



GLOBAL LEADER  
IN INNOVATIVE HEALTH  
AND WELLNESS

**BEVCANNA**   
BEVCANNA ENTERPRISES INC.

CSE:BEV | Q:BVNNF | FSE:7BC



# DISCLAIMER FOR FORWARD LOOKING INFORMATION

Certain information in this presentation constitutes forward-looking statements under applicable securities laws. Any statements that are contained in this presentation that are not statements of historical fact are forward-looking statements. Forward looking statements are often identified by terms such as “may”, “should”, “anticipate”, “expect”, “potential”, “believe”, “intend”, “estimate” or the negative of these terms and similar expressions. Forward-looking statements in this presentation include, but are not limited to: statements with respect to: that TRACE is expanding its product selection and categories to be sold in domestic and international markets; BevCanna’s intention to further expand and launch its own nutraceuticals and CBD products directly into the global health and wellness market, including the burgeoning U.S. CBD market; that BevCanna anticipates strong growth with respect to Pure Therapy over the next 12 months, achieved through new product integration, acceleration of the growth of the existing natural health products line, and leveraging the extensive e-commerce marketing expertise of the current Pure Therapy team; the project run rate of approximately C\$7.68 in revenue and positive EBITDA of C\$.37 to date in 2021; revenue forecasts; and other business plans of the Company.

Forward-looking statements are based on certain assumptions regarding: anticipated changes to U.S. state and federal laws to permit the production and sale of cannabis and cannabis-derived products; expectations with respect to the future growth of recreational cannabis products and health and wellness products; that regulatory requirements will be maintained; general business and economic conditions; the Company’s ability to successfully execute its plans and intentions; the availability of financing on reasonable terms; the Company’s ability to attract and retain skilled staff; the Company’s ability to successfully compete with market competition; and the products and technology offered by the Company’s competitors.

While the Company consider these assumptions to be reasonable, based on information currently available, they may prove to be incorrect. Readers are cautioned not to place undue reliance on forward-looking statements.

The assumptions of the Company, although considered reasonable by it at the time of preparation, may prove to be incorrect. In addition, forward-looking statements necessarily involve known and unknown risks, including, without limitation, the FDA electing not to legalize and/or permit the production and sale of food products, derivatives and beverages containing CBD; the Company expects to incur significant ongoing costs and obligations relating to its investment in infrastructure, growth, regulatory compliance and operations; the Company is subject to the inherent risks associated with the agricultural business; the Company is vulnerable to rising energy costs; the Company is subject to changes in Canadian laws, regulations and guidelines, which could adversely affect the Company’s future business, financial condition and results of operations; the Company’s intended business in the United States, the characterization, and consequences of that business under federal law, and the framework for the enforcement of cannabis and cannabis related offences in the United States; there is no assurance that the Company will turn a profit or generate revenues; the Company may not be able to effectively manage its growth and operations, which could materially and adversely affect its business; the Company faces competition from other companies where it will conduct business that may have a higher capitalization, more experienced management or may be more mature as a business; if the Company is unable to attract and retain key personnel, it may not be able to compete effectively in the cannabis market; the Company may continue to sell securities for cash to fund operations, capital expansion, mergers and acquisitions that may dilute the current shareholders; the Company currently has insurance coverage; however, because the Company’s business is ancillary to the cannabis industry, there are additional difficulties and complexities associated with such insurance coverage; the Company is currently reliant on a single location, and any adverse changes affecting the Company’s production facility could materially affect the Company’s business and operations; any cultivation of cannabis could involve a reliance on a third party cultivator and third party transportation which could result in supply delays, reliability of delivery and other related risks; the Company is reliant on key inputs, such as water and utilities, and any interruption of these services could have a material adverse effect on the Company’s finances and operation results; the Company could be liable for fraudulent or illegal activity by its employees, contractors and consultants resulting in significant financial losses to claims against the Company; the Company’s officers and directors may be engaged in a range of business activities resulting in conflicts of interest; the Company cannot assure that a market will develop or exist for the Common Shares or what the market price of the Common Shares will be; the market price for Common Shares may be volatile and subject to wide fluctuations in response to numerous factors, many of which are beyond the control of the Company; the Company is subject to uncertainty regarding Canadian and United States legal and regulatory status and changes from all levels of government; and other risks. Readers are cautioned that the foregoing list is not exhaustive. Readers are further cautioned not to place undue reliance on forward-looking statements as there can be no assurance that the plans, intentions or expectations upon which they are placed will occur. Such information, although considered reasonable by management at the time of preparation, may prove to be incorrect and actual results may differ materially from those anticipated. For more information on the risk, uncertainties and assumptions that could cause anticipated opportunities and actual results to differ materially, please refer to the public filings of the Company which are available on SEDAR at [www.sedar.com](http://www.sedar.com). Forward-looking statements contained in this presentation are expressly qualified by this cautionary statement and reflect our expectations as of the date hereof, and thus are subject to change thereafter. 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, except as required by law.

This presentation contains future-oriented financial information and financial outlook information (collectively, “FOFI”) about BevCanna’s prospective results of operations, including revenue, all of which are subject to the same assumptions, risk factors, limitations, and qualifications as set forth in the above paragraphs. FOFI contained in this presentation was made as of the date of this presentation and was provided for the purpose of providing further information about BevCanna’s future business operations. BevCanna disclaims any intention or obligation to update or revise any FOFI contained in this presentation, whether as a result of new information, future events or otherwise, except as required by securities law. Investors are cautioned that the FOFI contained in this presentation should not be used for purposes other than for which it is disclosed herein.

## Health Claim Disclaimer

BevCanna has not conducted any scientific studies on the effects of its products which have been evaluated by Health Canada or the FDA. As each individual is different, the benefits, if any, of taking the Company’s products will vary from person to person. No claims or guarantees can be made as to the effects of Company’s products on an individual’s health and wellbeing.

**BevCanna Enterprises Inc. (CSE:BEV, Q:BVNNF, FSE:7BC)** is a diversified health and wellness beverage and natural products company. BevCanna develops and manufactures a range of plant-based and cannabinoid beverages and nutraceuticals for both in-house brands and white label clients.

With decades of experience creating, manufacturing and distributing iconic brands that resonate with consumers on a global scale, the team demonstrates an expertise unmatched in the nutraceutical and cannabis-infused beverage categories. Based in British Columbia, Canada, BevCanna owns a pristine alkaline spring water aquifer and a world-class 40,000 sq. ft., HACCP certified manufacturing facility, with a bottling capacity of up to 210M bottle annually. BevCanna's extensive distribution network includes more than 3,000 points of retail distribution through its market-leading TRACE brand, its Pure Therapy natural health and wellness e-commerce platform, its fully licensed Canadian cannabis manufacturing and distribution network, and a partnership with #1 U.S. cannabis beverage company Keef Brands.

We are also actively exploring acquisitions, strategic partnerships, and joint-venture opportunities.

We offer investors an early stage opportunity to capitalize on the global health and wellness market.

**TRACE**  
LABS

**NATURO  
GROUP**  
ENTERPRISES INC.

**PURE THERAPY**  
OILS

**Keef**



## INVESTMENT HIGHLIGHTS



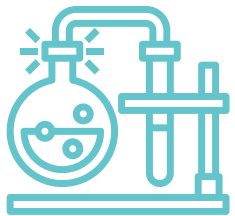
Decades of experience creating, branding and manufacturing iconic brands that resonate with consumers on a global scale.



Extensive proprietary consumer research has allowed us to develop an unmatched understanding of consumer preferences and buying behaviour.



World class infrastructure, including 40,000-square-foot, HACCP certified manufacturing facility with a bottling capacity of up to 210M bottles per annum, and access to a pristine alkaline spring water aquifer onsite.



Innovative manufacturing capabilities and processing technology including custom bottle forms, and water-soluble cannabinoids. We deliver a diverse portfolio of product concepts, for both in-house brands and white labeled products.



Proven direct-to-consumer e-commerce company selling a range of natural health products, including nutraceutical and hemp-based cannabidiol products throughout North America and Western Europe, already generating significant revenue.



Strong revenue guidance through multiple streams, including white labeling, joint-ventures, licensing, brand building, and e-commerce direct to consumer.



# MANAGEMENT TEAM

## ESTABLISHED AND EXPERIENCED, WE ARE CPG AND BEVERAGE EXPERTS.

BEVCANNA HAS FORMED A TEAM OF INDUSTRY-LEADING CPG, BEVERAGE AND NUTRACEUTICALS EXPERTS WITH WELL-KNOWN BRAND SUCCESS.



### MARCELLO LEONE | CEO

Mr. Leone is the founder of BevCanna, Naturo Group, and the TRACE brand.



### KEITH STRIDE | Creative Director

25 year marketing and advertising veteran, expert in consumer branding and strategy, including CMO role at Hemptown USA. Internationally recognized for work building high-profile brands such as Rogers, Best Buy, TD Bank, Mark's, Whistler-Blackcomb and RBC.



### RAFFAEL KAPUSTY | VP of Sales

Accomplished CPG industry leader with more than 25 years of experience in both the Canadian and U.S. retail spaces. Raffael has developed a deep understanding of the CPG space, working with over 100 leading Canadian & global CPG manufacturers. She has also held senior category and key account management roles at Kruger, SCJohnson and Unilever Canada.



### JOHN CAMPBELL | CFO & CSO

More than 30 years experience in the investment industry.



### KEITH DOLO

Executive Management Advisor

Previously served as CEO and Executive Chairman of Sproutly Inc. Previous, he served for over 13 years with Robert Half, an S&P 500, NYSE listed company, specifically in the role of Vice President for the last 8 years.



### BILL NIARCHOS | VP of Sales

Accomplished CPG industry leader with over 20 years of experience in the CPG goods industry/retail environment. Bill managed the strategic direction and growth of Loblaw & SDM. Bill held a number of progressive roles at Colgate Palmolive for more than 14 years. Bill is experienced in managing all trade channels in various capacities, including as National Account Manager - Walmart and Costco, Director of Sales - Drug Channel, Director Customer Development - Mass and Club and Director of Customer Development - Loblaw Companies Limited (including SDM).



### MELISE PANETTA | President

Accomplished Senior Marketing and Sales executive with extensive career at leading organizations such as SC Johnson, General Mills and PepsiCo. With nearly 15 years of deep marketing and sales experience.



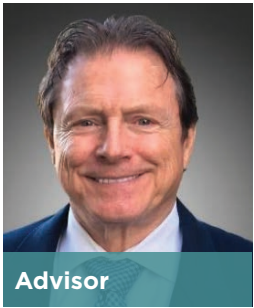
### JAPHETH NOAH

Head of Quality Assurance

Oxford and MIT educated quality and regulatory manager with over 15 years' experience in beverage, pharmaceutical, natural health, and medical industries.



# INDEPENDENT DIRECTORS & ADVISORS



**DOUGLAS MASON**

Experienced hemp and natural foods sector past executive. Founder of iconic Canadian beverage brand Clearly Canadian. Board member of Californian cannabis company TransCanna (CSE:TCAN).



Advisor



**GILES NEWMAN**

Leveraging over 20 years of senior international financial advisory experience in both the private and public sectors assisting organizations with financial advice, financing support, strategic development, transformation and operational delivery with a focus on outcomes. Giles is a trusted advisor for key political and organizational leaders, including within the UK Government and at the regional leadership level.



Advisor



**ADAM CLARKE**

Expert in achieving operational and regulatory excellence for cannabis and hemp cultivation and processing facilities. Co-founder and CEO of Stratus Designs.



Advisor



**PHIL FONTAINE**

National Chief of the Assembly of First Nations (3 terms), appointed to the Order of Canada.

Board of Directors



**DON WOOD**

Leveraging 25 years of experience marketing international bottled water brands in the Canadian and Southeast Asian markets. Mr. Wood has held tenure at Nestle SA in the Pure Life bottled water division, and is the Former Canadian President and CEO of Arrowhead Water Products Ltd.



Advisor

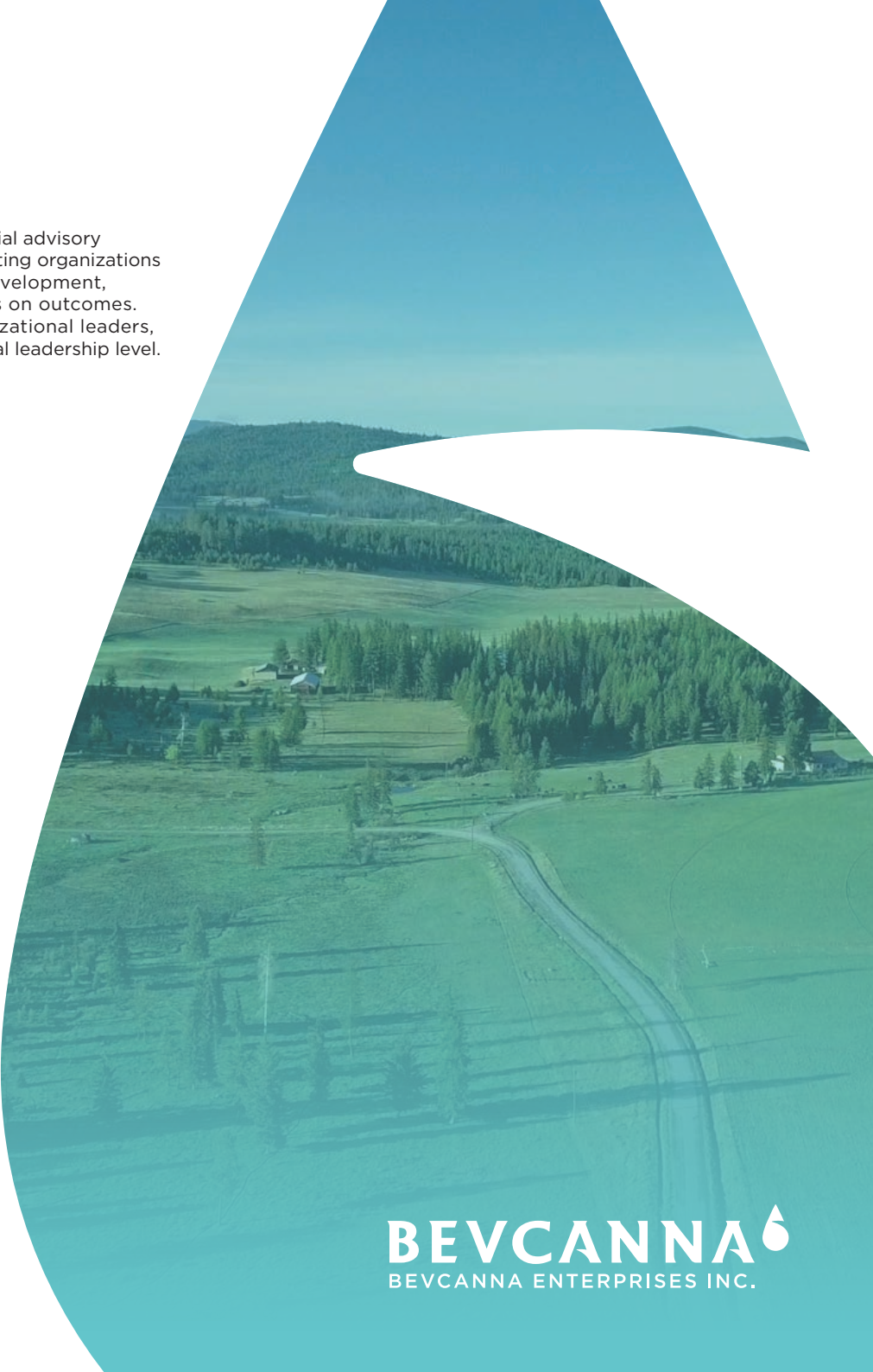


**MARTINO CIAMBRELLI**

Building brands & companies in the CPG industry for over 35 years.



Board of Directors





# EXISTING BOTTLING PLANT, WORLD CLASS EQUIPMENT.

## UNTAPPED CAPACITY.


- HACCP certified and GMP facility
- 40,000 square foot beverage and supplement manufacturing facility
- Canadian premium alkaline spring water, bottled at source
- Real estate holdings: 315-acres of Agriculture Reserved Land
- Pre-approval by Agricultural Land Commission to expand facility up to 170,000 square feet, to be used for BevCanna's expansion for both CPG and cannabis purposes.
- Flash pasteurization
- Ability to produce PET, aluminum, and glass form factors.
- Current capacity: 210 million bottles per annum
- Self-sustaining naturally alkaline aquifer for the last 70 years
- The Canadian government has halted new access to aquifers such as this, offering BevCanna a unique position compared to new market entrants.
- Research License enables BevCanna to conduct research activities that involve direct handling of cannabis such as SOP development, stability testing, and quality assurance for house brands and white label clients at BevCanna's high capacity 40,000 square foot beverage facility near Osoyoos, British Columbia
- Standard Processing License enables BevCanna to possess, produce, and sell cannabis products at BevCanna's high capacity 40,000 square foot beverage manufacturing facility near Osoyoos, British Columbia



Health Canada Standard Processing License  
**LIC-XPWWN74290-2021**



Health Canada Research License  
**LIC-NPMQBPOJBK-2019**



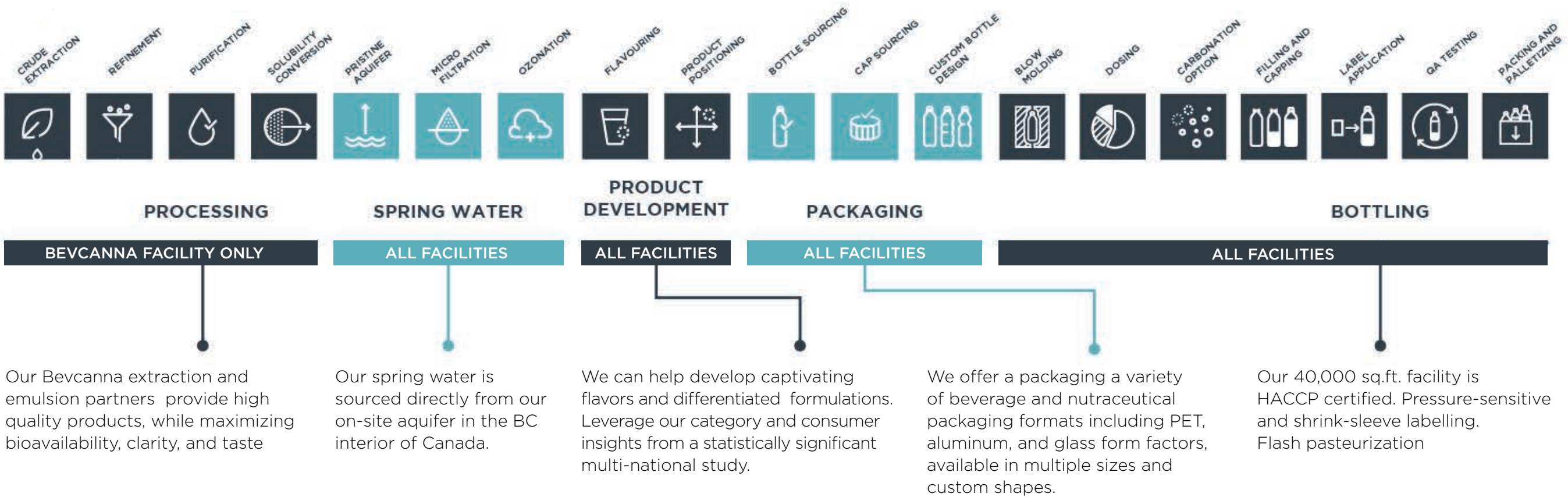
**OUR HIGH-CAPACITY  
BOTTLING FACILITY, AND  
SPRING WATER AQUIFER  
PROVIDES UNPARALLELED  
ADVANTAGES**

# INNOVATIVE AND INDIVIDUALIZED

## WE PROVIDE END TO END TURNKEY BOTTLING SOLUTIONS



WHETHER IT'S FOR OUR OWN IN-HOUSE BRANDS OR WORKING CLOSELY WITH OUR WHITE-LABEL CLIENTS TO REALIZE THEIR OWN VISION, WE CREATE AND LAUNCH HIGHLY CUSTOMIZABLE PRODUCTS THAT APPEAL TO A VARIETY OF TARGET MARKETS FROM VALUE, TO CRAFT AND PREMIUM POSITIONING.





# OUR BRANDS ARE DIVERSE, AND APPEAL TO A WIDE RANGE OF CUSTOMERS



## U.S. RECREATIONAL CANNABIS

BevCanna's partnership with #1 U.S. cannabis beverage company, Keef Brands is mutually advantageous for the two companies, with BevCanna acting as the exclusive licensee, manufacturing and distribution partner for Keef Brands in Canada, and leveraging the extensive Keef U.S. manufacturing and distribution network to access the U.S. cannabis market, which includes more than 1,000 dispensaries and delivery services across Colorado, California, Arizona, Nevada, Michigan, Oklahoma, and Puerto Rico. The partnership positions BevCanna for rapid growth within the U.S. market, in anticipation of positive federal regulatory reform with the U.S. federal cannabis legalization.



## U.S. & INTERNATIONAL CBD AND NUTRACEUTICAL E-COMMERCE

BevCanna's wholly-owned subsidiary, Pure Therapy is U.S. based direct-to-consumer e-commerce company selling a range of natural health products, including nutraceutical and hemp-based cannabidiol products throughout North America and Western Europe. The Pure Therapy acquisition has provided BevCanna with a proven e-commerce brand and platform to expand and launch its proprietary nutraceutical and cannabinoid based products directly into the global health & wellness market, including the burgeoning U.S. CBD market. The brand has a substantial existing customer base and a powerful direct sales platform. Pure Therapy brings an extensive list of approximately 23,000 customers acquired cumulatively.



## CPG BEVERAGE AND NUTRACEUTICAL MANUFACTURING

Natuero Group offers a full service CPG white label beverage manufacturing capabilities in-house brands and white label clients. Natuero offers a variety of beverage product formats including PET, aluminum, and glass form factors, available in multiple sizes and custom shapes.



## CPG RETAIL AND E-COMMERCE

Natuero Group's flagship brand, TRACE, which currently enjoys a leadership position within the plant-based fulvic and humic mineral category and is sold in more than 3,000 Canadian retailers, along with their nationally distributed alkaline and sparkling waters, TRACE is expanding its product selection and categories to be sold in domestic and international markets.



## CANADIAN RECREATIONAL CANNABIS

BevCanna owns and operates one of the highest-capacity cannabinoid beverage processing and manufacturing facilities in Canada. BevCanna offers a variety of beverage product formats including PET, aluminum, and glass form factors, available in multiple sizes and custom shapes. BevCanna's Federally licensed cannabis facility was custom-built to manufacture both in-house brands and those of its white-label clients launching cannabis 2.0 products. BevCanna has developed a service model that allows both cannabis- license holders and non-licensed CPG groups seeking to enter the Canadian cannabis market a pathway to do so.



OUR BRANDS ARE DIVERSE: FULLY-OWNED HOUSE BRANDS





OUR BRANDS ARE DIVERSE: PARTNER BRANDS

BLOOM™

Keef





# A PROVEN BRAND WITH STRONG DISTRIBUTION

- Pure Therapy, is direct-to-consumer e-commerce company selling a range of natural health products, including nutraceutical and hemp-based cannabidiol products throughout North America and Western Europe. Pure Therapy's extensive catalogue of formulations are proprietary and professionally crafted based on market demand and product quality.
- Pure Therapy brings an extensive list of over 23,000 customers, acquired since the company's inception in 2017. BevCanna anticipates strong growth over the next 12 months, achieved through new product integration, acceleration of the growth of the existing natural health products line, and leveraging the extensive e-commerce marketing expertise of the current Pure Therapy team.
- Pure Therapy has continued to invest in strategic new product integration and customer acquisition, with a resulting projected run rate of approximately C\$7.68M in revenue and positive EBITDA of C\$.37M to date in 2021. Pure Therapy has also acquired 3,270 new active customers since its acquisition by BevCanna.
- BevCanna intends to further expand and launch its own nutraceuticals and CBD products directly into the global health and wellness market, including the burgeoning U.S. CBD market.





## THE POTENTIAL OF FULVIC AND HUMIC MINERALS

Naturo Group's exclusive (and proprietary) fulvic and humic mineral source is sourced from deep within the pristine Rocky Mountains in the interior of British Columbia. These unique and ancient minerals are brimming with wellness properties that include iron, magnesium, calcium, potassium and a long list of other minerals which no longer exist in our food chain at anywhere near adequate levels. Naturo Group's proprietary fulvic and humic minerals are an ideal source of nutritional elements in today's world.



## THE RESEARCH IS CLEAR

Our proprietary fulvic and humic organic compounds are highly concentrated sources of TRACE minerals. Research supports their four key benefits:



### GUT HEALTH:

Promote your cells' ability to let in essential nutrients and keep out the bad



### IMMUNE FUNCTION:

Act as catalysts, helping activate and energize your immune cells\*



### COGNITIVE PERFORMANCE:

Shown to help protect against cognitive degeneration and decline, keeping your mind sharp



### WHOLE BODY WELLNESS:

Naturally break down harmful substances that may be found in your bloodstream, assisting in their removal from the body

# OUR TRACE PRODUCTS

## NATURAL ALKALINE SPRING WATER 7.7pH

Bottled at source in beautiful Bridesville BC, TRACE Natural Alkaline Spring water contains 5 trace minerals and a pH level of 7.7. Deliciously soft and ridiculously refreshing.

**Available Sizes:**  
355mL, 500mL, 1L, 4L



## PLANT BASED MINERALIZED SPRING WATER 8.5 pH

Natural Canadian Alkaline Spring Water enhanced with the goodness of plant-based, fulvic -derived nutrients that date back to the dawn of time. It's no wonder other waters get a little self conscious in its presence.

**Available Sizes:**  
355mL, 500mL



## NATURAL FLAVOUR SPARKLING SPRING WATER

Deliciously elegant, soft bubbles make Trace Sparkling Water the perfect complement to any meal; or enjoy throughout the day as a refreshing thirst quencher.

**Available Flavours:**  
Lemon Lime, Green Apple, Natural

**Available Size:**  
1 L



## PLANT BASED MINERAL CONCENTRATE WITH VITAMIN D

Packed with 15 essential trace minerals and Vitamin D, TRACE Mineral Concentrate is the perfect way to support your immune system. This tasteless, organic supplement pre-dates soil depletion, pesticides and just about everything else for that matter. Add it to smoothies, coffee, soup, sauces or anything else for a blast of nutrients the way nature originally intended.

**Available Size:**  
220mL



## PLANT BASED MINERALIZED IMMUNE SUPPORT SHOTS

Packed with over 15 essential trace minerals. These pocket sized shots deliver the goods whenever and wherever you need them.

**Available Size:**  
60mL



# TRACE<sup>®</sup>



# HEALTH AND WELLNESS PUBLICLY TRADED COMPARABLE

COMPANY	TICKER SYMBOL	MARKET CAP	SHARE PRICE
NEW AGE INC.	NBEV:OTCBB	\$440M*	\$2.89 US
BURCON NUTRASCIENCE CORPORATION	BU:CA	\$502M	\$4.69
NEPTUNE WELLNESS SOLUTIONS	NEPT:TO	\$277M	\$2.00
HEXO CORP.	HEXO:CA	\$1.13B	\$9.25
LAIRD SUPERFOOD INC.	LSF:NYSE	\$451M*	\$40.18 US
BEVCANNA ENTERPRISES INC.	BEV:CSE	\$165M	\$0.97

\*Bank of Canada exchange rate USD to CAD = 1.2661

\*\*\* As of March 1, 2021



# THANK YOU

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For any questions, please email  
[info@bevcanna.com](mailto:info@bevcanna.com)