

## FORM 7

### **MONTHLY PROGRESS REPORT**

Name of Listed Issuer: Vibe Growth Corporation (the "Issuer")

Trading Symbol: VIBE

Number of Outstanding Listed Securities: 103,053,073

Date: August 9, 2021

This Monthly Progress Report must be posted before the opening of trading on the fifth trading day of each month. This report is not intended to replace the Issuer's obligation to separately report material information forthwith upon the information becoming known to management or to post the forms required by Exchange Policies. If material information became known and was reported during the preceding month to which this report relates, this report should refer to the material information, the news release date and the posting date on the Exchange website.

This report is intended to keep investors and the market informed of the Issuer's ongoing business and management activities that occurred during the preceding month. Do not discuss goals or future plans unless they have crystallized to the point that they are "material information" as defined in the Policies. The discussion in this report must be factual, balanced and non-promotional.

#### **General Instructions**

- (a) Prepare this Monthly Progress Report using the format set out below. The sequence of questions must not be altered nor should questions be omitted or left unanswered. The answers to the items must be in narrative form. State when the answer to any item is negative or not applicable to the Issuer. The title to each item must precede the answer.
- (b) The term "Issuer" includes the Issuer and any of its subsidiaries.
- (c) Terms used and not defined in this form are defined or interpreted in Policy 1 – Interpretation and General Provisions.

#### **Report on Business**

1. Provide a general overview and discussion of the development of the Issuer's business and operations over the previous month. Where the Issuer was inactive disclose this fact.

The Issuer is a trusted, vertically integrated, multistate cannabis organization that proudly serves hundreds of thousands of clients annually through its retail dispensaries and operates cannabis greenhouse cultivation, premium indoor cultivation, commercial cannabis distribution, e-commerce, home delivery, and manufacturers Hype Cannabis Co. marijuana products. The Issuer operates retail

and e-commerce under its iconic Vibe By California brand. The Issuer's management team brings expertise in retail, cannabis cultivation, and mergers and acquisitions to support its U.S. expansion through accretive acquisitions and organic growth.

Pursuant to a significant revamp of the Issuer's e-commerce technology platform that commenced in the summer, revenues from e-commerce have exceeded management's expectations and revenues from e-commerce have significantly increased on an annualized basis after the Issuer significantly focused resources in three areas and expects further e-commerce penetration as the program expands:

1. A new e-commerce platform with integrated point of sale, mobile, website, customer loyalty incentive program, and delivery;
2. The hiring of both a new head of retail and a new digital content manager;
3. The expansion of the digital content team and increased engagement in social and digital media channels.

The Issuer increased its investment in its e-commerce division beginning this summer, focusing on revenue growth and curated content creation for its industry-leading e-commerce platform. The Issuer's digital marketing team has focused on organizational quality, unified products and promotions across all sales channels, enhanced digital content, improved analytics and insights, and monitored the success of its targeted advertising initiatives.

The Issuer has expanded its California cultivation operations as it has entered into a purchase agreement for the acquisition of a 10-acre parcel of land in Monterey county, California, for 254,000 plus/minus square feet of potential greenhouse cannabis cultivation for a total consideration of \$5.1-million (U.S.) in cash. The acquisition is expected to close in August 2021. Vibe's Monterey acquisition will serve as its flagship greenhouse cultivation facility. The Issuer will commence its 66,000-square-foot phase 1, with the future potential to develop 188,000 additional square feet in future phases 2 and 3.

2. Provide a general overview and discussion of the activities of management.

Management continues to seek opportunities to create shareholder value. For further information, please see question 1, above, and the Issuer's press release dated July 20<sup>th</sup> 2021.

In March 2020 the World Health Organization declared coronavirus COVID-19 a global pandemic. This pandemic, which has continued to spread, and any related adverse public health developments, has adversely affected workforces, economies, and financial markets globally, potentially leading to an economic downturn. The Issuer can't predict the duration or magnitude of the adverse results of the outbreak and its effects on the Issuer's business. The State of California has deemed the sale of cannabis an essential service allowing the Issuer to keep its

dispensaries open and maintain its cultivation operations. The Issuer will continue to follow the guidance of local, state, national and international health authorities to make informed decisions and provide its clients and staff with information as the Issuer's priority is on the safety and well-being of its employees and clients.

3. Describe and provide details of any new products or services developed or offered. For resource companies, provide details of new drilling, exploration or production programs and acquisitions of any new properties and attach any mineral or oil and gas or other reports required under Ontario securities law.

For further information, please see question 1, above, and the Issuer's press releases dated July 20<sup>th</sup> 2021.

4. Describe and provide details of any products or services that were discontinued. For resource companies, provide details of any drilling, exploration or production programs that have been amended or abandoned.

N/A

5. Describe any new business relationships entered into between the Issuer, the Issuer's affiliates or third parties including contracts to supply products or services, joint venture agreements and licensing agreements etc. State whether the relationship is with a Related Person of the Issuer and provide details of the relationship.

Aside from business relationships entered into in the normal course of business from time to time during the last month, the Issuer has no further new business relationships to report.

6. Describe the expiry or termination of any contracts or agreements between the Issuer, the Issuer's affiliates or third parties or cancellation of any financing arrangements that have been previously announced.

N/A

7. Describe any acquisitions by the Issuer or dispositions of the Issuer's assets that occurred during the preceding month. Provide details of the nature of the assets acquired or disposed of and provide details of the consideration paid or payable together with a schedule of payments if applicable, and of any valuation. State how the consideration was determined and whether the acquisition was from or the disposition was to a Related Person of the Issuer and provide details of the relationship.

For further information, please see question 1, above, and the Issuer's press releases dated July 20<sup>th</sup> 2021.

8. Describe the acquisition of new customers or loss of customers.

Aside from the acquisition or loss of retail consumer customers in the normal course of business, the Issuer had no further customer acquisitions or losses in July 2021.

9. Describe any new developments or effects on intangible products such as brand names, circulation lists, copyrights, franchises, licenses, patents, software, subscription lists and trade-marks.

For further information, please see the Issuer's press release dated June 24<sup>th</sup> 2021.

10. Report on any employee hiring's, terminations or lay-offs with details of anticipated length of lay-offs.

The Issuer had no lay-offs as its five dispensaries and two cultivation operations have been able to stay open in light of the Covid-19 virus pandemic.

11. Report on any labour disputes and resolutions of those disputes if applicable.

N/A

12. Describe and provide details of legal proceedings to which the Issuer became a party, including the name of the court or agency, the date instituted, the principal parties to the proceedings, the nature of the claim, the amount claimed, if any, if the proceedings are being contested, and the present status of the proceedings.

The Issuer received communication of litigation claim filed under the Ontario Superior Court of Justice regarding the exercise of options by former directors and consultants. The Issuer is of the view that the claim is entirely without merit and will vigorously defend any action brought forth.

13. Provide details of any indebtedness incurred or repaid by the Issuer together with the terms of such indebtedness.

N/A

14. Provide details of any securities issued and options or warrants granted.

N/A

15. Provide details of any loans to or by Related Persons.

N/A

16. Provide details of any changes in directors, officers or committee members.

N/A

17. Discuss any trends which are likely to impact the Issuer including trends in the Issuer's market(s) or political/regulatory trends.

There is also continued pressure on cannabis companies to now produce positive net income, adjusted cash flow and EBITDA as investors look for companies that can support their operations and growth.

Epidemics or pandemics, such as the newly identified COVID-19 virus pandemic, have the potential to disrupt the Issuer's dispensary and cultivation operations, projects and financial condition through the disruption of the local supply chain or the loss of manpower resulting from quarantines that affect the Issuer's labor pools

in their local communities or that are instituted by local health authorities as a precautionary measure, any of which may require the Issuer to temporarily reduce or shut down its dispensary and cultivation operations depending on the extent and severity of a potential outbreak and the areas or operations impacted. Depending on the severity, a large-scale global epidemic or pandemic could have a material adverse effect on the Issuer's financial condition.

Other trends and risks which are likely to impact the Issuer are described in the Issuer's Annual Management Discussion and Analysis dated April 19, 2021, and the Annual Information Form dated May 5, 2021, under the heading "Business Risk Factors". The Management Discussion and Analysis and the Annual Information Form are available under the Issuer's SEDAR profile at [www.sedar.com](http://www.sedar.com).

## Certificate Of Compliance

The undersigned hereby certifies that:

1. The undersigned is a director and/or senior officer of the Issuer and has been duly authorized by a resolution of the board of directors of the Issuer to sign this Certificate of Compliance.
2. As of the date hereof there were is no material information concerning the Issuer which has not been publicly disclosed.
3. The undersigned hereby certifies to the Exchange that the Issuer is in compliance with the requirements of applicable securities legislation (as such term is defined in National Instrument 14-101) and all Exchange Requirements (as defined in CNSX Policy 1).
4. All of the information in this Form 7 Monthly Progress Report is true.

Dated August 9, 2021.

Michal J. Holub  
Name of Director or Senior  
Officer

(signed) "Michal J. Holub"  
Signature

Chief Financial Officer  
Official Capacity

<b><i>Issuer Details</i></b> Name of Issuer	For Month End	Date of Report YY/MM/D
Vibe Growth Corporation	August 2021	21/08/09
Issuer Address		
250, 997 Seymour Street		
City/Province/Postal Code	Issuer Fax No.	Issuer Telephone No.
Vancouver, BC V6B 3M1	N/A	(883) 240-8423
Contact Name	Contact Position	Contact Telephone No.
Michal Holub	CFO	(883) 240-8423
Contact Email Address	Web Site Address	
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