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**We take the heritage of  
BC Bud seriously.**

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2021

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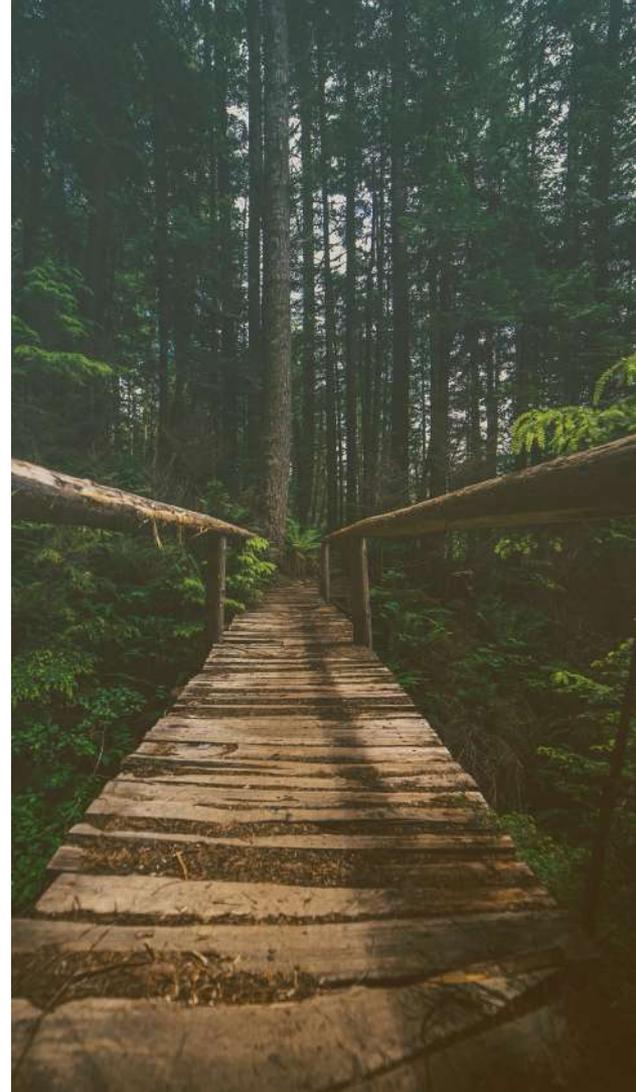
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# The Heritage of BC Bud

- For decades, the term 'BC Bud' has been a mark of quality. Whether grown in the Kootenays, on the Island, or in the Okanagan, cannabis harvested in British Columbia has been respected here at home and around the world for what it is: the best of the best.

Cultivators in BC have always pushed the boundaries of what 'AAAA' quality cannabis can really be, innovating their way through every challenge. The BC Bud Co captures that energy, and remains committed to bringing consumers products that deserve to be associated with BC's legacy.





**THE  
BC  
BUD  
CO**

# **Trust, quality, and value, for a brand that matches your lifestyle.**

We are committed to connecting the dots between high-end cannabis and the people who love it. We want to make sure that BC's quality small-batch cultivators always have a place to call home.

BC·BUD·CO

# Our Focus

The future will be built on brand awareness, innovation, and strategic partnerships. For us, that means partnering with people that exhibit a dedication to quality and consistency.

At BC Bud Co, we bring the best experience to our customers through commitment to conscientious, quality brands and partnerships sets us apart.

PREMIUM QUALITY  
The  
BC·BUD·CO  
TRD B C MRK

# Strategies



## Brand Awareness

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We will make our mark through a focus on two core goals: building trust and delivering top-notch consumer value.



## Product Development

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We will offer products that fill unmet needs in the market, such as solventless extracts, gourmet edibles, and infused beverages.



## Partnerships & Licensing

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The BC Bud Co promotes quality and consistency by partnering with craft cultivators. Our licensing model allows us to focus on our products and customers.



## Value & Consumer Care

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The BC Bud Co is committed to the consumer experience and will be a sounding board for our community. The market is evolving, and so are we.

# The Issue

Currently, licensed producers are sitting on thousands of kilograms of mediocre dried flower. Shoppers have yet to associate brands with quality.



## Our Fix

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Our partners take great pride in their craft. We showcase their artisanal efforts, establishing connoisseur brands consumers can trust.



## Why We're Different

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Quality, value, camaraderie. We're not built on infrastructure but on the unspoken promise that comes with a name like BC Bud.



# Our Products.



## Flower

We provide a premium selection of small-batch cannabis. Relax, It's BC Bud.



## Concentrates

Our craft concentrates fill a market gap for terpene-rich solventless hash.



## Edibles

We're launching Canna Beans, a chocolate-covered decaffeinated coffee bean.



## Beverages

Buds is a line of infused non-alcoholic craft beverages that partners with known and loved local breweries.



## Lifestyle Apparel

Our value proposition is the legacy of our brand and personal history. In keeping with the theme, we make apparel that speaks to our aesthetic.

A dark brown baseball cap with a white logo on the front. The logo consists of a stylized 'BC' inside a square frame, with 'TRD' to the left and 'MRK' to the right.

TRD BC MRK

# Manufacturing & Brand Partnerships

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## Habitat

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Habitat will allocate 40% of each harvest from their "Cake and Caviar" cultivars for hash and caviar. Upon completion, our brand Solventless Solutions will have the freedom to outsource products under our name or outsource the service to potential partners.



## Black Rose Organics

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We have a manufacturing agreement with Black Rose Organics for Canna Beans, our decaf chocolate-covered coffee bean. Located in Ontario, the company uses sustainably sourced beans and chocolate.



## Tricanna Industries

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We're partnering with Tricanna Industries to offer a full range of packaging solutions for flower, pre-rolls, and concentrates. Tricanna offers a unique radio-frequency treatment to reduce microbial load, a chemical-free, non-irradiating, organic process that preserves product quality.



## Peak Processing Solutions

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We have an agreement with Ontario-based Peak Processing to develop our beverage line for the Ontario market. We are also contracting Peak to manufacture our live resin vape pens for release later this year.



## Dunesberry Farms

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Dunesberry Farms is The BC Bud Co's first dried flower partnership and supply agreement. DBF has a highly knowledgeable team combined with unique and new genetics to provide the market with uncommon high quality profile flower



# Flower Market

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The BC Bud Co promotes quality and consistency by partnering exclusively with the best small-batch cannabis cultivators. Our partners take great pride in their craft, and we do too.

To date, we have established partnerships with cultivators Habitat and Dunesberry Farms with Tricanna Industries as our processing partner.

# Solventless Concentrates

With so little hash, rosin, and live rosin available, we see brand value in The BC Bud Co's extracts. Our target consumer—an experienced one with respect for well-made cannabis products—will recognize the difference.

Solventless Solutions has partnered with Habitat to process 40 percent of its harvest into concentrates, the first partnership of its kind in Canada. It's a collaboration built on a seed-to-harvest program where concentrates will be the known end product.





# Premium Edibles

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## Canna Beans

Canna Beans are decaf dark chocolate-covered coffee beans. Fair-trade beans are sourced from local coffee roasters and processed by our partner Black Rose Organics using fine dark chocolate. Canna Beans will be available to medical and recreational markets in BC, Alberta, and Ontario by June 2021.

# Craft Beverages

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## Buds Beverages

Buds Beverages is working with craft breweries to create small-batch, non-alcoholic beer-like infused beverages that won't be found anywhere else. Our first craft lager will enter the market through our Ontario partners summer 2021.



# Operations

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As we proceed with branding and marketing, The BC Bud Co will begin extraction operations in British Columbia mid 2021.

1

## Strategic Alliance

The BC Bud Co has alliances across the country, but remains focused on the BC consumer.

2

## Secure & Compliant

We prioritize quality, safety, and regulatory compliance, for the safety of our teams and our consumers.

3

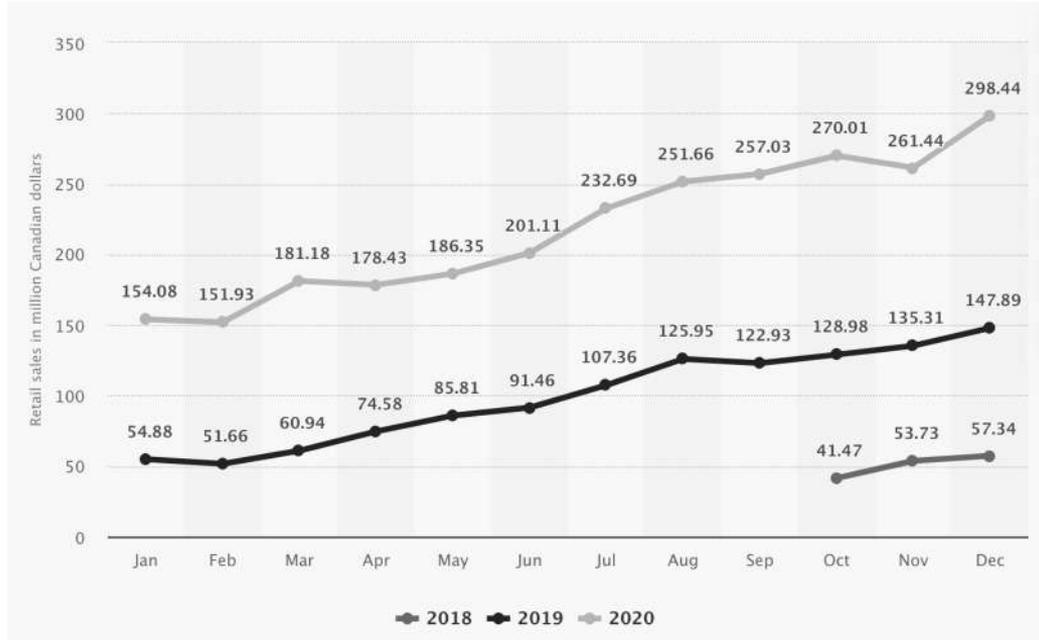
## Product Variety

We're a selective brand for the selective consumer, offering top-shelf craft cannabis products others can't match.

4

## High-End Brand

Consumers recognize our brand's culture and see the value in our thoughtfully designed products.



# Market Analysis

The cannabis market is poised to have a major effect on Canada's economy. Deloitte's Cannabis Report predicts significant opportunity in markets for marijuana-infused beverages (CAD\$529 million), topicals (CAD\$174 million), concentrates (CAD\$140 million), tinctures (CAD\$116 million) capsules (CAD\$114 million).

# Competitive Advantage

The BC Bud Co's founders have key top level-management experience in both the Canadian and U.S., including Canada's pre-legalization medical market.

Our strategic partners and advisors know that products and brands in the orbit of British Columbia's cannabis market can create "The Cookies Effect"—brands coveted by discerning consumers.

1 —————  
**Business visibility and management capability**

2 —————  
**Thorough business plan with realistic financials**

3 —————  
**Strategic alliances and distribution models**

4 —————  
**Existing technological advantage**

5 —————  
**Low-overhead, low cap-ex operations**

6 —————  
**Well-defined growth plans**

7 —————  
**Attractive portfolio of products**

# Management Team



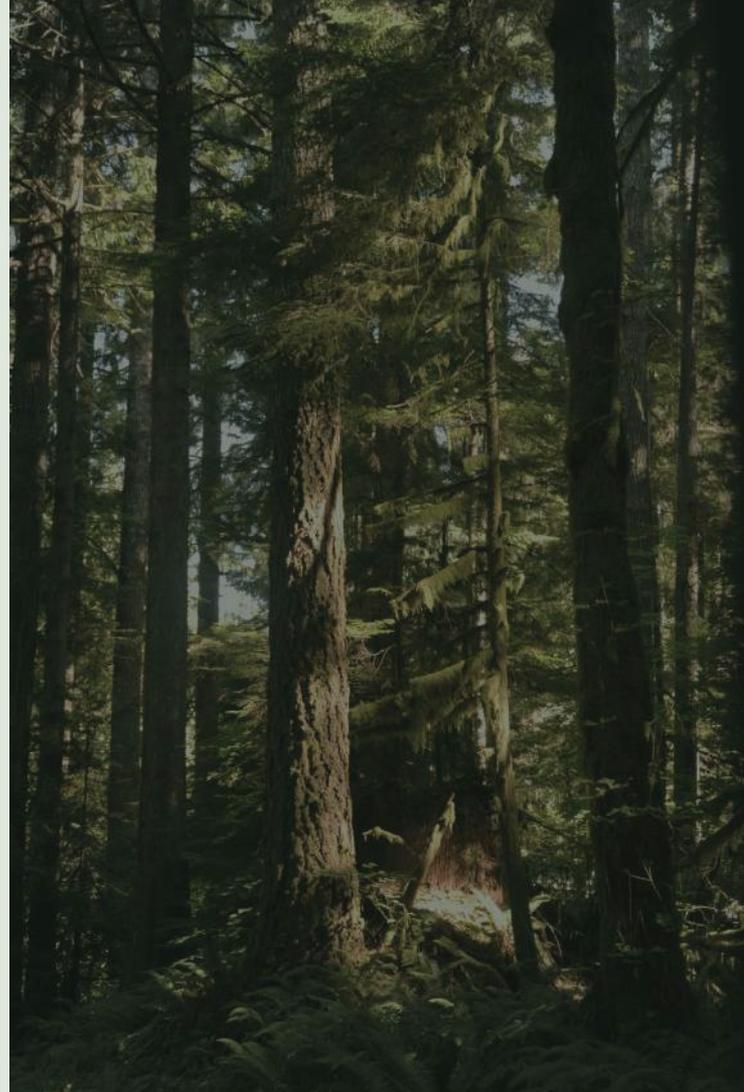
## **Brayden Sutton | CEO**

A distinguished figure in the cannabis industry with over 20 years of practical experience with the plant. He launched CannabisHealth.com in 2008 and served as the Executive Vice President for Supreme Cannabis and the Director of Business Development for Aurora Cannabis. Brayden brings a rich history of new and valuable product offerings, has raised over \$100 million for the sector, and focuses exclusively on British Columbia's thriving, legal cannabis industry.



## **Josh Taylor | President**

Josh has over 15 years of practical experience in the cannabis industry along with CPG and pharmaceutical brands like Red Bull. In 2016, he joined The Rosin Factory as a co founder, which was awarded two High Times Cannabis Cup Awards for solventless flower rosin products. Before founding The BC Bud Co, Josh was the director of business development at 1933 Industries.



# Middle Management



## **Daniel Southan-Dwyer | VP of Corporate Development**

Daniel Southan-Dwyer is a financial professional, focused on investor relations and corporate development services. Daniel has over 10 years of experience working with publicly listed companies in multiple sectors. Daniel attended BCIT, completing the marketing entrepreneurship program, while completing his Canadian Securities Course (CSC) as well as the Conduct & Practices Handbook (CPH) which are the two designations that meet IIROC registration proficiency requirements.

# Advisory Board



## **Marc Lustig**

Marc Lustig holds MSc and MBA degrees from McGill University. He began his professional career in the pharmaceutical industry at Merck & Co. Mr. Lustig founded Cannabis Royalties & Holdings Corp. (Origin House) in early 2015. Origin House was sold to Cresco Labs in January 2020. Mr. Lustig is currently a Director of Cresco Labs and PharmaCielo Corp. He is also Chairman of both Trichome Financial Corp. and IMC Cannabis.



## **Brian Taylor**

A legendary medical cannabis activist and politician in British Columbia, Mr. Taylor formed the BC Marijuana Party in 1996. He was the Mayor of Grand Forks, BC from 1997-1999 and is once again the Mayor. He has been dubbed the "marijuana mayor" and has a long history of fighting for the little guy while extending on the legacy of BC Bud. Brian Taylor was also the creator of the Cannabis Health Journal in 1997.

# Independent Directors



## Dayna Lange

Designated a CPA, Dayna has worked with family offices for many years as their go to accounting consultant. In 2019 she founded Tricanna Industries with her husband Cory, servicing some of the best brands out of British Columbia in the dried flower category.



## Justin Chorbajian

Justin has over 25 years of practical cannabis experience. He is the founder and owner of Green Planet Nutrients, a world renowned plant nutrients company working and supply top cultivators everywhere. He also founded Growing Exposed, a prominent YouTube channel chronicling tours of varying facilities in North America.



# Corporate Information

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TRD



MRK



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BC Bud seriously.**