

A laboratory microscope is the central focus, with the text 'CANNABIS EST. VENTURA AND WELLNESS MMXIX' overlaid on it. The text is in a bold, white, sans-serif font. The background is a blurred laboratory setting. In the bottom left corner, there are chemical structures of cannabinoids, including a hexane ring and a benzene ring with a hydroxyl group.

CANNABIS
EST.
VENTURA
AND WELLNESS
MMXIX

**Building a Vertically Integrated, California based Branded-
Products Cannabis Company**

www.venturacanna.com

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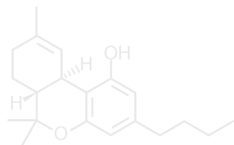
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Market Highlights

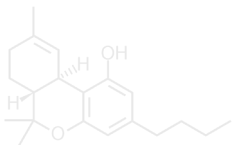
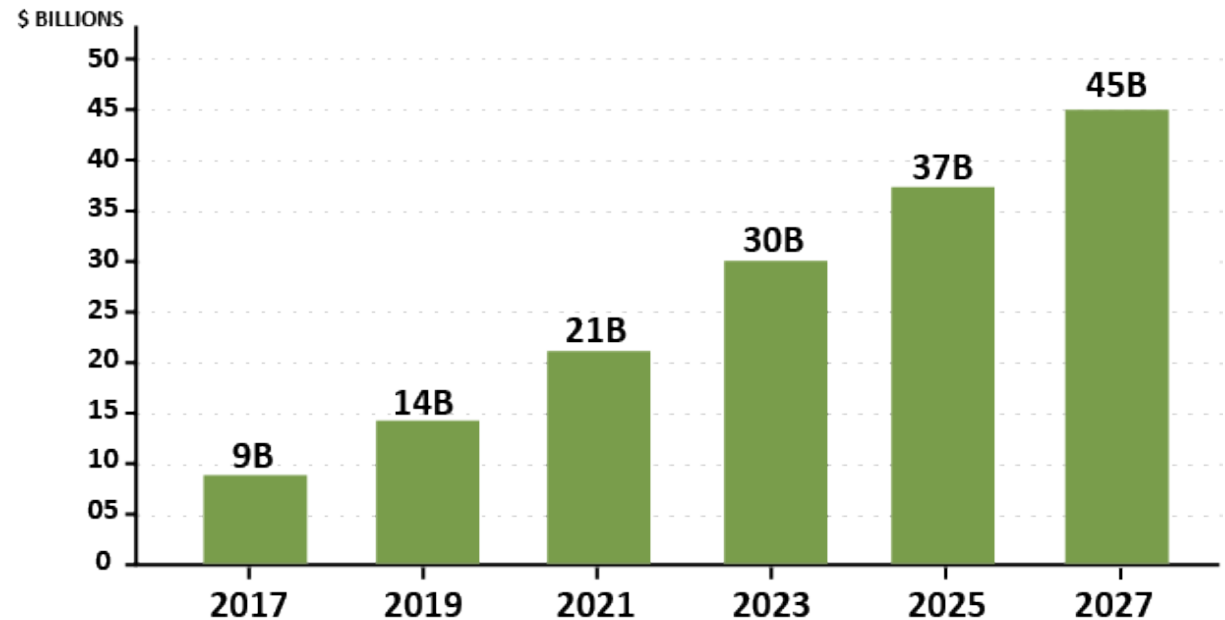


New, Developing Large Markets

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



The Strategy for Cannabis Revenues

THE INITIAL MARKET:

California

VCAN has a license to distribute across the entire state under contract



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

THE VALUE PROPOSITION:

CannaSun Branded Product Line

VCAN has a contract to acquire a revenue generating cannabis product company with a 1st generation product selling today (Cannastar) and a 2nd generation product to launch in 2019



CannaSun 2nd Generation Product Line



- Discrete products
- More Accurate dosing

Segments:

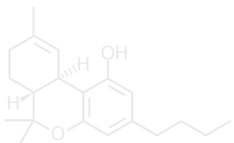
- 65+ Year Old Seniors
- 40-55 Year Old Upwardly Mobile Female Professionals
- 40-55 Year Old Upwardly Mobile Male Professionals
- Opioid Addiction Sufferers

THE BUSINESS MODEL:

Acquisition Driven



- Strong Balance Sheet
- Large Pipeline = Buyers Market
- Low overhead owner/operator acquisition model
- Post acquisition 12-18 month investment payback



Establishing a Network of California Dispensaries with Owner-Operators

Acquire California dispensaries to secure premium shelf space for CannaSun's high margin branded products and increase quarterly revenues

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:

1. Guaranteed revenue sharing
2. CannaSun product sales through acquired dispensaries
3. Increased CannaSun product sales in the local area through other dispensaries

Target Annual Revenues 2019: \$10M

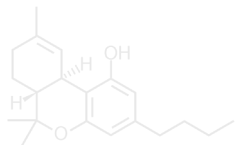
Deal Pipeline Funnel (May 2019)



Acquisitions closed (May 2019): **\$900k** in proj. annual revs

Acquisition's under contract (P.A.): **\$2.1M** in proj. annual revs (2 deals)

Acquisition Targets (LOI, Term Sheet): **\$8.3M** in proj. annual revs (10 additional dispensary targets)



Market current first generation Cannastar product line

Finalize second generation CannaSun products targeting segments that desire a discrete option for consuming THC/CBD as well as predictable dosing

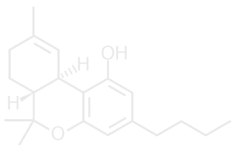
Use the large, growing California market to carve out specialized segments

Four Segments that CannaSun targets with 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

The CannaSun Brand

- Launched in November 2018 under Cannastar
- Projected \$750,000 in total annual revenues; Q1 unaudited revenues were \$125,000 (vape and concentrate products) for the quarter ending March 2019
 - Just from the 1st generation products (vape and oil) sold only in a small part of L.A.
 - 2nd generation product ready to launch in 2019
- Gross Margin of 45% at current levels
- \$12M is total potential annual revenue at full capacity at the CannaSun facility



Summary of the Acquisition Model – Rapid Return on Invested Capital



VCAN projects a 12-18 month payback for cash invested into dispensary acquisitions:

The return comes from 3 “payment” streams post acquisition

PAYMENT STREAM 2: Once a dispensary is acquired, VCAN will take premium shelf space to sell its CannaSun branded products. At 45% margins, these targeted products are expected to increase cash return to VCAN significantly

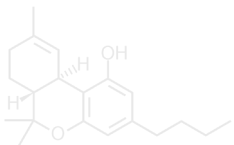
PAYMENT STREAM 1:

VCAN will have a fixed payment stream of at least 10% of revenues post acquisition from each dispensary



PAYMENT STREAM 3:

Once CannaSun is established in the locale as a brand. CannaSun products are expected to increase cash return to VCAN through 45% margin products sold in other local dispensaries



Timeline – A Sense of Urgency

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.

May 2019

Executed PA with a vertically integrated California Cannabis product company with estimated annual revenues of **\$750,000** and a first generation product.

Finalizing CannaSun 2nd generation product line for sale

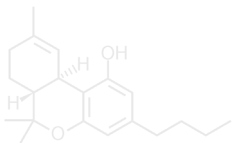
Closed Amberlight dispensary with projected annual revenues of **\$900,000**. Full impact of revenue to be seen on financial statements for quarter ending August 31st.

Executed LOI to sell 40% (by revenue) of the detox business for **\$1.4M** + rights to supply cannabis to past, current and future patients for 10 years.

Executed 3 LOIs, 2 purchase agreements and closed 1 transaction that total an estimated **\$8.3M** in annual revenue.*

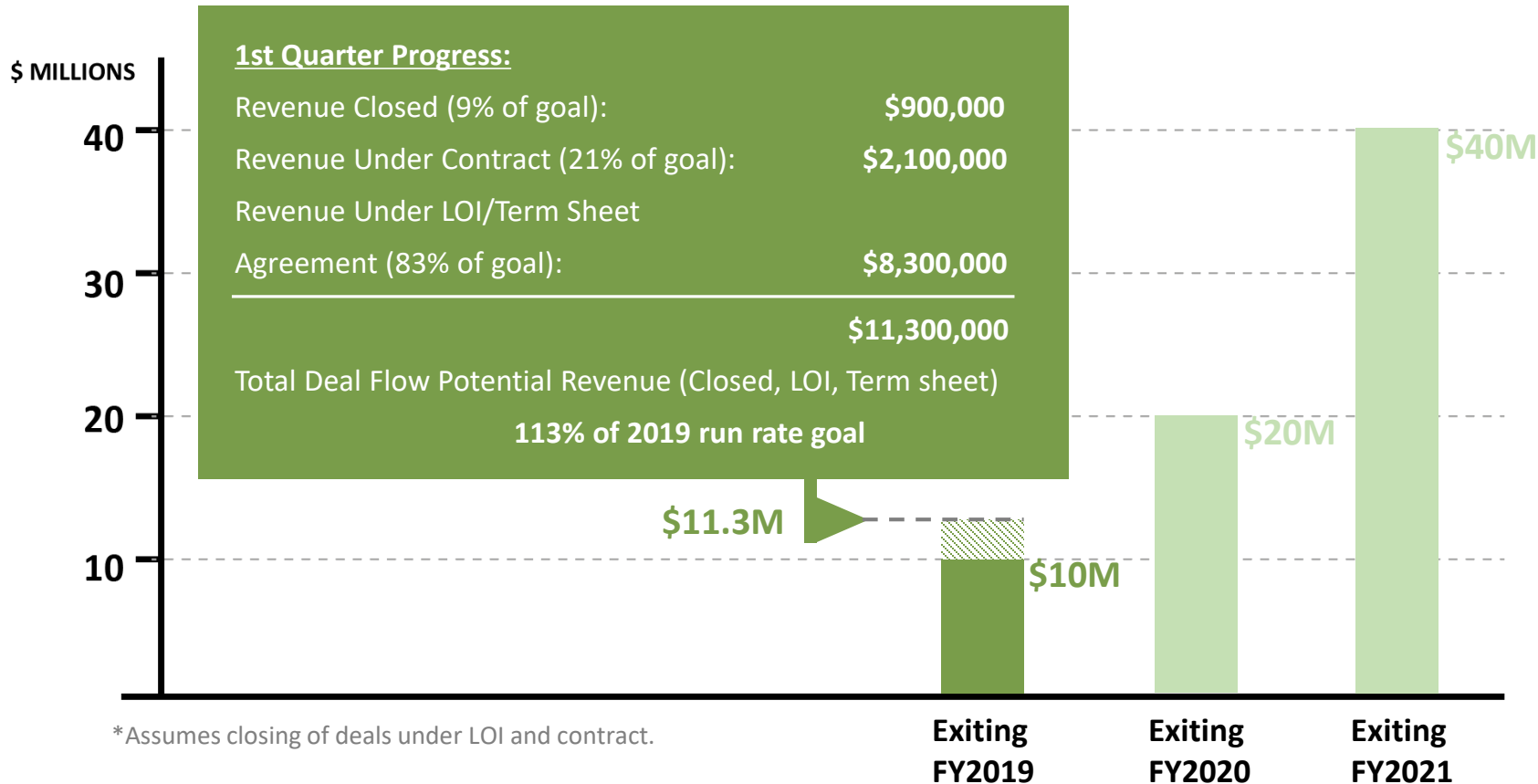
Applied for several dispensary licenses in California.

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



Revenue Runrate Goals and Market Cap

Revenue Runrate



*Assumes closing of deals under LOI and contract.

VCAN fiscal year is March 1 to Feb 28th

Current market capitalization is less than \$30M

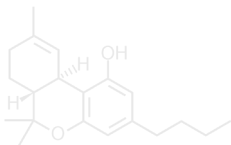
1st generation product line is selling now.

CannaSun 2nd generation product line is being finalized

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

Strong balance sheet to close purchase agreements (P.A.'s)

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



Current Snapshot of VCAN – May 2019



Cash of \$1.9M after closing P.A's under contract

Not including cash flow incoming from sale of outpatient and detox centers



CANNASUN

Secured the product line acquisition – a California cannabis product company with an estimated **\$750,000** in annual revenues with **\$150,000** in estimated EBITDA; Investing in CannaSun 2nd generation product line

Closed Amberlight dispensary with projected annual revenues of **\$900,000**

Full impact of revenue to be seen on financial statements for quarter ending August 31st

Executed 3 LOIs, 2 purchase agreements and closed 1 transaction that total an estimated **\$8.3M** in annual revenue*

Leverable assets of \$4M

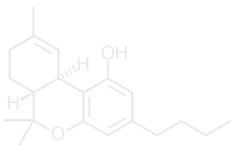
Executed LOI to sell 40% (by revenue) of the detox business for **\$1.4M** + rights to supply cannabis to patients for 10 years

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

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

Management Team has long term experience in acquisition and management model (Heath) and product development and marketing (CannaSun management team)

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



Summary



Rapid Return on Invested Capital Business Model with Long Term Brand Value

- ✓ **Strong Balance Sheet** = No financing contingencies to close deals
- ✓ **Strong Revenue Growth Profile with Short Term Quarterly Revenue Growth** coming from dispensary acquisitions
 - ✓ 70% of 2019 annual runrate revenue already closed, under contract or LOI
- ✓ **Cannastar Brand** 1st generation products are selling an estimated \$750,000 annually with \$150,000 in EBITDA; 2nd generation products being finalized for targeted segments
 - ✓ \$12M in potential annual revenue at full capacity in Cannastar's current facility
- ✓ **Increased Cash Flow Post-Acquisition from 3 Cash Streams (With 12-18 month payback period for total cash invested into acquiring a dispensary)**
 - ✓ Cash flow from acquired dispensary (10%+ of total revenues to VCAN)
 - ✓ Increased revenues and cash flow from Cannastar product sales on premium shelf space in VCAN-owned dispensaries
 - ✓ Increased revenues and cash flow from Cannastar product sales from other local dispensaries
- ✓ **Deep Pipeline of Acquisition Targets (150 total targets)**
 - ✓ GOAL: Close 8 dispensaries (\$10M in annualized sales)
 - ✓ TO DATE: 1 Closed, 5 under contract or LOI; 7 agreed to term sheets
- ✓ **Proven Acquisition Model** (Owner-operator) = Low Management Overhead and Aligned Incentives
- ✓ **Management with a Proved Track Record**
 - ✓ Owner-operator model has been working inside VCAN's previous business for years
 - ✓ Cannastar management team is retained (and took stock as part of the sale) to develop and market 2nd and 3rd generation products

