

# **MAVEN** BRANDS INC



**CSE:MJ**

OTC PINK:TRLFF | FSE:TLAA



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This presentation has been prepared to assist interested parties in making their own evaluation of Maven.

# OVERVIEW

## A PUBLIC COMPANY

Maven Brands (formerly True Leaf Brands Inc.) trades on the Canadian Securities Exchange (CSE:MJ) and cross-trades on the OTC PINK (OTC PINK:TRLFF) and Frankfurt Stock Exchange (FSE:TLAA)

## ASSETS

The Company owns a 19,500 square foot facility on 40 acres of industrial land in the Village of Lumby at the north end of the Okanagan Valley in the Interior of British Columbia, Canada.

## STANDARD PROCESSOR LICENSE

On November 22, 2019, the Company received Health Canada approval for Standard Processing, Standard Cultivation and Medical Sales under the Canadian *Cannabis Regulations*. In addition, the Company submitted a formal sales amendment application in order to authorize the sale of dried flower on August 9<sup>th</sup>, 2021.

## CRAFT CANNABIS FOCUS

With an \$8M facility built to EU-GMP specs, the Company intends to leverage its license and experienced team in order to collaborate with licensed micro-cultivators and bring their quality craft cannabis to the regulated market

## BUSINESS PARK

Centrally located within the village and nestled at the foot of the Monashee mountains, the Company created 'Monashee Gateway Business Park' and is currently marketing six (6) lots as part of a 7.8 acre phase-one subdivision plan.

## PHASE TWO BUSINESS PARK

The Maven facility resides on a 5 acre portion of the remaining 32 acres in the park which will be developed as 'Phase-Two'. Groundbreaking is planned for the summer of 2022.



## PROBLEM

# There's a lack of quality cannabis

- Retail market flooded with mid-grade cannabis- over ONE BILLION GRAMS in unsold inventory Health Canada, Oct 30, 2021
- "You can't give away mid-range THC product for a buck now." BNN Bloomberg, Jan 2021



SOLUTION

# Craft cannabis is driving the market

**High THC dried flower sales reached a 61% market share, up from 40% a year ago**

*ATB Capital Markets, Feb 9, 2021*

**Dried cannabis CA\$1.3 billion in the first half of 2021, or about 73% of spending in all categories.** *MJBizDaily, Oct 20 /21*

**Year-over-year growth of 45.6% implies an annual run rate of roughly CA\$4.07 billion for the industry** *MJBizDaily, Sept 23 /21*



## SOLUTION

# Fully licensed Purpose-built facility

### Implementation Plan:

- QA and regulatory support
- Craft-compliant packaging lines
- Cold plasma microbial remediation
- In-house nursery and R&D cultivation
- Nationwide sales channel

# BUSINESS MODEL

Nearly half of the new licences issued in 2021  
have been micro-class\*



Micro-Cultivators

- Small batch drops
- Quality craft flower
- High THC & Terps

Maven Cannabis

- Craft processing expertise
- 50% profit share with Cultivators
- National distribution



# BUSINESS MODEL



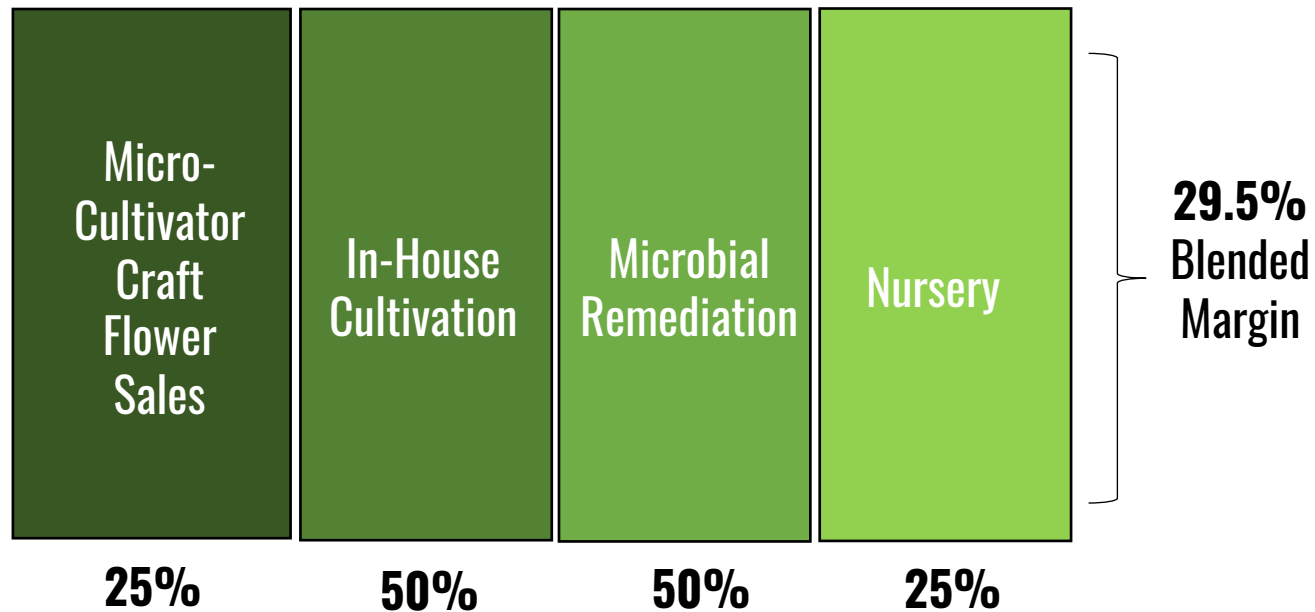
	Sun-grown product		Maven Craft Flower				Maven Limited Drops			
Comps	Pure Sun Farms	Solei	Ness	Doja	Edison	7 acres	BLKMKT	Broken Coast	Citizen Stash	Whistler
THC %	14% - 18%		22%- 25%				25% - 30%			25% - 30%
3.5g pkg	\$21.99	\$22.99	\$29.99	\$31.99	\$34.99	\$41.99	\$44.99	\$48.99	\$49.99	\$59.99
\$/gram	\$6	\$7	\$8+	\$9	\$10	\$12	\$13	\$14	\$16	\$17





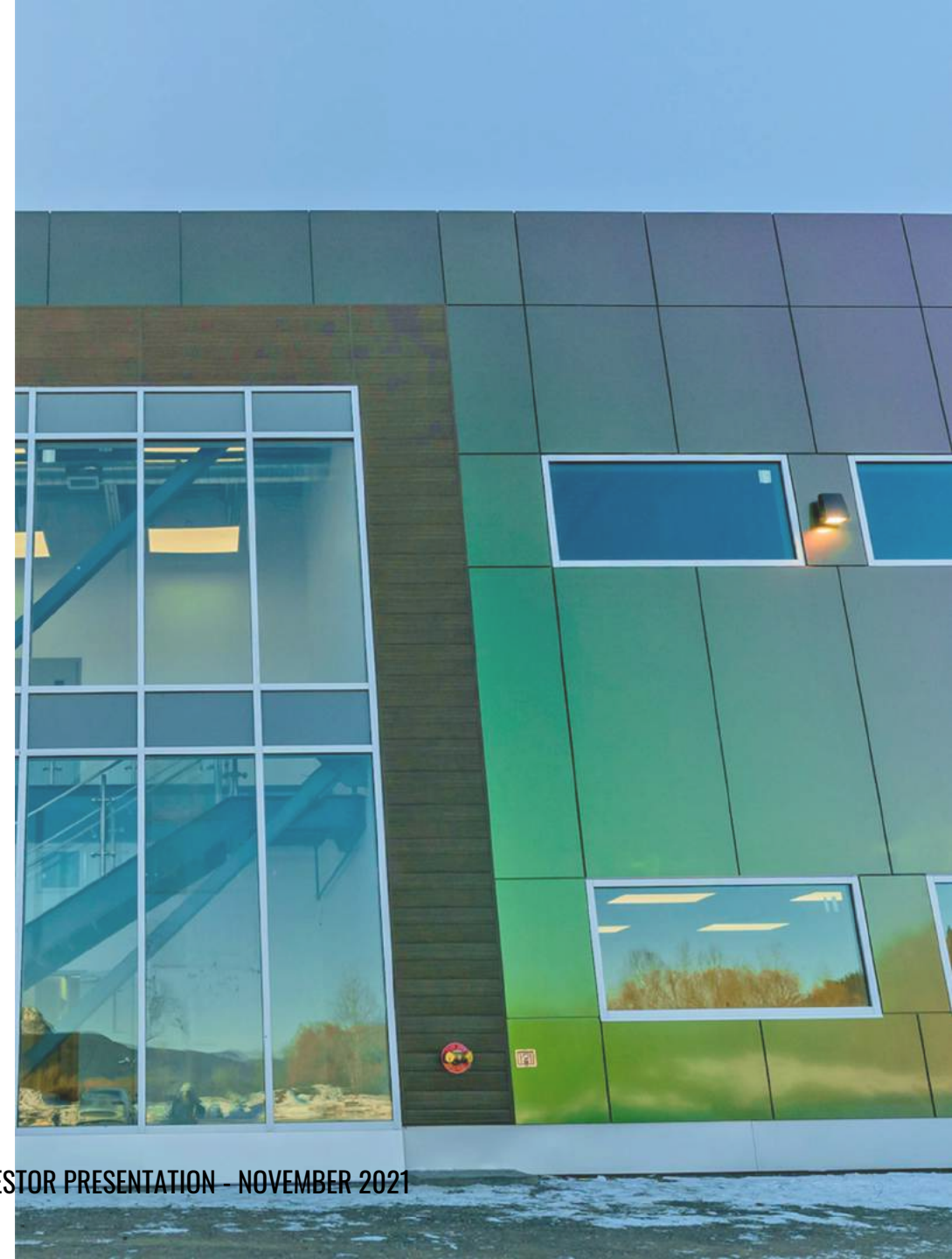
# BUSINESS MODEL

## Margin Targets



- Based on a four-year average of projected sales\*
- Projected break-even by mid 2022\*

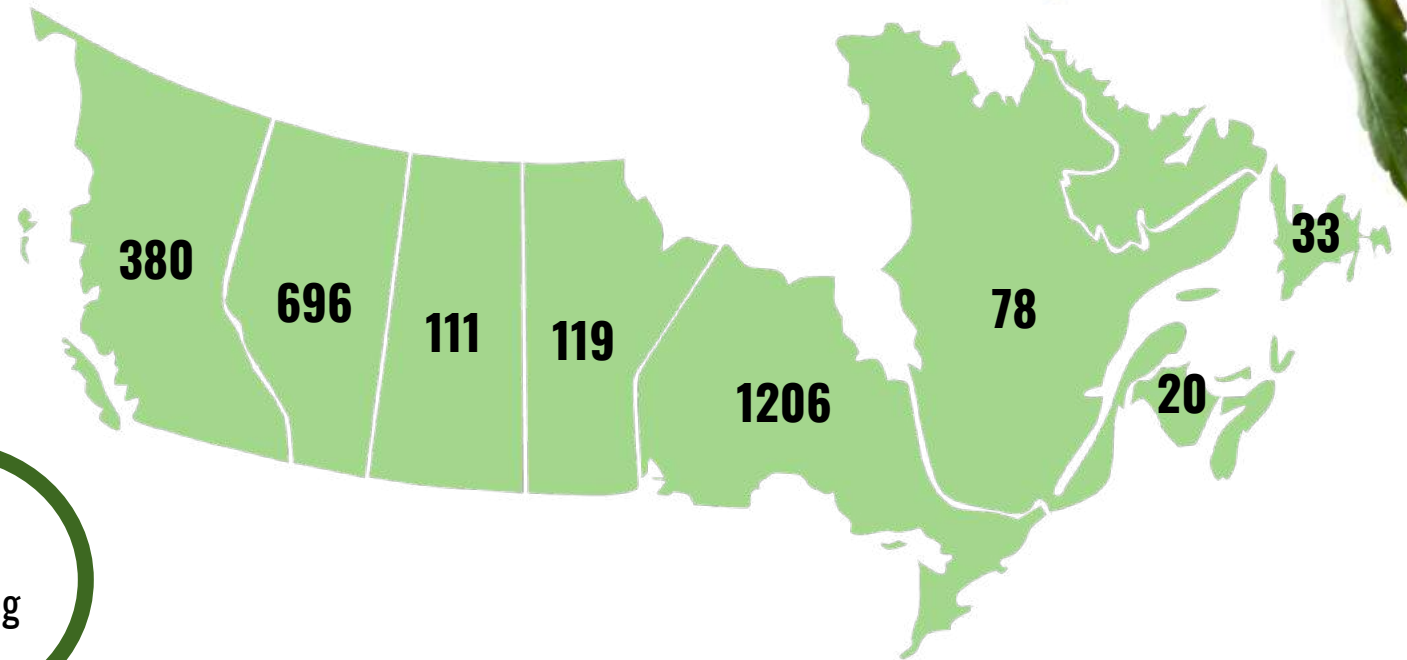
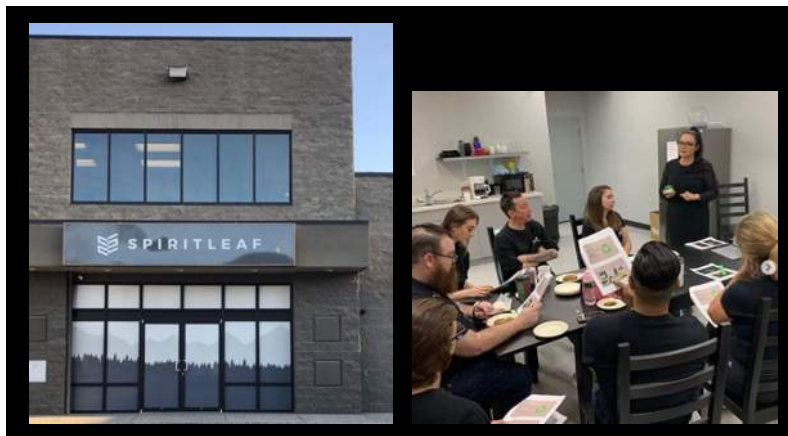
\* Subject to Health Canada retail sales license approval by December 2021



## MARKETING & SALES

# Velvet Management

Contracted sales and marketing agency with over 40 employees servicing provincial buyers nationwide, with reach into over 2600 legal retailers across Canada





# Craft Cannabis Valuations

<b>MAVEN BRANDS</b> Market Cap, Nov 1,21*	<b>\$6.7M</b>
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Transactions in 2021:

<b>Valens to acquire craft cannabis firm Citizen Stash</b> MJBizDaily, August 31, 2021	<b>\$54M</b>
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<b>Canopy to buy Supreme Cannabis</b> BNN Bloomberg, April 8, 2021	<b>\$435M</b>
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<b>Hexo to buy 48North</b> BNN Bloomberg, May 17, 2021	<b>\$50M</b>
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# OPPORTUNITY

## Monashee Gateway Business Park

40 acre land parcel situated at the north end of the Okanagan Valley

### Phase One:

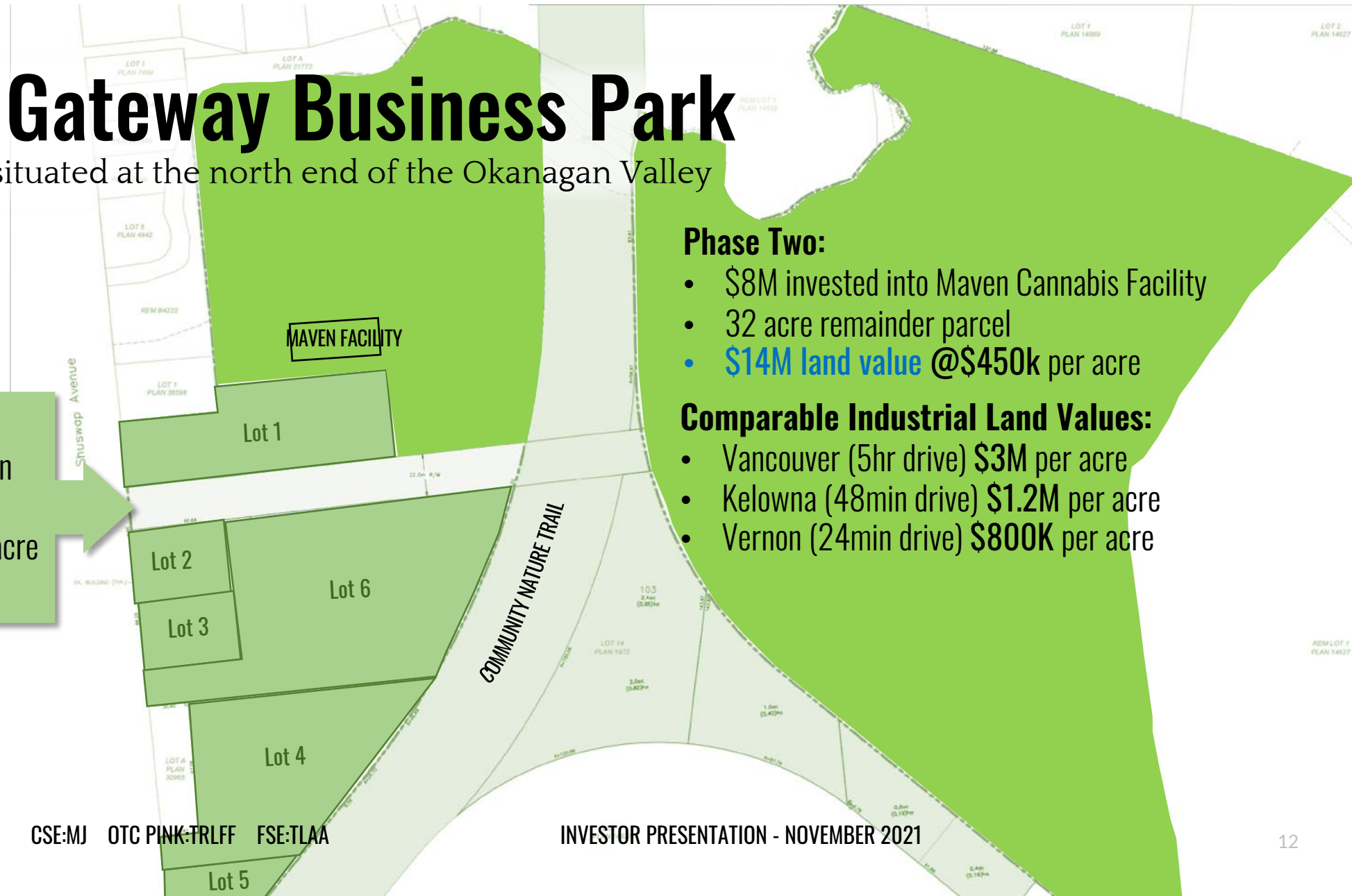
- 6 Lot, 7.8 acre Subdivision
- **\$6.4M Listed Price**
- Listed @\$450,000 per acre + bldg. value

### Phase Two:

- \$8M invested into Maven Cannabis Facility
- 32 acre remainder parcel
- **\$14M land value** @\$450k per acre

### Comparable Industrial Land Values:

- Vancouver (5hr drive) \$3M per acre
- Kelowna (48min drive) \$1.2M per acre
- Vernon (24min drive) \$800K per acre







# Key Milestones

Successful inaugural cannabis harvest	July 26th	✓
Two-batch amendment for rec sales license submitted	August 9th	✓
Monashee Gateway phase one subdivision	Sept 20th	✓
New leadership announcement: Andrew Gordon VP of Strategic Growth	Sept 22nd	✓
Micro-partnership announcement (BC Backwoods Bud)	Sep 28th	✓
First mortgage amended, extended and renewed	Oct 5th	✓
Second mortgage amended, extended and renewed	Oct 25th	✓
Successful Health Canada inspection & audit	Oct 26th	✓
True Leaf rebrands to Maven Brands	Oct 28th	✓
Maven Brands announces \$1.5m private placement	Nov 3rd	✓

# Key Actions & Next Steps

60 day new product notices to Health Canada	Nov 2nd	
Additional micro-cultivator alliances	Nov 1 <sup>st</sup> – Nov 30 <sup>th</sup>	
Secure craft cannabis processing JV's	Nov 1 <sup>st</sup> and on!	
Closing of equity financing	Dec 6th	
Installation of cold plasma microbial remediation	Dec 6 <sup>th</sup> to Feb 1 <sup>st</sup>	
Installation of craft compliant packaging lines	Dec 6 <sup>th</sup> to Feb 1 <sup>st</sup>	
Lot services completed Business Park – Phase I	Nov - Dec	
Recreational sales license approval	December 2021 <sup>**</sup>	
Packaging 3.5g & pre-rolls commences	Early 2022 <sup>**</sup>	
Lot sales & debt paydown	Dec – March 2022	

<sup>\*\*</sup> Subject to Health Canada retail sales license approval



# Use of Proceeds

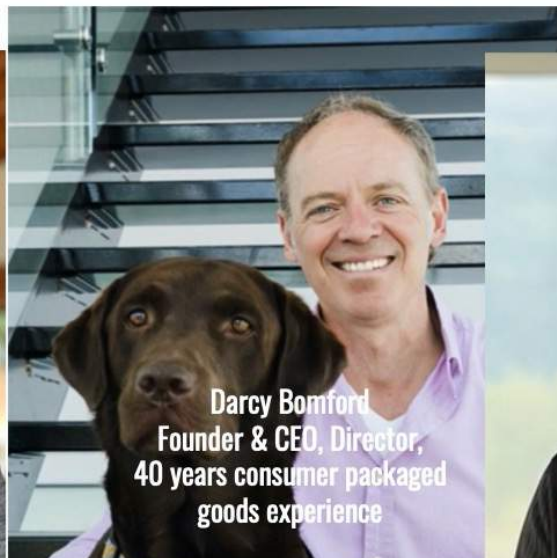
Capital Raise		\$1.5M Equity	\$1M Mortgage
	Share price:	\$0.18	
	Shares issued:	8,333,333	
	Commissions/Finder's fee	\$75,000	
Capex	Packaging and Pre-roll lines	\$400,000	
	Cold Plasma Installation	\$200,000	
	Contingency	\$95,000	
Land Development	Phase One Site Servicing		\$350,000
Working Capital	Prepaid Cannabis Flower	\$250,000	
	Excise Stamps & Deposits	\$150,000	
	Insurance	\$120,000	
	Miscellaneous Payables	\$120,000	
	Audit and Legal Fees	\$90,000	
	Property Taxes, Fees, Interest		\$650,000
Total		\$1.5M	\$1.0M

# CAP TABLE

Share Capital Breakdown: September, 2021		Number of shares	Percentage of fully diluted (%)
<b>Original Shares Outstanding</b>			
Original management and insiders	3,034,526		
Original Investors	8,340,025	11,374,551	34.0%
<b>Investor Group from 2020 restructuring</b>		17,416,980	52.1%
Treasury order (shares for debt)		222,222	0.7%
February \$0.36 Private Placement		4,262,436	12.7%
Bonus shares ( March 8, 2021)		176,886	0.5%
<b>Issued and Outstanding</b>		<b>33,453,075</b>	<b>100.0%</b>
<i>Reserved for Issuance</i>			
Pubco Option Holders		814,444	
Pubco Warrant Holders		865,000	
<b>Fully Diluted</b>		<b>35,132,519</b>	



# OUR TEAM







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