



4/23/2025

# Decibel Cannabis Co. (DB-CA)

## Company Update

C\$Mn								
Sales	CY23a	CY24a	Prev	CY25e	Prev	CY26e	Prev	CY27e
1Q	24.9	21.0 A	21.0	25.1	25.1	35.5	35.5	42.2
2Q	30.9	22.2 A	22.2	29.7	29.7	37.6	37.6	43.8
3Q	30.2	24.1 A	24.1	33.8	34.0	41.0	41.3	47.8
4Q	29.9	25.3 A	25.0	37.4	35.9	42.9	40.1	42.8
FY	116.0	92.5 A	88.5	126.0	124.7	157.0	154.5	176.6
EBITDA	CY23a	CY24a	Prev	CY25e	Prev	CY26e	Prev	CY27e
1Q	6.8	3.6 A	3.6	5.9	5.2	8.6	7.9	10.3
2Q	7.3	3.9 A	3.9	6.6	5.9	9.0	8.3	10.6
3Q	6.5	5.1 A	5.1	7.4	6.8	9.7	9.0	11.7
4Q	5.4	5.2 A	5.1	8.0	7.1	10.0	8.8	10.7
FY	25.9	17.9 A	17.8	27.9	25.0	37.3	34.0	43.4

  

Share price (C\$)	0.06	Perf.	DB-CA	YOLO	S&P500	Stance:	Overweight
Share count (mn)	576.7	30d	-1%	-7%	-7%		no price target
Market Cap (C\$Mn)	36.4	90d	-14%	-23%	-13%		FY=Dec
Ticker	DB-CA	1yr	-54%	-54%	6%		



\$Mn	CY24	CY25	CY26
Projected EV	67	51	19
EV/Sales	0.7x	0.4x	0.1x
EV/EBITDA	3.7x	1.8x	0.5x

  

	CY24	CY25	CY26
Net debt/Sales	-0.3x	-0.1x	na
Net debt/EBITDA	-1.7x	-0.5x	na
Free Cash Flow	3.2	16.5	32.1
Net (debt) cash	-31.2	-14.7	17.4

  

Consensus	CY24	CY25	CY26
Sales	0.0	124.1	140.6
EBITDA	0.0	23.8	28.7
Guidance CY25:		130.0	25.0

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## Company Update Post 4Q

**We rate Decibel Overweight.** Decibel is the six largest Canadian LP, with leadership in infused joints and a #3 position in vape. Several new initiatives should strengthen the company's performance in the domestic rec market (Hifyre already points to growth in vape in 1Q25). With the AgMedica deal (Oct'24), it is now a top 5 exporter. Net debt is low for LP standards at 1.5x EBITDA. On guidance for CY25, the stock offers a 56% FCF yield, and trades on an EV basis at 0.5x sales and 2.7x EBITDA. While we do not set price targets, at 1-2x sales, the upside could be 6-9x.

**About 4Q24.** Sales and EBITDA were slightly above our estimates: Sales \$25.3Mn vs. our \$25Mn, and EBITDA of \$5.2Mn vs. \$5.1Mn. International sales amounted to \$3.4Mn. The AgMedica deal (closed on 10/28/24) contributed \$3.4Mn to 4Q24 sales (\$2.1M in international sales and \$1.3Mn in domestic sales), plus positive EBITDA and FCF.

- So, the base rec business (ex AgMedica) generated sales of \$20.6Mn in 4Q24, down from \$23.8Mn in 3Q24 and \$26.2Mn in 4Q23. Management attributed the decline to increased competition in vapes and infused pre-rolls (see our [4/22 report](#) on that segment).
- International sales ex AgMedica were stable yoy (\$1.4Mn vs. \$1.3Mn).
- *Note: The \$32.3Mn total revenue figure includes \$4.6Mn in revenues from the divested retail business.*
- Gross margins were up 300bp yoy to 49%. The latter plus AgMedica contributed to 4% yoy growth in EBITDA. For context, 4Q EBITDA margins of 21% are well above the average for Canadian LPs (several remain EBITDA negative).
- Operating cash flow (OCF) from continuing ops was up yoy to \$2.4Mn from \$2.3Mn, and FCF increased 18% to \$2.2Mn (in part due to working capital benefits).
- It ended FY24 with net debt of \$31.2Mn (\$7Mn in cash), or about 31% of annualized sales and 1.5x EBITDA. On both metrics, this below the Canadian LP average.

### Outlook.

- Decibel maintained CY25 guidance of sales of \$130Mn and EBITDA of \$25Mn (AgMedica should contribute \$30Mn and \$4Mn, respectively, per management). Decibel also kept FCF guidance of \$20Mn in FCF, and its goal of reaching debt to EBITDA below 1.4x by end of this year. All this guidance metrics were first disclosed on 10/28/24 at the time of the AgMedica deal.
- If we take out the AgMedica projections (of \$30Mn and \$4Mn EBITDA), that means the Decibel base business will generate sales of \$100Mn in CY25 vs. a 4Q current annualized run rate of ~\$88Mn, and EBITDA of \$21Mn vs. the current run rate of \$20Mn. The notion base business trends will stabilize in 2025 shows management's confidence on various



new initiatives being implemented (as we discuss below, vape trends have improved so far in 1Q25, but pre-rolls have not).

- Guidance calls for a “modest 1Q25, due to the timing of international shipments”, but projects a “significant ramp up in global sales” starting in 2Q25. “as contracted orders begin to ship and scale”.
- Per the 4/22 earnings press release, subsequent to 4Q24, Decibel “launched additional products and undertook a marketing campaign to combat declines in these segments and grow in other categories, including: a proudly Canadian campaign, reinvesting in growing the Qwest brand presence, launching ultra-high potency vapes and infused pre-rolls, new large format all-in-one disposable vapes, and milled flowers”.
- Per management, Decibel “ended 2024 with strong momentum and renewed confidence” in its global growth strategy. The removal of its “going concern note is a direct reflection of the operational discipline and financial resilience” it has built, including improved free cash flow, strategic reductions to payables, and the integration of AgMedica.

**Brief color from Hifyre for 1Q25** (for overall market context, see [our report from 4/15](#)). We realize the Hifyre scanner data is sample-based and not 100% accurate, but we believe it can still provide insights on underlying trends. Per the data, during 1Q25, Decibel generated 54% of sales from pre-rolls and 38% from vape (flower 5%; edibles 2%). We realize the company is in a transition with new products and initiatives (mentioned above) being rolled out at present. So, we would look at the 1Q25 data in that context. Per Hifyre, total Decibel sales at retail in 1Q25 fell 22% yoy vs. 1Q24 (-10% qoq), with pre-rolls down 40% (-20% qoq) and vapes up 15% (up 4% qoq).

- **Pre-rolls:** Infused pre-rolls accounted for 97% of sales (90% infused joints and 7% variety packs infused) in 1Q25. Per Hifyre, Decibel was #1 in infused joints in 1Q25 with 26% share (though this is down from a peak of 57% in 2Q23); the company now has 200 pre-rolls SKUs in market vs. 55 in 1Q24, but this has yet to translate to a reversal in share trends.
- **Vape:** Decibel was #3 in vapes in 1Q25 with 9.7% share (9.3% in 1Q24), behind OGI/Motif with 21.6% and Auxly with 12.2%. Per Hifyre, 67% of Decibel sales came from 510 carts (43% 0.95ml, 16% 1ml, 9% 1.2ml) and 28% disposables (14% 1.2ml; 12% 1ml); closed loops were only 4% of its vape sales. The company has certainly ramped up innovation in vaped, it had 151 SKUs in market in 1Q25 vs. 56 in 1Q24 (also the mix in 1Q24 was 61% 510 carts, 10% disposables, and 25% closed loops).

**We remain Overweight.** Decibel shares have outperformed in the last 3mo, with the stock down 14% vs. -23% for the YOLO ETF(S&P 500-13%). At the current share price of C\$0.06, Decibel has a market cap of C\$36Mn (577mn shares plus RSUs) and an EV of C\$67Mn (factoring proforma net debt of \$31Mn). For now, we take guidance for CY25 at face value. On FCF guidance of \$20Mn for CY25, the stock offers 56% FCF yield and, based on the latest proforma CY25 guidance, it trades at only 0.5x EV/sales and 2.7x EV/EBITDA. With a leading franchise in Canadian pre-rolls (the category is as big as flower in Canada rec now), a top 3 position in vape, and now a top 5 position (proforma) among the Canadian exporters, we believe Decibel should trade more in line with the larger market cap LP stocks (especially with debt leverage projected below 1.4x by YE25). At Z&A, we do not set

price targets, but we observe that at 1-2x our CY26 sales estimates, the stock could be 6-9x higher by Dec'25 vs. current levels. *Note: All numbers are in C\$ unless noted otherwise.*

*Note: See our report on the [AgMedica deal](#), reviewing the transaction and how it will help expand Decibel's international business. Also, see our [update from 12/3](#) for more color.*

Table 1: Stocks mentioned in this report

Company name	Ticker	Ticker	Rating
<b>US MSOs</b>			
4Front Ventures		FFNTF	not rated
Ascend Wellness		AAWH	will cover
AYR Wellness		AYRWF	not rated
Cannabist		CCHWF	not rated
Cansortium		CNTMF	will cover
Cresco Labs		CRLBF	Overweight
Curaleaf Holdings		CURLF	will cover
GlassHouse Brands		GLASF	not rated
Green Thumb Industries		GTBIF	Overweight
Grown Rogue		GRUSF	not rated
Jushi Holdings		JUSHF	Overweight
MariMed		MRMD	Overweight
Planet 13 Holdings		PLNHF	Overweight
Schwazze		SHWZ	not rated
TerrAscend		TSNDF	will cover
TILT Holdings		TLLTF	Neutral
Trulieve Cannabis		TCNNF	will cover
Verano Holdings		VRNOF	Overweight
Vext Science, Inc.		VEXTF	Overweight
Vireo Growth		VREOF	will cover
<b>Finance (MJ) Companies</b>			
AFC Gamma		AFCG	Overweight
Chicago Atlantic BDC		LIEN	Overweight
Chicago Atlantic REAF		REFI	Overweight
Innovative Industrial Properties		IIPR	will cover
New Lake Capital Partners		NLCP	Overweight
SHF Holdings		SHFS	not rated

Company name	Ticker	Rating
<b>Canada LPs</b>		
Aurora Cannabis	ACB	Neutral
Auxly Cannabis Group	CBWTF	not rated
Avant Brands	AVTBF	will cover
Avicanna	AVCN	not rated
Ayurcann Holdings	AYURF	not rated
Cannara Biotech	LOVFF	not rated
Canopy Growth Corporation	CGC	Neutral
Cronos Group	CRON	not rated
Decibel Cannabis Co	DBCCF	Overweight
Organigram Holdings	OGI	not rated
Rubicon Organics	ROMJF	will cover
SNDL	SNDL	not rated
Tilray Brands	TLRY	Neutral
Village Farms Intl	VFF	Overweight
<b>Other</b>		
Agrify	AGFY	not rated
Canify AG	TBD	private
Cantourage AG	HIGH:FF	not rated
Flora Growth	FLGC	not rated
Grow Generation	GRWG	not rated
Intercure	INCR	not rated
Ispire Technology	ISPR	will cover
Leafly	LFLY	not rated
LFTD Partners Inc.	LIFD	Overweight
Smoores International	SMORF	will cover
Urban-gro	UGRO	not rated
WM Technology	MAPS	Neutral

Source: Z&amp;A ratings



# Appendix I: Company Financials

23 April 2025

## Decibel Holdings: Company Update Post 4Q24 Print

### Exhibit 1: Financial highlights

C\$ 000s	CY22	CY23	1Q24	2Q24	3Q24	4Q24	CY24	1Q25e	2Q25e	3Q25e	4Q25e	CY25e	CY26e	CY27e
<b>Sales</b>	79.3	116.0	21.0	22.2	24.1	25.3	92.5	25.1	29.7	33.8	37.4	126.0	157.0	176.6
qoq ch %	na	na	-30%	6%	9%	5%	na	-1%	18%	14%	11%	na	na	na
yoy ch %	51%	46%	-16%	-28%	-20%	-15%	-20%	20%	34%	40%	48%	36%	25%	12%
guidance							na					na	na	na
consensus								25.2	30.0	33.2	35.7	124.1	140.6	160.3
<b>Profit margins</b>														
Gross profit before FV ac	34.0	51.6	10.0	9.3	12.7	12.3	44.4	11.3	13.4	15.2	16.8	56.7	72.2	83.0
as % of sales	42.9%	44.5%	47.9%	41.9%	52.7%	48.7%	47.9%	45.0%	45.0%	45.0%	45.0%	45.0%	46.0%	47.0%
Gross profit after FV adj	26.4	41.9	10.2	8.8	10.1	8.5	37.6	11.3	13.4	15.2	16.8	56.7	72.2	83.0
as % of sales	33.3%	36.1%	48.5%	39.7%	41.8%	33.7%	40.6%	45.0%	45.0%	45.0%	45.0%	45.0%	46.0%	47.0%
Op exp	27.1	40.4	8.5	7.8	9.9	9.4	35.6	9.1	10.5	11.5	12.5	43.5	49.9	54.8
as % of sales	34.2%	34.9%	40.4%	35.4%	40.9%	37.1%	38.4%	36.3%	35.2%	34.0%	33.4%	34.6%	31.7%	31.0%
EBIT	-0.7	1.4	1.7	1.0	0.2	-0.9	2.0	2.2	2.9	3.7	4.3	13.1	22.4	28.2
as % of sales	-0.9%	1.2%	8.1%	4.3%	0.9%	-3.4%	2.2%	8.7%	9.8%	11.0%	11.6%	10.4%	14.3%	16.0%
adj EBITDA	17.0	25.9	3.6	3.9	5.1	5.2	17.9	5.9	6.6	7.4	8.0	27.9	37.3	43.4
as % of sales	21.4%	22.3%	17.1%	17.8%	21.3%	20.5%	19.4%	23.3%	22.2%	22.0%	21.4%	22.1%	23.7%	24.5%
Consensus EBITDA								4.2	5.8	6.5	7.3	23.8	28.7	37.1
as % of sales								16.6%	19.2%	19.6%	20.6%	19.2%	20.4%	23.2%
<b>EPS</b>														
Pre tax income	-4.5	-1.8	0.2	0.1	-0.5	-2.8	13.6	1.5	2.2	3.1	3.7	10.4	20.0	26.1
Tax rate assumption	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Net income	-4.5	-1.8	0.2	0.1	-0.5	-2.8	13.6	1.5	2.2	3.1	3.7	10.4	20.0	26.1
Share count (FD) Mn	404.2	408.1	424.0	419.0	409.0	426.0	426.0	426.0	426.0	426.0	426.0	426.0	426.0	426.0
EPS	-0.01	0.00	0.00	0.00	0.00	-0.01	0.03	0.00	0.01	0.01	0.01	0.02	0.05	0.06
<b>BS &amp; CF highlights</b>														
Operating cash flow	8.3	7.1	0.9	1.0	0.0	2.1	4.0	-9.9	5.6	11.1	10.6	17.4	33.1	37.4
(-) Capex	-3.3	-1.5	-0.3	-0.1	0.2	-0.6	-0.7	-0.2	-0.2	-0.3	-0.3	-0.9	-1.0	-2.0
Free cash flow	5.0	5.6	0.6	0.9	0.3	1.5	3.2	-10.1	5.4	10.9	10.3	16.5	32.1	35.4
Ending net cash (debt)	-40.8	-37.5	-37.6	-37.2	-35.9	-31.2	-31.2	-41.3	-35.9	-25.0	-14.7	-14.7	17.4	52.8
LTM EBITDA	17.0	25.9	22.7	19.4	18.1	17.9	17.9	20.1	22.8	25.1	27.9	27.9	37.3	43.4
Net debt/Sales	-0.5	-0.3	-0.4	-0.4	-0.4	-0.3	-0.3	-1.6	-1.2	-0.7	-0.4	-0.1	0.1	0.3
Net debt/EBITDA	-2.4	-1.4	-1.7	-1.9	-2.0	-1.7	-1.7	-2.1	-1.6	-1.0	-0.5	-0.5	0.5	1.2
Equity	47.2	46.2	42.9	43.1	42.5	64.7	64.7	66.2	68.4	71.5	75.1	75.1	95.2	121.3

Source: Z&A estimates, company reports

23 April 2025

## Decibel Holdings: Company Update Post 4Q24 Print

### Exhibit 2: Sales

C\$Mn	CY22	CY23	1Q24	2Q24	3Q24	4Q24	CY24	1Q25e	2Q25e	3Q25e	4Q25e	CY25e	CY26e	CY27e
<b>Net Sales</b>	<b>79.3</b>	<b>116.0</b>	<b>21.0</b>	<b>22.2</b>	<b>24.1</b>	<b>25.3</b>	<b>92.5</b>	<b>25.1</b>	<b>29.7</b>	<b>33.8</b>	<b>37.4</b>	<b>126.0</b>	<b>157.0</b>	<b>176.6</b>
Domestic rec	68.6	105.8	20.6	22.1	23.8	21.9	88.4	20.1	22.2	24.9	26.4	93.6	110.3	125.3
Exports	1.9	3.7	0.4	0.0	0.3	3.4	4.1	5.0	7.5	8.9	11.0	32.4	46.7	51.4
Retailing	8.9	6.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sales and market share assumptions</b>														
Canada rec sales	4,518	5,163	1,196	1,258	1,380	1,396	5,230	1,255	1,321	1,449	1,466	5,491	5,766	6,054
market (0.4x)	1,807	2,065	478	503	552	559	2,092	502	528	580	586	2,196	2,306	2,422
total market % share	4.2%	5.1%	4.3%	4.4%	4.2%	3.9%	4.2%	4.0%	4.2%	4.3%	4.5%	4.3%	4.8%	5.2%

Source: Z&A estimates, company reports



23 April 2025

## Decibel Holdings: Company Update Post 4Q24 Print

### Exhibit 3: Cash Flow

C\$ 000s	CY22	CY23	1Q24	2Q24	3Q24	4Q24	CY24	1Q25e	2Q25e	3Q25e	4Q25e	CY25e	CY26e	CY27e
Net earnings	-4,462	-1,770	156	58	-745	14,125	13,594	1,460	2,196	3,081	3,695	10,432	20,004	26,141
(+) D&A	3,669	3,110	1,243	1,179	-1,203	3,817	5,036	1,837	1,841	1,846	1,851	7,375	7,456	7,571
<b>Cash earnings</b>	<b>-793</b>	<b>1,340</b>	<b>1,399</b>	<b>1,237</b>	<b>-1,948</b>	<b>17,942</b>	<b>18,630</b>	<b>3,297</b>	<b>4,037</b>	<b>4,927</b>	<b>5,546</b>	<b>17,807</b>	<b>27,460</b>	<b>33,712</b>
(-) Working capital changes	-1,214	-6,077	-2,023	-3,056	3,534	-4,482	-6,027	-13,152	1,539	6,212	5,019	-382	5,659	3,690
(-) Other operating flows	10,276	11,836	1,529	2,774	-1,540	-11,386	-8,623	0	0	0	0	0	0	0
<b>Net cash used in operating activities</b>	<b>8,269</b>	<b>7,099</b>	<b>905</b>	<b>955</b>	<b>46</b>	<b>2,074</b>	<b>3,980</b>	<b>-9,855</b>	<b>5,576</b>	<b>11,139</b>	<b>10,565</b>	<b>17,424</b>	<b>33,119</b>	<b>37,403</b>
(-) net capex	-3,266	-1,453	-284	-90	241	-603	-736	-200	-200	-250	-250	-900	-1,000	-2,000
<b>Free cash flow</b>	<b>5,003</b>	<b>5,646</b>	<b>621</b>	<b>865</b>	<b>287</b>	<b>1,471</b>	<b>3,244</b>	<b>-10,055</b>	<b>5,376</b>	<b>10,889</b>	<b>10,315</b>	<b>16,524</b>	<b>32,119</b>	<b>35,403</b>
(-) acquisitions	-556	-704	-239	0	239	-98	-98	0	0	0	0	0	0	0
(-) divestitures	47	0	0	0	0	0	0	0	0	0	0	0	0	0
(+) other	-1,702	-2,014	-543	-793	792	102	-86	0	0	0	0	0	0	0
(+) share issuance	0	0	0	0	0	0	0	0	0	0	0	0	0	0
(-) stock options/warrants	1	356	0	356	0	3,194	3,194	0	0	0	0	0	0	0
<b>Change in net</b>	<b>2,793</b>	<b>3,284</b>	<b>-161</b>	<b>428</b>	<b>1,318</b>	<b>4,669</b>	<b>6,254</b>	<b>-10,055</b>	<b>5,376</b>	<b>10,889</b>	<b>10,315</b>	<b>16,524</b>	<b>32,119</b>	<b>35,403</b>
<b>Ending net (debt)</b>	<b>-40,767</b>	<b>-37,483</b>	<b>-37,644</b>	<b>-37,216</b>	<b>-35,898</b>	<b>-31,229</b>	<b>-31,229</b>	<b>-41,284</b>	<b>-35,908</b>	<b>-25,019</b>	<b>-14,705</b>	<b>-14,705</b>	<b>17,414</b>	<b>52,817</b>
Cash/inv/sec	2,966	3,481	2,636	2,404	3,021	6,997	6,997	20	2,338	13,227	23,541	23,541	55,660	91,063
Gross debts/loans/bonds	43,733	40,964	40,280	39,620	38,919	38,226	38,226	41,304	38,246	38,246	38,246	38,246	38,246	38,246

Source: Z&A estimates, company reports



23 April 2025

## Decibel Holdings: Company Update Post 4Q24 Print

### Exhibit 4: Projected EV

C\$ 000s	CY22	CY23	1Q24	2Q24	3Q24	4Q24	CY24	1Q25e	2Q25e	3Q25e	4Q25e	CY25e	CY26e	CY27e
EV calculation (C\$Mn)	67	63	63	62	61	67	67	77	72	61	51	51	19	-17
Market cap (C\$Mn)	26	26	26	26	26	36	36	36	36	36	36	36	36	36
Share price (C\$)	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06	0.06
Share price (US\$)	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05	0.05
FD share count (Mn)	409.0	409.0	409.0	409.0	409.0	576.7	576.7	576.7	576.7	576.7	576.7	576.7	576.7	576.7
common shares	409.0	409.0	409.0	409.0	409.0	576.7	576.7	576.7	576.7	576.7	576.7	576.7	576.7	576.7
RSU/DSUs	17.2	17.7	16.3	16.3	16.3	7.8	7.8	7.8	7.8	7.8	7.8	7.8	7.8	7.8
derivatives in the m	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Broadly defined net de	-41	-37	-37	-37	-35	-31	-31	-41	-35	-25	-14	-14	18	53
net financial debt	-41	-37	-38	-37	-36	-31	-31	-41	-36	-25	-15	-15	17	53
leases	0	1	1	1	1	0	0	0	0	0	0	0	0	0
other debt/deferred taxes														
warrant/option/convert inflow														
Note: our comp tables use a static definition of EV (i.e. the current one); but in this table we used projected EV														
Multiples (Z&A)														
PE	-5.7x	-14.6x	42.9x	112.1x	-12.2x	-2.4x	2.0x	18.4x	12.2x	8.7x	7.3x	2.6x	1.3x	1.0x
EV/Sales	0.8x	0.5x	0.7x	0.7x	0.6x	0.7x	0.7x	0.8x	0.6x	0.5x	0.3x	0.4x	0.1x	-0.1x
EV/EBITDA	3.9x	2.4x	4.4x	4.0x	3.0x	3.2x	3.7x	3.3x	2.7x	2.1x	1.6x	1.8x	0.5x	-0.4x

Source: Z&A estimates, company reports

Note: The common shares of Decibel ("Common Shares") trade on the TSX-Venture Exchange ("TSX-V") under the ticker symbol "DB" and on the OTCQB Venture Market under the symbol "DBCCF".

The Company's warrants trade on the TSX-V under the trading symbol "DB.WT.A".



# Appendix II: Valuation Comps

## Exhibit 5: LPs Valuation Multiples

Multiples 23-Apr-25	Z&A Spot EV / Sales			Z&A Spot EV / EBITDA			Financial Net Debt				Stock Performance		
	Current	2025	2026	Current	2025	2026	to Sales		to EBITDA		30-day	90-day	1-year
							Current	CY25	Current	CY25			
Aurora Cannabis	1.1x	1.0x	0.9x	4x	6x	5x	na	na	na	na	-4%	9%	-34%
Auxly Cannabis Group	1.5x	na	na	10x	na	na	-0.3x	na	-2.2x	na	6%	2%	-62%
Avant Brands	0.6x	na	na	3x	na	na	-0.1x	na	-0.6x	na	4%	71%	63%
Cannara Biotech	1.5x	na	na	6x	na	na	-0.4x	na	-1.8x	na	-8%	49%	44%
Canopy Growth	1.6x	1.7x	1.6x	-35x	206x	86x	-0.7x	-0.7x	14.7x	-85.8x	6%	-47%	-85%
Cronos Group	-3.1x	-2.6x	-2.4x	-2x	63x	na	na	na	na	na	-1%	-9%	-25%
Decibel Cannabis	0.7x	0.5x	0.5x	3x	3x	2x	-0.3x	-0.3x	-1.5x	-1.3x	-1%	-14%	-54%
Organigram Holdings	0.9x	0.7x	0.6x	-43x	11x	6x	na	s	na	na	-5%	-31%	-44%
Rubicon Organics	0.5x	na	na	5x	na	na	na	na	na	na	0%	20%	31%
SNDL	0.3x	0.3x	0.3x	-1x	19x	na	na	na	na	na	-12%	-21%	-26%
Tilray Brands	0.7x	0.6x	0.6x	15x	7x	6x	0.0x	0.0x	-0.8x	-0.4x	-30%	-61%	-74%
Village Farms International	0.3x	0.3x	0.3x	-7x	5x	4x	-0.1x	-0.1x	1.4x	-1.0x	-9%	-17%	-52%

1) We take FactSet consensus estimates for CY25e and CY26e, if available; 2) By "current", we mean the latest reported qtr annualized; 3) several LPs have net cash

Source: FactSet and company reports

23 April 2025

## Decibel Holdings: Company Update Post 4Q24 Print

### Exhibit 6: LPs EV Calculations

C\$Mn 23-Apr-25	Z&A Spot EV	C\$ price	mn shares	mn deriv	Total Mkt Cap	Financial net debt	Net leases	ST income tax liab.	Conting Cons.	ITM deriv inflow	Total BOND	Pref Stock Min Int
Aurora Cannabis	373	5.91	54.9	1.2	332	51	-43	0	-10	0	-2	39
Auxly Cannabis Group	167	0.08	1,285.7	133.4	115	-36	-14	0	-2	0	-52	
Avant Brands	27	1.05	10.6	0.2	11	-6	-10	0	0	0	-16	
Cannara Biotech	153	1.21	90.0	0.0	109	-43	0	-1	0	0	-44	
Canopy Growth	491	1.64	173.4	1.4	286	-204	0	0	0	0	-204	
Cronos Group	-518	2.46	275.5	0.0	677	1,196	-2	0	0	0	1,194	
Decibel Cannabis	68	0.06	576.7	7.8	37	-31	0	0	0	0	-31	
Organigram Holdings	101	1.47	134.0	19.3	225	124	0	0	0	0	124	
Rubicon Organics	31	0.49	56.8	6.7	31	0	0	0	0	0	0	
SNDL	326	1.93	263.0	12.4	531	242	-37	0	0	0	205	
Tilray Brands	755	0.64	1,006.2	26.1	656	-40	-72	0	-21	0	-132	-33
Village Farms International	143	0.89	112.3	0.3	100	-28	-2	0	0	0	-30	14

Source: FactSet and company reports

23 April 2025

## Decibel Holdings: Company Update Post 4Q24 Print

### Exhibit 7: Stock Performance

23-Apr-25			
	Stock Performance		
	Last	Last	Last
Ticker	30d	90d	12mo
<b>US MSOs</b>			
Ascend	-2%	-3%	-72%
Ayr	3%	-63%	-93%
Cannabist	-21%	-45%	-87%
Consortium	-18%	-35%	-73%
Cresco	-11%	-27%	-67%
Curaleaf	-1%	-40%	-82%
4Front	-83%	-73%	-97%
GlassHouse	8%	-8%	-43%
Gold Flora	-10%	-24%	-83%
Vireo Growth	-16%	-28%	-5%
Grown Rogue	-29%	-41%	-43%
Green Thumb	-10%	-28%	-57%
iAnthus	29%	23%	-60%
Jushi	9%	-3%	-54%
MariMed	-5%	-20%	-66%
Planet13	-27%	-36%	-62%
Schwazze	1999900%	100%	-97%
StateHouse	na	na	-67%
Trulieve	-3%	-21%	-64%
TerrAscend	-39%	-51%	-84%
Verano	-8%	-47%	-87%
Vext	-22%	-16%	-44%
<b>International</b>			
InterCure	-7%	-25%	-32%
PharmaCielo	-11%	0%	109%

	Stock Performance		
	Last	Last	Last
Ticker	30d	90d	12mo
<b>Canadian LPs</b>			
Aurora	-4%	9%	-34%
Avant	6%	2%	-62%
Auxly	4%	71%	63%
Ayurcann	-16%	-40%	-38%
Cannara	-8%	49%	44%
Canopy	6%	-47%	-85%
Cronos	-1%	-9%	-25%
Decibel	-1%	-14%	-54%
Entourage	33%	-15%	-56%
High Tide	6%	-24%	1%
OGI	-5%	-31%	-44%
Rubicon	0%	20%	31%
SNDL	-12%	-21%	-26%
Tilray	-30%	-61%	-74%
VFF	-9%	-17%	-52%
<b>Tech</b>			
LFLY	-43%	-43%	-93%
SBIG	-44%	-6%	-58%
MAPS	-22%	-25%	-5%
<b>Vape parts</b>			
GNLN	-38%	-82%	-96%
ISPR	-2%	-32%	-45%
SMORF	-25%	2%	47%
TLTTF	-31%	13%	-77%

	Stock Performance		
	Last	Last	Last
Ticker	30d	90d	12mo
<b>MJ Fincos</b>			
AFCG	-17%	-37%	-55%
IIPR	-18%	-25%	-44%
NLCP	-4%	-11%	-19%
SHFS	-38%	-51%	-74%
LIEN	-11%	-6%	-6%
REFI	-7%	-9%	-8%
<b>Pix &amp; Shovel</b>			
AGFY	-11%	-31%	297%
GRWG	-27%	-38%	-56%
HYFM	-21%	-63%	-75%
SMG	-8%	-25%	-20%
UGRO	-23%	-53%	-70%
<b>CBD</b>			
CVSI	-17%	-25%	-32%
CWEB	-14%	-21%	-59%
LFID	5%	-20%	-62%
<b>Index</b>			
S&P 500	-7%	-13%	6%
S&P 477	5%	7%	14%
Nasdaq	-4%	-9%	20%
MSOS ETF	-8%	-31%	-72%
YOLO ETF	-7%	-23%	-54%
<b>Simple Group Averages</b>			
Large Canada LP:	-9%	-29%	-57%
Tier 1 MSOs	-7%	-33%	-71%

Source: FactSet



# Appendix III: Bio and Disclaimers



## Analyst Bio

Pablo Zuanic is a well-known and highly rated equity analyst following the cannabis and psychedelics sector. Over the past five years he launched coverage of over 40 companies in the US, Canada, and overseas (MSOs, LPs, CBD, ancillary, psychedelics), kept close track of sectoral trends, and followed the reform process in the US and elsewhere. His firm Zuanic & Associates publishes equity research on the cannabis and psychedelics sectors, both from a macro/sectoral level in a thematic manner, as well as specific reports on listed stocks. The research service is aimed at institutional investors and corporations. The firm is also available for short-term consulting and research advisory projects. At various points in his career, Pablo was II ranked and called as expert witness in industry investigations. He has a deep global background having covered stocks over the past 20 years in the US, Europe, Latin America, and Asia, across consumer sub sectors. Prior employers include JP Morgan, Barings, and Cantor Fitzgerald. An MBA graduate of Harvard Business School, he started his career as a management consultant, which brings a strategic mindset to his approach to equity research. *Pablo Zuanic can be contacted via the company's portal [www.zuanicassociates.com](http://www.zuanicassociates.com); via email [pablo.zuanic@zuanicgroup.com](mailto:pablo.zuanic@zuanicgroup.com); or via X @420Odysseus.*





## Disclosures and Disclaimers

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