




ABOUT LIFT & CO.

Lift & Co. is a cannabis-focused technology and media company that monetizes a platform of advertising solutions, events, and data insights to enable cannabis businesses to better understand, target, and reach cannabis consumers. The Company looks to aggregate and connect the three most valuable stakeholders in the cannabis value chain – **consumers, licensed producers, and licensed retailers.**

REGULATORY ISSUES

Cannabis legalization has created a **new consumer packaged goods (“CPG”) industry**, where **brand differentiation & iterative customer insights** are the keys to success. However, regulatory hurdles create significant marketing inefficiencies and a disconnect between **consumers, producers and retailers.**

Marketing Prohibitions	Uninformed Consumers	Retail with No Data Infrastructure
		
<p>Tobacco-like restrictions on marketing severely limit brand building and impactful advertising, and billions in spending.</p>	<p>The end of prohibition has created an consumer base in the millions that are hungry for trusted knowledge.</p>	<p>A brand new retail vertical exponentially fragments sales data across multiple entities which creates a consolidation opportunity.</p>

LIFT & CO PLATFORM & VALUE CHAIN

Value Chain



Lift & Co. Products

<p>Consumer Marketing. Monetizing sponsored content targeted downstream to retailers and consumers.</p>	<p>Trusted Product Reviews.</p> <ul style="list-style-type: none"> • Providing non-restricted product and brand information through product reviews • Incentivizing data collection with a unique loyalty program and purchase receipt collection
<p>Trade Marketing. Monetizing marketing to retail “budtenders” through digital retail staff training and brand education modules.</p>	
<p>Data Insights. Monetizing insights into emerging trends, forecasts and consumer behavior via self-service and commissioned reports.</p>	
<p>Event Marketing. Monetizing brand differentiation through sponsorships, booths and tickets at the Lift Expos, Producer/Retailer Tradeshow and the Canadian Cannabis Awards event series.</p>	

WHY INVEST?



Solving a multi-billion dollar marketing problem with no direct competitor



Has monetized over 80% of selling licensed producers (LPs) in the last 12 months



232% Growth in annual trailing twelve month revenues as at September 2018 ("TTM-Sept 18")



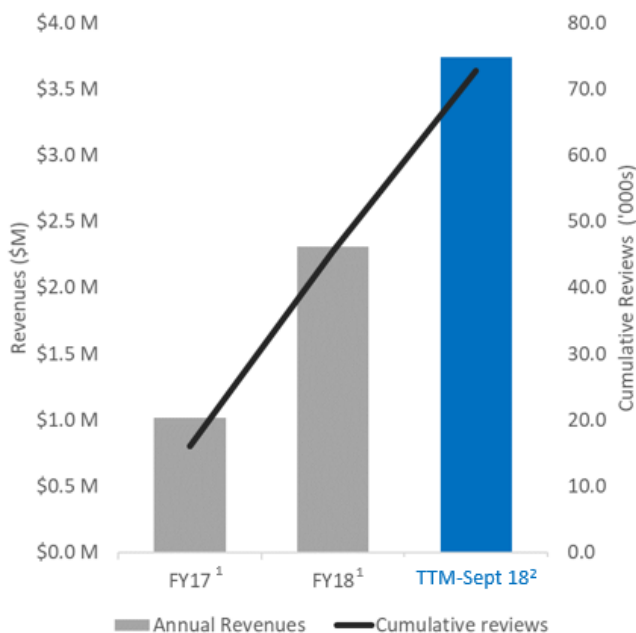
Unique visitors to lift.co has increased 58% in the last 3 months since legalization



Recurring revenues growing at 2x the total revenue rate

FINANCIALS

Increasing Revenues to Date



MARKET CAPITALIZATION

(in C\$ millions, except per share)

Share Price (Jan 08, 2019)	\$0.34
Basic Shares Outstanding	70.0M
Market Capitalization	\$23.8M
Dilutive Securities	18.7M
Fully Diluted Share Count	88.7M

Ticker: LIFT (TSX-V)

52-week hi / low C\$1.07 / C\$0.19

Insider Ownership 51%

Matei Olaru, CEO
647.637.2004, matei@lift.co

Contact:

Craig Hudson, CFO
416.807.0370, chudson@lift.co

Prit Singh, IR: Thesis Capital Inc.
905.510.7636, psingh@thesiscapital.ca