

“Cannabis is the single most versatile herbal remedy, and most useful plant on earth. No other single plant contains as wide a range of medically active herbal constituents.”



Dr. Ethan Russo  
Cannabinoid Research Institute

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Nature made precise.



\* Materia deal is at heads of terms stage



# Our Mission

Re-imagining how medical cannabis is delivered with **customer-centric focus**



\* Merger deal is at heads of terms stage

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# Focusing on the Consumer

## The Cannabis Industry Evolution



2014 – 2019  
Cultivation era

Margin today  
**20–40%**



2019 – 2022  
Production era

Margin today  
**40–70%**



2022–  
Consumer Focused era

Anticipated Margin  
**70%+**





**London**  
Stock Exchange



# Breakthrough Year for Kanabo: 2021

One of the first Cannabis IPO on the Main Market  
London stock exchange **February 16<sup>th</sup>, 2021**

Distribution agreement – UK Medical Cannabis  
LYPHE Group **February 23<sup>rd</sup>, 2021**

EU Production line – Medical Cannabis production line  
JV with PharmaCann **March 9<sup>th</sup>, 2021**

UK Production line – New GMP production line for CBD  
Pure Origin Ltd **May 24<sup>th</sup>, 2021**

Dr Daniel Poulter MP joins as a NED  
former UK Government health minister **July 1<sup>st</sup>, 2021**

UK medical launch – First Medical Cannabis vape in the UK  
with LYPHE Group **August 2021**

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# From product leadership to market leadership

To achieve full business and operational independence, we intend to take control of all production and distribution processes.



Product Development



Delivery System  
(VapePod)

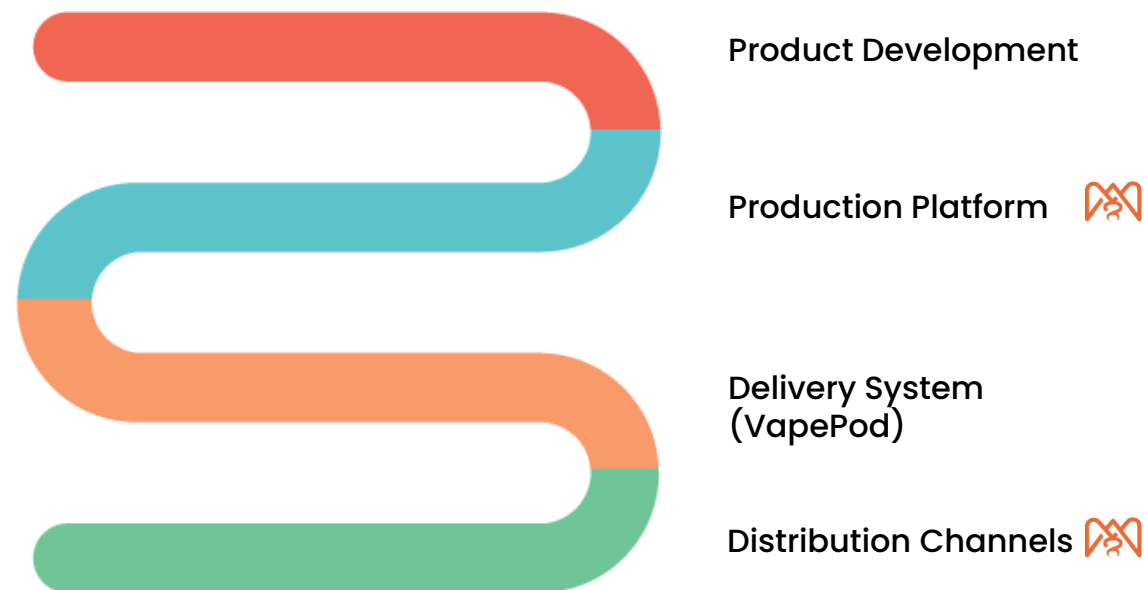
## ● Product Development    ● Delivery System

- Israeli R&D Centre
- Medical device regulation
- Gen 1 Vape Pod
- Gen 2 New device

\* Subject to completion - Materia deal is at heads of terms stage

# From product leadership to market leadership

To achieve full business and operational independence, we intend to take control of all production and distribution processes.



## • Product Development

- Israeli R&D Centre
- Medical device regulation

## • Delivery System

- Gen 1 Vape Pod
- Gen 2 New device

## • Production Platform

- Materia's Malta facility is an approved EU-GMP processing facility

## • Distribution Channels

- Medical German Market
- Wellness (CBD) UK e-commerce

\* Subject to completion - Materia deal is at heads of terms stage



# Addressing the 3 biggest challenges of the cannabis market

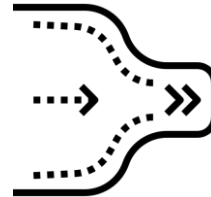


## DELIVERY



Limited Delivery  
Method Options

## PRODUCTS



Supply Chain  
Bottleneck

## PATIENTS



Insufficient Access for  
Patient

# Addressing the 3 biggest challenges of the cannabis market

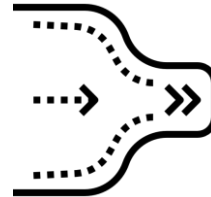


## DELIVERY



Limited Delivery  
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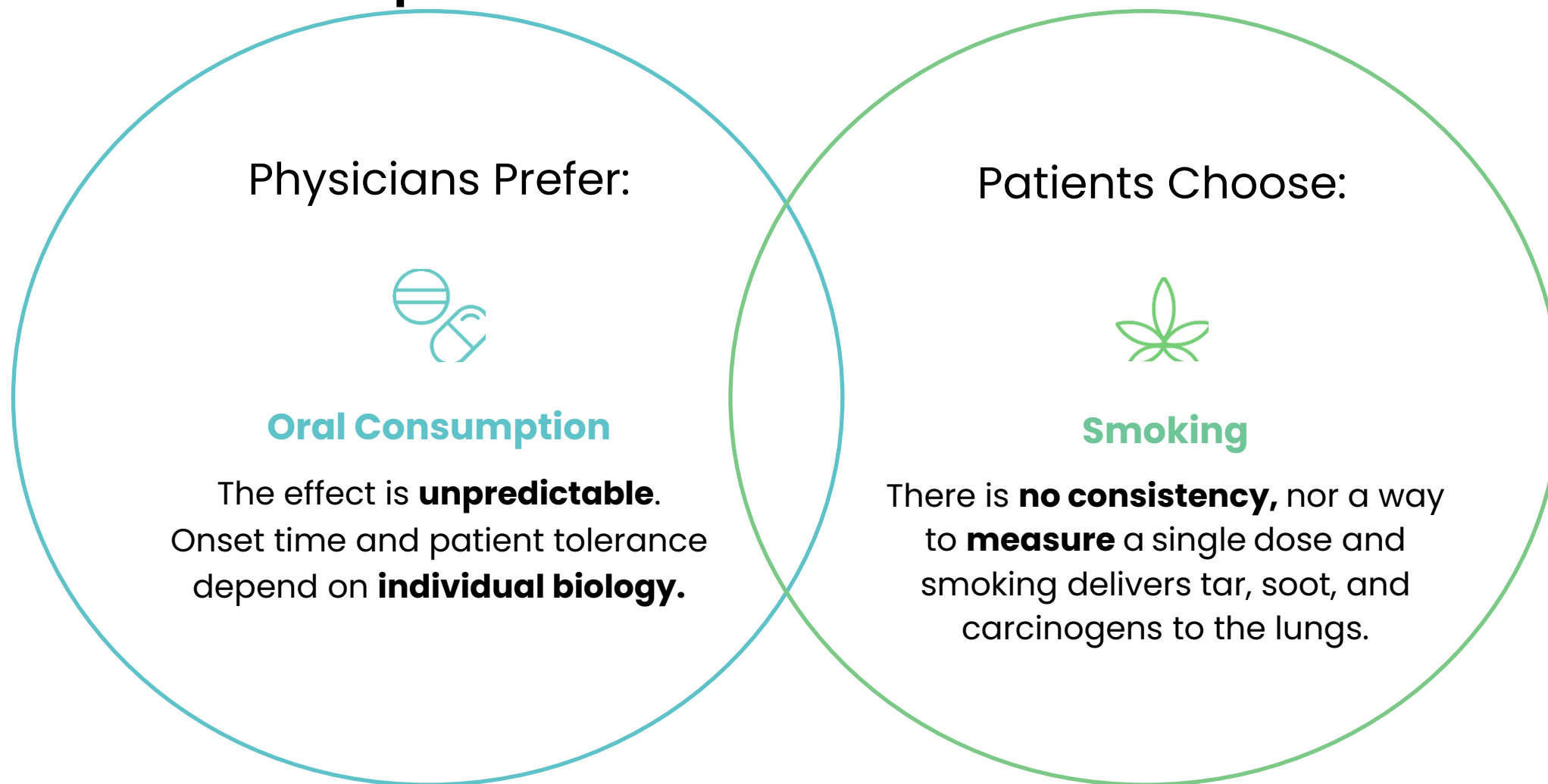
## PATIENTS



Insufficient Access for  
Patient



# No existing delivery methods address both stakeholder requirements



The Problem:

It's 2021, and most  
medical patients still  
smoke their medicine

Inconsistent

Risky

Unmeasurable

Delivery Method



70–80%\*

Of Medical sales are flowers

\* Based on Germany, Israel and UK markets





## The Solution:

# The first of its kind metered-dose, medical device vaporizer



Precise Dosage  
(1mg / inhalation)



Medical Device  
(CE Mark)\*



High  
Bioavailability

jupiter 

Jupiter Research  
(developer)

+\$100M in Sales

SMOORE

Smoore Technologies  
(manufacturer)

~\$30B in Valuation

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Kanabo Group  
(distributor)

\*In progress

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Delivery Method



Delivery Method

# Kanabo's platform offers formulations for three medical indications



Sleep Disorder  
NabinnoI™



Pain  
Management



PTSD

European Medical Cannabis Market (2025)

€3.2Bn



# Leveraging Kanabo's recognized medical brand as a premium CBD wellness line



European CBD Market (2025)

€13.6Bn

Delivery Method

UK GMP  
production line  
established



## Premium Quality

Our CBD formulas are based on hemp and naturally occurring terpenes that are well-known for their ability to promote better feeling. Our broad-spectrum hemp extract keeps all the naturally occurring components of the hemp plant: CBD, CBG, CBC, and other cannabinoids and terpenes.

# Addressing the 3 biggest challenges of the cannabis market

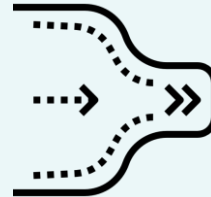


## DELIVERY



Limited Delivery  
Method Options

## PRODUCTS



Supply Chain  
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Insufficient Access for  
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# The EU's Cannabis Bottleneck

The requirement of EU-GMP represents a massive barrier to market entry



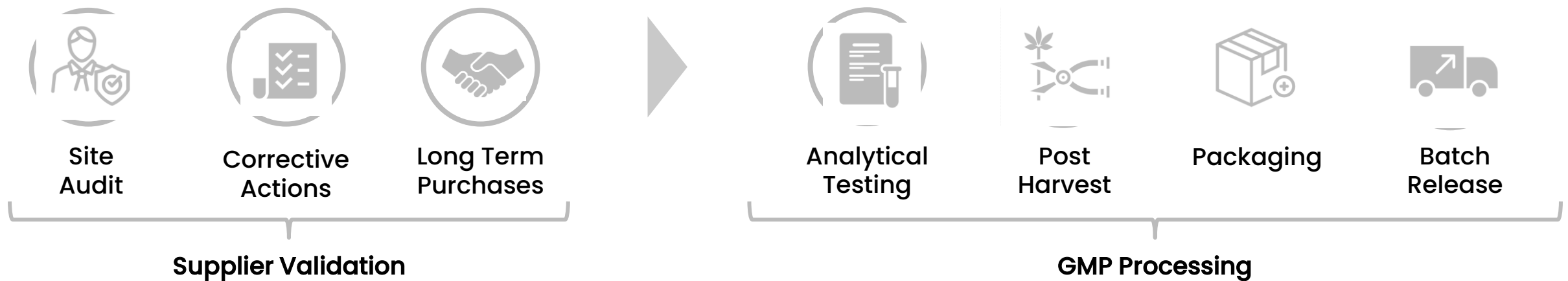
Currently, 5 players account for the majority of sales in the EU/UK market



# Materia's Malta facility is the key to unlocking EU's cannabis bottleneck



## Unlocking the EU-GMP regulatory pathway



Supply Bottleneck

\* Subject to completion - Materia deal is at heads of terms stage

# Materia Malta facility is fully certified and licensed

MATERIA MALTA Numbers:

**6,000**

Kilos per year  
processing  
capacity

**\$36M**  
In wholesale value

**Dozens**

Cultivators in  
validation  
process

**Low cost**

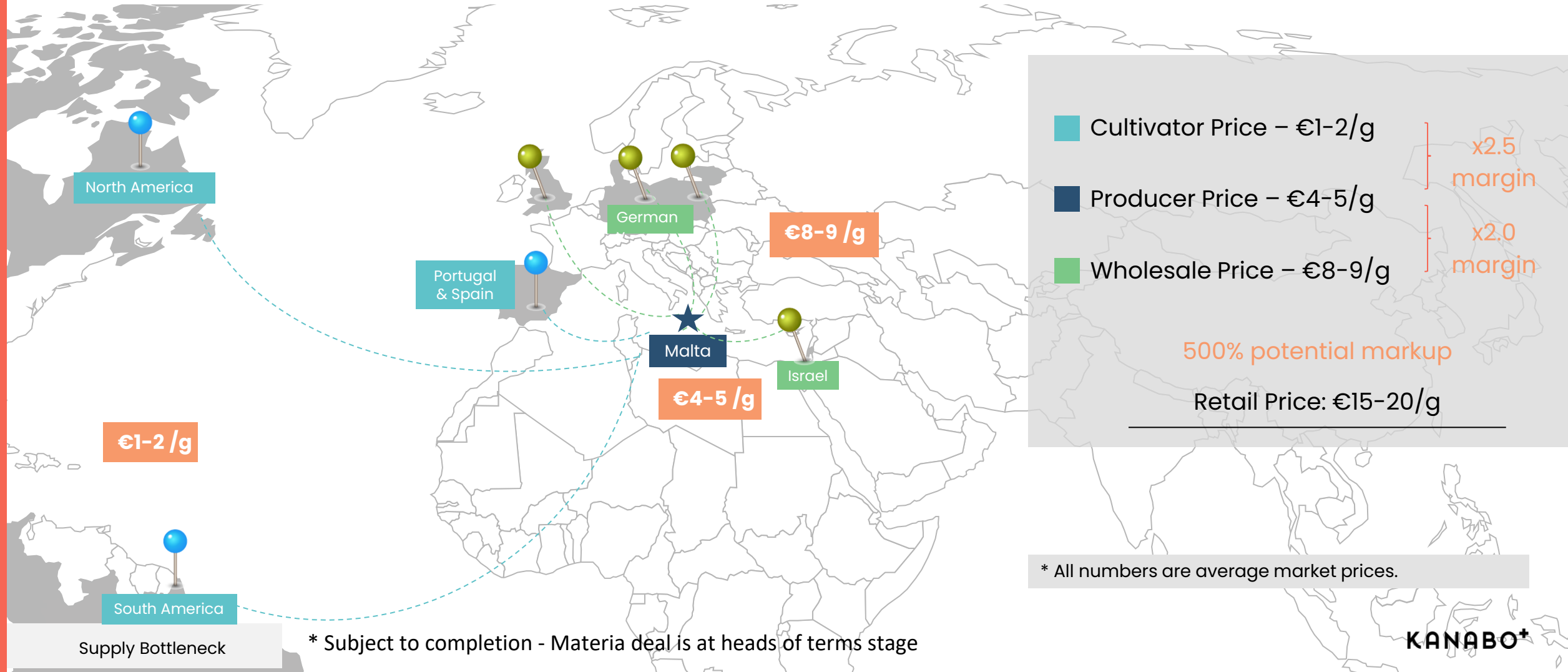
Processing  
cost per  
gram





# Materia's platform: leveraging regulatory arbitrage in the EU

A supply chain that makes sense





# Addressing the 3 biggest challenges of the cannabis market

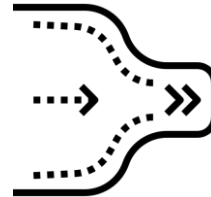


## DELIVERY



Limited Delivery  
Method Options

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Supply Chain  
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## PATIENTS



Insufficient Access for  
Patient

# Building a strong presence in the UK's medical and wellness markets



## LYPHE<sup>1</sup> GROUP

- Strategic partnership with UK's **biggest medical cannabis** distributor LYPHE GROUP.  
Estimated ~60% of UK's medical market



- Materia owns and operates an **online CBD marketplace**, Handpicked CBD, that sells wellness products directly to consumers.

## UK Medical Cannabis Market:

**300% CAGR**

Fastest growing  
medical cannabis  
market

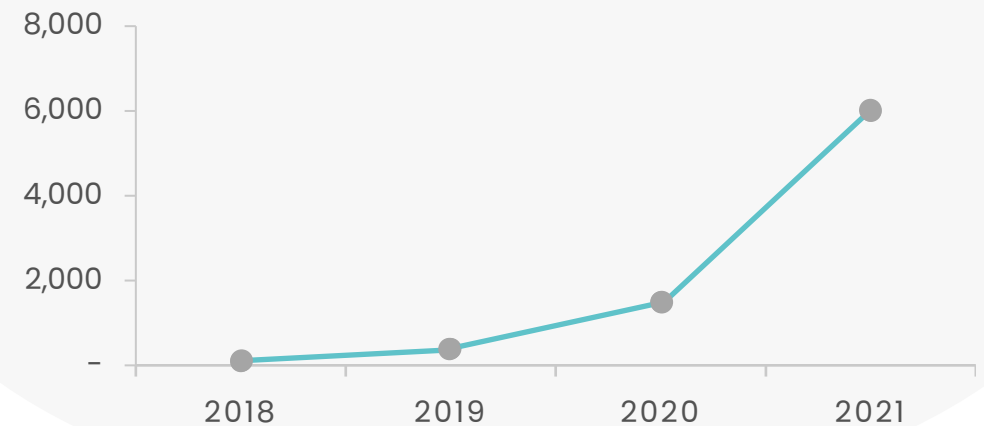
**>70% retention**

Patients are committed  
to the treatment of  
cannabis

**~£200 a month**

The average expense  
for a cannabis patient  
a month

UK MEDICAL CANNABIS PATIENTS





# Materia in Germany

Licensed capabilities:

Import → Processing → Distribution → Wholesale to Pharmacies



**EU-GMP and EU-GDP licences** that cover all necessary import and distribution activities



**Sales team and pharmacy network established** in biggest and fastest growing EU market (~€300M last year, +88% YTD)



**Currently selling Bedrocan, Aphria, and other products to earn customer support and build distribution network**

~€840M EST by 2025  
Insurance covered cannabis medicines



# Kanabo's proposed merger with Materia will be a game changer right from the start



**asset base with multiple potential revenue streams**

Market access solution, encompassing delivery methods, regulatory know-how, production and distribution capabilities



**Immediate entry into the biggest medical cannabis market**

Established German distribution network & national sales team with strong pharmacy relationships



**Deeper access to Europe's biggest CBD market**

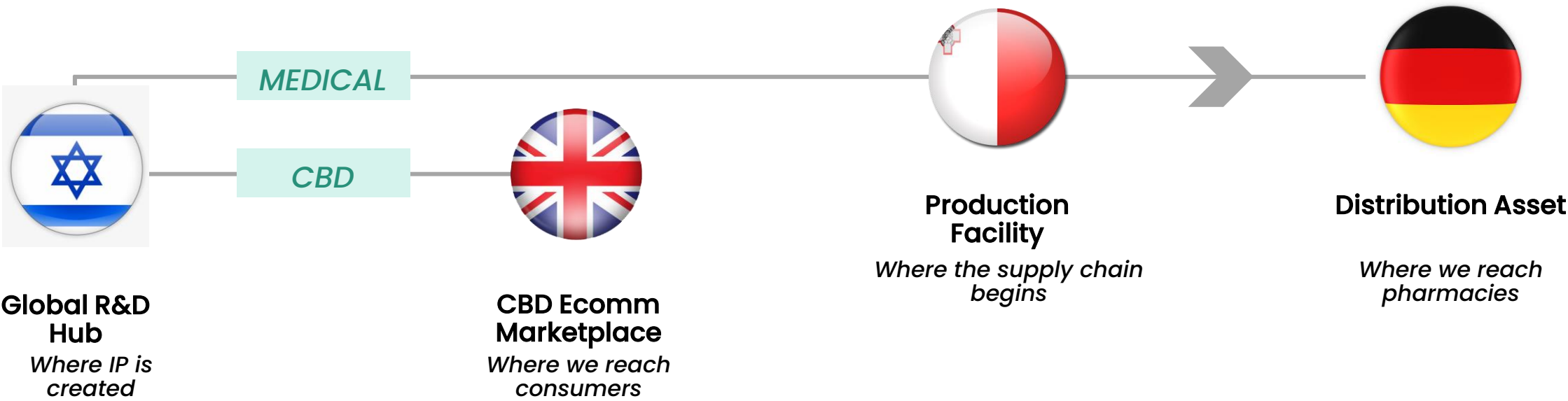
Online marketplace with significant UK customer base & insight into future market trends



**Diversifying into the lucrative flower segment**

Cultivation-free model taps into unlimited production capacity of suppliers worldwide

# Kanabo benefits from multiple revenue streams



## Revenue Streams by Geography:

- B2C using **Kanabo** brand equity
- Technology licensed B2B
- Sale of **Kanabo** vape CBD products
- Sale of third party products B2C
- Manufacture of **Materia** products
- Contract manufacturing
- Distribution of **Materia** & **Kanabo** products
- Distribution of third party products

## Market Sizes by Geography:

-  - €840M medical market by 2025<sup>(1)</sup>
-  - €903M CBD market by 2025<sup>(2)</sup>  
- €420M medical market by 2025<sup>(3)</sup>
-  - €3.2Bn market by 2025<sup>(1)</sup>

1. Prohibition Partners European Cannabis Report (6<sup>th</sup> Edition).  
2. Centre for Medicinal Cannabis Market Sizing Report, 2020.  
3. Proprietary estimate based on Prohibition Partners European Cannabis Report (6<sup>th</sup> Edition).

\* Subject to completion - Materia deal is at heads of terms stage

# Summary

- Focused on one of the **fastest growing segments** of the cannabis industry today.
- **High barrier-to-entry**, the medical device is a major competitive advantage in addition to an EU-GMP facility in Europe.
- **Recurring revenue model** enables greater sales certainty and retained market share.
- Supply chain built around **highest-margin activities and already fully licensed**.
- A Pan-European **distribution and sales** network for both medical and wellness markets are in place and **expected to generate significant sales** in the upcoming year.
- **Management team** with years of experience in both cannabis and pharma industries, including scaling start ups.

\* Subject to completion - Materia deal is at heads of terms stage

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# Board & Management

Experience in the fields of  
Medical Cannabis,  
Pharmaceuticals,  
Finance, Hi-tech and  
Entrepreneurship

## Board



**David Tzur**  
Non-Executive  
Chairman



**Uzi Danino**  
Non-Executive Director



**Andy Morrison**  
Non-Executive Director



**Dr. Daniel Poulter**  
Non-Executive Director

## Management



**Avihu Tamir.**  
CEO, Kanabo



**Deepak Anand**  
CEO, Materia\*



**Meirav Horn, CPA**  
CFO, Kanabo



**Nick Pateras**  
Managing Director, Materia\*



**Michal Ben Moshe**  
General Manager, Kanabo

\* Proposed management subjected to M&N completion

**KANABO<sup>+</sup>**

# Contact Us

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**KANABO<sup>+</sup>**

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