



CORPORATE PRESENTATION

JANUARY 2019

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Additional Information

Additional information relating to the Company has been filed electronically through SEDAR and is available online at www.sedar.com or at the Company’s website at www.originhouse.com.

A product
becomes a “brand”
by owning real estate
in the minds
of consumers.





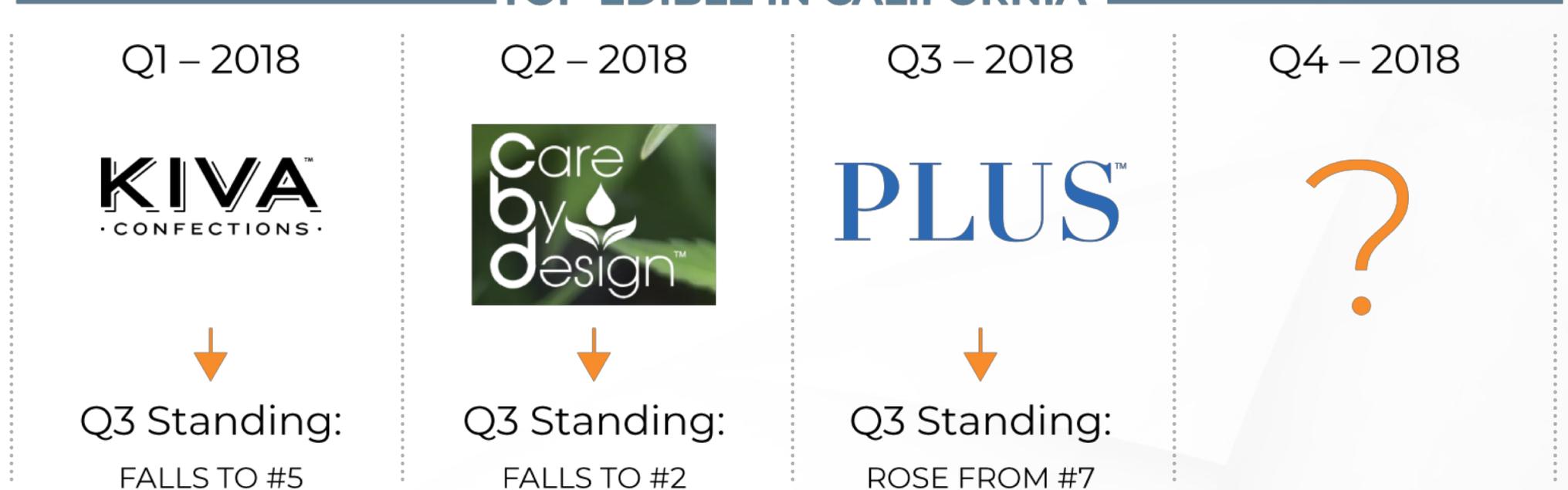
From *Products*
to Global Houses
of *Brands*



The Legal Cannabis Market Currently Lacks Dominant Brands

No legal cannabis market has developed consistent brand winners – including California. The young industry is currently in a state of flux.

TOP EDIBLE IN CALIFORNIA





Win California, Win the World

California is the world's largest regulated cannabis market, and the most significant global exporter of popular culture. This makes it the world's most influential cannabis market.

From CA Success to a Global House of Brands

PHASE 1

Build Our Foundation

Become the home of choice for promising cannabis products in California.

Provide a full suite of support solutions to turn promising products into strong Californian consumer brands.



PHASE 2

Internalize & Accelerate

Progressively internalize winning California brands.

Accelerate awareness and sales of our portfolio brands in California.



PHASE 3

Replicate the Blueprint

Replicate highly scalable, proven California blueprint in other regulated markets globally.

Building in California ensures lower global customer acquisition costs and rapid leverage of Origin House brand IP in other markets.



450+

California Dispensaries

~70%

California Storefront Dispensary Penetration

6

Active California Licenses Held

5

Licensed Facilities for Manufacturing & Distribution

2

More Facilities Under License Application

125k

Square Feet of Facilities



Presence in Canada and California



50+

Brands Distributed*



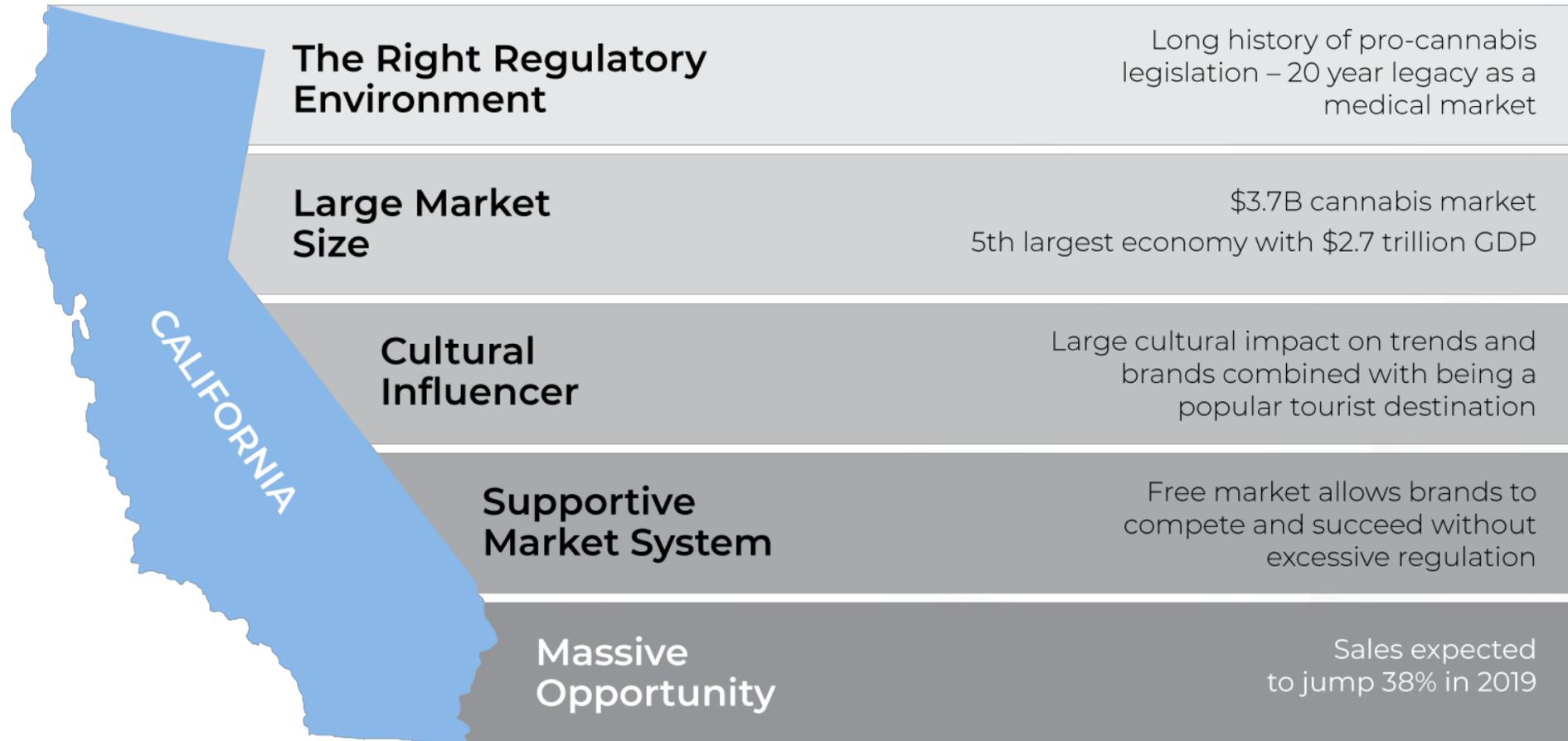
ORIGIN HOUSE HAS TREMENDOUS REACH AND BROAD CAPABILITIES

PHASE 1

Building our Foundation

- ▶ Become the home of choice for promising cannabis products in California
- ▶ Leverage a full suite of support solutions to turn promising products into strong California consumer brands

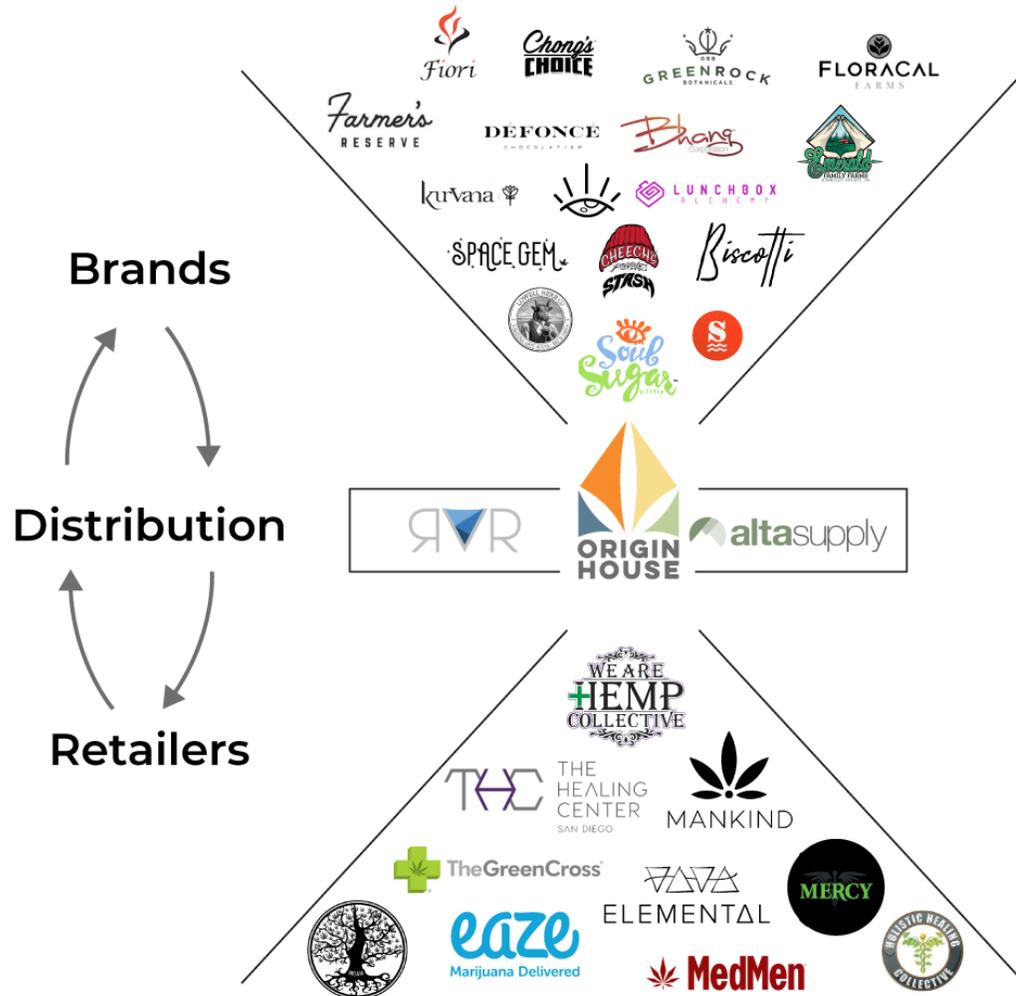
Building on the World's Largest, Most Evolved and Sophisticated Cannabis Market



THE NATURAL POINT OF ORIGIN FOR THE GLOBAL CANNABIS BRANDS OF THE FUTURE

Distribution

The best building block for a global house of brands is connecting brands and retailers.



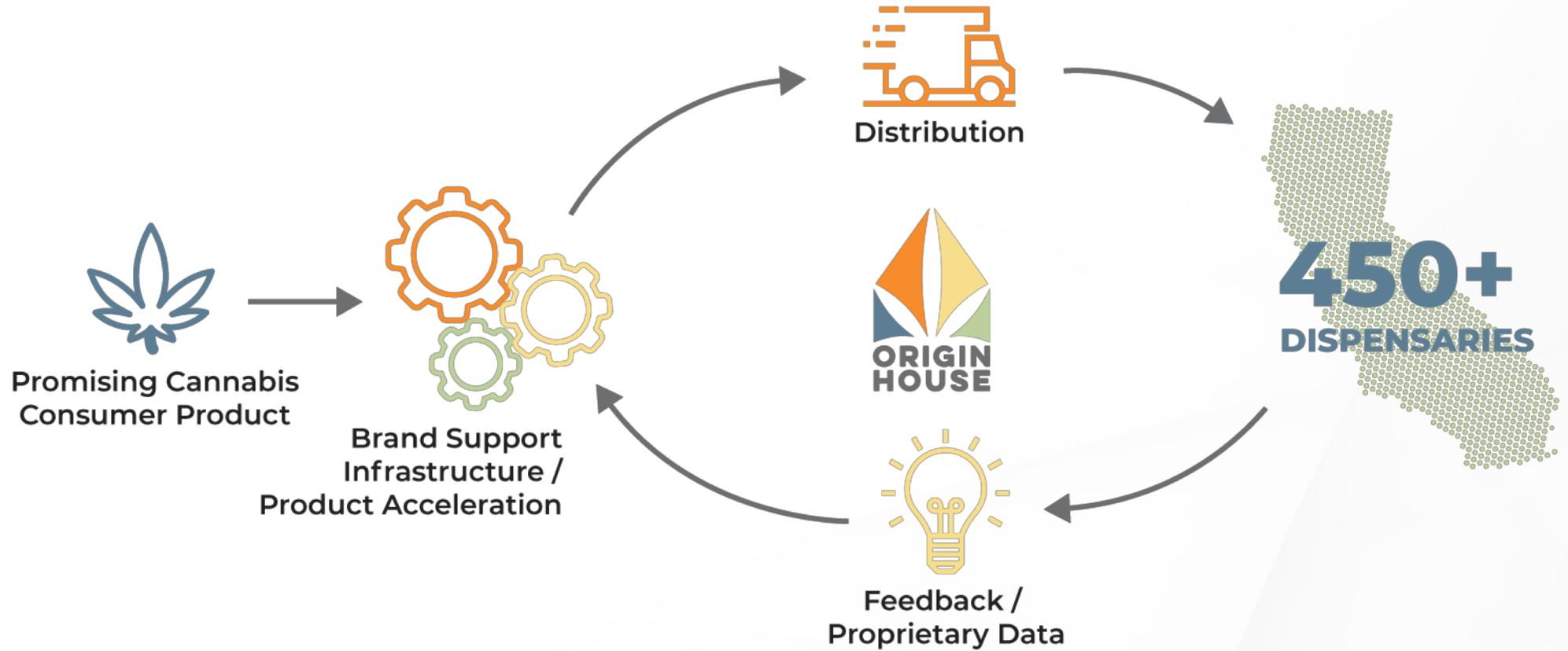
1. Distribution partnerships with promising brands:

- ▶ OH can immediately get brand partners into the majority of dispensary doors in the state.
- ▶ OH is able to immediately match brands with customer demand and to accelerate product development to meet customer desires.

2. Distribution partnerships with every retail outlet that matters:

- ▶ Every cannabis product in CA must flow through a licensed distributor.
- ▶ Dispensaries prefer fewer distribution relationships, so they prefer distributors with a greater breadth of brands.
- ▶ OH generates proprietary data and direct customer feedback on brand traction and what products customers want to see.

PHASE 1: BUILD OUR FOUNDATION



$$\left(\text{Owned Brands Revenue} + \text{Distributed Brands Revenue} \right) \times \text{Closed Loop Brand Development}$$

Brand Support Infrastructure

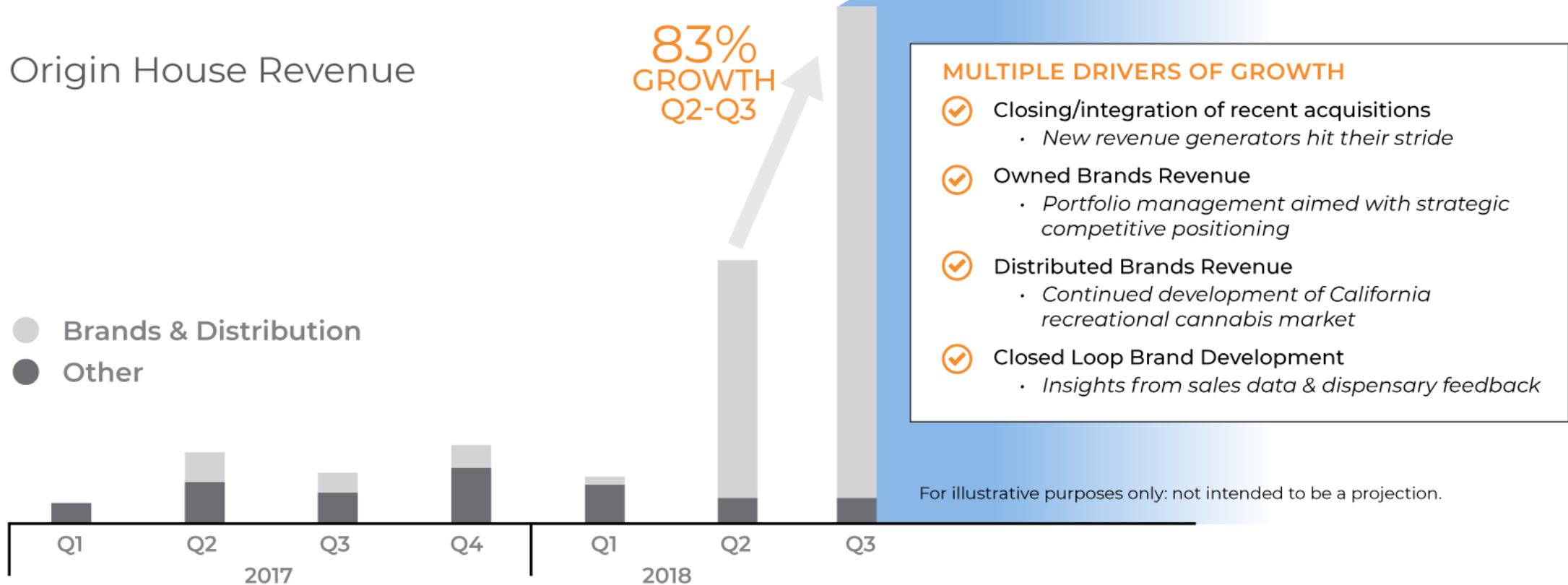
Key services from Origin House enable distributed brands to develop consumer trust and rapidly scale.



The Financial Power of Our Platform

Key services from Origin House enable distributed brands to develop consumer trust and rapidly scale.

Origin House Revenue



PHASE 2

Internalize & Accelerate

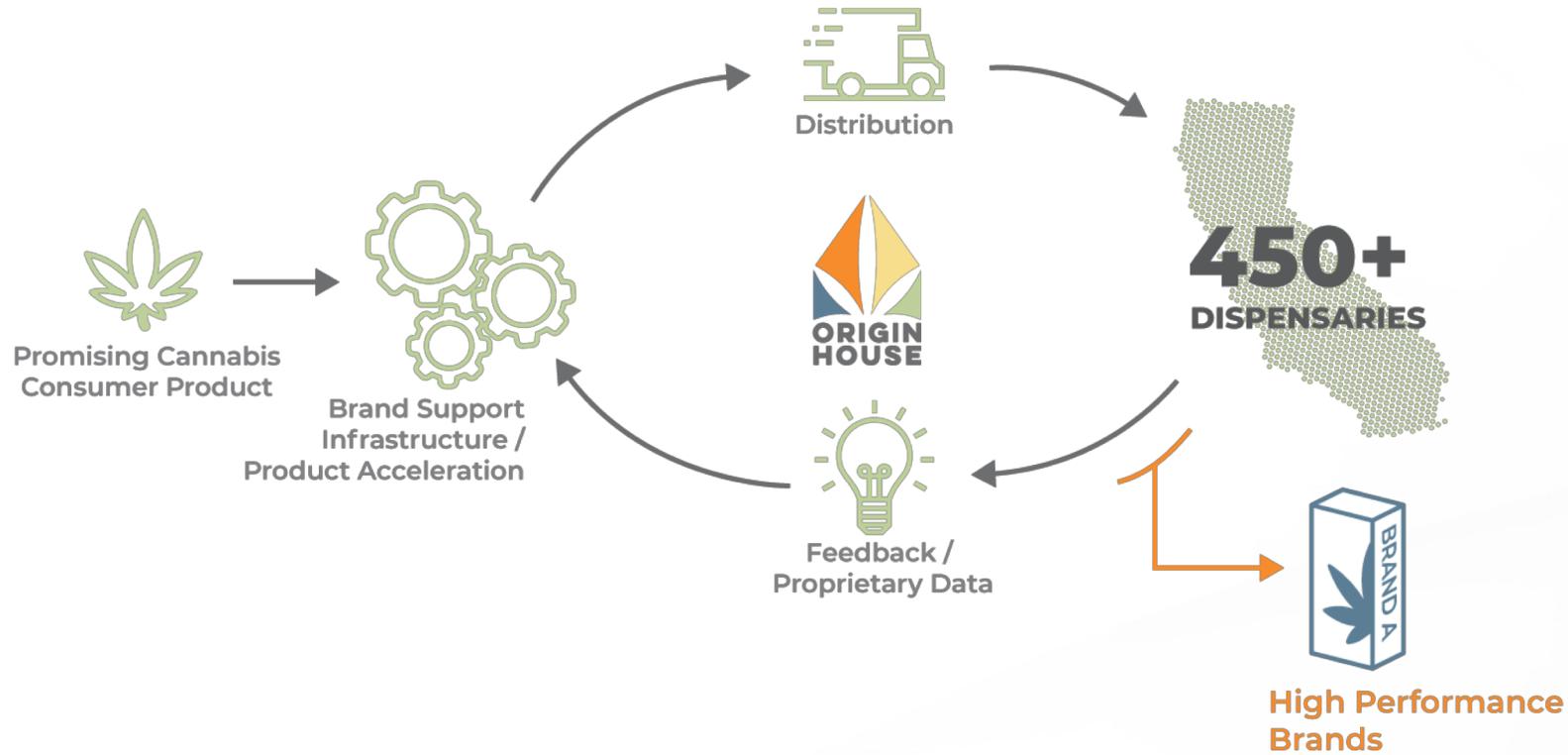
- ▶ Progressively internalize winning California brands
- ▶ Accelerate awareness and sales of our portfolio of brands in California

Internalized Brand Support Infrastructure

Origin House offerings benefit from the full support toolbox.



PHASE 2: INTERNALIZE & ACCELERATE



- ✔ Acquire brands with runway to grow
- ✔ Negotiate rights to sell in other jurisdictions
- ✔ Develop strongest brands into platforms for additional product types
- ✔ Accelerate brand growth within California



$$\left(\text{Owned Brands Revenue} + \text{Distributed Brands Revenue} + \text{Acquired Brands Revenue} \right) \times \text{Closed Loop Brand Development}$$

Identifying and Acquiring the Global Cannabis Brands of Tomorrow – Building a Curated Brand Portfolio

VALUE-FOCUSED ACQUISITION STRATEGY

Proven Brand Authenticity & Recognition	✓
Proven Sales with Repeat Customers	✓
Strong Growth Trajectory	✓
Opportunity for Product Development	✓
Complements Existing Portfolio	✓
Ability to Expand Beyond California & Globally	✓
Pathway to Rapid Acceleration with Added Resources	✓
Identify & Retain Top Talent from Management Team	✓

BUILDING OUR HOUSE OF BRANDS WITH OUR OWN BRAND PORTFOLIO



CASE

FloraCal Farms: A Winning Brand with Runway to Grow

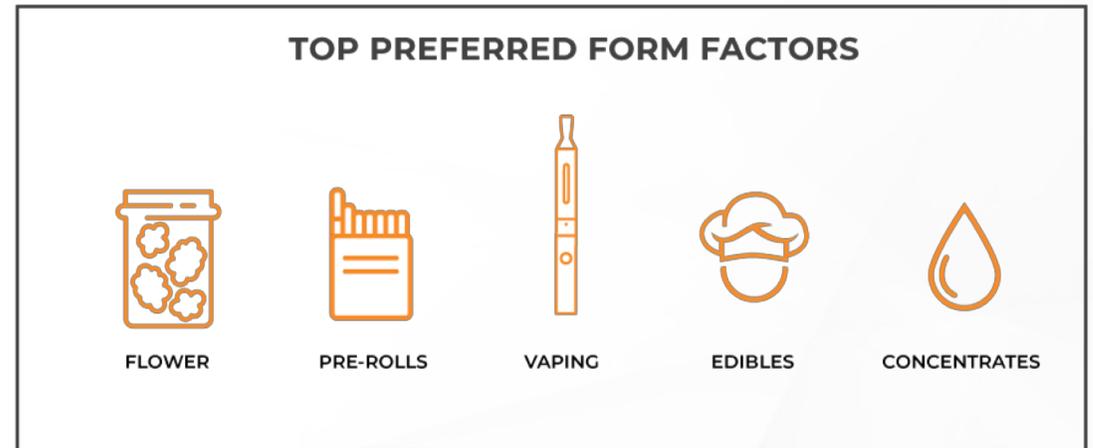
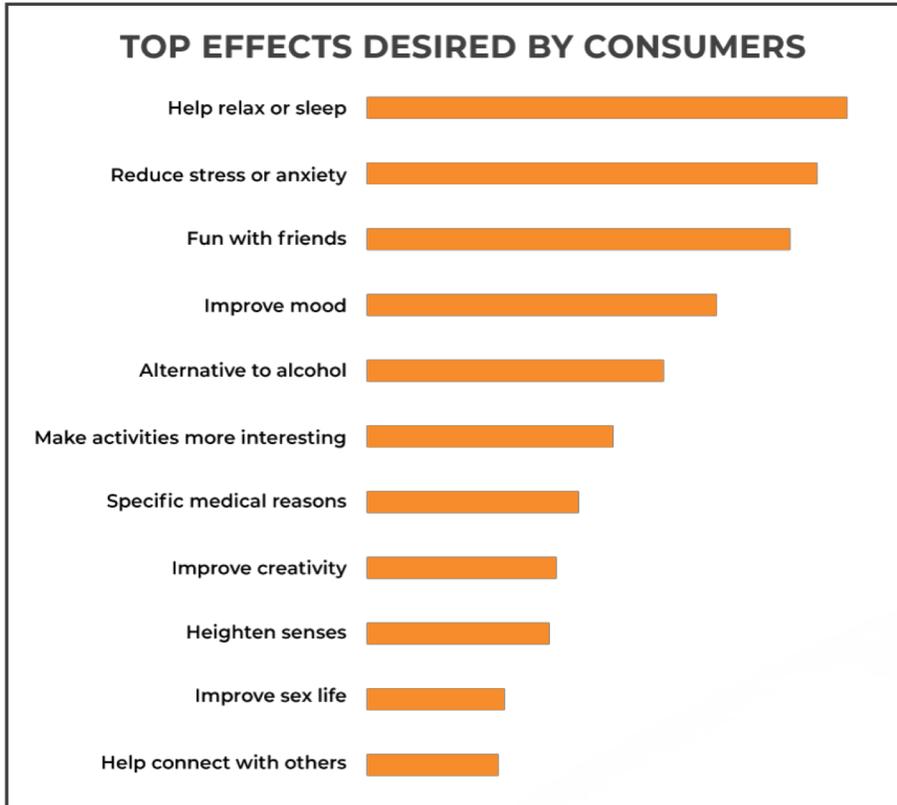


VALUE-FOCUSED ACQUISITION STRATEGY

Proven Brand Authenticity & Recognition	☑	Extreme quality, premium price and margins
Identify & Retain Top Talent	☑	Demand currently outpaces supply
Strong Growth Trajectory	☑	Ability to create FloraCal-branded extracts and edibles
Opportunity for Product Development	☑	Provides us a product in the premium pre-roll category
Complements Existing Portfolio	☑	Have rights for FloraCal brand in global markets
Ability to Expand Beyond California & Globally	☑	Room to grow within CA before reaching leading market share
Pathway to Rapid Acceleration	☑	Retain a management team that built an authentic branded product

Building a Highly Curated Brand Portfolio

Customers want choice in product and effect.




ORIGIN HOUSE BRANDS ADDRESS EACH CATEGORY AND FORM FACTOR

Delivering On Our Strategy

Origin House will identify the winners and reap the benefits.

Origin House Revenues

● Brands & Distribution
● Other



MULTIPLE DRIVERS OF GROWTH

- ✓ Closing/integration of recent acquisitions
- ✓ Owned brands revenue
- ✓ Distributed brands revenue
- ✓ Closed loop brand development
- ✓ Acquired brands revenue
Adding strong brands identified by deep market knowledge

For illustrative purposes only; not intended to be a projection.

PHASE 3

Replicate the Blueprint

- ▶ Replicate highly scalable, proven California blueprint in other regulated markets globally
- ▶ Building in California ensures lower global customer acquisition costs and rapid leverage of Origin House brand IP in other markets

Canada: Bringing Proven Cannabis Brands to a Familiar Market Currently Featuring Undifferentiated Products

FOUNDATION OF ORIGIN HOUSE IN CANADA

Restrictive advertising and branding rules in the cannabis industry will push the responsibility of building brands to the retail level.

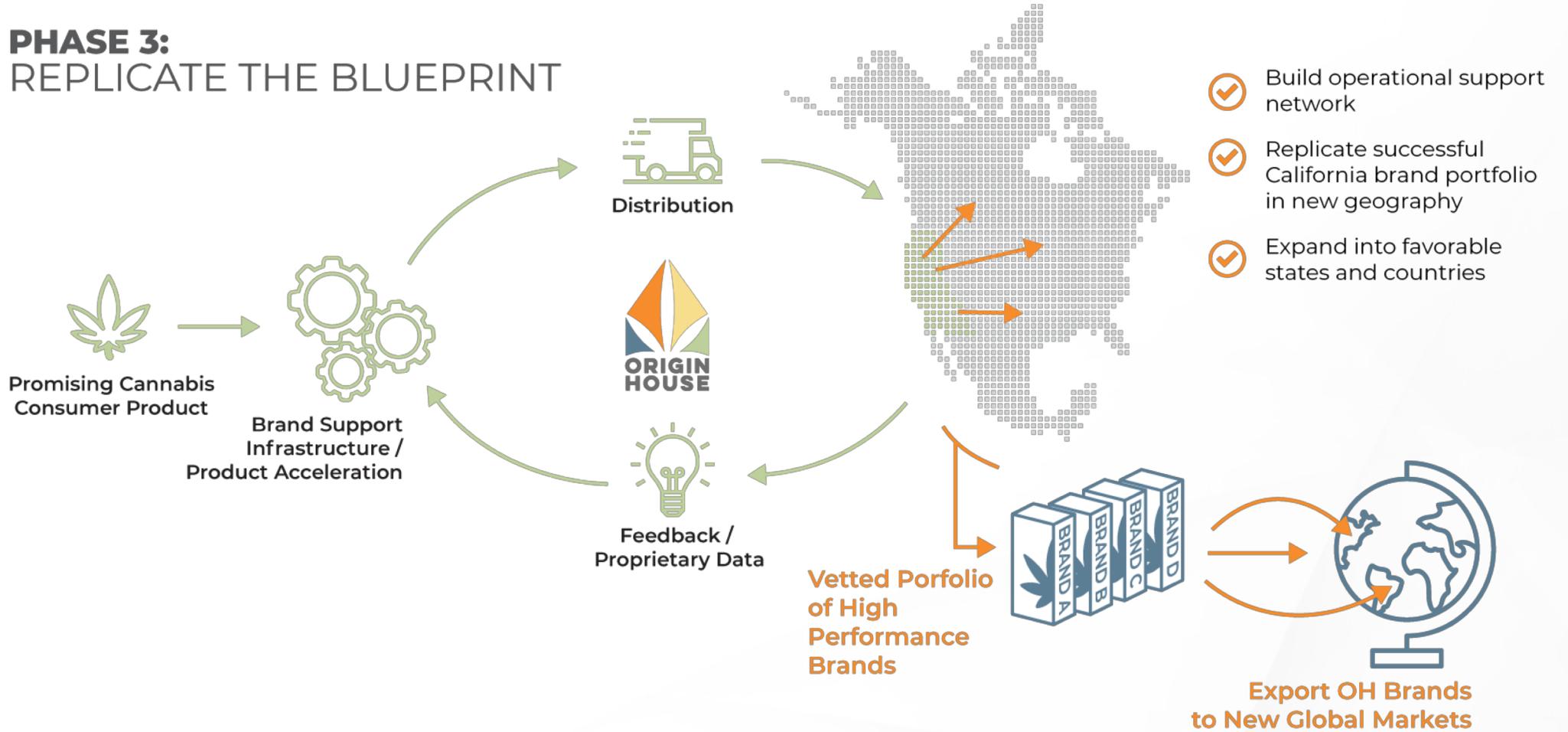


Access to an established, repeat customer base, with a high propensity to use cannabis – customer acquisition cost already paid.

Regulatory Environment	✓	Federally legal as of October 17, 2018
Market Size	✓	\$4.3B market today
Unique Cultural Impact	✓	Canadian consumption is increasing, public attitudes are shifting
Supportive Market System	✓	Early stage, room to grow in product category
Massive Opportunity	✓	\$7.7B by 2025

ORIGIN HOUSE'S PENDING ACQUISITION OF 180 SMOKE RETAIL STORES AND ONLINE ASSETS PROVIDES ACCESS TO AN ESTABLISHED LEADER IN DEVELOPING MARKETS

PHASE 3: REPLICATE THE BLUEPRINT

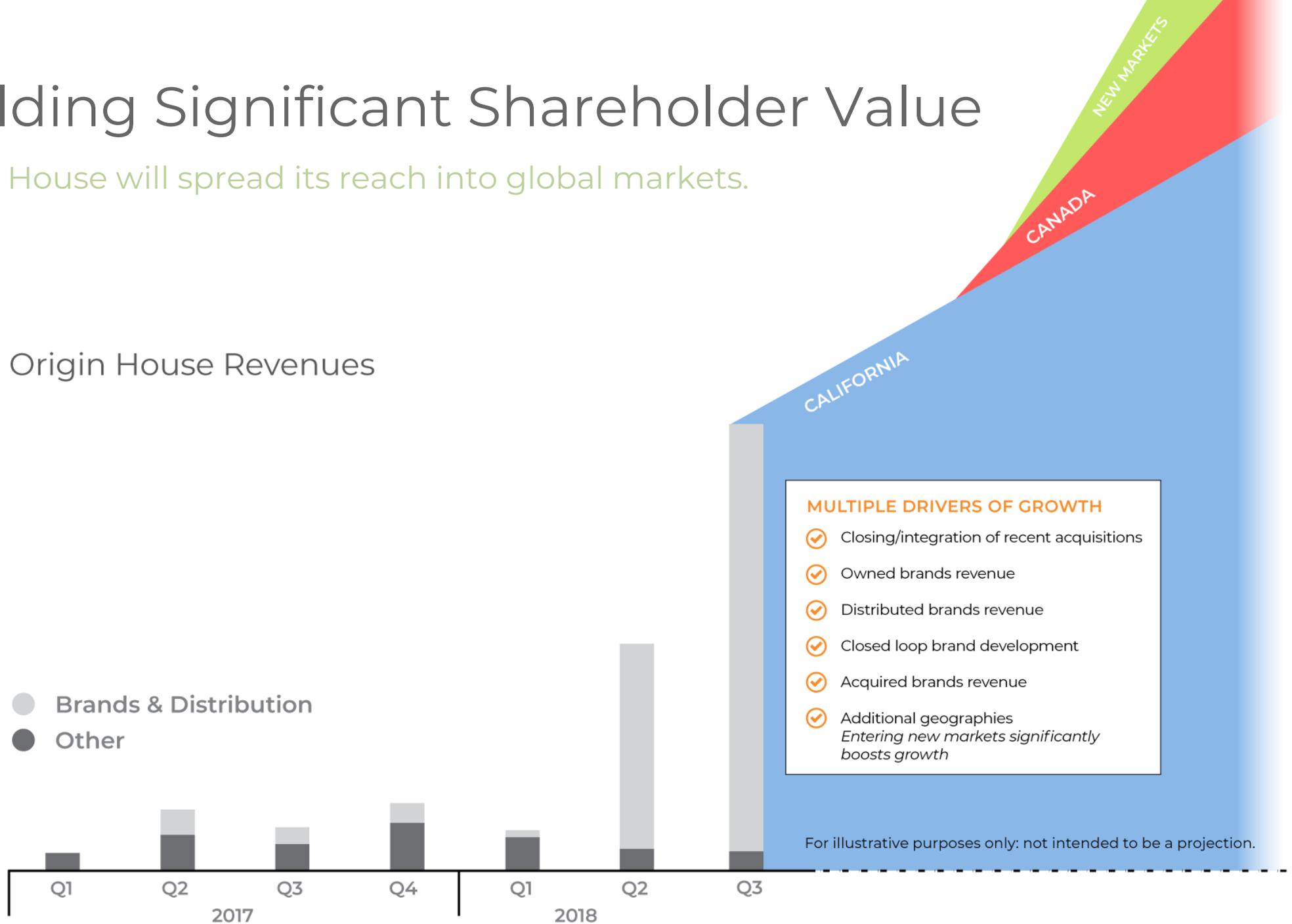


$$\left(\text{Owned Brands Revenue} + \text{Distributed Brands Revenue} + \text{Acquired Brands Revenue} \right) \times \text{Closed Loop Brand Development} \times \text{New Geographies Entered Into}$$

Building Significant Shareholder Value

Origin House will spread its reach into global markets.

Origin House Revenues



Capital Structure

60.2M Shares Outstanding

82.4M Fully Diluted Shares Outstanding

Recent Price: \$6.45 as of Dec 31, 2018

Fully Diluted Market Cap: CDN\$531M – Dec 31, 2018

Cash: **CDN\$75.3M – Sept 30, 2018**

Source: <https://thecse.com/en/listings/diversified-industries/cannaroyalty-corp>



CSE : OH | OTCQX : ORHOF