



Tickers: BEER:TSXV, HSEEF:OTC
Market Capitalization: C\$26 million
Insider Ownership: 37%

STOCK



FY June 30. All \$ amounts C\$

Price (Nov. 29, 2018): \$0.22
52-week high: \$0.510
52-week low: \$0.16
Basic Shares issued: 87.1M
Warrants: 24.1M
Options: 8.6M
Fully diluted: 119.8M
Market cap: \$26.4M
Net Cash: \$3.1M*

* As of Sept. 30, 2018.

REASONS TO INVEST

- Cannabis edibles to be legalized Oct 2019.
- Award-winning non-alcoholic beverages
- Growth in non-alcoholic product sales: FQ1 2019 revenues up 112% Y/Y (Sept. 30, 2018)
- Brand-building management team (Coke, Starbucks, Minute Maid, Google, Microsoft)
- Products in 4,000+ Canadian stores (Loblaws, Sobeyes, Shoppers Drug Mart)
- 44% of prescriptions are contra-indicated to alcohol. NO known contra-indicators to cannabis
- \$3.1 million in cash, and no debt
- Below median market cap of cannabis stocks
- Management & insiders own 37% of shares

BIG ALCOHOL WORRIED

- Alcohol sales declining where cannabis legal
- Can't manufacture alcoholic drinks with cannabis
- Can't advertise cannabis beverages
- Constellation invested US\$4.245B in Canopy
- Aurora investing C\$103.5M in Alcanna
- Molson Coors formed JV with Hydropothecary

OPPORTUNITY

Non-Alcoholic Adult Beverages

- According to a leading beverage industry market research firm¹, this segment is expected to generate 8.5% CAGR globally until 2025.
- In Canada, the segment has experienced annual growth in excess of 20% a year for the past few years.

1. Mintel – Global Food & Drink Trends, 2019

Cannabis-Infused Adult Beverages

- If 30% of Canadians chose to switch to cannabis-infused beer, the size of the beer market alone would be \$2.36 billion in market potential.
- Hill Street sees three distinct beverage categories: 1) "Heighten" (adult recreational use); 2) "Help" (therapeutic or functional beverages); and 3) "Heal" (medicinal or prescription beverages).

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MANAGEMENT



Terry
 Terence M. Donnelly
 Chief Executive Officer

Terry Donnelly has 30 years' experience in marketing and advertising, serving most recently as Chief Marketing Officer for MDC Partners (NASDAQ: MDCA), the largest Canadian marketing services company with \$1.3B in revenues and over 17,000 employees. He was the co-founder of Adcentricity, EVP, Digital at Mandrake, and a board member/investor in six private and six public corporations, including two TSX listed companies.



David
 David Pullara
 Chief Marketing Officer

David Pullara has almost 20 years' marketing experience, over a decade of which was spent working with four renowned, Fortune 500 organizations: Starbucks, Yum! Brands (Pizza Hut), Coca-Cola, and Google. David earned his Honors BBA (marketing) and MBA (strategic management, international business) from the Schulich School of Business at York University, and a certificate in Disruptive Strategy from HBX | Harvard Business School. He works as a Course Facilitator for the Schulich Executive Education Center and is recognized as a Chartered Marketer by the Canadian Marketing Association (CMA).



Hinta
 Hinta Chambers
 Chief Financial Officer

Hinta Chambers has more than 20 years' experience in a multitude of disciplines, including finance, marketing, compliance, facilities, human resources and legal. Prior to joining Hill Street, Hinta was CFO at Bond Brand Loyalty and Rockstar Consortium. She built her finance career at Nortel Networks in increasingly senior global finance roles in Canada, England and France. She holds an Honours Bachelor of Business Administration from Wilfrid Laurier University, and is a Chartered Professional Accountant (CPA) and Certified Management Accountant (CMA). She also completed a Master CFO Certificate Program with the Institute of Management Accountants.

Paul Rosen,
 Board member

Paul Rosen is the Founder and Managing Director of BreakWater Venture Capital, a private venture capital fund and advisory based in Toronto. He is also the Founder, CEO & Chairman of Tidal Royalty Corporation, a publicly traded financing business focused exclusively on the emerging, regulated U.S. cannabis industry (CSNX:RLTY.U). He co-founded PharmaCan Capital (d.b.a. The Cronos Group, CRON.V, NASDAQ:CRON), and he is on the Board of iAnthus Capital Holdings (IAN.C), a publicly traded New York-based investment bank invested in several medical marijuana licenses across the U.S. Paul is a member of the Law Society of Upper Canada, and received a B.A. in Economics from Western University and an LL.B. from the University of Toronto.

PRODUCTS

Adult-Format Beverages: The Best Delivery Method for Edible Cannabis



De-selects minors

Matches social, sharing experiences

Microdoses mimic onset & duration of effect from beverage alcohol



Lexaria agreement

- ✓ 1 of 6 Canadian licences
- ✓ Grants use of technology for odourless, tasteless cannabis-infusion process

✓ Fewer calories

✓ Alcohol free

✓ No hangover

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