# MANAGEMENT DISCUSSION AND ANALYSIS

THREE AND SIX MONTH PERIODS ENDED SEPTEMBER 30, 2019 AND 2018

### MANAGEMENT DISCUSSION AND ANALYSIS

THREE AND SIX MONTH PERIODS ENDED SEPTEMBER 30, 2019 AND 2018

The following management discussion and analysis ("MD&A") of Diamond Estates Wines & Spirits Inc. ("Diamond" or "the Company") provides a review of corporate developments, results of operations and financial position for the three and six month period ended September 30, 2019 ("Q2 2020" and "YTD 2020", respectively) compared with the corresponding period ended September 30, 2018 ("Q2 2019" and "YTD 2019" respectively). This discussion is prepared as of November 20, 2019 and should be read in conjunction with the (i) unaudited interim condensed financial statements and accompanying notes of Diamond for Q2 2020, and (ii) both the audited consolidated financial statements and MD&A for the fiscal years ended March 31, 2019 and March 31, 2018 (herein referred to as fiscal 2019 and fiscal 2018 respectively). All note references are made in reference to these consolidated financial statements. Additional information regarding Diamond is available on Diamond's SEDAR profile at www.sedar.com. The results reported in this MD&A have been prepared in accordance with International Financial Reporting Standards ("IFRS") and are presented in Canadian dollars, unless otherwise indicated, which is the Company's functional currency.

#### FORWARD-LOOKING STATEMENTS

This MD&A contains forward-looking statements. Forward-looking statements can often be identified by the use of words such as "plans", "expects" or "does not expect", "is expected", "estimates", "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases or state that certain actions, events or results "may", "could", "would", "might" or "will" be taken, occur or be achieved. Forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. Actual results and developments are likely to differ, and may differ materially, from those expressed or implied by the forward-looking statements contained in this MD&A. Such forward-looking statements are based on a number of assumptions which may prove to be incorrect, including, but not limited to, the ability of the Company to obtain necessary financing, the economy generally, the global financial crisis, conditions in the target market of the Company, consumer interest in the services and products of the Company, competition and anticipated and unanticipated costs. Such statements could also be materially affected by environmental regulation, liquor regulation, taxation policies, competition, the lack of available and qualified personnel or management, stock market volatility and the ability to access sufficient capital from internal or external sources. Actual results, performance or achievement could differ materially from those expressed herein. While the Company anticipates that subsequent events and developments may cause its views to change, the Company specifically disclaims any obligation to update these forward-looking statements, except as required by applicable law. These forward-looking statements should not be relied upon as representing the Company's views as of any date subsequent to the date of this MD&A. Although the Company has attempted to identify important factors that could cause actual actions, events or results to differ materially from those described in forward-looking statements, there may be other factors that cause actions, events or results not to be as anticipated, estimated or intended. Readers should not place undue reliance on forward-looking statements. The factors identified above are not intended to represent a complete list of the factors that could affect the Company. Additional factors are noted in this MD&A under "Risk Factors".

### MANAGEMENT DISCUSSION AND ANALYSIS

THREE AND SIX MONTH PERIODS ENDED SEPTEMBER 30, 2019 AND 2018

#### **COMPANY OVERVIEW**

Diamond Estates Wines and Spirits Inc. is a producer of high-quality wines and a sales agent for over 120 beverage alcohol brands across Canada. The Company operates two wineries, one in Ontario and one in British Columbia, that produce predominantly VQA wines under such well-known brand names as 20 Bees, EastDell, Lakeview Cellars, Dan Aykroyd, Fresh, McMichael Collection, Seasons, Serenity, and Backyard Vineyards. Through its wholly owned subsidiary, Trajectory Beverage Partners, the Company is the sales agent for many leading international brands in all regions of the country as well as being a distributor in the western provinces. These recognizable brands include Josh wines from California, Fat Bastard and Andre Lurton wines from France, Kaiken wines from Argentina, Anciano wines from Spain, Blue Nun wines from Germany, Francois Lurton wines from France and Argentina, Waterloo Brewing and Amsterdam Brewery, both from Canada, Landshark Lager from the USA, Marston's beers from England, Social Lite vodka sodas from Canada, Edinburgh Gin from Scotland, Tamdhu, Glengoyne and Smokehead single-malt Scotch whiskies, Barcelo Rum from the Dominican Republic, Five Farms Irish Cream from County Cork Ireland, Tequila Rose Liqueur from McCormick Distilling in the USA, Charles Mondavi & Family wines including Charles Krug from Napa, Bols Vodka from Amsterdam, Brokers Gin from the UK, Koyle Family Wines from Chile, Pearse Lyons whiskies and gins from Ireland, Niagara Craft Distillers' beverages from Ontario, Octavia Vodka from British Columbia, Fontana di Papa wines from Italy, and Castoro de Oro wines from British Columbia.

The Company's mission is to build lasting, mutually beneficial relationships with channel partners, growers, suppliers and employees. To meet this goal, the Company is undertaking significant investments in winemaking, brand marketing, sales programming, performance management and back office infrastructure, including information systems which will support growth in an efficient, profitable manner. Based on its analysis of the market, the Company believes that the growth prospects for the domestic and import beverage alcohol markets in Canada are positive. The Company continues to be a significant participant in the export market expanding its focus beyond China, where acceptance of Canadian wine remains strong, to include the UK, Vietnam, Japan, Mexico, Korea and Russian markets. Canadian wines and particularly Icewines enjoy a premium product positioning with consumers in these countries.

The Company is committed to achieving its sales objectives through its distribution network focused on the provincial liquor boards, licensed restaurants and bars, grocery chains, Diamond's two retail locations, and export channels. The Company has a total workforce of approximately 121 full-time employees, including 42 engaged in the selling and marketing of its brands, 31 in the manufacturing and distribution of its brands, 24 involved in the retailing of its domestic products through its retail facilities and 24 in accounting and administration, including the senior officers. The Company also uses several independent representatives that are compensated by commissions to sell its products in the licensee channel.

### RECENT EVENTS

As of November, the 2019 vintage harvest is coming to an end. The harvest in BC was good overall, although yields were minimally impacted by periods of cold weather. The Company managed to pick up additional supply to offset this impact, which maintained production yield targets. The Ontario harvest was affected by a cooler spring and then again with earlier cold weather later in the fall which has impacted the later ripening varietals. The Company managed to bring in all but 200 tonnes of Bordeaux's that were below quality parameters. The Company believes that this should not impact operations due to the availability of prior vintages.

### MANAGEMENT DISCUSSION AND ANALYSIS

### THREE AND SIX MONTH PERIODS ENDED SEPTEMBER 30, 2019 AND 2018

On October 30, 2019, the Company closed its private placement offering (the "Private Placement") of 12,233,805 common shares ("Common Shares") at a price of \$0.19 per Common Share for total gross proceeds of \$2,324,423. Directors, officers and other insiders of the Company subscribed for \$700,102 worth of Common Shares in the Private Placement. The Private Placement was comprised of a brokered offering of 6,526,400 Common Shares (the "Brokered Offering"), which was conducted by a syndicate of agents led by Paradigm Capital Inc. and including Acumen Capital Finance Partners Limited (the "Agents"), and a non-brokered offering of 5,707,405 Common Shares (the "Non-Brokered Offering"). Pursuant to the terms of an agency agreement entered into among the Agents and the Company (the "Agency Agreement"), the Agents received a cash commission on closing of the Private Placement equal to 6% of the aggregate gross proceeds of the Brokered Offering, along with a corporate finance fee of \$46,035. This follows the previously mentioned private placement with Lassonde Industries Inc. ("Lassonde") completed on July 29, 2019 in which 36.9 million common shares were issued at \$0.19 per share for gross proceeds of \$7 million, and net proceeds of \$6.1 million.

On the same day, the Company announced that options expiring November 10, 2019 for 2 million common shares at an exercise price of \$0.12 per share have been exercised by the holder thereof, and a retiring director had 360,015 vested deferred share units converted into common shares on a 1 for 1 basis.

At the end of October 2019, the Grape Growers of Ontario (GGO) and the Producers concluded price negotiations after having submitted supply and demand information to an independent arbitrator for decision. The Arbitrator ruled in favour of the GGO resulting in price increases for grapes of 2 to 4% depending on varietal. This price increase goes into effect immediately and therefore will impact grape pricing for the current harvest.

In October 2019, the Company made the strategic decision to close operations at its Toronto Ontario location which reduces the number of wineries operated by the Company in Ontario from two to one. This decision was part of the Company's continual efforts to review how capital is deployed, ensuring minimal return thresholds are met. The Company is actively pursuing opportunities to utilize the associated licence in a more profitable location.

On September 26, 2019, a majority of shareholders voted in favour of the resolution authorizing the consolidation of the issued and outstanding common shares of Diamond Estates on the basis of one post-consolidation common share for up to every 10 pre-consolidation common shares, with the actual consolidation ratio to be determined by the Board of Directors at a later date. It is expected that the Company will implement the consolidation prior to the close of fiscal 2020.

The Ontario Government continued with its commitment to expand beer and wine into 87 additional stores by releasing the licences on September 11, 2019. In late September the first of the 87 stores opened with the remaining opening within the coming months.

### MANAGEMENT DISCUSSION AND ANALYSIS

### THREE AND SIX MONTH PERIODS ENDED SEPTEMBER 30, 2019 AND 2018

#### Q2 2020 HIGHLIGHTS

- Revenue of \$7.2 million declined 11.7% from \$8.2 million in Q2 2019 as a result of previously disclosed softness with the Company's primary Chinese exporter. Strong performance in all other channels within the winery division partially offset the aforementioned shortfall;
- Gross margin was \$3.8 million for Q2 2020, essentially flat compared to Q2 2019. Gross margin as a percentage of sales for Q2 2020 strengthened to 52.3% of sales compared to 45.7% in Q2 2019, driven by the winery division as a result of the Company's continued development of higher margin Retail and Licensee channels, positive impact from the Company's premiumization strategy, and increased contribution from Contract sales;
- EBITDA was \$0.2 million compared to \$0.3 million in Q2 2019, while adjusted EBITDA was \$0.3 million compared to \$0.5 million in Q2 2019. Both declines were largely a result of professional fees incurred in the quarter pertaining to the Company's lending agreement with Bank of Montreal;
- Net loss was \$0.5 million, compared to a net loss of \$0.4 million in Q2 2019;
- Cash flow from operating activities, before changes in non cash working capital items, was negative \$0.3 million, a decrease of \$0.9 million compared to \$0.6 million in Q2 2019, with the primary driver for the decline being the year-to-date increase in net losses of \$1.3 million;
- Working capital was \$14.3 million as at September 30, 2019, a decrease of \$0.6 million from the \$14.9 million total as at March 31, 2019, with the decline attributed to reduced inventory levels and settlement of a note payable;
- Significant new business development wins in the quarter included: Pierre Chavin Wines, the largest French wine supplier of organic, low alcohol and no alcohol wines; and Lucien Albrecht, the #1 Alsace winery in sales in the United States.
- The Company continues to leverage its national footprint as a result of its Backyard Vineyards acquisition through new business wins in the high margin Licensee channel bringing on several new casual dining banners including Original Joe's and State & Main;
- The Company maintained its #1 leadership position in the emerging grocery channel in Ontario amongst VQA wines, with 20Bees and EastDell brands representing five of the top 10 selling stock keeping units ("SKU's"), and with the former holding the top three positions overall. Year over year growth continues at +25%;
- The Company's wines continue to receive accolades having most recently been recognized on the global front at the China Wine & Spirit awards (CWSA). Diamond Estates wines won Double Gold for both Lakeview Cellars 2016 Riesling Icewine and North 43 2017 Vidal Icewine, won Silver for Lakeview Cellars 2016 Cabernet Sauvignon Icewine, and won Bronze for North 43 2017 Cabernet Franc Icewine. CWSA is one of the most influential wine and spirits competition in the world, helping to sell a staggering 90 million bottles per year. CWSA Judges are exclusively selected from the most powerful buyers in China, and the CWSA competition is long renowned internationally as the biggest and most prestigious wine and spirits competition in China. At CWSA 2019 thousands of wines from around the world were rigorously blind tasted and scored by top wine buyers.

# MANAGEMENT DISCUSSION AND ANALYSIS

THREE AND SIX MONTH PERIODS ENDED SEPTEMBER 30, 2019 AND 2018

# **QUARTERLY PERFORMANCE (UNAUDITED)**

The following table highlights certain key quarterly financial highlights. Commentary on the selected highlights is included under "Results of Operations" and "Liquidity and Capital Resources".

	Sep-2019 Q2 2020 \$	Jun-2019 Q1 2020 \$	Mar-2019 Q4 2019 \$	Dec-2018 Q3 2019 \$	Sep-2018 Q2 2019 \$	Jun-2018 Q1 2019 \$	Mar-2018 Q4 2018 \$	Dec-2017 Q3 2018 \$
Balance sheet								
Working capital surplus	14,326,686	14,356,072	14,887,530	17,039,151	15,147,683	14,557,047	13,649,842	16,962,914
Term debt and finance leases	19,266,726	25,274,441	23,141,146	23,554,598	20,983,293	20,633,556	19,870,206	22,014,838
Total equity	20,743,733	14,982,458	15,640,264	17,605,714	18,408,185	18,207,451	16,254,600	17,596,514
Income statement								
Revenue	7,214,799	7,291,322	4,536,520	7,412,303	8,168,951	8,005,329	5,379,083	10,350,258
Gross margin	3,771,820	3,301,771	1,797,361	3,024,156	3,729,894	3,679,176	2,268,204	4,745,427
EBITDA	183,404	98,479	(1,390,145)	(230,565)	316,894	790,465	(753,214)	1,015,126
Adjusted EBITDA	296,427	229,385	(1,093,555)	(150,219)	517,233	740,610	(449,022)	1,851,476
Net (loss) income	(476,321)	(812,439)	(2,160,553)	(1,081,611)	(429,548)	400,467	(1,362,867)	504,374
Basic (loss) income per share	0.00	(0.01)	(0.01)	(0.01)	0.00	0.00	(0.01)	0.00
Diluted (loss) income per share	0.00	(0.01)	(0.01)	(0.01)	0.00	0.00	(0.01)	0.00

See definition of selected terms under the heading "Non-IFRS Financial Measures"

# MANAGEMENT DISCUSSION AND ANALYSIS

THREE AND SIX MONTH PERIODS ENDED SEPTEMBER 30, 2019 AND 2018

### **RESULTS OF OPERATIONS**

	Q2 2020	Q2 2020 YTD 2020		YTD 2019	
Revenue Cost of sales	\$ 7,214,799 3,442,979	\$ 14,506,121 7,432,529	8,168,951 \$ 4,438,454	16,174,280 8,764,607	
Gross margin Gross margin (% of revenue)	3,771,820 <i>52.3</i>	7,073,592 48.8	3,730,497 45.7	7,409,673 45.8	
Selling, general and administration	3,588,416	6,791,709	3,413,351	6,302,314	
expenses Selling, general and administration expenses (% of revenue)	49.7	46.8	41.8	39.0	
EBITDA	183,404	281,883	317,146	1,107,359	
Adjusted EBITDA (see page 17)	296,427	525,812	517,485	1,257,843	
Interest Depreciation and amortization	274,392 272,967	591,193 712,441	266,060 430,957	590,762 760,226	
(Loss) income from operations	(363,955)	(1,021,751)	(324,266)	(188,024)	
Share based compensation	112,366	267,009	105,282	141,166	
Net (loss) income and comprehensive (loss) income	\$ (476,321)	\$ (1,288,760)	\$ (429,548) \$	(329,190)	

See definition of selected terms under the heading "Non-IFRS Financial Measures"

The Company reported a net loss for Q2 2020 of \$0.5 million compared to a net loss of \$0.4 million in Q2 2019. The increased loss is attributable to higher SG&A expenses from an increase in professional fees attributable to the company's lending agreement with Bank of Montreal.

### MANAGEMENT DISCUSSION AND ANALYSIS

### THREE AND SIX MONTH PERIODS ENDED SEPTEMBER 30, 2019 AND 2018

Revenue for Q2 2020 was \$7.2 million, a decrease of \$1 million, or 11.7%, from \$8.2 million in Q2 2019. The winery division accounted for \$0.8 million of the decrease, a result of continued softness in sales to the Company's main Chinese exporter driving a reduction in Export channel revenue of \$1.5 million to \$0.2 million from \$1.7 million in Q2 2019. Partially offsetting the decrease was growth in all other channels compared to Q2 2019; Contract sales, LCBO, and continued strength in Grocery drove most of the \$0.7 million offset. Grocery in Ontario continues to be a strong point for the Company as its brands continued to hold the highest market share in the channel among VQA wine producers, with four of the top five SKU's. Direct channels, which are a major component of the Company's overall profitability strategy, also contributed sales growth as they continue to become a larger part of the overall business. Within this, the Company's new flagship retail store continues to see significant sales growth of over 17% compared to Q2 2019 driven by price increases and new bus tour contracts. The agency division accounted for the remaining \$0.2 million decrease. Revenue from lost suppliers in fiscal 2019 totalled \$0.6 million for Q2 2019, \$0.4 million of which was offset in Q2 2020 by growth from existing brands, as well as from the contribution of new business.

Gross margin for Q2 2020 was \$3.8 million, which was essentially flat to Q2 2019, while gross margin as a percentage of revenue was 52.3% for Q2 2020 compared to 45.7% in Q2 2019. Improvements in margin percentage are a result of the winery divisions investment in developing the Licensee business as well as continued success in Retail operations, both of which saw positive growth year over year, partially offsetting softness in the lower margin Export channel. Additionally, the Company's premiumization strategy related to its domestic production, realized through new product introductions and increased promotions on higher-margin products, also improved margin percentage across all channels.

Included in the gross margin results is the impact of the Company recording an increase to inventory to represent the fair value of goods acquired on the acquisition of Backyard Vineyards in Q1 2019 totalling \$0.5 million. In Q2 2020, the related expense was \$0.1 million as a majority of inventory acquired has since been consumed; the total in Q2 2019 was \$0.2 million. The remaining balance of \$0.1 million is expected to be expensed within the current fiscal period.

Total selling, general, and administrative expenses for Q2 2020 totalled \$3.6 million, an increase of \$0.2 million, or 5%, from \$3.4 million in Q2 2019. Driving the year-over-year increase was non-recurring professional fees in the quarter mainly pertaining to the company's lending arrangement with Bank of Montreal. The remaining operating expenses were either flat or slightly below the year ago period.

Interest expense for Q2 2020 was \$0.3 million which was flat compared to Q2 2019. Though total debt has decreased by \$4.8 million from Q2 2019, the effective interest rate has increased by 50 basis points as a result of two policy interest rate hikes by the Bank of Canada in the second half of calendar 2018. Additionally, the adoption of IFRS 16 added incremental interest though the amount is largely immaterial.

Depreciation and amortization expense for Q2 2020 was \$0.3 million, a decrease of \$0.1 million from \$0.4 million in Q2 2019. The decrease in depreciation is attributable to timing pertaining to the bottling of finished goods and therefore the current quarter shortfall will unwind in future periods as bottling of bulk wine increases.

Share based compensation of \$0.1 million in Q2 2020 was flat to Q2 2019.

# MANAGEMENT DISCUSSION AND ANALYSIS

# THREE AND SIX MONTH PERIODS ENDED SEPTEMBER 30, 2019 AND 2018

# LIQUIDITY AND CAPITAL RESOURCES

	September 30, 2019		March 31, 2019	
Accounts receivable Inventory Prepaid expenses Biological assets	\$	4,171,854 17,721,241 338,545 25,939	\$	2,906,154 19,462,687 232,591
Total current assets		22,257,579		22,601,432
Property, plant and equipment Intangible assets Right of use assets		18,429,377 2,971,759 3,385,944		18,773,456 3,155,141 1,205,150
Total assets	\$	47,044,659	\$	45,735,179
Accounts payable and accrued liabilities and other Note payable Current portion of term loans payable and lease liabilities	\$	7,034,200 - 896,693	\$	6,403,310 550,000 760,593
Total current liabilities		7,930,893		7,713,903
Term loans payable, net of current portion Finance leases, net of current portion		15,471,121 2,898,912		21,536,947 844,076
Total liabilities		26,300,926		30,094,926
Shareholders' equity		20,743,733		15,640,253
	\$	47,044,659	\$	45,735,179

### MANAGEMENT DISCUSSION AND ANALYSIS

### THREE AND SIX MONTH PERIODS ENDED SEPTEMBER 30, 2019 AND 2018

The Company's consolidated financial position, from an accounting treatment perspective, has changed significantly from March 31, 2019 to September 30, 2019 primarily due to the adoption of IFRS 16 – Leases as of April 1, 2019. The Company used the modified retrospective approach under which the cumulative effect of the initial application is recognized in retained earnings at the adoption date. Accordingly, the prior period financial statements (Mach 31, 2019 above) has not been restated. The overall effect of this change in accounting treatment is an increase to both Assets and Liabilities on the balance sheet (see note 3 of the Q2 2020 financial statements).

Accounts receivable of \$4.2 million as at September 30, 2019 increased by \$1.3 million, from \$2.9 million at March 31, 2019. The increase was attributable to the seasonality of the business, as revenues for the fourth quarter of fiscal 2019 were significantly lower than in the second quarter of fiscal 2020, as is typical. Current receivables increased by \$1.8 million of which \$1.1 million is attributable to provincial liquor board sales, with the balance from export, licensee, and commission sales. However, there was a decrease in past due accounts of \$0.5 million. The Company maintains an allowance for doubtful accounts which totalled \$0.2 million at the end of Q2 2020 and is based on assumptions around risk of default and historical loss rates.

Inventory balance of \$17.7 million as at September 30, 2019 decreased by \$1.7 million from \$19.5 million at March 31, 2019. The winery is driving the decrease in inventories as a result of depleting bulk wine through finished goods, as well as Q1 2020 bulk sales. The agency division inventory decreased by \$0.4 million as a result of the Company's effort in working through excess inventory that was purchased at year end as part of fulfilling supplier agreements, as well as working through slow moving inventory and work done to improve overall turn rates.

Prepaid expenses of \$0.3 million at September 30, 2019 increased by \$0.1 million from \$0.2 million at March 31, 2019. The increase is a result of a reclassification of expenses from accrued liabilities relating to a technology implementation that was postponed to the latter half of fiscal 2020, and which will be completed in fiscal 2021.

Property, plant and equipment of \$18.4 million as at September 30, 2019 decreased by \$0.3 million from \$18.8 million as at March 31, 2019. Capital asset additions of \$0.1 million in Q2 2020 relate largely to Backyard Vineyards in B.C, where additional warehousing capacity was added to facilitate increases in production due to sales growth. Offsetting this was depreciation expense of \$0.3 million.

Right of use assets of \$3.4 million as at September 30, 2019 include \$2.3 million in additions resulting from the adoption of IFRS 16 which are incremental to the March 31, 2019 balance of \$1.2 million (see note 3 of the Q2 2020 financial statements).

Intangible assets of \$3 million as at September 30, 2019 were similar to levels at March 31, 2019, with the marginal reduction due to the amortization of the assets.

Accounts payable and accrued liabilities of \$7 million at September 30, 2019 were similar to levels at March 31, 2019.

The Company's credit facilities include a non revolving term loan and a revolving operating line, the total of which was \$15.9 million as at September 30, 2019, a decrease of \$6 million from \$22 million at March 31, 2019. The term loan balance reduced by \$0.3 million to \$9.1 million as a result of quarterly scheduled repayments, while the operating line balance reduced by \$5.8 million to \$6.8 million due to application of proceeds net of financing fees totalling \$6.1 million pertaining to the July 2019 private placement. Offsetting part of this was the settlement of the note payable to Azura Management in July 2019 for \$0.55 million.

### MANAGEMENT DISCUSSION AND ANALYSIS

### THREE AND SIX MONTH PERIODS ENDED SEPTEMBER 30, 2019 AND 2018

Working capital of \$14.3 million as at September 30, 2019 decreased by \$0.6 million from \$14.9 million as at March 31, 2019. The decrease is mainly a result of lower inventory, as well as the settlement of the note payable. These impacts were partially offset by the increase in accounts receivable resulting from seasonality of sales.

The Company's debt to equity ratio decreased to 0.93:1 as at September 30, 2019 from 1.51:1 as at March 31, 2019, where debt is defined as total liabilities less other current liabilities, and equity is defined as shareholders' equity. This is a result of a reduction in debt due to proceeds from the July 2019 private placement, partially offset by an increase in lease liabilities as a result of the adoption of IFRS 16.

### **CAPITALIZATION**

The Company has common shares and other equity instruments outstanding at each reporting date as follows:

	September 30, 2019	March 31, 2019	Change in period
Common shares	185,744,197	148,511,746	37,232,451
Deferred share units	1,546,266	1,622,000	(75,734)
Stock options	10,300,000	11,850,000	(1,550,000)
Total equity instruments	197,590,463	161,983,746	35,606,717

The changes to the Company's overall capitalization during YTD 2020 were as follows:

- On September 28, 2019, the Company issued stock options to its directors and key members of the management team. A total of 900,000 stock options were issued with an exercise price of \$0.20 per share;.
- On July 29, 2019, the Company completed a brokered private placement with Lassonde Industries Inc. ("Lassonde") to issue 36,900,000 common shares at \$0.19 per share for gross proceeds of \$7,011,000, and net proceeds of \$6,125,231;
- During the second quarter of fiscal 2020, a total of 1,575,000 options, initially granted on September 27, 2018, expired unexercised on the departure of three executives of the Company;
- During Q1 2020, a total of 875,000 options, initially granted on November 24, 2014, expired unexercised on the departure of three executives of the Company; and
- On May 27, 2019, the Company issued an aggregate of 250,579 DSUs to non executive directors under the DSU Plan in settlement of \$42,599 of deferred directors' compensation;

### MANAGEMENT DISCUSSION AND ANALYSIS

THREE AND SIX MONTH PERIODS ENDED SEPTEMBER 30, 2019 AND 2018

#### STRATEGIC OUTLOOK AND DIRECTION

Diamond is committed to building enduring, high quality beverage alcohol brands that enhance life enjoyment in a socially responsible manner. The Company believes in the development of leading brands that recognize consumers' interests in wine, beer, ready to drink beverages and spirits, while addressing their desire to explore the many exciting offerings that the Company has available. Vertically integrated, Diamond combines modern and efficient production facilities for its Niagara and B.C wines with a national marketing agency for its broad portfolio of leading international wines and spirits. The Company is well positioned to add to its throughput of wine production and leverage its national sales force to drive growth from existing brands and support new brands secured by the agency without material change to its cost structure. In addition to this, the Company's recently announced partnership with Lassonde Industries provides additional capital to enable the Company to pursue its growth strategies, and access to a reputable national sales team that can build and expand the Company's market share in grocery stores across Canada.

#### **RISK FACTORS**

#### **BUSINESS RISKS**

The following risk factors should be carefully considered in evaluating the Company and the industry it operates in. The risks presented below may not be all of the risks that Diamond may face. It is believed that these are the factors that could cause actual results to be different from expected and historical results. New risks may emerge and management may not be able to predict all of them, or be able to predict how they may cause actual results to be different from those contained in any forward-looking statements.

#### ADDITIONAL FINANCING

Diamond will require additional financing in order to make further investments or take advantage of future opportunities. The ability of Diamond to arrange such financing in the future will depend in part upon prevailing capital market conditions, as well as upon the business success of Diamond. There can be no assurance that Diamond will be successful in its efforts to arrange additional financing on terms satisfactory to Diamond. If additional financing is raised by the issuance of shares or other forms of convertible securities from treasury, control of Diamond may change and shareholders may suffer additional dilution. If adequate funds are not available, or are not available on acceptable terms, Diamond may not be able to take advantage of opportunities, or otherwise respond to competitive pressures and remain in business.

### **PROFITABILITY**

There is no assurance that Diamond will earn profits in the future, or that profitability will be sustained. There is no assurance that future revenues will be sufficient to generate the funds required to continue Diamond's business development and marketing activities. If Diamond does not have sufficient capital to fund its operations, it may be required to reduce its sales and marketing efforts or forego certain business opportunities.

### MANAGEMENT DISCUSSION AND ANALYSIS

THREE AND SIX MONTH PERIODS ENDED SEPTEMBER 30, 2019 AND 2018

#### DEPENDENCE ON MANAGEMENT AND KEY PERSONNEL

Diamond will depend on the business and technical expertise of its management team and there is little possibility that this dependence will decrease in the near term. Diamond's success will depend in large measure on certain key personnel. The loss of the services of such key personnel may have a material adverse effect on Diamond's business, financial condition, results of operations and prospects. The contributions of the existing management team to the immediate and near term operations of Diamond are likely to be of central importance. In addition, the competition for qualified personnel in the industry is competitive and there can be no assurance that Diamond will be able to continue to attract and retain all personnel necessary for the development and operation of its business. Investors must rely upon the ability, expertise, judgment, discretion, integrity and good faith of the management of Diamond.

#### GOVERNMENT REGULATION OF LIQUOR INDUSTRY

Diamond will operate in the highly regulated retail liquor industry in the Province of Ontario and throughout Canada. The Alcohol and Gaming Commission of Ontario (the "AGCO"), the Liquor Control Board of Ontario (the "LCBO") and similar Liquor Boards throughout Canada, may issue decisions, enact rules, new legislation or regulations or may make changes to existing legislation or regulations, all of which can impact the operation of Diamond both favourably and unfavourably. There is no assurance that new legislation or regulations or changes to existing legislation or regulations or decisions of any regulatory bodies in the retail liquor industry in Canada will not adversely affect the operations, profitability, or distributable cash of Diamond.

#### SIGNIFICANT COMPETITION

The alcoholic beverage industry in Canada is intensely competitive, consisting of many large and small Canadian corporations and international corporations with some possessing extensive experience and financial resources.

#### MANAGEMENT OF GROWTH

Diamond may be subject to growth-related risks including capacity constraints and pressure on its internal systems and controls. The ability of Diamond to manage growth effectively will require it to continue to implement and improve its operational and financial systems and to expand, train and manage its employee base. The inability of Diamond to deal with this growth may have a material adverse effect on Diamond's business, financial condition, results of operations and prospects.

#### ISSUANCE OF DEBT

From time to time, Diamond may enter into transactions to acquire assets or the shares of other organizations or seek to obtain additional working capital. These transactions may be financed in whole or in part with debt, which may increase Diamond's debt levels above industry standards for companies of similar size. Depending on future plans, Diamond may require additional equity and/or debt financing that may not be available or, if available, may not be available on favourable terms to Diamond. The level of Diamond's indebtedness, from time to time, could impair its ability to obtain additional financing on a timely basis to take advantage of business opportunities that may arise.

### LABOUR COSTS AND SHORTAGES AND LABOUR RELATIONS

The success of Diamond's business depends on a large number of both hourly and salaried employees. Changes in the general conditions of the employment market could affect the ability of Diamond to hire or retain staff at current wage levels. The occurrence of either of these events could have an adverse effect on Diamond's results of operations. Diamond does not currently have unionized staff but no assurance can be made that some or all of the employees of Diamond will not unionize in the future. If successful, such an occurrence could increase labour costs and thereby have an adverse effect on Diamond's results of operations.

### MANAGEMENT DISCUSSION AND ANALYSIS

THREE AND SIX MONTH PERIODS ENDED SEPTEMBER 30, 2019 AND 2018

#### AGRICULTURAL RISK

The production and sale of wine is dependent upon a consistent supply of high-quality grapes available at reasonable prices. Should some or all of the wineries that Diamond works with be unable to produce the quality of grapes necessary to produce wine, such a shortfall in product could adversely affect the operations, profitability, and/or distributable cash of Diamond.

Diamond expects to continue to increase its share of the premium wine business in Canada, principally through the sale of VQA wines, and as a result is more dependent on the quality and supply of domestically grown premium quality grapes. If any of Diamond's vineyards experience certain weather variations, natural disasters, pestilence, other severe environmental problems or other occurrences, Diamond may not be able to secure a sufficient supply of grapes and there could be a decrease in the production of certain products from those regions and/or an increase in costs. In the past, where there was a significant reduction in domestically sourced grapes, the Government of Ontario, in conjunction with the Wine Council of Ontario and the Ontario Grape Growers Marketing Board, agreed to temporarily increase the blending of imported wines, which enables Diamond to continue to supply wines to the market. There is no certainty that such intervention will be available to the same extent in the future, if at all. The inability to secure premium quality grapes could impair the ability of Diamond to supply wines to its customers.

#### FOREIGN EXCHANGE

Foreign exchange risk exists on the purchases of all agency brand inventories purchased in foreign currencies for British Columbia and Alberta, which are predominately in Euros and Australian dollars. Diamond currently does not enter into foreign exchange contracts.

#### **ENERGY COSTS**

Diamond could experience an increase in energy costs which could result in higher transportation, freight and other operating costs. Diamond's future operating expenses and margins will be dependent on its ability to manage the impact of cost increases. Diamond cannot guarantee that it will be able to pass along increased energy costs to its customers through increased prices.

#### **TAXATION**

Canada imposes excise and other taxes on beverage alcohol products in varying amounts which have been subject to change. Significant increases in excise and other taxes on beverage alcohol products could materially and adversely affect Diamond's financial condition or results of operations. In addition, federal and provincial governmental agencies extensively regulate the beverage alcohol products industry concerning such matters as licensing, trade practices, permitted and required labelling, advertising and relations with consumers and retailers. Certain federal and provincial regulations also require warning labels and signage. New or revised regulations or increased licensing fees, requirements or taxes could also have a material adverse effect on Diamond's financial condition or results of operations.

#### **TRADEMARKS**

Diamond considers its trademarks, particularly certain brand names and product packaging, advertising and promotion design and artwork to be of significant importance to its business and ascribes a significant value to these intangible assets. Diamond will rely on trademark laws and other arrangements to protect its proprietary rights. There can be no assurance that the steps taken by Diamond to protect its intellectual property rights will preclude competitors from developing confusingly similar brand names or promotional materials. Diamond believes that its proprietary rights do not infringe upon the proprietary rights of third parties, but there can be no assurance in this regard.

### MANAGEMENT DISCUSSION AND ANALYSIS

### THREE AND SIX MONTH PERIODS ENDED SEPTEMBER 30, 2019 AND 2018

### IMPORTANCE OF INVENTORY, WAREHOUSE AND DISTRIBUTION SYSTEMS

Diamond's inventory, warehouse and distribution systems are critical components of its operations. Diamond's ability to maintain and upgrade the capabilities of these systems is important to its future performance. If Diamond is unable to maintain the inventory, warehouse and distribution systems or fails to adequately upgrade these systems, Diamond's operations could be adversely affected with the further material adverse effect being on financial results of operations.

#### WHOLESALE COST INCREASES

Wholesale costs are dependent on a number of factors, including inflation and fuel prices. Any attempt to pass on an increase in wholesale costs to consumers through product price increases could have a material adverse effect on Diamond's sales while a failure to effectively pass any such increases on to consumers could have a material adverse effect on Diamond's result of operations.

#### **DISTRIBUTION BUSINESS**

Diamond's business model includes a number of wine and alcohol brands that are represented on an agency basis. There is a risk that such agency brands are sold to an entity that has a pre-existing distribution agency relationship with a provider other than Diamond, and Diamond's revenues and profitability could suffer as result. Furthermore, Diamond's distribution business depends on the ability to retain its current brands as well as attracting additional brands in the future, and a failure to do so could negatively impact revenues and profitability of Diamond.

#### CREDIT RISK

Credit risk arises from credit exposure to customers through outstanding accounts receivable. The maximum exposure to credit risk is equal to the carrying value of the Company's financial assets. The objective of managing counterparty credit risk is to prevent losses in financial assets. The Company assesses the credit quality of its counterparties, taking into account their financial position, past experience and other factors. As the large majority of the Company's accounts receivable balances are collectable from government-controlled liquor boards, management believes the Company's credit risk relating to accounts receivable is at an acceptably low level.

#### EXPOSURE TO INTEREST RATE FLUCTUATIONS

The Company has a high level of floating rate debt. Interest rate risk exists as an increase in interest rates would increase the Company's overall financing costs and have a material impact on Diamond's financial position over the long term.

#### ENVIRONMENTAL COMPLIANCE

Environmental liabilities may potentially arise when companies are in the business of manufacturing products and, thus, required to handle potentially hazardous materials. As an owner and lessor of property, the Company is subject to various federal and provincial laws relating to environmental matters. Such laws provide that the Company could be held liable for the cost of removal and remediation of hazardous substances on its properties. Management is of the opinion that the risk of environmental liabilities is considered minimal.

#### **PACKAGING**

The Company purchases glass, bag in box and other components used in the bottling and packaging of wine. The largest component in the packaging of wine is glass, of which there are few domestic or international suppliers. Diamond sources glass from various distributors and manufacturers both domestically and internationally to insure an adequate supply. As there is currently only one commercial supplier of glass in Canada, any interruption in supply could have an adverse impact on the Company's ability to supply its markets.

Page 14 of 19

### MANAGEMENT DISCUSSION AND ANALYSIS

### THREE AND SIX MONTH PERIODS ENDED SEPTEMBER 30, 2019 AND 2018

#### INDUSTRY CONSOLIDATION

In recent years, the global beverage alcohol industry has experienced a significant amount of consolidation. Industry consolidation can have varying degrees of impact and, in some cases, may even create exceptional opportunities. Either way, management believes that the Company is well positioned to deal with this or other changes to the competitive landscape in Canada.

#### RISKS RELATED TO COMMON SHARE INVESTMENTS

#### PRICE VOLATILITY OF PUBLICLY TRADED SECURITIES

In recent years, the securities markets in the United States and Canada have experienced a high level of price and volume volatility, and the market prices of securities of many companies have experienced wide fluctuations in price. There can be no assurance that continuing fluctuations in price will not occur. It may be anticipated that any quoted market for Diamond's shares will be subject to market trends generally, notwithstanding any potential success of Diamond in creating revenues, cash flows or earnings. The value of Diamond's shares will be affected by such volatility. A public trading market in the Common Shares having the desired characteristics of depth, liquidity and orderliness depends on the presence in the marketplace of willing buyers and sellers of common shares at any given time, which presence is dependent on the individual decisions of investors over which Diamond has no control. There can be no assurance that an active trading market in securities of Diamond will be established and sustained. The market price for Diamond's securities could be subject to wide fluctuations, which could have an adverse effect on the market price of Diamond. The stock market has, from time to time, experienced extreme price and volume fluctuations, which have often been unrelated to the operating performance, net asset values or prospects of particular companies. If an active public market for Diamond's shares does not develop, the liquidity of a shareholder's investment may be limited and the share price may decline.

#### **DILUTION**

Diamond may make future acquisitions or enter into financings or other transactions involving the issuance of securities of Diamond which may be dilutive to the existing shareholders.

### DIVIDENDS

Diamond has not paid any dividends on its outstanding common shares. Any payments of dividends on the common shares of Diamond will be dependent upon the financial requirements to finance future growth, the financial condition of Diamond and other factors which Diamond's board of directors may consider appropriate in the circumstance. It is unlikely that Diamond will pay dividends in the immediate or foreseeable future.

#### FINANCIAL MARKET TURMOIL

Global financial market and economic conditions can pose a significant threat to economic growth in almost all sectors and economies, causing a decline in consumer and business confidence, a reduction in credit availability and a dampening in business and household spending.

### MANAGEMENT DISCUSSION AND ANALYSIS

### THREE AND SIX MONTH PERIODS ENDED SEPTEMBER 30, 2019 AND 2018

#### NON-IFRS FINANCIAL MEASURES

Management uses net income and comprehensive income as presented in the consolidated statements of net income and comprehensive income as well as "EBITDA" and "Adjusted EBITDA" as a measure to assess performance of the Company. EBITDA and "Adjusted EBITDA" are other financial measures and are reconciled to net income and comprehensive income below under "Results of Operations".

EBITDA and Adjusted EBITDA are supplemental financial measure to further assist readers in assessing the Company's ability to generate income from operations before taking into account the Company's financing decisions, depreciation of property, plant and equipment and amortization of intangible assets. EBITDA comprises gross margin less operating costs before financial expenses, depreciation and amortization, non-cash expenses such as share-based compensation, one-time and other unusual items, and income tax. Adjusted EBITDA comprises EBITDA before non-recurring expenses such as severance, restructuring costs, one-time financing charges, acquisition costs, cost of sales adjustments related to inventory acquired in business combinations and other non-recurring adjustments. Gross margin is defined as gross profit excluding depreciation on property, plant and equipment used in production. Operating expenses exclude interest, depreciation on property, plant and equipment used in selling and administration, and amortization of intangible assets.

EBITDA does not represent the actual cash provided by the operating activities nor is it a recognized measure of financial performance under IFRS. Readers are cautioned that this measure should not be considered as a replacement for those as per the consolidated financial statements prepared under IFRS. The Company's definitions of this non-IFRS financial measure may differ from those used by other companies.

The Company calculates EBITDA and Adjusted EBITDA as follows:

Q2 2020	YTD 2020	Q2 2019	YTD 2019
\$	\$	\$	\$
(476,321)	(1,288,760)	(429,548)	(329,190)
274,392	591,193	266,060	590,762
90,107	292,561	237,784	401,748
98,429	251,017	106,115	186,114
84,431	168,863	87,058	172,364
112,366	267,009	105,282	141,166
		<u>(55,605</u> )	(55,605)
183,404	281,883	317,146	1,107,359
81,372	189,590	178,672	178,672
-	-	21,667	70,617
-	-	-	(49,506)
31,651	54,339	-	-
			(49,299)
296,427	525,812	517,485	1,257,843
	\$ (476,321) 274,392  90,107  98,429 84,431 112,366  183,404  81,372 31,651	\$ (476,321) (1,288,760) 274,392 591,193  90,107 292,561  98,429 251,017 84,431 168,863 112,366 267,009	\$ \$ (476,321) (1,288,760) (429,548) 274,392 591,193 266,060 90,107 292,561 237,784   98,429 251,017 106,115 84,431 168,863 87,058 112,366 267,009 105,282 - (55,605) 183,404 281,883 317,146   81,372 189,590 178,672 - 21,667 - 31,651 54,339

### MANAGEMENT DISCUSSION AND ANALYSIS

### THREE AND SIX MONTH PERIODS ENDED SEPTEMBER 30, 2019 AND 2018

### USES OF ESTIMATES AND JUDGEMENTS

The preparation of these consolidated financial statements requires management to make certain estimates, judgments and assumptions that affect the reported amounts of assets and liabilities at the date of the financial statements and reported amounts of expenses during the reporting period.

Significant assumptions about the future and other sources of estimation uncertainty that management has made at the end of the reporting period, could result in a material adjustment to the carrying amounts of assets and liabilities, in the event that actual results differ from assumptions made. These include, but are not limited to, the following:

#### FAIR VALUE OF GRAPES AT THE POINT OF HARVEST

Where possible, the fair value of grapes at the point of harvest is determined by reference to local market prices for grapes of a similar quality and the same varietal. For grapes for which local market prices are not readily available, the average price of similar grapes is used. The fair value of grapes is included in the cost of bulk wine inventory.

#### PROPERTY, PLANT AND EQUIPMENT

Property, plant and equipment represent a significant proportion of the asset base of the Company as they amount to 46.4% of total assets which includes the ROU asset portion as at September 30, 2019 (March 31, 2019 - 43.7%). Therefore, estimates and assumptions made to determine their carrying value and related depreciation are critical to the Company's financial position and performance. IFRS requires management to test for impairment of property, plant and equipment if events or changes in circumstances indicate that the carrying amount of an asset may not be recoverable. Impairment testing is an area involving management judgement, requiring assessment as to whether the carrying value of assets can be supported by the net present value of future cash flows derived from such assets using cash flow projections which have been discounted at an appropriate rate. The charge in respect of periodic depreciation is derived after determining an estimate of an asset's expected useful life and the expected residual value at the end of its life. The useful lives and residual values of the Company's assets are determined by management at the time the asset is acquired and reviewed annually for appropriateness. The lives are based on historical experience with similar assets as well as anticipation of future events, which may impact their life.

#### **GROSS VERSUS NET PRESENTATION**

When deciding the most appropriate basis for presenting revenue or costs of revenue, both the legal form and substance of the agreement between the Company and its business partners are reviewed to determine each party's respective role in the transaction. Where the Company's role in a transaction is that of principal, revenue is recognized on a gross basis. This requires revenue to comprise the gross value of the transaction billed to the customer, after trade discounts, with any related expenditure charged as an operating cost. Where the Company's role in a transaction is that of an agent, revenue is recognized on a net basis with revenue representing the margin earned.

### MANAGEMENT DISCUSSION AND ANALYSIS

THREE AND SIX MONTH PERIODS ENDED SEPTEMBER 30, 2019 AND 2018

#### USEFUL LIFE OF INTANGIBLE ASSETS

Significant judgement is involved in the determination of useful life for the computation of depreciation of intangible assets. No assurance can be given that actual useful lives will not differ significantly from current assumptions.

#### **IMPAIRMENT OF INTANGIBLE ASSETS**

Testing intangible assets for impairment involves estimating the recoverable amount of the CGUs to which intangible assets are allocated. This requires making assumptions about future cash flows, growth rates, market conditions and discount rates, which are inherently uncertain. Actual amounts may vary from these assumptions and cause significant adjustments. Management has concluded that a 10% change in any key assumption in the impairment test of intangible assets would not result in an impairment of intangible assets as at March 31, 2017 and March 31, 2016.

#### RECENTLY ADOPTED ACCOUNTING PRONOUNCEMENTS

IFRS 9: "Financial Instruments: Classification and Measurement of Financial Assets and Financial Liabilities" was issued by the IASB in July, 2014 and replaced IAS 39 "Financial Instruments: Recognition and Measurement". In addition, IFRS 7 "Financial Instruments: Disclosures" was amended to include additional disclosure requirements on transition to IFRS 9. The mandatory effective date of applying these standards is for annual periods beginning on or after January 1, 2018. The standard uses a single approach to determine whether a financial asset is measured at amortized cost or fair value. The approach is based on how an entity manages its financial instruments (its business model) and the contractual cash flow characteristics of the financial assets. The new standard also requires a single impairment method to be used. The standard requires that for financial liabilities measured at fair value, any changes in an entity's own credit risk are generally to be presented in other comprehensive income instead of net earnings. A new hedge accounting model is included in the standard, as well as increased disclosure requirements about risk management activities for entities that apply hedge accounting. The new standard was adopted effective April 1, 2018 using a modified retrospective approach and resulted in the reclassification of the Company's financial assets previously classified as loans and receivables to financial assets at amortized cost. The adoption did not have a significant impact on the consolidated financial statements.

**IFRS 15: "Revenue from Contracts with Customers"** was issued by the IASB in May, 2014 and supercedes IAS 18 "Revenue" and IAS 11 "Construction Contracts". The standard details a revised model for the recognition of revenue from contracts with customers. The standard is effective for first interim periods within annual periods beginning on or after January 1, 2018. The Company has adopted the accounting standard effective April 1, 2018, using a full retrospective approach and the adoption did not have a significant impact on the consolidated financial statements.

### MANAGEMENT DISCUSSION AND ANALYSIS

### THREE AND SIX MONTH PERIODS ENDED SEPTEMBER 30, 2019 AND 2018

IFRS 16: "Leases" was issued by the IASB in January 2016 and will ultimately replace IAS 17, "Leases" and related interpretations. The new standard will be effective for fiscal years beginning on or after January 1, 2019, with early adoption permitted provided the Company has adopted IFRS 15, Revenue from Contracts with Customers. The new standard requires lessees to recognize a lease liability reflecting future lease payments and a "right-of-use asset" for virtually all leases contracts, and record it on the statement of financial position, except with respect to lease contracts that meet limited exception criteria. Given that the Company has significant contractual obligations in the form of operating leases under IAS 17, there will be a material increase to both assets and liabilities on adoption of IFRS 16, and material changes to the timing of recognition of expenses associated with the lease arrangements. The Company has adopted the accounting standard effective April 1, 2019, using the modified retrospective approach applying the following practical expedients: (i) grandfather the assessment of which transactions are leases; (ii) recognition exemption of short-term leases; and (iii) recognition exemption leases of low value items. The cumulative effect of initial application is recognized in retained earnings at April 1, 2019. Accordingly, the prior period financial information has not been restated – i.e. it is presented, as previously reported, under IAS 17 and related interpretations.