

## **FIGR Group Sale and Investment Solicitation Process**

FTI Consulting Canada Inc., in its capacity as court-appointed monitor (in such capacity, the “**Monitor**”) in the *Companies’ Creditors Arrangement Act* (“**CCAA**”) proceedings of FIGR Brands, Inc. (“**FIGR Brands**”), FIGR Norfolk Inc. (“**FIGR Norfolk**”) and Canada’s Island Garden Inc. (“**CIG**” and together with FIGR Brands and FIGR Norfolk, the “**FIGR Group**”), is conducting with its affiliate FTI Capital Advisors – Canada ULC (“**FTICA**”), and with the assistance of the FIGR Group, a sale and investment solicitation process (the “**SISP**”) to solicit interest in, and opportunities for, a sale of, or investment in, all or substantially all, or one or more components of the assets and/or the business operations of the FIGR Group.

The FIGR Group is a vertically integrated cannabis business with expertise at each stage of the cannabinoid product life-cycle, from cultivation and extraction to brand development, marketing and sales. FIGR Norfolk has a licence issued under the *Cannabis Act*, S.C. 2018, c. 16, as amended and its related regulations (together, the “**Cannabis Act**”), to produce cannabis at its facilities in Simcoe, Ontario, and CIG has a licence issued under the Cannabis Act to produce cannabis at its facilities in Charlottetown, Prince Edward Island.

On January 21, 2021, the FIGR Group was granted creditor protection pursuant to an order (as amended and restated, the “**Initial Order**”) issued under the CCAA by the Ontario Superior Court of Justice (Commercial List) (the “**Court**”).

Pursuant to an order granted by the Court on January 29, 2021 (the “**SISP Approval Order**”), the FIGR Group has initiated the SISP for all, or substantially all of the assets and/or the business operations of the FIGR Group, to be conducted by the Monitor and FTICA, with the assistance of the FIGR Group. The SISP is a two-phased process. Qualified interested parties who wish to submit a bid in the SISP must deliver a non-binding letter of interest to the Monitor and the FIGR Group in accordance with the SISP, by no later than 5:00 p.m. (Eastern Time) on February 26, 2021.

Copies of the Initial Order, the SISP Approval Order, the SISP and all related materials may be obtained from the website of the Monitor at <http://cfcanada.fticonsulting.com/figr/>.

Those interested in participating in the SISP should contact the Monitor to receive additional information at:

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