



THE NEXT CANNABIS MARKETPLACE

Investor Presentation

JANUARY 2023

CSE: **CDVA** OTC: **LVRLF**

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FORWARD-LOOKING STATEMENTS

Certain information set forth in this presentation contains “forward-looking information”, including “future oriented financial information” and “financial outlook”, under applicable securities laws (collectively referred to herein as forward-looking statements). Except for statements of historical fact, information contained herein constitutes forward-looking statements and includes, but is not limited to, the (i) projected financial performance of the Company; (ii) completion of, and the use of proceeds from, the sale of the shares being offered hereunder; (iii) the expected development of the Company’s business, projects and joint ventures; (iv) execution of the Company’s vision and growth strategy, including with respect to future M&A activity and global growth; (v) sources and availability of third-party financing for the Company’s projects; (vi) completion of the Company’s projects that are currently underway, in development or otherwise under consideration; (vi) renewal of the Company’s current customer, supplier and other material agreements; and (vii) future liquidity, working capital, and capital requirements. Forward-looking statements are provided to allow potential investors the opportunity to understand management’s beliefs and opinions in respect of the future so that they may use such beliefs and opinions as one factor in evaluating an investment.

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Although forward-looking statements contained in this presentation are based upon what management of the Company believes are reasonable assumptions, there can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. The Company undertakes no obligation to update forward-looking statements if circumstances or management’s estimates or opinions should change except as required by applicable securities laws. The reader is cautioned not to place undue reliance on forward-looking statements.

ABOUT US

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COMPANY

CordovaCann is an Ontario-based public company headquartered in Toronto, Canada, which trades on the CSE in Canada (ticker CDVA) and the OTC in the United States (ticker LVRLF).

OPERATIONS

14 RETAIL STORES (Ontario, Manitoba, Alberta, and British Columbia)

2 MANUFACTURING FACILITIES (Washington and California)

1 CULTIVATION OPERATION (Oregon)

EXPERTISE



LOW-COST STRUCTURE to drive profitability



ACQUISITION EXPERIENCE to make accretive deals



PROVEN OPERATORS to strategically grow operations



ADMINISTRATIVE SUPPORT to scale the business



OUR ADVANTAGE

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CordovaCann is driving value through Star Buds Cannabis Co. retail stores in Canada and branded products in the United States.



- Leverage the experience of U.S. cannabis retail operator Star Buds.
- Star Buds is generating industry-leading EBITDA margins.

EXPERIENCE



- Star Buds Cannabis Co. in Canada is a proven brand and retail operator.
- Proven business model: Built 8 stores in Ontario with \$723K CAD in starting capital.

SCALABILITY



- 14 stores open across Canada across 4 provinces.
- Stores in development and large pipeline of potential acquisitions to grow store base.

NETWORK



- Compelling store economics with an expected payback period less than 12 months.
- Strong margin profile and positive cash flow generation given focus on variable costs and low overhead.

ECONOMICS



- Vertical integration drives operating leverage across the cannabis value chain.
- The IP from premium products can be cross-marketed to drive increased revenues across the network.

INTEGRATION

COMPANY FOCUS

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Accelerate retail growth, invest and scale branded products, and leverage excess capacity for white label manufacturing, to drive company profitability

01 RETAIL PRESENCE

- Compelling store unit economics, with an investment payback of 12 months or less after opening.
- Potential to acquire one-off retailers and small chains at valuations that are very accretive.
- Retailers still have the leverage in a fragmented market based on geography.

02 WHITE-LABEL MANUFACTURING

- White-label manufacturing will aid in the geographic proliferation of strong cannabis brands.
- Partner with brands to lower their cost of production and accelerate their time to additional markets.
- Allow brands to focus on increasing audience size and share, while still dictating the production process.

03 CANNABIS BRANDS

- Focus on niche brands that have cult-like followings that can be taken into additional markets.
- Most significant cannabis brands have been born on the west coast and have neglected expansion.
- White label manufacturing and retail expansion should drive brand awareness and increase profitability.



CANADIAN RETAIL FOOTPRINT

Store growth will be a priority as the company looks to take advantage of a consolidating market.



Unit Economics *

Projected Buildout Capex & Inventory (1,000 - 2,000 sq. ft.):
~\$150-250 CAD

Projected Buildout Timeframe (post lease execution):
~3 months

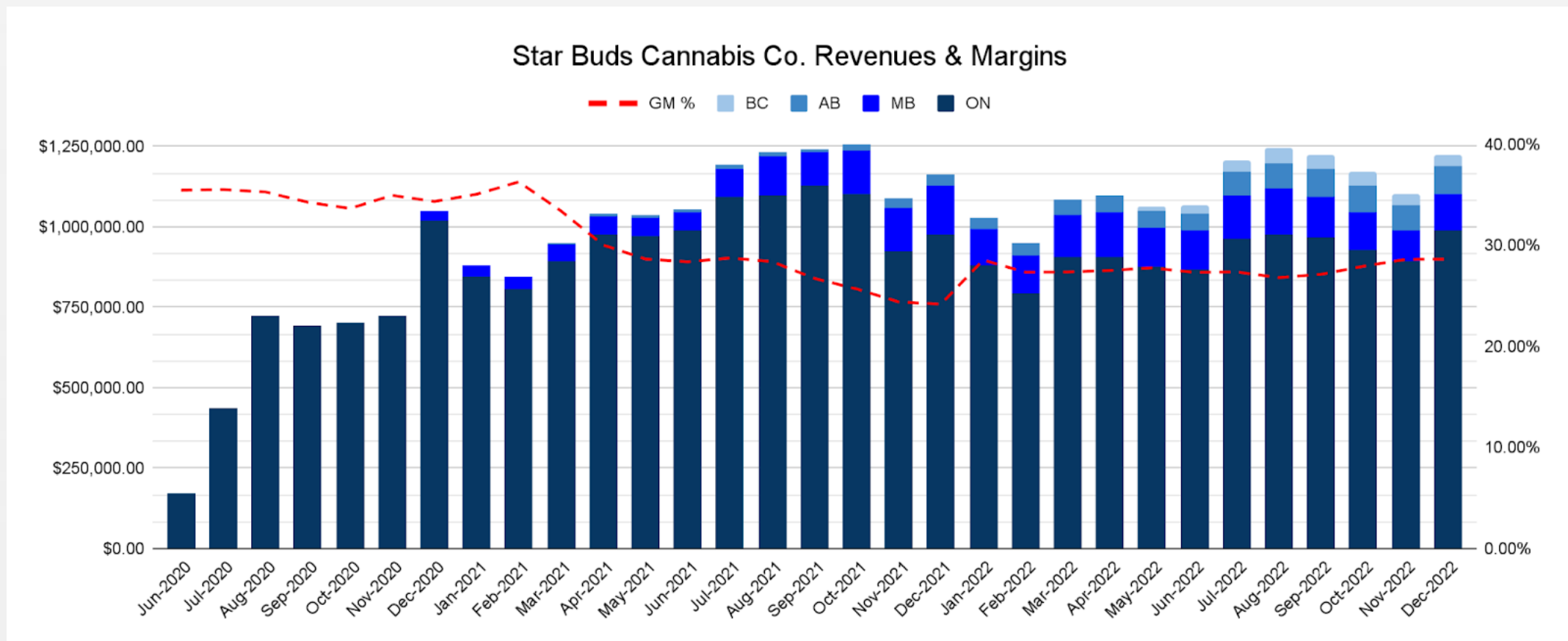
Potential Payback Period:
<12 months

Read in conjunction with latest financial statement and forward-looking statements.

STORE PERFORMANCE

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After the frenzy of store openings in 2018-2020, Canadian cannabis retail markets are experiencing rationalization. Significant store closures and the expansion of the delivery platform are providing new tailwinds for Star Buds Cannabis Co.



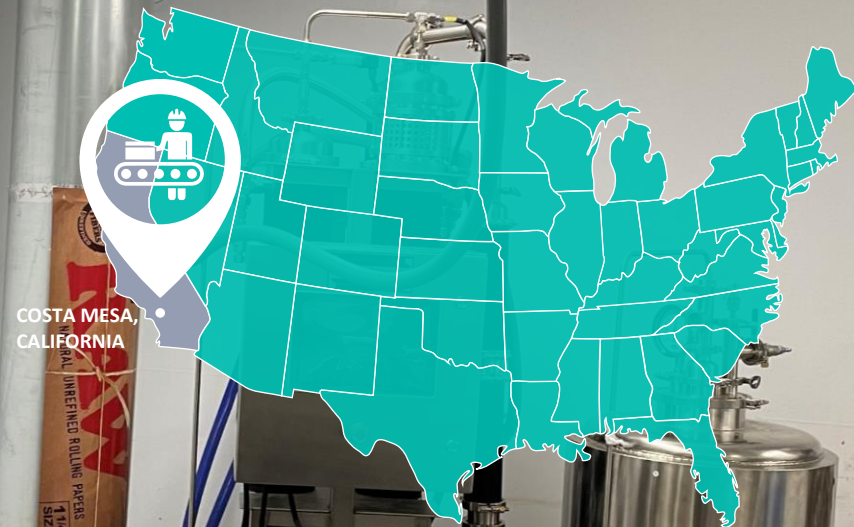
CALIFORNIA OPERATION

Capacity for 3,000+ liters of distillate production annually.

- Established manufacturing operation in Costa Mesa, centrally located between Los Angeles and San Diego, founded in 2019.
- 5,000 sq. ft. manufacturing and distribution facility.
- CordovaCann purchased the facility via a loan of \$700K which will fund manufacturing.
- Focused on the production of concentrates and branded products.
- First branded products already created and will launched in market in 2023.
- Strong distribution network already established by the operators.

Read in conjunction with latest financial statement and forward-looking statements.

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COSTA MESA,
CALIFORNIA

100%-OWNED

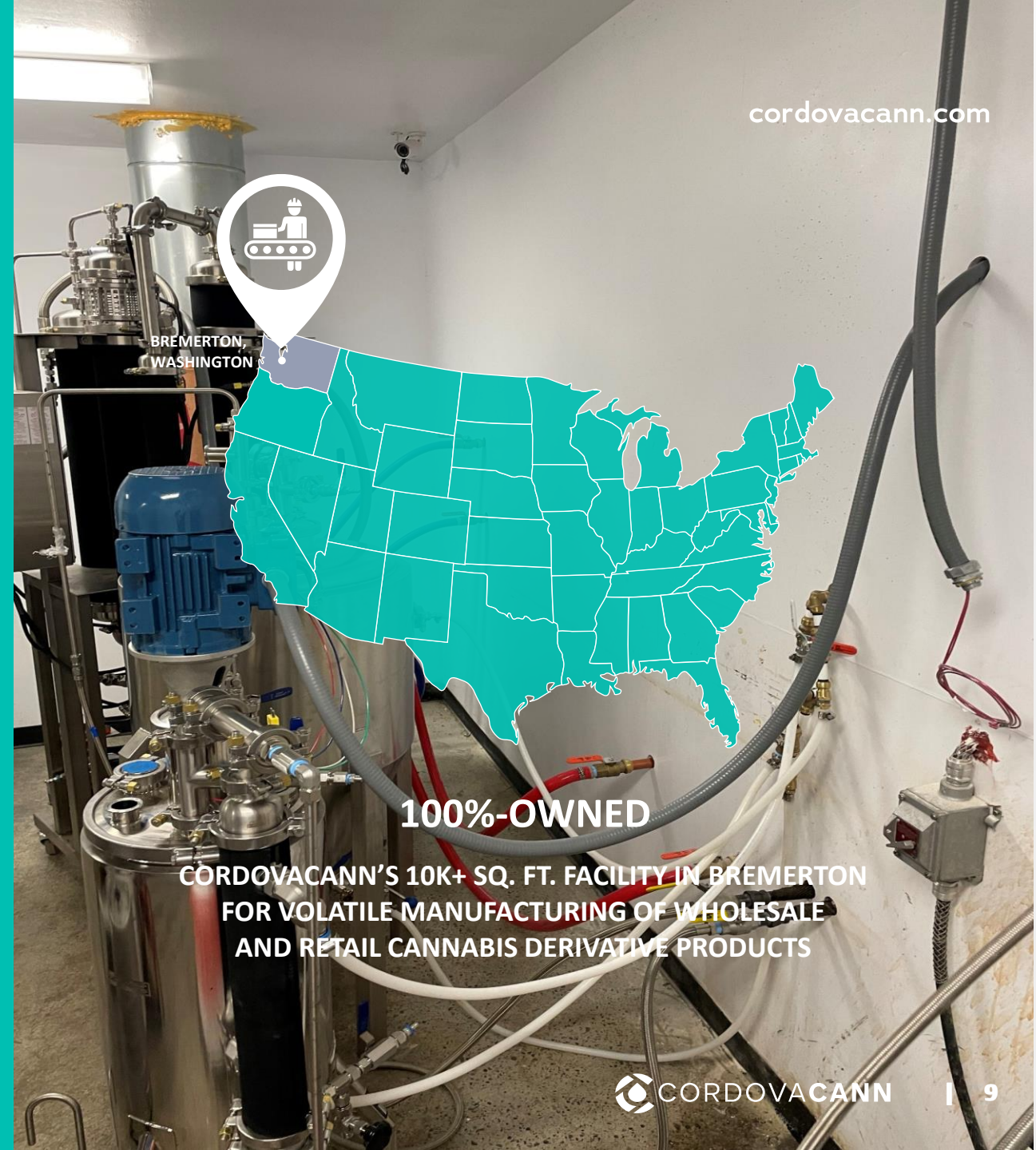
**CORDOVACANN'S 5K SQ. FT. FACILITY IN COSTA MESA
FOR VOLATILE MANUFACTURING OF WHOLESALE
AND RETAIL CANNABIS DERIVATIVE PRODUCTS**

WASHINGTON OPERATION

Capacity for 3,000+ liters of distillate production annually.

- Established manufacturing operation in Bremerton, 14 miles west of Seattle, that was founded 2019.
- 10,900 sq. ft. manufacturing facility.
- CordovaCann purchased the facility in shares valued at \$950K and is funding increased capacity.
- Focused on the production of crude, distillates, and concentrates.
- Will build out capacity for select edibles.
- Plans underway to manufacture white-label and branded cannabis products throughout the state.

Read in conjunction with latest financial statement and forward-looking statements.



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BREMERTON,
WASHINGTON

100%-OWNED

**CORDOVACANN'S 10K+ SQ. FT. FACILITY IN BREMERTON
FOR VOLATILE MANUFACTURING OF WHOLESALE
AND RETAIL CANNABIS DERIVATIVE PRODUCTS**

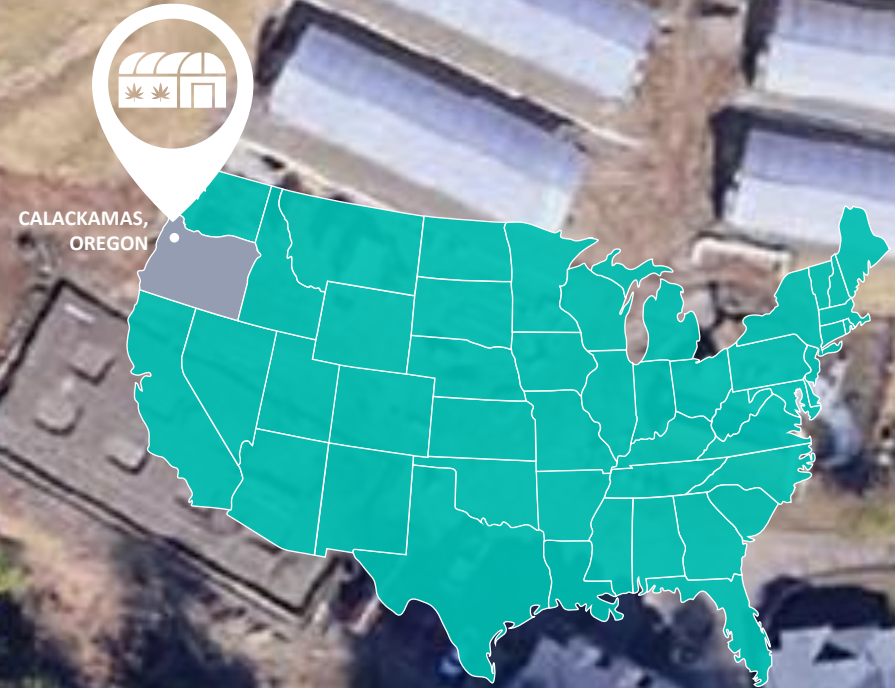
OREGON OPERATION

Capacity for 5,000+ lbs. of flower and 3,000+ liters of distillate production annually.

- Established cultivation operation in Calackamas, 16 miles southeast of Portland, that has operated since 2016.
- Originally cultivated ~700 square feet of indoor grow space.
- CordovaCann is building out 4 greenhouses and is erecting a pre-fabricated steel building for extraction and manufacturing.
- Cultivation license transferred to CordovaCann in November 2020.
- Buildout of an additional 8,800 square feet of growing capacity should be complete in 2023.
- Manufacturing buildout would enable production of crude, distillates, concentrates, and select edibles.

Read in conjunction with latest financial statement and forward-looking statements.

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100%-OWNED

**CORDOVACANN'S 6-ACRE FACILITY OUTSIDE
OF PORTLAND THAT HAS A TIER II CULTIVATION LICENSE
AND A MANUFACTURING LICENSE PENDING**

LEADERSHIP TEAM

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The management team has significant operating and financial expertise in the cannabis industry and owns ~20% of the Company.

TAZ TURNER, CHAIRMAN & CEO

- Over 20 years experience in investing, capital markets, structuring transactions, and implementing diligence processes
- Founded Southshore Capital Partners, a firm focused on public and private investments primarily in the technology and consumer industries
- Consulted for investment firms with AUM of \$200M - \$20B regarding portfolio management and specific debt and equity investments
- Started the technology practice at Trafelet Delta Funds, generating returns that helped propel assets under management from \$500M to \$5.5B
- University of Virginia; BS in Commerce, BS in Mathematics

ASHISH KAPOOR, CFO

- Over 20 years experience in operating businesses and financing, structuring and executing transactions
- At Macquarie Bank was responsible for telecom, media and technology investment banking and principal investing
- Completed over \$3B in principal investments and advised over \$4B of M&A
- Focused on assisting early-stage companies develop and execute capital markets and general business development over the past 10 years
- University of Waterloo; Bachelor of Arts and Masters in Accounting

GRAEME HAWKINS, PRESIDENT, CANADA OPERATIONS

- 10 years experience in national level retail operations
- Worked with provincial authorities in regulated industries to launch businesses, maintain compliance, and expand operations
- Led new project construction for CRAFT Beer Market to build 10K-14K sq. ft. restaurants
- Managed operations of 14 corporate retail locations supported 17 franchised retail locations for WATCH IT
- Southern Alberta Institute of Technology; BS in Business Administration Accounting

JEREMY MILLER, PRESIDENT, UNITED STATES OPERATIONS

- Entrepreneur and operator applying Six Sigma black belt, military discipline, and a background in organic chemistry to the cannabis industry
- Created the C21 and AuMor brands for vape cartridges and produced white label oils for food, health, and beauty products
- Increased cannabis extracts production by 5x for Nature's Market
- US Navy Retired; Aviation Rescue Swimmer, Joint Special Ops Task Force
- San Diego State University; BS in Biology, BS in Business

BUILDING THE FUTURE



INVESTMENT HIGHLIGHTS



Leveraging the Star Buds retail model into multiple geographies.



Delivery partnerships will drive store growth and improve store economics.



Commercial advantage through partnering with established operators.



Six licenses secured and additional licenses in process.



Cost discipline driving strong margins.



Establishing vertical operations in US markets.



Strong US-Canada presence and cross-border business synergies.



POTENTIAL GROWTH OPPORTUNITIES

- Expand to 75+ stores in Canada over next 3 years.
- Acquire retail operations looking to become part of a bigger retail chain.
- White-label manufacturing of American brands for distribution in Canada.
- Vertical operations in Oregon, Washington, and California.
- Expansion into additional US markets organically and via accretive acquisitions.
- Expansion of white-label clients in US.
- Strengthen cross-border presence to build brand equity.
- Leverage Canada's regulatory position to export brands globally.

THANK YOU!

Please contact us for more information.

TAZ TURNER, CEO



(917) 843-2169



217 Queen Street West, Suite 401, Toronto, ON, Canada M5V 0R2



info@cordovacann.com



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