



2021 INVESTOR PRESENTATION

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.

TSXV:BEER FORWARD LOOKING STATEMENTS

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.

A PROVEN, MULTI-FACETED LEADERSHIP TEAM

MANAGEMENT



Craig Binkley
CEO

Former President PRØHBTD
CEO Northstar Global Research
CMO Coca-Cola Mexico
Global VP Diet Coke and Minute Maid



Hinta Chambers,
CPA, HBBA
CHIEF FINANCIAL OFFICER

Former CFO of publicly traded companies
Worked with Bond Brand Marketing, Rockstar Consortium and Nortel
Founder of Brewing Company



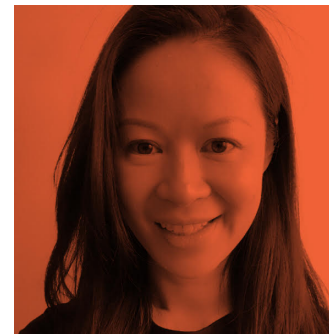
Reuban Nadesan, CPA, CA
VP STRATEGY & CORPORATE DEVELOPMENT

Former VP Finance at Leap Tools
Extensive M&A and CPG experience at KPMG LLP



Bowen Hou,
DIRECTOR OF BEVERAGE STRATEGY & DEVELOPMENT

Seasoned cannabis sales & marketing experience across multiple Canadian LPs
Extensive CPG background at PepsiCo and Church & Dwight



Pearl Chan
CHIEF LEGAL OFFICER

Experienced public company in-house counsel with expertise in a wide range of industries including cannabis, psychedelics, technology, CPG, and energy. Recently served as General Counsel at public cannabis company Origin House prior to its ~\$1B acquisition by US multi-state operator Cresco Labs Inc.

A PROVEN, MULTI-FACETED LEADERSHIP TEAM



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.



Frank Vizcarra

President, Vizcarra
Consulting. Previously 20+ years
with McDonald's USA in positions
spanning Strategy, Innovation,
Franchise relations and field
operations across multiple
International markets.



Lori Senecal

Member of the Board of
Directors since 2018.
Former Global CEO Crispin
+ Porter + Bogusky
Global CEO of Kirshenbaum
Bond Senecal
President NY & Global Chief
Innovation Officer McCann
Worldwide
FAST CO. Top 50 Executive



Craig Binkley

Appointed December 2021
as CEO.

Member of the Board of
Directors since 2016.

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



BUT TODAY OUR FUTURE BECOMES TRULY EXPANSIVE

On December 9, 2020 we closed the transaction of substantially all of the assets of Lexaria Canpharm (“Canpharm”), the THC cannabis products division of Lexaria Biosciences (Nasdaq:LEXX)

In addition, Hill Street signed a 10 year multi-product, global license agreement for CBD

This transformative transaction brings 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.

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

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/>

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>

INTRODUCING THE INTERSECTION OF HILL STREET & HILL AVENUE

A robust portfolio of revenue generating businesses

Giving us more ways to win



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



HILL STREET AF BEVERAGES

Hill Street
Beverage
Brands

Hill Street Craft Lager
Vin(Zero) AF Wine



HILL AVENUE CANNABIS

Hill Avenue
Cannabis
Technologies

Hill Avenue
Cannabis
Brands

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

(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

THE ADDRESSABLE MARKET IS VAST AND GROWING



RELEVANT CONSUMER MARKETS

Opportunity to disrupt the \$1.7 T USD¹ 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 2027.²



CANNABIS EXTRACTION MARKET

The cannabis extraction market is expected to reach \$31.5b by 2023³.

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

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>

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

Craig Binkley craig@hillstreetbevco.com

VISIT US AT:

[HILLSTREETBEVCO.COM](https://hillstreetbevco.com)

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