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 therefore 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 and realizable 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.

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

Bringing people together through exceptional products and experiences.
$978\text{MM}$

Latest Quarter Annualized Net Revenue\(^2\)

$560\text{MM}$

Market Cap\(^1\)

$\text{nil}$

Debt

365+

Retail Stores

(Liquor + Cannabis Retail)\(^1\)

$\approx 2600$

Employees\(^1\)

$>930K$ \text{ft}^2

Indoor Cultivation and Manufacturing

(Cannabis Operations)\(^1\)

\(^1\)As at August 11, 2023

\(^2\)As at June 30, 2023
## 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 environment

### 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

### Cannabis
- 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

### Investments
- Emphasis on cannabis credit and select M&A focused equity investments
- SunStream Bancorp Inc. vehicle for the deployment of debt capital to large US-based MSOs and other operators
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 cashflows and gives SNDL greater optionality and strategic alternatives for M&A activities.
Q2 2023

Financial and Operational Highlights

**Total Net Revenue**

$244.5\text{MM}

Increase of 9.3% YOY

**Liquor Retail Net Revenue**

$151.7\text{MM}

Increase of 2.1% YOY

**Cannabis Retail Net Revenue**

$71.9\text{MM}

Increase of 13.2% YOY

**Cannabis Operations Net Revenue**

$20.9\text{MM}

Increase of 80% YOY

**Record Gross Margin**

$51.9\text{MM}

Increase of 21% YOY

**Adjusted EBITDA**

$2.2\text{MM}

NOTES

1. Data as at June 30, 2023.

3. Data from Q2 2023.
Second Quarter 2023 Financial Performance

Record Growth and Improvements in Profitability

Revenue Growth ($000s)

- 9% Increase YOY

Margin Growth ($000s)

- 21% Increase YOY

Income Loss from Operations ($000s)

Cash flow from Operations ($000s)
All Segments Contributing to Growth and Financial Performance

Net Revenue ($Millions)

Q2 2022: 223.7
Liquor Retail: 3.1
Cannabis Retail: 8.4
Cannabis Operations: 9.3
Total: 244.5
Increase: +9.3%

Gross Margin ($Millions)

Q2 2022: 43.1
Liquor Retail: 1.8
Cannabis Retail: 3.9
Cannabis Operations: 3.1
Total: 51.9
Increase: +20%

NOTES
Liquor Retail
Canada’s Largest Private Sector Liquor Retailer

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

170
Retail locations in Alberta and British Columbia¹

$39.12
Average Basket Size³

18%
Market share in Alberta²

3.8 MM
Customer transactions in Q2 2023³

NOTES
¹Data as at June 30, 2023.
²Percentage represents the revenue market share based on retail statistics provided by Stats Canada for April and May, 2023.
³Data from Q2 2023.
The SNDL Advantage

Operational Scale & Efficiency
Operational scale creates meaningful efficiencies for corporate services including HR, Finance and Business Technology.

Buying Power Drives Margin
Trade areas, store footprints and warehousing infrastructure are leveraged to enable strategic buying decisions that drive margin and competitive pricing.

Diversified Retail Footprint
Broad range of liquor customers with a diversified retail footprint from convenience to large format destination locations.
Liquor Retail

Q2 2023

Liquor Retail Results

Net Revenue
$151.7 MM

Gross Margin
$35.4 MM

Adjusted EBITDA¹
$16.4 MM

Latest Quarter Annualized Average Revenue Per Store
$3.6 MM

NOTES
¹Excluding corporate cost allocation.
Cannabis Retail
The SNDL Advantage

Regulatory Compliant Structure
A vertically integrated retail operation that works within current regulations to build competitive offerings with industry partners.

Diversified Banner Strategy
Targeting distinct consumer segments and experiences to maximize market penetration through a multi experiential banner portfolio.

Robust Data & Consumer Insights
Leverage extensive transactional data, to create targeted merchandising, margin accretive assortment strategies and relevant in-store experiences.

Disciplined Retail Operations
Emphasis on effective and cost-efficient operations over a nationwide retail footprint.
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.

- **196** Retail Locations in AB, BC, MB, ON and SK\(^1\)
- **$38.73** Average Basket Size\(^3\)
- **9.4%** Market Share of Privatized Store\(^2\)
- **2.5 MM** Customer Transactions\(^3\)

**NOTES**

\(^1\) As of August 11, 2023.

\(^2\) Percentage represents revenue market share in the privatized provincial markets including Alberta, British Columbia, Manitoba, Newfoundland, Ontario and Saskatchewan.

\(^3\) Data from Q2 2023.
Q2 2023 Cannabis Retail Results

- **Net Revenue**: $71.9 MM
- **Gross Margin**: $17.8 MM
- **Adjusted EBITDA¹**: $6.2 MM
- **Latest Quarter Annualized Average Revenue Per Store²**: $3.1 MM

**NOTES**

¹Excludes Corporate Cost
²Excludes franchise system-wide sales
Comparisons are from the second quarter of 2022
Cannabis Operations
The SNDL Advantage

**Cultivating Craft-at-Scale**
Consistent, high-quality cannabis at scale with 114 individual controlled small-batch grow rooms.

**Innovation Pipeline**
Leveraging low-cost biomass, premium cultivation and industry insights to deliver exceptional consumer value.

**Consumer & Customer Centric**
Vertical Integration enables a more agile and responsive supply chain for the dynamic needs of cannabis consumers and customers.

**Flexible Manufacturing**
Tailor production to market demand through scalable operations and automation.
Q2 2023 Cannabis Operations Results

Gross Revenue: $20.9 MM

Cost of Sales: $18.5 MM

Adjusted EBITDA: ($6.3 MM)

Gross Margin: ($1.2 MM)

NOTES
¹Excludes Corporate Cost Comparison are from the second quarter of 2022
With the acquisition of The Valens Company Inc. on January 17, 2023.

Data from Q2 2023.

One of the widest portfolios of product manufacturing capabilities and brands in the industry

Robust collection of IP, SOPs, and premium flower genetics to create unique strain specific product offerings

Cultivation Yield increase at the SNDL Olds Facility
Investments
Q2 2023

Investments Results

Capital deployed in credit and equity investments

$569 MM

Share of the profit of equity-accounted investees

($0.9 MM$¹)

Investment Loss

($4.0 MM$)

Interest and Fee Revenue

$3.4 MM

NOTES
¹Share of profit of equity accounted investees includes non-cash fair market value adjustments
Comparisons are from the second quarter of 2022
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.

$569_{\text{MM}}$
Fair value of all cannabis industry investments$^1$

6
SunStream credit portfolio investments$^1$

$533_{\text{MM}}$
Fair value of SunStream Portfolio$^1$

$36_{\text{MM}}$
Fair value of Canadian credit and equity investments$^1$

NOTES
$^1$All numbers are as of June 30, 2023
**SunStream Overview**

**Why was SunStream launched?**

To **earn** attractive risk-adjusted returns through secured debt, hybrid securities, and distressed debt/equity.

To **deploy** capital into cannabis investments including US opportunities to comply with NASDAQ requirements.

To **leverage** the financial and operational knowledge of SNDL and SAF Group to exploit asymmetric risk-return opportunities in the cannabis industry.

To provide SNDL **exposure** to the US cannabis market in a senior position in the capital structure at attractive attachment levels.

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*In USD unless otherwise noted.*
## Potential SunStream USA Compared to US MSO’s

### SSB Equitization Opportunities LQA\(^{(1)}\) Revenue vs US MSO’s ($’mm)

<table>
<thead>
<tr>
<th></th>
<th>Curaleaf</th>
<th>Trulieve</th>
<th>Cresco</th>
<th>Green Thumb</th>
<th>Verano</th>
<th>SNDL + Sunstream USA</th>
<th>Ayr Wellness</th>
<th>Ascend Wellness</th>
<th>Jushi</th>
<th>Sunstream USA</th>
<th>TerrAscend</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue ($’mm)</strong></td>
<td>$1,346</td>
<td>$1,156</td>
<td>$1,072(^{(2)})</td>
<td>$994</td>
<td>$908</td>
<td>$901</td>
<td>$501</td>
<td>$449</td>
<td>$295</td>
<td>$302</td>
<td>$278</td>
</tr>
<tr>
<td><strong>Total Cannabis Stores</strong></td>
<td>145</td>
<td>181</td>
<td>&gt;130</td>
<td>77</td>
<td>125</td>
<td>270</td>
<td>80</td>
<td>26</td>
<td>37</td>
<td>74</td>
<td>42</td>
</tr>
</tbody>
</table>

1. LQA = Last Quarter Annualized; Source: Bloomberg consensus and company public disclosures as available (Q1/23)
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; Pro forma Cresco and Columbia Care transaction adjusted for a 15% revenue reduction due to required regulatory divestitures
3. Source: Company public disclosures and materials; SSB retail store count as of Q4/22; SSB go-forward store count subject to certain legal proceedings and license transfers; SNDL store count as of August 11, 2023.

In USD Unless Otherwise Noted
## Balance Sheet

### COMPARABLE VALUATION ANALYSIS

<table>
<thead>
<tr>
<th>Share Price</th>
<th>Mkt Cap</th>
<th>Debt</th>
<th>Cash</th>
<th>EV²</th>
<th>30D Avg. Daily Value Traded³</th>
<th>Total Cash / LQA Cash Flow Use in Ops</th>
</tr>
</thead>
<tbody>
<tr>
<td>US$ / sh</td>
<td>C$ / sh</td>
<td>C$mm</td>
<td>C$mm</td>
<td>C$mm</td>
<td>C$ / sh</td>
<td>C$mm</td>
</tr>
<tr>
<td><strong>Tilray Brands, Inc.</strong></td>
<td>US$2.62</td>
<td>C$3.52</td>
<td>$2,520</td>
<td>$903</td>
<td>$603</td>
<td>$2,839</td>
</tr>
<tr>
<td><strong>Cronos Group Inc.</strong></td>
<td>US$1.75</td>
<td>C$2.35</td>
<td>$914</td>
<td>–</td>
<td>$1,130</td>
<td>($241)</td>
</tr>
<tr>
<td><strong>Canopy Growth Corporation</strong></td>
<td>US$0.39</td>
<td>C$0.53</td>
<td>$381</td>
<td>$962</td>
<td>$377</td>
<td>$1,012</td>
</tr>
<tr>
<td><strong>Aurora Cannabis Inc.</strong></td>
<td>US$0.55</td>
<td>C$0.74</td>
<td>$292</td>
<td>$109</td>
<td>$158</td>
<td>$321</td>
</tr>
<tr>
<td><strong>OrganiGram Holdings Inc.</strong></td>
<td>US$1.34</td>
<td>C$1.80</td>
<td>$147</td>
<td>$0</td>
<td>$53</td>
<td>$99</td>
</tr>
<tr>
<td><strong>Village Farms International, Inc.</strong></td>
<td>US$0.85</td>
<td>C$1.14</td>
<td>$126</td>
<td>$74</td>
<td>$36</td>
<td>$187</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Median</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SNDL Inc.¹</strong></td>
<td>US$1.59</td>
<td>C$2.14</td>
<td>$575</td>
<td>–</td>
<td>$189</td>
<td>$568</td>
</tr>
</tbody>
</table>

**SNDL has a best-in-class balance sheet and is one of the few peers with positive EBITDA on an LQA basis**

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**NOTES:**
- Exchange rate of 1.344 as of August 11, 2023; 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 1.344 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 lease liabilities; (3) 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**

<table>
<thead>
<tr>
<th></th>
<th>Revenue</th>
<th>EBITDA</th>
<th>EV / Revenue</th>
<th>EV / EBITDA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tilray Brands, Inc.</td>
<td>$923</td>
<td>$1,021</td>
<td>$998</td>
<td>$84</td>
</tr>
<tr>
<td>Cronos Group Inc.</td>
<td>$110</td>
<td>$143</td>
<td>$165</td>
<td>($70)</td>
</tr>
<tr>
<td>Canopy Growth Corporation</td>
<td>$406</td>
<td>$431</td>
<td>$485</td>
<td>($237)</td>
</tr>
<tr>
<td>Aurora Cannabis Inc.</td>
<td>$262</td>
<td>$271</td>
<td>$350</td>
<td>$7</td>
</tr>
<tr>
<td>OrganiGram Holdings Inc.</td>
<td>$151</td>
<td>$176</td>
<td>$214</td>
<td>$5</td>
</tr>
<tr>
<td>Village Farms International, Inc.</td>
<td>$380</td>
<td>$397</td>
<td>$468</td>
<td>$10</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td></td>
<td></td>
<td></td>
<td>1.6x</td>
</tr>
<tr>
<td><strong>Median</strong></td>
<td></td>
<td></td>
<td></td>
<td>1.2x</td>
</tr>
</tbody>
</table>

**SNDL Inc.**

<p>| | | | | | | | | | |</p>
<table>
<thead>
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<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$988</td>
<td>n/a</td>
<td>n/a</td>
<td>$31</td>
<td>n/a</td>
<td>n/a</td>
<td>0.6x</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>18.2x</td>
<td>n/a</td>
<td>n/a</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- SNDL’s revenues are largely driven by retail operations
- SNDL has over $920mm in tax pools available to shelter future taxable income

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

NET ASSET VALUE WATERFALL

<table>
<thead>
<tr>
<th>Cash and Cash Equivalents</th>
<th>Strategic CDN Investments</th>
<th>SunStream and Other Credit Investments</th>
<th>Implied Residual Value for SNDL's Cannabis and Liquor Retail Operations</th>
<th>Current Share Price</th>
<th>Net Asset Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0.69</td>
<td>$0.13</td>
<td>$1.98</td>
<td>($)0.67</td>
<td>$2.14 (US$1.59)</td>
<td>$4.86 (US$3.62)</td>
</tr>
</tbody>
</table>

SNDL is currently trading $180mm ($0.67/sh) below NAV of its cash, strategic investments, and credit portfolio implying negative value for liquor and cannabis operations.

NOTES
As of August 11, 2023, using exchange rate of 1.344; Share count calculated on a fully diluted shares basis; SunStream and other credit investments based on most recent financials for period ending June 30, 2023; (1)Inclusive but not limited to Spiritleaf corporate, Dutch Love, and Superette stores
SOURCES
Company Filings
Analyst Coverage

Frederico Gomes
ATB Financial

Shaan Mir
Canaccord Genuity

Sophie Pilon
Investor Relations and Communications

investors@sndl.com
Appendices
Coast-to-Coast Retail and Production Footprint
Brand Portfolio

**WINE AND BEYOND**

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

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**LIQUOR DEPOT**

*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**

*Ace Liquor Discounters* 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.
Brand Portfolio

**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.

**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.
Brand Portfolio

PREMIUM
- citizen stash
- TOPLEAF

CORE
- SPIRIT LEAF SELECTS
- SUNDIAL
- Vacay

VALUE
- PALMETTO
- Value Buds

DISCOUNT
- Grasslands
- VERSUS
- BONJAK