



INVESTOR PRESENTATION

(CSE:LOWL; QTCQX: LOWLF)

DISCLAIMER

USE OF NON-GAAP MEASURES

This document refers to EBITDA because certain investors may use this information to assess the Company' performance and also determine the Company's ability to generate cash flow. This data is furnished to provide additional information and is a non-GAAP measure and does not have any standardized meaning prescribed by GAAP and therefore may not be comparable to similar data presented by other issuers. It should not be considered in isolation as a substitute for measures of performance prepared in accordance with GAAP and is not necessarily indicative of operating costs presented under GAAP. EBITDA is net income (loss), excluding the effects of income taxes (recovery), net interest expense, depreciation and amortization; and Adjusted EBITDA also includes non-cash fair value adjustments on investments, unrealized foreign currency gains/losses, share-based compensation expense and other transactional and special expenses, such as acquisition costs and expenses related to the markup of acquired finished goods inventory, which are inconsistent in amount and frequency and are not what we consider as typical of our continuing operations. Management believes this measure provides useful information as it is a commonly used measure in the capital markets and as it is a close proxy for repeatable cash generated by operations. We use Adjusted EBITDA internally to understand, manage, make operating decisions related to cash flow generated from operations and evaluate our business. In addition, we use Adjusted EBITDA to help plan and forecast future periods.

ON FORWARD-LOOKING STATEMENTS

This document includes information, statements, beliefs and opinions which are forward-looking, and which reflect current estimates, expectations and projections about future events, referred to herein as "forward-looking statements" or "forward-looking information". Statements containing the words "believe", "expect", "intend", "should", "seek", "anticipate", "will", "positioned", "project", "risk", "plan", "may", "estimate" or, in each case, their negative and words of similar meaning are intended to identify forward-looking statements. By their nature, forward-looking statements involve a number of known and unknown risks, uncertainties and assumptions concerning, among other things, the Company's anticipated business strategies, anticipated trends in the Company's business and anticipated market share, that could cause actual results or events to differ materially from those expressed or implied by the forward-looking statements. These risks, uncertainties and assumptions could adversely affect the outcome and financial effects of the plans and events described herein. In addition, even if the outcome and financial effects of the plans and events described herein are consistent with the forward-looking statements contained in this document, those results or developments may not be indicative of results or developments in subsequent periods. Although Lowell Farms has attempted to identify important risks and factors that could cause actual actions, events or results to differ materially from those described in forward-looking information, there may be other factors and risks that cause actions, events or results not to be as anticipated, estimated or intended. A description of assumptions used to develop such forward-looking information and a description of risk factors that may cause actual results to differ materially from forward-looking information can be found in the Company's disclosure documents, such as the Company's listing statement and management's discussion and analysis, filed on the SEDAR website at www.sedar.com. Forward-looking information contained in this presentation is based on the Company's current estimates, expectations and projections, which the Company believes are reasonable as of the current date. and the Company's registration statements on Forms 10-12g and S-1, filed on the EDGAR website at www.sec.gov. The Company can give no assurance that these estimates, expectations and projections will prove to have been correct. You should not place undue reliance on forward-looking statements, which are based on the information available as of the date of this document. Forward-looking statements contained in this document are made of the date of this presentation and, except as required by applicable law, the Company assumes no obligation to update or revise them to reflect new events or circumstances. Historical statements contained in this document regarding past trends or activities should not be taken as a representation that such trends or activities will continue in the future. In this regard, certain financial information contained herein has been extracted from, or based upon, information available in the public domain and/or provided by the Company. In particular, historical results should not be taken as a representation that such trends will be replicated in the future. No statement in this document is intended to be nor may be construed as a forecast.

ON FUTURE-ORIENTED FINANCIAL INFORMATION

To the extent any forward-looking information in this Presentation constitutes "financial information" or "financial outlooks" within the meaning of applicable Canadian securities laws, such information is being provided to demonstrate the anticipated market penetration of the Company's products and the reader is cautioned that this information may not be appropriate for any other purpose and the reader should not place undue reliance on such future-oriented financial information and financial outlooks. Future-oriented financial information and financial outlooks, as with forward-looking information generally, are, without limitation, based on the assumptions and subject to the risks set out above under the heading "On Forward-Looking Statements". Indus' actual financial position and results of operations may differ materially from management's current expectations and, as a result, Indus' revenue and expenses may differ materially from the revenue and expenses profiles provided in this Presentation. Such information is presented for illustrative purposes only and may not be an indication of Indus' actual financial position or results of operations

COMPANY SNAPSHOT

- **California based, licensed cannabis operator**
- **Four primary segments:**
 1. **CPG Sales:** a fast growing, top-tier leader in the world's most discerning market with six active brands across five cannabis categories
 2. **Out of State Licensing:** our legendary CPG Products
 3. **Farm Services:** supporting local cannabis farmers with scaled services
 4. **Bulk Flower Sales:** Sale of excess flower from our award-winning greenhouse
- **CSE Listed: Lowell Farms Inc. (CSE: LOWL; OTCQX: LOWLF)**
- **LTM Revenues thru 3/31/2022 of \$55.1m**

9/30/2022 (\$USD)	
Stock Price	\$0.149
Market Cap ¹	\$32,526,817
Net Working Capital ²	\$14,456,000
Debt	\$8,787,000
Enterprise Value ³	\$26,857,817

¹ Based on Fully Diluted Shares of 218.3m as of 9/30/2022, using treasury method on in-the-money options and warrants. Convertible Debentures are treated as equity given in-the-money status.

² As of 6/30/2022.

³ Defined here as Market Cap minus net working capital plus debt.

LOWELL: AN INTEGRATED STRATEGY DRIVING LONG-TERM VALUE

CALIFORNIA CPG

Successfully building brand strength in the world's largest and most competitive market

BRAND LICENSING

Leveraging the the strength of our brands via licensing arrangements with MSO operators in other recreational markets

BULK FLOWER

We support our brands by reliably growing a consistent supply of flower, the best of which goes into our CPG brands, the balance of which we sell wholesale

FARM SERVICES

Integrating our business with a vast array of farmers allowing us to ensure diversified access to raw materials from the best growers in the world, further improving our CPG brands

LOWELL FARMS CPG: OUR BRANDED PORTFOLIO

We delight our customers with products in the five largest categories in California across our six brands

1. **JARRED FLOWER**

2. **PRE-ROLLS**

3. **EDIBLES**

4. **VAPE PRODUCTS**

5. **CONCENTRATES**

CHULA



改善
KAIZEN
EXTRACTS



Original
POT COMPANY

CPG: CATEGORY LEADERSHIP AS OF Q4 2021

#1 IN CA **FLOWER SALES BY UNIT VOLUME** (3.4% MARKET SHARE)

#2 IN CA **FLOWER SALES RECEIPTS** BEHIND INDOOR BRAND CANNABIOTIX

#3 IN CA **PREROLL SALES RECEIPTS** (5.7% MARKET SHARE)

#2 IN CA **CONCENTRATES SALES BY UNIT VOLUME** (5.0% MARKET SHARE)

#5 IN CA **CONCENTRATES SALES RECEIPTS** (4.0% MARKET SHARE)

#19 IN CA **VAPE CATEGORY & CLIMBING** (5.7% MARKET SHARE)

UNIT VOLUME **GREW 54% IN Q4, FASTEST IN CATEGORY**

All data, including market share data is based on 3rd party data provide Headset for the period 10/1/21 through 12/31/21

LOWELL FARMS CPG: STRATEGY FOR WINNING

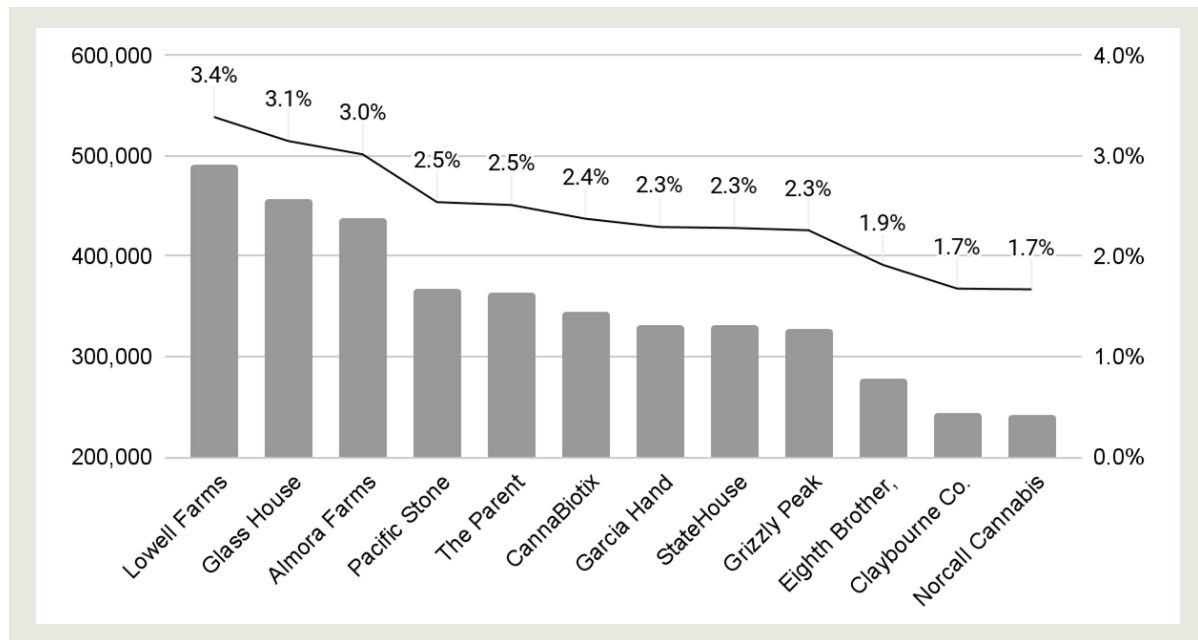
- We participate in large established categories
- We win with scale and automation and passing savings to customers
- We win by leveraging our hybrid approach to flower sourcing
 - Growing at our greenhouse and buying 3rd party outdoor flower
- We win with vertical integration and full ownership of supply chain, controlling quality and stabilizing supply
- We win with captive distribution that gives us daily connectivity to our clients
- We win by not competing with our dispensary customers (we don't do retail)

LOWELL CPG: WINNING

**LOWELL IS WINNING
IN THE LARGEST
CATEGORY IN THE
LARGEST MARKET IN
THE WORLD**

In Q4, Lowell became the largest vendor of Flower in CA by unit volume

FLOWER SALES (Units & market share) (a)



(a) Q4 Headset data: Aggregates all underlying brands by parent company. Lowell brands are Lowell Smokes and House Weed

CPG: BRAND HEALTH

SALES GROWTH (Q4/Q3 2021)

Lowell is taking share in four out of the five product categories in which we compete

The five categories that Lowell participates in represent approximately 95% of the CA market

	MARKET	LOWELL	LOWELL RANK
Flower	-8%	8%	#1 by Volume / #2 by Sales
Vapes	1%	50%	#19 by Sales
PreRolls	-2%	7%	#3 by Sales
Edibles	2%	-10%	#15 by Sales
Concentrates	-6%	49%	#2 by Volume / #5 by Sales
Total	-3%	13%	

All data, including market share data is based on 3rd party data provide Headset for the period 10/1/21 through 12/31/21 and does not represent GAAP sales or revenue figures

THERE IS ONLY ONE WAY TO DO IT: QUALITY.

 **wesslok.323** @lowellfarms is the best ! 🍊
🍊 they are the only brand I buy from now !
The prerolls and wax are gasss 🍊❤️

32w 📌 Pinned 4 likes Reply

 **Bud**
@Conner06906422

Lowell farms has some of the best flower I've had in the legal market. Like my goodness.

 **thicck.hazze** 🍊🍊 Always the most amazing products !


7w 1 like Reply

 **gtpoet** I dream nightly of a Lowell Farms tour one fine day... 🍄🌲🍷


32w 📌 Pinned 4 likes Reply

 **justinbeezy4** They're so damn good!! Best quality and price for the people I've found yet 🍊🍊🍊🍊

32w 📌 Pinned 3 likes Reply

 **skyhigh.la** Our favorite pre roll pack 🍊🍊🍊

5h 1 like Reply

 **logans_cannabis_kitchen** I'm so in love with your packaging it's beautiful and so smart I've always loved puzzle boxes and the filters are expertly crafted, so smart just love it ❤️❤️

5h 1 like Reply

 **itsjohndoe** Your products are top shelf 🍊🍊🍊🍊

30w 📌 Pinned 4 likes Reply

 **__hellokathy** I tried my first ever product from this brand "flo white" flower it was the smoothest strain. i love it. i fell in love with this brand instantly and haven't purchased a different brand since. I just placed my order for two cold pressed cannabis oil vape pens. super excited for it to be delivered tomorrow!!!

34w Reply

 **smacknediblesofficial** Def some of the best pre rolls out there

6w 📌 Pinned 2 likes Reply

 **Phoenix55**

★★★★★ 5.0

Flower the way Flower should be!

Lowell Farms are masters at their craft. With the millions of horrible pre-roll options out there, Lowell farms is like finding a priceless diamond in an ocean of excrement. Everything about this product is on a different level. The packaging is beautiful, functional, and most importantly not a bunch of plastic! The Flower is a top shelf mixture of Gorilla Glue to make you forget you even have muscles or pain, Kosher Kush to put you in that relaxed chill Kush mindset, and then they top it off with som LA Cookies to plaster a permanent smile onto your face making you forget what worries are! This Holiday special is actually perfect to smoke before having to go to a big family get together because you'll be relaxed and happy and you won't care what your crazy uncles are yelling about now!

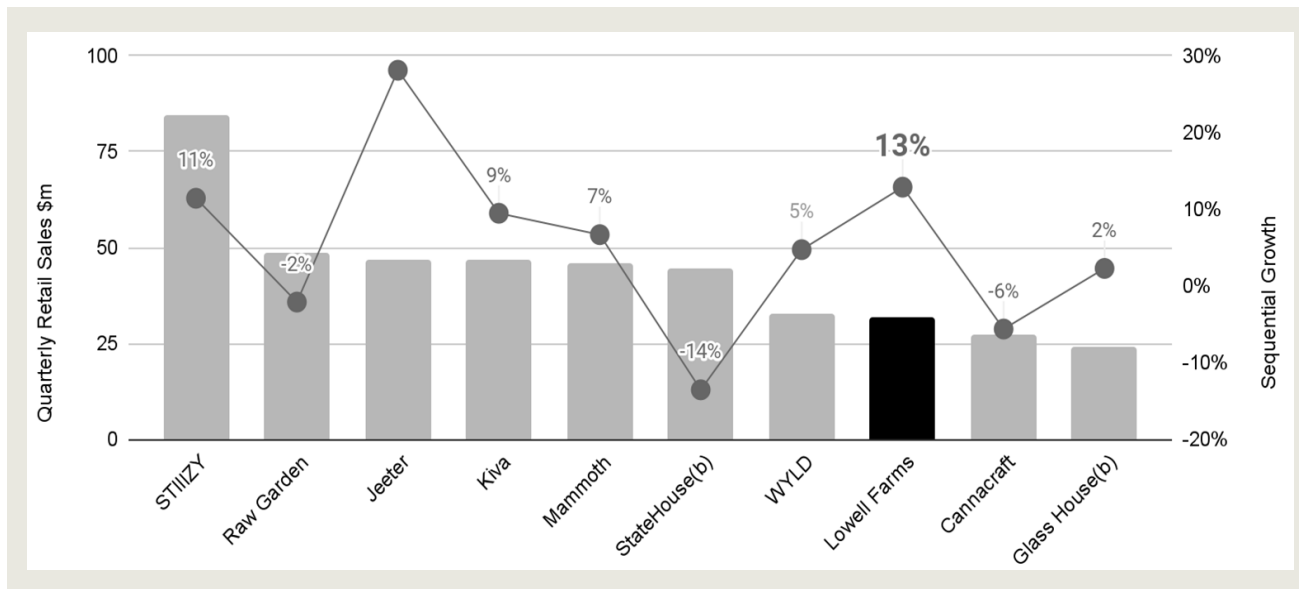
CPG BRAND HEALTH: RELATIVE GROWTH

According to Headset, Lowell is the #8 largest CPG portfolio in California up from the #16 position during the same period in 2020

Notable Tier I MSO's with CPG portfolios in CA:

- #15 Curaleaf
- #27 Cresco
- #95 Columbia Care

Q4 2021 CPG SALES BY COMPANY (a)



(a) All data is based on 3rd party data provide Headset for the period 10/1/21 through 12/31/21 and does not represent GAAP sales or revenue figures. CPG sales are estimates and capture brand sales volume at retail. Growth percentages are from the same data set collected for the period from 7/1/21 through 9/30/21.

(b) Pro Forma for pending mergers and acquisitions

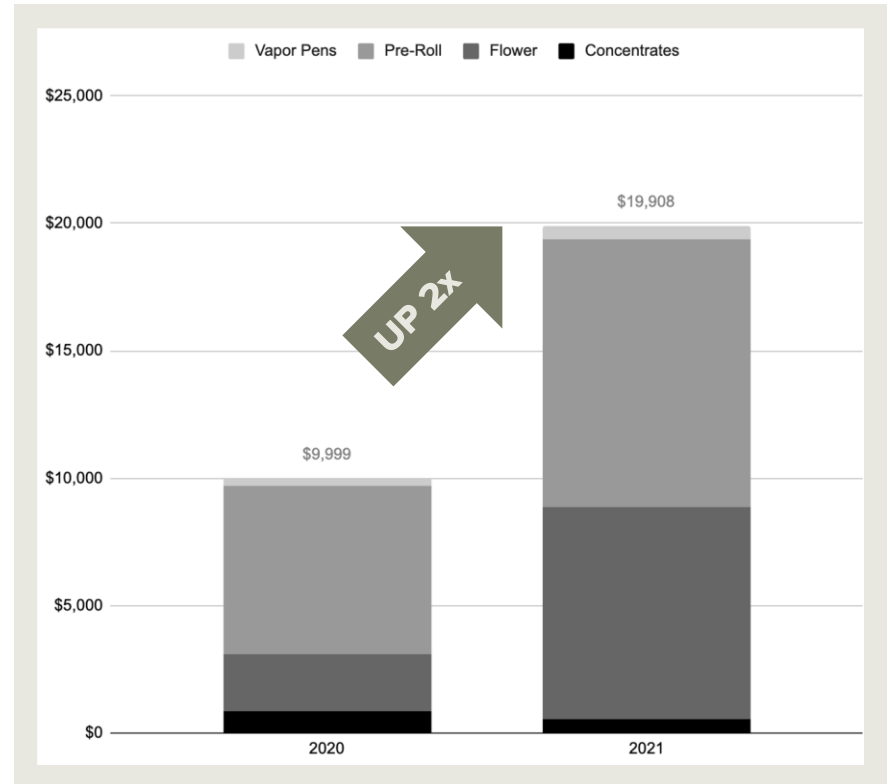
LOWELL SMOKES: A CALIFORNIA ICON RESTORED

Since the merger with Indus, the Lowell brand has doubled retail sales as measured by headset

Shows the power in uniting infrastructure and capabilities with a strong brand

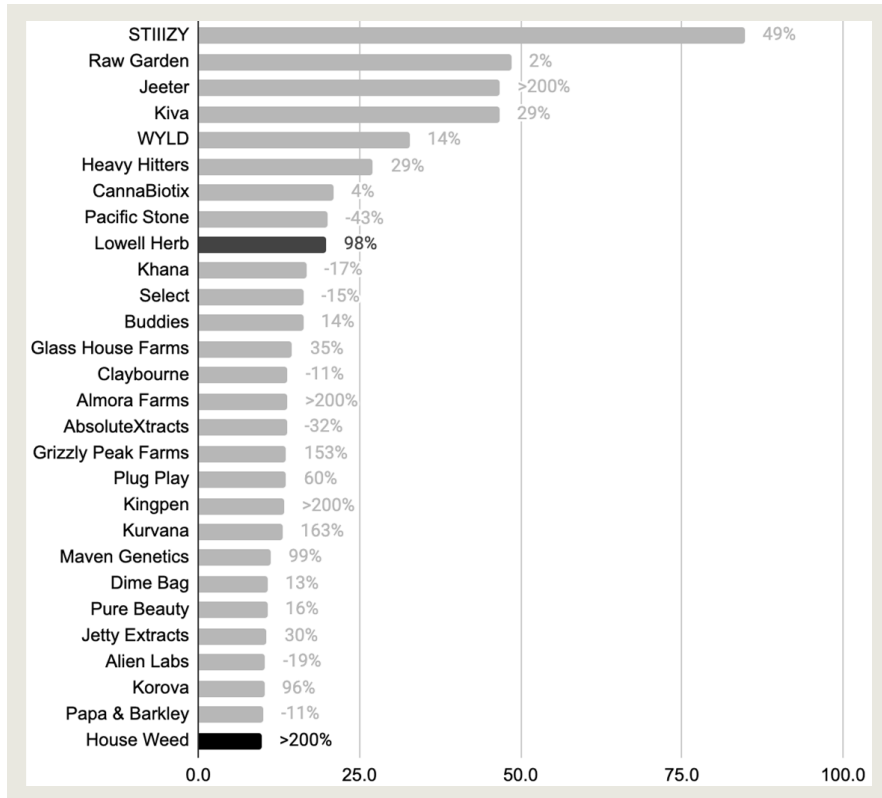
Restoring Lowell to health in California allows us to take the brand elsewhere in the Country with authority

LOWELL QUARTERLY RETAIL SALES VELOCITY (\$'000)



TWO OF CALIFORNIA'S FASTEST GROWING BRANDS

CALIFORNIA'S TOP BRANDS & Y/Y GROWTH (Q4 SALES) (a)



Lowell Farms has two of California's fastest growing brands

Lowell Herb Co. is now a top 10 brand and House Weed is the fastest growing brand among the top 30 brands

(a) All data is based on 3rd party data provide Headset for the period 10/1/21 through 12/31/21 and does not represent GAAP sales or revenue figures. CPG sales are estimates and capture brand sales volume at retail. Growth percentages are from the same data set collected for the period from the prior year

BRAND EXPANSION VIA LICENSING

As our brands gain strength in California, we leverage that brand credibility onto shelves in other markets

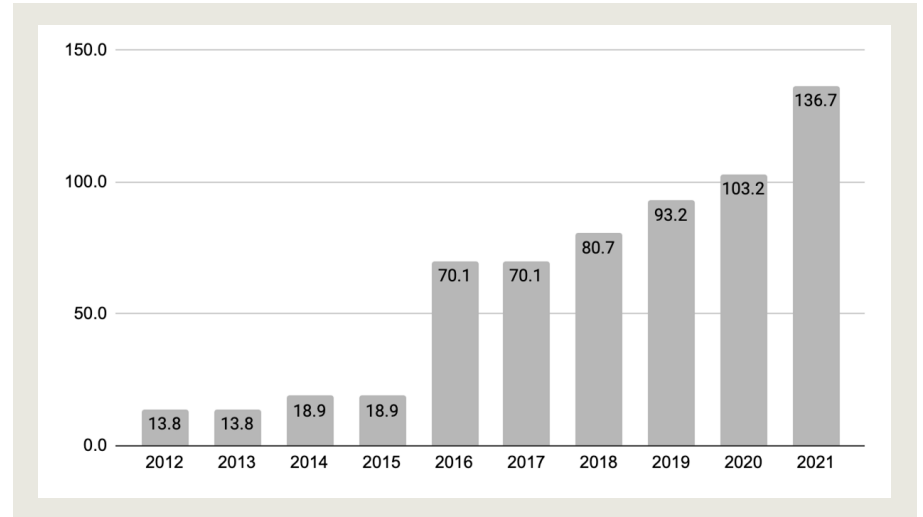
Nearly 100 million Americans live in markets with recreational weed outside of California

New consumers are thirsting for products with appellation and California brands lend credibility

What is in it for the MSOs: As competition heats up, brands will be critical tools of differentiation

To date: Lowell is available in 43% of the recreational markets nationwide (by population) and will be 50% pending Michigan later this year

U.S. POPULATION WITH LEGAL RECREATIONAL USE





LOWELL FARM SERVICES

LOWELL FARM SERVICES (LFS)

- LFS is the first of its kind in the country, a “midstream processing” facility for local growers in the most fertile environment in America
- LFS allows growers to variabalize their biggest costs so they can compete
- Allows for massive on-site reductions in labor for most growers
- How it works: we take wet-harvested product into our facility and perform drying, bucking, trimming on a rate-card basis



LFS: A WINNING STRATEGY

A WIN FOR GROWERS

- Growers reduce opex (on-site labor and management)
- Farmers reduce contamination risks by reducing traffic at cultivation
- Farmers eliminate need for expensive facility upgrades to comply with processing space requirements

A WIN FOR LOWELL

- Lowell makes a profit margin through investments in automation infrastructure
- Lowell has access to a diversified stream of cultivated products

LFS allows farmers to compete with the largest operators in America and brings the best product to market for the consumer



OUR APPROACH TO SOURCING

CALIFORNIA: OUR VIEW ON CULTIVATION

- There are over 2,600 different growers in California vying for shelf space within ~550 active flower brands in California
- As emerging commodity markets mature, wholesale prices tend to move toward the marginal cost of production
- Outdoor canopy had been delayed by regulators is now growing footprint due to low barriers to entry so we expect more outdoor flower to come online
- **Our LFS business allows us to align ourselves with the lowest marginal cost of production without maintaining our own outdoor cultivation**



OUTDOOR

~ 950 operators
16m sq. ft.
canopy

GREENHOUSE

~ 1,200 operators
17m sq. ft.
canopy

INDOOR

~ 500 operators
4m sq. ft.
canopy



~ 550 BRANDS

~ 820 STORES

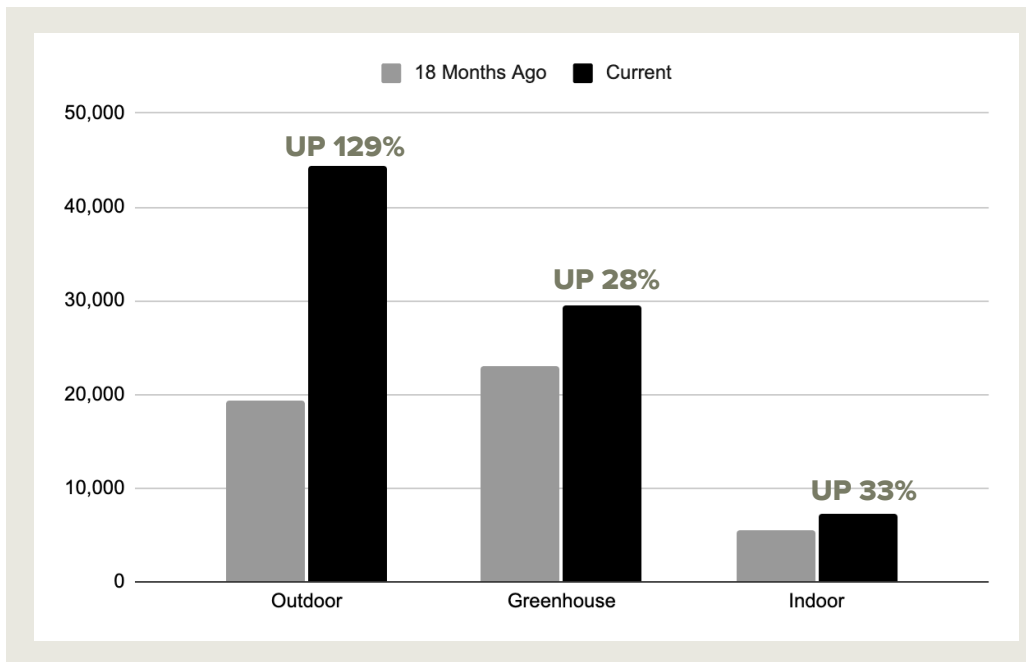
SUPPLY: THE DEEPEST MARKET IS GETTING DEEPER

Total canopy in CA has grown nearly 100% over the past 18 months whereas consumer demand has only increased by ~15%

This has caused prices to fall substantially from last summer. Some operators are waiting for pricing to rationalize

Instead, we are building for a future where we partner with the best growers versus trying to put them out of business

LFS helps harvest their crops and Lowell brings the best of their products to market under our brands



All the competition in California makes it the best weed in the world. There are 3,700 different growers today in California, all looking to innovate and inspire

A DUEL TRACK SOURCING MODEL

OUR CULTIVATION FACILITY

- A steady and consistent supply of award-winning cannabis
- Currently provides for more at least 150% of our CPG needs
- Insulates our CPG business from upward price spikes that have historically plagued CPG brands who have attempted “asset-light”

LOWELL FARM SERVICES

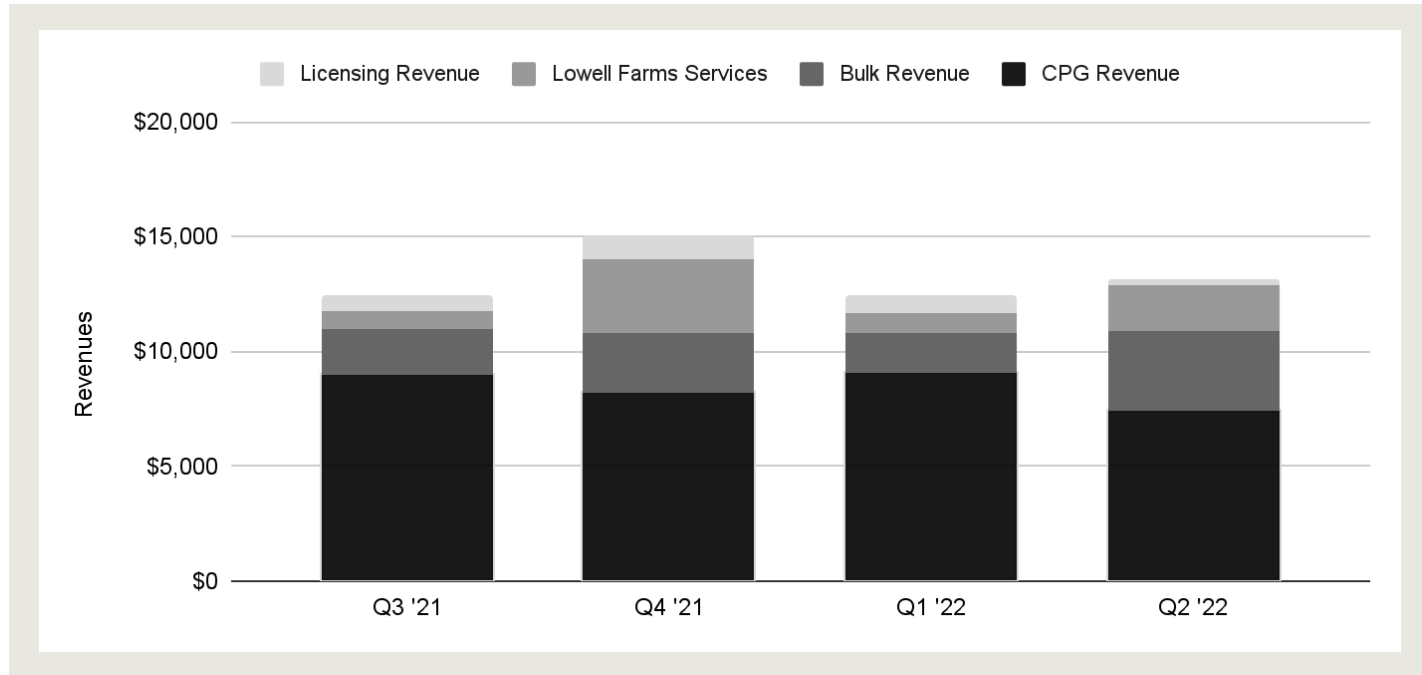
- A call option on a stream of material
- Bring more diversity to market
- Insulates our CPG business from downward price drops by giving us access to material that can be below our marginal cost

Using both sources of material, Lowell CPG has a longer-term insulation against commodity price volatility



FINANCIAL HIGHLIGHTS

COMPONENTS OF REVENUE



REPORTED FINANCIALS

SUMMARY INCOME STATEMENT

(USD in thousands)

	Q3 21	Q4 21	Q1 22	Q2 22
CPG Revenue	\$8,958	\$8,219	\$9,077	\$7,444
Bulk Revenue	\$2,008	\$2,603	\$1,758	\$3,415
Lowell Farm Services	\$800	\$3,153	\$851	\$2,048
Licensing Revenue	\$701	\$1,098	\$723	\$274
Total Net Revs	\$12,467	\$15,072	\$12,409	\$13,181
Gross Profit ²	\$64	\$992	\$1,574	\$1,494
Gross Margin	1%	7%	13%	11%
Adj. EBITDA ¹	(\$5,187)	(\$3,605)	(\$900)	(\$1,099)

¹ Adjusted EBITDA defined as earnings before interest, taxes, depreciation, amortization, and transaction and other special charges as described in our Form 10-Q and 10-K

² Excludes an inventory impairment charge of \$2.8m in Q4 and \$1.1m for the full year 2021

6/30/2022	
Cash	\$2,205
Current Assets	\$26,055
Current Liabilities	\$11,599
Net Working Cap	\$14,456

BALANCE SHEET

	June 30, 2022	December 31, 2021
ASSETS		
Current assets:		
Cash and cash equivalents	\$ 2,205	\$ 7,887
Accounts Receivable - net of allowance for doubtful accounts of \$1,139 at June 30, 2022 and December 31, 2021.	6,040	8,222
Inventory	14,930	13,343
Prepaid expenses and other current assets	2,880	1,976
Total current assets	26,055	31,428
Property and equipment, net	62,526	64,779
Other intangibles, net	40,593	40,756
Other assets	309	416
Total assets	\$ 129,483	\$ 137,379
LIABILITIES AND STOCKHOLDERS' EQUITY		
Current liabilities:		
Accounts payable	\$ 3,329	\$ 3,102
Accrued payroll and benefits	831	650
Notes payable, current portion	301	221
Lease obligation, current portion	2,563	2,444
Other current liabilities	4,575	3,706
Total current liabilities	11,599	10,123
Notes payable	6	28
Lease obligation	32,737	34,052
Convertible debentures	14,400	14,012
Mortgage obligation	8,787	8,857
Total liabilities	67,529	67,072
STOCKHOLDERS' EQUITY		
Share capital	189,686	189,368
Accumulated deficit	(127,732)	(119,061)
Total stockholders' equity	61,954	70,307
Total liabilities and stockholders' equity	\$ 129,483	\$ 137,379

CAPITALIZATION TABLE

9/30/2022

<u>Share Class</u>	<u>Shares ('000)</u>
Super Voting Shares	203
Class A Subordinated Voting Shares	100,613
Class B Subordinated Voting Shares	11,413
Basic Shares Outstanding	112,026
Issuable upon conversion/exchange of Convertible Debt	106,275 (a)
Pro Forma Shares Outstanding	218,301
Warrants	173,987 (b)
Options	9,338 (c)
Stock Units	473 (d)
Pro Forma Fully Diluted Shares	402,100

Notes:

(a) Convertible exchange share price of \$0.20 and \$0.23

(b) Warrant exercise price range from \$0.26 to \$11.75

(c) Option exercise price range from \$0.23 to \$6.07

(d) Share amounts will reduce if respective holders use shares in lieu of paying payroll taxes



\$LOWL.CN & \$LOWLF