

A Quality of Life Company for People and Pets



trueleaf™
RETURN THE LOVE™



trueleafmed™



Cannabis Grow

** Application in Process*



trueleafpet™



Hemp for Pets

** Sold in each Jurisdiction*



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trueleafmed™

Medicinal Cannabis



TIMELINE & NEXT STEPS

July 2013

Application filed with Federal Government

2013–2017

Pre-screening & Review

April 2017

Passed Security Clearance

In progress

Security Review

2017

Commence Build-Out*

to

License to grow Cannabis**

2018

License to Sell Cannabis**

July 1/18:
Federal
Legalization

** Pending Raise ** Pending Health Canada approval*



trueleafmed™

Medicinal Cannabis



GROW OPERATION

40 acre site:	Retrofit of existing building	<i>Annual Capacity</i>
Phase 1:	48,000 sf, 4570 kg production	\$40M*
Phase 2:	90,000 sf grow on site	\$72M*
Phase 3:	1,000,000 sf grow & 125,000 kilograms with new build	\$1.0B+*

* Based on average \$8.80 average price per gram and Health Canada licensed producer approval

CANADIAN CANNABIS MARKET DATA

**Huge demand with
nationwide
legalization by
July 2018**

**\$5-\$7
Billion**
Market*

*'Legalization is looming, but there's
not enough marijuana to go around
— not even close'
Financial Post, Oct 13, 2017*

	2017	2018 onwards
Cannabis users	180,000	8,000,000*
Kilograms consumed	5836**	600,000*

*Deloitte, 2016 **Recreational Marijuana** | Insights and opportunities – Canadian Market, based on 22% usage

** Health Canada Stats, 2017



100% LEGAL PRODUCTS

Hemp-based with no CBD

Some states pulling un-regulated CBD products

NATIONWIDE DISTRIBUTION

E-Commerce: Amazon, wholesalepet.com

1600 stores in North America, Europe & New Zealand

GENERATING REVENUE

First Quarter Sales 2017: \$294K CAD

SCALABILITY

Co-pack supply chain, Central US Logistics, Minimal Inventory Risk for European Market



\$105 billion

Global Pet Products Market

\$60 billion

US Pet Product Market has tripled since 1996

\$1.6 billion

Pet Supplements + Nutraceutical Treats in USA alone

\$580 million Pet Supplement Market

Grew at 4% annual compound growth rate from 2012-2016

2.49

GST PST

(2014 APPA, 2014; Packaged Facts, 2014; Fediaf.org, 2015; Euromonitor, 2015; US Census, 2015, Pet Supplements Market in the U.S., 6th Edition, 2017)

EB ORG BBY FD PEACH & APPLE OA
128ML
12 156

3684453

Price Cut

.84



Target Market: **MILLENNIALS & BABY BOOMERS**

- Largest demographic group of pet owners
 - Cannabis Supporters

75.4 MILLION MILLENNIALS

35% have a dog or cat

68% support cannabis legalization

Buying pets instead of having kids

74.9 MILLION BABY BOOMERS

32% own pets

50% support cannabis legalization

Empty nesters buying pets to
replace the kids



TRUE LEAF:

- **ONE OF THE FIRST CANNABIS OPPORTUNITY WITH FEDERALLY LEGAL PRODUCTS**

- Pet products marketed in the US, Canada and EU
- Medicinal cannabis is legal to grow in Canada

- **GENERATING REVENUE**

- Trueleaf pet product sales
- \$294K CAD (first quarter, FY 2017)

- **FIRST OFFERING TO US INVESTORS**

- Offering pursuant to Regulation A+
- Potential up-listing to NASDAQ or NYSE

- **SIGNIFICANT UPSIDE GROWTH POTENTIAL**

- North America Marijuana Sales grew by 30% in 2016 to \$6.7billion
- North American Sales are projected to top \$20.2billion by 2021*

*(ArcView Market Research – February 2017)

True Leaf Team



Darcy Bomford, CEO, 30 years
in pet industry



Mike Harcourt, Chairman,
Former Premier of BC, Mayor of
Vancouver



Dr. Chris Spooner, Director



Kevin Bottomley,
Director & Corporate Relations



Ruth Brennan, Controller



Chuck Austin, CFO



Dayton Ricketts, IT and
Design Manager



Megan Ryan,
Sales Manager



Paul Sullivan,
Communications



RJ Busch, Operations



John McCallion, USA Sales



Jeff Nice, Logistics



Deana Barrington, Admin



Current Investment Opportunity:

- Equity Financing pursuant to Reg A+
- **\$.70 CAD** per share
- Up to \$10.0 Million CAD

Symbol: Canada Frankfurt USA	CSE: MJ FRA: TLA OTCQB:TRLFF
Current Trading Price (October 13 2017)	\$.72 CAD (\$.425USD)
Shares I/O	69.85M
Reserved for Issuance	15.23M
Fully Diluted	85.08M
Market Cap	\$50.29 M CAD (\$41.13M USD)

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trueleaf™
RETURN THE LOVE™

Values & Mission

‘Return the Love’

pays homage to the unconditional love that comes so freely from pets, and also serves as the company’s overall mission to develop products that provide a better quality of life for people and pets.

