CSE:SWEL

# SEED TO CONSUMER **CBD YOU CAN TRUST**

SATIVA™
WELLNESS
GROUP

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# THE #1 CONSUMER CONCERN IS TRUST AND SAFETY IN THEIR CBD PRODUCTS

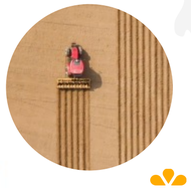
While other companies claim to "control the supply chain," Sativa owns the entire supply chain.

THE SATIVA DIFFERENCE

THE SATIVA DIFFERENCE

# SEED TO CONSUMER INTEGRATION

SATIVA WELLNESS GROUP™



stillcanna

**Cultivation**

By far the largest hemp cultivator in Poland and one of the largest in Europe.

stillcanna

**Extraction**

Proprietary extraction techniques that set the standard for quality.

PHYTOVISTA LABORATORIES

**Quality Control**

The UK's premier testing facility for CBD and hemp-based products.

**Manufacturing**

State of the art product development and white labeling services.

GOODBODY

GOODBODY BOTANICALS

GOODBODY HEMP

**Brands**

A portfolio of unique brands tailored to key consumer demographics.

GOODBODY CORPORATE SANITISATION SOLUTIONS

Tessellate Collective

GOODBODY WELLNESS

**Sales Channels**

Retail and wholesale channels designed for today's fast evolving consumer expectations.

GOODBODY STORE.COM

WHOLE SALE

MARKET OPPORTUNITY

# THE EUROPEAN CBD MARKET IS EXPECTED TO GROW 400% BY 2023 WITH A TOTAL VALUE OF $1.7 BILLION

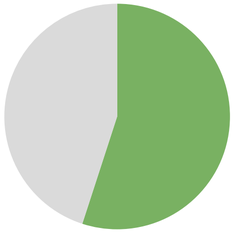
Source: www.brightfieldgroup.com/press-releases/europe-cbd-market-through-2023

3 out of 4 consumers report that CBD use has positively impacted their lives while 65% of current CBD users are likely to buy CBD again in the next 6 months.

- 16% of Europeans ages 18 and over have tried CBD
- 18% of non-consumers report that they are likely to try CBD in the next 6 months

Source: www.healtheuropa.eu/applying-data-address-europes-burgeoning-cbd-market/98012/

Non-consumers list factors like product quality and being able to ask for advice on products among the top reasons influencing their potential CBD purchases.



- More than half (55%) of the EU's general population is interested in learning more about CBD

SAFETY AND TRUST

# A BOOMING UNREGULATED INDUSTRY

Recent FDA product testing showed that only **45% of products contained the amount of CBD as advertised, and 49% of all products tested had higher than allowable levels of THC.** Even more surprising was that many brands contained no CBD whatsoever, while some others also tested positive for toxic substances.

A low barrier of entry has led to **over 1,000 retail brands in the CBD space.** Many of them formulate in kitchens, garages and basements and have little or no product control.

**"CBD LABELING WHAT YOU SEE IS NOT ALWAYS WHAT YOU GET"**

Read Article

**"FEARS TOXIC CANNABIS POLLUTED IN CHINA COULD FLOOD UK SEED MARKET"**

Read Article

**"FDA WARNS 15 COMPANIES FOR ILLEGALLY SELLING VARIOUS CBD PRODUCTS"**

Read Article

**"WHAT'S IN YOUR CBD? BUYER BEWARE"**

Read Article

SATIVA WELLNESS GROUP™

SAFETY AND TRUST

# THE SATIVA ANSWER

**Complete control of the entire supply chain from seed to consumer** is the only way to produce consistent, high-quality products. With the cultivation and extraction of all cannabinoids, fully operational state-of-the-art cannabis testing laboratories, established brands, and existing wholesale and retail sales channels Sativa Wellness is **well-positioned to thrive in a mature, more regulated market.**

- Complete traceability of all cannabinoids from seed to consumer
- All processes performed in certified, safe, state-of-the-art facilities
- All products thoroughly laboratory tested for consistency, purity and safety

**Pending government legislation on labelling and product testing will reduce the number of brands significantly.**

CULTIVATION

# IT STARTS WITH A SEED

### Current Unregulated Industry

- ✖ Hemp modified seeds, fertilizers, and pesticides in untested soil.
- ✖ Hemp biomass with illegal THC levels, pesticides, and heavy metals make it in to the production cycle and onto the shelves.
- ✖ Recent testing has shown "most of the cultivars and biomass grown using most of the varieties that we're currently using in the U.S. would no longer be defined as hemp."

### The Sativa Difference

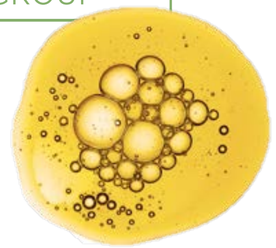
- ✔ Hemp grown exclusively on certified organic land tested to be free of heavy metals, pesticides, and within legal THC limits.
- ✔ Testing of biomass in certified laboratories during growth and after harvest.
- ✔ Tracking of biomass through chain of custody from our fields to consumers' homes.

**Sativa is ahead of the expected global agriculture testing and compliance standards.**

Sativa is ahead of the anticipated global legislation on certification and health requirements for cannabinoid extraction facilities.

EXTRACTION

# EXTRACTING PURE EXCELLENCE



### Current Unregulated Industry

- ✗ Many small and sizeable unlicensed extraction facilities are using carcinogenic solvents as their primary method, including Butane and Benzene.
- ✗ Unregulated and unlicensed extraction facilities do not mandate mandatory product testing throughout the extraction process and have no certifiable standard operating procedures.
- ✗ This results in impure, untested products in consumers' hands, which are mislabeled and potentially even dangerous.

### The Sativa Difference

- ✓ Initial extraction using grain alcohol in a licensed, inspected facility adhering to food safety standards under Hazard Analysis and Critical Control Point (HACCP) certification.
- ✓ Tracking and laboratory testing of the product in every step of the process from biomass to finished CBD.
- ✓ Resulting in a safe, pure, consistent product in consumers' hands.

TESTING & MANUFACTURING

# MANUFACTURING & QUALITY CONTROL

### Current Unregulated Industry

- ✖ Of the thousands of brands of CBD, only a handful make their own consumer products, many smaller players mix and bottle in non-sterile kitchen, garages and basements with no required testing.
- ✖ Only a few CBD providers laboratory test their finished products before selling to an unsuspecting consumer.
- ✖ Less than 50% of industry products provide what is promised on the label.

### The Sativa Difference

- ✔ Testing of all products for purity, safety and consistency in our own industry-recognized, certified laboratory, PhytoVista.
- ✔ State-of-the-art food-safe bottling facility which formulates Sativa brands as well as provides white-label services to other brands.

**Sativa is ahead of the anticipated global legislation on testing and health requirements for a Cannabinoid formulation and packaging facility.**

BRANDS

SATIVA WELLNESS GROUP™

# BRANDS YOU CAN TRUST

## Current Unregulated Industry

- ✗ A large number of unregulated and unlicensed products sold through the Internet make illegal health claims about their product.
- ✗ There is still no clear brand leader, while many products have no physical presence and sell online only.
- ✗ High product cost equates to high retail cost, CBD becomes unaffordable for many consumers.

## The Sativa Difference

- ✓ Products that meet or exceed current regulations with advanced stage Novel Food licencing (a requirement in many E.U. countries past March 2021)
- ✓ Ownership of some of the most recognized brands in Europe with retail presence and distribution in place.
- ✓ Owning the entire supply chain enables the lowest possible cost of goods in the industry and can be used to price a competitive advantage in the marketplace.

GOODBODY BOTANICALS | GOODBODY WELLNESS | GOODBODY HEMP | Tesselate Collective | GOODBODY CORPORATE SANITISATION SOLUTIONS

WHOLESALE

stillcanna

# FROM A TRUSTED SOURCE

### Current Unregulated Industry

- ✖ In an unregulated marketplace, we are seeing untested, impure bulk CBD sold globally. In Europe only CBD from European approved hemp is legally allowed to be sold.
- ✖ Many companies are buying Chinese and American bulk CBD and passing it off as European product.
- ✖ Many larger established businesses investigate bulk "chain of custody" to assure they are purchasing a compliant product.

### The Sativa Difference

- ✔ Fully compliant cannabis cultivation and those of approved agricultural partners produce legal and traceable wholesale CBD products.
- ✔ CBD products that are compliant with all European laws from seed to consumer
- ✔ As governments begin to enforce current regulations Sativa will benefit through its current and ongoing compliance

RETAIL

# OWNED SALES CHANNELS

SATIVA WELLNESS GROUP™

### Current Unregulated Industry

- ✗ Loose and unenforced packaging requirements lead to inferior products on the shelf.
- ✗ Many products have no testing, no return policy, and no stability as brands come and go daily.

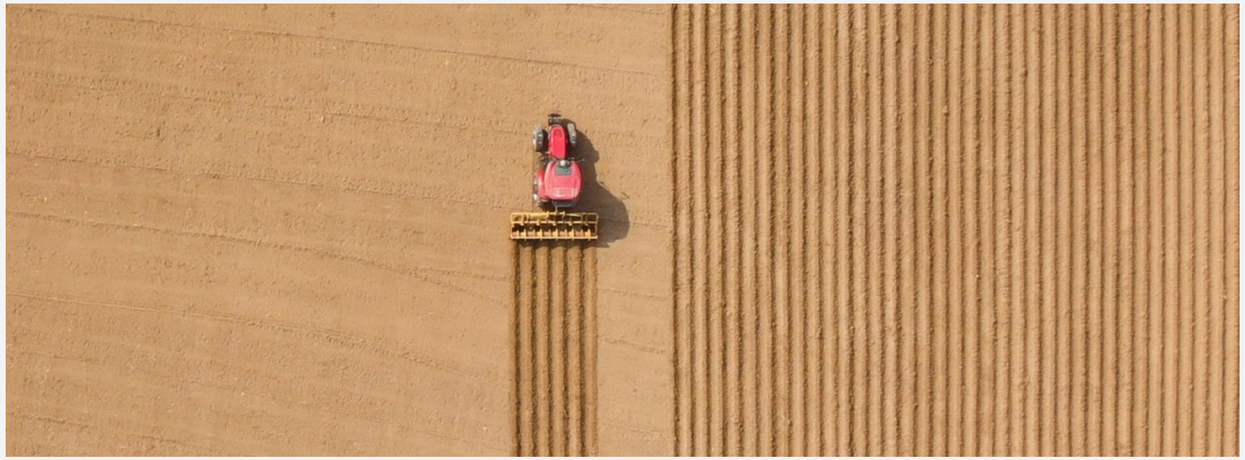
GOODBODY STORE.COM

### The Sativa Difference

- ✓ Consumer confidence in recognized, stable brands with retail outlets and distribution in well-known pharmacies, wellness and retail outlets.
- ✓ Addressing the move towards the preference for online purchasing, we have launched goodbodystore.com. The e-commerce site houses Goodbody and supplementary brands through an innovative "Pillars" structure designed to flow consumers to areas of need.
- ✓ Our flagship store is set up for a franchise model with scalable infrastructure.

2020-2021

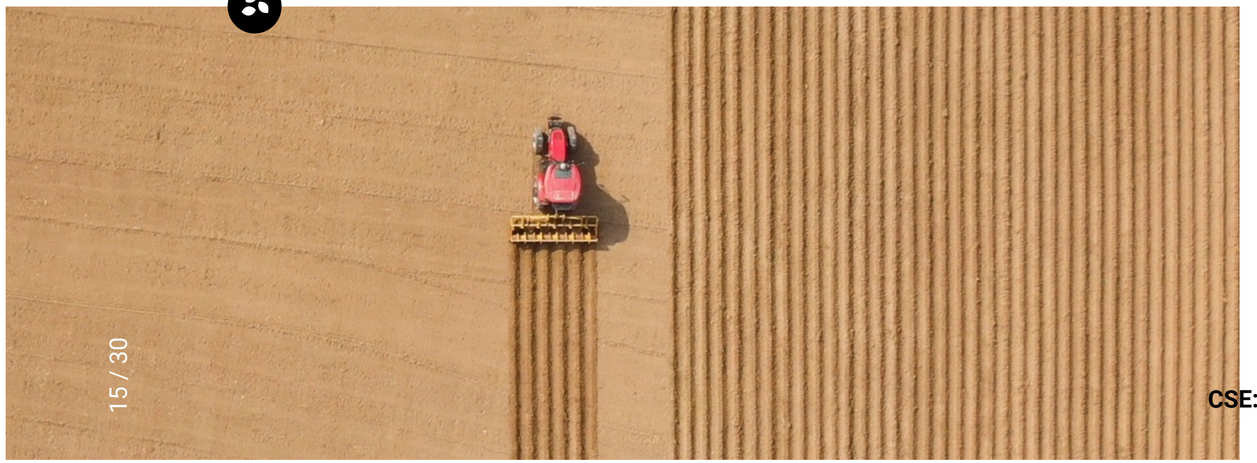
# CATALYSTS



SATIVA WELLNESS GROUP™

2020-2021 CATALYSTS

# CULTIVATION



**Sativa, from lessons learned in 2019, has taken a diversified approach to agriculture:**

- Along with our own certified organic crops, we've partnered with hemp growers throughout Europe.
- This multipronged approach reduces or eliminates agricultural risk while assuring the highest quality certified CBD biomass available in Europe.
- The company expects to have access to 450,000 kilos of high-grade biomass with a gross CBD content of 225 million grams.
- The company has to date secured more high-quality biomass than any in Europe at very competitive pricing.

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SATIVA WELLNESS GROUP™

2020-2021 CATALYSTS

# EXTRACTION

stillcanna

**Proprietary extraction techniques that set the standard for quality.**

- Two completed extraction facilities: Origin in Romania and Nexus in Poland, are each capable of producing up to 1000 finished Kilos of CBD monthly.
- The company feels combined with its cost of biomass and cost of manufacturing it will be able to produce the lowest cost CBD in Europe.
- We believe Kosher, HACCP, and Novel Foods certifications combined with already low production costs will enable us to dictate the bulk pricing of CBD in Europe.

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2020-2021 CATALYSTS

# QUALITY CONTROL

**It is anticipated that mandatory testing will become one of the most significant single global events across the cannabis industry.**

- Sativa's Phytovista laboratory is already a recognized, trusted and certified laboratory to the cannabis industry in Europe.
- With product testing expected to become mandatory, Sativa expects to see a substantial increase in testing enquiries and business.
- Additionally, Sativa has ownership of its laboratory, so our owned brands receive priority testing enabling us to bypass potential backlogs and minimize costs.

PHYTOVISTA LABORATORIES

**The majority of brands do not formulate their own products or own anything. They come to companies like Sativa for their product.**

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## 2020-2021 CATALYSTS

# MANUFACTURING

- As Novel Food certification is required for many countries beyond March 2021 only a handful of manufacturers like Sativa will be able to offer this certification.
- The company anticipates a sharp increase in white label orders, as brands will start to seek compliant manufacturers to keep their brands on the shelf.
- Now, with the ability to offer third-party clients all services from seed to consumer in a compliant, low-cost, and safe manner, the company expects increased manufacturing revenue that generally goes hand in hand with its White Labelling.

GOODBODY BOTANICALS | GOODBODY WELLNESS | GOODBODY HEMP | Tesselate Collective | GOODBODY CORPORATE SANITISATION SOLUTIONS

SATIVA WELLNESS GROUP™

## 2020-2021 CATALYSTS

# BRANDS

## Product Line Expansion:

- Alongside our recently launched CBD oils with Vitamin D, there are plans to expand the product range further.
- The expansion of the product range will ensure that we have the biggest range on offer to retailers and consumers UK wide.
- The product range will also enable us to strengthen our wellness offering for marketing collateral.

GOODBODY STORE.COM

2020-2021 CATALYSTS

# SALES CHANNELS

SATIVA WELLNESS GROUP™

## Focus: Accelerating Online Growth

**TRIAL CBD**

Testing, CBD Education

**CBD YOU CAN TRUST**

Case studies, Research Papers, Reviews, Professional Bodies

**BRAND STRATEGY**

Botanicals: Pharmaceuticals
Wellness/Hemp: Health clubs, spas

**PRODUCT/PRICING STRATEGY**

Content, Promotions, Target Audiences, Competitors, Cross Promote

**AFFILIATES**

- Affiliate Scheme
- Amazon
- eBay
- Groupon
- Discount Sites
- Promo Sites

**ONLINE ADVERTISING**

- Programmatic
- Banners
- Guest Blogging
- 3rd Party Advertising
- YouTube
- Retargeting
- Email mktg/lists

**SOCIAL**

- Facebook
- Instagram
- Twitter
- Snapchat
- Pinterest
- Influencer
- LinkedIn

**OFFLINE TO ONLINE**

- Press ads
- Advertorials
- PR
- Sponsorships
- OOH
- 3rd party
- On pack
- Word of mouth

**SEO/PPC**

- SEO
- Blogger
- PPC
- Display adverts
- Subscriptions

**ASSOCIATIONS/ EXPERIENTIAL**

- Like minded target market associations
- Forums
- Events with high footfall

stillcanna

SATIVA WELLNESS GROUP™

2020-2021 CATALYSTS

# WHOLESALE

**Owning the entire supply chain from seed, Sativa will see one of its most significant benefits in the bulk CBD business:**

- Sativa in unaware of any other company in the industry that owns the entire supply chain. They may claim they control it through third-party contracts, but this is far different than outright ownership.
- With the lowest costs in all phases of CBD production, the company feels it will be able to dictate the pricing of bulk CBD and become one of Europe's leading suppliers.

SATIVA WELLNESS GROUP™

2020-2021 CATALYSTS

# MERGERS AND ACQUISITIONS

While concentrating on organic growth, the company also intends to leverage its strong position to look at growth through acquisitions. The company feels the current global cannabis economy, along with the emergence of COVID-19, has created some well-priced opportunities.

Although the company has concentrated in CBD, it does have a medical THC handling permit and does grow a relatively small amount of marijuana for medical research purposes. Should the business opportunity arise and make sense, the company may increase its involvement in the medical marijuana space.

# PEER COMPARABLES

| Company | CULTIVATION | EXTRACTION | LABORATORY | MANUFACTURING | BRANDS | SALES CHANNELS | |
|---|---|---|---|---|---|---|---|
| | | | | | | Wholesale | Retail |
| Sativa Wellness | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Dragonfly | ✓ | | | | ✓ | | ✓ |
| Charlotte's Web | ✓ | ✓ | | ✓ | ✓ | | ✓ |
| Mile High Labs | | ✓ | ✓ | ✓ | | | ✓ |
| Isodiol | ✓ | ✓ | | | ✓ | | ✓ |
| Endoca | ✓ | ✓ | ✓ | | ✓ | | ✓ |
| CV Science | ✓ | ✓ | | ✓ | ✓ | | ✓ |

* based on publically available information

# LICENCING STRATEGY

SATIVA WELLNESS GROUP™

Home Office

**Industrial Hemp**
Low THC (<0.2%)
Cannabis License

KING'S College LONDON

**3 Year Research Agreement**

Home Office

**Research & Development**
Controlled Drug license for cannabis (THC > 0.2%)

ISO

**ISO Accreditation**
Expected Q4 2020
PhytoVista Laboratories
ISO 17025 international standard for testing and calibration laboratories

Food Standards Agency

**Novel Food Application**
Expected Q1 2021
Regarding the safety of CBD products with the FSA Incorporating:

- Product formulation and specification
- Production process (SOPs)
- Absorption, distribution, metabolism and excretion (ADME)
- Genotoxicity study
- Sub chronic toxicity study
- Stability testing
- History of use and proposed usage

Engaged with:

Food Standards Agency · MHRA · Centre for Medicinal Cannabis · Home Office · NATIONAL TRADING STANDARDS Protecting Consumers Safeguarding Businesses · ACI Association for the Cannabinoid Industry · ISO · NICE National Institute for Health and Care Excellence

# LEADERSHIP TEAM

## BOARD OF DIRECTORS

**JONATHAN WEARING**
Non-Executive Chairman

**HENRY LEES-BUCKLEY**
Chief Executive Officer

**JOSEPH COLLIVER**
Chief Financial Officer

**JASON DUSSAULT**
Non-Executive Director,
Corporate Communications

**ANGUS KERR**
Non-Executive Director

**MARK BLOWER**
Non-Executive Director

**ANNE TEW**
Corporate Secretary

# COMBINED SHARE STRUCTURE

| STILLCANNA | |
|---|---|
| Undiluted Issued and Outstanding | 111,874,727* |
| Outstanding Warrants (Average strike price $1.40) | 15,174,425* |
| Outstanding Options | 3,635,000* |

| SATIVA WELLNESS | |
|---|---|
| Undiluted Issued and Outstanding | 190,720,026 |
| Outstanding Warrants (Average strike price $xx) | 10,328,631 (Average strike price = $0.25) |
| Outstanding Options | 39,793,377 |
| Fully Diluted Issued & Outstanding | 371,526,206 |

SATIVA WELLNESS GROUP™

CSE:SWEL

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sativawellnessgroup.com

The Blue Building
Stubbs Lane
Beckington, BA11 6TE

# APPENDIX

# BOARD DIRECTOR BIOS

SATIVA WELLNESS GROUP™

**JONATHAN WEARING**
**Non-Executive Chairman**

Jonathan joins as non-Executive Chairman. Jonathan is an experienced, City-based corporate financier, who began his City career after graduating from Cambridge University with a M.A. in Economics. He was Chairman of Ideagen plc on its admission to the AIM market in July 2012 until April 2018. Following eight years in Citibank London's corporate banking division, providing debt finance for growth and acquisition purposes, he moved to Citicorp's London investment bank (CIBL) where, as a Director in the Corporate Finance Department, he worked on both UK and cross-border transactions.

**HENRY LEES-BUCKLEY**
**CEO**

Chief Executive Officer of Sativa Group PLC, is a seasoned corporate executive, with extensive experience of leading companies in the public markets. Henry was previously CEO of Uni-Select [TSX:UNS], a Canadian TSX quoted company, with operations in the UK, Canada and the USA. Prior to that, he was a senior global executive and officer in the USA and Canada for W.W. Grainger, a US$15 billion market capitalisation Fortune 500 company. Henry is currently a non-Executive Director of NASDAQ-quoted BMC (Building Materials Corp) [NASDAQ:BMCH] which has sales of US$3.8 billion and a market capitalisation of US$1.6 billion. Henry holds an MBA from Queens University, Kingston, Ontario and has held numerous executive level positions both in North America and the United Kingdom.

**JOSEPH COLLIVER**
**CFO**

Joseph is a qualified Chartered Accountant with significant commercial finance experience. Before joining Sativa, Joseph was a Director of Consulting at Kantar Consulting, part of WPP plc ("WPP") which advises Retail, Sales and Shopper clients on enhancing their commercial capability and the commercial competency of their staff. Prior to this, Joseph was Chief Financial Officer and a senior board member at WPP's Kantar Futures, which advises its clients on enhancing profit through change and shaping strategy. Here, Joseph was accountable for financial performance, managing a global finance team. From 2012-2015 Joseph was Global Commercial Director of WPP's Kantar subsidiary Taylor Nelson Sofres, a $1.8 billion turnover marketing agency.

**JASON DUSSAULT**
**Non-Executive Director, Corporate Communications**

A multi-talented man, known for his innovative marketing style, and as an accredited artist.A man of great accomplishments, he was the star and producer of the Dussault Inc. a City TV reality show. Dussault has received significant media attention on FOX NEWS, Entertainment Tonight, CityTV, ETalk on CTV, CBC, MTV, The Wall Street Journal and New York Times to name a few. Jason is well versed in the capital markets and mining, with decades of experience in the North West Territories diamond boom. Over the past several years he has pushed the global frontier in the Cannabis marketplace as CEO of Stillcanna Inc. a Canadian public company focused on manufacturing CBD in Europe. He raised over 30 million dollars, built large extraction facilities in Romania and Poland, built an experienced global team and negotiated significant strategic alliances including the merger with Sativa.

**ANNE TEW**
**Company Secretary**

Anne is an experienced Accountant, Corporate Secretary and professional business mentor with over 30 years' experience across a range of industries including the NHS, testing laboratories, manufacturing and farming. She has successfully led projects to achieve business turnaround, restructuring, growth and development. Anne has worked as an Executive and Non-Executive Director as well as advising board members in financial and governance matters as the Corporate Secretary or as an external consultant.

**MARK BLOWER**
**Non-Executive Director**

Mark is an experienced finance professional, having spent the last 20 years actively overseeing the financial performance of over 70 UK SME's, with a particular focus on raising debt and private equity. He began his career in 1996 at the Investment Banking division of a large UK bank, before joining NM Rothschild in 2000. He then ran a highly successful leveraged debt team for another UK lending institution for five years before starting his Private Equity career in 2010. During his career to-date he has held a number of board positions, across a variety of sectors.

**ANGUS KERR**
**Non-Executive Director**

Angus is an adviser and capital markets professional with nearly 25 years' experience in global banking with specific expertise in strategic and equity advisory, M&A and ECM. He has held, inter alia, managing director and management roles covering advisory, equity advisory and ECM at a number of organisations, including head of Mid-Market Advisory and Broking at Credit Suisse and head of UK ECM Dresdner Kleinwort. He has a long track record of advising companies and high-profile individuals in the UK, USA and Europe. He is currently a Senior Advisor at Zeus Capital, the independent investment bank, and is also Chairman of North Berwick SA, a business that consolidates portfolios of company-owned life insurance, and of the advisory board of Luxon Payments Ltd, a company using block chain distributed ledger technology to create a global electronic wallet. Prior to his career in finance Angus was an Army Officer. Angus has a BA (Hons) in Politics and International Relations from the University of Reading.

# GOODBODY BOTANICALS PRODUCTS

SATIVA WELLNESS GROUP™

CBD Oil
5% (500mg)

Peppermint
CBD Oil
20% (2000mg)

Peppermint CBD
Oil
15% (1500mg)

CBD Oil
2.5% (250mg)

CBD Oil
10% (1000mg)

CBD Soft gels
30 x 10mg

CBD Balm
1% (300mg)

CBD Gummies
14 x 10mg

CSE:SWEL

# GOODBODY WELLNESS VITAMIN D RANGE

SATIVA WELLNESS GROUP™

Orange and Lemons with Vitamin D CBD Oil

Peppermint with Vitamin D CBD Oil