



FIRE & FLOWER CANNABIS CO.

December 2018



WE REPRESENT A NEW ERA

FIRE&FLOWER



Our beliefs define us

1. Inclusive spirit

We are at a time in Canadian history where the values of openness, transparency and inclusivity are inherent to the fabric of our nation. True to both the spirit of our organization and the sentiment of our people, our brand and retail concept aligns with a progressive, modern notion of freedom.

3. Shaping history

For us, there is nothing more exciting than being a part of history in the making. With the legalization of recreational cannabis, we are positioning ourselves on the right side of this important societal shift, providing honest education and consultation to move us all in a mindful, well-informed direction.

2. Shedding stigmas

Across the country, the social stigma surrounding cannabis is slowly lifting. Through our brand, retail, community and online marketing efforts, we are leading the conversation on cannabis, deconstructing outdated stereotypes, while opening the avenues of communication with Canadians.



Corporate social responsibility

Education-based retail

As responsible retailers and business owners, strong corporate citizenship is critical to our business model.

Our retail design will encourage open, welcoming spaces where our customers can seek out lifestyle and cannabis advice.

Special emphasis will be placed on private areas for one-on-one conversations with our highly trained Fire & Flower team members.

FIRE & FLOWER





Corporate social responsibility

Community partnerships

Consultation with cities and towns across the country has been vital to our brand and retail development.

When we enter a municipality, we set our own standard for separation distances that exceed most municipal requirements. We're implementing robust security protocol for our retail stores, bringing a sense of safety to the communities we work in.

These procedures will leverage the best in retail technology to ensure that the highest security standards are maintained.

Indigenous-guided business framework

The 2007 United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP) and the Canadian Charter of Rights and Freedoms serve as guides for how we support our country's peoples and develop our business policies.

We bring together stewardship circles from Indigenous communities to shape forward-thinking, culturally appropriate social benefit initiatives that foster diversity and inclusion.



A game-changing industry

Fire & Flower is set to establish the most recognized and successful brand of independent retail stores across Canada.



* Estimated number of retail stores per province
given current regulatory visibility

FIRE&FLOWER



Management team



Harvey Shapiro, Chairman & Director

Co-Founder, Emblem Cannabis Corporation – TSX listed Health Canada Licensed Producer of Medical Cannabis

Co-Founder & CEO, Dynacare – One of North America's largest healthcare, testing, safety and wellness solutions providers



Nadia Vattovaz, EVP Finance

Vice President of Finance and Procurement, Holt Renfrew
Canadian Tire, Maple Leaf Foods Inc. and Bento Sushi



Trevor Fencott, CEO & Director

Co-Founder, Director, Mettrum Health Corporation – TSX listed Licensed Producer of Medical Cannabis sold to Canopy Growth Corp. in January 2017 for \$430MM

Corporate and regulatory lawyer



Norm Inkster, Director

Former Commissioner, Royal Canadian Mounted Police
Former Head, Interpol

Former Global Managing Partner, KPMG Forensic Accounting

Officer, Order of Canada



Mike Vioncek, COO

President, Canadian Operations, Planet Fitness

Director of Operations, Liquor Stores North America

Regional Director, Rexall/Katz Group Canada

District Operations Manager, Hudson's Bay



Nathan Mison, VP Government & Stakeholder Relations

Founding Partner, NorthCanvas

Senior Consultant, Mison & Associates – public and government relations

Member, Alberta Cannabis Stakeholder Group

Founding Member, Alberta Cannabis Retailers Association



ENVISION THE EXPERIENCE

FIRE&FLOWER

For You
ics & Hair Studio

FIRE & FLOWER
Cannabis co.



Exterior design: Welcoming & modern



Interior design: Carefully crafted



Cannabis		
90-10 Grams 90% THC / 10% CBD - 6049 CBD		19.90
Balance - Hardie - 15 Grams 50% THC - 50% CBD / 143 - 167% CBD		35.00
Cal-Q - 15 Grams of Cal-Q Dried Flower 50% THC / 10% CBD		12.00
Cash Money - Mungellin - 15 Grams 50% THC / 10% CBD		40.00
Cash Money - Mungellin - 10 Grams 50% THC / 10% CBD		10.00
Chocolate Fudge - 15 Grams 50% THC / 10% CBD		30.00
Orange - 15 Grams 50% THC / 10% CBD		14.00
Berry Blend - 15 Grams of Berry Blend 50% THC / 10% CBD		11.00
Free - Treasure Island - 15 Grams 50% THC / 10% CBD		35.00
Free - Treasure Island - 15 Grams 50% THC / 10% CBD		10.00
Cannabis Oil		
Argyle - 2.5 mg THC - 15 mL Tweed / 2.5mg/capsule THC / 4mg/capsule CBD		30.00
Argyle - 2.5 mg THC - 60 mL Tweed / - THC / - CBD		100.00
Sunset Capsules (x15) - 2.5mg THC/Capsule 15% / 25mg/capsule THC / 0.7mg/capsule CBD		30.00
Bakerstreet - Oil - 40 mL Tweed / 20mg/mL THC / 0.7mg/mL CBD		115.00
Plain Packaging Balanced - Oil - 40 mL Plain Packaging / 6mg/mL THC / 6mg/mL CBD		104.00
Plain Packaging Indica - Oil - 40 mL Plain Packaging / 20mg/mL THC / 0.7mg/mL CBD		104.00
Plain Packaging Sativa - Oil - 40 mL Plain Packaging / 20mg/mL THC / 0.7mg/mL CBD		104.00

Interior design: Carefully crafted



Interior design: Carefully crafted





Supporting strong cities

Customer experience focused on education and responsible use

Comprehensive staff training to ensure consumption by minors is prevented

Extensive community engagement with both Indigenous and non-Indigenous peoples

Forward-thinking, culturally appropriate social benefit initiatives

Social responsibility led by a successful corporate leadership team



Best-in-class partners

Locations & Build



- Exclusive contract
- Experienced cannabis project team
- Top commercial real estate firm



- Exclusive contract
- Top ten general contractors in Canada
- Unparalleled Western presence



- Architecture and interior design partner

Technology



- World-class Cannabis retail POS Software



- Developer of Mettrum's regulated cannabis e-commerce platform, physician portal and mobile application



- Information technology partner

Finance



- Leading Investment Banks in the Cannabis space



Education



- Canada's leading Cannabis education firm

Security



- Canada's largest independent security provider



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THANK YOU

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fireandflower.ca