

February 13, 2023



Q3 Fiscal Year 2023 Earnings Presentation

[AleafiaHealth.com](https://www.AleafiaHealth.com)

Disclaimer

FORWARD LOOKING INFORMATION

Certain statements herein relating to the Company constitute “forward looking information”, within the meaning of applicable securities laws, including without limitation, statements regarding future estimates, business plans and/or objectives, sales programs, forecasts and projections, assumptions, expectations, and/or beliefs of future performance, are “forward-looking information”. Such forward-looking statements involve unknown risks and uncertainties that could cause actual and future events to differ materially from those anticipated in such statements. Forward looking statements include, but are not limited to, statements with respect to our long term profitability, market share, net revenue, the estimated value of contracts, new market entries, branded cannabis net revenue, Adjusted EBITDA, and other financial outlook projections for fiscal year 2023, our commercial operations, including production and / or sales of cannabis, quantities of future cannabis production, anticipated revenue in connection with such sales, and other Information that is based on forecasts of future results, estimates of production not yet determinable, and other key management assumptions. The following material factors or assumptions were used to develop the forward looking information: stable currency exchange, parties will perform contracts in accordance with their terms, parties to contracts will purchase the minimum quantities required to retain any exclusivity rights under the contract, ability to obtain listing agreements in new markets, market size and growth of the Canadian adult-use and medical cannabis markets, retail store penetration, script trends, cultivation and processing capacity, costs of production, gross and net revenue per gram. Actual results may differ materially from those expressed or implied by such forward looking statements and involve risk and uncertainties relating to: currency conversion, ability to source flower and supplies of sufficient quantity, quality and price point, performance of competitors, laws and government policies, future cultivation yield and quality, actual operating performance of facilities, product launches, facility licenses and amendments, average selling prices, cost of goods sold, operating expenses, Adjusted EBITDA, regulatory changes in the Canadian and international markets, and other uninsured risks. The forward looking information was approved by Management as of February 10, 2023. The Company assumes no responsibility to update or revise forward-looking information to reflect new events or circumstances unless required by law. The forward looking information is provided for information purposes only and readers are cautioned that it may not be appropriate for other purposes. This presentation is provided for general information purposes only and does not constitute an offer to sell or solicitation of an offer to buy any security in any jurisdiction.

CAUTIONARY STATEMENT REGARDING NON-IFRS MEASURES

Branded Cannabis Net Revenue, Wholesale Cannabis Net Revenue, Branded Cannabis Revenue, Gross Profit margin, Adjusted SG&A, Adjusted SG&A margin, EBITDA, Adjusted EBITDA margin and Adjusted EBITDA are not recognized financial measure under IFRS, does not have a standardized meaning and therefore may not be comparable to similar measures presented by other issuers. For additional information including the definition and purpose of the non-IFRS measure, see “Cautionary Statement re Non-IFRS measures” in the Company’s Management’s Discussion and Analysis for the period ended December 31, 2022 found on SEDAR at www.sedar.com.” for all of the foregoing non-IFRS measures except Adjusted SG&A and Adjusted SG&A. For Adjusted SG&A please see page 26 of this presentation for additional information. For EBITDA and Adjusted EBITDA, please see page 25.

Presenters

Executive Leadership



Tricia Symmes
Chief Executive Officer

20+ years as a senior executive in the pharmaceutical, biotech, consumer packaged goods, and cannabis industries. Extensive experience in Commercialization, Operations, Business Development, leading multinational global subsidiaries, start-up and biotech companies.



Matt Sale
Chief Financial Officer

17+ years of increasingly more senior finance executive experience. Deep capital markets, mergers & acquisitions, strategic financial advisory experience across broad industries including consumer packaging, retail, manufacturing, distribution and cannabis



New Milestone Achievements

Q3 FY2023 Financial Outperformance with Aleafia Delivering Profitability for the Second Consecutive Quarter

Adjusted EBITDA Profitability

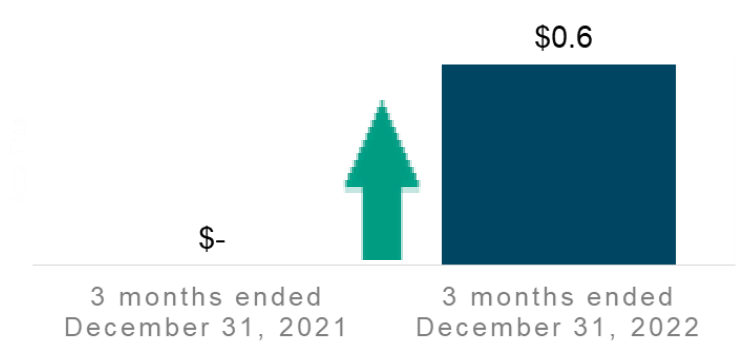
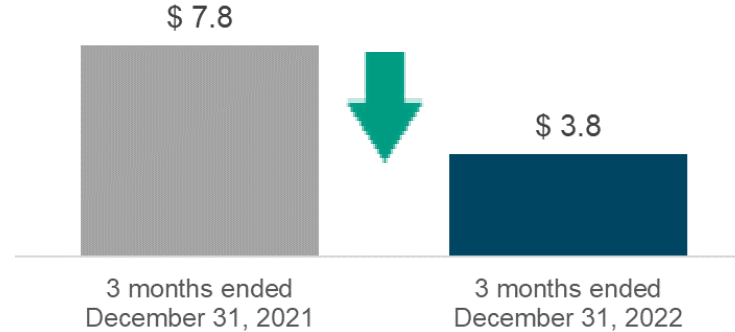
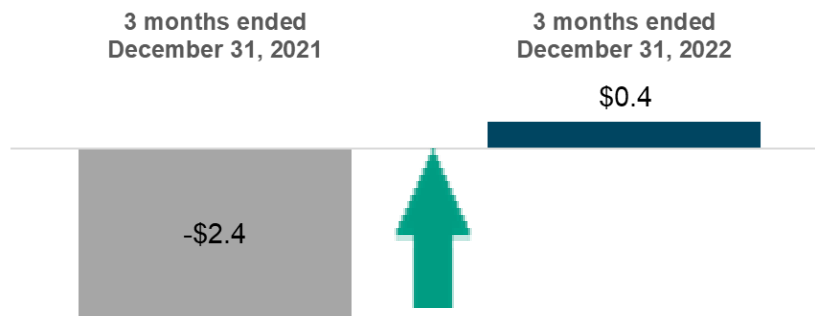
- 2nd consecutive quarter
- \$2.8 million increase over prior year
- \$0.4 million increase Q/Q

Cost Rationalizations

- Historical low in Adjusted SG&A (51% decline over prior year)
- 20% reduction in FTE Q/Q

International Growth





- \$1.0 million international partnership signed in January 2023¹
- 1st shipment under partnership announced in August 2022



2nd consecutive quarter of Adjusted EBITDA profitability with margin expansion driven by ramp-up in international partnerships and continued cost rationalizations

4 Core Strategic Objectives

Continues to Demonstrate Growth and Leadership Across all Four Strategic Pillars on our Path to Profitability

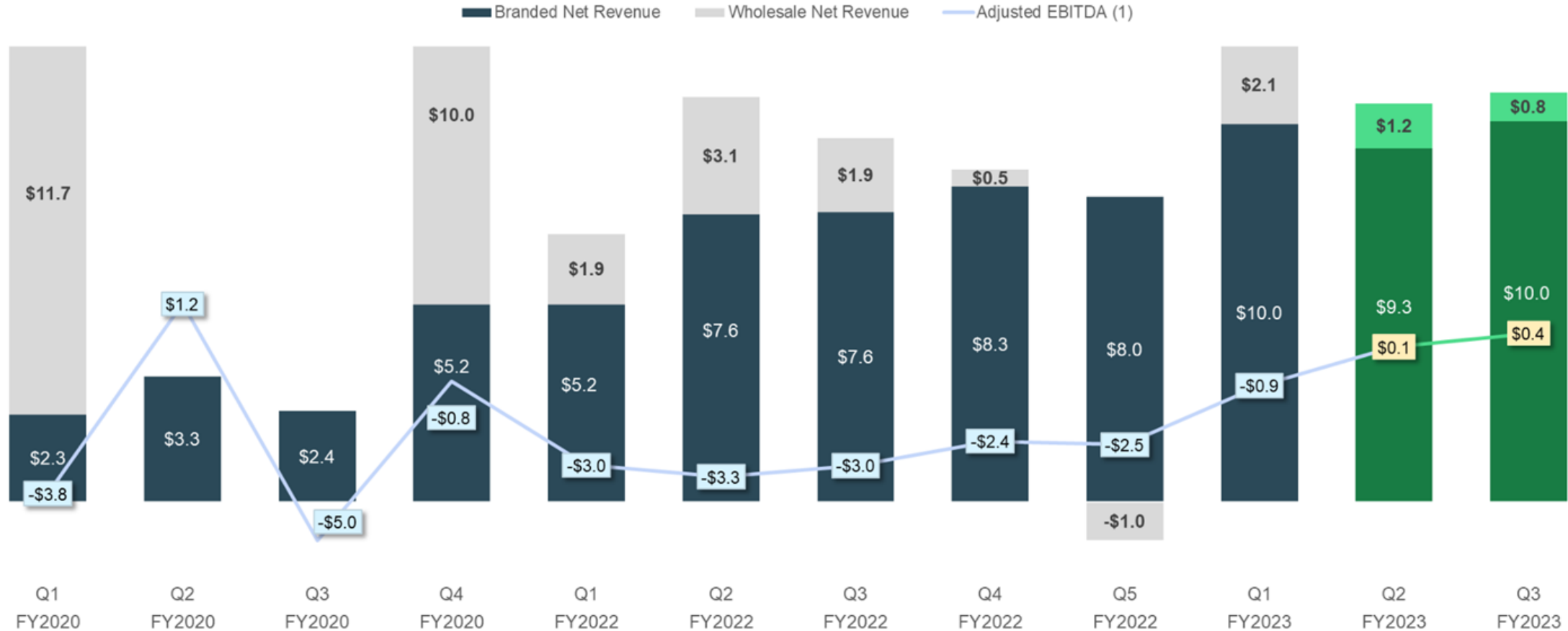
 Top 10 Adult-Use Market Position ⁽¹⁾	 Leadership in Medical	 Growing International	 Adjusted EBITDA Profitability
<ul style="list-style-type: none"> • Divvy leadership in Ontario value (pre-roll #4 and milled #4) • Divvy Buyers Club: #6 flower flow through SKU in Ontario ⁽²⁾ • +51% growth in net revenue 2022 over 2021 • +9% growth in net revenue Q/Q • #13 market share ranking in our core markets for Q3 FY2023 ⁽³⁾ 	<ul style="list-style-type: none"> • Record month of sales in Nov 2022 with \$1.1 million revenue • +7% growth in total medical use net revenue Q/Q • +26%⁽⁴⁾ growth Y/Y on a comparable basis • Continued penetration in key high value markets, including veterans and third party clinics 	<ul style="list-style-type: none"> • Est. \$1.0 million new sales contract⁽¹⁾ • 3 countries with products shipped to market (Germany, UK, Australia) • 2nd highest quarterly sales with \$0.6 million in Q3 FY2023 	<ul style="list-style-type: none"> • 2nd consecutive quarter of Adjusted EBITDA profitability • FY2023 guidance increased to a range of between -\$0.5 million and \$0.5 million • 4% Adjusted EBITDA margin positions the company in top quartile amongst peers ⁽⁵⁾

Targeting a top 10 standing in adult use markets and continued upwards trajectory in Adjusted EBITDA profitability⁽¹⁾

1. This is forward looking information
 2. Based on OCS sales data for the period Q4 CY2022
 3. Based on HiFyre retail sales pull through data in BC, AB, SK, and ON for the period Q3 FY2023 and excludes beverage and cultivation
 4. Growth rate based on medical net revenue excluding clinic revenue
 5. See page 18 for further information

Transformation to Branded Producer with Positive Adjusted EBITDA Profile

Monumental Net Revenue Growth in Branded Portfolio vs. Wholesale Decline



Intentional strategic shift to a branded product portfolio strategy has driven consistent growth in net revenue and improvements in Adjusted EBITDA profitability profile

1. Adjusted EBITDA has been adjusted to exclude wholesale margins in FY2020 Q1 \$10.5 million and Q4 \$5.1 million and in FY2022 Q3 -\$5.8 million and Q5 -\$1.9 million

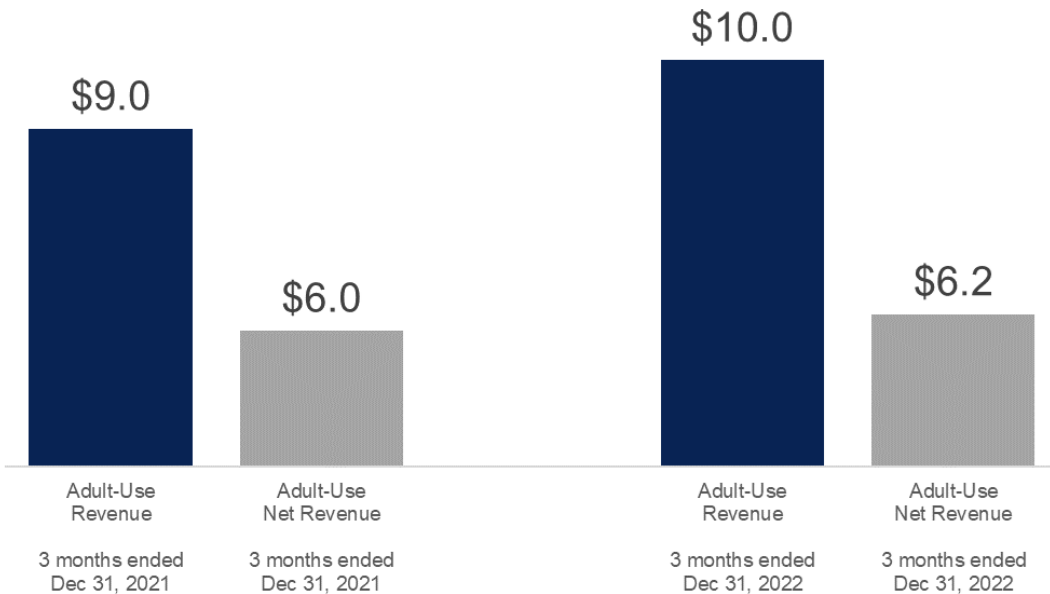
Business Overview & Performance



Q3 FY2023 Highlights: Adult-Use Sales Channel

Robust Growth in Adult-Use Net Revenue Year over Year Driven by Flagship Divvy Brand

Adult-Use Revenue



Divvy Entrenchment in Adult-Use Market

11% growth in total revenue over prior year

4% growth in net revenue over prior year

#4 ranked Divvy pre-roll brand in Ontario with 4.4% market share⁽¹⁾

#4 ranked Divvy milled brand in Ontario with 6.1% market share⁽¹⁾

Recently entered **5th province** (Manitoba)

Strong demand for on-trend Divvy brand continues to drive strong net revenue growth

Divvy: A Brand with Impact, Featuring Aleafia-Grown Flower and More

Divvy's high-volume brand capitalizes on Port Perry outdoor flower, and a fun, curated portfolio with high margin product formats



pre-rolls, milled flower, vapes & more to come.



Brand Highlights: Flagship Holiday Window in High Traffic Shopping District

First consumer-facing window display at high-traffic Yonge Dundas Square in Toronto over Holiday season

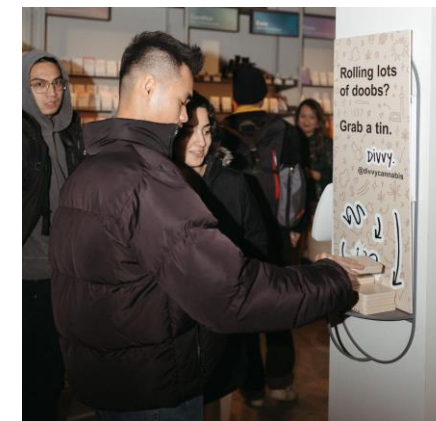


Holiday Marketing Activation & PR Event

Divvy & Bogart's Kitchen featured at flagship retail store in Toronto's Yonge Dundas Square for the 2022 holiday season

7.9 million organic impressions

Window display and in-store holiday shopping event featured in ADCANN



Port Perry Sun Grown Flower Dominates Divvy Portfolio

Changes in Growing Practices Increase Usable Flower Supply for Best-Selling Branded Products



Progress Towards Top 10 Market Share Targets In Ontario ⁽¹⁾

Category	Market Share	Market Share Rank	Progress
Pre-Rolls	4.4%	#4	
Milled Flower	6.1%	#4	

Pre-Rolls	Milled
 <ul style="list-style-type: none"> ✓ 3.1% market share & +69% CQGR in retail sell through since Q1 2021 in Aleafia Core Markets ⁽²⁾ ✓ Continued pull through on new formats 	 <ul style="list-style-type: none"> ✓ Launched new 28g Format ✓ Launched CBD variety ✓ #1 milled brand on ocs.ca (Q4 2022)

1. Based OCS sale data for the period Q4 CY2022

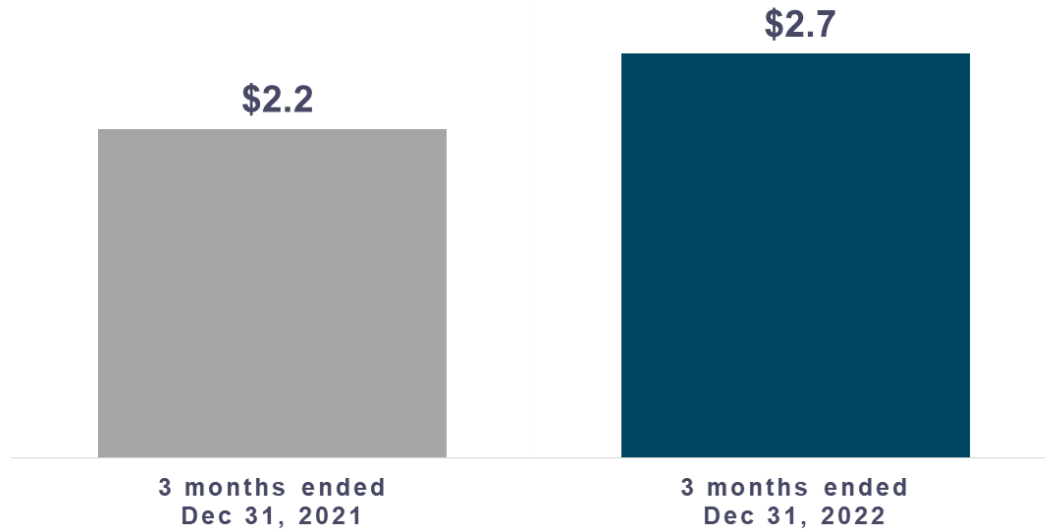
2. Based on HiFyre retail sales pull through data in BC, AB, SK, and ON between Q1 CY2021 - Q4 CY2022 and excludes beverage and cultivation



Q3 FY2023 Highlights: Medical Sales Channel

Growth in Product Portfolio and Outreach For Patient Groups Offset Industry Trends and Increase Year-Over-Year Growth in New Markets

Medical Net Revenue (excl. Clinic Revenue)

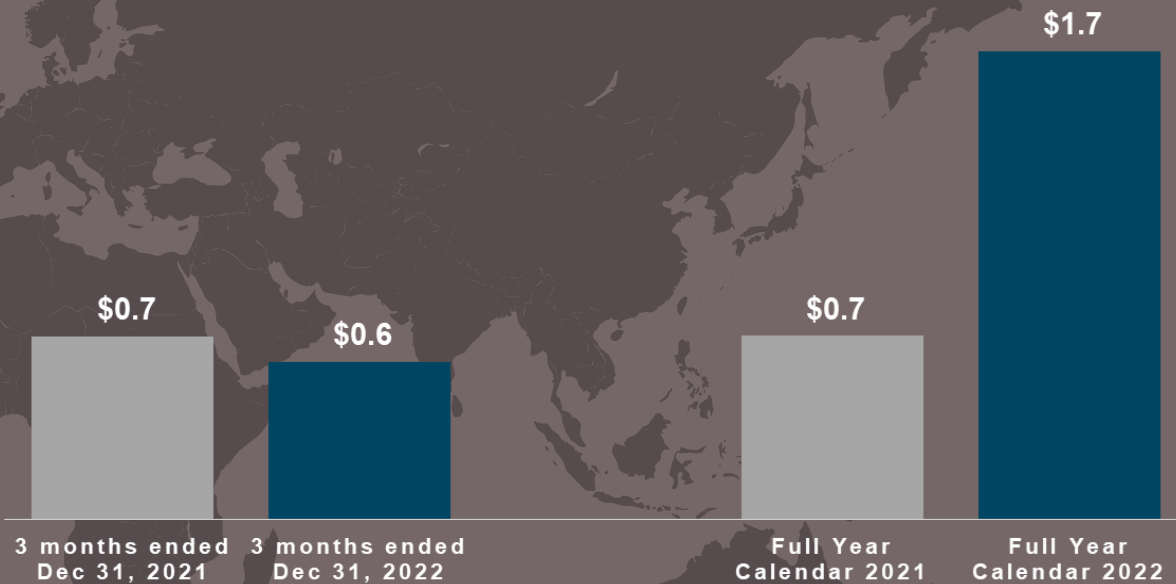


- 26% growth over the prior year in medical net revenue (excluding clinic revenue)
- 7% growth in medical net revenue Q/Q
- 12 new products in Q3 FY2023 targeting specific patient segments with new formats such as suppositories
- Record number of registered Veteran patients in quarter
- Investment in new email platform
 - Email engagement improved
 - Marketing spend declined ~68% per year

Continuing to steadily capture market share by driving growth in new high value patient groups, AOV and entering new geographic regions



Q3 FY2023 Highlights: International Sales Channel



- Revenue +155% year over year growth
- New est. \$1.0 million⁽¹⁾ European partnership
 - Improved access into Europe
 - Customer diversification
- Executed shipment under previously announced est. \$4.6 million⁽¹⁾, 2-year sales commitment
 - Product is now in European market
- Completed grow expansion in Paris, ON
 - Indoor flower capacity +20%

Building pipeline of opportunities in international medical markets that are anticipated to legalize recreational use; International net revenue diversifies sales mix, enhances margins, and unlocks new, growing markets

Financial Overview

Key Financial Highlights of Q3 FY2023

Strong results on all key performance indicators leading to profitable growth

(\$ millions)	3 months ended Dec 31, 2021	3 months ended Dec 31, 2022	
Total Revenue	12.0	14.8	↑
Branded Net Revenue	8.3	10.0	↑
Wholesale Net Revenue	0.5	0.8	↑
Total Net Revenue	8.8	10.8	↑
Total Gross Profit (before fair value adjustments)	2.3	4.0	↑
GP Margin %	27%	37%	↑
Adjusted SG&A	7.8	3.8	↓
% of Total Net Revenue	89%	36%	↓
Adjusted EBITDA	(2.4)	0.4	↑

Total revenue and net revenue increased by +23%

Adult-Use

- Net revenue increased by \$0.2 million, or +4%, over the prior year
- Strong pre-roll and milled flower performance
- Flower sales rebounding; competitive environment intensifying

Medical

- Net revenue increased by \$0.9 million, or +40% over the prior year
- Veteran sales +15% quarter over quarter

International

- Contracted sales providing sustainable, higher margin business

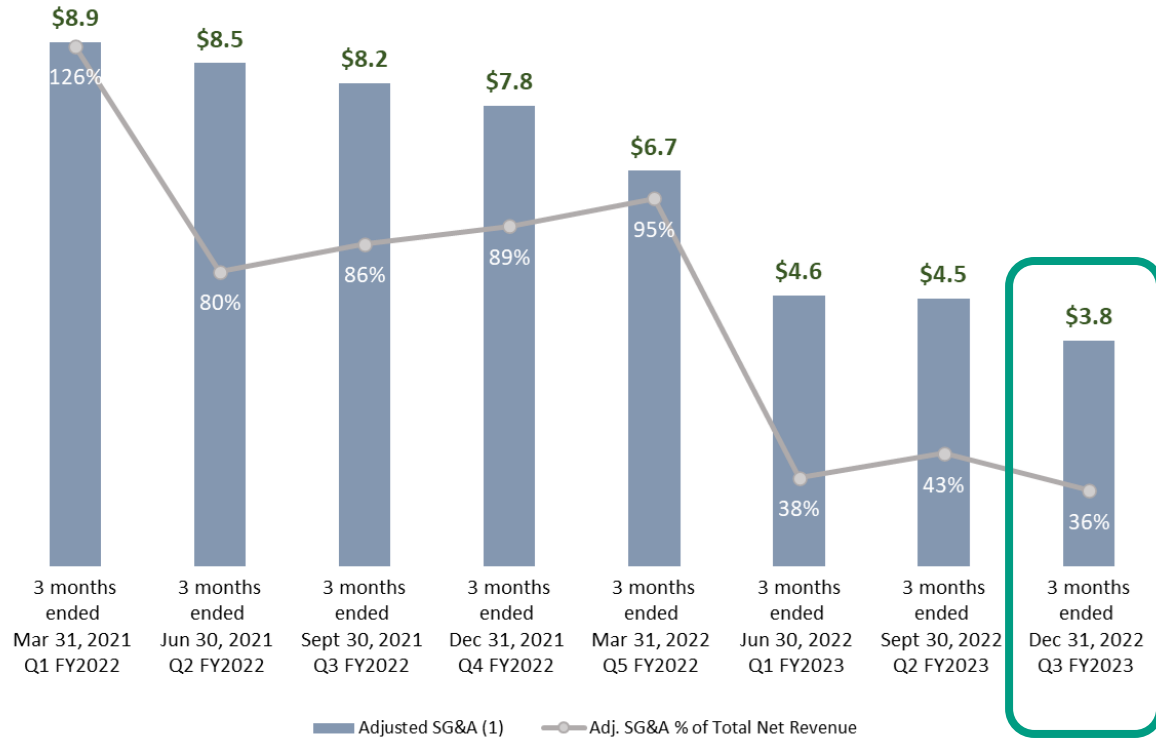
Gross Profit Margin Before Fair Value Adjustments

- Portfolio optimization in Q5 FY2022 continues to enhance margins

Significant Cost Rationalizations in Adjusted SG&A to Dramatically Reduce Cash Burn

Current Adjusted SG&A Profile Flexible and Scalable to Facilitate Continued Net Revenue Growth

51% Reduction in Adjusted SG&A Over the Last 4 Quarters



- Enhanced procurement process
- Ongoing vendor consolidation
- Negotiating volume-based vendor discounts
- Dynamic, focused “grassroots” sales & marketing
- Evolving and enhancing our IT systems
- Aligning with vendors better suited to our scale

Key Cost Reductions Completed

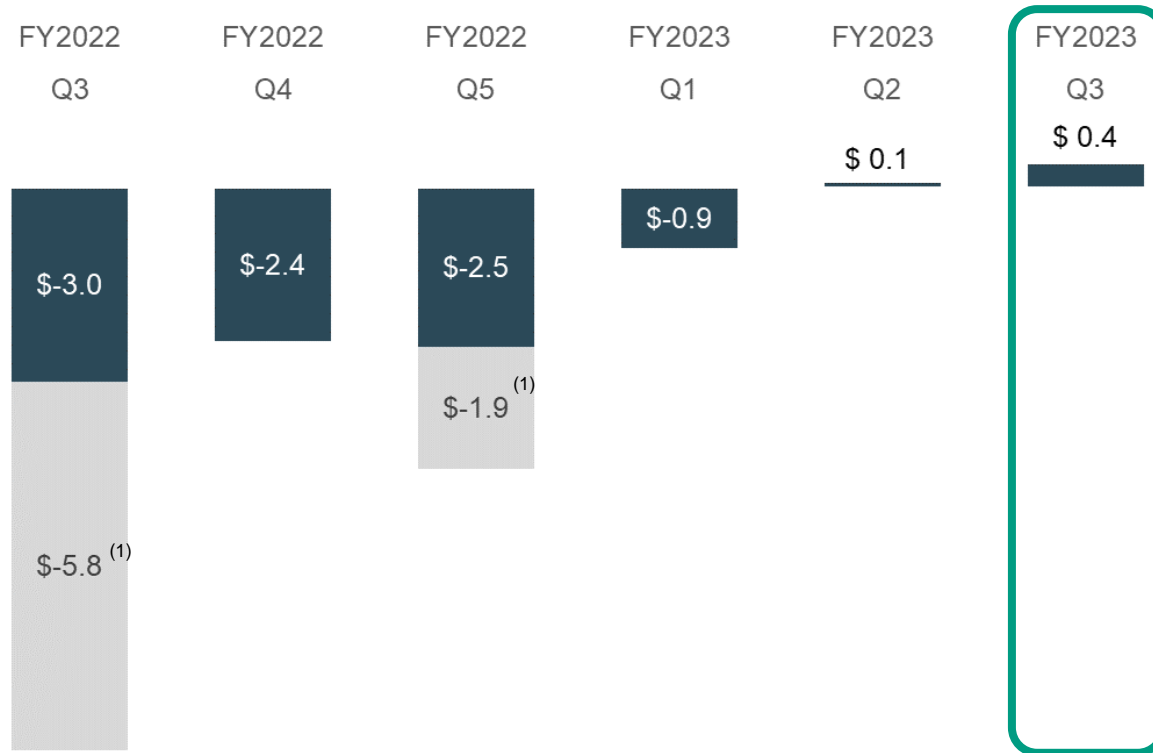
- ✓ Headcount realignment (36% reduction last 4 quarters)
- ✓ Integration of medical business
- ✓ Insourcing legal, finance and IT functions
- ✓ Wind-down of medical physical clinics
- ✓ Non-recurring brand and product launch costs

Over \$16 million in annualized cost savings in Adjusted SG&A over the last 4 quarters

Focused on Expanding Adjusted EBITDA Profitability

Branded Cannabis Product Portfolio is Driving Revenue Growth at Attractive Margins Leading to Enhanced Profitability

Adjusted EBITDA Profitability Trend (Last 6 Quarters)



Net Revenue Growth

- Further brand rationalizations to focus on Divvy
- SKU rationalizations to optimize portfolio
- Deepening strategic flower supply relationships
- Building international sales relationships to drive sustainable, enhanced margin profile

Extract Margins

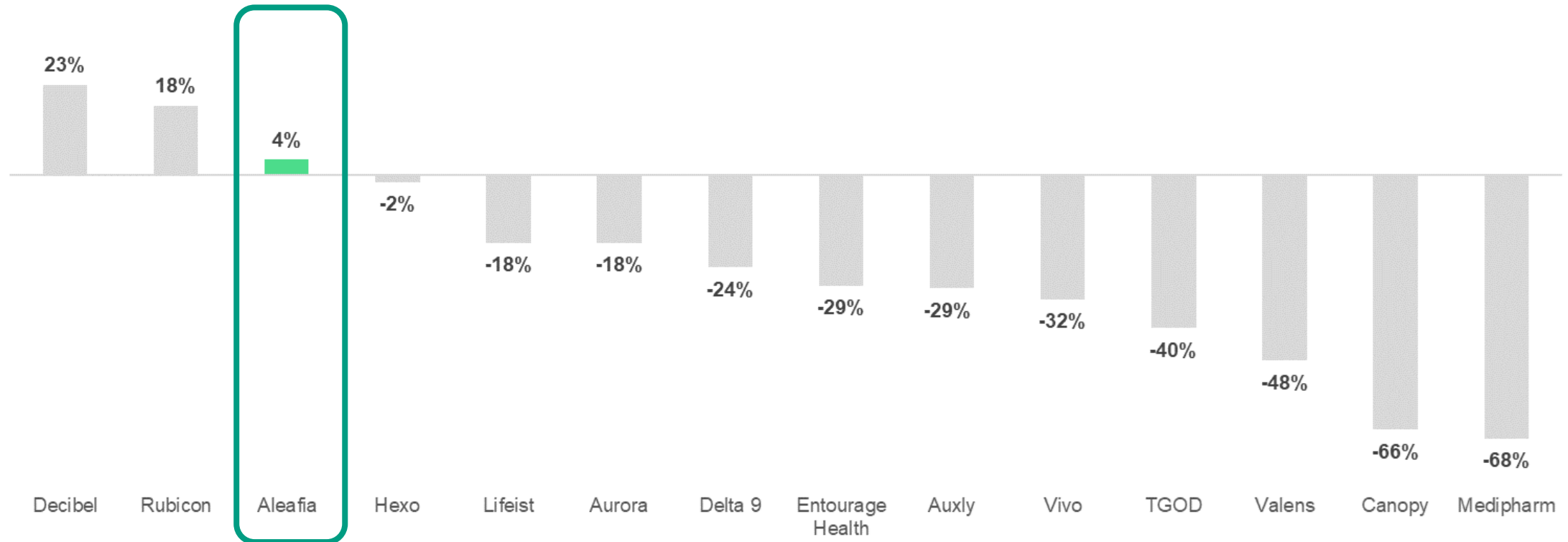
- Large format SKUs (e.g. refill pre-roll packs, milled)
- Automation at Paris processing facility
- Continuous grow improvements at Port Perry

Achieved second consecutive quarter of Adjusted EBITDA profitability

Benchmarking Adjusted EBITDA Profitability Against Peers

Driving Improved Adjusted EBITDA Margin Profitability, a Key Lever on the Pathway to Operating Cash Flow Profitability

Latest Quarter Adjusted EBITDA Margin vs Industry Peers⁽¹⁾

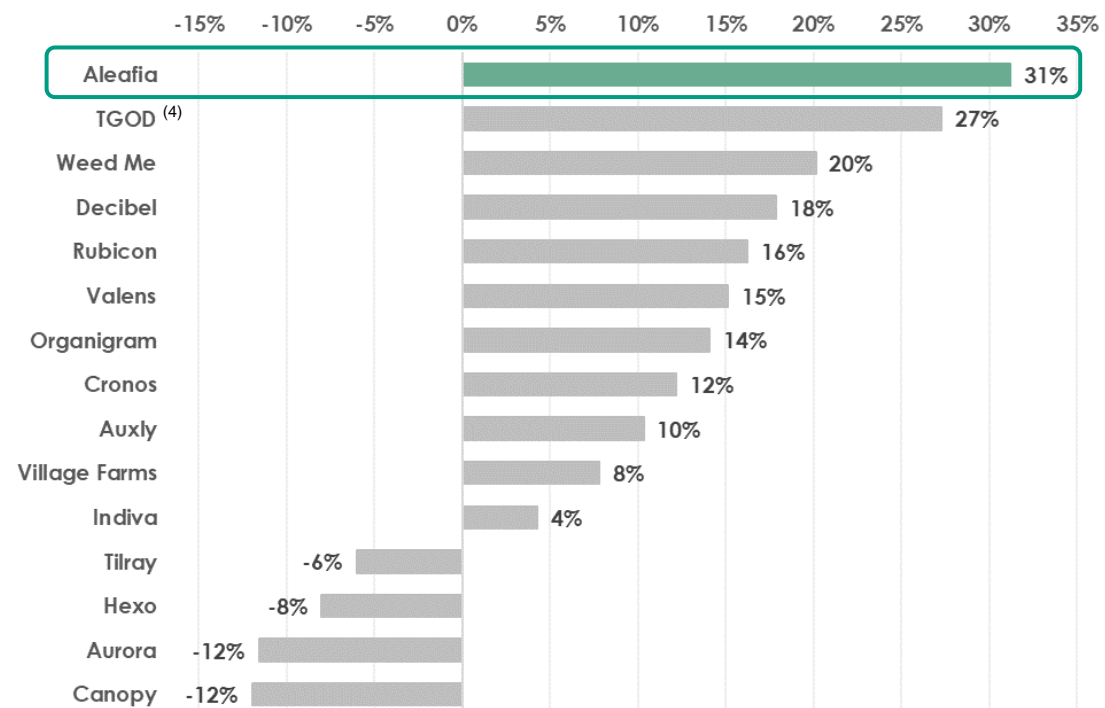


Top quartile Adjusted EBITDA margin profitability driven by focused sales growth execution, aggressive cost rationalization and disciplined capital allocation

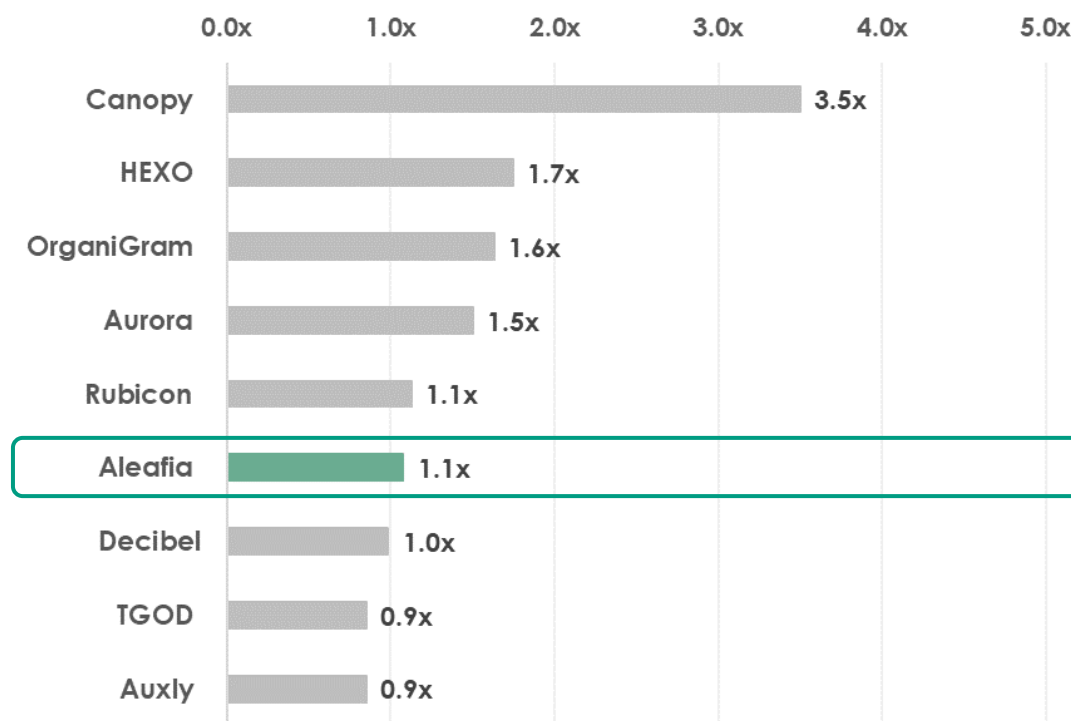
Strong Growth and Adjusted EBITDA Profitability a Catalyst for Potential Valuation Re-Rate

Top Quartile Retail Sales Pull through Growth Rates Combined Profitability Provides Opportunity for Robust Shareholder Returns

Retail Sell Through CQGR Since Q1 2021 ⁽¹⁾⁽²⁾



EV / 2023E Net Revenue ⁽³⁾



Aleafia trades at a deep discount to most peers despite top quartile growth rates and clear pathway for improved Adjusted EBITDA profitability in the near term

1. Based on HiFyre retail sales pull through data in BC, AB, SK, and ON for the period Q1 CY2021 to Q4 CY2022 and excludes beverage and cultivation
 2. Top 15 LPs by Sell through Rates in Aleafia Core Markets - Excludes Motif due to white labelling sell through capture
 3. Trading multiples based on the Following Reports: Equity Research: Jan 27, 2023 and equity research reports dated Jan 13, 2023 and Feb 6, 2023.
 4. TGOD Growth Rate acceleration to due acquisition of BZAM

Outperforming Profitability Targets

Well-Ahead of Plan on Adjusted EBITDA Profitability ⁽¹⁾

Progress Toward Targets ⁽¹⁾			
	FY2023	FY2023	
	YTD	Full Year Target Low	Full Year Target High
<i>In \$ millions</i>			
Total Net Revenue	33.5	44.0	46.0
<i>Gross Profit %</i>	31%	32%	38%
Adjusted SG&A	13.2	17.2	18.0
<i>Adjusted SG&A %</i>	39%	39%	39%
Adjusted EBITDA	(0.5)	(0.5)	0.5

Adj. EBITDA for FY2023 increased from previous range of -\$7.5 to -\$2.5 million (February 2022)

Branded cannabis portfolio growth strategy working

- Top 5 player in Ontario pre-roll
- Top 5 player in Ontario milled
- Medical business continues to capture market share
- International sales pipeline expanding

Margins benefiting from profit over revenue focus

- SKU optimization plan working with sustained rec margins
- International driving profitability through existing supply
- Continual improvements in Paris processing efficiency
- Vendor consolidation and pricing improvements

Ability to Contain Costs a Competitive Strength

- Strict headcount and SG&A containment efforts
- Continued enhancements to IT

Multi-Pronged Growth Strategy Across Three High Value Pillars

Initiatives Underway to Drive Net Revenue Growth Across All Sales Channels for Branded Cannabis Product Portfolio

Net Revenue Composition and Adjusted EBITDA



Adult-Use

- Own pre-roll with multiple pack sizes, larger “refill” offerings
- New Divvy Buyer’s Club offerings to build on success in Ontario
- Deepen presence in other core provincial markets
- Expand high-margin product lineup within Divvy catalogue
- Divvy Dope Crew strategy to encourage brand loyalty
- SKU rationalization to anchor brand and product portfolio on Divvy (Approx. 1/3 net reduction of SKUs)



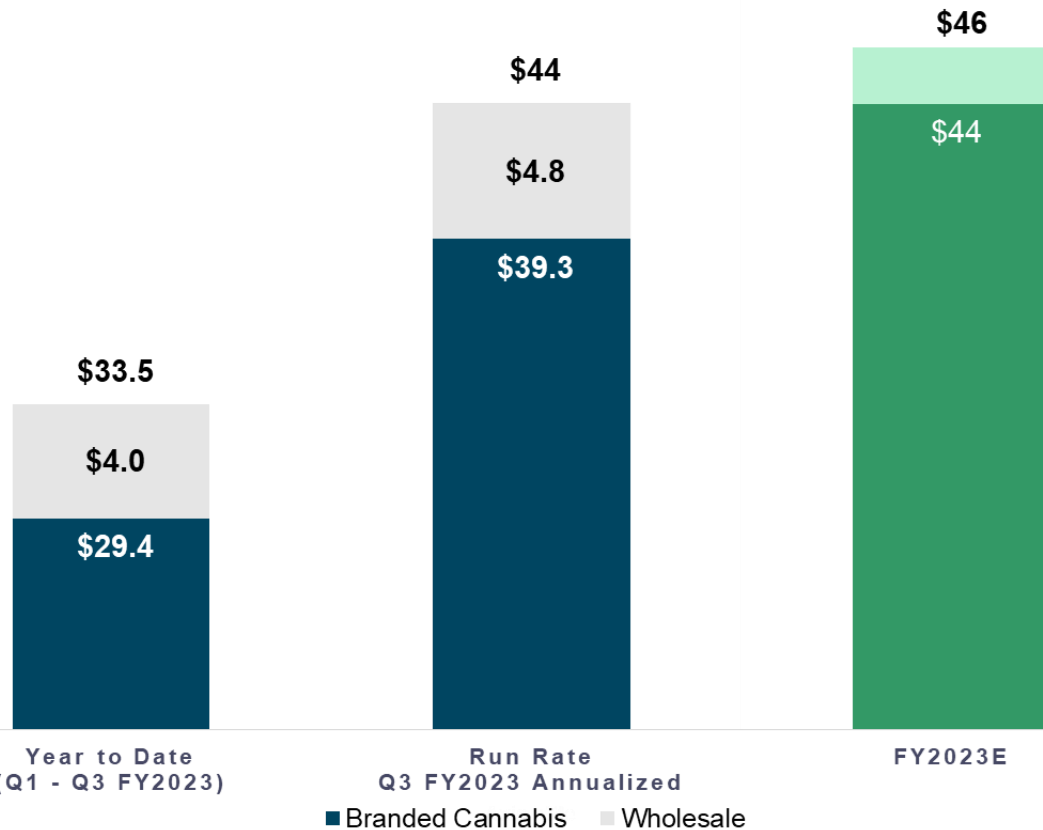
Medical

- Patient acquisition: internal / external referrals
- Shop continues to grow, offering wide variety of products to patients
- Proactive patient outreach to drive engagement / retention



International

- Executing on new partnerships
- Expand German network to position for legalization
- Continuing growth in European medical market



End Remarks

Executive Leadership



Q&A

Current Capitalization

Balance Sheet Transformation in Progress; Near-term Liquidity from Receivables Facility and No Near-term Refinancings Required

	March 31, 2022	December 31, 2022
Revolving Receivables Facility	\$0.5	\$0.4
Term Loan due December 2023	\$12.1	\$12.1
Convertible Debentures	\$36.4	---
Current Debt	\$49.0	\$12.5
Credit Facility due December 2023	\$5.0	\$4.9
8.5% Convertible Debenture due June 30, 2024 (ex. \$0.25)	-	\$12.0
8.5% Convertible Debenture due June 30, 2026 (ex. \$0.30)	-	\$8.5
8.5% Convertible Debenture due June 30, 2028 (ex. \$0.35)	-	\$6.0
Long-term Debt	\$5.0	\$31.4
Total Debt	\$54.0	\$43.9
Cash	\$1.6	\$0.4
Net Debt	\$52.4	\$43.5
Share Price	\$0.120	\$0.065
Fully Diluted Common Shares Outstanding	331.1	403.1
Market Value	\$39.7	\$26.2
Enterprise Value	\$92.1	\$69.7

Liquidity to Drive Growth

- Up to \$7 Million Receivables Facility (\$6.6 million undrawn at Dec 31, 2022)

Credit Facilities

- \$19 Million Credit Facility due December 2023
 - \$12 Million Term Loan
 - Up to \$7 Million Receivables Facility
- \$5 Million Credit Facility due December 2023

Convertible Debentures

- No mandatory cash interest payments until June 30, 2024

Non-IFRS Measures - Adjusted EBITDA

(\$,M's)	Q3 FY2022	Q4 FY2022	Q5 FY2022	Q1 FY2023	Q2 FY2023	Q3 FY2023
Net loss	-80.4	-71.5	-4.2	-4.5	7.0	-25.1
Add back:						
Depreciation and amortization	1.9	3.7	2.1	2.0	2.0	1.3
Interest expense, net	2.0	2.2	2.6	2.8	2.1	2.2
Income tax expense (recovery)	-2.9	0.0	0.0	0.0	0.0	0.0
EBITDA	-79.3	-65.6	0.6	0.2	11.1	-21.5
Inventory provision	2.4	17.3	0.0	0.0	0.0	6.8
FV changes in biological assets and changes in inventory sold	-3.4	6.7	0.9	-3.1	-11.9	10.4
Share-based payments	1.1	0.7	0.1	0.6	1.0	0.7
Bad debt expense	-0.3	0.0	-8.1	0.0	0.0	0.0
Business transaction costs	0.9	1.0	0.7	0.3	0.0	0.1
Restructuring costs	0.0	0.0	0.0	0.0	0.0	0.3
Gain on sale of assets	0.0	0.0	0.0	-0.0	-0.1	0.0
Fair value through profit and loss adjustments	5.6	8.8	1.1	1.0	0.0	0.1
Impairment of intangible assets	53.1	0.0	0.0	0.0	0.0	0.0
Impairment of goodwill	11.3	0.0	0.0	0.0	0.0	0.0
Impairment of property, plant & equipment	0.0	28.8	0.0	0.0	0.0	3.6
Non-operating expense (income)	0.0	0.1	0.3	0.1	0.0	0.0
Adjusted EBITDA	-8.8	-2.4	-4.4	-0.9	0.1	0.4

EBITDA is calculated as net income (loss) adding back depreciation and amortization, interest expense, and income taxes expense (recovery)

Non-IFRS Measures - Adjusted SG&A

Adjusted SG&A

(\$,M's)	Q3 FY2022	Q4 FY2022	Q5 FY2022	Q1 FY2023	Q2 FY2023	Q3 FY2023
SG&A	6.6	6.6	4.5	4.9	4.3	3.9
Business Transaction Costs	0.9	0.9	0.6	0.3	0.0	0.1
<u>Adjustments:</u>						
Wage Subsidies, severance, other wage adjustments	-0.1	-0.3	1.1	-0.6	0.3	-0.1
Add back: Medical clinic expenses	0.9	0.6	0.6			
Adjusted SG&A	8.2	7.8	6.7	4.6	4.5	3.8
Adjusted SG&A % to Total Net Revenue	86%	89%	95%	38%	43%	36%