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YOOFORIC™

CPG, Alcohol, & Pharma Convergence on Cannabis: Catalysts & Market Assessment

WSWA CLD July 2021

CPG, Alcohol, & Pharma Convergence on Cannabis: Catalysts & Market Assessment

My journey – from Wine & Spirits to Cannabis

State of the Industry – Legalization, Regulations and Experimentation

Discussion of Vertical Integration, Distribution and House of Brands approach and how it relates to WSWA

Q&A/Discussion

Areas of Business

HEMP/CBD – NON
THC – FEDERALLY
LEGAL

VERTICAL
WELLNESS

Unleashing Nature's Potential



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Canafarma Hemp Products Corp. (CNFA.CN)



THC – FEDERALLY NOT LEGAL, STATE LEGAL

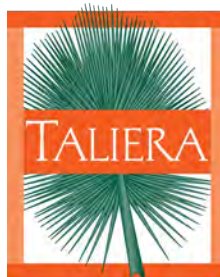
VERTICAL
Green, as a heraldic colour Pertaining or corresponding to
EVERYTHING PERTAINING TO GREEN




GALENAS™



Spirits Brands Investments



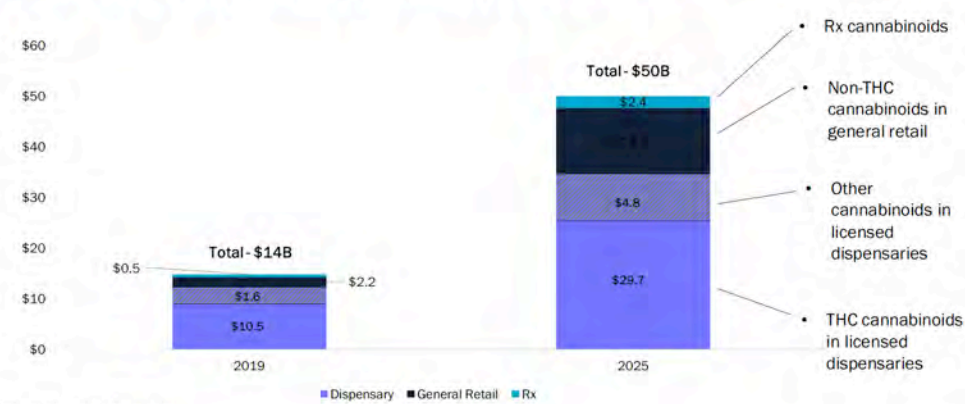


|. **Market Conditions and Outlook: Cannabis & Hemp/CBD**

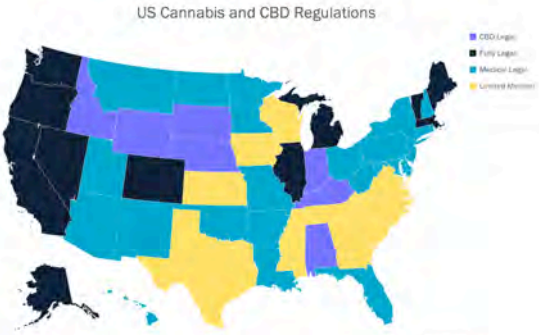
“Discovery consists of seeing what everybody has seen
and thinking what nobody has thought”

State led legalization and generational growth

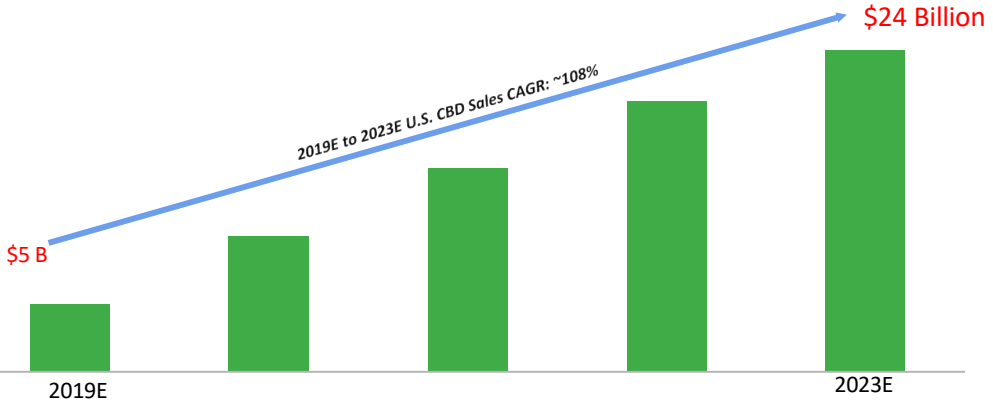
DESPITE REGULATORY CHALLENGES, BDSA FORECASTS A \$50B US TOTAL CANNABINOID MARKET BY 2025



REGULATIONS LOOSENING ACROSS THE US



Source: BDSA as of October 2020



High Level Market Assessment – Where are we headed?

“Never let the future disturb you. You will meet it, if you have to, with the same weapons of reason which today arm you against the present.”

– **Marcus Aurelius**, [Meditations](#)

2020

- COVID year proved resilience
- Essential business stayed open
- Delivery boomed
- Consolidation

Jefferies

Cannabis





Initiate on US Cannabis: Generational Wealth Opportunity, Avg. Upside >100%

July 7, 2021

2021-2022

- The year legalization explodes - States
- Steps toward federal prohibition repeal – but incremental
- Secondary Cannabinoids Capture +5% of Dispensary Ingestible Market
- Consolidation Accelerates the Big get Bigger
- More Mainstream “Non-Cannabis” Companies Become Cannabis Companies or Make Deals with Cannabis Companies for Brands or Partnerships.

Consumers of both Cannabis and Alcohol are Adjusting Consumption

	STOPPED	DECREASED	SAME	INCREASED
 Liquor/Spirits	3%	26% ↓	64%	7% ↑
 Beer	3%	20% ↓	64%	13% ↑
 Wine	2%	20% ↓	66%	12% ↑
 Craft Beer	2%	15% ↓	69%	14% ↑

Consumers are Starting to See Brands Emerge in CBD and THC



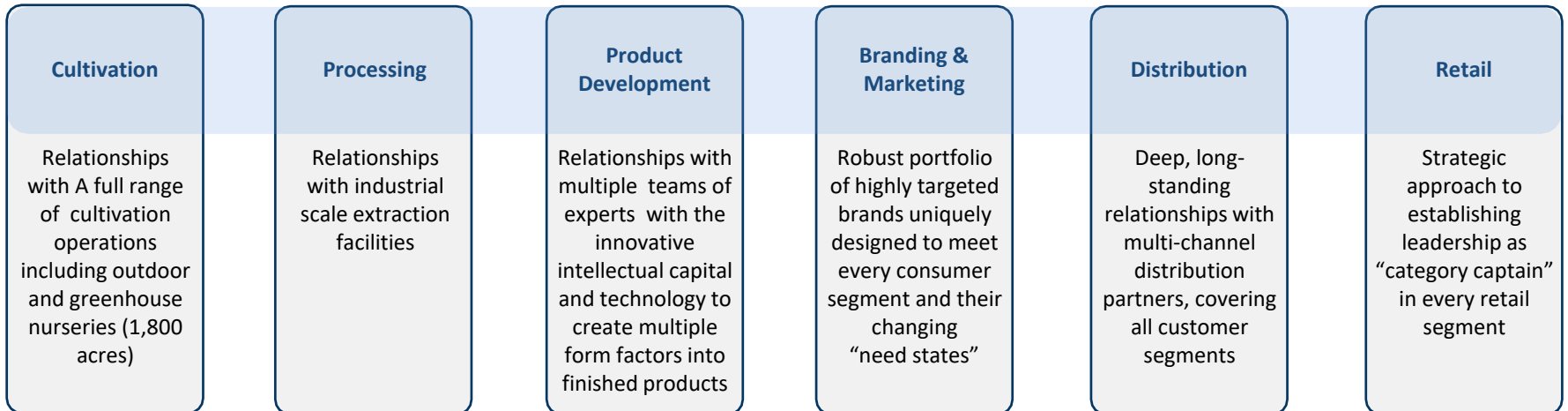
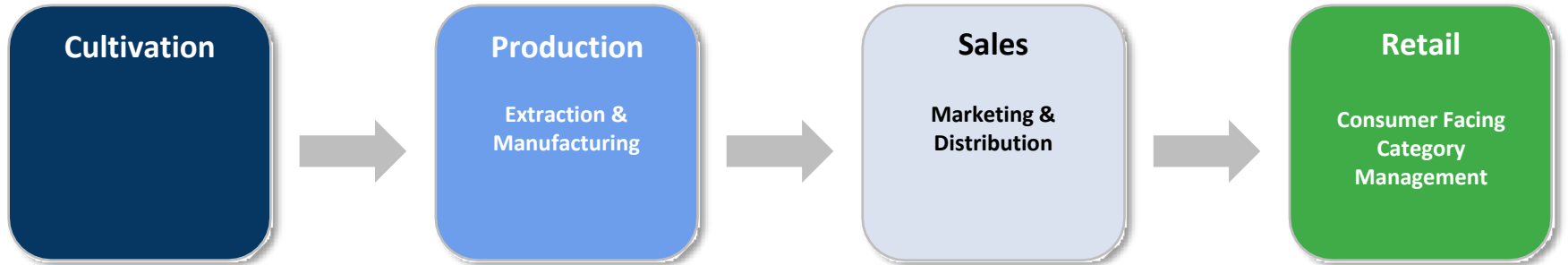
||.

Vertical Integration, Distribution and some considerations for WSWA to think about the space



What is A Vertically-Integrated Supply Chain?

Vertical Wellness is a full service innovative, seed to sale brand company



Regulatory Compliance and Quality Assurance

Full suite of regulatory compliance and quality assurance consulting services available to all partners

Product Development — Form Factors A Huge Consideration

Vertical Wellness has pharma-grade manufacturing capabilities with its co-packing partners to produce diversified products at scale for its brands and others.

Acquired proprietary patented body of Intellectual Property “IP” around cannabinoid delivery that make products more effective (higher bio-availability) and faster acting.



Flower



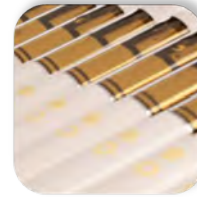
Animal Health



Wellness



Pre-rolls



Vaping



Edibles – Non-perishable



Topicals



Oils & Tinctures



Beverages



Edibles - Perishable

Health & Well-being

- Tinctures
- Patches
- Capsules
- Topicals
- Kinetic Tape
- Vape Pens
- Lozenges
- Powders
- Gummies
- Sublingual Strips

Lifestyle & Fitness

- Flavored / Sparkling water
- Tea / Iced tea
- Mints
- Sublingual strips
- Smoothie powders
- Healthy packaged foods
- Gourmet candies
- Candles
- Essential oils
- Technology based novelty items

Spa & Beauty

- Body & face lotions
- Cosmetics
- Lip balm
- Face masks
- Body & face soaps / cleaners
- SPF lotions
- Bath bombs & salts
- Body powders
- Personal lubricants
- Serums
- Hair & beard pomade

Pet

- Treats / bites / biscuits
- Oils
- Capsules
- Paste
- Shampoo
- Coat Spray

NOTE: we work within the state and federal regulatory environment which is constantly changing. Some form factors are allowed at the state level but not allowed by the FDA. We review each product offering with our FDA attorneys and regulatory compliance groups.

Brands: kathy ireland WorldWide®



- Founded in 1993 as a brand marketing firm in an exclusive business relationship with multiple mainstream retailers, kathy ireland Worldwide (kiWW) grew to become one of the world's most valuable global licensors, most recently standing at No. 26 on License Global's "Top 150 Global Licensors" 2020 list with \$3 billion in retail sales.
- Since its foundation, kiWW has expanded into many different categories of products, including Home, Fashion Apparel, Wedding, Fine Jewelry, Baby, Children's Toys and books, Publishing, Pet Care, Crafts and Gifts.
- Vertical Wellness has exclusive worldwide rights to kiWW branded CBD products.

RANKING	COMPANY	RETAIL SALES 2020	RANKING	COMPANY	RETAIL SALES 2020
1	The Walt Disney Company	\$54B	39	Alpha Group	\$450M
2	Meredith Corporation	\$30.1B	40	The Goodyear Tire & Rubber Company	\$450M
3	Authentic Brands Group	\$13.8B	41	Pinkfong	\$437M (E)
4	WarnerMedia	\$11.8	42	emoji company	\$409M
5	Hasbro	\$7.8B	43	Tommy Bahama	\$400M
6	NBCUniversal/Universal Brand Development	\$7.5B	44	Sony Pictures Entertainment	\$390M
7	ViacomCBS	\$5.8B	45	Eastman Kodak Company	\$383M
8	The Pokémon Company International	\$5.1B	46	Shanghai Brand Management Corp.	\$380M
9	Bluestar Alliance	\$4.5B	47	Diageo	\$320M
10	Sanrio	\$3.9B	48	Animaccord	\$317.3M
11	Toei Animation	\$3.8B	49	Activision Blizzard	\$317M
12	The Electrolux Group	\$3.6B	50	BuzzFeed	\$305M
13	Stanley Black & Decker	\$3.6B	51	TGI Friday's	\$301M
14	Brooks & Dunne	\$3.5B	52	Skechers USA	\$300M
15	Kathy Ireland Worldwide	\$3.1B (E)	53	The World of Eric Carle	\$287M
16	Playboy Enterprises	\$3B	54	Sports Afield	\$245M
17	WHP Global	\$3B	55	The Ohio State University	\$239M
18	Caterpillar	\$2.44B	56	Anheuser-Busch InBev	\$235M
19	WildBrain	\$2.39B	57	Crayola	\$235M (E)
20	NFL Players Association	\$2.17B	58	Funimation Global Group	\$230M
21	Rainbow	\$2.1B	59	SEGA	\$207M
22	Mattel	\$2B (E)	60	Studio 100	\$203M
23	Focus Brands	\$1.88B	61	Art Brand Studios	\$200M
24	The Hershey Company	\$1.7B	62	Roto-Rooter	\$200M
25	Fruit of the Loom <small>new</small>	\$1.5B	63	United States Postal Service <small>new</small>	\$200M
26	BBC Studios	\$1.4B (E)	64	Melitta	\$170M
27	Sesame Workshop	\$1.4B	65	Perfetti Van Melle	\$158M
28	Spin Master	\$1.06B (E)	66	Games Workshop Group	\$150M
29	WWE	\$1B	67	ITV Studios	\$143M
30	Dr. Seuss Enterprises	\$998.3M	68	The Scotts Miracle-Gro Company	\$140.7M
31	Technicolor	\$905M	69	Formula 1 (Formula One World Championship Limited) <small>new</small>	\$136M
32	PGA Tour	\$774M	70	AgfaPhoto	\$125M
33	Keurig Dr Pepper	\$750M	71	Jelly Belly Candy Company	\$103M
34	Hearst	\$600M	72	Acamar Films	\$98.5M
35	The Smiley Company	\$573M	73	Silvergate Media	\$75M
36	Lagardere Group	\$500M	74	U.S. Army	\$74M
37	Sharper Image	\$500M	75	Rust-Oleum Corporation	\$65M
38	Michelin Lifestyle	\$486M			

COMING SUMMER 2021

kathy ireland®
HEALTH & WELLNESS

CBD *Solutions*



Brands: The Industry Leading Portfolio of Health, Wellness & Lifestyle Brands in CBD (VWEL owns ~18% and Each Athlete is an owner of JSLV)

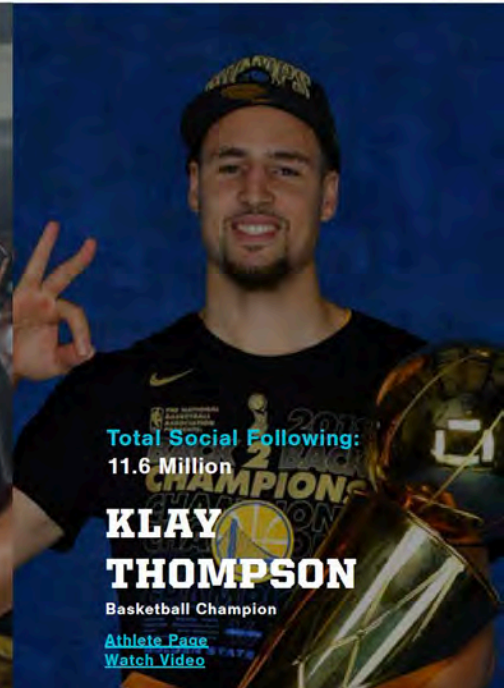
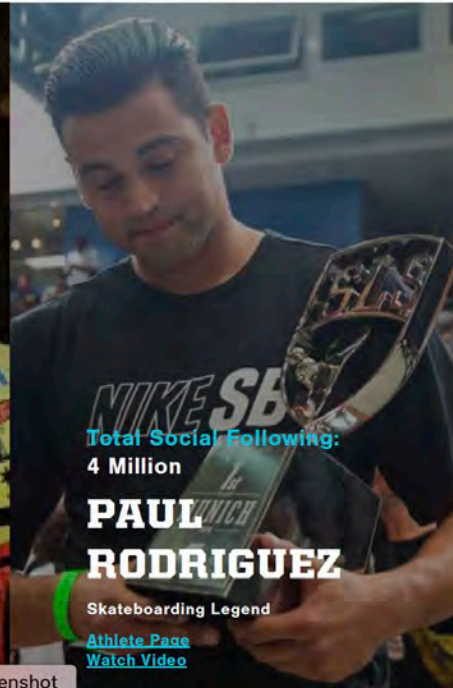
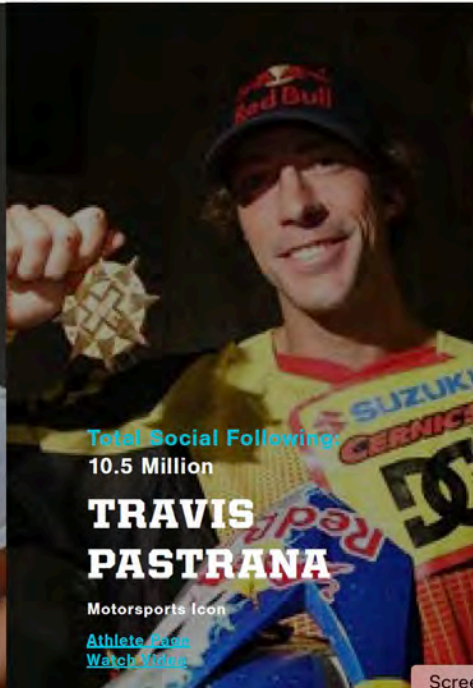
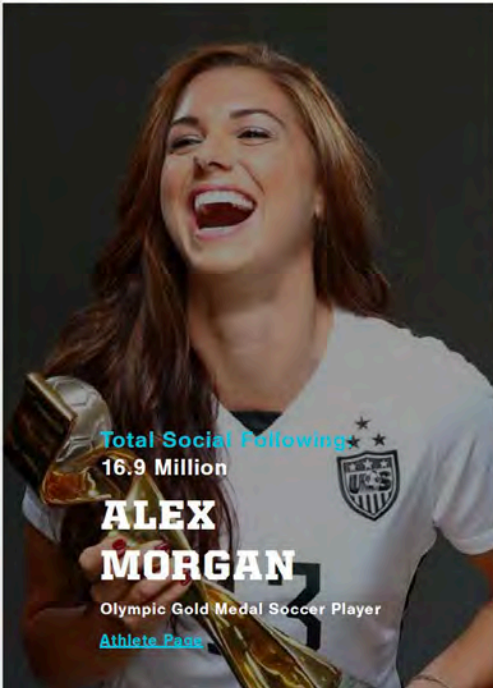
JUST LIVE

ATHLETES LOOK TO ATHLETES FOR SOLUTIONS

WHO WE ARE The Founders

ATHLETE OWNERS WITH A FOLLOWING

47.5 MILLION COMBINED REACH



Screenshot

Brands: The Industry Leading Portfolio of Health, Wellness & Lifestyle Brands

PHASE ONE

PHASE TWO & THREE



kathy ireland®
HEALTH & WELLNESS
CBD Solutions



JUST LIVE



NEUTRAT

Chill ADA

FLUTTERBUM
- APOTHECARY -

Taos



BEECHWOOD
BOTANICALS

U.S.M.C.C.
UNITED STATES MEDICAL CANNABIS COMPANY



canafarma

HALOGENIX
Hemp-Moji



NURTURED
BY NATURE



OSKAR
Natural Pet Remedies



SCORPION
sport

THE ORGANIC
CANDY FACTORY®

Lap Dog
A healthy pet is a happy pet

Lilac & Pearl
NATURAL REMEDIES

SATURNA

PAR 5

YOOFORIC™
O.C.F.
CBD | Organic Beers



WINGRA
FARMS



NURSE
NANCY



VERTICAL
WELLNESS

Unleashing Nature's Potential



canafarma

Our Unfair Advantage: Multiple Distribution Channels to Reach Every Channel of Trade



Future Vision: Convergence of Health, Wellness & Lifestyle Brands

“The question is not what you look at, but what you see.”

— Henry David Thoreau

