Sale Process Details

On June 20, 2024, Atlas Global Brands Inc. and a number of its subsidiaries (collectively "Atlas Global" or "the Company") filed for creditor protection under the Companies' Creditors Arrangement Act (Canada) ("CCAA") to enable it to restructure its affairs, including by soliciting a sale or an investment in the Company through a sale or investment solicitation process ("SISP"). Ernst & Young Inc. was appointed monitor (the "Monitor") in the CCAA proceedings. The Monitor is assisting Atlas Global in running the SISP to source an investment, recapitalization and/or a sale of the business.

EY Parthenon

AQUISITION OPPORTUNITY: ATLAS GLOBAL BRANDS

CSE: ATL

Integrated domestic and international business with an indoor facility in Stratford, Ontario (with capacity of 3,500 kg/year) and an EU-GMP certified facility in Chatham, Ontario (with capacity of 6,500 kg/year with licensed capacity to expand to 9,500 kg/year), licensed nursery with genetic pipeline of cultivars, offering a combination of established portfolio of brands, solid domestic sales and a hub to leverage an existing export business with sales in 7 international markets, exclusive partnerships and high gross margins.

ATLAS GLOBAL BRANDS

EU-GMP CULTIVATION | PROCESSING | PACKAGING | EXPORTING TO 7 INTERNATIONAL MARKETS

GLOBAL PLATFORM WITH EXPANSION POTENTIAL

EU-GMP GLOBAL SUPPLY CHAIN WITH BEST IN CLASS EXPORTING CAPABILITIES

- Accelerated (4 week) execution to export to all 7 international markets with permit and packaging on hand
- Expertise in compliance and regulatory protocols in international markets ensures consistent and accurate shipments

INTERNATIONAL PARTNERSHIPS WITH EXCLUSIVITY AGREEMENTS

- Established exclusivity agreements in Australia, Germany, United Kingdom, Denmark, Switzerland, Norway with minimum order quantities
- Existing international customers have demand exceeding current supply with significant growth potential on baseline business

HIGH GROSS MARGINS ACROSS ALL GLOBAL CANNABIS MARKETS

- No excise tax burden with an ability to drive further efficiencies in operations through increased production and throughput with key partners as Germany and other global markets continue to develop
- Opportunity to further increase margins with production efficiencies and increased sales in growing markets such as Germany and other developing markets

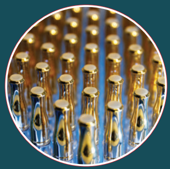
D*gglbs

ATLAS GLOBAL BRANDS SIGNS EXCLUSIVE PARTNERSHIP WITH SNOOP DOGG TO LAUNCH CANNABIS BRANDS INTERNATIONALLY

EU-GMP LAUNCH READY PRODUCT PORTFOLIO


FLOWER


OIL DROPS


VAPES


CONCENTRATES

HASH

Atlas Global Brands is an established domestic and international business with GACP, IMC-GAP & EU-GMP certifications, making it one of the most sought-after export businesses in Canada. With proven expertise in compliance and regulatory protocols, Atlas' partners can rely on its global supply chain for the export of quality cannabis.

7	$17.6M	$31.2M	48%	13%	3%
INTERNATIONAL MARKETS	INTERNATIONAL SALES(1)	GLOBAL ANNUAL SALES(1)	ANNUALIZED GROWTH RATE(2)	ADJUSTED EBITDA (AGMEDICA)(2)(3)	ADJUSTED EBITDA (GREENSEAL)(2)(3)

(1) Draft, unaudited and unfiled Fiscal 2024 Results
(2) Annualized Cumulative Average Growth rate over the 9 months ended December 31, 2023 as reported in financial statements filed on SEDAR
(3) These are non-GAAP financial measures and are not standardized financial measures under the financial reporting framework used to prepare the financial statements and might not be comparable to similar financial measures disclosed by other issuers

FOR A VIRTUAL TOUR OF ATLAS GLOBAL BRANDS CLICK HERE

STATE-OF-THE-ART FACILITIES

CHATHAM, ON

- GACP, IMC-GAP certified for flower cultivation
- EU-GMP certified for cannabis flower and extract production, packaging and labelling
- 6,500 kg/year capacity with opportunity to expand by 3,000+ kgs/year with addition of equipment to fully built-out grow rooms
- Total facility square footage of ~110,000
- Owned and appraised at $25-30M

STRATFORD, ON

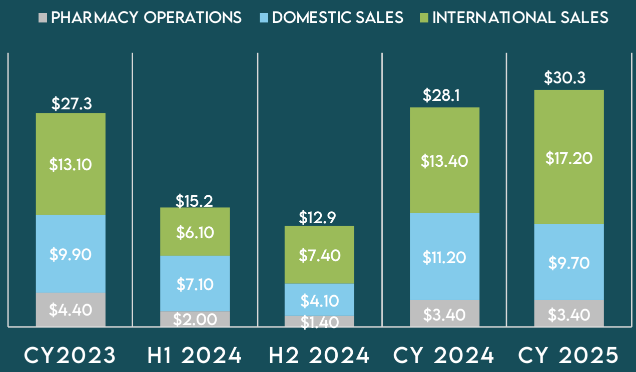
- GACP certified for flower cultivation
- 3,500 kg/year flower production capacity with opportunity to expand by an additional 3,000+ kgs/annually
- Licensed nursery program to expand genetic pipeline for new cultivars
- Total facility square footage of ~30,000
- Owned and appraised at $8.9M

ISRAELI PHARMACIES

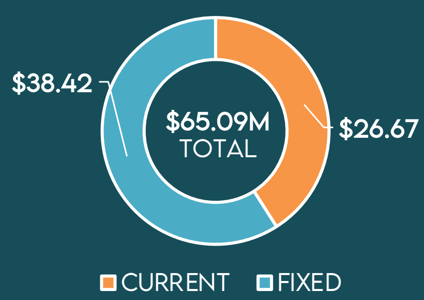
- 51% ownership in 3 established pharmacies in prime Israel locations in Tel Aviv and Jerusalem
- 2 fully licensed to dispense cannabis with the other license pending MCU approval providing direct patient access

REVENUE PROJECTIONS & BALANCE SHEET INFORMATION

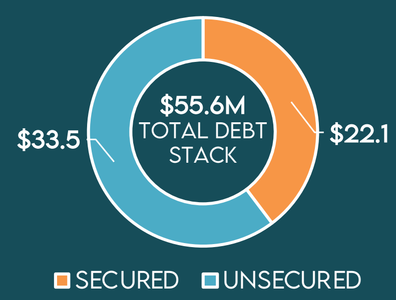
CONSOLIDATED FINANCIALS ($M)



CONSOLIDATED ASSETS



CONSOLIDATED DEBT STACK



The information for CY 2024 and CY 2025 is future oriented financial information prepared as of July 29, 2024 and is based on the following assumptions: 1) continuation of existing operations as currently deployed with investment for working capital only; 2) continued growth of European market; and 3) no significant changes in the regulatory environment, each of which management believes to be reasonable. Actual results may vary from these projections.

KEY SISP MILESTONES

- **NON-BINDING LETTER OF INTENT DEADLINE:** ***September 6, 2024***
- **FINAL BINDING BID DEADLINE:** ***September 19, 2024***
- **TARGETED COURT APPROVAL DATE:** ***September 26, 2024***

Interested parties submit non-binding LOI bid to: Greg.J.Adams@parthenon.ey.com

CONTACT

Interested parties are requested to contact one of the persons listed below. Access to relevant due diligence material will be made available to selected parties following signing of a non-disclosure agreement.

MIKE BELL
Senior Vice President
Ernst & Young Inc.
+1 604 899 3566
mike.bell@parthenon.ey.com

BERNIE YEUNG
Chief Executive Officer
Atlas Global Brands
bernie@atlasglobalbrands.com