



TARGET GROUP
Q1 2024



CANARY

CannaKorp



wellness your way



Serious Seeds

OTC: CBDY

DISCLAIMER

Cautionary Note Regarding Forward-Looking Statements and Future-Oriented Financial Information

This document contains certain “forward-looking statements” and forward-looking information including but not limited to such statements relating to:

- The Company’s expectations regarding legislation, regulations and licensing related to the cultivation, processing and sale of cannabis products by the company;
- The expected number of users of cannabis or the size of the cannabis market globally;
- The Company’s expectations with respect to meeting Cannabis Act licensing milestones and obtaining a Cultivation License;
- The Company’s ability to follow through on its construction plans; and
- Production capacity expectations: The words “plans”, “expects”, “is expected”, “budget”, “projects”, “scheduled”, “estimates”, “forecasts”, “intends”, “anticipates”, or “believes” or variation (including negative variations) of such words and phrases, or statements that certain actions, events, or results “may”, “could”, “would”, “might”, or “will” be taken, occur or to achieve are all forward-looking statements.

Forward-looking statements are based on the reasonable assumptions, estimates, internal and external analysis and opinions of management made in light of its experience and perception of trends, current conditions and expected developments, as well as other factors that management believes to be relevant and reasonable at the date that such statements are made. Forward looking statements involve known and unknown risks, uncertainties, assumptions and other factors that may cause actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by the forward looking statements. Such factors include, but are not limited to, the factors discussed in the section entitled “RISKS AND UNCERTAINTIES”. Although the Company has attempted to identify important factors that could cause actions, events or results to differ materially from those described in the forward looking statements, there may be other factors that cause actions, events, or results to differ from those anticipated, estimated or intended. Forward looking statements contained herein are made as of the date indicated on the title page. There can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on the forward-looking statements. The Company does not undertake to update any forward-looking statements except as required by applicable securities laws.

Third Party Information

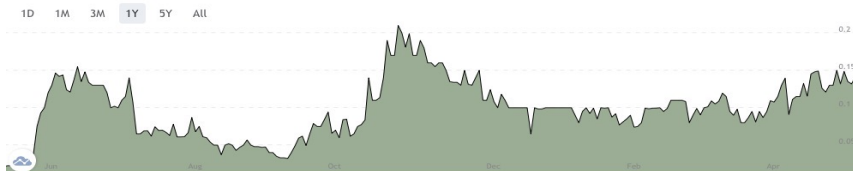
This presentation includes market and industry data which was obtained from various publicly available sources and other sources believed by the Company to be true. Although the Company believes it to be reliable, the Company has not independently verified any of the data from third-party sources referred to in this presentation, or analyzed or verified the underlying reports relied upon or referred to by such sources, or ascertained the underlying assumptions relied upon by such sources. To the extent such information obtained from third party sources, there is a risk that the assumptions made and conclusions drawn by the Company based on such representations are not accurate. The Company does not make any representation or warranty, express or implied as to, and no reliance should be placed on, the fairness, completeness, correctness or accuracy of such information.

Target Group

Curating Quality Craft Cannabis

Target Group Inc. is a seed to sale cannabis CPG holding company. We're expanding our operations building an international network of manufacturing, distribution, production, and sales operations. Target Group is creating an iconic brand portfolio, leveraging product diversification, innovation, and operational expertise to solidify long term growth and stability. We're curating an exclusive portfolio of quality cannabis brands through selective partnerships and strategic acquisitions, spreading risk across growth opportunities.

We're publicly traded on the **OTCPink** under the ticker **CBDY**



www.targetgroupinc.ca



Cultivation

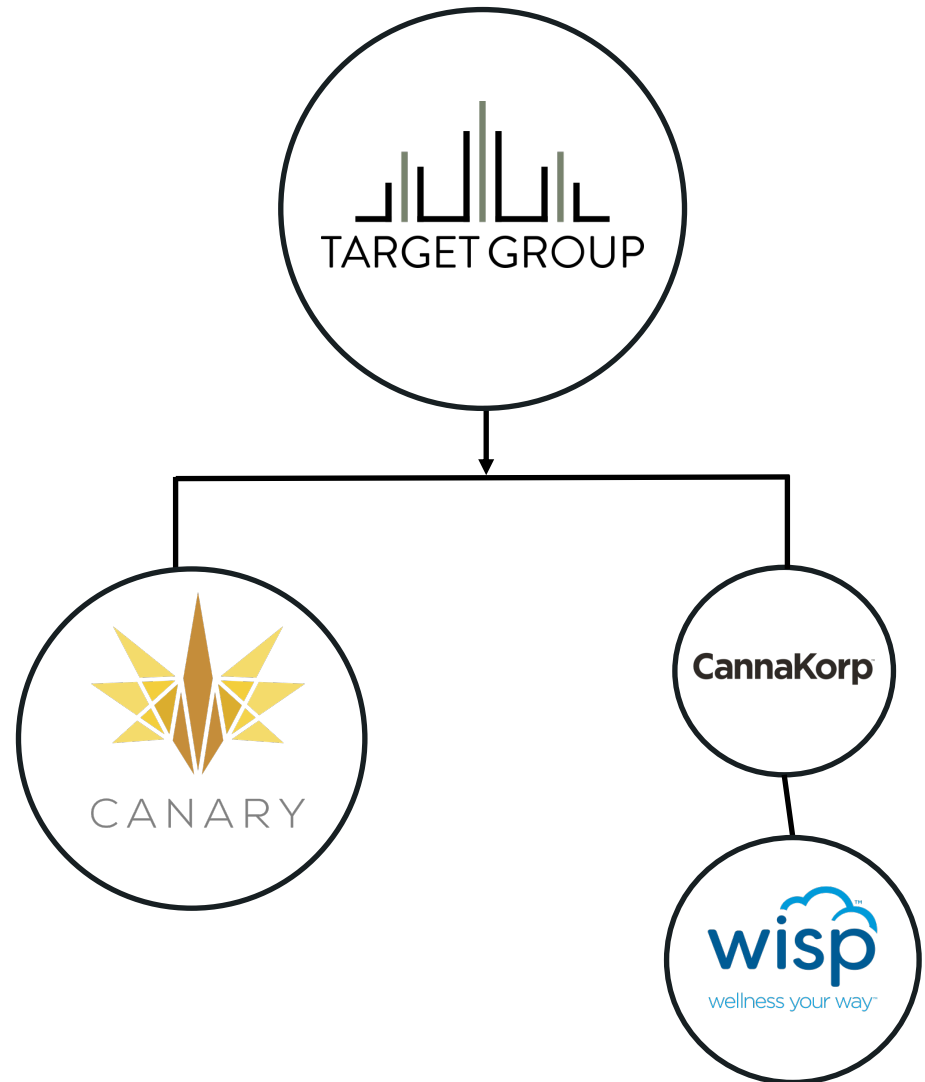
Processing

Wholesale

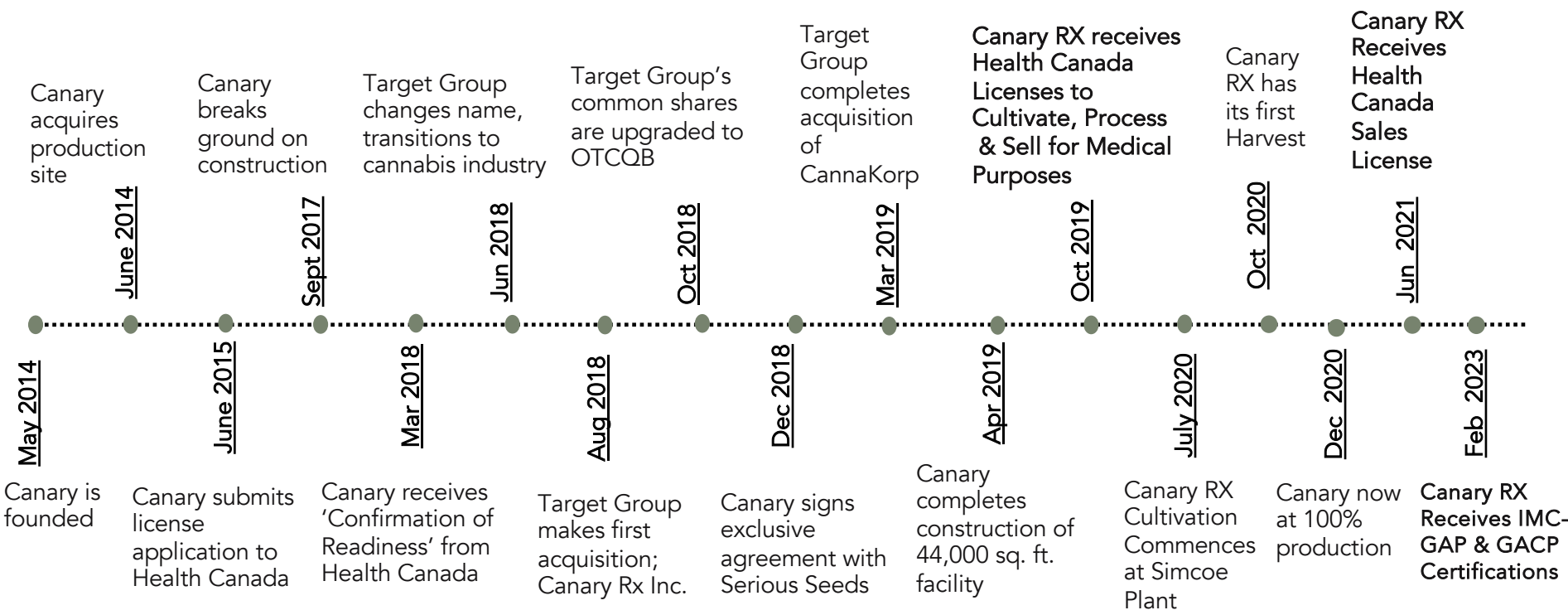
Distribution

[← Leveraging Assets & Investments →]

ORGANIZATIONAL STRUCTURE



Timeline





LICENSED PRODUCER

Our subsidiary, Canary Rx Inc. ('Canary'), is a Licensed Producer under the Cannabis Act.



THE FACILITY

Canary's 44,000 sq. ft. custom-engineered facility is situated in Norfolk County, with room to grow.



QUALITY

Canary will produce premium, AAAA small-batch Craft cannabis with a focus on High THC genetics.



GLOBAL

Target Group is developing an international network of manufacturing, distribution, production and sales operations.



PUBLICLY TRADED

Target Group is a publicly traded company listed on the OTCQB Market under the ticker CBDY.



EXCLUSIVE PARTNERSHIPS

Target has developed an exclusive portfolio of cannabis companies across the entire seed-to-sale value chain.



TARGETING SUCCESS

We're targeting innovative, and disruptive brands through strategic acquisitions and partnerships.



FOCUSED ON CPGs

Target Group is developing data driven, premium, consumer packaged goods for the global markets.

BOARD OF DIRECTORS

TONY ZARCONE

CEO & DIRECTOR, TARGET GROUP

Tony Zarcone is an entrepreneur, property manager, developer, and co-founder of a successful food retail/ wholesale business, now serving Southern Ontario. Having had over 30 years of experience in overseeing Operations and Retail Management, he decided to utilize his strong business sense in pursuing his passion for commercial and residential property development. Since 2000, Tony has expanded his business in Property Development in commercial and high-rise buildings. He now oversees the management of several commercial and residential investment properties with the strong desire to continue to grow this branch of the business with his partners. As an entrepreneur chasing his next big challenge and to further diversify his interests, Tony also sees big opportunities in investing and has a keen passion to continue to invest in businesses that will have a positive influence on the marketplace with growth potential.

SAUL NIDDAM

DIRECTOR, TARGET GROUP /
CEO, CANNAKORP

Saul Niddam is the President of Norlandam Marketing Inc, a sales oriented marketing agency catering to national brands across North America. Over his 40 year career, Saul has a proven track record for sales and leadership across various markets including; Seasonal goods, Apparel, Consumer Electronics and Toy categories. Saul has developed extensive relationships with major accounts across North America in the drug and retail landscape. Mr Niddam is known as a passionate marketer with his finger on the pulse of current and future market trends.

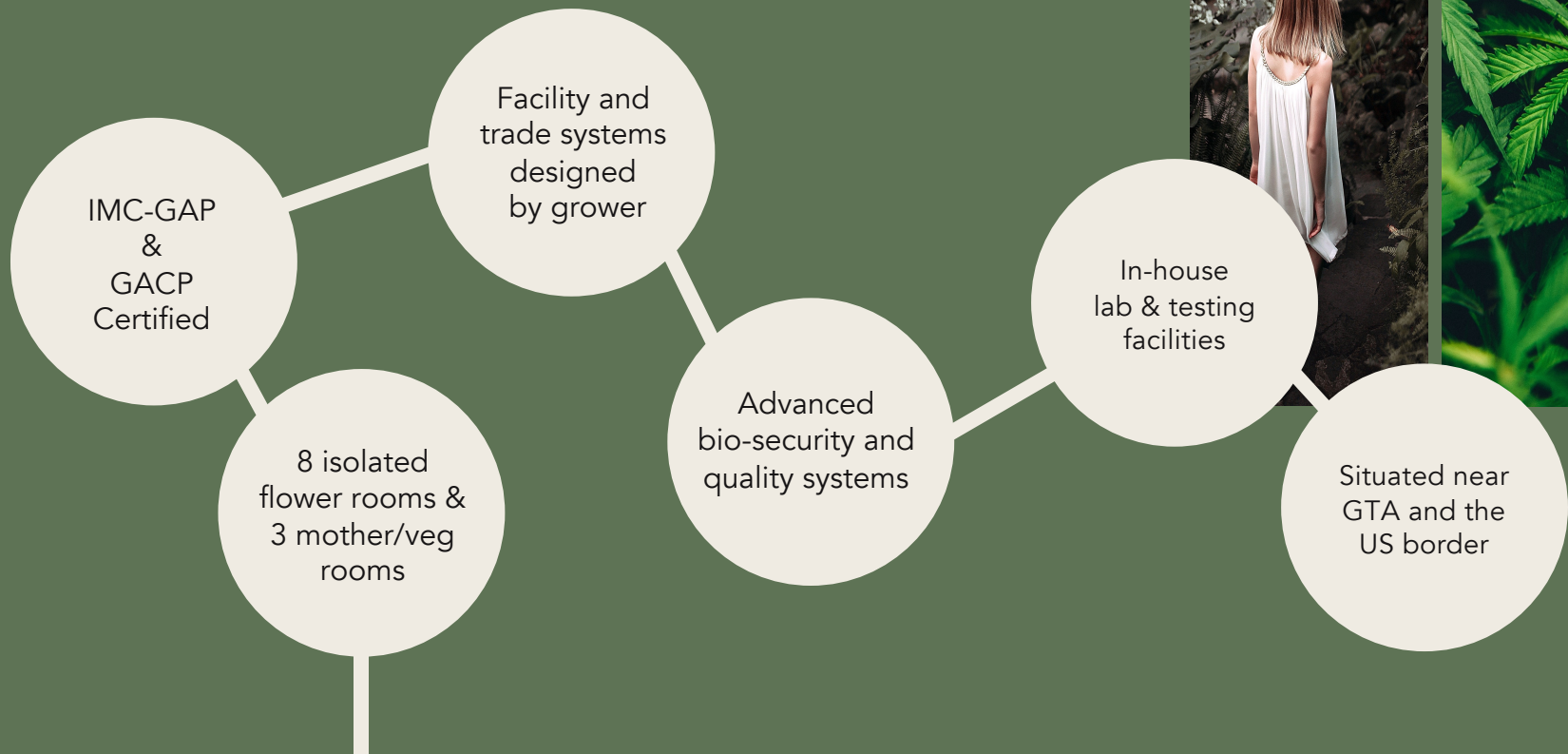
BARRY KATZMAN

INDEPENDENT DIRECTOR

Mr Katzman is an accomplished senior executive and entrepreneur with a strong background in beverage alcohol and most recently in the cannabis sector. After a successful decade at Molson Breweries where he oversaw Sales for 4 districts in Eastern Ontario, Mr Katzman entered the Canadian Wine Industry when the industry was rapidly moving to quality and estate-based entries. In a 15+ year span Mr Katzman helped pioneer the entire sector as President and part owner of 6 different wineries including wineries such as Creekside Estates, Stoney Ridge Estates, Mike Weir Winery, Wayne Gretzky Estate Winery and the establishment of many other iconic Canadian brands including the Tragically Hips wine. Recognizing the distinct overlaps to the emerging Cannabis sector, Mr Katzman helped establish and was the first CEO of Tidal Health Solutions, a Maritime based grower and seller of cannabis where he oversaw the establishment of the entire business from leading fundraising of \$30 million, full build out and land consolidation, every level of development to selling multiple brands in various channels in 2 years. Mr. Katzman is a senior advisor to and Board Member of a number of companies and co-owns Hemp Energy Drink. Mr. Katzman has been recognized on numerous occasions with multiple awards in the wine sector and for development in business and philanthropic efforts in Niagara. He holds a Bachelor of Arts in business from the University of Western Ontario and an MBA from Niagara University in New York.

Simcoe, Ontario Facility

44,000 sq. ft.



CANARY

Expertise

Cultivating cannabis isn't a new thing for us. We have decades of commercial-scale growing experience



Fully Certified

Our Facility is both **GACP** Certified & **IMC-GAP** Certified enabling us the ability to export internationally



Genetics

Continuously seeking the finest genetics, we strive to remain not only relevant but also highly coveted in our pursuit of excellence





Eight Isolated Grow Rooms

- Each room is full self-contained to avoid cross-contamination
- Staggered 7 week growth cycle means we're harvesting every week
- Hand reared, Craft cannabis-at-scale grown by only the most passionate people
- 8 flower rooms, means up to 8 different strains growing at the same time



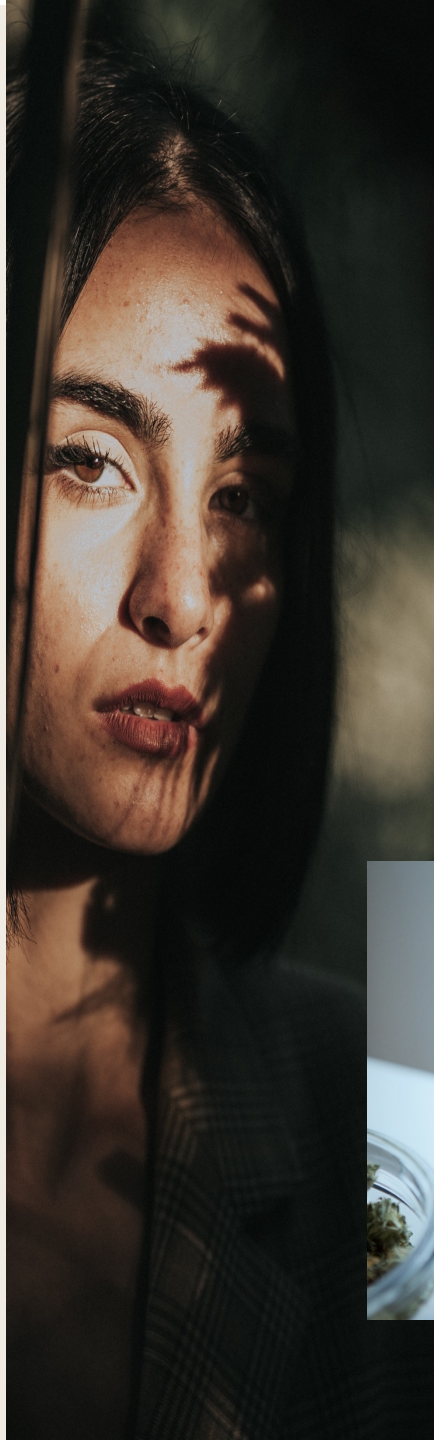
Genetics

Cultivation

Processing

Packaging

Branding



We are Ultra-premium

and it shapes everything we do

We're not just another licensed producer...

Canary's premium focus touches everything we do from our proprietary genetics to our state-of-the-art cultivation methods.

You could say, we're a little obsessed



CANARY

Canary & Serious Seeds

- Exclusive global partnership enabling both manufacturing & distribution of Serious Seeds + Flower in all legalized countries
- Breed Serious Seeds' current catalogue
- Develop proprietary new genetics to introduce to the Canadian and INTL markets to provide Canary RX a competitive edge in the industry.



CannaKorp™

wisp[™]
wellness your way™



The Wisp™: Pod Based Vaporizer

The Wisp™ is the world's first single-use pod and vaporizer system delivering unprecedented quality, convenience and consistency.

The Wisp™ is an easy-to-use home appliance that is clean, convenient and consistent to ensure the finest experience in converting natural botanical and herbal benefits into a vapor form, free of combustion, additives and without denaturing.



Convenient

Simply insert our prepackaged pods



Consistent

A quality vapor experience every time



Clean

Mess-free preparation and clean up



Wisp Pods™

About Wisp Pods™ :

- Sealed for freshness at the source of cultivation
- Pre-filled with lab-tested herbs that meet the highest standards for quality
- Carefully designed to provide high efficiency delivery
- 100% Recyclable

Wisp Pods™ Can be filled with:

- Hemp Flower (CBD Pod)
- Infused CBD Tea Blends
- Herbal Non Cannabis Botanicals
- THC / CBD (Cannabis Derived)



The unique format of Wisp Pods™ makes it possible to enjoy herbal wellness in a whole new way.



Simple, convenient and safe. The WISP™ makes vaporizing easy and accessible.

WISP™ Pods, give cannabis users the predictability and assurance to know what they're inhaling with every use, without the hassle of grinding, measuring, or packing.



Clean, Consistent & Convenient

wellness your way™



We're picky about our product. Our cultivation partners must meet strict quality criteria.



The WISP™ produces vapor in minutes. Low odour. One way check valve to prevent vapor leakage.



Pods sealed for freshness at point of cultivation. Lab-tested, 100% recyclable. High efficiency delivery.



Hygienic sleeve, soft touch mouthpiece. Mess free preparation and cleanup. Dishwasher safe.



The WISP™ system is patent-pending, and there's nothing else like it on the market.



Our microprocessor ensures optimal performance, including temperature, time and air pressure.

PARTNER MODEL & ANNUITY REVENUE



Scalable and affordable
(\$30k - \$40k per line to start)



Partially assembled empty pods



High tech vaporizer*
MSRP \$299



Target Group Inc



Contact Us:

CEO: Tony Zarcone (905) 541 3833

Investor Relations: Adam Taub (416) 893 9485

investorrelations@targetgroupinc.ca

www.targetgroupinc.ca

Corporate Office:

20 Hempstead Drive

Hamilton, ON

L8W 2E7



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