



HIGHTIDE
THE RISING TIDE OF CANNABIS

A retail-focused cannabis corporation enhanced by the manufacturing and distribution of consumption accessories.

Over **10** Years in Business

2 Vertically-Integrated Business Segments

WHOLESALE



Canada's premiere designer and manufacturer of lifestyle products and consumption accessories with distribution facilities in Calgary, AB and Las Vegas, NV; >5,000 SKUs with 75% of our catalog manufactured in-house to maximize margins.

Work with some of the biggest licenses in the industry and manufacture/distribute accessories in North America and the EU, including: **Snoop Dogg, Paramount Pictures, Trailer Park Boys, Kevin Smith & Guns N' Roses**

RETAIL: Bricks & Mortar



Canada's largest cannabis retail network by revenue, with **85 branded locations currently open across Alberta, Ontario, Manitoba and Saskatchewan.**

Approximately **96,000 members** in the Cabana Club loyalty program.

Focused on growing the Ontario store network as Canada's most-populated province, with an overall target of 115 stores expected across Canada by YE2021.

RETAIL: Online



Grasscity.com and SmokeCartel.com are the world's premier online stores for consumption accessories and lifestyle products, with over 33 million combined site visits in 2020 and a majority of traffic and customers based in the United States.

FABCBD is a leading online retailer of hemp-derived CBD products; **CBDcity.com** was launched by High Tide in May 2020

MARKET & KEY DATA

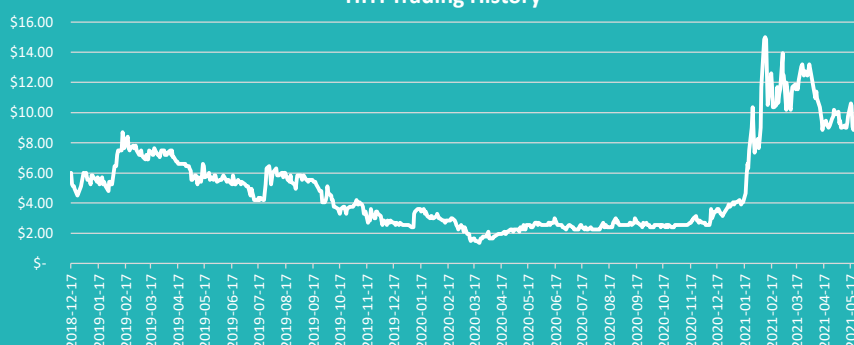
Primary Ticker / Exchange:
Share Price¹:
Average Daily Volume²:
Share Outstanding (basic)¹:
Market Capitalization¹:

TSXV:HITI
\$9.16
477 thousand
48.75 million
\$447 million

TTM Revenue^{3,4}
TTM Gross Margin^{3,4}
Total Assets⁴

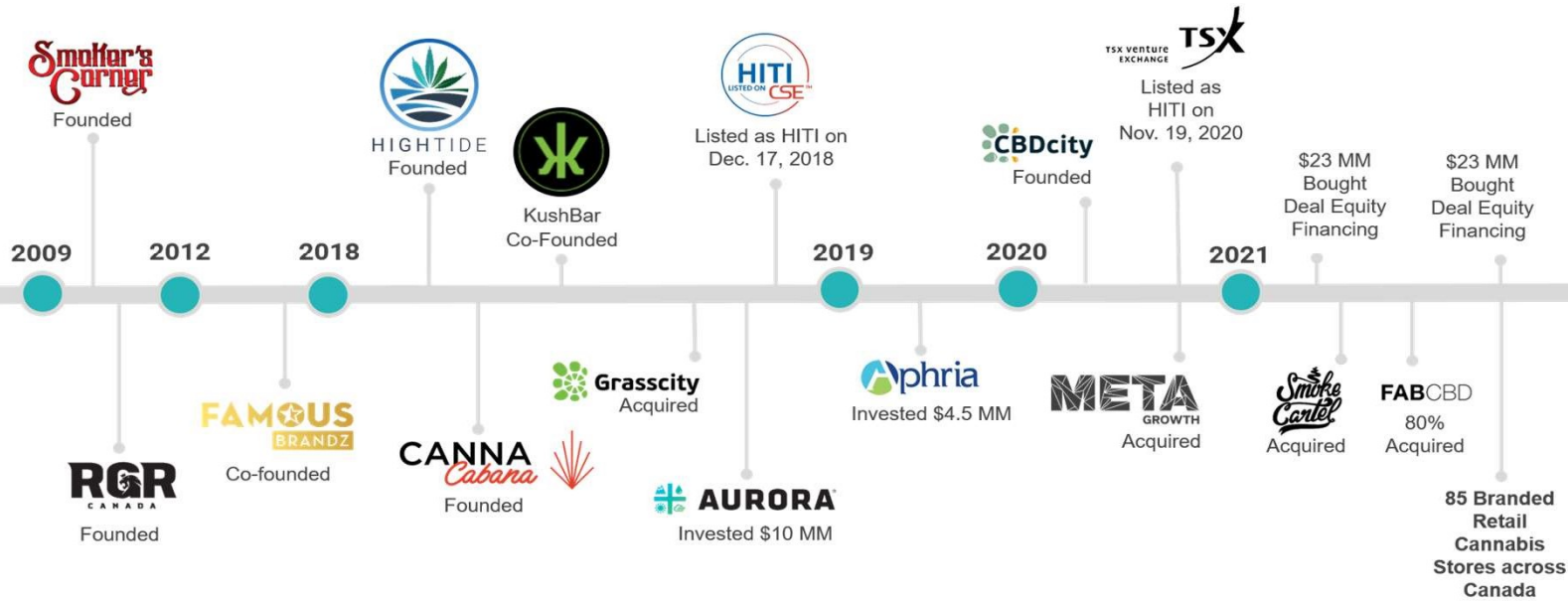
\$107.87 million
\$40.79 million
\$166.57 million

HITI Trading History



¹ As at May 26, 2021.
² As at May 26, 2021 with 3-month average volumes.
³ For the trailing 12-month period ending January 31, 2021. ⁴ 1Q21 unaudited financial statements.

TIMELINE OF MILESTONES



STRATEGIC PARTNERSHIPS

Legal:



Notable Investors:



Finance:



Auditor:



Security:



Technology:



THE CANNABIS INDUSTRY

Canada's recreational cannabis market is expected to have an estimated value of US\$4.0 billion in 2021.

SOURCE: BDSA, February 2021

MANAGEMENT & BOARD OF DIRECTORS



Raj Grover
Rahim Kanji
Andy Palalas
Aman Sood

Founder, President & Chief Executive Officer
Chief Financial Officer
Chief Revenue Officer
Chief Operating Officer



Raj Grover
Andrea Elliott
Nitin Kaushal
Arthur Kwan
Chief Christian Sinclair

Executive Chairman
EVP Direct to Consumer, Moose Knuckles Canada
President, Anik Capital Corp.
CEO, CannalIncome Fund
Co-Chair, MB Northern Economic Dev. Strategy

CONTACT US

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