

# DRIVING THE GLOBAL CANNABIS INDUSTRY

Canopy Growth Corporation  
January 2020



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# FORWARD-LOOKING STATEMENT

This presentation contains “forward-looking information” within the meaning of applicable Canadian securities laws and “forward-looking statements” within the meaning of the United States Private Securities Litigation Reform Act of 1995 (collectively, “Forward-Looking Statements”). All statements, other than statements of historical fact, that address activities, events or developments that the Company believes, expects or anticipates will, may, could or might occur in the future are Forward-Looking Statements. The words “expect,” “anticipate,” “estimate,” “may,” “could,” “might,” “will,” “would,” “should,” “intend,” “believe,” “target,” “budget,” “plan,” “strategy,” “goals,” “objectives,” “projection” or the negative of any of these words and similar expressions are intended to identify Forward-Looking Statements, although these words may not be present in all Forward-Looking Statements.

Forward-Looking Statements are subject to a number of risks and uncertainties that may cause the actual events or results to differ materially from those discussed in the Forward-Looking Statements, and even if events or results discussed in the Forward-Looking Statements are realized or substantially realized, there can be no assurance that they will have the expected consequences to, or effects on, the Company.

Factors that could cause actual results or events to differ materially from current expectations include, among other things: risks related to the Company’s ability to maintain its licences issued by Health Canada in good standing; uncertainty with respect to the Company’s ability to grow, store and sell medical cannabis in Canada; risks related to the costs required to meet the Company’s obligations related to regulatory compliance; risks related to the extensive control and regulations inherent in the industry in which the Company operates; risks related to governmental regulations, including those relating to taxes and other levies; risks related to the nature of the Company as an early stage business and a business involving an agricultural product and a regulated consumer product; risks related to building brand awareness in a new industry and market; risks related to the retention of senior management and key employees of the Company; risks relating to restrictions on sales and marketing activities imposed by Health Canada, various medical associations and other governmental or quasi-governmental bodies; risks relating to incurring operating losses and maintaining profitability; risks relating to competition in the industry within which the Company operates; risks inherent in the agricultural business; risks relating to energy costs; risks relating to the Company’s exposure to product liability claims, regulatory action and litigation; risks relating to recall or return of the Company’s products; and risks relating to insurance coverage.

This list is not exhaustive of the factors that may affect the Company’s Forward-Looking Statements. Should one or more of these risks and uncertainties materialize, or should underlying assumptions prove incorrect, actual results may vary materially from those described in the Forward-Looking Statements. The Company’s Forward-Looking Statements are based on beliefs, expectations and opinions of management on the date the statements are made and the Company does not assume any obligation to update Forward-Looking Statements whether as a result of new information, future events or otherwise, or if circumstances or management’s beliefs, expectations or opinions change, except as required by law. A number of important facts could cause actual results to differ materially from those indicated by the Forward-Looking Statements, including, but not limited to, the risks described herein. For the reasons set forth above, investors should not place undue reliance on Forward-Looking Statements. The Company undertakes no obligation to update its Forward-Looking Statements to reflect events or circumstances after the date of this presentation or to reflect the occurrence of unanticipated events other than as required by law. Accordingly, readers should not place undue reliance on Forward-Looking Statements.

Financial amounts in Canadian Dollars, unless otherwise specified.

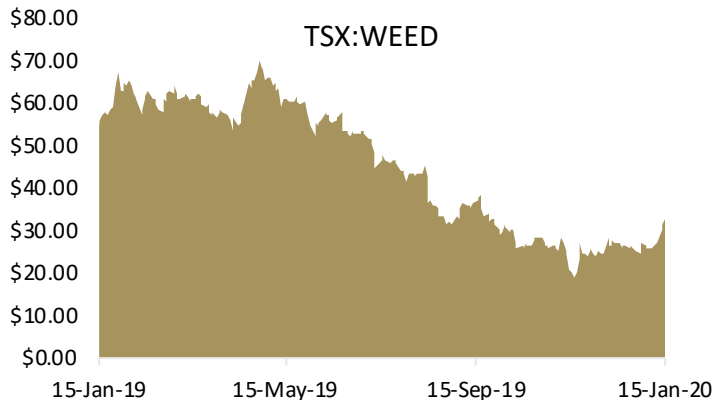


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# COMPANY SNAPSHOT

Canopy Growth (TSX:WEED) (NYSE:CGC) is a world-leading diversified cannabis and hemp company, offering distinct brands and curated cannabis varieties in dried, oil and soft gel capsule forms.



**\$11.3B<sup>1</sup>**  
Market Cap.

**10.7M<sup>2</sup>**  
Avg. Daily Volume  
(30 Day)

S&P/TSX Composite Index  
and S&P/TSX 60 Index member



**Well Capitalized** \$2.7B<sup>3</sup>

**Scale** Large, commercial scale GMP & GAP manufacturing/cultivation

**Global Medical Market**

Spectrum color classification system

Certified education programs/learning modules

Operations in over 12 countries on 5 continents

**Canadian Recreational Market**

Rec 2.0 product rollout began Q3 FY20

Differentiated vape, beverage & edible products

Expanding Tweed & Tokyo Smoke retail store network

**Driving Future Growth –  
Cannabinoids as ingredients**

- CBD product roadmap includes health & wellness, skin & beauty, pet aides
- Development of Cannabis-based medical therapies
- 130+ patents for applications and technology secured

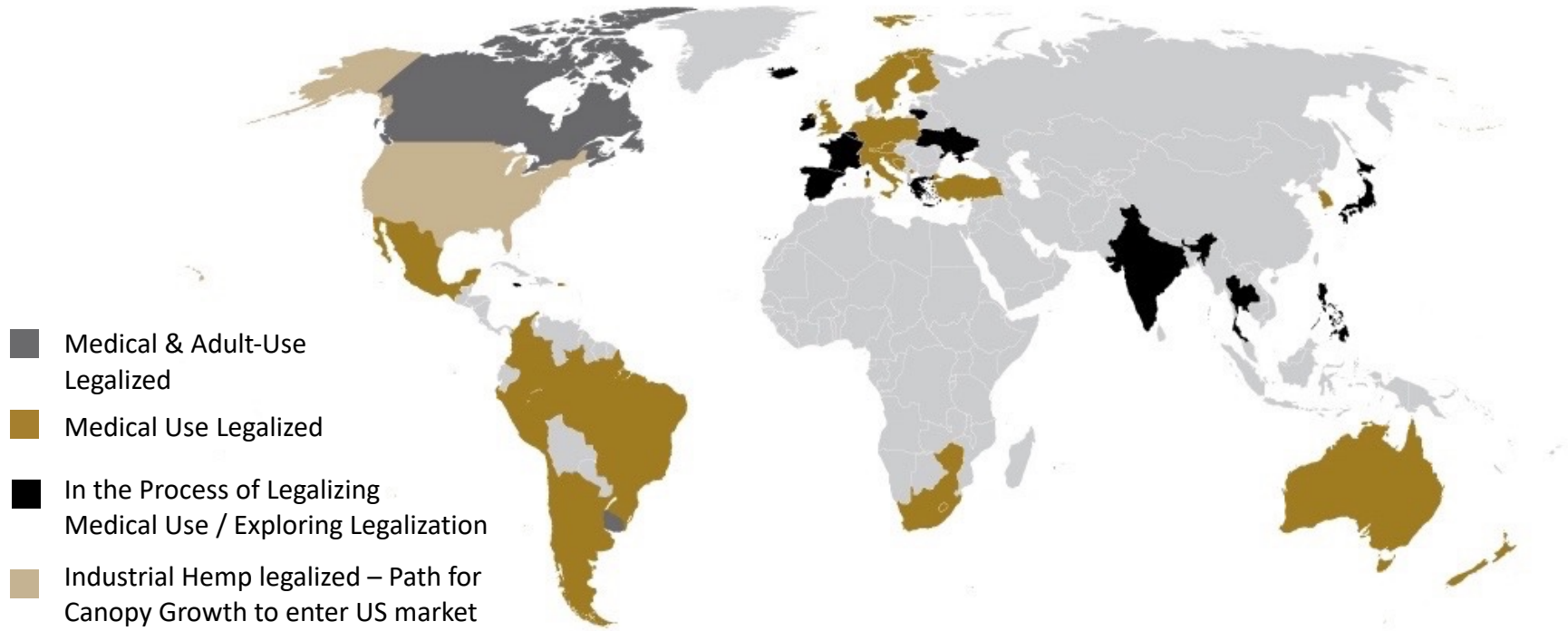


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1) CAD January 15, 2019  
2) Combined volume of TSX:WEED and NYSE:CGC  
3) Cash, Cash Equivalents and Marketable Securities @ September 30, 2019

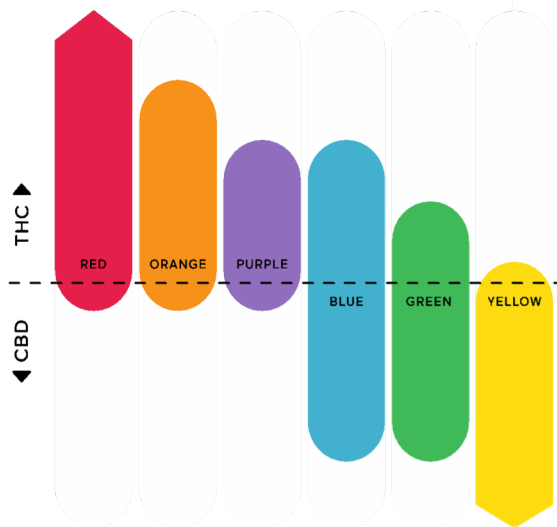
# THE REGULATION OF CANNABIS IS SPREADING GLOBALLY





# DRIVING THE CANADIAN MEDICAL CANNABIS MARKET

- 71,500+ healthcare professional visits<sup>1</sup>
- Learning modules accredited by Canadian Pharmacy Association
- Pilot program w/ Ontario Long Term Care Association
- Prescriber Training Program
- E-learning modules w/ Tree of Knowledge. Launched in Jack Nathan clinics located in 74 Walmart stores across Canada



Re-branding Spectrum Therapeutics - **Steady Sales** and **Volume Growth**



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1) Cumulative since inception, visits and conference presentations

# DRIVING THE GLOBAL MEDICAL CANNABIS MARKET



CBD Products launched  
in Q3 FY20

Path to enter U.S.  
THC market with  
planned acquisition  
of Acreage Holdings

Strong multi-discipline  
team in place



300,000 sq. ft facility  
in Denmark

Certified in good  
agricultural and  
collection practices,  
as well as GMP  
designations

Initial harvests  
in Q3 FY20



Acquired C<sup>3</sup>

5 cannabinoid therapies  
in Europe (3 currently  
available for sale)

Manufacturer &  
distributor of dronabinol  
in Germany, Austria,  
Switzerland, and Denmark

Acquired Storz & Bickel -  
designers and  
manufacturers of the only  
medically approved  
vaporizers in the world



Australia Market is  
growing at the fastest  
global rate<sup>1</sup>

Product import permits  
in place and transfer in  
progress – already  
being prescribed  
and fulfilled

Over 14,000 Approvals  
through SAS<sup>2</sup> program



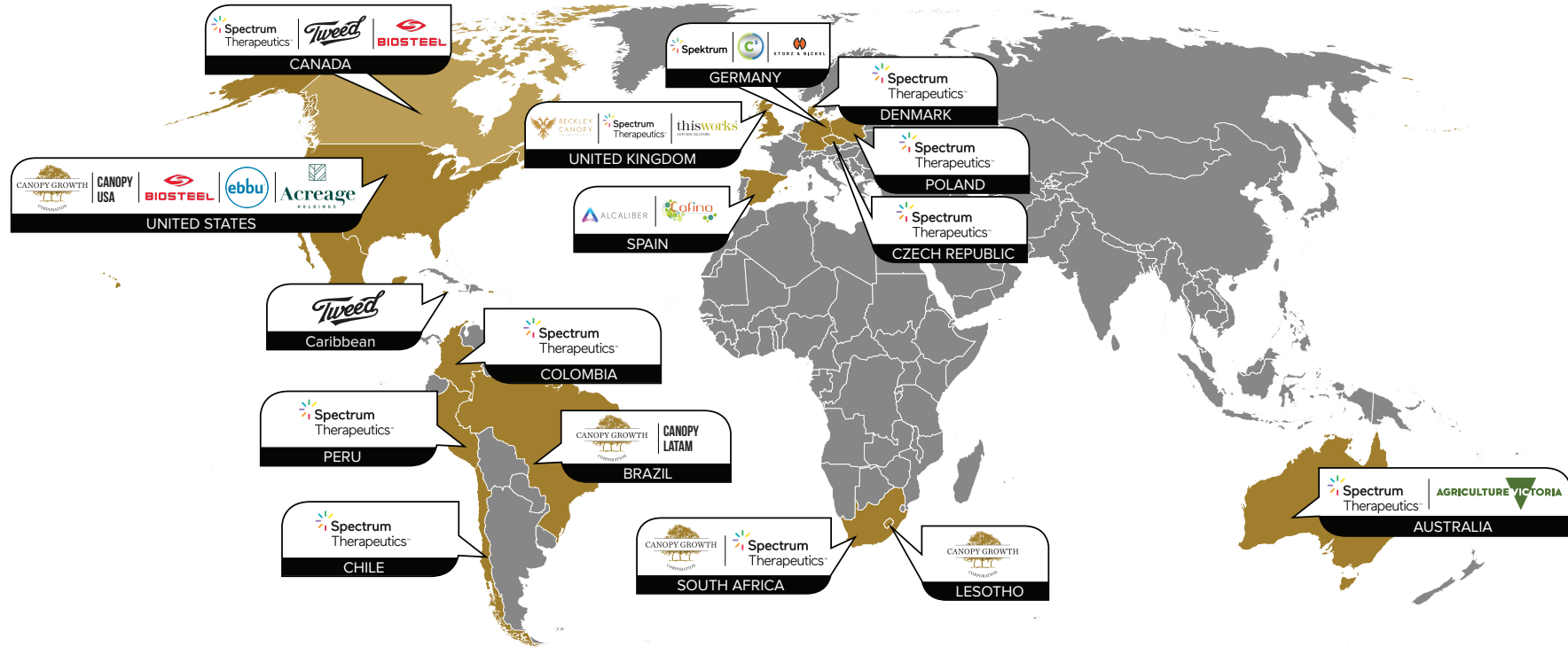
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1) Based on month-on-month approvals via the SAS

2) Special Access Scheme

# DRIVING THE GLOBAL CANNABIS MARKET



# PHYSICAL RETAIL CRITICAL TO CANADIAN REC MARKET



27 Tweed and TS Banner  
Stores across Canada



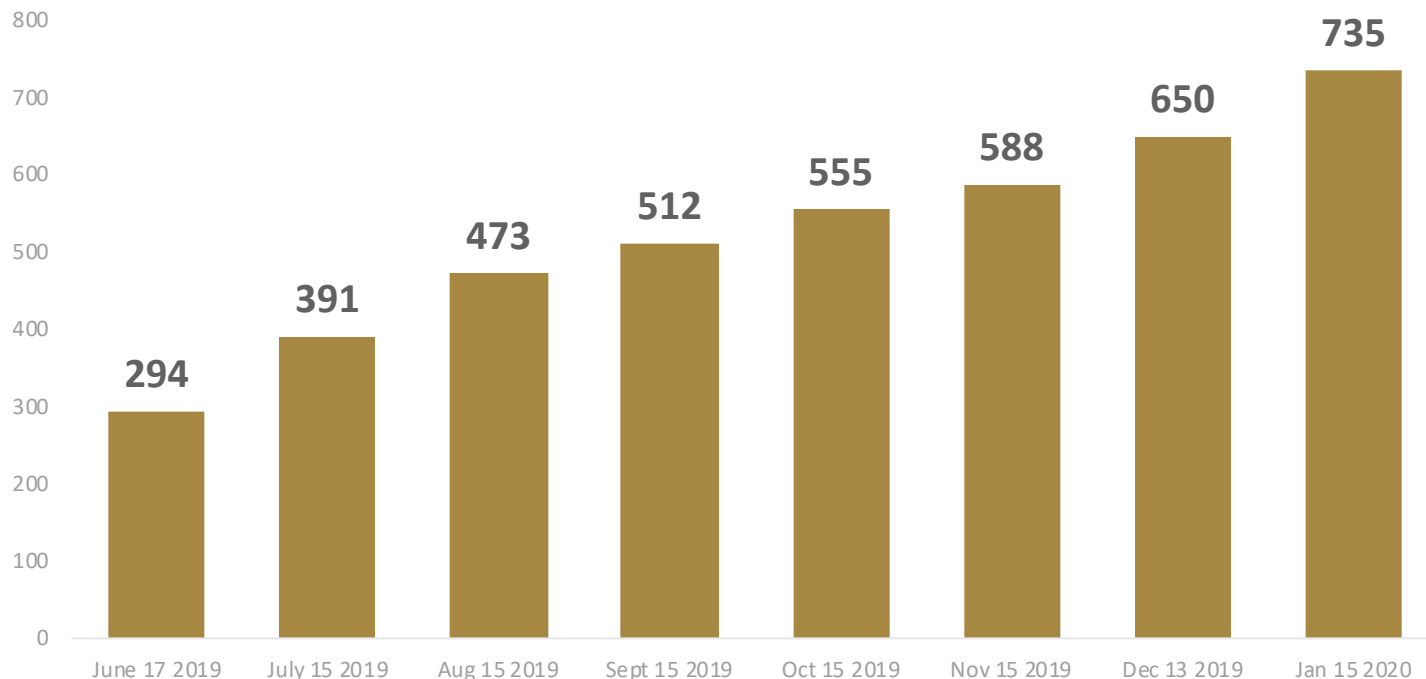
10 new TS stores set to open  
in 1H CY20



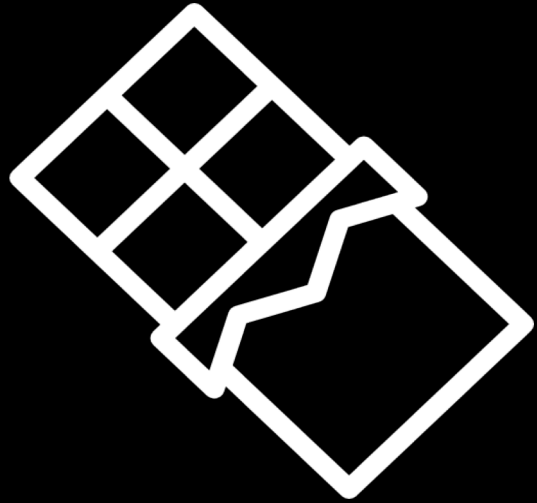
Ontario to authorize  
~ 20 new stores per month<sup>1</sup>

# RETAIL STORE OPENINGS TO DRIVE GROWTH

## 6 Month Canadian Retail Store Growth<sup>1</sup>



# BRINGING DIFFERENTIATED REC 2.0 PRODUCTS TO MARKET



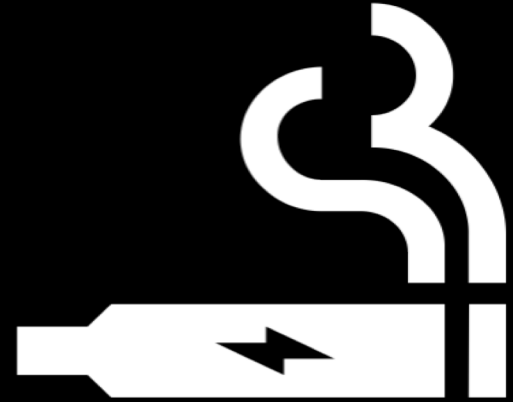
## Edibles

Rollout Began Q3 FY20



## Beverages

Rollout Q4 FY20<sup>1</sup>



## Vapes

Rollout Q4 FY20<sup>1</sup>

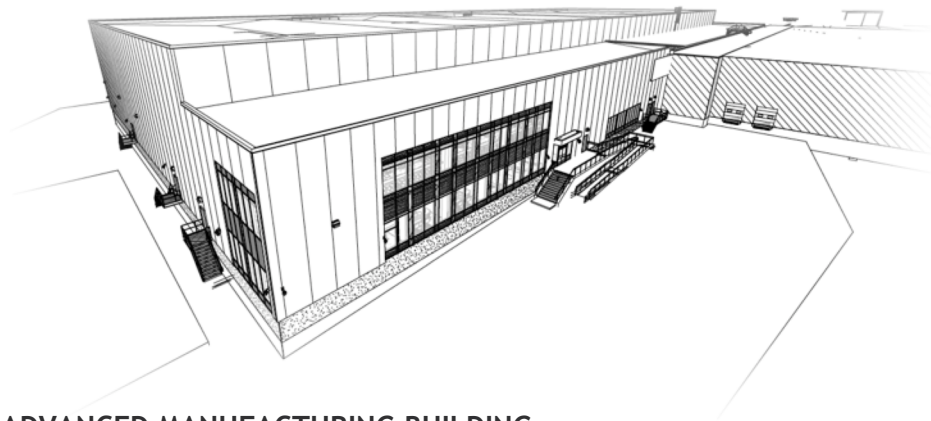
# BRINGING DIFFERENTIATED REC 2.0 PRODUCTS TO MARKET



## 18 New SKU's Unveiled, More to Come



# CANADA REC 2.0 - STREAMLINED PRODUCTION UNDERWAY



ADVANCED MANUFACTURING BUILDING



BEVERAGE FACILITY

Licensing of Facilities Complete

•

System Qualification Complete

•

Ingredient Production Underway



# ENTRY INTO U.S. CBD MARKET IN Q3 FY20



## First & Free™

First & Free  
CBD products  
launched  
online in the  
U.S. December  
2019

- Robust contract manufacturing network established
- Short-path distillation at subsidiary Keyleaf's facility in Batavia, Illinois
- Future CBD product roadmap includes health & wellness, skin & beauty, and pet aides
- Martha Stewart, Product Advisor



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# U.S. CBD VERTICALS - LEVERAGING BRAND LOYALTY

Product Expected to Hit Shelves In FY21

**BIOSTEEL** 

Significant platform to enter  
the sports nutrition and  
hydration segment

10,000+ points of distribution,  
which will expand into Europe

National organizational  
partnerships with USA Hockey,  
Canada Basketball, Athletics  
Canada and the Professional  
Hockey Players Association



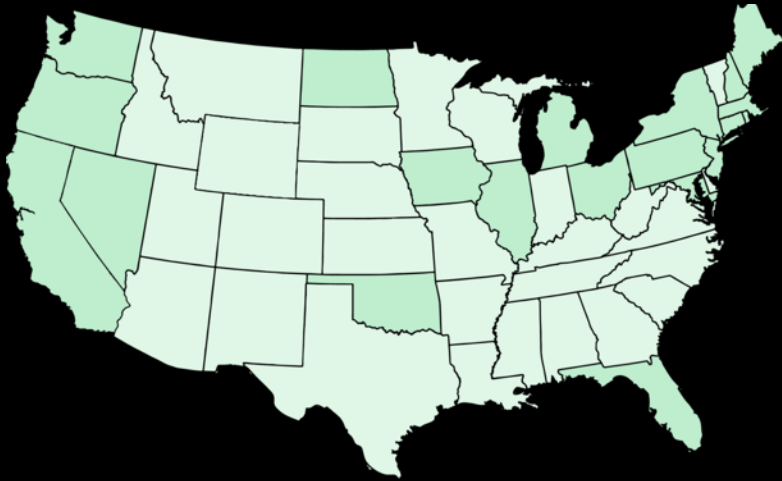
- Global leader in natural skincare and sleep solutions
- Strengthens product offerings and enhances the international footprint
- Focus on global expansion and product development to include a new line of skincare and sleep solution products infused with CBD

**thisworks<sup>®</sup>**

24HR SKIN SOLUTIONS

# FUTURE ENTRY INTO WORLD'S LARGEST CANNABIS MARKET

## Planned Acquisition of Acreage Holdings<sup>1</sup>



## Acreage Leveraging Canopy IP<sup>2</sup>

- New facility harvested first cannabis for U.S. Tweed products in Q3 FY20<sup>3</sup>
- Planning rollout of Tweed and Tokyo Smoke stores in select U.S. cities



Retail Brands / Cultivation & Processing IP /  
Product IP

## Creating The Pre-Eminent Global Cannabis Company

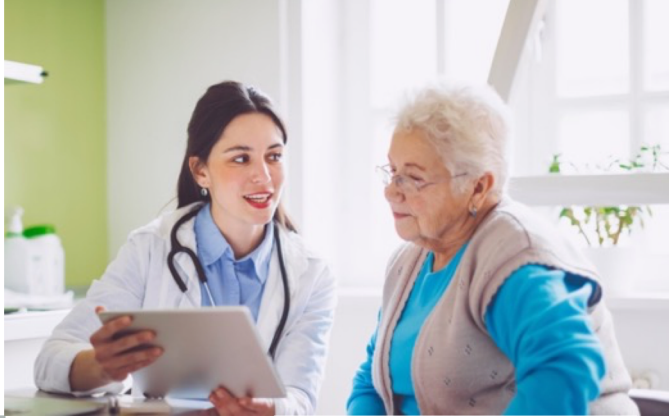


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- 1) Arrangement approved by Canopy Growth and Acreage shareholders, implemented on June 27, 2019, acquisition triggered on U.S. federal permissibility of cannabis.
- 2) Canopy to license Intellectual Property and brands to Acreage on a no-fee basis.
- 3) Press Release from Acreage Holdings dated December 17, 2019 - Opening of New Facility Will Also Mark the Introduction of Canopy Growth's Tweed Brand to the U.S.

# CANNABINOID-BASED MEDICAL THERAPIES - BEGIN WITH CLINICAL RESEARCH

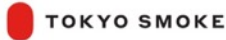


60 HUMAN HEALTH CLINICAL TRIALS INCLUDING PHASE IIB SLEEP, PAIN, ANXIETY AND PHASE III SPASTICITY/MULTIPLE SCLEROSIS<sup>1</sup>

4 ANIMAL HEALTH CLINICAL TRIALS INCLUDING COMPANION ANIMAL ANXIETY<sup>1</sup>

3 PHARMACOKINETICS, DOSAGE & SAFETY TRIALS<sup>1</sup>

AFFILLIATE AND PARTNER RESEARCH PROGRAMS (OPIOD-SPARING, SMOKING CESSATION, CONCUSSION TREATMENT)



1) Completed, ongoing or in planning

# THINK CANNABINOIDS AS AN INGREDIENT IN CONSUMER PRODUCTS



Beverage Alcohol

Athletic Drinks

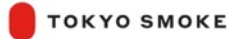
Health & Wellness Products

Animal Health Products

Sleep Aids

Pain Relief Therapies

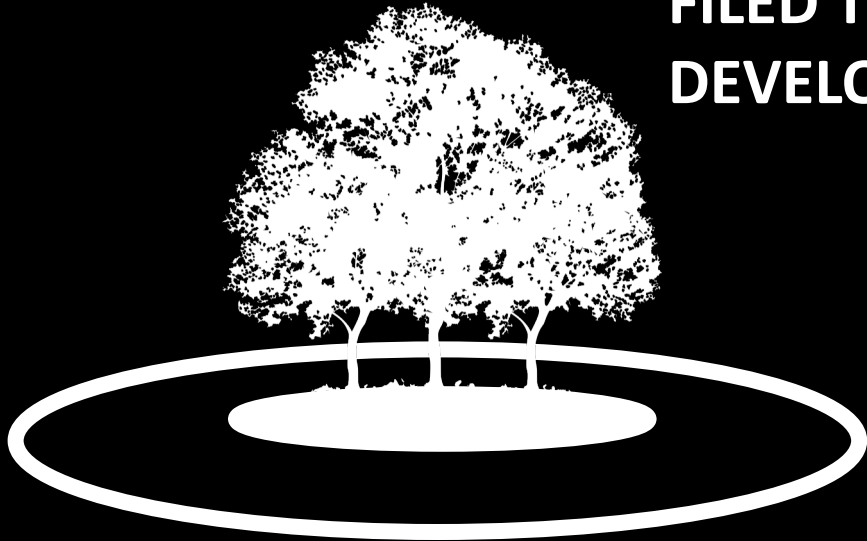
Anxiety Relief



Sleep Aids: USD\$ 90B by 2025, Source – Brand Essence Research  
Animal Health: USD\$ 70B in 2026, Source – Reports and Data  
Pain Relief: USD\$ 77B by 2023, Source - Allied Market Research  
Anxiety Disorders Treatment: USD\$ 18.2B by 2025, Source - Analyst View Market Insights  
Wellness: USD\$ 4.2T in 2017, Source - The Global Wellness Institute  
Sports Drink: USD\$ 30B by 2024, Source – Mordor Intelligence

# DIGGING OUR ECONOMIC MOAT

**130+ PATENTS, 350+ PATENT APPLICATIONS  
FILED TO DATE, MANY MORE UNDER  
DEVELOPMENT**



- Cannabis-based beverage production
- Cannabis-based therapeutics
- Device & delivery technologies
- Large-scale cannabis processing
- Cannabis plant genetics
- Broad geographic coverage





# CANADA

Positive Quarterly  
Adjusted EBITDA  
by Q4 FY21<sup>1</sup>



# CORPORATE

40% Gross Margins by Q4 FY20

Positive Quarterly Adjusted  
EBITDA by Q4 FY22<sup>2</sup>

Net Income Positive  
Medium-Term (3 to 5 years)



1) Canadian operations, ex all international market related operating expenses, to deliver Positive Adjusted EBITDA on a quarterly basis by the quarter ended March 31, 2021

2) Consolidated corporate operations to deliver Positive Adjusted EBITDA on a quarterly basis by the quarter ended March 31, 2022

# MANAGEMENT TEAM



**David Klein**  
CEO

**Rade Kovacevic**  
President

**Mike Lee**  
EVP & CFO

**Dr. Mark Ware**  
Chief Medical Officer





# MANAGEMENT TEAM



**Amanda Daley**  
VP, Canada Medical

**Hilary Black**  
Chief Advocacy Officer

**Peter Popplewell**  
Chief Technology Officer

**Amy Wasserman**  
VP, Marketing USA

# THANK YOU

