



SATIVA
GROUP

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GROUP OVERVIEW



SATIVA STRATEGY



HEADLINES



First listed cannabis company



Strong corporate governance



Partnerships



EIS + VCT Advanced Assurance from HMRC

STRONG TEAM

BOARD



Henry Lees-Buckley
CEO



Joseph Colliver
CFO



Jonathan Wearing
Chairman



Jeremy Thomas
Founder and Deputy
Chairman



Angus Kerr
non-Executive Director



Mark Blower
non-Executive Director

SCIENTIFIC ADVISORY BOARD



Dr Matthew Brown
Advisor



Dr Peter Feldschreiber
Advisor



Professor Clive Page
Advisor



Dr Nick Horniman
Director of Regulatory
Affairs, Sativa's Liaison
Officer with the SAB

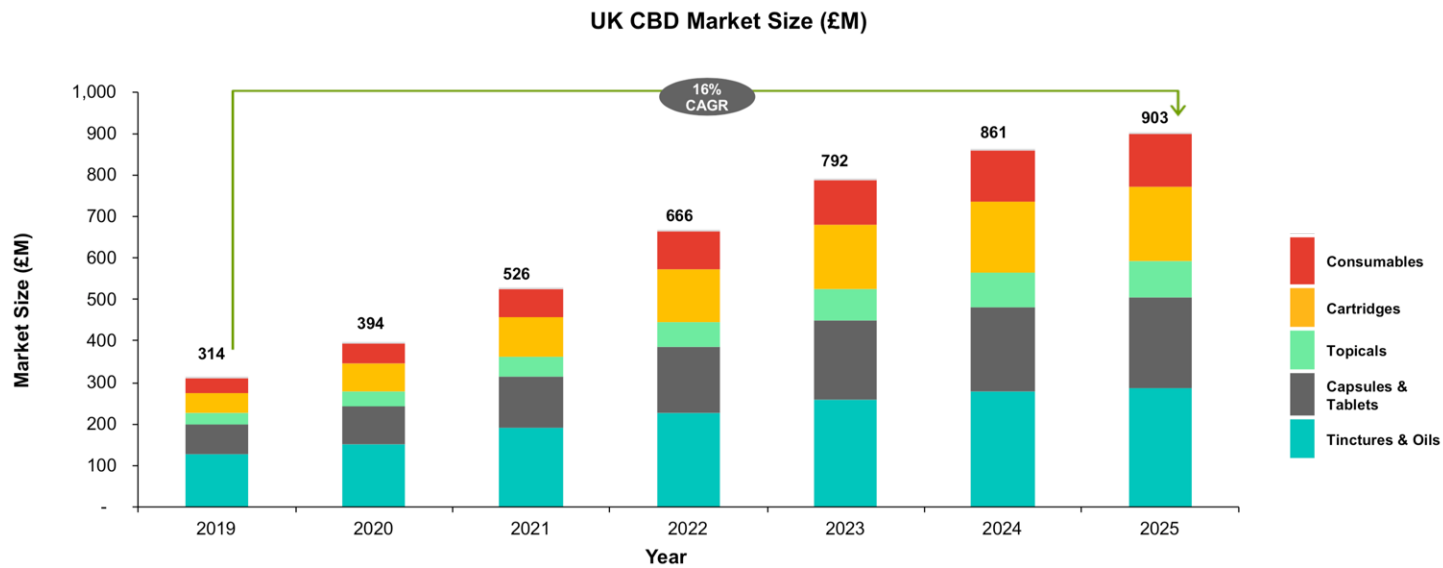
COMPANY SECRETARY



Anne Tew

REVENUE STREAMS

CBD WELLNESS MARKET GROWTH



- CBD Wellness sales only
- Excludes other cannabis products

• Data source: Centre for Medicinal Cannabis (CMC) market research report (Navigant), published June 2019

CBD WELLNESS REVENUE STREAMS



RETAIL BRANDS

GOODBODY BOTANICALS BRAND

Target customers

- High street grocers
- High street pharmacies
- Independent pharmacies
- National accounts
- Superstores
- Health food retailers
- Available online



Distribution

- Partnered with class-leading distributors
- SHS distribution – high street grocers and pharmacies (Exclusive)
- Alliance Healthcare – Independent pharmacies, national accounts and superstores



GB Brand

- Brand designed to supply secondary market
- Available online



HEALTH & BEAUTY BRAND



Channel 1 | Goodbody Wellness Stores

- Premium shopping experience
- Currently 3 stores: Bath, Cirencester, Bristol
- Optimising merchandising marketing
- Expanding product range
- Launching concession model
- Expanding product range
- Franchising opportunity - future

Channel 2 | Health & Beauty

- Premium brand
- Sell to: Health food stores, Spa, High-end retailers



DIRECT SELLING BRAND

Today:

- Significant revenue runway:
£2.6bn* direct selling industry
in the UK, 64% relating to Wellness
& Cosmetics
- 500+ sales advocates currently
- Healthy revenue stream
- Consumer need for educational awareness
- Under-penetrated channel
- We have invested in systems & processes

**Tessellate
Collective**

Action Plan:

- Rebranding exercise underway
- Expanding national sales advocate network
- Focus on sales generation



**CBD market leader in the
direct selling channel**



* Direct Selling Association presentation 2018, based on data from the
World Federation of Direct Selling Associations

MANUFACTURING AND PRODUCT DEVELOPMENT

Manufacturing

- High tech bottling line
- Formalising all supply chain processes
- Manufacturing partnership agreement
- Provide “white label” production for other CBD brands
- Expanding production capacity
- Expanding production capability

Product development

- Significant new product development



Our bottling line



Under development

LABORATORY TESTING



Today:

- Expert analytical chemical services
- Setting industry benchmarks for product quality and safety

Action Plan:

- ISO Accreditation – process nearing completion
- Develop supplementary testing
- Strategic partnerships: Outsource model
- Expand testing facilities via acquisition or new site



Leading specialist CBD and medicinal cannabis lab in the UK



MEDICINAL CANNABIS

MEDICINAL GAME PLAN



Veterinary Medicinal



Human Medicinal



Research

SATIVA VETERINARY

Significant market

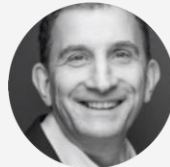
- Approx £725m in annual veterinary authorised medicine

Target indication

- Canine Chronic Osteoarthritis
- Common issue in canines

Process

- Initiative underway
- Targeting approval by VMD (Veterinary Medicines Directorate) provides authorization and 10-year product protection/barrier to entry
- Collaborating with Kings College London to optimize product formula
- Clinical trials with Cyton bioscience
- Horizon 2020 grant submitted

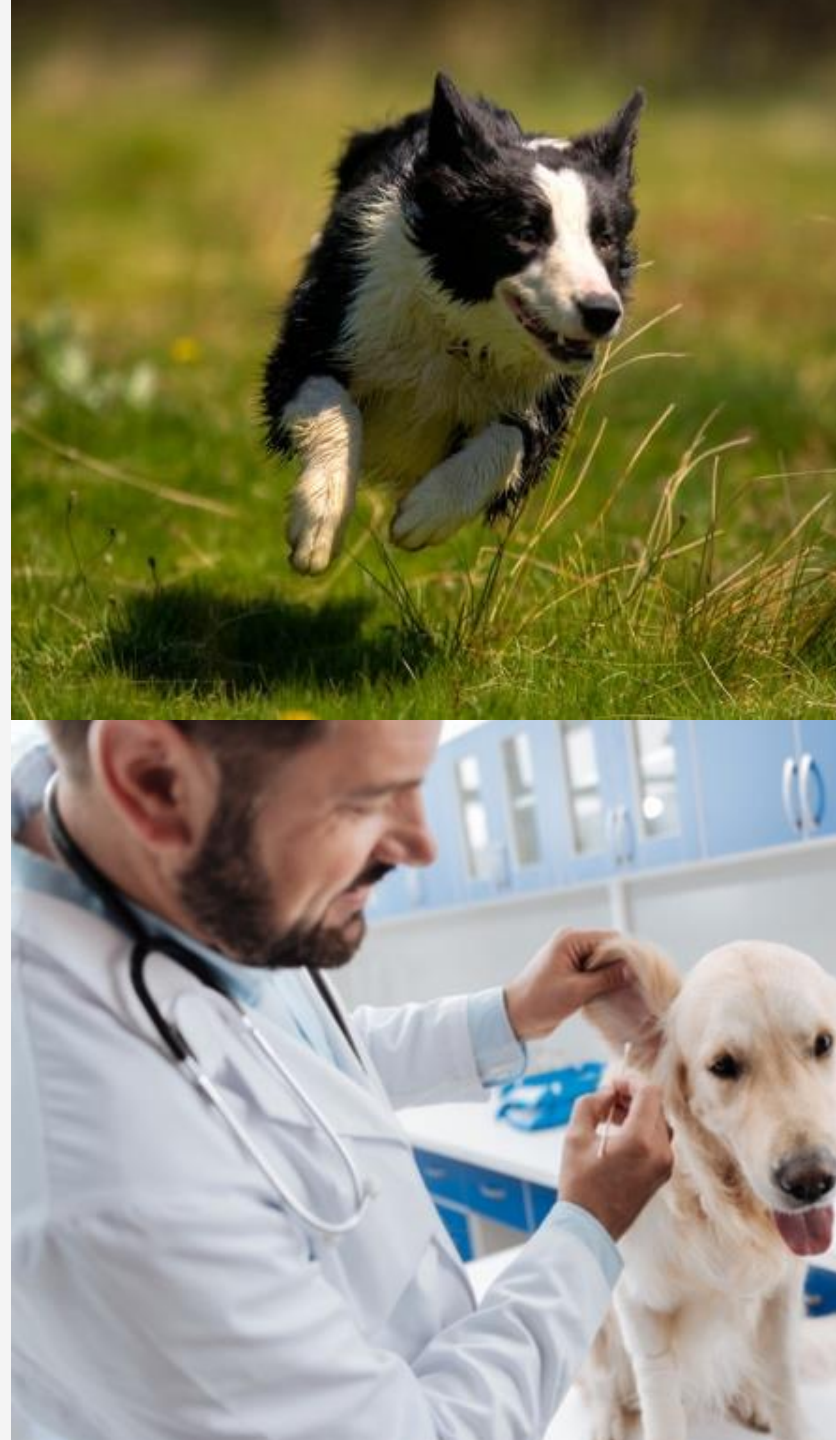


Dr Nick Horniman

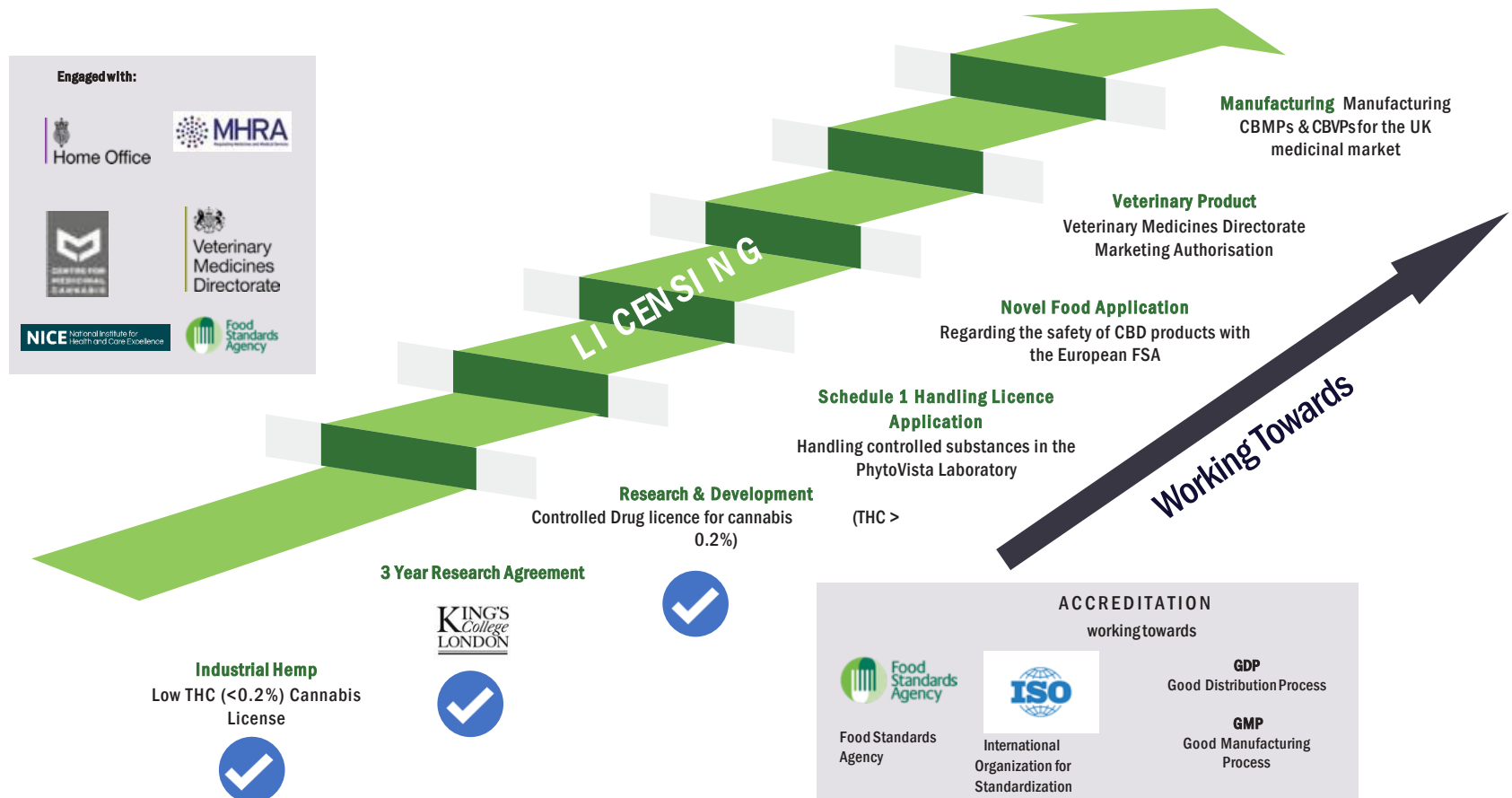
Dr Horniman has thirty years' experience in the veterinary industry, including setting up and running a group of private veterinary practices, and a number of other commercially successful business streams.



Purity, safety and efficacy



LICENSING STRATEGY



APPENDIX

TEAM

Henry Lees-Buckley

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 also the United Kingdom

Joseph Colliver

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.

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 and remains a non-Executive Director. 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.

Jeremy Thomas

Deputy Chairman, is a serial entrepreneur with a successful track record in the telecommunication, e-learning and consumer finance industries. Jeremy co-founded The Carphone Group Plc in the late 1980's and grew the business to exceed 10% market share before selling to Cable & Wireless for £16m. This was followed by the creation and listing of PNC Telecom Plc, a telecoms business that at its peak was valued at over £200m. In 2001 Jeremy co-founded TMTI Ltd. TMTI is a highly profitable technical support business which works with the major brands in enhancing the customer experience. George Banco Ltd, a consumer Finance business started by Thomas in 2013, was recently sold to Non Standard Finance Plc for £53m. Other business interests include Carbon Managers Ltd an environmental services consultancy company.

Mark Blower

non-Executive Director, 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

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.

TEAM

Anne Tew

Anne is an experienced Accountant, Company Secretary, and business Mentor who has worked in a range of sectors to achieve business turnaround, 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 Company Secretary or external consultant.

George Thomas

George is a successful entrepreneur and was an integral part of the founding group of TMTI Ltd. George has pioneered a range of solutions fulfilling an eclectic mix of clients' requirements. He has created a global hospitality management tool and a ground-up mobile solution. More recently, George was a founding director, and shareholder of George Banco Ltd, an unsecured guarantor lending business started in 2013 which grew to a core size of 70 people with a loan book of £30 million. The company was later sold in 2017 for £53.2m.

Nick Clarkson

Nick Clarkson is Chief Scientific Officer at Phytovista Laboratories. He started his career with a scholarship at Zeneca Agrochemicals working as a soil scientist, before moving to a position in food testing, specifically looking at adulteration in foods and drinks. After gaining his degree in applied chemistry, he went on to work in medicines development at the pharmaceutical company AstraZeneca. After this he moved into a commercial role with a scientific equipment manufacturer, then at the beginning of 2018 Phytovista Laboratories was conceived, which in July 2018 was acquired by Sativa Group Plc.

Dr. Nick Homiman

Dr Homiman has thirty years' experience in the veterinary industry, including setting up and running a group of private veterinary practices. In addition to this, he worked with corporate practices as a veterinary surgeon and consultant and has worked with online veterinary pharmacies and prescription software companies. Nick will implement the Company's licencing strategy through its continuing relationships with the relevant UK agencies and research centres surrounding the complex regulation of the cultivation of cannabis.

Dr Matthew Brown

Dr Brown is an award-winning Consultant at The Royal Marsden Hospital specialising in pain medicine and anaesthetics and has recently published research into using cannabinoids for cancer pain treatment. Dr Brown holds an honorary research position at the Institute of Cancer Research having completed doctoral research into cancer-related pain at the institution, becoming the first anaesthetist to complete a higher degree in the Institute's history. He has lectured on and produced research covering a breadth of cancer-related pain. Dr Brown has won numerous awards throughout his career including the War Memorial Scholarship at King's College London and the Chairman's Prize on graduation from The Institute of Cancer Research.

Dr Peter Feldschreiber

Dr. Feldschreiber is dually qualified as a barrister and physician. He specialises in medical and healthcare law including medical products liability, pharmaceutical and medical devices regulatory law, clinical negligence and personal injury and medically related employment litigation. He has held appointments as Senior Medical Assessor and Special Litigation Coordinator to the Medicines and Healthcare products Regulatory Agency, Department of Health.

Prof Clive Page

Clive Page is a Professor of Pharmacology, King's College London and Director of the Sackler Institute of Pulmonary Pharmacology, King's College London. Clive's main research interests are in the pharmacology of inflammation and respiratory disease and he has published over 250 scientific papers. Clive was the co-founder and previous Chairman of the Board of Verona Pharma plc, an AIM listed Company developing new drugs for the treatment of Respiratory Diseases. He is a Non Executive Director of Babraham Biotechnology Ltd, as well as being a Trustee of the Babraham Institute in Cambridge and a Non Executive Director of the Board of ImmunoRegulation Ltd, PreP Biopharma and EpiEndo. Clive is a recent former Chairman of the Animal Science Group of the Society of Biology and has contributed widely to the public debate about the use of animals in Research. He was awarded the Society of Biology President's Medal in 2012 for an outstanding contribution to the life sciences over the previous year. He is a Fellow of the Royal Society of Biology and an Honorary Fellow of the British Pharmacological Society. In 2017, Clive was awarded an OBE for Services to Pharmacology



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