



INVESTOR PRESENTATION
OCTOBER 2020



SAY HELLO TO OPPORTUNITY.
SAY HELLO TO CHOOM.



DISCLAIMER

This presentation (the "Presentation") about Choom Holdings Inc. ("Choom") is dated as of October 1st, 2020. It is information in a summary form and does not purport to be complete. It is not intended to be relied upon as advice to investors or potential investors and does not take into account the investment objectives, financial situation or needs of any particular investor.

This Presentation does not constitute or form part of any offer for sale or solicitation of any offer to buy or subscribe for securities nor shall it or any part of it form the basis of or be relied on in connection with, or act as any inducement to enter into, any contract or commitment whatsoever. Recipients of this Presentation who are considering acquiring securities of Choom are referred to the entire body of publicly disclosed information regarding Choom. The information is subject to material updating, revision and further amendment, and is qualified entirely by reference to Choom's publicly disclosed information.

No representation or warranty, express or implied, is made or given by or on behalf of Choom or any of its affiliates, directors, officers or employees as to the accuracy, completeness or fairness of the information or opinions contained in this Presentation and no responsibility or liability is accepted by any person for such information or opinions. Choom does not undertake or agree to update this Presentation or to correct any inaccuracies in, or omissions from, this Presentation that may become apparent. No person has been authorized to give any information or make any representations other than those contained in this Presentation and, if given and/or made, such information or representations must not be relied upon as having been so authorized. The contents of this Presentation are not to be construed as legal, financial or tax advice.

Certain statements in this Presentation may constitute forward-looking information, including future-oriented financial information and financial outlooks, within the meaning of applicable securities laws. Forward looking information may relate to Choom's future outlook and anticipated events or results and may include statements regarding Choom's business strategy, budgets, plans, objectives, industry trends and growth opportunities. Often but not always, forward-looking information can be identified by the use of words such as "anticipate", "believe", "expect", "project", "estimate", "likely", "intend", "should", "could", "may", "might", "target", "plan" and other similar expressions or variations (including negative variations) of such words and phrases. Forward-looking information contained in this Presentation is based on certain assumptions regarding expected growth, results of operations, performance, industry trends and growth opportunities.

While management considers these assumptions to be reasonable, based on information available, they may prove to be incorrect. Forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of Choom to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. These risks, uncertainties and other factors include, but are not limited to risks associated with future legislative and regulatory developments involving medical and non-medical marijuana; the ability of Choom to obtain a retail sales licenses under applicable provincial regulations; inability to access sufficient capital from internal and external sources, and/or inability to access sufficient capital on favorable terms; the marijuana industry in Canada generally, income tax and regulatory matters; the ability of Choom to implement its business strategies; competition; and the other risks discussed under the heading "Risk Factors" in Choom's filings. The foregoing factors are not intended to be exhaustive.

Although Choom has attempted to identify important factors that could cause actual actions, events or results to differ materially from those described in forward-looking statements, there may be other factors that cause actions, events or results to differ from those anticipated, estimated or intended. Forward-looking statements contained herein are made as of the date hereof and Choom and its directors, officers and employees disclaim any obligation to update any forward-looking statements, whether as a result of new information, future events or results or otherwise. There can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, you should not place undue reliance on forward-looking statements due to the inherent uncertainty therein. All forward-looking information is expressly qualified in its entirety by this cautionary statement.

This Presentation may not be reproduced, further distributed or published in whole or in part by any other person..

The Choom™ Logo and Leaf design, "Choom™" and "Cultivating Good Times™" are trademarks being used under license by Choom Holdings Inc.

SAY HELLO TO CHOOM™

The Choom brand is inspired by Hawaii's "Choom Gang" — a group of buddies in Honolulu during the 1970's who loved to smoke weed—or as they called it, choom. Evoking the spirit of the original Choom Gang, our brand is synonymous with cultivating good times with good friends. We are focused on delivering an elevated customer experience through our curated retail environments, high-grade handcrafted cannabis supply, and a diversity of brands for the Canadian recreational consumer. **Say hello to Choom™.**

"Choom"
meaning indulge
in pakalolo.

"Pakalolo"
is the Hawaiian
word for
cannabis.



SAY HELLO TO OUR STRATEGY

BUILD CANADA'S PREMIER RETAIL CANNABIS
CHAIN, WITH LOCATIONS FROM COAST TO COAST.



Build a national footprint of corporate owned retail locations targeting a total of 32 stores by 2022.



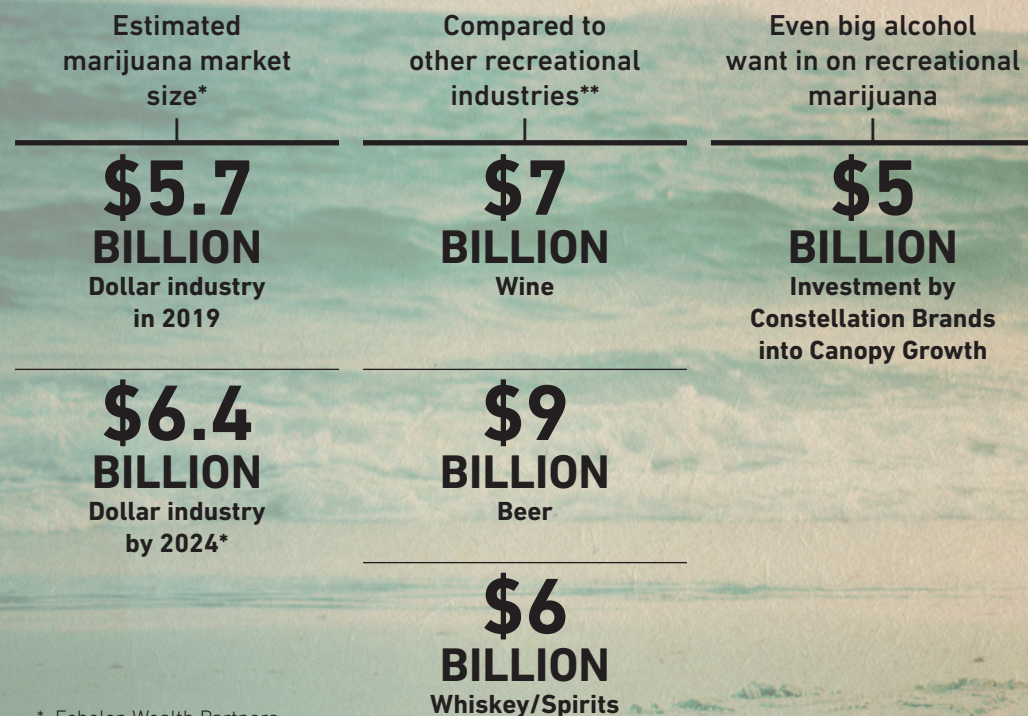
Maximize profitable growth through both the optimization of our existing business and new store expansion driving accretive growth and generating attractive returns for our shareholders.



Omni-channel focused strategy unifying the customer experience, both online and in-store by leveraging data analytics to drive incremental growth across e-commerce and brick and mortar channels.

SAY HELLO TO OPPORTUNITY:

CANADIAN BEVERAGE, TOBACCO
AND CANNABIS SECTOR



* Echelon Wealth Partners
Oct 2019

** Stats Canada

LICENCE PRODUCERS SUPPLY



1 in 6
Number of
Canadians currently
using marijuana on
a daily basis*



RETAIL FOR THE PEOPLE

3-YEAR RETAIL TARGET

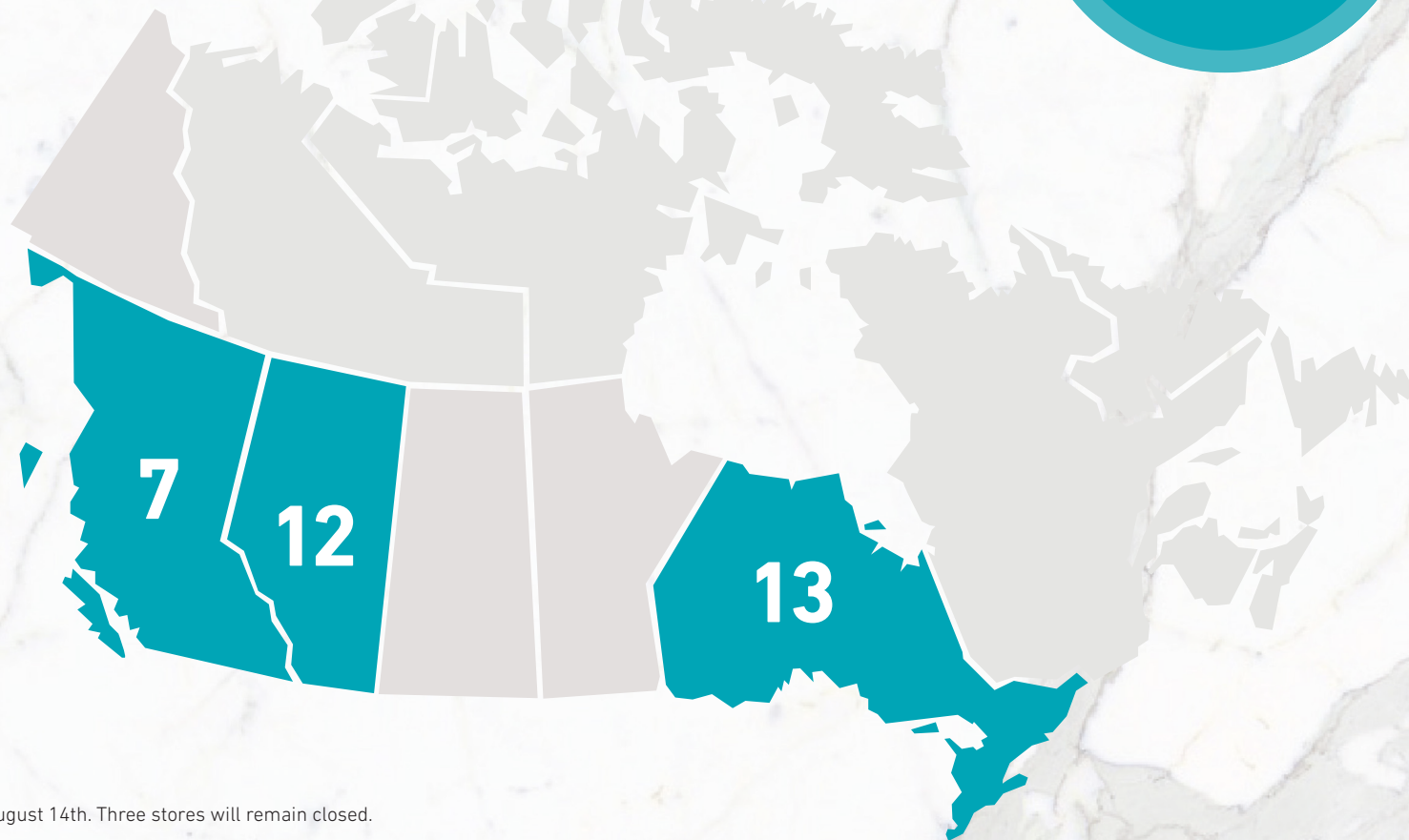
32

TOTAL STORES

Current

Target

1	British Columbia	7
11¹	Alberta	12
1	Ontario	13



Key Strategic Locations

Olympic Village,
Yaletown, Niagara Falls,
Liberty Village

1. There were 6 AB stores closed during the COVID-19 pandemic. One store reopened August 14th. Three stores will remain closed. Management to determine when the remaining two stores will re-open.



RETAIL FOR THE PEOPLE

British Columbia Retail Footprint

4

TOTAL STORES

- 1 Open & Operating
- 3 Development Permits





RETAIL FOR THE PEOPLE

Alberta Retail Footprint

13

TOTAL STORES

11 Open & Operating

2 Temporary Covid-19 Closure



LEGEND



OPEN



TEMPORARY COVID-19 CLOSURE



RETAIL FOR THE PEOPLE

Ontario Retail Footprint

1

OPEN & OPERATING STORE

4

TOTAL RETAIL OPPORTUNITIES

ONTARIO

5

LEGEND



OPEN



UNDER CONSTRUCTION



RETAIL OPPORTUNITY

OTTAWA
(TRAINYARDS)

KITCHENER
(SUNRISE)

TORONTO
(LIBERTY VILLAGE)

HAMILTON

NIAGARA
(FLAGSHIP)



SAY HELLO TO GOOD PLACES

CHOOM RETAIL PROGRAM

Choom Retail Stores: Clean, Modern, Stylish.

Our Choom Stores have an elevated, modern layout and design; we'll be helping everyone, from current users to new, inquisitive customers. People who visit our Choom Stores will be wowed by the experience that's designed to engage them — a real aloha vibe.

We employ an internal team who have previously been responsible for some of the most recognized retail environments around to bring the Choom vibe to life.

NIAGARA, ON



THE BRAND IS BROUGHT TO LIFE THROUGH ELEVATED IN STORE, STORYTELLING



VANCOUVER, BC



ACQUISITION OF PHIVIDA

INVESTMENT HIGHLIGHTS

Enhances Choom's Leadership Position

- Combined entity will benefit from an integrated omni-channel strategy, focusing on analytic driven decision making across client, people, product and operations.
- Will strategically leverage Choom's current brick-and-mortar presence with Phivida's digital assets and branded product expertise.

Accelerates National Store Roll-out

- Choom will leverage Phivida's cash & cash equivalents which are estimated to be approximately \$2.0 million upon closing to accelerate the build-out of additional stores in Ontario and BC.
- The combined company will benefit from the group's deep relationships with prominent landlords to support future store growth.

Strengthens Choom's Digital Strategy

- Phivida's expertise and digital strategy will drive a cohesive experience, with enhanced digital analytics and capabilities.
- Phivida's strong e-commerce solutions and content-rich marketing platforms to drive traffic, awareness and build a brand authority online.

Enhances Scale and Access to Capital

- The combined entity will benefit from enhanced capital markets presence and a broader shareholder group.
- Ahead of Ontario's continued retail roll-out, Choom will benefit from deeper access to capital as it strategically positions itself to create a national retail store footprint.

Bolsters Management Team and Capabilities

- Combined entity will benefit from blue-chip retail, branded product and digital experiences.
- Phivida shareholders to support combined entity going-forward with strategic relationships enabling future growth.



A ROADMAP TO SUCCESS

Key Strategic Priorities

1. Build a dominant national retail cannabis player.
2. Focus on key markets with flagship store locations.
3. Create a differentiated customer experience through our omni-channel approach.
4. Leverage data analytics in our strategic decision making.
5. Focus on generating attractive returns for our shareholders through disciplined growth.



Why We Will Win?

1. Best-in Class management team with significant capabilities from retail, construction, branding and digital.
2. Enhanced balance sheet strength with capital to fuel growth into 2020.
3. An existing national retail store footprint with marquee locations including – Olympic Village, Yaletown, Niagara Falls, Liberty Village.



SAY HELLO TO SAVVY:

MANAGEMENT TEAM



Corey Gillon, Chief Executive Officer

Corey Gillon has held executive leadership roles with world class retailers where he established and implemented customer-focused corporate strategies. During Mr. Gillon's 18 year tenure at Walmart, he held senior leadership roles both domestically and internationally, and led multi-billion dollar business units of over 100 stores and up to 22,000 associates. This spanned across Operations, Ecommerce, Merchandising, M&A and Integration.

Following his career at Walmart, Mr. Gillon served as Senior Vice President of Retail Operations at Aritzia, a leading women's fashion retailer, where he was responsible for building scalable infrastructure, leading innovation and optimization of the retail organization. Mr. Gillon has a proven track record for delivering year-over-year revenue growth as a result of executional excellence, leveraging global best practices and customer-focused retail strategies. Mr. Gillon is a graduate of the prestigious Harvard Business School from their executive leadership program

Chris Bogart, President

Chris Bogart has 22 years professional experience in senior management positions with public and private companies, providing expertise in capital markets, strategic planning, corporate finance, mergers and acquisitions and regulatory compliance. His broad industry experience includes biotechnology, healthcare, technology, communications and agriculture. Mr. Bogart has been involved directly in M&A and equity financings with aggregate values in excess of \$150M for both public and private companies including complex equity financing transactions in the United States, Canada and Europe.

Mr. Bogart was a Co-Founder of TSX listed InMed Pharmaceuticals (TSX: IN), previously as their CEO and SVP Corporate Strategy; and a Co-Founder of Magnum Uranium which was acquired by TSX listed Energy Fuels Inc.



Terese Gieselman, Chief Financial Officer

Terese Gieselman has over 28 years of extensive experience with publicly listed companies on the CSE, TSX, TSXV, OTCBB, NASDAQ and AMEX, in the roles of Chief Financial Officer, Treasurer, and Corporate Secretary.

Ms. Gieselman has accumulated an extensive background in corporate and financial reporting and compliance for Canada and the United States, including relevant experience in financings, treasury, international corporate structures and financial reporting.



SAY HELLO TO GOOD EXPERIENCE:

MANAGEMENT TEAM

Dylan Murray, Vice President of Finance

Dylan Murray is a designated CPA, CA with over 10 years of accounting and finance experience. Most recently, Mr. Murray was the Director of Finance at FirstService Residential BC where he led a team of accountants responsible for the financial reporting of residential and commercial properties. In addition to budgeting and forecasting responsibilities, Mr. Murray led all accounting change management initiatives which included the automation and centralization of departmental functions.

Prior to FirstService Residential BC, Mr. Murray worked for Ernst & Young LLP in Calgary where he gained experience in both Assurance and Transaction Advisory Services.



Rick Mather, Vice President of Operations

Rick Mather is a seasoned retail executive and has held key operations roles that spanned a 30+ year career with Walmart and across many geographical markets in Canada. Mr. Mather is a well-versed and respected leader with experience in HR, Finance, Operations and Merchandising.

Mr. Mather has led the opening of multiple Walmart stores and has had oversight of the business ranging from \$2 million to \$1 billion. He has built and executed on strategies based on the needs of customers, associates and markets, all while leading a team of over 2,500 employees.



Danielle Hinan, Vice President of Marketing

Danielle is an MBA graduate of Glasgow Caledonian University, London, having 14 years of experience within brand marketing. Her progressive experience has successfully blended traditional and non-traditional marketing strategies. As VP Marketing, Danielle is responsible for driving insights that contribute to consistent brand strategy, thus strengthening the brand, through innovation, creativity and a value driven lens. As a creative self-starter with a strong commercial focus Danielle has been an integral contributor of the expansion of multiple brands through distribution channel strategies including wholesale, retail and digital within the Canadian, U.S., Asia, UK and European markets.

In advance of her acceptance to Choom, Danielle was a part of several other iconic brands, such as Sweaty Betty, Monocle and Lolë, dedicating much of her time expanding these brands and driving business growth into new markets globally.



SAY HELLO TO GOOD EXPERIENCE:

BOARD OF DIRECTORS



Corey Gillon Chief Executive Officer, Director

Corey Gillon has held executive leadership roles with world class retailers where he established and implemented customer-focused corporate strategies. During Mr. Gillon's 18 year tenure at Walmart, he held senior leadership roles both domestically and internationally, and led multi-billion dollar business units of over 100 stores and up to 22,000 associates. This spanned across Operations, Ecommerce, Merchandising, M&A and Integration. Following his career at Walmart, Mr. Gillon served as Senior Vice President of Retail Operations at Aritzia, a leading women's fashion retailer, where he was responsible for building scalable infrastructure, leading innovation and optimization of the retail organization.

Mr. Gillon has a proven track record for delivering year-over-year revenue growth as a result of executional excellence, leveraging global best practices and customer-focused retail strategies. Mr. Gillon is a graduate of the prestigious Harvard Business School from their executive leadership program.



Chris Bogart, President, Director

Chris Bogart has 22 years professional experience in senior management positions with public and private companies, providing expertise in capital markets, strategic planning, corporate finance, mergers and acquisitions and regulatory compliance. His broad industry experience includes biotechnology, healthcare, technology, communications and agriculture. Mr. Bogart has been involved directly in M&A and equity financings with aggregate values in excess of \$150M for both public and private companies including complex equity financing transactions in the United States, Canada and Europe.

Mr. Bogart was a Co-Founder of TSX listed InMed Pharmaceuticals (TSX: IN), previously as their CEO and SVP Corporate Strategy; and a Co-Founder of Magnum Uranium which was acquired by TSX listed Energy Fuels Inc.



Mr. Kevin Puil, Director

Kevin Puil is a former fund manager and analyst with over 20 years of experience managing natural resource investments. Mr. Puil is currently the Managing Partner of a natural resource focused private equity fund. Previously, he was the CEO of a private mining finance company, and held senior positions at several firms including Bolder Investment Partners, where he was a Partner and Portfolio Manager; Gissen & Associates as Portfolio Manager and the Encompass Fund as Senior Analyst of natural resources. Kevin currently serves as a Board Director of two Toronto Stock Exchange listed mining companies.

Mr. Puil holds a degree in Economics from the University of Victoria in British Columbia, and is a Chartered Financial Analyst (CFA) charter holder.



Mr. Stephen Tong, Director

Stephen Tong has been a securities lawyer for over 17 years with a particular emphasis on corporate finance, mergers and acquisitions and corporate governance matters in various sectors.

Mr. Tong has served on several boards of public companies in the resources, biotechnology and pharmaceutical sectors.



SAY HELLO TO THE NUMBERS

SEPTEMBER 17, 2020

Issued & Outstanding

290,362,057

Warrants¹

33,785,037

Options

21,771,837

345,918,931

Fully Diluted

1. Does not include 95,760,367 Aurora Sunshine warrants @ \$2.75.

Blue skies
ahead.
With a hint
of green.



SAY HELLO TO OPPORTUNITY.
SAY HELLO TO CHOOM.

CSE: CHOO | OTCQB: CHOOF |    @CHOOMBRAND | CHOOM.CA

*Choom*TM