

YOURWAY CANNABIS BRANDS

Investor Relations

(CSE: YOUR) (OTC: YOURF) (FSE: HOB)



AGENDA

Mission & Approach

Experienced Leadership

House of Brands – A Winning Approach

Three Paths Forward – One Goal: Sustainable Growth

Venom – A Success Story Worth Replicating

Build on Our Success

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The Company, through several of its subsidiaries, is indirectly involved in the manufacture, possession, use, sale, and distribution of cannabis in the recreational and medicinal cannabis marketplace in the United States. Local state laws where the Company operates permit such activities however, investors should note that there are significant legal restrictions and regulations that govern the cannabis industry in the United States. Cannabis remains a Schedule I drug under the US Controlled Substances Act, making it illegal under federal law in the United States to, among other things, cultivate, distribute or possess cannabis in the United States. Financial transactions involving proceeds generated by, or intended to promote, cannabis-related business activities in the United States may form the basis for prosecution under applicable United States federal money laundering legislation.

While the approach to enforcement of such laws by the federal government in the United States has trended toward nonenforcement against individuals and businesses that comply with recreational and medicinal cannabis programs in states where such programs are legal, strict compliance with state laws with respect to cannabis will neither absolve the Company of liability under United States federal law, nor will it provide a defense to any federal proceeding which may be brought against the Company. The enforcement of federal laws in the United States is a significant risk to the business of the Company and any proceedings brought against the Company thereunder may adversely affect the Company's operations and financial performance.

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YourWay Cannabis Brands was built with one simple driving principle in mind: keep the consumers' needs and wants center-stage with every decision we make. Our mission is to build a comprehensive family of brands, spanning all consumption categories, designed to create a sense of belonging for every cannabis consumer - regardless of their relationship with the plant - ensuring every individual has brands that enhance every occasion, and products that fit their lifestyles.

Through building our own brands, partnering with others, and providing white-labeled products, we are dedicated to expanding our reach, remolding the cannabis industry and ultimately, redefining the way consumers and cannabis brands interact.

FUNDED FOR GROWTH

- Working capital of >\$10M
- No long-term debt
- \$70M 2021 revenue guidance
- Profitable

EXPERIENCED LEADERSHIP

Our motivated leadership team is made up of talented marketing, sales, retail, and operations professionals, along with an experienced collective of cultivators. This group has a profound understanding of industry dynamics and consumer psychographics, utilizing decades of brand-building expertise and an integral insight on the customer experience to develop brands that fill current gaps in the marketplace.



JAKOB RIPSZTEIN
FINANCE & GOVERNANCE

- Current CEO of Perennial Brands Inc.
- Former President of Aphria Inc.
- Former CFO of Diageo North America Inc.



JACOB COHEN
OPERATIONS

- Founder of Venom Extracts
- Category leader in Arizona
- Over 4 million grams of cannabis sold in 2020



CHRIS LUND
BRAND & MARKETING

- Founder and former CEO of Perennial Design, consulting and advising iconic brands such as RBC, Loblaw Companies Ltd., Coca-Cola, and Bauer



EULA ADAMS
FINANCE & GOVERNANCE

- Board member and Chairman of the Audit Committee for Harvest Health & Recreation during acquisition by Trulieve Cannabis Corp.
- Former Executive Vice President of First Data Corporation
- Former Board member of Mastercard (U.S.)



KEVIN HARRINGTON
BRAND & MARKETING

- Pioneer of the As Seen on TV Brand
- Creator of HSN Direct as a joint venture with the Home Shopping Network
- Former Board member of Celsius Holdings Inc. which is valued at greater than \$7.2 billion

HOUSE OF BRANDS – A WINNING APPROACH

Following the proven approach of global, best-in-class brand builders like P&G, YourWay Cannabis Brands is committed to a House of Brands strategy to develop a comprehensive and intuitive portfolio of brands. Our disciplined approach to brand building is intended to ensure that each product speaks with a voice independent of each other, focused on the individual need state, with a product lineup designed to satisfy a wide array of consumption categories.

INFRASTRUCTURE GROWTH:



3 PATHS FORWARD – ONE GOAL: SUSTAINABLE GROWTH

Once a comprehensive portfolio of brands is created, YourWay will use its proprietary market analysis tools, coupled with its regimented innovation process to identify the right brands, by market, by customer and for each consumer as we expand to new states and markets.

OWN BRANDS

From concept to consumer, we will be there every step of the way. We will identify the need state, determine the gap we fill in the marketplace, source the raw goods, drive all aspects of product ideation and design, develop and oversee the go-to-market strategy, launch, support and sustain the brand in market.

PARTNER BRANDS

We will seek out existing brands who share our consumer-centric approach and we will partner with them to increase share in existing markets and to launch and dominate in new markets. As seasoned brand builders we will refine the formulation, design and positioning as needed, while developing and overseeing the go-to-market strategy.

WHITE LABEL BRANDS

Providing operational support, raw materials and distribution support to existing brands is intended to maximize the output of our current facilities and complementary revenue streams to fund future growth.



VENOM – A SUCCESS STORY WORTH REPLICATING

VENOM EXTRACTS CONTINUES TO DOMINATE ARIZONA –

- 6M GRAMS SOLD YTD
- OVER 4M GRAMS SOLD IN 2020
- PER BDSA ~30% OF DABABBABLE CONCENTRATE MARKET IN 2020 FOR AZ

SPOTLIGHT ON ARIZONA – AN OPPORTUNITY TO CONTINUE TO INCREASE WALLET SHARE

**110% YOY IN
SEPTEMBER
2021**

**\$1.6B in total
cannabis sales
(Jan–Sept 2021)**

**\$175M more
sales than
Colorado**

**Arizona is the 2nd
largest cannabis
market in the U.S**

BUILD ON OUR SUCCESS

OVERVIEW (Q3)

CSE: YOUR

All "\$" or "Dollars" refers to "U.S. Dollars" and "USD"

YourWay Cannabis Brands is a publicly traded multi-state operator with sales and operations in 350+ dispensaries across the Western United States. Through building our own brands, partnering with others, and providing white-labeled products, we are dedicated to expanding our reach, remolding the cannabis industry and ultimately, redefining the way consumers and cannabis brands interact.

\$30.6M

2020
Actual Revenue

\$40.7M

H1
2021 Revenue

\$14.5M

Q3 Revenue
2021

10%

Operating
Expenses

\$17.6M

Q2 Revenue
2021

5%

Debt to
Total Capital

228%

(Adjusted)-2020 21E
YoY Revenue Growth

4.5M

Grams of product
sold in 2020

6M

Grams of product
sold YTD in 2021

2

States

20.77M

Options

24.38M

Warrants

272.4M

Issued and
Outstanding Shares

318.8M

Fully Diluted Shares

~50%

Insider
Ownership

\$0.18

Share Price
(Dec 14, 2021)

\$69.83M

Market
Capitalization

With a focused leadership team and a strong financial foothold, YourWay Cannabis Brands intends to continue to expand strategically: creating intuitive brands, releasing thoughtful products, and working intentionally to create a sophisticated family of brands that caters to every moment in a consumer's life.

THANK YOU

