



GOLD FLORA

CORPORATION™

BUILDING A
CALIFORNIA
POWERHOUSE

INVESTOR PRESENTATION

SEPTEMBER 2023

NEO: GRAM | OTC: GRAM

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U.S. CONTROLLED SUBSTANCES ACT

The United States federal government regulates drugs through the Controlled Substances Act (21 U.S.C. § 811), which places controlled substances, including cannabis, in a schedule. Cannabis is classified as a Schedule I drug and, consequently, GF’s business may be deemed to operate in violation of U.S. federal law. While GF intends to operate our business in compliance with State Cannabis laws and regulations, the regulatory regime is complex and evolving. GF may not be able to obtain the necessary licenses, permits or authority to operate its business as currently contemplated, which may have a material adverse effect on GF’s anticipated business strategy and results of operations. The enforcement of U.S. federal laws or changes in the enforcement priorities and policies, GF’s inability to obtain licenses, permits or authority to operate its business as currently contemplated may adversely affect an investment in GF’s securities.

INVESTMENT HIGHLIGHTS

GOLD FLORA
CORPORATION™

A LEADER POSITIONED TO BE ONE OF THE WINNERS IN THE LARGEST CANNABIS MARKET

THE LEGAL CALIFORNIA CANNABIS MARKET IS FORECAST TO GROW TO \$7.8 B BY 2025¹

FULL VERTICAL-INTEGRATION KEY TO MARGIN EXPANSION

CAPTURING HIGHER MARGINS AND ENHANCING PROFITABILITY

STRONG CULTIVATION AND PRODUCTION CAPABILITIES

SUPPLYING A FULL PORTFOLIO OF PRODUCTS TO RETAILERS THAT TARGET CRITICAL CUSTOMER NEEDS

CAPITAL RESOURCES TO “GO ON OFFENSE”

SOLID, UNLEVERED BALANCE SHEET PROVIDES CONSOLIDATION OPTIONALITY

FINANCIAL OVERSIGHT AND COST FOCUS TO DRIVE PROFITABILITY

FOCUS ON SYNERGIES AND EXPENSE REDUCTIONS TO ACHIEVE PLANNED CASH FLOW POSITIVE OPERATIONS

WORLD CLASS MANAGEMENT TEAM WITH DEEP EXPERIENCE

PROVEN OPERATORS WITH EXTENSIVE INDUSTRY KNOWLEDGE AND DIVERSIFIED BACKGROUNDS

¹ -Headset forecast for 2025 US Market Forecasts, as of February 2022

VERTICALLY INTEGRATED PLATFORM

FULLY OPTIMIZED CANNABIS POWERHOUSE

GOLD FLORA
CORPORATION™



CULTIVATION

MANUFACTURING

DISTRIBUTION

IN-HOUSE BRANDS

RETAIL OPERATIONS

Location: Desert Hot Springs, San Jose
Footprint: 107,000 sq. Feet*
Licenses: 6

**Options to expand*

Location: Desert Hot Springs
Footprint: 10,000 sq. Feet
Licenses: (1) Type 6A Non-Volatile Manufacturing

Location: Desert Hot Springs & Costa Mesa
Footprint: 15,000 sq. Feet
Licenses: (2) Type 11 Distro.
Total Number of Distributed Brands in Catalog: 18

3C Farms, Aviation, Caliva, Chill, Cronja, Cruisers, Gold Flora, Habit, Henry's Original, Jetfuel, Leisuretown, Liquid Joint, Mirayo by Santana, Monogram, Opi-Not, Roll Bleezy, Sword & Stoned, Tabs

Headquarters: Costa Mesa
Current In-House Brands: 8

*Aviation
Caliva
Chill
Cruisers
Gold Flora
Jetfuel
Roll Bleezy
Sword & Stoned*

Licenses: Type 10 Adult-use and Medicinal Retail Storefront and Delivery
Locations: 15 open; 2 under construction

Long Beach, Costa Mesa, Corona, Seaside, Hollister, San Jose (3), Ceres, Bellflower, Hanford, West Hollywood, Los Angeles, Santa Barbara, Vallejo, Stockton, Concord

A photograph of several cannabis plants in a grow room, with a dark overlay. The plants are green and have serrated leaves. The background is dark and out of focus.

CULTIVATION

HIGH-QUALITY INDOOR CULTIVATION

CANNABIS CAMPUS | DESERT HOT SPRINGS



BLACK LION FARMS™



Black Lion Farms – Desert Hot Springs, CA
Fully Entitled Cannabis Campus Poised For Rapid Growth

TIMELINE	CANOPY (SQ.FT.)	ANNUAL FLOWER HARVESTED (LBS)
2023	62,000	26,000+



KEY CULTIVATION DRIVERS

A WINNING COMBINATION

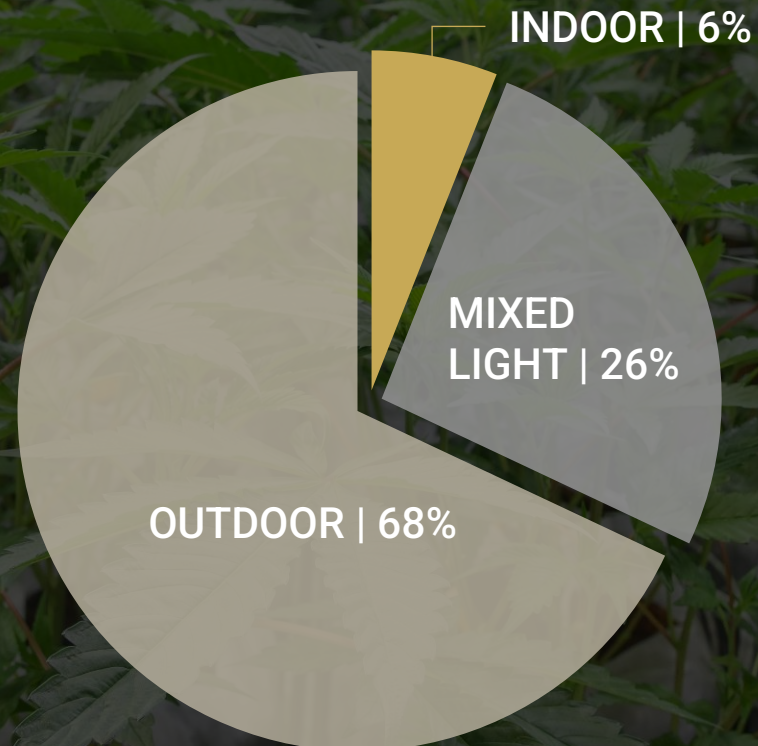


BLACK LION FARMS™

1. GOLD FLORA CANNABIS CAMPUS

- Positioned to be one of the largest indoor operators in California
- Lowest tax rates in the State
- Lowest agricultural utility rates
- Ample water supply – Sitting on large aquifer
- Affordable labor pool in Desert Hot Springs
- Fully entitled property to expand with infrastructure in place

2. CA CULTIVATION LICENSES



3. GOLD FLORA GENETICS

- Unique and proprietary genetics sourced from around the world
- 30+ years cannabis breeding experience
- Deep heirloom and modern genetics collection
- Grow, evaluate and select from over 10,000 unique phenotypes annually



MANUFACTURING



OUR EXTRACTION PROCESS:

Black Lion Labs will create highly refined 100% pure CO2 full-spectrum cannabis oil. Our machines give us the ability to isolate all cannabinoids and phytocannabinoids.

Along with CO2 we will be adding water extraction and rosin presses.

CO-PACKING & PRIVATE LABELING:

Full-scale manufacturing of Gold Flora's suite of products, along with other private white-labeled brands.



PRODUCT CATEGORIES:

- Vapes
- Tinctures
- Edibles
- Infused Pre-Rolls
- Cured Rosin
- Cured Resin
- Water Hash

SERVICE OFFERINGS:

- White Labeling
- Formulations
- Bulk Full Spectrum
- R&D
- Bulk Distillate
- Bulk Cannabis Terpene Sales
- Packaging





DISTRIBUTION & BRANDS

BRAND PORTFOLIO
UNMATCHED DISTRIBUTION CAPABILITIES

Stately
Distribution™

15
FULL-TIME
SALES
EXECUTIVES

2
REGIONAL
SALES
MANAGERS

8
COMPLIANT
IN-HOUSE
BRANDS

350
DISTRIBUTED
PRODUCT
SKUS

375+
COMBINED
LICENSED RETAIL
PARTNERS

3OC®

aviation

CALIVA

Chill™


CRONJA

CRUISERS™



GOLD FLORA
CALIFORNIA GROWN®

HABIT

HENRY'S
ORIGINAL


Jetfuel
CANNABIS

Leisuretown


LIQUID
JOINT

Mirayo
by CANIANA™


MONO
GRAM


Op:NOT

ROLL
BLEEZY

SWORD
& STONED

Tabs

WELL POSITIONED BRAND PORTFOLIO

COMBINED RANK OF #9 IN CALIFORNIA

GOLD FLORA
CORPORATION™

Rank	Brand Name	Jul '23	Jun '23	Jul '22	% Growth Over Prior Month	% Growth Over Prior Year
1	STIIIZY	\$34,486,470	\$33,397,208	\$32,707,621	3.3%	5.4%
2	Jeeter	\$14,641,672	\$14,164,931	\$18,479,683	3.4%	-20.8%
3	House Brand	\$14,575,881	\$14,538,993	\$9,250,233	0.3%	57.6%
4	Kiva	\$13,031,585	\$12,636,959	\$15,031,786	3.1%	-13.3%
5	West Coast Cure	\$11,352,052	\$11,293,448	\$5,882,842	0.5%	93.0%
6	Raw Garden	\$11,197,719	\$10,536,476	\$14,752,023	6.3%	-24.1%
7	WYLD	\$11,090,444	\$11,064,642	\$10,769,412	0.2%	3.0%
8	Heavy Hitters	\$7,435,176	\$7,329,396	\$8,678,093	1.4%	-14.3%
	Gold Flora Corp Brands	\$7,224,173				
9	CannaBiotix (CBX)	\$6,330,494	\$5,553,803	\$8,201,737	14.0%	-22.8%
10	Pacific Stone	\$5,345,510	\$4,694,270	\$5,844,204	13.9%	-8.5%
11	Gelato	\$4,605,901	\$4,833,196	\$2,040,949	-4.7%	125.7%
12	Claybourne Co.	\$4,581,332	\$4,357,020	\$3,738,706	5.1%	22.5%
13	Kanha / Sunderstorm	\$4,244,009	\$4,311,129	\$4,878,656	-1.6%	-13.0%
14	Plug Play	\$4,177,397	\$4,816,274	\$6,245,246	-13.3%	-33.1%
15	Alien Labs	\$4,031,991	\$3,785,087	\$4,316,094	6.5%	-6.6%
16	Jetty Extracts	\$3,976,914	\$3,875,364	\$3,702,881	2.6%	7.4%
17	Fig Farms	\$3,534,521	\$3,002,256	\$2,065,203	17.7%	71.1%
18	Connected Cannabis Co.	\$3,450,008	\$3,548,581	\$2,751,340	-2.8%	25.4%
19	Lowell	\$3,370,494	\$3,501,758	\$5,322,946	-3.7%	-36.7%
20	Cruisers	\$3,344,543	\$3,507,085	\$1,725,655	-4.6%	93.8%
21	Froot	\$3,130,825	\$3,266,539	\$2,088,488	-4.2%	49.9%
22	Glass House Farms (CA)	\$3,109,232	\$3,070,805	\$3,585,835	1.3%	-13.3%
23	Pure Beauty	\$2,959,355	\$2,602,736	\$3,166,925	13.7%	-6.6%
24	710 Labs	\$2,881,721	\$2,979,031	\$5,663,363	-3.3%	-49.1%

A person in a dark suit and white shirt is walking across a large, empty parking lot. In the background, a large building with a red and yellow facade features a prominent sign that reads "IN THE NATION! CALIVA". Below the main sign, there are smaller signs that say "CROWN HERE", "TESTED HERE", and "SOLD HERE". The scene is dimly lit, suggesting dusk or dawn. A vertical yellow line is positioned to the left of the main text.

EXPANDING OUR RETAIL PRESENCE

EXPASIVE STATE-WIDE REACH
FOOTPRINT INCLUDES 17 RETAIL LOCATIONS

GOLD FLORA
 CORPORATION™



Airfield
 SUPPLY COMPANY

- San Jose – Santa Clara County



CALIVA™

- San Jose – Santa Clara County
- Ceres – Stanislaus County



CALMA

- West Hollywood – LA County



COASTAL®

- Los Angeles – LA County
- Santa Barbara – SB County
- Stockton – San Joaquin County
- Concord – Contra Costa County
- Vallejo – Solano County



DELI
 BY CALIVA

- San Jose – Santa Clara County
- Bellflower – LA County
- Hanford – King's County



HigherLevel

- Seaside – Monterey County
- Hollister – San Benito County



KING'S CREW
 LONG BEACH

- Long Beach – LA County
- Costa Mesa – Orange County
- Corona – Riverside County



INTEGRATION UPDATE

Achieved \$30 million in Annualized Cost Savings

- Original annualized cost savings target of \$20 mm – \$25 mm has been met and surpassed
- Significant reductions in marketing expenses, professional services, personnel expenses, and G&A expenses
- Validation of vertical platform by nearly eliminating reliance on third-party vendors for biomass, manufacturing, and distribution which will result in significant margin enhancement
- Closed several non-profitable delivery locations
- Optimized real-estate footprint by exiting leases or, and subleasing underutilized space
- Still in the process of integrating back-office infrastructure and have identified other synergies and cost-saving initiatives, which should yield additional significant annual savings

STRONG MANAGEMENT TEAM

GOLD FLORA
CORPORATION™



Laurie Holcomb
Chief Executive Officer

- Leader of one of the few woman-owned vertically integrated cannabis companies in the nation
- Extensive background in startups, investment banking, and real estate development
- Superior knowledge of California's complex maze of environmental, water and land-rights regulations
- Created a rapid buildout of a masterful cannabis complex and expandable indoor cultivation facility at a lower cost than competitors

Roz Lipsey
Chief Operations Officer

- Has 30 years of operating company experience, with 10 years in the cannabis industry
- Previously was the COO of **The Parent Company**, COO for **Medmen**, and President of **WhiteStar**, a vertically-integrated cannabis company in Arizona
- Prior to cannabis, President and COO for private investment office, **Jokake Companies**, where she diversified and scaled over \$100M in commercial and manufacturing investments
- Began her career in the private sector as Director of Business Development for a vertically-integrated cotton company, **Anderson Clayton/Volkart**

Marshall Minor
Chief Financial Officer

- Has over 20 years of corporate finance and M&A experience, primarily in cannabis, gaming, hospitality, and real estate
- Previously the CFO for **Shyrne Group**, parent company of **STIIIZY**, one of the most high-profile and recognized brands in the cannabis industry
- Has held executive roles at **MGM Resorts** and **TCFC** (a Park City, UT real estate development company)
- Graduated with a B.S. in Finance from Virginia Tech with a specialization in Financial Derivatives

Phillip Hague
Chief Cultivation Officer

- 30+ years of experience in industrial large scale and controlled environment agriculture, in addition to 28 years of relevant commercial cannabis cultivation experience
- Former National Director of Cultivation at **Acreage**
- Managed successful cultivation facilities in 17 states and 5 countries, totaling to almost 4 million sq. ft. of canopy
- Lifelong cannabis plant breeder and collector of elite genetics with one of the most important, deeply varied, and significant cannabis genetics libraries in the industry

Mark Russ
Chief Revenue Officer

- Previously President of **The Calico Group**, specializing in developing and producing cannabis packaging and vape hardware to the largest cannabis MSO's.
- Former President of **Curaleaf's** West Region, delivering the full P&L by overseeing multi-state operations, retail footprint and brand sales in 6 states
- Executive roles held at both **Lowell Farms** and **Constellation Brands**
- Prior to cannabis, served for ten years as Executive Vice President and GM for **Red Bull's** West Business Unit, delivering the full P&L across marketing, sales, and operations for 10 states

Judith Schvimmer
Chief Legal Officer

- Judith brings deep expertise in navigating regulated consumer products businesses through complicated and shifting legal and risk landscapes.
- Previously was the General Counsel for The Parent Company and as Chief Legal Officer at Left Coast Ventures, where she helped guide the company through a historic SPAC transaction.
- Also served as General Counsel for craft-brewery Lagunitas, under the Heineken umbrella. Before Lagunitas, Judith served as VP and Legal Counsel to Jackson Family Wines.

Greg Gamet
Chief Compliance Officer

- Leading entrepreneur, operations manager, and licensing and compliance expert in the cannabis industry
- Co-founded and managed various medical and recreational cannabis companies
- Established the first adult-use dispensary in the U.S. (**Dank Colorado**, in Denver, CO), **Kush Bottles Colorado** (later merged and went public), **Denver Consulting Group**, and **CannaScore**
- Obtained over 80 licenses across 8 states

BOARD OF DIRECTORS



Troy Datcher
Chairman of the Board



Laurie Holcomb
Director



Al Foreman
Director



Mark Castaneda
Director



Heather Molloy
Director



Michael W. Lau
Director



Jeffery Sears
Director

THANK YOU

Laurie Holcomb, CEO

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