

Q4 AND FY 2021 RESULTS

MARCH 31, 2022

greenlane

A large, faint, stylized green logo is positioned in the background on the right side of the slide. It consists of a large circle with a vertical line passing through its center, and a smaller circle at the bottom right, creating a logo that resembles a stylized 'G' or a leaf.

CAUTIONARY STATEMENT REGARDING FORWARD-LOOKING STATEMENTS

This presentation contains, and oral statements made by representatives of Greenlane Holdings, Inc. (the “Company”) in connection with this presentation may contain, forward-looking statements that are based on current expectations, forecasts and projections, including (but not limited to): capital market conditions, the current and future performance of the Company’s business; the Company’s long-term financial targets; growth in demand for the Company’s products; growth in the market for cannabis accessories; the Company’s marketing and commercialization efforts; and the Company’s financial outlook and expectations. Forward-looking statements should not be read as a guarantee of future performance or results and will not necessarily be accurate indications of the times at, or by which, such performance or results will be achieved. Forward-looking information is based on information available at the time and/or management’s good faith belief with respect to future events, and is subject to risks and uncertainties, some or all of which are not predictable or within the control of the Company, that could cause actual performance or results to differ materially from those expressed in the forward-looking statements.

Forward-looking statements speak only as of the date the statements are made. The Company assumes no obligation to update forward-looking statements to reflect actual results, changes in assumptions or changes in other factors affecting forward-looking information. If the Company does update one or more forward-looking statements, no inference should be drawn that the Company will make additional updates with respect thereto or with respect to other forward-looking statements. Factors that could cause results to differ include those set forth in the sections captioned “Cautionary Note Regarding Forward-Looking Statements” and “Risk Factors” in the Company’s Annual Report on Form 10-K for the year ended December 31, 2021 and the Company’s other filings with the Securities and Exchange Commission.

NON-GAAP FINANCIAL MEASURES

This presentation information includes non-GAAP financial measures such as Adjusted EBITDA and Adjusted Selling, General & Administrative Expenses (“Adjusted SG&A”). Non-GAAP financial measures should be considered only as supplemental to, and not as superior to, financial measures prepared in accordance with GAAP. Other companies may use similarly titled non-GAAP financial measures that are calculated differently from the way the Company calculates such non-GAAP financial measures. Accordingly, the Company’s non-GAAP financial measures may not be comparable to similar measures used by other companies. We caution investors not to place undue reliance on such non-GAAP measures, but instead to consider them together with the most directly comparable GAAP measure. Non-GAAP financial measures have limitations as analytical tools, and should not be considered in isolation, or as a substitute for the Company’s results as reported under GAAP. Definition of these measures and a reconciliation of non-GAAP measures to the most directly comparable financial measure prepared in accordance with GAAP is included in the sections captioned “Adjusted EBITDA Reconciliation” and “Adjusted SG&A Reconciliation” on slides 7 and 8 of this presentation.

\$56.0M

NET SALES

\$7.4M

SALES OF
GREENLANE
BRANDS

54%

YOY SALES
GROWTH

22%

GROSS MARGIN

\$12.9M

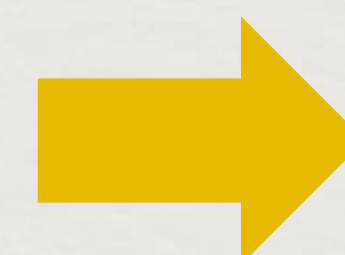
CASH BALANCE¹

1) As of December 31, 2021

PLANS TO CAPITALIZE BUSINESS, FOCUS ON GREENLANE BRANDS & ACCELERATE PATH TO PROFITABILITY

HEADCOUNT REDUCTIONS & OTHER PROFIT-ENHANCING INITIATIVES

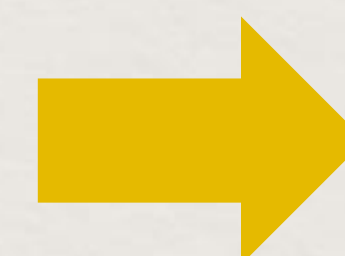
- Completed a reduction in force in March 2022, which is expected to result in approximately \$8.0 million in annualized cash compensation cost savings
- Reducing facility footprints worldwide
- Adjusting go-to-market strategy to further reduce operating costs and enhance liquidity



Reduce adjusted SG&A¹ to \$14.0 - \$16.0 million on a quarterly basis by Q3 2022, down from \$26.6 million in Q3 2021, leading to expected positive adjusted EBITDA by Q3 2022

STRATEGIC MEASURES TO CAPITALIZE BUSINESS IN A NON-DILUTIVE MANNER

- Conducting a sale of the Company's headquarters building
- Disposing non-core assets
- Discontinuing sales of non-strategic lower-margin 3rd-party brands and selling existing inventory
- Raising prices on select products
- Securing an asset based loan that will support working capital needs



Generate liquidity of approximately \$30+ million if all measures are successful

1) Adjusted SG&A is calculated as selling, general & administrative (SG&A) expenses less depreciation and amortization.

\$ in millions, unless otherwise noted	Q4 2021	Q4 2020	FY 2021	FY 2020
NET SALES	\$56.0	\$36.3	\$166.1	\$138.3
SALES OF GREENLANE BRANDS	7.4	6.3	34.8	22.8
GROSS PROFIT	12.5	6.2	27.7	22.8
GROSS MARGIN	22.3%	17.0%	16.7%	16.5%
SG&A	24.0	17.3	80.4	71.7
ADJUSTED SG&A ¹	21.7	16.7	75.7	60.2
NET LOSS	11.2	10.9	53.4	47.7
ADJUSTED EBITDA	(\$6.6)	(\$7.2)	(\$22.1)	(\$24.4)
CASH	12.9	30.4	12.9	30.4

1) Calculated as SG&A less depreciation and amortization

\$ in millions, unless otherwise noted	THREE MONTHS ENDED DECEMBER 31		FULL YEAR ENDED DECEMBER 31	
	2021	2020	2021	2020
Net income (loss)	(\$11.2)	(\$10.9)	(\$53.4)	(\$47.7)
Adjustments related to product rationalization to increase inventory turnover of slow-selling products [1]	-	-	\$8.7	\$3.2
Legal, professional fees and insurance expenses related to M&A transactions [2]	\$0.2	-	\$8.0	\$0.9
Equity-based compensation expense	\$1.0	\$0.7	\$5.7	\$0.9
Allowances for uncollectable vendor deposits incurred in connection with management’s strategic initiative [1]	-	-	\$1.7	\$0.8
Depreciation and amortization	\$2.3	\$0.6	\$4.7	\$2.5
Other (expense) income, net [3]	(\$0.7)	(\$0.4)	(\$0.1)	(\$1.9)
Non-recurring system implementation and website-development expenses [4]	\$0.3	\$0.1	\$1.8	\$0.2
Restructuring expenses [5]	\$1.3	\$0.4	\$2.0	\$1.2
Interest expense	\$0.2	\$0.1	\$0.6	\$0.4
Provision for (benefit from) income taxes	-	-	-	\$0.2
Obsolete inventory charges related to management’s strategic initiative [1]	-	-	-	\$1.1
Loss related to indemnification asset not probable of recovery [6]	-	\$2.3	-	\$4.5
EU VAT indemnification allowance adjustment [6]	-	-	(\$1.7)	-
One-time early termination fee on operating lease in connection with moving to a centralized distribution center model [7]	-	-	-	\$0.3
Goodwill impairment charge [8]	-	-	-	\$9.0
Adjusted EBITDA	(\$6.6)	(\$7.2)	(\$22.1)	(\$24.4)

1) Includes certain non-recurring charges related to management’s strategic initiative. These adjustments were incurred liquidate inventory on hand and on order, rationalize product offerings, improve inventory turnover of slow-selling products and vacate warehouse space for products with higher margin and marketability, along with synchronizing post-merger sales and inventory strategies.

2) Non-recurring M&A legal, professional services, Directors and Officers insurance costs relating to the KushCo merger.

3) Includes rental and interest income and other miscellaneous income.

4) Includes non-recurring expenses related to multiple software implementations, including the ERP implementation; along with non-recurring website development expenses.

5) Includes severance payments for employees terminated as part of transformation plans and post-merger restructuring expenses

6) Adjustment to reserve allowance for indemnification receivable from ARI’s sellers primarily due to decrease of outstanding payable resulting from lower-than-expected interest and penalties.

7) Severance related to European reduction in force and one-time termination fee for Visalia lease.

8) Impairment expense recognized on our United States reporting unit’s goodwill.

\$ in millions, unless otherwise noted	THREE MONTHS ENDED DECEMBER 31		FULL YEAR ENDED DECEMBER 31	
	2021	2020	2021	2020
Salaries, benefits and payroll taxes	\$10.9	\$7.2	\$34.0	\$24.9
General and administrative	\$10.8	\$9.6	\$41.7	\$35.3
Adjusted SG&A	\$21.7	16.7	\$75.7	\$60.2
Goodwill impairment charge [1]	-	-	-	\$9.0
Depreciation and amortization	\$2.3	\$0.6	\$4.7	\$2.5
Total operating expenses	\$24.0	\$17.3	\$80.4	\$71.7

Note: Adjusted SG&A is a supplemental non-GAAP financial measure, which the Company calculates as total selling, general and administrative expenses less depreciation and amortization expense. The Company believes this measure is helpful to investors because it gives investors information about cash operating expenses.

1. Includes certain non-recurring charges related to management's strategic initiative. These adjustments were incurred to liquidate inventory on hand and on order, rationalize product offerings, improve inventory turnover of slow-selling products and vacate warehouse space for products with higher margin and marketability, along with synchronizing post-merger sales and inventory strategies.

8