



AMERICAN ROOTS. GLOBAL REACH.

July 29, 2018

CSE: TGIF | OTC: TGIFF | FWB: 1QF

A preliminary prospectus containing important information relating to the securities described in this document has been filed with the securities regulatory authorities in the provinces of British Columbia, Alberta, Saskatchewan and Ontario. A copy of the preliminary prospectus, and any amendment, is required to be delivered with this document. The preliminary prospectus is still subject to completion. There will not be any sale or any acceptance of an offer to buy the securities until a receipt for the final prospectus has been issued. This document does not provide full disclosure of all material facts relating to the securities offered. Investors should read the preliminary prospectus, the final prospectus and any amendment for disclosure of those facts, especially risk factors relating to the securities offered, before making an investment decision.

NOT FOR DISSEMINATION IN THE UNITED STATES



AMERICAN ROOTS. GLOBAL GROWTH.

DISCLAIMER STATEMENTS

This presentation relates to an entity that is directly involved in the United States cannabis industry insofar as its business activities include the cultivation, production, manufacturing and distribution of cannabis and cannabis-related products where use of cannabis is legal for medical and/or adult use purposes, as applicable.

While some states in the United States have authorized the use and sale of cannabis, it remains illegal under federal law and the approach to enforcement of U.S. federal laws against cannabis is subject to change. Because the Company engages in cannabis-related activities in the United States, it assumes certain risks due to conflicting state and federal laws. The federal law relating to cannabis could be enforced at any time and this would put the Company at risk of being prosecuted and having its assets seized.

For these reasons, the Company's investments in the United States cannabis market may subject the Company to heightened scrutiny by regulators, stock exchanges, clearing agencies and other U.S. and Canadian authorities. There can be no assurance that this heightened scrutiny will not in turn lead to the imposition of certain restrictions on the issuer's ability to operate in the United States or any other jurisdiction. There are a number of risks associated with the business of the Company. See section entitled "Risk Factors" in the preliminary prospectus.

Additional Cautionary Language

No securities regulatory authority has expressed an opinion about the securities offered and it is an offence to claim otherwise. The prospectus constitutes a public offering of the securities offered only in those jurisdictions where they may be lawfully offered for sale and therein only by persons permitted to sell such securities. The securities offered have not been and will not be registered under the United States Securities Act of 1933, as amended (the "1933 Act"), or any state securities laws. Accordingly, the securities may not be offered or sold within the United States. The prospectus does not constitute an offer to sell or a solicitation of an offer to buy any of the securities within the United States. See "Plan of Distribution" in the preliminary prospectus. Information has been incorporated by reference in the prospectus from documents filed with securities commissions or similar authorities in Canada.

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. Without limitation, prospective investors should read the entire prospectus, and consider the advice of their financial, legal, accounting, tax and other advisors and such other factors they consider appropriate in investigating and analyzing the Company.

An investor should rely only on the information contained in the prospectus (which includes this presentation) and is not entitled to rely on parts of the information contained in the prospectus to the exclusion of others. The Company has not, and the agents have not, authorized anyone to provide investors with additional or different information. If anyone provides an investor with additional or different or inconsistent information, including statements in media articles about the Company, the investor should not rely on it. This document and the prospectus may only be used where it is legal to sell these securities.



Friday Night Inc. is focused on strengthening and expanding its current cannabis operations and consultancy, and is positioning itself to thrive in the rapidly evolving cannabis industry in the US and worldwide.



- 🌿 Fully integrated medical and adult-use licensee in Nevada
- 🌿 Proprietary hemp-derived, CBD product line with verticals in Nevada, California and Colorado
- 🌿 Experienced cultivators and pioneers in the industry
- 🌿 Security and logistics consulting subsidiary
- 🌿 Growth strategy in the US and Canada

A LEADING CANNABIS COMPANY WITH THREE ARMS OF OPERATION



AMA
91% Ownership

Infused  Manufacturing™

Infused MFG
91% Ownership

SPIRE
GLOBAL STRATEGY

Spire Global Strategy
100% Ownership

MEDICINAL AND RECREATIONAL STRATEGY



91% ownership in Alternative Medicine Association, LC (AMA), a licensed medical and adult-use cannabis cultivation and production facility that produces its own line of unique cannabis-based products and manufactures other third-party brands.

Infused Manufacturing™

91% ownership in Infused MFG, which produces hemp-based, CBD products, thoughtfully crafted of high quality organic botanical ingredients.

EXPANDING AND DIVERSIFYING THE CANNABIS VALUE CHAIN

The logo for Spire Global Strategy features the word "SPIRE" in a large, bold, black sans-serif font. The letter "I" is replaced by two vertical bars of different heights, colored in a gold or olive green. The background is a light beige color with a faint, semi-transparent image of a globe and an airplane in flight.

GLOBAL STRATEGY

Spire Global Strategy is a high-level advisory firm that supports clients across the globe in government, finance, resources, heavy industry, and the emerging legal cannabis sector. Building on decades of combined military, policy, and law enforcement experience with organized crime, high-risk security, and intelligence, Spire provides services to enable businesses stay secure, compliant, and competitive.

KEY INVESTMENT HIGHLIGHTS



\$1
MILLION
Sales in 2017

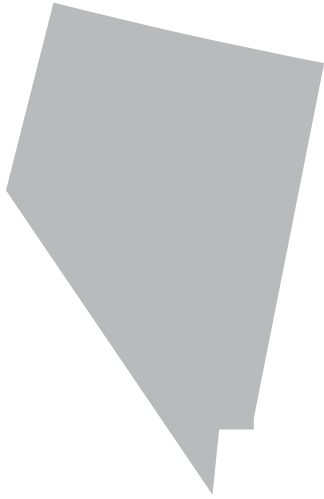
\$2.4
MILLION
Q1-2018

\$2.9
MILLION
Q2-2018

\$3.3
MILLION
Q3-2018

- Early entry player and first mover in Las Vegas focused on servicing both the medical and recreational cannabis markets. Strong and growing profit margins.

LEGALIZATION- MARKET OPPORTUNITIES



Nevada: Recreational use of cannabis approved on July 1, 2017

- Total combined taxable sales for medical marijuana, adult-use marijuana, and marijuana-related tangible goods for the first ten months of the fiscal year is \$433.51 million

Source: STATE OF NEVADA DEPARTMENT OF TAXATION Statistics June 2018

On pace to exceed
\$433 MILLION
in 2018

CBD market expected to grow to
\$21 BILLION
in 2020

Source: Hemp Business Journal



California: CBD is projected to become a **billion-dollar** market in just **3** years

Upcoming legalization in **Canada** projected **CA\$4.2 billion by 2019** and **CA\$6.2 billion by 2024**

Source: Canada's Parliamentary Budget Officer (PBO)



MEDICINAL AND RECREATIONAL CANNABIS ALTERNATIVE MEDICINE ASSOCIATION



CSE: TGIF | OTC: TGIF



LEADER IN THE DEVELOPMENT OF CANNABIS PRODUCTS



- First licensed cultivator to sell cannabis in Las Vegas
- Decades of growing experience, longest growing history of any Medical Marijuana Establishment (MME) in Nevada
- Committed to continuous innovation, developed particular methods of quality control and cultivation
- Current 12,000 sq. ft. total area for cultivation and production
- Expansion into new, 67,750 sq. ft. state-of-the-art cultivation facility in 2018
- Purchased an additional 12,160 sq. ft. building for production, processing and extraction
- Over 5 acres of land purchased in Las Vegas for further expansion

CULTIVATING QUALITY CANNABIS FLOWER AND PREMIUM CONCENTRATES



- Among few MMEs awarded with recreational license in Nevada (the State is no longer accepting recreational license applications until June, 2019)
- State approved custom extraction equipment designed in-house
- Proprietary curing and storing to preserve and develop unique strains
- High demand strains with high THC percentages with exceptional, potent and consistent buds
- Licensed distributor for Vader Extracts Nevada, Krypted Inc., Kurupts Moonrocks and other 3rd party products

AMA DEVELOPING LEADING BRANDS & PRODUCTS

Shatter • Sugar • Crumble • Cake Batter • HTC Oils • Vape Pens • Moonrocks



HEMP-BASED, CBD PRODUCTS

Infused  Manufacturing™



INFUSED MFG CANNA HEMP LINE

100% legally derived hemp-based products infused with cannabis

Combining the power of CBD and terpenes used for sleep, focus, euphoria, calming and pain relief



PROPRIETARY BLENDS & PRODUCTS



- Canna Hemp™ line of products bridge the gap between health care professionals and patients seeking alternative healing.
- Canna Hemp offers a wide range of high quality CBD-infused, hemp-based products that include body lotions, lip balms, pain relief cream, dabs and vape cartridges.
- Vape pens and elixirs are infused with exclusive TerpFX, a proprietary blend of terpenes used to create diverse aromas and flavors.
- Canna Hemp features organically derived hemp seed oil legally cultivated in the United States.

“ACTION SPORTS” VERTICAL AND PARTNERSHIPS



- Canna Hemp X recovery cream contains a high concentration of CBD to optimize rehabilitation, reduce inflammation, and provide pain relief.
- Collaboration with Torey Pudwill, professional athlete and Grizzly Griptape Founder.
- Developing Brand Ambassador programs and pipeline of action sport products.

PARTNERS WITH VISION

Skateboarding results in aches, pains, and inflammation from day-to-day workouts as skaters push through the pain and rigorously practice to reach peak performance. Canna Hemp X truly believes they have a proven solution for recovery that doesn't have to hurt that much and take so long. Along with the founders of Grizzly Griptape, whose mission is to promote an active and awesome lifestyle for skateboarding athletes, a partnership was born to help improve the lives (and physical recovery) of action sports athletes everywhere with a focus on natural healing and overall wellness.



"PET" PRODUCT VERTICAL



- Canna Hemp™ and Canna Hemp™ Paws proprietary products and formulations.
- CBD Pet Tincture - a concentrated form of CBD oil that provides all of the benefits of cannabis phytonutrients for pets.
- CBD products deliver therapeutic value without intoxication.
- Large market segment: U.S. pet owners spent more than \$30 billion in 2016 on pet supplies, treatments and veterinary care, according to the American Pet Products Association.

SCALING UP OPERATIONS IN LAS VEGAS

PHASE 1 - COMPLETED LAND PURCHASE - AMA

- 4.17 acres of land on a major thoroughfare in Las Vegas with approved special use permit for cannabis cultivation
- Building and zoning permits approved

PHASE 2 - BUILDING AND FACILITY CONSTRUCTION

- Construction underway for a state-of-the-art 67,750 sq. ft. cultivation facility - completion by winter 2018/19
- New 12,160 sq. ft. production building to house a 5,000 sq. ft. hemp processing facility (CBD Lab) - completion by fall 2018

PHASE 3 - FACILITY EXPANSION, DISPENSARY LICENSE

- Land allows for future expansion and production facility as needed and may be utilized for possible retail dispensary
- Provides strategic advantage and flexibility for long-term plans to meet market demand



ADAPTIVE BUSINESS MODEL

- Continuously evaluating opportunities across the entire cannabis value chain
- Strategically located in jurisdictions with favourable regulations
- Focused on strengthening and expanding current operations
- Revenue generating businesses with large growth potential
- Fully funded business plan
- Expansion and acquisition targets under evaluation



CAPITAL MARKETS

Friday Night Inc. Share Structure	
Shares Issued and Outstanding	229,027,060
Average Monthly Volume	
June 2018	43,701,468
Stock Exchanges	
USA	OTCQB: TGIFF
Canada	CSE: TGIF
Frankfurt	FWB: 1QF

EXPERIENCED MANAGEMENT TEAM

BRAYDEN R. SUTTON | President, CEO & Director

Mr. Sutton has been involved in the legal cannabis sector since 2012, where he held various executive positions with both public and private companies at the leading edge of the emerging cannabis industry.

JOE BLEACKLEY | Executive Vice President

Joe Bleackley is a capital markets professional and successful entrepreneur with years of business development, investing and consultancy experience. As an Officer and Administrator with Friday Night Inc., Joe has been instrumental in growing the organization into a 100 Million dollar enterprise with over 100 employees.

MICHAEL HOPKINSON | CFO

Mr. Michael Hopkinson is a US Certified Public Accountant (CPA).

CAMERON WATT | VP Business Development

Mr. Watt combines over 30 years of successful business negotiation and strategic leadership experience in various industries, with a talent for developing, launching and managing businesses.

CHRIS REBENTISCH | USA Chief Operations Officer

Mr. Rebentisch founded Infused after personally developing and crafting each product with the belief in the natural healing properties of cannabis. Mr. Rebentisch is a seasoned cultivator and advocate for the industry in the State of Nevada.

BOARD OF DIRECTORS

BRAYDEN R. SUTTON | President, CEO & Director

Mr. Sutton has been involved in the legal cannabis sector since 2012, where he held various executive positions with both public and private companies at the leading edge of the emerging cannabis industry.

CAMERON WATT | Director

Mr. Watt combines over 30 years of successful business negotiation and strategic leadership experience in various industries, with a talent for developing, launching and managing businesses.

D. RICHARD SKEITH, BA/JD | Director

Mr. Rick Skeith is a partner with a large international law firm, and has degrees in economics and law from the University of Alberta.

ANDY RICHARDS | CEO, Spire Secure Logistics, Director

Mr. Richards is a seasoned leader in both police services and international private security for high-risk regulated industries, founding Spire to provide compliance, risk mitigation and security program design for the legal cannabis sector.

BRIAN FARRELL, CA | Director

Mr. Farrell is a partner with a public accountancy firm, focusing on taxation and accounting and has served as CFO and director to both privately held and publicly listed companies.

FORWARD-LOOKING STATEMENTS

Certain information contained in this presentation constitutes “forward-looking information” within the meaning of applicable Canadian securities legislation. The use of any of the words “anticipate”, “continue”, “estimate”, “intend”, “potential”, “expect”, “may”, “will”, “project”, “proposed”, “should”, “believe” and similar expressions are intended to identify forward-looking information. These statements are not guarantees of future performance and involve known and unknown risks, uncertainties and other factors that may cause actual results or events to differ materially from those anticipated in such forward-looking information. In addition, this presentation may contain forward-looking information attributed to third party industry sources. The Company believes that the expectations reflected in such forward-looking information are reasonable but no assurance can be given that these expectations will prove to be correct and such forward-looking information included in this presentation should not be unduly relied upon. Such information speaks only as of the date of this presentation or such other date indicated herein.

In particular, this presentation contains forward-looking information pertaining to the following:

- the Company’s intention to grow its business and operations;
- expectations with respect to future financial projections;
- the requirement for, and the Company’s ability to obtain, future funding on favourable terms or at all;
- market competition and agricultural advances of competitive products;
- the Company’s expectations regarding the timing for availability of the Company’s products and acceptance of its products by the market;
- the Company’s strategy to develop new products and to enhance the capabilities of existing products;
- the Company’s plans to market, sell and distribute its products; and
- the Company’s plans in respect of strategic partnerships for research and development.

In making the forward-looking statements included in this presentation, the Company has made various material assumptions, including but not limited to (i) obtaining necessary regulatory approvals; (ii) that regulatory requirements will be maintained; (iii) general business and economic conditions; (iv) the Company’s ability to successfully execute its plans and intentions; (v) the availability of financing on reasonable terms; (vi) the Company’s ability to attract and retain skilled staff; (vii) market competition; (viii) the products and services offered by the Company’s competitors; and (ix) that the Company’s current relationships with its

suppliers, service providers and other third parties will be maintained.

The Company’s actual results could differ materially from those anticipated in such forward-looking information as a result of the risk factors set forth below and in the Company’s preliminary prospectus and the documents incorporated by reference within that preliminary prospectus:

- the extent of future losses;
- the actual financial position and results of operations of the Company may differ materially from the expectations of management;
- the ability to obtain the capital required to fund development and operations;
- the ability of the Company to effectively manage its growth and operations;
- the development and growth of the medical marijuana industry in general;
- the competition with the marijuana industry in general, which involves companies with higher capitalization, more experienced management or which may be more mature as a business;
- the ability to capitalize on changes to the marketplace;
- the ability to comply with applicable governmental regulations and standards;
- the ability to develop and commercialize medical cannabis and adult use cannabis in the United States;
- the ability to attract and retain skilled and experienced personnel;
- the impact of changes in the business strategies and development priorities of strategic partners;
- the impact of legislative changes to the medical cannabis and adult use cannabis regulatory process;
- general public acceptance of the marijuana industry;
- the impact of changes in the number of marijuana users in the United States;
- the yield from agricultural operations producing the Company’s products; and
- the ability to obtain legal protection and protect the Company’s intellectual property rights and not infringe on the intellectual property rights of others.

These factors are not, and should not be construed as being, exhaustive.

Information contained in forward-looking statements in this presentation is provided as of the date of this presentation, and the Company disclaims any obligation to update any forward-looking statements, whether as a result of new information or future events or results, except to the extent required by applicable securities laws. Accordingly, potential investors should not place undue reliance on forward-looking statements or the information contained in those statements.

CONTACT INFORMATION



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