



CANNABIS
EST.
VENTURA
AND WELLNESS
MMXIX

**A plan to build a vertically integrated, California based
Branded-Products Cannabis Company**

**Roadmap to Understanding
Ventura Cannabis (VCAN)**

- What we have done so far (our history in cannabis)
- What we want to be (our goal)
- What we have today (our financial position)
- How we are getting there (our strategy)
- What we look like when we arrive (our financial targets)

www.venturacanna.com

Disclaimer



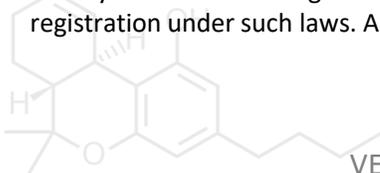
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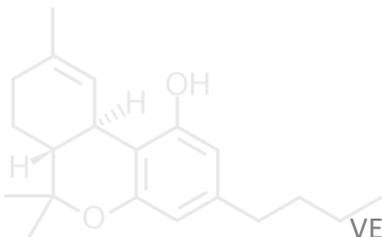
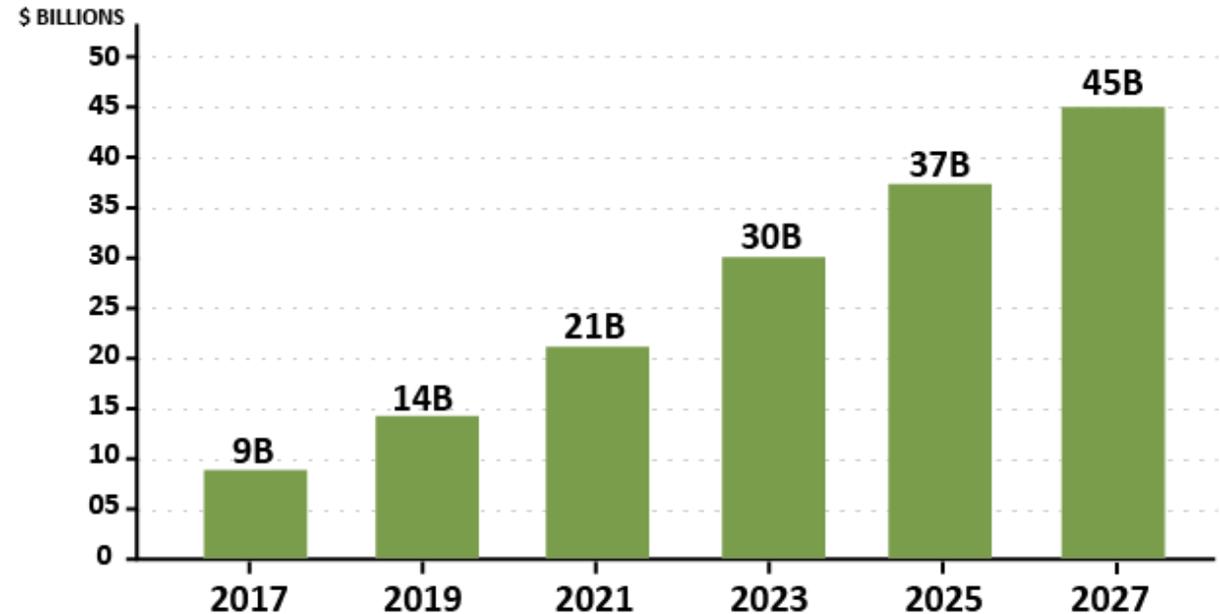
Market Highlights

New, Developing Large Markets

The U.S. market for cannabis, which was largely non-existent 10 years ago, is expected to reach \$45 billion by 2027

Does Global Alcohol need to Worry about the Rise of Legal Cannabis?, Jefferies Financial Group Inc., 2019

- The market is in the early stages of adoption and development
- Market segments are just forming as the regulatory framework continues to be established
- Cannabis is being regarded by a large and wide demographic in the U.S. as a legitimate medical treatment and lifestyle alternative



Timeline



January 2019

Re-organization of the board and management team

Company changes its name from BLVD Centers Corp. to Ventura Cannabis and Wellness Corp.

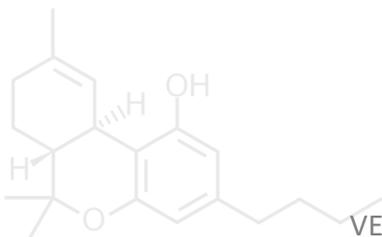
Purchase agreement for sale of outpatient rehab business (60% of past business line revenues) for a annuity payment of \$6.6M in cash over three years while retaining fixed revenue participation.

February/March 2019

Several initial applications for cannabis dispensing in California prepared and submitted and purchase agreements executed to acquire \$3M in cannabis revenue (dispensaries).

April 2019

Shareholders approve change of business to a cannabis company from an addiction treatment company.



The Strategy for Cannabis Revenues

THE INITIAL MARKET:

California



- One of the largest, most refined and most innovative markets in the U.S.
- Offers abundant segmentation opportunities

THE BUSINESS MODEL:

Vertical Integration



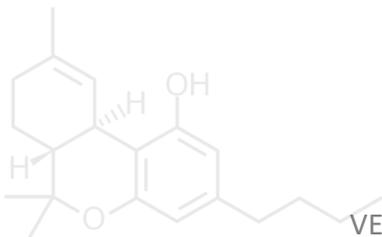
- Strain quality and potency
- Predictable supply chain

THE VALUE PROPOSITION:

Branded Products



- **Discrete products**
- **Accurate dosing**
- Pricing power and superior margins



Current Snapshot of VCAN

Cash of \$4.7M

Operationally cash flow positive, adding cash to the balance sheet from the annuity-like payments from rehab operations

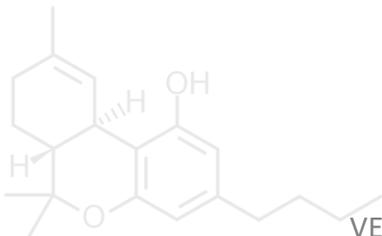
Database of thousands of patients who may qualify for cannabis to control the effects of their addictions

Leverable assets of \$4M

Executed purchase agreements to acquire \$3M of revenue from three dispensaries*; awaiting regulatory approval and lease completion to close

Several initial applications prepared and submitted for California dispensing/ Deep pipeline of California cannabis company targets

*Forward looking revenue estimates are based upon managements due diligence of the acquisition targets.





Value Proposition: Branded Cannabis Products

Plan: Sell products to segments that desire a discrete option for consuming THC/CBD as well as predictable dosing

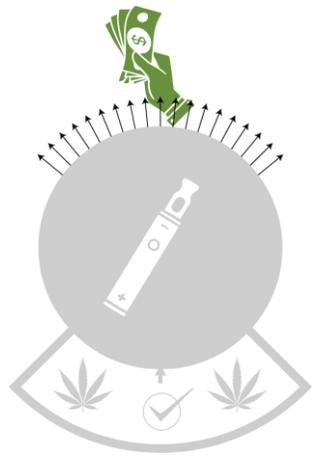
Use the large, growing California market to carve out specialized segments.

Four Segments that VCAN will initially focus on that desire discrete products and predicable dosing:

- Seniors ages 65+
- Upwardly mobile female professionals: Ages 40-55
- Upwardly mobile male professionals: Ages 40-55
- Opioid addiction sufferers – access to past, current and future patients from previously owned facilities

Current Status and Immediate Plan:

- Apply for California licenses for manufacturing, processing and distribution of cannabis
- Source and acquire existing cannabis product companies in California
- Hire experienced product development team
- Sell detox business (total of eight figure revenues) to add cash for cannabis plan
 - Retain long term rights to supply cannabis to past, current and future patients



Establishing a Network of California Dispensaries with Owner Operators

Plan: Take premium shelf space for VCAN's high margin branded products and increase customer spend per trip

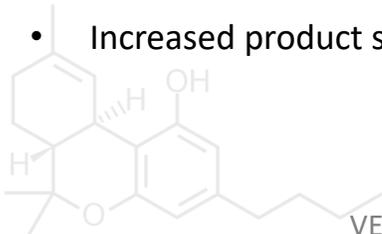
Acquisitions expected to be in a revenue share guarantee structure, allowing VCAN to take a percentage of gross revenue and giving the owner-operator the ability to continue to operate the business to maximize their own profits.

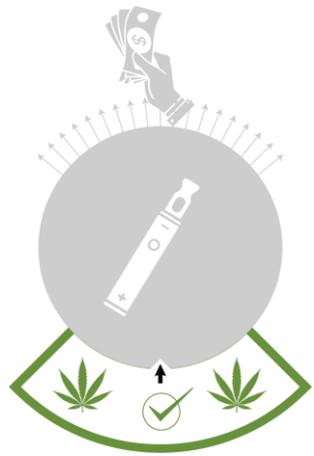
Increase post-acquisition ROE through:

- Guaranteed revenue sharing
- VCAN product sales from acquired dispensaries
- Increased product sales in the local area through other dispensaries

Current Status and Immediate Plan:

- Close California licenses for dispensing and delivery (one seller under contract to close)
- Apply for California licenses for dispensing and delivery of cannabis
- Source and acquire controlling interests in other dispensaries in key California locations
- Continue to build acquisition and application pipeline





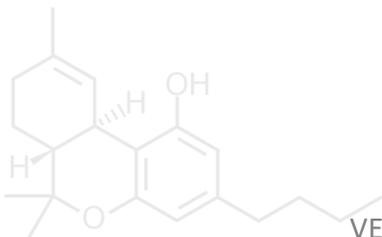
Supply Chain And Quality: Strain/Grow

Plan: Ensure quality and dosing accuracy for the product; Control the supply chain management

- Use grow operations to produce specific strains targeted to each product segment
- Control supply chain to maximize growth potential
- Superior quality control of product to yield higher potency from extracts
- Improve accuracy of dosing with standardized extracts

Current Status and Immediate Plan:

- Apply for California licenses for growing cannabis
 - Find locations suitable for grow
- Source and acquire existing cannabis growers in California



Summary of the Business Model

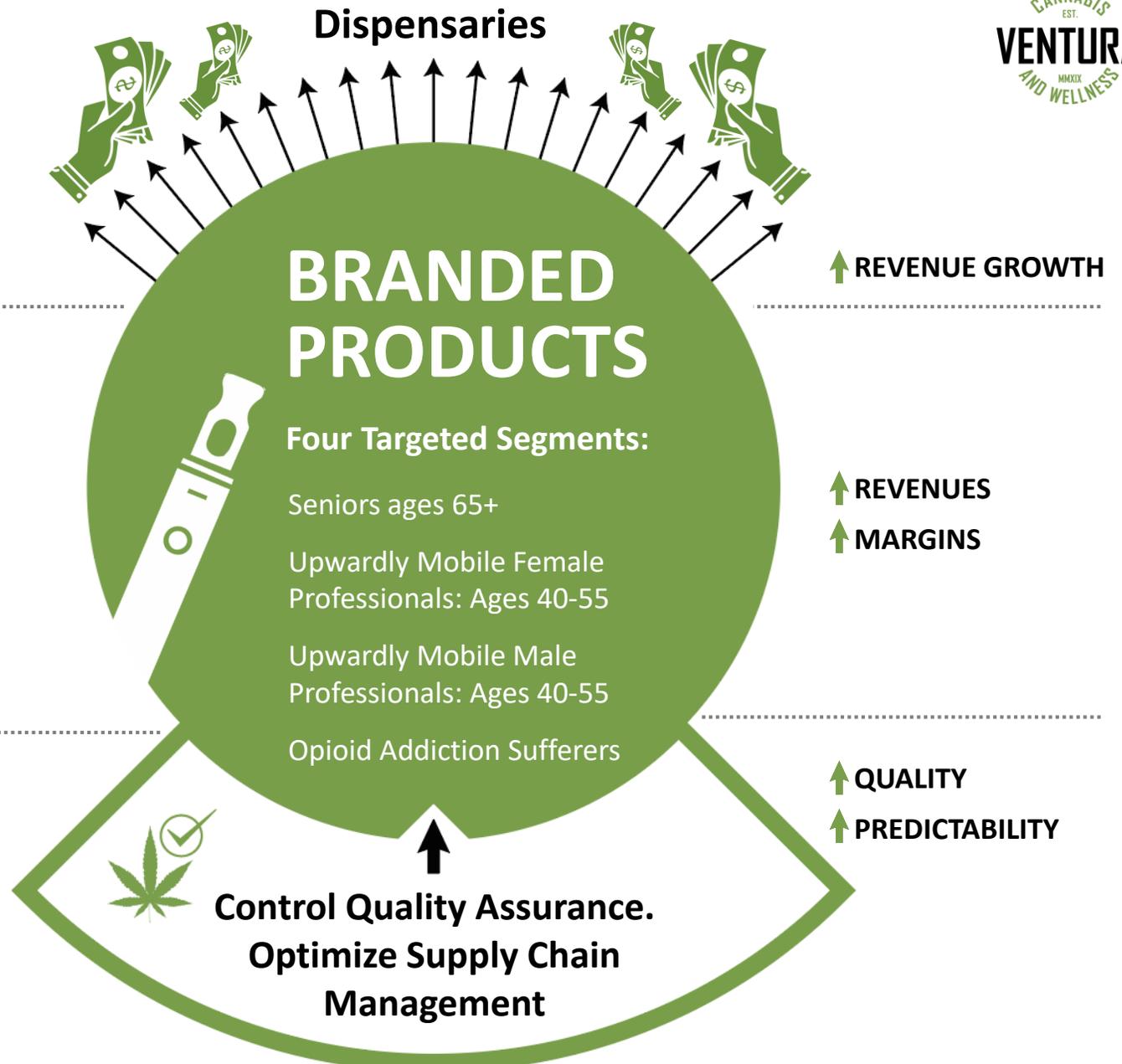


SALES

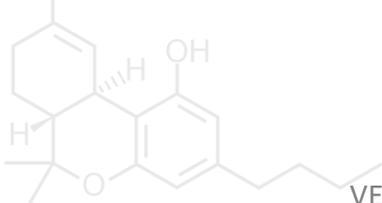
Dispensaries

Owner-operator Partnership = Low Overhead and Alignment of Interest

BRANDED PRODUCTS

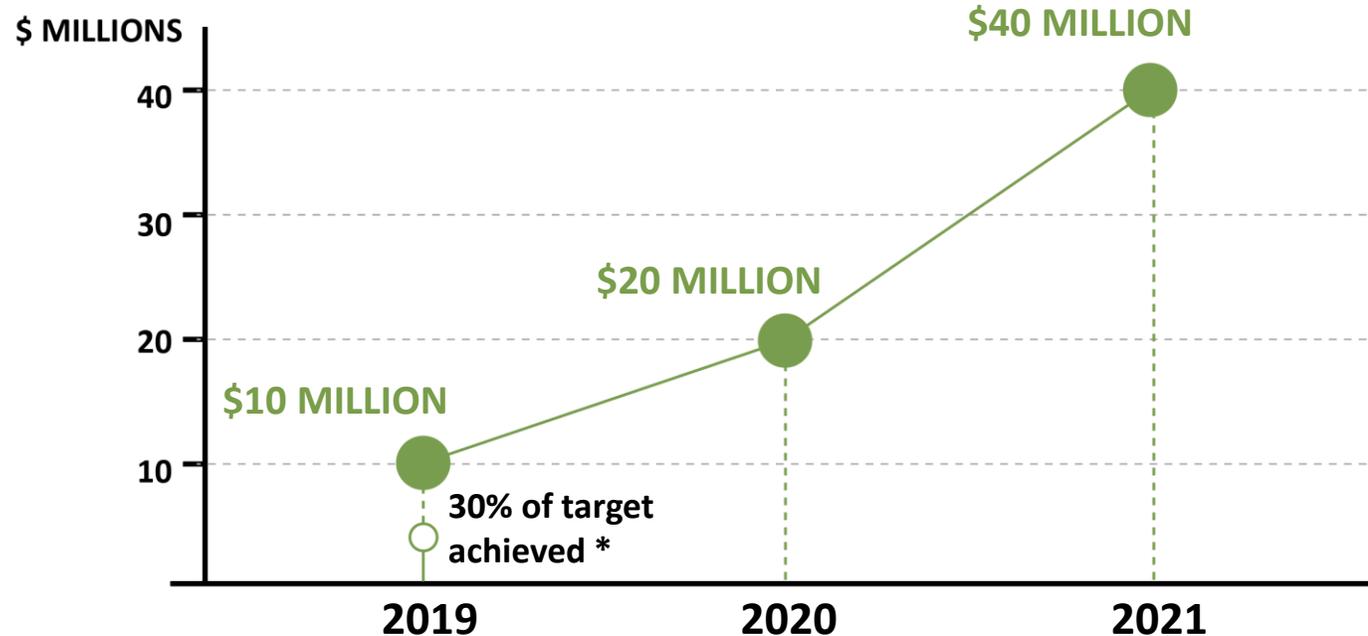


STRAIN



Revenue Goals and Market Cap

Revenue



*Assumes closing of deals under contract.

Current market capitalization is less than \$30M

Short-term revenue goals can be achieved with the current balance sheet and cash flow

A deep pipeline of acquisition targets and application targets have been built and developed

