

# VALUE CHAIN LEADERSHIP IN CANNABIS

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INVESTOR PRESENTATION

CSE:ATL



# DISCLAIMER

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## Forward-Looking Information

This document contains forward-looking statements and information that relate to our current expectations and views of future events. Statements or information which are not purely historical are forward-looking statements and include any statements or information regarding beliefs, plans, outlook, expectations or intentions regarding the future including words or phrases such as “anticipate”, “objective”, “may”, “will”, “should”, “expect”, “believe”, “estimate”, “embark” “potential”, “plan”, “project” or similar expressions suggest future outcomes or the negative thereof or similar variations. Forward-looking statements and information may include, among other things: statements or information relating to the business strategy (including expected growth rate) of Atlas Global Brands Inc. (“**Atlas Global**” or the “**Company**”); current and future growth and storage capacity at our facilities; estimates of potential margins; additional and pending acquisitions; expected market growth and market penetration; forecasted market size and opportunities; timing of and location of potential and existing product development and launch of such products (both for future products and enhancements of existing products, including licensed products); Atlas Global’s competitive position.

Such statements and information are based on numerous assumptions regarding present and future business strategies and the environment in which Atlas will operate in the future, including: general business and economic conditions; the demand for our products; anticipated costs and ability to achieve goals, business plan and growth strategy; the availability of financing on reasonable terms as needed; our ability to attract and retain skilled staff; our ability to complete any contemplated transactions; Atlas Global will benefit from synergies related to its acquisitions; the pending acquisitions will proceed as contemplated, and the transactions contemplated thereby will be completed in accordance with their terms; the contemplated product launches will proceed as planned and on the expected timeline; there will be no material interruptions in the production, shipment or distribution of Atlas Global’s products; that all inputs into the Atlas Global’s products will be available on a timely basis; all licenses and regulatory approvals can be obtained for shipments of (or in respect of) Atlas Global’s products in a timely manner; there is sustainable demand for Atlas Global’s products in the domestic and international markets in which it distributes its products; the general regulatory environment in which the Company operates; foreign exchange rates; financial, market and political conditions impacting the industry and markets in which the Company operates; the impact of competition on the Company’s overall growth strategy. Although management believes that the assumptions underlying these statements are reasonable, they may prove to be incorrect.

Forward-looking statements and information are subject to known and unknown risks, uncertainties and other important factors that may cause the actual results to be materially different from those expressed or implied by such forward-looking statements or information, including but not limited to: business, economic and capital market conditions; the ability to expand our business internationally; the ability of the Company to make payments of principal and interest on its outstanding debt; the ability to refinance outstanding debt if required; the ability to manage our operating expenses which will increase significantly through business expansion and may adversely affect our financial condition; our ability to manage working capital; our ability to obtain additional financing as needed; potential dilution of the Company’s share capital from future financing or acquisition financing; the ability to find and finance suitable acquisitions; Atlas Global’s completed and pending acquisitions may not be accretive to Atlas Global’s overall growth strategy; one or more conditions to complete by the pending acquisition may not be satisfied and one or more of the pending acquisitions could be terminated; legal and regulatory uncertainties; risks inherent in foreign operations in the countries in which the Company or its subsidiaries operates, including political, economic, legal, military and sovereign risk; market volatility in response to heightened inflation and the impact on demand and pricing for our products; exchange rate fluctuation; price and volume volatility of the Company’s shares; our relationships with our customers, distributors, suppliers and business partners; volatility in cannabis supply and demand; logistics issues, delays or delivery costs; ability to meet target production; product launches could be delayed by any number of factors, including, but not limited to, supply chain disruptions, delays in production, product recalls, shipping delays, unfavourable market conditions; alteration of supply contracts; conflicts of interest; quality control; our ability to attract, retain and motivate qualified personnel; our dependence on key personnel and the sufficiency of their expertise in managing a public company; our failure to develop new products; our ability to successfully maintain and enforce our intellectual property rights and defend third-party claims of infringement of their intellectual property rights; the risk that consumer interest in and sentiment towards Atlas products adversely changes; the impact of global events, including the COVID-19 pandemic or other viruses and diseases, on Atlas Global’s ability to operate and its workforce; equipment failures; unanticipated increases in operating costs; government regulations and laws regulating cannabis production and distribution and changes thereto; the availability and validity of licenses and permits required to operate the Company’s business; changes or developments affecting the Company’s production facilities; and failure of counterparties to perform their contractual obligations.

In addition, the Company was formed as a result of a reverse-takeover and business combination transaction between companies with a history of operating losses and it may not achieve its plans, projections, or expectations. Further, Atlas Global is a holding company and essentially all of its operating assets are the capital stock of its subsidiaries. Given these risks, uncertainties and assumptions, you should not place undue reliance on these forward-looking statements or information.

The forward-looking information included in this Presentation is expressly qualified in its entirety by this cautionary statement. The Company cautions that the foregoing lists of assumptions, risks and uncertainties is not exhaustive. This Presentation has not been independently verified and the information contained within may be subject to updating, revision, verification and further amendment.

Forward-looking statements and information have been prepared by our management to provide information about management’s current expectations and plans relating to the future. Readers are cautioned that reliance on such information may not be appropriate for other purposes, such as making investment decisions. While our management believes that the forward-looking information has been prepared on a reasonable basis, reflecting management’s best estimates and judgments, Except as otherwise provided for herein, neither the Company, nor its directors, officers, shareholders, agents, employees or advisors give, has given or has authority to give, any representations or warranties (express or implied) as to, or in relation to, the accuracy, currency, reliability or completeness of the information or opinions in this Presentation, or any revision thereof, or of any other written or oral information made or to be made available to any interested party or its advisers and liability therefore is expressly disclaimed for any loss howsoever arising, directly or indirectly, from any use of such information or opinions or otherwise, arising in connection therewith.

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## Market & Industry Data

The information contained herein includes market and industry data that has been obtained from third party sources, including industry publications. Atlas Global believes that its industry data is accurate and that its estimates and assumptions are reasonable, but there is no assurance as to the accuracy or completeness of this data. Third party sources generally state that the information contained therein has been obtained from sources believed to be reliable, but there is no assurance as to the accuracy or completeness of included information. Although the data is believed to be reliable, Atlas Global has not independently verified any of the data from third party sources referred to in this presentation or ascertained the underlying economic assumptions relied upon by such sources.



## We are building a **leading** international cannabis company

- Atlas is vertically integrated with operations in Canada and Israel, with **sales in 7 international markets** today
- We believe **consolidation, integration and international expansion** to capture market share will drive the future of the cannabis industry
- We are embarking on the next chapter of cannabis – where **innovation, synergy, business efficiency** and international reach converge



# CULTIVATION & MANUFACTURING

Atlas wholly owns 2 licensed Ontario facilities

## Chatham, ON

- EU-GMP certified for dried flower and cannabis extracts
- Current capacity of 6,500 kg/year with opportunity to expand capacity by an additional 6,000+ kgs/annually
- Total facility square footage of ~110,000

## Stratford, ON

- GACP & IMC-GAP certified for dried flower
- Additional 3,500 kg/ year of production capacity
- Indoor, low-cost cultivation model implemented in Alberta
- Multi-tier vertical grow provides greater canopy space
- Total facility square footage of ~30,000



**EU-GMP  
CERTIFIED**

**GACP &  
IMC-GAP  
CERTIFIED**



# KEY HIGHLIGHTS

**1**

## **EU-GMP, GACP & IMC-GAP Certified**

Fully integrated growing facility that is GACP, CUMCS & IMC-GAP certified for cultivation.

EU-GMP certified for packaging for exporting to International markets.

**2**

## **Global footprint**

Sales and distribution of medical cannabis in Canada, Australia, Germany, Israel, Denmark, Norway, Spain and United Kingdom.

**3**

## **Leveraging synergies and strategic supply chain**

Full value chain coverage with expertise in cannabis cultivation, manufacturing, distribution, genetics, brands, export, pharmacy and medical sales.

**4**

## **Leadership team with one of the best commercial teams in the industry**

Seasoned professionals with diverse professional experiences and operational track records in the cannabis industry, CPG, FMCG and health care.



# KEY AREAS OF FOCUS



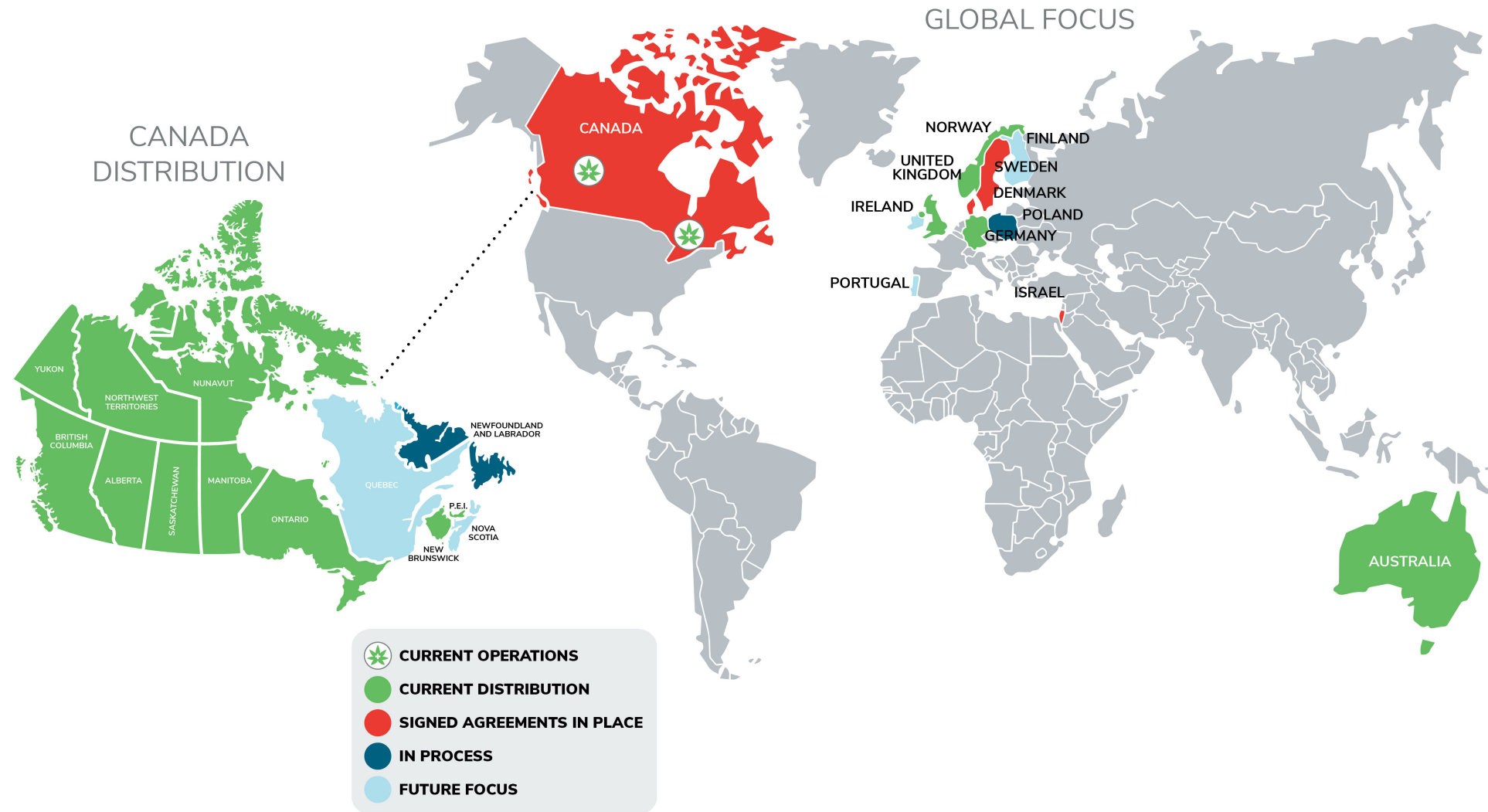
**EU-GMP  
INTERNATIONAL  
EXPORT AND  
DISTRIBUTION**



**STREAMLINE  
CANADIAN  
OPERATIONS FOR  
SUPPLY CHAIN  
EFFICIENCIES**



**CANADA AS  
A PLATFORM TO  
BUILD BRANDS AND  
INNOVATIVE PRODUCTS  
FOR GLOBAL MARKETS**



**Current Sales & Distribution in 7 markets:** Canada, Israel, Germany, Australia, Denmark, Norway, United Kingdom  
**Targeting future sales and global expansion:** Portugal, Sweden, Poland, Czech Republic

# INTERNATIONAL EU-GMP HUB

## AUSTRALIA, GERMANY, DENMARK, A/O MARKETS

We continue to shape the international cannabis industry as the global market evolves



### BUILDING ATLAS' BUSINESS IN AUSTRALIA

- Strains are registered with the Therapeutic Goods Administration and Doctors prescribe strain-specific cultivars to patients
- GMP July 1<sup>st</sup> from previous GACP



### HIGH DEMAND FOR EU-GMP PRODUCTS

- Stability and validation of products for export to help shape emerging medical markets
- EU-GMP high-quality standards continue to set the bar for global cannabis industry



### DENMARK A/O EU MARKETS

- Only cannabis products in Denmark for medical market (Oils only)
- UK is an emerging flower and extract market
- Expanding into other global markets





# ISRAEL: IMPORT & PHARMACIES

## WE ARE FOCUSED ON ACQUIRING THE MOST PRODUCTIVE MEDICAL CANNABIS PHARMACIES IN ISRAEL

- Atlas Global Brands exports Canadian cannabis products into the Israel market
- We currently own 3 cannabis pharmacies in Israel: Tlaim-Papo Ltd., Barron Pharmacy Ltd., R.J. Regavim Enterprises Ltd.
  - We have signed an LOI to acquire 2 more pharmacies in Israel: Pharma House and High Times\*



# STREAMLINE CANADIAN OPERATIONS

## FOR SUPPLY CHAIN EFFICIENCIES

### Centralized Operations in Ontario

- EU-GMP facility in Chatham, Ontario to process, package and distribute.
- GACP & CUMCS facility in Stratford, Ontario, licensed for medical export, adding additional capacity and nursery.
- Close proximity of Atlas' facilities will help Atlas meet the growing demand for high-quality flower in key markets such as Israel, Australia, Germany, and others.
- Increase national distribution with 18 new SKUs entered into the OCS and other provincial markets as listings permit during the Company's fiscal 2024 year.







**GACP &  
IMC-GAP  
CERTIFIED**

**EU-GMP  
CERTIFIED**



- GACP, IMC-GAP and EU-GMP production, packaging and processing for domestic and international markets in Chatham, Ontario and is the Canadian hub for Atlas Global Brands
- Production capacity currently at 6,500 kgs with expansion opportunity of 6,000 kgs annually



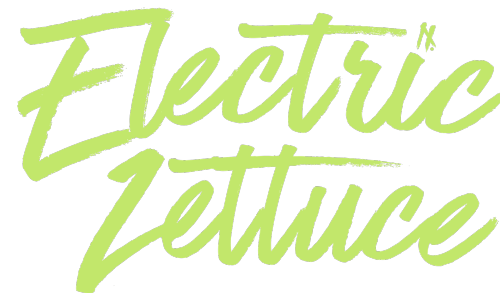
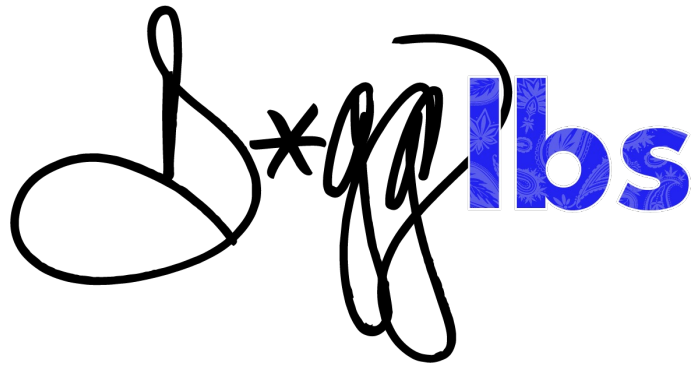


- The facility, located in Stratford, Ontario is GACP & IMC-GAP certified for export.
- 3,500 kg of flower production for domestic and international markets.
- Nursery Program: Expanding Atlas' genetic pipeline for new cultivars.



**GACP &  
IMC-GAP  
CERTIFIED**

**EU-GMP  
CERTIFIED**





# ATLAS GLOBAL BRANDS SIGNS EXCLUSIVE PARTNERSHIP WITH SNOOP DOGG TO LAUNCH CANNABIS BRANDS INTERNATIONALLY

S\*gg lbs

- Entered an exclusive licensing agreement for Snoop Dogg's cannabis brands
- Product launch plans in medical and recreational markets will span across: Canada, Germany, Israel and Australia with additional markets to be announced







- CSE listing under ticker ATL, January 13, 2023
- Announced a brand partnership with Calvin Broadus Jr. a.k.a Snoop Dogg and launched the first product of the collaboration, D\*gg Lbs, in both Canada and Israel
- Established EU-GMP licensed facility in Chatham, Ontario as a hub, focused on growing, processing and packaging product for international markets
- Acquired GreenSeal Cannabis Company Ltd. and GreenSeal Nursery Ltd. on April 28, 2023
- Focused activity at licensed facility in Stratford, Ontario on growing, processing and packaging for the domestic Canadian market while continuing to breed unique genetics for both the domestic and international markets
- Enhanced yield and the proportion of Grade A flower at both its Chatham and Stratford facilities
- Expanded operations at Chatham facility to include EU-GMP vape production



**BERNIE YEUNG, MBA**  
*Chief Executive Officer*

Has held senior executive roles in cannabis since pre-legalization, including leadership positions with multiple publicly traded Licensed Producers. Former Senior Vice President, Sales & Marketing for Aphria and the newly merged Tilray. Former head of marketing for Brown Forman (parent company of Jack Daniel's). International experience with Dr Pepper Snapple Group. Experience navigating regulated and controlled products. MBA from Laurier University and an Honours Bachelor of Commerce from York University.



**JASON CERVI, CPA**  
*Chief Financial Officer*

Over 20 years of experience in large global publicly traded organizations with market capitalizations in excess of US\$10 billion across several highly regulated industries including health care, medical devices, and aerospace and defense with extensive background in building and leading high performing teams. Deep technical and operational knowledge and expertise in M&A and business integrations. Chartered Professional Account and holds an Honours Bachelor of Commerce degree with a minor in Economics from DeGroote school of business at McMaster University.





**CALE ALACER, P.ENG., PMP**  
*Director*

Responsible for a portfolio of projects and services to help modernize the services, technologies and operations of one of the Canadian federal government's largest departments. Founder and long-standing member of Atlas Growers' Board of Directors, where he served as the chair of the Audit Committee and the Strategic Planning Committee. Holds a Professional Engineering designation and was previously certified as a Professional Cloud Architect and is Lean Six Sigma and PMP certified.



**ELAN MACDONALD, ICD.D**  
*Director*

Founder and CEO of IMPACT Consulting, a leading government relations firm, which was acquired by Global Public Affairs. Currently Vice President, External Relations at the University of Alberta, Elan is also Vice Chair of Covenant Health, Chair of the Real Estate Council of Alberta (Regulator), Director of Alberta Machine Intelligence Institute (AMII), Past Chair of the Edmonton Chamber of Commerce and former Director of Edmonton Global.



**DR. TREVOR HENRY, DVM**  
*Director*

CEO of AgMedica (prior to the merger of Atlas). Over 25 years of entrepreneurial and veterinary experience being the Founding Partner and President of a multi practice Veterinary Corporation in Ontario.



**PETER VAN MOL, CPA**  
*Director*

Co-Founder and Chief Financial Officer of AgMedica (prior to the merger of Atlas). Has held senior executive roles in cannabis since before recreational legalization. Over 30+ years of corporate finance experience supporting 10-fold revenue growth for large diversified agricultural companies with operations across Canada.



**DR. TAMIR GEDO, PhD**  
*Executive Chairman of the Advisory Board*

Founder and former CEO of BOL Pharma, the leading Israeli cannabis company, integrated through the value chain. Former Chairman, cannabis section at the Industrial Association of Israel. CEO of Beyond Oil, a CSE-listed food technology company.



**JONATHAN BEN-CNAAN**  
*Vice-Chairman of the Advisory Board and Head of Corporate Development*

Experienced CFO in rapid growth companies, in international mergers and acquisitions, and in capital markets. Previously, as Chief Financial Officer of Bateman Engineering NV, Mr. Ben-Cnaan played a key role in its development from US\$120 million to US\$650 million in revenue, with a substantial part of the growth coming from acquisitions he carried out in Australia, India, South Africa and Canada.



**DAVID PAPPO**  
*Advisor*

Chairman of the Israeli Association of Pharmacists; Head Pharmacist, Tlalim Pharmacy.



# CONTACT

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