



AN INTERNATIONAL CANNABIS COMPANY

PURVEYOR OF PREMIUM CANNABIS GLOBALLY

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IMC CANNABIS CORP

NASDAQ: IMCC

CSE: IMCC

JANUARY 2022

GENERAL

The information contained herein, and any other materials provided by IM Cannabis Corp. (“IMC” or the “Company”), are intended solely for discussion purposes and are not intended as, and do not constitute, an offer to sell or a solicitation of an offer to buy any security, and should not be relied upon by you in evaluating the merits of investing in any securities. This investor presentation is not intended for distribution to, or use by, any person or entity in any jurisdiction or country where such distribution or use is contrary to local law or regulation. This presentation contains information pertaining to the business, operations and assets of IMC. The information contained in this presentation is provided as at the date hereof and is subject to change without notice. The Company believes the information contained in this document to be reliable but makes no warranty or representation, whether express or implied, in respect of, and assumes no legal liability for, the accuracy, completeness or usefulness of any information disclosed. Any estimates, investment strategies, and views expressed in this document are based upon current market conditions, and/or data and information provided by unaffiliated third parties, and are subject to change without notice. All information and data provided in this presentation is strictly private and confidential. No person is authorized to copy or re-distribute any materials in this presentation without the express permission of IMC.

All currency values are denominated in Canadian dollars unless otherwise specified.

MARKET AND INDUSTRY DATA

This presentation includes market and industry data and forecasts that were obtained from third-party sources, industry publications and publicly available information. Third-party sources generally state that the information contained therein has been obtained from sources believed to be reliable, but there can be no assurance as to the accuracy or completeness of included information. Although we believe it to be reliable, we have not independently verified any of the data from third-party sources referred to in this presentation, or analyzed or verified the underlying studies or surveys relied upon or referred to by such sources, or ascertained the underlying economic assumptions relied upon by such sources.

FORWARD-LOOKING STATEMENTS

This investor presentation contains forward-looking statements within the meaning of applicable Canadian securities laws. Forward-looking statements are often, but not always, identified by the use of words such as "seek", "anticipate", "believe", "plan", "estimate", "expect", "likely" and "intend" and statements that an event or result "may", "will", "should", "could" or "might" occur or be achieved and other similar expressions. The forward-looking statements in this investor presentation include, without limiting the foregoing, statements relating to the Company's projected revenues, profitability and supply capacity, existing and anticipated licenses and the Company's strategic business and expansion plans, including the strategic rationale for the acquisition of Trichome Financial Corp. (the “Trichome Transaction”), the anticipated benefits of the Trichome Transaction, including corporate, operational and financial benefits and the timing thereof, achieving consolidated positive adjusted EBITDA in 2021 and continued growth, both organically and through acquisitions in Israel, Europe and North America. Forward-looking information is based on assumptions that may prove to be incorrect, including but not limited to the execution of the Company's business plan, the continued growth of the medical cannabis market in the countries in which the Company operates or intends to operate, the Company maintaining “de facto control” over Focus Medical Herbs Ltd. (“Focus Medical”) in accordance with IFRS 10, Focus Medical maintaining its existing Israeli medical cannabis propagation and cultivation licenses and the expected decriminalization and/or legalization of recreational cannabis in Israel. The Company considers these assumptions to be reasonable in the circumstances. However, forward-looking information is subject to business and economic risks and uncertainties and other factors that could cause actual results of operations to differ materially from those expressed or implied in the forward-looking information. Such risks include, without limitation: the ability of the Company to realize the anticipated benefits of the Trichome Transaction and the timing thereof; potential undisclosed liabilities unidentified during the due diligence process for the Trichome Transaction; the interpretation of the Trichome Transaction by tax authorities; the focus of management's time and attention on the Trichome Transaction and other disruptions arising from the Trichome Transaction; a resurgence in the cases of COVID-19, which has occurred in certain locations and the possibility of which in other locations remains high and creates ongoing uncertainty that could result in restrictions to contain the virus being re-imposed or

imposed on a more strict basis, including restrictions on movement and businesses; the extent to which COVID-19 impacts the global economy; the success of new COVID-19 workplace policies and the ability of people to return to workplaces; the Israeli government deciding to delay or abandon the decriminalization and/or legalization of adult-use recreational cannabis; any bill relating to the decriminalization and/or legalization of adult-use recreational cannabis in Israel being rejected by Israeli parliament; any change in the political environment which would negatively affect the decriminalization and/or legalization of recreational cannabis in Israel; engaging in activities considered illegal under United States federal law; the ability of the Company to comply with applicable government regulations in a highly regulated industry; unexpected changes in governmental policies and regulations affecting the production, distribution, manufacture or use of medical cannabis in Israel, Germany or any other foreign jurisdictions in which the Company intends to operate; unexpected changes in governmental policies and regulations affecting the production, distribution, manufacture or use of adult-use recreational cannabis in Canada; any failure of the Company to maintain “de facto control” over Focus Medical in accordance with IFRS 10; the Company and Focus Medical having to rely on third party cannabis producers to supply Adjupharm GmbH (“Adjupharm”) and Focus Medical with product to successfully fulfill previously announced sales agreements and purchase commitments; the ability of Focus Medical and Adjupharm to deliver on their sales commitments; the risk that regulatory authorities in Israel may view the Company as the deemed owner of more than 5% of Focus Medical in contravention to Israeli rules restricting the ownership of Israeli cannabis cultivators and thereby jeopardizing Focus Medical's cannabis propagation or cultivation licenses; unexpected disruptions to the operations and businesses of the Company and/or Focus Medical as a result of the COVID-19 global pandemic or other disease outbreaks including in the event that Focus Medical were to lose its designation as an essential service in the State of Israel during the current COVID-19 outbreak; any unexpected failure of Focus Medical to renew its propagation or cultivation licenses with the Israeli Ministry of Health; any unexpected failure of Focus Medical to maintain any of its commercial facilities or land lease agreements; any unexpected failure of Adjupharm to renew its production, wholesale, narcotics handling or import/export licenses, permits, certificates or approvals; the Company's reliance on management; the lack of additional merger and acquisition opportunities; inconsistent public opinion and perception regarding the use of cannabis; perceived effects of medical cannabis products; the Company's ability to maintain or improve the brand position of the IMC brand in Israel's medical cannabis market; political instability and conflict in the Middle East; adverse market conditions; the inherent uncertainty of production and cost estimates and the potential for unexpected costs and expenses; costs of inputs; crop failures; litigation; currency fluctuations; competition; industry consolidation; failure to meet NASDAQ Capital Market (“NASDAQ”) listing requirements; failure to obtain effectiveness of a registration statement filed with the United States Securities and Exchange Commission (the “SEC”); delays in the NASDAQ or SEC review of the Company's listing application or registration of securities with the SEC, including but not limited to delays relating to COVID-19; the Company's NASDAQ listing application being unsuccessful; and loss of key management and/or employees. Please see the Company's most recent Annual Information Form, which is available under the Company's profile on SEDAR for additional related risks factors that could materially affect the Company's operations and financial results. The Company does not undertake any obligation to update forward-looking statements except as required by applicable securities laws. Investors should not place undue reliance on forward-looking statements. This presentation also contains financial projections. Financial projections are forward-looking statements, and actual results could vary materially from the projected results. Our financial projections were not prepared with a view toward compliance with IFRS and have not been examined, reviewed or compiled by our accountants. Our projections represent our estimates as of the date of this presentation. Although our projections are based upon estimates and assumptions that we believe are reasonable, they are subject to significant business, economic and competitive uncertainties and contingencies, many of which are beyond our control. Further, the degree of uncertainty inherent in our projections may significantly increase as any projections become out of date. There can be no assurance that we will achieve the results indicated. Indeed, actual results will vary from our projections, and the variations may well be material. Consequently, the fact that we have provided financial projections to you should not be regarded as a representation by anyone that they will be realized. You should not place undue reliance on these forward-looking statements. Except to the extent required by applicable laws or rules, we undertake no obligation to update or revise any forward-looking statements included in this presentation.

UNITED STATES SECURITIES LAWS

This investor presentation is not a prospectus or an offering memorandum pursuant to applicable US securities laws. The securities of IMC have not been and will not be registered under the United States federal or state securities laws and may not be offered or sold in the United States, or to, or for the account or benefit of, “U.S. Persons” as such term is defined in Regulation S under the United States Securities Act of 1933, as amended (the “U.S. Securities Act”), unless an exemption from registration is available.

ISRAEL BUSINESS STRUCTURE

IMC currently operates in the Israeli medical cannabis market by providing intellectual property, know-how and other related services to licensed producers. Focus Medical, a licensed medical cannabis producer in Israel with whom IMC has exclusive commercial agreements, was the first major Israeli licensed producer to utilize IMC’s intellectual property, know-how and expertise. Focus Medical is controlled by Messrs. Oren Shuster and Rafi Gabay. Neither the Company nor any of its subsidiaries currently hold, directly or indirectly, any licenses to engage in the cultivation, production, processing, distribution or sale of medical cannabis in Israel. However, under IFRS, IMC is required to consolidate the results of Focus Medical, a licensed propagator and cultivator of medical cannabis under the current Israeli regulatory regime, in its current financial results (see Note Regarding IMC’s Accounting Practices below). Israeli regulatory authorities impose certain restrictions on the ownership of Israeli licensed producers intended to protect the integrity of the cannabis industry in Israel. These requirements preclude, among other things, any shareholder from directly or indirectly acquiring, holding or maintaining control or direction over 5% or more of the issued and outstanding share capital of an Israeli licensed producer without obtaining Ministry of Health (“MOH”) approval. The ramifications of breaching this requirement without MOH approval may include, among other things, suspension or cancellation of a medical cannabis license. Based on the foregoing, regulatory authorities in Israel may view IMC as the deemed owner of more than 5% of Focus Medical, and as such subject to the 5% ownership restriction applicable to Israeli licensed producers. A determination of this nature could jeopardize the cultivation license held by Focus Medical and require action from IMC and its shareholders to restructure their affairs to comply with such restrictions and/or seek the MOH’s approval of the current structure. Any sanctions resulting from Israeli regulatory authorities deeming IMC as the owner of more than 5% of Focus may have a material adverse effect on IMC’s business, financial condition and results of operations.

NOTE REGARDING IMC’S ACCOUNTING PRACTICES

IMC complies with IFRS 10, which applies a single consolidation model using a definition of “control” that requires an investor (as defined in IFRS 10) to consolidate an investee (as defined in IFRS 10) where: (i) the investor has power over the investee; (ii) the investor has exposure or rights to variable returns from involvement with the investee; and (iii) the investor can use its power over the investee to affect the amount of the investor’s returns. Under IFRS 10, consolidation occurs when an investor can exercise control over an investee. Control may be achieved through voting rights or other evidence of power. Where there are no direct holdings, under IFRS 10, an investor (as defined in IFRS 10) should consider other evidence of power and ability to unilaterally direct an investee’s (as defined in IFRS 10) relevant activities. In view of the exclusive commercial agreements and the guidance in IFRS 10, notwithstanding that IMC has no direct or indirect shareholding of Focus Medical, it has sufficient rights to unilaterally direct the relevant activities (a concept known as “de facto control”), mainly due to the following: (a) IMC receives economic benefits from Focus Medical (and the terms of the exclusive commercial agreements with Focus Medical cannot be changed without the approval of IMC); (b) the Company has an option to purchase a majority voting interest in Focus Medical; (c) the CEO of the Company is a director of Focus Medical (while simultaneously a substantial shareholder of the Company); and (d) the Company provides management and support activities to Focus Medical through its exclusive commercial agreements. Accordingly, under IFRS 10, the Company has “de facto control” over Focus Medical, and therefore consolidates the financial results of Focus Medical in the Company’s financial statements.

NON-IFRS FINANCIAL MEASURES

This presentation makes reference to certain non-IFRS financial measures including “Gross Margin”, “EBITDA”, “Adjusted EBITDA”, “net revenue” and “CAGR”. These measures are not recognized measures under IFRS and do not have a standardized meaning prescribed by IFRS and are therefore unlikely to be comparable to similar measures presented by other companies. Rather, these measures are provided as additional information to complement those IFRS measures by providing further understanding of our results of operations from management’s perspective. Accordingly, these measures should neither be considered in isolation nor as a substitute for analysis of our financial information reported under IFRS.

Management defines EBITDA as income earned or lost from operations, as reported, before interest, tax, depreciation and amortization. Adjusted EBITDA is defined as EBITDA, adjusted by removing other nonrecurring or non-cash items, including the unrealized change in fair value of biological assets, realized fair value adjustments on inventory sold in the period, share-based compensation expenses, and revaluation adjustments of financial assets and liabilities measured on a fair value basis. Management believes that Adjusted EBITDA is a useful financial metric to assess its operating performance on a cash adjusted basis before the impact of non-recurring or non-cash items. The Company defines gross margin as the difference between revenue and cost of goods sold divided by revenue (expressed as a percentage), prior to the effect of a fair value adjustment for inventory and biological assets. The Company defines Revenues, net as revenues net of excise tax, and it defines Compound Annual Growth Rate (CAGR) as the year-over-year growth rate of a value over a specified period of time.

These non-IFRS financial measures can provide investors with supplemental measures of our operating performance and thus highlight trends in our core business that may not otherwise be apparent when relying solely on IFRS measures. We also believe that securities analysts, investors and other interested parties frequently use non-IFRS financial measures in the evaluation of issuers. Our management also uses these non-IFRS financial measures in order to facilitate operating performance comparisons from period to period, to prepare annual operating budgets and forecasts and to determine components of management compensation. As required by Canadian securities laws, we reconcile these non-IFRS financial measures to the most comparable IFRS measures.

IMC: A GLOBAL PLATFORM

THE IMC VISION

PURSING AN INTEGRATED GLOBAL EXPANSION AND GROWTH STRATEGY THROUGH REGULATORY AND SUPPLY CHAIN EXPERTISE, SYNERGISTIC MULTI-MARKET BENEFITS, AND GLOBAL CONSUMER INSIGHTS



STRATEGIC REACH:

Operating in the **3 largest federally legal markets**, Israel, Germany, and Canada



STRONG FINANCIAL POSITION 30/9/2021

\$34mm

Revenue TTM

\$8mm

Gross Profit TTM¹

\$11mm

Total Cash, \$11mm net cash

¹. Before fair value adjustments

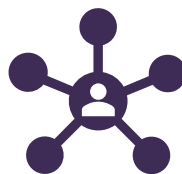


VERTICALLY INTEGRATED:

Operating throughout the entire cannabis value chain



Diversified sources of high quality cultivation & relevant and forward – looking product offerings, including premium and super – premium offerings



ALIGNED

Founders, board, and management own ~28% of common shares



IM CANNABIS AT A GLANCE

IMC IS THE ONLY MULTI – COUNTRY OPERATOR WITH OPERATIONS IN
CANADA, GERMANY& ISRAEL

CANADA

- Premium, indoor-grown capacity of ~7,000 kgs per year
- Facilities in Ontario, Quebec and Nova Scotia
- WAGNERS premium brand, indoor cultivation
- Highland Grow super premium craft product, indoor cultivation
- Growth through increased cultivation, product launches and further share gains



GERMANY



- EU-GMP certified licensed distributor
- Agreements in place with European supply and distribution partners
- Commenced IMC brand sales into Europe in Q4 2020
- Launch of WAGNERS in 2022
- Entry point to broader EU market



ISRAEL

- Leading medical brand with 10+ year track record in Israeli market
- Distribution agreements with largest pharmacies in Israel
- Export to Europe of IMC branded products
- Rapid market growth expected to continue with ongoing regulatory liberalization



IMC TIMELINE



- The only cannabis company with multi-country operations in the three largest legal cannabis markets in the world
- One of the most recognized and largest distributors of medical cannabis in Israel
- Rapidly growing market share in the Canadian premium cannabis market
- Established supply chains from Canada to Israel and Germany
- Positioned for market liberalization in Germany and Israel
- Publicly traded on NASDAQ

- Over 11 years growing and selling cannabis in Israel
- Acquired Adjupharm to enter German market, investing over 13M CAD\$ to become an EU-GMP licensed distributor
- Entered Canadian cannabis market through acquisition of Trichome Financial and MYM Nutraceuticals
- Built pan-Israel distribution through the acquisition of three cannabis focused pharmacies
- Completed IPO on NASDAQ, raising gross proceeds of US\$35 million

- Leveraging our global supply chain to ensure consistent supply of premium cannabis to patients and consumers in Israel, Germany, and Canada
- Launch of WAGNERS and Highland Grow in Israel and Germany in 2022
- Continue to lay foundation for regulatory reform in Israel and Germany
- Continue to gain market share in the Canadian market through SKU launches, product innovation, and increased retail penetration
- Significant top line growth with expanding margins.

EXECUTING ON OUR VISION: A GLOBAL OPERATOR CONTROLLING THE ENTIRE VALUE CHAIN

CANADA

- WAGNERS and Highland Grow are popular adult-use brands in their categories
 - Highland ranked #1 in Ontario last 60 days
 - WAGNERS ranked #6 in Ontario last 60 days
- Supply premium indoor cannabis domestically and to Germany and Israel for global operations
- Integration of newly acquired assets

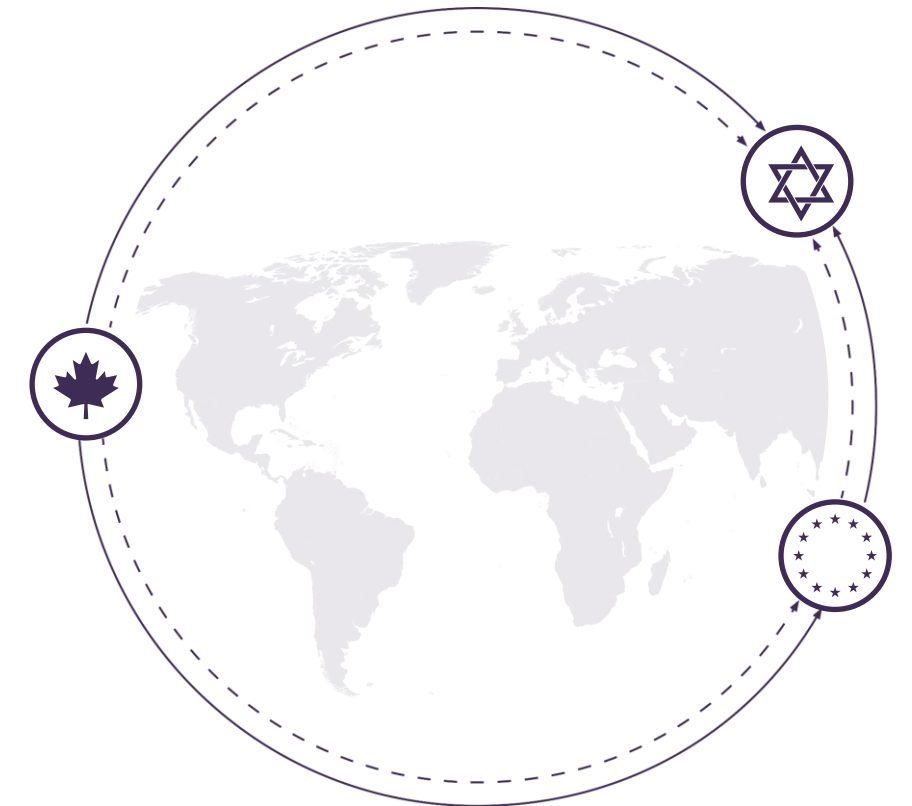
GERMANY



- New German government has endorsed adult – use legalization
- Create direct sales channel in preparation for future recreational market in Germany
- Launch of WAGNERS in 2022
- Entry point to broader EU market

ISRAEL

- Export to Europe of IMC branded products
- Continue to expand retail activity and direct sales channels
- Prepare for future recreational market
- Launch of WAGNERS in 2022
- Achieve a vertically integrated operation through M&A
- Rapid market growth expected to continue with ongoing regulatory liberalization



THE IMC ECOSYSTEM:

A SYNERGISTIC GLOBAL SUPPLY CHAIN



**We capitalize on our Israeli and Canadian expertise
to drive sales and market trends**

— — — →

SUPPLY FLOW:

- Premium indoor supply from Canada flows to Israel and to Germany
- Future export of product channeled from Israel to Germany

.....➔

PAN-EUROPEAN DISTRIBUTION:

- German facility to serve European and EU markets
- Preparing for potential future recreational demand

————➔

INSIGHTS & DATA FLOW:

- Israeli patient data , insights and medical knowhow channelled to Germany and Europe
- Canadian recreational marketing and branding expertise flow into Israel and Germany

INDUSTRY TRENDS FAVOUR LARGER GLOBAL PLATFORMS

A DIVERSE PORTFOLIO OF PREMIUM BRANDS OF CHOICE

DIVERSIFIED 'HOUSE OF BRANDS' WITH
INCREASED DISTRIBUTION AND ABILITY TO
CAPTURE A LARGER SHARE OF THE PREMIUM
AND SUPER PREMIUM MARKET



GROWTH ENGINES



Canada

- Increasing focus on premium cannabis, with category growth exceeding overall market in 2021
- Reaching full capacity of 7,000kgs by Q2 2022
- Launch of 5 new dried flower SKUs in Q1 and Q2 2022
- Launch of Diamond concentrates late in Q4 2021
- Entry into Quebec market in Q3 2022
- Continued market share growth of WAGNERS and Highland

Europe

- Capitalize on market reforms towards legalization of cannabis
- Targeting patients who do not require insurance re-imburement
- Consistent, high-quality supply
- Launch of WAGNERS

Israel

- Potential recreational market in the near future
- Leverage recently acquired pharmacies
- Increased import of premium cannabis from Canada
- Launch of WAGNERS

HEALTHY FINANCIAL POSITION TO EXECUTE VISION

1.

EQUITY CAPITAL SUMMARY

- Currently trades as IMCC on the CSE and NASDAQ
- Raised C\$ 20.44 M @ CAD\$ 1.05/share on RTO listing/financing in October 2019
- Closed overnight marketed offering @ USD\$ 5.75/share for total proceeds of USD\$ 35 M in May 2021
- Insiders (founders, board members, management) own >36% of shares

2.

M&A OPPORTUNITIES

- Current platform ripe for strategic, opportunistic and accretive acquisitions
- Growing pipeline of potential opportunities
- Strong liquidity position supporting acquisition strategy
- Management team able to identify and execute transactions quickly

3.

STRONG FINANCIAL POSITION

- Rapidly Q over Q revenue growth, both organic and non-organic
- Positive working capital
- Rapidly scaling revenue base solidifying presence in Canada, Israel and Germany
- Given strong balance sheet, easier access to external capital through debt/equity

ACCELERATING QUARTERLY SALES

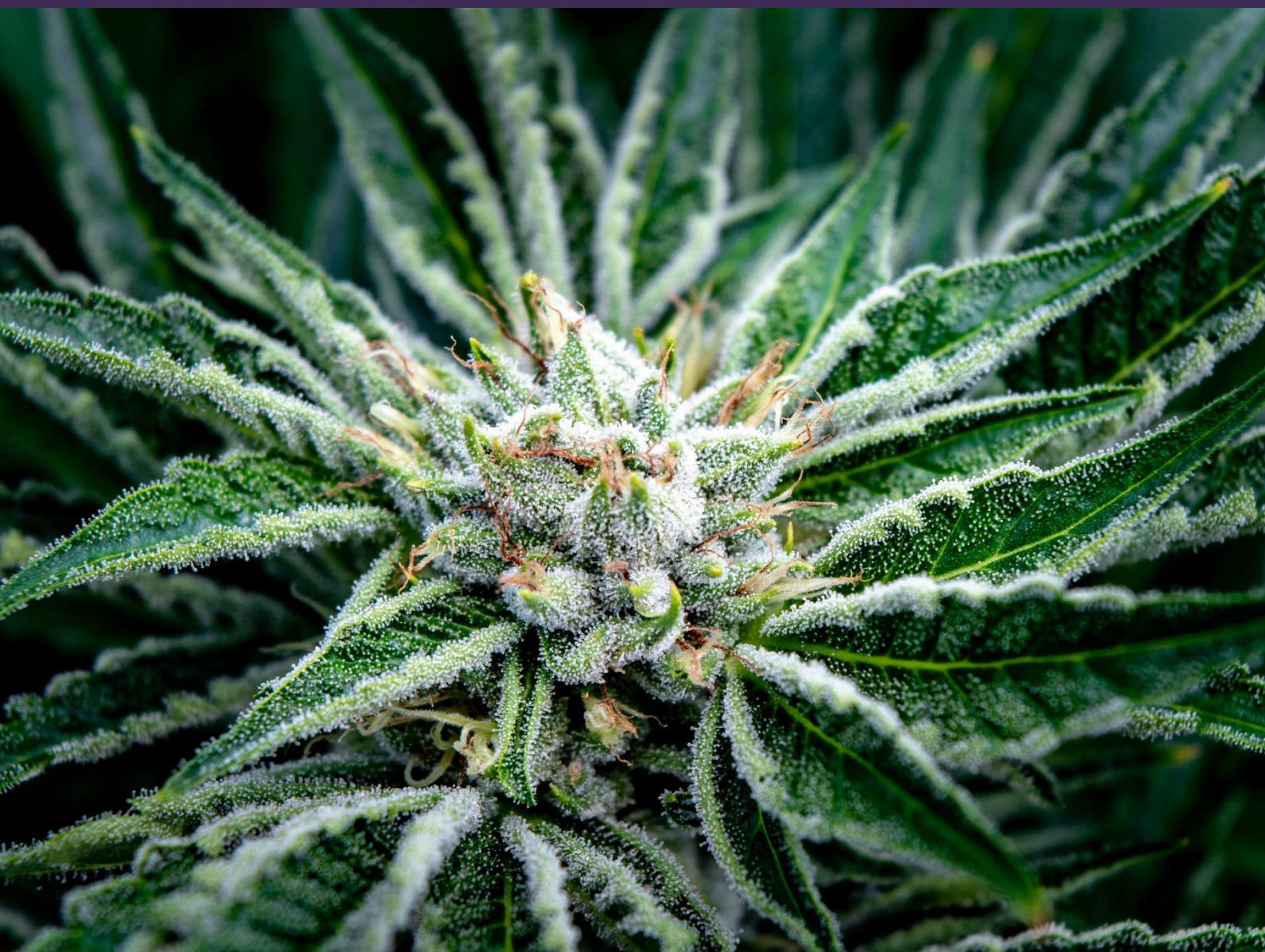


The background of the entire image is a dark blue field filled with a repeating pattern of stylized, dark green trees. Each tree is a simplified silhouette with a textured, leafy canopy and a short trunk. They are arranged in a grid-like fashion, with some trees slightly offset from the others to create a sense of depth and movement.

OPERATIONS IN ISRAEL

RAPIDLY GROWING ISRAELI MARKET

MEDICAL MARKET – PER CAPITA CONSUMPTION HIGHEST IN THE WORLD. SIGNIFICANT REGULATORY REFORM EXPECTED OVER THE NEXT 12 MONTHS AS MARKET BECOMES MORE RECREATIONALLY FOCUSED.



- Exclusive commercial agreement with Focus Farms capable of producing 2,000 kgs per year of premium cannabis
- Launch of popular WAGNERS brand in Israel in 2022 and import of premium dried flower from Canadian subsidiary
- Additional importation from Avant Brands The Flowr Corporation, and others
- Export-ready
- \$2 – \$3BN estimated value of adult recreational market by 2027

DISTRIBUTION & RETAIL

IMC ACHIEVES RETAIL AND E-COMMERCE LEADERSHIP THROUGH ACQUISITIONS WITH \$20M IN COMBINED REVENUE RUN RATE



April 2021

Panaxia to
the Home

July 2021

Pharm Yarok,
Rosen High Way
Trade Center

August 2021

Vironna Pharm

November 2021

Oranim
Pharmacy

- **E-commerce dominance**
- **Increased revenue and margin opportunities**
- **Touching patients through direct sales**
- **Positioning for recreational legalization**
- **Targeting under-served markets**



OPERATIONS IN CANADA

FOCUSED ON PREMIUM AND ULTRA-PREMIUM

BRANDS, CULTIVATION CAPACITY, EXPORT TO
ISRAEL AND GERMANY



- Acquired Trichome Financial and MYM Nutraceuticals in 2021
- 7,000 kgs of premium, indoor capacity
- Rapidly growing market share in premium and ultra-premium segments
- Cultivation hub for export to Israel and Germany
- Leverage Canadian consumer insights for development in Israel and Germany



OPERATIONS IN EUROPE

POSITIONED FOR MARKET LEADERSHIP



Adjupharm acquired in 2020, establishing German
distribution platform

Established infrastructure, licenses, supply and distribution

Launch of popular WAGNERS brand in Germany in 2022
and importation of premium flower from Canada



IMC BOARD



Oren Shuster
Chief Executive
Officer & Director

- Visionary, entrepreneurial and creative leader with over 20 years of experience in global software development, technology, med-tech and more
- Pioneer: Co-founded in 1999 the E-wave group, an international software house employing over 1,000 employees in multiple markets worldwide
- Experienced in: starting and operating businesses, problem solver, overcame multiple crises – 2001, 2008, Covid-19
- Global Cannabis Expert: immersed in the industry, passionately operating in it since 2009
- An all-in player: IMCC's co-founder, largest shareholder, dedicated and committed investor



Marc Lustig
Executive Chairman

- Cannabis capital markets expert, founder, chairman and visionary, director of multi-million-dollar enterprises
- Created a new market category by founding and heading Cannabis Royalties & Holdings Corp. (dba Origin House)
- Sold Origin House to Cresco Labs Inc. in a ~\$500 million deal, continuing to lead as member of the Cresco Labs board
- Began his professional career in the pharmaceutical industry at Merck & Co before transitioning to a capital markets career in institutional equity research in the Life Sciences sector at Orion Securities
- Worked as a senior professional at GMP Securities L.P. and as Head of Capital Markets at Dundee Capital Markets before becoming Principal at KES 7 Capital
- Holds MSc and MBA degrees from McGill University



Brian Schinderle
Director

- Founder and Managing Partner of Solidum Capital Advisors LLC, an advisory, merchant banking, and investing platform for the cannabis industry
- Over 20 years in investment management in fixed income and equity assets via hedge funds, private equity, and discretely managed funds. An active private and public investor across the cannabis space
- Former EVP Finance of Grassroots Cannabis, successfully merging it into Curaleaf Holdings which created, at the time, the largest cannabis company in the US by revenue and represented one of the largest M&A transactions in the history of the US cannabis space
- Serves on the advisory boards of cannabis-focused Altitude Investments and AIM PLC, as well as on various boards of directors and advisory boards, including Bazelet Americas, Total Loans Company, and the Wilmette Theatre Education Project



Haleli Barath
Director

- Co-founder and Senior Partner at BFP & Co law firm. Over 20 years' experience in counseling Fortune 500 companies, investment funds and growth companies from various sectors including cannabis, biotech, enterprise software, cyber, fintech, and digital-health
- Co-founder and General Partner of Cerca Partners, a Venture Capital investing in tech companies. Notable portfolio exits and IPOs include Adallom (acquired by Microsoft), Datorama (acquired by Salesforce), Armis (acquired by Insight Partners), Ravello (acquired by Oracle), Demisto (acquired by Palo Alto Networks), Dynamic Yield (acquired by McDonalds) and Fiverr that went public on the New York Stock Exchange (NYSE: FVRR)
- Holds an LLB degree from the Hebrew University of Jerusalem and is a member of Israel Bar Association



Vivian Bercovici
Director

- Former Canadian Ambassador to Israel from 2014 through 2016
- Ms. Bercovici was the Managing Director, Europe and Israel at Nuvera Inc., a Toronto-based medical cannabis company that was acquired by Aphria Inc.
- Ms. Bercovici has vast experience of over 20 years practicing law in Toronto, specializing in media, defense and financial services regulatory law
- An experienced consultant to various medical cannabis and device entities specializing in operational and market opportunities in Israel, Europe and Canada

IMC LEADERSHIP TEAM



Oren Shuster
Chief Executive Officer & Director

- Visionary, entrepreneurial and creative leader with over 20 years of experience in global software development, technology, med-tech and more
- Pioneer: Co-founded in 1999 the E-wave group, an international software house employing over 1,000 employees in multiple markets worldwide
- Experienced in: starting and operating businesses, problem solver, overcame multiple crises – 2001, 2008, Covid-19
- Global Cannabis Expert: immersed in the industry, passionately operating in it since 2009
- An all-in player: IMCC's co-founder, largest shareholder, dedicated and committed investor



Shai Shemesh, CPA
Chief Financial Officer

- Experienced CFO with nearly 15 years of business experience in the cannabis, pharmaceutical, infrastructure, renewable energy and services industries
- Formerly led all finance and operations management of Sadyt Israel and IVM Minrav-Sadyt, an international multi-million-dollar water treatment project in Ashdod, Israel
- Served as Financial Controller of the Israeli branch of Boston Scientific from 2007 to 2009
- Worked as Supervising Auditor at PwC Israel from 2005 to 2009
- CPA (Isr.), BA in Accounting, Economics and Management from the University of Tel-Aviv, and an MBA from IE Business School



Richard Balla
CEO & Director Adjupharm GMBH

- Richard Balla, Germany CEO, has 13 years of experience as owner and CEO of a German pharmaceutical distribution company
- Expertise includes pharmaceutical sales and parallel import
- Involved in the cannabis industry since its inception in Germany
- Track record in regulatory, logistic, and sales management in medical cannabis

IMC LEADERSHIP TEAM



Michael Ruscetta
Co-Head North America

- Joined Trichome Financial in 2018 as Chief Executive Officer.
- Over 25 years of direct public and private equity, credit and distressed investing experience in opportunities
- Formerly managed a private investing fund, after having worked in senior investing roles with Goldman
- Sachs (Special Situations Group), Amaranth Advisors, and CIBC Capital Partners
- MBA (Ivey Business School) and BA (University of Toronto)



Yael Harrosh
General Counsel & Business Manager

- Experienced lawyer with extensive expertise in corporate law as well as civil litigation.
- Responsible for IMCC’s reporting obligations as a publicly traded company overseeing all corporate legal and compliance affairs
- Formerly General Counsel and deputy CEO of Promarket, a leading Israel media group, and associate at Gornitzky and at AYR legal firms
- Graduated cum laude from the Faculty of Law with a Minor in Psychology from the Hebrew University of Jerusalem



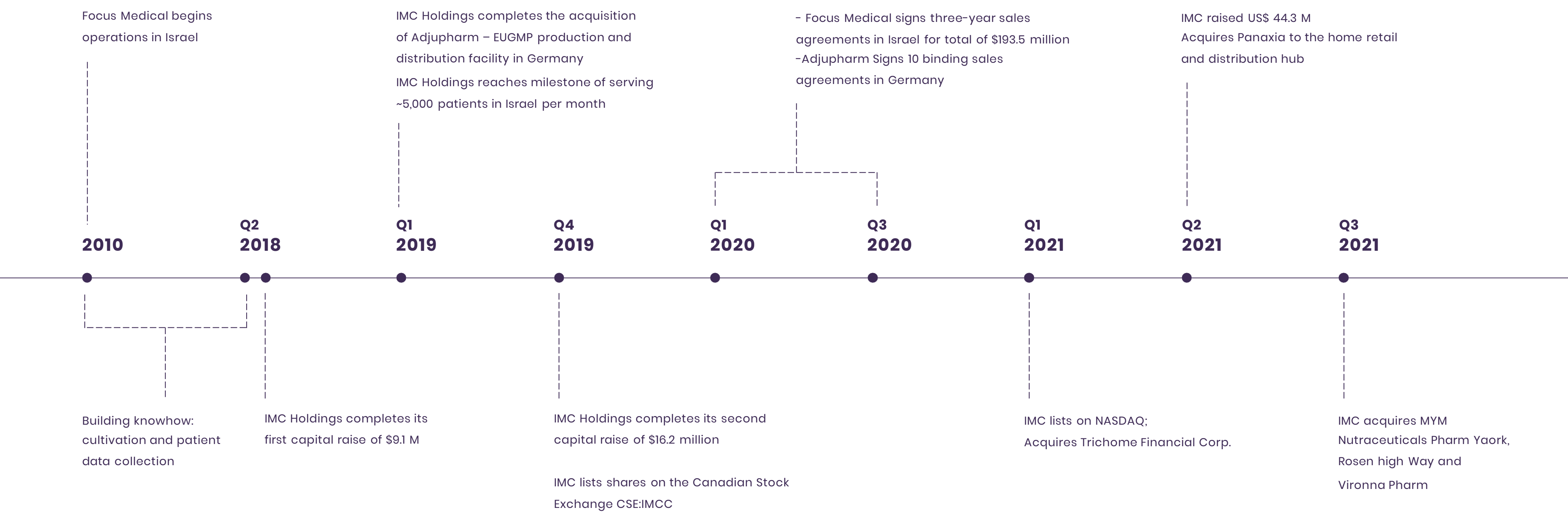
Howard Steinberg
Co-Head North America

- Joined Trichome Financial board of directors in 2019 and appointed CEO of Trichome JWC Acquisition Corp in 2020
- Over 25 years experience as an operationally focused executive and investor in restructurings, private credit, private equity and real estate.
- Previously held key executive levels roles at Fortress Investment Group, GE Capital, RBC Capital Partners and The Rose Corporation
- Founded Revest Asset Management (real estate), Executive Chairman Parallax Development Corp (life sciences) and Chairman of MYM Nutraceuticals (cannabis)
- CFA, MBA (Ivey Business School)



APPENDIX

IMC – COMPANY MILESTONES





THANK YOU!