

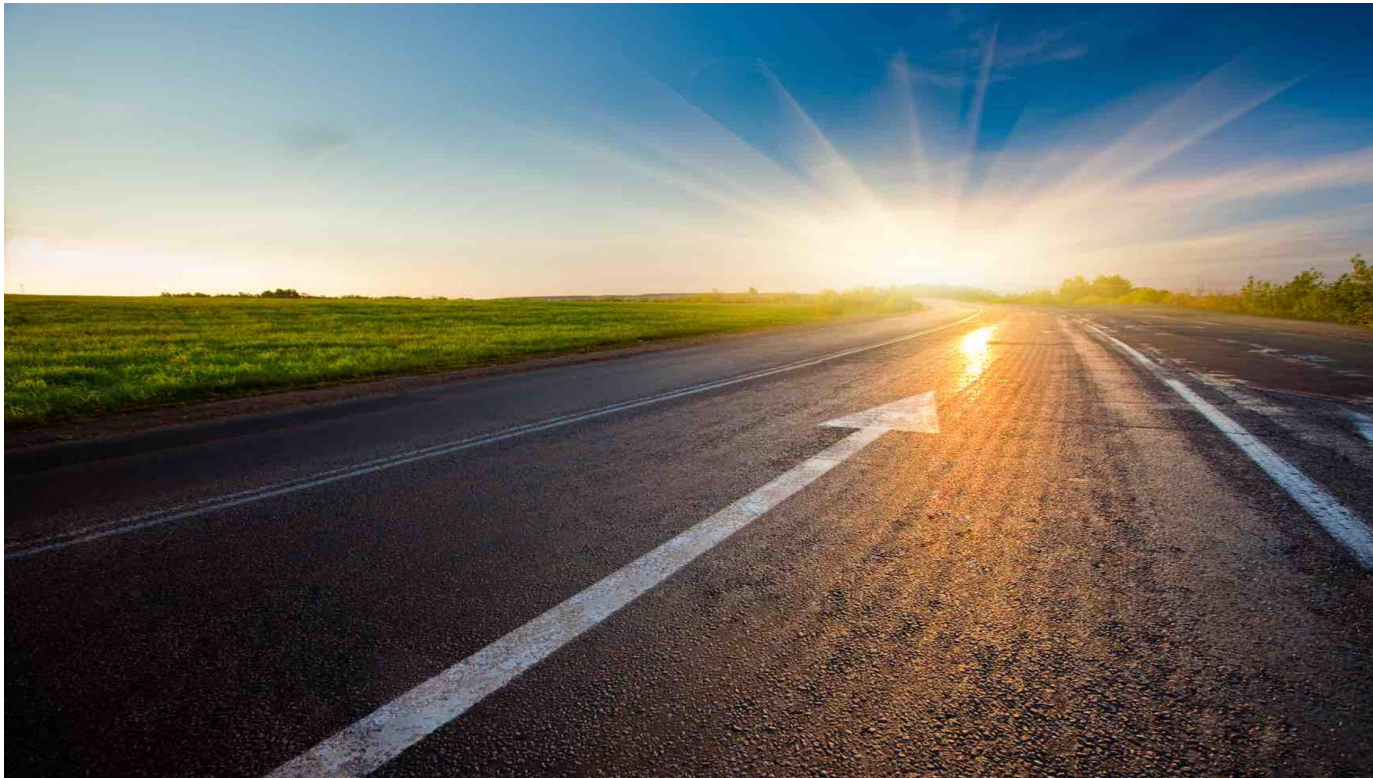
Cannabis: Legalization and Beyond

June 2019 – Cyrus Sadaghiani



TOKYO SMOKE





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March 2018

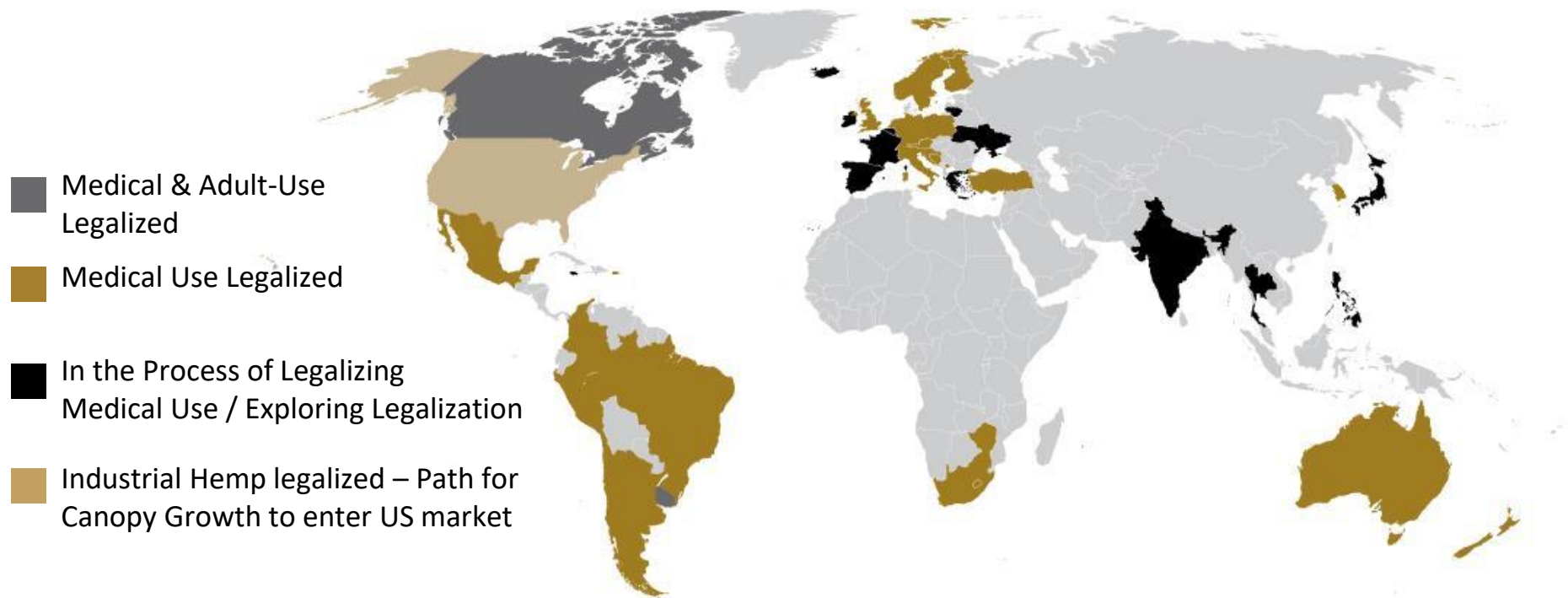


June 2018



Aug 2018





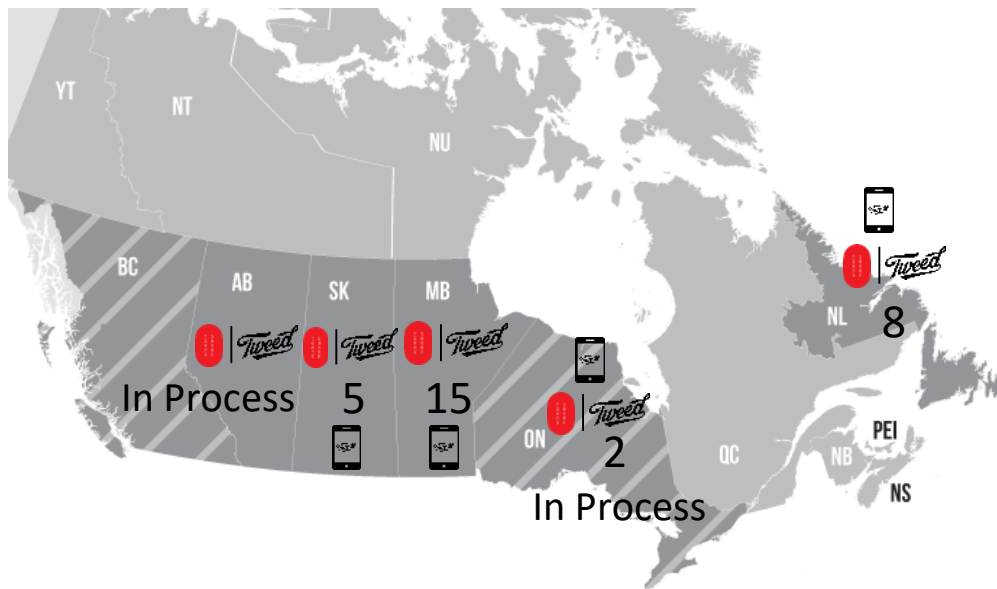
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- Canopy Growth Corporation is a Global leading diversified cannabis and hemp company.
- Operate a growing collection of brands that offer an extensive selection of curated strain varieties.
- One of the world's largest cannabis cultivators and sales organizations -> Seed to Sale
- We are a company of firsts!





Inconsistent Cannabis Supply



Cannabis E-Commerce Limited



Same Consumers, New Shopping Experience



Limited Points of Distribution



Shifting Regulatory Environment



Education is Currency



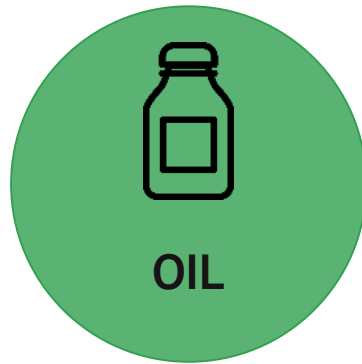
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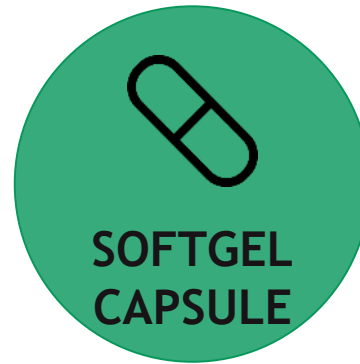
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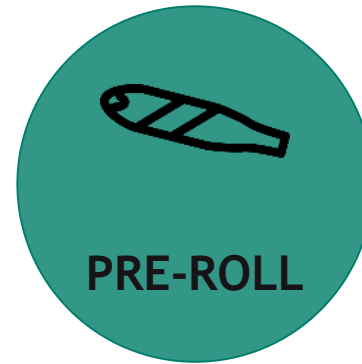
74%



5%



18%



3%



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I Like To Think Of Weed Like A Tomato...



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Spectrum
Therapeutics

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Innovation Product Categories



VAPES



DRINKS



CONCENTRATES



EDIBLES



TOPICALS





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A commercial center of excellence grounded in data, strategic analytics, and insights that helps to build strong customer relationships, identify category growth opportunities, build and deploy tools, and drive shopper satisfaction.



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**Strategic
Analytics and
Forecasting**



**Revenue
Management**



**Category
Management**



**Trade
Marketing**



**Sales
Operations**



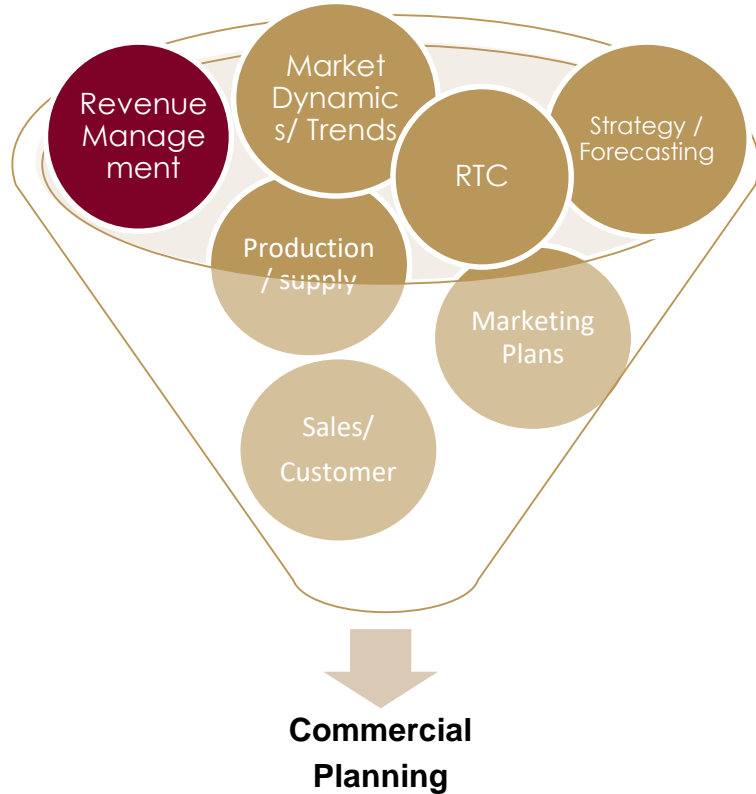
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The Role of Revenue Growth Management



Revenue Management is **not pricing alone**, it looks at the **business holistically**.

Driving value creation by optimizing **how**, **what** and **where** we sell, what we **charge** and **how we promote...**

Revenue management will support the development of **strong relationships with our trade partners** and drive sustainable growth for Canopy and its customers.

Don't Be Late To The Party...Cannabis Will Revolutionize The Package Goods Industry

