

# Forward-Looking Statements and Disclosures

The information contained in this presentation does not purport to be all-inclusive or to contain all information that prospective investors may require. Prospective investors are encouraged to conduct their own analysis and reviews of the Company and of the information contained in this presentation. Prospective investors should read the entire preliminary and final prospectuses as well as all filing the Company has made on Sedar.com and consult their own professional advisors to assess their potential investment in the Company. The remarks contained in this presentation ("Presentation") may contain forward-looking statements (as such term is defined in the Private Securities Litigation Reform Act of 1995) relating to the Company's operations or to its business environment. These statements are identified by the use of forward-looking terminology such as "believes," "plans," "intend," "scheduled," "potential," "continue," "estimates," "hopes," "goal," "objective," "expects," "may," "will," "should" or "anticipates" or the negative thereof or other variations thereon or comparable terminology, or by discussions of strategy that involve risks and uncertainties. The safe harbor provisions of Section 21E of the Securities Exchange Act of 1934, as amended, and Section 27A of the Securities Act of 1933, as amended, apply to forward-looking statements made by the Company. The reader is cautioned that no statements contained in Presentation should be construed as a guarantee or assurance of future performance or results. These forward-looking statements involve risks and uncertainties, including those identified within this Presentation. The actual results that the Company achieves may differ materially from any forward-looking statements due to such risks and uncertainties. These forward-looking statements are based on current expectations, and the Company assumes no obligation to update this information. Readers are urged to carefully review and consider the various disclosures made by the Company in it's reports filed on SEDAR and the Canadian Securities Exchange website that attempt to advise interested parties of the risks and factors that may affect the Company's business. The information in this current report shall not be incorporated by reference into any registration statement pursuant to the Securities Act of 1933, as amended. The furnishing of the information in this Presentation is not intended to, and does not, constitute a representation that such furnishing is required by Regulation FD or that the information this current report contains is material investor information that is not otherwise publicly available. This summary has been provided to the recipient for information purposes only and no representation or warranty, express or implied, is made as to the completeness or accuracy of the information contained herein. The contents are not to be reproduced or distributed to the public or press. The information contained herein is not guaranteed as to its accuracy or completeness. Throughout this presentation various logos and trademarks will be used. These trademarks and logos are the property of their respective owners. An investment in the Company's securities should be considered highly speculative. There is no guarantee that an investment in the Company will earn any positive return in the short or long term. An investment in the Company is appropriate only for investors who have the capacity to absorb a loss of some or all of their investment. There are certain risk factors associated with an investment in the Company's securities. Risk Disclosures: The Company is seeking to establish new business lines, which inherently contains a high degree of risk. The subscribers in the Offering are cautioned to review the following risk factors, relating to the Company: (1) The Company has a very limited operating history in an emerging area of business and had negative cash flows from operations in its most recently completed financial year. (2) Non-compliance with federal, provincial or state laws and regulations, or the expansion of current, or the enactment of new laws or regulations, could adversely affect the Company's business. (3) The Company may become subject to additional government regulation and legal uncertainties that could restrict the demand for its services or increase its cost of doing business, thereby adversely affecting its financial results. (4) The Company may be required to obtain and maintain certain permits, licenses and approvals in the jurisdictions where their products are licensed, although the Company does not anticipate such approvals will be necessary. (5) As a manufacturer and distributor of products designed to be ingested by humans, the Company faces an inherent risk of exposure to product liability claims, regulatory action and litigation, if its products are alleged to have caused significant loss or injury. (6) Manufacturers and distributors of products are sometimes subject to the recall or return of their products for a variety of reasons, including product defects, such as contamination, unintended harmful side effects or interactions with other substances, packaging safety and inadequate or inaccurate labeling disclosure. (7) The Company may not be able to accurately predict its future capital needs and it may not be able to secure additional financing. (8) The market price of the Common Shares could be subject to significant fluctuations in response to various factors, many of which are beyond the Company's control. (9) The Company is currently in the early development stage. There is a risk that the additional resources will be needed and milestones will not be achieved on time, on budget, or at all, as they can be adversely affected by a variety of factors. (10) The Company may face intense competition and expects competition to increase in the future, which could prohibit its development of customer base and generating revenue. (11) The Company's operations are subject to environmental and safety laws and regulations concerning, among other things, emissions and discharges to water, air and land, the handling and disposal of hazardous and non-hazardous materials and wastes, and employee health and safety. (12) The Company must rely largely on its own market research to forecast sales as detailed forecasts are not generally obtainable from other sources at this early stage of the industry in the U.S. (13) The Company may be subject to growthrelated risks including capacity constraints and pressure on its internal systems and controls. (14) The Company has no earnings or dividend record, and does not anticipate paying any dividends on the Common Shares in the foreseeable future. Dividends paid by the Company would be subject to tax and, potentially, withholdings. (15) Exchange rate fluctuations may adversely affect the Company's financial position and results. (16) In the event of a dispute arising from the Company's foreign operations, the Company may be subject to the exclusive jurisdiction of foreign courts or may not be successful in subjecting foreign persons to the jurisdictions of courts in Canada. (17) Officers and directors of the Company own significant shares and can exercise significant influence. (18) Sales of a large number of Common Shares in the public markets, or the potential for such sales, could decrease the trading price of the Common Shares and could impair the Company's ability to raise capital through future sales of Common Shares. (19) Volatile global financial and economic conditions may negatively affect the Company's operations.

# Tinley is a Pure-Play Cannabis Beverage Infrastructure and Brand Owner in North America's Largest Beverage Market - California









Co-Packing, Formulation, DSD Distribution and Merchandising Services

Team has held President, CEO and General Manager roles at multi-billion beverage copacking and distribution businesses







MIx of Tinley-Branded and Co-Packing Clients' Products

Tinley's product mix includes the Tinley-branded alcohol-style, alcohol-free, cannabis-infused elixirs and beverages owned by co-packing clients

# Tinley's Leadership Team and Board Includes President and C-Level **Executives from the World's Major Beverage Companies**



## Richard Gillis, President

- Previously President, Youngs Market Company US\$3 billion in annual sales; 2<sup>nd</sup> largest beverage alcohol distributor in Western USA
- EVP/General Manager of Coca-Cola Enterprises, Southwest USA
- 30 years in various senior positions in the beverage and CPG industries

## Ted Zittell. Director & Brand Advisor

- Previously President of Cott's Retail Brands International, where he led the creation and launch of premium retailer brand and marketing programs worldwide
- · Senior partner at The Watt Design Group for 17 years (including during period of ownership by Cott Corp.)
- · Senior consultant for McMillan Doolittle LLP, a leading Chicago-based retail and consumer experience agency
- · Advisor for US private equity and investment funds in the food and beverage sectors
- Recent executive-level engagements include work for Walmart, Kroger, CVS Pharmacy, P&G, Nestlé, Loblaws, Sainsbury's and Tesco

## Andrew Stodart, Advisory Board

- · Launched Crystal Head Vodka and brought from concept to nationwide North American distribution in 18 months
- Oversaw the launch of Dan Aykroyd Wines at Diamond Estates Wines and Spirits
- International brand manager for Black Velvet Whisky (Constellation Brands): built from a declining brand into the 3<sup>rd</sup>-largest selling brand in its category
- · Various roles at Patron Teguila and Everfresh Juice

# Mark Benadiba, Advisory Board

- Previously CEO, Cott Canada and EVP Operations, USA
- · Board of Directors, Cott Corporation (2008-2017)









## Jeffrey Maser, Founder, CEO & Director

- 10 years in venture capital, merchant and investment banking with a focus on emerging industries
- Previously in beverage branding and product strategy at the Watt Design Group, a subsidiary of Cott Corporation, during period when Cott was the largest beverage company in the world after Coca Cola and Pepsi

### Curt Marvis, Director

- MTV Lifetime Achievement Award recipient
- · Previously President, Digital Media, Lionsgate Entertainment (NYSE:LGF.A)
- Founder and CEO, QYOU Television (TSXV:QYOU), an LA & Toronto based, millennial-focused television & media company distributed in 35 countries

## Douglas Fulton, Director

- LA-Based, European Emmy Award-winning television executive; consultant to US State Dept. and other govt. organizations internationally on media affairs
- Co-Founder of LA Christine, a line of premium skincare products

## David Ellison, Director

- Principal at Acuity Corporate Securities Lawyers in Toronto; has provided capital markets, legal and operational services to US-based cannabis cultivators, processors and extractors over the past two years
- International Structured Finance Group at Clifford Chance LLP (UK) and Solicitor of the Supreme Court of England and Wales

### David Berman. Chief Financial Officer

• 18 years of experience in Canada's capital markets as a CFO and financial consultant for US and Canadian-listed and private companies

## Ben Knight, Advisory Board

 Founder of CMX Distribution, the first cannabis distributor to become licensed in a major urban center in Southern California, and 420 Central Brand Stores, which operates one of Southern California's largest cannabis dispensaries

# Tinley's Products Were Created by California Liquor Formulators Using Authentic Ingredients from their Beverage Alcohol Counterparts

# **Tinley Tonics Single-Serve**

Now in Production



NOW AVAILABLE IN 4-PACKS (4 X 12 FL OZ BOTTLES)

#### LIME MARGARITA

A single-serving, alcohol-free, ready-to-drink twist on the popular classic. Tinley™ Margarita is infused with real tequila and lime extracts, and Pineapple Jack Sativa. Less than half the calories of ready-to-drink alcohol margaritas (only 60 calories/serving). Drink cold and enjoy.

#### **FLYING MULE**

Our classic Moscow Mule-inspired cocktail, alcohol-free, crafted with ginger beer, lime essences and pineapple jack sativa. Single-serve, ready to drink, with less than half the calories of ready-to-drink and bar-mixed alcohol Moscow Mules.

Pineapple Jack is a sativa-dominant cannabis strain bred with Pineapple family and Jack Herer genetics, designed to provide a euphoric, blissful effect.

# Tinley '27 Multi-Serve

Production in Q2/19



#### COCONUT RUM EXTRACT

Coconut rum extracts and 80mg THC (8 x 1.5oz. servings). Sip on the rocks or with soda, pineapple juice, cranberry juice, lime, Tinley's Amaretto or Tinley's Lemon-Lime Hemplify.

Popular cocktails: Pina Colada, Bushwhacker, Mojito, Coquito, and Cojito



#### AMARETTO EXTRACT

Almond liqueur extracts with an Italian twist. Contains 80mg THC (8 x 1.5oz. servings). Sip on the rocks or serve with lemon-lime soda, orange juice, cherry, coffee, Tinley's dark rum, Tinley's chocolate CBD squeeze or Tinley's Berry Hemplify. Or pour on ice cream, tiramisu and other desserts.

Popular cocktails: Orgasm, Amaretto Sour, Toasted Almond, Alabama Slammer, Blow Job



CINNAMON WHISKY EXTRACT

A fiery blend of cinnamon, Whisky extracts and 80mg THC (8 x 1.5oz. servings). Drink 1.5oz straight up or mix with cider, tea, milk, Tinley's Amaretto, Tinley's chocolate CBD Squeeze or Tinley's tropical Hemplify.

Popular cocktails: Apple Pie, Whisky Tea, Old Fashioned, Devil's Advocate, French Toast. Ginger Balls

- Alcohol-free, cannabis-infused beverages made by national-brand liquor formulators; contain extracts, ethers, flavors and spices from their alcohol-based counterparts
- Rapid onset, full flower Sativa effect and reduced duration
- Enables people to enjoy familiar flavors in similar use occasions, however experience a THC effect rather than an alcohol effect
- Hard liquor-style products are 5mg THC per 1.5oz shot serving; ready to drink cocktails are 5mg THC per bottle
- As low as 1g sugar per serving; vegan and gluten free

# Tinley's Marketing Includes Music Promotions, Social Media, In-Store and Online Promotions and Local Event Sponsorship

















































# The Completion of the Phase II Bottling Facility Eliminates Past Capacity Constraints; Phase III on Track for Completion in Q2/19

June 2018-November 2018



Phase I: Pilot production equipment; products backordered in 50 stores when line was decommissioned to accommodate Phase II line Decommissioned November 2018

November 2018-Present



Phase II: 3 million bottle per year capacity Commissioned April 2019





Estimated
Completion in Q2
2019 (licensing to follow)



Phase III: 12 million bottle per year capacity, plus DSD distribution center





- Wholesale Prices: Single-serve \$3-4/bottle, multi-serve \$15-17
- Centrally-located 15 miles south of downtown Los Angeles on 45,000 square feet of land
- Space plan for 2 additional lines to accommodate additional beverage formats and capacity as needed
- State of the art Italian technology, purpose built for cannabis and co-packing versatility
- Capable of bottling multiple beverage formats including dealcoholized wine, beer and spirits, as well as teas, coffees, sodas and flavored drinks
- Cannabis beverage R&D and formulation center
- Beverage distribution center designed for liquid cannabinoid products, with integrated sales and merchandising functions using best practices employed by team at major beverage alcohol distributors

# Tinley's End Goal is to be a Multinational Bottling Network Modelled on Cott and Young's – Leveraging IP Gained in California

Target Q2 2019



Sign co-packing and distribution deals with cannabis and mainstream beverage brands

Throughout 2019



Replicate California operations in priority beverage and cannabis markets: Nevada, New York and Canada

2020 and beyond

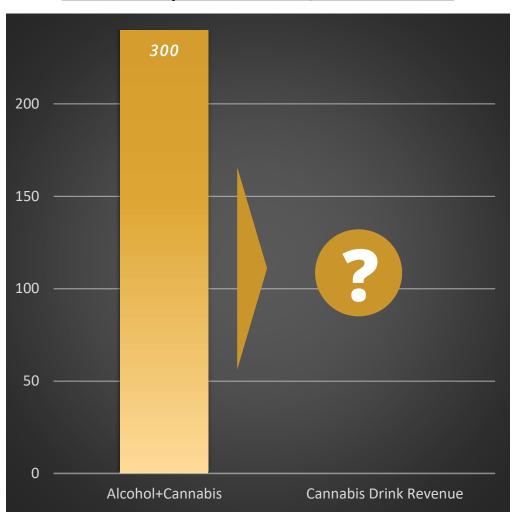


Expand to additional US states and international markets to create a multinational cannabis bottling and beverage merchandising platform, modelled on Cott and Young's

# Cannabis + Beverage Alcohol is Growing to \$300 Billion Combined

What Percentage Would Prefer a Cannabis Beverage?

# Total Industry Revenue (2018, in USD Billions)





MolsonCoors CEO Mark R. Hunter:

"Cannabis beverages could be 20 – 30% of the cannabis industry"

# Cheers

For further information, please contact:

# The Tinley Beverage Company, Inc.

info@drinktinley.com

## California Address

3435 Ocean Park Blvd #107-701 Santa Monica, CA USA 90405

# **Corporate Address**

77 King Street West, Suite 2905
Toronto-Dominion Centre
Toronto, Ontario
Canada M5K 1H1

www.drinktinley.com

**CSE:TNY OTC:TNYBF** 





@drinktinley











