



COMMUNITY AND RETAIL  
PRESENTATION

November 2018





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## RECREATIONAL RETAIL IN THE CANADIAN MARKET

# WHO WE ARE



Canada's best practices leader in delivering secure, safe, & responsible access to legal cannabis. Working alongside Health Canada and Licensed Producers.



Specialized in prescribing legal medical cannabis



Exporting our medical experience internationally



Patient focused clinical research



Licensed recreational retail

# KEY FACTORS



## Premium Providers // Quality

META has exclusive longstanding relationships, and is continually seeking new ones, with Canada's top licensed producers. As a result, we carry only the finest cannabis and cannabis accessories.



## Community Driven // Responsibility

All aspects of META are run by, for, and with the cannabis community. Fostering positivity, confidence & responsible use, we are the trusted leader in the eyes of society and the law.



## Education First // Expertise

All employees go through extensive initial and ongoing training. With in-store consulting and the latest in educational information online, META is the trusted source for sound advice.



## Medical Origins // Wellness

Intimately connected to and come from the medical cannabis world. Our strong ties with the medical community ensure we are always up to date with the latest innovation & information in health & cannabis.



## Inviting // Belonging

In both a literal and figurative sense, all aspects of META are open and welcoming. Our brand and retail environments are appealing and inclusive.

# HIGHLIGHTS

## Bringing safe & responsible retail cannabis to communities

- › Innovative retail design and technology
- › High volume of stores in MB, AB, BC and ON
- › Dedicated to education and customer care
- › Proven medical model for legal access to medical cannabis (operating medical clinics and partnered with pharmacies nationwide)
- › Publicly traded-company TSX VENTURE: META
- › National strategic-alliance with Second Cup (converting cafes to META stores)
- › First Nations partnerships to build sites on indigenous land
- › Targeting up to 500-700 staff for retail stores in 2018



## RETAIL STRATEGY

- › Maximize Canadian Retail Store Footprint – Manitoba, Alberta, British Columbia, Ontario
- › Develop Community Relationships – Landlords, Municipalities, Business Improvement Area Associations
- › Leading Staff & Customer Education
- › Deliver Innovative and Functional Retail Design
- › Safety & Security in stores for staff & customers
- › Federal, Provincial and Municipal Regulatory

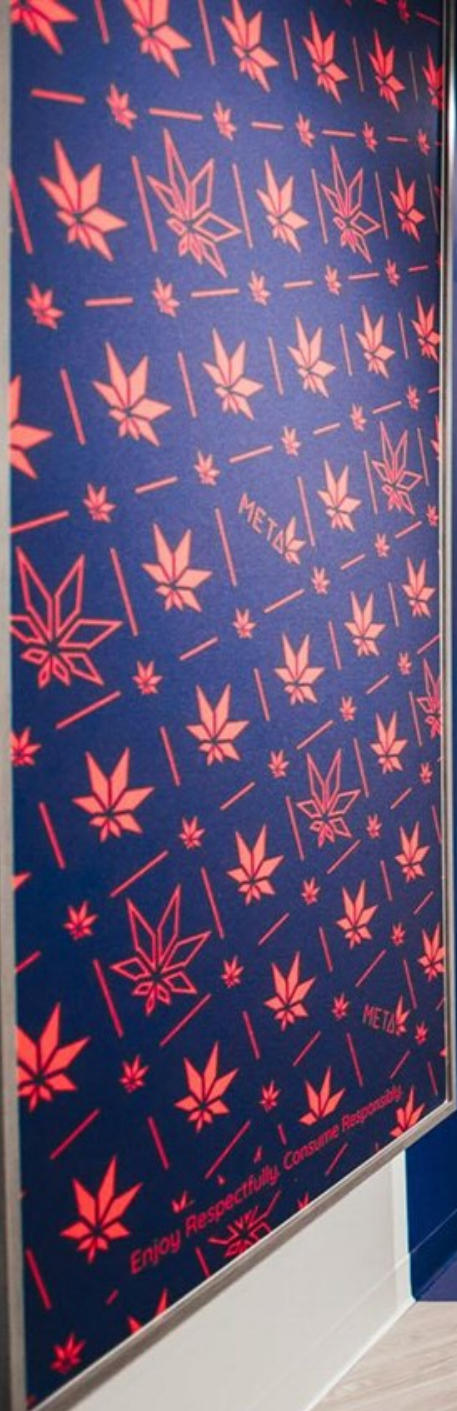


Premium cannabis retail driven by innovation, technology and service













PREPARE + PRESERVE

MORE CANNABIS

CANNABIS

EXPRESS YOURSELF

GEAR UP





GEAR UP

EVEN MORE CANNABIS

EXPRESS YOURSELF









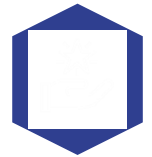
EVEN MORE CANNABIS

PRESS YOUR SEI

EXPRESS +



Premium cannabis retail driven by innovation, technology and service



Premium Providers // Quality



Education First // Expertise



Inviting // Belonging



Community Driven // Responsibility



Safe, inclusive and educational cannabis experience



Easy to Access // Convenient



Inclusive to All // Comfortable



Community Focused // Safe





newLeaf

cannabis

18+ NO MINORS

new  
Leaf  
cannabis

RETAIL  
Space  
For  
Lease  
1-800-555-1234





# Shared Experience

...our team has gained experience in many of  
Canada's leading industries



# THE META CANNABIS CONSUMER

Seeking a retail environment where they feel educated and safe

60% male  
40% female

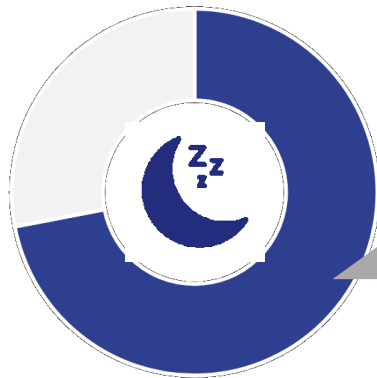


## EXISTING CONSUMER

No stranger to purchasing cannabis but looking for welcoming place to visit, engage with, and be part of a community

## NEW CONSUMER

Never or rarely used or purchased cannabis or other similar products. Looking for a place to purchase where they are comfortable, welcome and want to return



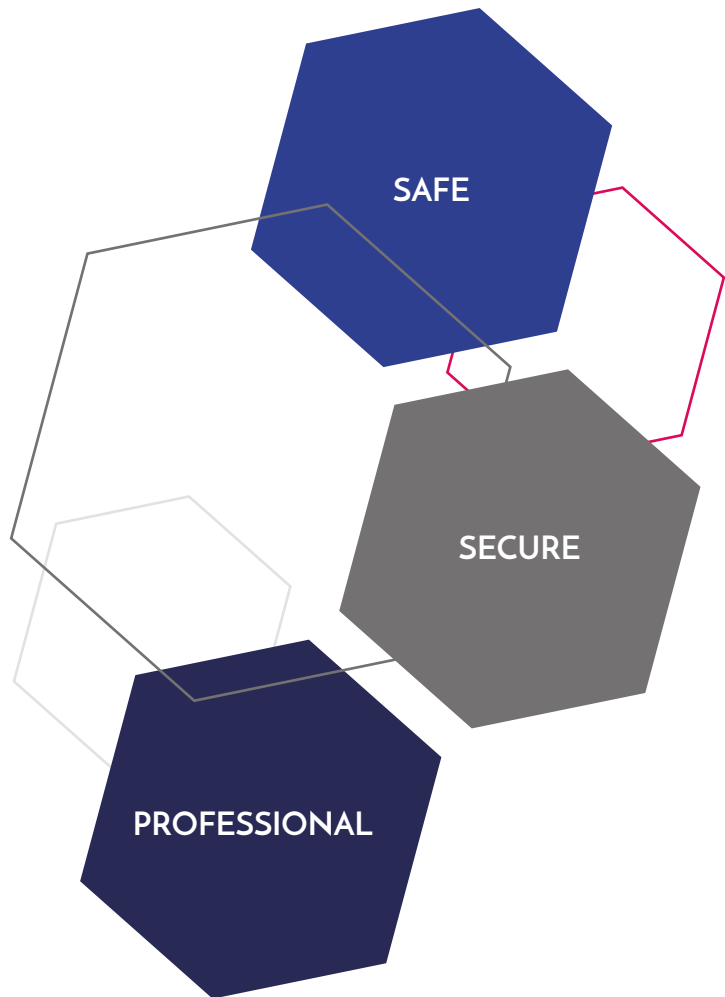
72% of users seek relaxation and peace

82% Positive Response



62% Customer base  
+  
20% of non-customers glad to see stores in their neighbourhood





# COMBATING THE STIGMA OF CANNABIS

META Stores offer a premium environment focused on education, inclusivity, health and wellness

- › Reputable customers
- › Safety and security
- › No odour – cannabis is sealed in packaging
- › No consumption in stores
- › No loitering
- › No minors



Town Halls



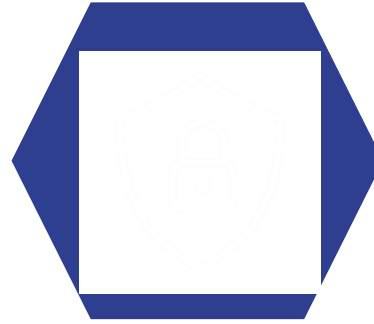
In-store  
Events



Education  
and Info  
Sessions

## COMMUNITY ENGAGEMENT

META Stores will interact with the community in the area



## STAFF & SECURITY

Employee  
Background  
Checks



Provincial  
Cannabis Sales  
Accreditation



Secure  
Cannabis  
Storage



Security  
(Cameras, Key  
Cards)







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## STRATEGIC ALLIANCES

National Access Cannabis and Second Cup strategic alliance to operate META recreational cannabis stores and consumption lounges nationwide.



THANK YOU