



Where **technology** meets cultivation

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# Cannabco Pharmaceutical Corp.

A leading edge **CANNABIS 3.0 COMPANY** with significant **market advantages**



## PURESCENT™ ODOURLESS CANNABIS™

Multi billion dollar market segment exclusive to CannabCo. Product has gone viral and CannabCo is the only source of supply. Receiving extensive media coverage both locally and internationally, and featured in the news, odourless cannabis is poised to capture a significant portion of the cannabis market.

## STATE-OF THE ART EU GMP PRODUCTION

Capacity of 256,000+ KG, of PURESCENT™, our pilot facility is located in the Greater Toronto Area (GTA).



The most central facility to the Canadian cannabis industry, the facility features a 10 min proximity to the Toronto airport, and 21% of Canada's population within a 1 hour drive. Facility is currently under construction.



## NO COMPETITION FROM THE BLACK MARKET

CannabCo's business model and PURESCENT™ product is not subject to erosion or pressure from the illegal cannabis market. For the first time in cannabis history, current black market consumers must buy from the legal market allowing CannabCo a **700% increase in market share** over other cannabis companies

## INTERNATIONAL FOOTPRINT

CBD / THC biomass supply from Colombia, with product manufacturing capability in Colombia and the United Kingdom. Fully operational footprint for global distribution and logistics.



## PHOENIX CULTIVATION™

Our Hydroponic cultivation system dubbed "PHOENIX" is a technology producing top shelf pharmaceutical grade product with a production cost of **under \$.35 USD per gram**. The technology is 3<sup>rd</sup> party verified and accredited with over 4 years of cultivation history. PHOENIX is exclusive to CannabCo and able to be licensed to third parties for PureScent™ cultivation providing a significant advantage in production cost and product quality.

# PURESCENT™ - Odourless Cannabis™

An **industry disruptive** technology creating **unique products** in the cannabis industry



## Odourless Handling

**Storage and transport**

No offensive cannabis odour when stored, transported or carried.



## Odourless Combustion

**When smoked**

Odourless when used or upon combustion. Tell-tale cannabis odour is not present.



## No Special Devices

Used in the same fashion and methods as standard dry cannabis bud use.



## Connoisseur Quality

Produces a “top shelf” quality product preferred by many over standard cannabis bud.



## Reduced Harshness

Results in a smooth product with greatly reduced harsh cough & “weed hangover” effect.



## GMP Food Grade

Completely food grade compliant with no added chemicals or supplements.



## Medical Origins

Originally designed for medical use, the process is now available for all recreational markets.



## Exclusive Process

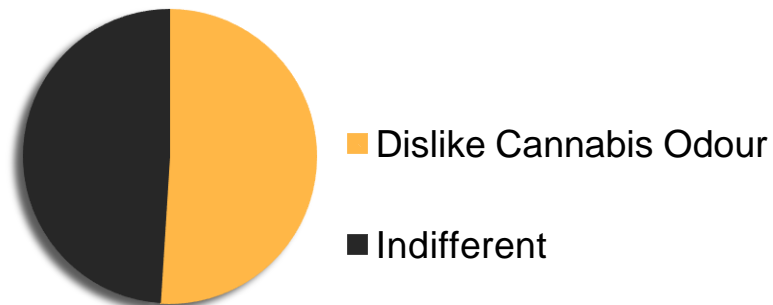
Proprietary and exclusive process to CannabCo.

# ODOURLESS CANNABIS™ MARKET

PURESCENT™ has created an **entirely new market segment** in the industry

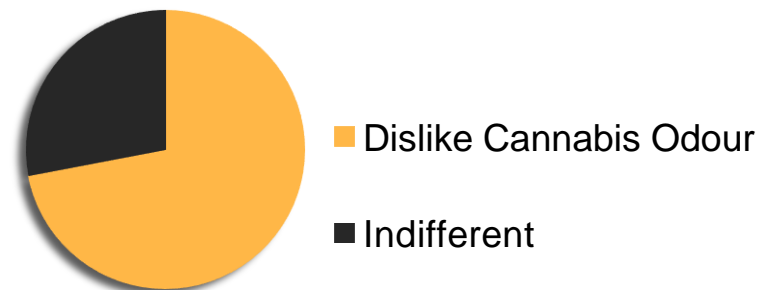
## 51% of people dislike the odour

(Merry Jane, Apr 26, 2019)



## 72% of non-consumers hate the smell

(PSB Research, Civilized, April, 2019)



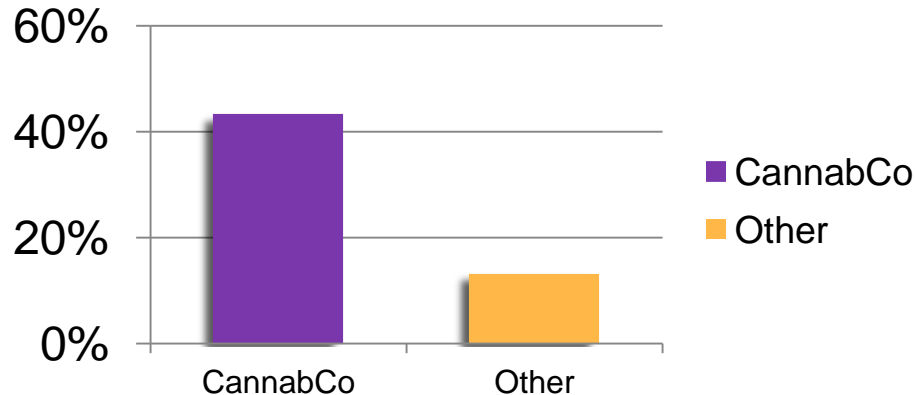
**“We don’t want the smell’: Quebec town bans public smoking ahead of legal pot”,** (CTV News, March 2019)



**”A new survey found that half of Americans believe marijuana’s aroma is a growing problem. Even more Canadians loathe the eau de skunk.”,** (PSB Research, Burson Cohen & Wolfe, Civilized, April, 2019)

# NO ILLEGAL MARKET COMPETITION

CannabCo participates in **100% of the available cannabis market share**



- Represents **market access** as a percentage of the total cannabis market
- Without pressure from black market sales, CannabCo has a **significant advantage** in market penetration.



Illegal cannabis market is **7-8X** larger than the legal market



There is **NO SUPPLY** of Odourless cannabis in the illegal market



**MUST** come from legal supply through CannabCo



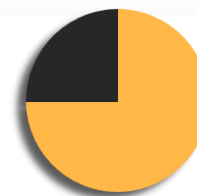
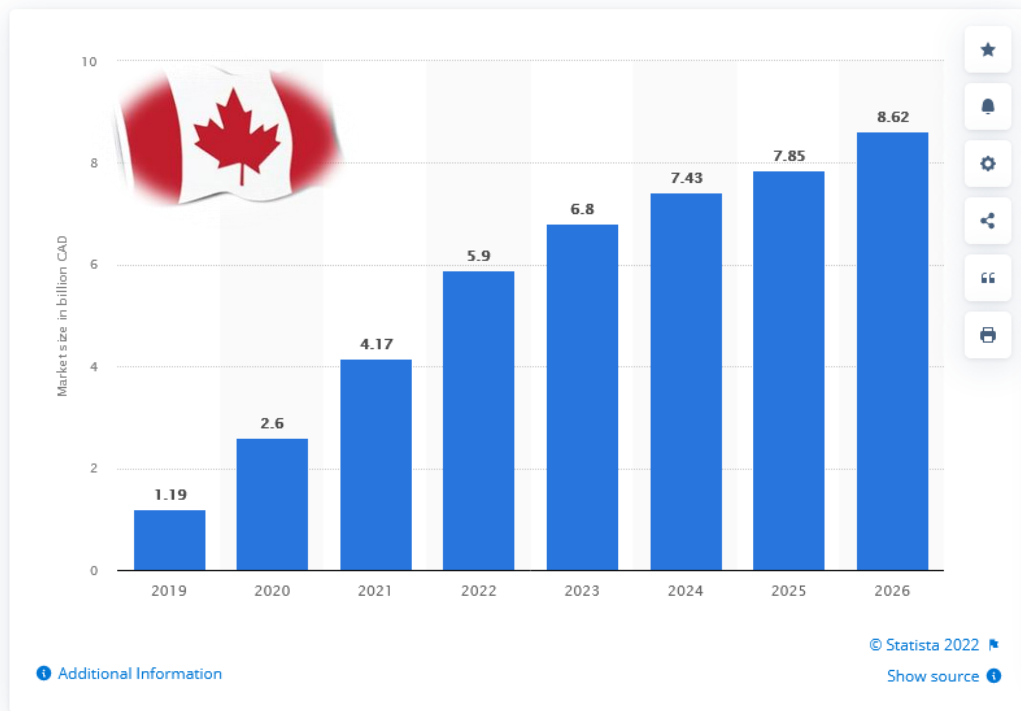
**HUGE** market share increase

# \$6.3B CAPTIVE CDN MARKET FOR PURESSENT™

Consumer Goods & FMCG > Cannabis

## Size of the legal recreational cannabis market in Canada from 2019 to 2026

(in billion Canadian dollars)



Flower  
Other

**77% of Canadian cannabis sales is FLOWER**

(BNN Bloomberg, April, 2021)

**\$6.3B CDN market exclusive to CannabCo with no competitive pressure from the illegal market**

\*\* Calculations based on 43% mature market for flower sales in the USA, currently CDN flower sales are at 75%

# \$22B CAPTIVE USA MARKET FOR PURESSENT™

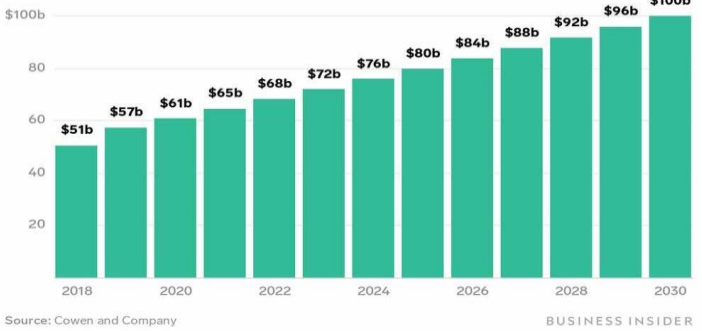
With pending USA legalization, **PURESSENT™** intends to **Dominate the \$22B USA Market.**



Annual U.S. Cannabis Sales Vs. Other Industries & Goods



Projected US cannabis market



Flower  
Other

**43% of USA cannabis sales is FLOWER**

(BDS Analytics GreenEdge POS Retail Data, June 2018)



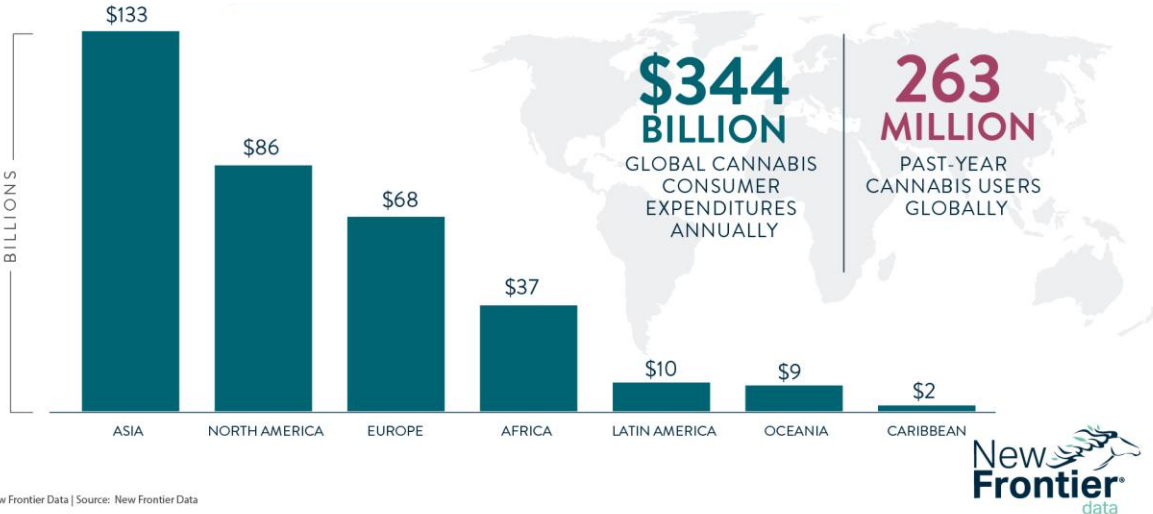
**\$22B USA market exclusive to CannabCo with no competitive pressure from the illegal market**



# \$148B GLOBAL MARKET FOR PURECANN™

Creating an **entirely new market segment** in the industry

- Site Processing
- Export
- Licensing



© 2019 New Frontier Data | Source: New Frontier Data



**GLOBAL  
MEDICAL  
RECREATIONAL**

# PURESCENT™ Viral Media Coverage

Creating an **entirely new market segment** in the industry

CannabCo made its mark in cannabis history with technology announcements for PHOENIX and PURESCENT™ (September, 2019)



\*\* Trademarks are property of their respective owners

# PURESCENT™ MILESTONE

One of the **Highest THC strains** in the cannabis industry

- **SIGNIFICANT VALUE**
- **Huge demand for High THC**
- **Nearly 3 Years of R&D**

yahoo!life

Sign in



CISION | CNW Group

## CannabCo Reveals 41% Odourless Cannabis™ Dry Flower Strain.



November 30, 2021 · 3 min read



### CannabCo set to capture market with high THC Odourless Cannabis™ Products

BRAMPTON, ON, Nov. 30, 2021 /CNW/ - **CannabCo Pharmaceutical Corp. (CannabCo)**, a Canadian company located in Brampton, Ontario, is pleased to announce a milestone achievement with the testing of one of the industry's most potent cannabis strains at 41% total quantifiable cannabinoid content. The strain features a lab tested cannabinoid count of 40.59% with a THC rating of 35%. The main distinguishing feature of the strain, other than its high THC content, is that it was created with Purecann™, CannabCo's proprietary Odourless Cannabis™ technology.



| Certificate of Analysis              |       |       |        |
|--------------------------------------|-------|-------|--------|
| Compound Analyte                     | mg/kg | µg/g  | %      |
| Total THC (THC-A + 8-THC + 8-THC)    | 34.76 | 34.76 | 85.37  |
| Total THC (THC-A + 8-THC + 8-THC)    | 34.76 | 34.76 | 85.37  |
| THC-A                                | 0.000 | 0.000 | 0.000  |
| 8-THC                                | 0.000 | 0.000 | 0.000  |
| 8-THC                                | 0.000 | 0.000 | 0.000  |
| THC                                  | 0.000 | 0.000 | 0.000  |
| THC-A                                | 0.000 | 0.000 | 0.000  |
| 8-THC                                | 0.000 | 0.000 | 0.000  |
| 8-THC                                | 0.000 | 0.000 | 0.000  |
| THC                                  | 0.000 | 0.000 | 0.000  |
| THC-A                                | 0.000 | 0.000 | 0.000  |
| 8-THC                                | 0.000 | 0.000 | 0.000  |
| 8-THC                                | 0.000 | 0.000 | 0.000  |
| THC                                  | 0.000 | 0.000 | 0.000  |
| THC-A                                | 0.000 | 0.000 | 0.000  |
| 8-THC                                | 0.000 | 0.000 | 0.000  |
| 8-THC                                | 0.000 | 0.000 | 0.000  |
| THC                                  | 0.000 | 0.000 | 0.000  |
| Total of all quantified cannabinoids | 40.59 | 40.59 | 100.00 |

Certificate of analysis for 41% Purecann™ strain. (CNW Group/CannabCo Pharmaceutical Corp.)

The deployment of Purecann™ makes the product virtually odourless when smoked or stored allowing for a reduced impact on others sensitive to the pungent odour of cannabis. This is an industry first and a product the company claims is sorely needed in the marketplace.

The company has developed and tested multiple Purecann™ strains ranging from under .3%

### TRENDING

1. Jennifer Garner loves this \$200 No Face fleece — and so do Yahoo edit

# 600% (6x) ODOUR REDUCTION

Independently verified by **Scentroid Labs**, tested at a government authorized facility

## CONCENTRATION MAPPING



# RESULTS – Control vs PURESCENT™

## Certificate of Analysis

| Cannabinoid Analysis                         | LOD (%) | LOQ (%) | wt%           | mg/g           |
|--|---------|---------|---------------|----------------|
| Total THC [(THCA x 0.877) + D9-THC]          |         |         | 23.439        | 234.389        |
| Total CBD [(CBDA x 0.877) + CBD]             |         |         | 0.096         | 0.962          |
| THCA-A                                       | 0.0090  | 0.03    | 25.69         | 256.896        |
| D9-THC                                       | 0.0093  | 0.03    | 0.909         | 9.091          |
| CBGA   | 0.0041  | 0.03    | 0.552         | 5.52           |
| CBG  | 0.0094  | 0.03    | 0.205         | 2.045          |
| CBDA   | 0.0100  | 0.03    | 0.11          | 1.097          |
| THCV   | 0.0093  | 0.03    | BLQ           | BLQ            |
| CBC  | 0.0060  | 0.03    | ND            | ND             |
| D8-THC                                       | 0.0137  | 0.03    | ND            | ND             |
| CBD  | 0.0069  | 0.03    | ND            | ND             |
| CBN  | 0.0067  | 0.03    | ND            | ND             |
| CBDV   | 0.0090  | 0.03    | ND            | ND             |
| <b>Total of all quantified cannabinoids:</b> |         |         | <b>27.465</b> | <b>274.649</b> |

## Control

## Certificate of Analysis

| Cannabinoid Analysis                         | LOD (%) | LOQ (%) | wt%           | mg/g           |
|--|---------|---------|---------------|----------------|
| Total THC [(THCA x 0.877) + D9-THC]          |         |         | 34.938        | 349.375        |
| Total CBD [(CBDA x 0.877) + CBD]             |         |         | 0.128         | 1.282          |
| THCA-A                                       | 0.0090  | 0.03    | 38.139        | 381.393        |
| D9-THC                                       | 0.0093  | 0.03    | 1.489         | 14.893         |
| CBGA   | 0.0041  | 0.03    | 0.506         | 5.059          |
| CBG  | 0.0094  | 0.03    | 0.281         | 2.814          |
| CBDA   | 0.0100  | 0.03    | 0.146         | 1.462          |
| THCV   | 0.0093  | 0.03    | 0.031         | 0.307          |
| CBN  | 0.0067  | 0.03    | BLQ           | BLQ            |
| D8-THC                                       | 0.0137  | 0.03    | ND            | ND             |
| CBC  | 0.0060  | 0.03    | ND            | ND             |
| CBD  | 0.0069  | 0.03    | ND            | ND             |
| CBDV   | 0.0090  | 0.03    | ND            | ND             |
| <b>Total of all quantified cannabinoids:</b> |         |         | <b>40.593</b> | <b>405.928</b> |

## PureScent™

# CANNABCO IS GOING TO MARKET

CannabCo has negotiated to **take over 25,000 sq/ft** of purpose build **cannabis infrastructure**

## ASSUMPTION OF LICENSED CANNABIS FACILITY IN ONTARIO, CANADA

**240,000,000 Gram** PureScent™ Production Capacity representing

- **PURESCENT™** and **PHOENIX** production
- **TRANSFER OF LICENSING** to CannabCo for grow, processing, extraction, PureScent™ production.
- **PROCESSING** of PureScent™ for internal, white label and licensing agreements.
- **EU GMP** design for export



## Metro Toronto Area (GTA)



# OUTSOURCED CULTIVATION

CannabCo intends to outsource **cultivation and biomass supply** as needed.



## Outsourced Cultivation

The bulk of PureScent™ product will be supplied using existing cultivation infrastructure. CannabCo intends to focus capital expenditures directly on the production and provisioning of Odorless Cannabis™ to the market. This eliminates much of the headaches and setbacks experienced by cannabis companies in the past. Genetics will be supplied by CannabCo to third party growers



## Scalar Rapid Growth without the Capital Expenditure

By utilizing existing infrastructure, micro-growers, and cultivators, CannabCo is able to effectively reduce capital expenditures and maximize profitability. Focused production also allows the company to scale growth rapidly with minimal capital expenditure.



## Rapid New Market Deployment

The above model allows for rapid deployment of product to expanding markets. CannabCo has established relationships internationally for the cultivation and processing of PureScent™ Odourless Cannabis™ to emerging markets in the USA, Europe, and South America.

# PHOENIX TECHNOLOGY

CannabCo features **PHOENIX cultivation technology** for the industry's lowest production costs

## Facility Retrofit

CannabCo has the ability to retrofit existing infrastructure as needed utilizing the company's proprietary PHOENIX™ grow technology to supply product at an industry shattering grow metric. The technology can be licensed to third parties for furtherance of PureScent™ cultivation and provisioning of product to CannabCo.



## Proprietary Technology

Cultivation technology exclusive to CannabCo optimized for quality, yield, and cost metrics. An indoor hydroponic system with a yield metric of over 1500g per sq/ft, PHOENIX is the highest yielding crop system in the cannabis industry.



## \$.35 USD per gram

Cost of production at **\$.35 per gram USD**. Currently the lowest production cost for Pharmaceutical grade product in the industry.



## "Top Shelf" Quality"

Produces top shelf, pharmaceutical grade product for medical and retail markets. Optimized for crop production and engineered for pathogen control and ongoing crop health.



## Verified & Validated

Fully verified, and evaluated by accredited 3<sup>rd</sup> party agronomy and compliance engineers, the PHOENIX technology is revolutionary with over 3 years of cultivation history.



# LEADERSHIP TEAM

Experienced team with **significant corporate and cannabis experience**



**MARK PELLICANE**  
PRESIDENT & CEO

As the company's founder, Mark has been responsible for guiding Cannabco's strategic direction. With a single minded vision of success and innovation, Mark has created tremendous shareholder value through the implementation of initiatives exclusive to Cannabco and unique to the cannabis industry. Mark is also hands on when it comes to growing cannabis and is considered one of the foremost indoor hydroponics experts in the cannabis space having developed enhanced cultivation, and processing technologies used exclusively by CannabCo.

Mark's education began at the age of 15 when he was accepted into University of Toronto for Biology and Physics, and he holds an MBA from Hamilton College at Oxford. After paying his way through school by building custom computers in his dorm room, he was appointed President and CEO of Software Solutions where he spearheaded an operation of software development and distribution to 23 countries globally. He subsequently established Infinity Online Systems, one of the first internet companies in Canada, featuring a larger calling region than SPRINT, and subsequently sold the company to PRIMUS Telecommunications in 2001.

Mark has been featured in numerous industry publications and online media including Canadian Business Magazine. Since his time with PRIMUS, Mark has built financial and distribution networks worth over \$100MM in sales revenue. For the 6 years prior to CannabCo, Mark worked as a senior executive in the Oil and Gas sector where he established relationships in numerous international markets including the US, South America, Dubai, South East Asia, and several European countries.

Mark is an accomplished public speaker and has taken the stage internationally on topics ranging from business development, to cannabis cultivation strategies and facility build outs. Mark was invited recently to participate on the Cannabis Advisory Council sponsored by the Colombian and Canadian Chamber of commerce alongside the Minister of Health In Bogota, Colombia. In addition Mark was a featured speaker at the ExpoCannabiz show in South America speaking on strategies for successful cultivation in Colombia.

**MARK NOVAK**  
CHIEF OPERATING OFFICER

Mark Novak is the COO of CannabCo, and one of the company's founders. He brings a wealth of knowledge and experience to his role with over 20 years of history spanning private and public sector companies, Mark is responsible for executing Cannabco's corporate strategy, directives, and initiatives on a global scale, no small task. Mark has extensive experience in the areas of operations, marketing, IT infrastructure, technology deployment, and project management. With an uncompromising eye for detail served him well in fortune 500 companies such as RIM, and PRIMUS.

Mark has been instrumental in development of the company's technology deployment with hands on experience in grow operations and cultivation strategies. Mark has a passion for quality and perfection, which, has played a key factor in Cannabco's vision of delivering an uncompromising purity and quality of product to Cannabco's clients. Mark is a key figure in Cannabco's research and development team, providing hands on assistance in the development of CannabCo technologies with the company's engineering and technology partners.



**PHILLIP CHEN**  
CHIEF BUSINESS DEVELOPMENT OFFICER

As a founder, and CBDO at CannabCo, Phillip has over 30 years of international business development experience coupled with an extensive engineering background. Having lived and worked internationally, Phillip has a complete understanding of the challenges faced with global expansion and product supply logistics. Prior to his experience with Cannabco, Phillip held executive management positions in the mining, and Oil and gas sector where he spearheaded international initiatives for product and service supply globally.

Phillip also maintains extensive experience in engineering, operations, quality control, and production. He holds a Bachelor of Technology in chemical engineering and worked at L3 communications. As a department head, his team of engineers and technicians achieved a record 100% on-time delivery related to corporate initiatives. Responsible for engineering operations, lab management, and quality assurance testing in a fortune 500 environment Phillip has been molded perfectly for his role at CannabCo. His extensive experience serves CannabCo well with expansion projects abroad where he is constantly evaluating joint venture relationships and corporate expansion initiatives related to product production and logistics.

# MANAGEMENT TEAM

Over **200 collective years of** leadership experience in their fields



## FRANK BALDWIN

### Director of Operations

Frank is an industry leader with operations and marketing experience across multiple sectors. Frank has extensive experience working with name brands such as IBM, HP, HedgeStone, VEEAM, and fortune 500 companies for brand awareness, product deployment and digital strategies.

Recognized as an industry leader in his field, Frank oversees and develops brand awareness, digital marketing, event coordination, media management and corporate messaging for Cannabco's innovative technologies and products.



## BRENDA TATTON

### Corporate Finance

Brenda Tatton has over 35 years of experience in finance involving private and public companies across multiple business sectors. She brings a wealth of experience with her and currently serves as internal finance and interim CFO of CannabCo Pharmaceutical Corp. Brenda has been with the company from the beginning and joined CannabCo in 2013 at its inception. Brenda is responsible for numerous operations including financial reporting, corporate policies, financial governance, process optimization, and treasury.



## BRENT MERSEY

### Chief Science Officer

Brent Mersey is currently the Chief Science Officer for CannabCo, and holds numerous PhD's and multiple degrees in the areas of Biology, Cell Biology, Biochemistry, Ecology, and Electron Microscopy. Brent has also completed extensive work in the areas of commercial crop science, genetics, and crop deployment during his career and is proficient in greenhouse management and organic growth techniques.

Alongside his role with Cannabco, Brent currently facilitates a program and is responsible for teaching the curriculum for cultivating medical cannabis at the Academy of Applied Pharmaceutical Science (AAPS) at multiple campuses in the Greater Toronto Area (GTA). To add to Brent's incredible academic achievements, he also holds a BEng degree from Carlton University.

## ADVISORY BOARD

**500+ years of expertise**

Industry experts encompassing all aspects of the cannabis sector.



# CAPITAL STRUCTURE

Company is structured for near-term **high profitability**, with relative **low deployment of capital**

➔ Share structure  
~**144,000,000** Common Shares

➔ Share class  
Common Shares  
No additional share classes

➔ Shareholder capital input  
~\$3M input to date by founding shareholders  
Majority of shares held by founders with zero toxicity

➔ Debt  
Company has no debt

➔ Capital Raise  
Company is currently conducting a  
**\$3 Million non-brokered private placement**

## ➔ COMPLIANCE

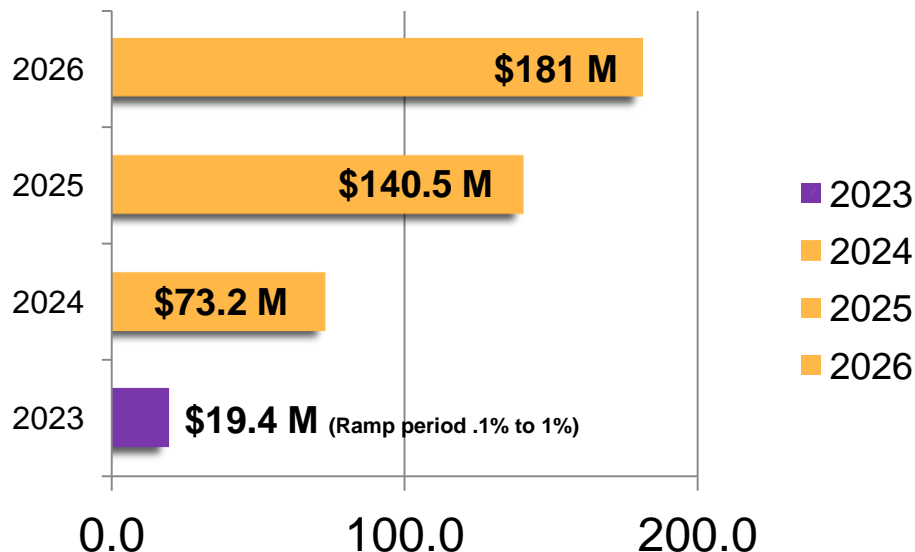
- LEGAL: **Dentons**
- AUDIT: **MNP**
- ACCOUNTING: **Harris & Partners**

# REVENUE AT 1% MARKET SHARE

Estimated **cash position** from corporate PFC at **1% market share**

- **Market Potential**
- **51% Legal Market share**
- **51% Legacy Market** (not represented)
- **NO COMPETITION**
- **Significant market position**
- **Does not incorporate the USA or LATAM markets**

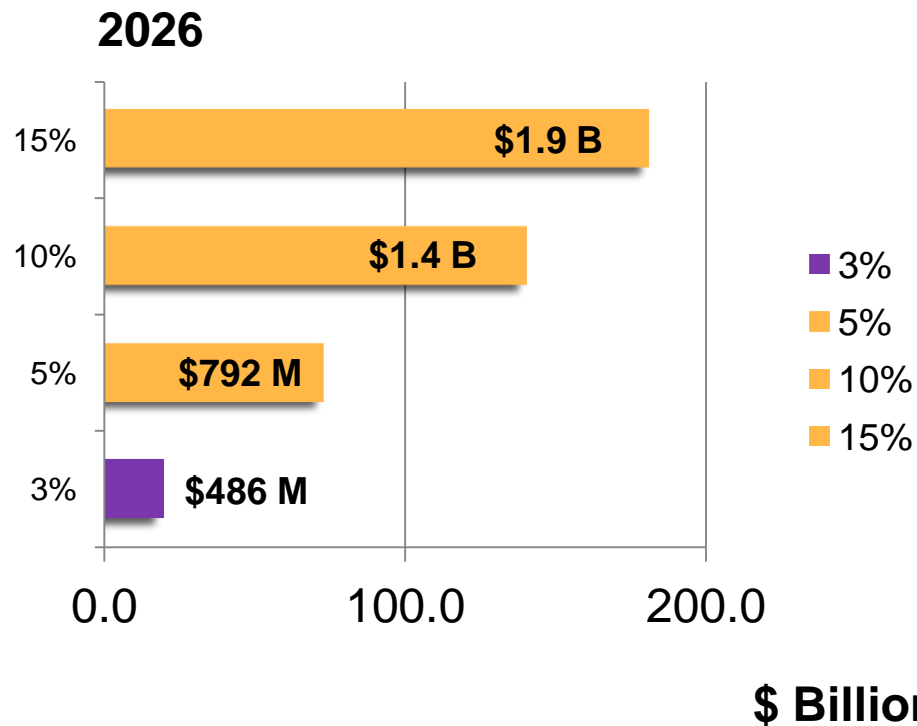
CannabCo Estimated cash position from PFC \*



\* PFC: Pro-Forma Cashflow

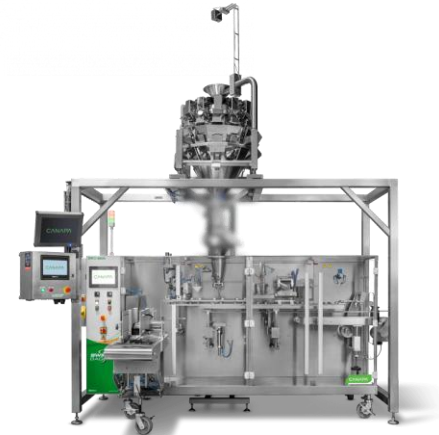
# ALTERNATIVE CASH POSITION

Estimated **cash position** from corporate PFC at **3-15% market share**



## ➔ Preroll & Dry Packaging

- Facility Automation Equipment
- Automated pre-roll equipment
- Packaging Automation



# PRODUCT LINE

Medical  
Recreational  
Export

  
CannabCo

In-house production allows Cannabco to target for specific markets



# CORPORATE ROADMAP

Creating a **global giant** in the cannabis industry. Summary of **directives & initiatives**



## GTA Facility

Take-over of facility in the Toronto area for processing of PURESSENT™ (CannabCo brand, white label, and 3<sup>rd</sup> party production). Limited deployment of PHOENIX.

## Licensing

USA, Canada, and global licensing programs. The company has established relationships for medical, clinic, and recreational licensing.

## PURESSENT™ Processing

PURESSENT™ processing and production specific to the Canadian market. JV processing using partner facilities (processing centers) in the USA and abroad.

## Distribution

- Licensing
- White label
- Third party processing
- Medical
- Recreational
- Canada, USA, Global

## Retail

On-site retail dispensary (part of the GTA pilot facility) for direct sale of product. Showcase for PURESSENT™ / Odourless Cannabis™ & CannabCo new products.

## Sales

Targeted for Q1 - 2023. Increased production and processing capacity using cultivation partners, focus on white label products and 3<sup>rd</sup> party processing for PURESSENT™.

## USA Expansion

The company intends to expand product offerings to the USA utilizing technology licensing and royalty agreements

## International Initiatives

Offshore production & manufacturing, biomass supply and extraction, JV distribution relationships, co-packaging and logistics for international distribution



# OPPORTUNITY SUMMARY

CannabCo features an **UNMATCHED OPPORTUNITY** and **VALUE PROPOSITION**



**FIRST TO MARKET  
ODOURLESS CANNABIS™**



**NO COMPETITION  
FROM THE BLACK  
MARKET**



**MULTI BILLION  
DOLLAR CAPTIVE  
MARKET**



**INTERNATIONAL  
FOOTPRINT**



**PURESCENT™  
EXCLUSIVE TECHNOLOGY**



**256,000KG EU GMP  
PRODUCTION  
FACILITY**



**PHOENIX  
CULTIVATION at  
\$.35USD per gram**



**PROVEN  
LEADERSHIP**



Where **technology** meets cultivation

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[www.cannabco.ca](http://www.cannabco.ca)