



NOVEMBER 2018

Life better lived.

EMBLEM CORP. | TSXV:EMC





TSXV:EMC

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AS OF OCTOBER 10, 2018

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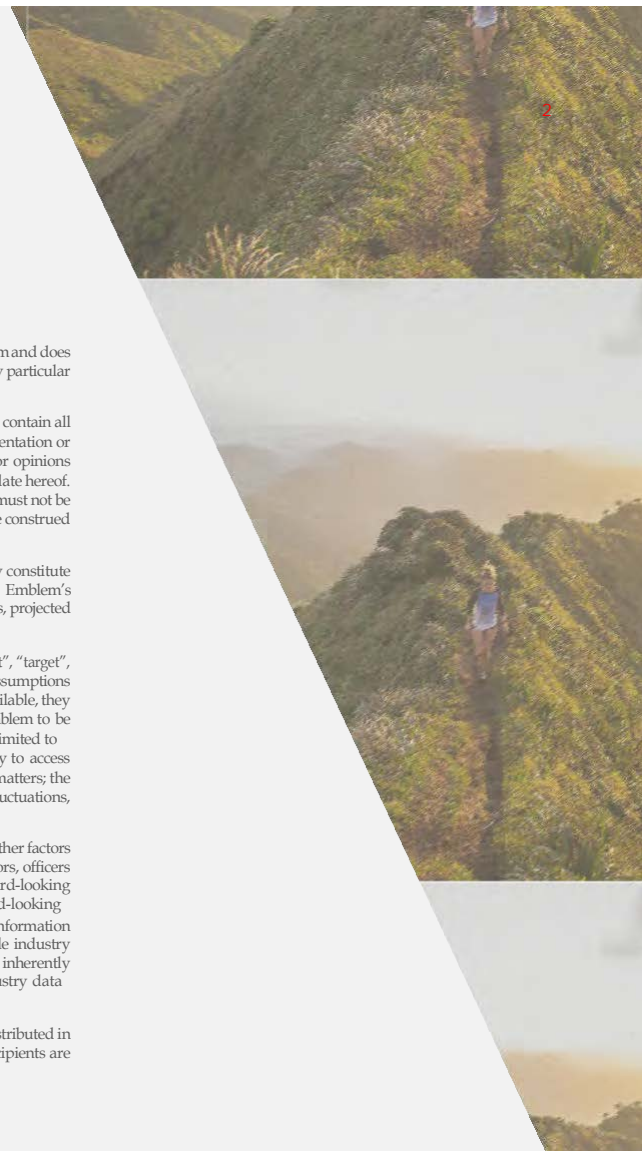
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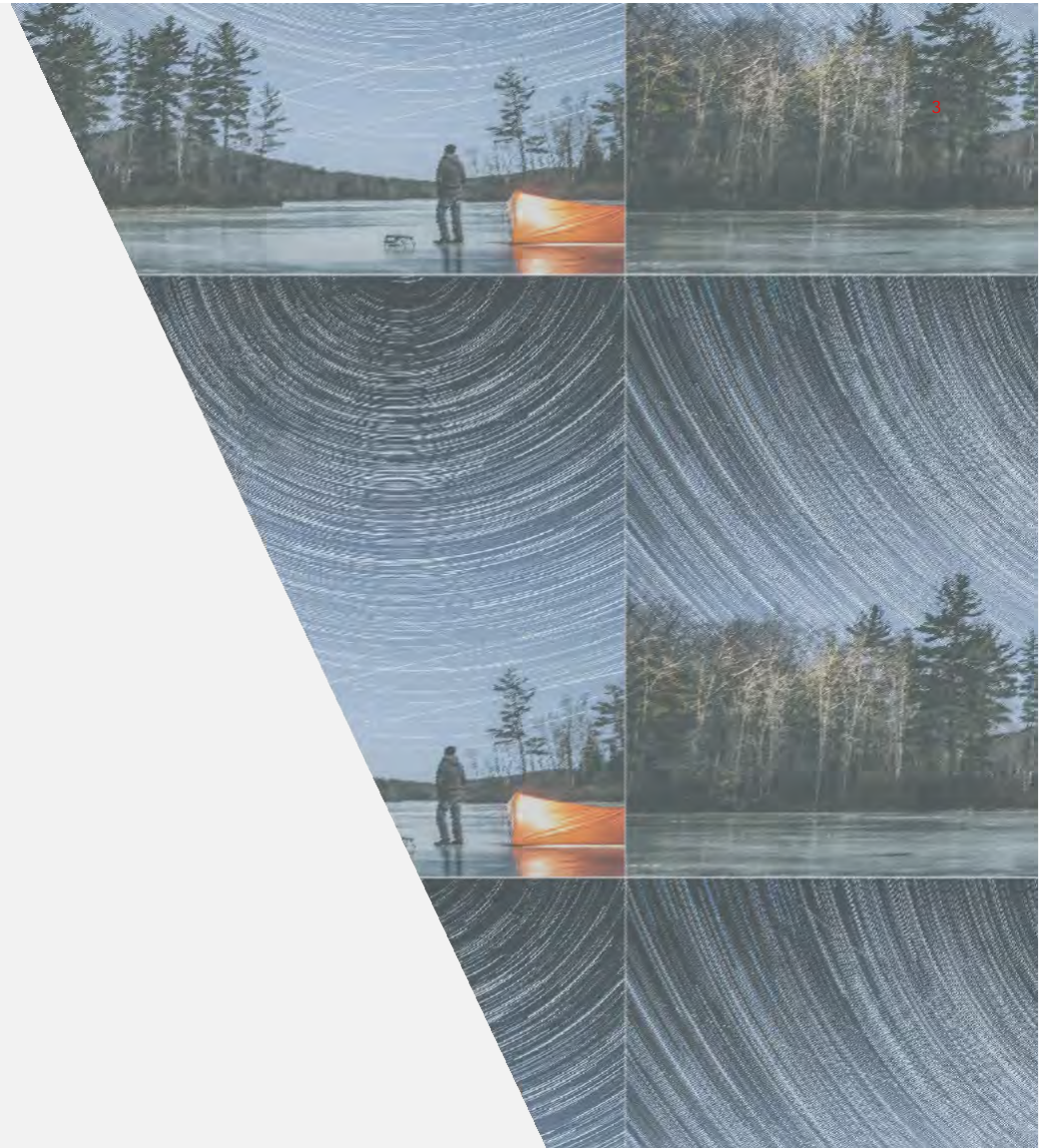




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OUR WINNING FORMULA

- High margin derivatives
- Multi-channel distribution
- Branding power
- Unlimited capacity



INDUSTRY LEADING REVENUE PER GRAM (MEDICAL)

FLOWER

\$9 / GRAM



OIL

\$15 / GRAM



SPRAY

\$20 / GRAM



Approximate revenue per gram or gram equivalent based on list prices.

INDUSTRY'S LARGEST LP- TO-LP SUPPLY AGREEMENT WITH APHRIA

175,000 KG EQUIVALENT OVER 5 YEARS

25,000 KG IN YEAR ONE (BEGINNING MAY 2019)

ALLOW SEMBLEM TO FOCUS RESOURCES ON CORE
COMPETENCIES: INNOVATION + BRANDING + DISTRIBUTION



SUPPLY

PROCESSING +
FORMULATION

PRODUCT
INNOVATION

HOUSE OF
BRANDS

MARKETING
EXPOSURE

DISTRIBUTION



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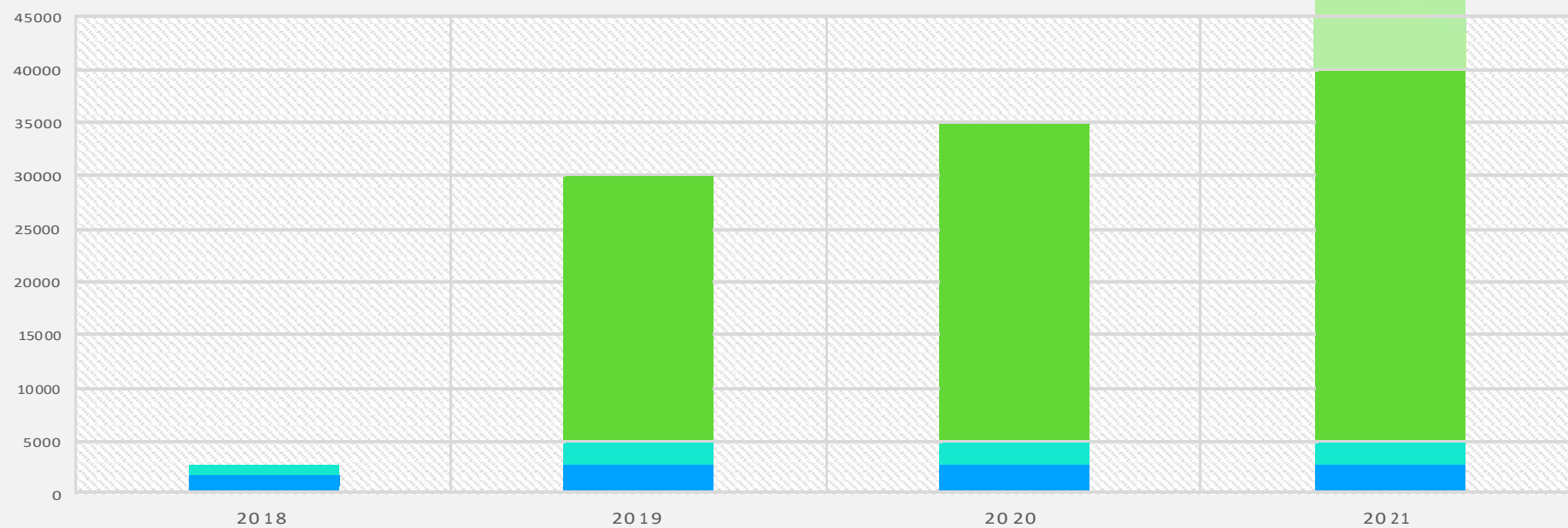
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THE FUTURE OF SHAREHOLDER VALUE

“Investing in large-scale cannabis cultivation today is like playing the end of alcohol prohibition by buying a hop farm. What investors should be more focused on is controlling brands and the distribution points for those brands.”

Forbes, April 25, 2018

FARMING: COMMODITIZATION, OVER SUPPLY AND LOWER MARGINS





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THE FUTURE OF SHAREHOLDER VALUE

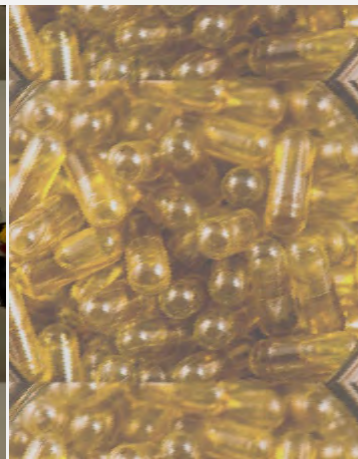
PROCESSING +
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DISTRIBUTION



VALUE: HIGHER-MARGIN, VALUE-ADD PRODUCTS CREATING PRODUCT DEMAND THROUGH A STRATEGIC, TARGETED AND FOCUSED APPROACH TO PATIENT/CUSTOMER ACQUISITION

4 CANNABIS OILS LAUNCHED

- NEARLY 100% MARK- UP OVER DRIED FLOWER
- 30 & 60 ML BOTTLES AVAILABLE
- PENDING: ADDITIONAL BLENDED OILS + PROPRIETARY WHOLE STRAIN EXTRACT OILS



45 % OF TOTAL PATIENT SALES

OIL- FILLED CANNABIS CAPSULES

- LAUNCHING Q4 2018*
- 2.5MG, 5MG AND 10MG STRENGTHS

*PENDING HEALTH CANADA APPROVAL



LICENSING AGREEMENT

- CANNABIS- OIL ORAL SPRAY
- PROPRIETARY NOVEL FORMULATION
- METERED DOSAGE
- LAUNCHED SEPTEMBER 13 2018

ATMOSPHERE™
SUBLINGUAL CANNABIS OIL SPRAY



EXCLUSIVE LICENSE

- SUSTAINED RELEASE ORAL TABLETS LAUNCHING 2019*

*PENDING HEALTH CANADA APPROVAL

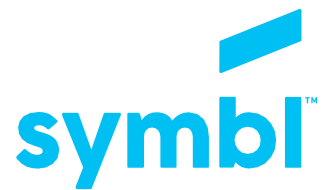

canntab
THERAPEUTICS



ADULT- USE STRATEGY

It's a brave new world.

Get curious.



SUPPLY

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FIRST OF IT' S KIND CBD INFUSED CPG PARTNERSHIP

5-YEAR EXCLUSIVE CBD SUPPLY AGREEMENT WITH EMBLEM

INCLUDES:

- 4% ROYALTY ON HEMP-BASED PRODUCT SALES
- 7% ROYALTY ON CANNABIS-BASED SALES

PRODUCTS LABELED "POWERED BY EMBLEM"

DISTRIBUTED THROUGH GREENSPACE' S NETWORK AND EMBLEM' S
PRESENT AND FUTURE SUPPLY AGREEMENTS



SU PPLY

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DI STRIBUTION

FUTURE PRODUCT STRATEGY*

+INNOVATION

+QUALITY

+BRAND STRENGTH

+CONSISTENCY

*PENDING HEALTH CANADA APPROVAL



BEVERAGES



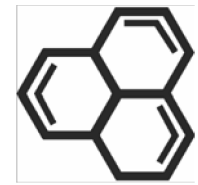
EDIBLES



VAPE PENS



TOPICALS



CONCENTRATES

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HOUSE OF BRANDS STRATEGY

MEDICAL



ADULT-USE



TBD: COMING SOON



NICK DEAN | PRESIDENT & CEO

As President & CEO of KBS Canada, from 2010 to 2017, he led the company through two mergers and a number of substantial client wins resulting in significant bottom and top-line growth.



MARIA GUEST | CHIEF MARKETING OFFICER

A strong, collaborative leader with success in growing brands, launching innovative new ones, and creating meaningful connections with consumers



TIM ANDREWS | VP CREATIVE DIRECTOR

Previously Tim was a founder, partner and creative director at Slide where he provided clients creative, strategy and design services. Prior to Slide, he provided creative and strategic leadership through broadcast, print, digital and experiential projects for a variety of clients.



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PATIENT ACQUISITION THROUGH EDUCATION

PATIENT EDUCATION

Healthcare solution for physicians and patients that is currently lacking in the Canadian medical cannabis industry.

PATIENT REFERRAL

Patients referred to **GrowWise** once prescription has been issued
GrowWise is a reliable and consistent source of patients for Emblem.

PATIENT CARE

Nurses counsel patients on safety, strain selection, and assist patients with registering and placing orders with a licensed producer.



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PATIENT ACQUISITION THROUGH EDUCATION

GrowWise™

PATIENT ACQUISITION STRATEGY

GrowWise is one of Canada's leading cannabis education service providers

GROWWISE EDUCATION CENTRES FILLING THE ROLE OF THE PHARMACIST

- Embedded within already existing healthcare facilities where physicians authorize medical cannabis
- Patients meet with a GrowWise Educator who counsels the patient on safety, strain selection, and assists with registering and placing orders
- GrowWise patients have access to ongoing care and support from our Patient Care team – this program increases registrations, order rates and patient retention

PARTNER EDUCATION STRATEGY

GrowWise has partnered with post-secondary institutions, cannabis retailers, and pharmacy groups to provide expert advice and training

GROWWISE EDUCATION SERVICES BEYOND THE CLINIC SETTING

- GrowWise has positioned themselves as an industry-leading, subject-matter expert
- First-of-its-kind partnership with Durham College provides Emblem with access to highly trained professionals for growing HR needs
- Go-to source for reliable cannabis education utilized by cannabis retailers such as Fire & Flower
- Expanded programs offered by GrowWise will serve as an ongoing income generating opportunity

SUPPLY

PROCESSING +
FORMULATION

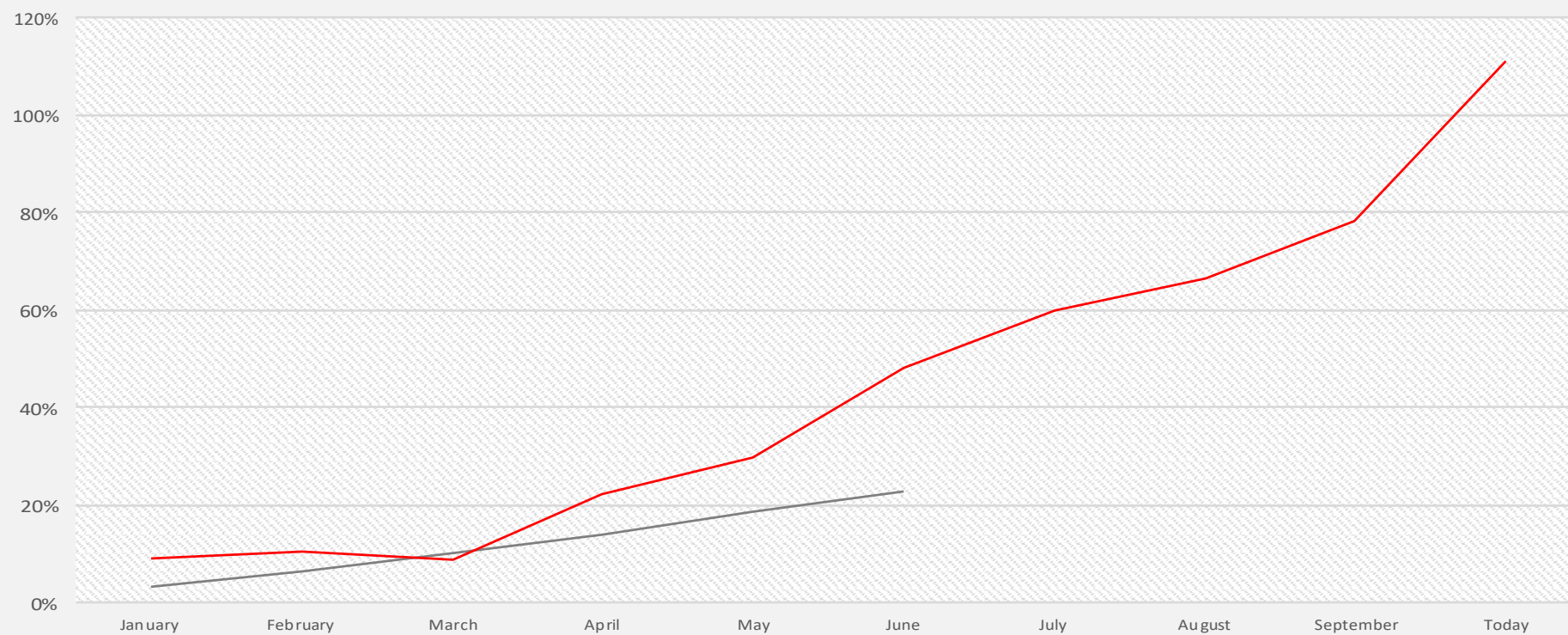
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PATIENT GROWTH IN 2018





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EXPANDING DISTRIBUTION IN CANADA AND INTERNATIONALLY

CANADA



2018: SHOPPERS DRUG MART, OCS, AGLC, FIRE & FLOWER, STARBUDS

INTERNATIONAL



2019: GMP CERTIFIED, EXPANSION INTO GERMANY AND EUROPE





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EMBLEM GERMANY

LOI TO FORM 60/40 JV WITH ACNOS PHARMA GMBH TO
DISTRIBUTE CANNABIS OIL IN GERMANY

LARGEST MEDICAL CANNABIS MARKET IN THE WORLD WITH
82 MILLION PEOPLE + FEDERAL HEALTH
INSURANCE COVERAGE FOR MEDICAL CANNABIS

ACCESS APPROX. **20,000** PHARMACIES IN GERMANY

PREMIUM PRICING, HIGH MARGINS

FIRST SHIPMENT EXPECTED MID-2019



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WORLD-CLASS PRODUCT INNOVATION CENTRE

- Fully-funded 30,000 sq. ft. state-of-the-art building
- 5,000 sq. ft. formulation and analytical services laboratory built to GMP¹ standards for international export
- Production of oils and derivative products
- Formulation development, manufacturing and packaging
- Product development with partners
- Online Q1 2019¹



1. The expansion is expected to be operational in Q1 2019. The Company also expects to apply for and receive GMP certification in CY2019, subject to regulatory approvals.

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DIVERSE AND EXPERIENCED LEADERSHIP TEAM



NICK DEAN | PRESIDENT & CEO

- Joined in October 2017 and thereafter assumed the role of CEO
- Nick was the President & CEO of KBS Canada, a fully integrated and award-winning creative advertising agency with offices in Toronto and Montreal
- Nick earned his MBA from the Richard Ivey School of Business



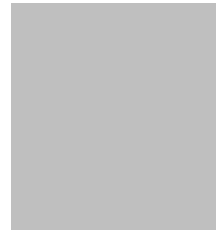
ALEX STOJANOVIC | CHIEF FINANCIAL OFFICER

- Joined as Director of Finance in August 2017
- Alex held several senior finance positions in Barrick Gold Corporation and Teranga Gold Corporation
- He holds a Bachelor of Commerce degree from Western University and is a CPA as well as a CFA charter holder



MARIA GUEST | CHIEF MARKETING OFFICER

- Joined in April 2018
- Maria held the role of Senior Director of Marketing, Premium Light and High-End Brands at Labatt for which she was responsible for a portfolio of marquee brands
- Maria received her Bachelor of Commerce from the University of British Columbia



WAYNE KREPPNER | PRESIDENT EMBLEM MEDICAL

- Joined in November 2018
- Formerly the President and COO at Concordia International Corp. and Vice President, Technical Operations at Trimel Pharmaceuticals
- Wayne holds a Hons. B.Sc. in Biochemistry from the University of Western Ontario, M. Sc. In Medical science from McMaster University, and an MBA from the Ivey School of Business



ADAM SAPERIA | CHIEF STRATEGY OFFICER

- Joined in 2014, stepping into the role of President of GrowWise Health, Education
- Adam was the Director of Operations at the Northern FN Health Care Services
- He holds an MBA from the Schulich School of Business



KIM HORRILL | VP MEDICAL MARKETING

- Joined in April 2018 to lead medical marketing
- Kim spent the last 13 years in commercial and medical roles at a major pharmaceutical company in Canada
- She is a member of the College of Nurses of Ontario and was a Associate Professor in the Faculty of Health Sciences at Western University



EMBLEM CORP

TICKER SYMBOL	TSXV: EMC
CASH BALANCE	C\$ 66.0 MM (AS OF AUG 22 - 2018 MD&A)
SHARES OUTSTANDING (BASIC) ⁽¹⁾	122,919,719
MARKET CAPITALIZATION (BASIC) ⁽²⁾	C\$ 204.0 MM
Q2 2018 - OVER - Q1 2018 REVENUE GROWTH	18.1%
CURRENT PATIENT COUNT	~5,000
Q2 2018 - OVER - Q1 2018 PATIENT GROWTH	36%
PRODUCTION FACILITY	PARIS, ONTARIO
# OF EMPLOYEES	~100
2019 COMMITTED CAPACITY	~30,000 KG *
INSIDER OWNERSHIP ⁽²⁾ (BASIC)	~14%

* Including Natura and Aphria supply agreements

1. As of October 1, 2018
2. Based on the October 1, 2018 closing share price of \$1.66



We are Emblem.
And this is just the beginning.
Thank you.