



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.

“After two years of painstaking work by our talented team, we now get to enjoy the fruits of our labour. Many deals, judiciously purchased and diligently structured are all now coming together as we enter Q4 to create the most exciting times in the history of the company. As we round the quarter and look forward to 2021 we will look to build on our key assets in our core states focusing on growth of the bottom line for our shareholders.”

- 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

(Operational & Under Construction)

12.5m

Grams Per Year

CBD Cultivation

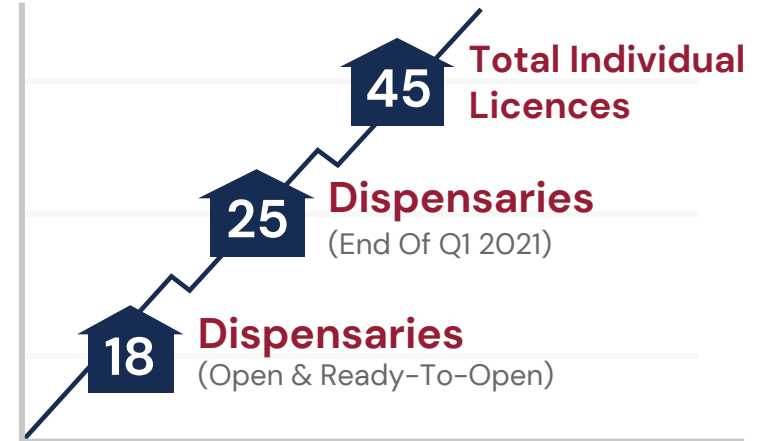
(Indoor & Premium)

500,000

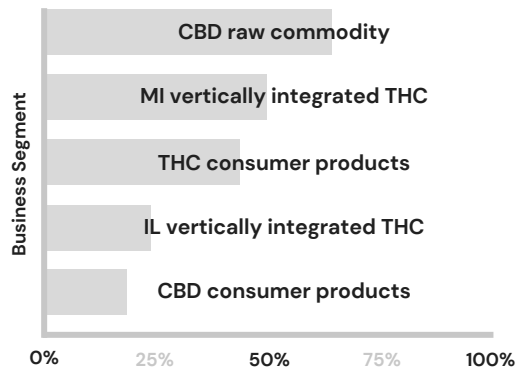
Pounds Per Year

600

Employees*



Potential Future Growth



Current States

MI, MA, IL, CA, OK, AZ



48

THC
Products

24

CBD
Products

Revenues

(Q4 pro-forma
run-rate)

\$200+

Million

Assets

- Cash: \$12M
- Cash w/ options & warrants: \$62M

Liabilities & Equity

- Shareholder Equity: \$163M
- Non-convertible debt: \$65M

*With all open acquisitions closed

Footprint

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/ Q2 2021

Oklahoma

- 12 platinum SKU's in 175 dispensaries

Michigan

- \$90 million invested in vertical cannabis operator
 - Platinum & High Times products carried in 150+ dispensaries throughout State

Massachusetts

- 2 cultivation licenses
- 1 processing licence
- 2.8 acres wholly owned

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 q1 2021

Florida

- Signed definitive agreement to acquire 1 of 22 vertical licences
- 1 open dispensary and 7 additional leases in prime locations
- 113,000 sq.ft cultivation facility
- Platinum vape & HighTimes branded product to launch at closing

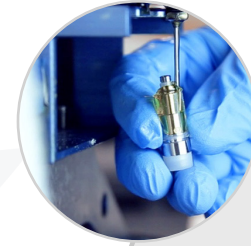
Footnotes:

§ Illinois – signed definitive agreement, closing q1 2021

Core States

Michigan

- Fastest growing state in the US; surpassed \$1b in < 1 year 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
 - Pre-qualified for a processing licence for oils, edibles and concentrates
 - Three operating cultivation facilities; one large indoor facility under construction; one large indoor facility retrofit ready (545,000 square feet total)
- Platinum Vape #1 vape in Michigan (200+ dispensaries), new products dropping Q1 2021; High Times branded THC products dropping Q4 2020 utilizing distribution pipeline



Illinois

- Illinois market continues to outperform; currently a \$1,200,000,000 market and growing every month
- 3,600,000 sq. ft. licensed greenhouse (500,000 lbs. CBD biomass/yr)
- RWB's cultivation license, once relocated, projected to produce 100,000 lbs per year @ \$2,500/ lb wholesale & less than \$500/ lb cash costs
- 2021 strategy: Launch Platinum Vape products, High Times products, High Times store naming, and preferred flower pricing to fragmented independent stores.
- If THC cultivation license is maintained and expanded in current location, would generate significant incremental revenue to RWB

Growth States



Massachusetts

- \$745M in projected 2020 sales growing to over \$1B by 2024
- Keep in portfolio as shovel-ready project until post-COVID



Oklahoma

- \$345 million 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 in Jan 2021
- Use CA & MI successful marketing as launch template
- Forward strategy: expand Platinum Vape product offering & store footprint



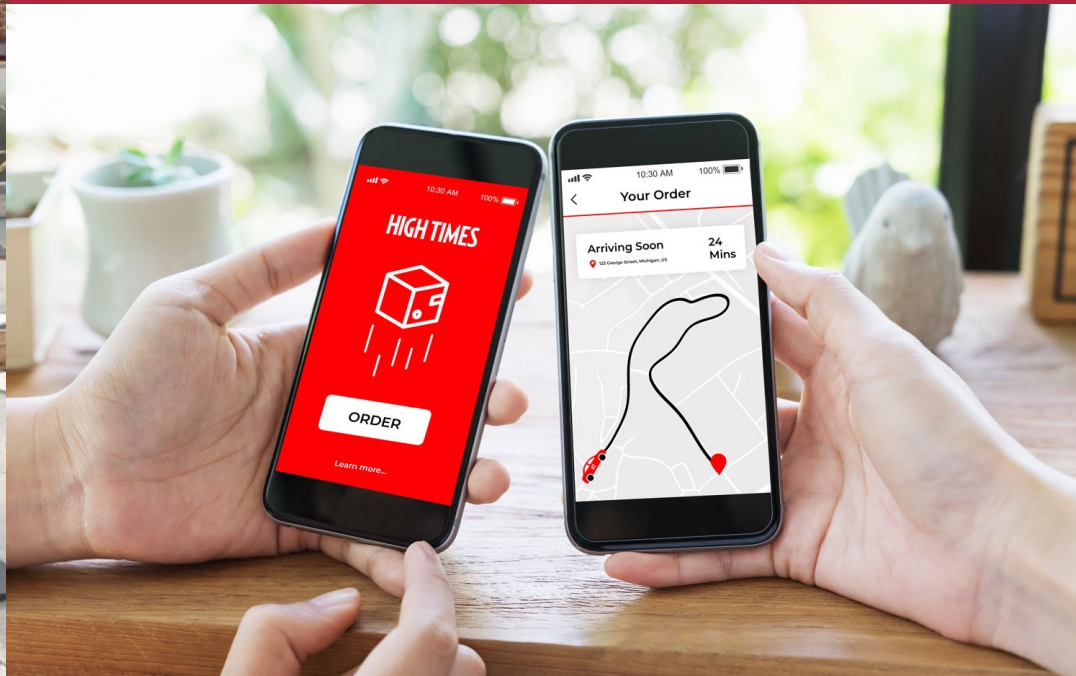
California

- \$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 the Midwest.



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).
- Continue to expand cultivation to feed our dispensaries, well underway, full saturation by Q2 2021 (expand gross margin from 33% to 70%; EBITDA 10% to 35%).

Illinois

- RWB's cultivation license 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



THC House of Brands

Platinum Vape & HighTimes Brands give RWB some of the most well-known, highest-rated products in over 700 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 Americana

- 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

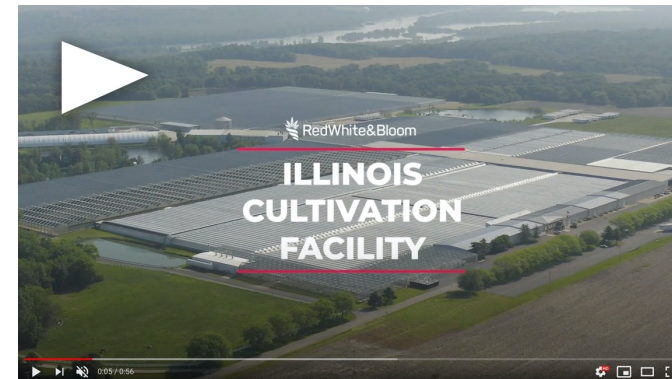
To grow cannabis at large-scale is a task that many fail to perfect. An automated, perpetual, standardized operation in conjunction with our science-driven ethos are the key ingredients to producing at industrial scale with craft cannabis-like quality



Dave, Facility Manager, Michigan



Mid-American Growers, Illinois



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



Catalysts Upcoming

RWB – Arizona – Platinum Vape Goes Live Footprint & offering to expand thereafter

RWB – Michigan – PharmaCo Closing All paperwork submitted for pre-qualification

No cash required to close, approved by both Companies, regulatory approval required to close transaction

RWB – Michigan – High Times THC Product Roll-out Use existing 200+ Platinum Vape distribution footprint to add High Times

RWB – Michigan – Retail & Cultivation Expansion 2 + 8 Stores ready to open & M&A opportunities

RWB – Illinois – Retail Rollout Strategy Social Equity partnering/ roll-up strategy

RWB – Illinois – Product Rollout Strategy Platinum & High Times THC products to be distributed throughout State

RWB – Michigan 4th & 5th large grows online; self sufficient + wholesale business

RWB – National CBD Product distribution deals/ Wholesale Offtake Agreements

RWB – National Evaluate new opportunities with prudent valuation metrics

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

Barry McDonald, has occupied many senior-level positions in allied industries. Barry is 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.



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

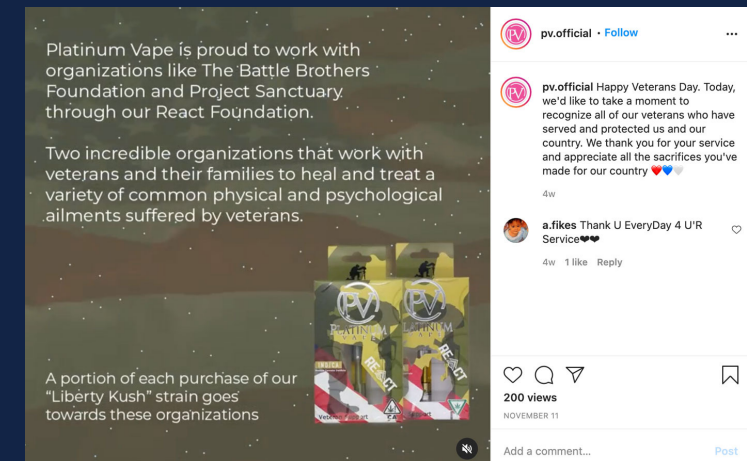
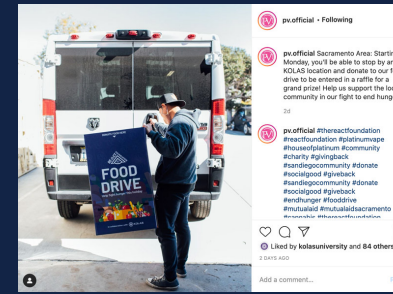
For us, being a good corporate citizen means much more than writing checks to large national charities. From supporting smaller national charities doing important work in niche areas to running local food drives in hard hit communities to raising money for local cancer survivors, we like to give where 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.



"As industry leaders, it is important that we facilitate policy supporting the mass adaptation to the end of prohibition and highlighting individual rights. We work to ensure our host communities; customers have a pathway to economic stability and a dignified standard of living."

Margeaux Bruner

Director of Compliance & Diversity Inclusion



Capital Table

Ticker (Canada)	RWB
Ticker (USA)	RWBYF
Exchange	Canadian Securities Exchange
4 Month ADV	\$750,000 / Day
Fiscal Year End	December 31st
Insider & Founder Ownership	18%
Transfer Agent	National Securities Administrators

Common Shares	185.8
Preferred Shares (78% escrowed until 5/24/21)	115.7
Michigan Acquisition (50% escrowed until 5/24/21)	74.0
Total Shares	375.5

Options (weighted strike @ \$1.81)	8.6
Warrants (weighted strike @ \$0.88)	38.4
Platinum Vape Note	26.3
Fully Diluted	448.8

Cash	\$12
Potential Cash w/ O&W	\$61
Assets	\$329
Equity	\$163
Long-Term Debt	\$65

Enterprise Value	\$375
Q3 '20 Revenue (Reported, Pro-Forma)	\$48
Q4 '20 Revenue (Estimate, Pro-Forma)	\$58
'21 Revenue	\$300-\$450
'21 EBITDA	\$70-\$150

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)

- Fundamental mispricing due to un-closed deal discount-- the valuation gap should close very quickly. Michigan acquisition requires no cash or votes to close; just regulator approval.

Large Cap US	Symbol	EV (USD\$ Mill)	Q4 '20 RR (USD\$ Mill)	EV/ Q4 RR (USD\$ Mill)	2021 EBITDA (\$USD)	2021 EBITDA (\$USD)
Curaleaf Holdings Inc.	CSE: CURA	\$10,583.0	\$1,258.4	8.4X	\$514.3	20.6X
Green Thumb Industries Inc.	CSE: GTII	\$5,974.0	\$867.9	6.9x	\$368.0	16.2X
TrulieveCannabis Corp.	CSE: TRUL	\$4,996.0	\$823.7	6.1x	\$462.0	10.8X
Cresco Labs, Inc.	CSE: CL	\$4,980.0	\$854.4	5.8x	\$325.4	15.3X
TerrAscend	CSE: TER	\$2,898.0	\$253.6	11.4x	\$194.5	14.9X
AVERAGE:				7.7x		14.9X
Red, White & Bloom (Guidance Mid-Range)		\$288.0	\$178.0	1.6X	\$85	3.4X
Implied RWB Valuation (current PPS: \$0.70)		\$1,639.0		\$3.53		\$3.67

Data from Bloomberg, Echelon Wealth Cannabis Weekly as of 12/04/20; RR= revenue annualized run-rate.

CORPORATE

Brad Rogers, CEO & Executive Chairman

INVESTORS

Tyler Troup, Circadian Group IR
IR@redwhitebloom.com

Thank You

(CSE: RWB)

(OTC: RWBYD)

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