

Disclaimer

Forward-looking statements

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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 licenses and the ability to obtain additional licenses 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 information and statements, please refer to SNDL's annual information form for the year ended December 31, 2025 as well as SNDL's audited consolidated financial statements and the notes thereto for the years ended December 31, 2025 and December 31, 2024, 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 Operating Income, 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, 2025 and December 31, 2024, 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 presentation is reported in millions of Canadian dollars unless otherwise indicated.



Corporate Presentation

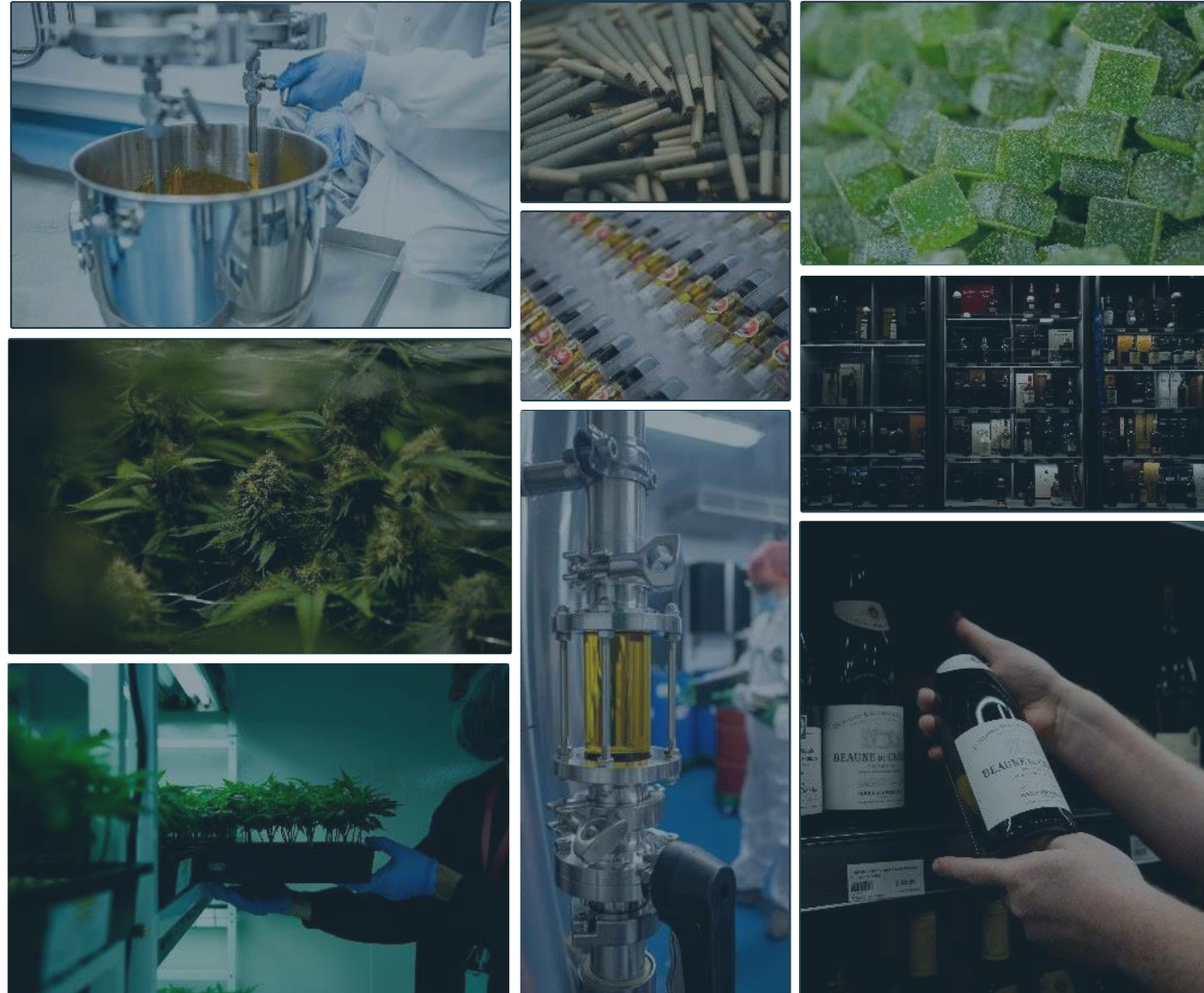
SECOND QUARTER 2026

July 2026

NASDAQ: **SNDL**
CSE: **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: \$527M



CANNABIS RETAIL

- One of 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: \$329M



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: \$136M



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: \$6M

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

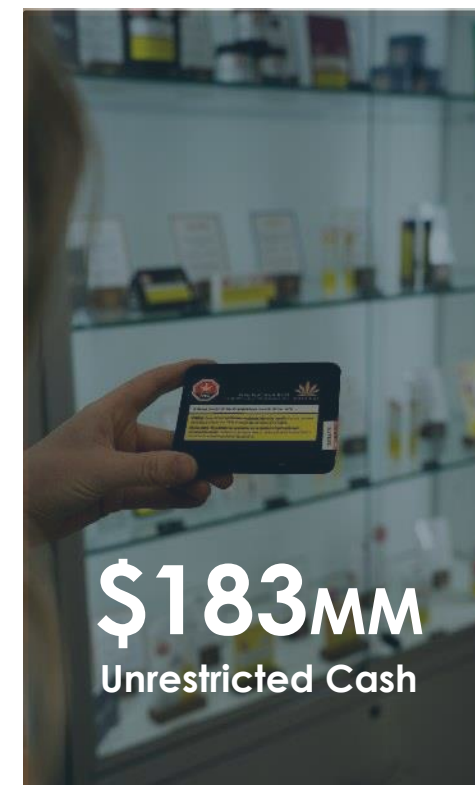
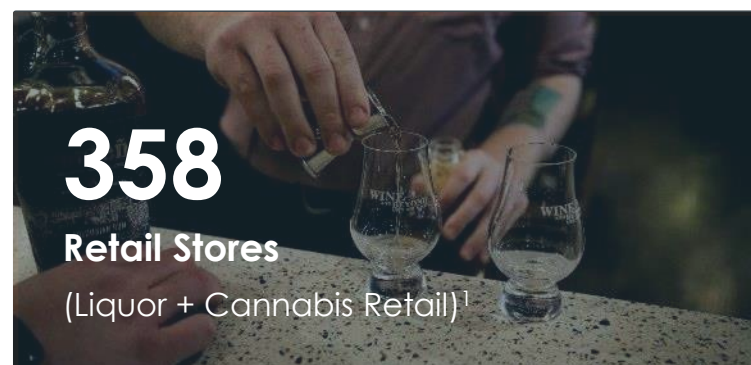
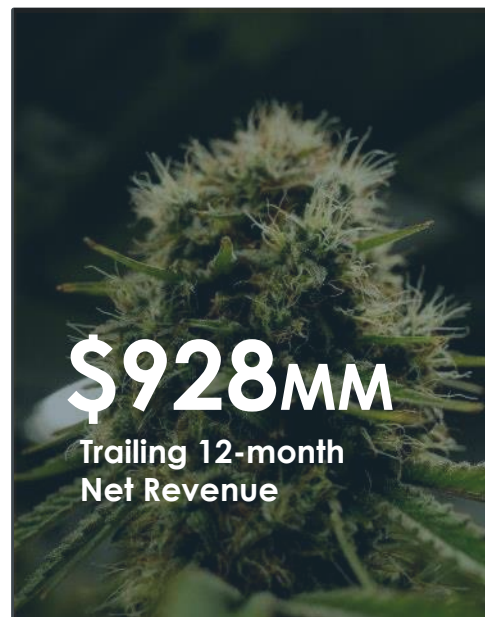
Retail Scale & Experience

The combined Liquor and Cannabis Retail segments provides operational expertise and synergies, enhancing excellence in retail capabilities and achieving economies of scale for corporate services

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



¹Figures as of July 27, 2026. Exchange rate of 1.41

Q2 2026 Company Highlights



COMPLETED PARALLEL RESTRUCTURING

This marks a significant milestone for SNDL, opening the door to direct exposure and control over U.S. multi state medical Cannabis assets and operation



ACCELERATE SHARE REPURCHASES

Leveraging balance sheet strength and liquidity, with disciplined capital allocation to generate highest long-term return to shareholders



PROFIT ENHANCEMENT INITIATIVES

Deployment of several initiatives aimed to boost profitability and improve commercial execution to drive >\$20 million incremental Operating Income mostly over the remainder of the year

Q2 2026 Financial Highlights

Net Revenue	\$236MM	\$(9.0)MM Decrease YOY	(3.7)% Decrease YOY
Gross Profit	\$56MM	\$(11.3)MM Decrease YOY	(16.6)% Decrease YOY
Gross Margin	23.9%	(3.7)pp Decrease YOY	
Adj. Operating Income ¹	\$(7.0)MM	\$(12.8)MM Decrease YOY	(220)% Decrease YOY
Free Cash Flow ²	\$(6.7)MM	+\$1.2MM Increase YOY	+15.2% Increase YOY

SNDL overall results impacted by market headwinds

Profitability impacted by net revenue decline, Jeeter production ramp up costs and equity accounted investees valuation reduction, with negative Free Cash Flow due to seasonality, albeit growing compared to last year

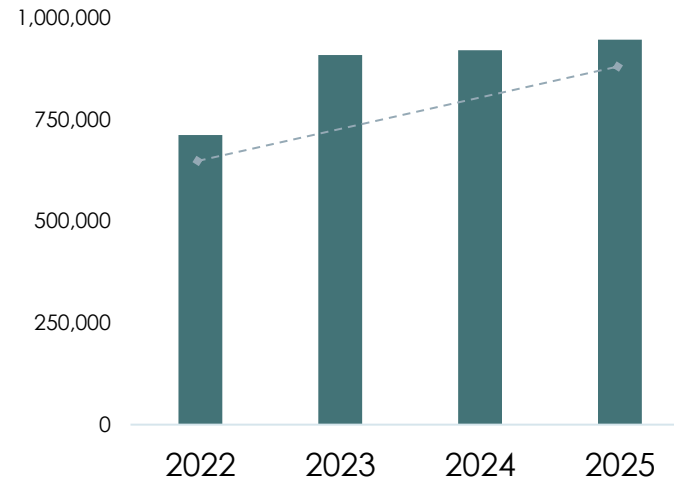
¹Adjusted operating income (loss) is defined as operating income (loss) less restructuring costs (recovery), goodwill and intangible asset impairments and asset impairments triggered by restructuring activities.
²Free cash flow is defined as the total change in cash and cash equivalents less cash used 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)

Historical Performance

SNDL achieved another year of positive Free Cash Flow in 2025, with significant gross profit expansion and continued to see solid net revenue growth in both Cannabis segments, demonstrating its consistent ability to optimize performance and drive profitability year-over-year

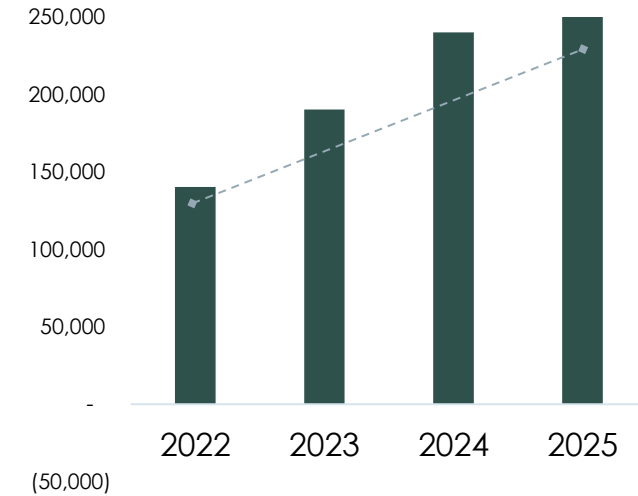
These results not only reinforce SNDL's trajectory towards sustained profitability but also highlight the Company's progress toward achieving sustainable Free Cash Flow growth, while investing in our strategic growth agenda and shareholder value creation

Net Revenue (\$000s)



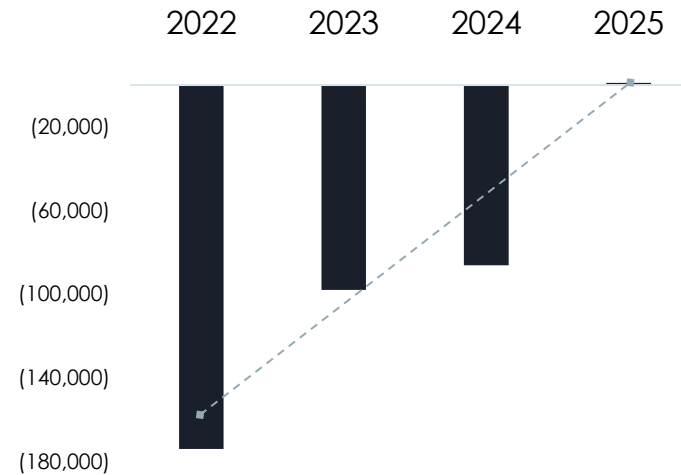
2022-2025 CAGR +10%

Gross Profit (\$000s)



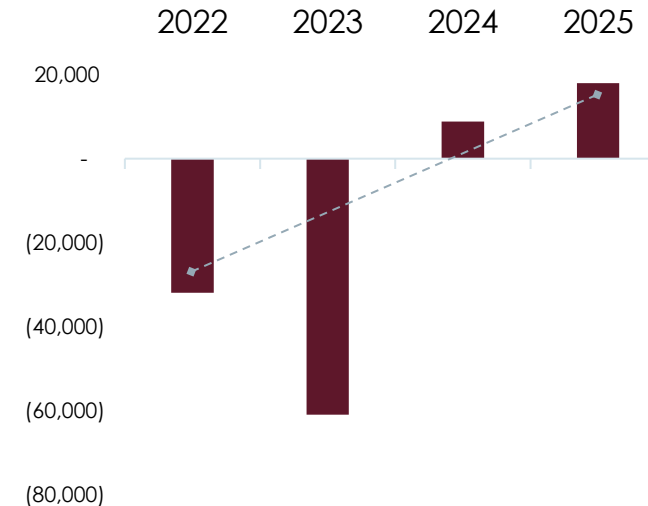
2022-2025 CAGR +31%

Adj. Operating Income (\$000s)



2025 First Profitable Year

Free Cash Flow (\$000s)



Full Year 2025 FCF of \$18MM

Liquor Retail



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Liquor Retail Highlights

Launched Rise Rewards Loyalty Program

Successfully debuted our integrated loyalty program across 150+ stores in March 2026, making a pivotal step in our customer engagement strategy, rewarding every purchase and delivering unbeatable value in a truly bespoke way

Network Optimization

Optimized footprint by closing two unprofitable stores and completed build on Saskatoon Wine & Beyond location with anticipated launch in early Q3

Expanding Private Label

Private label sales continue to outpace the market, amid changes in consumer preferences, growing 13.0pp faster than National Brand SKUs in Q2 2026

Operational Efficiency

Focus on overheads spend management driving year-over-year reduction in same stores in the first half of the year, mitigating impact of ongoing market demand softness



Q2 2026

Liquor Retail Results

- **Net Revenue** continued to decline, despite **two new Wine & Beyond stores** opened in Q4'25 and strong **Private Label sales** outperforming national brands by 13.0pp in Q2, as market demand softness impacted same-store-sales
- Decline in gross margin driven by unfavourable product mix and **increased promotional activity** to stimulate sales volume



Net Revenue

\$134.7_{MM}

Decrease of \$(7.2) million
(5.1)% decrease year-over-year



Gross Profit

\$33.8_{MM}

Decrease of \$(2.7) million
(7.4)% decrease year-over-year



Gross Margin

25.1%

Down by (0.6)pp from Q2 2025



Adj. Operating Income

\$3.2_{MM}

Decrease of \$(3.5) million
(52)% decrease year-over-year



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

165

Retail locations in Alberta,
British Columbia and
Saskatchewan¹

\$527M

Trailing 12-month revenue

17%

Market share
in Alberta²

3.2M

Customer transactions in
Q2 2026



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 16 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 19 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 130 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 Gross Margin Growth

Achieved gross margin of 26.4% in Q2 2026 an increase of 0.5pp compared to Q2 2025 due to continued promotional efficiencies, pricing and mix management

Expansion of Value Buds

Expanded the Value Buds banner in the first half of 2026 with two additional stores in AB, strengthening our hold on Edmonton and northern Alberta. Further expansion expected in AB and SK, and conversion of Cost Cannabis stores

Rise Rewards Program's continued momentum

Rise Rewards continued to scale, now accepted across our participating liquor store network. Targeted investments in high-impact campaigns like 'Buds Abroad' accelerated member growth in Cannabis Retail to support continued loyalty penetration

Leadership Investment

Multi-Unit Management strategies are delivering ongoing efficiencies in retail operations and improving one of the industry's largest cost drivers, with further optimization expected over the remainder of 2026

Q2 2026

Cannabis Retail Results

- **Net Revenue decline** driven by negative same-store-sales of (4.6)%, reflecting market contraction in AB and ON, partially offset by new store openings and Value Buds store conversions
- **Gross margin expansion** from promotional efficiencies, pricing and mix management
- Adj. Operating Income result driven by **prior year asset impairment reversals**, offsetting the benefit of **margin expansion**, and **overhead efficiency**



Net Revenue

\$83.2_{MM}

Decrease of \$(1.2) million
(1.4)% decrease year-over-year



Gross Profit

\$22.0_{MM}

Increase of \$0.1 million
0.5% increase year-over-year



Gross Margin

26.4%

Up by 0.5pp from Q2 2025



Adj. Operating Income

\$3.0_{MM}

Decrease of \$(1.2) million
(28)% decrease year-over-year



NOTES

Including corporate cost allocation

Excludes franchise system-wide sales

Comparisons are to the second quarter of 2025

One of Canada's Largest Private Sector Cannabis Retailers

Through our Value Buds and Spiritleaf banners, and the ongoing conversion of five acquired stores to the Value Buds banner, SNDL maintains one of the largest Cannabis retail footprints in Canada and gains significant operational efficiency and scale

192

Retail Locations in AB, BC,
MB, ON and SK¹

\$329MM

Trailing 12-month revenue

8.9%

Market Share of Privatized
Stores²

2.9MM

Customer Transactions in
Q2 2026



NOTES

¹ Data as of July 27, 2026

² As of April 30, 2026. Percentage represents trailing 12-month revenue market share in the privatized provincial markets including Alberta, British Columbia, Manitoba, Ontario and Saskatchewan

Brand Portfolio

Value Buds

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



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



Cost Cannabis is a true discount cannabis banner built around aggressive pricing and a wide, practical assortment. With a streamlined, no-frills model, it is designed to deliver consistently low prices for price-sensitive consumers seeking straightforward access and everyday affordability

Cannabis Operations



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Cannabis Ops Highlights

Edible Category Leadership

SNDL is the #1 LP in sales with 49 SKUs driving 23% market share (rolling-3 months) of the edibles category. Top brands Pearls and No Future rank #3 and #4 within the category overall

Atholville Facility Optimization

Optimization of our cultivation facility continues to fuel international sales growth. Improving yield per square foot and cost of cultivation are key focus areas

Profit Enhancement

Initiatives underway to optimize and right-size SG&A within the segment to improve operating income and offset impact of production costs



Q2 2026

Cannabis Operations Results

- **Net Revenue decline** driven by market headwinds and the absence of B2B flower deliveries, partially offset by solid growth in international sales
- Adj. Operating Income declined primarily due to **significant production ramp-up inefficiencies** related to the Jeeter launch



Net Revenue

\$32.2MM

Decrease of \$(3.6) million
(10.1)% decrease year-over-year



Gross Profit

\$0.6MM

Decrease of \$(8.7) million
(94)% decrease year-over-year



Gross Margin

1.8%

Down by (24)pp from Q2 2025



Adj. Operating Income

\$(9.0)MM

Decrease of \$(6.2) million
(225)% decrease year-over-year



Cannabis Operations

Q2 2026

**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, Jeeter, Contraband, Palmetto, Bon Jak, Versus, La Plogue, No Future, Pearls and Vacay

168,057 ft²

Cannabis cultivation at
Atholville, New Brunswick facility

\$136MM

Trailing 12-month revenue

4

Manufacturing and cultivation
facilities nationwide

22

B2B Partners





Cannabis Operations

Facility Highlights

EXTRACTION & PROCESSING

Kelowna, British Columbia

- Leading Cannabis Extraction and Processing Facility with **185 tons of biomass** processed per year
- Current production of **34 million pre-rolls**
- Capacity of **4.3 million vapes** annually
- Launched industry leading Hydrocarbon Extraction capable of producing **5,000 kg high potency distillate annually**

EDIBLES



London, Ontario

- Large-scale edibles & chocolate production
- **132 million bulk gummies** and **20 million chocolates** capacity per annum
- Industry leading Brand Portfolio
- Leading packaging technology installed to drive new formats and efficiencies

BEVERAGES

Bolton, Ontario

- Produces all **infused beverages**, using **SÖRSE™ emulsion technology**
- In-house **research and development, B2B and white labelling**
- Capacity of **10 million units per year**

CULTIVATION

Atholville, New Brunswick

- **153,625 square feet** of canopy space
- Approximately **48,000 kilograms** of annual cultivation capacity
- Current average yield of **86 grams per square foot**



Brand Portfolio

PREMIUM



CORE



VALUE



Investments



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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

\$415.2MM

Book value of all cannabis industry investments¹

4

SunStream credit portfolio investments¹

\$400.4MM

Book value of SunStream Portfolio¹

\$14.8MM

Book value of Canadian credit and equity investments¹



Investment Portfolio (Supplemental Selected Investment Information)

Credit exposure includes performing loans, investments under restructuring in the US and equity investments

Amounts in CAD Million. FX CAD/US: 1.42

	PERFORMING LOANS		INVESTMENTS UNDER RESTRUCTURING		EQUITIES
	Jushi ⁽²⁾  (LP: Roxbury)	Cannabist ⁽³⁾  (LP: Gator)	Parallel ⁽⁴⁾  (LP: Talladega)	Skymint ⁽⁴⁾  (LP: Tropics)	High Tide 
Initiation Date	Oct/21	Feb/22	May/21	Sep/21	Sep/24
NAV/FV (06/30/26)	\$0.1	\$30.5	\$258.8	\$82.1	\$14.2
Interest Rate	N/A	9.5%	N/A	N/A	N/A
Maturity Date	Dec/26	Dec/28	N/A	N/A	N/A

USA SunStream Portfolio ⁽¹⁾

(1) SunStream is a joint venture entity between SNDL Inc. and SAFMB Group Holdings Corp.

(2) Jushi repaid their full outstanding balance of US\$53 million on July 31st 2024, with remaining balance related to warrant units

(3) During the month of February 2026, Cannabist repaid \$11.8 million of their existing balance to SunStream

(4) Post-restructuring, SunStream will hold exchangeable shares of a structure of U.S. corporations under which Parallel and Skymint will be placed, with an option to convert into common shares upon the occurrence of certain triggering events, including federal cannabis permissibility



USA Investment Portfolio Under Restructuring

Parallel and Skymint assets provide several investment optionalities, including potential future equitization and exposure to US footprint

PARALLEL

State Operations

Florida
Massachusetts
Texas

NAV/FV

\$258.8 million

Retail Locations

56

Net Revenue 2025

\$212 million¹

Headcount

~800

Cultivation and Manufacturing Sites

3

Product Categories

Flower
Pre-roll
Vape
Edible
Beverage
Topical
Tincture
Concentrate

Cultivation SQF

233,770

Key Brands/Banners

float

SURTERRA

APEX
REOPEN

HEIGHTS

NETA
PREMIUM CANNABIS

SKYMINT

State Operations

Michigan

NAV/FV

\$82.1 million

Retail Stores

17

Net Revenue 2025

\$53 million¹

Headcount

148

Manuf. Locations

nil

Cultivation Facilities

nil

Product Categories

Flower
Pre-roll
Vape
Edible
Beverage
Topical
Tincture
Concentrate

Cultivation SQF

nil

Key Brands/Banners

pot CS

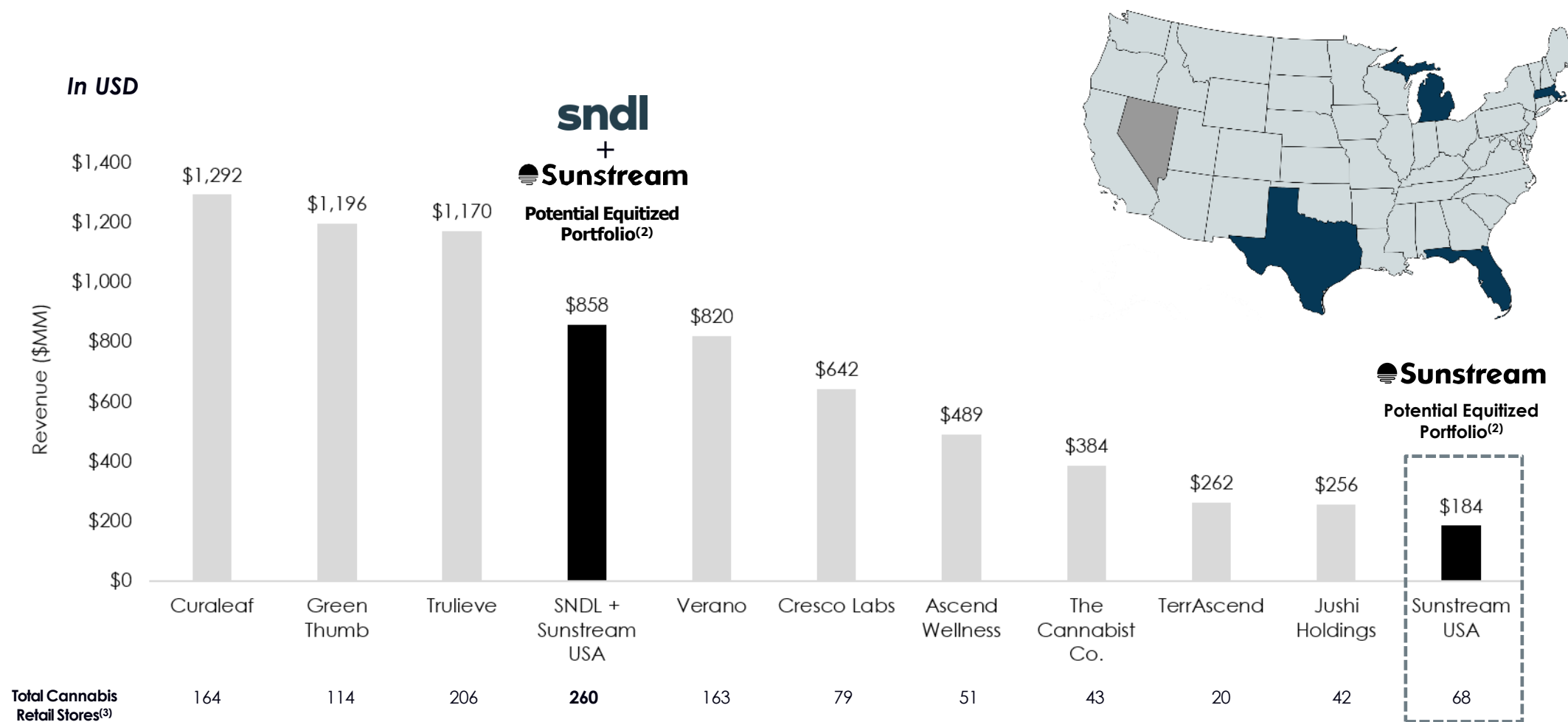
NORTH CANNABIS

SKYMINT
PREMIUM CANNABIS

¹Net Revenue reported in CAD translated at CAD/USD FX. of 1.37

Potential SunStream USA Compared to US MSOs

SSB Equitization Opportunities 12-month trailing Revenue ⁽¹⁾ vs US MSO's (\$Millions)

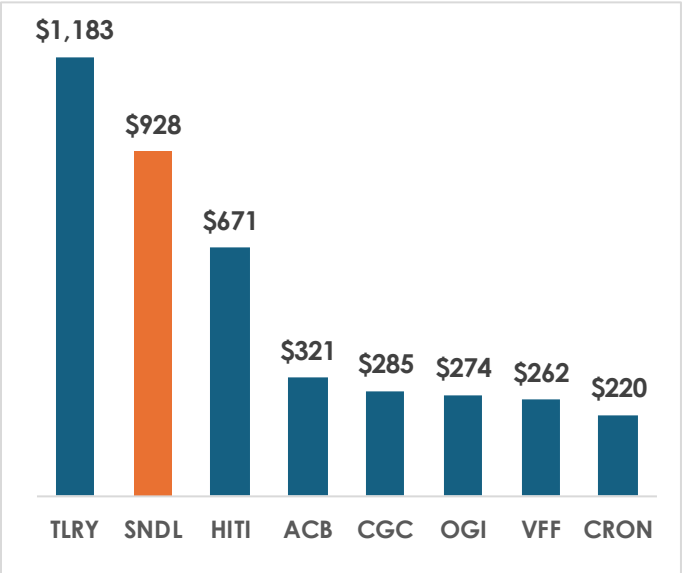


(1) Source: company last available public disclosures as available (2) Subject to final listing compliance and transaction approvals, documentation, and close; revenue includes retail only revenue from an investment portfolio company; go-forward retail revenue from the investment portfolio company likely to be impacted by legal proceedings and license transfers (3) Source: Company public disclosures and materials; SSB retail store count as of Q2/26; SSB go-forward store count subject to certain legal proceedings and license transfers; SNDL store count as of July 27, 2026

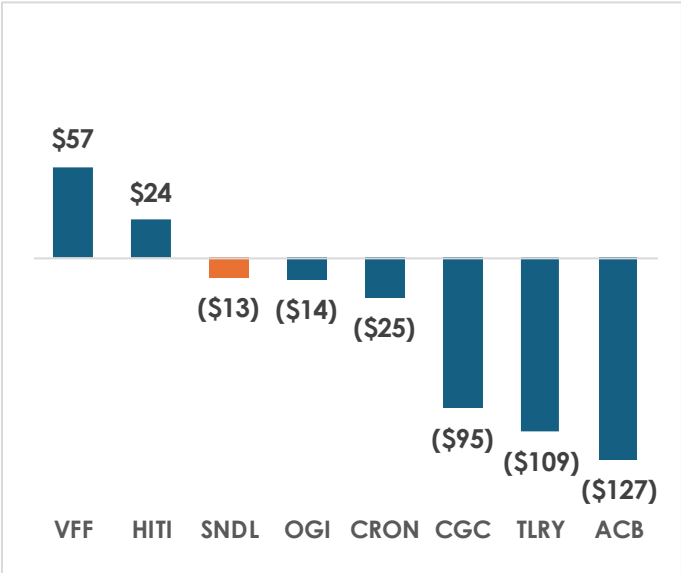
FINANCIAL PERFORMANCE VS COMPETITORS

Trailing 4 quarters reported

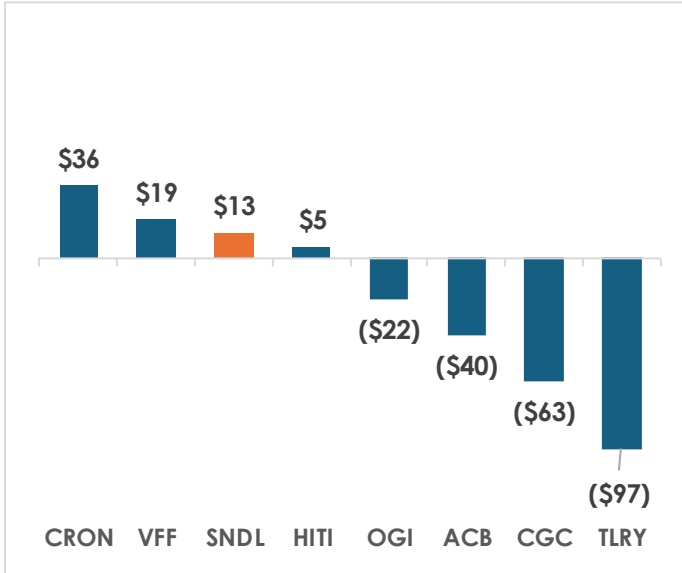
Net Revenue (\$Millions)



Adjusted OI¹ (\$Millions)



Free Cash Flow² (\$Millions)



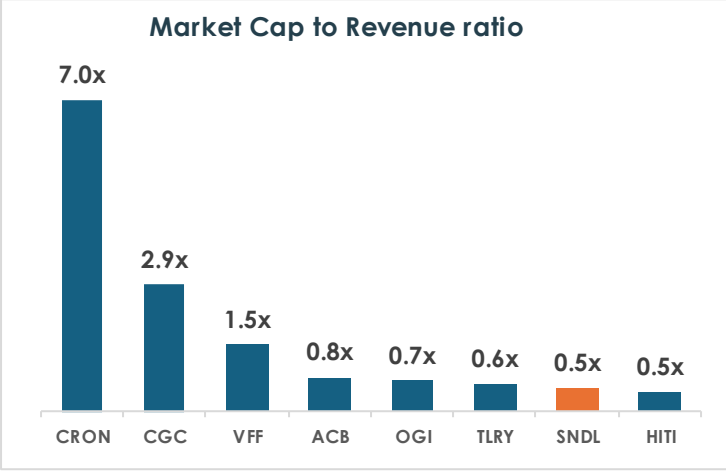
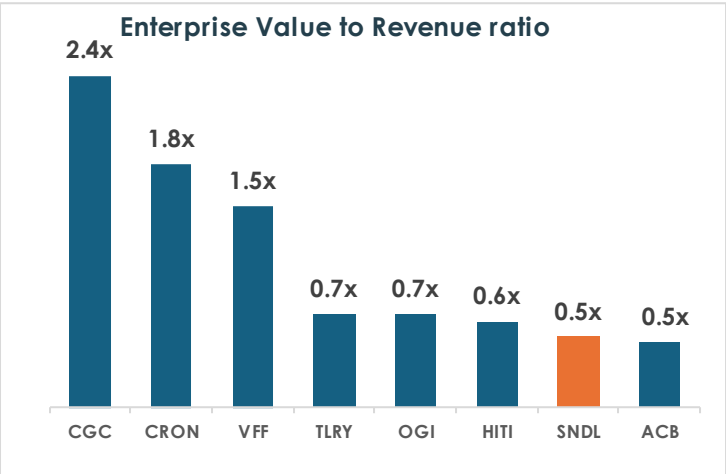
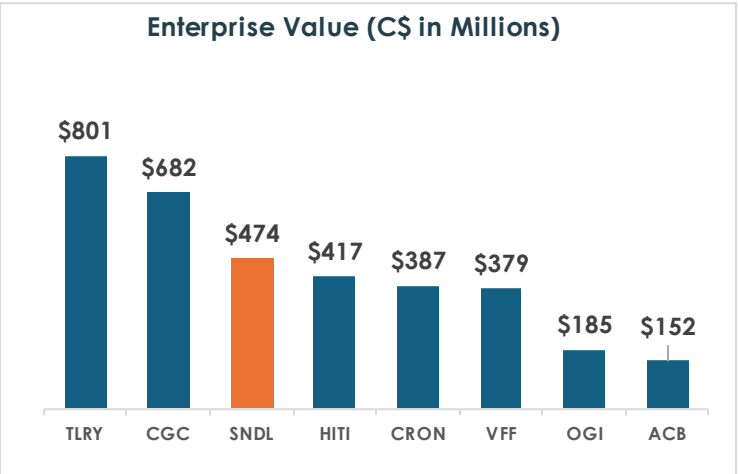
- SNDL well positioned across peers given its scale, business footprint and financial health
- SNDL has a best-in-class balance sheet, and is one of the few peers delivering positive Free Cash Flow
- Significant cash position providing flexibility and opportunities for profitable growth acceleration

Notes:
Figures from last public disclosures available as of July 24, 2026
USD reported figures translated to CDN at the prevailing FX rate at respective quarter end. Reported results, Adjusted OI and Free Cash Flow based on SNDL definition: ¹Adjusted 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.
²Free 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)

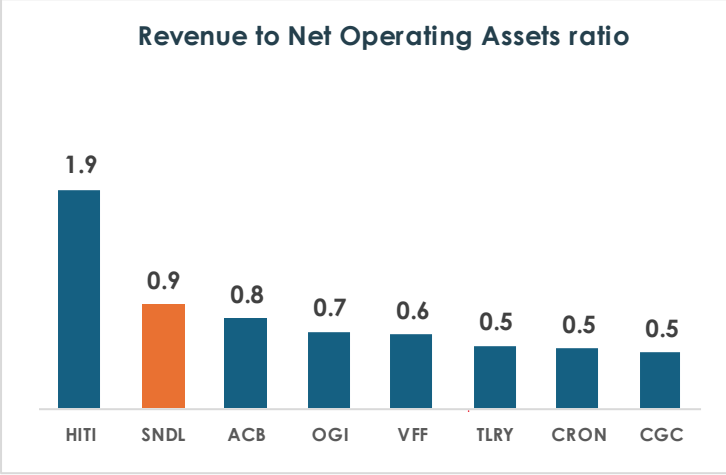
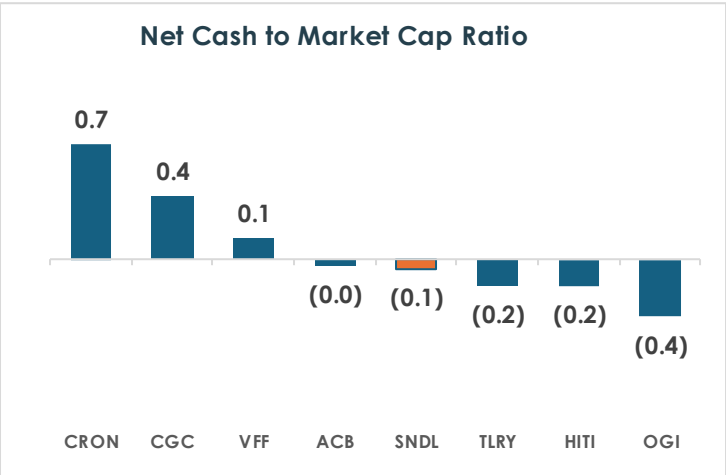
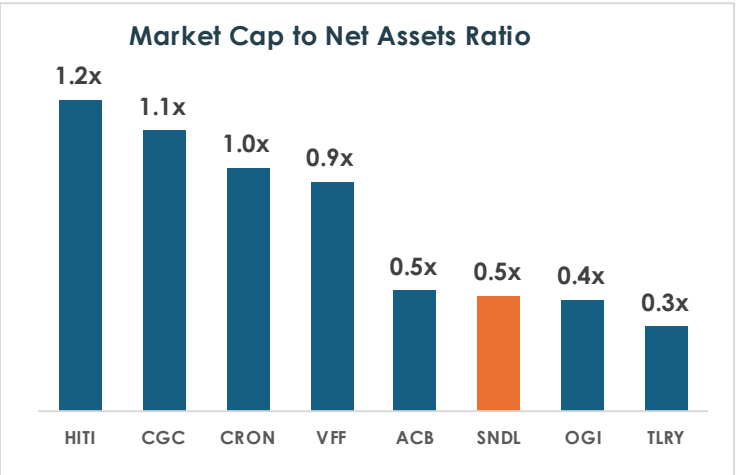
Key:
ACB - Aurora Cannabis Inc.
CGC - Canopy Growth Corporation
CRON - Cronos Group Inc
VFF - Village Farms
HIT - High Tide Inc.
OGI - Organigram Holdings Inc.
TLRY - Tilray Brands Inc.

FINANCIAL PERFORMANCE VS COMPETITORS

Trailing 12 months



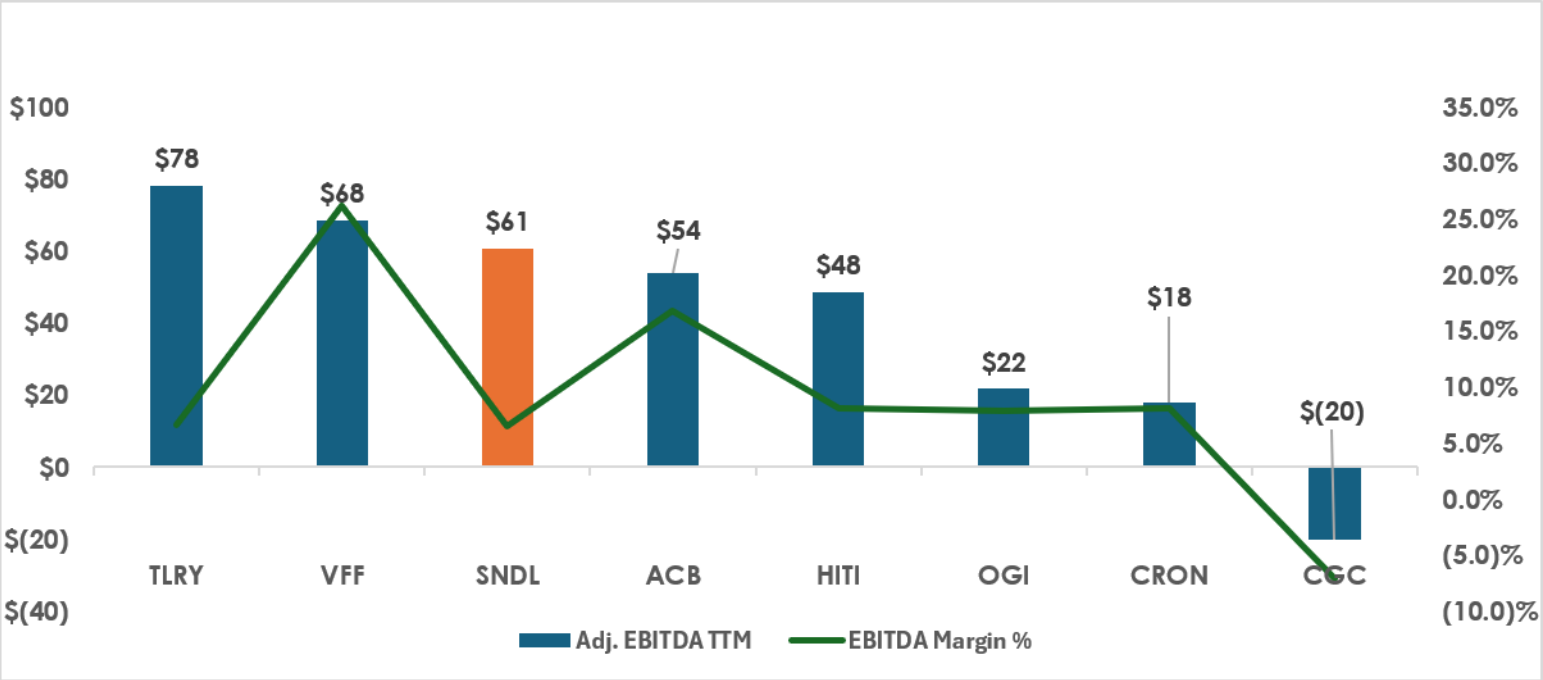
Market Capitalization							
\$731	\$814	\$491	\$303	\$1,544	\$394	\$190	\$247



Notes:
Figures from last public disclosures available as of July 24, 2026
Metrics based on most recent company filings; Market Capitalization calculated using the share price as of July 27, 2026, and translated to CAD at 1.41; Revenue represents cumulative total of last 4 reported quarters. Enterprise Value calculated as "Market Capitalization + Net Debt". Net Debt calculated as "Debt + Leases + Hybrid Debt instruments - Cash and Cash Equivalents". Net Assets represents Total Assets minus Total Liabilities. Net Cash to Market Cap Ratio represents "Cash and Cash Equivalents minus Accounts Payable and Lease Liabilities" divided by "Market Capitalization"

FINANCIAL PERFORMANCE VS COMPETITORS

Trailing 4 quarters reported



Adjusted EBITDA to Enterprise Value Multiple							
10.2x	5.5x	7.8x	2.8x	21.7x	8.6x	21.7x	NA

- Over the last four quarters, SNDL delivered one of the highest Adjusted EBITDA in the peer group leveraging its scale, operational improvements and financial discipline
- SNDL solid Adj. EBITDA margin reflects the weight of its retail footprint

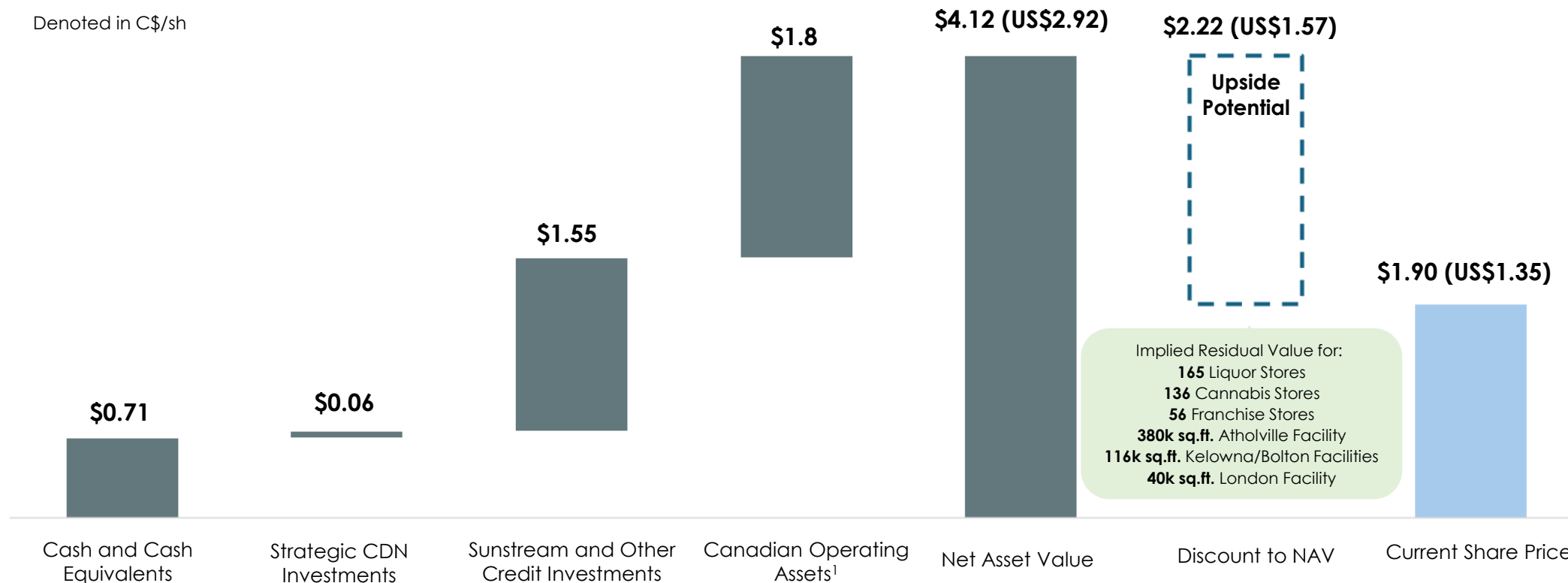
Notes:
Figures from last public disclosures available as of July 24, 2026
USD reported figures translated to CAD at the prevailing FX rate at respective quarter end
Enterprise Value figures translated to CAD at 1.41

Key:
ACB - Aurora Cannabis Inc.
CGC - Canopy Growth Corporation
CRON - Cronos Group Inc.
VFF - Village Farms
HITI - High Tide Inc.
OGI - Organigram Holdings Inc.
TLRY - Tilray Brands Inc.

SNDL Valuation

NET ASSET VALUE WATERFALL

Denoted in C\$/sh



SNDL is currently trading \$573mm (\$1.57/sh) or 54% below NAV of its cash, strategic investments, credit portfolio, etc., implying negative value for liquor and cannabis operations

NOTES

Based on Company Filings disclosed for period ending June 30, 2026. Share price as of July 27, 2026, using exchange rate of 1.41; Share count calculated on a fully diluted shares basis; Net asset value represents total assets minus total liabilities as per balance sheet; Cash and Cash Equivalents includes Cash, Marketable Securities and Assets Held for Sale.

SOURCE Company Filings

¹ Net assets from Liquor Retail, Cannabis segments and Corporate segment, excluding Cash and Cash Equivalents

Analyst Coverage

Frederico Gomes

ATB Financial

Aaron Grey

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Tomas Bottger

Investor Relations

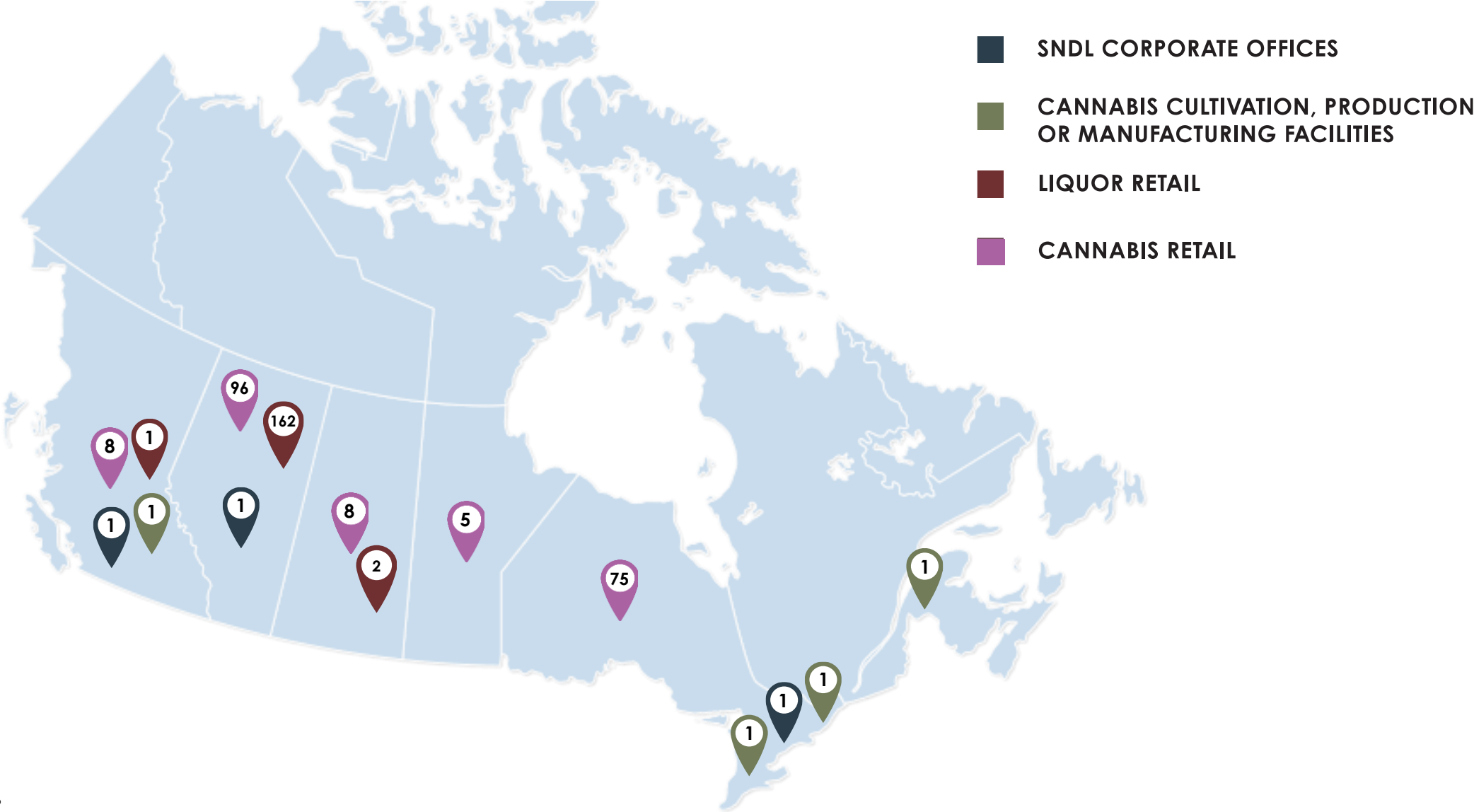
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Appendices



Coast-to-Coast Retail and Production Footprint



NOTES
Data as July 27, 2026