



OCTOBER 2018

Life better lived.

EMBLEM CORP. | TSXV: EMC



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OUR WINNING FORMULA:
+ PRODUCT INNOVATION
+ BRAND RELEVANCE
+ DISTRIBUTION

Emblem

DIVERSE AND EXPERIENCED LEADERSHIP TEAM



NICK DEAN

PRESIDENT & CEO



- Joined in October 2017 and thereafter assumed the role of CEO
- Nick was the President & CEO of KBS Canada, a fully integrated and award-winning creative advertising agency with offices in Toronto and Montreal
- Nick earned his MBA from the Richard Ivey School of Business

JOHN STEWART

PRESIDENT, EMBLEM MEDICAL



- Joined in 2015 following an investment in Emblem
- John is the former President and CEO of Purdue Pharma Canada (1991-2006) and Purdue Pharma USA (2007-2013), one of the largest privately-held pharmaceutical companies in the world
- John earned his BSc in Biology/Psychology at Bishops University

ALEX STOJANOVIC

CHIEF FINANCIAL OFFICER



- Joined as Director of Finance in August 2017
- Alex held several senior finance positions in Barrick Gold Corporation and Teranga Gold Corporation
- He holds a Bachelor of Commerce degree from Western University and is a CPA as well as a CFA charter holder

ADAM SAPERIA

CHIEF STRATEGY OFFICER



- Joined in 2014, stepping into the role of President of GrowWise Health, Education
- Adam was the Director of Operations at the Northern FN Health Care Services
- He holds an MBA from the Schulich School of Business

MARIA GUEST

CHIEF MARKETING OFFICER



- Joined in April 2018
- Maria held the role of Senior Director of Marketing, Premium Light and High-End Brands at Labatt for which she was responsible for a portfolio of marquee brands
- Maria received her Bachelor of Commerce from the University of British Columbia

KIM HERRILL

VP, MEDICAL MARKETING



- Joined in April 2018 to lead medical marketing
- Kim spent the last 13 years in commercial and medical roles at a major pharmaceutical company in Canada
- She is a member of the College of Nurses of Ontario and was a Associate Professor in the Faculty of Health Sciences at Western University



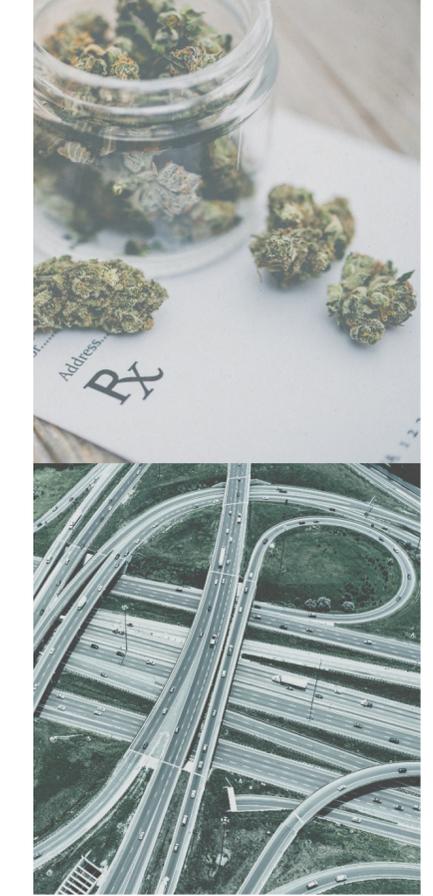
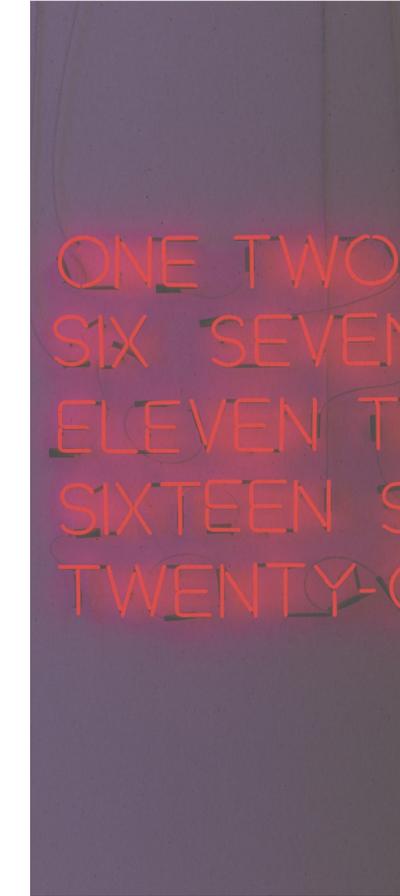
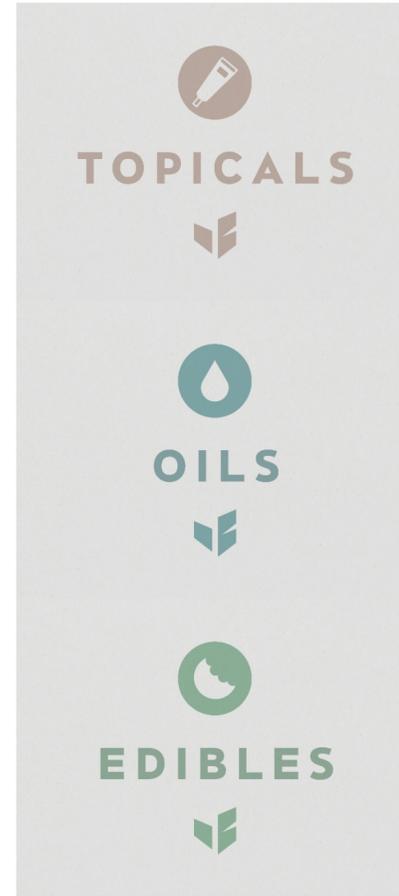
THE FUTURE OF SHAREHOLDER VALUE



THE PAST:
Commoditization, over supply
and lower margins



THE FUTURE:
Higher-margin, value-add products
Creating product demand through a strategic, targeted and focused approach to patient/customer acquisition



“Investing in large-scale cannabis cultivation today is like playing the end of alcohol prohibition by buying a hop farm. What investors should be more focused on is controlling brands and the distribution points for those brands.” — Forbes, April 25, 2018

CORE BUSINESS DIVISIONS



MEDICAL

PATIENT ACQUISITION / PRODUCT INNOVATION

ADULT-USE

HOUSE OF BRANDS / PRODUCT LEADERSHIP

INTERNATIONAL

GMP CERTIFICATION / GERMANY & THE EU



INDUSTRY'S LARGEST LP-TO-LP SUPPLY AGREEMENT WITH APHRIA



175,000 KG EQUIVALENT OVER 5 YEARS

25,000 KG IN YEAR ONE

ALLOWS EMBLEM TO FOCUS RESOURCES ON CORE COMPETENCIES: INNOVATION + BRANDING + DISTRIBUTION

Supply

Processing & Formulation

Product Innovation

House of Brands

Marketing & Exposure

Distribution



PARIS ONTARIO LABORATORY EXPANSION



- Fully-funded 30,000 sq. ft. state-of-the-art building
- 5,000 sq. ft. formulation and analytical services laboratory built to GMP¹ standards for international export
- Production of oils and derivative products
- Formulation development, manufacturing and packaging
- Product development with partners
- Online Q1 2019¹



1. The Company expects to apply for and receives GMP certification in 2019, subject to regulatory approvals.

Supply

Processing & Formulation

Product Innovation

House of Brands

Marketing & Exposure

Distribution

PRODUCT INNOVATION



4 OILS LAUNCHED

~ 100% MARK-UP OVER DRIED FLOWER
30 & 60 ML BOTTLES AVAILABLE
PENDING:

ADDITIONAL BLENDED OILS
PROPRIETARY WHOLE STRAIN EXTRACT OILS

45%

OF TOTAL PATIENT SALES



OIL-FILLED CANNABIS CAPSULES LAUNCHING Q4 2018*

2.5, 5.0 AND 10.0 mg STRENGTHS



*Pending Health Canada approval.

Supply

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Product Innovation

House of Brands

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Distribution

STRATEGIC PARTNERSHIPS



CANNABIS-OIL ORAL SPRAY

PROPRIETARY NOVEL FORMULATION

METERED DOSAGE

LAUNCHED SEPTEMBER 13 2018

LICENSING AGREEMENT



SUSTAINED RELEASE ORAL TABLETS LAUNCHING 2019*

EXCLUSIVE LICENSE



*Pending Health Canada approval.



ADULT-USE STRATEGY

It's a brave new world.

Get curious.



The Symbi logo consists of a white slanted bar above the word "symbi" in a lowercase, sans-serif font, followed by a trademark symbol (TM).



Cultivation

Processing & Formulation

Product Innovation

House of Brands

Marketing & Exposure

Distribution



FIRST OF IT'S KIND CBD INFUSED CPG PARTNERSHIP

**GREEN
SPACE
BRANDS**

5-YEAR EXCLUSIVE CBD SUPPLY AGREEMENT WITH
EMBLEM

INCLUDES:

- 4% ROYALTY ON HEMP-BASED PRODUCT SALES
- 7% ROYALTY ON CANNABIS-BASED SALES

PRODUCTS LABELED “POWERED BY EMBLEM”

DISTRIBUTED THROUGH GREENSPACE’S NETWORK
AND EMBLEM’S PRESENT AND FUTURE SUPPLY
AGREEMENTS



Supply

Processing & Formulation

Product Innovation

House of Brands

Marketing & Exposure

Distribution



+INNOVATION
+QUALITY
+BRAND STRENGTH
+CONSISTENCY



BEVERAGES



EDIBLES



VAPE PENS



TOPICALS

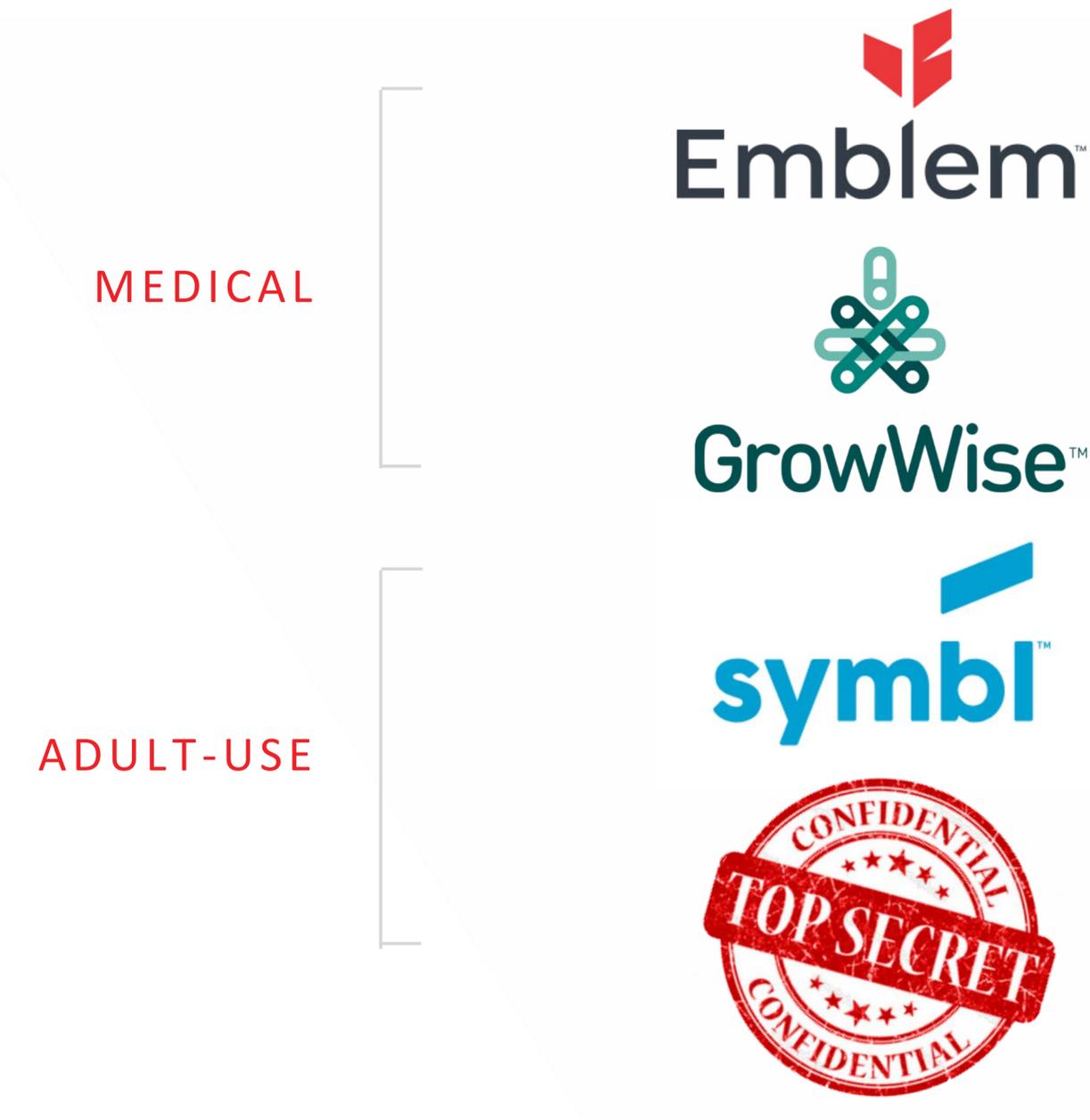


CONCENTRATES

*Pending Health Canada approval.



HOUSE OF BRANDS STRATEGY



NICK DEAN PRESIDENT & CEO

- As President & CEO of KBS Canada, from 2010 to 2017, he led the company through two mergers and a number of substantial client wins resulting in significant bottom and top-line growth



MARIA GUEST CHIEF MARKETING OFFICER

- A strong, collaborative leader with success in growing brands, launching innovative new ones, and creating meaningful connections with consumers



TIM ANDREWS CREATIVE DIRECTOR

- Previously Tim was a founder, partner and creative director at Slide Communications where he provided clients creative, strategy and design services
- Prior to Slide, he provided creative and strategic leadership through broadcast, print, digital and experiential projects for a variety of clients



PATIENT ACQUISITION THROUGH EDUCATION

PATIENT EDUCATION

Healthcare solution for physicians and patients that is currently lacking in the Canadian medical cannabis industry

PATIENT REFERRAL

Patients referred to **GrowWise** once prescription has been issued

GrowWise is a reliable and consistent source of patients for Emblem

PATIENT CARE

Nurses counsel patients on safety, strain selection, and assist patients with registering and placing orders with a licensed producer



Supply

Processing & Formulation

Product Innovation

House of Brands

Marketing & Exposure

Distribution



PATIENT ACQUISITION THROUGH EDUCATION

PATIENT ACQUISITION STRATEGY

GrowWise is one of Canada’s leading cannabis education service providers

GROWWISE EDUCATION CENTRES

FILLING THE ROLE OF THE PHARMACIST

- Embedded within already existing healthcare facilities where physicians authorize medical cannabis
- Patients meet with a GrowWise Educator who counsels the patient on safety, strain selection, and assists with registering and placing orders
- GrowWise patients have access to ongoing care and support from our Patient Care team – this program increases registrations, order rates and patient retention

PARTNER EDUCATION STRATEGY

GrowWise has partnered with post-secondary institutions, cannabis retailers, and pharmacy groups to provide expert advice and training

GROWWISE EDUCATION SERVICES

BEYOND THE CLINIC SETTING

- GrowWise has positioned themselves as an industry-leading, subject-matter expert
- First-of-its-kind partnership with Durham College provides Emblem with access to highly trained professionals for growing HR needs
- Go-to source for reliable cannabis education utilized by cannabis retailers such as Fire & Flower
- Expanded programs offered by GrowWise will serve as an ongoing income generating opportunity

Cultivation

Processing & Formulation

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LOI TO FORM 60/40 JV WITH ACNOS PHARMA GMBH TO
DISTRIBUTE CANNABIS OIL IN GERMANY

LARGEST MEDICAL CANNABIS MARKET IN THE WORLD WITH
82 MILLION PEOPLE + FEDERAL HEALTH INSURANCE
COVERAGE FOR MEDICAL CANNABIS

ACCESS APPROX. **20,000** PHARMACIES IN GERMANY

PREMIUM PRICING, HIGH MARGINS

FIRST SHIPMENT EXPECTED MID-2019



EXPANDING DISTRIBUTION IN CANADA AND INTERNATIONALLY



CANADA



2018: Shoppers Drug Mart, OCS, AGLC, Fire & Flower, Starbuds

INTERNATIONAL



2019: GMP Certified, Expansion Into Germany and Europe

Supply

Processing & Formulation

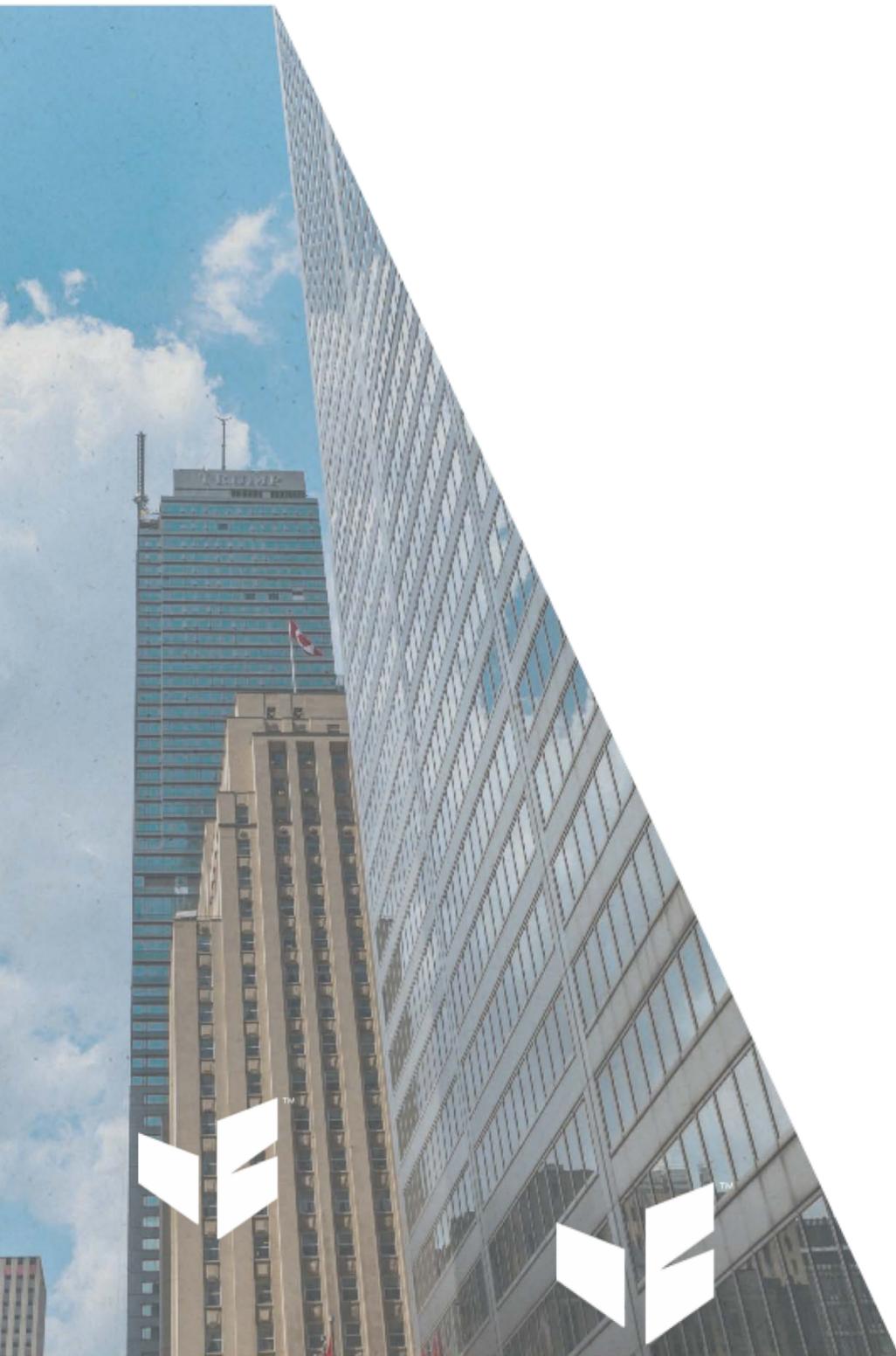
Product Innovation

House of Brands

Marketing & Exposure

Distribution

EMBLEM CORP



TICKER SYMBOL	TSXV:EMC
CASH BALANCE	C\$66.0MM (AS OF AUG 22-2018 MD&A)
SHARES OUTSTANDING (BASIC) ⁽¹⁾	122,919,719
MARKET CAPITALIZATION (BASIC) ⁽²⁾	C\$204.0MM
Q2 2018-OVER-Q1 2018 REVENUE GROWTH	18.1%
CURRENT PATIENT COUNT	~4,600
Q2 2018-OVER-Q1 2018 PATIENT GROWTH	36%
PRODUCTION FACILITY	PARIS, ONTARIO
LAND OWNERSHIP	83 ACRES
# OF EMPLOYEES	~100
CURRENT PRODUCTION CAPACITY	~5,000 kg*
YEAR-END 2019 CAPACITY TARGET	~30,000 kg*
INSIDER OWNERSHIP ⁽²⁾ (BASIC)	~14%

* Including Natura and Aphria supply agreements

1. As of October 1, 2018
 2. Based on the October 1, 2018 closing share price of \$1.66



We are Emblem. And this is just
the beginning.

Thank you.