



CANOPY GROWTH



INTRODUCTION



This communication is intended for adults only in the province in which it is distributed and should not be shared with minors.

**We began as a medical
cannabis company
in 2014 in Smiths
Falls Ontario.**



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TOKYO SMOKE



DOJA

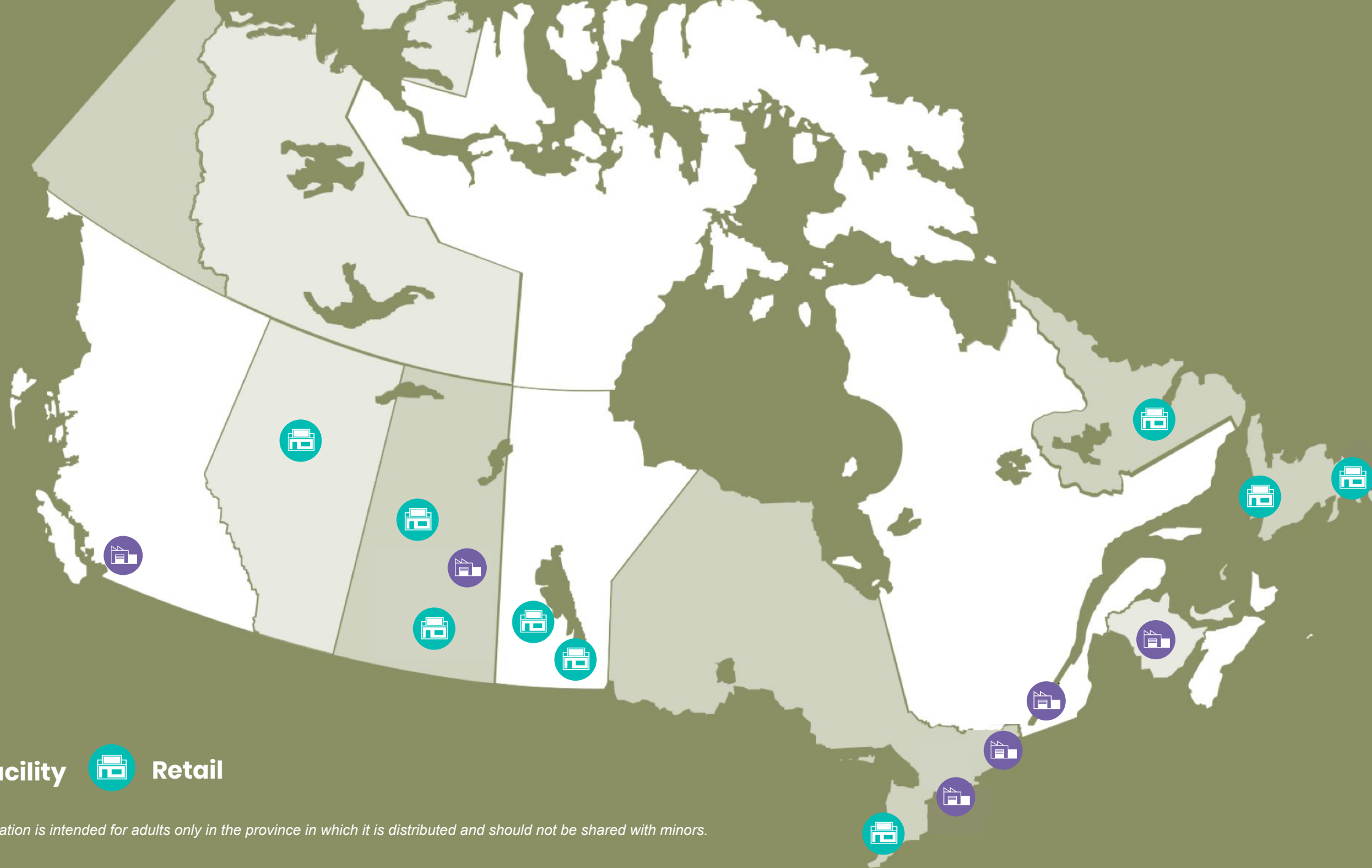


Maitri



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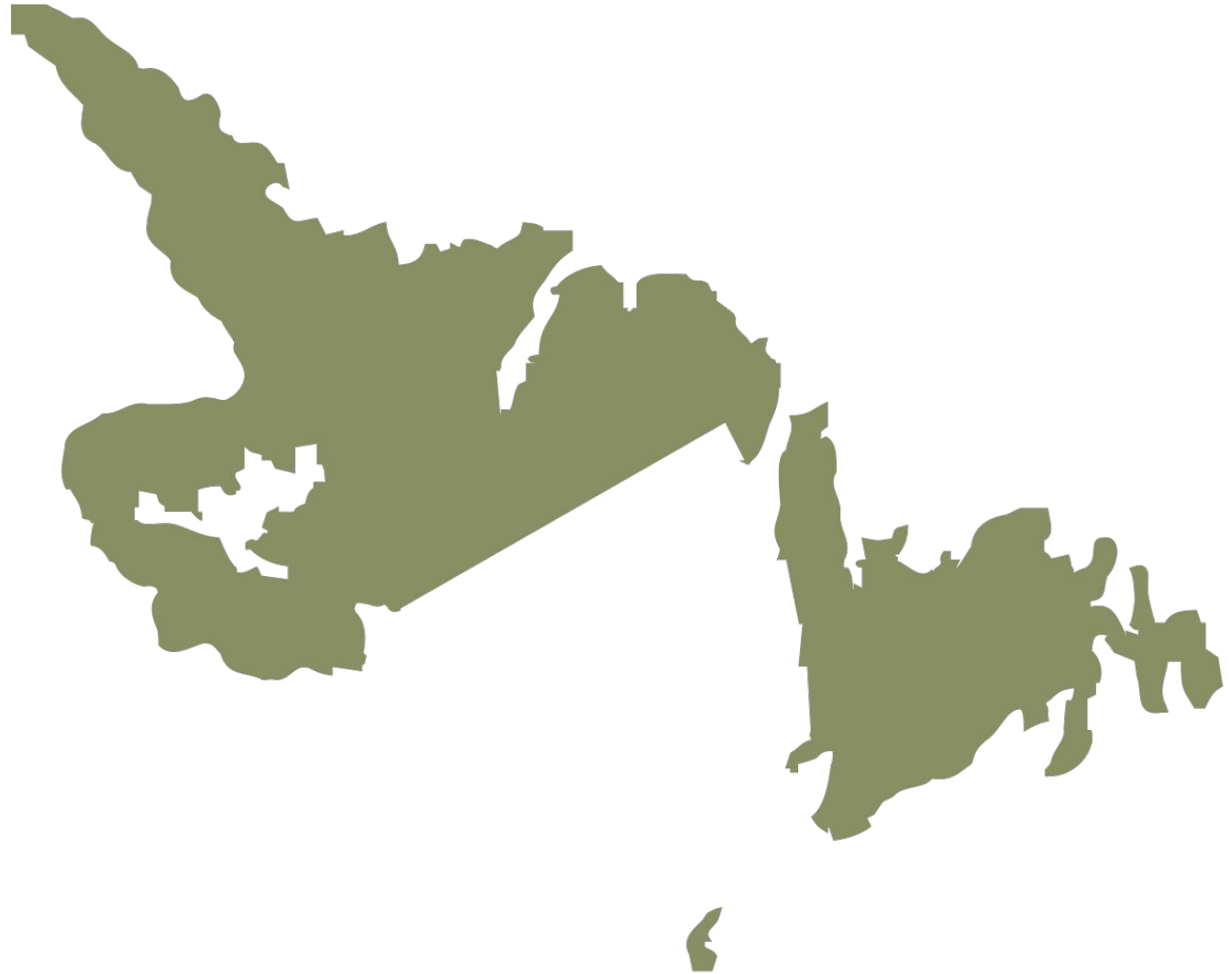
 **Facility**  **Retail**



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25 Licensed Recreational Cannabis Retailers currently in operation throughout Newfoundland and Labrador, **6** of these are owned by Canopy Growth:

- Tweed, St. John's (Water Street & Kenmount Road)
- Tweed, Mt. Pearl
- Tweed, Conception Bay South
- Tweed, Corner Brook
- Tweed, HVGB



Community Engagement

- Establishing meaningful relationships with businesses, organizations, community partners & consumers
- Retail in-store events, education sessions, & store tours
- Working cross-departmentally with Government Relations, Communications, L&D, and Sales
- Community Educational Presentations
- Actualizing key national partnerships, (Pride)
- Carrying out CGC's CSR objectives in Atlantic Canada (The Tweed Collective; The Good Neighbour Program)



SOCIAL PURPOSE



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This communication is intended only for persons authorized to produce, sell or distribute cannabis and/or cannabis accessories. It is not to be shared at any time, either directly or indirectly, with consumers.

Category Landscape

Need for Recycling

Why cannabis packaging is the way it is



- Health Canada Packaging Regulations
- Rush to market from LPs
- Municipal rules on curbside recycling



'Once you open it, it's such overkill': Customers raise concerns over 'excessive' legal cannabis packaging

The packaging used for four grams of weed? Two plastic containers, two cardboard boxes and clear plastic casing, all in a brown paper bag



Customers concerned about 'excessive' cannabis packaging

BY ALEX COOKE, THE CANADIAN PRESS

POSTED OCT 22, 2018 1:15 PM EDT LAST UPDATED OCT 22, 2018 AT 2:29 PM EDT

What is the Tweed | TerraCycle Partnership?

Current Program

Current Program

All cannabis packaging- 1 waste stream

We currently accept cannabis packaging of all formats from **any cannabis brand** (not just CGC):

- plastic packaging tins
- joint tubes
- plastic bottles
- plastic caps
- flexible plastic bags

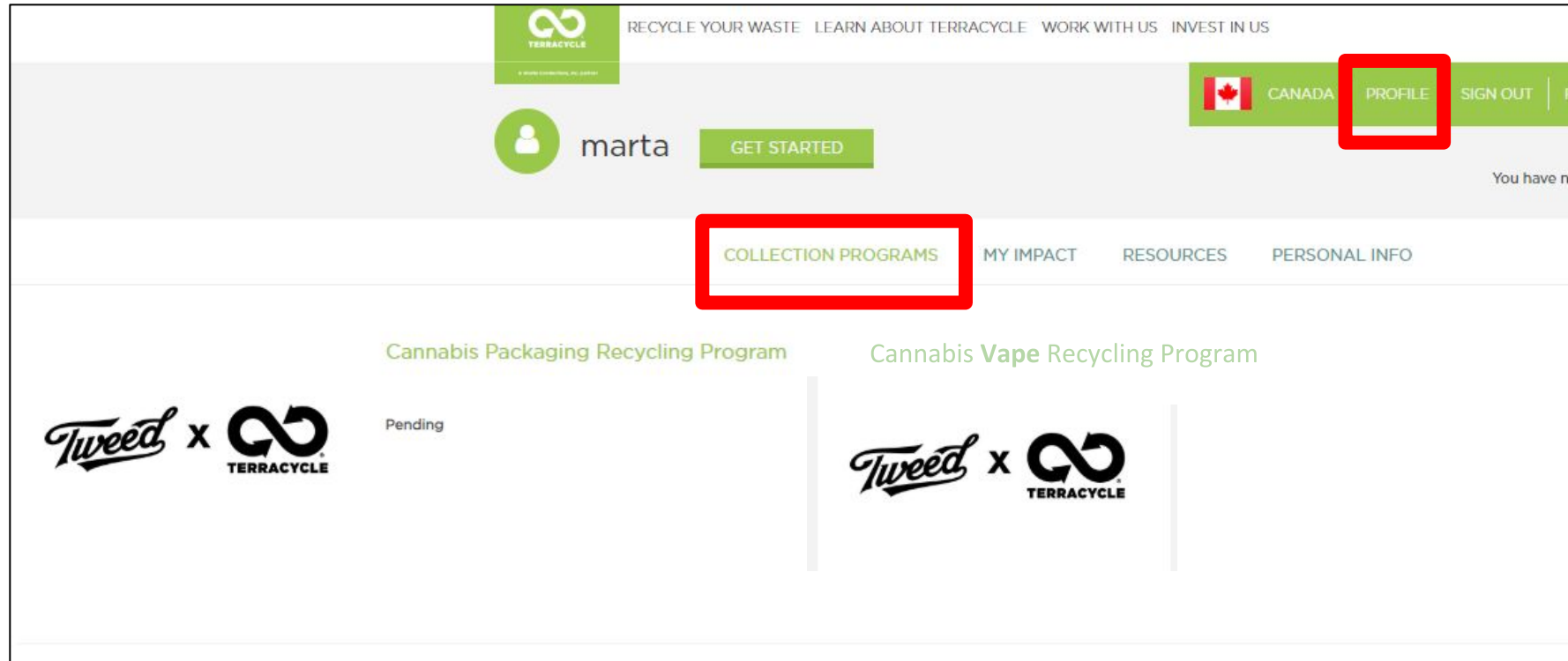
If it has this **red THC logo** on it, we'll recycle it.



What is the Tweed | TerraCycle Partnership?

How to Participate

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What is the Tweed | TerraCycle Partnership?

Program Impact

Atlantic Canada: 706,180
pieces (as of December 31,
2019)

Newfoundland and Labrador:
316,435 pieces (as of
December 31, 2019)

**ONE MILLION PIECES OF
CANNABIS PACKAGING
RECYCLED ACROSS CANADA
SINCE OCTOBER 17, 2018**

A photograph showing a person's hands gently holding a cannabis plant with green leaves and small buds. The person is wearing a pink long-sleeved shirt. The background is dark and out of focus.

Thank you.

We hit 1,000,000.

Because of your participation, the Tweed | TerraCycle Cannabis Packaging Recycling Program has been able to keep more than one million pieces of cannabis packaging out of landfills. Thank you for all your support, and let's make it (at least) another million.

Be part of the next million.
Learn more at tweed.com/recycle.

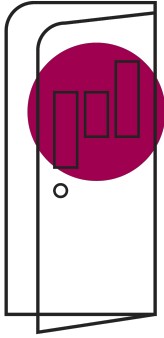


Tweed Collective™



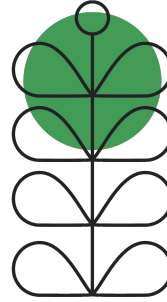
Tweed Collective™ (TCo) is a social purpose initiative by CGC that funds community impact projects across Canada. Our partners are the Non-Profits, Business Improvement Areas (BIA), and Registered Charities that are creating new pathways to **Grow Opportunities, Grow Greener** and **Grow Connections** in their communities.

TCo's 3 Strategic Impact Pillars (Grant Categories)



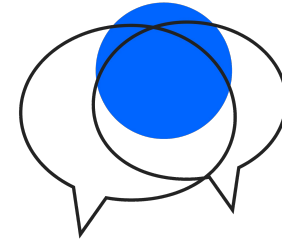
Grow Opportunities

We invest in projects and programs that develop and enhance skills to help more Canadians find their path to prosperity.



Grow Greener

We fund projects that bring people together to learn, act & share to create a greener future for all.



Grow Connections

We support programs and projects that encourage connectivity through shared interests, improved accessibility, and the creation of welcoming public spaces.



Thank You!

Continuing the conversation:

Lunch & Learn Presentations

- *Cannabis In The Workplace*
- *Fundamentals of Cannabis*
- *Responsible Use*
- *New Format Fundamentals (Edibles, Beverages)*
- *Tweed Store Tours*

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