

Private & Confidential



Shaping the
Future of Cannabis.

April 2019





JONATHAN NADLER
CDO & PARTNER

Since entering the market in 2017, Jonathan has become an expert in the business of medical cannabis.

He is co-founder and MD of global leading online education platform, The Academy of Medical Cannabis, and is a part of the Senior Executive team at ECH.

Jonathan's core skill set is in business strategy and implementation, using business development and technical digital and marketing skills to activate and grow new ventures within the medical cannabis industry.



SHAPING THE FUTURE
OF CANNABIS.

UK's first CBD snack bar

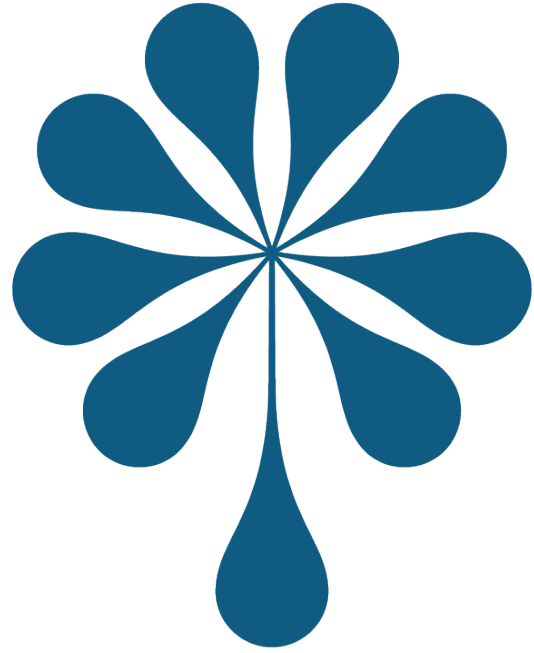




CANNABIS **EUROPA**



The Academy of
**MEDICAL
CANNABIS**



THE MEDICAL CANNABIS CLINICS



ASTRAL HEALTH



PROHIBITION PARTNERS



INTERNATIONAL INTELLIGENCE & LEADERSHIP



POLITICO

The
Guardian

Bloomberg



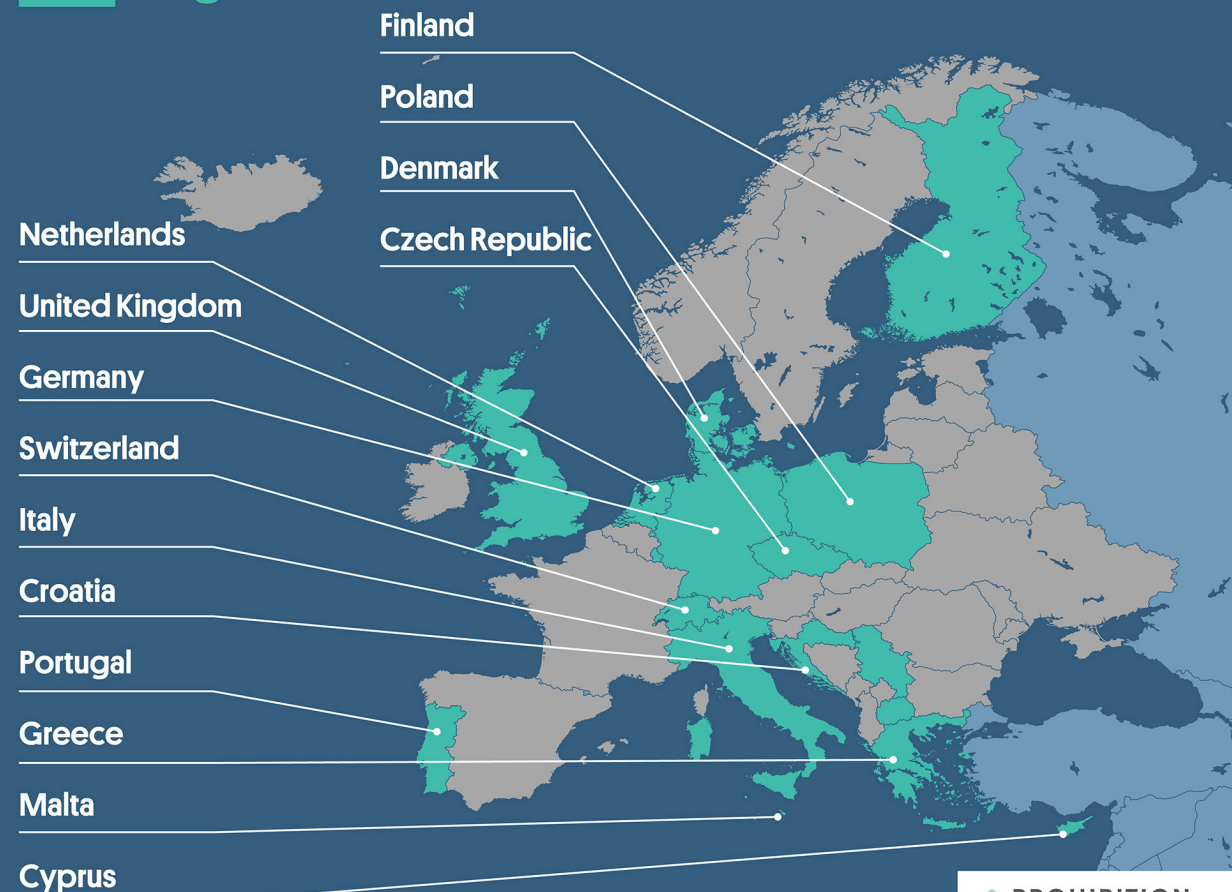


Medical Cannabis

- ▶ CBD is already legal or will be within 3 years
- ▶ Commonly treated as a controlled substance
- ▶ Government has or is actively bringing in legislation

Legal Medical Cannabis in Europe

 Legal



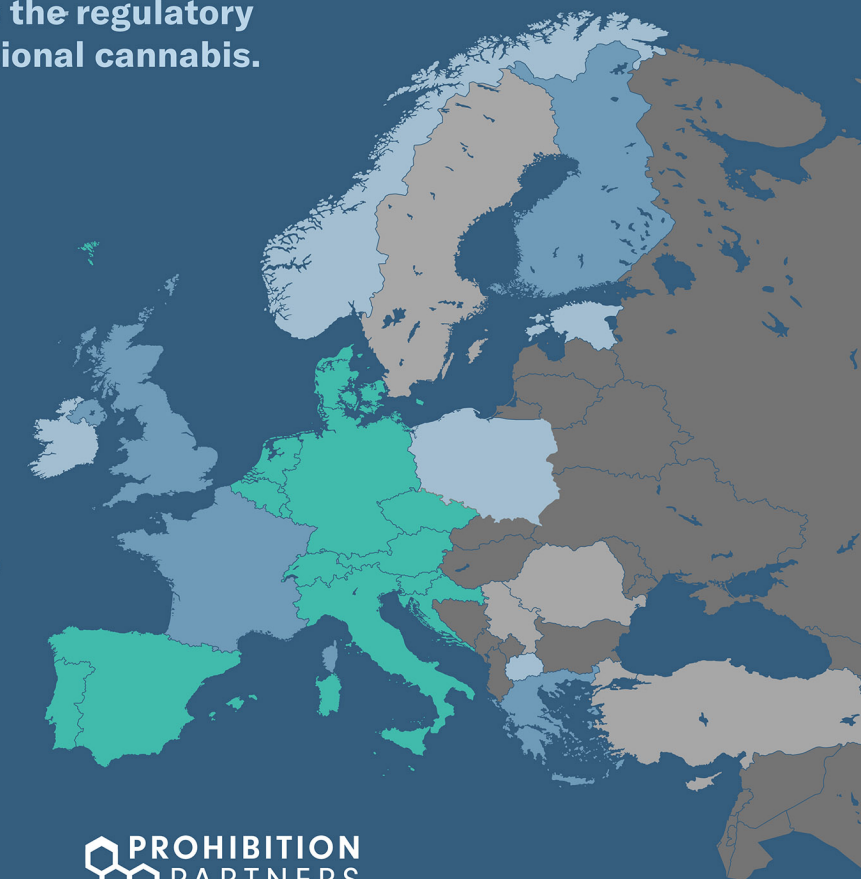
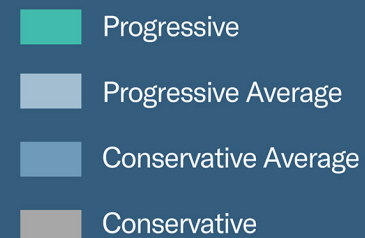


Recreational Cannabis

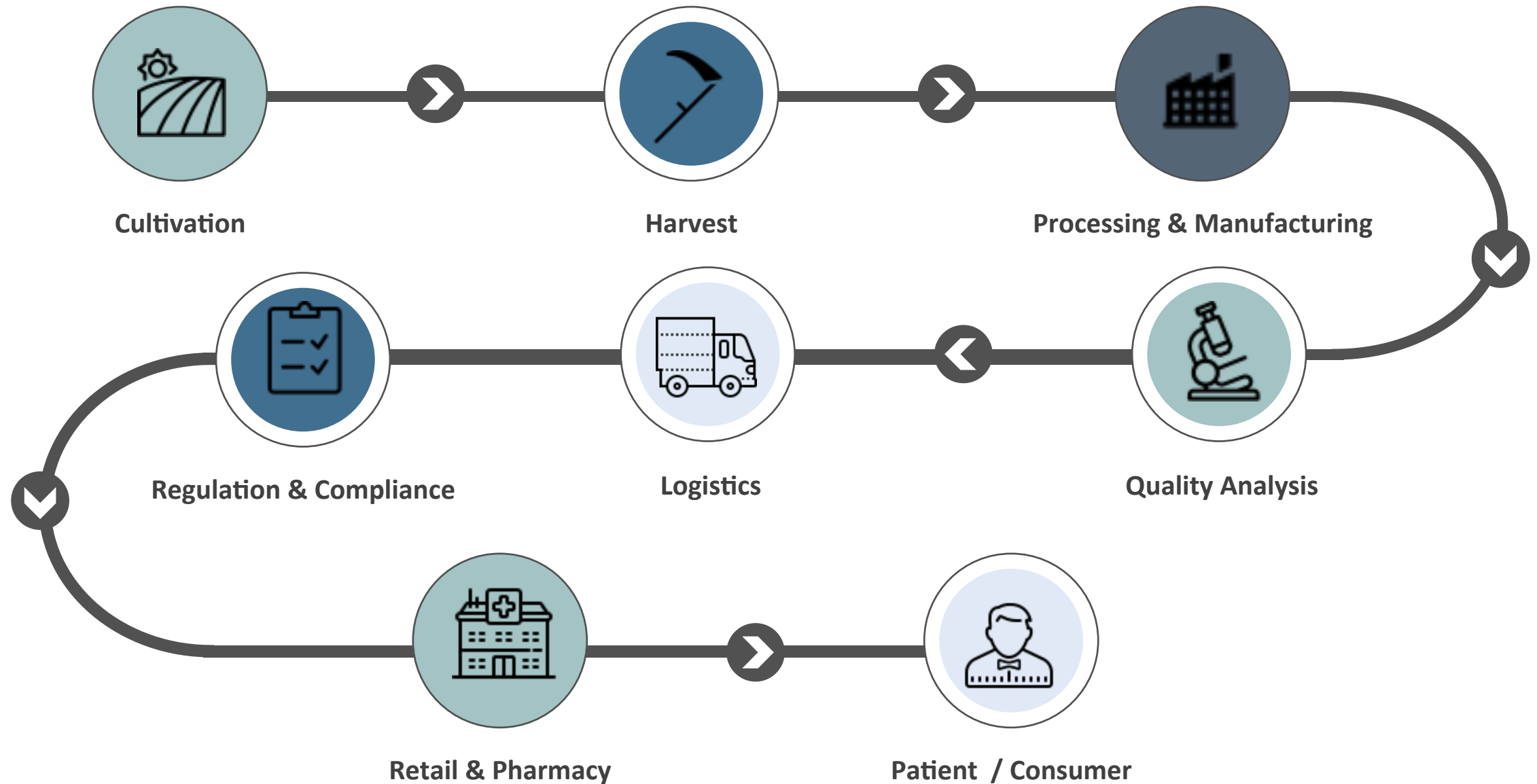
- ▶ Currently illegal although attitudes are changing
- ▶ Moderate probability of THC legislation within 3 years
- ▶ Social acceptance is shifting fast

European Recreational Cannabis: Mapped

The map represents the regulatory approach to recreational cannabis.



CANNABIS SUPPLY CHAIN



CANNABIS - BEAUTY & LIFESTYLE



Cannabis is being marketed as the hottest new luxury beauty brand

The skin has native receptors for cannabinoids, allowing the extracts to be instantly and fully absorbed, making them an effective treatment for inflammatory conditions such as eczema and acne”

- Alexia Inge, founder of Cult Beauty



Cannabis ranked
as one of the
Top-10 food
trends to watch
in 2019

Specialty Food Association (SPA)

Legal cannabis could crash the alcohol giants' party, analyst says

2017 research found monthly alcohol sales fell 13 per cent in states with medical marijuana

Big Alcohol Hasn't Been This Scared Since Prohibition

Alcohol Losing Market Share to Weed

These Pot Stocks Keep Doubling

Alcohol Industry Targets Pot With Constellation-Canopy Deal

“This is one of the fastest-growing categories globally. Why? Because people want it. When consumers want something, you ignore it at your peril.”

- Chris Burggraeve
(Anheuser-Busch InBev NV)

Molson Coors Brewing Company Concerned About Impact of Legal Cannabis On Alcohol Sales

By Rick Schettino FEB 26, 2018

FINANCE • MARIJUANA

The Owner of Corona Beer Just Made a Bet on Legal Marijuana

Marijuana startups spark competition with alcohol companies in California

Budweiser's Ex-Marketing Chief Sees Weed as New Craft Beer

DISRUPTING THE ALCOHOL INDUSTRY



-15%

**decline in alcohol sales
in US states with legal
cannabis**



Sales of cannabis
overtook alcohol
sales in Aspen,
Colorado in 2018....



Cannabis sales are
expected to exceed
wine sales in Canada
by 2020....





PMI has entered the cannabis space, investing **\$20 million** Israeli Cannatech company Syqe Medical

Alliance One International bought an **80% stake** in Canadian grow facility Goldlead Pharm Inc

PROFITS GOING UP IN SMOKE



How long can Big Tobacco wait?



London
Stock Exchange



SPOTLIGHT /
STOCK MARKET

BÖRSE
FRANKFURT

NEX Exchange

20+ Cannabis IPOs expected in Europe in 2019





SHAPING THE FUTURE
OF CANNABIS.

