

# **Juva Life Inc.**

## **MANAGEMENT'S DISCUSSION AND ANALYSIS**

### **For the nine months ended September 30, 2021**

---

This Management's Discussion and Analysis ("MD&A") should be read in conjunction with the condensed consolidated interim financial statements and notes thereto for the period ended September 30, 2021 of Juva Life Inc. (the "Company"). Such condensed consolidated interim financial statements have been prepared in accordance with International Financial Reporting Standards ("IFRS").

All dollar amounts are expressed in US dollars unless otherwise indicated.

References to EBITDA in this MD&A refer to net earnings from continuing operations before interest, taxes and tax recoveries, amortization, deferred income tax recovery, unrealized foreign exchange losses, non-cash share-based expenses (Black-Scholes option pricing model) and write-off of assets. References to adjusted gross profit in this MD&A refer to gross profit net of non-cash items allocated to cost of goods sold such as direct and indirect depreciation and fair market value adjustments to inventory.

EBITDA and adjusted gross profit are not an earnings measure recognized by IFRS and do not have a standardized meaning prescribed by IFRS. Management believes that these are alternative measures in evaluating the Company's business performance. Readers are cautioned that these measures should not be construed as an alternative to net income as determined under IFRS; nor as an indicator of financial performance as determined by IFRS; nor a calculation of cash flow from operating activities as determined under IFRS; nor as a measure of liquidity and cash flow under IFRS. The Company's method of calculating these measures may differ from methods used by other issuers and, accordingly, the Company's EBITDA and adjusted gross profit may not be comparable to similar measures used by any other issuer.

#### **DATE**

This MD&A is prepared as of November 25, 2021.

#### **CAUTIONARY NOTE REGARDING FORWARD-LOOKING STATEMENTS**

The information provided in this MD&A, including information incorporated by reference, may contain "forward-looking statements" about the Company. In addition, the Company may make or approve certain statements in future filings with Canadian securities regulatory authorities, in press releases, or in oral or written presentations by representatives of the Company that are not statements of historical fact and may also constitute forward-looking statements. All statements, other than statements of historical fact, made by the Company that address activities, events or developments that the Company expects or anticipates will or may occur in the future are forward-looking statements, including, but not limited to, statements preceded by, followed by or that include words such as "may", "will", "would", "could", "should", "believes", "estimates", "projects", "potential", "expects", "plans", "intends", "anticipates", "targeted", "continues", "forecasts", "designed", "goal", or the negative of those words or other similar or comparable words.

Forward-looking statements may relate to future financial conditions, results of operations, plans, objectives, performance or business developments. These statements speak only as at the date they are made and are based on information currently available and on the then current expectations of the party making the statement and assumptions concerning future events, which are subject to a number of known and unknown risks, uncertainties and other factors that may cause actual results, performance or achievements to be materially different from that which was expressed or implied by such forward-looking statements, including, but not limited to, risks and uncertainties related to:

- (a) the regulation of the recreational cannabis industry in the State of California;
- (b) the availability of financing opportunities, risks associated with economic conditions, dependence on management and conflicts of interest; and
- (c) other risks described in this MD&A and described from time to time in documents filed by the Company with Canadian securities regulatory authorities.

With respect to the forward-looking statements contained herein, although the Company believe that the expectations and assumptions on which the forward-looking statements are based are reasonable, undue reliance should not be placed on the forward-looking statements, because no assurance can be given that they will prove to be correct. Since forward-looking statements address future events and conditions, by their very nature they involve inherent risks and

# Juva Life Inc.

## MANAGEMENT'S DISCUSSION AND ANALYSIS

**For the nine months ended September 30, 2021**

---

uncertainties. Actual results could differ materially from those currently anticipated due to a number of factors and risks. These include, but are not limited to: the availability of sources of income to generate cash flow and revenue; the dependence on management and directors; risks relating to the receipt of the required licenses, risks relating to additional funding requirements; due diligence risks; exchange rate risks; potential transaction and legal risks; risks relating to regulations applicable to the production and sale of marijuana; and other factors beyond the Company's control.

Consequently, all forward-looking statements made in this MD&A and other documents of the Company, as applicable, are qualified by such cautionary statements and there can be no assurance that the anticipated results or developments will actually be realized or, even if realized, that they will have the expected consequences to or effects on the Company. The cautionary statements contained or referred to in this section should be considered in connection with any subsequent written or oral forward-looking statements that the Company and/or persons acting on its behalf may issue. The Company does not undertake any obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, other than as required under securities legislation.

### OVERVIEW AND OUTLOOK

Juva Life Inc. (the "Company") was incorporated under the laws of British Columbia on April 3, 2019. The principal business of the Company is to, own, and operate various cannabis businesses in the state of California. From in-house research, cultivation, manufacturing, retail, and delivery services, Juva employs state of the art tools in discovery, development, and data science to identify new molecular profiles for major unmet medical needs. The Company's registered office is 1055 West Georgia Street, 1500 Royal Centre, P.O. Box 11117, Vancouver, BC V6E 4N.

The Company operates in the medical and recreational cannabis sectors in California, USA. While some states in the United States have authorized the use and sale of marijuana, it remains illegal under federal law and the approach to enforcement of U.S. federal laws against marijuana is subject to change. Because the Company will be engaging in the marijuana-related activities in the US, it assumes certain risks due to conflicting state and federal laws. The federal law relating to marijuana could be enforced at any time and this would put the Company at risk of being prosecuted and having its assets seized when the Company starts operations in the cannabis sector.

### Quarterly Highlights

#### Receipt of cultivation license

On January 19, 2021, the Company received its state approved cannabis cultivation license for its Stockton, California facility. The full facility will have 9,708 sq. ft. of flowering canopy and 5,000 sq. ft. of non-flowering canopy. An additional 4,500 sq. ft. of space has been subdivided into trim, dry storage, breeding, pre-roll, packaging, and environmental system rooms (including automated controls, water reserves, fertilization, and irrigation, etc.). With licensing approval, the Company has now planted crops in the first three of what will be six flowering room. Rooms 4, 5, and 6 are expected to be completed by Q1 2022. Once all six rooms are fully operational, the facility is expected to have the annual capability to produce approximately 6,000-pounds of high-quality cannabis flower. Cultivated flower production is slated for use in Juva branded products, contract production services, and clinical research targeting novel product formulations. Commercial cultivation commenced on February 19, 2021.

#### Special Warrant Financing

On February 18, 2021, the Company closed a private placement by issuing 9,528,578 Special Warrants at CAD\$1.05 per Special Warrant for gross proceeds of CAD\$10,005,007. Each Special Warrant is automatically exercisable, for no additional consideration, into one unit of the Company (each, a "Unit") on the date (the "Automatic Exercise Date") that is the earlier of: (i) as soon as reasonably practical, but in any event, no later than the date that is the third business days following the date on which the Company obtains a receipt from the applicable securities regulatory authorities (the "Securities Commissions") for a (final) prospectus qualifying distribution of the Units (the "Qualifying Prospectus"), and (ii) the date that is four months and one day after the closing of the Offering (the "Qualification Date"). Each Unit shall consist of one common share of the Company (a "Unit Share") and one-half of one common share purchase warrant (each full warrant, a "Warrant"). Each Warrant is exercisable at \$1.35 and expires 24 months from the closing date. In connection with the private placement, the Company paid a cash commission of CAD\$681,975, and issued 666,999 broker warrants.

# Juva Life Inc.

## MANAGEMENT'S DISCUSSION AND ANALYSIS

For the nine months ended September 30, 2021

---

### Sale of Subsidiary

On March 31, 2021, the Company sold its wholly-owned subsidiary, VG. The sale transaction was effected pursuant to an Agreement for Purchase of LLC Interest dated March 31, 2021, by and between the Company and Baja Investment Partners, LLC, a California limited liability company ("Baja"), as buyer (the "Purchase Agreement"). Pursuant to the Purchase Agreement, the Company sold its 100% limited liability company membership interest in VG to Baja for a purchase price of \$1,100,000 USD.

Upon the closing of the Purchase Agreement, Baja delivered cash in the amount of \$275,000 and an Equity Secured Promissory Note in the principal amount of \$825,000 (the "Promissory Note") to the Company as consideration. The original Promissory Note was to be due and payable in three equal installments of \$275,000 each, with the first installment due within 90 days following the closing date, the second installment due within 180 days following the closing date, and the third installment due within 270 days following the closing statement. The entire balance of principal under the Promissory Note was to be due and payable on or before the date that is 270 days following the closing date. However, in exchange for a \$15,000 fee, this agreement was amended on September 30, 2021 to add one additional payment and extend the final payment to April 15, 2022. Any amount payable under the Promissory Note that is not paid when due will accrue interest until paid in full at the rate of 10% per annum. Baja's obligations under the Promissory Note are secured by a first-priority security interest in VG owned by Baja, as set forth in a separate Security Agreement dated March 31, 2021 between the Company and Baja. Baja may prepay the amount due under the Promissory Note in whole or in part at any time without penalty.

In connection with the sale, the Company entered into a Finder's Fee Agreement dated March 31, 2021 with Drivon Consulting, Inc., pursuant to which the Company agreed to pay to Drivon Consulting, Inc. a finder's fee in an amount equal to three percent (3%) of the consideration received by the Company in connection with the transaction, or \$33,000.

### Clinical Registry

In 2021, the Company launched a clinical registry to evaluate cannabis formulations for clinical effect and mode of action. This is the first step towards building an integrated technology platform addressing unmet medical needs. The Company believes that, even with existing pre-clinical, clinical, and anecdotal data on the effect of cannabis, there is an absence of understanding of "how cannabis works". The Company enrolled its first human subject into its "Natural History of Disease: Cannabis Registry" clinical study (the "Clinical Study"). The establishment of this controlled patient registry Clinical Study is the Company's first step in establishing the clinical methodology to efficiently gauge the clinical effect of various cannabis-based formulations on human subjects. The Clinical Study registry is a prospective observation registry that will document the utility and patient experience for patients seeking to use therapeutic cannabis medicaments as a means of symptom relief and management related to various diseases. The Company has engaged TME Research, LLC to manage data collection around the Clinical Study. The Company anticipates the costs related to the Clinical Study to range between US\$250,000 to US\$500,000 depending on the number of patients ultimately enrolled. The Clinical Study is expected to complete in February 2025.

### Board of Directors

Due to conflicting commitments, founding board member, Dr. Rakesh Patel, has resigned from the board of directors and will take on an expanded role as Chairperson, Juva Clinical Advisory Board. In this capacity, Dr. Patel will oversee the Clinical Advisory Board and advise the company on clinical study design and clinical validation of the Company's products.

Dr. Peter Beitsch has been appointed to the Company's Board of Directors. Dr. Beitsch has held numerous positions in national surgical societies including the American Society of Breast Surgeons where he served as President of the Society from 2013-14, first Chairman of the Membership Committee 2001-4, Program Director for the 2005 Annual Meeting in Los Angeles, Board of Directors Member from 2006-9 and 2012-15. He has served on the Executive Committee of the Society of Surgical Oncology 2008-2010, General Surgical Oncology Committee of the American Board of Surgery and was a National Ultrasound Faculty for the American College of Surgeons. Dr. Beitsch has presented internationally and is actively involved in breast cancer and melanoma research. He has authored major articles in peer-reviewed medical journals including the New England Journal of Medicine, the Journal of the

# **Juva Life Inc.**

## **MANAGEMENT'S DISCUSSION AND ANALYSIS**

### **For the nine months ended September 30, 2021**

---

American Medical Association, the Proceedings of the National Academy of Science, Journal of Clinical Oncology, and the Annals of Surgical Oncology.

#### **COVID-19**

In March 2020 the World Health Organization declared coronavirus COVID-19 a global pandemic. This contagious disease outbreak, which has continued to spread, and any related adverse public health developments, has adversely affected workforces, economies, and financial markets globally, potentially leading to an economic downturn. It is not possible for the Company to predict the duration or magnitude of the adverse results of the outbreak and its effects on the Company's business or results of operations at this time.

#### **DESCRIPTION OF BUSINESS**

Juva Life is vertically integrated and consists of six divisions: Juva Cultivation, Juva Research, Juva Manufacturing, Juva Distribution, Juva Retail, and Juva Delivery. Each division plays a crucial role in their overall goal of helping people feel better.

Juva Cultivation focuses on cultivating and distributing high quality cannabis to medical and recreational cannabis users in the State of California via licensed cannabis retailers. Through its subsidiary, Precision Apothecary Inc., Juva has acquired the rights to the Frosted Flowers cannabis brand. Frosted Flowers has an extensive catalogue of proprietary bred genetics and is most well-known for its three signature cannabis strains: Silver Haze, Maple Wreck and Sumatra Kush. The Company is looking to reintroduce its own brand under the Frosted Flower umbrella in 2022. Additionally, the company has 11,000 sf of greenhouse space at its Hayward facility. Both locations are designed to allow for contract cultivation in addition to Juva's in-house use.

Juva Retail is a network of retail cannabis facilities that serves the San Francisco Bay Area and other areas within the State of California where the business is compliant with applicable local laws. Juva Retail intends to operate as a combination of non-storefront retail delivery businesses, pending receipt of necessary delivery licenses, and a few strategic storefront brick and mortar cannabis retail facilities. The Company currently has two approved delivery permits in the State of California, one in the City of Stockton and one in the City of Redwood City, California. The Company previously had two microbusiness permit applications pending for adjacent properties in Hayward California (the "Hayward Facilities"). However, Hayward agreed to consider the two separately leased properties as one and approved them jointly under a single permit in September 2019. Once approved by the State, Juva will have a retail storefront as part of its microbusiness permit in Hayward along with another delivery business.

Juva Research will research and develop "precision cannabis" products to deliver the right medicine to the right patient at the right time. The Company is developing intellectual property and secure patent protection for each of its proprietary discoveries. Through Juva Research, the Company is engaging in research that will help with the following: developing intellectual property, research registries and patent formulations in areas of chronic pain, sleeplessness, poor appetite, anxiety, menopausal symptoms, neuropathic pain, nausea and inflammation; conducting Institutional Review Board approved patient research investigations; and testing and verifying product integrity through a network of doctors, clinics. The Company currently intends to develop and market products solely in the State of California under applicable state and local laws and regulations. The Company's planned activities do not currently involve interstate commerce, and therefore are not currently subject to prior approval requirements of the United States Food and Drug Administration (the "FDA"). If any of the Company's products and development activities become subject to federal drug approval processes and the Company decides to seek federal approval, the Company may need to comply with the drug research, approval and registration processes and requirements of the FDA and the United States Drug Enforcement Agency (the "DEA") for drugs developed and marketed on a national scale in the United States. If the Company decides to seek FDA and/or DEA approval or registration for any of its future cannabis-based products, there is no guarantee that the Company would be successful in obtaining such approvals or registrations.

Juva Manufacturing will create Juva branded and white-label products for other recreational and medical-related cannabis companies.

# **Juva Life Inc.**

## **MANAGEMENT'S DISCUSSION AND ANALYSIS**

### **For the nine months ended September 30, 2021**

---

Juva Distribution will distribute Juva branded products and products from other licensed cannabis companies.

The Company is limited in how it can market its products, and while the research may be promising in terms of effectiveness and safety in treating these conditions, the Company will need to comply with applicable state and local laws and regulations, and the requirements of the FDA and DEA. The Company intends to leverage its brand development and marketing expertise to select products that will expand its shelf space and customer reach, as permitted under current cannabis regulations in California. Although the Company initially plans to research, develop and market products on an intrastate basis that meet state and local regulatory requirements in California, if the Company's business transitions into interstate commerce in the future, the Juva Labs business may involve development and sale of cannabis-based products that will require FDA and/or DEA approval and/or registration. If the FDA determines that a new drug approval is needed for any of the Company's products, the Company would need to proceed through the New Drug Application ("NDA") process or modify its activities to comply with FDA requirements. Even if the Company were to submit an Investigational New Drug Application ("IND") and NDA for FDA approval, there is no guarantee that the FDA would grant approval for all or even any of the cited indications.

#### ***Facilities***

The Company currently has four properties under lease in the cities of Stockton, Hayward and Redwood City, California, and is in the process of continuing to build out its facilities and obtain the necessary state and local authorizations to operate its planned businesses. The leased properties are summarized below.

#### **Stockton, California**

The Company is currently operating and continuing to expand its State and locally permitted cannabis production facility on San Juan Drive in Stockton, California, totaling approximately 30,000 square feet (the "San Juan Facility"); The San Juan Facility will support cultivation, manufacturing, retail sales (non-storefront delivery only) and wholesale distribution.

*San Juan Facility.* The San Juan Facility has been designed as a cultivation, manufacturing, distribution and non-storefront retail delivery facility that will produce high quality flower and pre-rolls for both its branded products as well as white labeled products. This location has been granted all State and Local permits for non-storefront retail delivery and is actively delivering direct to consumers in the north San Joaquin Valley. In addition, the facility received all permits for Cultivation in January 2021 and has recently planted its first crops. The final construction for this facility is near completion, and includes fully closed and sealed rooms, climate control sensors, special wall treatments, a holding safe to store over 3,000 pounds of cannabis and a packaging room. The facility totals approximately 30,000 square feet, with 9,708 square feet of flowering canopy. At full capability, this canopy will result in approximately 6,000 pounds of cannabis flower. Juva Stockton occupies the San Juan Facility under a 5-year sublease, commencing August 1, 2018, and pays \$35,805 per month in rent (with annual increases).

Pursuant to Stockton Municipal Code Section 5.100.040, in order to operate legally in Stockton, the Company has obtained: (1) a proper Use Permit pursuant to Stockton Municipal Code Section 16.80.195 and 16.168; (2) an approved Operators Permit from the Chief of Police pursuant to Stockton Municipal Code Section 5.100.060; (3) a business license issued by the City pursuant to Stockton Municipal Code Section 5.04.040; and (4) State licenses for both cultivation and non-storefront retail. A State license for Distribution was also approved on August 20, 2021 with the intention of a Manufacturing license to follow.

The Company is building this facility out in phases. The first phase required the build out of the front offices. These were completed, and all local and State authorizations and permits granted, in September 2020. This has allowed Juva to receive partial occupancy of the building and begin fully licensed delivery operations in Stockton. The next phase was finalizing the construction of the first three of six cultivation rooms, control room, dry rooms, trim rooms, and packaging rooms. These rooms were completed, and local City of Stockton approvals and permits received, in November 2020. The cultivation license from the State of California was granted in January 2021, the first crops planted in February 2021 and harvest of these initial crops has commenced.

# **Juva Life Inc.**

## **MANAGEMENT'S DISCUSSION AND ANALYSIS**

### **For the nine months ended September 30, 2021**

---

The final phase is the build out of the remaining three cultivation rooms. The Company is completing construction of Rooms 4, 5, and 6 and expects to plant its first crop in room 4 in late January 2022 and room 5 and 6 every 15 days thereafter, respectively.

#### Hayward, California

The Company leases two properties adjacent to one another in Hayward. These two properties, the Clawiter Road Facility and the Enterprise Avenue Facility, are collectively referred to as the "Hayward Facilities." Together, they are being designed to be Juva's main corporate and operational campus for all of its divisions and will house Cultivation, Research, Manufacturing, Distribution, Retail, and Delivery operations.

The Hayward Facilities include two buildings, one with an existing Class 5 clean room as part of an 18,000 square foot building with an additional 11,000 square feet of greenhouses for cultivation. The other building (Enterprise) consists of about 6700 sf of warehouse to be used for delivery, distribution and packaging. The combined facility will also offer "white labeling" opportunities that can provide the means for new and existing out-of-state brands to introduce products in California. "White labeling" refers to entering into license agreements with third parties to manufacture and/or distribute such third parties' products.

The Hayward Facilities' other activities will include cultivation of high-quality greenhouse material for extraction, a flagship retail store, a delivery hub for the entire East San Francisco Bay area, post-process extraction of oil, CO<sub>2</sub> extraction, formulation, isolation and contract product development. This is where research and development, and the manufacturing of capsules, edibles, transdermal patches, topical products, inhalers, and suppository products, will take place. The Hayward campus includes a total of approximately 35,000 square feet.

*Clawiter Road Facility.* Precision Apothecary occupies the Clawiter Road property under a sublease with a term of 4 years and 5 months commencing August 1, 2018 and pays \$24,040 per month in rent, increasing by approximately 3% annually.

*Enterprise Avenue Facility.* Precision Apothecary occupies the Enterprise property under a sublease with a term of 4 years and 5 months, commencing August 1, 2018, and pays \$9,117 per month in rent, increasing annually by approximately 3%.

Pursuant to Hayward Municipal Code Chapter 6, Article 14, and Chapter 10, Article 1, in order to operate the Hayward Facilities in Hayward, California, the Company must obtain: (1) an Administrative Use Permit or a Conditional Use Permit, depending on the type of license sought; (2) a Commercial Cannabis Permit; and (3) a State license for a microbusiness facility. The Company received approval of its Conditional Use Permit in October 2020. Demolition at the Hayward Facilities is complete, and the land entitlement are complete. The Company is finalizing construction documents and intends to start construction in Q1 of 2022.

#### Redwood City, California

*Convention Way Facility.* The Convention Way property is being used for a non-storefront retail (delivery) cannabis facility. Delivery service is available throughout the Bay Area Peninsula from San Francisco down to San Jose. The facility complies with all applicable local and state laws and has adequate controls in place against any diversion, theft, and loss of cannabis products. The Company believes this delivery business has access to approximately 1.67 million potential customers. The Convention Way property is approximately 1,345 square feet of office space. Juva RWC occupies the property under a 5-year lease, commencing December 1, 2018, and pays \$6,421 per month in rent, increasing annually by approximately 3%. Pursuant to Article 59 of the Redwood City Municipal Code, in order to operate in Redwood City, the Company must obtain: (1) a Cannabis Business Permit; (2) a Conditional Use Permit; and (3) a State License. The Company obtained approval of its Cannabis Business Permit on or about April 22, 2019; the Conditional Use Permit was approved on or about May 31, 2019; and the State license was issued in September 2019. The Company has received all local and state licenses necessary to operate and began delivery in January 2020.

# **Juva Life Inc.**

## **MANAGEMENT'S DISCUSSION AND ANALYSIS**

### **For the nine months ended September 30, 2021**

---

#### **Permits**

##### *Local Permits:*

To Summarize, the Company currently has the following local permits approved:

- Four (4) Conditional Use Permits for cultivation, manufacturing, delivery, and distribution at the San Juan Facility in Stockton, California.
- One fully approved non-storefront retail delivery license in Redwood City, California.
- One approved microbusiness permit for the combined operations at the Clawiter Road and Enterprise Avenue facilities in Hayward, California.
- 

##### *State Issued Permits:*

- The Company has a state license for its delivery operations in Redwood City, California.
- The Company has a state license for its delivery operations at the San Juan facility in Stockton, California.
- The Company has a state license for its cultivation operations at the San Juan facility in Stockton, California.
- The Company has a state license for its distribution operations at the San Juan facility in Stockton, California.

#### **Description of Property**

##### *Leased Real Property*

Juva has four properties under lease and one option under lease in the State of California, which are in various stages of build-out. The leased properties are summarized below.

- (1) *San Juan Property in Stockton, California.* The San Juan property is being designed for high quality flower cultivation, non-storefront retail sales, distribution and manufacturing (including white label production of products through licensing agreements). This location's non storefront retail facility is currently delivering directly to consumers in the north San Joaquin Valley and will operate as Juva's Central Valley distribution hub. This location has also begun harvest and sale of its bulk flower cultivation products.
- (2) *Clawiter Road Property in Hayward, California.* The Clawiter Road property is being designed as Juva's main operational hub, and is being built to encompass the following: house the Company's flagship retail store; act as the delivery hub for the East San Francisco Bay Area; perform post process extraction of oil; CO<sub>2</sub> extraction, formulation, isolation and contract product development; and medicinal cannabis research and development, and manufacturing of related product formulations and greenhouse cultivation.
- (3) *Enterprise Property in Hayward, California.* The Enterprise property is the building adjacent to the Clawiter Road property, and is being designed for non storefront delivery, distribution and packaging of inhouse manufactured capsules, edibles, transdermal, inhaler & suppository products.
- (4) *Convention Way Property in Redwood City, California.* The Convention Way property is being used for non-storefront retail cannabis delivery throughout the Bay Area Peninsula from San Francisco down to San Jose.

In addition, the Company has the option to lease additional space in Redwood City, CA. This space is intended to be combined use for a future retail store and corporate office and administrative operational support for the Company. The Company will only exercise this option contingent on local approval for the recently submitted retail application.

#### **Intellectual Property**

As of the date hereof, Juva has registered the following state trademarks in the State of California:

- Frosted Flowers
- [www.frostedflowers.com](http://www.frostedflowers.com)

As of the date hereof, Juva has the following pending applications for federal trademarks:

**Juva Life Inc.**  
**MANAGEMENT'S DISCUSSION AND ANALYSIS**  
**For the nine months ended September 30, 2021**

Trademark	Jurisdiction	App No	App Date	Reg No	Reg Date	Status
FF (design)	USA	86796677	22 Oct 2015	5237714	04 Jul 2017	Registered
FROSTED FLOWERS	USA	86796670	22 Oct 2015	5237713	04 Jul 2017	Registered
FROSTED FLOWERS	USA	88923952	19 May 2020			Pending
JUVA	Canada	A0095732	07 Apr 2020	1532209	07 Apr 2020	Registered
JUVA	EUTM	1532209	17 Nov 2020	1532209	31 Dec 2020	Registered
JUVA	United Kingdom	UK00801532209	17 Nov 2020			Brexit - to be refiled
JUVA	USA	88784312	04 Feb 2020			Pending
JUVA	USA	88863236	07 Apr 2020			Pending
JUVA	USA	88206128	26 Nov 2018			Pending
JUVA	USA	88206122	26 Nov 2018			Pending
JUVA	USA	88206119	26 Nov 2018			Pending
JUVA	USA	88206117	26 Nov 2018			Pending
JUVA	USA	88206114	26 Nov 2018			Pending
JUVA	USA	88784342	04 Feb 2020			Pending
JUVA	USA	88206130	26 Nov 2018			Pending
JUVA	WIPO	A0095732	07 Apr 2020	1532209	07 Apr 2020	Registered
JUVA LIFE	Canada	1568951	23 Sep 2020	1568951	07 Jan 2021	Registered
JUVA LIFE	EUTM	1568951	23 Sep 2020	1568951	07 Jan 2021	Registered
JUVA LIFE	United Kingdom		23 Sep 2020			Brexit - to be refiled
JUVA LIFE	USA	88923944	19 May 2020			Pending
KNOWING MORE FEELS BETTER	USA	90458851	11 Jan 2021			Pending
KNOWING MORE MAKES YOU FEEL BETTER	USA	90387271	16 Dec 2020			Pending
MYJUVA	USA	88928271	21 May 2020			Pending
MYJUVA Stylized	USA	90095812	05 Aug 2020			Pending
THE MORE YOU KNOW THE BETTER YOU FEEL	USA	90387248	16 Dec 2020			Pending

**SELECTED ANNUAL INFORMATION**

	Year Ended December 31, 2020	Year Ended December 31, 2019	The Period from Incorporation on June 29, 2018 to December 31, 2018
	(\$)	(\$)	(\$)
Revenues	967,237	-	-
Expenses including non-cash items	(12,075,154)	(6,936,146)	1,483,594
Net loss for the year	(16,236,756)	(8,980,603)	3,369,485
Number of common shares outstanding	134,673,018	89,887,379	76,103,977
Loss per share	(0.13)	(0.11)	(0.07)
Cash	2,158,694	1,276,143	2,358,086
Working capital*	68,311	47,139	2,269,428
Total assets	15,590,956	6,616,130	3,098,647
Shareholders' equity (deficit)	6,703,354	(616,962)	1,170,350
Long-term financial liabilities	1,380,968	1,795,109	-
Dividends paid per share	-	-	-

\*Excludes the Company's warrant liability.



**Juva Life Inc.**  
**MANAGEMENT'S DISCUSSION AND ANALYSIS**  
**For the nine months ended September 30, 2021**

**RESULTS OF OPERATIONS**

*Key financial and operational metrics*

	<b>For the nine months ended September 30, 2021</b>		<b>For the nine months ended September 30, 2020</b>	
Financial results				
Sales – delivery	\$	1,405,983	\$	511,124
Sales – harvest		799,775		-
Cost of sales		395,645		236,008
Operating expenses		9,397,200		7,393,794
EBITDA (loss)		(5,503,985)		(4,006,657)
Net loss		(9,825,649)		(7,779,413)
Net cash used in operating activities		(7,683,107)		(3,535,608)
Adjusted gross margin		960,156		236,008
Working capital	\$	4,467,008	\$	1,798,614
Operating results				
Pounds harvested		711		-
Pounds sold		342		-

*For the three months ended September 30, 2021*

During the three months ended September 30, 2021 (“Q3 2021”), the Company reported a net loss of \$1,514,701 compared to a net loss of \$2,944,239 for the three months ended September 30, 2020 (“Q3 2020”).

Sales during the period increased to \$1,192,194 compared to \$281,909 for the comparative period. Gross profit increased to \$513,936 compared to \$137,524 during the comparative period. Adjusted gross profit increased from \$137,524 to \$1,013,809 in the current period. The increase is a result of the Company continuing to grow its online delivery business and generating sales from its initial harvests. The slight increase in gross profit despite the change in sales was primarily due to lower yields on the Company’s initial harvests offset by the recognition of an unrealized gain on the fair value of biological assets which is a result of the Company commencing harvest operations. The following table is a reconciliation of gross profit to adjusted gross profit for Q3 2021 and 2020:

	<b>For the three months ended September 30, 2021</b>		<b>For the three months ended September 30, 2020</b>	
Gross profit	\$	513,936	\$	137,524
Depreciation included in cost of goods sold		336,277		-
Fair market value adjustment to inventory		163,596		-
Adjusted gross profit	\$	1,013,809	\$	137,524

# Juva Life Inc.

## MANAGEMENT'S DISCUSSION AND ANALYSIS

### For the nine months ended September 30, 2021

Total operational expenses were \$2,549,386 during Q3 2021 compared to \$3,135,128 for Q3 2020. Overall, the decrease in costs is a result of the following:

- Marketing and promotion decreased to \$159,457 (Q3 2020 - \$977,375) due to the conclusion of the Company's investor awareness campaign in prior periods; and
- Professional fees decreased to \$109,170 (Q3 2020 - \$324,284) due to fewer corporate transactions requiring the use of securities counsel and auditors.

Other notable variances include the following:

- Salaries and benefits increased to \$795,238 (Q3 2020 - \$521,993) as a result of new hires; and
- Non-cash depreciation increased to \$281,361 (Q3 2020 - \$189,512) as the Company purchased additional equipment during the quarter.

EBITDA for Q3 2021 and 2020 has been calculated as follows:

	<b>For the three months ended September 30, 2021</b>	<b>For the three months ended September 30, 2020</b>
Net loss for the period	\$ (1,514,701)	\$ (2,944,239)
Unrealized fair value change on biological assets	27,175	-
Interest expense on lease liabilities	54,736	97,351
Depreciation	281,361	189,512
Share-based payments	564,264	734,835
Change in fair value of warrant liability	(739,560)	(288,497)
Impairment of intangibles	-	-
Gain in disposition	8,250	-
Abandoned construction	-	-
Foreign exchange loss	250,561	235,132
Taxes	(40,000)	-
EBITDA (loss)	\$ (1,107,914)	\$ (1,975,906)

### For the nine months ended September 30, 2021

During the nine months ended September 30, 2021 ("YTD 2021"), the Company reported a net loss of \$9,825,649 compared to a net loss of \$7,779,413 for the nine months ended September 30, 2020 ("YTD 2020").

Sales during the period increased to \$2,506,998 compared to \$511,124 for the comparative period. Gross profit increased to \$460,283 compared to \$236,008 during the comparative period. Adjusted gross profit increased from \$236,008 to \$960,156 in the current period. The increase is a result of the Company continuing to grow its online delivery business and generating sales from its initial harvests. The increase in gross profit was partially helped by the recognition of an unrealized gain on the fair value of biological assets which is a result of the Company commencing harvest operations. The following table is a reconciliation of gross profit to adjusted gross profit for Q3 2021 and 2020:

	<b>For the nine months ended September 30, 2021</b>	<b>For the nine months ended September 30, 2020</b>
Gross profit	\$ 460,283	\$ 236,008
Depreciation included in cost of goods sold	336,277	-
Fair market value adjustment to inventory	163,596	-
Adjusted gross profit	\$ 960,156	\$ 236,008

# Juva Life Inc.

## MANAGEMENT'S DISCUSSION AND ANALYSIS

### For the nine months ended September 30, 2021

Total operational expenses were \$9,397,200 in YTD 2021 compared to \$7,393,794 for YTD 2020. Overall, the increase in costs is a result of the following:

- Marketing and promotion increased to \$1,926,114 (YTD 2020 - \$1,078,664) due to the execution of the Company's marketing program at the beginning of the year;
- Salaries and benefits increased to \$2,047,802 (YTD 2020 - \$1,348,037) as a result of new hires;
- Professional fees increased to \$845,369 (YTD 2020 - \$783,815) due to costs associated with the Company's special warrant financing as well as costs associated with other regulatory filings; and
- Non-cash depreciation increased to \$816,020 (YTD 2020 - \$570,913) as the Company started taking depreciation on cultivation equipment and leasehold improvements now that facilities are ready for use.

EBITDA for YTD 2021 and 2020 has been calculated as follows:

	<b>For the nine months ended September 30, 2021</b>	<b>For the nine months ended September 30, 2020</b>
Net loss for the period	\$ (9,825,649)	\$ (7,779,413)
Unrealized fair value change on biological assets	(64,638)	-
Interest expense	190,918	268,571
Depreciation	1,475,387	570,913
Share-based payments	1,831,265	2,311,645
Change in fair value of warrant liability	515,603	242,364
Impairment of intangible assets	-	67,014
Gain in disposition	(678,880)	-
Abandoned construction	-	7,221
Foreign exchange loss	982,009	305,028
Taxes	70,000	-
EBITDA (loss)	\$ (5,503,985)	\$ (4,006,657)

#### *Update on Regulation A Offering Use of Proceeds*

The Company undertook a Regulation A offering that closed in February 2020. The below table sets out the use of proceeds as disclosed as part of the Regulation A offering, the actual use of proceeds to date and the variance.

<u>Use of Proceeds</u>	<u>Amount of Proceeds Disclosed Under the Offering</u>	<u>Approximate Actual Amount of Proceeds used to Date</u>	<u>Variance</u>
Facility construction and equipment <sup>(1)</sup>	US\$5,400,000	US\$9,600,000	(US\$4,200,000)
Complete licensing and permitting at new facilities <sup>(2)</sup>	US\$360,000	US\$115,000	US\$245,000
Recruit and implement sales team <sup>(3)</sup>	US\$270,000	Nil	US\$270,000
Execute marketing and branding campaigns <sup>(4)</sup>	US\$1,080,000	US\$3,200,000	(US\$2,120,000)
Acquire pipeline projects and related capital expenditures <sup>(5)</sup>	US\$9,054,000	Nil	US\$9,054,000
	US\$16,164,000	US\$12,915,000	US\$3,249,000

#### Notes:

- (1) Expenses for facility construction and equipment were higher than expected due to supply chain delays and a surge in pricing due to COVID-19.
- (2) Licensing and permitting costs were less than anticipated as some licenses and permits are still pending and tied to the completion of facility construction.
- (3) Due to cost overruns on construction, the Company utilized existing staff for sales.
- (4) The Company used a portion of the proceeds for marketing and investor awareness that had not previously been budgeted. The Company hired third party marketing firms, including digital marketing and media service providers, to undertake

**Juva Life Inc.**  
**MANAGEMENT'S DISCUSSION AND ANALYSIS**  
**For the nine months ended September 30, 2021**

---

- media and brand awareness campaigns on behalf of the Company, for aggregate costs of approximately \$1.5 million. None of the amounts paid were to related parties of the Company.
- (5) The Company intended to use proceeds to acquire similar companies/projects. The Company decided to conserve funds for facility construction in the event further costs overruns are encountered.

***Update on Significant Events, Business Objectives and Milestones from Long Form Prospectus***

On October 8, 2020, the Company filed a non-offering long form prospectus in connection with its listing on the CSE. The Company provides an update on the significant events, business objectives and milestones disclosed in that Prospectus.

<b>Item</b>	<b>Progress</b>	<b>Expected timing</b>
Increase sales volumes at Redwood City delivery operations (estimated cost: \$Nil)	The Company continues to make progress on this front through improved marketing programs.	Ongoing throughout 2021
Increase sales volumes at Stockton delivery operations (estimated cost: \$Nil)	The Company continues to make progress on this front through improved marketing programs.	Ongoing throughout 2021
Obtain State license for San Juan distribution (estimated cost of \$25,000)	State license has been obtained.	Completed
Engage buyers for first harvests (estimated cost: \$Nil)	The Company is utilizing existing business relationships in the California cannabis market to source buyers.	Ongoing throughout 2021
Complete Hayward Facilities improvements and begin contract manufacturing and research in that facility (estimated cost: \$1,260,000)	The Company continues to work with its contractors on the improvements and construction. Previously, the Company encountered delays, however work has continued.	2022
Finalize cultivation rooms at San Juan Facility (estimated cost: \$630,000)	Initial cultivation operations have commenced. Completion of cultivation room #3 is complete. Rooms #4, #5, and #6 are in progress.	Q1 2022
Enroll first 100 patients in the Clinical Study (estimated cost: \$375,000)	Goal is to have first 100 patients enrolled	Q4 2021
Identify first specific compounds for future therapeutic applications (Cannabis research work) (estimated cost: \$500,000)	Research work commenced at the beginning of May and tests continue to be run. The Company announced top-line R&D data and initiated optimization & development of Juva-019	Q1 2022

**Significant events that need to occur for the business objectives to be accomplished:**

1. Maintain successful marketing campaigns for Redwood City & Stockton delivery operations;
2. Hayward Facilities improvements require significant construction to be completed on time, and delivery of significant systems to be in place and operating properly;
3. Completion of additional cultivation rooms requires significant equipment that could be subject to supply chain delays;
4. Redwood City Retail Store license is under a competitive bidding process with limited licenses being granted; and
5. All operations will require significant new hires.

**Juva Life Inc.**  
**MANAGEMENT'S DISCUSSION AND ANALYSIS**  
**For the nine months ended September 30, 2021**

---

**SUMMARY OF QUARTERLY RESULTS**

The Company financial results of the Company's last 8 quarters are detailed below:

	<b>Quarter Ended September 30, 2020</b>	<b>Quarter Ended June 30, 2021</b>	<b>Quarter Ended March 31, 2021</b>	<b>Quarter Ended December 31, 2020</b>
	<b>(\$)</b>	<b>(\$)</b>	<b>(\$)</b>	<b>(\$)</b>
Sales	1,192,194	729,321	585,483	456,113
Cost of goods sold	651,083	1,088,842	371,428	263,850
Gross profit before unrealized items	541,111	(359,521)	214,055	192,263
Gross profit	513,936	(353,430)	299,777	192,263
Net expenses including non-cash items	2,549,386	2,547,364	4,300,450	19,682,692
Loss for the quarter	(1,514,701)	(2,815,651)	(5,495,297)	(8,515,882)
Basic and diluted loss per share	(0.01)	(0.02)	(0.04)	(0.06)
Common shares outstanding	163,877,587	163,865,087	153,752,253	134,673,018
	<b>Quarter Ended September 30, 2020</b>	<b>Quarter Ended June 30, 2020</b>	<b>Quarter Ended March 31, 2020</b>	<b>Quarter Ended December 31, 2019</b>
	<b>(\$)</b>	<b>(\$)</b>	<b>(\$)</b>	<b>(\$)</b>
Sales	281,909	187,609	41,606	-
Cost of goods sold	144,385	110,830	19,901	-
Gross profit before unrealized items	137,524	76,779	21,705	-
Gross profit	137,524	76,779	21,705	-
Net expenses including non-cash items	3,135,128	2,392,715	1,865,951	2,034,920
Loss for the quarter	(2,861,014)	(3,268,056)	(1,650,343)	(3,410,079)
Basic and diluted loss per share	(0.02)	0.03	0.01	(0.05)
Common shares outstanding	126,086,181	120,110,251	120,110,251	89,887,379

Sales have increased steadily over the past four quarters which is within the Company's expectations. The overall net loss for the quarter ended December 31, 2020 increased as a result of share-based payment expense being recognized on the granting of warrants, RSUs, and stock options to directors, officers, and consultants as well as costs incurred in conjunction with the Company's marketing plan. Furthermore, there was a substantial expense incurred on the revaluation of the warrant liability on the exercise of warrants.

The Company incurred a negative gross profit in Q2 2021 due to the reclassification of depreciation attributable to cost of goods sold from operating expenses.

The net loss by quarter has seen a steady downward trend as management continues to stream-line operations. There was a significant decrease in net loss during the quarter ended March 31, 2020 as the Company recognized a higher than expected fair value loss on the valuation of the warrant liability during the previous period.

**LIQUIDITY & CAPITAL RESOURCES**

The Company does not generate sufficient cash from operations. The Company finances its activities by raising equity capital from private placements. The Company may encounter difficulty sourcing future financing.

The Company had cash of \$4,846,084 at September 30, 2021 (2020 - \$2,158,694) and the Company had working capital of \$4,467,008 at September 30, 2021 (2019 - \$68,311) (not including warrant liability of \$8,461,558 (2020 - \$4,771,841)). The Company defines the capital that it manages as its shareholders' equity.

The Company's objective when managing capital is to maintain corporate and administrative functions necessary to support the Company's operations and corporate functions; and to seek out and acquire new projects of merit. The Company manages its capital structure in a manner that provides sufficient funding for operational and capital

# Juva Life Inc.

## MANAGEMENT'S DISCUSSION AND ANALYSIS

**For the nine months ended September 30, 2021**

---

expenditure activities. Funds are secured, when necessary, through debt funding or equity capital raised by means of private placements. There can be no assurances that the Company will be able to obtain debt or equity capital in the case of working capital deficits.

The Company does not pay dividends and has no long-term debt or bank credit facility. The Company is not subject to any externally imposed capital requirements.

If additional funds are required, the Company plans to raise additional capital primarily through the private placement of its equity securities. Under such circumstances, there is no assurance that the Company will be able to obtain further funds required for the Company's continued working capital requirements.

### OFF-BALANCE SHEET ARRANGEMENTS

The Company has not entered into any off-balance sheet arrangements.

### TRANSACTIONS WITH RELATED PARTIES

#### Relationships

Key management

#### Nature of the relationship

Key management are those personnel having the authority and responsibility for planning, directing and controlling the Company and include the President and Chief Executive Officer, Doug Chloupek, Chief Financial Officer, Mathew Lee, Chief Operating Officer, Neil Ruditsky, and VP Finance, Kari Gothie. Directors are also included in key management.

During the period ended September 30, 2021, key management compensation included the following:

Name	Title	Salary	Share-based payments	Total
Douglas Chloupek	CEO, director	243,750	-	243,750
Mathew Lee	CFO	53,175	54,613	107,788
Kari Gothie	VP Finance, director	225,000	-	225,000
Neil Ruditsky	COO	138,750	-	138,750
Thomas Leschak	VP Cultivation	112,500	-	112,500
		773,175	54,613	827,788

During the period ended September 30, 2021, the Company had the following related party transactions:

- The Company paid \$443,130 (2020 - \$421,877) in lease payments to Best Leasing Services, Inc., a company 100% owned by the CEO and a shareholder of the Company; and
- The Company paid \$43,000 (2020 - \$Nil) TME Consulting, LLC ("TME"), a company minority owned by a former director of the Company.

Included in accounts payable and accrued liabilities as at September 30, 2021 is \$173,764 (2020 - \$53,541) owed to Douglas Chloupek, Kari Gothie, and Neil Ruditsky.

Included in deposits as at September 30, 2021 is \$24,000 (2020 - \$24,000) with Best Leasing Services, Inc.

### PROPOSED TRANSACTIONS

There are no proposed transactions at this time.

# **Juva Life Inc.**

## **MANAGEMENT'S DISCUSSION AND ANALYSIS**

### **For the nine months ended September 30, 2021**

---

#### **SUBSEQUENT EVENTS**

Subsequent to September 30, 2021, the Company issued 63,636 common shares in connection with the vesting of RSUs.

#### **CHANGES IN ACCOUNTING POLICIES INCLUDING INITIAL ADOPTION**

The Company's biological assets consist of cannabis plants. The Company capitalizes the direct and indirect costs incurred related to the biological transformation of the biological assets between the point of initial recognition and the point of harvest including labor related grow costs, grow consumables, materials, utilities, facilities costs, quality and testing costs, and production related depreciation. The Company then measures the biological assets at fair value less cost to sell up to the point of harvest, which becomes the basis for the cost after harvest. Costs to sell include post-harvest production, shipping, and fulfillment costs. The net unrealized gains or losses arising from changes in fair value less cost to sell during the year are included in the results of operations of the related year on the line "unrealized fair value gain (loss) on biological assets".

Certain of the Company's assets and liabilities are measured at fair value. In estimating fair value, the Company uses market-observable data to the extent it is available. In certain cases where Level 1 inputs are not available the Company expects to engage with third party qualified valuers to perform the valuation when the assets are expected to be material. The significant assumptions used in determining the fair value of the biological assets are as follows:

- Stage in the overall growth cycle;
- Estimated harvest yield by plant; and
- Average selling prices.

The Company's estimates are, by their nature, subject to change. Changes in the anticipated yield or quality will be reflected in future changes in the gain or loss on biological assets.

#### **FINANCIAL INSTRUMENTS AND OTHER INSTRUMENTS**

The Company's financial instruments consist of cash, receivables, and accounts payable and accrued liabilities, and the lease liabilities. Unless otherwise noted, it is management's opinion that the Company is not exposed to significant interest rate, currency or credit risks arising from these financial instruments. The fair values of these financial instruments approximate their carrying values due to the relatively short-term maturity of these instruments.

#### **DISCLOSURE OF OUTSTANDING SHARE DATA**

##### **Common Shares**

The Company's authorized share capital consists of an unlimited of number common shares without par value. As of November 25, 2021, the Company had 163,941,223 common shares issued and outstanding, 23,282,742 warrants outstanding, and 3,425,000 stock options outstanding.

# Juva Life Inc.

## MANAGEMENT'S DISCUSSION AND ANALYSIS

For the nine months ended September 30, 2021

### OVERVIEW OF UNITED STATES REGULATION OF CANNABIS

On February 8, 2018 the Canadian Standards Association ("CSA") published a staff notice setting out the CSA's disclosure expectations for specific risks facing issuers with cannabis-related activities in the United States ("Staff Notice 51-352"). Staff Notice 51-352 confirms that a disclosure-based approach remains appropriate for issuers with U.S. cannabis-related activities. Staff Notice 51-352 includes additional disclosure expectations that apply to all issuers with U.S. cannabis-related activities, including those with direct and indirect involvement in the cultivation and distribution of cannabis, as well as issuers that provide goods and services to third parties involved in the U.S. cannabis industry. The Company views Staff Notice 51-352 favourably, as it provides increased transparency and greater certainty regarding the views of its exchange and its regulator of existing operations and strategic business plan as well as the Company's ability to pursue further investment and opportunities in the United States.

As of September 30, 2021, \$19,235,051 of the Company's assets are exposed to U.S. marijuana related activities. In this respect, all of the Company's assets and operations are currently related to U.S. marijuana related activities.

The following chart is a summary of the Company's material assets and investments. References to "Direct", "Indirect" or "Ancillary" classifications of each asset or investment have the meanings ascribed thereto in the Staff Notice 51-352. All of the Company's investments that give the Company "Direct", "Indirect" and "Ancillary" involvement in the U.S. marijuana industry are included in the chart:

Asset Name	Description	Type of Relationship	Jurisdiction	Classification
Precision Apothecary Inc.	Precision obtained its Conditional Use Permit for its Microbusiness from the city of Hayward that will allow it to cultivate, manufacture distribute and deliver cannabis.	Wholly owned subsidiary	California	Direct
Juva RWC, Inc ("RWC")	RWC has local and State approval to provide retail non-storefront delivery in the State of California.	Wholly owned subsidiary	California	Direct
Juva Stockton, Inc ("San Juan")	San Juan has a CUP and holds 4 local licenses from the city of Stockton, CA that allows it to cultivate, distribute, deliver, and perform non-volatile manufacturing of cannabis in the state of California for the medical and recreational markets. It also has State licenses for Delivery, Cultivation & Distribution.	Wholly owned subsidiary	California	Direct

### Compliance of United States Operations

The Company, directly and via its subsidiaries, is compliant with all applicable licensing tenets and the regulatory framework that is in place within California. The Company is currently licensed as a cultivator and product



# **Juva Life Inc.**

## **MANAGEMENT'S DISCUSSION AND ANALYSIS**

**For the nine months ended September 30, 2021**

---

manufacturer at its production facilities in California. The Company has not experienced any compliance issues or instances of non-compliance on any of the above-mentioned licenses. The Company has likewise not been served any notices of non-compliance by any state regulatory body. The Company maintains multiple banking relationships in California. These relationships provide the Company the ability to safely and lawfully pay for any and all expenses that should arise from the day to day operations of its licenses, including maintaining underlying permits and approvals to keep the licenses compliant.

The Company intends to implement a Compliance Department at its operating headquarters in California. The Compliance Department will be responsible for monitoring all licensed activities and performing local site visits in order to validate compliance with local statutes. This monitoring will include but is not limited to: seed-to-sale records and accuracy, standard operating procedures, required signage and public health warnings, local permitting and zoning, license approvals and renewals, and all communication with regulatory bodies. The Compliance Department will conduct random audits of all licensed activities, as well as conducting training, process validation, and problem resolution when compliance questions arise.

Each employee will be instructed on the most recent standard operating procedures. All sites where cannabis will be cultivated, produced, stored or sold will have 24-hour video surveillance of every square inch. This footage will be maintained for a minimum of 90 days. The Company also plans to utilize the state mandated seed-to-sale system in all jurisdictions that it operates within.

### **RISK FACTORS**

Much of the information included in this report includes or is based upon estimates, projections or other forward-looking statements. Such forward-looking statements include any projections or estimates made by the Company and its management in connection with the Company's business operations. While these forward-looking statements, and any assumptions upon which they are based, are made in good faith and reflect the Company's current judgment regarding the direction of its business, actual results will almost always vary, sometimes materially, from any estimates, predictions, projections, assumptions, or other future performance suggested herein. Except as required by law, the Company undertakes no obligation to update forward-looking statements to reflect events or circumstances occurring after the date of such statements.

Such estimates, projections or other forward-looking statements involve various risks and uncertainties as outlined below. The Company cautions readers of this report that important factors in some cases have affected and, in the future, could materially affect actual results and cause actual results to differ materially from the results expressed in any such estimates, projections or other forward-looking statements. In evaluating the Company, its business and any investment in its business, readers should carefully consider the following factors:

#### **Regulation of Marijuana in the United States**

Unlike in Canada which has proposed to have federal legislation uniformly governing the cultivation, distribution, sale and possession of medical cannabis under the Access to Cannabis for Medical Purposes Regulations (Canada), investors are cautioned that in the United States, cannabis is largely regulated at the State level. To the Company's knowledge, there are to date a total of 33 States, plus the District of Columbia, that have legalized cannabis in some form. The State of California is among those States.

Notwithstanding the permissive regulatory environment of cannabis at the State level, cannabis continues to be categorized as a controlled substance under the Controlled Substances Act (the "CSA") in the United States and as such, remains illegal under federal law in the United States.

Violations of any federal laws and regulations could result in significant fines, penalties, administrative sanctions, convictions or settlements arising from civil proceedings conducted by either the federal government or private citizens, or criminal charges, including, but not limited to, disgorgement of profits, cessation of business activities or divestiture.

As a result of the conflicting views between State legislatures and the federal government regarding cannabis, investments in cannabis businesses in the United States are subject to inconsistent legislation and regulation. The response to this inconsistency was addressed in August 2013 when then Deputy Attorney General, James Cole,

# Juva Life Inc.

## MANAGEMENT'S DISCUSSION AND ANALYSIS

### For the nine months ended September 30, 2021

---

authored a memorandum (the "**Cole Memorandum**") addressed to all United States district attorney acknowledging that, notwithstanding the designation of cannabis as a controlled substance at the federal level in the United States, several US States had enacted laws relating to cannabis for medical purposes.

The Cole Memorandum outlined the priorities for the Department of Justice relating to the prosecution of cannabis offenses. In particular, the Cole Memorandum noted that in jurisdictions that have enacted laws legalizing cannabis in some form and that have also implemented strong and effective regulatory and enforcement systems to control the cultivation, distribution, sale and possession of cannabis, conduct in compliance with those laws and regulations is less likely to be a priority at the federal level. Notably, however, the Department of Justice never provided specific guidelines for what regulatory and enforcement systems it deemed sufficient under the Cole Memorandum standard. In light of limited investigative and prosecutorial resources, the Cole Memorandum concluded that the Department of Justice should be focused on addressing only the most significant threats related to cannabis. States where medical cannabis had been legalized were not characterized as a high priority.

In March 2017, the newly appointed Attorney General Jeff Sessions again noted limited federal resources and acknowledged that much of the Cole Memorandum had merit. However, on January 4, 2018, Mr. Sessions issued a new memorandum that rescinded and superseded the Cole Memorandum effective immediately (the "**Sessions Memorandum**"). The Sessions Memorandum stated, in part, that current law reflects "Congress' determination that cannabis is a dangerous drug and cannabis activity is a serious crime", and Mr. Sessions directed all U.S. Attorneys to enforce the laws enacted by Congress and to follow well-established principles when pursuing prosecutions related to marijuana activities. The inconsistency between federal and state laws and regulations is a major risk factor.

Federal law pre-empts state law in these circumstances, so that the federal government can assert criminal violations of federal law despite state law. The level of prosecutions of state-legal cannabis operations is entirely unknown, nonetheless the stated position of the current administration is hostile to legal cannabis, and furthermore may be changed at any time by the Department of Justice, to become even more aggressive. The Sessions Memorandum lays the groundwork for United States Attorneys to take their cues on enforcement priority directly from Attorney General Jeff Sessions by referencing federal law enforcement priorities set by the Attorney General Jeff Sessions. If the Department of Justice policy under Attorney General Jeff Sessions was to aggressively pursue financiers or equity owners of cannabis-related business, and United States Attorneys followed such Department of Justice policies through pursuing prosecutions, then the Company could face (i) seizure of its cash and other assets used to support or derived from its cannabis subsidiaries, (ii) the arrest of its employees, officers, managers and investors, and charges of ancillary criminal violations of the CSA for aiding and abetting and conspiring to violate the CSA by virtue of providing financial support to cannabis companies that service or provide goods to state-licensed or permitted cultivators, processors, distributors, and/or retailers of cannabis.

Notably, current federal law (in the form of budget bills) prevents the Department of Justice from expending funds to intervene with states' rights to legalize cannabis for medical purposes. The Ninth Circuit Court of Appeals, which governs California federal courts, has ruled that this federal law means that the Department of Justice cannot spend any federal funds to shut down state-law compliant medical cannabis operators. In the event Congress fails to renew this federal law in its next budget bill, the foregoing protection for medical cannabis operators will be void.

Now that the Cole Memorandum has been repealed by Attorney General Jeff Session, the Department of Justice under the current administration or an aggressive federal prosecutor could allege that the Company and its Board and, potentially its shareholders, "aided and abetted" violations of federal law by providing finances and services to its portfolio cannabis companies. Under these circumstances, it is possible that the federal prosecutor would seek to seize the assets of the Company, and to recover the "illicit profits" previously distributed to shareholders resulting from any of the foregoing financing or services. In these circumstances, the Company's operations would cease, shareholders may lose their entire investment and directors, officers and/or shareholders may be left to defend any criminal charges against them at their own expense and, if convicted, be sent to federal prison.

#### **Proceeds of Crime Statutes**

The Company will be subject to a variety of laws and regulations domestically and in the United States that involve money laundering, financial recordkeeping and proceeds of crime, including the Currency and Foreign Transactions Reporting Act of 1970 (commonly known as the Bank Secrecy Act), as amended by Title III of the Uniting and Strengthening America by Providing Appropriate Tools Required to Intercept and Obstruct Terrorism Act of 2001 (USA PATRIOT Act), the Proceeds of Crime (Money Laundering) and Terrorist Financing Act (Canada), as amended

# Juva Life Inc.

## MANAGEMENT'S DISCUSSION AND ANALYSIS

**For the nine months ended September 30, 2021**

---

and the rules and regulations thereunder, the Criminal Code (Canada) and any related or similar rules, regulations or guidelines, issued, administered or enforced by governmental authorities in the United States and Canada.

In the event that any of the Company's license agreements, or any proceeds thereof, in the United States were found to be in violation of money laundering legislation or otherwise, such transactions may be viewed as proceeds of crime under one or more of the statutes noted above or any other applicable legislation. This could be materially adverse to the Company and, among other things, could restrict or otherwise jeopardize the ability of the Company to declare or pay dividends, effect other distributions or subsequently repatriate such funds back to Canada.

### **Regulatory Scrutiny of the Company's Interests in the United States**

For the reasons set forth above, the Company's interests in the United States cannabis market, and future licensing arrangements, may become the subject of heightened scrutiny by regulators, stock exchanges, clearing agencies and other authorities in Canada. As a result, the Company may be subject to significant direct and indirect interaction with public officials. There can be no assurance that this heightened scrutiny will not in turn lead to the imposition of certain restrictions on the Company's ability to carry on its business in the United States.

Government policy changes or public opinion may also result in a significant influence over the regulation of the cannabis industry in Canada, the United States or elsewhere. A negative shift in the public's perception of cannabis in the United States or any other applicable jurisdiction could affect future legislation or regulation. It has been reported by certain publications in Canada that The Canadian Depository for Securities Limited is considering a policy shift that would see its subsidiary, CDS Clearing and Depository Services Inc. ("CDS"), refuse to settle trades for cannabis issuers that have investments in the United States. CDS is Canada's central securities depository, clearing and settlement hub settling trades in the Canadian equity, fixed income and money markets. CDS or its parent company has not issued any public statement in regard to these reports. However, if CDS were to proceed in the manner suggested by these publications, and apply such a policy to the Company, it would have a material adverse effect on the ability of holders of Common Shares to make trades. In particular, the Common Shares would become highly illiquid as investors would have no ability to effect a trade of the Common Shares through the facilities of a stock exchange.

Government policy changes or public opinion may also result in a significant influence over the regulation of the cannabis industry in Canada, the United States or elsewhere. A negative shift in the public's perception of medical or recreational cannabis in the United States or any other applicable jurisdiction could affect future legislation or regulation. Among other things, such a shift could cause state jurisdictions to abandon initiatives or proposals to legalize medical and/or recreational cannabis, thereby limiting the number of new state jurisdictions into which the Company could expand. Any inability to fully implement the Company's expansion strategy may have a material adverse effect on the Company's business, financial condition and results of operations.

### **Our business is dependent on laws pertaining to the marijuana industry**

Continued development of the marijuana industry is dependent upon continued legislative authorization of the use and cultivation of marijuana at the State level. Any number of factors could slow or halt progress in this area. Further, progress, while encouraging, is not assured. While there may be ample public support for legislative action, numerous factors impact the legislative process. Any one of these factors could slow or halt use of marijuana, which would negatively impact our proposed business.

Currently, twenty-nine states and the District of Columbia allow its citizens to use medical marijuana. Additionally, nine states have legalized cannabis for adult use, including the State of California. The state laws are in conflict with the federal CSA, which makes marijuana use and possession illegal on the federal level. The Obama administration, pursuant to the Cole Memorandum, previously effectively stated that it is not an efficient use of resources to direct law federal law enforcement agencies to prosecute those lawfully abiding by state-designated laws allowing the use and distribution of medical marijuana. However, the Sessions Memorandum under the Trump administration has reversed this position which creates a risk of prosecution by a number of federal agencies. Additionally, there can be no assurance as to the position any new administration may take on cannabis and could decide to enforce the federal laws strongly. Any enforcement of current federal laws could cause significant financial damage to the Company and its shareholders.

# Juva Life Inc.

## MANAGEMENT'S DISCUSSION AND ANALYSIS

For the nine months ended September 30, 2021

---

### **Marijuana remains illegal under Federal law**

Marijuana is a Schedule 1 controlled substance and is illegal under federal U.S. law. Even in those states in which the use of marijuana has been legalized, its use remains a violation of federal law. Since federal law criminalizing the use of marijuana pre-empts state laws that legalize its use, strict enforcement of federal law regarding marijuana would harm the Company's business, prospects, results of operation, and financial condition.

### **Unfavorable Tax Treatment of Cannabis Businesses**

Under Section 280E of the U.S. Internal Revenue Code ("**Section 280E**"), "no deduction or credit shall be allowed for any amount paid or incurred during the taxable year in carrying on any trade or business if such trade or business (or the activities which comprise such trade or business) consists of trafficking in controlled substances (within the meaning of schedule I and II of the Controlled Substances Act) which is prohibited by Federal law or the law of any State in which such trade or business is conducted." This provision has been applied by the IRS to cannabis operations, prohibiting them from deducting expenses directly associated with the sale of cannabis. Section 280E therefore has a significant impact on the retail side of cannabis, but a lesser impact on cultivation and manufacturing operations. A result of Section 280E is that an otherwise profitable business may, in fact, operate at a loss, after taking into account its income tax expenses.

### **State Regulatory Uncertainty**

The rulemaking process for cannabis operators at the state level in any state will be ongoing and result in frequent changes. As a result, a compliance program is essential to manage regulatory risk. The Company's legal team will provide guidance in regards to any rulemaking processes and resulting regulatory changes. All operating policies and procedures implemented in the operation will be compliance-based and derived from the state regulatory structure governing ancillary cannabis businesses and their relationships to state-licensed or permitted cannabis operators, if any. Notwithstanding the Company's efforts, regulatory compliance and the process of obtaining regulatory approvals can be costly and time-consuming. No assurance can be given that the Company will receive the requisite licenses, permits or cards to operate its businesses.

In addition, local laws and ordinances could restrict the Company's business activity. Although legal under California state law, local governments have the ability to limit, restrict, and ban cannabis businesses from operating within their jurisdiction. Land use, zoning, local ordinances, and similar laws could be adopted or changed, and have a material adverse effect on the Company's business.

### **Restricted Access to Banking**

In February 2014, the Financial Crimes Enforcement Network ("**FinCEN**") bureau of the U.S. Treasury Department issued guidance (which is not law) with respect to financial institutions providing banking services to cannabis business, including burdensome due diligence expectations and reporting requirements. This guidance does not provide any safe harbors or legal defenses from examination or regulatory or criminal enforcement actions by the Department of Justice, FinCEN or other federal regulators. Thus, most banks and other financial institutions in the United States do not appear to be comfortable providing banking services to cannabis-related businesses, or relying on this guidance, which can be amended or revoked at any time by the Trump Administration. In addition to the foregoing, banks may refuse to process debit card payments and credit card companies generally refuse to process credit card payments for cannabis-related businesses. As a result, the Company may have limited or no access to banking or other financial services in the United States. In addition, federal money laundering statutes and Bank Secrecy Act regulations discourage financial institutions from working with any organization that sells a controlled substance, regardless of whether the state it resides in permits cannabis sales. The inability or limitation in the Company's ability to open or maintain bank accounts, obtain other banking services and/or accept credit card and debit card payments may make it difficult for the Company to operate and conduct its business as planned or to operate efficiently.

### **Limited Trademark Protection**

The Company will not be able to register any United States federal trademarks for its cannabis products. Because producing, manufacturing, processing, possessing, distributing, selling, and using cannabis is a crime under the CSA, the United States Patent and Trademark Office will not permit the registration of any trademark that identifies cannabis products. As a result, the Company likely will be unable to protect its cannabis product trademarks beyond the geographic areas in which it conducts business. The use of its trademarks outside the State of California by one or more other persons could have a material adverse effect on the value of such trademarks.

# Juva Life Inc.

## MANAGEMENT'S DISCUSSION AND ANALYSIS

For the nine months ended September 30, 2021

---

### Potential FDA Regulation

Should the federal government legalize cannabis, it is possible that the U.S. Food and Drug Administration (the "FDA"), would seek to regulate it under the Food, Drug and Cosmetics Act of 1938. Additionally, the FDA may issue rules and regulations including certified good manufacturing practices, related to the growth, cultivation, harvesting and processing of medical cannabis. Clinical trials may be needed to verify efficacy and safety. It is also possible that the FDA would require that facilities where medical-use cannabis is grown register with the FDA and comply with certain federally prescribed regulations. In the event that some or all of these regulations are imposed, the impact would be on the cannabis industry is unknown, including what costs, requirements and possible prohibitions may be enforced. If Company is unable to comply with the regulations or registration as prescribed by the FDA it may have an adverse effect on the Company's business, operating results and financial condition.

### Legality of Contracts

Because the Company's contracts involve cannabis and other activities that are not legal under U.S. federal law and in some jurisdictions, the Company may face difficulties in enforcing its contracts in U.S. federal and certain state courts.

### The Company has limited operating history

The Company has limited operating history and may not succeed. The Company is subject to all risks inherent in a developing business enterprise. The Company's likelihood of continued success must be considered in light of the problems, expenses, difficulties, complications, and delays frequently encountered in connection with the competitive and regulatory environment in which it operates. For example, the adult use marijuana industry is a relatively new industry which, as a whole may not succeed, particularly should the federal government of the United States decide to prosecute various parties under federal law.

### The Company's products

As a relatively new industry, there are not many established players in the recreational cannabis industry whose business model the Company can follow or build on the success of. Similarly, there is no information about comparable companies available for potential investors to review in making a decision about whether to invest in the Company.

Shareholders and investors should further consider, among other factors, the Company's prospects for success in light of the risks and uncertainties encountered by companies that, like the Company, are in their early stages. For example, unanticipated expenses and problems or technical difficulties may occur, and they may result in material delays in the operation of The Company's business. The Company may not successfully address these risks and uncertainties or successfully implement its operating strategies. If the Company fails to do so, it could materially harm the Company's business to the point of having to cease operations and could impair the value of the Company Shares to the point investors may lose their entire investment.

The Company has committed, and expects to continue to commit, significant resources and capital to develop and market existing products and new products and services. These products are relatively untested, and the Company cannot assure shareholders and investors that it will achieve market acceptance for these products, or other new products and services that the Company may offer in the future. Moreover, these and other new products and services may be subject to significant competition with offerings by new and existing competitors in the business. In addition, new products and services may pose a variety of challenges and require the Company to attract additional qualified employees. The failure to successfully develop and market these new products and services could seriously harm the Company's business, financial condition and results of operations.

### Unfavourable Publicity or Consumer Perception

Proposed management of the Company believes the recreational cannabis industry is highly dependent upon consumer perception regarding the safety, efficacy and quality of the recreational cannabis produced. Consumer perception of the Company's proposed products may be significantly influenced by scientific research or findings, regulatory investigations, litigation, media attention and other publicity regarding the consumption of recreational cannabis products. There can be no assurance that future scientific research, findings, regulatory proceedings, litigation, media attention or other research findings or publicity will be favourable to the recreational cannabis 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 favourable than, or that question, earlier research reports, findings

# **Juva Life Inc.**

## **MANAGEMENT'S DISCUSSION AND ANALYSIS**

**For the nine months ended September 30, 2021**

---

or publicity could have a material adverse effect on the demand for the Company's proposed 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 proposed 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 recreational cannabis in general, or the Company's proposed products specifically, or associating the consumption of recreational cannabis 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.

### **BOARD APPROVAL**

The board of directors of the Company has approved this MD&A.