AGE: 38
LOCATION: WINNIPEG, MANITOBA
HH INCOME: AFFLUENT
GENDER: Male
MARITAL STATUS: MARRIED WITH CHILD
EDUCATION: COLLEGE

Shopping
Regularly shops at Sobeys's and IGA
Buys clothing at H&M and Zara
In the market for a car

Media
Frequently watches HGTV
Frequently visits facebook

Personality
LOW OPENNESS
CONSCIENTIOUSNESS
EXTRAVERSION
AGREEABLENESS
NEUROTICISM
HIGH

Segmentation powered by Nielsen

Saved Segments
Versatile Connoisseur
Wellness inquisitor
Social Enjoyer
Approval Seeker
Skeptic

- A customer-direct interface enabling cannabis marketers to create custom niche consumer segments
- 360° consumer profiles with actual transaction data enable predictive modeling across the entire user base
- Technology enables Lift & Co. to 'pixel' cannabis marketer's own websites for insights, a "Customer Data Platform-in-a-box"
- Technology enables customers to activate their segments for real-time testing or marketing campaigns (using Adobe DSP)
- Segmentation – powered by Nielsen is the "killer application" for the cannabis marketer

Unique Strategic Partnerships

As a trusted first mover in the industry Lift & Co. has built exclusive and strategic partnerships that differentiate its offerings



- **Nielsen:** an exclusive partnership to build cannabis consumer segmentation products and “Segmentation – powered by Nielsen”
- **Alcohol and Gaming Commission:** granted Lift & Co. an exclusive mandate for CannSell to be the sole approved educator of budtenders in Ontario (population of ~14M; government protected moat)
- **MADD:** exclusive education partner across Canada for CannSell
- **Enlighten:** US distribution and data partner (access to TV screens and daily product data batches from +1,000 legal stores across the US)



Experienced Team with Decades in Technology, Consumer Marketing, Data and Insights

The L&C platforms are built by experienced professionals on the thesis that cannabis is a consumer-packaged-goods industry that lacks consumer insights and marketing channels



LoyaltyOne®

BlackBerry®

BAIN & COMPANY

thinkresearch



EXTREME
INNOVATIONS



ENVIRONICS
RESEARCH

auto
TRADER.ca



WORLD BANK GROUP



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.)



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



Stu Miller

Chair of Board of Directors

Previous Director of: Leisureworld Senior
Care LP (TSX:LW), Bristol Water PLC
(LON:BWRA)

General Counsel and Corporate Secretary,
ecobee Inc.

Partner, McCarthy Tetrault LLP



Daniel Finkelstein

Director

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

Founder and CEO, Timber Ridge Capital

Founder and CEO, Henry Scott Ventures

Lift & Co. Value Proposition

End-to-End Consumer Reach and Insight

- **L&C platforms enable participation throughout the purchase journey:**
 - *Before (Lift Expos; Lift.co)*
 - *During (CannSell)*
 - *After (Cohesion)*
- Full market insights coverage – all brands, millions of consumers, coast-to-coast
 - **Cohesion customers confirmed insights sold can predict sales within 4-5% of actual sales**

Strong, Defensible Market Positions

- Segmentation – powered by Nielsen offers unparalleled 2nd-party data to the industry; **known to reduce acquisition costs by 30%¹**
- Lift Expos enjoyed **first-mover-advantage** in key markets; dominating the landscape
- CannSell provides access to thousands of budtenders – secured by **exclusive government and NGO relationships**
- Lift.co traffic driven by long-tail, legal product SEO

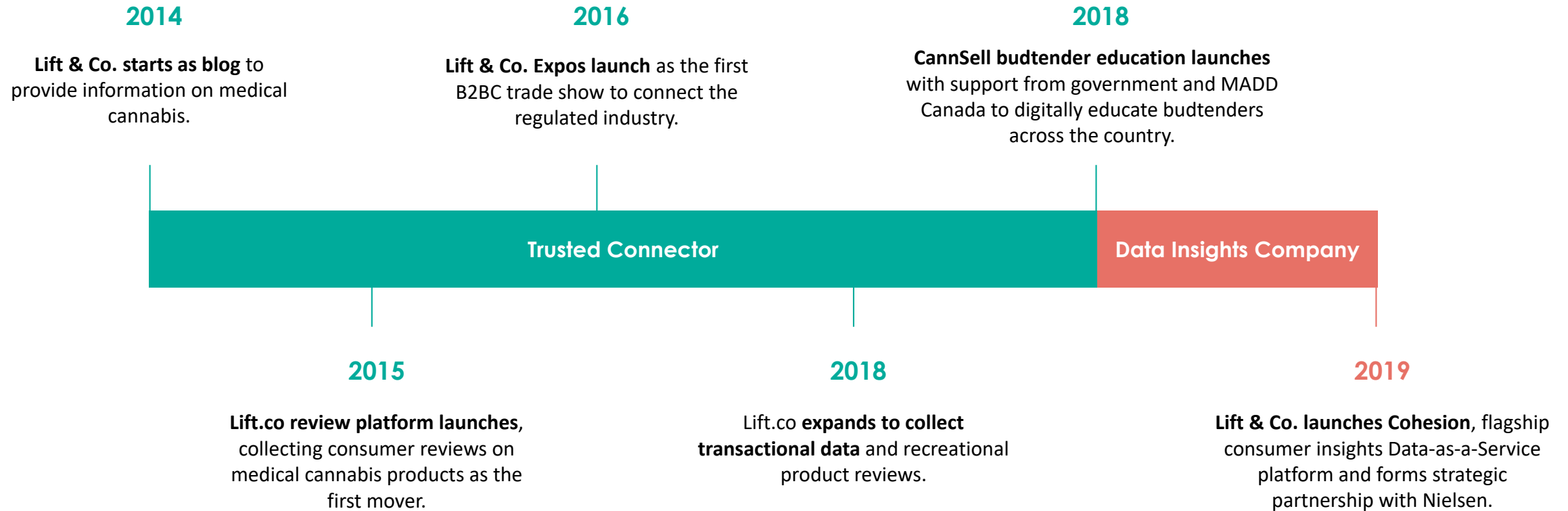
Broad, Deep Relationships and Experienced, Professional Leaders

- **Lift & Co. has drawn revenue from 85% of Canadian Licensed Producers in the last 12 months**
 - *Industry-leading CRM and relationships, professionally managed through Salesforce*
- **Management team is professional and experienced**
 - *Data and Insights expertise from Canada's leading providers*
 - *Media and Technology expertise from leading Canadian publishers and tech companies*

1. Source: Marin Global Digital Advertising Index; Improvements driven by second-party data

Appendix

The Evolution of Lift & Co.



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

Market Capitalization – CDN\$

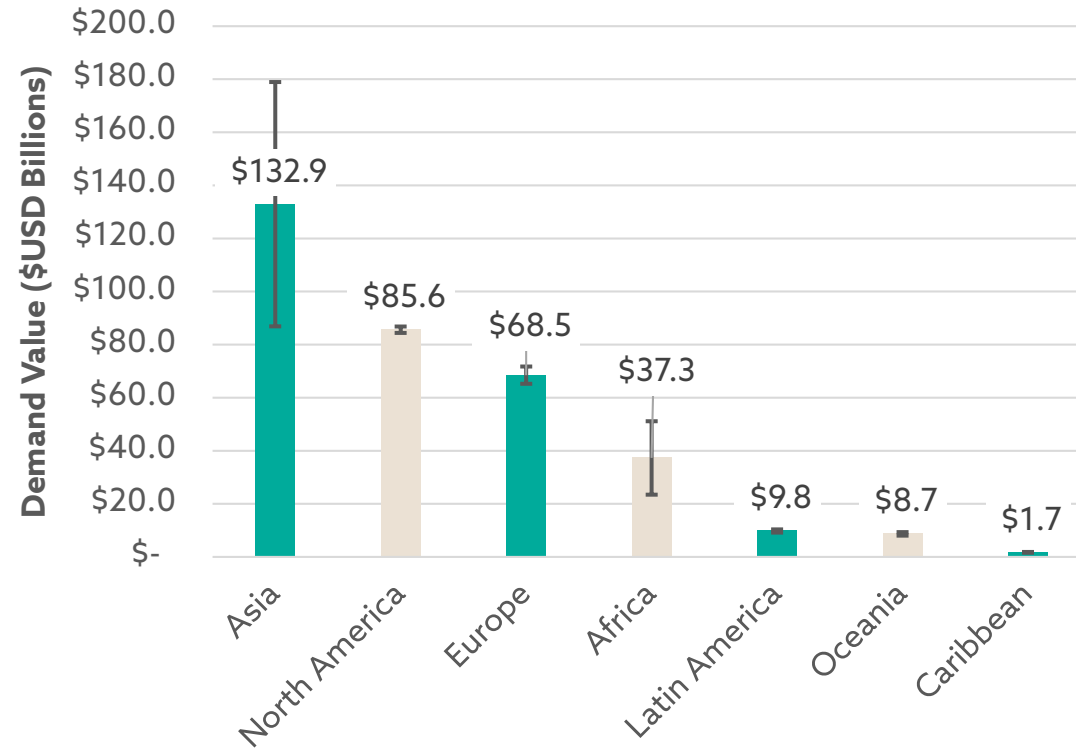
Share Price ¹	\$0.10
52-week hi / low	\$0.69/\$0.07
Basic Shares Outstanding	70.1M
Stock options ²	5.3M
Warrants ³	13.1M
Convertible debt ⁴	16.3M
Fully Diluted Share Count	104.8M
Market Capitalization	\$7.01M
Insider Ownership	49%
Gotham Green Partners	15%

└─ repeat investor

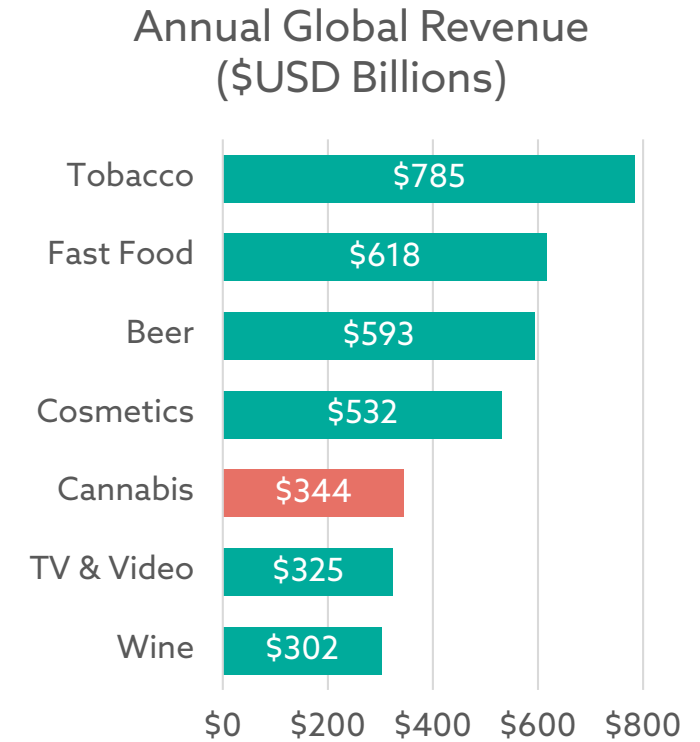
1. As of December 5, 2019
2. Weighted average exercise price of \$0.4188
3. Weighted average exercise price of \$0.121
4. Weighted average exercise price of \$0.205, \$3.5M in debt on balance sheet



The Potential Revenue of Cannabis Industry Worldwide is estimated to be \$344.4 Billion USD



Sources: New Frontier Data, The Global Cannabis Report – 2019 Industry Outlook,
Statista Legal cannabis market worldwide from 2016 to 2024



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