Disclaimer

Forward-looking statements

Certain statements contained in this presentation may constitute forward-looking information and statements. All statements in this presentation, other than statements of historical fact, that address events or developments concerning SNDL Inc. ("SNDL" or the "Company") that SNDL expects to occur are "forward-looking information and statements". Forward-looking information and statements are often, but not always, identified by the use of words such as "seek", "anticipate", "plan", "continue", "estimate", "expect", "may", "will", "project", "predict", "propose", "potential", "targeting", "intend", "could", "might", "should", "believe", "budgeted", "scheduled" and "forecasts", and similar expressions and variations (including negative variations).

In particular, but without limiting the foregoing, this presentation contains forward-looking information and statements pertaining to the following: SNDL's ability to raise future capital through debt or equity financing transactions, and our ability to efficiently deploy the capital raised through such transactions; our ability to successfully implement our cost and asset optimization initiatives; the continued development and growth of the demand and markets for medical and adult-use cannabis; the competitive conditions of the industry and the expected number of customers using our products; the maintenance of our existing licences and the ability to obtain additional licences as required; our ability to establish and market our brands within our targeted markets and compete successfully; our ability to produce and market additional products as regulations permit; the number of flowering rooms and combined production capacity therefrom that we expect to have; our growth strategies, including plans to sell edibles and other forms of cannabis; the timing and the amount of capital expenditures related to the maintenance and any expansion of our facilities; the outcome of medical research by our partners and the acceptance of such findings in the medical community; our ability to attract and retain key employees; our ability to manage growth in our business; our ability to identify, successfully execute, manage and realize a return on strategic partnerships, joint ventures, strategic alliances, debt and equity investments as well as the costs and benefits associated with such initiatives, including the expected return on any investments; and the volatility in the price of our common shares. Various assumptions were used in drawing the conclusions or making the projections contained in the forward-looking statements throughout this presentation. Forward-looking statements are based on the opinions and estimates of management at the date the statements are made, and are subject to a variety of risks and uncertainties and other factors that could cause actual events or results to differ materially from those projected in the forward-looking statements. Such risks and uncertainties may be discussed in the Company's materials filed with the Canadian and U.S. securities regulatory authorities from time to time. All of the forward-looking information and statements contained in this presentation are qualified by these cautionary statements. The reader of this presentation is cautioned not to place undue reliance on any forward-looking information and statements. The Company is under no obligation, and expressly disclaims any intention or obligation, to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as expressly required by applicable law. For more information in respect of such forward-looking formation and statements, please refer to SNDL's annual information form for the year ended December 31, 2023 as well as SNDL's audited consolidated financial statements and the notes thereto for the years ended December 31, 2023 and December 31, 2022, and the accompanying management's discussion and analysis, including (in each case, as applicable) the sections thereof entitled "Forward-Looking Information".

Non-IFRS Measures

Certain financial measures in this presentation, including system-wide retail sales, adjusted EBITDA from continuing operations, free cash flow and gross margin before fair value adjustments, are non-IFRS measures. These terms are not defined by IFRS and, therefore, may not be comparable to similar measures provided by other companies. These non-IFRS financial measures should not be considered in isolation or as an alternative for measures of performance prepared in accordance with IFRS. For more information in respect of these non-IFRS financial measures, please refer to SNDL's audited consolidated financial statements and the notes thereto for the years ended December 31, 2023 and December 31, 2022, and the accompanying management's discussion and analysis, including the sections thereof entitled "Specified Financial Measures".

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All financial information in this press release is reported in millions of Canadian dollars unless otherwise indicated.

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Corporate Presentation

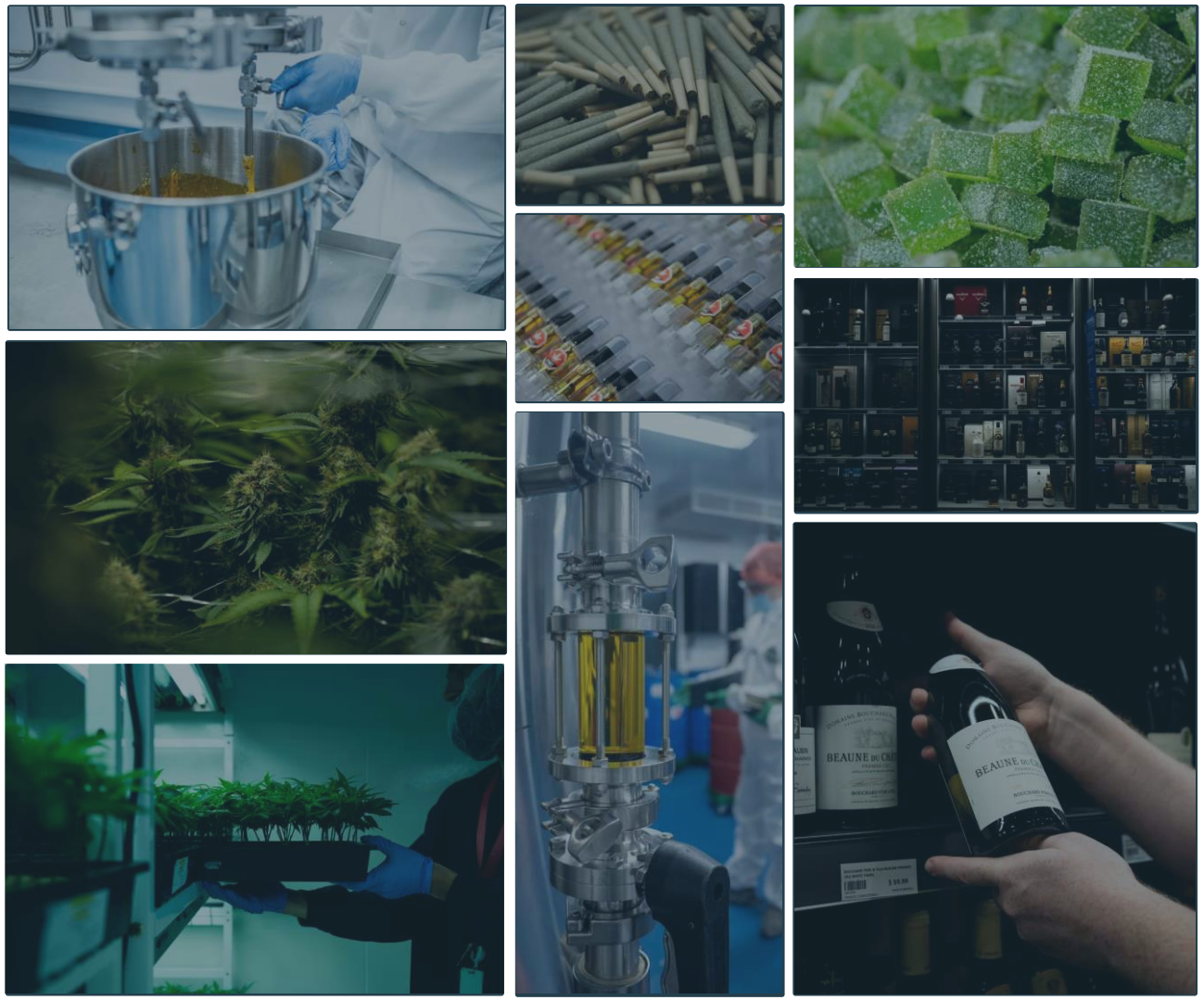
FIRST QUARTER 2024

May 2024

NASDAQ: **SNDL**

Our **Purpose**

Bringing people together through exceptional products and experiences.



Operating **Segments**

LIQUOR RETAIL

- Canada's largest private sector liquor retailer
- Diverse retail footprint from convenience to large format destination locations
- Operational excellence and scalable corporate services in competitive and regulated retail environments

NET REVENUE: $116.1M

CANNABIS RETAIL

- Canada's largest cannabis retail footprint
- Diverse retail stores from everyday low cost to premium retail experiences
- Own the customer relationship with robust analytics and insights
- Key driver of SNDL's vertical integration strategy in cannabis

NET REVENUE: $71.3M

CANNABIS OPERATIONS

- Robust innovation capabilities through low-cost biomass sourcing, premium indoor cultivation and low-cost manufacturing facilities
- Diverse brand portfolio from value to premium
- Trusted B2B production partner
- Key enabler of SNDL's vertical integration strategy

NET REVENUE: $22.4M

INVESTMENTS

- Emphasis on cannabis credit and select M&A focused equity investments
- SunStream Bancorp Inc. vehicle for the deployment of debt capital to large U.S. based MSOs and other operators

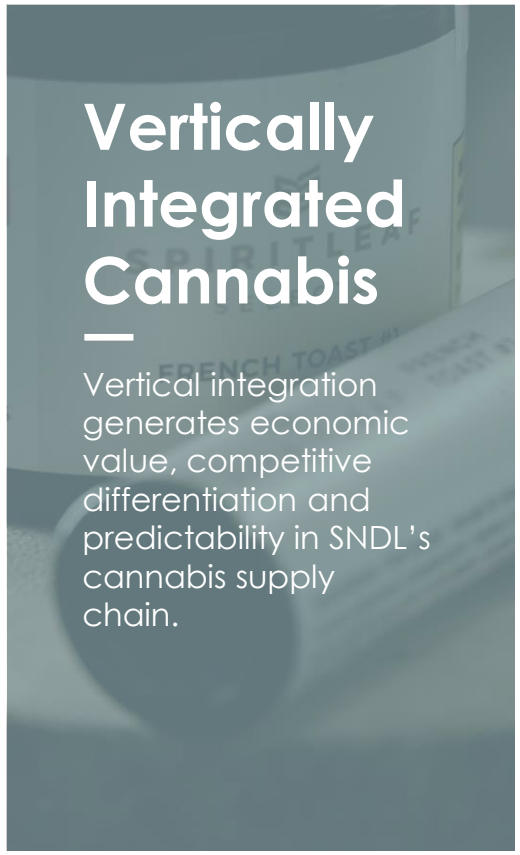
INVEST. INCOME: $4.0M

The SNDL **Advantage**

Strong Balance Sheet

SNDL has one of the strongest balance sheets in the regulated products industry with significant cash reserves.

Vertically Integrated Cannabis



Vertical integration generates economic value, competitive differentiation and predictability in SNDL's cannabis supply chain.

Retail Scale & Experience

SNDL's profitable Liquor Retail segment provides substantial operational expertise and scale for corporate services, which benefits all our operating segments.

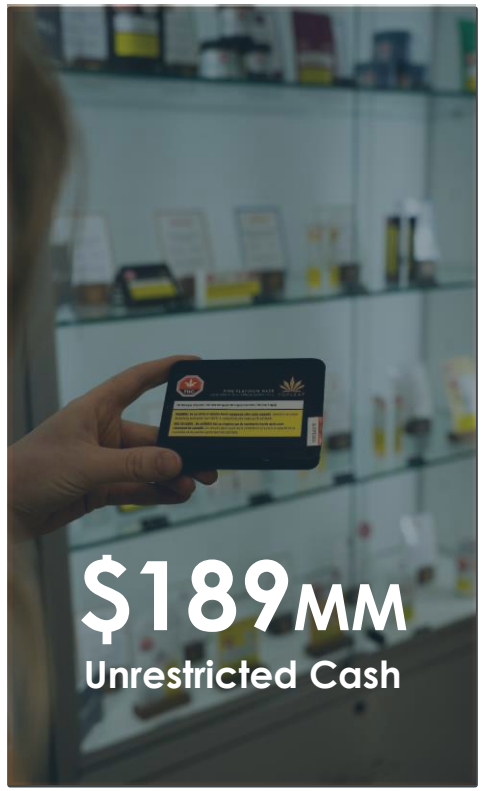
Strategic Cannabis Investments

SNDL's investment portfolio generates positive cash flows and gives SNDL greater optionality and strategic alternatives for M&A activities.

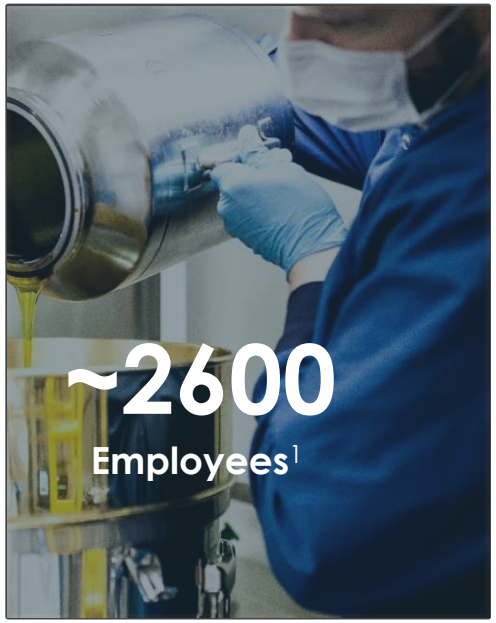
OPERATING HIGHLIGHTS

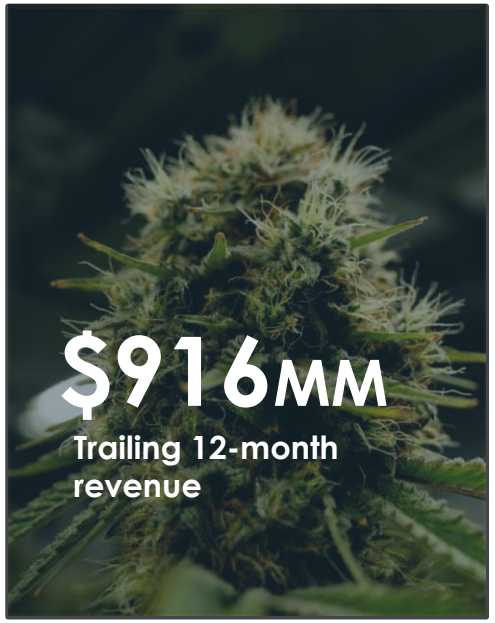












[1]As at May 8, 2024.

Q1 2024 **Company Highlights**

CONTINUED REVENUE GROWTH

SNDL has reported improved revenue in eight of the last nine quarters, showcasing the benefits of the Company's vertical integration strategy and continued optimizations across all operating segments

RECORD GROSS MARGIN

The increase in gross margin was largely driven by productivity initiatives in the Cannabis Operations segment, which achieved positive gross profit for the first time since inception

IMPROVED OPERATING INCOME

SNDL showcased improved operating income across all segments, including its Cannabis Operations which achieved positive operating income for the first quarter

Guided by our principles of integrity and transparency, SNDL is evolving its reporting to focus on Operating Income and Free Cash Flow.[1] We believe these metrics better represent the financial performance of a company, in comparison to Adjusted EBITDA and Adjusted Free Cash Flow

[1]Definitions outlined in our filed Q1 2024 Management Discussion and Analysis (MD&A) document.

Q1 Financial **Highlights**

Net Revenue	**$197.8MM**	**$6.8MM** Increase YOY	**4%** Increase YOY
Gross Profit	**$50.4MM**	**$17.9MM** Increase YOY	**55%** Increase YOY
Gross Margin	**25%**	**8.5pp** Increase YOY	
Adj. Operating Income[1]	**($4.5MM)**	**$25.4MM** Increase YOY	**85%** Increase YOY
Free Cash Flow[2]	**($6.4MM)**	**$53.7MM** Increase YOY	**89%** Increase YOY

SNDL delivered strong results and is well-positioned for 2024 and beyond.

The Company reported increases across all key financial metrics and operating segments in Q1 2024 as a result of key productivity initiatives through 2023 and a continued focus on financial excellence.

[1]Adjusted operating income (loss) is defined as operating income (loss) less restructuring costs (recovery), goodwill and intangible asset impairments and asset impairments triggered by restructuring activities.
[2]Free cash flow is defined as the total change in cash and cash equivalents less cash used for common share repurchases, dividends (if any), changes to debt instruments, changes to long-term investments, net cash used for acquisitions plus cash provided by dispositions (if any).

Liquor **Retail**



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Liquor Retail **Highlights**

Proprietary Data Program

Scaled its proprietary data licensing program for Liquor Retail through Q1 2024.

Continued Gross Profit Growth

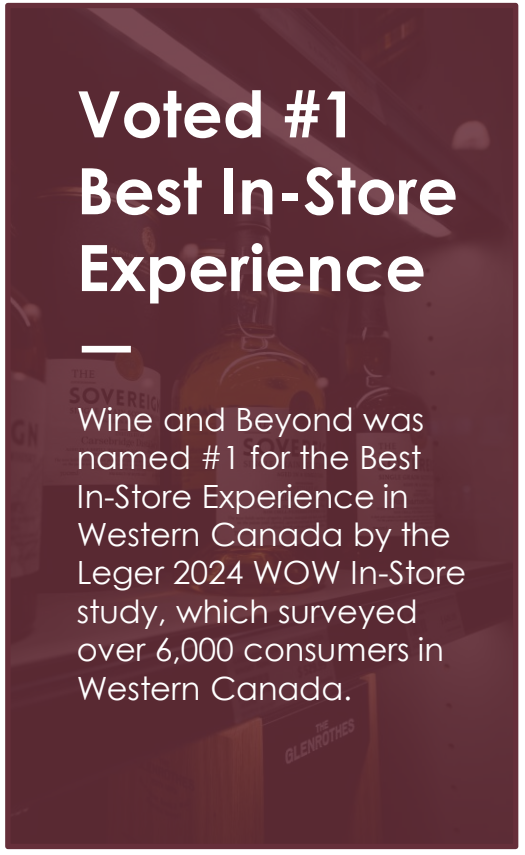


Achieved record margin of 25.3% in March 2024 due to continued optimizations to private label offerings and procurement productivity.

Expanded Liquor Retail Footprint

Opened its 13th Wine and Beyond Location in Airdrie, Alberta building on the success of the banner's experiential, destination approach.

Voted #1 Best In-Store Experience



Wine and Beyond was named #1 for the Best In-Store Experience in Western Canada by the Leger 2024 WOW In-Store study, which surveyed over 6,000 consumers in Western Canada.

Q1 2024

Liquor Retail Results

- **Stable growth** compared to the previous year
- **Private label sales** increased 29% year-over-year
- Improvement in gross profit was mainly driven by **procurement productivity** and **product mix management** initiatives

Net Revenue

$116.1MM

Increase of $0.2 million

0.1% increase year-over-year

Gross Profit

$28.8MM

Increase of $2.5 million

10% increase year-over-year

Gross Margin

25%

Up from 23% in Q1 2023

Adj. Operating Income

$2.2MM

Increase of $4.1 million

212% increase year-over-year

NOTES
[1]Excluding corporate cost allocation.
Result comparisons are from the first quarter of 2023.

Q1 2024

Canada's Largest Private Sector Liquor Retailer

SNDL's Liquor Retail segment has substantial experience and scale operating in competitive & regulated retail environments and generates consistent revenue and earnings.

171

Retail locations in Alberta and British Columbia[1]

$579MM

Trailing 12-month revenue

17%

Market share in Alberta[2]

3.0MM

Customer transactions in Q1 2024[1]

NOTES
[1] Data as at March 31, 2023.
[2]Percentage represents the revenue market share based on retail statistics provided by Stats Canada for January and February 2023.

Brand Portfolio

Wine and Beyond is Western Canada's largest liquor stores. We pride ourselves on having a selection of over 6,000 wines, 2,500 spirits and 2,200 beers.

Our 13 locations are known for their incredible selection, unique product offerings, and staff with excellent product knowledge and service levels creating a customer-centric experiences.

Liquor Depot is a convenience retail liquor outlet with over 20 locations in Alberta.

We are your one-stop-shop for beer, wine, spirits, mixes and more in trusted neighbourhood locations. We stock the items you need for the moments in life you need them!

Ace Liquor Discounter has more than 138 locations in Alberta where you'll find a great selection, better prices, and friendly, knowledgeable staff.

We stock wines from around the world, local and international beers and specialty spirits at everyday low prices.

Cannabis **Retail**



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Cannabis Retail **Highlights**

Continued Store Growth

Expanded its Spiritleaf footprint into the coveted community of Whistler, British Columbia in February 2024.

Retail Expansion into BC

Transferred its rights to four Dutch Love locations. The assignment of these well-located cannabis retail stores creates an opportunity to expand the Value Buds banner into British Columbia.

Private Label Innovation

Further expanded its private label offerings, created in partnership with Value Buds. Diesel and Berries will be available in large format flower and NEW 28 x 0.5g pre-rolls, arriving through May.

Awards & Accolades

Spiritleaf was voted National Retail Brand of the Year for the 3rd year running
Both Spiritleaf and Value Buds have been nominated for National Retail Chain of the Year in the 2024 Grow Up Awards.

Q1 2024

Cannabis Retail Results

- Net revenue increase was driven by **productivity improvements** and **new store openings** through December 2023
- Proprietary **data licensing program** generated $3.5 million in revenue in Q1 2024

Net Revenue

$71.3MM

Increase of $3.9 million

6% increase year-over-year

Gross Profit

$18.4MM

Increase of $2.6 million

17% increase year-over-year



Gross Margin

26%

Up from 23% in Q1 2023

Adj. Operating Income

($1.0MM)

Increased loss of $1.0 million

NOTES
[1]Excluding corporate cost allocation.
[2]Excludes franchise system-wide sales.
Comparisons are from the first quarter of 2023.



Q1 2024

Canada's Largest Private Sector Cannabis Retailer

With our Value Buds, Spiritleaf, Superette and Firesale Cannabis banners combined, SNDL has the largest cannabis retail footprint in Canada and gains significant operational efficiency and scale.

188

Retail Locations in AB, BC, MB, ON and SK[1]

$294MM

Trailing 12-month revenue

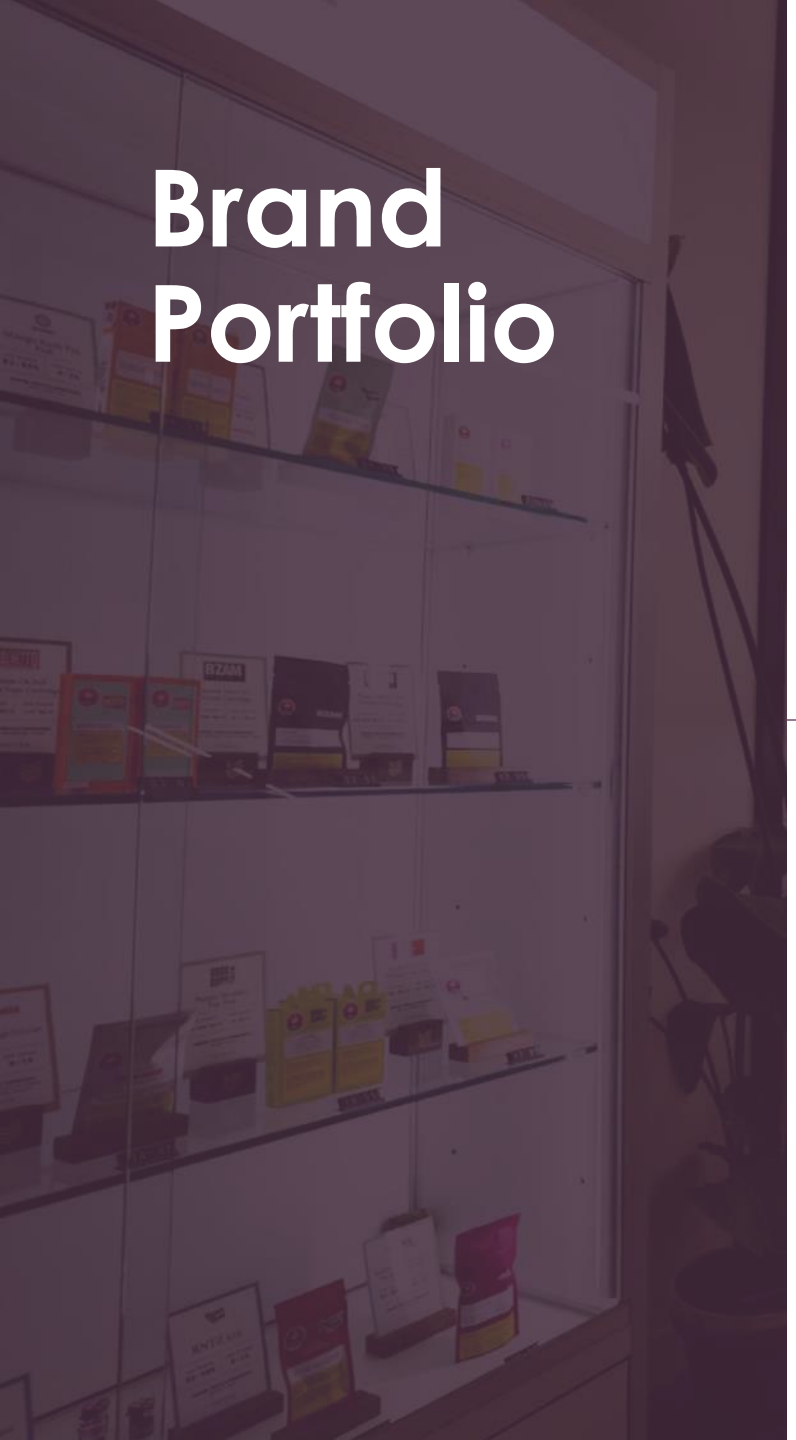
9%

Market Share of Privatized Store[2]

2.4MM

Customer Transactions[3]

NOTES
[1]As of May 9, 2024
[2]As of March 31, 2024.
[3]Percentage represents revenue market share in the privatized provincial markets including Alberta, British Columbia, Manitoba, Ontario and Saskatchewan.



Brand Portfolio

Spiritleaf aims to be the most knowledgeable and trusted source of recreational cannabis, offering a premium consumer experience. We have created a modern retail model that offers legitimacy, reputability, professionalism and a feeling of confidence.

Superette is a retail brand that makes buying cannabis as enjoyable as consuming it. Every thoughtful detail of our brand, whether in-store or online, is all about creating moments of delight at every step of the way.

Value Buds has a simple mission: deliver compelling value to cannabis consumers. Our goal is to attract, grow, and retain a loyal customer base by offering high-quality cannabis products in convenient locations and every-day low prices.

Firesale is our solution to the sustainability challenges facing the cannabis industry. Our cannabis liquidation pop-ups help licensed producers sell aged inventory at deeply discounted prices, with the aim of providing the most affordable cannabis products in Canada.

Cannabis **Operations**



Cannabis Ops **Highlights**

International Expansion

Expanded cultivation efforts and pursuing EU-GMP certification at SNDL's Atholville facility to expand its international export opportunities as new global markets emerge with certification expected in Q4 2024.

Record Gross Profit

Achieved positive gross profit for the first time as a result of its facility transformation through 2023 and reduction of asset impairments in Q1 2024.

New Innovation & Distribution

Focused on key consumer categories of pre-rolls, infused pre-rolls and single-strain cultivars through its new innovation launches. SNDL secured ~350 new distribution points to further drive increased market share.

B2B Growth

SNDL onboarded new B2B partners and continues to focus on on a "fewer, bigger, better approach with its B2B operations, resulting in a 138% increase in B2B revenue year over year.

Q1 2024

Cannabis Operations Results

- Net revenue was a result of **increasing B2B distribution** and a continued focus on consumer innovation, quality and **operational efficiencies**
- Gross profit improvement was driven by the strategic decision to close the Olds, Alberta facility, the Company's **opportunistic strategy** to capitalize on the **current procurement landscape**, and a **reduction in inventory impairments**

Net Revenue

$22.4MM

Increase of $3.3 million

17% increase year-over-year



Record Gross Profit

$3.2MM

Increase of $12.7 million

134% increase year-over-year



Gross Margin

14%

Up from -50% in Q1 2023

Adj. Operating Income

$1.1MM

Increase of $19.1 million

106% increase year-over-year

NOTES

[1]Excluding corporate cost allocation.

Result comparisons are from the first quarter of 2023.

Q1 2024

One of Canada's largest vertically integrated cannabis companies

Specializing in low-cost biomass sourcing, premium indoor cultivation, product innovation, and low-cost manufacturing facilities. Our brand portfolio includes Top Leaf, Contraband, Palmetto, Bon Jak, Versus, Value Buds, and Vacay.

110,000ft²
Cannabis cultivation at Atholville, New Brunswick facility



$90.3MM
Trailing 12-month revenue



5
Manufacturing and cultivation facilities nationwide

21
B2B Partners

NOTES
[1]As of March 31, 2024.



Cannabis **Operations**

Facility Highlights

EXTRACTION & PROCESSING

Kelowna, British Columbia (K1 & K2)

- Leading Cannabis Extraction and Processing Facility with **185 tons of biomass** processed per year
- Current production of 34 million pre-rolls and 4.5 million dried flower packages annually

EDIBLES

Kelowna, British Columbia (LYF)

- **Large-scale edible** production
- In-house test kitchen for **research and development**
- Current volume of **20 million gummy units** per year and **5 million chocolates** per year

BEVERAGES

Bolton, Ontario

- Produces all **infused beverages**, using **SōRSE™ emulsion technology**
- In-house **research and development**, **B2B and white labelling**
- Capacity of **7 million units per year**

CULTIVATION

Atholville, New Brunswick

- **110,237 square feet** of canopy space
- Approximately **48,000 kilograms** of annual cultivation capacity
- Current average yield of **104 grams per square foot**

Brand Portfolio

PREMIUM

TOPLEAF

CONTRABAND

CORE

PALMETTO

Vacay

VALUE

VERSUS

Value Buds

BONJAK

Investments





Strategically deployed capital for the cannabis industry

SunStream's investment portfolio can be bifurcated into (i) performing credits and (ii) equitization opportunities, and includes some of the largest multi-state and single state operators in the US.

$594.2MM

Book value of all cannabis industry investments[1]

5

SunStream credit portfolio investments[1]

$560.3MM

Book value of SunStream Portfolio[1]

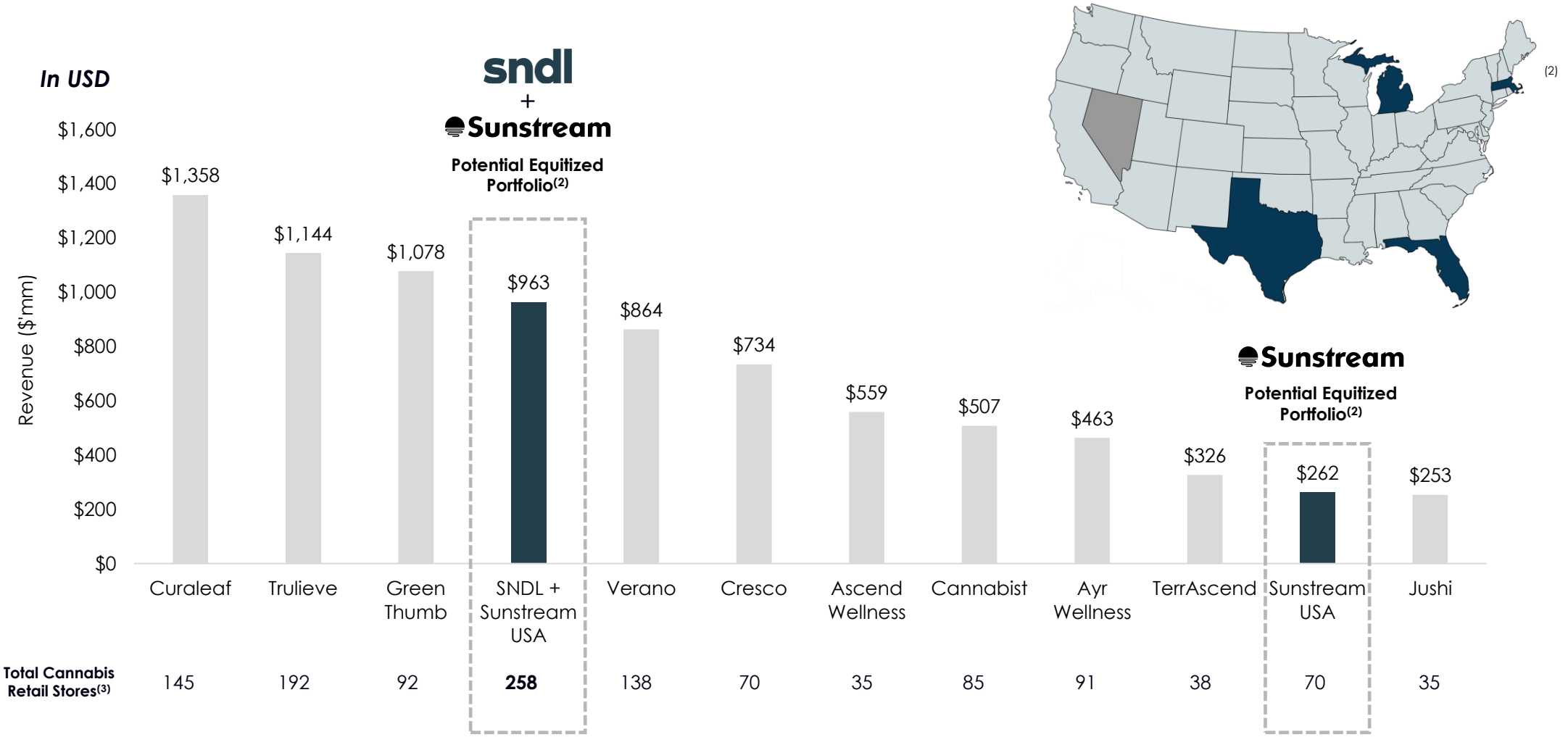
$33.7MM

Fair value of Canadian credit and equity investments[1]

NOTES
[1]All numbers are as of March 31, 2023.

Potential SunStream USA Compared to US MSO's

SSB Equitization Opportunities LQA(1) Revenue vs US MSO's ($Millions)



(1) LQA = Last Quarter Annualized; Source: Bloomberg consensus and company public disclosures as available (2) Subject to final listing compliance and transaction approvals, documentation, and close; LQA revenue includes retail only revenue from an investment portfolio company; go-forward retail revenue from the investment portfolio company likely to be impacted by legal proceedings and license transfers (3) Source: Company public disclosures and materials; SSB retail store count as of Q1/24; SSB go-forward store count subject to certain legal proceedings and license transfers; SNDL store count as of May 8, 2024.

Balance Sheet

COMPARABLE VALUATION ANALYSIS

	Share Price	Share Price	Mkt Cap	Total Debt	Cash	EV	Net Cash / (Debt) + Investments per FD S/O	30D Avg. Daily Value Traded[2]	Total Cash / LQA Cash Flow Use In Ops
	US$ / sh	*C$ / sh*	*C$mm*	*C$mm*	*C$mm*	*C$mm*	*C$ / sh*	*C$mm*	*Years*
Tilray Brands, Inc.	US$1.95	C$2.68	$2,193	$563	$310	$2,504	($0.31)	$144	3.7
Cronos Group Inc.	US$2.60	C$3.57	$1,389	–	$1,182	$198	$3.04	$17	nmf
Canopy Growth Corporation	US$9.02	C$12.38	$1,323	$539	$234	$1,709	($2.85)	$400	1.8
Aurora Cannabis Inc.	US$6.46	C$8.86	$498	$48	$128	$508	$1.43	$176	6.1
OrganiGram Holdings Inc.	US$1.79	C$2.45	$263	$0	$68	$199	$0.63	$10	nmf
Village Farms International, Inc.	US$1.26	C$1.73	$191	$69	$37	$245	($0.29)	$3	135.2
Average								**$125**	**36.7**
Median								**$80**	**4.9**
SNDL Inc.[1]	**US$2.46**	**C$3.38**	**$937**	**–**	**$189**	**$937**	**$2.82**	**$26**	**nmf**

SNDL has a best-in-class balance sheet and is one of the few peers with positive cash flow from operations on an LQA basis

NOTES
Exchange rate of 1.372 as of May 8, 2024; shares outstanding based on most recent quarterly financials and adjusted for share issuance transactions and other significant publicly disclosed transactions; figures presented on a fully diluted basis (TSM method); nmf = not meaningful; n/a = not applicable; estimates based on analyst consensus; CAD/USD exchange rate of 1.372 used for the FX conversion; (1) SNDL's total cash balance includes cash and marketable securities; SNDL's net cash / (debt) + securities per share includes cash, marketable securities, SunStream and other credit investments; (2) Includes values traded on both the U.S. and the Canadian exchanges
SOURCES
Company Filings, Press Releases, S&P Capital IQ, Bloomberg

Income Statement

COMPARABLE VALUATION ANALYSIS

	Revenue			EBITDA			EV / Revenue			EV / EBITDA		
	CY24E	CY25E	CY26E	CY24E	CY25E	CY26E	CY24E	CY25E	CY26E	CY24E	CY25E	CY26E
	C$mm	*C$mm*	*C$mm*	*C$mm*	*C$mm*	*C$mm*						
Tilray Brands, Inc.	$1,146	$1,191	$1,419	$102	$108	$242	2.2x	2.1x	1.8x	24.6x	23.1x	10.4x
Cronos Group Inc.	$137	$163	$184	($50)	($41)	($25)	1.4x	1.2x	1.1x	nmf	nmf	nmf
Canopy Growth Corporation	$297	$336	$350	($10)	($14)	($6)	5.8x	5.1x	4.9x	nmf	nmf	nmf
Aurora Cannabis Inc.	$307	$355	$400	$27	$44	$63	1.7x	1.4x	1.3x	18.6x	11.5x	8.1x
OrganiGram Holdings Inc.	$172	$210	$278	$9	$21	$44	1.2x	0.9x	0.7x	21.8x	9.4x	4.6x
Village Farms International, Inc.	$430	$466	$552	$19	$33	$57	0.6x	0.5x	0.4x	13.0x	7.5x	4.3x
Average							**2.1x**	**1.9x**	**1.7x**	**19.5x**	**12.9x**	**6.8x**
Median							**1.6x**	**1.3x**	**1.2x**	**20.2x**	**10.5x**	**6.3x**
SNDL Inc.	**$979**	**$1,076**	**$1,246**	**$44**	**$75**	**n/a**	**1.0x**	**0.9x**	**0.8x**	**21.4x**	**12.5x**	**n/a**

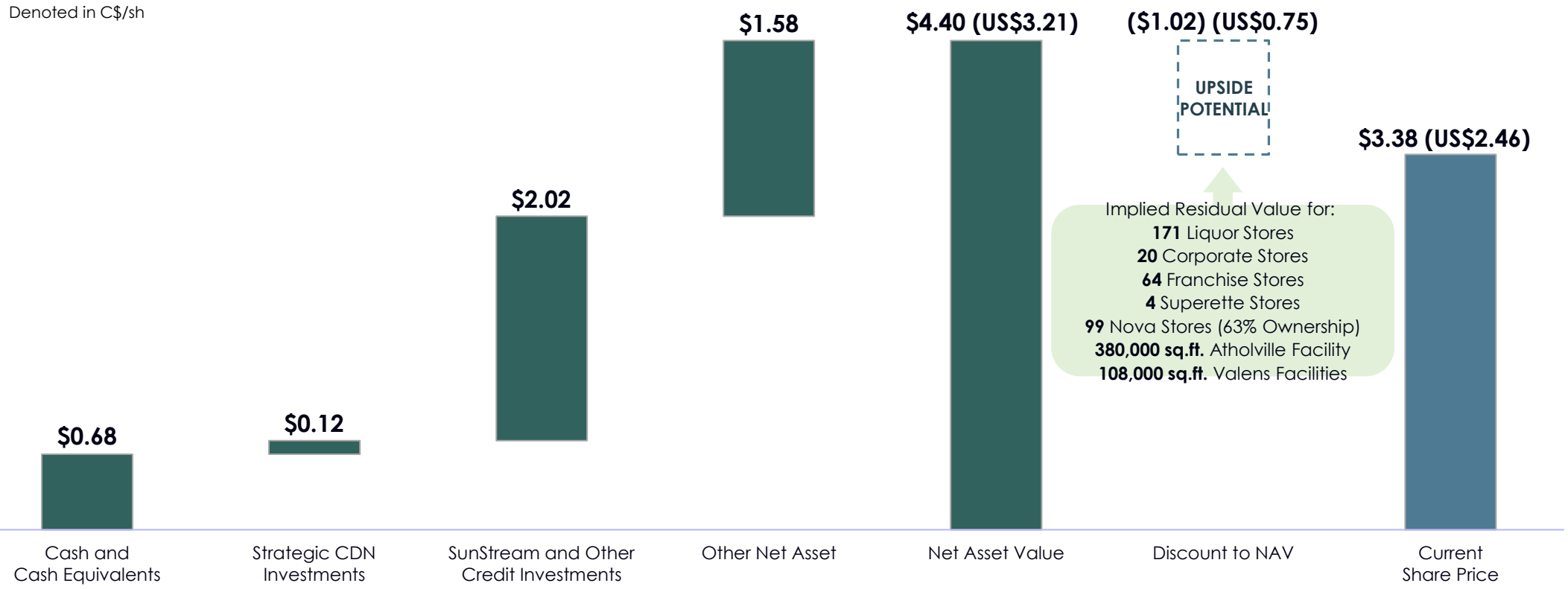
- SNDL's revenues are largely driven by retail operations
- SNDL has over $1.2 billion in tax pools available to shelter future taxable income

Current EBITDA is derived from both a sustainable liquor business and credit investment performance

NOTES
Exchange rate of 1.372 as of May 8, 2024; shares outstanding based on most recent quarterly financials and adjusted for share issuance transactions and other significant publicly disclosed transactions; figures presented on a fully diluted basis (TSM method); nmf = not meaningful; n/a = not applicable; estimates based on analyst consensus
SOURCES
Company Filings, Press Releases, S&P Capital IQ (consensus estimates)

SNDL Valuation

NET ASSET VALUE WATERFALL



SNDL is currently trading $284mm ($1.02/sh) or 23% below NAV of its cash, strategic investments, credit portfolio, etc., implying negative value for liquor and cannabis operations

NOTES
As of May 8, 2024, using exchange rate of 1.372; Share count calculated on a fully diluted shares basis; SunStream and other credit investments based on most recent financials for period ending March 31, 2024; Net asset value represents total assets minus total liabilities as per balance sheet
SOURCES
Company Filings

Analyst Coverage

Frederico Gomes
ATB Financial

Matt Bottomley
Canaccord Genuity

Sophie Pilon
Investor Relations and Communications

investors@sndl.com

sndl

Appendices



Coast-to-Coast Retail and Production Footprint

