

Bien

Investor Presentation

June 2019



DISCLAIMER

This presentation includes forward-looking statements about Bien Ventures Ltd. and its business. Often, but not always, forward-looking statements can be identified by the use of words such as “plan”, “continue”, “expect”, “schedule”, “project”, “intend”, “believe”, “anticipate”, “estimate”, “may”, “will”, “potential”, “propose” and other similar words or statements (including negative variations) that certain events or conditions may or will occur.

These forward-looking statements include, but are not limited to, statements regarding benefits and timing of the receipt of licensed processor status by Health Canada, the effects of Bien’s technology as applied to products containing cannabinoids, the success of research and development efforts, and the legalization of edible and certain other cannabis products in Canada. There are a number of risks and uncertainties associated that could cause actual results to differ materially from the forward-looking statements included in this presentation. For example, the expected timing and likelihood of the receipt of a standard processing license and the achievement of timely revenue by Bien. Such factors can be difficult to predict and may be beyond Bien’s control.

Furthermore, the forward-looking events and circumstances discussed in this presentation may not occur by certain specified dates or at all, and could differ materially as a result of unknown

and known risk factors and uncertainties affecting Bien. Accordingly, Bien cautions that this foregoing list of material factors is not exhaustive.

The forward-looking information contained in this presentation represents expectations of Bien as of the date of this presentation and, accordingly, is subject to change after such date. Readers should not place undue importance on forward-looking information and should not rely upon this information as of any other date. While Bien may elect to, it does not undertake to update this information at any particular time except as required in accordance with applicable securities laws.

Bien is in licensing negotiations with an established, vertically integrated California cannabis company and certain other U.S.-based companies. Readers should note that while Cannabis is legal in certain states, including the State of California, cannabis remains illegal under United States (“U.S.”) federal laws. The U.S. Department of Justice issued guidance in 2013 indicating that it will focus on certain enforcement priorities, outside of which it will generally not enforce federal prohibitions on cannabis in U.S. states that have authorized this conduct so long as the U.S. state has implemented a strong and effective regulatory program. This federal guidance is subject to change, rescission or alteration by other federal government policy pronouncements at any time. The readers should be aware that change in federal guidance on enforcement actions could adversely affect the business operations of these U.S.-based companies.

Company Overview

Bien...

Ushering in a new wave of cannabis consumption

Bien is a technology and consumer brand company focused on bringing leading cannabis edible products to market



Bien

Transforming Cannabis

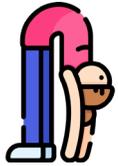


Patent pending technology that solves the technical challenges plaguing edible and drinkable cannabis products

- **Reduces onset time**
- **Improves bioavailability**



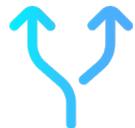
Products can be used to infuse **beverages, edibles and topicals**



Technology creates a new class of cannabis products: **Flexibles**



Broad cross-industry application, including nutraceutical, supplement and medical industries



Multiple revenue streams: consumer brands, white label manufacturing, cross-border licensing

Best in Class Technology

Bien has developed a proprietary method of encapsulating cannabinoids, nutraceuticals, and vitamins with rapid onset time and tailored bioavailability

Next-Gen Cannabis Products in Canada

Large, Growing Market

The Canadian market for next-generation cannabis products will be worth an estimated **\$2.7 billion annually**, with **edibles contributing more than half** according to Deloitte 2019 report

Canadian Legalization Fast Approaching

On Dec 22, 2018, Canadian government commits to legalization of edibles, concentrates and topicals by Oct 17, 2019

Medical and Recreational Access

Market spans both recreational and medicinal market segments (e.g. gel capsules, nasal sprays, recovery drinks)

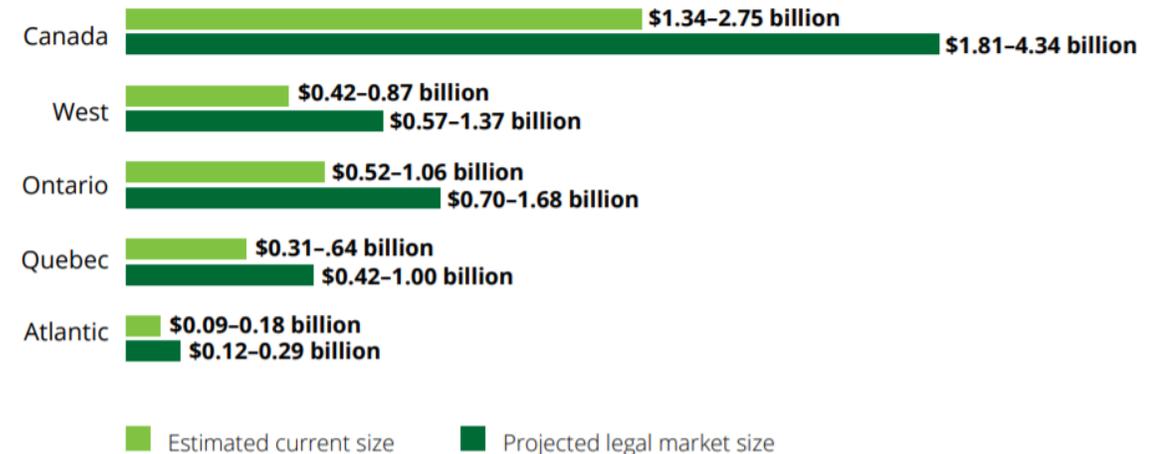
Shifting Consumer Demand Towards Next-Gen Products

Likely to see a category transition from traditional dried flower and into novel form factors (edibles, beverages and topicals)

Room for Diverse Offering to Cater for a Wide Range of Consumer Needs and Applications

Likely to see a “premiumization” of the market with the roll-out of more novel form factors with higher selling prices

Recreational cannabis: market size



Source: Deloitte analysis

Product Competitive Advantage



RAPID ONSET

μ MIX and μ SHOT allow for rapid onset on the order of 10 min



BROAD SOLUBILITY

Cold water? High sodium drink?
No problem...
Our products are water-soluble regardless of the medium – with no residue and no changes to their properties



ENHANCED BIOAVAILABILITY

Your body will take in more of the active ingredient than it would if you consume a product that is not put through Bien's process



TASTE MASKED

Incredible amount of time invested in figuring out how to eliminate the taste that nanoemulsions are normally plagued by

μ SHOT

Bien's proprietary, best-in-class nanoemulsion

- Onset time in the order of 10 minutes
- Formulated using entirely FDA approved food-based ingredients
- Loaded with vitamins, nutraceuticals and/or cannabinoids and used as the infusion input for next-gen products
- Used as a “**dose on-the-go**” or in the production of any **liquid-based product**, such as:





Bien's flagship water-soluble powder

- Onset time in the order of 12 minutes
- Patent-pending technology (US and Canada)
- Loaded with vitamins, nutraceuticals and/or cannabinoids and used as the infusion input for next-gen products
- Incredibly long shelf life
- Used as a "**dose on-the-go**" or in the production of any **non-liquid product**, such as:



BAKED GOODS



CHOCOLATES



SAVORY FOODS



μ GOO

μ GOO allows for the remote production of μ SHOT by simply adding the active ingredient

- Easy to handle and incredibly difficult to reverse engineer
- Dramatically streamlines internal production



LIGHTWEIGHT AND CONCENTRATED SHIPPING



FLEXIBLE ACTIVE LOAD USAGE



INCREDIBLY DIFFICULT TO REVERSE-ENGINEER



COMPLETE RECREATION OF μ SHOT



Consumer Products



Baking Powder

10 mg THC per bag
5 mg THC / 5 mg CBD per bag



μMIX

10 mg THC per packet
5 mg THC / 5 mg CBD per packet



μSHOT

10 mg THC per dose
5 mg THC / 5 mg per dose CBD



μMINTS

10 mg THC per mint
5 mg THC / 5 mg CBD per mint

Existing Edibles Technology

Edibles are often simply “**infused**” by taking a product and physically mixing cannabis oil into it

This rudimentary approach results in:



Poor Onset Time

Product onset time (time it takes to feel the effects of THC) is typically in the range of 45 to 90 minutes



Inconsistent Dosing

Immature product development results in products with high rate of cannabinoid degradation, poor shelf stability and a poor consumer experience

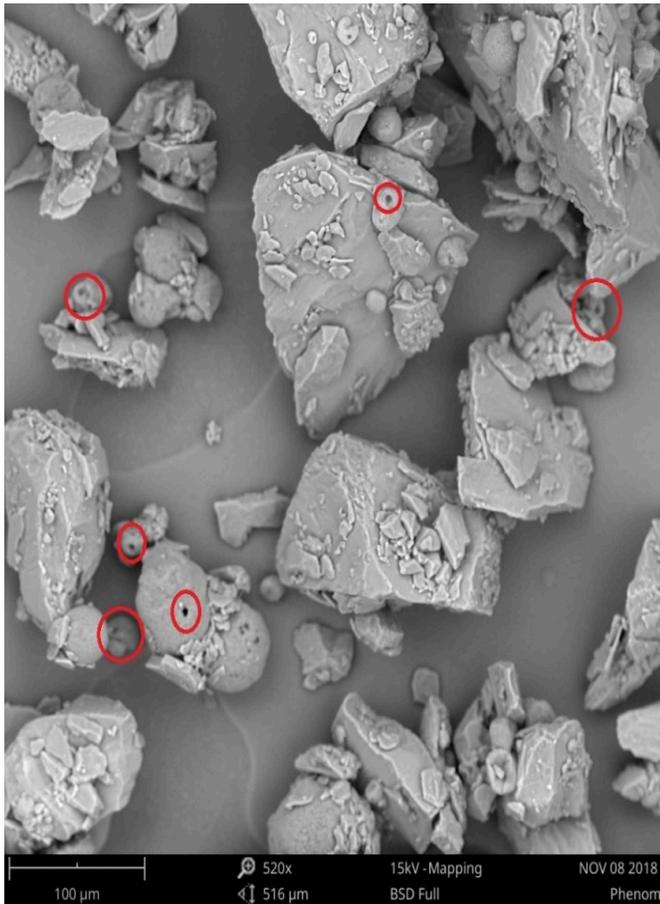


Awful Taste

Without significant taste-focused R&D, cannabis-infused products tend to taste terrible

Not All Powders are Created Equal

The few powders that do exist are primitive, and are created using base equipment without the integration of any advanced chemistry or tailored engineering solutions

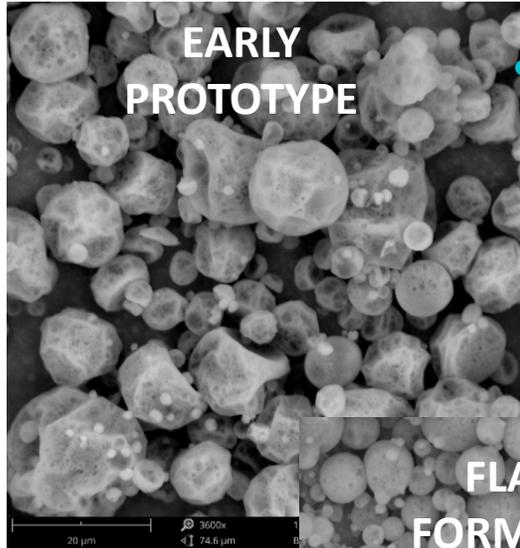


Bien has benchmarked
μMIX against the US'
best-selling and most
reputable powder
**μMIX performs
better on key
metrics**

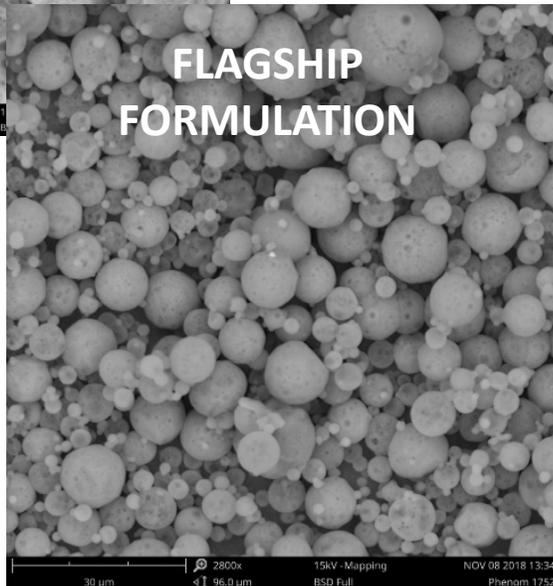
Faster onset (12 mins vs 30+)

Superior clarity

A Technology Leader



EARLY
PROTOTYPE



FLAGSHIP
FORMULATION

The Bien Difference

- Our **patent pending formulation and process** produces a best-in-class powder by enhancing elasticity in the particle membrane.
- The membrane maintains its protective coating around the active load granting faster onset without the use of harsh pharmaceutical ingredients, all while maintaining its water solubility and shelf life.

Ready For Market

Commercial scale validation complete

- Preservative regimen complete
- Proprietary modular μ SHOT setup enhances scalability
- GMP quality equipment and processes
- Complete standard operating procedures
- All environmental stress tests complete

Business Model

Superior technology provides platform for commercialization flexibility

BUSINESS-TO-BUSINESS

Bien's Calgary facility (license-pending) receives oil extracts from other licensed processors and converts them into μ SHOT or μ MIX

LPs receive μ SHOT or μ MIX and infuse their drinks, edibles or topicals with a premium input that provides rapid onset

One Canadian LP has entered into a LOI with Bien for this type of arrangement. In active discussions with two others

DIRECT-TO-CONSUMER

Bien's Calgary facility (license-pending) manufactures and sells direct-to-consumer SKUs through provincial networks and online through its medical sales license

TECHNOLOGY LICENSING

Bien is already in discussions with licensed CDN and US operators for the deployment of its technology under license

Allows for:

- (i) rapid access to foreign jurisdictions
- (ii) speed to market in Canada;
- (iii) brand awareness and distribution

Bien's μ GOO was invented to protect intellectual property in licensing arrangements and ability to ship across borders

COMPETITIVE ADVANTAGE

First mover positioning

Truly **best-in-class product** performance

Years of product stress testing means a **plug-and-play input solution** for Bien's partners

Laser focus on **ultra-low cost manufacture**

Peer Group



Confirmed



Reportedly in Development

Company	Home Market		Technology/Product			Strategy (B2B and / or B2C)		Key Brands	Canadian Revenue Strategy
	Canada	United States	Emulsion	Powder	Other	B2B	B2C		
Bien	✓		✓	✓		✓	✓	Range of Bien branded consumer products	Option to manufacture out of licensed facility and/or enter into licensing agreements – LOI and active discussions
Infusion Biosciences	✓				✓ "water-soluble cannabinoids"		✓	N/A	Acquired by Sproutly for \$38.5 million . Sproutly is a Canadian-focused licensed producer that plans to focus on drinkables under the Sproutly banner
Stillwater		✓	✓	✓		✓	✓	Ripple Dissolvables, Stillwater Gummies, Stillwater Coffee & Tea	Licensed their emulsion and water-soluble powder technology to The Green Organic Dutchman (value not disclosed) on an exclusive basis
Tarukino		✓	✓	⊘		✓	✓	Happy Apple, Utopia, Pearl Mixer, Vertus and Velvet Swing (lubricant)	Exclusive license to emulsion technology granted to Valens GroWorks for \$6.24 million plus warrants and a decreasing royalty
Lexaria Bioscience Corp.	✓		✓	⊘		✓		N/A	Licenses its nanoemulsion technology to licensed producers – annualized revenue rate of less than \$100k, as of February 2019 \$70M market capitalization
Pivot Pharma	✓		✓	✓		✓	✓	Pivot Pharmaceuticals, Pivot Green Stream, Pivot Naturals	Pivot plans for to manufacture products and license its technology in the same manner as Bien \$71M market capitalization

Commercialization Status

First-Mover Advantage: Those who have not been in active product development for *at least* one year will not be ready to launch viable products in October 2019

Calgary Facility

Municipal approval for development is complete

Phase one capacity allows for over \$80M in revenue with the ability to double capacity in the same floor space and with minimal capital expenditure

RECEIVED: Readiness Letter from Health Canada

Commercial Scale // Team

Validation of our formulations and production throughput goals are complete

Strategic hires made to bring on pharmaceutical and cosmetic formulation expertise for future product lines

Licensed Producer Status Pending

Our application with Health Canada for a standard processing license was submitted in September 2018

It is in the active/detailed review stage - anticipate full licensing by end of summer of 2019

Licensing and Joint Agreements

Signed letters of intent with (a) a Canadian licensed producer and (b) a licensed Tennessee group for proposed partnerships in Canada and the US

Active discussions with groups in California, two additional Canadian LPs and one licensed Canadian retailer

Project Timeline

Receipt of License

Successful Health Canada inspection will result in the issuance of a standard processing license, with sales license to follow shortly thereafter

Bien Generates First Canadian Revenue

Receipt of sales license and provincial roll-out of regulations governing distribution of edibles allows for first Canadian sales. Bien plans to have revenue from US deployments prior to this date.

Sept 2019

Q4 2019

July 2019

Oct 2019

Q3 2020

Receive Approval to Commence Facility Retrofit

Production and sales license for oils, with submission authored for immediate conversion to edibles production license (Standard Processing Class)

Legalization of Next Cannabis Product Classes

New regulations published on December 22, 2018 confirm an Oct 17, 2019 legalization date for derivative products such as μ MIX and μ SHOT

Expansion License

Receipt of expansion license for secondary production facility

RECEIVED

Readiness Letter from Health Canada ahead of time

The Team

DR. CURTIS LEIFSO

CEO

Dr. Leifso received his PhD in engineering in 2000. Prior to entering the cannabis space as President and CEO of a licensed producer applicant, Curtis' career was spent exclusively in technology startups involved at the earliest stages as a principal design engineer also involved in fundraising, recruitment, project management and developing, identifying and protecting critical intellectual property. Curtis has authored numerous journal and conference publications and holds four US and Canadian patents.

ANDREW WONG

PRESIDENT

Having spent six years at Stikeman Elliott LLP and Nerland Lindsey LLP, where he led the cannabis practice group. Andrew is experienced in securities, M&A and private equity funds matters. He has acted for both public and private companies at various stages of their growth, as well as for private equity and investment funds with AUM of \$500 million to \$1 billion. Andrew has provided commentary on proposed cannabis legislation and regulations, and has acted for numerous clients in the cannabis space, advising on matters ranging from structuring and regulatory compliance.

CHRIS GULKA

CFO

Mr. Gulka currently sits on the board of directors and also acts as Chief Financial Officer for both Inner Spirit Holdings (ISH:CSE), a Canadian cannabis retailer, and EXMceuticals Inc. (EXM:CSE), a licensed cannabis producer in Africa. He was previously CFO of an ACMPR applicant, which was acquired by Sugarbud Craft Growers Corp. (SUGR:TSX.V). Chris is a CPA and CFA with over 26 years of business experience. He has been the President of Working Capital Corporation since 1999 and was a former financial analyst at the Alberta Securities Commission. He was also the CFO and director of, Passport Energy Ltd. and Rochester Energy Corp., both of which were acquired.

BAYLINE
Capital Partners

ADVISOR

Bayline Capital Partners Inc. is a boutique advisory firm formed in early 2017 to assist companies to develop, enhance and execute their capital markets strategy. Focused primarily on momentum sectors, Bayline Capital has developed significant sector expertise in the global cannabis industry. Alan Friedman and Aaron Unger, the principals of Bayline Capital, are two seasoned and well-known Bay Street professionals that have many years of experience working with entrepreneurs to navigate the Canadian capital markets.

The Team

DR. CRAIG PEARCE

ADVISOR

Dr. Pearce is an anesthesiologist, clinical researcher, and medical cannabis consultant. He completed his medical degree (1998) and residency in Anesthesiology (2003) at the University of Calgary, shortly after completing a PhD in Neurophysiology and Pharmacology (1997). Currently, Dr. Pearce works as a Clinical Anesthesiologist with Alberta Health Services (AHS) and in various specialty clinics in Calgary. He has held numerous administrative positions over the past decade as both Section and Department Head in the Department of Anesthesiology & Pain Medicine with AHS. He is a noted expert on the physiology of the human Endocannabinoid system, and how plants interact with that system. He uses his firsthand knowledge with patients to inform his advisory work in the pharmaceutical & nutraceutical fields, including guiding Licensed Providers through the potential minefield of prescribing cannabis in Canada.

DR. JAMES MACLEOD

ADVISOR

Dr. MacLeod obtained his PhD in pathology and molecular medicine from the University of Queens, where he also served on the university's Board of Trustees. His area of focus is on the role of calpain-1 and calpain-2 in promoting tumorigenesis in HER2+ and triple-negative breast cancer, but he is also experienced in RNAi, CRISPR/CAS9, PCR, immunoblot analysis, immunohistochemistry, preclinical modeling, xenograft models, surgical skills, fluorescence microscopy, tissue culture with immortalized and primary cell lines, cell line derivation, lentiviral & retroviral work, assay development, molecular cloning, cellular assays, and a host of other areas.

HERB WILLER

DIRECTOR

Previously a global partner with Arthur Andersen in charge of the Entrepreneurial practice in Ontario, Herb in 2003 started HMW Capital Inc., an exempt market dealer focused on investment banking and private equity investing across 4 main sectors: consumer products, technology, healthcare and manufacturing. He has had extensive involvement with the going public process including the CPC program and is a member of the local advisory committee for the TSX-V. In 2003, Herb was part of the founder group for Mill St. Brewery as a start-up and acted as Chairman.

JAMIE BLUNDELL

DIRECTOR

Jamie is the President and COO of Cannabis Growth Opportunity Corp. (CGOC:CSE), which operates as an investment company. The Company manages a portfolio of securities of various public and private companies. Cannabis Growth Opportunity serves the cannabis industry in Canada.

Having led large-scale operations through strategic change, Jamie develops and empowers highly skilled employee teams to collaborate on achieving organizational success.

| THANK YOU

Contact us at andrew@bienbrands.com

