

# THE BC BUD CO

THE BC BUD CO. IS A HOUSE OF BRANDS BASED OUT OF BRITISH COLUMBIA PROVIDING PRODUCT TO CONSUMERS ACROSS 6 PROVINCES. WE TAKE GREAT PRIDE IN THE THE LEGACY OF BC BUD. AND ARE FOCUSED ON SHOWCASING IT FOR YEARS TO COME.

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# The Best of The Best

## BY CONNOISSEURS, FOR CONNOISSEURS

Whether grown in the Kootenays, on the Island, or in the Okanagan, cannabis harvested in British Columbia has been respected here at home and around the world for what it is: **the best of the best**. Cultivators in BC have pushed the boundaries of what **world-renowned** quality cannabis can be, innovating their way through every challenge. The BC Bud Co. captures that energy and spirit in the products that deserve to be associated with the legacy of BC Bud Co.





Trust, Quality  
& Value

TRD



MRK

## OUR MISSION

We are committed to connecting high-end cannabis products and the people who love them. We want to make sure that BC's quality cultivators always have a place to call home.

## OUR GROWTH STRATEGY

The future of The BC Bud Co. will be built on brand awareness, innovation, and strategic partnerships. For us, that means partnering with people that exhibit a dedication to quality and consistency.

# Our Products



## Flower

We provide a premium selection of small-batch cannabis.



## Concentrates

Our craft concentrates fill a market gap for terpene-rich solventless hash.



## Edibles

We're launching Canna Beans, a chocolate-covered decaffeinated coffee bean.

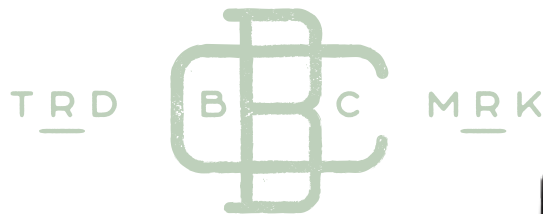


## Lifestyle Apparel

Our value proposition is the legacy of our brand and personal history. In keeping with the theme, we make apparel that speaks to our aesthetic.



# Flower SKU's



## British Columbia, Saskatchewan, Manitoba, Yukon

- Animal Cookies 3.5 g
- Animal Cookies 3 x .5 g Pre Roll
- Animal Cookies 1 g Pre Roll
- Cashew Breath 3 x .5 g Pre Roll
- HHH 3.5 g Pre Roll
- HHH 3 x .5 g Pre Roll
- HHH 1 g Pre Roll

## Alberta

- HHH 3.5 g (Jan 2023)
- HHH 3 x .5 g (Jan 2023)
- OMK 3 x .5 g (Jan 2023)

## Ontario

- HHH 3.5 g
- HHH 1 g Pre Roll
- Animal Cookies 1 g Pre Roll (Dec 2022)



# Solventless Concentrates

With so little hash, rosin, and live rosin available, we see brand value in The BC Bud Co's extracts. Our target consumer—an experienced one with respect for well-made cannabis products—will recognize the difference.

Solventless Solutions has partnered with Habitat to process its harvest into concentrates, the first partnership of its kind in Canada. It's a collaboration built on a seed-to-harvest program where concentrates will be the known end product.



**The BC Bud Co. Live Rosin starting in Ontario May 2022.**



**Cake and Caviar powered by SSL Colab**



# Premium Edibles



## Canna Beans and Canna Almonds

Canna Beans are decaf dark chocolate-covered coffee beans. Fair-trade beans are sourced from local coffee roasters and processed by our partner Black Rose Organics using fine dark chocolate, 1 mg x 10.

Canna Almonds are ethically sourced almonds and dark chocolate, 5 mg x 2.

# Live Resin Vape Cartridges

The BC Bud Co utilizes outdoor cultivation to source its biomass used for extraction and currently has it's two SKU's in Ontario, launching in Alberta, Saskatchewan and Manitoba in Jan 2023.



# Not All Brands Are Created Equal



## THE ISSUE

Shoppers are just beginning to associate brands with quality they can trust, and the industry is top-heavy with an over-supply of mediocre product.



## OUR FIX

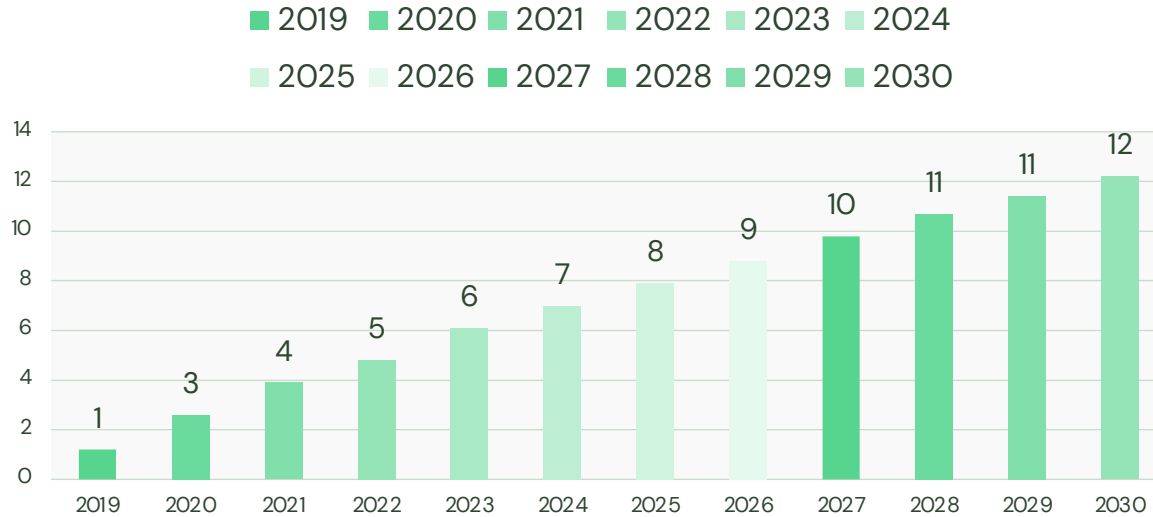
Creating connoisseur brands consumers can trust through partners who take a quality first approach.



## WHY WE'RE DIFFERENT

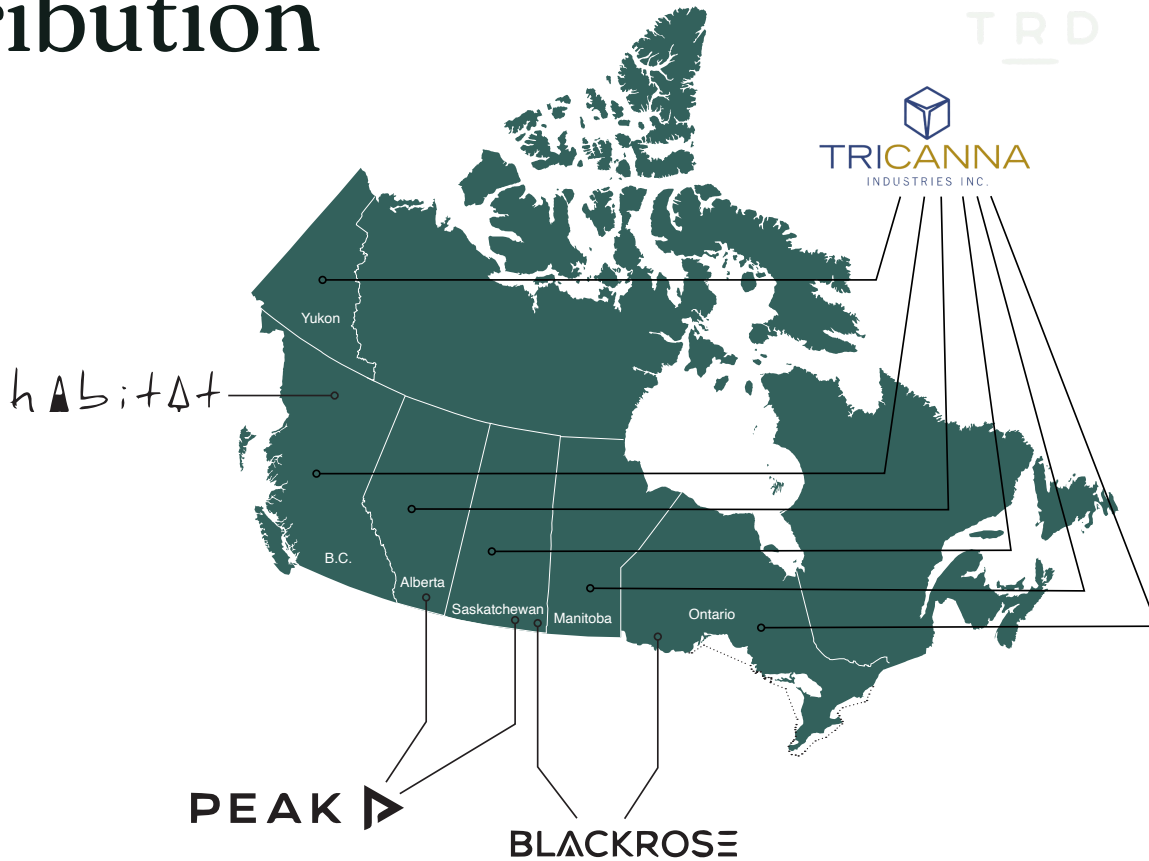
Currently, we're not focused on infrastructure but on developing a consumer facing brand that brings a quality that is associated with the term BC Bud.

# Canadian Cannabis Market Size Forecast

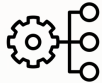


The cannabis market is poised to have a major effect on Canada's economy. Deloitte's Cannabis Report predicts significant opportunity in markets for topicals (CAD\$174 million), concentrates (CAD\$140 million), tinctures (CAD\$116 million) capsules (CAD\$114 million).

# Distribution



# Brand Strategy: White Label



## BRAND AWARENESS

Weekly marketing initiatives combining brand specific product awareness and retail partnerships for consumer education.



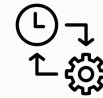
## PRODUCT DEVELOPMENT

Flexibility of bringing unique products to an ever-changing market and consumer base.



## PARTNERSHIPS @ LICENSING

Our licensing model allows us to focus on our brand and product awareness. Our licensing model allows us to focus on our product awareness and consumer value.



## VALUE PROPOSITION

The BC Bud Co. is committed to the consumer experience. As the market evolves, so do we.

Since inception,  
we have focused on organic  
growth, with stellar results  
in our first year.

PROVINCES

6

PRODUCT SKU'S

30

PRODUCT CATEGORIES

6



# Partners



## HABITAT

Launching Habitats "Cake and Caviar" cultivars for hash and rosin. Solvent-less Solutions' main focus is to outsource products under our name and to provide a craft service to future potential partners.



## TRICANNA INDUSTRIES

Tricanna Industries provides dried flower and pre roll processing options.



## BLACK ROSE ORGANICS

Manufacturing agreement with Black Rose Organics for Canna Beans, our decaf chocolate-covered coffee bean. Located in Ontario, the company uses sustainably sourced beans and chocolate.



## PEAK PROCESSING SOLUTIONS

We have an agreement with Ontario-based Peak Processing to manufacture our live resin vape cartridges.



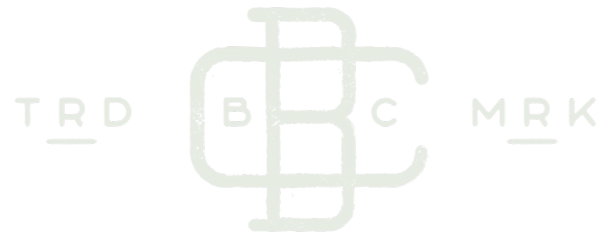
# Quality BC Indoor & Outdoor Cultivation



**DUNESBERRY**  
FARMS

Starting with Dunesberry Farms in Kamloops, B.C., The BC Bud Co will work with local cultivators across the province highlighting regions and methodologies that have made this area world renown.

# Management Team



BRAYDEN SUTTON

**CEO**

A distinguished figure in the cannabis industry with over 20 years of practical experience with the plant. He launched CannabisHealth.com in 2008 and was a co-founder of Supreme Cannabis in 2013. Brayden brings a rich history of new and valuable product offerings, has raised over \$100 million for the sector, and focuses exclusively on British Columbia's thriving, legal cannabis industry.

JOSH TAYLOR

**PRESIDENT**

Josh has over 15 years of practical experience in the cannabis industry along with CPG and pharmaceutical brands like Red Bull. Before founding The BC Bud Co., Josh was the director of business development at 1933 Industries developing brand opportunities across North America for 1933 expansion and JV opportunities with partners looking launch in our operational states.

SIMON TSO

**CFO**

Simon is the Principal of Athena Chartered Professional Accountant Ltd., a full-cycle accounting firm that assists both private and public companies with their financial reporting, regulatory filing, and taxation requirements, commonly as their Controller or Chief Financial Officer. Simon is also a co-founder of Zeus Capital Ltd., a boutique corporate finance firm that specializes in providing financial advisory, valuation and consulting services.

# Advisory Team

MARC LUSTIG

## ADVISOR

Marc Lustig holds MSc and MBA degrees from McGill University. He began his professional career in the pharmaceutical industry at Merck & Co. Mr. Lustig founded Cannabis Royalties & Holdings Corp. (Origin House) in early 2015. Origin House was sold to Cresco Labs in January 2020. Mr. Lustig is currently a Director of Cresco Labs and PharmaCielo Corp. He is also Chairman of both Trichome Financial Corp. and IMC Cannabis.

BRIAN TAYLOR

## ADVISOR

A legendary medical cannabis activist and politician in British Columbia, Mr. Taylor formed the BC Marijuana Party in 1996. He was the Mayor of Grand Forks, BC from 1997–1999 and is once again the Mayor. He has been dubbed the "marijuana mayor" and has a long history of fighting for the little guy while extending on the legacy of BC Bud. Brian Taylor was also the creator of the Cannabis Health Journal in 1997.



# Independent Directors

DAYNA LANGE

## **DIRECTOR**

Designated a CPA, Dayna has worked with family offices for many years as their go to accounting consultant. In 2019 she founded Tricanna Industries with her husband Cory, servicing some of the best brands out of British Columbia in the dried flower category.

JUSTIN CHORBAJIAN

## **DIRECTOR**

Just has over 25 years of practical cannabis experience. He is the founder and owner of Green Planet Nutrients, a world-renowned plant nutrients company working and supply top cultivators everywhere. He also founded Growing Exposed, a prominent YouTube channel chronicling tours of varying facilities in North America.

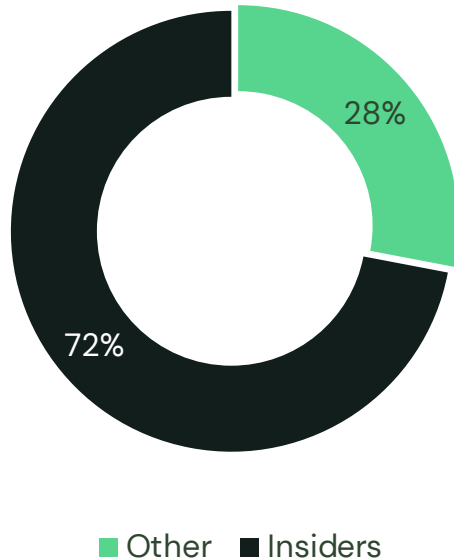
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# Closely-Held



## COMPETITIVE ADVANTAGE

The BC Bud Co.'s founders have key top level-management experience in both the Canadian and U.S., including Canada's pre-legalization medical market.



# Contact



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