

CHOOM™

HOLDINGS INCORPORATED

CSE CANADIAN®
SECURITIES
EXCHANGE
The Exchange For Entrepreneurs

Added to CSE25 Index

 **HORIZONS**
EXCHANGE TRADED FUNDS

Included in Horizons Marijuana
Life Sciences ETF (HMMJ: TSX)



SAY HELLO TO OPPORTUNITY.
SAY HELLO TO CHOOM.

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

DISCLAIMER

This presentation (the "Presentation") about Choom Holdings Inc. ("Choom") is dated as of November 22, 2017. 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 cultivation and a sales licence under existing the ACMPR or any successor regulations; inability to access sufficient capital from internal and external sources, and/or inability to access sufficient capital on favourable 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 Listing Statement dated November 10, 2017. 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 OUR STRATEGY

BUILD A DOMINANT CANADIAN
ADULT USE CANNABIS COMPANY



Build a high margin, retail adult use cannabis company.



Develop & acquire retail opportunities to help expand rapidly to meet the anticipated demands of the retail market.



Develop & acquire products and brands designed and created for the Canadian recreational cannabis consumer.

A hand is shown from the wrist up, making a 'shaka' gesture (thumb and pinky extended, fingers curled). The hand is positioned in the center-right of the frame, appearing to be underwater. The background is a vibrant teal color with a bokeh effect of light spots, suggesting sunlight filtering through water. The word 'Aloha' is written in a white, cursive font on the left side of the image.

Aloha

We're planting our flag in the rapidly growing legal cannabis industry in Canada with our own brand of experiential retail.

Choom™ will provide an elevated experience for customers; bringing style, sophistication, and fun to the Canadian adult use cannabis market.

*ACMPR Access to Cannabis for Medical Purposes Regulations

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 adult cannabis consumer. **Say hello to Choom™.**

THE UNOFFICIAL HISTORY OF CHOOM AND THE GANG

“Choom” meaning indulge in pakalolo.

“Pakalolo” is the Hawaiian word for cannabis.



Who is the Choom Gang?

“The Choom Gang was a bunch...[of guys], who were out to explore the world, to make it an adventure, to make it fun, to make it funny, and just generally become a family on our own. I mean, the Choom Gang became more of a family to me more than my own family...”

As told by Tom Topolinski member of the “Choom Gang,” To PBS, Frontline producer, Jim Gilmore on June 30, 2012. (51:06)

<http://www.pbs.org/wgbh/pages/frontline/government-elections-politics/choice-2012/the-frontline-interview-tom-topolinski/#seg5>

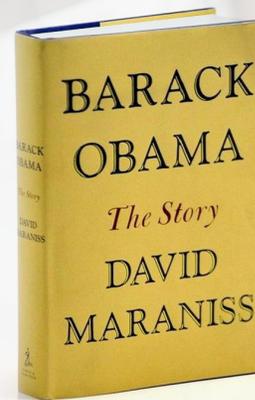
The Washington Post

The Choom Gang: President Obama’s pot-smoking high school days detailed in Maraniss’ book

“In fact,” Maraniss writes, “most members of the Choom Gang were decent students and athletes who went on to be successful and productive lawyers, writers and businessmen.”

— Natalie Jennings,
The Washington Post, May 25, 2012

https://www.washingtonpost.com/blogs/post-politics/post/the-choom-gang-president-obamas-pot-smoking-high-school-days-detailed-in-maraniss-book/2012/05/25/gJQAwFqEqU_blog.html?utm_term=.21cf3a67fa3d



The New York Times

Visits With School Pals Are a Touchstone on President’s Trips to Hawaii

Mr. Obama has remained remarkably close to a trio he met as a teenager at Honolulu’s prestigious Punahou School — boys of Hawaii’s year-round summer with whom he played basketball, bodysurfed, drank beer and, like so many other young islanders in the 1970s, smoked pot, the “choom” of that long-ago nickname.

— Jackie Calmes,
NY Times, January 3, 2014

https://www.nytimes.com/2014/01/04/us/politics/visits-with-school-pals-are-a-touchstone-on-presidents-trips-to-hawaii.html?ref=collection%2Fbyline%2Fjackie-calmes&action=click&contentCollection=undefined®ion=stream&module=stream_unit&version=latest&contentPlacement=173&pgtype=collection

SAY HELLO TO OPPORTUNITY:

CANADIAN BEVERAGE, TOBACCO
AND CANNABIS SECTOR

Estimated
marijuana market
size*

\$5.7
BILLION
Dollar industry
in 2017

\$10.2
BILLION
Dollar industry
by 2023*

Compared to
other recreational
industries**

\$7
BILLION
Wine

\$9
BILLION
Beer

\$6
BILLION
Whiskey/Spirits

Even big alcohol
want in on recreational
marijuana***

\$245
MILLION
Investment by
Constellation Brands
into Canopy Growth

The adult consumer use cannabis industry is expected to be almost 8x the size of medical users by 2021 — **the opportunity is in this new Canadian adult use cannabis marketplace.**

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



* PI Financial Cannabis Industry Update February 15, 2018
** Stats Canada
*** Canaccord Genuity: Big Alcohol Makes a Big Bet on Canopy

SAY HELLO TO OPPORTUNITY: ECONOMICS OF MARIJUANA



CANNABIS DISPENSARIES ARE MORE PROFITABLE THAN WHOLE FOODS¹

Marijuana
dispensaries make

\$974/sq. ft.

exceeding
Whole Foods

Washington
alone saw

\$784 Million

in retail sales
in 2017²

1. CNN Money: <http://time.com/money/4385243/pot-shops-whole-foods-sales/>
2. <https://502data.com/>

Choom™

ALOHA, COME ON IN

EST. 1988
Choom
HAND-CRAFTED
CONFECTIONERY

EST. 1988
Choom
HAND-CRAFTED
CONFECTIONERY





SAY HELLO TO GOOD PLACES

CHOOM RETAIL PROGRAM

Choom Retail Stores: Clean, Modern, Stylish.

Our Choom Stores have a cool, modern layout and design; we'll be helping everyone, from current users to "curious customers".

People who visit our Choom Stores will be wowed by the experience that's designed to make you feel welcomed — a real aloha vibe. We hired the design team responsible for some of the most recognized retail environments around to bring the Choom vibe to life.



STYLE AND SOPHISTICATION, REFLECTED THROUGHOUT THE STORE DESIGN



RETAIL FOR THE PEOPLE

45*

Retail Sites Under Lease

- 16 British Columbia²
- 29 Alberta³

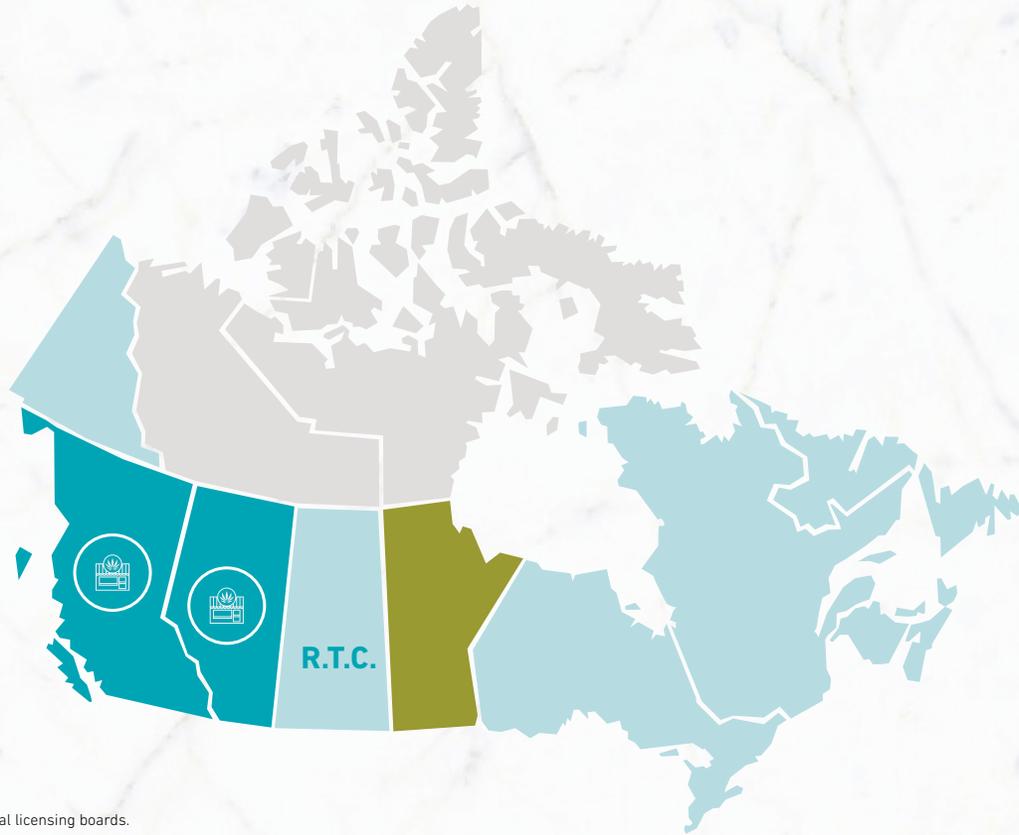
27 with development permits issued by local government

18 building permits

10 sites under construction

Total estimated sq. ft. under lease = **83,000**

Total estimated available retail sq. ft. = **50,000**



Applications in Process
• Manitoba

Retail Expansion Opportunities

- Ontario
- Québec
- Newfoundland and Labrador
- Prince Edward Island
- Nova Scotia
- New Brunswick
- Yukon
- Saskatchewan

R.T.C. = retail to come

1. Definitive Options Agreements in place pending licensing and approval of the applicable provincial licensing boards.
 2. Currently British Columbia will only allow 8 retail sites to be owned by one entity. The company has secured agreement with multiple entities that will allow them to insure that once legalization has arrived that it will have the maximum sites, plus the potential to work with other entities to use the "Choom" brand.
 3. The company has secured agreements with a number of entities that have submitted 29 applications to the Alberta Gaming and Liquor Commission. As at the time of the preparation of this information 14 sites had received development permits and 10 of those 14 are now under construction.

SAY HELLO TO THE NUMBERS

SEPTEMBER 15, 2018

Current Outstanding

178,747,288

Warrants

6,981,150

Options

6,310,000

192,038,438

Fully Diluted



CHOOM™

HOLDINGS INCORPORATED

SAY HELLO TO GOOD COMPANY

- 1 **Aurora invested \$7m in June 2018**
- 2 **Aurora invested \$20m in November 2018**
- 3 **Retail store and Provincial licensing strategies in place, 45 applications in process**
- 4 **Included in Horizons Marijuana Life Sciences ETF (TSX: HMMJ)**
- 5 **Added to the CSE25 Index**
- 6 **Documented brand history, inspired by Hawaii's 1970's Choom Gang**



Chris Bogart, President & CEO

Mr. 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, agriculture, and he 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 VP Corporate Strategic; and a Co-Founder of Magnum Uranium which was acquired by TSX listed Energy Fuels Inc.

Michael Forbes, COO, Director

Named one of 2017's Top Entrepreneurs by Quantum Shift, Michael has a long history of creating and operating successful companies in the pharmaceutical and health care industry. Over 14 years in business, he has created and operated a chain of 9 pharmacies and 8 medical clinics, including 3 methadone clinics, employing over 160 people. This expertise led to him being nominated to help create the procedures for the College of Pharmacist of BC in 2010. His expertise in creating standard operating procedures in the pharmaceutical space is vital in ensuring proper drug diversion to the public. This experience is crucial in creating trust with the consumer and the industry at large. He holds an Honorary Degree in Business from the Ivey School Of Business and a Bachelor of Science In Pharmacy. This combination of pharmaceutical knowledge and business and entrepreneurial skill are keys asset for developing Arbutus Brands.



Aussie Jiwani, Director of Sales

Aussie Jiwani Mr. Jiwani (BCIT Sales and Marketing, 1994) is a top-ranked National Account Manager, with consistent award-winning success over a 23-year career in the beverage and alcohol industry. Mr. Jiwani was recently a Key Account Manager for BC Retail Chains & Grocery at Arterra Wines Canada (formerly Constellation Brands) and previously held the position of National Account Manager for Molson Coors Canada. Mr. Jiwani has consistently been recognized for his contributions to record-setting sales figures, territory start-up/expansion and new account development and acquisitions. He has a proven ability to over achieve on sales objectives and is a leader in the alcohol beverage industry. He has received multiple awards throughout his exciting career. Mr. Jiwani has helped organize and execute many international events, some of which have included: the Molson Indy Vancouver, the Vancouver 2010 Winter Olympics, numerous successful product launches and dozens of other local and locally executed internationally based events.

Chris Gagan, SVP Marketing

Chris is an expert in brand building, retail marketing, and product development, from 'concept to shelf'. He has worked with a wide range of lifestyle, action sports, athletic, and outdoor brands in both a retail and wholesale capacity. Most recently, Gagan led the design, development, and retail execution for the exclusive brand apparel portfolio at Canadian Tire and FGL Sports (Sport Chek). His suite of products garnered over 60 million in annual sales across a brand house that included Diadora, Huntshield, Outbound, and Woods. Prior to that, he was instrumental in the development and sales of a wide range of consumer products for Sugoi Performance Apparel and Fox Racing, an iconic brand in the action sports world. Gagan, a McGill MBA graduate, will be instrumental in curating and delivering an elevated customer experience with the Choom brand.



Terese Gieseleman, CFO

Terese J. Gieselman has over 28 years of extensive experience with publicly listed companies listed on the CSE, TSX, TSXV, OTCBB, NASDAQ and AMEX, in the roles of Chief Financial Officer, Treasurer, and Corporate Secretary. Terese has accumulated an extensive background in corporate and financial reporting and compliance for Canada and the United States, including particularly relevant experience in financings, treasury, international corporate structures and financial reporting.



Chris Bogart, President & CEO, Director

Mr. 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, agriculture, and he 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 VP Corporate Strategic; and a Co-Founder of Magnum Uranium which was acquired by TSX listed Energy Fuels Inc.



Michael Forbes, Director

Named one of 2017's Top Entrepreneurs by Quantum Shift, Michael has a long history of creating and operating successful companies in the pharmaceutical and health care industry. Over 14 years in business, he has created and operated a chain of 9 pharmacies and 8 medical clinics, including 3 methadone clinics, employing over 160 people. This expertise led to him being nominated to help create the procedures for the College of Pharmacist of BC in 2010. His expertise in creating standard operating procedures in the pharmaceutical space is vital in ensuring proper drug diversion to the public. This experience is crucial in creating trust with the consumer and the industry at large. He holds an Honorary Degree in Business from the Ivey School Of Business and a Bachelor of Science In Pharmacy. This combination of pharmaceutical knowledge and business and entrepreneurial skill are keys asset for developing Arbutus Brands.



Mr. Kevin Puil, Director

Mr. Puil is a former fund manager and analyst with over 20 years experience managing natural resource investments. He 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. He 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

Mr. 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.

John Oh, Director

John is a well-regarded entrepreneur who has received entrepreneurial awards from the Greater Vernon Chamber of Commerce. Professionally, his passion for technology and e-commerce has led him to hold leadership roles for one of Canada's top SaaS companies. John earned a Master's degree in Interdisciplinary Graduate Studies from the University of British Columbia.

Blue skies
ahead.
With a hint
of green.



SAY HELLO TO OPPORTUNITY.
SAY HELLO TO CHOOM.

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

CHOOM[™]
HOLDINGS INCORPORATED