



**LIFESTYLE DELIVERY SYSTEMS INC.
MANAGEMENT'S DISCUSSION
AND ANALYSIS OF FINANCIAL CONDITION
AND RESULTS OF OPERATIONS
FOR THE YEAR ENDED DECEMBER 31, 2017**



INTRODUCTION

The following Management Discussion and Analysis (“MD&A”) of Lifestyle Delivery Systems Inc. (the “Company” or “LDS”), has been prepared by management, in accordance with the requirements of National Instrument 51-102 as of April 30, 2018, and should be read in conjunction with the audited consolidated financial statements of the Company for year ended December 31, 2017, and the related notes contained therein which have been prepared under International Financial Reporting Standards (“IFRS”).

The information contained herein is not a substitute for detailed investigation or analysis on any particular issue. The information provided in this document is not intended to be a comprehensive review of all matters and developments concerning the Company. Additional information relevant to the Company’s activities can be found on SEDAR at www.sedar.com and the Company’s website at www.lifestyledeliverysystems.com.

All financial information in this MD&A has been prepared in accordance with IFRS and all dollar amounts are quoted in Canadian dollars, the reporting currency of the Company, unless specifically noted.

CAUTIONARY NOTE REGARDING FORWARD LOOKING STATEMENTS

Certain statements contained in the foregoing MD&A constitute forward-looking statements. Forward-looking statements often, but not always, are identified by the use of words such as “seek”, “anticipate”, “believe”, “plan”, “estimate”, “expect”, “targeting” and “intend” and statements that an event or result “may”, “will”, “should”, “could”, or “might” occur or be achieved and other similar expressions. Forward-looking statements in this MD&A include statements regarding the Company’s future plans and expenditures, the satisfaction of rights and performance of obligations under agreements to which the Company is a part, the ability of the Company to hire and retain employees and consultants and estimated administrative assessment and other expenses. Such forward-looking statements involve a number of known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements.

Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date the statements were made, and readers are advised to consider such forward-looking statements in light of the risks set forth below.

COMPANY OVERVIEW

The Company was incorporated on September 14, 2010, pursuant to the *Business Corporations Act*, British Columbia. The Company’s principal business activity is manufacturing of cannabis-infused strips (“CannaStripsTM”) similar to breath strips, based on the proprietary technology that produces a safer, healthier alternative to smoking, as well as providing a new way to accurately meter the dosage and assure the purity of the product. In addition, with the entering into management services agreements with NHMC, Inc. (“NHMC”) and CSPA Group Inc. (“CSPA”), the Company is directly involved in the growing of medicinal ingredients for, and the manufacturing of, its products. The Company’s business strategy is centered around the creation of a vertically integrated process which ensures that from seed to sale the ingredients are tested for quality and composition throughout the formulation and production processes, resulting in a safe, consistent and effective delivery system. As of the date hereof, the Company’s cannabis cultivation and distribution activities are located in the State of California.

The Company’s shares trade on the Canadian Securities Exchange under the trading symbol “LDS”, on OTC Link alternative trading system OTCQX platform under the trading symbol “LDSYF”, and on the Frankfurt Stock Exchange under the symbol “LD6, WKN: A14XHT”.



As of the date of the filing of this MD&A, the Company has the following subsidiaries:

| | Jurisdiction of Incorporation | % of Interest |
|-------------------------------------|--------------------------------------|----------------------|
| Canna Delivery Systems Inc. | Nevada | 100% |
| LDS Agrotech Inc. | Nevada | 75% |
| LDS Scientific Inc. | Nevada | 75% |
| Adelanto Agricultural Advisors Inc. | California | 100% |
| Lifestyle Capital Corporation | California | 100% |
| LDS Development Corporation | California | 100% |
| Optimus Prime Design Corp. | British Columbia | 100% |
| 0994540 B.C. Ltd. | British Columbia | 95% |

DESCRIPTION OF BUSINESS

On March 20, 2015, the Company entered into a share exchange agreement (the “Acquisition Agreement”) with Canna Delivery Systems Inc. (“Canna”) and the shareholders of Canna (the “Canna Shareholders”), pursuant to which the Company agreed to purchase and the Canna Shareholders agreed to sell all of the issued and outstanding shares of Canna (the “Canna Acquisition”).

As consideration for the Canna Acquisition, on May 1, 2015 (the “Closing Date”), the Company issued to the Canna Shareholders, 7,800,000 shares of the Company (the “Performance Shares”) at a deemed price of \$0.15 per share. The Performance Shares were issued in escrow on the Closing Date and are being released from escrow upon the Company achieving certain financial milestones (the “Milestones”). On April 30, 2017, the Company extended the period eligible for release of the shares based on the achievement of the Milestones from the original 24 months to 30 months. On November 3, 2017, the eligibility period was further extended to December 31, 2017 and on December 28, 2017, the eligibility period was further extended to June 30, 2018.

| Milestone | Number of Shares to be released |
|--|--|
| US\$50,000 in cumulative gross revenues | 1,500,000 (released) |
| US\$200,000 in cumulative gross revenues | 2,100,000 (released, with fair value of \$1,260,000 ⁽¹⁾) |
| US\$600,000 in cumulative gross revenues | 2,100,000 (released, with fair value of \$1,260,000 ⁽¹⁾) |
| US\$1,000,000 in cumulative gross revenues | 2,100,000 |

⁽¹⁾ The fair market value of released shares was calculated based on \$.60 per share, the trading price of the Company’s common shares on the date the shares were released from escrow.

In the event that the Milestones are not achieved by June 30, 2018, any Performance Shares remaining in escrow will have to be returned to treasury for cancellation.

The Company incurred \$80,398 in costs associated with the Acquisition, and agreed to issue 648,333 shares of the Company with an estimated fair value of \$67,344 in finder’s fees as follows:

| | Number of shares to be issued |
|--|--------------------------------------|
| At the Closing Date | 83,333 (Issued) |
| US\$50,000 in cumulative gross revenues | 141,667 (Issued) |
| US\$200,000 in cumulative gross revenues | 157,500 (Issued) |
| US\$600,000 in cumulative gross revenues | 157,500 (Issued) |
| US\$1,000,000 in cumulative gross revenues | 108,333 |

In November 2016, the Company entered into a provisional patent license agreement with an entity controlled by the Company’s Chief Science Officer (the “CSO”), Dr. Sanderson, to acquire a world-wide, exclusive, royalty-free license to use a patent-pending method developed by Dr. Sanderson, which allows for improved delivery of biological molecules through mucous membranes, which can target specific processes in the body (the “CannaStrips™ Technology”). On May 3 2017, the original license agreement was amended and superseded by a revised license agreement (the “License Agreement”). Under the terms of the License Agreement, the Company agreed to issue to Dr. Sanderson 1,000,000 common shares of the Company in exchange for the license rights, and a further 1,000,000 common shares upon the granting of a patent by the



U.S. Patent and Trademark Office for the process developed by Dr. Sanderson. The licensing of this technology from Dr. Sanderson allowed the Company to further refine its CannaStrips™ formula.

On December 18, 2017, Dr. Sanderson filed an enhanced provisional patent for the CannaStrips™ Technology. The new provisional patent filing adds additional enhanced capabilities to the current CannaStrips™ formula, which have been implemented into the 2018 CannaStrips™ product line.

On August 19, 2016, the Company entered into a memorandum of understanding (the “Original MOU”) with NHMC to set up a joint venture (the “JV”) for the development, manufacturing, production, and commercialization of products based on the CannaStrips™ Technology. On October 6, 2016, the Company signed an additional letter of intent (the “LOI”) with NHMC and CSPA Group Inc. (“CSPA”), which confirmed the intention of the parties to enter into the JV, as contemplated under the Original MOU. CSPA and NHMC are non-profit mutual benefit organizations controlled by the same parties.

Pursuant to the terms set out in the Original MOU, the Company agreed to design and retrofit a 20,000 square-foot facility (the “Adelanto Facility”) located in the City of Adelanto, California to meet California energy efficiency standards and provide the JV with all equipment necessary to run the operations. The Adelanto Facility, when ready, will house a full manufacturing cycle starting with nursery, cultivation, extraction, distillation, strip coating, and packaging line.

In preparation for the JV with CSPA and NHMC, in January of 2017 the Company incorporated two additional majority-owned subsidiaries, LDS Agrotech Inc. (“LDS Agrotech”) and LDS Scientific Inc. (“LDS Scientific”). On May 1, 2017, the Company, LDS Agrotech, LDS Scientific, NHMC and CSPA agreed to replace the original JV arrangements with a set of agreements with Management Services Agreements being main agreements for defining and setting up the business relationships of each entity.

LDS Agrotech entered into a management services agreement with NHMC, whereby LDS Agrotech agreed to act as the sole manager of NHMC’s medicinal marijuana cultivation operations. Concurrently, LDS Scientific entered into a substantially identical management services agreement with CSPA, whereby LDS Scientific acts as the sole manager of CSPA’s medicinal marijuana extraction and manufacturing operations. Under the terms of the management services agreements, LDS Agrotech and LDS Scientific supervise and cause to be performed all functions related to the cultivation, extraction and manufacturing operations of NHMC and CSPA, respectively. LDS Agrotech and LDS Scientific are primarily responsible for advancing the operating costs of those operations, and will be reimbursed for such operating costs out of NHMC’s and CSPA’s respective revenues. In addition, LDS Agrotech and LDS Scientific will receive management fees equal to 75% of the excess of revenues over operating expenses, as defined in the respective management services agreements, with NHMC and CSPA retaining the remaining 25%. Neither NHMC nor CSPA may disburse funds held by them without the consent of LDS Agrotech or LDS Scientific, respectively. Both the NHMC/LDS Agrotech’s cultivation operations and CSPA/LDS Scientific’s extraction and manufacturing operations will be operated out of the same indoor Adelanto Facility.

Concurrent with the execution of the management services agreements, the Company entered into separate agreements to purchase the sole outstanding membership interests of each of NHMC and CSPA. The Company has agreed to purchase the sole membership interest of each of NHMC and CSPA in exchange for 3,000,000 common shares of the Company and US\$1,400,000 in cash, each (for a total of 6,000,000 common shares and US\$2,800,000 in cash). One-third (1/3) of the share consideration and cash purchase price for NHMC was to be paid upon the grant of a Certificate of Occupancy for the cultivation wing of the Adelanto Facility, and one-third (1/3) of the share consideration and cash purchase price for CSPA was to be paid upon the grant of a Certificate of Occupancy for the extraction and manufacturing wing of the Adelanto Facility (which Certificate of Occupancy has been issued and which partial share issuances and cash payments have been made). The balance of the purchase price for NHMC and CSPA was to be paid in equal annual installments during the two years after the granting of the respective Certificates of Occupancy. The Company had the right to accelerate payment of the purchase price for NHMC and CSPA and acquire the outstanding membership interests earlier than scheduled. The agreements provided that if at any time prior to the payment of the full purchase price, NHMC or CSPA breach their respective management services agreements or the provisions of their governing documents, or their respective cultivation and extraction and manufacturing permits are revoked, then the Company would have the right to acquire NHMC or CSPA without the payment of any additional consideration.



On February 21, 2018, the Company reached an agreement with principals of CSPA and NHMC (the “Sellers”) to restructure the membership purchase agreements, whereby the Company agreed to a one-time cash payment of US\$1,250,000 and a release of 3,000,000 previously escrowed shares of the Company’s common stock to members of CSPA. In addition, the Company and the Sellers agreed to an additional payment of US\$120,000, to pay the salaries for service as officers of each of NHMC and CSPA up to January 31, 2018.

Three million (3,000,000) shares of the Company’s common stock previously granted to NHMC under the Membership Purchase Agreement to acquire membership in NHMC, which were held in escrow pending receipt of COO, were returned to treasury of the Company and were cancelled in March of 2018.

The rights of the Company to purchase the memberships of both NHMC and CSPA were assigned to a non-arms length party, and the current member of a medical cannabis nursery and a medical cannabis retailer located in Adelanto, CA. In exchange, the Company was granted a five-year option to purchase the NHMC and CSPA memberships for US\$100 each. The assignment was required to facilitate the transfer of the permits granted to CSPA and NHMC by the City of Adelanto to a new licensee.

The Company started retrofitting of the Adelanto Facility in late November of 2016 pursuant to the original JV arrangements, and continued under the May 1, 2017 agreements without substantial changes. In September of 2017, the majority of required improvements were completed, allowing the Company to schedule a required facility inspection, which was completed on September 13, 2017. The fire department of San Bernardino County carried out an inspection of the Adelanto Facility, and on September 18, 2017, CSPA received a Certificate of Occupancy (“COO”). The approval of the facility in Adelanto, California allowed CSPA to begin operations managed by LDS Scientific. Upon receipt of the COO by CSPA, the Company recorded \$1,560,000, being the fair value of the 3,000,000 shares issued as part of the May 1, 2017 Membership Agreement with CSPA, and made a cash payment of \$187,575 (US\$150,000).

On December 21, 2017, the Manufactured Cannabis Safety Branch of the California Department of Public Health has issued CSPA a Temporary Category M Type 7 Manufacturing with Volatile Solvents License which became effective on January 1, 2018 and will be good through April 30, 2018. On April 30, 2018, CSPA filed an application with the California Department of Public Health for a permanent license, which extended the temporary license term until such time that the California Department of Public Health issues CSPA a permanent license.

On January 16, 2018, the Mojave Desert Air Quality Management District (“MDAQMD”) issued a permit to LDS Scientific, Inc., to operate under the Temporary Category M Type 7 Manufacturing with Volatile Solvents License. The MDAQMD Permit is valid through June 2018, at which time the facility and its operations will be reviewed by MDAQMD. Upon a favorable review the permit can be renewed for one year.

LDS Agrotech and LDS Scientific

As previously discussed, the Company owns a 75% interest in each of LDS Agrotech and LDS Scientific. The remaining 25% of LDS Agrotech is owned by its President, Matt Fergusson, and the remaining 25% of LDS Scientific is owned by its President, Crystal Elrod. Effective May 1, 2017, Mr. Fergusson and Ms. Elrod are employed by LDS Agrotech and LDS Scientific, respectively, at a salary of US\$132,000 and US\$150,000 per year, respectively.

On May 1, 2017, the Company entered into separate option and first right of refusal agreements with each of Mr. Fergusson and Ms. Elrod, pursuant to which the Company was granted options to purchase the remaining 25% of each of LDS Agrotech and LDS Scientific from Mr. Fergusson and Ms. Elrod, respectively (the “LDS Agrotech Option” and the “LDS Scientific Option”, respectively). The LDS Agrotech Option and the LDS Scientific Option were subsequently amended on July 31, 2017, August 31, 2017, and on January 28, 2018.

To exercise the LDS Agrotech Option and the LDS Scientific Option, the Company will be required to:

- (a) issue to Mr. Fergusson and Ms. Elrod, a total of 2,500,000 common shares, each; and



- (b) make the following cash payments to each of Mr. Fergusson and Ms. Elrod:
- (i) US\$500,000 in cash, if the options are exercised on or before July 31, 2018, per amended LDS Agrotech Option and LDS Scientific Option agreements with Mr. Fergusson and Ms. Elrod), or
 - (ii) US\$1,000,000 in cash, if the options are exercised after July 31, 2018, but on or before July 31, 2019, (the “Option Price”).

The LDS Agrotech Option and the LDS Scientific Option, as amended, may be exercised in whole or in part, with the Option Price being allocated pro rata to the number of shares being purchased. Upon exercise of the LDS Agrotech Option and the LDS Scientific Option, in whole or in part, the Company will have the immediate right to vote and receive distributions on the LDS Agrotech and LDS Scientific shares acquired, with the Option Price being payable in five (5) annual installments from the date of exercise. The LDS Agrotech Option and the LDS Scientific Option, as amended, expire on July 31, 2019, after which the Company will have a right of first refusal over any proposed sale of the 25% interest in LDS Agrotech held by Mr. Fergusson, and 25% interest in LDS Scientific held by Ms. Elrod expiring July 31, 2022.

Acquisition of Additional Properties in Adelanto, California

Pursuant to the Company’s planned business expansion strategy the Company entered into five separate land purchase agreements to acquire land in close proximity to the Adelanto Facility.

On June 19, 2017, the Company closed on a 10-acre land parcel paying \$663,220 (US\$501,556) in total cash acquisition costs. The 10-acre land parcel is suitable for approximately ten individual 20,000 square foot cultivation facilities, which will form a part of the Company’s contract cultivation projects. The Company intends to develop these cultivation facilities based on the design similar to the current Adelanto Facility. Once built, they will be leased to permitted cultivation entities that hold Conditional Use Permits in Adelanto.

On July 21, 2017, the Company closed on a 4.25-acre land parcel for a total cash consideration of \$93,900 (US\$74,726). This property is within close proximity of the Company’s Adelanto Facility and in close proximity to all other development projects the Company has planned to date. This parcel will be developed into a commercial office space and the Company’s main project center. The property is in a gated community with a private air field.

On August 23, 2017, the Company closed on a 4-acre land parcel for a total cash consideration of \$137,102 (US\$108,496). This property is intended to be developed into an additional contract grower property suitable for up to five, separate 20,000 square foot cultivation facilities.

On August 24, 2017, the Company closed on a 6.5-acre land parcel for a total cash consideration of \$1,035,177 (US\$820,655). This property is strategically located in close proximity from Highway 395 making it visible to over 130,000 vehicles each day. The Company intends to develop this site to include a dispensary and ancillary businesses.

In addition to the above acquisitions, the Company executed a purchase agreement and deposited \$96,018 (US\$75,000) in escrow to acquire an additional 20-acre land parcel in Adelanto. On October 4, 2017, the purchase agreement and the underlying escrow agreement to acquire the 20-acre lot were cancelled, the Company received US\$25,000 as a refund on security deposit with remaining US\$50,000 (CAD\$64,930) recorded as loss on investment.

The above properties were registered in the name of LDS Development Corporation, the Company’s wholly-owned subsidiary, and, as of the filing of this MD&A, the Company is working with engineers and architects and the City of Adelanto staff on the architectural designs prior to submission for building permit approval.

Private Placement Financings

On May 31, 2017, the Company closed its brokered private placement financing (the “Offering”) led by Canaccord Genuity Corp. (the “Agent”), by issuing a total of 14,213,000 units (the “Units”) at a price of \$0.50 per Unit (the “Issue Price”) for total gross proceeds of \$7,106,500. Each Unit sold in the brokered private placement consisted of one common share of the Company (each a “Unit Share”) and one common share



purchase warrant (each a “Warrant”) entitling the holder to purchase one additional common share (a “Warrant Share”) at a price of \$0.75 per Warrant Share for a period ending on May 31, 2018. The Company may accelerate the expiration date of the Warrants if the daily volume weighted average share price of the Company’s common shares on the Canadian Securities Exchange (or such other stock exchange as the Company’s common shares are then trading on) is equal to or greater than \$1.50 for 10 consecutive trading days.

In consideration of its services, the Agent received a commission equal to 7.0% of the gross proceeds, paid by issuance of 164,100 Units and \$415,405 in cash. As additional consideration, the Company issued to the Agent 994,910 broker warrants (“Broker Warrants”) representing 7.0% of the aggregate number of Units sold under the brokered tranche of the Offering. Each Broker Warrant is exercisable into one Unit at \$0.50 per Unit expiring on May 31, 2018. In addition to the broker fees, the Company incurred \$238,189 in legal and regulatory costs associated with the Offering.

Concurrent with the closing of the Offering, the Company sold an additional 3,174,776 Units at a price of \$0.50 per Unit in a concurrent non-brokered private placement for total gross proceeds of \$1,587,388. The Units sold in the non-brokered private placement had substantially the same terms as the Units sold as part of the Offering. No commissions or fees were paid in connection with the sale of Units in the non-brokered private placement.

On June 27, 2017, the Company closed an additional non-brokered private placement (the “June Offering”) for a total of 2,019,540 units (the “June Units”) at a price of \$0.50 per June Unit (the “June Issue Price”) for total gross proceeds of \$1,009,770. Each June Unit sold in the June Offering consisted of one common share of the Company (each a “June Unit Share”) and one common share purchase warrant (each a “June Warrant”) entitling the holder to purchase one additional common share (a “June Warrant Share”) at a price of \$0.75 per June Warrant Share for a period ending on June 27, 2018. The Company may accelerate the expiration date of the June Warrants if the daily volume weighted average share price of the Company’s common shares on the Canadian Securities Exchange (or such other stock exchange as the Company’s common shares are then trading on) is equal to or greater than \$1.50 for 10 consecutive trading days.

In connection with the June Offering, the Company paid cash commissions of \$17,150 pursuant to the agency agreement entered into as part of the May Offering; in addition, the Company issued 34,300 finder’s warrants to the Agent (the “June Finder’s Warrant”). Each June Finder’s Warrant is exercisable for one June Unit at \$0.50 per June Unit for a period expiring on June 27, 2018.

On January 11, 2018, the Company closed a non-brokered private placement (the “January Offering”) for a total of 5,500,000 units (the “January Units”) at a price of \$0.50 per January Unit (the “January Issue Price”) for total gross proceeds of \$2,750,000. Each January Unit sold in the January Offering consisted of one common share of the Company (each a “January Unit Share”) and one common share purchase warrant (each a “January Warrant”) entitling the holder to purchase one additional common share (a “January Warrant Share”) at a price of \$0.75 per January Warrant Share for a period ending on January 11, 2019. The Company may accelerate the expiration date of the January Warrants if the daily volume weighted average share price of the Company’s common shares on the Canadian Securities Exchange (or such other stock exchange as the Company’s common shares are then trading on) is equal to or greater than \$1.50 for 10 consecutive trading days.

Acquisition of Raw Material

On October 16, 2017, CSPA Group received the first batch of raw fresh frozen whole plant material (the “Biomass”) for the purpose of extraction and conversion into medicinal cannabis products. In order to ensure purity of the Biomass, the Biomass was tested by an independent third-party laboratory in Northern California prior to acquisition. The tests showed no trace amounts of pesticides, fungicides, mold or infestation. The cost associated with acquiring the raw material were recorded as part of research and development fees.

Prior to taking the first delivery of the Biomass on behalf of CSPA Group, the LDS Scientific’s team completed the laboratory training of its technicians and lab assistants to ensure compliance with all current and proposed legislation and regulations.



Five Hundred Thousand Dollar Secured Credit Facility

On November 13, 2017, the Company arranged a US\$500,000 secured credit facility (the “Credit Facility”) with an unrelated third-party creditor. Outstanding principal under the Credit Facility accrues interest at a rate of 3% per month, compounded monthly and payable on maturity on May 16, 2018. The Company may prepay the Credit Facility at any time, subject to the payment of \$50,000 in minimum interest. The Credit Facility is secured by a general security agreement covering all of the Company’s personal property, and first deeds of trust on three parcels of unimproved real property totaling 20.5 acres owned by LDS Development Corporation in the City of Adelanto, San Bernardino County, California.

The Credit Facility was arranged to allow the Company to purchase additional raw material to facilitate production in the fourth quarter of 2017 without drawing on its development funds.

Development of a new 202,500 Square Foot Permitted Cultivation Facility

On November 16, 2017, the Company submitted plans for a cultivation facility to the City of Adelanto planning department. The new facility is to be developed on the Company’s ten acre parcel acquired in summer of 2017. The proposed 202,500 square foot cultivation facility is designed to be an environmentally-controlled hybrid greenhouse for growing cannabis plants from seedlings grown in the Adelanto Facility by a nursery managed by Adelanto Agricultural Advisors team. The Company plans to subdivide the facility which will be leased to permitted and licensed cultivation entities that meet the Company’s strict requirements.

Introduction of New Luxury Product Line

In March 2018, the Company announced that CSPA, under LDS Scientific’s management, launched a new luxury brand of cannabis products for the California market, Rêveur.

The new product was test marketed in selected retail stores in California yielding very positive initial results. Rêveur was designed to focus on the higher upscale luxury market using only fresh frozen organically grown cannabis strains processed at minus 50 degrees Celsius preserving all the natural terpenes and flavonoids.

Lab test results of the initial product confirmed zero pesticides and zero residual solvents. The test also revealed high levels of terpenes (up to 13%) and THC levels in the mid 80% range. Completion of the required testing allows for distribution of the product line in selected retail stores in California.

Investigation by the San Bernardino County Sheriff’s Department

On November 30, 2017, the Adelanto Facility was investigated by the San Bernardino County Sheriff’s Department. The purpose was to determine if the facility was using volatile extraction methods. At the time the Company was operating under the Medical Marijuana Permit for volatile extraction and a business license issued by the City of Adelanto along with a Certificate of Occupancy signed by the San Bernardino County Fire Department. The San Bernardino Sheriff’s position was that volatile extraction was not permissible until January 1, 2018. Following the investigation, CSPA, the holder of the City of Adelanto business license and the COO, was allowed to continue all other operations and as such continued its production with CO₂ extracted ingredients.

As of the date of this MD&A the Company has not received any additional information pertaining to the investigation from the San Bernardino County Sheriff’s Department.

CannaStrips™ Trademark Applications

On April 25, 2017, the Company filed trademark applications with the Canadian Intellectual Property Office to register the trademarks CANNASTRIPS and CANNASTRIPS SMOKEFREE PAIN RELIEF and related



designs. The applications were filed on the basis of proposed use of the trademarks in Canada in association with various goods related to the transmucosal delivery of biologically active substances.

In October of 2017, the Company filed trademark applications with the European Union and the United Kingdom Intellectual Property Offices to register the trademarks CANNASTRIPS and CANNASTRIPS SMOKEFREE PAIN RELIEF and related designs. The trademark registration was completed on February 19, 2018, when European Union Intellectual Property Office issued European Union trade mark registration numbers 017383712 and 017383738 for CANNASTRIPS and CANNASTRIPS SMOKEFREE PAIN RELIEF, respectively.

In March of 2018, the Company filed its trademark applications with the California Secretary of State's Trademark Unit to register the trademarks CANNASTRIPS and CANNASTRIPS SMOKEFREE PAIN RELIEF and related designs on the basis of commercial use.

Clinical Trials

The Company is preparing to initiate a clinical trial in May 2018. The objective of the clinical trial is to define the bio-availability benefits of the CannaStrips™ technology and to quantify its enhanced delivery method in comparison to other forms of delivery currently available on the market.

SELECTED ANNUAL INFORMATION

The following table sets forth selected financial information derived from the Company's audited financial statements for the three most recently completed financial years, prepared in accordance with IFRS.

| | Year Ended December 31, 2017 | Year Ended December 31, 2016 | Year Ended December 31, 2015 |
|-------------------------------|---------------------------------|---------------------------------|---------------------------------|
| Total Revenue | \$ 191,126 | \$ 56,086 | \$ 58,298 |
| Net Loss | \$ 13,164,157 | \$ 2,866,344 | \$ 1,206,673 |
| Loss per Share | \$ 0.19 | \$ 0.09 | \$ 0.08 |
| Working Capital | \$ 820,738 | \$ 325,190 | \$ (201,151) |
| Total Assets | \$ 13,130,426 | \$ 1,669,646 | \$ 1,433,401 |
| Technology | \$ - | \$ - | \$ 840,169 |
| Property, Plant and Equipment | \$ 10,067,238 | \$ 336,693 | \$ 418,566 |
| Total Liabilities | \$ 2,242,450 | \$ 253,568 | \$ 375,817 |
| Share Capital and Reserves | \$ 27,688,532 | \$ 6,503,111 | \$ 3,677,867 |
| Deficit | \$ 18,139,295 | \$ 5,543,027 | \$ 2,676,683 |

OVERALL PERFORMANCE

The statements of financial position as of December 31, 2017 and December 31, 2016, indicated a cash position of \$2,754,308 and \$440,352, respectively, and total current assets of \$3,063,188 and \$578,758, respectively. The increase in total current assets was mainly associated with \$9,703,658 in gross cash receipts from the Brokered and Non-brokered Private Placement Financings we closed in May and June 2017, and with \$4,099,816 we received on exercise of warrants and options. These cash injections were offset by the funds we used on retrofitting and additional improvements to the Adelanto Facility in order to facilitate the Company's anticipated operations; to acquire production and manufacturing equipment, and to acquire additional land parcels, as part of our business expansion initiative.

The long-term assets of the Company consisted of property, plant and equipment totaling \$10,067,238 (2016 - \$336,693). Of this amount \$1,889,349 (2016 - \$Nil) was associated with the land acquisition costs associated with 24.5 acres represented by four undeveloped land parcels varying in size from 4 to 10 acres; \$1,747,575 (2016 - \$Nil) was associated with acquisition of membership interest in CSPA pursuant to the membership purchase agreement between the Company and CSPA as the extraction division of the Adelanto Facility was



finalized in September 2017 allowing the Company to start its intended operations; \$2,074,466 (2016 - \$100,433, in addition to \$485,655 in deposits on equipment which was received in Fiscal 2017) was associated with production equipment; and \$4,355,848 (2016 - \$236,260) was attributed to costs of building out the Adelanto Facility.

As at the date of this MD&A, the Company continues working on constructing the cultivation and nursery divisions of the permitted Adelanto Facility.

At December 31, 2017, current liabilities totaled \$2,242,450 (2016 - \$253,568) and included \$1,207,334 in accounts payable and accrued liabilities (2016 - \$173,087), \$143,099 in amounts due to related parties (2016 - \$70,582), and \$9,282 in advances payable (2016 - \$9,899). In addition to the above, at December 31, 2017, the Company's current liabilities included \$655,446 (2016 - \$Nil) on account of a note payable and accrued interest thereon the Company issued to an arms length lender, and \$227,289 (2016 - \$Nil) in unearned revenue, which was associated with deposits the Company collected from its customers, of which \$63,820 (US\$50,000) the Company received from Transcanna Holdings Inc., of which the Company's President is the CEO and a director, and of which the Company's CEO is a major shareholder, pursuant to the License Agreement, and \$69,381 (US\$55,305) the Company received from an entity of which the Company's CEO is a sole director of.

At December 31, 2017, the Company had a working capital of \$820,738, as compared to \$325,190 at December 31, 2016. Based on the current plans of operation, the Company may be required to find an alternative source of financing before it will be in position to support its operations from its extraction and consulting operations, which the Company began in its fiscal 2017. Once the construction and improvements of the Adelanto Facility are completed, the Company believes it will be able to generate sufficient revenue to fund its day-to-day operations as well as its overhead costs from cultivation operations in addition to expected revenues from extraction and consulting operations.

Parent shareholders' equity was comprised of share capital of \$23,990,089 (2016 - \$6,220,229), reserves of \$3,698,443 (2016 - \$282,882), obligation to issue shares of \$2,024,063 (2016 - \$460,599), accumulated other comprehensive loss of \$146,817 (2016 - \$4,605) and accumulated deficit of \$18,139,295 (2016 - \$5,543,027) for a total parent shareholders' equity of \$11,426,483 (2016 - \$1,416,078). In addition, the Company recorded \$538,507 (2016 - \$Nil) in non-controlling interests associated with 25% allocation of LDS Agrotech and 25% allocation of LDS Scientific, which are controlled by minority shareholders.

The weighted average number of common shares outstanding for the year ended December 31, 2017, was 69,007,717 (2016 - 31,579,021).

COMPARISON OF RESULTS OF OPERATIONS

Net Loss

During the year ended December 31, 2017, the Company reported a net loss of \$13,164,157 (\$0.19 basic and diluted loss per share) and a total comprehensive loss of \$13,283,603 compared to a net loss of \$2,866,344 (\$0.09 basic and diluted loss per share) and a total comprehensive loss of \$2,893,775 during the year ended December 31, 2016.

The increased loss during the year ended December 31, 2017, was associated with the overall increase in a business activity related to the current operations of the Company, which resulted in increased research and development, consulting, legal fees, as well as the fees for IT development. The share-based compensation represented 41.25% of overall net loss the Company recorded during its Fiscal 2017 and comprised of fair market value of options the Company issued to its management team and the fair market value of the shares the Company released from escrow to the original shareholders of Canna upon achievement of the second and third financial milestones. In order to bring awareness about the Company to a general public the Company increased its expenditures on corporate communication and marketing activities.

Revenue

During the year ended December 31, 2017, the Company recognized \$191,126 in revenue from design and construction services provided by LDS Agrotech to its customers. During the comparative period the Company



recognized \$56,086 in revenue, of which \$16,570 was associated with the allocated portion of an annual license fee the Company received pursuant to the License Agreement with Healthy Asylum Inc. dated for reference June 25, 2015, and \$6,376 from the sale of its packaging materials to Wisdom Homes of America, Inc., and \$33,140 from the annual license fee the Company received pursuant to its memorandum of understanding with an arm's length party dated for reference July 30, 2015, which was previously recorded as unearned revenue. Due to the change in its business strategy, the Company allowed the License Agreement with Healthy Asylum Inc. to expire in June of 2016 and did not enter into a formal definitive agreement with the arm's length party.

Operating Expenses

During the year ended December 31, 2017, the Company's operating expenses were \$13,181,255 (2016 - \$1,996,649). The largest factor contributing to the increase in operating expenses was associated with \$5,430,805 (2016 - \$195,807) in share-based compensation, of which \$2,751,336 was associated with the fair market value of options to acquire up to 7,311,000 common shares the Company granted to its executive officers and directors, which was determined using the Black-Scholes Option pricing model, and \$2,679,469 represented fair market value of 4,200,000 shares the Company released from escrow to the original shareholders of Canna, upon achievement of the second and third financial milestones, and 315,000 shares the Company issued as finder's fees associated with the Canna Acquisition. The fair market value of released escrowed shares and the finder's shares was based on the closing price of the Company's common stock on the date the shares became eligible for release and issuance. In addition, research and development fees of \$2,710,620 (2016 - \$65,079), advertising and promotion fees of \$1,775,860 (2016 - \$112,870), consulting fees of \$957,340 (2016 - \$648,123), and \$850,064 (2016 - \$365,914) in office and general expenses comprised top expense items that contributed to increase in operating expenses of the Company. In addition to these expenses the Company spent \$296,187 on meals and travel expenses (2016 - \$71,857), \$262,967 on setting up its IT infrastructure (2016 - \$49,710), and \$159,700 (2016 - \$155,560) on accounting fees. The restructuring of the Company's organization and setting up strategic partnerships to streamline the operations in anticipation of the completion of the Adelanto Facility resulted in increased legal and regulatory fees, which totaled \$548,461 (2016 - \$50,699) and \$162,606 (2016 - \$93,466), respectively.

As the Company's current operations do not generate significant revenues, until such time that the building of the Adelanto Facility is completed and equipment for cultivation and nursery divisions of the Adelanto Facility is successfully installed, the Company will continue relying on equity and debt financing in order to meet its ongoing day-to-day operating requirements. The Company's current cash reserves are sufficient to be able to support its operations for the next three-month period. Should anticipated revenue from production be delayed, the Company will be required to seek additional financing either through debt or equity. There can be no assurance that such financing will be available to the Company in the amount required at any particular time, or, if available, it can be obtained on terms satisfactory to the Company.

Non-controlling Interests

Of \$13,164,157 net loss the Company recorded during the year ended December 31, 2017 (2016 - \$2,866,344), \$567,889 (2016 - \$Nil) was attributed to the non-controlling interests associated with 25% control of LDS Agrotech and LDS Scientific by minority shareholders. In addition, the total other comprehensive loss of \$119,446 (2016 - \$27,411) included a gain of \$22,766 (2016 - \$Nil) associated with the non-controlling interests.

SUMMARY OF QUARTERLY RESULTS

The following tables set forth selected financial information of the Company for the eight most recently completed quarters. This information is derived from unaudited quarterly financial statements and audited annual financial statements prepared by management in accordance with IFRS.



| | December 31, 2017 | September 30, 2017 | June 30, 2017 | March 31, 2017 |
|-----------------|------------------------------|-------------------------------|--------------------------|---------------------------|
| Total Revenue | \$ (628,134) | \$ - | \$ 641,871 | \$ 177,389 |
| Net Loss | \$ 7,022,216 | \$ 4,037,546 | \$ 1,505,318 | \$ 599,077 |
| Loss per Share | \$ 0.08 | \$ 0.05 | \$ 0.02 | \$ 0.01 |
| Technology | \$ - | \$ - | \$ - | \$ - |
| Total Assets | \$ 13,130,426 | \$ 11,518,299 | \$ 10,407,476 | \$ 2,252,321 |
| Working Capital | \$ 820,738 | \$ 2,249,312 | \$ 6,426,526 | \$ (128,354) |

| | December 31, 2016 | September 30, 2016 | June 30, 2016 | March 31, 2016 |
|-----------------|------------------------------|-------------------------------|--------------------------|---------------------------|
| Total Revenue | \$ 33,034 | \$ - | \$ 14,459 | \$ 8,593 |
| Net Loss | \$ 1,448,844 | \$ 716,898 | \$ 359,156 | \$ 341,446 |
| Loss per Share | \$ 0.03 | \$ 0.02 | \$ 0.01 | \$ 0.01 |
| Technology | \$ - | \$ 658,405 | \$ 698,564 | \$ 741,970 |
| Total Assets | \$ 1,669,646 | \$ 2,277,406 | \$ 1,214,105 | \$ 1,190,985 |
| Working Capital | \$ 325,190 | \$ 141,182 | \$ (706,406) | \$ (509,703) |

Overall, consulting, accounting, legal, regulatory fees, amortization, research and development, and office and general expenses, advertising and marketing were the major components that caused variances in net losses from quarter to quarter. The quarters ended December 31 and September 30, 2017, and September 30, 2016, were also significantly affected by non-cash share-based compensation issued to the Company's management team, and for shares released from escrow for the Canna Acquisition, as well as for options granted to consultants for advertising and marketing services.

During the quarter ended December 31, 2017, the Company's operating expenses totaled \$6,867,801. The largest expense item during the quarter ended December 31, 2017, was associated with \$2,679,469 share-based compensation the Company recorded on 4,200,000 shares released from escrow associated with the Canna Acquisition, and for 315,000 shares the Company issued as finders' fees for the Canna Acquisition. Research and development costs amounted to \$1,443,744 and included \$1,132,928 the Company paid for fresh frozen whole plant material; advertising and promotion fees amounted to \$1,407,382, of which \$595,453 was attributed to vested portion of options to acquire up to 1,532,900 common shares issued to the consultants for investor relations. The research and development, and advertising and promotion expenses were followed by office and other general expenses of \$387,913, which included rent of Adelanto Facility, among other general expenses, and consulting fees of \$291,283. Other significant items included meals and entertainment expenses for a total of \$91,698, costs of maintaining IT infrastructure for a total of \$77,332, audit and accounting fees of \$70,000, and regulatory fees of \$32,752. The restructuring of the Company's organization and setting up strategic partnerships to streamline the operations in anticipation of the completion of the Adelanto Facility resulted in \$203,394 in legal fees. During the quarter ended December 31, 2017, the Company's net loss was further increased by \$54,385 reversal of net revenue, as the Company determined that certain long-term projects that were initially recorded through revenue were not completed as at December 31, 2017, and as such the revenue was deferred to future periods.

During the quarter ended September 30, 2017, the Company's operating expenses totaled \$4,006,387, and included \$2,751,336 in share-based compensation the Company recognized in association with the options to acquire up to 7,311,000 common shares the Company granted to its executive officers and directors, consulting fees of \$213,274, research and development costs of \$220,715, advertising and promotion of \$215,635, of which \$80,303 was associated with vested portion of options to acquire up to 1,532,900 common shares issued to the consultants for investor relations, office and other general expenses of \$215,642, regulatory fees of \$83,842, and audit and accounting fees of \$26,000. The restructuring of the Company's organization and setting up strategic partnerships to streamline the operations in anticipation of the completion of the Adelanto Facility resulted in \$143,899 in legal fees.

During the quarter ended June 30, 2017, the Company recorded \$641,871 in revenue associated with design and construction services provided by LDS Agrotech, the cost of these services amounted to \$573,749. Operating expenses totaled \$1,505,318 and included \$742,165 in research and development costs, of which \$590,000 were associated with a fair value of 1,000,000 common shares the Company issued to Dr.



Sanderson for licensing agreement; consulting fees of \$231,437, amortization expense of \$1,554, office and other general expenses of \$157,117, of which \$146,269 was associated with the rental fees the Company paid for its Adelanto Facility and the office facility, regulatory fees of \$23,785, and accounting fees of \$40,500. The restructuring of the Company's organization and setting up strategic partnerships to streamline the operations in anticipation of the completion of the Adelanto Facility resulted in \$171,762 legal fees.

During the quarter ended March 31, 2017, the Company recorded \$177,389 in revenue which was associated with the design and building services provided by LDS Agrotech. Operating expenses totaled \$758,684 and included consulting fees of \$221,346, amortization expense of \$1,537, office and other general expenses of \$90,174, of which \$55,725 was associated with the rental fees the Company paid for its Adelanto Facility and the office facility, regulatory fees of \$22,227, accounting fees of \$23,200, legal fees of \$29,406 and research and development costs of \$142,970.

During its first and second quarters of Fiscal 2017 the Company was working with Canaccord Genuity Corp. on due-diligence process for its Brokered Private Placement, which closed on May 31, 2017. The Company incurred a total \$238,189 in legal and regulatory fees, which were offset against the proceeds received on the close of the financing. In addition, the Company continued working on retrofitting and rebuilding its Adelanto Facility, for which majority of fees has been capitalized as part of the equipment and production facility costs.

During the quarter ended December 31, 2016, the Company recorded \$33,034 in revenue which was associated with the non-refundable annual license fee the Company received pursuant to the MOU with an unrelated party dated for reference July 30, 2015. Operating expenses totaled \$556,129 and included consulting fees of \$198,780, amortization expense of \$47,802, office and other general expenses of \$72,300, of which \$47,722 was associated with the rental fees the Company paid for its production facility, regulatory fees of \$65,586, accounting fees of \$57,500, legal fees of \$12,387 and research and development costs of \$12,836. In addition, at December 31, 2016, the Company recorded an impairment of \$388,833 on certain parts of its production equipment, as certain modifications in the Company's business plans rendered its originally acquired strip coating equipment not capable of operating under required capacity. Inventory was impaired by \$14,784. As a result of modifications in the Company's plan of operations and acquisition of the License during the quarter ended December 31, 2016, the original CannaStrips technology, acquired from Canna, was impaired, resulting in \$618,937 impairment charge.

During the quarter ended September 30, 2016, the Company did not generate any revenue from its operations. Its operating expenses totaled \$716,898 and included \$195,807 in share-based compensation associated with the grant of options to its officers and directors, \$180,948 in consulting fees, \$92,727 in office and general expenses as well as \$74,677 in advertising and promotion fees.

During the quarter ended June 30, 2016, the Company recorded \$14,459 in revenue which was associated with the allocated portion of an annual license fee the Company received pursuant to the License Agreement with HA, as well as with the sale of the packaging materials. Operating expenses totaled \$373,615 and included consulting fees of \$129,105, amortization expense of \$45,148, office and other general expenses of \$96,033, of which \$91,887 was associated with the rental fees the Company paid for its production facility, accounting fees of \$53,060, legal fees of \$15,001 and research and development costs of \$15,224.

During the quarter ended March 31, 2016, the Company recorded \$8,593 in revenue which was associated with the allocated portion of an annual license fee the Company received pursuant to the License Agreement with HA. Operating expenses totaled \$350,007 and included consulting fees of \$139,290, amortization expense of \$48,169, office and other general expenses of \$104,854, of which \$94,861 was associated with the rental fees the Company paid for its production facility, accounting fees of \$22,500, legal fees of \$16,680 and research and development costs of \$2,714.



LIQUIDITY AND CAPITAL RESOURCES

As at December 31, 2017, the Company had \$2,754,308 (2016 – \$440,352) in cash and cash equivalents and had a working capital of \$820,738 (2016 – \$325,190). Of the total cash balance \$11,500 were held in Guaranteed Investment Certificate (“GIC”) at floating interest rate with reference to the market. The Company’s share capital was \$23,990,089 (2016 - \$6,220,229) representing 95,672,919 (2016 – 51,304,623) common shares, of which 8,196,000 were held in escrow, reserves of \$3,698,443 (2016 - \$282,882), and an obligation to issue shares of \$2,024,063 (2016 - \$460,599). As at December 31, 2017, the Company had accumulated \$18,139,295 in deficit (2016 – \$5,543,027), recorded other comprehensive loss of \$146,817 (2016 - \$4,605) and allocated a portion of its comprehensive loss totaling \$538,507 to non-controlling interests associated with 25% ownership of the LDS Agrotech and LDS Scientific by minority shareholders of these subsidiaries.

During its Fiscal 2017, the Company generated revenues from design and construction services provided by LDS Agrotech, however, this revenue is not adequate to fully support the working capital needs of the Company, and as such the Company continues to depend on the equity and debt markets as its additional source of operating capital.

Until the Company is able to increase its revenue from the main business activities, the Company will have to continue relying on equity and debt financing. There can be no assurance that financing, whether debt or equity, will be available to the Company in the amount required at any particular time or for any particular period or, if available, that it can be obtained on terms satisfactory to the Company.

CONTRACTUAL OBLIGATIONS

A summary of the Company’s contractual obligations at December 31, 2017, is detailed in the table below.

| Payments Due by Period | | | | | |
|--------------------------------|---------------------|-------------------------|--------------------|--------------------|----------------|
| | Total | Less than 1 Year | 1 – 3 Years | 4 – 5 Years | After 5 |
| Accounts Payable | \$ 1,103,419 | \$ 1,103,419 | n/a | n/a | n/a |
| Accrued Liabilities | \$ 103,915 | \$ 103,915 | n/a | n/a | n/a |
| Amounts due to Related Parties | \$ 143,099 | \$ 143,099 | n/a | n/a | n/a |
| Advances Payable | \$ 9,282 | \$ 9,282 | n/a | n/a | n/a |
| Notes Payable | \$ 655,446 | \$ 655,446 | | | |
| Unearned Revenue | \$ 227,289 | \$ 227,289 | | | |
| Total | \$ 2,242,450 | \$ 2,242,450 | n/a | n/a | n/a |

Management believes that the Company will be able to generate sufficient cash to meet its current obligations for the next twelve months.

OFF BALANCE SHEET ARRANGEMENTS

To the best of management’s knowledge, there are no off-balance sheet arrangements that have, or are reasonably likely to have, a current or future effect on the results of operations or financial condition of the Company.

RELATED PARTY TRANSACTIONS

| | | December 31, 2017 | December 31, 2016 |
|---|----|------------------------------|------------------------------|
| Management consulting fees | a) | \$ 549,412 | \$ 343,665 |
| Consulting services for research and development and | b) | \$ 406,462 | \$ - |
| Share-based compensation | c) | \$ 2,751,336 | \$ 195,807 |
| Shares issued for license and recorded as part of research and development fees | d) | \$ 590,000 | \$ - |



- a) Management consulting services consist of the following:
- \$389,580 (2016 – \$252,129) in consulting fees accrued to Mr. Eckenweiler, the CEO and director of the Company. On July 31, 2015, the Company entered into a consulting agreement with Mr. Eckenweiler for a one year term for US\$6,700 per month. Effective July 1, 2016, the Company agreed to extend the agreement for an additional one year term for US\$25,000 per month. On February 28, 2017, the Consulting Agreement was further amended to extend the initial term to February 28, 2021, with automatic renewals for successive one year periods thereafter. In case of the termination of the Consulting Agreement by the Company without due cause, the Company agreed to pay Mr. Eckenweiler a lump sum amount equal to the product of monthly remuneration otherwise payable to Mr. Eckenweiler under the Consulting Agreement (US\$25,000 per month, as amended on July 31, 2016) multiplied by 18 months regardless of the length of time remaining under the then current term.
 - \$77,916 (2016 – \$79,536) in consulting fees paid or accrued to Mr. Pakulis, the Company’s President and a member of the board of directors. The Company agreed to pay Mr. Pakulis US\$5,000 per month for his services. On May 1, 2017, the Company and Mr. Pakulis entered into a management consulting agreement for US\$5,000 per month extending for a term of two years expiring on May 1, 2019, with automatic renewals for successive one year periods thereafter.
 - \$81,916 (2016 - \$12,000) in consulting fees paid to Yanika Silina, the Company’s Chief Financial Officer (the “CFO”). The Company agreed to pay Ms. Silina \$1,000 per month for her services. On May 1, 2017, the Company and Ms. Silina entered into a management consulting agreement for US\$7,500 per month extending for a term of two years expiring on May 1, 2019, with automatic renewals for successive one year periods thereafter.
- b) Consulting services for research and development consist of the following:
- \$210,373 (2016 – \$Nil) in consulting fees paid or accrued to Ms. Elrod, President and a 25% shareholder of LDS Scientific. The Company agreed to pay Ms. Elrod US\$12,500 per month for her services, in addition, the Company paid Ms. Elrod US\$10,000 bonus for assisting CSPA in receiving its COO.
 - \$157,131 (2016 – \$Nil) in consulting fees paid or accrued to Mr. Ferguson, President and a 25% shareholder of LDS Agrotech. The Company agreed to pay Mr. Ferguson US\$11,000 per month for his services.
 - \$38,958 (2016 – \$Nil) in consulting fees paid or accrued to Dr. Sanderson, Chief Science Officer (the “CSO”) of the Company. On July 1, 2017, the Company and Dr. Sanderson entered into a consulting agreement for US\$5,000 per month extending for a term of three years expiring on June 30, 2020, with automatic renewals for successive one year periods thereafter.
- c) On July 27, 2017, the Company granted options to purchase up to 7,311,000 common shares to its executive officers and directors. The options were valued at \$2,751,336 and may be exercised at a price of \$0.50 per share expiring on July 27, 2019
- d) Shares issued for license:
- On May 3, 2017, the Company entered into an exclusive worldwide license agreement with the Company’s Chief Science Officer, Dr. John D. Sanderson, and Nanostrips, Inc., a company controlled by Dr. Sanderson (the “Sanderson License Agreement”). Under the terms of the Sanderson License Agreement, LDS has been granted a worldwide exclusive license to the technology described in the provisional patent application relating to the transmucosal delivery of biologically active substances filed by Dr. Sanderson on November 6, 2016 and on December 18, 2017, and any technologies deriving therefrom, in the field of cannabis and cannabis extract related products.



In consideration for the license, the Company issued Dr. Sanderson 1,000,000 common shares of the Company (issued on May 23, 2017), valued at \$590,000. In addition, upon the grant of a United States patent containing claims directed to the new and innovative subject matter described in the provisional patent application filed on November 6, 2016, the Company agreed to issue Dr. Sanderson an additional 1,000,000 shares of its common stock.

e) Licensing Agreement with Transcanna Holdings Inc.:

On November 15, 2017, the Company entered into a five-year, non-exclusive intellectual property license and royalty agreement with Transcanna Holdings Inc. of which the Company’s President is the CEO and a director, and of which the Company’s CEO is a major shareholder (“Transcanna”).

Under the license agreement, as amended on December 29, 2017, the Company agreed to license its technology, compatible with State of California Track and Trace requirements the Company has been developing internally, for a one-time payment of US\$50,000 (which the Company received and recorded as deferred revenue) and issuance of common shares of Transcanna for a total of 9% of the issued and outstanding shares of Transcanna immediately prior to its initial public offering and after the issuance of the shares to the Company. These shares are to be issued immediately prior to the date that Transcanna files a preliminary prospectus. As of the date of this MD&A, the preliminary prospectus has not been filed, and, as such, the shares remain unissued.

Related Party Payables:

| | December 31, 2017 | December 31, 2016 |
|---|-------------------|-------------------|
| Brad Eckenweiler | \$ 116,727 | \$ 58,247 |
| James Pakulis | 3,067 | 3,335 |
| Dr. Sanderson | 17,470 | - |
| Yanika Silina | 5,835 | 9,000 |
| Total payable to related parties | \$ 143,099 | \$ 70,582 |

During the year ended December 31, 2017, the Company borrowed \$285,123 (US\$214,000) from its CEO and director. The loans were due on demand, unsecured and bore interest at 6% per annum. At May 31, 2017, Mr. Eckenweiler chose to convert \$200,000 of the amount owed to him into 400,000 units as part of the May financing. Mr. Eckenweiler chose to use the remaining \$86,964 (US\$68,245) in outstanding principal and \$838 (US\$658) in accrued interest to exercise his option to acquire up to 1,450,000 shares of the Company’s common stock at \$0.12 per share as to a portion of those shares.

During the year ended December 31, 2017, the Company recorded \$4,087 in interest expense associated with the notes payable issued to Mr. Eckenweiler (2016 - \$Nil).

SIGNIFICANT ACCOUNTING POLICIES AND CRITICAL ACCOUNTING ESTIMATES

All significant accounting policies and critical accounting estimates are fully disclosed in Note 3 of the audited consolidated financial statements for the year ended December 31, 2017.

FINANCIAL INSTRUMENTS

All financial assets and financial liabilities are initially recorded at fair value and designated upon inception into one of the following categories: held-to-maturity, available-for-sale, loans and receivables, other financial liabilities or at fair value through profit or loss (“FVTPL”).

Financial assets classified as FVTPL are measured at fair value with unrealized gains and losses recognized through profit and loss. Available-for-sale instruments are measured at fair value with unrealized gains and losses recognized in other comprehensive income. Held-to-maturity instruments are measured at amortized cost using the effective interest rate method with any changes to the carrying amount of the investment, including impairment losses, recognized in the statement of comprehensive loss. Loans and receivables are measured at cost less any provision for impairment. Other financial liabilities are recognized initially at fair



value and subsequently at amortized cost.

The Company has implemented the following classifications for its financial instruments:

- a) Cash, short-term investments, and receivables have been classified as loans and receivable;
- b) Accounts payable, accrued liabilities, advances payable, amounts due to related parties, related and unrelated party loans payable, and unearned revenue have been classified as other financial liabilities.

Assets measured at fair value on a recurring basis were presented on the Company's statement of financial position as at December 31, 2017 as follows:

| | Fair Value Measurements Using | | | Balance, December 31, 2017 | Balance, December 31, 2016 |
|------------------------------|--|---|--|----------------------------------|----------------------------------|
| | Quoted prices in active markets for identical instruments (Level 1) | Significant other observable inputs (Level 2) | Significant unobservable inputs (Level 3) | | |
| | \$ | \$ | \$ | \$ | \$ |
| Cash | 2,742,808 | - | - | 2,742,808 | 440,352 |
| Term deposit | 11,500 | - | - | 11,500 | - |
| Cash and cash equivalents | 2,754,308 | - | - | 2,754,308 | 440,352 |

The Company's financial instruments are exposed to a number of financial and market risks, including credit, liquidity, interest rate and currency risks. The Company may, or may not, establish from time to time active policies to manage these risks. The Company does not currently have in place any active hedging or derivative trading policies to manage these risks since the Company's management does not believe that the current size, scale and pattern of its operations would warrant such hedging activities.

Credit risk

Financial instruments that potentially subject the Company to a concentration of credit risk consist primarily of cash and short-term investments. The Company limits its exposure to credit loss by placing its cash and short-term investment with high credit quality financial institutions. The carrying amount of financial assets represents the maximum credit exposure.

Liquidity risk

Liquidity risk is the risk that the Company will not be able to meet its financial obligations as they fall due. The Company manages liquidity risk through the management of its capital structure.

Interest rate risk

Interest rate risk is the risk that the fair value or cash flows of a financial instrument will fluctuate because of changes in market interest rates. The Company has interest-bearing assets in relation to cash at banks and GIC carried at floating interest rates with reference to the market. The Company's operating cash flows are substantially independent of changes in market interest rates. The Company has not used any financial instruments to hedge potential fluctuations in interest rates. The exposure to interest rate risk for the Company is considered minimal. The Company has no interest bearing borrowings.

The Company considers its interest rate risk policies to be effective and has been following them consistently.

Price Risk

The Company is not exposed to commodity price risk as its current business operations do not depend on fluctuations in the market price of commodities.



OUTSTANDING SHARE DATA

As of April 30, 2018, the Company had the following securities issued and outstanding:

| Type | Amount | Exercise Price | Expiry Date |
|----------------------------------|-------------|----------------|--|
| Common shares ^{(1),(2)} | 105,492,894 | n/a | Issued and outstanding |
| Warrants | 1,000,000 | \$0.20 | May 9, 2018 |
| Warrants | 655,225 | \$0.10 | July 6, 2018 |
| Warrants | 10,734,576 | \$0.75 | May 31, 2018 |
| Warrants | 1,085,000 | \$0.75 | June 27, 2018 |
| Warrants | 5,500,000 | \$0.75 | January, 11, 2019 |
| Broker warrants | 1,159,010 | \$0.75 | May 31, 2018 |
| Broker warrants | 34,300 | \$0.50 | June 27, 2018 |
| Stock options | 25,000 | \$0.80 | August 15, 2021 |
| Stock options | 8,311,000 | \$0.50 | July 27, 2019 |
| Stock options | 399,675 | \$0.75 | January 27, 2019 |
| Stock options | 500,000 | \$1.15 | January 11, 2020 |
| | 134,896,680 | | Total shares outstanding (fully diluted) |

⁽¹⁾ Authorized: Unlimited common shares without par value.

⁽²⁾ Of the 105,492,894 common shares issued and outstanding, 2,100,000 common shares remain in escrow pending release to original shareholders of Canna upon achievement of financial milestones.

ACCOUNTING STANDARDS AND INTERPRETATIONS

Certain new accounting standards and interpretations have been published and are fully disclosed in Note 3 of the audited consolidated financial statements for the year ended December 31, 2017. Management is assessing the impact of these new standards on the Company's accounting policies and financial statement presentation.

RISKS AND UNCERTAINTIES

The following are certain risk factors relating to the business carried out by the Company which prospective investors should carefully consider before deciding whether to purchase the Company's securities. The risks presented below may not be all of the risks that the Company may face. The Company will face a number of challenges in the development of its business. Due to the nature of the Company's business and present stage of the business, the Company may be subject to significant risks. Sometimes new risks emerge and management may not be able to predict all of them, or be able to predict how they may cause actual results to be different from those contained in any forward-looking statements. Readers should not rely upon forward-looking statements as a prediction of future results. Readers should carefully consider all such risks, including those set out in the discussion below.

Regulatory Risks

The activities of the Company will be subject to strict regulation by governmental authorities. Achievement of the Company's business objectives are contingent, in part, upon compliance with regulatory requirements enacted by these governmental authorities and obtaining all regulatory approvals, where necessary, for the sale of its products. The Company cannot predict the time required to secure all appropriate regulatory approvals for its products, or the extent of testing and documentation that may be required by governmental authorities. Any delays in obtaining, or failure to obtain regulatory approvals would significantly delay the development of markets and products and could have a material adverse effect on the business, results of operations and financial condition of the Company.

Although the Company actively seeks to comply with U.S. local and state marijuana laws, marijuana remains a Schedule I drug under the United States Controlled Substances Act of 1970 (the "CSA") and the cultivation and distribution of marijuana and marijuana related products remains illegal under U.S. federal law. Although the State of California has enacted laws legalizing the use, cultivation, extraction, manufacture and distribution of cannabis and cannabis products, U.S. federal law criminalizing the use of marijuana may pre-



empt state laws that legalize its use and production. Although Congress has prohibited the US Justice Department from spending federal funds to interfere with the implementation of state medical marijuana laws, this prohibition must be renewed each year to remain in effect. There are no assurances that these spending prohibitions will continue in the future. If these spending prohibitions are not renewed, unless the CSA is amended, of which there can be no assurance, the Company's operations may be deemed to be in violation of United States federal law and the Company could become subject to enforcement proceedings under United States federal law. Active enforcement of United States federal law as it currently exists could adversely affect the Company's future business prospects, cash flows, earnings, results of operations and financial condition and would likely prevent the Company from being able to proceed with its current business plan.

Change in Laws, Regulations and Guidelines

The Company's operations are subject to a variety of laws, regulations and guidelines relating to the acquisition, manufacture, management, transportation, storage and disposal of cannabis and cannabis-related products as well as laws and regulations relating to health and safety, the conduct of operations and the protection of the environment. Changes to such laws, regulations and guidelines due to matters beyond the control of the Company may cause adverse effects to the Company's operations.

As of the date of this MD&A, twenty-nine states and the District of Columbia allow the use of cannabis. These jurisdictions have passed laws either decriminalizing or legalizing the medicinal and/or recreational use of cannabis. While the Company believes that the number of states legalizing the use of cannabis will increase, there is no assurance of the trend. There is no assurance that the twenty-nine existing states or the District of Columbia will not reverse their position on cannabis and revoke the legal use of cannabis. These changes would materially impact the growth of the Company's business and the Company may experience declining revenues if the market for its product and services declines as a result of such changes.

Even in areas where the recreational and/or medicinal use of cannabis is legal under state law, there are local laws and regulations that affect the Company's licensees. In some municipalities, a retail cannabis dispensary is prohibited from being located within a certain distance from schools, community centers and/or churches. These local laws and regulations may cause some of the licensee's customers to close, which will impact the revenue of the Company and have a material effect on the Company's business and operations. The enforcement of identical rules or regulations with respect to cannabis may vary from municipality to municipality or city to city.

While the impact of such changes is uncertain and highly dependent on the specific laws, regulations or guidelines being changed and on the outcome of any such court actions, it is not expected that any such changes would have an effect on the Company's operations that are materially different than the effect on similar-sized companies in the same business as the Company.

Internet websites are accessible everywhere, not just in jurisdictions where the activities described therein are considered legal. The assets of the Company include several domain names and websites which provide information about the Company's business and products. The Company may face legal action from a state or other jurisdiction for engaging in activity that is illegal in that state or jurisdiction by way of its website.

Summary of California Regulatory Environment for Marijuana Related Businesses

Currently, California's medicinal and adult-use cannabis regulatory frameworks are merged under one licensing structure under the Medicinal and Adult-Use Cannabis Regulation and Safety Act ("MAUCRSA").

Pursuant to MAUCRSA: (1) the California Department of Food and Agriculture, via CalCannabis, issues licenses to cannabis cultivators; (2) the California Department of Public Health, via the Manufactured Cannabis Safety Branch (the "MCSB"), issues licenses to cannabis manufacturers and (3) the California Department of Consumer Affairs, via the Bureau of Cannabis Control (the "BCC"), issues licenses to cannabis distributors, testing laboratories, retailers, and micro-businesses.

To operate legally under state law, cannabis operators must obtain a state license and local approval. Local authorization is a prerequisite to obtaining state licensure, and local governments are permitted to



prohibit or otherwise regulate the types and number of cannabis businesses allowed in their locality. The state license approval process is not competitive and there is no limit on the number of state licenses an entity may hold. Although vertical integration across multiple license types is allowed under MAUCRSA, testing laboratory licensees may not hold any other licenses aside from a laboratory license.

Under California state law, all state licensed cannabis businesses are entitled to rely on certain transition provisions until June 30, 2018. These provisions were included to ease the transition of businesses into the new regulatory regime introduced on January 1, 2018 in California. The provisions grandfather the sale of certain products compliantly produced prior to January 1, 2018, and, among other things, also allow state licensees to transact with other state licensees regardless of the parties' adult-use (A) or medical (M) license until July 1, 2018.

CSPA currently holds Conditional Use Permits from the City of Adelanto for the extraction and manufacturing of medicinal cannabis products at the Adelanto Facility. In addition, CSPA has been granted a Temporary Category M Type 7 Manufacturing with Volatile Solvents License by the MCSB, which is good through April 30, 2018. On April 30, 2018, CSPA filed an application with the California Department of Public Health for a permanent license, which extended the temporary license term until such time that the California Department of Public Health issues CSPA a permanent license.

LDS Scientific also holds a permit issued by the Mojave Desert Air Quality Management District (“MDAQMD”) to operate on behalf of CSPA under the Temporary Category M Type 7 Manufacturing with Volatile Solvents License. The MDAQMD Permit is valid through June 2018, at which time the facility and its operations will be reviewed by MDAQMD. Upon a favorable review the permit can be renewed for additional one year periods.

As a condition of state licensure, operators must consent to random and unannounced inspections of the commercial cannabis facility as well as the facility’s books and records to monitor and enforce compliance with state law.

Risks Related to Conflicting Federal and State Laws

The cannabis industry is currently conducted in twenty-nine states and the District of Columbia. These jurisdictions have passed laws either decriminalizing or legalizing the medicinal or recreational use of cannabis. However, under U.S. Federal law, the possession, use, cultivation, and transfer of cannabis remains illegal. The Federal, and, in some cases, State law enforcement authorities have frequently closed down retail dispensaries, growers, and producers of cannabis products and have investigated or closed physician offices that provide medicinal cannabis recommendations. To the extent that an affected retail dispensary, grower, producer, or physician office is a customer of the Company, it will affect the Company’s revenue. Enforcement actions that impact new retail dispensaries, growers, producers and physician offices entering the cannabis industry may materially affect the Company’s business and operations.

Banking Risks

As the use, cultivation, manufacture and distribution marijuana remains illegal under U.S. federal law, U.S. banks may not be able or willing to accept for deposit funds from businesses involved with the marijuana industry. Consequently, businesses involved in the marijuana industry often have difficulty finding banks willing to accept their business. An inability to open or maintain bank accounts in the U.S. may make it difficult for the Company to operate its business.

Liability, Enforcement Complaints etc.

The Company’s participation in the marijuana industry may lead to litigation, formal or informal complaints, enforcement actions, and inquiries by various federal, state, or local governmental authorities against the Company or its subsidiaries. Litigation, complaints, and enforcement actions involving the Company could consume considerable amounts of financial and other corporate resources, which could have an adverse effect on the Company’s future cash flows, earnings, results of operations and financial condition.



Operation Permits and Authorizations

The regulatory environment for marijuana operations in California remains complex. Although the Company currently has state and local licenses and permits for its existing operations, maintaining those licenses and permits can be a complex process. The Company may not be able to obtain or maintain the necessary licenses, permits, authorizations or accreditations, or may only be able to do so at great cost, to operate its medical marijuana business. In addition, the Company may not be able to comply fully with the wide variety of laws and regulations applicable to the marijuana industry. Failure to comply with or to obtain the necessary licenses, permits, authorizations or accreditations could result in restrictions on the Company's ability to operate its business and ability to execute its business plan.

Supply of Raw Cannabis Material

The Company currently obtains raw cannabis materials from third parties. However, there can be no assurance that there will continue to be a supply of raw cannabis material available to meet the Company's needs. Additionally, the price of raw cannabis may be volatile which would increase the Company's cost of goods. If the Company is unable to acquire raw cannabis in amounts sufficient to meet its business needs or if the price of raw cannabis increases significantly, the Company's business prospects, operations and financial condition could be adversely affected.

Lack of Operating History

The Company has only recently started to carry on its business and is therefore subject to many of the risks common to early-stage enterprises, including under-capitalization, cash shortages, limitations with respect to personnel, financial, and other resources and lack of revenues. The failure by the Company to meet any of these conditions could have a material adverse effect on the Company and may force it to reduce, curtail, or discontinue operations. There is no assurance that the Company will be successful in achieving a return on shareholders' investment and the likelihood of success must be considered in light of the early stage of operations. The Company may not successfully address all of the risks and uncertainties or successfully implement its existing and new products and services. If the Company fails to do so, it could materially harm its business and impair the value of its common stock, resulting in a loss to shareholders. Even if the Company accomplishes these objectives, the Company may not generate the anticipated positive cash flows or profits. No assurance can be given that the Company can or will ever be successful in its operations and operate profitably.

Reliance on Management and Key Personnel

The success of the Company is dependent upon the ability, expertise, judgment, discretion and good faith of its senior management. While employment agreements are customarily used as a primary method of retaining the services of key employees, these agreements cannot assure the continued services of such employees. The Company attempts to enhance its management and technical expertise by recruiting qualified individuals who possess desired skills and experience in certain targeted areas. The Company's inability to retain employees and attract and retain sufficient additional employees as well as information technology, engineering, and technical support resources could have a material adverse impact on the Company's financial condition and results of operation. Any loss of the services of such individuals could have a material adverse effect on the Company's business, operating results or financial condition.

Additional Financing

The Company's future capital requirements depend on many factors, including its ability to market products successfully, cash flows from operations, locating and retaining talent, and competing market developments. The Company's business model requires spending money (primarily on advertising and marketing) in order to generate revenue. Based on the Company's current financial situation, the Company may have difficulty continuing operations at the current level, or at all, if it does not start generating sufficient revenue from its operations in the near future.

In order to execute the Company's business plan, the Company will require some additional equity and/or debt financing to undertake capital expenditures. There can be no assurance that additional financing will be available to the Company when needed or on terms which are acceptable. The Company's inability to raise



financing or earn revenue to support on-going operations or to fund capital expenditures could limit the Company's operations and may have a material adverse effect upon future profitability. The Company may require additional financing to fund its operations to the point where it is generating positive cash flows.

If additional funds are raised through further issuances of equity or convertible debt securities, existing shareholders could suffer significant dilution, and any new equity securities issued could have rights, preferences and privileges superior to those of current holders of the Company Shares. Any debt financing secured in the future could involve restrictive covenants relating to capital raising activities and other financial and operational matters, which may make it more difficult for the Company to obtain additional capital or to pursue business opportunities, including potential acquisitions. If adequate funds are not obtained, the Company may be required to reduce, curtail, or discontinue operations. There is no assurance that the Company's existing cash flow will be adequate to satisfy its existing operating expenses and capital requirements.

Competition

There is potential that the Company will face intense competition from numerous other companies, some of which can be expected to have longer operating histories and more financial resources and manufacturing and marketing experience than the Company. See "Narrative Description of the Business - Competition" for further details about the competition faced and to be faced by the Company. Increased competition by larger and better financed competitors could materially and adversely affect the business, financial condition and results of operations of the Company.

Because of early stage of the industry in which the Company operates, the Company expects to face additional competition from new entrants. If the number of users of medical or recreational marijuana in the United States increases, the demand for products will increase and the Company expects that competition will become even more intense, as current and future competitors begin to offer an increasing number of diversified products. To remain competitive, the Company will require a continued high level of investment in research and development, marketing, sales and client support. The Company may not have sufficient resources to maintain research and development, marketing, sales and client support efforts on a competitive basis which could materially and adversely affect the business, financial condition and results of operations of the Company.

Growth and Consolidation in the Industry

The cannabis industry is undergoing rapid growth and substantial change, which may result in increased consolidation and formation of strategic relationships. The Company expects this consolidation and strategic partnering to continue. Acquisitions or other consolidating transactions could have adverse effects on the Company. The Company could lose strategic relationships if its partners are acquired by or enter into agreements with a competitor, causing the Company to lose access to distribution, content and other resources. The relationships between the Company and its strategic partners may deteriorate and cause an adverse effect on the business. The Company could lose customers if competitors or user of competing technology consolidate with the Company's current or potential customers. Furthermore, the Company's current competitors could become larger players in the market or new competitors could form from consolidations. Any of the foregoing events could put the Company at a competitive disadvantage, which could cause the Company to lose customers, revenue, and market share. Consolidation in the industry could also force the Company to divert greater resources to meet new or additional competitive threats, which could harm the Company's operating results.

Intellectual Property Risks

The Company's ability to compete largely depends on the superiority, uniqueness, and value of its intellectual property and technology, including both internally-developed technology and the ability to acquire patent protection and/or trademark protection. To protect its proprietary rights, the Company will rely on a combination of trademark, copyright, and trade secret laws, trademark and patent applications, confidentiality agreements with its employees and third parties, and protective contractual provisions. Despite these efforts, certain risks may reduce the value of the Company's intellectual property. The Company's applications for trademarks and copyrights relating to its business may not be granted, and if granted, may be challenged or invalidated. There is no guarantee that issued trademarks and registered copyrights will provide the Company



with any competitive advantages. The Company's efforts to protect its intellectual property rights may not be effective in preventing misappropriation of its technology and may not prevent the development and design by others of products or technology similar to, competitive with, or superior to those the Company develops. There is a risk that another party may obtain a blocking patent and the Company would need to either obtain a license or design around the patent in order to continue to offer the contested feature or service in its products.

Risks Inherent in an Agricultural Business

The Company's business will indirectly rely on the growing of cannabis, an agricultural product. As a result, the business will be subject to the risks inherent in the agricultural business, such as insects, plant diseases and similar agricultural risks. There can be no assurance that natural elements will not have a material adverse effect on the production of its products.

Unfavorable Publicity or Consumer Perception

The Company believes the marijuana industry is highly dependent upon consumer perception regarding the safety, efficacy and quality of the product. Consumer perception of the Company's products can be significantly influenced by scientific research or findings, regulatory investigations, litigation, media attention and other publicity regarding the consumption of medical marijuana products. There can be no assurance that future scientific research, findings, regulatory proceedings, litigation, media attention or other research findings or publicity will be favorable to the marijuana market or any particular product, or consistent with earlier publicity. Future research reports, findings, regulatory proceedings, litigation, media attention or other publicity that are perceived as less favorable than, or that question, earlier research reports, findings or publicity could have a material adverse effect on the demand for the Company's products and the business, results of operations, financial condition and cash flows of the Company. The Company's dependence upon consumer perceptions means that adverse scientific research reports, findings, regulatory proceedings, litigation, media attention or other publicity, whether or not accurate or with merit, could have a material adverse effect on the Company, the demand for the Company's products, and the business, results of operations, financial condition and cash flows of the Company. Further, adverse publicity reports or other media attention regarding the safety, efficacy and quality of marijuana in general, or the Company's products specifically, or associating the consumption of marijuana with illness or other negative effects or events, could have such a material adverse effect. Such adverse publicity reports or other media attention could arise even if the adverse effects associated with such products resulted from consumers' failure to consume such products appropriately or as directed.

Product Liability

As a manufacturer and distributor of products designed to be ingested by humans, the Company will face an inherent risk of exposure to product liability claims, regulatory action and litigation if its products are alleged to have caused significant loss or injury. In addition, the manufacture and sale of the Company's products may involve the risk of injury to consumers due to tampering by unauthorized third parties or product contamination. Previously unknown adverse reactions resulting from human consumption of the Company's products alone or in combination with other medications or substances could occur. The Company may be subject to various product liability claims, including, among others, that the Company's products caused injury or illness, include inadequate instructions for use or include inadequate warnings concerning possible side effects or interactions with other substances. A product liability claim or regulatory action against the Company could result in increased costs, could adversely affect the Company's reputation with its clients and consumers generally, and could have a material adverse effect on the Company's results of operations and financial condition. There can be no assurances that the Company will be able to obtain or maintain product liability insurance on acceptable terms or with adequate coverage against potential liabilities. Such insurance is expensive and may not be available in the future on acceptable terms, or at all. The inability to obtain sufficient insurance coverage on reasonable terms or to otherwise protect against potential product liability claims could prevent or inhibit the commercialization of the Company's potential products.



Product Recalls

Manufacturers and distributors of products are sometimes subject to the recall or return of their products for variety of reasons, including product defects, such as contamination, unintended harmful side effects or interactions with other substances, packaging safety and inadequate or inaccurate labeling disclosure. If any of the Company's products are recalled due to an alleged product defect or for any other reason, the Company could be required to incur the unexpected expense of the recall and any legal proceedings that might arise in connection with the recall. The Company may lose a significant amount of sales and may not be able to replace those sales at an acceptable margin or at all. In addition, a product recall may require significant management attention. Although the Company will have detailed procedures in place for testing finished products, there can be no assurance that any quality, potency or contamination problems will be detected in time to avoid unforeseen product recalls, regulatory action or lawsuits. Additionally, if one of the Company's significant brands were subject to recall, the image of that brand and the Company could be harmed. A recall for any of the foregoing reasons could lead to decreased demand for the Company's products and could have a material adverse effect on the results of operations and financial condition of the Company. Additionally, product recalls may lead to increased scrutiny of the Company's operations by regulatory agencies, requiring further management attention and potential legal fees and other expenses.

Reliance on Key Inputs

The Company's business will be dependent on a number of key inputs and their related costs including raw materials and supplies related to its growing operations, as well as electricity, water and other local utilities. Any significant interruption or negative change in the availability or economics of the supply chain for key inputs could materially impact the business, financial condition and operating results of the Company. Some of these inputs may only be available from a single supplier or a limited group of suppliers. If a sole source supplier was to go out of business, the Company might be unable to find a replacement for such source in a timely manner or at all. If a sole source supplier were to be acquired by a competitor, that competitor may elect not to sell to the Company in the future. Any inability to secure required supplies and services or to do so on appropriate terms could have a materially adverse impact on the business, financial condition and operating results of the Company.

Dependence on Suppliers and Skilled Labour

The ability of the Company to compete and grow will be dependent on it having access, at a reasonable cost and in a timely manner, to skilled labour, equipment, parts and components. No assurances can be given that the Company will be successful in maintaining its required supply of skilled labour, equipment, parts and components.

Difficulty to Forecast

The Company will have to rely largely on its own market research to forecast sales as detailed forecasts are not generally obtainable from other sources at this early stage of the cannabis industry in the United States. A failure in the demand for its products to materialize as a result of competition, technological change or other factors could have a material adverse effect on the business, results of operations and financial condition of the Company.

Operating Risk and Insurance Coverage

The Company maintains insurance to protect its assets, operations and employees. Due to the nature of the Company's business, the insurance such as workers compensation, general liability, directors and officers insurance, even though available is more costly. There are no guarantees that the Company will be able to renew current insurance policies or that the cost will be affordable to the Company. While the Company believes its insurance coverage is adequate to protect it from the material risks to which it is exposed as of the date of this MD&A, no assurance can be given that such insurance will be adequate to cover the Company's future liabilities or will be generally available in the future or, if available, that premiums will be commercially justifiable. If the Company were to incur substantial liability and such damages were not covered by insurance or were in excess of policy limits, or if the Company were to incur such liability at a time when it is not able to obtain liability insurance, its business, results of operations and financial condition could be materially adversely affected.



Growth Management

The Company has, and may in the future, experience rapid growth and development in a relatively short period of time by aggressively marketing its products and services. The Company may be subject to growth-related risks including capacity constraints and pressure on its internal systems and controls. The ability of the Company to manage growth effectively will require it to continue to implement and improve its operational and financial systems and to expand, train and manage its employee base. The inability of the Company to deal with this growth may have a material adverse effect on the Company's business, financial condition, results of operations and prospects.

Conflicts of Interest

Certain directors and officers of the Company are also directors and officers of other companies, and conflicts of interest may arise between their duties as officers and directors of the Company and as officers and directors of such other companies.

Litigation

The Company may be forced to litigate, enforce, or defend its intellectual property rights, protect its trade secrets, or determine the validity and scope of other parties' proprietary rights. Such litigation would be a drain on the financial and management resources of the Company which may affect the operations and business of the Company. Furthermore, because the content of most of the Company's intellectual property concerns cannabis and other activities that are not legal in some state jurisdictions, the Company may face additional difficulties in defending its intellectual property rights.

The Company may become party to litigation from time to time in the ordinary course of business which could adversely affect its business. Should any litigation in which the Company becomes involved be determined against the Company such a decision could adversely affect the Company's ability to continue its operations, the market price for Company Shares, and could significantly drain the Company's resources? Even if the Company is involved in litigation and wins, litigation can redirect significant company resources.

The market price of the Company Shares may be subject to wide price fluctuations

The market price of the Company Shares may be subject to wide fluctuations in response to many factors, including variations in the operating results of the Company, divergence in financial results from analysts' expectations, changes in earnings estimates by stock market analysts, changes in the business prospects for the Company, general economic conditions, legislative changes, and other events and factors outside of the Company's control. In addition, stock markets have from time to time experienced extreme price and volume fluctuations, which, as well as general economic and political conditions, could adversely affect the market price for Company Shares.

Environmental and Employee Health and Safety Regulations

The Company's operations will be subject to environmental and safety laws and regulations concerning, among other things, emissions and discharges to water, air and land, the handling and disposal of hazardous and non-hazardous materials and wastes, and employee health and safety. The Company will incur ongoing costs and obligations related to compliance with environmental and employee health and safety matters. Failure to comply with environmental and safety laws and regulations may result in additional costs for corrective measures, penalties or in restrictions on the Company's manufacturing operations. In addition, changes in environmental, employee health and safety, or other laws, more vigorous enforcement thereof or other unanticipated events could require extensive changes to the Company's operations or give rise to material liabilities, which could have a material adverse effect on the business, results of operations and financial condition of the Company.

CONTINGENCIES

There are no contingent liabilities.

ADDITIONAL INFORMATION

Additional information about the Company is available for viewing on SEDAR at www.sedar.com.