



Our mission is to create the leading NASDAQ small-cap international cannabis company

NASDAQ: FLGC

September 2024

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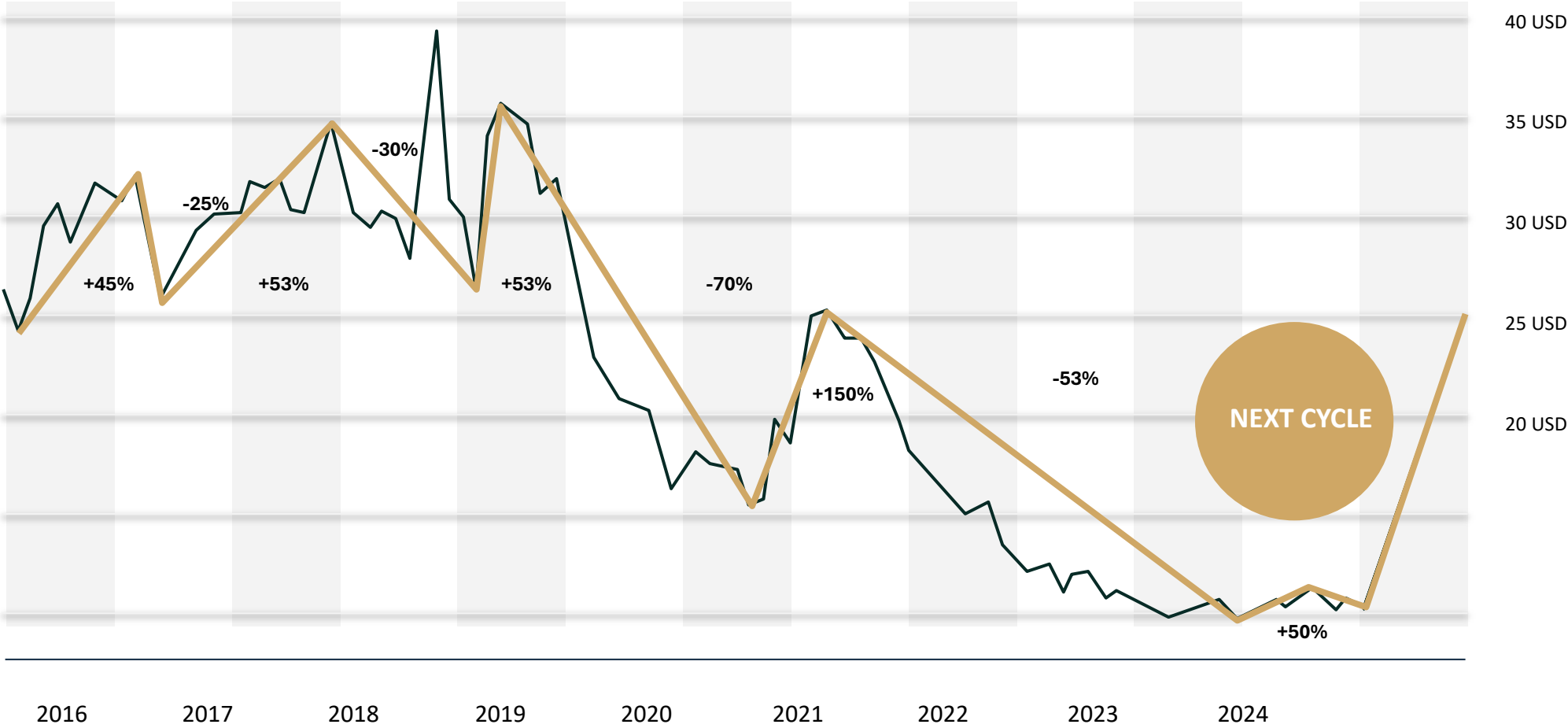
- A serial entrepreneur, financier and business executive
- **Chairman and CEO** of Flora Growth Corp. (NASDAQ: FLGC), a global player in consumer products and cannabis
- Arranged **over \$1 billion** in equity and debt financing, raised over **\$200 million** in the cannabis sector and has been in multiple successful exits
- Has been focused exclusively on the cannabis space since 2013, playing a pivotal role in the industry's evolution
- Chairman of the **U.S. Hemp Roundtable**

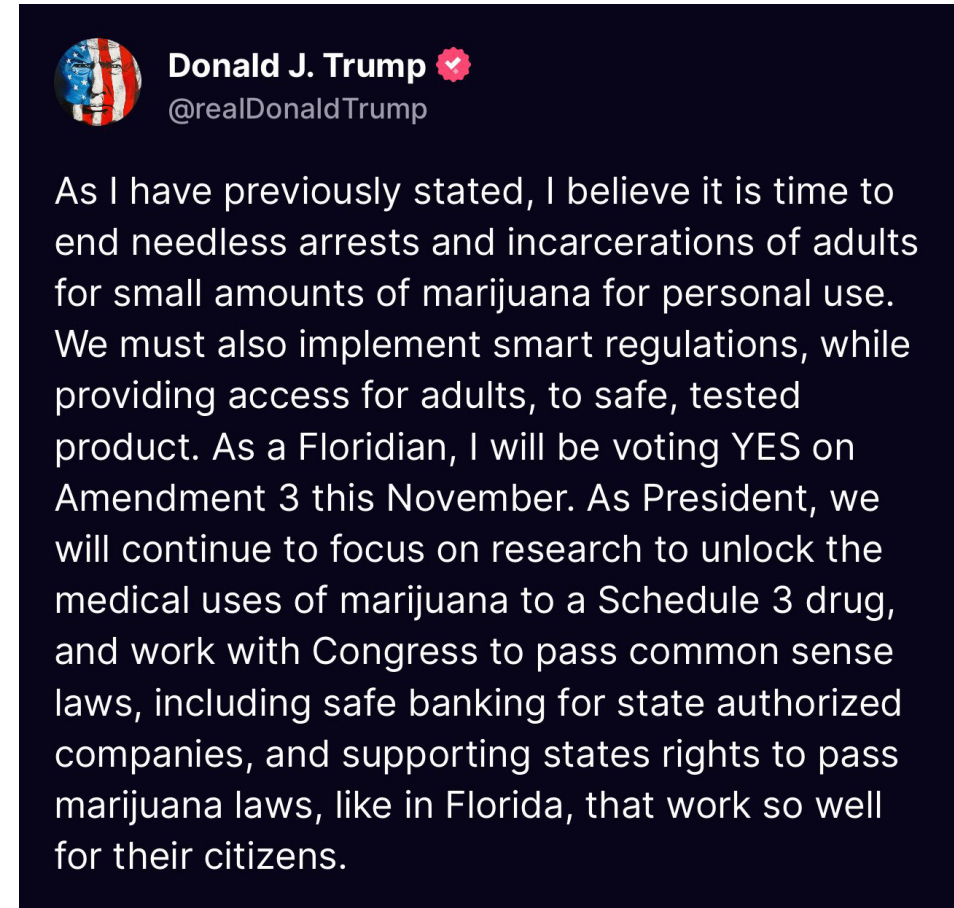
Ventures and Exits



Why invest in cannabis today?

Amplify Alternative Harvest ETF (MJ)



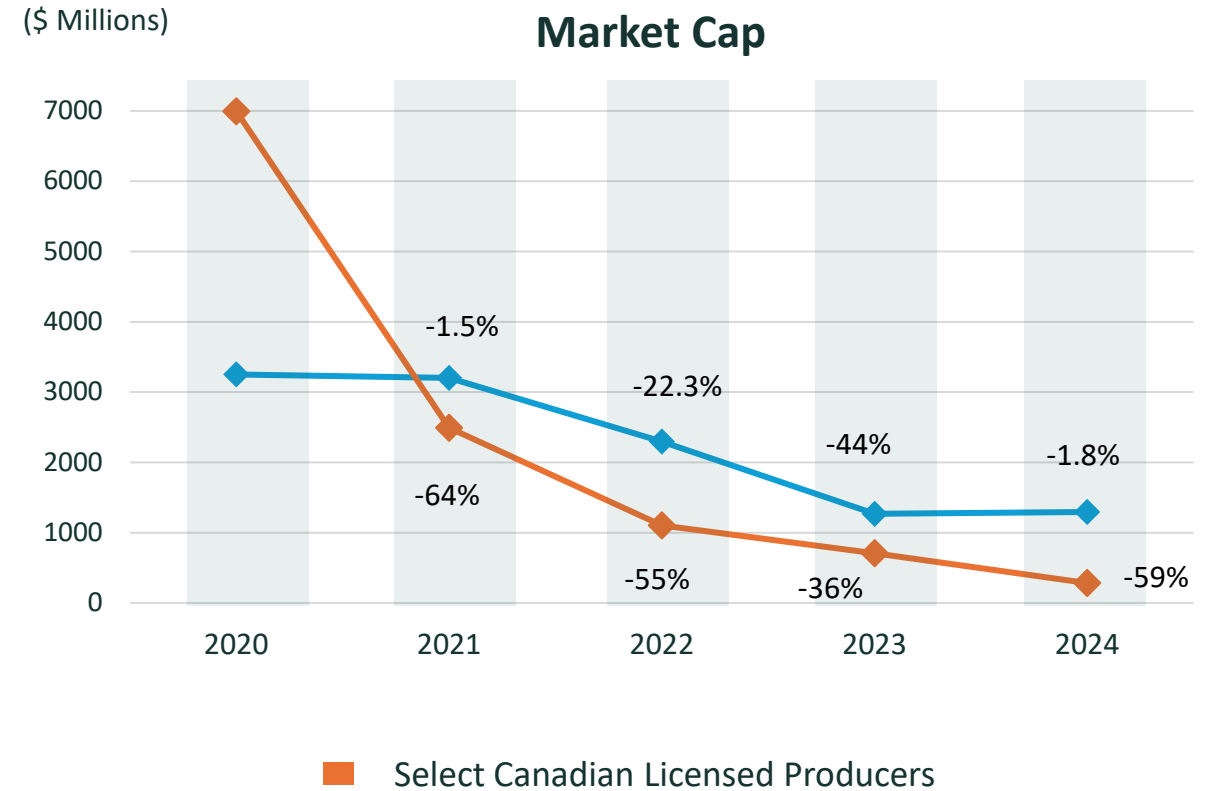
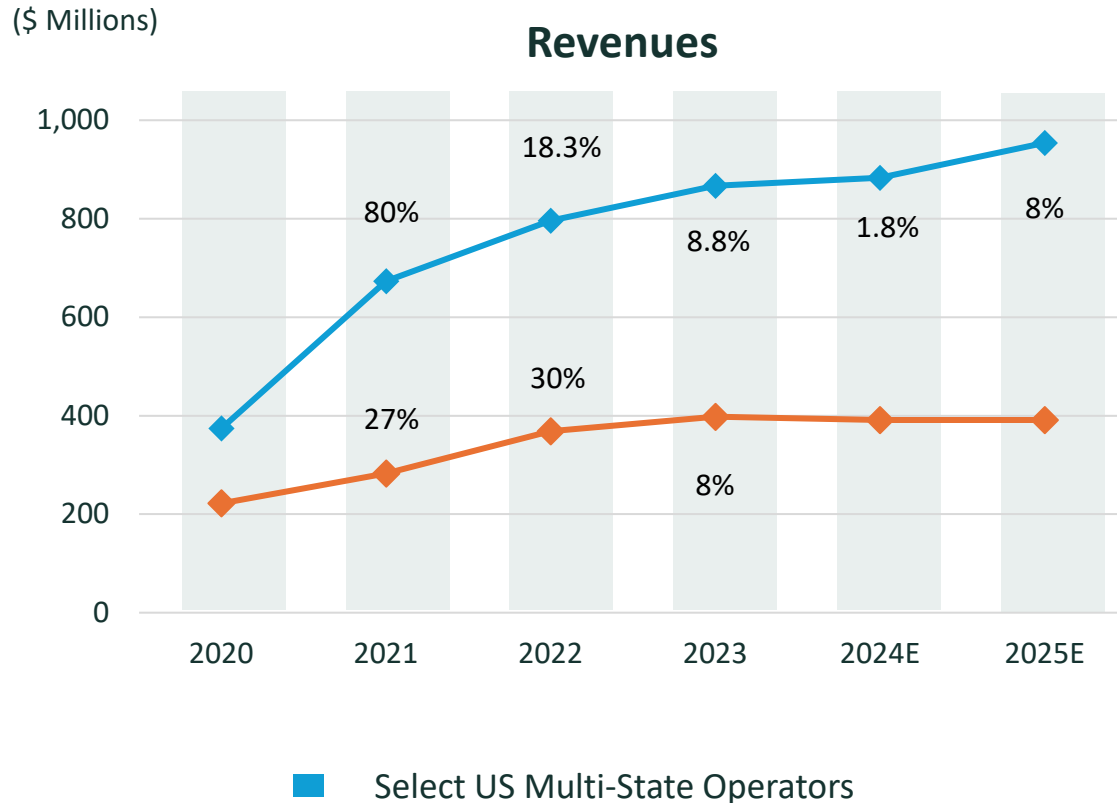




- **A record 70%** of Americans support legalizing cannabis according to Gallup.
- **79% of Americans** live in an area with at least one dispensary.
- **Half of Americans** have tried cannabis.
- The U.S. cannabis industry is expected to reach almost **\$40 billion** in 2024 according to Grand View Research.
- Cannabis will add **\$115.2 billion** to the economy in 2024.
- **47 states** have instituted some form of cannabis legalization. Only Kansas, Nebraska, and Idaho have not.
- Adult-use cannabis is now **legal in 24 states**. Medical cannabis is legal in **38 states** for medical use.
- **Current opportunity for investors:**
 - US multi-state operators unable to merge due to state specific regulations
 - Institutional investors restricted from buying cannabis stocks


Discounted Valuations Despite Strong Revenue Growth

Despite the industry achieving **strong revenues**, valuations have declined and become **more attractive** CAGR of 12.1% through 2030 towards being a \$76.4 billion market(1) vs. Alcohol being \$260 billion.



According to Carnegie Mellon University, daily cannabis use is more common than alcohol consumption, with roughly **17.7 million users** compared to 14.7 million for alcohol.

(1) U.S. Cannabis Market Size & Share | Industry Report, 2030 (grandviewresearch.com)



One of the first **U.S. exchange listings** for a cannabis company

Raised an aggregate of **\$135 million** since inception

Maintains a clean balance sheet with no long-term debt, **\$6.1 million cash**, and \$2.0 million available on lines of credit

Earned **\$76.1 million** in revenue in 2023 with YOY Growth – **128%**; Reduced cash used in operations by **91%** in Q2 2024

Over **400** products across 15 unique categories

Active in **28** countries with **20,000+** distribution points

Employs **108** professionals across the globe

13.3 million shares outstanding and 10% insider ownership

Secured the **first cannabis license and gram sold** and obtained **first cultivation license** in Germany.

One of the **best selling** CBD gummies in the world

Buy recommendation and \$6 share price issued by Roth MKM

Focused on acquiring **cashflow positive and strategic** businesses

Canada
Corporate Head Office

Domiciled and incorporated in Toronto, Ontario.

United Kingdom
Satellite Office

Sales and distribution centre for Europe.

Denmark

Europe's first legal genetics and seedbank.

Germany
EU-GMP Facility/Distribution

Leading wholesale pharmaceutical business in 28 countries, medical cannabis licenses.

USA
Headquarters & Distribution

CPG player with CBD gummies, vape products, and accessories with a customer base of over 250,000 people.

Portugal
Strategic Investment

Hoshi International project for EU-GMP facility and cannabis supply.

Australia
E-commerce engine

Wholesale distribution of consumer and medical vaporizers.

- Well-positioned to enter **THC market** when regulations permit
- Access to all **50 states** with **20,000+** points of distribution
- **Online B2C** represents close to half of US operations
- **400 SKUs** across the US operations
- JustCBD and Vessel achieved **gross margins** of **34%** and **53%**, respectively in Q2 2024



Melo Beverages



JustCBD Gummies



CBD + THC All in One



JustCBD Pet Treats



Haze Edibles and Vapes



Craftsman



Compass Rise



Helix Pipe



Core



JustCBD Sleep Gummies



Size of global cannabis market. Source: Prohibition Partners



- On April 1, 2024, **Germany legalized recreational cannabis** with explosive growth.
 - Possession of 50 grams at home and 25 grams in public.
 - Cultivation permitted, licenses for not-for-profit social clubs in progress.
 - Declassification of cannabis as a narcotic, ease narcotic prescription requirements for better patient access.
 - Additional legalization phases expected in the coming 12-18 months.
- With approximately 230,000 medical cannabis patients prior to legalization, **Germany continues to lead** the way in European medical cannabis; only represents 0.28% of the population. Other countries, such as Australia, have up to 2.3% of population (1.7 million patients) as medical cannabis patients.
- More than **40 countries have legalized** cannabis fully or partially for medical and/or adult use, with the total global market over **\$100 billion**, which Germany representing 10% of the total global market.
- Germany is the gateway to the European Union with the total market potential after legalization projected reach **100 million** cannabis consumers, which is larger than the U.S.

Flora is Undervalued Compared to Peer Group

	2024				2022				2019
(USD\$ MILLIONS)	Market Cap	TEV	TEV/Revenue	TEV/EBITDA	Market Cap	TEV	TEV/Revenue	TEV/EBITDA	Market Cap
	1,425	1,551	2.0x	21.8x	3,110	3,558	6.2x	69.6x	41,160
	458	770	3.7x	NM	2,669	2,878	6.9x	NM	10,485
	827	20	NM	0.5x	1,315	397	3.0x	NM	5,632
	330	320	1.6x	26.2x	771	830	4.7x	NM	15,934
	192	170	1.5x	0.7x	471	353	3.4x	NM	10,814
	562	523	0.8x	NM	1,120	1,080	21.1x	NM	11,940
	2,437	2,842	2.5x	8.3x	3,323	3,711	3.9x	12.3x	3,560
	2,314	3,291	2.4x	13.1x	4,210	5,187	4.2x	27.9x	7,099
Average	1,068	1,186	2.0x	11.8x	2,123	2,249	6.7x	36.6x	13,328
	14	13	0.2x	NM	78	78	6.0x	NM	NM

1

Premier small-cap opportunity on the **NASDAQ**. A potent blend of **growth and stability** in the cannabis market.

2

Aggressive M&A and strategic expansion. A bold approach pushing reach into lucrative markets like Germany, and the United States. Diversified revenue streams and positions well in regions with rapidly evolving cannabis regulations.

3

Diverse product portfolio appealing to wide, growing consumer base, from wellness essentials like JustCBD to premium cannabis accessories under the Vessel Brand.

4

Clean balance sheet provides liquidity and positions the company to capitalize on market opportunities. **No long-term debt**. Operations have been optimized with meaningful reductions in operating expenses and cash used in operating activities.

5

Favorable political timing with a solid footprint in Germany, which is the largest legal cannabis market in the West. In the US, support for legalization has reached 70% in 2023 with both Presidential candidates signaling support for cannabis reform.

6

Global reach and market penetration with international presence in key cannabis markets, from the U.S. to Europe.

7

Leadership and proven success with a strong vision for the business, plenty of skin in the game. A team of seasoned executives in cannabis, finance, and global capital markets.



THANK YOU

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