



INVESTMENT CASE

Red White and Bloom is an exciting new cannabis company put together in the past year through the accumulation of high-quality assets and top brands. It has a strong, experienced, and focused management determined to make the company a top three cannabis operator in the US. It has already completed M&A exceeding US\$250 million in value and revenue is forecast at C\$300-450 million for 2021 (Q4 Run-rate). This has still to be fully recognized by the market and RWB is still trading on a very low valuation relative to its peers, making this an ideal opportunity for investors.



Red White & Bloom Brands (RWB) is a Canadian-based company focused on the US cannabis and hemp industry. The company itself is a relative newcomer to the industry but has been put together by a highly successful and entrepreneurial team of proven cannabis operators.

The new board and management assumed control of the company in June 2020 and developed the strategy which places RWB with a full spectrum of high-quality cannabis assets and a series of high-profile brands in six of the top 10 cannabis states in the US.

It will become a top ten US multi-state cannabis operator this year and has ambitions to become a top-three cannabis company. This has been achieved through a series of cultivation assets, licence, and branded products acquisitions.

The company has raised more than US\$110 million, in both debt and equity, between January 2020 and May 2021 and completed mergers and acquisitions exceeding US\$250 million in value.

RWB now has 48 THC products and 24 CBD products with 25 dispensaries at the end of 1Q 2021 and 45 total individual licences. Platinum Vape and High Times brands give RWB some of the most well-known, highest-rated products in over 750 dispensaries.

The assets are currently in the process of being combined, optimised, and expanded to maximise synergies and revenue growth through 2021 and beyond. RWB forecasts 2021 revenue of C\$300-450 million with the pro-forma revenue run-rate at the end of 4Q 2020 was over C\$150 million.

RWB is predominantly focusing its investments on the major US markets, including Florida, Illinois, California, Michigan, Oklahoma, and Arizona with respect to cannabis, and the US and internationally for hempbased CBD products. These are strong growth markets with five of these states having legalised both medicinal and recreational cannabis.

The current regulatory environment provides a unique opportunity for US multi-state operators (MSOs) to build out assets with a limited pool of competitors. The US is at the forefront of the movement towards mainstream acceptance and is a global launchpad for cannabis culture, product development, and trends.

Consumer spending on cannabis continues to grow strongly in North America, as its acceptance increases and the number of US states legalising the product for medical and recreational use increases. Legal cannabis sales in the US in 2020 were in the order of US\$16-20 billion and are expected to continue growing at doubledigit rates to hit around US\$35-40 billion by 2025.

The conversion from prohibition to legal markets provides an opportunity for disruption, which in the longer term makes this sector of interest to other industries including pharmaceutical, consumer retail, and health & wellness.



While RWB has already positioned itself as one of the top ten cannabis MSO companies in the US by revenue (FY2021) through its acquisitions, it appears that this has not been fully appreciated by the equity markets with RWB still trading on a low valuation. RWB is trading on an Enterprise Value/Revenue of <2x, a considerable discount to its peer group and the group average of ~5x.

It is likely that this discount would close during 2021 as RWB begins to produce strong results on the back of the consolidation of its newly acquired assets and it is recognised by the market. This has the potential to provide significant upside for investors in RWB.

The company should continue to grow and expand its product distribution and could also benefit from continued consolidation of the industry. It is also possible that RWB could gain inclusion in a number of cannabis ETFs which could provide further upside.

OVERVIEW OF RED WHITE & BLOOM

Red White & Bloom Brands (RWB) is a Canadian-based company focused on the US cannabis and hemp industry.

While still a relative newcomer to the industry, it is growing rapidly with ambitions to become a topthree cannabis company in the US. This has been achieved through a series of acquisitions and branded product expansions.

These assets have been carefully targeted and acquired over the past year, by a highly successful and entrepreneurial team of proven cannabis operators. The assets are currently in the process of being combined, optimised, and expanded to maximise synergies and revenue growth through 2021.

RWB intends to continue building on its key assets in its core states of Michigan and Illinois, as well as expanding its sales in growth states Massachusetts, Oklahoma, Arizona, Florida, and California through expanding its product offering and retail availability.

This now places RWB in a strong position, but as yet not widely recognised, in the US cannabis industry as a multi-state operator (MSO) with forecast runrate revenue in the order of CA\$300-450 million in Q4 2021 across cultivation, retail, and its branded products. This will position it as one of the top ten cannabis companies in the US by revenue.



The company now operates five key assets:

Mid-American Growers

(MAG) owns and operates a 3.6 million ft² hemp growing and processing facility in Granville, Illinois. The company has since entered into a definitive agreement to purchase one of only 21 cannabis licenses and operations in Illinois, for about US\$45 million.

Acreage Florida operates a 114,000 ft² facility for cultivation and 8 leased stores. RWB Florida is licensed to operate medical marijuana dispensaries (MMTCs), a processing facility, and a cultivation facility.



Platinum Vape of California,

which sells a full product line of premium cannabis products sold at over 700 retailers throughout Michigan, California, and Oklahoma with agreements to expand to Arizona.

The licensing rights for the branding of **High Times** dispensaries and High Times cannabis-based CBD and THC products in the States of Michigan, Illinois, and Florida.

PharmaCo owns multiple assets that cover cultivation, processing, manufacturing, and 18 dispensaries throughout the state of Michigan. RWB is only awaiting regulatory approval to close this acquisition and all cash has been advanced for the deal closing.

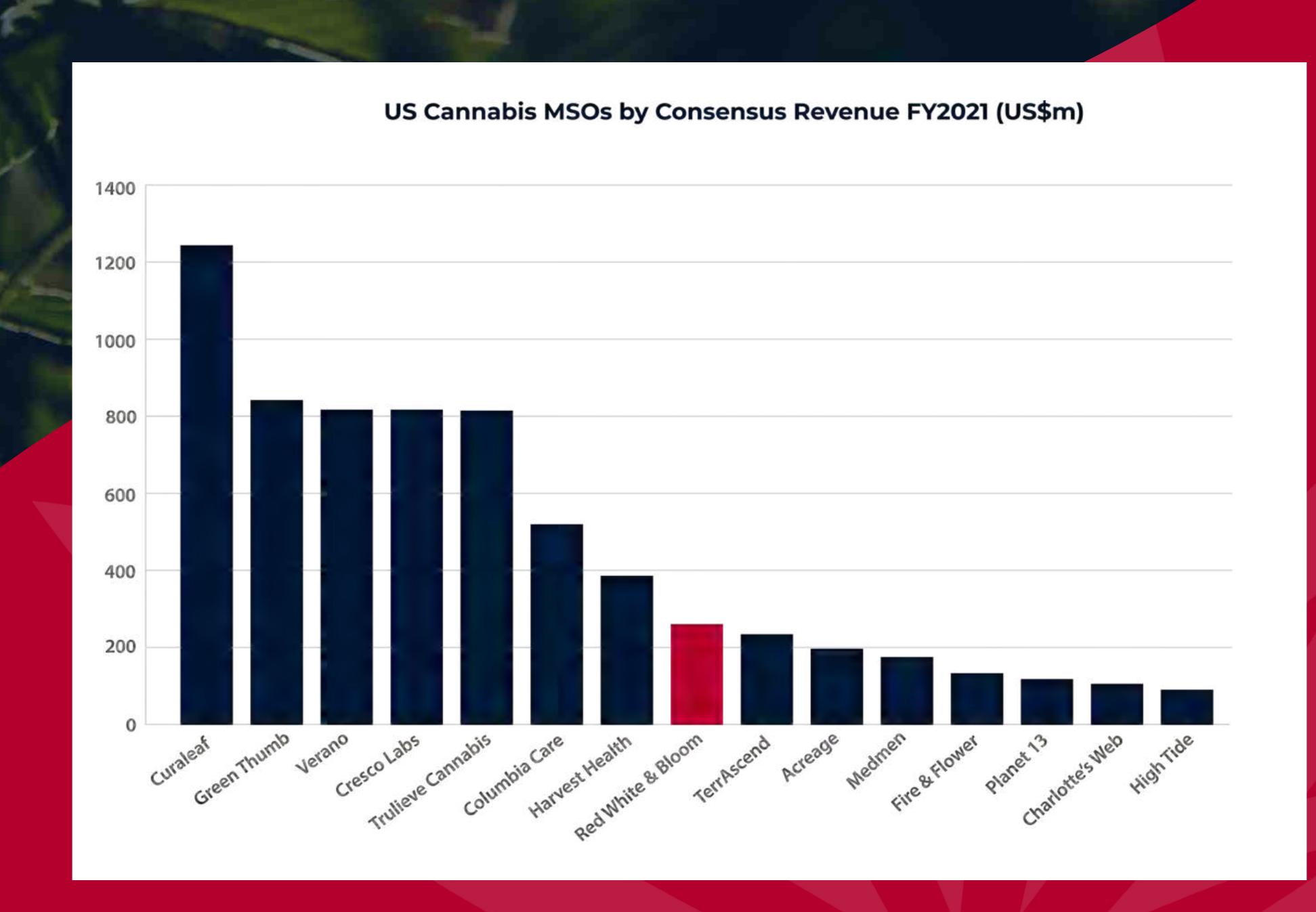
Furthermore, RWB has completed or has definitive agreements for, the acquisition of THC licensed entities in Michigan, Illinois, Florida, California, and Massachusetts.

The company has raised more than US\$110 million, in both debt and equity, between January 2020 and April 2021 and completed mergers and acquisitions exceeding US\$250 million in value.

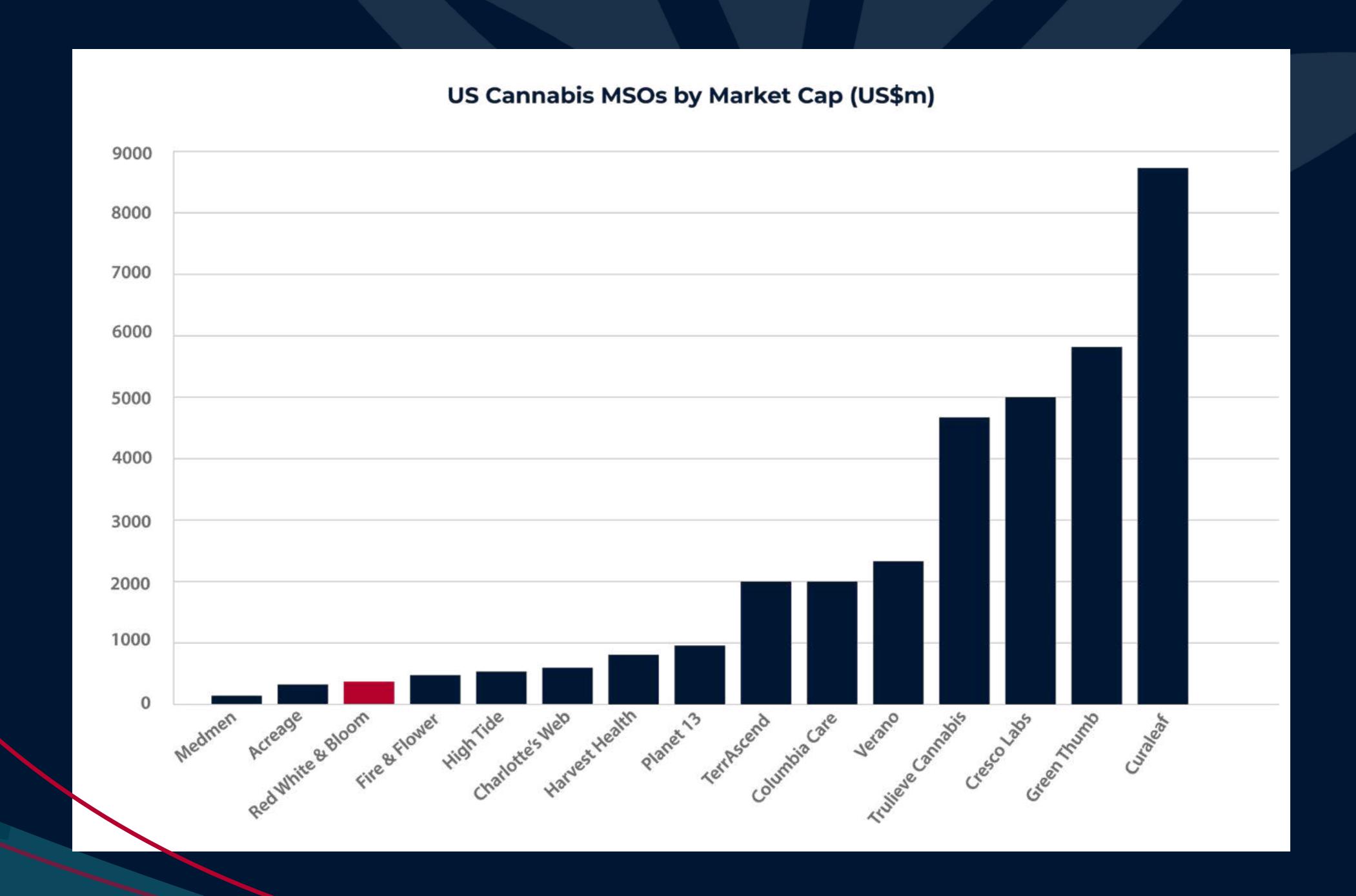
COMPANY VALUATION

The chart shows the top US multi-state cannabis companies in listed in North America. This is based on consensus forecast revenue for 2021 in US dollars. For RWB market consensus forecasts 2021 revenue of C\$310 million (US\$252 million) and compares with the RWB's own forecast of C\$300-450 million.

The Pro-forma revenue run rate at the end of 4Q 2020 was over C\$150 million.



This clearly shows how RWB has positioned itself as one of the top ten cannabis MSO companies in the US by revenue (FY2021) through its acquisitions. However, it appears that this has not been fully appreciated by the equity markets with RWB still trading on a low valuation.

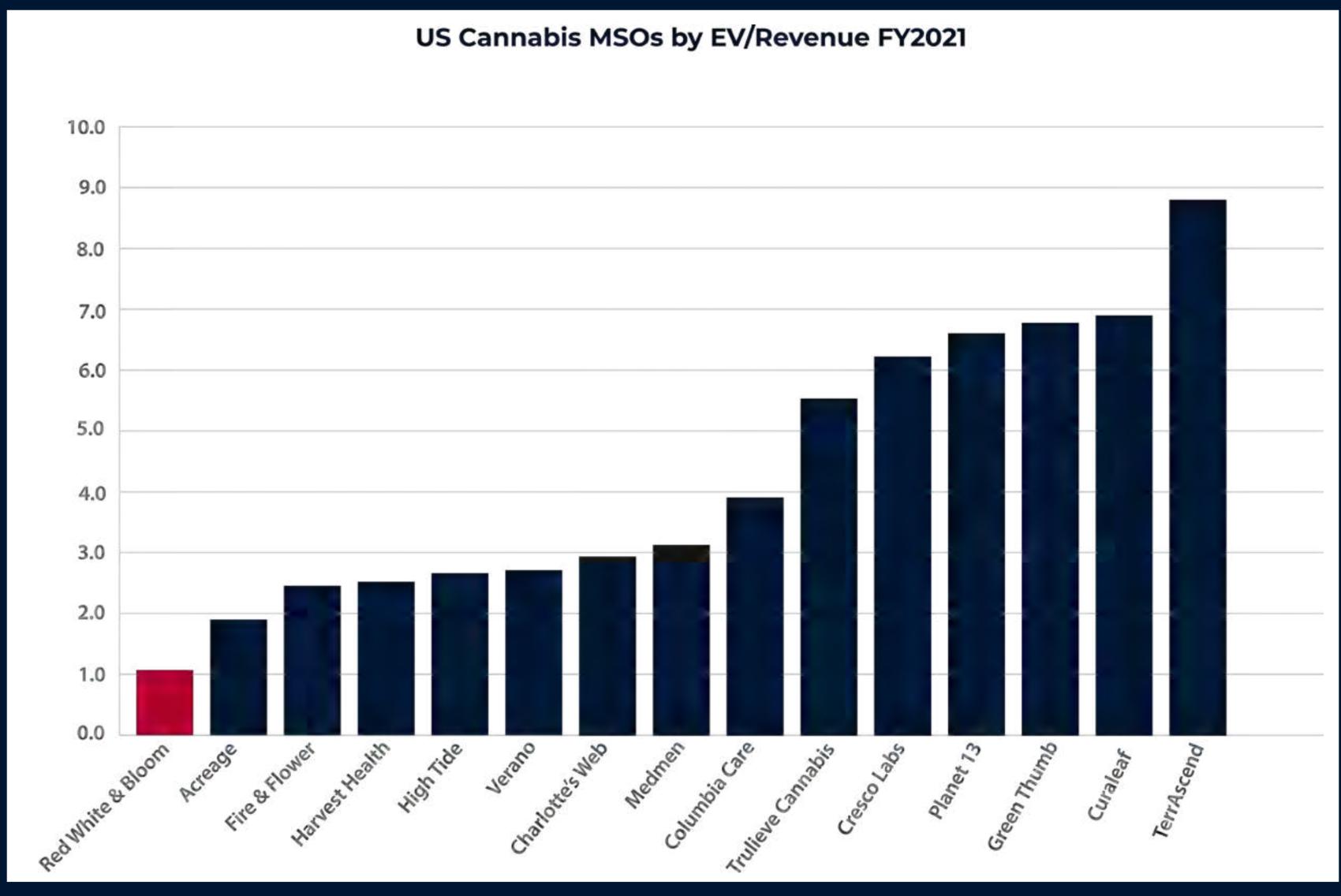


The cannabis market is a rapidly growing sector with considerable consolidation taking place at the same time.

Valuing growth companies is not always straightforward, but one measure often used in this sector is comparing the companies Enterprise Value (EV), which is the market capitalization plus the net debt, against the annual revenue.

We have used market consensus revenue for 2021 for these top 15 cannabis MSOs and compared them to each company's current EV[1]. The chart shows RWB trading on an EV/Revenue of just 1.1x, a considerable discount to its peer group and the group average of 4.3x.

It is likely that this discount would close during 2021 as RWB begins to produce strong results on the back of the consolidation of its newly acquired assets and it is recognised by the market. This has the potential to provide significant upside for investors in RWB. It is also possible that RWB could gain inclusion in a number of cannabis ETFs which could provide further upside.



ACQUIRED CANNABIS BUSINESSES

In just over a year, RWB has made a series of acquisitions and agreements to make it one of the top ten MSO cannabis companies in the US in 2021. Its ambition is a top three cannabis company. It now has assets in core states Michigan and Illinois and in growth states Massachusetts, Oklahoma, Arizona, and California.

RWB now has 48 THC products and 24 CBD products with 25 dispensaries at the end of 1Q 2021 and 45 total individual licences. Platinum Vape and High Times brands give RWB some of the most well-known, highest-rated products in over 750 dispensaries.

Michigan, Illinois, California, Arizona, and Massachusetts have all legalised both medicinal and recreational cannabis.

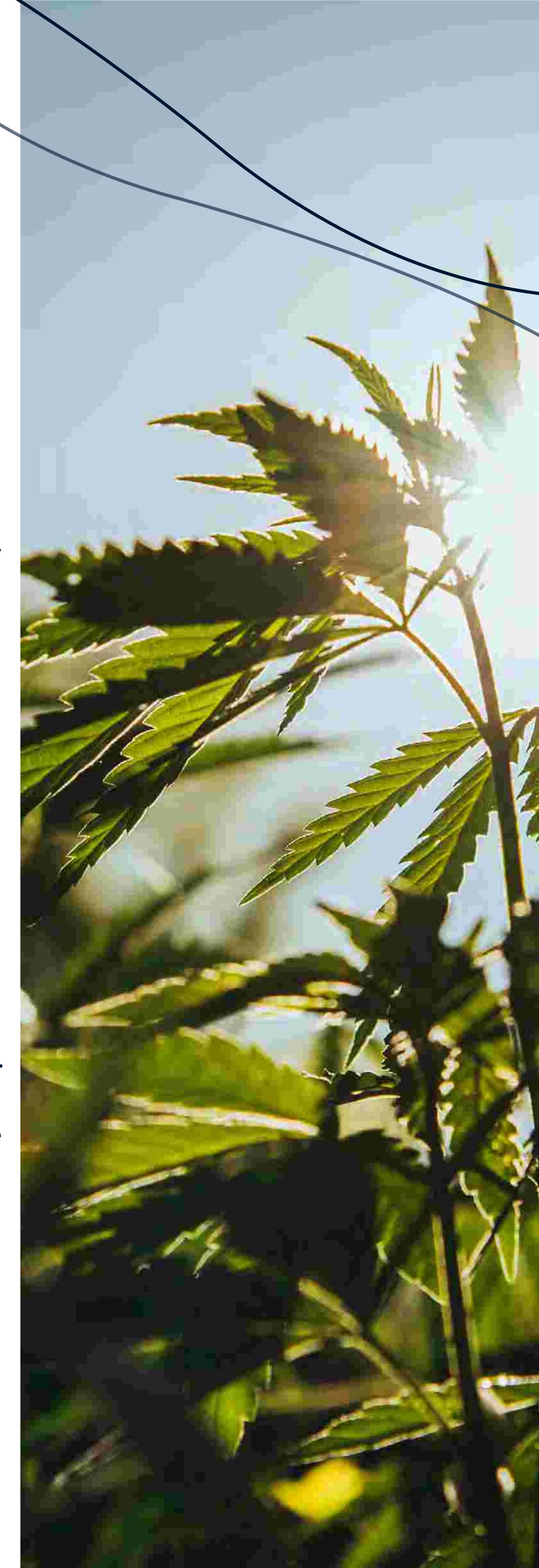


Michigan Acquisition (PharmaCo)

In May 2021, RWB funded US\$75 million for the acquisition of PharmaCo,

a Michigan-based licensed operator that has acquired 18 dispensaries (open and ready to open) and three indoor cultivation facilities with a cumulative 110,000 ft² and 10 acres of outdoor cultivation. Under the agreement, RWB has completed an asset acquisition separating the significant real estate holdings from the operating assets. A wholly-owned subsidiary of RWB has become the licensed entity that will operate these assets.

PharmaCo sales in 2020 were approximately C\$70 million with 8 stores operating as of the end of 2020, with a near-term target of 20 stores. RWB is rolling out a unified corporate branding to allow for greater efficiency and scaling.



High Times Brand

In June 2020, the company acquired the licensing rights for the branding of High Times dispensaries and High Times cannabis-based CBD and THC products in the states of Michigan, Illinois, and Florida and branding of High Times hemp-derived CBD products nationally in the United States carrying the Culture brand.

For more than 46 years, High Times has been the world's most well-known cannabis brand, championing the lifestyle and educating the masses on the benefits of this natural flower.

It already has 8.9 million social followers, 6.1 million monthly web page views and 100,000 new monthly email signups to drive retail traffic/sales/ name recognition.

The High Times branded products have now been launched successfully in Michigan. Once fully launched, the collection will feature over 30 High Times products. In addition to multiple strains of packaged flower already released, the line will bring pre-rolls, vapes and edibles in a number of varieties. To start, over 50 dispensaries in Michigan are expected to carry the High Times product line representing a large par of the market. Michigan has recently reported having seen sales top US\$150 million in April 2021, a 160% year-over-year increase.





RWB recently launched Mid-American 20-count CBD hemp cigarettes, the company's line of premium, indoor-grown, and terpene-rich smokable products. The Mid-American CBD brand includes a full lineup of premium smokable flower hemp cigarettes in the flavors: Original, Menthol, Grape, and Cherry.

Customers can currently purchase the products in over 400 locations of the initial 1,000 planned for the Southeast, with the rollout of additional stores and flavors expected to continue throughout the United States during 2021.

Illinois Cultivation Assets and Licence

In April 2020, RWB completed the acquisition of Mid-American Growers (MAG), owners of 3.6 million ft² glass greenhouse in Granville, Illinois and holds both a hemp grower and hemp processing license with the state. RWB has since entered into a definitive agreement to purchase one of only 21 cannabis licenses and operations in Illinois, for consideration

of approximately US\$45 million. Pre-planning for the first stage of expansion of the existing operations is underway.

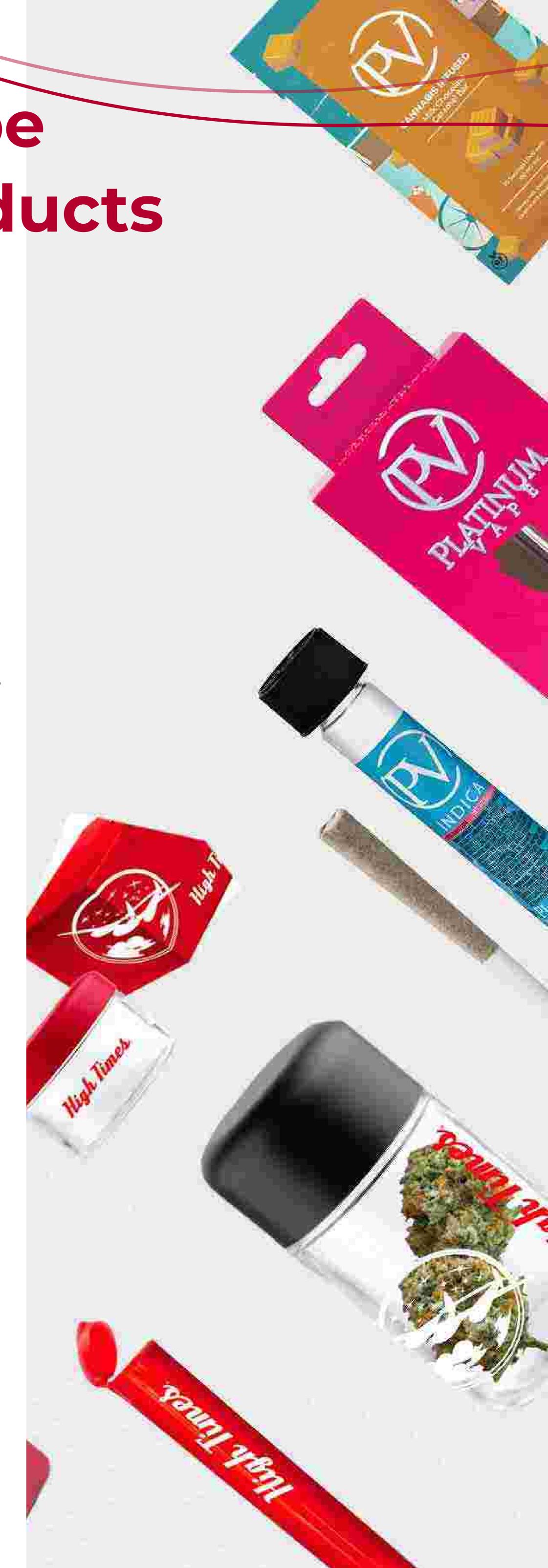
RWB's cultivation license, once relocated, is projected to produce 100,000 lbs per year at a price of around US\$2,500/lb wholesale (equivalent to wholesale sales of US\$250 million) with cash costs of less than US\$500/lb.

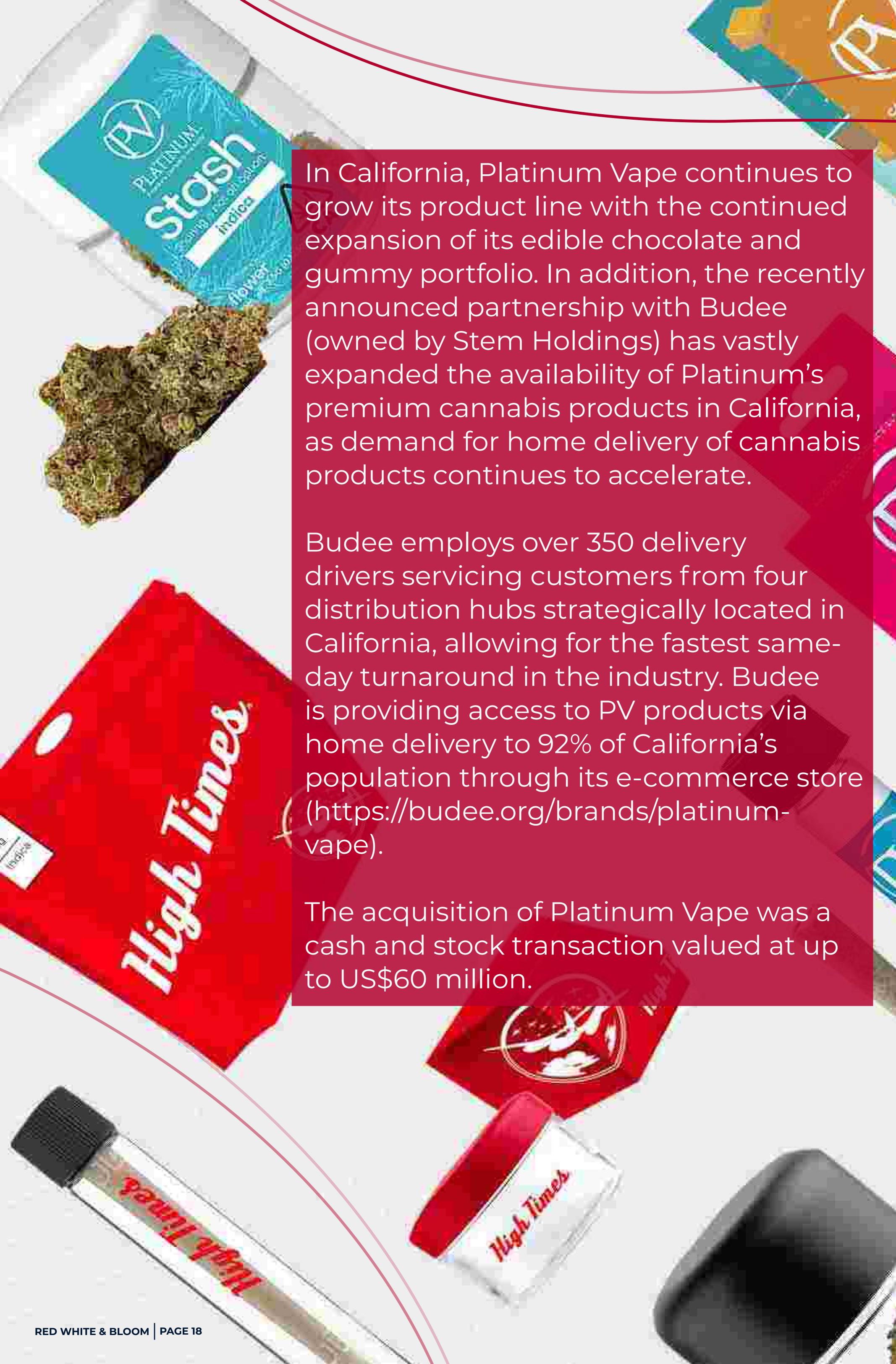


Platinum Vape
Branded Products

In September 2020, RWB completed the purchase of Platinum Vape, which is licensed in the State of California and has a full product line of premium cannabis products sold at over 750 retailers throughout California, Michigan and Oklahoma, with agreements in place to expand to Arizona, and plans to introduce the products to Florida in the nearterm and Illinois upon regulatory approval.

Platinum Vape is gaining rapid traction as RWB broadens its exposure and product line across California and introduces the brand into new States. The company reports that it is quickly becoming recognized as the market leader in quality, safety, and user experience. Sales are currently running at an annualized rate of roughly US\$100 million with EBITDA between 25%-30% as per company press releases.







Acreage Florida a Fully Integrated Operator

In February 2021, RWB announced the acquisition of Acreage Florida, a company that is licensed to operate medical marijuana dispensaries, a processing facility, and a cultivation facility in the state of Florida. The acquisition includes 8 leased locations in prime locations throughout the state and ownership of 113,000 ft² facility for cultivation and processing situated on 15 acres of land.

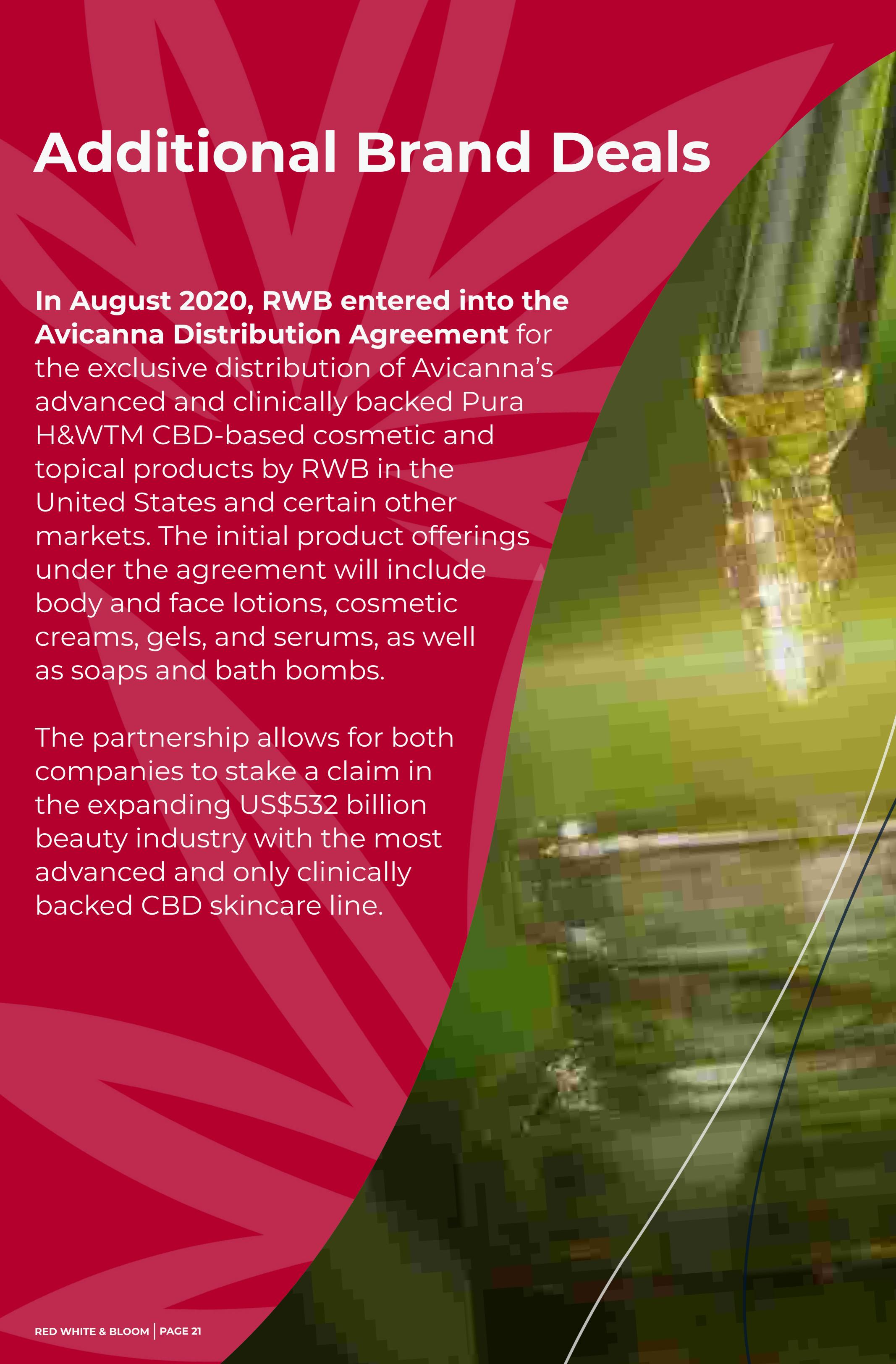
RWB has already begun installing 30 turn-key grow pods will allow for over 14,000 ft² of immediate canopy for cultivation of premium cannabis which will have a projected yield more than 7,000 lbs of flower per year with a retail value in excess of US\$40 million annually.

The aggregate purchase price was US\$60 million in cash, stock, and other cash considerations. To assist in the funding of the transaction, RWB issued US\$11 million of unsecured, non-convertible debentures.

RWB intends to immediately introduce its award-winning Platinum Vape brands as well as leverage the previously

announced rights to High
Times branded products at
both the RWB store level
and throughout the State
of Florida following the
closing of the acquisition.
The acquisition of Acreage
Florida was approved in April
2021.

Florida is the third-largest cannabis market by revenue in the US, with one of the most robust medical markets in the US with cannabis revenue of over US\$1.2 billion in 2020. This asset provides a unique opportunity for RWB to produce ultra-premium product for the Florida marketplace.

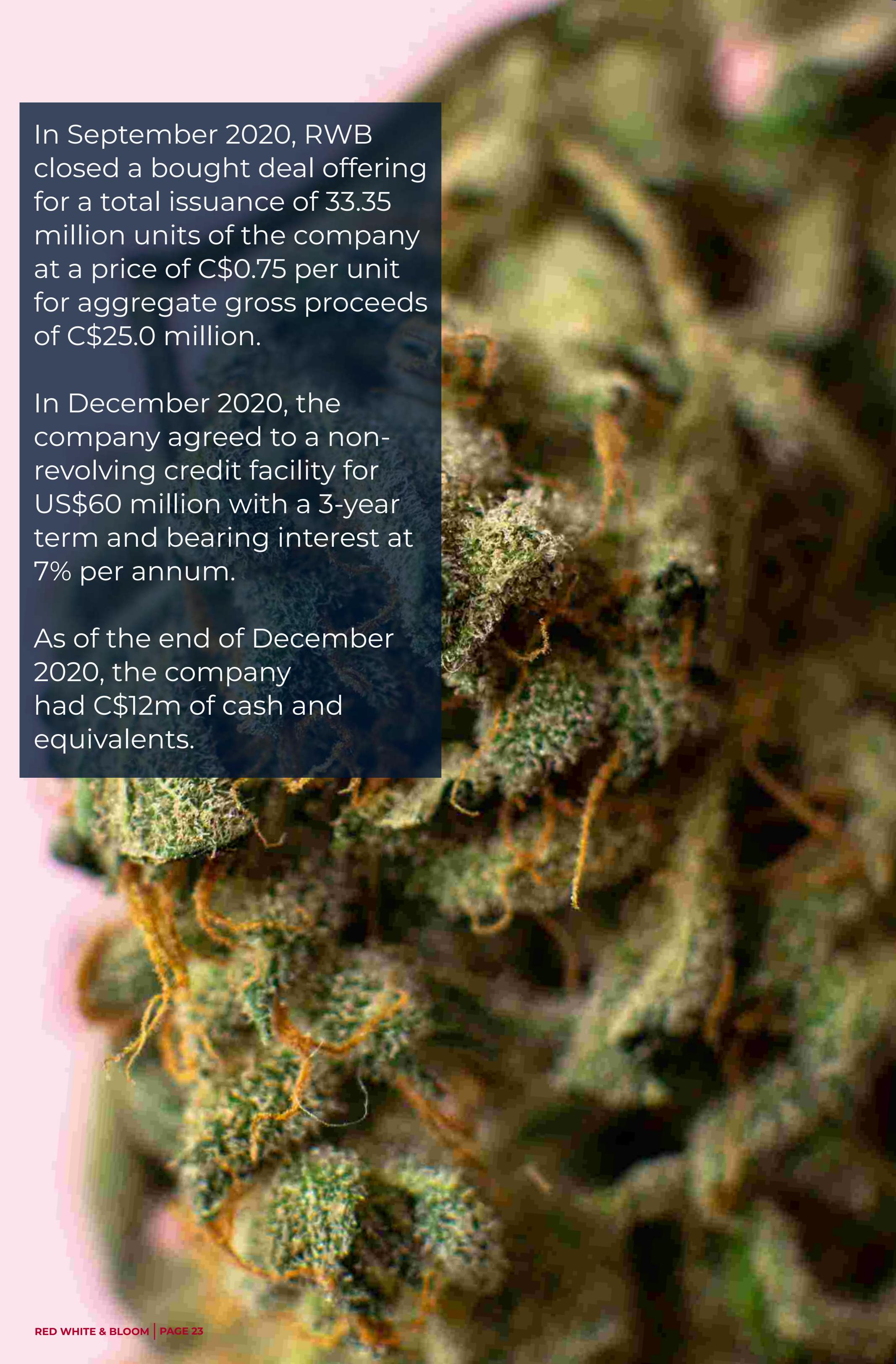


COMPANY FINANCIALS

The company has estimated revenue on a pro-forma basis was C\$58 million in 4Q20, up from C\$48 million in 3Q20. In 3Q20, gross margin was 69%.

However, these numbers are not fully reflective of the still consolidating and expanding business and RWB forecasts 2021 revenue at C\$300-450 million and EBITDA at C\$70-150 million. We expect this to propel RWB into becoming one of the top ten cannabis producers in the US.





SHAREHOLDER BASE & SHARE STRUCTURE

Management, founders and insiders own 18% of the shares.

The share structure as at the end of December 2020 is shown in the table below.

Share Issued	185.8m
Preferred Shares (78% escrowed until 24/5/21)	115.7m
Michigan Acquisition (50% escrowed until 24/5/21)	74.0 m
Warrants (weighted strike @ C\$0.88)	38.4m
Options (weighted strike @ C\$1.81)	8.6m
Platinum Vape note	26.3m
Fully Diluted Shares	448.8m

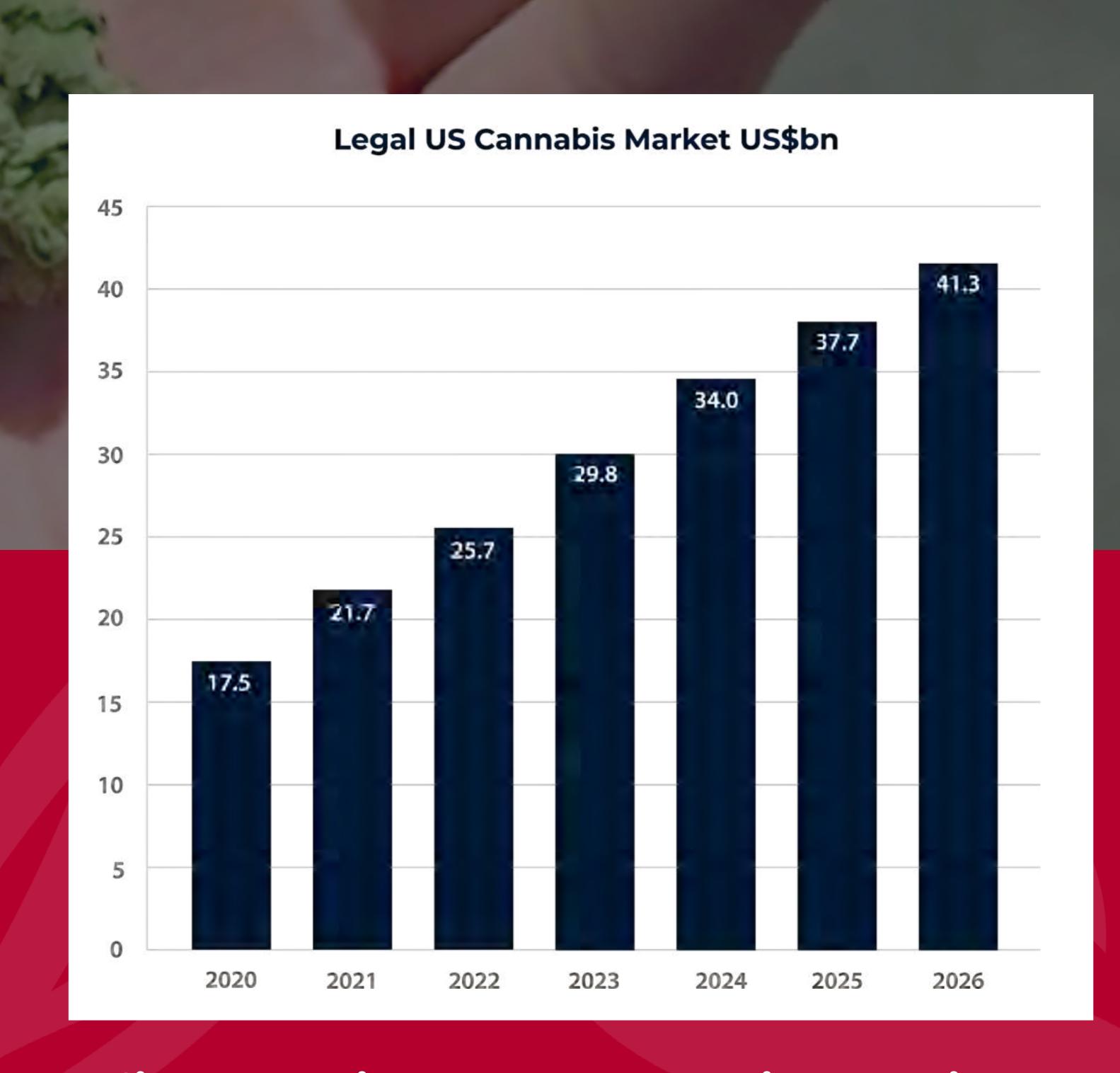
The Company's shares trade on the Canadian Securities Exchange under the ticker symbol RWB and the US OTC market under the symbol RWBYF.

THE US CANABIS MARKET

The US cannabis industry presents significant growth opportunities over the next decade as more states embrace medical and recreational cannabis use.

In 2022, the US cannabis market will be almost three times as large as the Canadian market and the rest of the world, combined. The conversion from prohibition to legal markets provides an opportunity for disruption, which in the longer term is of interest to other industries including pharmaceutical, consumer retail, and health and wellness.

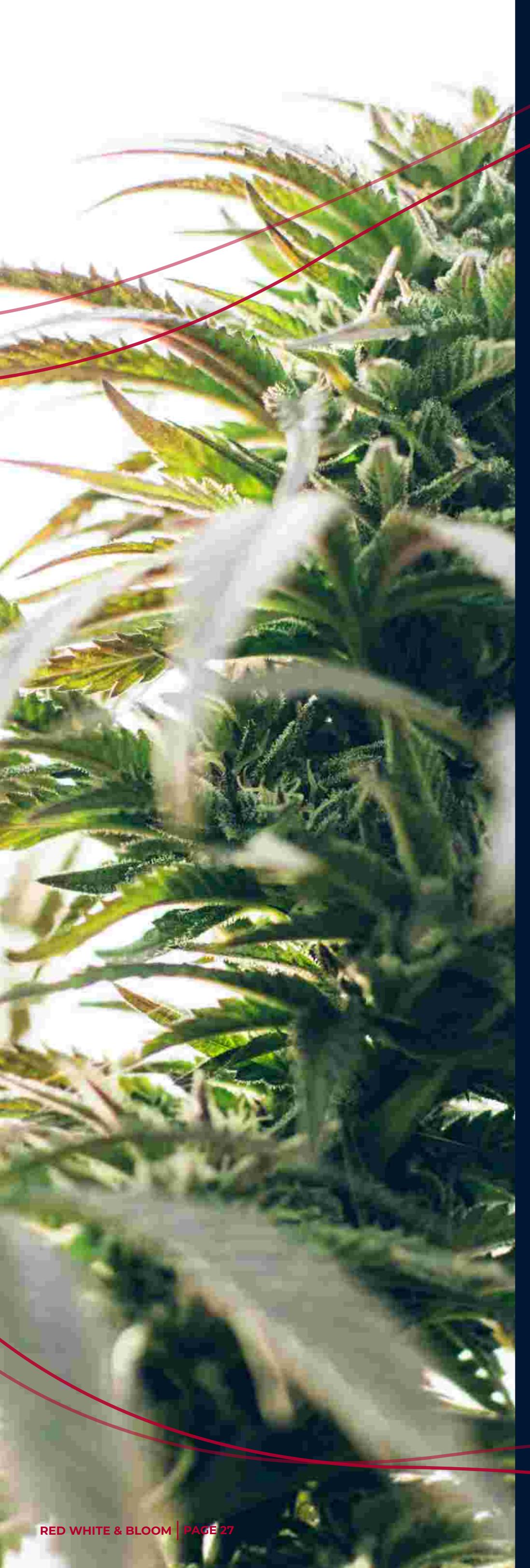
Consumer spending on cannabis continues to grow strongly in North America, as its acceptance increases and the number of US states legalising the product for medical and recreational use increases. Legal cannabis sales in the US in 2020 were in the order of US\$16-20 billion (according to various sources) and are expected to continue growing at double-digit rates to hit around US\$35-40 billion by 2025.



California was the first state in the US to legalize medical cannabis in 1996.

Today in America 39 states now allow medical use of cannabis, and 17 have legalized the recreational kind (also called adult-use). This includes Arizona, New Jersey, South Dakota, and Montana which voted to legalize cannabis for all adults, and Mississippi and South Dakota voters which decide to implement a medical-marijuana program, all on US election day in November 2020.

Over 275 million Americans live in states that permit the use of medical cannabis and 111 million of which are permitted for adult use. More than 4.3 million patients have registered with state medical cannabis programs.



Legalising Cannabis

Marijuana in the US is regulated at both the federal and state level, and these regulations are in direct conflict.

State laws regulating cannabis are in direct conflict with the federal Controlled Substances Act, which makes cannabis use and possession federally illegal. Although certain states authorize medical or adultuse cannabis production and distribution by licensed or registered entities, under US federal law, the possession, use, cultivation, and transfer of cannabis and any related drug paraphernalia is illegal, and any such acts are criminal acts under federal law.

This has the potential to change, after the US House of Representatives passed a bill in December 2020, to end the federal prohibition on cannabis. This bill may be more difficult to get Senate approval but in February 2021 a joint statement was made by three US senators regarding comprehensive cannabis reform legislation to end the federal marijuana prohibition. They intend to release a unified discussion draft on comprehensive reform to ensure restorative justice, protect public health, and implement responsible taxes and regulations.

It highlighted that "as states continue to legalize marijuana, we must also enact measures that will lift up people who were unfairly targeted in the War on Drugs".

The industry also points to the employment and tax benefits now being derived from the growth in legalised cannabis use.

According to a recent poll by Morning Consult, 66% of US voters support the House's

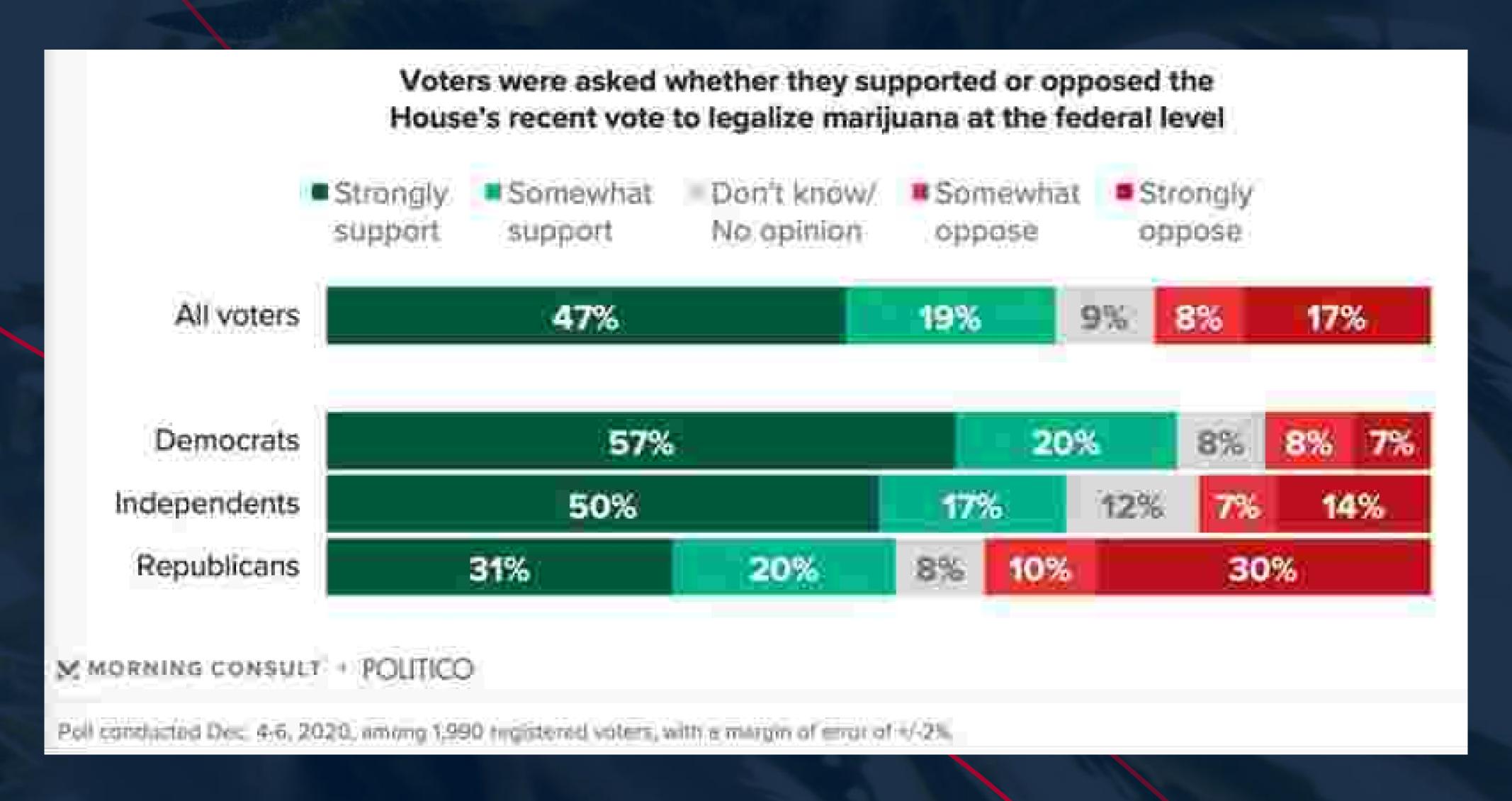


recent vote to legalize marijuana at the federal level.

Apart from the legal, social, and health ramifications, at the moment, health insurance does not cover the cost of medical marijuana products due to marijuana remaining an illegal controlled substance under federal law. The changing of the legislation and the inclusion of cannabis use under medical insurance could be a huge boost to the industry.

Furthermore, the removal of legal barriers to this sector is expected to result in further M&A activity from interested acquirers in other sectors such as alcohol, beverage, tobacco, consumer packaged goods and health & wellness companies.

The US is at the forefront of the movement toward mainstream acceptance of cannabis and hemp products. North America is a launchpad for a global cannabis culture, product development, and trends.



Medical Cannabis

Today 39 states permit the use of medical cannabis, and there is now growing acceptance of the cannabis plant as a legitimate option for patients who suffer from medical problems like chronic pain or seizures.

This is mostly thanks to cannabidiol (CBD), one of the naturally occurring cannabinoids found in cannabis plants. CBD it is generally well tolerated, with a good safety profile. In humans, CBD exhibits no effects indicative of any abuse or dependence potential and is non-psychoactive.

To date, there is no evidence of public health related problems associated with the use of pure CBD. It is sold as an ingredient in oils, oral sprays, vapes, creams, pills, or edibles like gummies and lollipops.





Qualified patients can also use medical marijuana at home or on private property. Public use is illegal, except for low-THC cannabis. Medical marijuana may not be smoked in public or an indoor workplace. The demand for smokable whole marijuana flower is strong and is believed to be due to smoking's greater effectiveness for pain relief than any other form of cannabis.

Product quality, performance, new product innovation, packaging, and customer experience are important differentiating factors.

Recreational Cannabis

Full recreational markets are rapidly opening up in the US.

There are currently 17 states that have legalized the recreational use of marijuana, or adult-use cannabis. This is legal marijuana sold in licensed dispensaries to adults ages 21 and older. It can be in the form of smokable flower, concentrates (vape cartridges, hash, wax, shatter, tinctures), edibles, or topicals.

Recreational marijuana customers are limited by the amount of cannabis they can purchase at one time, as well as the total amount of marijuana they may possess and where they can possess it. When it comes to product selection, there tends to be very little difference between medical and recreational menus and tend to be similar shopping experiences. As more states legalize recreational cannabis the move to expand from medical is an easy transition.



MANAGEMENT & DIRECTORS



BRAD ROGERS, CEO & EXECUTIVE CHAIR

Brad Rogers is a true visionary for the future of cannabis and CBD products in the United States, with a proven track record of building tremendously successful and profitable businesses in this rapidly expanding new economic sector.

A pioneer in the sector, Brad was part of the team that built one of the first commercially scaled production facilities in the world for medical cannabis. He later served as President of one of the leading licensed cannabis producers in Canada, the first G7 nation to legalize cannabis for both medical and recreational use. Both were tremendously successful and grew to a combined market cap of US\$2 billion.

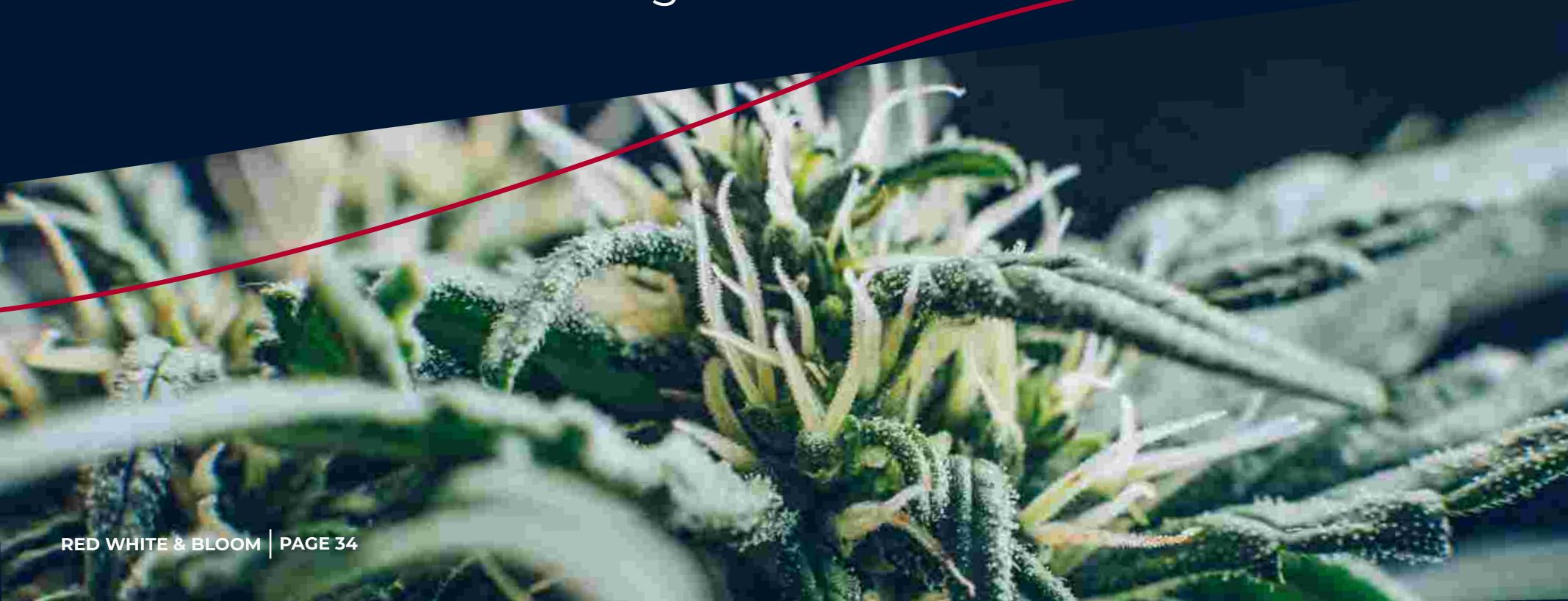


DR. MICHAEL MARCHESE, CO-FOUNDER, MARKETING ADVISOR

Working closely with CEO Brad Rogers, Michael Marchese has played a major role in the development and organization of Red White & Bloom, overseeing capital raises, acquisition strategy and brand identity.

With a strong reputation in the cannabis sector,
Michael also co-founded and directed the branding

for Aleafia Health Inc. which he continues to counsel.
Operating his own successful branding company,
Marchese Design, Michael has served as a highly trusted counsellor to toplevel executives, including CEOs, CFOs and CMOs, for his insights into the process of creating, building and maintaining brand identities.





JOSEPH CHOI, FINANCE

Mr. Choi previously held various finance leadership roles including as a Newell Brands divisional corporate controller. In the past four years, with public cannabis companies, he managed financial control functions, and strategies for long-term profitable growth





BARRY MCDONALD, MARKETING

Barry McDonald has occupied many senior-level positions in allied industries. Barry is a strategic leader with a strong belief in team development and brand excellence. He holds B.A. and M.S. degrees in English and Marketing from the University of Illinois, Chicago.

ANNE HYDE, OPERATIONS

Ms. Hyde is currently the President of Mid-American Growers in Granville, Illinois. She is a Certified Public Accountant with over 25 years of finance, and administrative. Anne thrives in positions of leadership as well as oversight of business development, activities and operations.

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