



RedWhite&Bloom

(CSE: RWB)

(OTC: RWBYF)

Cautionary Statements Regarding Forward-looking Information

Certain statements herein relating to the Company and its subsidiaries and investees constitute “forward-looking statements”, within the meaning of applicable securities laws, including without limitation, statements regarding future estimates, business plans and/or objectives, sales programs, forecasts and projections, assumptions, expectations, and/or beliefs of future performance, are “forward-looking statements”. All revenue figures, cultivation footprint sizes, retail outlets figures, market capitalization numbers mentioned are based on all open/pending acquisition agreements and letters of intent being closed with no assurance or guarantee that they will close. Such “forward-looking statements” involve known and unknown risks and uncertainties that could cause actual and future events to differ materially from those anticipated in such statements. Forward-looking statements include, but are not limited to, statements with respect to commercial operations, including production and/or sales of medical/recreational marijuana, quantities of future medical/recreational marijuana production, anticipated revenues in connection with such sales, the overall projected size of the market, completion and/or expansion of production facilities, and other information that is based on forecasts of future results, estimates of production not yet determinable, and other key management assumptions. Actual results may differ materially from those expressed or implied by such forward-looking statements and involve risk and uncertainties relating to the Company’s and its subsidiaries and investees historical experience with regulatory changes, timeliness of government approvals for the granting of permits and licenses, changes in medical marijuana prices, actual operating performance of facilities, acts of God, and other uninsured risks. The Company assumes no responsibility to update or revise forward-looking information to reflect new events or circumstances unless required by law. Contents are provided for general information purposes only and do not constitute an offer to sell or a solicitation of an offer to buy any security in any jurisdiction. Dollar figures in Canadian dollars unless otherwise noted.



Our mission is to be the **superior** and **most recognizable** cannabis company in the United States.

“We set out at the beginning of 2020 with a three-year plan for our success; our strategy was to establish a foundation for the overall company and identify the core states to operate in and a plan to scale in those states. We have set the foundation for our core states including Michigan, Illinois, Florida and California. For the balance of 2021 and throughout 2022, the Company will focus on the continued growth of our top-line revenue and bottom-line results through expansion of our house of brands that continue to gain momentum, fortification of our vertically integrated businesses, and the synergies from our M&A success..”

- Brad Rogers, CEO



Our Ethos

Proven Cannabis Operators

- 3 successful cannabis **exits at over \$2B**
- Acquired or built all assets at < 1X sales
- **\$150M** raised to date

Retail

- Exclusive **HighTimes** naming rights for all retail dispensaries in MI, IL & FL
- Leverage 46 year old HighTimes brand to immediately harmonize all stores with instant brand equity
- HighTimes media outlets, events, delivery and retail to drive customer traffic

Brands

- Acquired top brand **Platinum Vape** for 0.8x sales (**\$100M** current revenue) setting an industry standard
- Exclusive rights to **HighTimes** branded THC products in MI, IL & FL
- Owning top house brands expands EBITDA margins & drives store traffic

Cultivation

- Bringing stringent, Canadian standards to exceed patchwork of US regulations
 - RWB team introduced mass scale to Canada
- Currently expanding RWB grows to match in-house demand within 9 months
- RWB cultivation expansion/ coming on-line in multiple states will expand EBITDA margins & secure supply

RWB Dashboard

Foundation laid for strong future growth in multiple States through several divisions.

THC Cultivation

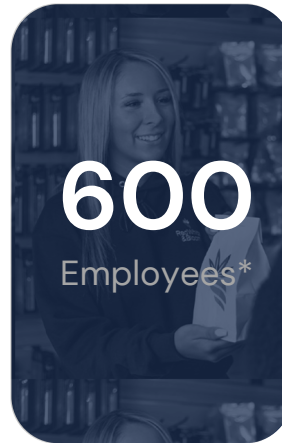
Operating	Under Development
623,000 Sq. Ft.	125,000 Sq. Ft.

CBD Cultivation

Indoor

600,000

Pounds Per Year



600

Employees*



Individual SKUs
3,884

Individual Vendors
76

Transactions Per Year
350,000

Average Basket Size
\$131.84

16

Cultivation Licenses

2

Processing Licenses

24

Retail Licenses

1

Event Licenses

Core States

Michigan, Florida, Illinois & California



Growth States

Arizona, Oklahoma, Massachusetts



4 Brands

24 THC PRODUCTS

58 CBD PRODUCTS

Current Sales*
~\$200M+

Dispensaries Carrying RWB's Brands: **450**

Targeted Dispensaries for 2022: **900**

\$41M
Cash @ July 2nd, 2021

\$525M (MRQ)
Assets

\$206M (MRQ)
Shareholder Equity

*With all open acquisitions closed
All data provided assumes all open, definitive transactions are closed
proforma Michigan acquisition closed + wholesale equivalent PV sales in Michigan

Footprint

- \$100 million invested in large vertical cannabis operator to be added to RWB income statement & balance sheet starting Q4 2021;
- RWB's Platinum Vape Brand #1 vape in State; High Times products launched using same large distribution framework and marketing
 - Products currently in 150+ dispensaries in the State

California

- 1 processor license
 - 12 product lines & 44 SKU's
- Platinum distributed in 300 dispensaries

Arizona

- 9 platinum SKU's in 15 dispensaries launching Q1 2022

Oklahoma

- 12 platinum SKU's in 175 dispensaries

Florida

- Recently closed acquisition of 1 of 22 vertical licences in the limited licence State
- 1 open dispensary; 2 currently opening (1 of 3 stores in South Beach; St. Petersburg Beach); 8 leases total in prime locations
- 113,000 sq.ft indoor cultivation facility; 45,000 sq.ft greenhouse cultivation facility with additional 160,000 sq.ft of land; 19,000 sq.ft of self-contained growing pods; 4,800 sq.ft processing & manufacturing facility for extraction/ vapes & edibles
- Platinum Vape & HighTimes branded product to launch Q4 '21/ Q1 '22

Michigan

Massachusetts

- Rights to 2 cultivation licences
- Rights to 1 processing licence
 - 2.8 acres wholly owned
- Rights and state licensing will happen in next quarter

Illinois[§]

- 3,600,000 sq.ft. automated greenhouse cultivating premium CBD
- 220,000 sq.ft cannabis cultivation, processing & distribution licence
- Platinum & High Times THC products to launch wholesale in 2022

Footnotes:

§ Illinois - signed definitive agreement

Core States



Michigan

- Fastest growing state in the US; surpassed \$2B in run-rate < 2 years of legalization; \$2.5B market projected
 - 8 stores open (\$60M current revs) + 2 stores (\$40M historical revenues) awaiting license; 8 turn-key stores ready with product availability; 18 total
 - Three operating cultivation facilities; one large indoor facility under construction; a second large indoor facility retrofit ready
- Q4 2021 & 2022 strategy: consolidate operations/ financials; expand Platinum Vape product line for other products; deepen High Times penetration; re-brand stores to High Times flagship locations; grow both organically as well as through M&A (brands)



Illinois

- Illinois market continues to outperform; currently a \$1.2 billion market and growing every month
- 113,000 sq.ft indoor cultivation facility; 45,000 sq.ft greenhouse cultivation facility with additional 160,000 sq.ft of land; 19,000 sq.ft of self-contained growing pods; 4,800 sq.ft processing & manufacturing facility for extraction/ vapes & edibles
- 2021 strategy: Launch Platinum Vape & High Times products, High Times store naming & dispensary partnerships



Florida

- 3rd largest cannabis market in the US before recreational legalization set to eclipse \$1B in 2021
- RWB's in-process FL acquisition includes 113,000 sq.ft grow, processing & manufacturing facility; 10 acres land; 1 operating dispensary; 8 dispensary leases signed/ ready-to-open
- 2021 to see aggressive retail rollout (High Times branded stores RWB owns FL rights to); launching of RWB's Platinum & High Times branded THC products and canvassing the State with High Times branded delivery

Growth States



Massachusetts

- \$1B+ market
- Keep in portfolio as shovel-ready project until post-COVID



Oklahoma

- \$800M+ market; Highest patients per capita in US @ 5%
- Initial 2020 launch of Platinum Vape products very well received
- 2021 will expand product offering as well as retail availability



Arizona

- 2020 election opened \$1.5B projected total market
- Platinum Vape launch timed to enter up to 15 dispensaries through top MSO partnership.
- Use CA & MI successful marketing as launch template
- Forward strategy: expand Platinum Vape product offering & store footprint

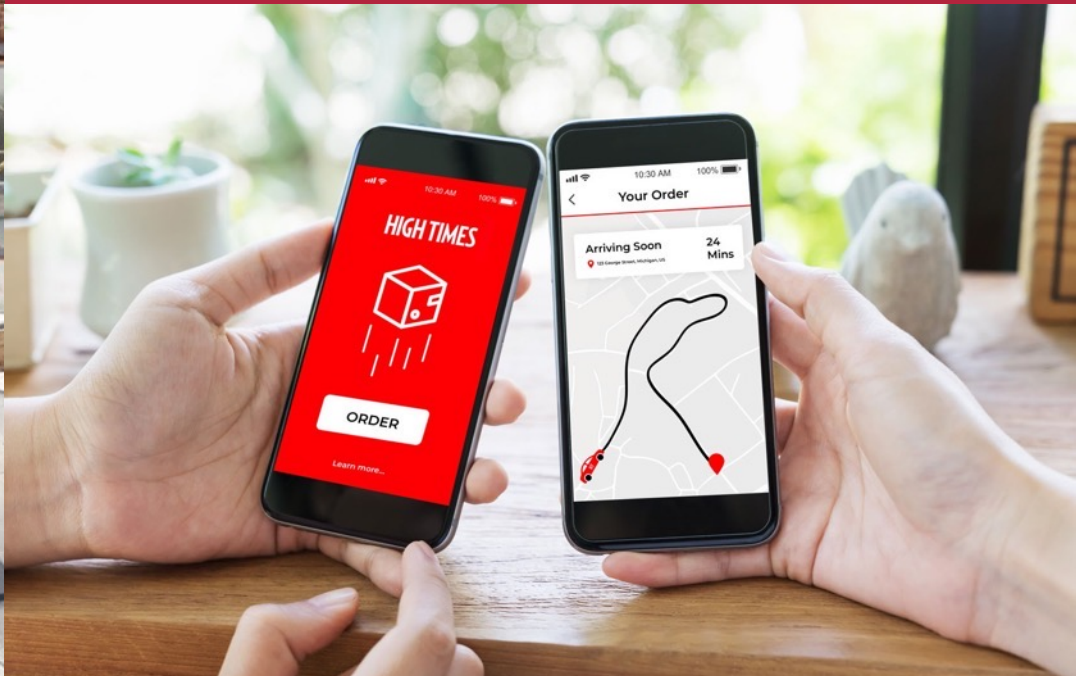


California

- \$3B total market size makes it largest in nation
- Focus on a concentrated section of productive retail partners with core Platinum Vape products and strategic new launches to ensure long-term loyalty and quick adoption
- Forward strategy: Expand Platinum Vape broad portfolio distribution beyond Southern California

RWB Consumer Experience

Leveraging our HighTimes brand to deliver a consistent, immersive experience to customers throughout America.



High Times Brings Our Retail Vision to Life

- Combines one of the largest Midwestern cannabis operations boasting over 350,000 yearly transactions with the World's iconic cannabis brand for over 46 years
- Exclusive license for dispensary naming, branded delivery and THC- based CPG products for Michigan, Illinois & Florida
- Access to High Times' 8.9 million social followers, 6.1 monthly web page views and 100,000 new monthly email signups to drive retail traffic/ sales/ name recognition

Michigan

- 3-point growth plan to grow lead (rebrand; monetize data; implement cohesive integrated marketing strategy).
- With the competition of a non-limited license State, RWB's core focus is on building, acquiring, owning, and growing winning brands. The center of the value chain (processing, manufacturing & brands) is where the market will be won, as retail becomes a "showcase" for said products.

Illinois

- RWB's cultivation license (currently under binding LOI) provides significant leverage to propagate its brands and wholesale partners into a supply-constrained State
- Sub-license house of brands to fragmented independent operators
- Offer High Times-branded storefront opportunities to Social Equity partners

Florida

- Florida allows license holders to operate unlimited dispensaries which allows for Statewide visibility of RWB's High Times retail/ products/ delivery for 21 million residents and 130 million tourists per year
- Limited operators in State selling mostly company-branded products provides opportunity for more vibrant brands such as RWB's Platinum & High Times



THC House of Brands

Platinum Vape & HighTimes Brands give RWB some of the most well-known, highest-rated products in over **450** dispensaries.

THC Brands

- Piggyback **Platinum Vape's** 200+ store reach in Michigan with High Times Products
- Expand **Platinum Vape** product lineup from 6-8 SKU's in Michigan to 30-40 as rolled out in California
- Use retail + wholesale distribution in Michigan to place premium flower/ distillate
- Repeat process in other **RWB** portfolio growth states (AZ, OK, IL) then re-feed growth pipeline with future target states (FL, MA)



CBD House of Brands

Indoor-grown, ultra premium input CBD
attracting large wholesale customers &
retailers wanting differentiated products.



Wholesale Bulk Flower, Concentrate, Distillate & Isolate

- Year-round, mass-scale, consistent production trusted and relied upon by brands and processors
- Differentiated product driving demand: purity, tight bud structure and cannabinoid & terpene profile unachievable with outdoor allows our customers to un-commoditize a commodity which commands a 100%+ price premium



DTC SEGMENT

Gen Z – Boomers

- 140 SKU's online, for sale, selling direct to consumers
- Leveraging PV's brand power to power a new sales vertical



RETAIL SEGMENT

Middle America

- Full line of CBD and novel cannabinoid-based consumer goods
- FDM, Big Box, Convenience target with initial launch into 500 stores in Southeast



Cultivation



PHD Driven

A top-down approach to cultivation entails employing the expertise of PhD's to guide our growing principles, SOP's and, most importantly, the science behind it all.



Covers Spectrum of Grades

Our cultivation facilities run the gamut from. low cost/ high-value outdoor to greenhouse to top-shelf, high tech indoor to offer every format to our 500,000+ yearly customers.



Purity. Quality. Consistency.

We cut our teeth under the world's first national cannabis purity regime-- a regime that most new markets use as a benchmark. It's in our DNA to exceed the requirements of any of the States we operate in.



Proven Scale Player

To grow cannabis at large-scale is a task that many fail to perfect. An automated, perpetual, standardized operation in conjunction with our science-driven ethos are the key ingredients to producing at industrial scale with craft cannabis-like quality



Dave, Facility Manager, Michigan



Mid-American Growers, Illinois



[Click Here For Illinois Cultivation Facility Video >](#)



Team



Brad Rogers
CEO

An extensive track record of building tremendously successful and profitable businesses in the cannabis sector.

Grew two of Canada's largest cannabis producers to a combined market cap of \$2 billion.



Dr. Michael Ravensdale
Cultivation

Dr. Ravensdale is Red White & Bloom's lead on establishing and maintaining our exceptionally high standards in cultivation and processing.

Dr. Ravensdale also served in government agriculture research agencies.



Joseph Choi
Finance

Mr. Choi previously held various finance leadership roles including as a Newell Brands divisional corporate controller.

In the past four years, with public cannabis companies, he managed financial control functions, and strategies for long-term profitable growth.



Barry McDonald
Marketing

Mr. McDonald has occupied many senior-positions in allied industries as a strategic leader with a strong belief in team development and brand excellence.

He holds B.A. and M.S. degrees in English and Marketing from the University of Illinois, Chicago.



Anne Hyde
Operations

Ms. Hyde is currently the President of Mid-American Growers in Granville, Illinois. She is a Certified Public Accountant with over 25 years of finance, and administrative.

Anne thrives in positions of leadership as well as oversight of business development, activities and operations.



Ryan Costello
Director

Mr. Costello has over 15 years of service in government as a former U.S. Congressman (2015-2019, R-PA) as well as an attorney in private practice, representing clients on regulatory compliance and permits.

Ryan is a strategic resource for RWB as it positions itself as a true market leading house of brands.



Todd Levy
In House Counsel

Attorney Levy has extensive experience in legal cannabis having turned around what is now one of the world's largest cannabis companies as well as being a founding team member of another large Michigan cannabis company.

His significant regulatory and administrative law experience is tough to rival and as such, he is an invaluable addition to the team at RWB in such a highly regulated industry.



Our Commitments



Social Equity

Diversity, inclusion, equality and prison reform aren't just in vogue buzzwords with Red White & Bloom; they're actual commitments. Partnering with social equity operators is at the core of RWB's mandate which gives a hand-up to great entrepreneurs who wouldn't normally get the proper opportunity. This goes hand-in-hand with other programs which actively promote diversity in the workplace as well as working to free non-violent cannabis prisoners and integrate them into the community.



Corporate Social Responsibility

For us, being a good corporate citizen means much more than writing checks to large national charities. From supporting smaller national charities doing important work in niche areas to running local food drives in hard hit communities to raising money for local cancer survivors, we like to give where we can get the most smiles per dollar. Our REACT line of vape cartridges contribute a portion of all sales to 8 different charities. Each of the 8 different products align with a specific charity ranging from Veterans to animal welfare.



"RWB's BLOOM ESG statement clearly demonstrates the company's commitment to equity, sustainability, justice, diversity and supporting those in need. Whether the terminology is CSR or Triple Bottom Line, RWB's efforts highlight that leading the way in ESG benefits the company in terms of market acceptance, regulatory efficacy, client loyalty, community relevance, talent retention, and operational efficiencies. "

Bennet Johnson III

VP of Public Policy



Capital Table

Common Shares	221.8
Preferred Shares	117
Michigan Acquisition	74
BASIC:	412.8

Options (@ \$1.22)	16
Warrants (@ \$0.99)	24.3
Platinum Vape Note	10.9
FULLY DILUTED	464

Cash (as of July 2 nd , 2021)	CAD \$41.0M
Option & Warrant Cash	CAD \$43.6M
Assets	CAD \$405.0M
Equity	CAD \$166.0M
Revenue (pro-forma, RR)	CAD \$200M
U.S. Ticker	OTC: RWBYF
Canadian Ticker	CSE: RWB

Comparable Table

- - High-revenue, growing, profitable MSO's without convertible debt comp with RWB

- US political catalysts inbound (National Exchange Listing, Banking, Underwriting, Institutional Investment)

Large Cap US	Symbol	Enterprise Value (USD\$ Mill)	Q2 '21 RR (USD\$ Mill)	EV/ Q2 RR (USD\$ Mill)
Curaleaf Holdings Inc.	CSE: CURA	\$8,726.0	\$1,249.0	7.0
Green Thumb Industries Inc.	CSE: GTII	\$6,656.0	\$867.9	7.7
TrulieveCannabis Corp.	CSE: TRUL	\$5,050.0	\$823.7	6.1
Cresco Labs, Inc.	CSE: CL	\$3,807.0	\$854.4	4.5
TerrAscend	CSE: TER	\$2,009.0	\$253.6	7.9
AVERAGE:				6.6
Red White & Bloom (guidance mid-range)		\$447.0	\$160.0	2.8

Footnote: Data from Bloomberg, Cantor Fitzgerald as of 08/24/21; RR= revenue annualized run-rate; dollars in millions of Canadian dollars

CORPORATE

Brad Rogers, CEO & Executive Chairman

INVESTORS

Tyler Troup, Circadian Group IR
IR@redwhitebloom.com

Thank You

(CSE: RWB)

(OTC: RWBYF)

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