

# Zeifmans can help you navigate through the weeds.

Canada's Cannabis market is setting the standard for a fledgling global industry. As regulations change and evolve, entrepreneurs and investors alike need the support of a trusted business advisor with experience operating in this brand new space.

**1,500%**  
Increase in share value to date of Organigram Holdings Inc.

**2,139%**  
Increase in share value to date of first to market Cannabis stock, Canopy Growth Corp.

**3,000%**  
Increase in share value to date of Cronos Group Inc.

**\$6.5 Billion by 2020**  
Expected annual revenue in legal sales

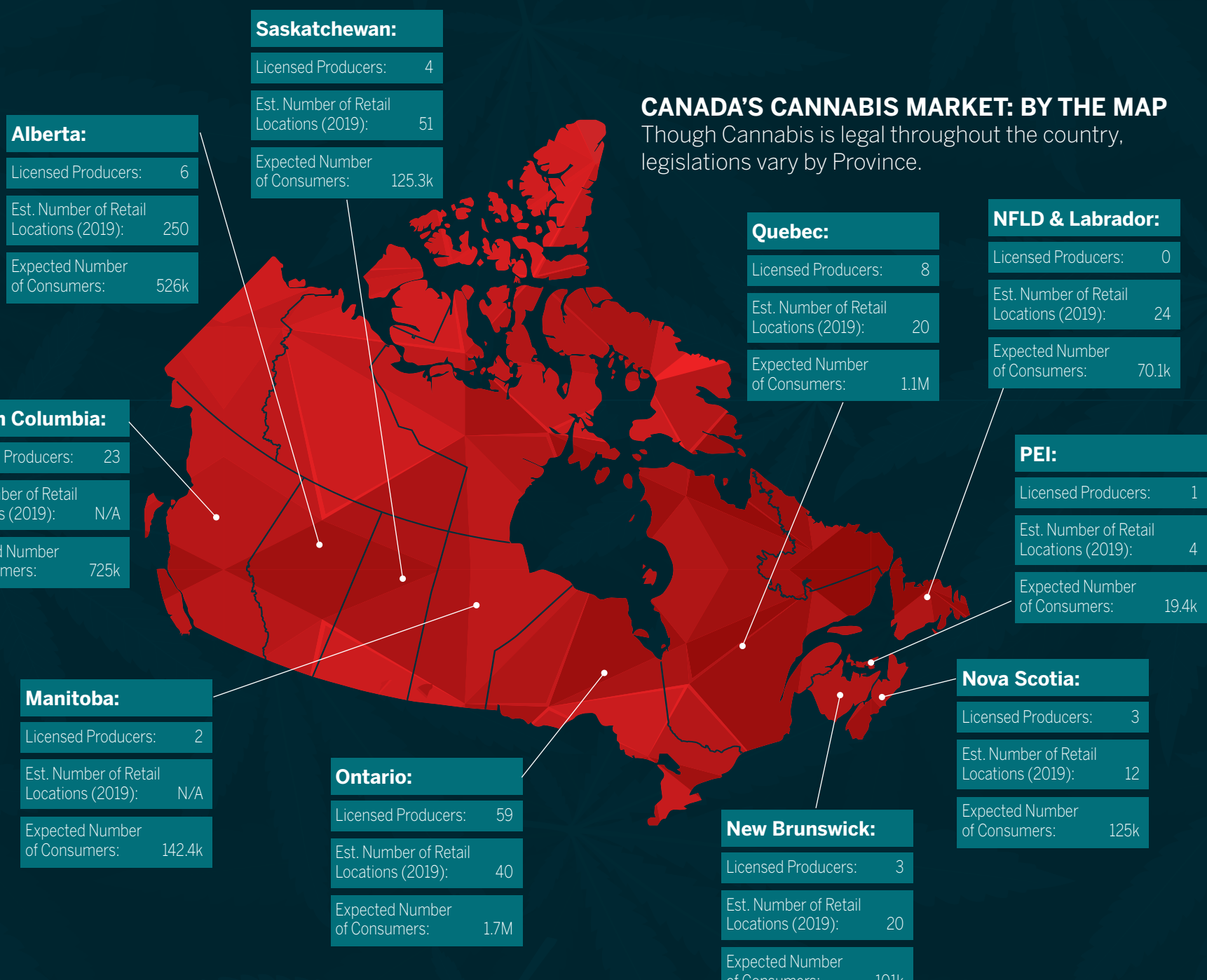


**\$1 or 10%**  
Amount of tax per gram (\$) on retail price (%)

**4.6 Million**  
Number of Cannabis users in Canada

**CANNABIS SECURITIES**  
There's a lot of buzz about Canadian Cannabis stocks, and with good reason.

**CANADA'S CANNABIS INDUSTRY: AT A GLANCE**<sup>1,2</sup>  
Recreational Cannabis was legalized in 2018, following longstanding growth of the medical market.



**THINKING ABOUT RETAIL?**  
Small business owners across the country have the ability to cash in on this new and exciting market. But how easy is it to achieve success in the retail space?

**#1 Reason** a Start-Up is successful:  
The product is perfect for the market

**90%** – Number of start-ups who fail

**JOB MARKET IMPLICATIONS**  
A rise in production and the introduction of legal retail stores have exponentially increased the number of Cannabis jobs.

**125,000**  
Estimated number of jobs in Canadian Cannabis industry in 2019

**X3**  
Cannabis job postings tripled in 2018



**ASK A TRUSTED BUSINESS ADVISOR**  
The Cannabis market is poised for exponential growth. But with so many unknowns in a brand new market, having the advantage of a seasoned business advisor will make all the difference.

**60 Years**  
Zeifmans has been advising small business owners since 1959.

**9000+**  
With an immense amount of experience in the retail space, the Zeifmans team has supported over nine thousand clients through every phase of the business life cycle.

**115+ Countries**  
Through our affiliation with Nexia International, Zeifmans has partners across the globe.

**Auditing. Tax. Accounting. Consulting. Growth.** At Zeifmans, we offer a full range of solutions for entrepreneurs and investors seeking success in the Canadian Cannabis market. Our experience in both the retail and Cannabis spaces make us the perfect partner to guarantee sustainable growth in your future endeavor.



Call our team today to learn more: [www.zeifmans.ca](http://www.zeifmans.ca) • 416.256.4000 • [info@zeifmans.ca](mailto:info@zeifmans.ca)

The strategies, advice and technical content in this publication are provided for general information only and is not intended to provide specific financial, tax, accounting or other advice. Readers should consult with their professional advisor regarding their particular situation.



1. Bloomberg, "Canada's legal Cannabis market by the numbers", <https://www.bnnbloomberg.ca/canada-s-legal-cannabis-market-by-the-numbers-1.1096027> 2. Global News, "Number of Cannabis users has remained steady since legalization", <https://www.bnnbloomberg.ca/canada-s-legal-cannabis-market-by-the-numbers-1.1096027> 3. Bloomberg, "First Pot Stock Canopy is up 2,139% in 5 years since its debut", <https://www.bnnbloomberg.ca/five-years-later-first-pot-stock-canopy-is-up-2-139-since-its-debut-1.1239727> 4. The Hamilton Spectator, "Canada's Cannabis industry is so hot right now it's importing workers", <https://www.thispec.com/news-story/9063128-canada-s-cannabis-industry-is-so-hot-right-now-it-s-importing-workers/> 5. Forbes, "90% of start-ups fail: Here's what you need to know about the 10%", <https://www.forbes.com/sites/nelpa-pei/2015/01/16/90-of-startups-will-fail-heres-what-you-need-to-know-about-the-10/> 6. National Post, "Pot's Retail Therapy", <https://nationalpost.com/features/o-cannabis-retail-therapy>