



A N N U A L   G E N E R A L   M E E T I N G

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## TSXV:BEER FORWARD LOOKING STATEMENTS

This presentation may contain statements which constitute “forward-looking information”, including statements regarding the plans, intentions, beliefs and current expectations of the Company, its directors, or its officers with respect to the future business activities and operating performance of the Company. The words “may”, “would”, “could”, “will”, “intend”, “plan”, “anticipate”, “believe”, “estimate”, “expect” and similar expressions, as they relate to the Company, or its management, are intended to identify such forward-looking statements.

Investors are cautioned that any such forward-looking statements are not guarantees of future business activities or performance and involve risks and uncertainties, and that the Company’s future business activities may differ materially from those in the forward-looking statements as a result of various factors. Such risks, uncertainties

and factors are described in the periodic filings with the Canadian securities regulatory authorities, including the Company's quarterly and annual Management's Discussion & Analysis, which may be viewed on SEDAR at [www.sedar.com](http://www.sedar.com). Should one or more of these risks or uncertainties materialize, or should assumptions underlying the forward-looking statements prove incorrect, actual results may vary materially from those described herein as intended, planned, anticipated, believed, estimated or expected. Although the Company has attempted to identify important risks, uncertainties and factors which could cause actual results to differ materially, there may be others that cause results not be as anticipated, estimated or intended. The Company does not intend, and does not assume any obligation, to update these forward-looking statements other than as may be required by applicable law.

## OUR VISION

Leveraging our deep CPG experience, patented technologies and intellectual property

To pioneer the most progressive cannabis solutions

Fulfilling the explosive global demand for superior commercial ingredients and consumer products





## AGENDA

1. Our strong foundation
2. Setting the course for transformational growth

## OUR STRONG FOUNDATION

Developed our  
Legacy Alcohol-Free  
Business

1

Expanded CPG  
excellence into  
THC infused  
beverages

2

Executed  
a transformative  
transaction to  
create new growth  
businesses

3



## OUR STRONG FOUNDATION

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## DEVELOPED OUR LEGACY ALCOHOL-FREE BUSINESS

... Award-winning alcohol-free beer

... And Canada's top selling AF wine

- Expanding distribution in Canada and the U.S.
- Growing the online channel

VIN(ZERO)





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## ANNOUNCED (V)IA REGAL

Our innovative cannabis-infused sparklers

To meet the demand for high quality, craft beverages that satisfy a growing number of consumer need states and occasions





## SECURED STRATEGIC CO-PACKING PARTNER

Molecule aligns on our commitment to a premium, craft line up



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# THE TRANSFORMATIVE TRANSACTION WITH LEXARIA BIOSCIENCE

Adds the power of DehydraTECH™ to our portfolio

Greatly expanding our commercial opportunities

## HOW DEHYDRATECH™ IS SUPERIOR

The DehydraTECH™ patent portfolio solves the industry's biggest problems with proven health, safety, form and efficacy benefits versus traditional infusion methods

### *IN SUPPLY CHAIN AND MANUFACTURING*

#### **1. Shelf Stability**

DehydraTECH™ makes long term storage of 2-3+ years possible, and permits ambient storage versus costly potential refrigeration requirements.

Finished Cannabis products containing oils are not shelf stable, with oil leaching into packaging liners, coagulating, separating, or developing microbes and mould.

<https://pubmed.ncbi.nlm.nih.gov/3018361/>

<https://ehp.niehs.nih.gov/doi/full/10.1289/EHP5785>





## 2. Full Spectrum

DehydraTECH's patented formula provides the ideal methodology to preserve the full cannabinoid and terpene contents of the raw cannabis plant into easy-to-use powder format.

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## 3. Superior Form

DehydraTECH™ maintains potency. Cannabis oils lose potency at 10-40% per year – delivering alternative format and function.

[https://www.researchgate.net/publication/236170001\\_Long\\_-\\_term\\_Storage\\_and\\_Cannabis\\_Oil\\_Stability](https://www.researchgate.net/publication/236170001_Long_-_term_Storage_and_Cannabis_Oil_Stability)

# HOW DEHYDRATECH™ IS SUPERIOR

## *IN FINISHED CONSUMER GOODS PERFORMANCE*

### **4. Preservation of Potency**

DehydraTECH™ maintains cannabinoid potency in post-production beverage up to 12 months in studies.

<https://www.accesswire.com/637140/Lexaria-Technology-Generates-Positive-Stability-Testing-for-World-Class-Ready-to-Drink-CBD-Beverages>



## 5. Superior Function

DehydraTECH™ delivers fast-acting and industry leading bio-absorption rates: our THC / CBD reaches the bloodstream within 2 min, and psychoactive effects last only two-four hours.

<https://www.lexariabioscience.com/technology/research/>

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## 6. Taste Superiority

DehydraTECH masks unwanted tastes and eliminates the need for sugar-filled edibles.

<https://www.lexariabioscience.com/wp-content/uploads/2019/08/DehydraTECH-2-Page-Information-Sheet.pdf>

# NOW OFFICIALLY GENERATING REVENUES FROM CANNABIS

With DehydraTECH™ license agreements





## THE ADDRESSABLE MARKET IS VAST AND GROWING



RELEVANT  
CONSUMER  
MARKETS

Opportunity to disrupt the \$1.7 T USD<sup>1</sup> alcohol industry with better, safer, healthier alternatives to satisfy the growing demand for high quality craft alternative beverages and edibles. Global cannabis edibles market is expected to exceed \$11B USD by 2027.<sup>2</sup>



CANNABIS  
EXTRACTION  
MARKET

The cannabis extraction market is expected to reach \$31.5b by 2023<sup>3</sup>.

The 2021 Cannabidiol Market Report indicates B2B segment accounted for largest revenue share in 2020...<sup>4</sup>

1 Source: <https://www.statista.com/outlook/cmo/alcoholic-drinks/worldwide>

2 Source: <https://www.globenewswire.com/news-release/2020/12/07/2140612/0/en/Global-Food-Ingredients-Market-Size-Trends-Analysis-and-Forecasts-to-2027.html>

3 Source: <https://www.barchart.com/story/news/1381285/cannabis-extract-market-size-worth-us-8486-bn-by-2030>

4 Source: <https://markets.businessinsider.com/news/stocks/global-13-4-billion-cannabidiol-market-to-2028-increasing-awareness-cbd-health-benefits-changing-consumer-opinion-and-attitude-toward-cbd-products-1030240615>

SETTING THE COURSE FOR TRANSFORMATIONAL GROWTH





## WE'RE ENTERING A GROWTH PHASE...

Highly focused on execution to integrate and monetize our Lexaria transaction

## INTRODUCING THE INTERSECTION OF HILL STREET & HILL AVENUE

A robust portfolio of revenue generating businesses

Giving us more ways to win





## HILL STREET AF BEVERAGES

Hill Street  
Beverage  
Brands

Hill Street Craft Lager  
Vin(Zero) AF Wine



## HILL AVENUE CANNABIS

Hill Avenue  
Cannabis  
Technologies

Oil Conversion  
Services

Conversion to HAC  
DehydraTECH™  
Powder



Extraction  
Oil / Distillate

Powder Production  
& Sales

Selling HAC  
DehydraTECH™  
Powder to CPG  
Manufacturers

HAC  
DehydraTECH™  
Powder

Lucknow Labs  
R&D

Developing Custom  
Formulations Across  
Product Forms



Infused  
Consumer Goods

Hill Avenue  
Cannabis  
Brands

(V)IA Regal  
Powder Mix Packets



## WE'RE PIONEERING THE PREMIUM SPACE WHERE CRAFT MEETS BIOSCIENCE

### COMBINING:

Expertise of a CPG practitioner delivering  
unique, award winning taste experiences

### WITH:

Science and technology driven  
superior product performance  
AF, CBD and THC

# THE OPPORTUNITY

Our usage rights to Lexaria's ground-breaking DehydraTECH™ patent portfolio exponentially accelerates our next phase of growth by opening HSB to entirely new categories, industries and geography:

## CURRENT BUSINESS

From CPG

From B2C

From Domestic

From Craft beverages for Canada



## NEW OPPORTUNITIES

to high margin IP

to scaled, enterprise B2B

to Global

to Progressive Cannabis  
Solutions for the World



# A PROVEN, MULTI-FACETED LEADERSHIP TEAM

# MANAGEMENT



**Lori Senecal**  
*INTERIM CO-CEO*

Former Global CEO Crispin + Porter + Bogusky.  
Former President and Global Chief Innovation Officer of McCann Worldwide.  
FAST CO. Top 50 Executive



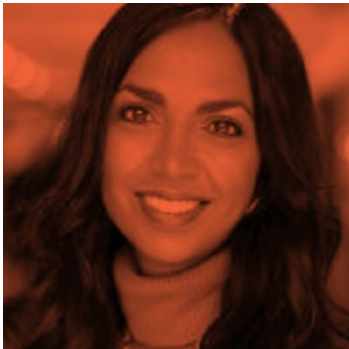
**Craig Binkley**  
*INTERIM CO-CEO*

Former President of PROHBT PROworks.  
CEO Northstar Research  
CMO Coca-Cola Mexico  
Worldwide VP Marketing Diet Coke and Minute Maid USA.



**June Nicholson, HBA**  
*CHIEF OPERATING OFFICER*

Founded/CEO Int'l \$20M CPG company 17 years.  
Worked with Nestle and Mars, numerous Canadian & Australian CPG brands Retail & DTC.  
Former VP Marketing.



**Hinta Chambers, CPA, HBBA**  
*CHIEF FINANCIAL OFFICER*

10+ years as CFO publicly traded companies. Worked with Bond Brand Marketing, Rockstar Consortium and Nortel.  
Founder of Brewing Company.



**Reuban Nadesan, CPA, CA, MA**  
*VP STRATEGY & CORPORATE DEVELOPMENT*

Former VP Finance Leap Tools.  
Extensive experience in CPG Audit. Former Mergers and Acquisitions at KPMG.



# A PROVEN, MULTI-FACETED LEADERSHIP TEAM

# BOARD OF DIRECTORS



**Jack Fraser**

*BOARD CHAIRMAN*

Partner of BDC Capital.  
Former Head of Finance SSENSE.  
COO, CFO of brands iTravel2000,  
Bookit.com and Travel Zest PLC.



**Kevin Ruddle**

VP Operations & Partner, VinFirst  
Innovative Packaging. Over 25  
years experience in wine and  
spirits product and packaging  
innovation.



**Rudy Sawatzky**

President and Owner of Grey  
Forest Homes and VinFirst  
Innovative Packaging.  
Entrepreneur and major Hill  
Street investor.



**Raymond Bisailon**

Philanthropic entrepreneur  
and private investor Certified  
Financial Planner & Advisor  
Runs Bisailon Asset  
Management Company



**Lori Senecal**

Appointed February 2021  
as Co-CEO.

Serves as Member of the  
Board of Directors.



**Craig Binkley**

Appointed February 2021  
as Co-CEO.

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Board of Directors.

# OUR VISION IS CLEAR

Leveraging our deep CPG experience, patented technologies and intellectual property

To pioneer the most progressive cannabis solutions

Fulfilling the explosive global demand for superior commercial ingredients and consumer products





# OUR FUTURE IS NOW.

BUILDING ON OUR STORIED HISTORY OF CPG EXCELLENCE,  
WE ARE NOW POISED TO DELIVER TRANSFORMATIVE  
CANNABINOID API DELIVERY.

TO JOIN THE MISSION, CONTACT US:

Lori Senecal [lori@hillstreetbevco.com](mailto:lori@hillstreetbevco.com)

Craig Binkley [craig@hillstreetbevco.com](mailto:craig@hillstreetbevco.com)

VISIT US AT:

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[HILLAVENUECANNABIS.COM](https://hillavenuecannabis.com)

FOR OUR NEW INVESTOR PRESENTATION, GO TO:  
[HILLAVENUECANNABIS.COM](http://HILLAVENUECANNABIS.COM)



**HILL** **AVENUE**  
**/CANNABIS CO.**