



Vibe Bioscience
2505 17 Ave. SW, Suite #214
Calgary, Alberta, T3E 7V3
vibe@kcsa.com

VIBE BIOSCIENCE MEDIA FACT SHEET

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| Company: | Vibe Bioscience (CSE: VIBE) |
| Description: | Vibe Bioscience is a vertically integrated cannabis company that delivers exceptional retail experiences with its Vibe by California™ brand and ethos, premier cultivation product and high-efficiency delivery and distribution, whose goal is to provide convenience and ease to its customers. Vibe's management team collectively brings extensive expertise in retail, finance, mergers/acquisitions and real estate to support its U.S. expansion through accretive acquisitions and organic growth. |
| Location: | <p><u>Corporate Office:</u> 2505 17 Ave. SW, Suite #214 Calgary, Alberta, T3E 7V3</p> <p><u>U.S. Office:</u> 8112 Alpine Ave. Sacramento, CA, 95826</p> |
| Established: | 2011 |
| Business: | <p><u>Retail:</u></p> <ul style="list-style-type: none">• Two operating dispensaries in Sacramento and Stockton, CA• Two additional dispensaries opening in Q3 2019 and Q1 2020: Redding and Desert Hot Springs – Coachillin Business Park• Pick-up and delivery services• Cashless payment solutions for in store and delivery services• Company-owned branded products sold in multiple retail locations across Sacramento in addition to its own stores <p><u>Cultivation:</u></p> <ul style="list-style-type: none">• Operating indoor cultivation site in Sacramento with expansion underway – retail store and cultivation on same property (Sacramento Cannabis Campus)• Nursery and additional cultivation under construction with target completion Q3 2019 & Q1 2020 respectively in Sacramento• Vibe flower sold in Vibe owned retail locations accounts for 25% of total flower sales <p><u>Manufacturing:</u></p> <ul style="list-style-type: none">• Currently sourcing 3rd party manufacturing to develop extract products for retail, on shelves Q3 2019• Actively pursuing volatile extraction for acquisition to further develop extract product line |



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Branding

- All stores are branded as Vibe by California – current operating storefronts undergoing brand makeover
- All flower cultivated on site is sold as “Hype” branded flower and pre-rolls
- “Hype Extracts” is Vibe’s in-house brand of manufactured products

Distribution:

- Distribution center under development at Sacramento campus, completion expected Q1 2020 – allows Vibe to control complete supply chain and continues the vertically integrated model

Vibe by California:

The Vibe by California brand embodies the essence of California. Inspired by the renowned carefree and playful California culture, good vibes emanate from the Vibe by California brand, design and imagery. The Vibe by California experience is an opportunity to gain product knowledge, peruse new product lines, and shop an extensive range of accessories where permitted by applicable law.

Market Opportunity:

California—the fifth largest economy in the world—is anticipated to be a \$5.1 billion cannabis market by 2019. California legalized recreational use in 2018 creating an attractive opportunity for cannabis development in the state. The state has a favorable regulatory environment allowing for the ownership of all components of the supply chain. In California alone, about 9.2 million people over the age of 21 have reported using cannabis. (Source: BDS Analytics). Additionally, according to a report by Grand View Research, Inc., the U.S. legal cannabis market is anticipated to expand at a CAGR of 24.1% from 2019 to 2025 – globally, reaching a market worth of USD 66.3 billion.

Leadership:

Mark Waldron, Chief Executive Officer

Mark Waldron is a veteran entrepreneur, public and private company board member and private equity investor. He is the former CEO of a NYSE-listed American Express company and Domino's Pizza of Canada, and former Vice President of J.P. Morgan & Co., U.S. Hedge Fund Equity Derivatives. Mark holds an undergraduate business degree from the Ivey Business School at Western University and MBA from the Kellogg School of Management at Northwestern University.

Joe Starr, Chief Operating Officer

Joe Starr has over 20 years of experience in the real estate industry, focused on the development, sales and management of residential properties and supportive living facilities. He is an experienced owner and operator of multi-family and commercial properties throughout Western Canada and has closed over \$1 billion in acquisition transactions. Joe is the Founder and Director of TSX-V-listed First Western Financial Ventures Inc.



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Ryan Mercier, Chief Financial Officer

Ryan Mercier is a chartered accountant with ten years of experience, primarily in audit, financial reporting, consulting and M&A. He most recently held positions as Controller and Manager of Financial Reporting and has consulted on transactions exceeding \$1 billion dollars. Ryan has a Bachelor of Commerce from the University of Alberta.

Media Inquiries:

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