

A person with a backpack stands on a large rock, looking out over a vast cityscape at sunset. The sky is a warm, golden yellow, and the city below is bathed in the same light. The person is silhouetted against the bright sky. The overall mood is one of contemplation and achievement.

TransCanna™

TransCanna™
California Cannabis With Purpose

Corporate Presentation 2020

Forward Looking Statement

Certain information contained in this presentation constitutes “forward-looking information” within the meaning of applicable Canadian securities legislation. The use of any of the words “anticipate”, “continue”, “estimate”, “intend”, “potential”, “expect”, “may”, “will”, “project”, “proposed”, “should”, “believe” and similar expressions are intended to identify forward-looking information. These statements are not guarantees of future performance and involve known and unknown risks, uncertainties and other factors that may cause actual results or events to differ materially from those anticipated in such forward-looking information. In addition, this presentation may contain forward-looking information attributed to third party industry sources. The Company believes that the expectations reflected in such forward-looking information are reasonable but no assurance can be given that these expectations will prove to be correct and such forward-looking information included in this presentation should not be unduly relied upon. Such information speaks only as of the date of this presentation or such other date indicated herein.

In particular, this presentation contains forward-looking information pertaining to the following:

- The Company’s intention to grow its business and operations;
- expectations with respect to the approval of the Company’s licenses and permits;
- the Company’s competitive position and the regulatory environment in which the Company operates;
- the Company’s operations in the United States, the characterization and consequences of those operations under federal law, and the framework for the enforcement of medical cannabis, adult-use cannabis and cannabis-related offenses in the United States;
- the Company’s intention to exploit opportunities for the branding, transportation, distribution, and fulfillment of cannabis products in the United States;
- the Company’s expected business objectives for the next twelve months.

In making the forward-looking statements included in this presentation, the Company has made various material assumptions, including, but not limited to, (i) obtaining necessary regulatory approvals; (ii) that regulatory requirements will be maintained, (iii) general business and economic conditions, (iv) the Company’s ability to successfully execute its plans and intentions; (v) the availability of financing on reasonable terms; (vi) the Company’s ability to attract and retain skilled staff; (vii) market competition; (viii) the products and services offered by the Company’s competitors; and (ix) that the Company’s current result of the risk factors set forth below and in the Company’s continuous filings available on SEDAR at www.sedar.com.

The Company is an early stage company with little operating history, a history of losses and the Company cannot assure profitability; if the Company is unable to attract and retain key personnel, it may not be able to compete effectively in the cannabis market; the Company’s industry is experiencing rapid growth and consolidation that may cause the Company to lose key relationships and intensify competition; some of the Company’s planned business activities, while believed to be compliant with applicable U.S. state and local law, are illegal under federal law; the Company may not be able to obtain all necessary California licenses and permits or complete the construction of its facilities in a timely manner, which could, among other things, delay or prevent the Company from becoming profitable; due to the classification of cannabis as a Schedule 1 controlled substance under the CSA, banks and other financial institutions which service the cannabis industry are at risk of violating certain financial laws, including anti-money laundering statutes; the Company may have difficulty accessing the services of banks and processing credit card payments in the future, which may make it difficult for the Company to operate or to transfer funds outside the United States; and any re-classification of cannabis or changes in the U.S. controlled substance laws and regulations may affect the Company’s 5432 business.

These factors are not, and should not be construed as being, exhaustive. Information contained in forward-looking statements in this presentation is provided as of the date of this presentation, and the Company disclaims any obligation to update any forward-looking statements, whether as a result of new information or future events or results, except to the extent required by applicable securities laws. Accordingly, potential investors should not place undue reliance on forward-looking statements or the information contained in those statements.

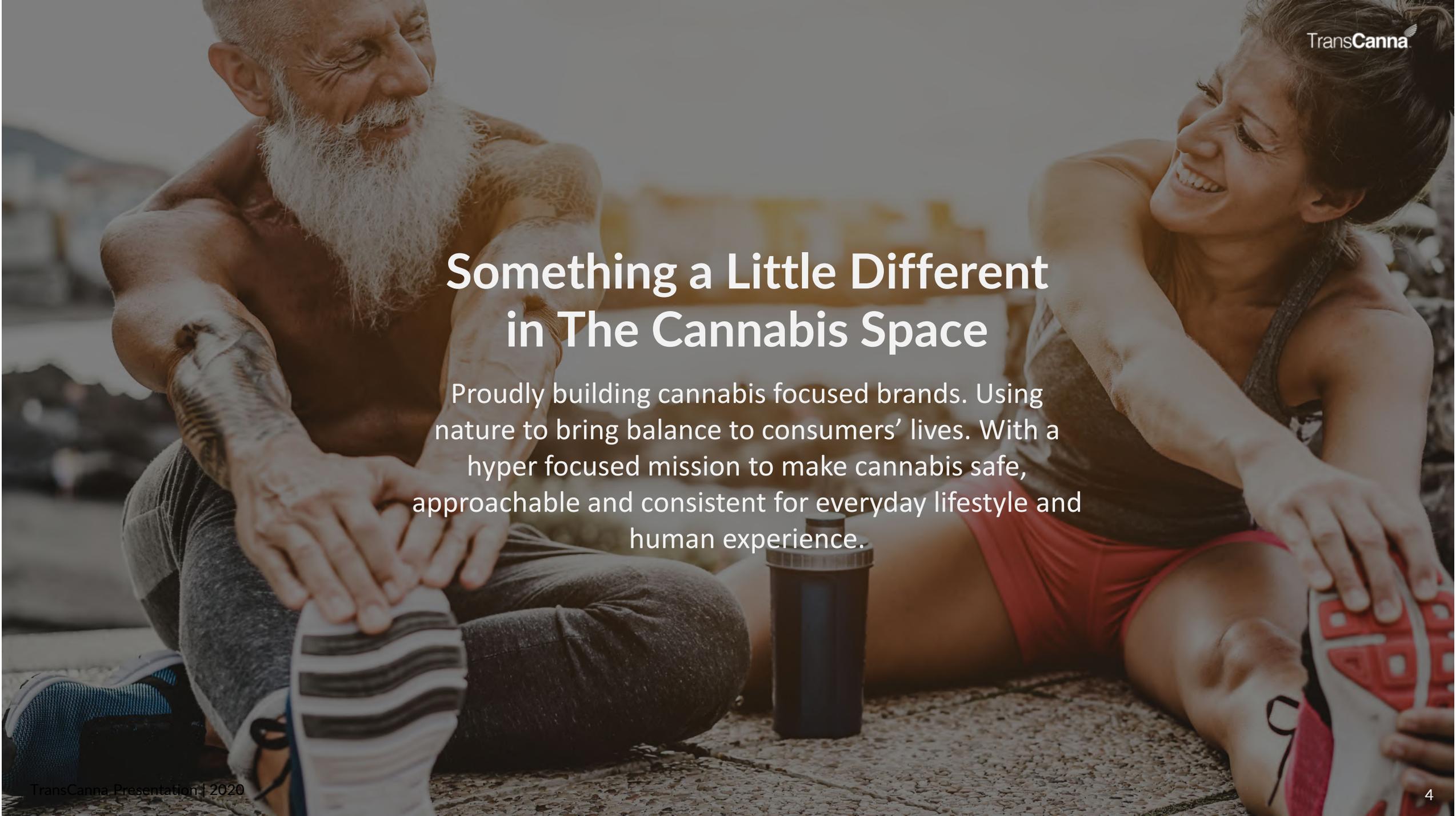
Disclaimer Notice To US Investors

The information provided herein is for informational purposes only, and it should not be relied on for any specific purpose and more presentation or warranty is given in regards to its accuracy or completeness. This presentation does not constitute an offer to sell, or a solicitation of an offer to buy any securities in TransCanna Holdings Inc. , or any other securities

Prior to making any investment, investors are strongly urged to review carefully the corporate documents of the Company, to ask such questions of management as they deem appropriate, and to discuss any prospective investment in the Company with their legal and tax advisers in order to make an independent determination of the suitability and consequence of an investment. Investment in the Company is suitable only for Accredited Investors as defined under the U.S. Securities Act of 1933, as amended (the "Securities Act") for whom an investment in such a company does not constitute a complete investment program and who fully understand, and are willing to assume, the risks involved in an investment in the Company

Any offering of securities in the Company will be made in reliance upon an exemption from registration under the Securities Act for offers and sales of securities that do not involve a public offering, and therefore will be "restricted securities", as such term is defined in Rule 144 promulgated under the 1933 Act. Prospective investors should inform themselves and take appropriate advice as to any applicable legal requirements and any applicable taxation and exchange control regulations in the countries of their citizenship, residence or domicile, which might be relevant to the purchase, holding or redemption of interests.



A background image showing an elderly man with a long white beard and a young woman, both in athletic wear, sitting on the ground and stretching. The man is on the left, and the woman is on the right. They are both smiling and appear to be in a park or outdoor setting. A water bottle is visible on the ground between them.

Something a Little Different in The Cannabis Space

Proudly building cannabis focused brands. Using nature to bring balance to consumers' lives. With a hyper focused mission to make cannabis safe, approachable and consistent for everyday lifestyle and human experience.

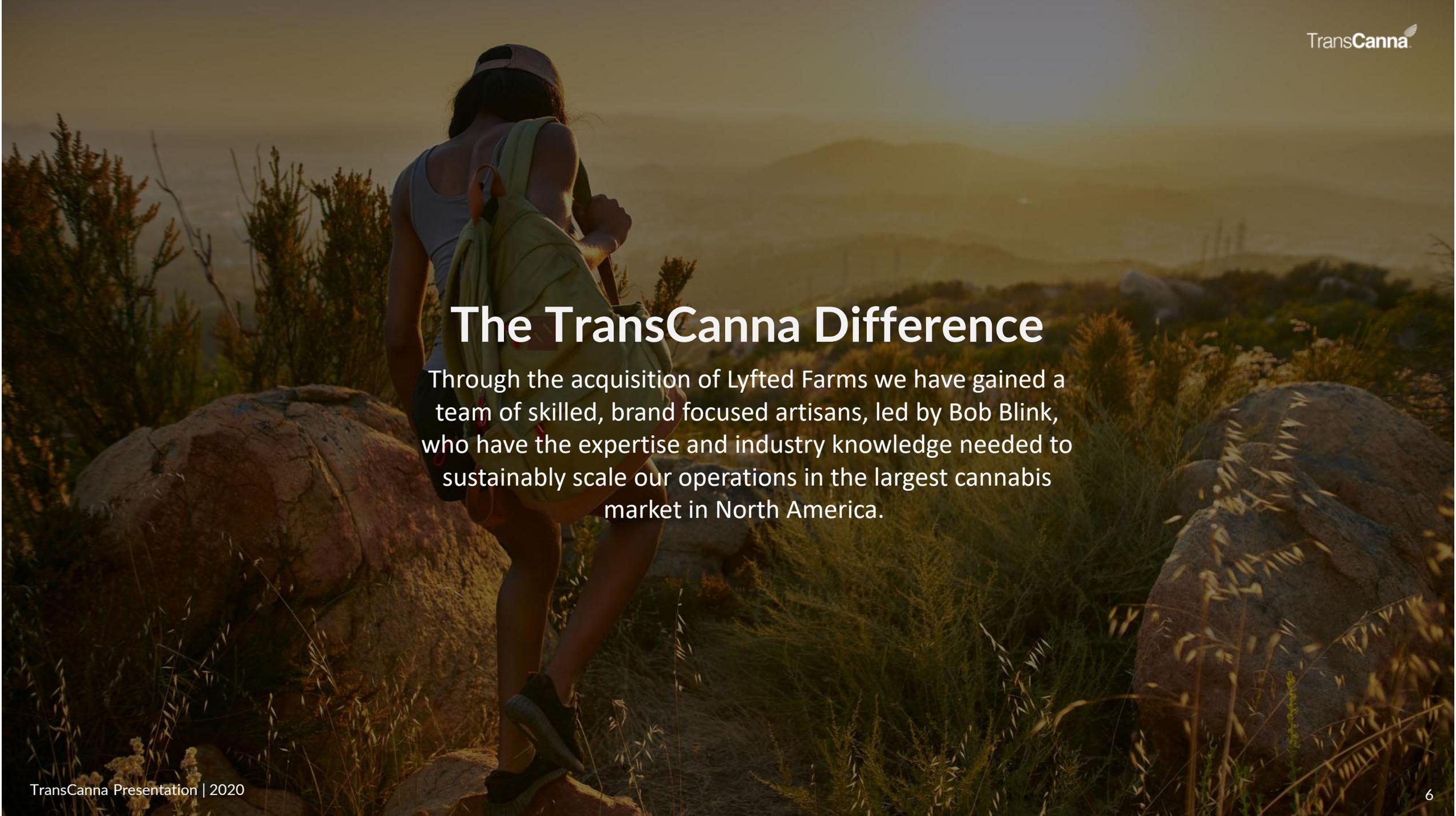
Who We Are

TransCanna™ is growing rapidly, we are now scaling the company to leverage our vertically integrated cannabis facility in Modesto California. It will be one of the largest cannabis facilities in the State with access to over 39 million residents and 240 million visitors per year. Recently, the company acquired two California companies, a high-end edible producer Soldaze and a premium indoor cultivator and distributor Lyfted Farms. Combining one of the largest cannabis production facilities with the brands and management teams from these acquisitions will make TransCanna™ a major opportunity for investors and partners alike.

Overview

For years, California dispensaries have been demanding fresh, high-quality cannabis. Until now, nobody has been able to supply what they need. Supplying California's vast geographic area while navigating its state regulations has proven a barrier for out of state companies. TransCanna aims to change that. With a 196,000 square foot manufacturing and production facility and a solid distribution strategy, it is poised to serve the world's largest cannabis market effectively. From there, the company will expand to all of North America and then full global operations.



A person wearing a white tank top, a white cap, and a green backpack is hiking on a rocky trail. The scene is set during sunset or sunrise, with a warm, golden light illuminating the landscape. The person is seen from behind, looking out over a valley with rolling hills and mountains in the distance. The foreground is filled with large, reddish-brown rocks and green, leafy plants.

The TransCanna Difference

Through the acquisition of Lyfted Farms we have gained a team of skilled, brand focused artisans, led by Bob Blink, who have the expertise and industry knowledge needed to sustainably scale our operations in the largest cannabis market in North America.



We Are Operational

TransCanna is currently operating out of our Lyfted Farms Facility.

We have 3 licenses: cultivation, cultivation/nursery and distribution/light manufacturing. At our 10,000 square foot facility located in Modesto, CA we produce dried flower, manufacture pre-rolls and distribute and fulfill our own products. Our product line includes concentrates which we currently manufacture with a third party that we will manufacture in the Daly Facility when it opens. TransCanna is able to generate additional revenue by providing fulfillment and distribution services to third parties.

Strategic Plan

The Daly Building Is The Focus Of The TransCanna Strategic Plan



The Daly building (Daly) located in Modesto, California, is a key asset for TransCanna. The 196,000 square foot building has an appraised value, prior to licensing and build out, of US \$15m. The indicative value once operational, post-licensing and build out is projected at US \$80m.

Daly will be the largest multi-purpose cannabis facility in California. The building will serve as TransCanna's operations headquarters and will house manufacturing, distribution and grow space. The scale of the manufacturing and distribution space will allow TransCanna to source biomass from our proprietary supply chain for manufacturing and contract with multiple cannabis growers for packaging and distribution.

Manufacturing and distribution are the highest margin businesses in the cannabis industry.

The breakdown of the 196,000 square feet in the Daly building upon completion will be:

- 45,000 square feet of manufacturing
- 50,000 square feet of distribution, packaging and cannabis storage
- 60,000 square feet of indoor grow space
- 5,000 square feet of independent lab for product testing
- 36,000 square feet of offices, equipment maintenance, employee areas

As a basis to estimate the revenue and profit potential of the 155,000 square feet of operations at Daly we are using our current revenues and profits from Lyfted Farms

TransCanna purchased Lyfted Farms in 2019 and expanded their manufacturing, grow and distribution facilities to 10,000 square feet. That space produces US \$6m a year in revenues, with a margin of 25%.

The built-out Daly facility will have 155,000 square feet of manufacturing, distribution and grow space. More than fifteen times the size of Lyfted Farms. On a linear basis, Daly should produce \$90m in revenue and a margin of 30%. The size of the operations will enable management to increase the margins.

The Daly Buildout

Will be executed in four phases

Due to the facility size, the build out will be in four phases over a 14-month period, to control costs and ensure quality. Each phase will be approximately 50,000 square feet and phases one and two will focus on the highest margin areas; manufacturing and distribution.

Each phase will be operational upon completion to generate cash flow and allow management to appropriately scale the work force and overall operations.

The schedule for the build out is:

PHASE & SIZE	BUILD OUT AREAS	TIMING	OPERATIONAL REVENUES (USD)
1 50,000 sq. ft	Manufacturing and distribution	Apr 15 – Jun 30, 2020	\$30M
2 50,000 sq. ft	Manufacturing and distribution, lab and employee space, maintenance areas	Sept 1 - Nov 15, 2020	\$20M
3 50,000 sq. ft	Manufacturing, distribution and grow space	Jan 15 – Apr 1, 2021	\$30M
4 46,000 sq. ft	Grow space, employee and maintenance areas	Apr 15 – Jun 30, 2021	\$10M

We have selected a general contractor who has built multiple cannabis facilities across the United States. The as-built plans are 80% complete.

The license applications for the Daly building have received the first of three required approvals. The next two approvals are expected to be completed by April of 2020.





We Have The Team

Our team to scale the Daly building has been built over the past 18 months.

The TransCanna team that operates the Lyfted Farms facility has over 30 employees. Led by 20+ year California Cannabis veteran, Bob Blink, each member of this team brings tremendous experience, passion and skill to the TransCanna family. The team is ready to move into the Daly building with Alan Applonie as Plant Manager. Alan is Taylor Farms veteran and has experience managing \$100m plus agriculture manufacturing facilities.

TransCanna is Diversified

Touching all aspects of the Cannabis industry.

Through this diversification TransCanna is able to execute its [Stable Growth Strategy](#). TransCanna continually works to identify the most profitable segments of our business and is able to pivot accordingly to maximize revenues and profits. The company has secured a premium dried flower supply which is a critical competent for maintaining quality and the relationship with the end consumer. TransCanna may also use this favorable position to pivot away from a market segment if there is a disruption from government procedure, tax, or failure of a supplier of third party within the value chain of that segment. This is a key differentiator for TransCanna.

TransCanna touches
the following industry
segments

Cultivation

Manufacturing

Distribution

Fullfillment

Edibles

Crop
Management
Services

White
Labeling
& Storage

Path to Profitability

TransCanna has a distinct plan for positive cash flow

As evidenced by our [4-phase strategy](#) for the Daly building the company will be leveraging its existing 10,000 sq. ft operations into the Daly building into 4 x 50,000 square foot phases looking to generate up to \$30 Million in revenue in each phase.

There has been and will continue to be a clear focus on our income statement and in building a stable balance sheet.

The company obtained recent working capital by way of a successful redemption of a series of \$1.00 warrants. This vital working capital was due to the confidence of early and late stage investors.

Senior management identified and continues to focus on high margin industry segments of manufacturing and distribution.

Our brands have a loyal following with quality conscious consumers that leads to stable demand and higher margins. Living up to our company motto, [“A Higher Standard of Growing”](#), is a daily pursuit which we take great pride in.





Award Winning Brands

TransCanna owns an Award-Winning edible company Soldaze Snacks

Soldaze snacks, [as seen in Forbes magazine](#) won first place for their tropical mango fruit bites and third place for their strawberry mango fruit bites in the CBD edible category at the 2019 Emerald Cup. Soldaze has won multiple times at the Emerald Cup, including in 2018 for its THC edible.

The Emerald Cup is Northern California's premier cannabis event which advances the concept of sustainable, outdoor farming. The event has a reputation as the largest, most respected outdoor cannabis competition in the world.

Operated by Industry Leaders

TransCanna is run by an Experienced Management Team of Industry Leaders and Operators.

TransCanna's team is the secret to the company's success. What distinguishes TransCanna from its competitors has been its ability to successfully blend California Cannabis Industry Veterans with a team of experienced Capital Markets Executives, Corporate Strategists and Proven Operators.

This combination of business acumen and cannabis industry experience is demonstrated in the company performance – great brands creating strong demand in the marketplace and prudent use of capital focused on a return for shareholders.



Thank You

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