



NASDAQ: VFF



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Investor Presentation  
November 2024

# Forward looking statements

This presentation contains certain "forward looking statements". These statements relate to future events or future performance and reflect the Company's expectations regarding its growth, results of operations, performance, business prospects, opportunities or industry performance and trends. These forward-looking statements reflect the Company's current internal projections, expectations or beliefs and are based on information currently available to the Company. In some cases, forward looking statements can be identified by terminology such as "may", "will", "should", "expect", "plan", "anticipate", "believe", "estimate", "predict", "potential", "continue" or the negative of these terms or other comparable terminology. A number of factors could cause actual events or results to differ materially from the results discussed in the forward-looking statements. In evaluating these statements, you should specifically consider various factors, including, but not limited to, such risks and uncertainties as availability of resource, competitive pressures and changes in market activity, risks associated with U.S. and Canadian sales and foreign exchange, regulatory requirements and all of the other "Risk Factors" contained in the Company's filings with securities regulators, including its Annual Report on Form 10-K and Quarterly Reports on Form 10-Q, which are available at [www.sec.gov/edgar](http://www.sec.gov/edgar) and [www.sedar.com](http://www.sedar.com) and the Company's web site. Actual results may differ materially from any forward-looking statement. Although the Company believes that the forward-looking statements contained in this presentation are based upon reasonable assumptions, you cannot be assured that actual results will be consistent with these forward-looking statements. These forward-looking statements are made as of the date of this presentation, and other than as specifically required by applicable law, the Company assumes no obligation to update or revise them to reflect new events or circumstances.

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# 01 Overview

Bringing

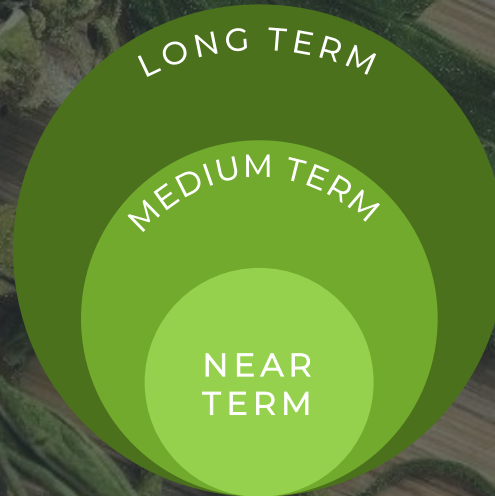
**30+ years**

in vertically integrated  
Controlled Environment  
Agriculture (CEA)...

...To

large market, high growth  
plant-based consumer product  
**opportunities**, with a focus on  
cannabinoids in North America &  
around the world

Multiple  
opportunities  
for durable  
value creation



Efficient capital  
allocation

Brand/market share

Cash flow generation

Profitability

# Investment Highlights

## Relentless Focus on Proven Cannabis Growth Strategy

- Scale cultivation of high-quality, multi-price-point products, at lowest cost
- #2 ranked national branded Canadian producer
- Leader in emerging international medical markets
- 1 of 10 participants in limited-license Netherlands recreational cannabis market

## Leading Profitability and Cash Flow Generation in Canadian Cannabis

- Trailing 12-Month Adjusted EBITDA: C\$21 M
- Trailing 12-Month Operating Cash Flow: C\$21 M
- Canada build-out almost entirely organic; 1 accretive acquisition

## Strong Shareholder Alignment

- Large insider ownership
- NASDAQ-listed
- Healthy balance sheet supported by underlying businesses

## Unmatched Expertise and Assets

- Longest continually operating CEA/hydroponic operator in North America
- 750+ years of combined master grower experience from around the world
- 200+ years of consumer products development, commercialization, marketing, branding
- 4<sup>th</sup> largest North American Produce Controlled Environment Agriculture footprint

## Multiple Growth Paths as Cannabis Legalizes

- International markets – medical and recreational as permitted
- Medical within US
- Proven greenhouse conversion to profitable branded market leader
- Potential structure subject to stock exchange rules



# Leaders in Vertically Integrated Controlled Environment Agriculture (CEA)



One of North America's largest and longest operating CEA growers

**3 decades**

developing and operating mega-scale greenhouses

**750+ years**

of combined master grower experience from around the world

A history of success across a wide variety of agricultural products

Longstanding relationships with North America's leading grocers and large format retailers

Excellence in cultivation is the foundation of successful plant-based consumer products brands



A history of successfully pursuing new high margin plant-based market opportunities

# Our Evolution

**Since 1989:**  
One of the largest & longest operating CEA operations in North America

Developed and operated 6 greenhouses in NY, PA and VA, all with co-gen technology

Leader in crop management registrations

**1996:** Built the largest greenhouse at the time (40 acres) in Fort Davis, TX

**2006:** RTO of Hot House Growers, largest greenhouse company in Canada

**2012:** Built World's Most Tech Advanced Greenhouse in Permian Basin), TX

**2014:** Established Village Farms Clean Energy

**Since 1990:** Supplier of fresh produce to vast majority of national grocers & large format retailers in North America

**2017:** Diversification into new high-growth, higher margin opportunity

**2017:** Entry into Canadian recreational cannabis market

**2021:** Became #1 selling dried flower brand in Canada<sup>1</sup>  
**2021:** Acquired 70% of ROSE LifeScience (Quebec)  
**2022:** Launched 2<sup>nd</sup> & 3<sup>rd</sup> BC-grown brands, Original Fraser Valley Weed Co. and Soar, and Promenade brand in Quebec  
**2022:** Reached #2 LP in Canada<sup>1</sup>

**2018:** Entry into permissible US cannabinoid market

**2019:** Formation of Village Fields Hemp JV  
**2019:** First and only hemp growing season  
**2021:** Acquisition of top-5 CBD brand: Balanced Health Botanicals

**2020:** Launched international cannabis strategy

**2020:** Asia Pacific – Investment in Altum  
**2021:** First exports from Canada (to Australia)  
**2022:** Pure Sunfarms receives EU GMP cert.  
**2022:** Acquired 85% of Leli Holland (see p19)  
**2023:** First exports to Israel (from Canada)  
**2023:** First exports to Germany (from Canada)  
**2023:** First exports to the UK (from Canada)  
**2024:** Completed construction of Netherlands production facility

1. Based on estimated retail sales from Hifyre, other third parties and provincial boards..



Delta, BC



Texas

## Today: Unmatched Cultivation & Processing Footprint

### CANNABIS

1.7 M ft<sup>2</sup> (40 acres)

#### Pure Sunfarms: Delta, BC

- 2 Facilities (Delta 2 & 3)
- 65,000 ft<sup>2</sup> processing center
- Tissue culture & strain development facility

#### ROSE LifeScience: Huntingdon, Quebec

- (80% owned)
- 55,000 ft<sup>2</sup> controlled environment (indoor) growing facility

#### Balanced Health Botanicals: Denver, Colorado

- Leli Holland: Netherlands** (85% owned)
- Controlled environment (indoor) growing facility in Drachten (1st of 2 planned)

### PRODUCE

8.8 M ft<sup>2</sup> (203 acres)

#### Village Farms Fresh

- Canada: Delta, BC**
- 2 Facilities (Delta 1 & 2): 3.2M ft<sup>2</sup> (73 acres)

#### U.S.: Texas

- 4 Facilities: 5.7M ft<sup>2</sup> (130 acres)

### GROWING PARTNERS

~13.2 M ft<sup>2</sup> (~305 acres):

#### Mexico, Ontario, BC

### DISTRIBUTION CENTERS

175,000 ft<sup>2</sup>

- Fort Worth, TX, Vancouver, BC



**ROSE LifeScience**  
(80% Owned)  
Head Office: Huntingdon, Quebec

**Balanced Health Botanicals**  
(100% Owned)  
Head Office: Denver

**Village Farms International**  
Head Office: Orlando  
(Founded in 1989 in New York)

**Leli Holland**  
(100% Owned)  
Head Office: Netherlands

**Altum International**  
(12% Interest)  
Head Office: Australia



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**02**

## Canadian Cannabis

Unmatched Performance in  
the World's First Legal  
Recreational Cannabis Market

# PURE SUNFARMS™



## Unmatched Performance in Canadian Cannabis

One of the largest cannabis growers in the world

Lowest-cost producer among Canadian greenhouse/indoor LPs

2.2 M ft<sup>2</sup> of production area

**C\$280M**

TTM Gross Sales

**C\$200M**

TTM Net Sales

**29%<sup>4</sup>**

TTM Adj. GM

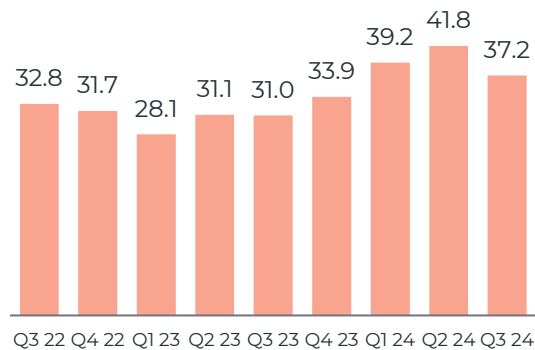
**C\$21M**

TTM adjusted EBITDA

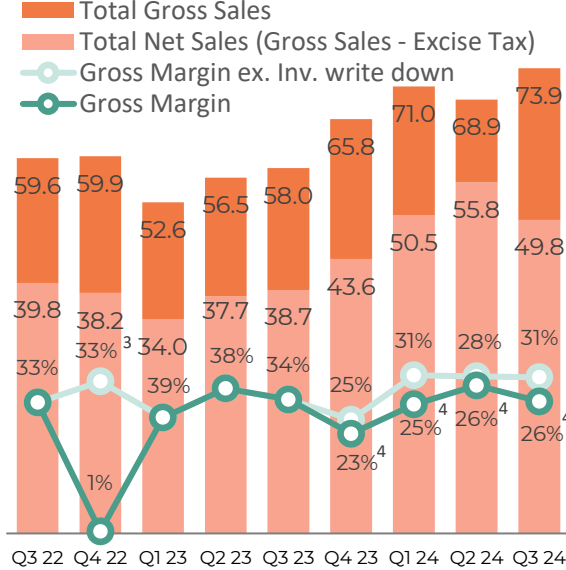
**C\$21M**

TTM Oper. Cash Flow

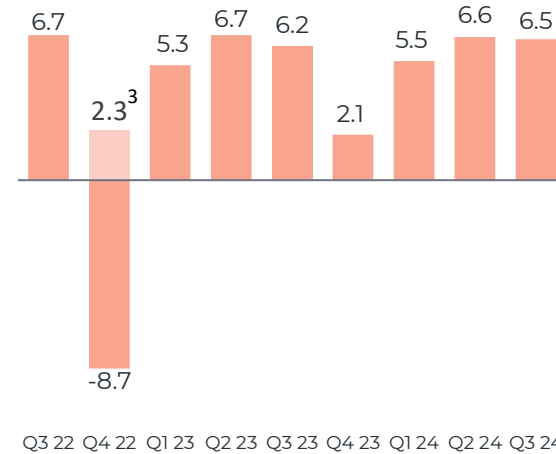
**TOTAL CDN CANNABIS RETAIL BRANDED SALES NET OF EXCISE TAX**  
(CDN Millions)



**TOTAL CDN CANNABIS GROSS SALES, NET SALES, Adj. GROSS MARGIN<sup>1</sup>**  
(CDN Millions)



**TOTAL CDN CANNABIS ADJUSTED EBITDA<sup>2</sup>**  
(CDN Millions)



One of the very few profitable Canadian producers

Long track record of positive adjusted EBITDA

Positive cash flow from operations

1. Adjusted gross margin for Q1 2022 excludes C\$2.6 million (US\$2.1 million) positive inventory adjustment from the revaluation of inventory to fair value.  
 2. Adjusted EBITDA is not a recognized earnings measure and does not have a standard meaning prescribed in by GAAP.  
 3. Note: Inventory Adjustment of C\$11.0M.  
 4. Total margin: Includes impact of non-branded spec sales.

# One of Canada's Largest Footprints to Grow with the Market

## DELTA 3 (D3)

1.1 M ft<sup>2</sup>

Full cannabis production: >75,000kg annually

65,000 ft<sup>2</sup> processing center

Tissue culture & strain development facility

EU GMP Certified

## DELTA 2 (D2)

1.1 M ft<sup>2</sup>

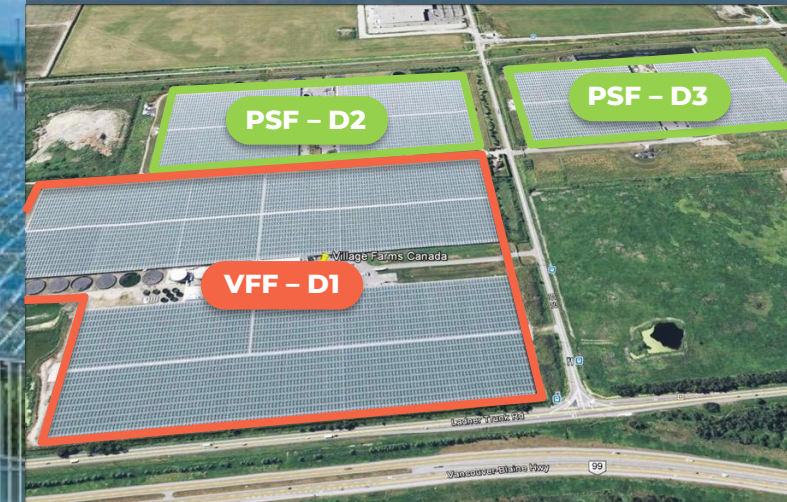
Cannabis production in first half of facility commenced Sept 2021 (550,000 ft<sup>2</sup>)

Second half of D2: "Swing" capacity – can be used for cannabis or produce (2024: producing tomatoes)

## DELTA 1 (D1)

2.6 M ft<sup>2</sup>

In full production of tomatoes

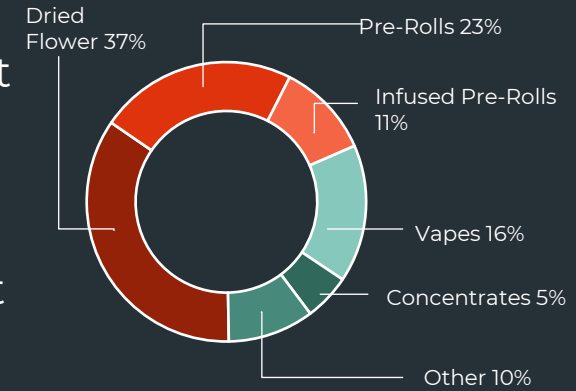


Combined Delta facilities capable of supplying >1/3 of the forecasted Canadian market and foreseeable demand for export markets

# Measured Approach to Market Leadership

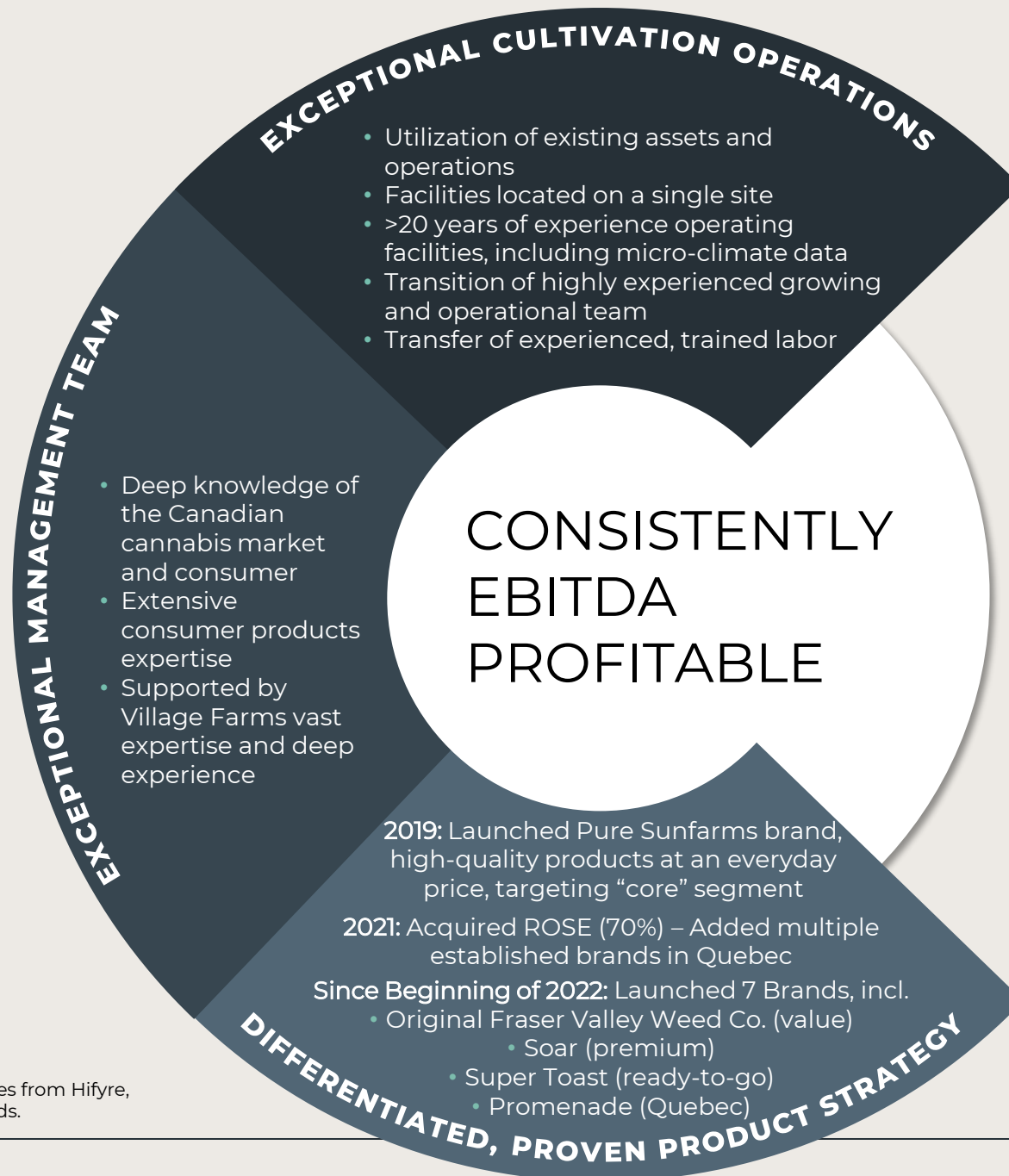
Products in **12** provincial/territorial markets

Products in categories that comprise **>95%** of total market sales<sup>1</sup>



1. Based on estimated retail sales from Hifyre, other third parties and provincial boards. Includes Dried Flower, Pre-Rolls and Infused Pre-Rolls

# Secrets of Our Success



## Leading Market Share



# **2** **NATIONALLY**<sup>1</sup>

# **1** **FLOWER NATIONALLY**<sup>1</sup>

# **2** **PRE-ROLLS NATIONALLY**<sup>1</sup>

# **1** **ONTARIO**<sup>1</sup>



# **1** **QUEBEC**<sup>1</sup>

1. Q3 2024. Based on estimated retail sales from Hifyre, other third parties and provincial boards.

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## U.S. Cannabis

Well Positioned for the  
Evolution of Regulation in  
the World's Largest  
Cannabis Market

# Balanced Health Botanicals Platform for US Cannabinoid Market

1. Brightfield Group: 2021 Mid-Year US CBD Report.  
2. Brightfield Group.



Wholly owned subsidiary  
(acquired Aug 2021)

Profitable leader in the U.S. CBD market in a consumer products category adjacent to the high-THC cannabis market

One of the largest brands in the hemp-derived cannabidiol (CBD) market in the United States

- Diverse portfolio of CBD and other cannabinoid products
- Top 5 brand<sup>1</sup>
- Top-ranked web site in CBD category: > 30,000 orders monthly

# US\$16B

Forecast US retail CBD market by 2025<sup>2</sup>  
(from US\$4.7 billion in 2020<sup>2</sup>)

## 2022

Launched first two products in new Synergy+ line, UNWIND Synergy+ and DEEP SLEEP Synergy+

## 2024

Completed internalization of gummy production

Provides Additional Pathway to High-THC Cannabis Market in the US

# U.S. Opportunity



FORT DAVIS, TEXAS FACILITY

Largest concentration of greenhouse production capacity of any North American Licensed Producer or MSO

Licensed to grow hemp in Texas

1. To be divested as per public disclosure.

Texas assets represent

~US\$1B

in revenue in a cannabis permissible regulatory environment



- Marfa (2 facilities)  
>2.5 M ft<sup>2</sup> (60 acres)
- Fort Davis  
>1.7 M ft<sup>2</sup>(40 acres)
- Permian Basin<sup>1</sup>  
(Monahans)  
>1.3 M ft<sup>2</sup> (30 acres)

5.5 M ft<sup>2</sup> Located in the Best Growing Climate for Cannabis in Continental U.S.

Currently licensed to grow hemp in Texas

- Lower cost, higher yield
- Economies of scale
- Consistency of technology



Texas operations represent high-value optionality: Facilities can be rapidly converted for cannabis production with the advantage of having done so successfully in Canada



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## International Cannabis

Targeting Selected Emerging  
High-Growth Markets

# International Cannabis Growth Strategy



## 1. Medicinal: Export from Canada

- EU GMP Certification for Canadian Cannabis facility

Current markets:

Australia

Germany

UK

Israel

## 2. Recreational: In-country cultivation

Netherlands  Leli Holland

Ownership of Leli Holland: 1 of only 10 companies with a production license under the Dutch Cannabis Supply Experiment

- Production to begin in Q4 2024 with first sales expected Q1 2025



Leli Holland provides exposure to one of the most attractive regulatory setups of any limited license market across the global cannabis industry...

## Netherlands Opportunity

- Village Farms owns 1 of 10 licenses to grow and distribute recreational cannabis in the Dutch recreational market
- Government-sponsored program designed with a mandate to effectively eliminate the illicit market
- Village Farms' operational expertise and International leadership is unmatched in market
- Proven track record of success in similarly-sized markets positions Leli well to capture market share
- Quality and sophistication of manufacturing supports a clear path to profitability
- Considerable opportunity to drive attractive returns despite conservative model assumptions
- €10M invested to date including license and Drachten facility



\* Location of Leli's Drachten facility



## A Fundamentally Attractive Jurisdiction



### Dutch Regulatory Framework

- One of only ten License Holders
- NO Excise tax for duration of the program
- NO liquor boards; LP's will be selling directly to coffeeshops
- Two labs have been validated and testing standard has been determined by government – all license holders have to use these labs (level playing field)
- A “protected market” coffeeshops must buy from license holders
- Better predictability, protection (no import, export) and higher ROI
- Only Flower, Hash, Pre-rolls and Edibles allowed (no extraction)
- Government will actively audit Coffeeshops and LP's
- NO regulatory fee

### Canadian Regulatory Framework

- Unlimited +/- 900 license holders
- Leading to significant overproduction
- \$ 0,77 of every dollar goes to Taxes
- Having to sell to boards impacting the ability to forecast demand & production “paying” for data program
- Boards are driving up the price
- License holders are shopping around for the lab that provides them the highest test results (driving consumer behavior)
- Overregulated and extremely complex regulatory framework
- Still illegal dispensaries active that are selling unlicensed product eroding the market
- Almost all products allowed creating new subcategories (vapes and other extracts) eroding the flower market

## Drachten Facility

- Indoor Facility (Retrofit of Existing Building)
- Construction Completed On Time and Under Budget
- Began Cultivation in October 2024
- 1 Megawatt Power
- Total # of Flowering Rooms: 5 Rooms
- Average Flowering Room Size: 125 sqm
- Maximum Dry Yield Production Capacity Per Year: 2,000 kg
- Annual Maintenance Capex: €0.5m (includes VAT of €0.1m)

## Architectural Rendering



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## Recent Highlights

August 2024	Pure Sunfarms Becomes First B.C. Cannabis Producer to Secure Funding for Wildlife Enhancement Project
August 2024	Village Farms International to Present at Investor Summit Forum on August 20 at 11:30 a.m. ET
September 2024	Village Farms International Acquires Remaining Equity Ownership Interest in Leli Holland
September 2024	Village Farms International Announces Participation at the Benzinger Cannabis Capital Conference in Chicago
November 2024	Village Farms International Selected to Testify at Marijuana Rescheduling Hearing
November 2024	<p>Village Farms International Reports Strong Q3/24 Results</p> <ul style="list-style-type: none"> <li>• Total Sales Grew 20% Year-over-Year: 29% Canadian Cannabis Net Sales Growth; 20% Fresh Produce Sales Growth; 111% International Medicinal Cannabis Sales Growth</li> <li>• Canadian Cannabis Remained #2 by Market Share and was Fastest Growing LP over Last Year; 22% Year-over-Year Retail Branded Sales Growth</li> <li>• Commenced Cultivation in Netherlands; Company's First International Recreational Market</li> <li>• Canadian Cannabis Delivered Positive Adjusted EBITDA, Operating Cash Flow and Net Income</li> <li>• Fresh Produce Delivered Positive Adjusted EBITDA and Net Income</li> </ul>

# Canadian Cannabis Consistently Adjusted EBITDA Profitable Cannabis Operations

## Q3/24 FINANCIAL RESULTS

(In millions of dollars except % metrics)

	Q3 2024 (ended Sep 30, 2024)		Q3 2023 (ended Sep 30, 2023)	
	\$C	\$US	\$C	\$US
Net Sales	\$49.8	\$36.5	\$38.7	\$28.8
Cost of Sales	\$36.7	\$26.9	\$25.3	\$18.9
Gross Profit	\$13.1	\$9.6	\$13.4	\$9.9
Gross Margin	26%		35%	
Gross Margin ex. non-branded spec sales	31%		35%	
SG&A	\$10.9	\$8.0	\$10.2	\$7.6
SG&A as % of Sales	22%		26%	
Adjusted EBITDA <sup>1</sup>	\$6.5	\$4.8	\$6.2	\$4.6
Adjusted EBITDA Margin <sup>1</sup>	13%		16%	
Net Income (Loss)	\$1.6	\$1.2	\$3.8	\$2.9
Cash Flow from Operations	\$6.1	\$4.5	\$6.8	\$4.8

## Proportion of Sales By Channel

(In millions of dollars except % metrics)

	Q3 2024 (ended Sep 30, 2024)		Q3 2023 (ended Sep 30, 2023)	
	\$C	\$US	\$C	\$US
Sales by Channel				
Retail Branded Sales	\$61.3	\$44.9	\$50.3	\$37.4
International (Exports)	\$1.9	\$1.4	\$0.9	\$0.7
Non-Branded Sales	\$10.1	\$7.4	\$6.0	\$4.5
Other	\$0.6	\$0.4	\$0.8	\$0.6
Excise Tax	(\$24.1)	(\$17.7)	(\$19.3)	(\$14.4)
Net Sales	\$49.8	\$36.5	\$38.7	\$28.8

22% Increase in Retail Branded Sales and 111% increase in International Sales

1. Adjusted EBITDA is not a recognized earnings measure and does not have a standard meaning prescribed in by GAAP.



# Village Farms Consolidated Financial Results

## Q3 2024 FINANCIAL RESULTS

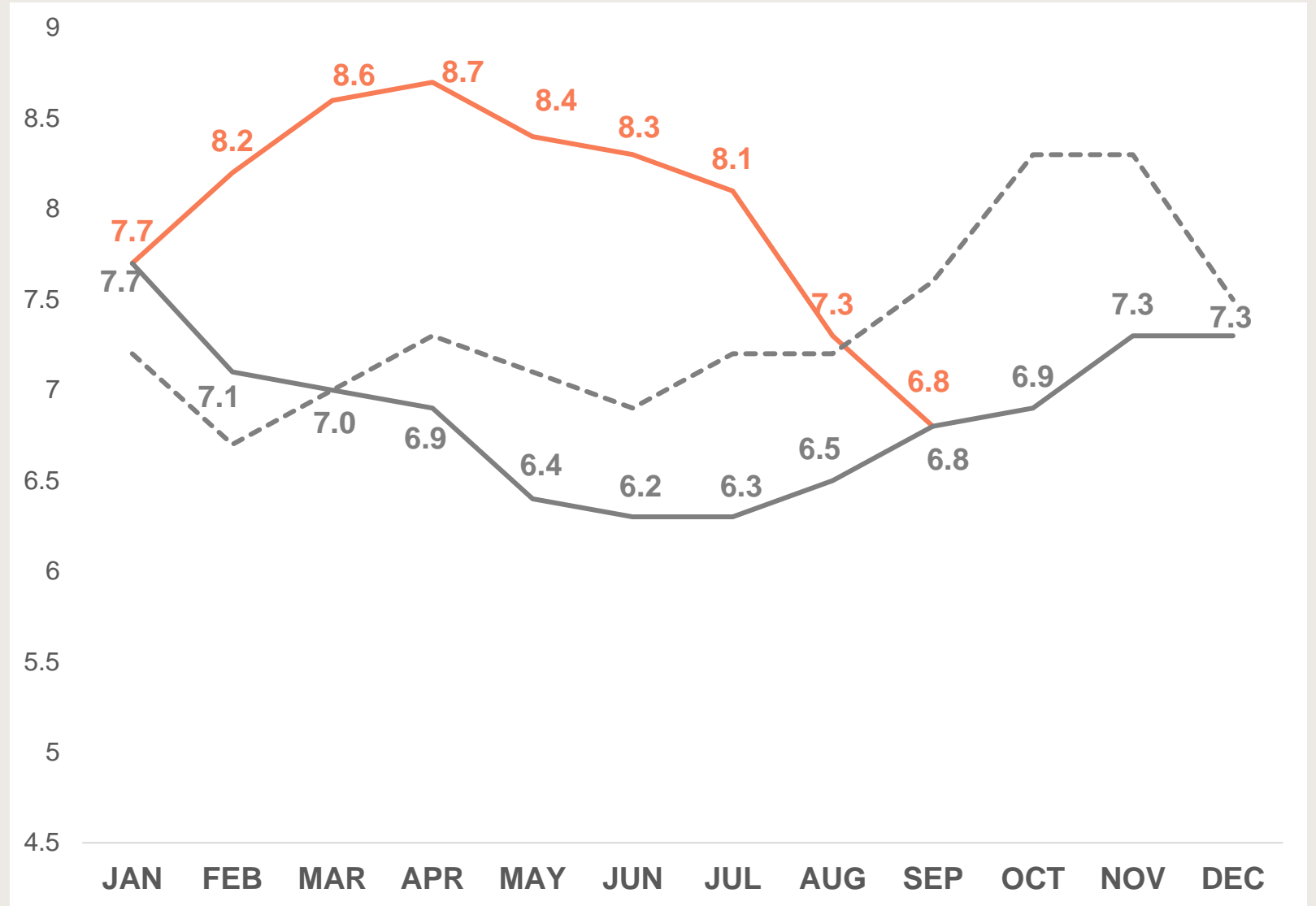
(In millions of U.S. dollars )	Q3 2024 (ended Sep 30, 2024)	Q3 2023 (ended Sep 30, 2023)	YTD 2024 (ended Sep 30, 2024)	YTD 2023 (ended Sep 30, 2023)
Sales	\$83.4	\$69.5	\$253.7	\$211.4
Produce	\$42.8	\$35.7	\$125.9	\$114.1
Canadian Cannabis	\$36.5	\$28.8	\$114.7	\$82.0
US Cannabis	\$3.9	\$5.0	\$12.8	\$15.3
Adjusted EBITDA <sup>1</sup>	\$5.3	\$3.2	\$5.3	\$8.2
Produce	\$2.3	\$0.8	(\$2.0)	\$1.1
Canadian Cannabis	\$4.8	\$4.6	\$13.6	\$13.3
US Cannabis	(\$0.2)	\$0.2	(\$1.0)	\$0.4
Corporate	(\$1.9)	(\$2.3)	(\$5.7)	(\$6.4)
Net (Loss) Income	(\$0.8)	(\$1.3)	(\$27.2)	(\$9.3)
Produce	\$0.4	(\$1.0)	(\$7.8)	(\$4.3)
Canadian Cannabis	\$1.2	\$2.9	\$3.4	\$3.9
US Cannabis	(\$0.2)	\$0.1	(\$13.2)	(\$0.1)
Corporate	(\$2.5)	(\$3.2)	(\$10.0)	(\$8.7)

1. Adjusted EBITDA is not a recognized earnings measure and does not have a standardized meaning prescribed by GAAP. Therefore, Adjusted EBITDA may not be comparable to similar measures presented by other issuers. Management believes that Adjusted EBITDA is a useful supplemental measure in evaluating the performance of the Company because it excludes non-recurring and other items that do not reflect our business performance. Adjusted EBITDA includes the Company's 80% interest in Rose LifeScience

20% Increase in Q3 Consolidated Sales

# CANADIAN MARKET SHARE

Commercial Strategy  
Driving Market Share  
Growth

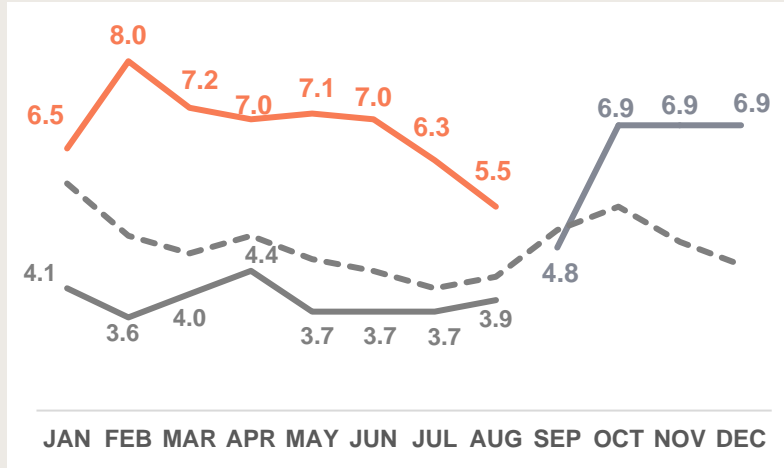


Based on Hifyre and Weedcrawler data.

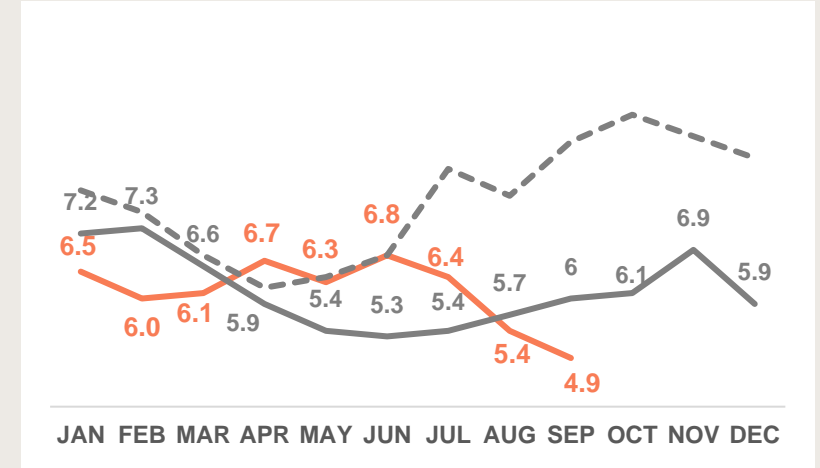
-- 2022 — 2023 — 2024

# Commercial Strategy Driving Market Share Growth

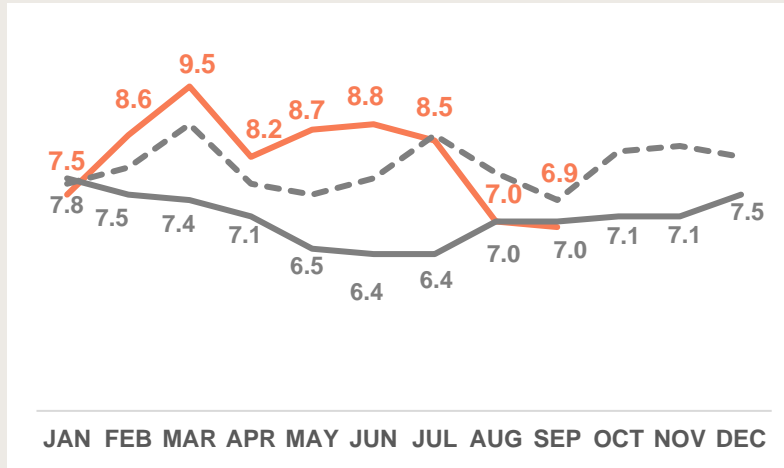
**ALBERTA MARKET SHARE<sup>1</sup>**  
(All Product Categories)



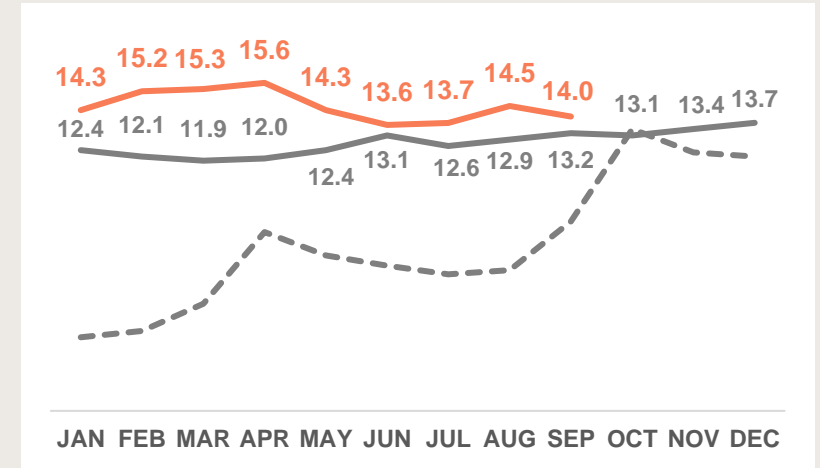
**BC MARKET SHARE<sup>2</sup>**  
(All Product Categories)



**ONTARIO MARKET SHARE<sup>2</sup>**  
(All Product Categories)



**QUEBEC MARKET SHARE<sup>3</sup>**  
(All Product Categories)



1. Based on Hifyre data until August 2023. Based on provincial board data beginning September 2023  
 2. Based on provincial board data.  
 3. Based on Weedcrawler data.

-- 2022 — 2023 — 2024

## Pioneers in Sustainable, Vertically Integrated Agriculture

Good for the earth.®

## Leading Technology and Proven Practices for Sustainable Growing

### Controlled Environment Agriculture

**97%**

less land use than outdoor growing (product cultivation)

- 20-30 times more yield per acre
- Insert growing media – No soil erosion or depletion
- 50-acre greenhouse can produce the same as a 1,500-acre farm

**86%**

less water than outdoor growing (product cultivation)

- 4x recirculation of water (sterilized)
- 100% of water reaches the plants
- Collection and reuse of rainwater

Electricity sourced primarily from renewable methods

Use of beneficial insects to control pests and stimulate plant growth

Use of landfill gas generated into clean energy for electricity & heat

Recycling of CO<sub>2</sub> produced by boilers back into the greenhouse

Use of blackout curtains to prevent light pollution



### Village Farms Clean Energy

Creating clean energy from landfill gas





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