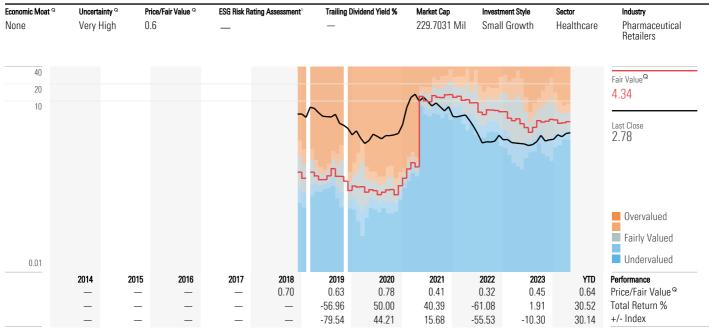
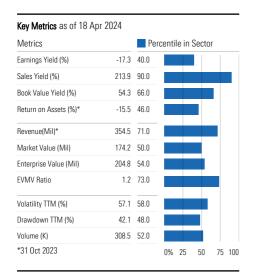
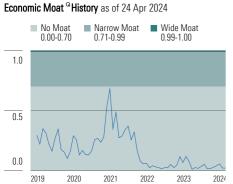
High Tide Inc HITI ★★★ Q 24 Apr 2024, 22:37 UTC



As of 24 Apr 2024 | Index: Morningstar Canada GR CAD. Fair Value data as of 24 Apr 2024, 22:37 UTC.

The ESG Risk Rating Assessment is a representation of Sustainalytics' ESG Risk Rating. Lee Davidson, Chief Analytics Officer for Morningstar, Inc, oversees the methodology that supports Quantitative Fair Value Estimates and Quantitative Star Ratings. Mr. Davidson is guided by the Morningstar, Inc. Code of Ethics in carrying out his responsibilities. For information regarding Conflicts of Interests, visit http://global.morningstar.com/equitydisclosures.





Business Description

High Tide Inc is a downstream-focused retailer of cannabis products, distributor, and seller of smoking accessories and cannabis lifestyle products. It is a vertically-integrated company in the Canadian cannabis market with portfolio subsidiaries including RGR Canada Inc., Famous Brandz Inc., Kush West Distribution Inc., Smoker's Corner Ltd., Grasscity.com, Canna Cabana Inc., and Kush-Bar Inc. The firm has established two main segments, retail and wholesale. It generates substantial revenue from retail stores' e-commerce platforms. Geographically it serves Canada, the USA, and other international markets and earns key revenue from domestic sales.

Valuation Qas of 24 Apr 2024

Morningstar maintains a 4-star quantitative star rating for High Tide, derived from the firm's valuation and uncertainty scores.

The company's shares last closed at 2.91, below our quantitative fair value estimate of 4.72. These shares have traded between a 64.17% and 30.56% discount to their fair value estimate over the past year. In Morningstar's equity coverage universe for this methodology, the company's valuation rating lands at the 31st percentile; in the healthcare sector, the firm's score lies at the 51st percentile (meaning the shares are more undervalued than 51% of stocks in the sector).

Furthermore, High Tide maintains a quantitative valuation uncertainty rating of Very High.

The company has held this star rating since the previous rating of 3, which was last assigned on 04/08/2024. The uncertainty rating for High Tide has remained Very High since the previous rating of Extreme, which was last assigned on 04/01/2024.

The key factors behind these ratings are the com-

pany's sales yield and drawdown. The sales yield is 223.65%, and its maximum trailing 12-month maximum drawdown is 55.93%. The sales yield falls at the 90th percentile in the healthcare sector while the drawdown is at the 47th percentile. Over the past year, the company's sales yield has been between 185.18% and 376.09%; its drawdown has ranged between 39.88% and 55.93%.

Economic Moat ^Qas of 24 Apr 2024

With a Morningstar quantitative moat rating of None, the quantitative moat score for High Tide falls at the 7th percentile in the healthcare sector and at the 6th in the equity coverage universe. The company has maintained its None quantitative moat rating for the last year.

We also assign a Moderate quantitative financial health rating to High Tide. The company's raw score on this metric, termed Distance to Default, ranks at the 14th percentile overall and 17th in the healthcare sector. Furthermore, this financial health rating has stayed Moderate over the last year.

Supporting these ratings are the company's book value yield and enterprise value-to-market value ratio. The book value yield of 56.81%, ranks at the 48th percentile in the covered equity universe and at the 68th percentile among its peers. Meanwhile, its enterprise value-to-market value ratio of 1.18, falls at the 63rd percentile in the universe and the 73rd percentile in the healthcare sector.

Fundamentals as of 24 Apr 2024

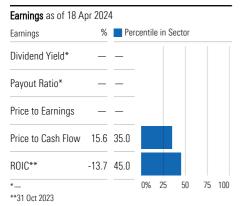
High Tide maintains losses per share of -0.53. The company further earns a return on invested capital of -13.71%. These values are calculated over a trailing 12-month period.

As of last market close, the company's price-to-free



High Tide Inc HITI ★★★ Q 24 Apr 2024, 22:37 UTC

Economic Moat Q	Uncertainty Q	Price/Fair Value Q	ESG Risk Rating Assessment ¹	Trailing Dividend Yield %	Market Cap	Investment Style	Sector	Industry	_
None	Very High	0.6	_	_	229.7031 Mil	Small Growth	Healthcare	Pharmaceutical Retailers	





cash flow ratio is 14.84, falling at the 32nd percentile in its sector and ranging between 11.11 and 41.48 over the past year.

Contact

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https://www.hightideinc.com

inancials a							0004	0000	0000	VTD	Florid	
2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	YTD	Fiscal	
_	_	_	9.99	8.75	31.29	83.27	181.12	356.85	487.67	487.67	Revenue (Mil)	
_	_	_	1.10	-3.59	-19.55	1.37	-13.85	-20.11	-2.66	-2.66	Operating Income (Mil)	
_	_	_	10.98	-41.08	-62.47	1.65	-7.65	-5.64	-0.55	-0.55	Operating Margin (%)	
_	_	_	0.30	-4.52	-26.29	-6.97	-34.36	-71.76	-39.31	-39.31	Net Income (Mil)	
_	_	_	0.02	-0.34	-1.95	-0.46	-0.84	-1.14	-0.53	-0.53	Diluted Earnings/Share	
_	_	_	1.04	-8.78	-14.48	8.85	-2.83	4.50	20.66	20.66	Operating Cash Flow (Mil)	
_	_	_	-0.05	-4.23	-10.41	-2.77	-10.71	-9.06	-6.08	-6.08	Capital Spending (Mil)	
_	_	_	0.99	-13.01	-24.89	6.08	-13.54	-4.56	14.58	14.58	Free Cash Flow (Mil)	
_	_	_	13	13	13	15	42	63	74	74	Avg Shares Outstand(Mil)	
/aluation a	s of 24 Ap	or 2024										
2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Current	Calendar	
_	_	_	_	0.70	0.63	0.78	0.41	0.32	0.45	0.64	Price/Fair Value Q	
_	_	_	_	_	1.60	0.84	1.17	0.40	0.36	0.42	Price/Sales	
_	_	_	_	_	_	_	_	_	_	_	Price/Earnings	
_	_	_	_	_	_	12.21	_	99.12	13.48	10.00	Price/Cash Flow	
-	_	_	_	_	1.45	8.30	2.15	0.76	1.01	1.67	Price/Book	
perating P	erforman	ce as of	— (Fisca	Year End	31 Oct 2	024)						
2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	03	Fiscal (%)	
_	_	_	2.67	-24.48	-78.38	-11.49	-22.6	-27.55	-15.47	-0.57	Return on Assets	
_	_	_	_	-66.31	-158	-64.32	-45.39	-47.28	-27.31	-0.97	Return on Equity	
-	_	_	_	-61.43	-85.43	-1.26	-19.77	-29.01	-13.71	0.08	Rtn on Invested Capital	
Dividends a	s of —											
2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	Current	Calendar (%)	
_	_	_	_	_	_	_	_	_	_	_	Dividend Per Share	
_	_	_	_	_	_	_	_	_	_	_	Trailing Dividend Yield	
_	_	_	_	_	_	_	_	_	_	0.0	Buyback Yield	



Appendix

Economic Moa	at ^Q History as of 24 A	pr 2024 (No Moa	t: 0.00-0.70, Narı	row Moat: 0.70-0).99, Wide Moat	: 0.99-1.00)						
Year	January	February	March	April	May	June	July	August	September	October	November	December
2024	0.03	0.04	0.06	0.02	_	_	_	_	_	_	_	_
2023	0.05	0.12	0.07	0.12	0.08	0.01	0.03	0.02	0.03	0.05	0.02	0.02
2022	0.08	0.06	0.06	0.02	0.04	0.03	0.03	0.02	0.03	0.02	0.05	0.02
2021	0.28	0.54	0.68	0.35	0.48	0.27	0.29	0.34	0.37	0.26	0.32	0.16
2020	0.10	0.16	0.29	0.26	0.13	0.17	0.13	0.13	0.16	0.26	0.27	0.24
2019	0.07	_	0.29	0.22	0.35	0.31	0.22	0.16	0.27	0.34	0.17	0.15



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The quantitative report on equities consists of data, statistics and quantitative equity ratings on equity securities. Morningstar, Inc.'s quantitative equity ratings are forward looking and are generated by a statistical model that is based on Morningstar Inc.'s analyst-driven equity ratings and quantitative statistics. Given the nature of the quantitative report and the quantitative ratings, there is no one analyst in which a given report is attributed to; however, Mr. Lee Davidson, Head of Quantitative Research for Morningstar, Inc., is responsible for overseeing the methodology that supports the quantitative equity ratings used in this report. As an employee of Morningstar, Inc., Mr. Davidson is guided by Morningstar, Inc.'s Code of Ethics and Personal Securities Trading Policy in carrying out his responsibilities.

Quantitative Equity Ratings

Morningstar's quantitative equity ratings consist of: (i) Quantitative Fair Value Estimate, (ii) Quantitative Star Rating, (iii) Quantitative Uncertainty, (iv) Quantitative Economic Moat, and (v) Quantitative Financial Health (collectively the "Quantitative Ratings).

The Quantitative Ratings are calculated daily and derived from the analyst-driven ratings of a company's peers as determined by statistical algorithms. Morningstar, Inc. ("Morningstar", "we", "our") calculates Quantitative Ratings for companies whether or not it already provides analyst ratings and qualitative coverage. In some cases, the Quantitative Ratings may differ from the analyst ratings because a company's analyst-driven ratings can significantly differ from other companies in its peer group.

- i. Quantitative Fair Value Estimate: Intended to represent Morningstar's estimate of the per share dollar amount that a company's equity is worth today. Morningstar calculates the Quantitative Fair Value Estimate using a statistical model derived from the Fair Value Estimate Morningstar's equity analysts assign to companies. Please go to http://global.morningstar.com/equitydisclosures for information about Fair Value Estimate Morningstar's equity analysts assign to companies.
- ii. **Quantitative Economic Moat:** Intended to describe the strength of a firm's competitive position. It is calculated using an algorithm designed to predict the Economic Moat rating a Morningstar analyst would assign to the stock. The rating is expressed as Narrow, Wide, or None.

Narrow – assigned when the probability of a stock receiving a "Wide Moat" rating by an analyst is greater than 70% but less than 99%.

Wide — assigned when the probability of a stock receiving a "Wide Moat" rating by an analyst is greater than 99%.

None — assigned when the probability of an analyst receiving a "Wide Moat" rating by an analyst is less than 70%.

iii. **Quantitative Star Rating:** Intended to be the summary rating based on the combination of our Quantitative Fair Value Estimate, current market price, Quantitative Uncertainty Rating, and momentum. The rating is expressed as One-Star, Two-Star, Three-Star, Four-Star, and Five-Star.

One-Star – the stock is overvalued with a reasonable margin of safety. *Log (Quant FVE/Price) < -1*Quantitative Uncertainty*

Micro-Caps: Log (Quant FVE/Price) < -1.5*Quantitative Uncertainty

Two-Star - the stock is somewhat overvalued.

Log (Quant FVE/Price) between (-1*Quantitative Uncertainty, -0.5*Quantitative

Micro-Caps: Log (Quant FVE/Price) between (-1.5*Quantitative Uncertainty, -0.75*Quantitative Uncertainty)

Three-Star – the stock is approximately fairly valued.

Log (Quant FVE/Price) between (-0.5*Quantitative Uncertainty, 0.5*Quantitative Uncertainty)

Micro-Caps: Log (Quant FVE/Price) between (-0.75*Quantitative Uncertainty, 0.75*Quantitative Uncertainty)

Four-Star – the stock is somewhat undervalued.

Log (Quant FVE/Price) between (0.5*Quantitative Uncertainty, 1*Quantitative

Uncertainty)

Micro-Caps: Log (Quant FVE/Price) between (0.75*Quantitative Uncertainty, 1.5*Quantitative Uncertainty)

Five-Star — the stock is undervalued with a reasonable margin of safety. Log (Quant FVE/Price) > 1*Quantitative Uncertainty Micro-Caps: Log (Quant FVE/Price) > 1.5*Quantitative Uncertainty

After the initial calculation for the star rating, there is a final filtering step based on the momentum of the company. We rank the companies based on their 12-1 month momentum, then restrict those below the 30th percentile to a maximum of 3 stars

iv. **Quantitative Uncertainty:** Intended to represent Morningstar's level of uncertainty about the accuracy of the Quantitative Fair Value Estimate. Generally, the lower the Quantitative Uncertainty, the narrower the potential range of outcomes for that particular company. The rating is expressed as Low, Medium, High, Very High, and Extreme.

Low – the interquartile range for possible fair values is less than 10%
Medium – the interquartile range for possible fair values is less than 15%
but greater than 10%

 $\bar{\text{\textbf{High}}}$ – the interquartile range for possible fair values is less than 35% but greater than 15%

Very High – the interquartile range for possible fair values is less than 80% but greater than 35%

v. Quantitative Financial Health: Intended to reflect the probability that a firm will face financial distress in the near future. The calculation uses a predictive model designed to anticipate when a company may default on its financial obligations. The rating is expressed as Weak, Moderate, and Strong.

 $\begin{array}{ccc} \textbf{Weak} & - \text{ assigned when Quantitative Financial Health} < 0.2 \\ \textbf{Moderate} & - \text{ assigned when Quantitative Financial Health} \text{ is between } 0.2 \\ \text{and } 0.7 \\ \end{array}$

Strong – assigned when Quantitative Financial Health > 0.7

Other Definitions

- i. Last Close Price of the stock as of the close of the market of the last trading day before date of the report.
- Quantitative Valuation— Using the below terms, intended to denote the relationship between the security's Last Price and Morningstar's quantitative fair value estimate for that security.

Undervalued – Last Price is below Morningstar's quantitative fair value estimate.

Farily Valued – Last Price is in line with Morningstar's quantitative fair value estimate.

Overvalued – Last Price is above Morningstar's quantitative fair value estimate.

This Report **has not been made available** to the issuer of the security prior to publication.

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