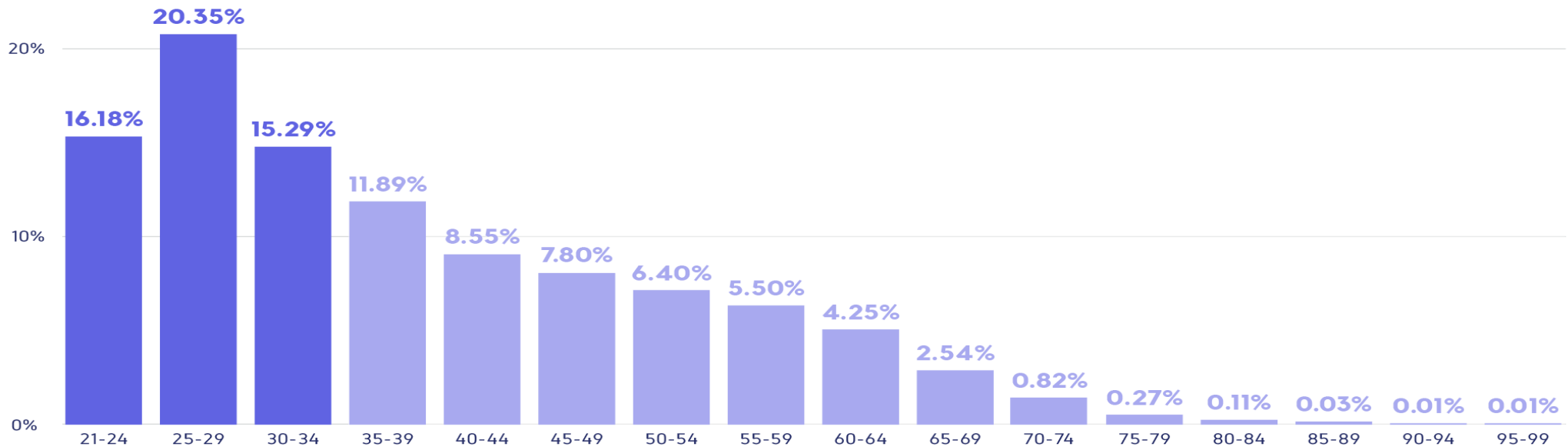




We're the Young Starbucks of
Cannabis

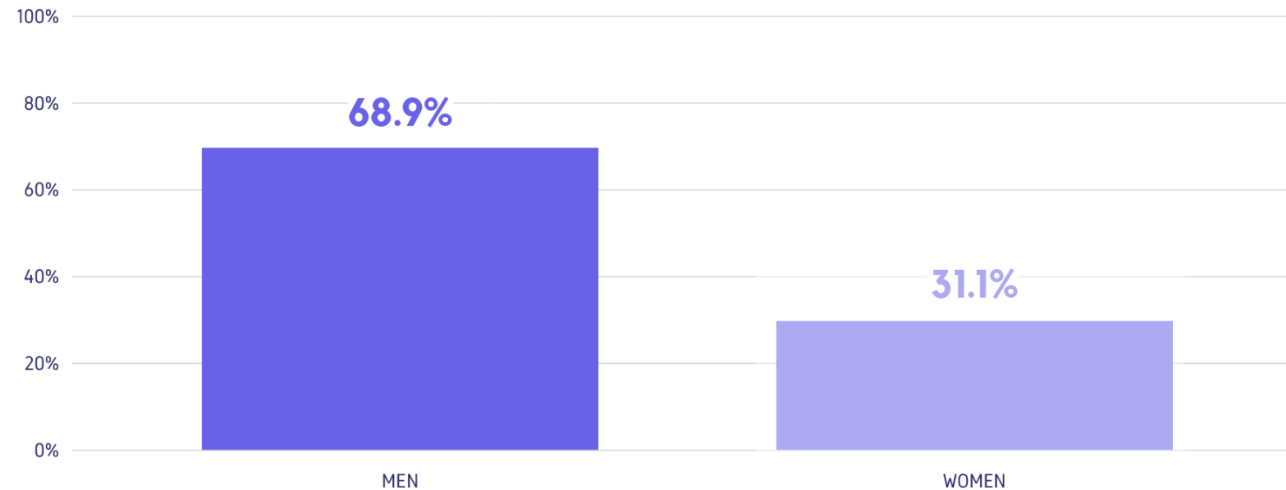
The Opportunity

- Cannabis retail is overlooking the *grown-up* market



Another Opportunity

- We think they forgot about the *Ladies* too



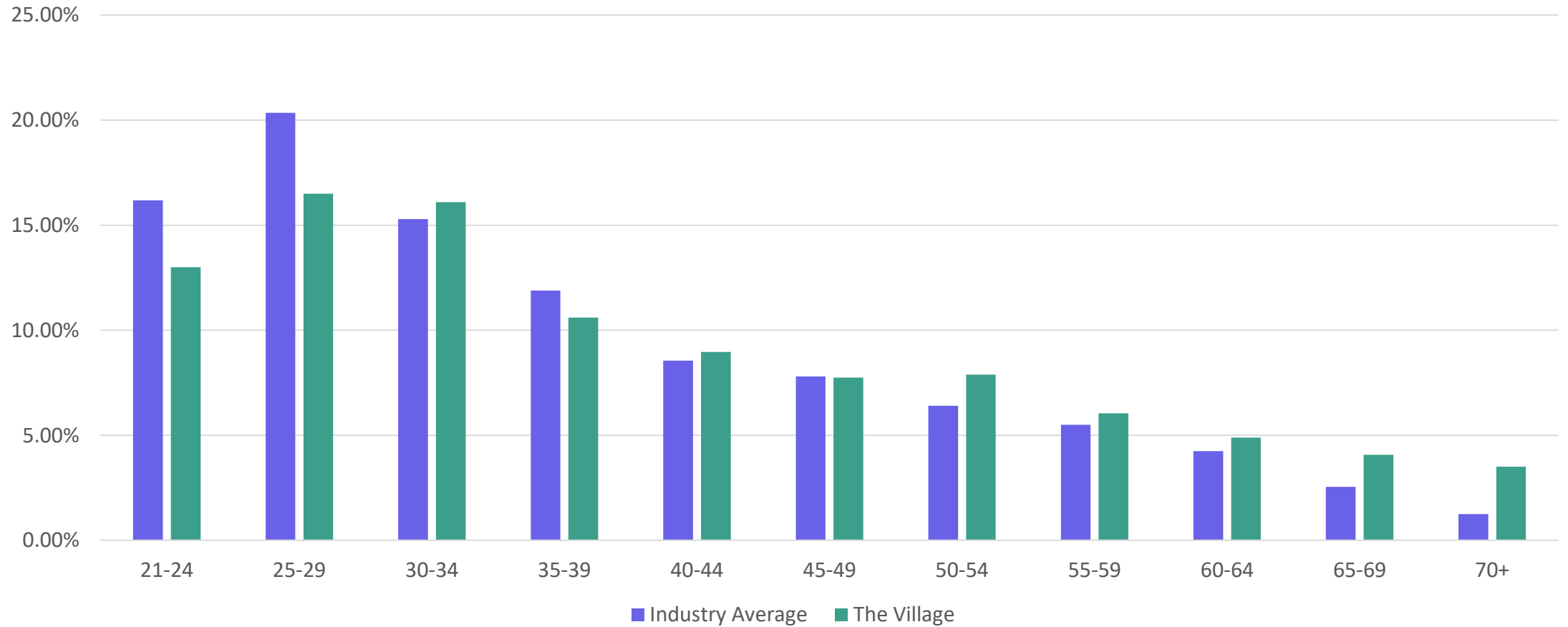
The Solution

Time to *redefine* the space with some...

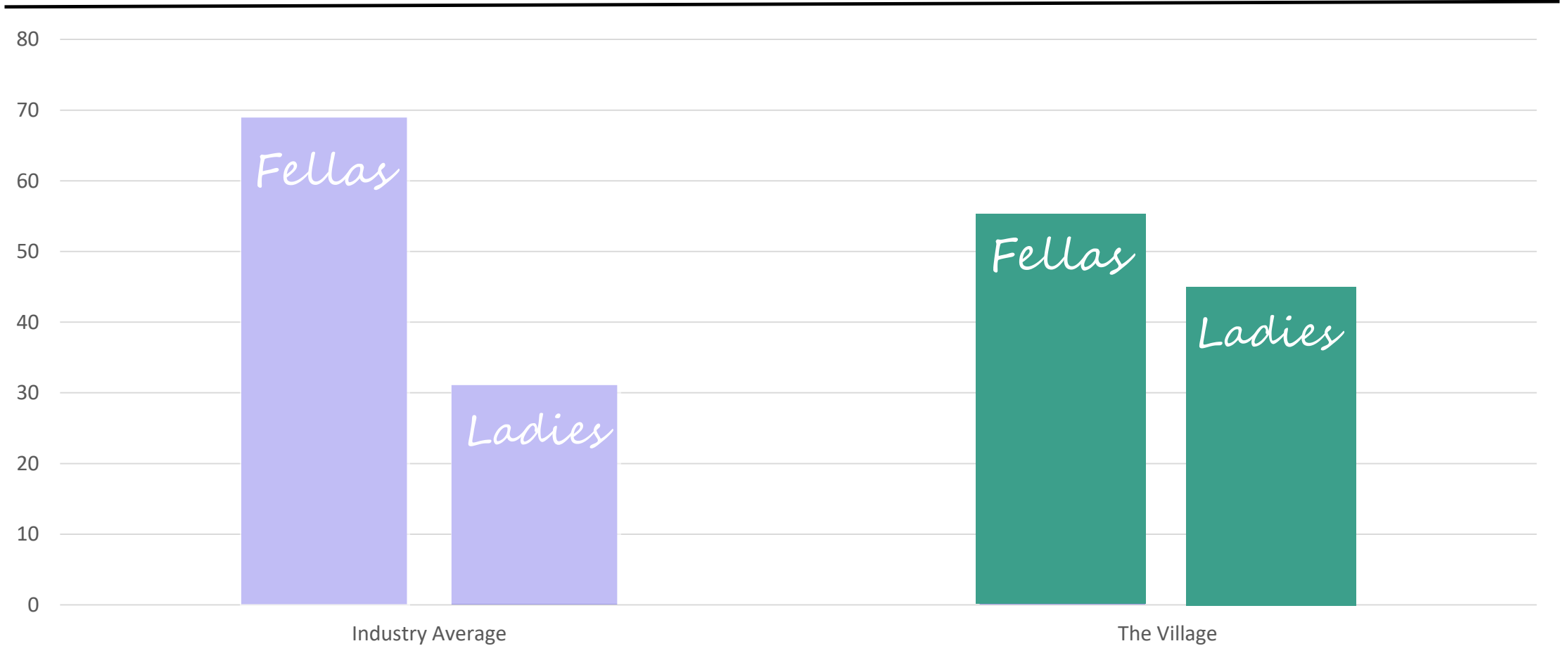


Dignity, Style & *Grace*

It's Working

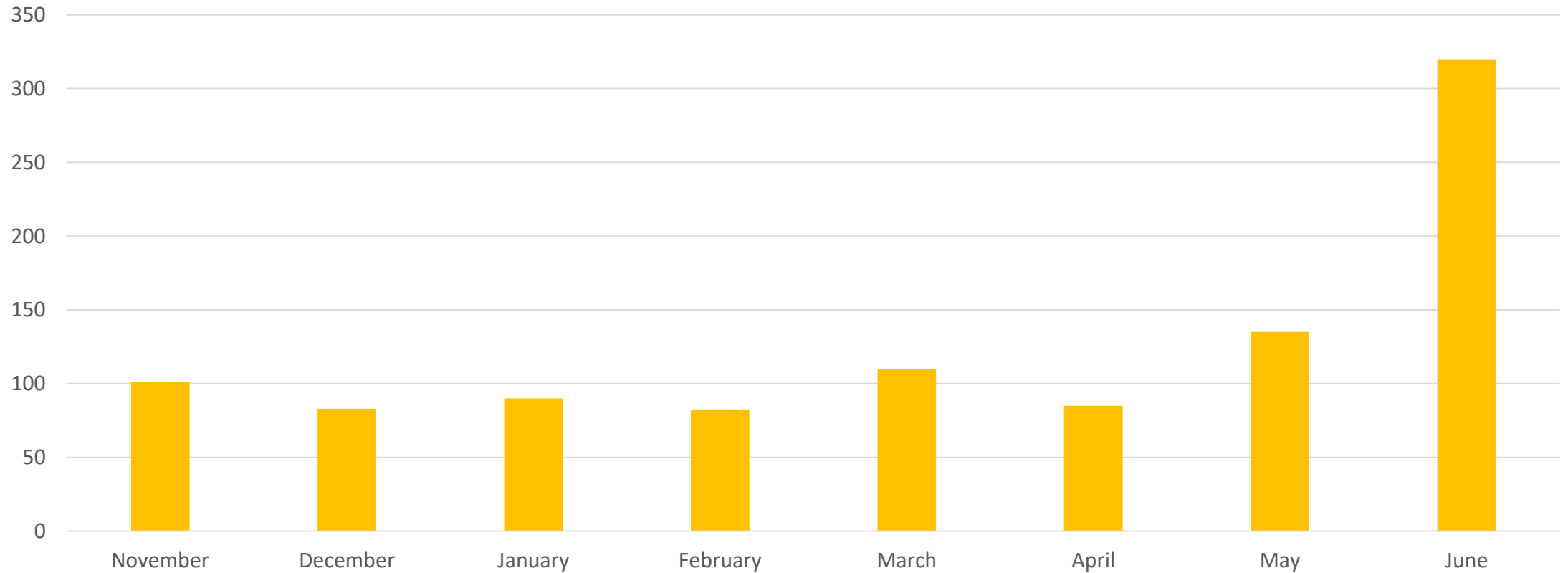


And Working Well



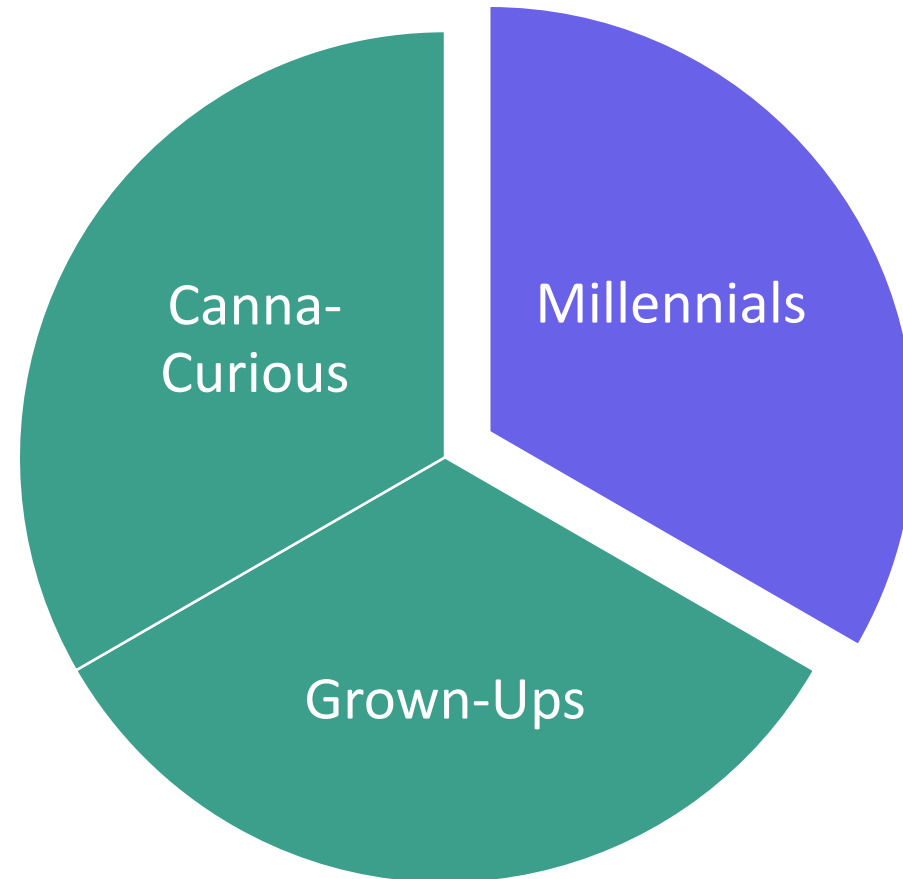
And We're Just Getting Warmed Up

New Members '17



2700 Members and Climbing

The Real Opportunity



We Like Disposable Income Too

Industry
Average

\$33 per
Visit

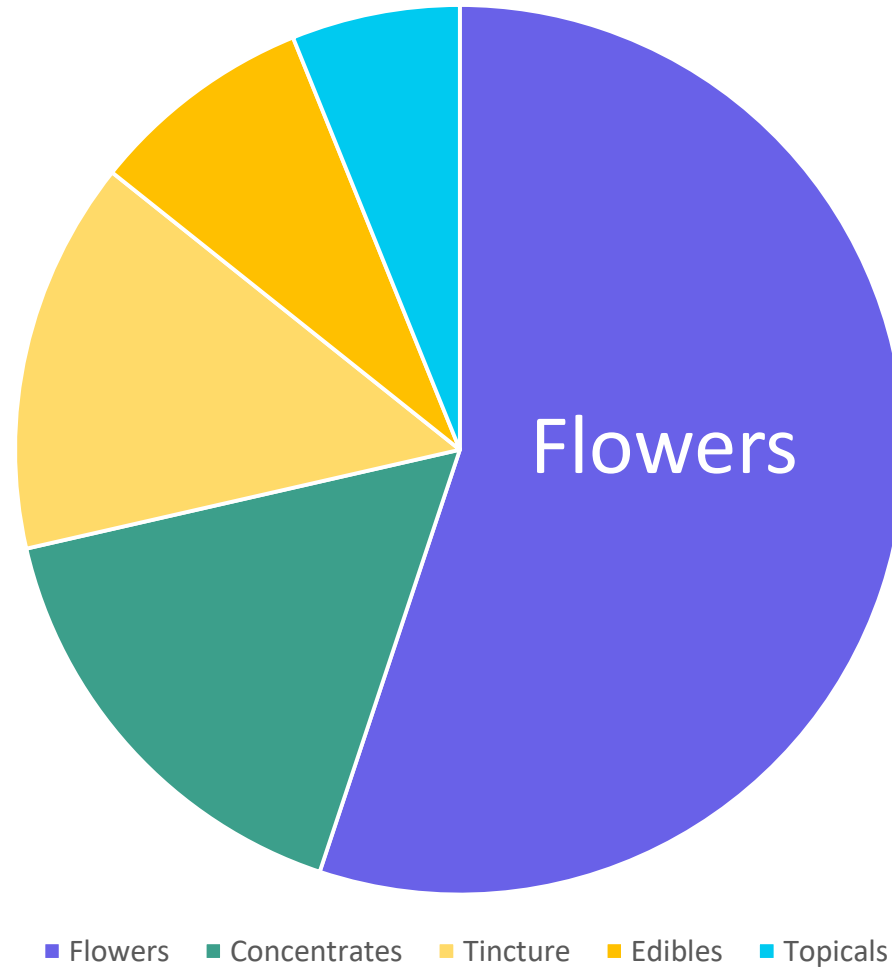
\$645 per
Year

Village
Average

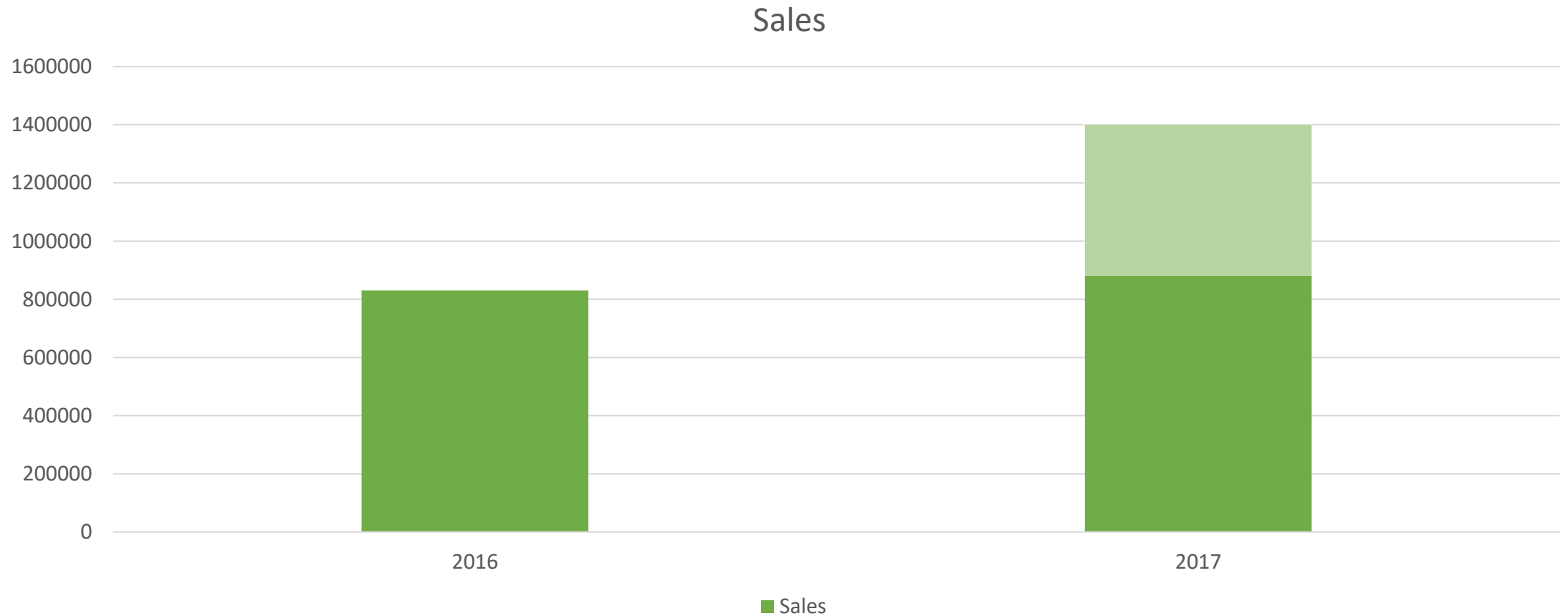
\$75 per
Visit

\$1800
per Year

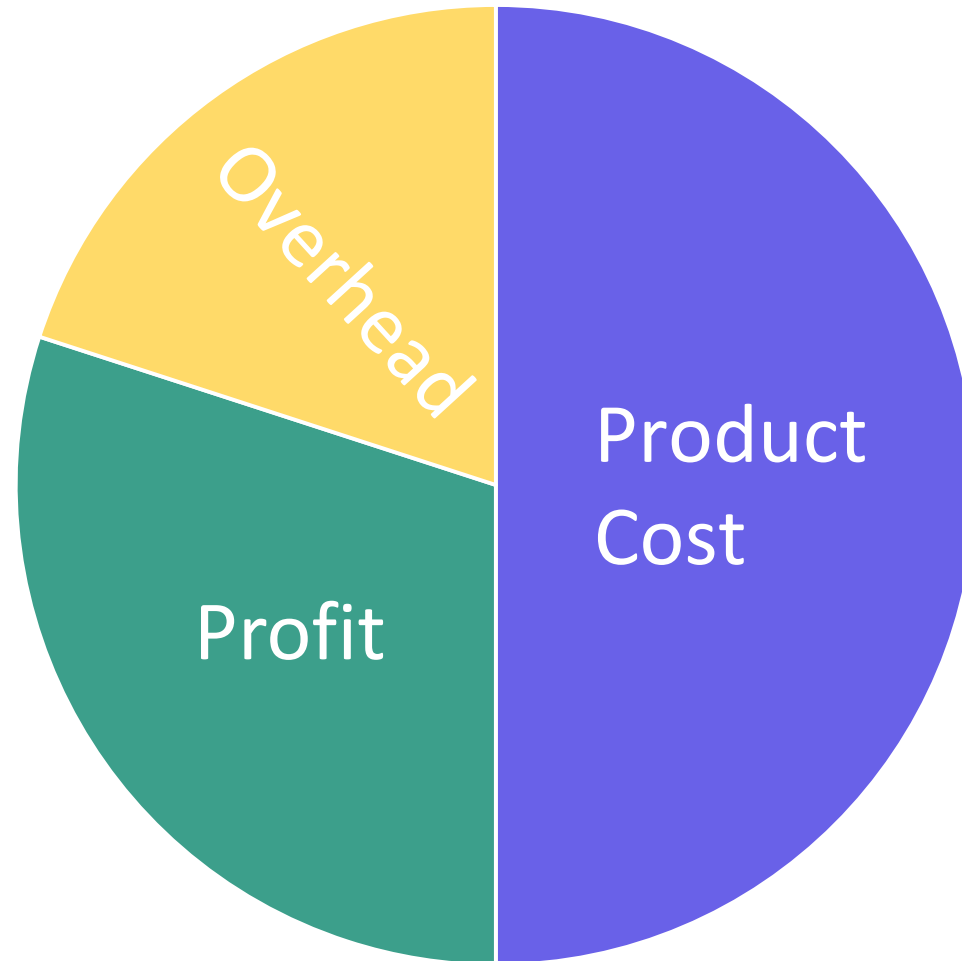
Here's How They're Spending It



And It's Showing Up On the Balance Sheet



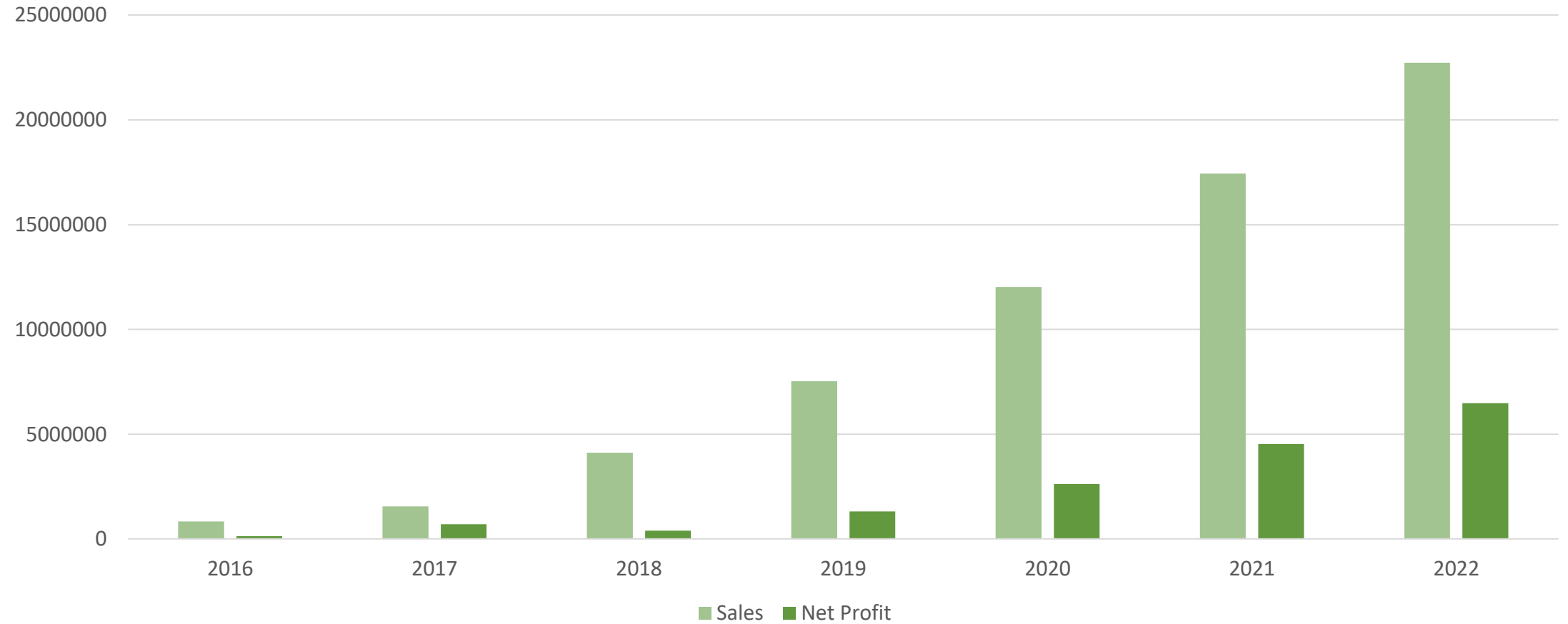
Good Margins Too



The Game Plan



If All Goes According to Plan



The Big Opportunity

EXCLUSIVE | Liberals to announce marijuana will be legal by July 1, 2018

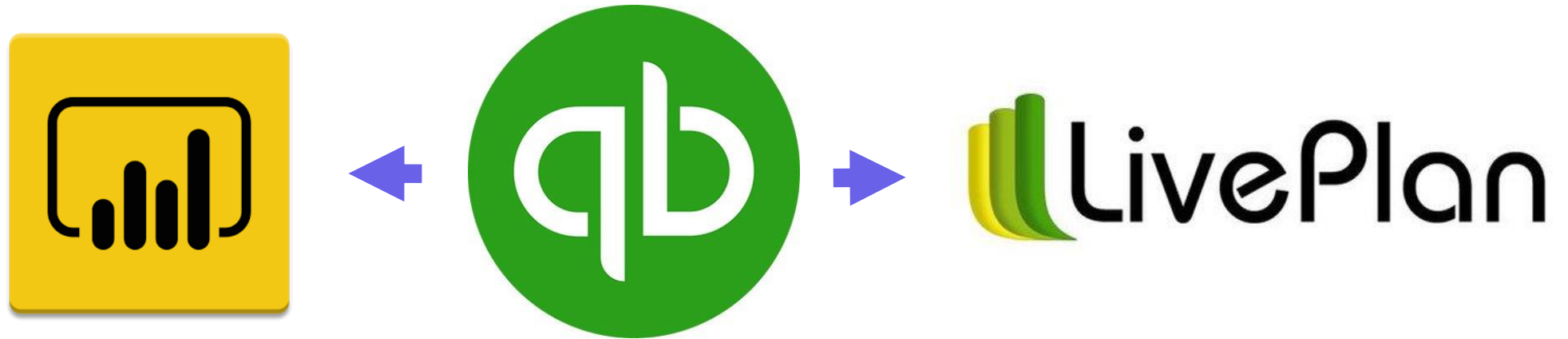
Provinces will have right to decide how marijuana is distributed and sold, CBC News has learned

By David Cochrane, CBC News | Posted: Mar 26, 2017 9:00 PM ET | Last Updated: Mar 27, 2017 12:54 PM ET



Include Our Automated Backend

(Making Us Super Smart and Super Scalable)



Add Some World Class Branding



(Ready for Debut in the Coming Weeks)

And Some Creative Marketing...

4.9 stars on Google, they must be great!

They do the best reviews on the coolest products!

Such a cool Instagram, totally communicates their vibe

Jeremy is THE authority on Cannabis in Canada, you should follow him!

5 Stars on Weedmaps too? They're on fire!

Look, they're on the cover on the newspaper again!

Did you see that Blog that Andrea wrote on women's Health?

They play the best music in their store, I love following them on Spotify!

You can totally get a sense of how great their community is!

5 stars on Leafly? Everyone loves them!



It's To Infinity & Beyond

American
Expansion

Cannabis Lounges
with Awesome Food

Branded Small
Batch Cannabis

Franchising

White Label
Products

Vertical
Integration

Social Media
Powerhouse

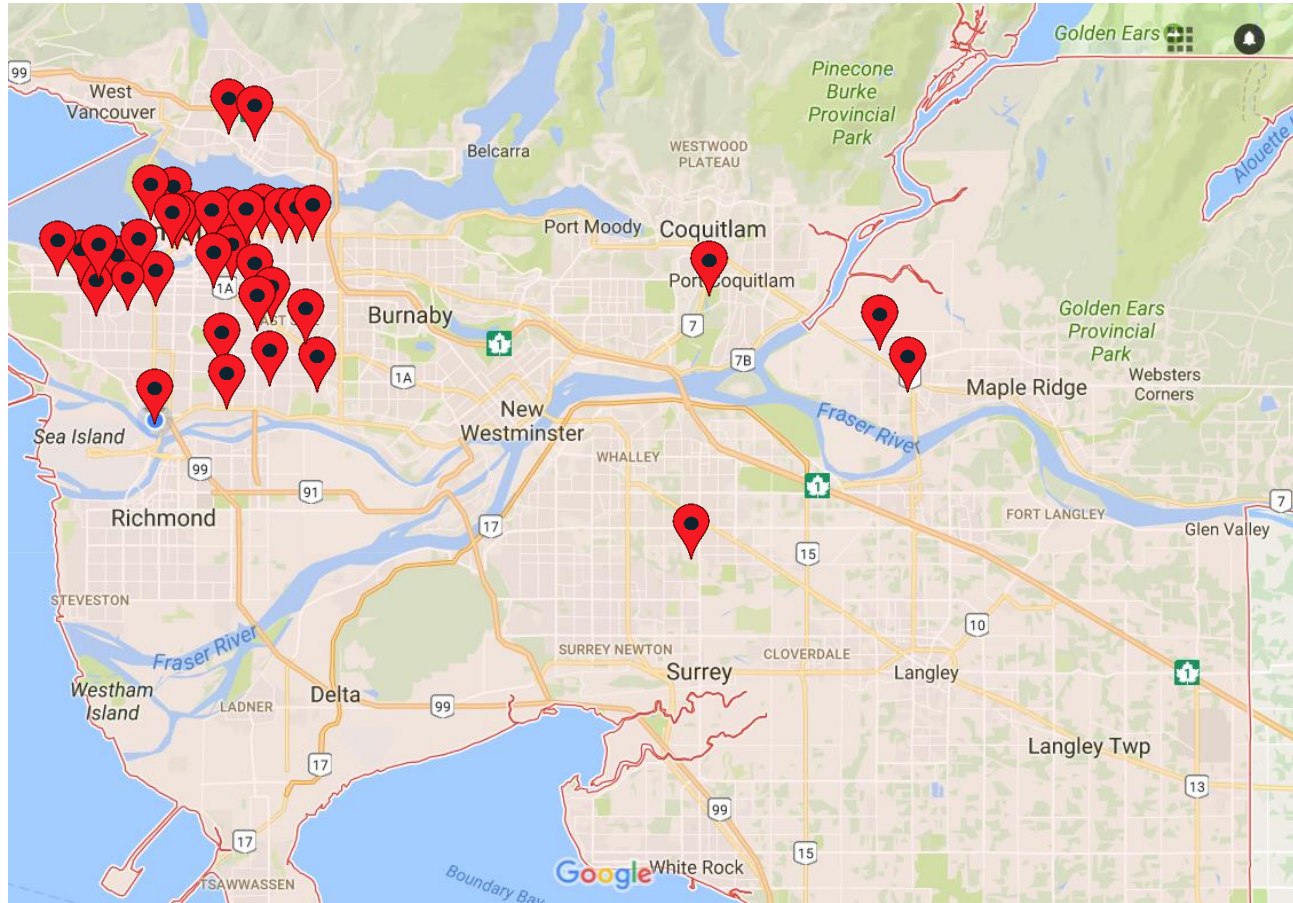
National
Expansion

Regional
Expansion

More E-Commerce



No Shortage of Shops



Why We're Not Concerned

Vancouver issuing 10 more pot shop injunctions by next week

Chief licensing inspector says ten additional dispensaries should soon expect to receive notices to shut down

CBC News | Posted: Jul 08, 2016 12:26 PM PT | Last Updated: Jul 08, 2016 12:26 PM PT

Vancouver slowly but surely shutting down rogue pot shops

MIKE HAGER

VANCOUVER — The Globe and Mail

Published Tuesday, Feb. 07, 2017 9:43PM EST

Last updated Tuesday, Feb. 07, 2017 9:43PM EST

By: [Wanyee Li](#) Metro Published on Mon Jun 12 2017

Blunt assessment: Almost 60 Vancouver cannabis dispensaries are unlicensed

There are 57 non-compliant dispensaries and 10 that have completed the licencing process, according to the city

But Really, It's This



And This



TOP DISPENSARIES

1. The Village – Vancouver
2. Sunrise Wellness – Vancouver
3. Aura – Vancouver

And This



TOP DISPENSARY BRANDING

1. The Village
2. Aura
3. Farmacy

Did We Mentioned That We're Celebrities?



B.C. dispensaries want piece of pot pie 2

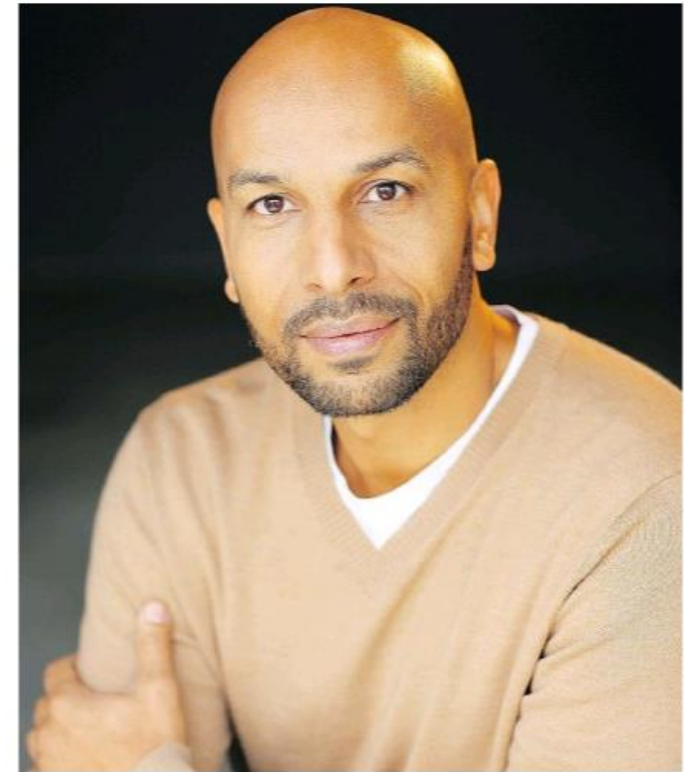
Association says homegrown 'cottage industry' will help local economy and create jobs

The Province 14 Apr 2017 +3 more DAN FUMANO dfu-mano@postmedia.com twitter.com/fumano

With the federal government taking a major step Thursday towards cannabis legalization, the outlook for B.C.'s flourishing retail pot industry remains hazy.

The federal Liberals introduced bills to regulate recreational marijuana in Canada (with legalization expected to come into force by July 2018). But the legislation leaves several key elements of the plan especially around the distribution and sale of the product - up to provincial and territorial governments to figure out.

So it remains to be seen what will happen to the hundreds of dispensaries that have sprouted up around Vancouver and across the province in recent



Jeremy Jacob, president of the Canadian Association of Medicinal Cannabis Dispensaries, says his group will lobby to have existing dispensaries remain part of the distribution system for legal marijuana.

It's a Fantastic Team



Andrea Dobbs
Co-Founder and Brand Manager



With an educational background in Design and Display, Andrea has worked most of her life in retail, with a focus on design and management. Throughout her career, Andrea has had the pleasure of working for forward thinking retailers like IKEA, The Body Shop, and Womyns Ware. Andrea has recently been featured on the cover of the *Georgia Straight* and is redefining what cannabis means to women.



Jeremy Jacob
Co-Founder and President



A mechanical engineer by trade, Jeremy spent 15 years working in renewable energy, including founding Exchangenergy Inc. in 2005. Together, Jeremy and Andrea founded The Village Collaborative in 2015. Jeremy is also the current President of the Canadian Association of Medical Cannabis Dispensaries and is on the leading edge of regulatory reform.

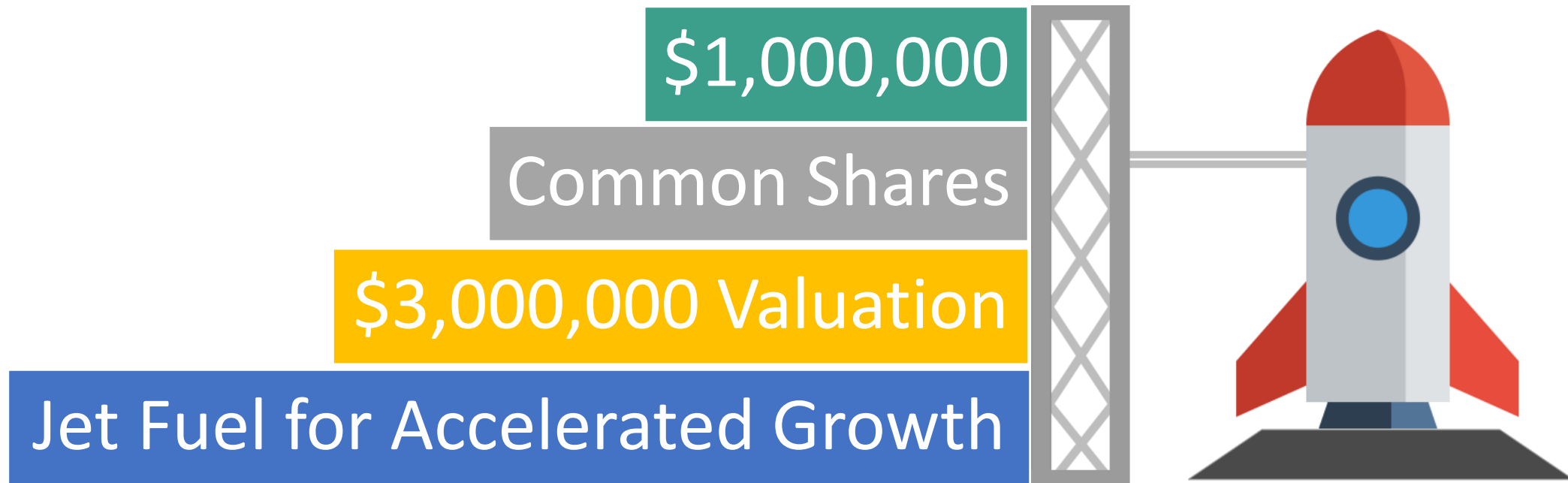


Walker Patton
VP Strategic Growth



Walker obtained a commerce degree from Mount Allison University and then proceeded to climb the ranks of management at Enterprise Rentacar. In 2013, he joined RBC Wealth Management and spent four years as an Investment Advisor working with high net-worth clients. Walker has also provided seed and venture funding to multiple businesses in tech and retail.

The Raise





It's just the beginning

Our Disclaimers

- Something which often sets us apart from the competition is that we are truly a business driven by its values. Core to who we are is fairness, honesty and transparency. As such, we'd like to provide some context on how we arrived at some of the numbers and statistics we've included in this deck.
- The data we've used for industry averages were provided by Headset and can be found [here](#). The reality is that this is an early stage industry where all metrics need to be taken with a grain of salt. That said, we still think there's some value in these comparisons as it identifies opportunities and validates the direction we've taken. The majority of this data comes from Washington which we think generates some fair comparisons to the BC market.
- The data we've generated from our own store has been a much less direct route. While our backend is set up with Power BI to analyze our transactional dataset to produce accurate numbers daily, the transactional dataset coming out of our POS provider is our current bottleneck. We're using Indica Online which is an industry leader in the space but their reporting is unreliable and their datasets are incomplete. We've started working directly with them to produce ongoing, custom, transactional datasets which we'll generate accurate reports from. We expect to have that available in July 2017. For the purposes of this deck, we've analyzed the data available to us and made some estimates where the data was incomplete. As a result, these numbers must be understood to be estimates, but still accurately tell the story of our business.
- Bar Charts which include both a solid colour and a light colour are current statistics with simple arithmetic projections.
- In comparing our data to industry data, it's important to know that the industry data is calculated in USD and our data is calculated in CAD. It is also important to understand that both sides of the border are still operating on the basic \$10/gram philosophy letting these comparisons remain meaningful.
- While we're confident in the statistic of our average ticket (varies between \$72 - \$83), we're less confident in the annual spend. Our Indica Online reports say that our members visit on average twice per month leaving us with the math of \$75 per visit x 2 visits per month x 12 months in the year = \$1800. While we're not entirely confident in that number, we're very confident that our membership comes with a higher degree of loyalty and disposable income and this is likely where it's showing up.

Our Disclaimers

- For the purpose of this deck, the margins are displayed as normalized margins which are different than the margins which we anticipate as we scale. Our net margin was 15% in 2016 and is 22% YTD. Our LivePlan software projects 30% margins by year 5 and 35% margins when all 5 stores have reached scale.
- Our Sales Forecast makes a few key assumptions which investors should be aware of. We're assuming that our month over month rate of growth in 2016 (9%) compared to that same number in 2017 (7%) established a pattern. Each year assumes a rate of growth 2% lower until each store levels out at approximately \$500,000 in monthly sales. We're also starting each new store at approximately \$40,000 in sales as we expect considerable demand from these new markets.
- While most of our marketing strategy is already in place, certain items mentioned are being rolled out now and won't yet have traction or a material impact. We still thought they were important to communicate as all are in motion and will drive brand value in the coming years.
- Our 'Google Map' of dispensaries was done manually to illustrate a dense level of competition in the market. Currently, there are no maps which are entirely accurate due to the volatile nature of this young industry. We simply want to communicate that there are many shops, but little competition.
- Lift Cannabis awarded us for Best Dispensary in BC and Best Branding of a Dispensary in BC with Ontario being the only other category. Ontario is quite a few steps behind BC so we're happy to represent for the best in Canada until they catch up.
- While we were first looking at convertible debenture for the purpose of delaying our valuation, we've since decided to go back to the basics – common shares on a valuation which was suggested to us by a leading Arcview Investor. We've accepted that we can't generate an accurate valuation based on current financial metrics but we do realize that we can generate a fair value based on the team in place, the validation of our market, the award winning execution, and the vision we have.

The Lawyer's Disclaimers

Certain statements in this presentation are forward-looking statements. Forward-looking statements consist of statements that are not purely historical, including any statements regarding beliefs, plans, expectations or intentions regarding the future. Often, but not always, forward-looking statements can be identified by the use of words such as “plans”, “expects”, “budget”, “scheduled”, “estimates”, “forecasts”, “intends”, “anticipates”, or “believes” or variations (including negative and grammatical variations) of such words and phrases or statements that certain actions, events or results “may”, “could”, “would”, “should”, “might” or “will” be taken, occur or be achieved. Such forward-looking statements involve known and unknown risks, uncertainties and other factors, which may cause The Village Collaborative Inc.’s (“Company”) actual results, performance or achievements, or industry results, to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. No assurance can be given that any of the events anticipated by the forward-looking statements will occur or, if they do occur, what benefits the Company will obtain from them. A number of risks and uncertainties could cause its actual results to differ materially from those expressed or implied by the forward looking statements, including, but not limited to: Government regulation and policy risks; the permitting process; public acceptance of cannabis and competition from other retailers; International regulatory restrictions. Undue reliance should not be placed on forward-looking statements because they involve known and unknown risks, uncertainties and other factors that are in many cases beyond the Company’s control. Forward-looking statements are not guarantees of future performance and the Company’s actual results of operations, financial condition and liquidity, and the development of the industry in which it operates, may differ materially from statements made or incorporated by reference in this presentation. The Company undertakes no obligation to update forward-looking statements if management’s beliefs, estimates and opinions or the Company’s circumstances as at the date hereof should change. The Company disclaims any intention or obligation to update or revise any forward-looking statements, whether, as a result of new information, future events or otherwise. Certain technical data in this presentation was taken from the technical report entitled “What Does the Average Cannabis Consumer Look Like” dated July 2016, prepared by Headset.io and is subject to the assumptions, qualifications and procedures described therein. This presentation shall not constitute an offer to sell or the solicitation of an offer to buy securities.