



Investor Presentation

March 2024

Nasdaq: UGRO

Safe harbor statement

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Except for historical information, all of the statements, expectations, and assumptions contained in this presentation are forward-looking statements. Forward-looking statements include, but are not limited to, statements that express our intentions, beliefs, expectations, strategies, predictions or any other statements relating to our future activities or other future events or conditions. These statements are based on current expectations, estimates and projections about our business based, in part, on assumptions made by management. These statements are not guarantees of future performance and involve risks, uncertainties and assumptions that are difficult to predict. Therefore, actual outcomes and results may, and are likely to, differ materially from what is expressed or forecasted in the forward-looking statements due to numerous factors discussed from time to time in documents which we file with the Securities and Exchange Commission. In addition, such statements could be affected by risks and uncertainties related to, among other things: our ability to effectively execute on our growth strategy; our ability to continue winning engineering and design contracts, our ability to deliver on those contracts; and our reliance on key personnel. Any forward-looking statements speak only as of the date on which they are made, and except as may be required under applicable securities laws, we do not undertake any obligation to update any forward-looking statements.



*A professional
services
consulting
company.*

Licensed Experts

- Architects
- Interior Designers
- Engineers
- Construction Management
- Horticulturists

Sectors Served

- Controlled Environment Agriculture (“CEA”)
- Light Industrial
- Healthcare
- Hospitality
- Laboratories
- Cold Storage

Global Footprint

- US: 4 offices
- Europe: 1 office

Key Takeaways

01

Diversified

Complete Design-Build and à la carte platform capabilities

Multi-Sector including Controlled Environment Agriculture (“CEA”), Light Industrial, Healthcare and More.

02

Deep Domain Expertise

Early stage A.E.C. (Architecture, Engineering, and Construction Management) Company

>1000 projects completed with experience in multiple sectors and deep domain expertise in CEA

03

Strong Momentum

Entering Q1 2024:
Record Backlog of **\$110M**
Primary Focus is Positive Adjusted EBITDA

Analyst Coverage**

ROTH MKM Capital Partners (Scott Fortune), Craig-Hallum Capital Group (Eric Des Lauriers), Small-Cap Consumer Research (Eric Beder), Maxim Capital (Anthony Vendetti), First Berlin (Ellis Acklin)

**urban-gro is followed by the analysts listed above. Please note that any opinions, estimates or forecasts regarding urban-gro’s performance made by these analysts are theirs alone and do not represent opinions, forecasts or predictions of urban-gro or its management. urban-gro does not by its reference above or distribution imply its endorsement of or concurrence with such information, conclusions or recommendations.

Turnkey Approach Saves Time & Expense



TRADITIONAL Owner Contracted

The traditional owner contracted method requires the owner to find and collaborate with a reputable architect and in addition, source multiple other services and resources.



The owner retains just a single point of contact that handles over 20 services.

- Time & Cost Savings in Efficient Service Bundles
- Speed to Launch

UGRO TURNKEY Design-Build Contracted



CEA: CANNABIS

Professional Services and Design-Build How UGRO adds value to Cannabis Clients

DIFFERENTIATED VALUE

CEA Expertise

Risk Mitigation Throughout Process, Including Identified
Licensing Help and Feasibility

Decision Impact Around HVAC, Water, Regulations

Equipment Knowledge and Procurement Power

DIFFERENTIATED VALUE

Single Point of Responsibility Design-Build Platform

Speed to Market

Drives Vertical Integration (Cultivation + Retail)

Post Construction Support



HEALTHCARE / INDUSTRIAL

Professional Services and Design-Build
How UGRO adds value to Commercial Clients

DIFFERENTIATED VALUE

Relationships & Sector Diversification

Same Trusted Advisory, Same Track Record of Execution, More Capabilities

Expertise Capable of Flexing in as Needed

DIFFERENTIATED VALUE

Single Point of Responsibility Design-Build Platform

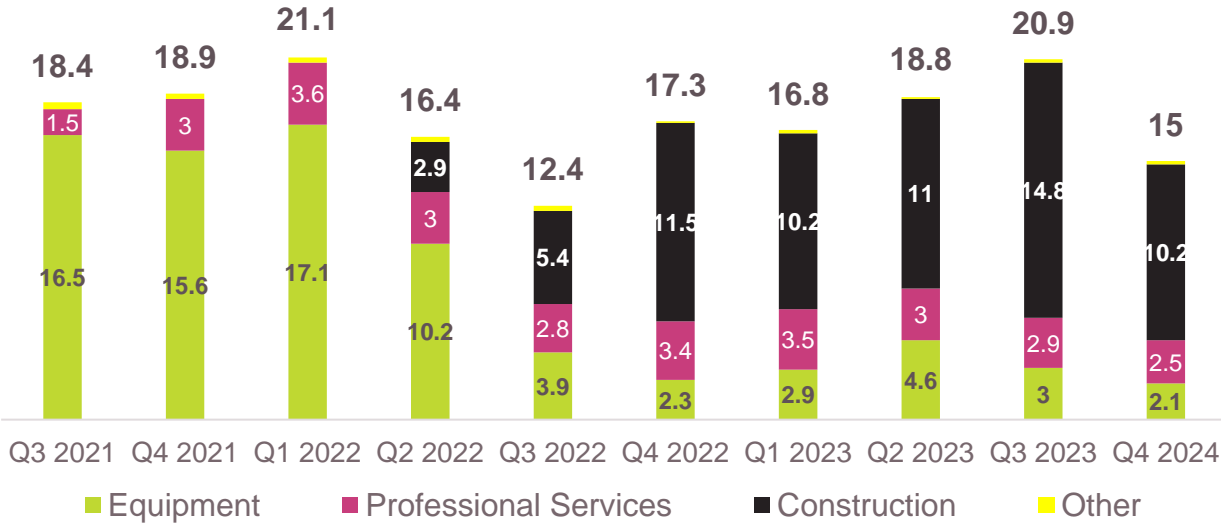
Local Representation and Decision Makers with National Strength Brought to Bear

Contacts Remain the Same Throughout Engagement

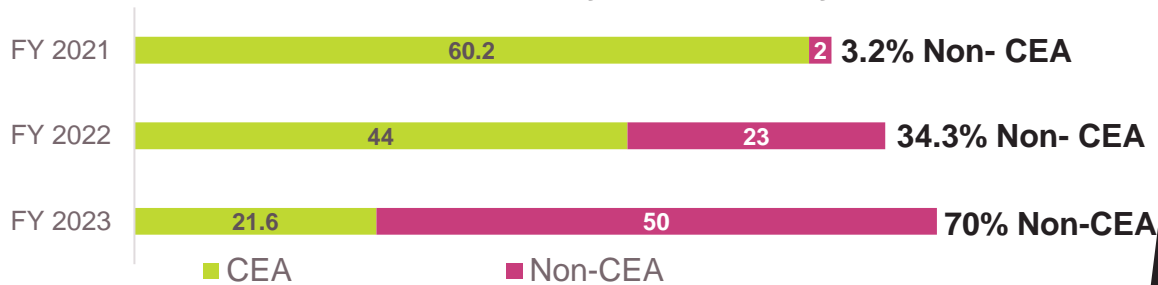


Recent Financials

Solutions Revenue (\$MM) by Quarter



Revenue (\$MM) by Sector by Year



Solutions Backlog (\$MM) by Quarter



* During the second quarter of 2023, a cannabis cultivation project that was actively in production began to face some uncertainty with funding. The Company is in close contact with the client but felt it prudent to remove this active contract from reported backlog until the client's funding source is solidified. The drop in backlog is predominantly tied to this project.

**Revenues and Backlog Have Remained Strong
Supported by Turnkey Offering and Sector Diversification**

FY 2023 Highlights

Financials

Record FY23
Revenue
\$71.5M

Record Backlog
entering FY 24
\$110M

Diversified Go-to-Market Strategy Fully Executed

Non-CEA in FY23 YOY:
70% vs 34%

Multi-Sector Focus De-Risks
Strategy:

Non-CEA business growth positions
company to take advantage of CEA
rebound

Focus on Adjusted EBITDA

Company scaled to meet
demand

SG&A will not proportionately
increase with revenues, \$8.3M
in annualized SG&A cut

Integration:

Driving efficiencies between
acquisitions made and cross-
selling to contracted clients.

Looking forward to 2024

FY 2024 Guidance:

Revenue > \$84M
(18% YoY Increase)

Positive Adjusted EBITDA

Catalysts to Reignite Cannabis Market Demand

Rescheduling of Cannabis from
Schedule 1 to 3

Passage of SAFER Banking Bill

Florida Recreational Adult Use and Other State
Progress



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