

Pacific West *Canopy*

AT THE ROOT OF HEALING



July 2019

Fraser Valley Regional District Issues Pacific West Canopy Building Permit for Mission, B.C. Facility.

Pacific West Canopy Holdings Ltd. is pleased to announce the Fraser Valley Regional District has officially issued PacWest the required Building Permit for the construction of its cannabis cultivation, extraction and distribution facility located on 10 acres at 11185 Farms Rd. in Mission, B.C. As our shareholders were updated previously, the FVRD was awaiting direction from the Agriculture Land Commission about a non-farm use application for cannabis facilities. The ALC recently rescinded this requirement, and recognized PacWest had initially begun construction on our site prior to July 13, 2018, the date on which new

construction rules were implemented for cannabis facilities. This facilitated the issuance of our Building Permit from the FVRD. Work will now begin on site surveys, installation of septic tanks, additional under-ground utilities hook-ups, as well as drainage and electrical work, pouring concrete, and installation of the cribbing to prepare for the buildings. Modus Structures will be our prime contractor on site and will begin with this utility work and progress to the structure upon delivery of our foundation cribbing system. PacWest would like to thank Omicron for their work towards delivery of the Building Permit, as well as to our very own JT Thompson, for his sustained efforts with the FVRD and the ALC.



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A Message from the CEO

One of our most frequently asked questions from our shareholders is, “When is PacWest going public?” So, I thought I should address this question as our shareholders are seeking clarification on our strategic approach to deciding our best path.

Several months ago, PacWest entered into an agreement with Loon Energy Corp. and announced the amalgamation of the two companies. This provided PacWest and its shareholders entry into the public market with the common practice of a reverse takeover (RTO) of Loon Energy.

CEO Message cont...

After many meetings with capital market experts and consultants over the past few months, it has become very apparent we need to go a different route in order to gain exposure to investment advisors and underwriters alike. They assert that PacWest must have certain fundamentals such as revenues and facility construction in progress prior to any listing so that PacWest will not be subject to the volatile markets experienced by other cannabis companies with not so strong fundamentals. After all, you can only go public once! The strategic moves that we have made while waiting for our building permit approval in Mission

has positioned us very well for market entry.

We will be a revenue producing company with US market assets and expansion, international revenue producing distribution, and have a University collaboration for product development with a pharmaceutical-type product line, as well as professional athletic marketing and product lines.

We will continue to monitor the markets and promote the company as we poise for our entry into the public market with a strong company profile.

Although this will take some patience on behalf of all of our current and new shareholders and executive team, ultimately this strategic approach will protect all of our investment in the future.

I would also like to thank the entire PacWest executive and management team, whom have forgone any compensation this entire year whilst PacWest worked through the ever-changing ALC and FVRD rules and regulations related to cannabis facilities. This, to me, is a clear demonstration of the importance the entire team places on the responsible stewardship of our shareholder's investment.

PacWest Engages Investor Relations Firm

In June 2019 Pacific West Canopy Holdings Ltd. engaged with Investor Relations firm Natrinova Capital Inc. to increase awareness of PacWest to the market and to start the conversation with potential underwriters and investment firms whom would support PacWest's current financing and its eventual listing. Natrinova Capital has a vast network of prominent investment dealers, venture capital firms and high net-worth investors. On June 12, 2019 the PacWest team presented to this network in Calgary, and the following day in Kelowna. This was followed up with a full house presentation in Vancouver, B.C. on June 18.

Attendees and meetings included representatives from Canaccord Genuity, Leede Jones Gable, Industrial Alliance Securities, Mackie Research, PI Financial as well as several prominent cannabis sector players.

In the next few months, PacWest's travelling roadshow will continue to Toronto, Ontario with presentations and meetings set up with the influential financial community. Stay tuned for dates as we work through the specifics.



Olds, Alberta Property Update

Earlier this year, Fortis Alberta presented to the Municipality of Olds as well as to all the proposed licensed facilities in the surrounding area of PacWest's Olds property. The purpose of the presentation was to make all landowners and/or potential landowners aware that it would take upwards of 18-24 months to upgrade the area to supply the necessary power requirements. We had negotiated a fully refundable deposit on the property but had to make the decision to fully purchase the property or to decline the offer and have our deposit refunded. Based on the timelines for power, we made the calculated decision to decline the offer, and instead focus our finances and energy on Mission, B.C. where we are ready to start construction. It also allowed us to concentrate on establishing strategic alliances in the larger US and European markets. Details of these exciting partnerships will be shared with our shareholders at a future time.

If you would contact PacWest please email us at info@pacwestcanopy.com or call us @ 1.888.426.9333 (WEED).

Visit our website www.pacwestcanopy.com for PacWest news and updates.

FORWARD-LOOKING STATEMENT

This Investor's Update contains certain information that may constitute "forward-looking information" within the meaning of Canadian securities laws and forward-looking statements within the meaning of U.S. federal securities laws, both of which the Corporation refers to as forward-looking information. Forward-looking information can be identified by the use of terms such as "may", "will", "should", "expect", "plan", "anticipate", "believe", "intend", "estimate", "predict", "potential", "continue" or other similar expressions concerning matters that are not statements about the present or historical facts. Forward-looking information in this Investor's Update includes, but is not limited to, information or statements about: the business model and illustrations; the Company's strategy, future operations, prospects and the plans of management; the design, regulatory plan, timeline, costs and results of cannabis licensing and production; the timing of future meetings and discussions with Health Canada and other regulatory bodies; planned regulatory filings, and the timing thereof; anticipated marketing advantages and product differentiation of and its potential to become a licensed producer; the Company's estimates of the size of the potential market, potential for market expansion, and the rate and degree of market acceptance, and the Company's ability to serve such market; the Company's strategy and ability to develop, commercialize and distribute in international markets; the Company's ability to complete business development, marketing and other commercialization activities and the estimated timing thereof; the Corporation's sales, distribution and marketing strategy; the Corporation's intention and ability to obtain and maintain regulatory approvals, the timing and costs of obtaining same; the success of competing products that are or become available; the potential for commercial opportunities in various geographies and indications, including co-development and/or marketing partnerships and possible licensing and partnership opportunities, and the benefits to be derived from such commercial opportunities; and the Company's preferred strategy to commercialize through strategic partnerships.

Although the forward-looking information in this Investor's Update is based upon what the Company believes are reasonable assumptions, no person should place undue reliance on such information since actual results may vary materially from the forward-looking information. In addition, forward-looking information in this Investor's Update is subject to a number of known and unknown risks, uncertainties and other factors, many of which are beyond the Company's control, that could cause the Company's actual results and developments to differ materially from those that are disclosed in or implied by the forward-looking information. Consequently, all the forward-looking information in this Investor's Update is qualified by this cautionary statement and there can be no guarantee that the results or developments that the Company anticipates will be realized or, even if substantially realized, that they will have the expected consequences or effects on the Company's business, financial condition or results of operations. Accordingly, you should not place undue reliance on the forward-looking information. Except as required by applicable law, the Company does not undertake to update or amend any forward-looking information, whether as a result of new information, future events or otherwise. All forward-looking information is made as of the date of this Investor's Update.

