



FREEDOM
CANNABIS

October 2017
Investor Presentation



Core Purpose / BHAG

Core Purpose

To produce quality cannabis products that have positive impacts on humanity.

BHAG

The natural choice - to be bigger than Tylenol and in everyone's home.

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The Problem

Who in their right mind would get into the cannabis business?

The Past...

Marijuana has had a bad reputation for a long time.

References like... **Stoners, Drug Dealers, Pot heads, Weed, Mary Jane and Dope** with characters like **Cheech and Chong** that represented what cannabis was to many people for generations.

- It was illegal and controlled by criminal elements
- Frowned upon by many
- Contains pesticides and harmful chemicals
- No regulations
- Grown illegally underground
- Often unhealthy and dangerous to consume

What would your friends and family think?



The Problem

Present...

Cannabis needs to be legalized!

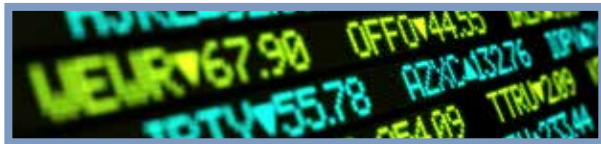
Cannabis has been legalized in many states in the US and in other countries around the world.

The Netherlands, Germany, Spain, South Africa, Uruguay, and many other countries including **Canada** to follow soon.

Cannabis can overcome health issues!

- Health and wellness benefits - endorsed by medical community
- Highly regulated by Health Canada
- Quality & variety

- Multibillion dollar **legal** industry
- Traded on major stock exchanges



Being a Drug Dealer sure ain't what it used to be!



Management Team / Advisory Board Profiles

Freedom Cannabis has gathered a team of experts that will define the overall success of this venture. The following people have served in an advisory capacity throughout the conceptual and planning stages of the project. Some of these members will transition to board positions for the company:



**Gianfranco Potestio
(John Frank)**
CEO, Co-Founder

John Frank is a successful business owner, investor, and director of many projects in Edmonton and abroad for the last 35 years. He has been involved in a vast array of businesses such as; retail, commerce, telecom, international plastics, mining and resources, and real-estate. John is well positioned to lead a team of professionals into this new and fast growing market.



Julie Girard
President, Co-Founder

Julie has over 20 years experience as an owner and manager of a variety of successful retail, commerce, and real estate operations in Edmonton. She also has experience developing operations manuals for her previous companies that became the industry standard for the companies' day-to-day operations. This invaluable experience will help Freedom Cannabis execute operation plans that are consistent and professional and will far exceed industry standards for their retail and growing facilities.



Troy Dezwart
Co-Founder

Troy is a hospitality industry entrepreneur for over 27 years. He has owned many operations including restaurants, nightclubs, and live music venues. Most recently Troy operated a venue that was rated by Billboard Magazine as the #1 club venue in Canada. He has produced, marketed and hosted over 1500 live events with revenues exceeding 150 million dollars.



Bill Smith

Bill is most notable for his role as the Mayor of Edmonton. He was first elected in 1995 and served three consecutive terms ending in 2004. As Mayor, Bill's list of accomplishments include; bringing to the Edmonton the World Master Games, the Juno Awards, the World Championships in Athletics and much more. Prior to being elected Mayor, he owned and operated Tire Town Inc. one of Canada's largest independent chain of tire stores with sales of \$90 million per year. He was also an All-Star professional football player and Grey Cup Champion with the Edmonton Eskimos. Bill is Senior Vice President and Director of BioNeutra, a producer of VitaFiber, a natural fiber-based food sweetener.



Management Team / Advisory Board Profiles



David Tam,
BSc Pharm, LLB

David joined the Alberta law firm of Parlee McLaws LLP as a lawyer in 1990 and has been a partner since 1999. His practice is focused on securities transactions and has developed valuable experience in numerous securities and corporate transactions. He has represented both issuers and agents for several public offerings, private placements and regulatory compliance matters for issuers listed on the TSX Venture Exchange, guiding them from the formative stages through various private placements and eventually to initial public offerings.



**John Christopher
(Chris) Earle,**
BSc, MSc, PhD

Dr. Chris Earle has worked as a Professor of Biology and Environmental Science for over 40 years. His extensive teaching and research experience has focused on Botany, plant physiology, aquatic ecology, and environmental remediation and sustainability. As a consultant he has served as the principal investigator on a wide range of applied research projects of interest to the Cannabis Industry. Chris' experience with plant culturing techniques, nutrient dynamics, and the optimization of growing conditions will help serve to develop a state-of-the-art facility for growing Cannabis that is second to none. He is committed to producing a high quality product in an environmentally sustainable manner that will prove both profitable and socially responsible.



Jodi McDonald,
BSc Pharm

Jodi McDonald is the President & Founder of Keystone Labs Inc., an Edmonton based Health Canada accredited testing facility with a Good Manufacturing Practice (GMP) establishment license. Keystone Labs was incorporated in 2005 and in August 2015, acquired a Health Canada controlled substance license to conduct cannabis testing. Jodi has a Bachelor of Science from the University of Alberta. She is a writer for HydroLife magazine on scientific topics regarding cannabis testing. Jodi offers her scientific expertise to several key advisory boards; NAIT Biological Sciences Laboratory and Research Program Advisory Committee, University of Alberta, Medical Laboratory Sciences Advisory Committee.



Warren Cabral,
BComm, CA

Warren is currently Chief Financial Officer (CFO) for Enterprise Group Inc. Warren was formerly the CFO for Alberta Investment Management Corp (AIMCO) one of Canada's largest and most diversified institutional investment managers with more than \$90 billion of assets under management. Warren is also a Director of BioNeutra, producer of VitaFiber, a natural fiber-based food sweetener.



The Solution / Team



An expert team that has been there!

Fields of Expertise

Licensing

Business

Science

Legal/Public Domain

Research

Retail/Pharmacy Industry

Architecture / Design

Assets/Strengths

Consultants with history of success licensing 12 Companies

Successful Businessmen, including a Former CFO that managed a 90 billion dollar fund for Gov of AB / Canadian Securities Commission

Plant Physiology, Biochemistry, Genetics, Environmental Remediation, R & D

Invaluable experience dealing with public companies

Top Pharmacology expert involved in cancer research

Developed 1000's of pharmacies across Canada / Key relationships with Pharmacy Giants

Designed and built facilities for Prairie Plant Systems / Canni-med, the first legal supplier of cannabis to the Canadian Government



If we want to be like the most successful Cannabis companies, we need to think like them!

The Solution / Plant Production Facility

Expansion Potential to be the Largest in Canada!

- Secured Existing Building
- 125,000 sq foot building located on 56 ACRES of land
- Suitable power and water services not normally found
- Support of The County of Parkland and various stakeholders- RCMP/Fire Dept
- Development Permit Approved



Negotiated extremely favorable lease terms;

- 9 month fixturing period – no rent or opp costs
- Year 1 – operating costs only
- Year 2 – opp costs and rent on Half of building
- Year 3 – rent and opp costs commence

★ Option to purchase and Expansion Clauses



Thomas J. Nahachewsky,
PEng, MArch

Thomas is one of the most uniquely qualified professionals in Canada with both an engineering degree and a master's designation in architecture. Thomas has been awarded numerous premier design awards throughout his career. His work designing plant and operation facilities for CanniMed Ltd, one of Canada's leading producers of pharmaceutical grade cannabis, will prove to be invaluable to the development of our plant facility.



Chandos' horticultural and clinical experience with both new builds and renovations is vast. Chandos constructed the first LEED Gold Certified Greenhouse in all of Canada, and at the time of construction, was considered to be the most technologically advanced greenhouse in North America. This project featured a 48,000 sq. ft. production greenhouse and a 12,000 sq. ft. research greenhouse for the government of Alberta. Chandos currently maintains approximately 400 employees between our Edmonton, Calgary, Vancouver and Red Deer offices.



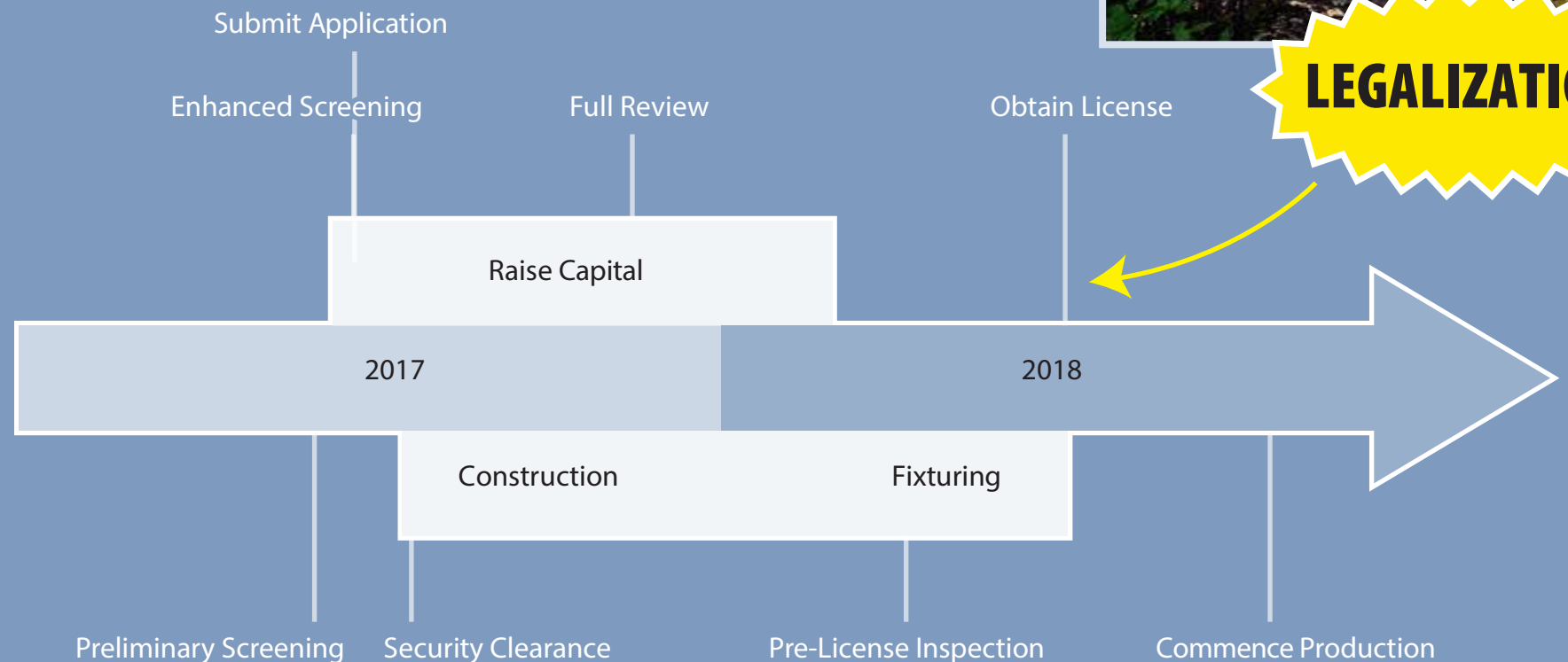
Licensing Process / Path to Licensing

- Application process can be extremely complicated
- We learned early in the process we needed a team of highly experienced professionals
- Engaged and secured consultants with many years of experience / licensed 12 companies
- Freedom Licensing to align with highly anticipated legalization



LEGALIZATION

Estimated Timeline



Licensing and Compliance

Freedom is working closely with Health Canada and a team of experts that have successfully obtained licenses for many cannabis production facilities in Canada.

Corporate Governance

As we transition through this process, Freedom will be assembling a board of highly respected directors to be a part the consequential decision making and policy process in accordance with general securities procedures to protect the interest of our investors.

Strategic Planning and Business Excellence

Results Canada services include a blend of training, coaching, resources, facilitation, team-building and more. All delivered by a diverse, senior team offering a range of skills and knowledge, representing the latest in best practices and thought leadership for business.



Christy Benoit
BSc Pharm



Christy graduated with a BSc(Pharm) from University of Alberta in 1999, practiced as a clinical pharmacist for 10 years in both community and hospital settings, was involved in research and taught at the Faculty of Pharmacy at the University of Alberta. Applying the vast experience gained in communication, service, wellness and business management, she has co-founded and led multiple ventures including Oil Country Engineering, Pure Mosaic and the Mosaic Centre. Currently, Christy supports senior leaders in achieving their business goals through her role as a Business Execution Specialist with Results Canada. Her areas of focus are: strategy planning and execution, culture development and transformation, productivity improvement and "Lean" business practice and corporate social responsibility.



George

Freedom Cannabis has engaged George and his company, a leading industry consultant since 2012 that assists companies to navigate Health Canada's ACMPR licensing process. George assist his clients through the complexities of this process including the application, design, construction and operating procedures of cannabis production facilities. George is currently advising clients regarding over 150 MM of production facilities in 6 provinces. George has 25 years of high level experience with the federal government working within regulatory industries as well as 8 years consulting on the cannabis license process in Canada. He has also worked with a licensed producer holding the position of Director of Operations / Master Grower. He has completed Cornell University's Good Manufacturing Practices Program, (GMP) certification. George has successfully navigated 7 applicants through Health Canada's (ACMPR) producer and facility licensing process.



Nathaniel Garneau

Nathaniel's experience with Western Canada's largest diagnostic laboratory group, DynaLIFE aligns well with the cannabis industry's need for control and tracking. He is currently responsible for implementing and monitoring Quality Assurance (QA) procedures, providing strategy and guidelines for QA testing programs and best practices, as well as ongoing Information Technology (IT) operations. He is an IT lead for Healthcare Specimen Tracking, Solar Photovoltaic, Banking and Legal software products.



Who is going to be left standing? There is going to be losers!

Timing is everything!

*"when the taps are turned on for legalized cannabis, we are going to have a **supply shortage**. I am highly confident of that".*
~ Aaron Salz – Cannabis sector analyst



Top Performing Cannabis Stocks in Canada from January 2015 – October 2017

Canopy Growth	\$1.96 → \$12.77	+552%
Aphria	\$1.03 → \$7.60	+638%
Aurora Cannabis	\$0.40 → \$2.96	+640%
Supreme Pharma	\$0.35 → \$1.61	+360%

Source – Financial Post



How do you get with a winner at the right valuation?



Expert Design and Development Strategy

Controllable Growth Strategy (Capital costs, Staffing, Operations)

Phase 1 (first 60,000 sq feet) to be completed by June 2018

- \$8,500,000 construction budget

Phase 2 to commence shortly after License is granted to Freedom by Health Canada for Phase 1

Two typical growth strategies in the industry;

1. Sea of Green (High Risk)

- Wide open spaces from 5,000 to 50,000 sq feet
- Potential problems – Crop loss due to contamination (Molds, Spider Mites, various other contaminants / Inadequate environmental controls)

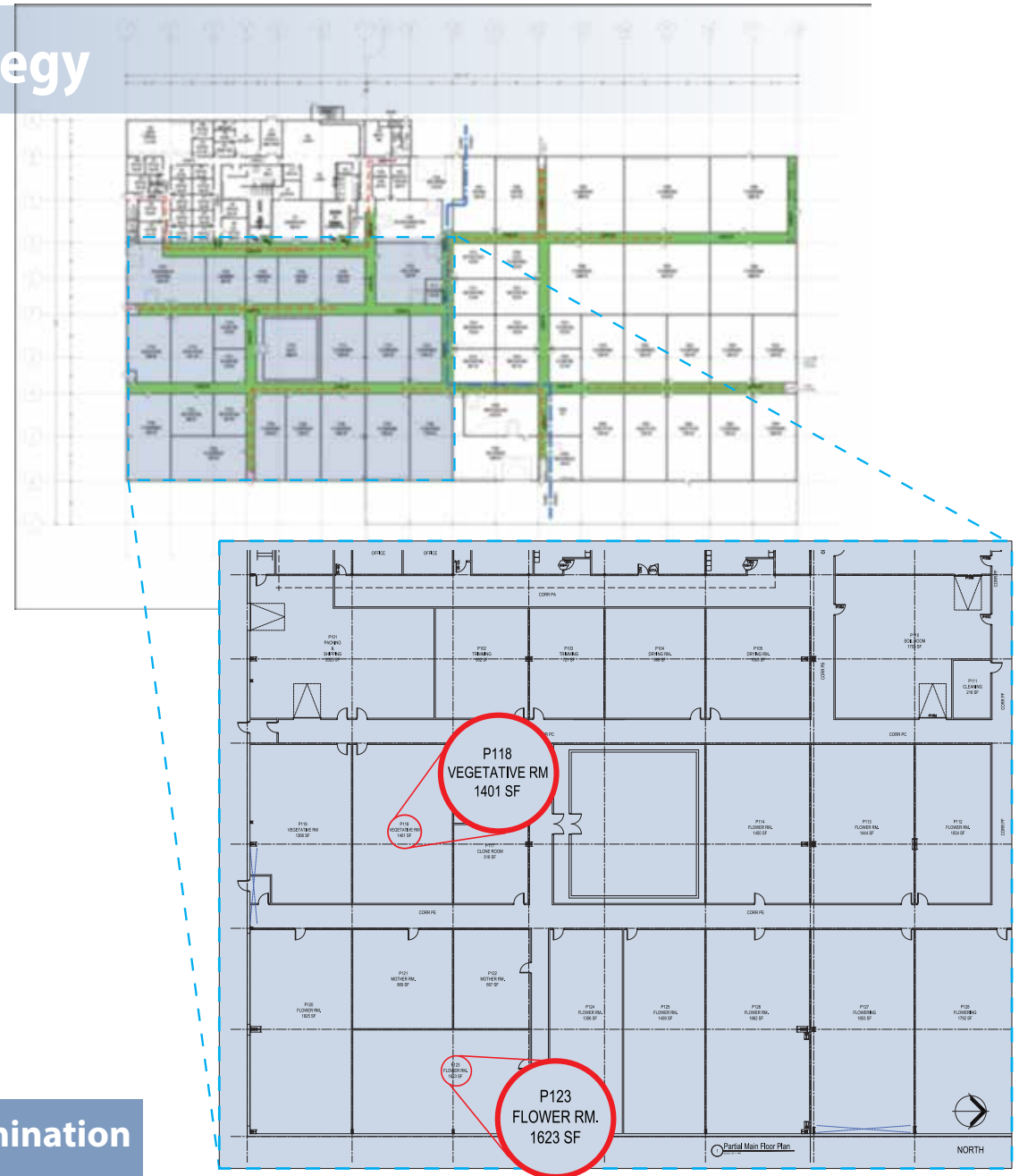
2. Isolated Growth Strategy (Controlled)



- Rooms varying from 500 sq feet to 3,200 ft
- Constructed with metal insulated panels – Similar to Walk in coolers
- Ability to maximize environmental controls such as; temperature, humidity, lighting and nutrient supply

Benefits – Loss mitigation for Crop Losses due to contamination

- ★ Isolated rather than losing whole crops worth millions of dollars
- ★ Ability to maximize environ. controls = **higher yields and quality**



Market Accessibility



Therapy
cannabis culture café

 **Concept Stores to offer a variety of products, accessories and education.**

- Plans to scale out stores across Canada aligned with legalization.
- In negotiations with top retail brands to carry or license products
- Full line of pet and animal products.



Alan Arnstein,
BComm

Alan worked for the Katz Group Canada for 19 years as the Vice President, Development. Alan was very involved in expanding the Rexall brand across Canada including responsibility for acquiring and consolidating independent pharmacies. He has also played an active role in real estate projects including the leasing of the Ice District next to Rogers Place in downtown Edmonton, an estimated \$5.5 B project.



Stephano Potestio

Stephano brings years of experience in the retail industry including conceptual planning and operations management. He also has valuable experience managing large portfolios of residential and commercial properties. These strengths will enable Stephano to play a key role in the development of our retail model as we scale it out across Canada.



Compassion & Impact

Freedom will endeavor to be an industry leader in many areas including;

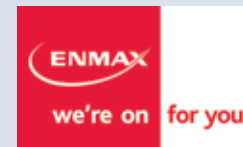
- Industry leading **Compassion** programs & initiatives
- Created to assist the terminally ill and less fortunate to gain access to the medicine they require
- Fundraising campaigns to raise money for worthy organizations



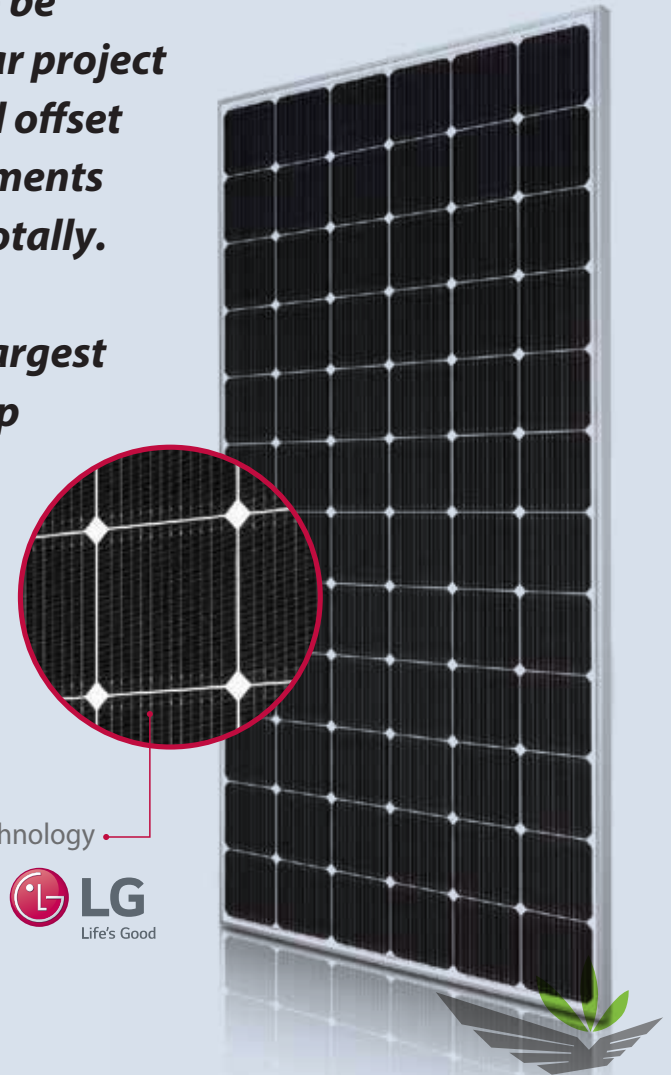
Sustainability

Sustainability programs such as solar power, efficient water and waste management systems.

"Enmax is excited to be working on this Solar project with Freedom. It will offset their power requirements significantly if not totally. This Solar system will be the Largest Commercial roof Top System in Canada."



Cello Technology



Financial Data

Highlights

- 30 Million Shares issued to Founders / Key Staff
- Founders have over \$2 million invested
- **Limited number of shares** available to suitable investors at **.35¢** for first tronch of \$4,000,000

First Round Opportunity - First in Advantage!

Assumptions:		Formation		Seed Round Financing	
Freedom Cannabis Capitalization Table July 26, 2017	Pre-Money Valuation	\$	-	Pre-Money Valuation	\$ 13,500,000.00
	Founders Investment	\$	300,000.00	Seed Investors' Investment	\$ 4,000,000.00
		\$	-		
	Total Round Size	\$	300,000.00	Total Round Size	\$ 4,000,000.00
	Post-Money Valuation	\$	300,000.00	Post-Money Valuation	\$ 17,500,000.00
	Founders Price Per Share	\$	0.01	Seed Round Price Per Share	\$ 0.35
	Founders Percentage Interest		100%	Seed Round Percentage Interest	22.9%

Stockholders	Formation	Fully Diluted Shares	% of Fully Diluted Equity	Seed Round Financing	Fully Diluted Shares	% of Fully Diluted Equity
Founder 1	18,000,000	18,000,000	50.00%	-	18,000,000	36.21%
Founder 2	8,000,000	8,000,000	22.22%	-	8,000,000	16.09%
Founder 3	1,500,000	1,500,000	4.17%	-	1,500,000	3.02%
Founder 4	1,500,000	1,500,000	4.17%	-	1,500,000	3.02%
Founder 5	1,000,000	1,000,000	2.78%	-	1,000,000	2.01%
Founder 6	-	-	0.00%	-	1,500,000	3.02%
Seed Round Financing	-	-	0.00%	9,928,571	9,928,571	19.97%
Round 2 Financing	-	-	0.00%	-	-	0.00%
Round 3 Financing	-	-	0.00%	-	-	0.00%
Warrants	-	-	0.00%	-	-	0.00%
Option Pool	6,000,000	6,000,000	16.67%	2,285,714	8,285,714	16.67%
Total Fully Diluted Shares	36,000,000		100.00%	12,214,286	49,714,286	100.00%



Exit Strategies

Freedoms exit strategies include;

Taking the Company Public

Strategic plan to take Freedom public after following milestones are achieved;

- Licensing /License to Grow - July 2018 (estimated)
- Possible Legalization - July 2018
- License to Sell - September 2018
- License to Grow - Estimated to be Q 4 of 2018 ****Ideal Target Time to Launch**

Merger / Acquisition

With many companies in the USA and Canada already acquiring companies, we expect this to continue in the marketplace in 2018 and beyond. Freedom will engage suitable companies to keep all options open.

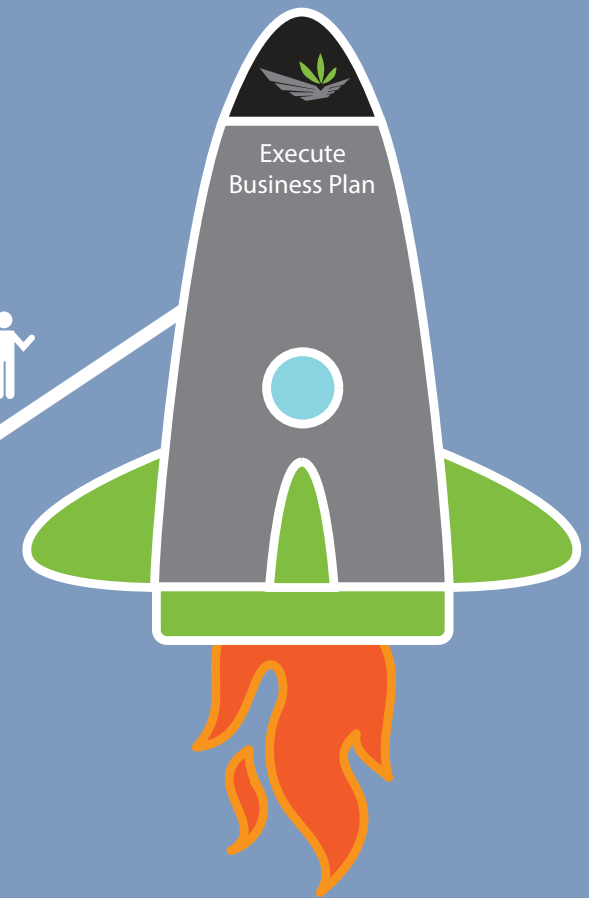
Private Co.

- Intellectual Property
- Appoint Board Team
- Licence Application
- Business Plan
- Retail Concept
- Leases
- Strategic Alliances
- Raise Capital
- Develop Plant



Public Engine

- Non-Listed Reporting Issuer
- Acquisitions
- Licences
- Open Retail Stores
- Intellectual Property
- Growing Technology
- Strategic Alliances
- Raise Capital



Achievements

- Business Plan and Strategy
 - Assembled Team of Experts
 - Path to Licensing
 - Hired Quality Assurance Specialist
 - Secured Site
 - Support from County and Dev Permit
 - Design and Dev strategy
 - Engaged CM partner – Chandos Construction
- 
- Media Release - Retain Marketing & PR Firm
 - Commence Plant Fixturing (Nov. 2017)
 - Licensing from HC (Estimated - July 2018)
 - License to Sell /Plant operations commence (Q4 2018)
 - Become industry leader for Sustainability and Impact
 - Take Freedom Cannabis to the Public market

***Are you ready to get in at the ground level?
The ship has not sailed yet!***



**Thank you for your time and your
interest in Freedom Cannabis**

This is the beginning of an exciting journey!

Contact:

For information please
contact: info@freedomcannabis.ca