

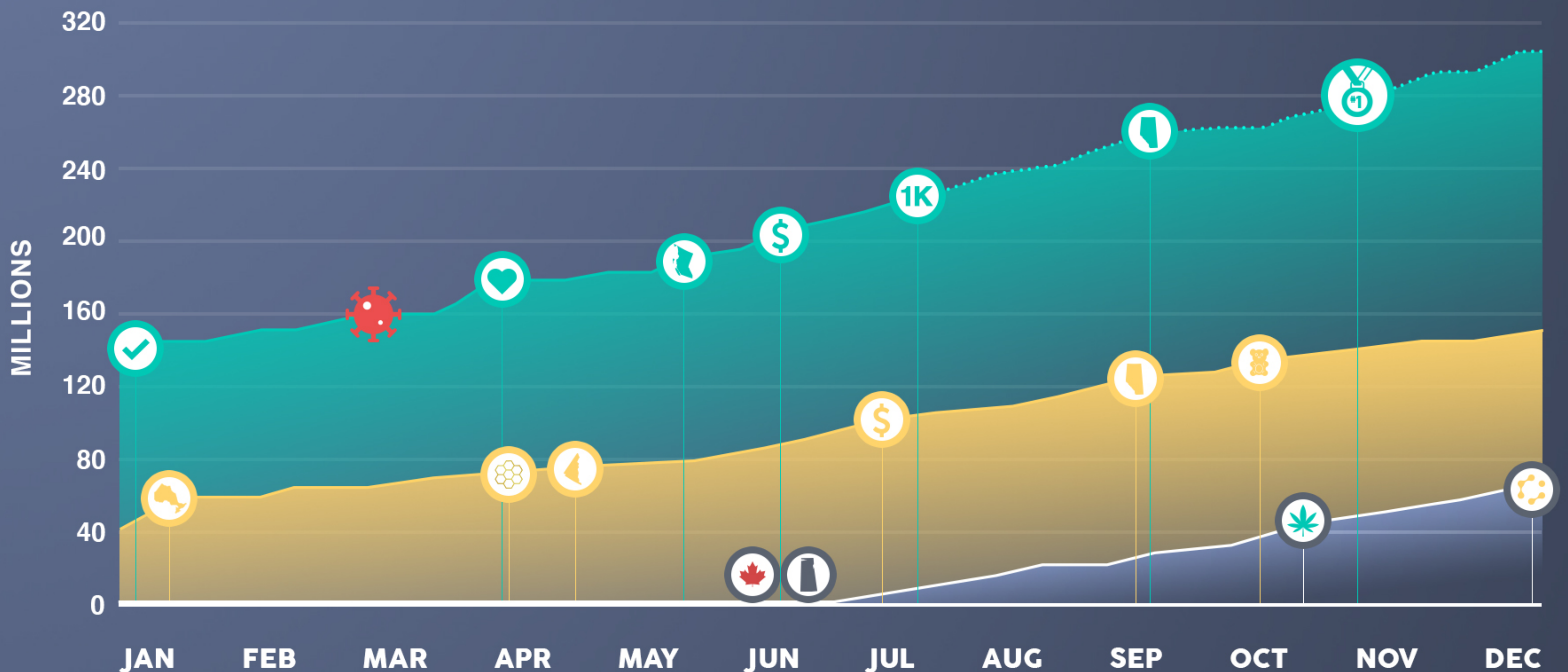


Legalization Timeline:



2 Years of Canadian Cannabis Retail Milestones

A lot has happened in the 2 years since the Cannabis Act ended prohibition and legalized recreational cannabis retail in Canada. There have been a lot of ups and downs, but despite a bumpy ride and impact from the COVID-19 pandemic, the industry continues to grow and thrive. Here are some of the major milestones:



2018

JUNE

Bill C-45, Cannabis Act, passed in Senate

JUNE

Province of Saskatchewan announces 51 retail license winners

OCTOBER

Cannabis Act takes effect on Oct 17th. Over 100 stores open, government-run in some provinces, private in others. B.C. has 1 physical store. ON offers online-only

DECEMBER

Cova launches its first seminar series, "How to Open a Cannabis Retail Store in Canada" in ON, followed by B.C.

2019

JANUARY

First 25 ON cannabis retail licenses granted through controversial lottery system

APRIL

First cannabis retail stores open in ON - Toronto's only store, The Hunny Pot Cannabis Co. makes the first sale

APRIL

First private store opens in Yukon (Triple J's Canna Space)

JULY

Cannabis sales surpass \$100 M, with over 300 stores operating

SEPTEMBER

Alberta surpasses 300 open stores

OCTOBER

Edibles become legal on the 1-year anniversary of legalization

2020

JANUARY

Ontario's AGCO abandons the lottery system and begins accepting applications for new licenses in an open market

APRIL

Cannabis retail deemed essential during COVID-19. Some provinces pass emergency orders to allow curbside pick-up and/or delivery

MAY

200 licenses issued B.C., double that of ON

JUNE

Monthly Cannabis retail sales hit \$200 million

JULY

Canada opens 1000th store, less than 2 years after legalization

SEPTEMBER

Alberta surpasses 520 stores

OCTOBER

Cova is the #1 POS, trusted by 60% of Canadian cannabis retailers to run their stores

Cova Keeps Pace with Cannabis Retail Growth

Cova is proud to be part of Canada's cannabis retail history. We are committed to the continued shift from negative stigma to essential service, and to setting a new standard for the cannabis retail experience. We evolve our tech to help the cannabis industry grow even stronger.

12K

People have attended Cova webinars, seminars, or downloaded our eBooks to gain knowledge and insights from our retail expertise

100+

Product improvements, including 1-Click Compliance Reports, PO Import Tool, Integrated Gift Cards, and Online Ordering

1M+

Online sales transactions (CAD \$75 million in sales) through our premier partner dutchie

\$1B+ (CAD)

Sales processed through Cova since Canada legalized cannabis. 22M+ invoices from coast to coast

HELLO@COVASOFTWARE.COM

WWW.COVASOFTWARE.COM

1.844.667.2682(COVA)

250 Howe Street - Suite #1210 | Vancouver, BC, V6C 3R8

Sources: Cova Software data and Statistics Canada