



DECIBEL
CANNABIS
COMPANY

INVESTOR PRESENTATION

WINTER 2023

TSXV: DB | OTCQB: DBCCF

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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 Corporation and of the information contained in this Presentation. Without limitation, prospective investors should consider the advice of their financial, legal, accounting, tax and other advisors and such other factors they consider appropriate in investigating and analyzing the Corporation. The Corporation has not authorized anyone to provide investors with additional or different information. If anyone provides an investor with additional or different or inconsistent information the investor should not rely on it.

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NON-GAAP MEASURES

This presentation contains certain financial performance measures that are not recognized or defined under IFRS (termed "Non-GAAP Measures"). As a result, this data may not be comparable to data presented by other licenced producers and cannabis companies. For an explanation of these measures to related comparable financial information presented in the Consolidated Financial Statements prepared in accordance with IFRS, refer to the discussion below. The Corporation believes that these Non-GAAP Measures are useful indicators of operating performance and are specifically used by management to assess the financial and operational performance of the Corporation. Accordingly, these Non-GAAP Measures are intended to provide additional information and should not be considered in isolation or as a substitute for measures of performance prepared in accordance with IFRS.

A Non-GAAP Measure: (a) depicts the historical or expected future financial performance, financial position or cash of the Corporation; (b) with respect to its composition, excludes an amount that is included in, or includes an amount that is excluded from, the composition of the most comparable financial measure presented in the primary consolidated financial statements; (c) is not presented in the primary financial statements of the Corporation; and (d) is not a ratio. Specifically, in this presentation "Adjusted EBITDA" is used, which is a Non-GAAP financial measure that is intended to provide a proxy for the Corporation's operating cash flow and is widely used by industry analysts to compare the Corporation to its competitors and derive expectations of future financial performance of the Corporation. Adjusted EBITDA increases comparability between comparative companies by eliminating variability resulting from differences in capital structures, management decisions related to resource allocation, and the impact of fair value adjustments on biological assets, inventory, and financial instruments, which may be volatile on a period to period basis. For a complete breakdown of the historical composition of adjusted EBITDA please refer to the Corporation's most recent MD&A on SEDAR.

The Corporation calculates Adjusted EBITDA as net loss and comprehensive loss excluding unrealized gain on changes in fair value of biological assets, change in fair value of biological assets realized through inventory sold, depreciation and amortization expense, share-based compensation, other income, finance costs, foreign exchange loss, non-cash production costs and severance payments. Non-cash production costs relate to amortization expense allocations included in production costs. Refer to "Adjusted Earnings Before Interest, Taxes, Depreciation and Amortization" in the Corporation's most recent MD&A on SEDAR for a detailed calculation of this measure.

Additionally, "Adjusted net income" is used in this presentation which is a Non-GAAP financial measure that is intended to provide a proxy for the Corporation's net income and comprehensive income and is used to compare Decibel to its competitors and derive expectations of future financial performance of the Corporation. This measure increases comparability between comparative companies by eliminating variability resulting from differences in management assumptions related to the impact of fair value adjustments on biological assets, which may be volatile on a period to period basis. These measures are not a recognized, defined, or standardized measure under IFRS. The Corporation calculates adjusted net income as net loss and comprehensive loss excluding unrealized gain on changes in fair value of biological assets and change in fair value of biological assets realized through inventory sold. For a complete breakdown of the historical composition of adjusted net income please refer to the Corporation's most recent MD&A on SEDAR.

PRODUCTION ESTIMATES

Thunderchild production capacity estimates are based on Phase I and Phase II total flower bench of 42,000 square feet total (21,000 square feet per phase), 60 grams of flower per yield per square foot per harvest, and 5.8 harvests per annum. Phase I consists of facility floor plate of approximately 80,000 total square feet (total square footage of Phase I & II of ~130,000 sq. ft.). Creston production capacity estimates are based on Phase 1 and Phase 1B total flower bench of 22,900 square feet total (7,700 square feet phase 1), 43 grams of flower per yield per square foot per harvest, and 5.5 harvests per annum.

CAUTIONARY NOTE REGARDING FORWARD LOOKING INFORMATION

This Presentation contains forward-looking statements with respect to the Corporation. By their nature, forward-looking statements are subject to a variety of factors that could cause actual results to differ materially from the results suggested by the forward-looking statements. In addition, the forward-looking statements require the Corporation to make assumptions and are subject to inherent risks and uncertainties. There is significant risk that the forward-looking statements will not prove to be accurate, that the Corporation's assumptions may not be correct and that actual results may differ materially from such forward-looking statements. Accordingly, readers should not place undue reliance on the forward-looking statements. Generally, forward-looking statements can be identified by the use of terminology such as "anticipate", "will", "expect", "may", "continue", "could", "estimate", "forecast", "plan", "potential" and similar expressions. Forward-looking statements contained in this Presentation may include, but are not limited to statements with respect to: the Corporation's brand reputation in Canada will establish a platform for global reach in the international market; the Corporation's geographical and international expansion plans; the Corporation's ability to launch, expand and maintain its international brand and export strategy; the Corporation's plans to enter new markets and its ability to attract customers; the Corporation's expectation that it is well positioned for growth; that the Corporation's cash flow will allow it to capitalize on Canadian market opportunities; that the Corporation is on track to achieve its short-term and long-term targets regarding revenue, profitability, leverage, market share, and international expansion; and product initiatives; the potential countries the Corporation has identified for future expansion; the Corporation's future plans for capital structure including target cash conversion of >50%, accelerating cash flow generation, unlocking future non-dilutive growth capital and limiting interest rate exposure; the Corporation's expectation that the Canadian cannabis market will mature and expand similarly to analogous industries; production estimates for the Thunderchild and Cresnet facilities; and other expectations, beliefs, plans, objectives, assumptions, intentions or statements about future events or performance. These forward-looking statements are based on a number of assumptions which may prove to be incorrect including, but not limited to: the Corporation's ability to execute on its business plan in a timely manner and the results thereof; capital requirements, the ability to obtain and maintain licences to retail cannabis products; review of the Corporation's production facilities by Health Canada and maintenance of licences (including any amendments thereto) from Health Canada and any international regulatory body governing the export of cannabis outside of Canada; ability to access sufficient capital from internal and external sources, and/or ability to access sufficient capital on favourable terms; the labour market generally and the ability to access, hire and retain employees; general business, economic, competitive, political and social uncertainties; the satisfaction of conditions precedent under the Corporation's credit facilities; timing and completion of construction and expansion of the Corporation's production facilities and retail locations; general economic, market and business conditions; the accuracy of cost estimates; actual processing capabilities of the extraction facility; actual purchase orders received for the Corporation's various product offerings; sell-through of products at the various stages of sale; ability to maintain consistent operations and results; availability of supplies, technology and expertise; changes in customer demand; the successful and timely implementation of projects; currency exchange rates, the impact of changes in applicable laws and regulations; and the impacts of unforeseen business interruptions.

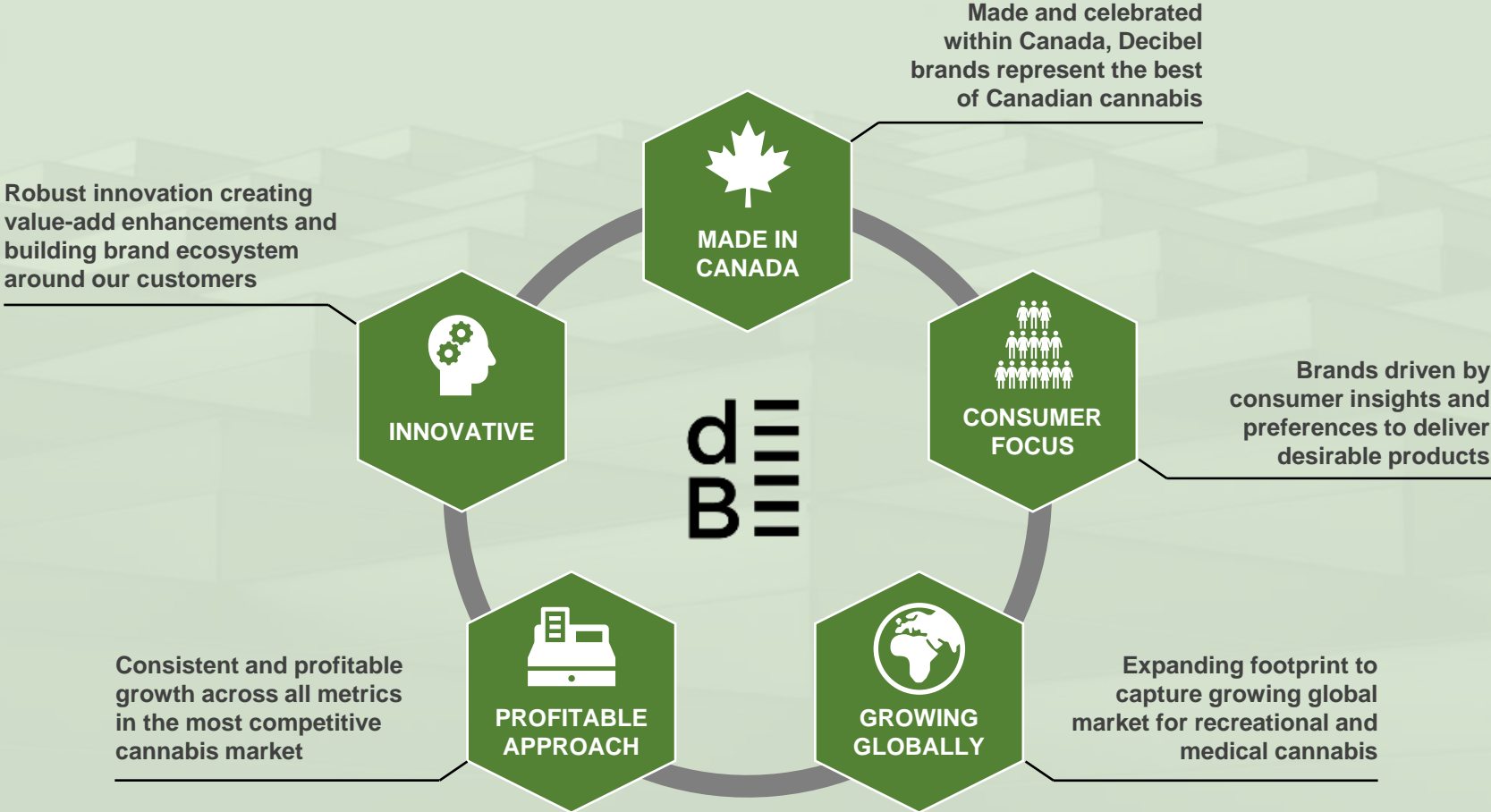
Forward-looking statements are necessarily based upon a number of estimates and assumptions that, while considered reasonable, are subject to known and unknown risks, uncertainties, and other factors which may cause the actual results and future events to differ materially from those expressed or implied by such forward-looking statements. Such factors include, but are not limited to: risks relating to delays, regulatory changes and impacts, capital requirements, construction impacts, displacement requirements and unforeseen requirements resulting from unforeseen business disruptions, the ability to obtain and maintain licences to retail cannabis products; review of the Corporation's production facilities by Health Canada and maintenance of licences (including any amendments thereto) from Health Canada in respect thereof and any international regulatory body governing the export of cannabis outside of Canada; future legislative and regulatory developments involving cannabis and cannabis exports; inability to access sufficient capital from internal and external sources, and/or inability to access sufficient capital on favourable terms; the labour market generally and the ability to access, hire and retain employees; general business, economic, competitive, political and social uncertainties; timing and completion of construction and expansion of the Corporation's production facilities and retail locations; and the delay or failure to receive board, regulatory or other approvals, including any approvals of the TSX Venture Exchange, as applicable. There can be no assurance that such statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on the forward-looking statements and information contained in this Presentation. Readers are cautioned that the foregoing list of factors is not exhaustive. Additional information on other factors that could affect the operations or financial results of the Corporation are included in reports on file with applicable securities regulatory authorities, including but not limited to Corporation's most recent MD&A on SEDAR profile at www.sedar.com. The forward-looking statements contained in this Presentation are made as of the date hereof or the dates specifically referenced in this Presentation, where applicable. Except as required by law, the Corporation undertakes no obligation to update publicly or to revise any forward-looking statements that are contained or incorporated in this Presentation. All forward-looking statements contained in this Presentation are expressly qualified by this cautionary statement.

CAUTIONARY NOTE REGARDING FUTURE ORIENTED FINANCIAL INFORMATION

This Presentation also contains future-oriented financial information and financial outlook information (collectively, "FOFI") about the Corporation's prospective results of operations including, without limitation, the Corporation's anticipated future growth; the Corporation's capital strategy including the anticipated ratio of debt to adjusted EBITDA and the anticipated percentage of cash conversion; and the Corporation's expectations that it will grow sales and market share. Readers are cautioned that the assumptions used in the preparation of such information (including those listed above), although considered reasonable at the time of preparation, may prove to be imprecise and, as such, undue reliance should not be placed on FOFI. The Corporation's actual results, performance or achievement could differ materially from those expressed in, or implied by, the FOFI and are subject to the risks and assumptions set forth above. The Corporation has included the FOFI in order to provide readers with a more complete perspective on the Corporation's future operations and such information may not be appropriate for other purposes.

Readers are cautioned that the foregoing list of assumptions and risk factors is not exhaustive. The forward-looking statements and FOFI contained herein are expressly qualified in their entirety by this cautionary statement. The forward-looking statements and FOFI included in this presentation are made as of the date hereof and Decibel does not undertake any obligation to publicly update such forward-looking statements and FOFI to reflect new information, subsequent events or otherwise unless so required by applicable securities laws.

DECIBEL IS A LEADING CANNABIS COMPANY FOCUSED ON DELIVERING PRODUCTS THAT DELIGHT CUSTOMERS



dB B DECIBEL AT A GLANCE...

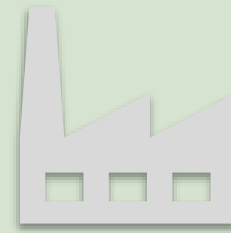


■ PROVINCES LISTING DECIBEL BRANDS

★ PROVINCES WHERE DECIBEL WAS IN THE TOP 2 LPs FOR RECREATIONAL MARKET SHARE IN Q3 2023

GENERAL
ADMISSION

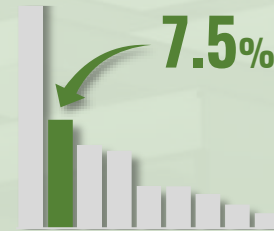
QWEST
VOX®



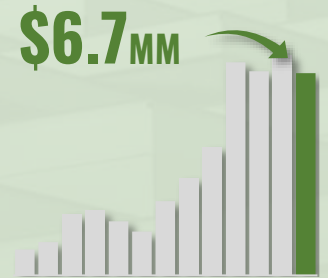
1 MANUFACTURING
FACILITY



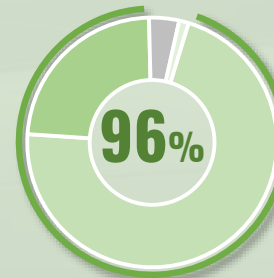
2 CULTIVATION
FACILITIES



#2 LP IN CANADIAN
MARKET SHARE Q3



13 STRAIGHT EBITDA
POSITIVE QUARTERS



RTC-FOCUSED
PRODUCT MIX



ADJ NET INCOME
GENERATION

DECIBEL HIGHLIGHTS

Driving Success in Canada

- ▶ Consumer focused model with history of execution (Fastest growing large LP with 7.5% Canadian market share)
- ▶ Q3 2023 Net Revenue of \$30.2 million (65% growth from Q3'22)
- ▶ Q3 2023 Adjusted EBITDA of \$6.7 million (57% growth from Q3'22)

Expanding Internationally

- ▶ Brand reputation in Canada establishes platform for global reach
- ▶ Entering new markets with proven approach to attract consumers
- ▶ Asset light international brand launch in Israel started in Q4 2022

Profitable & Positioned For Growth

- ▶ Achieved 1.5x Debt to Annualized Adjusted EBITDA as of Q3'23
- ▶ Cash flow and \$7.5MM accordion to capitalize on CDN market opportunities

Attractive Valuation

- ▶ Trading at a significant discount to its peers in publicly listed top 10 LPs⁽¹⁾




Note: Adjusted EBITDA and Adjusted Net Income are non-GAAP performance measures. Refer to "Non-GAAP Measures" for further details.

Source: HiFyre Retail Analytics, Licensed Producer Sales.

1. Top 10 LPs defined as Licensed Producers with the highest market share in the most recently completed quarter.

DRIVING TOWARDS OUR GOALS

Decibel continues to execute towards its long-term objectives

Metric	Short-Term Target	Current	Long-Term
REVENUE	High Double-Digit Growth	 65% Growth Q3'23 over Q3'22	\$200MM in Canada Equal Contribution Internationally
PROFITABILITY	Grow Adj. EBITDA, Cash Flow, Adj. EPS	 22% Adj. EBITDA Margin Q3'23 Positive Adj. EBITDA, CF, Adj. EPS	>20% Adj. EBITDA Margin
LEVERAGE	2 – 3x Debt to Adj. EBITDA	 1.5x (TTM Q3'23)	1.0 – 1.5x Debt to Adj. EBITDA
MARKET SHARE	Top 3 LP by Canadian Market Share	 Second Largest LP (7.5% Q3 2023)	Globally Recognized Canadian Leader
INTERNATIONAL EXPANSION	Expand Brands Internationally	 Ongoing Shipments of Qwest Products to Israel	Globally Recognized Brands

Note: Adjusted EBITDA and Adjusted Net Income are non-GAAP performance measures. Refer to “Non-GAAP Measures” for further details.

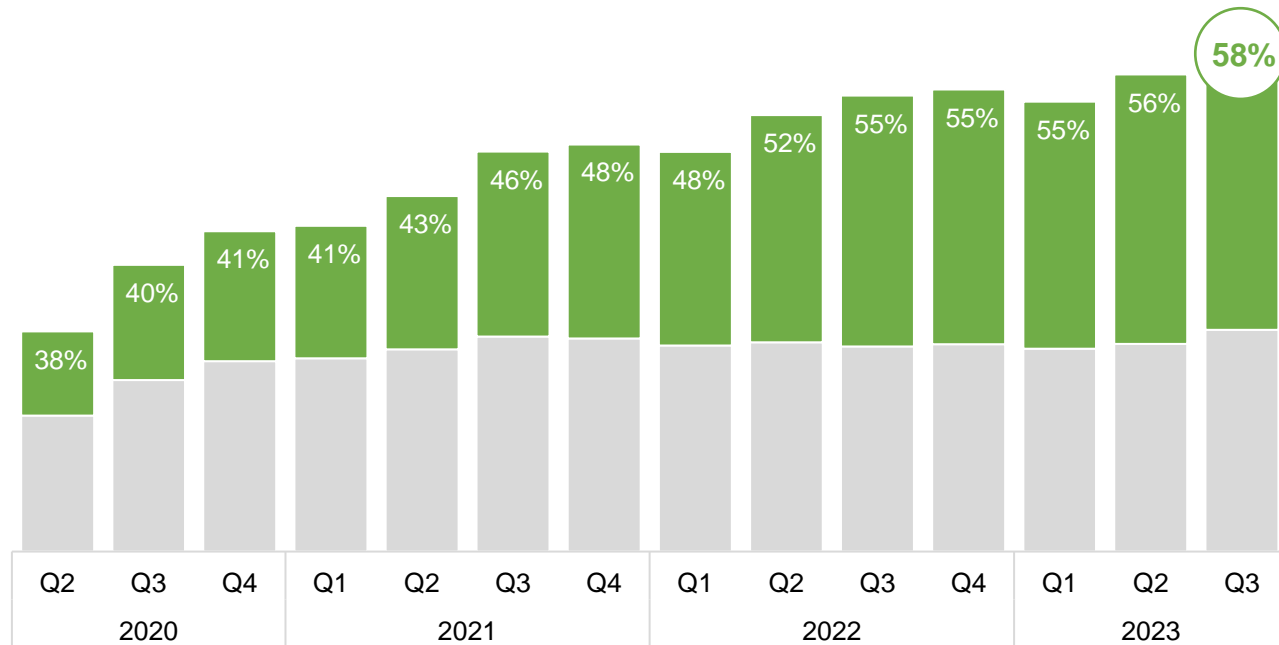
CANADIAN READY-TO-CONSUME LANDSCAPE

Decibel is positioned to benefit from the growing ready-to-consume cannabis market

Ready-to-Consume Market

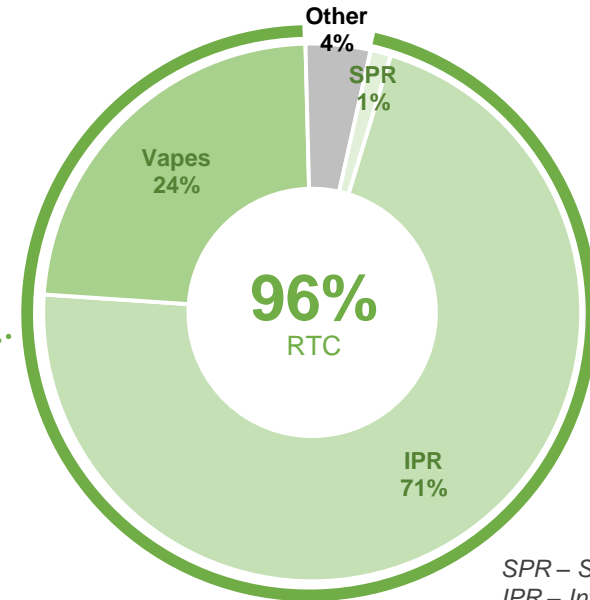
Percentage of Canadian Recreational Sales⁽¹⁾

■ Ready-to-consume
■ Other



dB RTC Product Mix

Percentage of Deliveries in Dollars (Q3 2023)



SPR – Standard Pre-rolls
 IPR – Infused Pre-rolls

#1 brand in national pre-roll sales with 15.6% market share⁽²⁾

#2 brand in national vape sales with 12.9% market share⁽²⁾

Source: Hifyre Retail Analytics - Category Sales over Time

1. Ready-to-consume includes pre-rolls, vapes, edibles, beverages, oils, and topicals.

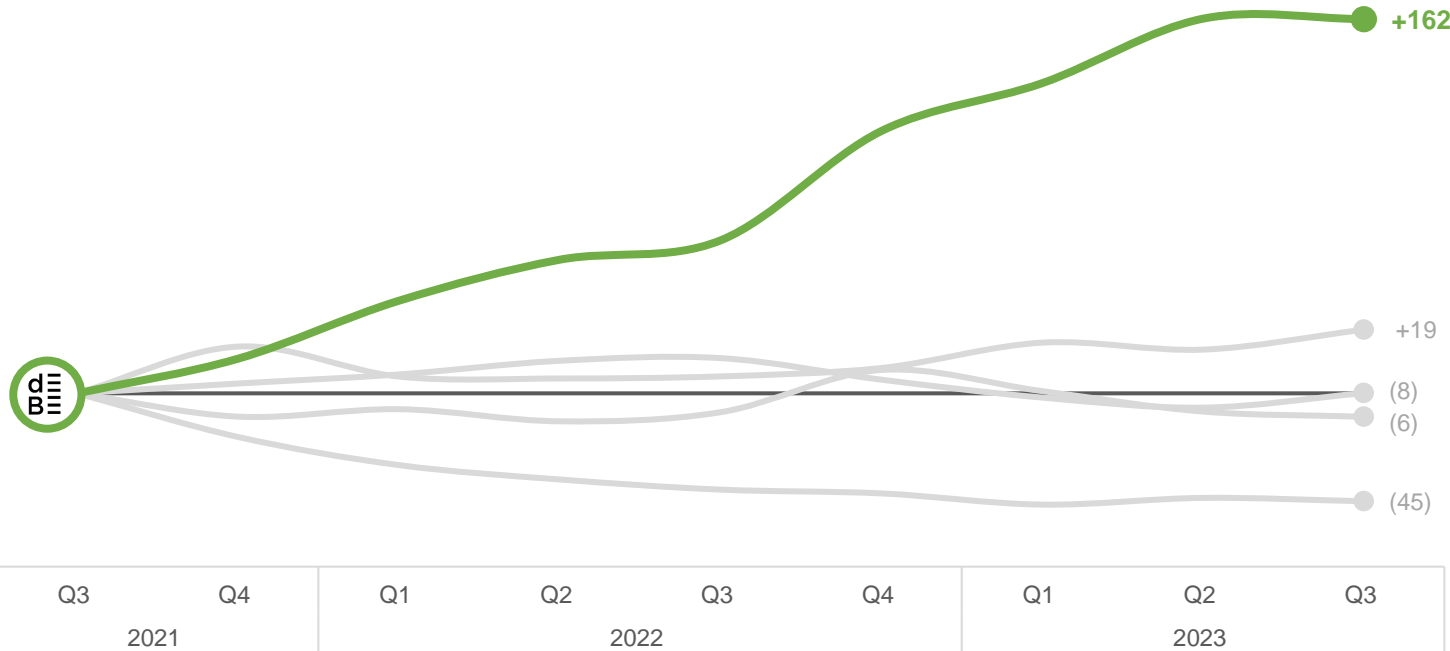
2. Market Share data by brand as of Q3 2023.

EXPANDING MARKET SHARE

Decibel has sustained growth outpacing large LP peers as consumer preferences begin to dictate market leaders

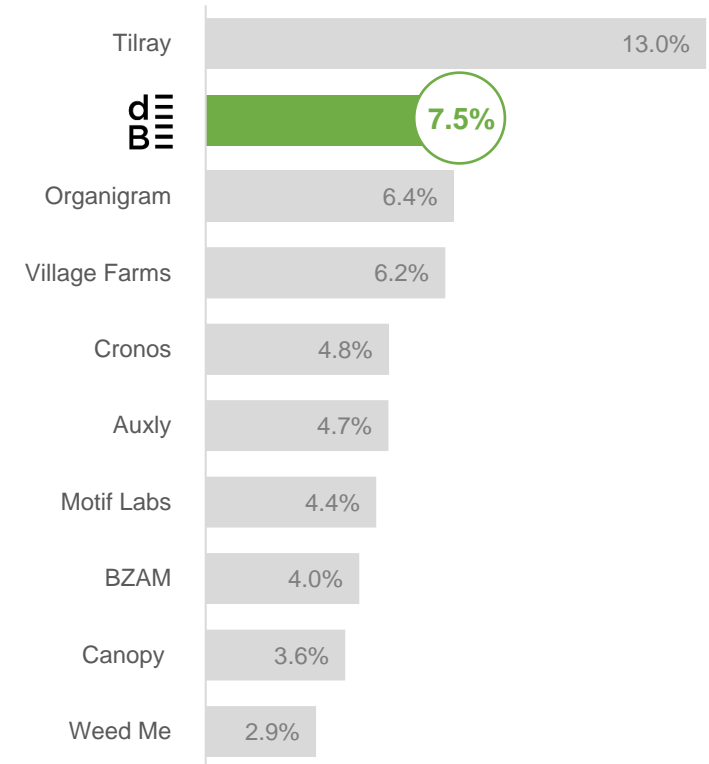
Canadian Market Share Growth

Top 5 Licensed Producers (Last 9 Quarters)



Canadian Market Share

Top 10 Licensed Producers (Q3 2023)



WHY CANADA IS IMPORTANT

Canada is a cornerstone to success in the global cannabis market

2nd Largest Legal Cannabis Market

1

Attractive For Growth & Margins

2

Export Capabilities (Global Supplier)

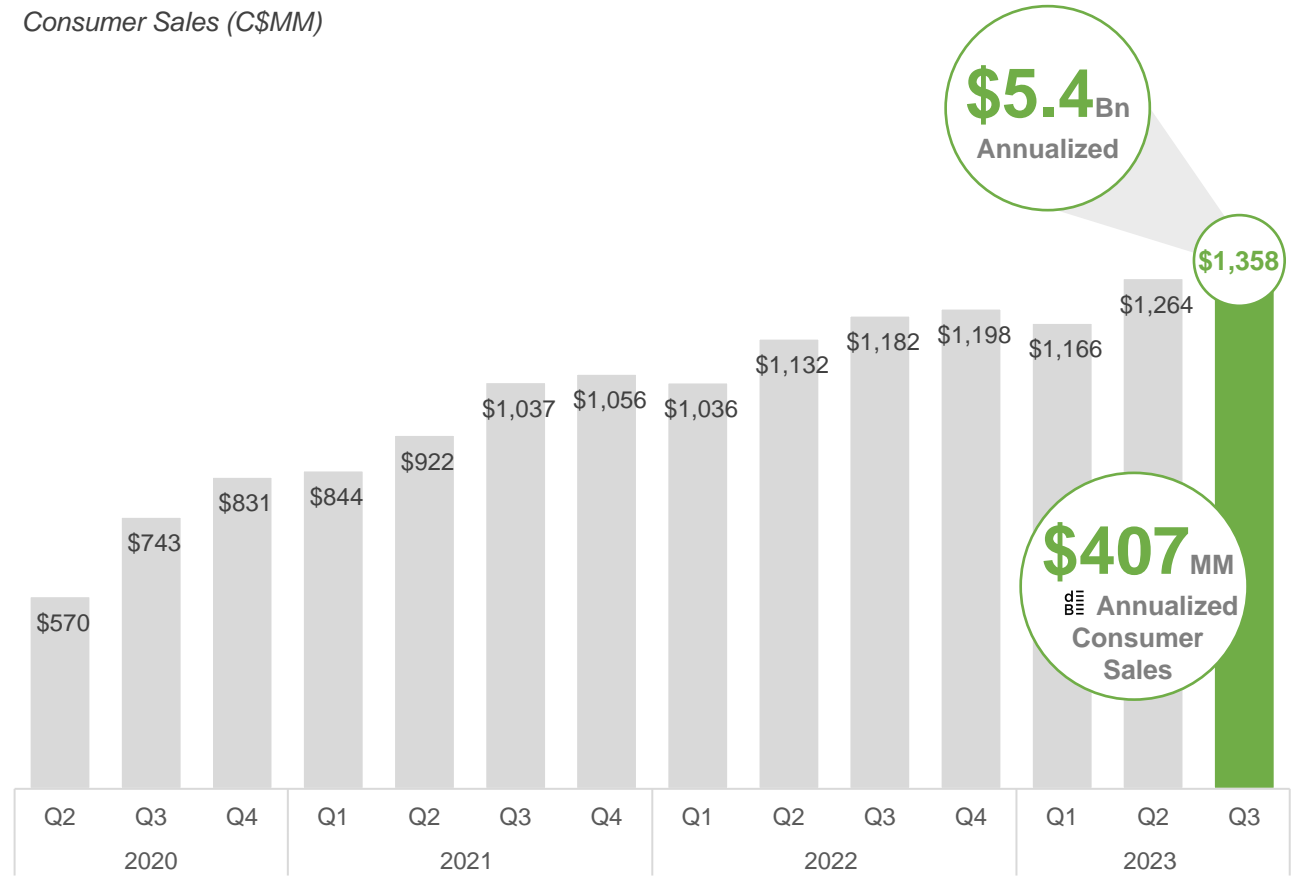
3

Critical to Global Brand Building

4

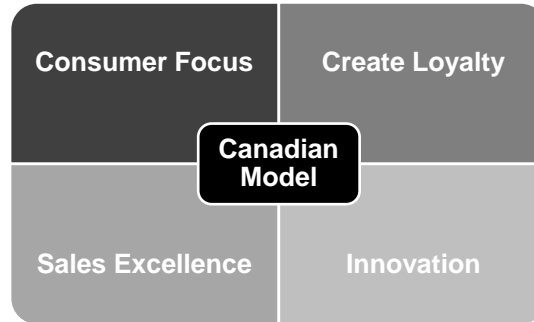
Canadian Market

Consumer Sales (C\$MM)



INTERNATIONAL EXPANSION

Leveraging Canadian reputation and consumer-driven model to drive growth in international market



INTERNATIONAL OPPORTUNITIES

1

- Flower / Pre-Rolls
- Infused Pre-Rolls
- Concentrates
- Beverages
- Vapes
- Oils / Edibles
- Topicals
- Seeds

CANADA

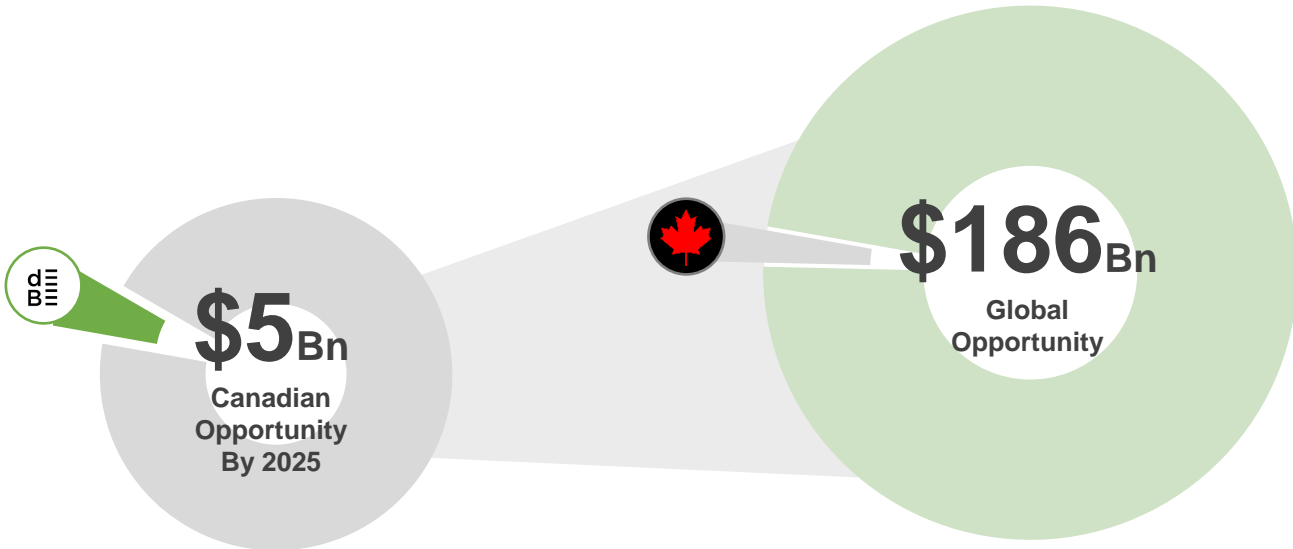
\$5 Bn
BY 2025

2

- Flower / Pre-Rolls
- Infused Pre-Rolls
- Concentrates
- Beverages
- Vapes
- Oils / Edibles
- Topicals
- Seeds

ISRAEL

\$.4 Bn
BY 2025



FUTURE EXPANSION

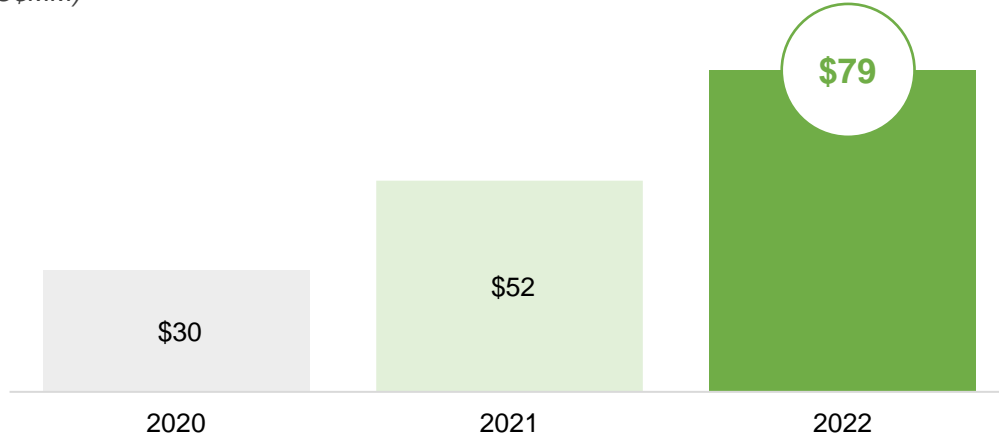
U.S.	Poland	Australia	Chile
Germany	Italy	Denmark	Colombia
Portugal	Thailand	Greece	Mexico
Brazil	France	New Zealand	Peru
U.K.	Netherlands	Argentina	Uruguay

STRONG FINANCIAL PERFORMANCE

Demonstrating industry leading margins while outpacing top 10 LPs via growth in Canadian Market

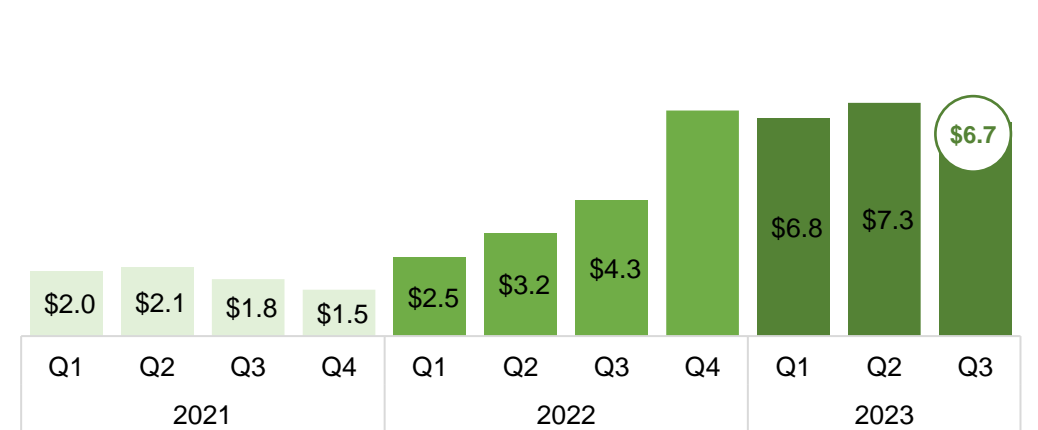
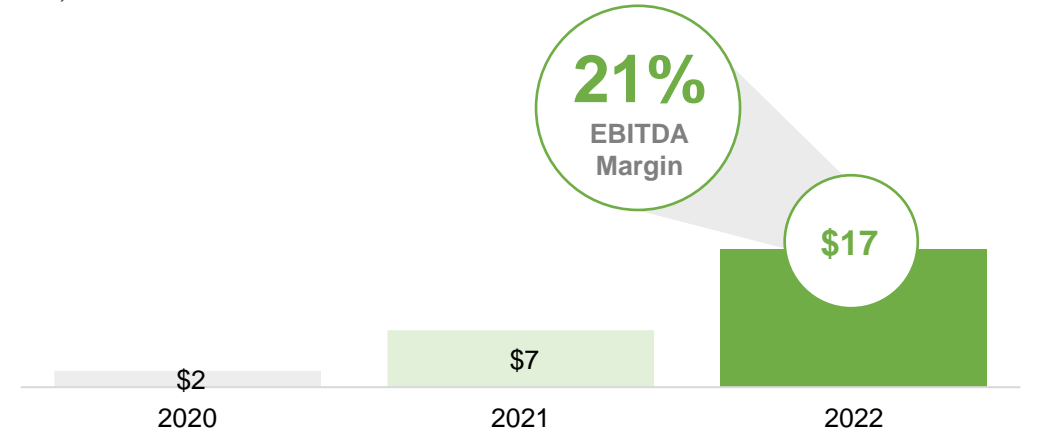
Net Revenue

(C\$MM)



Adjusted EBITDA

(C\$MM)



Note: Adjusted EBITDA and Adjusted Net Income are non-GAAP performance measures. Refer to "Non-GAAP Measures" for further details.

CORPORATE AND FINANCIAL INFORMATION

Strengthening its position through growth to capitalize on opportunities created by industry challenges

Capital Structure

Units in millions except per share values

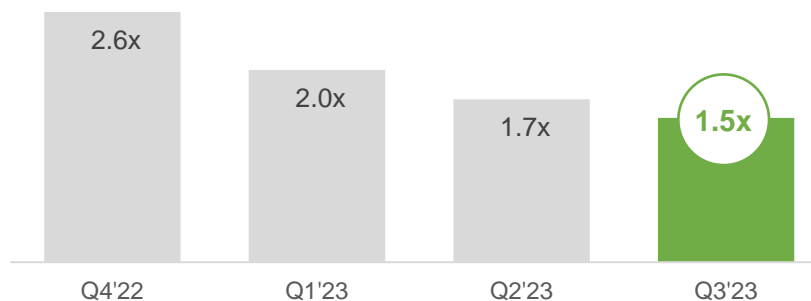
Equity

Share Price ⁽¹⁾	\$0.140
52-Week Range	\$0.085–0.185
Common Shares	409.0
Options	34.3
Warrants	25.9
Equity-linked Units ⁽²⁾	17.2
Fully-diluted Shares ⁽³⁾	429.9

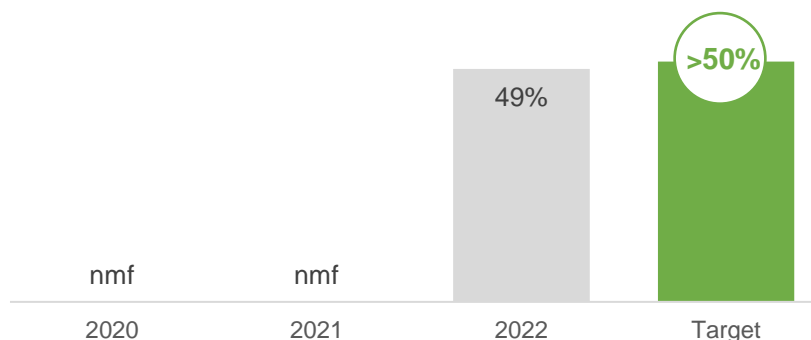
Market Capitalization **\$60.2**

Debt	Available	Drawn
Mortgages	–	\$36.3
Operating Line	–	\$6.0
Accordion	\$7.5	–
Total Debt	\$7.5	\$42.3

Debt to TTM Adj. EBITDA



Op. Cash Conversion



Capital Strategy

Achieved 1.5x Debt to Adj. EBITDA by Q3 2023

Target cash conversion of >50% while reinvesting towards expansion opportunities

Accelerate cash flow generation and re-position balance sheet to capitalize on new opportunities

Unlock future non-dilutive growth capital to protect shareholder value

Limit interest rate exposure with predominantly fixed rate debt (86% fixed interest rate debt)

Note: Company information as of most recent publicly available filings (Q3 2023).

1. Share price as of December 1, 2023.

2. Includes all RSUs and DSUs as of Q3 2023.

3. Treasury stock method utilized for options and warrants. Cash-settled instruments included in fully-diluted shares for presentation purposes, although do not result in dilution upon settlement.

LEADING PROFITABILITY

Decibel trades at a substantial discount to peers despite leading in profitability among publicly traded LPs

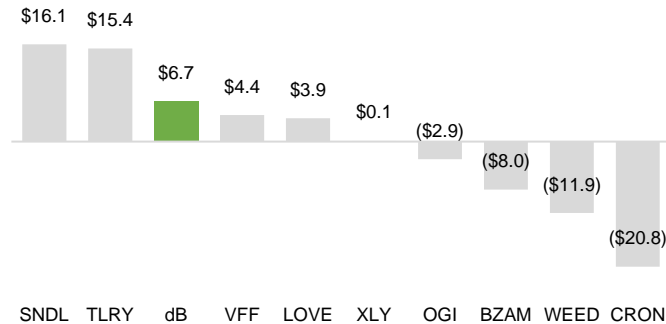
Market Share Ranking

(C\$MM)

		TILRAY	dB DECIBEL CANNABIS COMPANY	Village farms.	ORGANIGRAM	CRONOS GROUP	Auxly	BZAM	CANOPY GROWTH CORPORATION	cannara	sndl
Market Share (%)		12.6%	6.9%	6.4%	6.2%	5.5%	4.8%	3.4%	2.9%	2.5%	2.3%
Market Cap (C\$MM)		\$1,762.0	\$60.2	\$123.0	\$139.0	\$1,014.0	\$15.0	\$25.9	\$614.0	\$80.3	\$518.0
Share Capital (C\$MM)		\$7,978.5	\$70.2	\$556.7	\$807.6	\$891.6	\$564.0	\$696.4	\$10,795.0	\$99.0	\$2,448.2
Enterprise Value (EV) (C\$MM)		\$1,926.0	\$99.0	\$187.0	\$86.0	(\$122.0)	\$158.0	\$46.5	\$1,107.0	\$121.4	\$504.0
EV to Market Share (ratio)		15.3	1.4	2.9	1.4	(2.2)	3.3	1.4	38.2	4.9	21.9

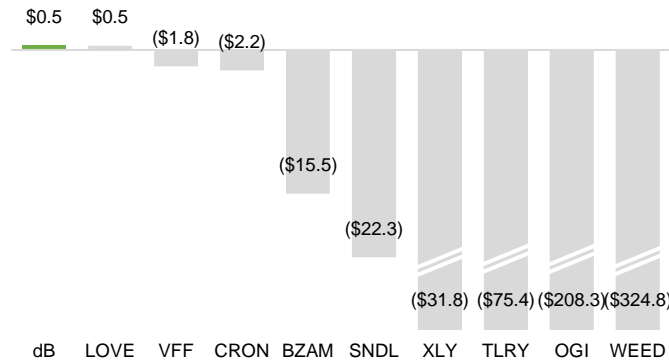
Last Quarter Adj. EBITDA

Normalized to Decibel Adj. EBITDA Definition in C\$MM



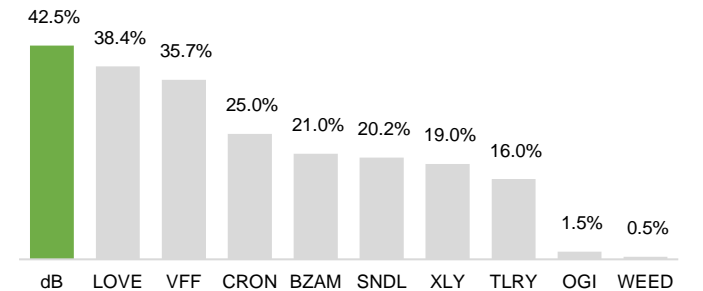
Last Quarter Adj. Net Income

Normalized to Decibel Adj. Net Income Definition in C\$MM



Last Quarter Gross Margin

Before Fair Value Adjustments



Source: Hifyre Retail Analytics, Company Filings, Haywood Capital Markets.

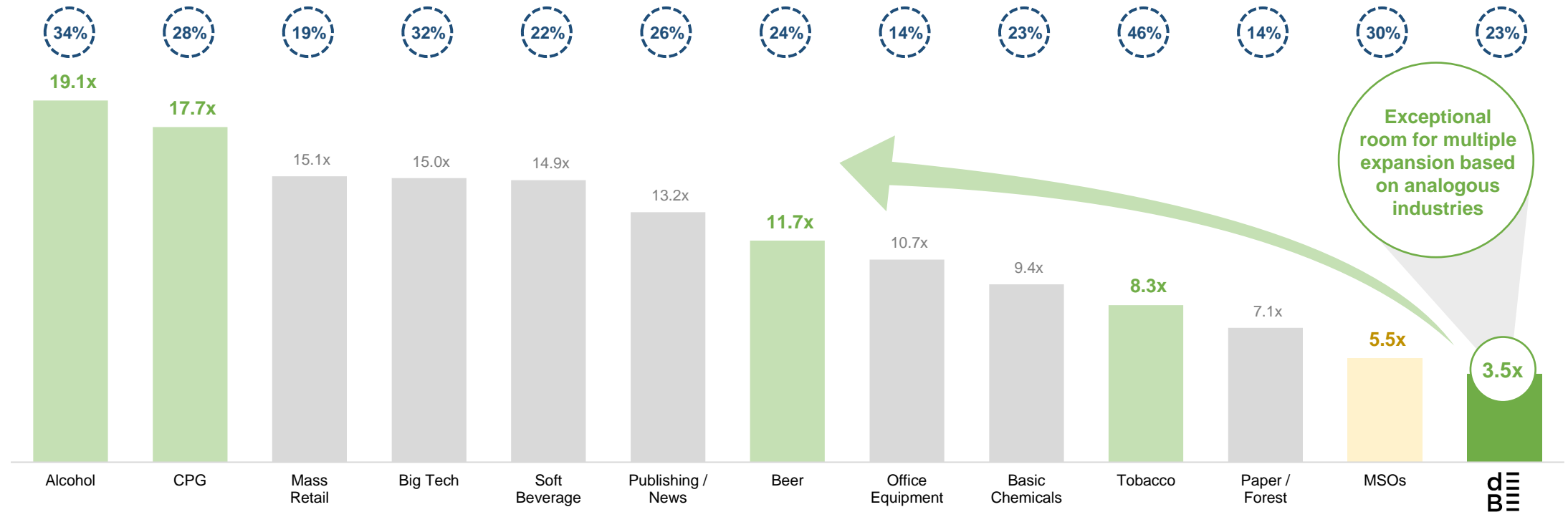
Note: Financial information from most recent available financial reporting period for each entity. Adjusted EBITDA and Adjusted Net Income are non-GAAP performance measures. Refer to "Non-GAAP Measures" for further details. Market share as of October 2023. Share price information as of December 1, 2023.

ATTRACTIVE VALUATION

Canadian cannabis is overlooked today, but over time will mature similar to other analogous industries

2023E EV / EBITDA and EBITDA Margins Profile by Sector

- Analogous Industries
- U.S. Large Cap Multi-State Operators (MSOs)
- Low Growth / Mature Industries
- EBITDA Margin



Source: S&P Capital IQ.

Note: Share price information as of December 1, 2023. Decibel multiple and EBITDA margin based on research estimates.

SUMMARY

Driving Fundamental Value

- ▶ Dominant Canadian position creating platform for international brand expansion
- ▶ Fundamentals driven company with best-in-class margins
- ▶ Asset light international brand expansion underway with first successful launch in Q4 2022
- ▶ High double digit CAGR on Net Revenue and Adj. EBITDA



Proven Execution

- ▶ Achieved and on-track with all short-term company targets
- ▶ Consistent & profitable growth in the most competitive legal cannabis market
- ▶ One of the few profitable LPs with the least capital raised



Attractive Valuation

- ▶ Trading at a significant discount to its peers in publicly listed top 10 LPs
- ▶ Deep pipeline of future growth opportunities





DECIBEL
CANNABIS
COMPANY

APPENDIX

**GENERAL
ADMISSION**



QWEST



ASSET OVERVIEW

High quality assets designed to produce premium cannabis products

Flower



Qwest Estate
Creston, BC

Licensed & operational

~2,000 kg per annum

26,000 square feet

Indoor craft cultivation



Thunderchild
Battleford, SK

Licensed & operational

7,300 kg per annum⁽¹⁾

80,000 square feet

Indoor craft cultivation

Derivatives



The Plant
Calgary, AB

Licensed & operational

Concentrates & vapes

60,000 square feet

Central hub for all products

Insights



Prairie Records
Alberta & Saskatchewan

Six retail stores

Real time customer feedback

Drives product innovation

Consumer insights

See "Forward Looking Disclosure" for production capacity estimates.

EXECUTIVE TEAM

We Grind, We Craft, We Care, We Grow

Paul Wilson

Chief Executive Officer



- Brand builder establishing and growing sustainable consumer brand positions that create enterprise value and enduring relevance
- CEO & President level experience at some of Canada's best consumer businesses including, Canadian Tire, Mark's, Princess Auto, Spence Diamonds, Kit & Ace, and Alcanna Nova Cannabis

Kris Newell

Chief Operating Officer



- Scaled manufacturing and grow facilities to deliver >\$100MM in annualized sales and with best-in-class gross margin within the cannabis space
- Joined Decibel as early-stage employee in 2018
- Entrepreneurial background in specialty CPG industry, leading expansion, development, systems implementation, operational planning and execution

Stuart Boucher

Chief Financial Officer



- Strategist in positioning Decibel's path to profitable growth and supporting broad execution while navigating a complex cannabis market
- Joined Decibel as 2nd employee in 2018
- Capital markets experience raising over \$150MM of debt & equity in the Cannabis sector and completed successful acquisitions positioning DB for growth

Warren Matzelle

Chief Product & Marketing Officer



- Leads strategy and developed Decibel's innovation pipeline leading to top selling products nationwide and positioning Decibel as 3rd largest LP in Canada
- Joined Decibel as early-stage employee in 2018
- Several consumer facing entrepreneurial endeavors having successfully scaled and exited

Adam Coates

Chief Revenue Officer



- Drove Decibel's top line growth positioning Decibel as 3rd largest LP in Canada and central to taking Decibel international
- Joined Decibel as 1st employee in 2018
- Thirteen years of regulated consumer packaged goods experience including brand building, marketing, sales and M&A integration

Jesse Martin

General Counsel



- Navigates complex domestic and international regulatory markets and management of all of corporate legal aspects of Decibel which allows Decibel to execute on aggressive growth
- Joined Decibel as early-stage employee in 2018
- Depth of legal experience at Burnet, Duckworth & Palmer LLP advising on corporate matters

BOARD OF DIRECTORS AND ADVISORS

We Grind, We Craft, We Care, We Grow

Shawn Dym

Chairman

- Early investor and strategic thought leader in the North American cannabis industry
- As an early investor in Aphria, he served on their board until November 2019
- Co-founded and serves as advisor to the board of Green Acre Capital and serves as a director of Humble & Fume Inc, a leading cannabis products distributor

Manjit Minhas

Director

- Co-founded the Minhas Brewery, Distillery and Winery with over 90 brands of beers, spirits liqueurs and wines
- Cannabis industry experience as a former member of the board of directors of Inner Spirit Holdings Ltd
- Television personality on Dragon's Den, where she has invested in dozens of Canadian businesses

Nadia Vattovaz

Director, Audit Chair

- CFO & Head of Logistics for Sporting Life Group
- Prior to current role was the COO of Fire & Flower, a cannabis retailer with over 100 locations across Canada, and held senior finance roles at Holt Renfrew, Canadian Tire, and Maple Leaf Foods
- Experience includes launching and overseeing new multi-jurisdictional companies and business lines, M&A and navigating regulatory environments

Billy Yellowhead

Advisor

- Council member of Thunderchild First Nation, heading the Legislation, Culture and ANCFs portfolios
- Previously served as Land Coordinator for Thunderchild First Nation
- Owned and operated Yellowhead Outfitters

Jakob Ripshtein

Director, Governance Chair

- Chief Executive Officer of Perennial Brands Inc, a full life-cycle brand strategy organization
- Formerly the President of Aphria and held multiple roles at Diageo PLC including CFO of Diageo North America
- Chairman of the Board, Audit Committee member, and Compensation & Corporate Governance Committee member for Humble & Fume

