



BARCLAYS GLOBAL CONSUMER STAPLES CONFERENCE

Virtual, September 8, 2021



CANOPY GROWTH
UNLEASHING THE POWER OF CANNABIS



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KEY TAKEAWAYS

- ▷ **SIGNIFICANT PROGRESS MADE DURING THE PAST 18 MONTHS**
- ▷ **MOMENTUM BUILDING ACROSS KEY BUSINESSES; FY2022 EXPECTED TO BE BACK-HALF WEIGHTED**
- ▷ **SIGNIFICANT ADVANTAGES ALREADY ESTABLISHED IN THE U.S.**
- ▷ **FURTHER ADVANCING OUR U.S. STRATEGY AHEAD OF POTENTIAL CANNABIS REFORM**
- ▷ **CANNABIS REFORM NEEDS TO INCLUDE SOCIAL JUSTICE AND SOCIAL EQUITY COMMITMENTS**



REFLECTING ON THE PAST 18 MONTHS

FY2020

15 MARKETS

11 CANADIAN FACILITIES

Q1 FY2020 SG&A
135% OF SALES

Q1 FY2020 CAPEX \$212M



FY2022

3 CORE MARKETS

4 CANADIAN FACILITIES

Q1 FY2022 SG&A
68% OF SALES

Q1 FY2022 CAPEX \$20M



ACCELERATING INNOVATION PIPELINE

Insights-driven, differentiated new products that delight consumers

DESIRED EFFECTS
&
MOOD MANAGEMENT

HIGHER THC
SINGLE STRAIN
GENETICS

PACKAGING
&
DEVICES

50+ new SKUs over the last 6 months
100+ new SKUs over the remainder of FY2022





A SIGNIFICANT GROWTH OPPORTUNITY

With a strong foundation in place, Canopy intends to win in our current core markets while we prepare to capitalize on the U.S. THC market upon federal permissibility

Estimated 2023 Market Potential¹

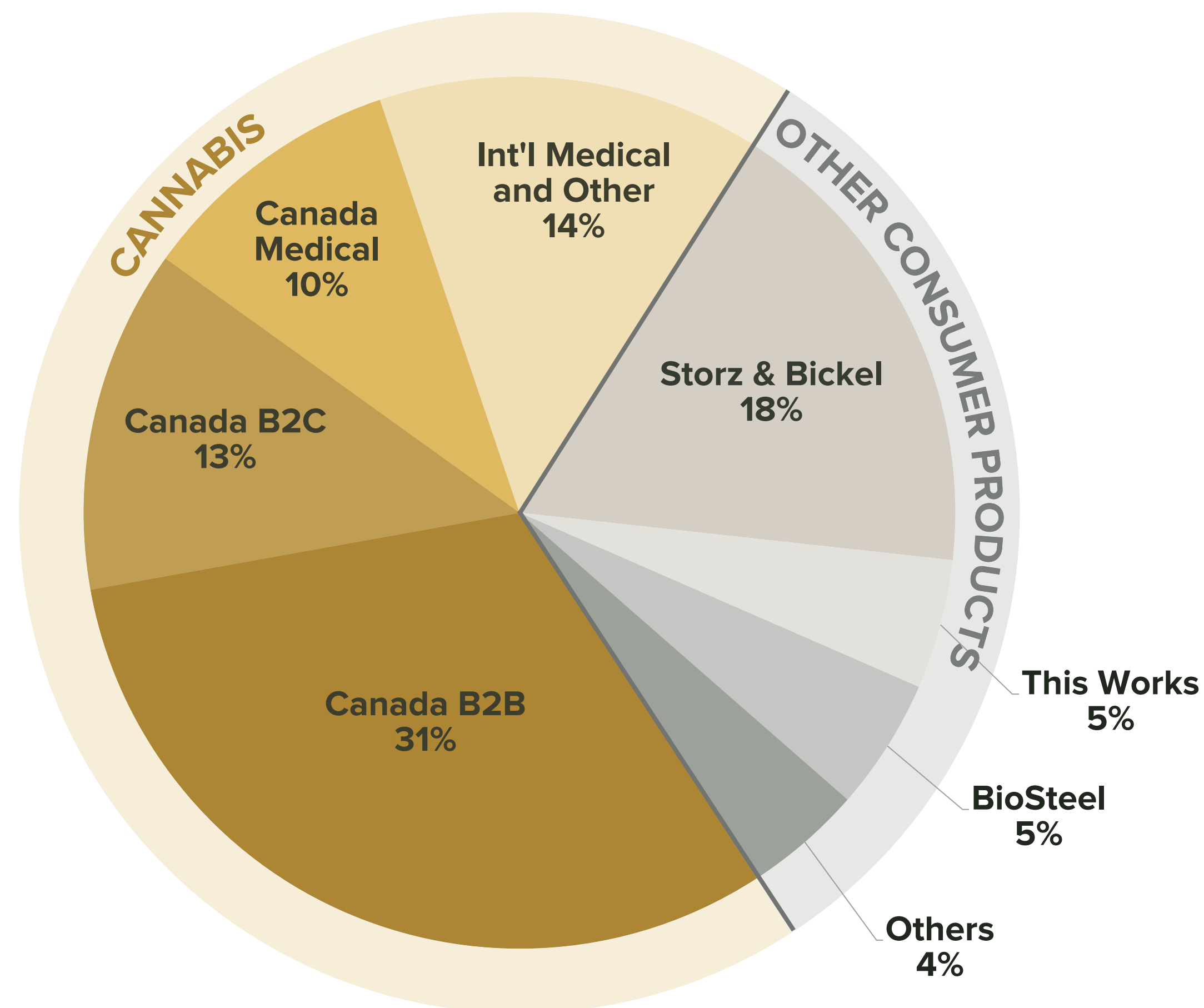


1. CGC Internal estimates, Transparency Market Research, IRI; Currency in CAD



OUR BUSINESSES ARE ALREADY DELIVERING STRONG GROWTH

Q1 FY2022 Net Revenue



CANADA REC

+36% YOY

STORZ & BICKEL

+41% YOY

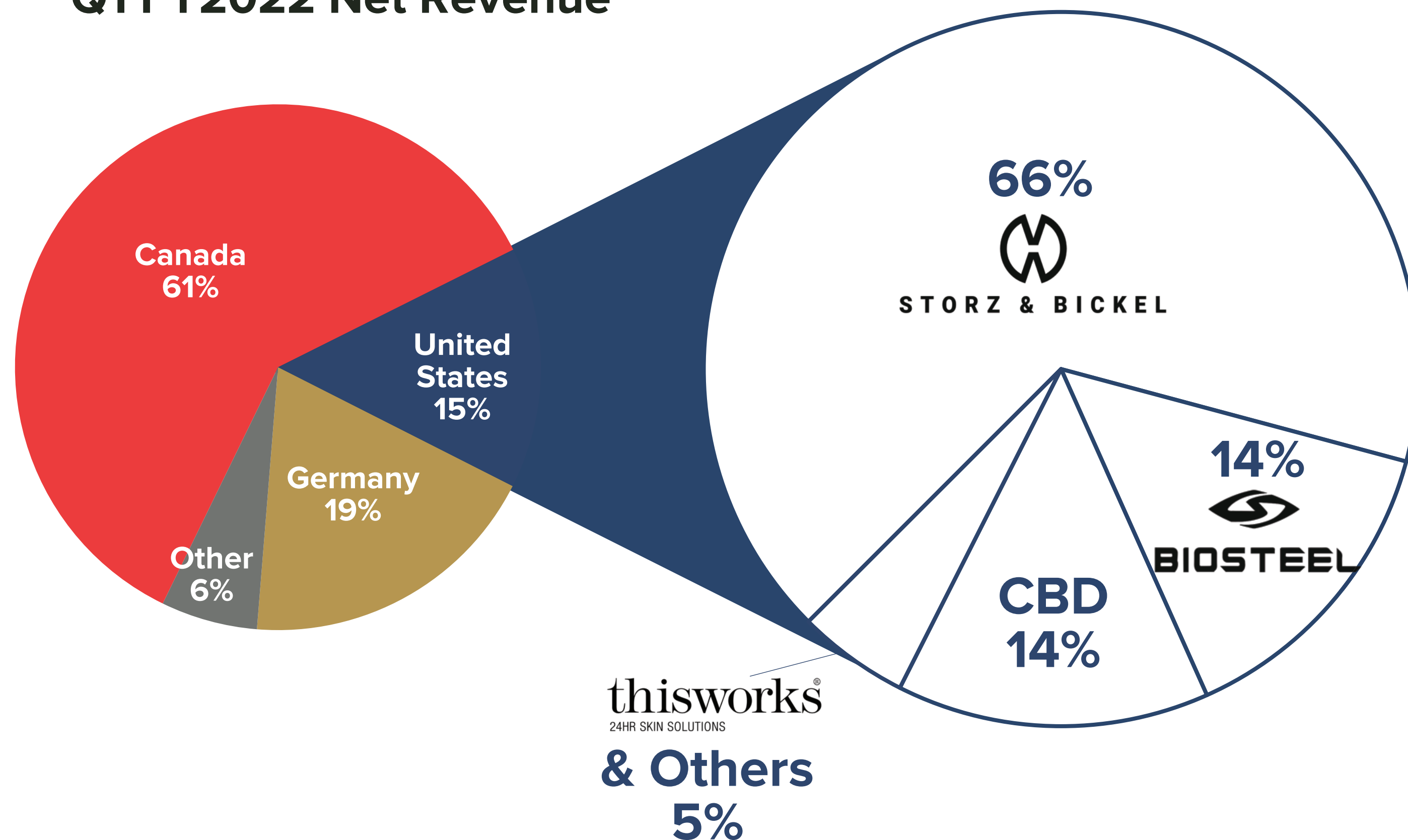
BIOSTEEL

+179% YOY



THE U.S. IS A CORE PILLAR OF OUR GROWTH STRATEGY

Q1 FY2022 Net Revenue¹



U.S. now
accounts for
15% of total
sales, up 91%
year-over-year
in Q1 FY2021

1. Based on location of legal entities
*Figures may not add up to 100%, due to rounding



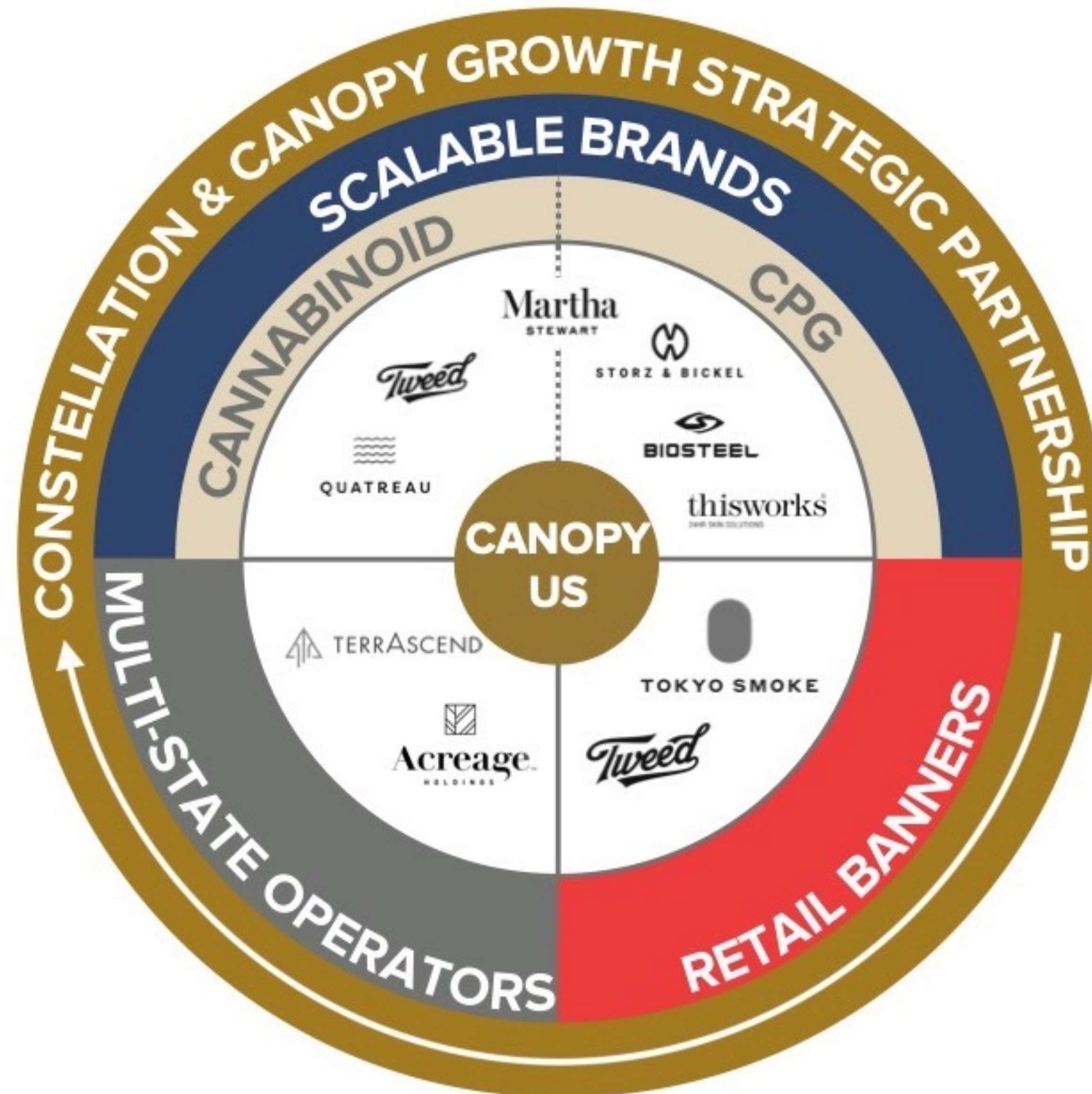
OUR U.S. ECOSYSTEM

Invest in Scalable Brands

- **Create new CBD** brands to meet consumer needs and desires
- Lead **route-to-market** and **portfolio development** with CPG brands
- **Bring our THC brands into the U.S.** market through Multi-State Operator (“MSO”) licensing or hemp-derived CBD extensions

U.S. MSO Relationships

- **Positioned for an accelerated entry into U.S. THC** through existing relationships with Acreage & TerrAscend
- **Path to deploy Canopy’s IP** into the U.S. to build brand awareness and association



Constellation Brands

- **Investment grade balance sheet strength** and access to banking
- Leverage Constellation’s **powerful distributor network and key account relationships**
- **Sharing of best practices** across Insights, R&D, and Operations
- **Government Relations and Legal teams’ joint engagement** with officials

Retail Banners

- Tokyo Smoke and Tweed retail store banners to **build brand awareness**
- **Innovation testing ground**
- **Collection of sales data** to drive Insights & Innovation



OUR ADVANTAGES IN THE U.S.

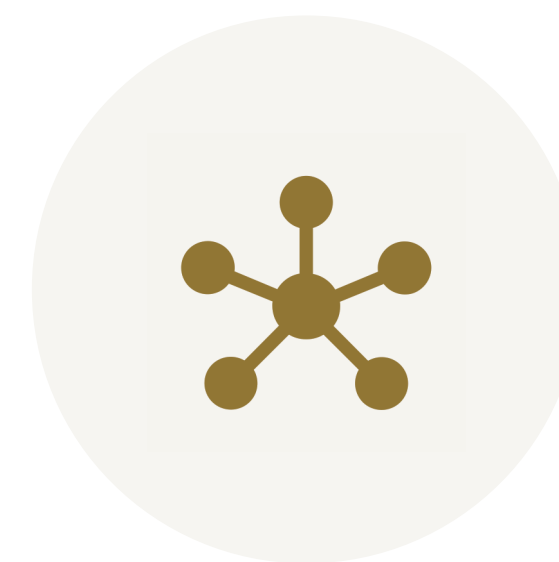
We already have significant established advantages in the U.S. today



SCALABLE BRANDS



INSIGHTS



ROUTES-TO-MARKET



ABILITY TO INVEST



BUILDING SCALABLE CBD BRANDS IN THE U.S.

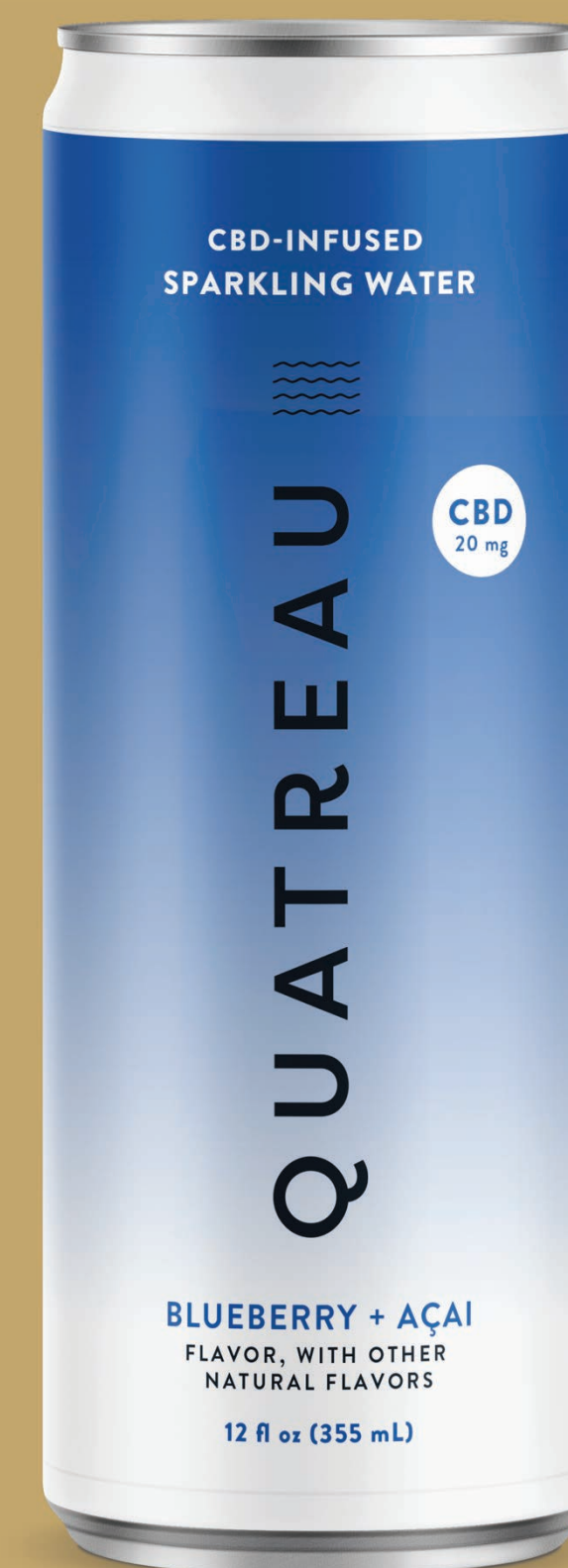
MARTHA STEWART CBD

Launched September 2020
Now the #3 CBD Gummies Brand
in the U.S.¹

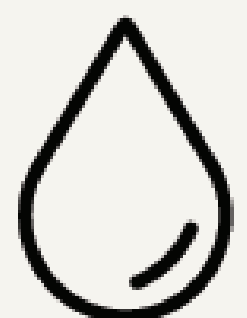
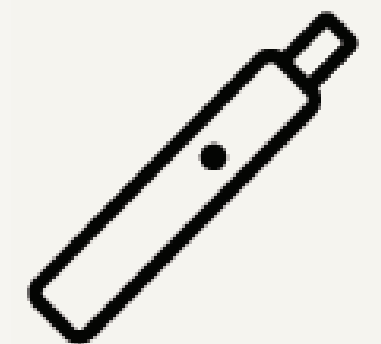


QUATREAU

Quatreau
Ready-to-Drink
CBD Beverages
The first U.S. CBD
beverage brand to
sign with a major
beverage distributor,
Southern Glazer's
Wine & Spirit



MORE TO COME

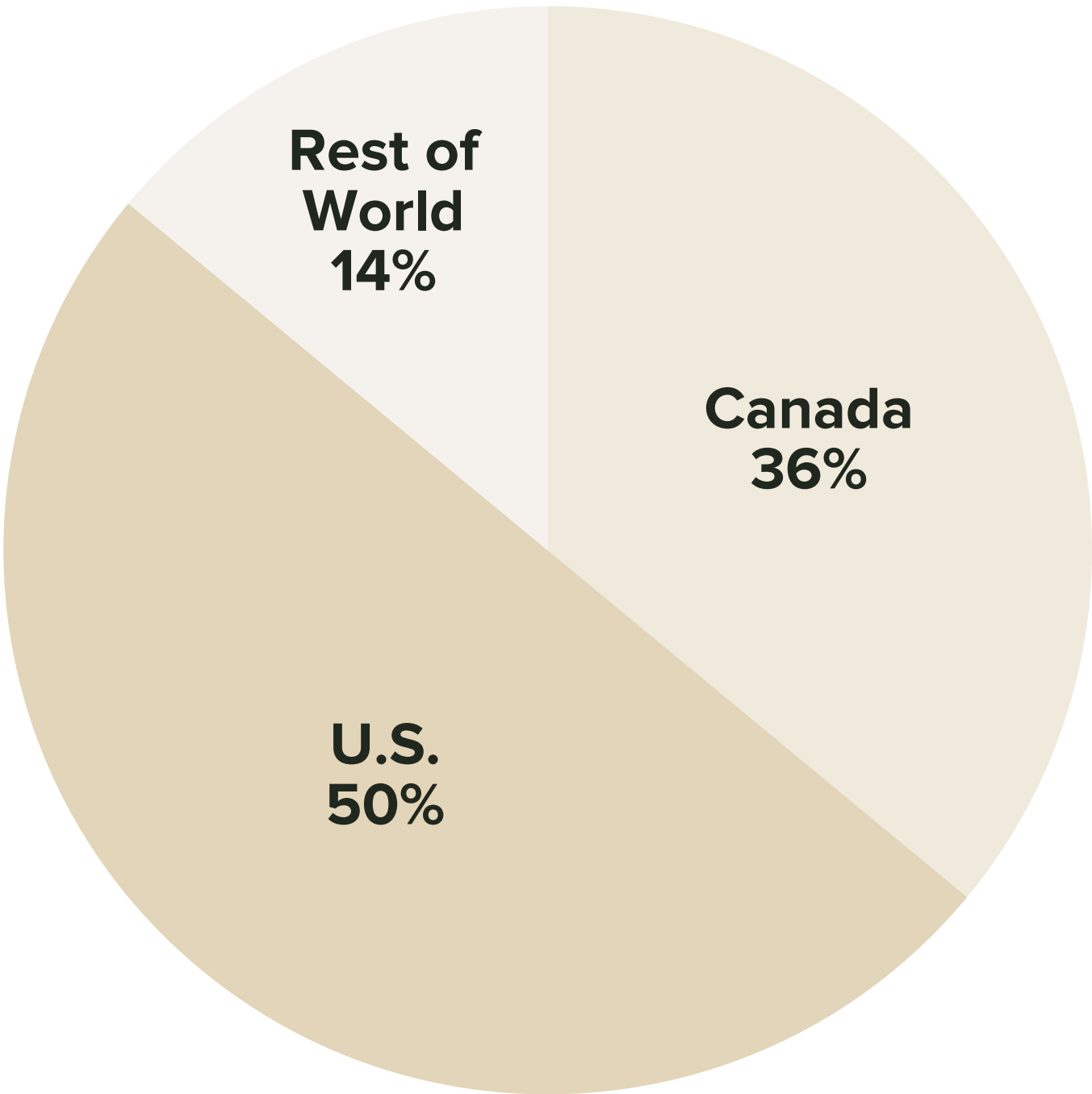


1. IRI data, 12 Weeks Ended August 8, 2021, by unit sales



BIOSTEEL: CLEAN. HEALTHY. HYDRATION

Q1 FY2022 Sales by Region¹



7TH HIGHEST
SELLING
SPORTS DRINK
BRAND WITH
5% ACV²



NOW THE OFFICIAL
SPORTS DRINK OF THE
LOS ANGELES LAKERS

1. Q1 FY2022 Net Revenue; Based on location of sales
2. IRI data, 12 Weeks Ended August 8, 2021

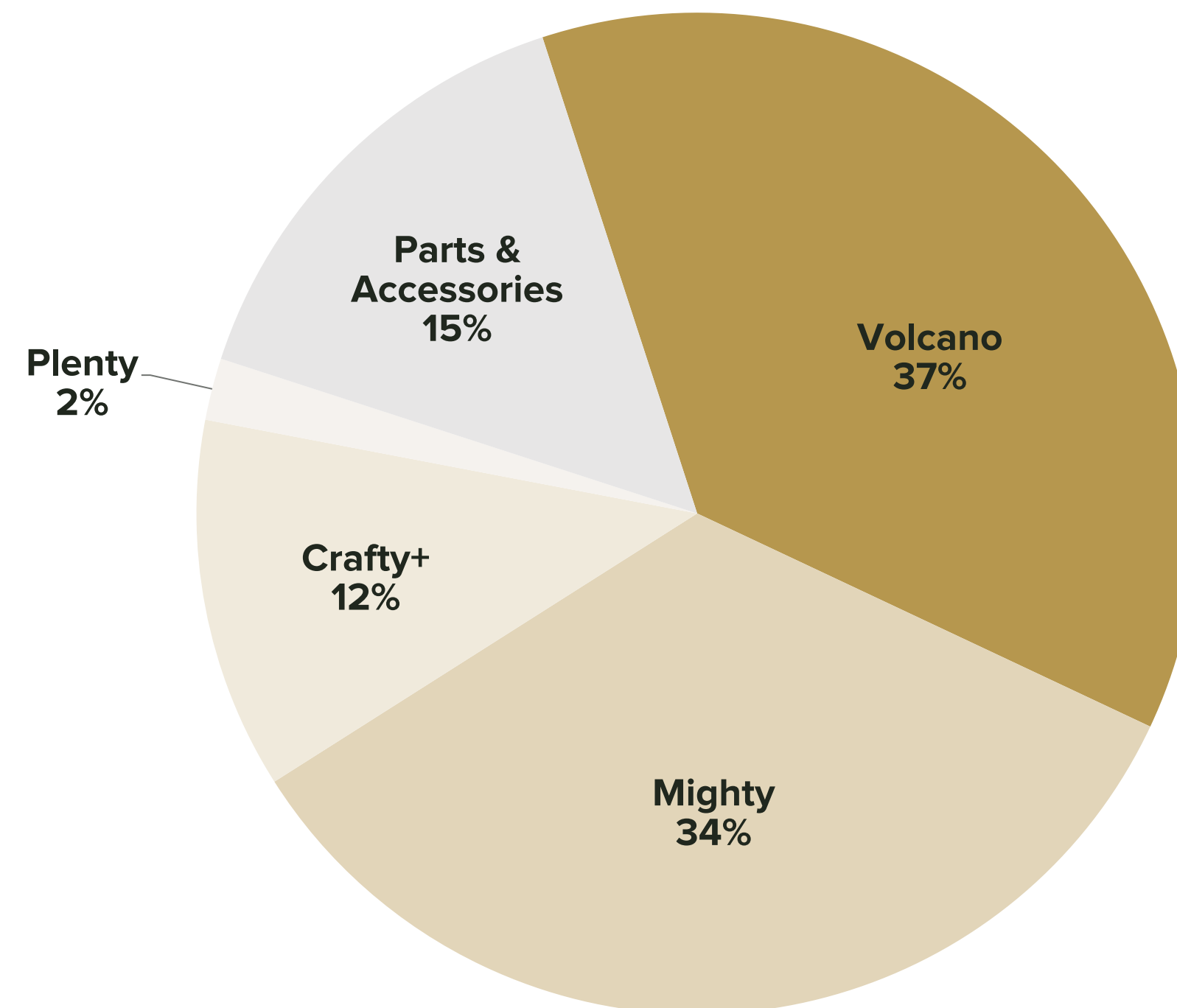


STORZ & BICKEL: BEST-IN-CLASS VAPORIZER

+41% YEAR-ON-YEAR
SALES GROWTH

SALES MIX¹
U.S. **52%**
REST OF WORLD **48%**

Q1 FY2022 Sales by Product

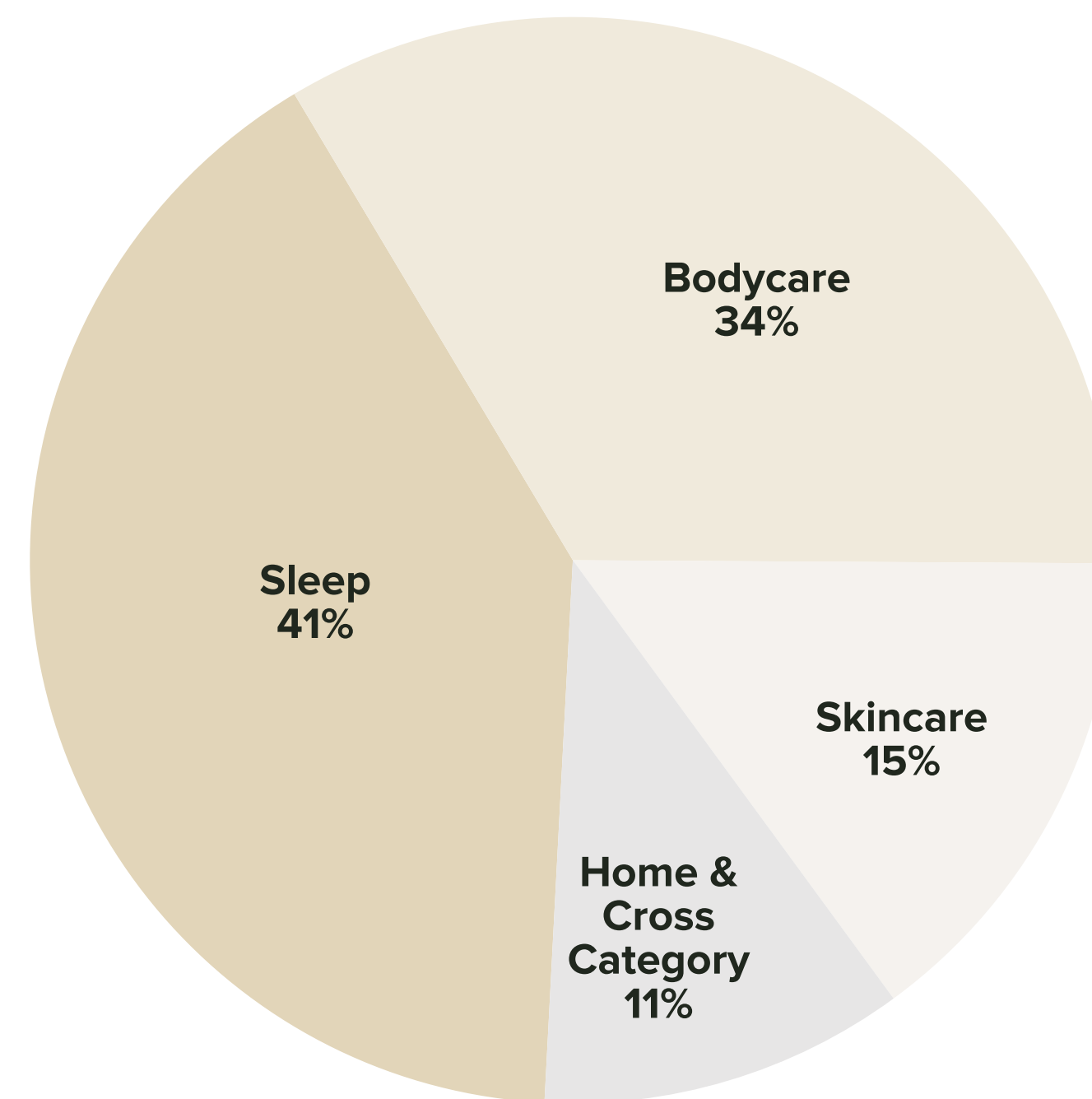




THIS WORKS: ON-TREND SLEEP SOLUTIONS & SKINCARE



Q1 FY2022 Sales by Category¹



SOLD IN
59 COUNTRIES

SALES MIX¹
U.S. **23%**
REST OF WORLD **77%**

1. Figures may not add up to 100%, due to rounding
2. Q1 FY2022 Net Revenue; Based on location of sales



CPG BRANDS CAN EXTEND TO CANNABIS

CBD Line Extensions with This Works and BioSteel

Potential to Expand into U.S. THC upon Federal Permissibility





CANOPY'S INSIGHTS PROVIDE A UNIQUE LENS FOR UNDERSTANDING CANNABIS CONSUMERS



KEY INSIGHTS:

Claimed vs. realized drivers of consumer satisfaction across key product attributes

Substantial gap in CBD edible product offerings, driven by unappealing flavors

Unmet sensory and flavor expectations, and core drivers of purchase intent

RESULT:

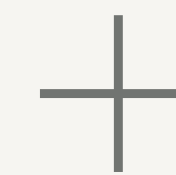
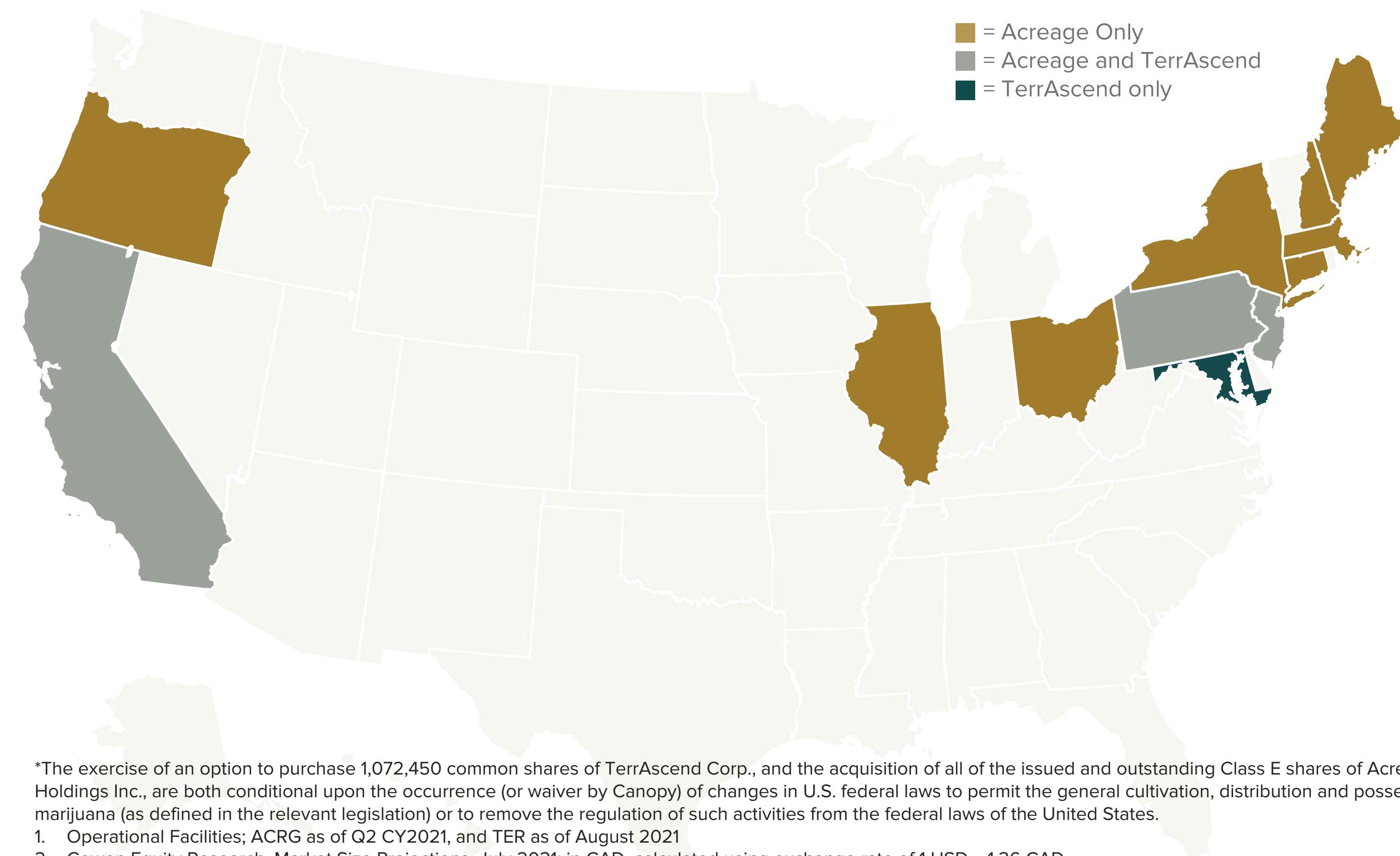
Refreshed approach to packaging, lineage naming, budtender engagement, and more

Martha Stewart CBD is now the #3 CBD Gummies Brand in the U.S.¹

First U.S. CBD beverage brand to sign with largest U.S. wine & spirits distributor



ACCESS TO IMMEDIATE ROUTES-TO-MARKET UPON FEDERAL PERMISSIBILITY*



12 STATES¹

43 DISPENSARIES¹

13 CULTIVATION & PRODUCTION
FACILITIES¹

\$21B+ 2023 MARKET SIZE²

*The exercise of an option to purchase 1,072,450 common shares of TerrAscend Corp., and the acquisition of all of the issued and outstanding Class E shares of Acreage Holdings Inc., are both conditional upon the occurrence (or waiver by Canopy) of changes in U.S. federal laws to permit the general cultivation, distribution and possession of marijuana (as defined in the relevant legislation) or to remove the regulation of such activities from the federal laws of the United States.

1. Operational Facilities; ACRG as of Q2 CY2021, and TER as of August 2021

2. Cowen Equity Research, Market Size Projections, July 2021; in CAD, calculated using exchange rate of 1 USD = 1.26 CAD



A SCALED MULTI-STATE ROUTE-TO-MARKET READY FOR LEGALIZATION

Canopy has already leveraged Constellation's distributor relationships to fuel our U.S. non-THC business with more to tap into in a world post federal permissibility



Distributors



Mainstream Retail



eCommerce Players and Platforms



SHOP CANOPY



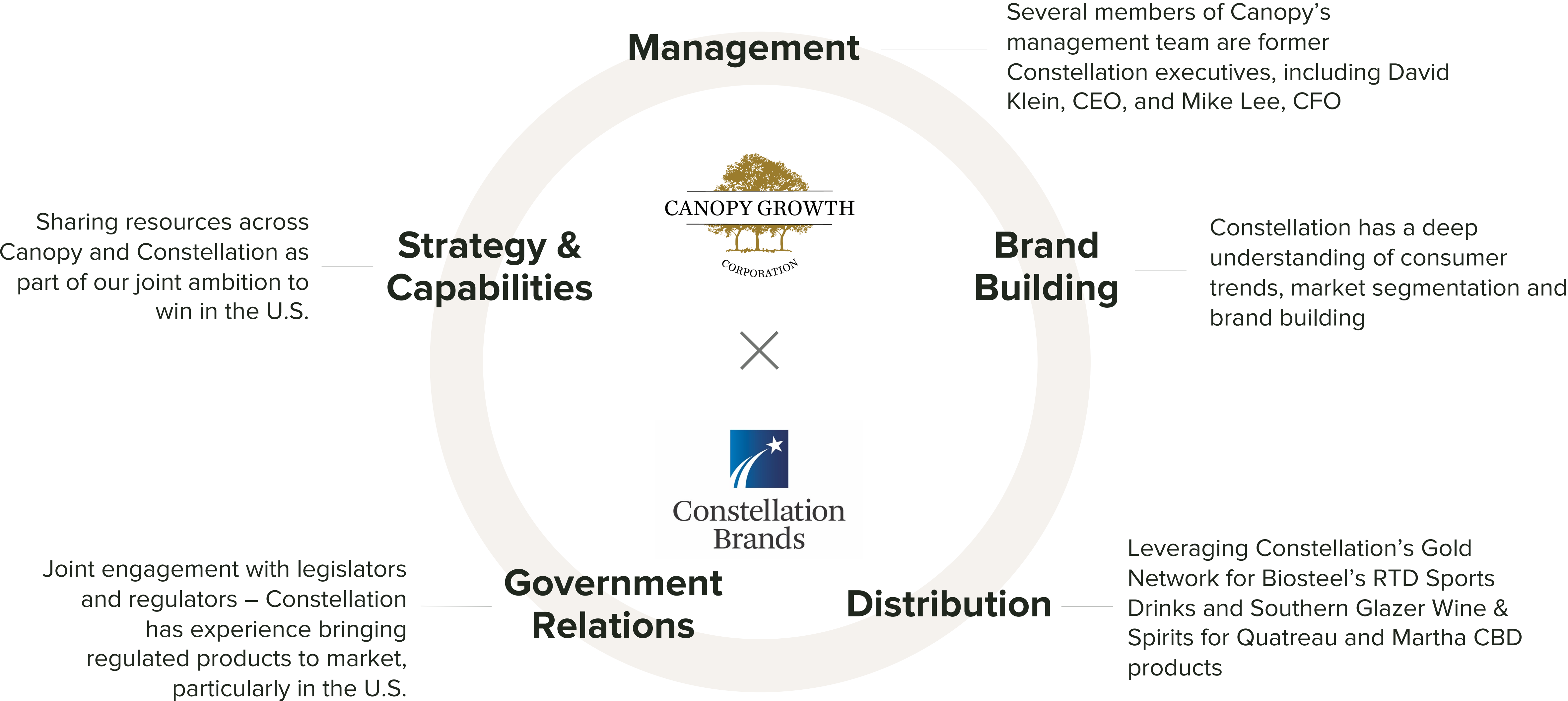
On Premise and Travel



AMERICAN EXPRESS
The Centurion® Lounge



LEVERAGING CONSTELLATION BRANDS RELATIONSHIP





OUR ABILITY TO INVEST IS UNRIVALED

Q1 FY2022 CASH ON HAND



CAD \$2.1 billion
of cash available
for strategic
deployment

We're not waiting.
Actively pursuing
legally permissible
investments to
increase exposure in
the U.S. THC market



OPPORTUNITIES FOR CANNABIS REFORM

OVERWHELMING PUBLIC SUPPORT FOR CANNABIS LEGALIZATION

- **91%** of Americans want cannabis legalized for at least medical purposes, and **2/3** of those would like it legalized for recreational use as well¹
- Nearly **2 out of 3 Americans** already have legal cannabis access – 37 medical-use states, 18 (+DC) adult-use states
- **7 states** have legalized adult-use since November 2020

FAVORABLE REGULATORY MOMENTUM

- **Cannabis Opportunity and Administration Act** draft bill introduced by Senators Booker, Wyden & Schumer
- **H.R. 841** and **S. 1698** could be a significant regulatory unlock for the CBD products in the U.S.
- **AB 45** would allow the California Department of Public Health to oversee the regulated market for hemp-derived food, beverages, and dietary supplements



IMPORTANCE OF SOCIAL JUSTICE & SOCIAL EQUITY ACTION

At Canopy Growth, we believe legalization should not happen without serious commitments to social justice and social equity.

2019 U.S. ARRESTS¹



PARTNERSHIP WITH NATIONAL EXPUNGEMENT WORKS

WRAP-AROUND SERVICES¹ + RECORD CLEARING
=

INTERRUPTING THE CYCLE OF RECIDIVISM

TAKEAWAYS FROM N.E.W. IMPACT REPORT 2021

200

People Cleared
or Reduced
Court
Fees/Fines

663

People Started
Process of
Expunging or
Sealing Their
Record

3,996

People
Received
Services of
Some Kind



We continue to grow and expand
our partnership with N.E.W.



1. Housing support, financial literacy, brake light clinics etc.



SIGNIFICANT VALUE CREATION OPPORTUNITY

- ▷ **OUTSIZED MARKET GROWTH POTENTIAL ACROSS CANADA, U.S. AND GERMANY OVER THE NEXT SEVERAL YEARS**
- ▷ **MARKET SHARE GROWTH IN CANADA TO BE DRIVEN BY IMPROVED SUPPLY ATTAINMENT, DISTRIBUTION GAINS AND NEW PRODUCT LAUNCHES**
- ▷ **U.S. CBD AND CPG PRODUCTS POISED FOR SIGNIFICANT DISTRIBUTION RAMP**
- ▷ **MARGIN EXPANSION EXPECTED TO BE DRIVEN BY SCALING UP REVENUE, IMPROVED PRICE/MIX AND COST DISCIPLINE**
- ▷ **EXPECT TO FLEX OUR BALANCE SHEET TO FURTHER INCREASE OUR U.S. THC EXPOSURE VIA M&A AND STRATEGIC INVESTMENTS**

A person wearing white gloves is harvesting cannabis plants in a greenhouse. The plants are green and have small, developing buds. The person is using a pair of scissors to cut the plants. The background shows the structure of the greenhouse and other plants.

Q & A



THANK YOU