

HempFusion®

TSX:

CBD.U

HEMPFUSION WELLNESS INC.

Harnessing the power of whole-plant nutrition.

Corporate Presentation | January 2021



Disclaimer

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HempFusion®

THE FUTURE OF HEALTH & WELLNESS

HempFusion Wellness Inc. is a leading health & wellness CBD Company utilizing the power of whole-plant hemp nutrition

The Company is built on a foundation of industry-leading regulatory compliance and human safety

HempFusion's diverse brand portfolio includes:
HempFusion, Probulin Probiotics, Biome Research, and HF Labs

"Nature has provided us a plant with unique beneficial properties to support one's mental and physical well-being. A well-being that makes for a happy, healthy and balanced life."

— DR. JASON MITCHELL, N.D, CO-FOUNDER AND CEO OF HEMPFUSION



HIGHLIGHTS

An innovative & diversified **CBD Company** powered by proprietary wellness formulations



1. INDUSTRY-LEADING COMPLIANCE

- HempFusion's uncompromising approach to regulatory compliance has positioned the Company for **entry into major retail markets** unavailable to the vast majority of CBD companies, this includes; Big Box (Food/Drug/Mass), Doctor/Practitioner, Convenience and more
- The Company has multiple certifications, and executive memberships that take anywhere from 18-24 months to replicate in addition to a significant capital investment⁽¹⁾
- HempFusion is a board member of the **US Hemp Roundtable**, a coalition of leading companies committed to safe hemp and CBD products
- Ola Lessard, HempFusion's CMO, is the **President** of the **US Hemp Roundtable**

2. PROPRIETARY WHOLE-PLANT PRODUCT PORTFOLIO

- The Company's diverse product portfolio includes **46 products on the market** from tinctures to proprietary FDA Drug Listed Over-The-Counter ("OTC") Topicals to Doctor/Practitioner Lines and Probulin's scientifically validated delivery systems
- HempFusion Wellness Inc.'s family of brands includes: HempFusion, Probulin Probiotics, Biome Research, and HF Labs

3. RESEARCH & DEVELOPMENT

- 30 products under development including OTC Drug Listed Ingestibles and additional topicals
- Planned launch of plant-based CBD organic gummies
- Human Safety Study (Liver Toxicology 2020)
- Self GRAS Affirmation (Q1 2021 publishing) & NOAEL Safety Review completed for all topicals

4. SIGNIFICANT REVENUE DRIVERS

- FDA Drug Listed OTC Topicals allow access to the largest channel by dollar value; Big Box (Food/Drug/Mass) which, if entering only the top 5, could contribute up to \$108.5M in revenue
- Launched Convenience Channel, providing access to significant new sales & distribution opportunities
- Products are currently sold in 4,000+ retail locations across 50 states including Sprouts, Vitamin Shoppe, and Fresh Thyme Market
- \$255.7M targeted revenue opportunity across 5 channels; Natural, E-commerce, Big Box, Convenience and Doctor Practitioner

5. BOLSTERED C-SUITE AND BOARD OF DIRECTORS WITH PROVEN AND EXPERIENCED EXECUTIVES

- Extensive leadership, public market, finance, legal, CPG and M&A experience are crucial assets in driving the Company's business plan forward
- New additions bring strategic networks, key introductions and a proven ability to execute

6. INTERNATIONAL EXPANSION

- HempFusion and Probulin products will be sold across Europe (Ireland & UK), Probulin has purchase orders and/or is selling in the Middle East, South Korea, China, Mexico, and India
- Probulin's Trojan Horse strategy is a gateway to increased international distribution

7. STRONG CASH POSITION

- USD \$30,200,000 cash as of December 30th
- Second largest cash position in the sector⁽²⁾
- No debt

THE FDA VALUES HUMAN SAFETY

THE DIFFERENCE: COMPLIANCE

HempFusion is an **industry leader** in Compliance Standards Advancement in line with expected FDA guidance

The Company's level of compliance opens doors to retailers not available to the vast majority of CBD companies

Big Box (Food/Drug/Mass) require products that meet the **highest of regulatory standards**, this is a major differentiating factor

HempFusion's significant time and capital investment on compliance has created a major **competitive advantage**

HempFusion is **one of ten** select CBD companies participating in a ground-breaking study with ValidCare on CBD and human safety⁽¹⁾



FDA CONSIDERATIONS

IND Preclusion Exempt

DESCRIPTION

Must have proof that your hemp supply was used as a food ingredient, in a consumer packaged good, prior to 2006.

WHY IS IT VALUABLE TO HEMPFUSION?

If the FDA were to require proof of IND Exempt Status, HempFusion will be prepared.



USDA Organic

Shows farming practices and products meet USDA organic standards. Demonstrates products are free of pesticides, herbicides, & GMO's.

Clear differentiation from competitors, showing quality and a high degree of standards and practices. First line of USDA organic oils and gummies coming soon.



US Hemp Roundtable Executive Board

Hemp and CBD Education for elected officials and policy makers.

Allows HempFusion to play a role in lobbying to the government for Hemp/CBD industry reform.



Self GRAS Affirmation

Toxicology review that determines safety for human consumption. 18-24 months required for completion.

Demonstrates that HempFusion products are safe and is a formal USDA Designation.



Human Safety Study (Liver Toxicology 2020)

Largest human observational liver and reproductive toxicology study ever done. HempFusion is a major sponsor and participant.

FDA is asking for more human safety data. HempFusion is proactive by investing in and sponsoring human trials.



Novel Food Ingredient (EU)

Food that was not consumed prior to 1997 by humans in large supply. In the UK, CBD Companies are required to submit by March 2021.

Essential for distribution outside of North America (i.e. Europe).



DNA Verified Industrial Hemp

A genetic study that determines the origin of the plant. Majority of CBD sold in the US comes from hybrid marijuana plants, not industrial hemp.

HempFusion exclusively uses DNA verified European Union Commission Registered, Non-GMO, Organic Industrial Hemp. If genetics play a part in rules and regulations from FDA, HempFusion is prepared in advance.



NOAEL (for topicals)

No Observed Adverse Effect Level. Toxicology study that demonstrates product safety.

HempFusion is one of the first companies in the Hemp Industry to have NOAEL.



National Drug Code (NDC) Number

A national drug code number serves as a universal product identifier.

Demonstrates that HempFusion's OTC topicals are considered safe by the FDA.

(1) ValidCare LLC has confirmed ten select participants

THE FDA VALUES HUMAN SAFETY

INDUSTRY-LEADING COMPLIANCE STANDARDS

HempFusion has **invested heavily into regulatory compliance** and is designed to comply with any potential FDA or international regulations

The Company is equipped to capture market share in any upcoming regulatory environment

Consumers want products that meet the highest standards in **safety, quality** and **consistency**

Retailers across channels require products that meet the highest standards



Potential FDA Considerations	HempFusion.	Charlotte's Web	CV Sciences	cbdMD
FDA Drug Listed OTC Topicals	✓	✓	✗	✓
Self GRAS Affirmation ⁽¹⁾	In Progress	✓	✓	✗
NOAEL (for topicals)	✓	✗	✓	✗
US Hemp Roundtable Executive Board ⁽²⁾	✓	✓	✓	✗
Human Safety Study (Liver Toxicology 2020) ⁽³⁾	✓	✓	✗	✗
USDA Organic	✓	✗	✗	✗
DNA Verified Industrial Hemp	✓	✗	✗	✗
IND Preclusion Exempt	✓	✗	✗	✗
Novel Food Ingredient	In Progress	✗	✗	✗

(1) All toxicology completed, the remaining is peer review and publishing expected October 2020

(2) www.hempsupporter.com/about

(3) Largest CBD human safety study conducted by ValidCare

THE DOMESTIC OPPORTUNITY

HempFusion's **industry-leading compliance**, **innovative products**, and **proven team** are ready to capitalize on the most significant CBD opportunity to date

NATURAL

\$41.6M

FOOD/DRUG/MASS

\$108.9M

PRACTITIONER

\$25.0M

CONVENIENCE

\$37.8M

E-COMMERCE

\$42.0M

The Company believes the size of the immediately addressable market is substantial, and succeeding in these five channels presents us with an **unparalleled opportunity**

\$16.8 Billion

The amount US CBD sales are expected to reach by 2025 ⁽¹⁾

PARTNERSHIPS

SIGNIFICANT REVENUE DRIVERS

5-Channel Breakdown

HempFusion's business strategy is broken down into **five distinct channels**



1.

Natural

Curated health food stores

2.

E-Commerce

Direct to Consumer Sales

3.

Big-Box / FDM

Nationwide big-box retailers

4.

Doctor / Practitioner

Multiple private practice
revenue channels

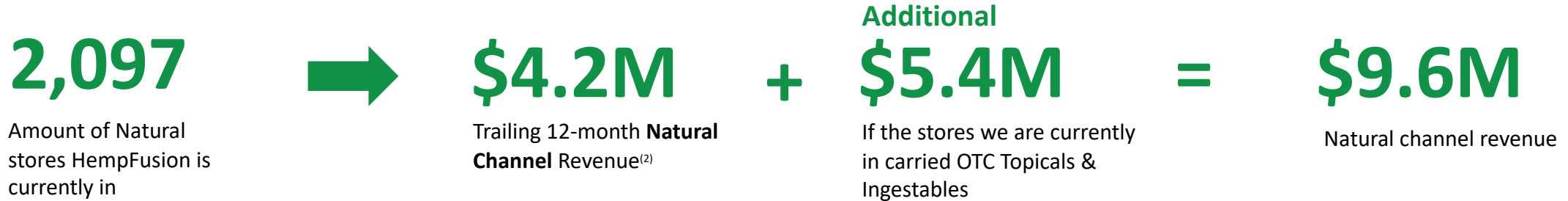
5.

Convenience

High volume convenience stores

WE STARTED WITH NATURAL...

If Natural Channel retailers were to carry FDA Drug Listed OTC Topicals & Ingestables, HempFusion could add an additional **\$5.4 million** of annual revenue



WIDE RETAIL DISTRIBUTION

VAST DISTRIBUTION THROUGH A VARIETY OF PREMIER RETAILERS

+4,000

COMBINED RETAIL
SALES LOCATIONS

Publix®amazonWHOLE
FOODS
MARKETFRESH ON THYME
FARMERS MARKET
Healthy Food. Healthy Values.theVitamin
Shoppe®EARTH ORIGINS
MARKET
natural choices, better healthTHRIVE
- MARKET -Nugget
MARKETSFASTripNEW SEASONS
MARKETProfessional
Supplement Centerplaid
pantryMOM
MOM's Organic MarketSPROUTS
FARMERS MARKETEUROPA
SPORTS
PRODUCTS

HEMPFUSION LAUNCHES IN FDM (BIG-BOX)

HempFusion's industry-leading compliance, innovative products and proven team are ready to capitalize on the largest CBD opportunity

FDM: Food & Drug Mass (Big-Box Retailers)

- **HempFusion is one of the first hemp-based CBD companies to launch in FDM**, the largest addressable channel
- **Jason Mitchell N.D. (CEO)** and **Jon Visser's (CRO)** proven track records, relationships and networks position HempFusion to capitalize on the massive FDM opportunity
- Top 10 FDM retailers include: **Walmart, Publix, Kroger's, Albertsons, Rite Aid, CVS** and more⁽¹⁾
- FDM demands incredibly high compliance standards that HempFusion has developed over extensive time and significant capital, including: **GRAS Affirmation, Drug Listed, USDA Organic Certified and more**
- The Company's regulatory compliance standards cost **millions of dollars** and considerable **time**, establishing tough **barriers to entry** (24+ months)
- US CBD sales are expected to reach between **\$16.8 billion** by 2025⁽²⁾



Publix

PIPELINE OPPORTUNITY (SUMMARY)	STATUS	FULL YEAR OPPORTUNITY
	Closed/Won: Product in-store June 1	\$189K – \$7.0M
FDM STORE 2	Actively engaged distribution for both HempFusion and Probulin	\$2.5M – \$14.5M
FDM STORE 3	Anticipated review with buyer in late July	\$6.5M – \$25.2M
FDM STORE 4	Presenting Probulin as no immediate CBD opportunity due to rollout calendar.	\$1.1M – \$28.0M
FDM STORE 5	Discussing opportunity with both HempFusion and Probulin SKUs	\$2.8M - \$34.2M

\$108.9M

Annual Sale Potential From FDM

The potential revenue we can achieve with distribution in the top 5 FDM retailers

(1) CSP Daily News – Top 20 Food Retailers in the USA – July 18th, 2018

(2) Brightfield Group “Navigating Seismic Shifts July 2020 US CBD Report” – July 2020

HEMPFUSION LAUNCHES INTO CONVENIENCE

Convenience Channel

152,720 total stores



HempFusion launched its convenience strategy in July 2020 to distribute its family of brands. This includes the upcoming launch of HempFusion's **10mg Plant-Based CBD Vegan Gummies**

Led by **Jon Visser**, CRO, who has extensive experience in selling into the convenience channel and the network to achieve success

This is important for point of sale impulse buys

● **27,842**

Immediately addressable market

STORES		STORE COUNT		
BANNER	REGION	TOTAL	CBD	Probulin
	US	9,364	TBD	TBD
	US	5,933	TBD	TBD
	Mid-West	3,900	TBD	TBD
	Mid-West	2,181	TBD	TBD
	North/Southeast	566	TBD	TBD
	South	1,489	TBD	TBD
	California	1,017	TBD	TBD
	California	942	TBD	TBD
	PA/NJ	880	TBD	TBD
	South	820	TBD	TBD
	South	750	TBD	TBD(1)



The potential revenue we can achieve with distribution in the top 10 convenience chains

\$37.8M
Annual Sale Potential

THE LAUNCH OF DOCTOR PRACTITIONER LINES

Targeting Doctors & Practitioners across America

28,000

Identified Doctors
in Channel

35,000

Identified Chiropractors
in Channel

UNIQUE MARKET OPPORTUNITY

- This channel provides HempFusion and Probulin products with **unique access** to consumers through **doctor or medical professional patient relationships**
- Highly selective market segment that requires specific experience and specialized products recommended and or prescribed by medical professionals
- **11+ products** going to market targeting practitioners
- Clinical trials in process to capture prescriptive action

\$2B

Addressable Market

US spending on prescription cannabinoids are expected to be \$2 billion by 2024 ⁽¹⁾



BIOME
Research



MARKET SIZE

- 28,000+ Integrative Medical Doctors in US.
- 35,000+ Doctor of Chiropractic Medicine motivated for second stream of income in US
- Hospitals, Compounding Pharmacies and Free-Standing Dispensaries

EXPERIENCED TEAM

- **Nancy Angelini** leads a team of **five National Sales Reps** dedicated to expanding our business in this segment

\$25M

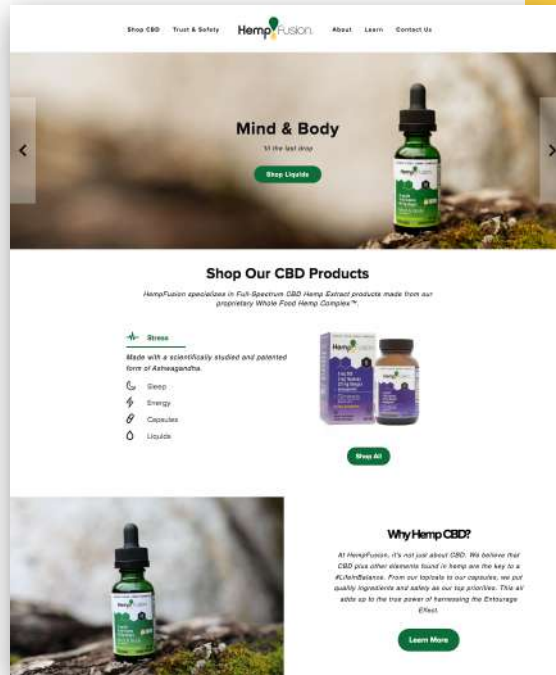
Annual Sale Potential

The potential revenue we can achieve with distribution to 5% of the Doctor Practitioner channel, seeing 50 patients per month, with 2.5% of patients being recommended products

(1) 2019 BDS Analytics CBD Market Monitor and ArcView Market Research

E-COMMERCE EXPANSION

Full e-commerce platform buildout



ENHANCED ONLINE MARKETPLACE TO DRIVE SIGNIFICANT E-COMMERCE GROWTH

HempFusion's e-commerce platform which features a subscription program designed to drive recurring revenue and customer loyalty was re-launched in June 2020

MULTI-STAGE MARKETING PLAN

PAID DIGITAL

Targeted internet advertising, campaign video and banner ads

PAID SOCIAL

Social media spends on Facebook

TRADE SUPPORT

Customer co-marketing, in-store training and education

INFLUENCER MARKETING

Active social media campaigns

MEDIA OUTREACH

PR Agencies + Press Releases

CONVERSION RATE

Conversion rates have improved to 2%

\$42.0M

The potential revenue the Company can achieve with 1M monthly visitors on HempFusion, Probulin, and a 1.5% conversion rate (including Amazon & Walmart.com)

THE HEMPFUSION WELLNESS PORTFOLIO

A foundation built on **trust**, **quality**, and **effectiveness**



MEETING CONSUMER DEMANDS

Tinctures and capsules are the most popular products ⁽¹⁾ in the current approximately \$4B US CBD ⁽²⁾ market in an industry expected to reach approximately \$16.8B by 2025 ⁽²⁾

HEMPFUSION'S PANORAMIC HEMP EXTRACT

The Company's CBD products are based on a **proprietary Whole Food Panoramic Full-Spectrum Hemp Complex**

ORGANIC INGREDIENTS

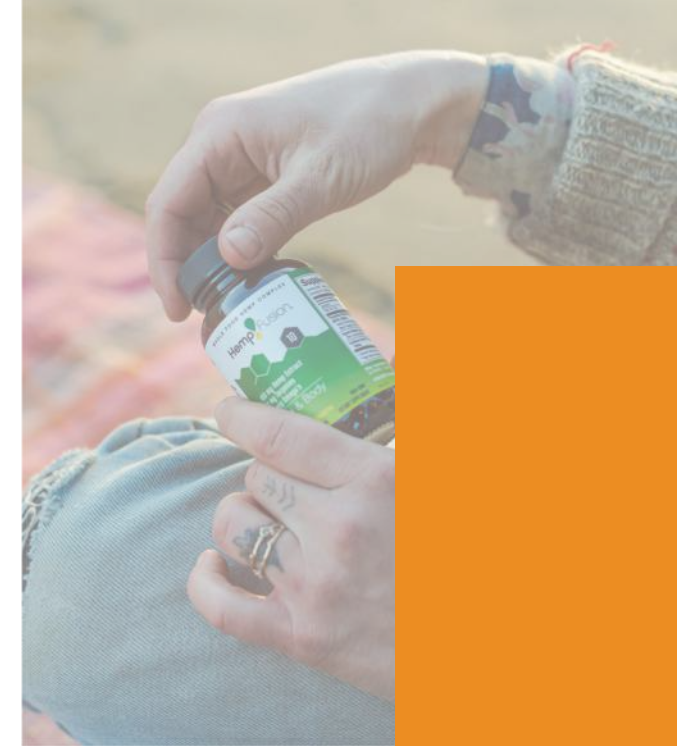
HempFusion exclusively uses DNA verified European Union Registered, Non-GMO, Organic Industrial Hemp in all CBD products.

CONDITION SPECIFIC

Each product targets a specific health need including **sleep**, **stress** and **energy**



TINCTURES



CAPSULES

FDA DRUG LISTED OVER THE COUNTER TOPICALS BY HEMPFUSION

DIVERSIFIED PRODUCT PORTFOLIO

FDA Drug Listed OTC Topical products allow for substantiated health claims

HempFusion is one of a **select few** CBD Companies to offer FDA Drug Listed Topicals

These products provide **compliance security** for larger national retailers, leading to significant traction with Big-Box retailers which have extremely high compliance standards

FDA Drug Listed OTC Topicals require multiple steps to be compliant with OTC guidelines, as well as significant capital and time

ESTABLISHING A SUBSTANTIAL BARRIER TO ENTRY

HempFusion®



OTC's FORMULATED TO ADDRESS SPECIFIC CONDITIONS AND TARGET ESTABLISHED MARKETS



OTC PAIN PRODUCTS

The global topical **pain relief** market is projected to reach \$13.3 billion by 2025 at a CAGR of 7.4% from 2018 to 2025.⁽¹⁾



OTC ECZEMA PRODUCTS

The **global dermatitis** drug market size was valued at \$6 billion in 2018, and is projected to reach \$13.6 billion by the end of 2026, exhibiting a CAGR of 10.2%.⁽²⁾



OTC ACNE & AGING/BEAUTY PRODUCTS

The global market for **personal care, beauty** and **anti-aging** is estimated to be \$1.08 trillion.⁽³⁾



OTC WOUND HEALING FIRST AID PRODUCTS

Top 10 first aid ointment products generated over \$650 million in sales in 2019.⁽⁴⁾ This includes major retail brands like Neosporin and Rexall.

(1) <https://www.alliedmarketresearch.com/topical-pain-relief-market>

(2) <https://www.fortunebusinessinsights.com/industry-reports/dermatitis-drugs-market-100658>

(3) <https://www.cbinsights.com/research/briefing/wellness-trends-to-watch-in-2019/>

(4) <https://www.statista.com/statistics/433704/leading-first-aid-ointment-brands-in-the-us/>

PARTNERSHIPS

GROUNDBREAKING RESEARCH ON CBD AND HUMAN SAFETY

HempFusion is **one of ten** select CBD companies participating in and sponsoring a ground-breaking study with **ValidCare** on CBD and human safety which is expected to complete by the end of October⁽¹⁾

What is ValidCare? ValidCare provides clinical research and consumer intelligence solutions for **CPG** and **life sciences** industries

This scientific study is designed to address previous **Food and Drug Administration's ("FDA")** questions about CBD products. ValidCare, HempFusion and select other companies will be conducting a human trial and study to determine if daily use of full-spectrum hemp-derived CBD or CBD isolate has any impact on the human liver

Why does this matter?

1. Beyond advancing the science surrounding CBD, **major CPG brands** are awaiting the results, which can lead to industry-leading partnerships
2. “We believe this real-world evidence is important to the FDA and could be used to guide policy moving forward,” Patrick McCarthy, CEO of ValidCare
3. This study has the potential to attract some of the largest big-box retailers and FDM companies in the United States



"We are excited that **HempFusion** is one of the select companies participating in this study as they have demonstrated leadership in regulatory compliance and concern for consumer safety."

— PATRICK MCCARTHY, CEO OF VALIDCARE

PROBULIN PROBIOTICS AND DIGESTIVE ENZYMES



DID YOU KNOW?

70% of your immune system resides in your gut?



PRODUCT LINE

The Probulin line addresses a broad set of consumers, offering daily care, women's health, total care, and children's products

UNIQUE SEGMENT

HempFusion is the only U.S. CBD company with direct access to the probiotics market, set to be a **\$7 billion global market** by 2022⁽¹⁾

GROWING MARKET

Steady growth of 24% through 2024 forecasted, driven by increasingly intensive research showing a strong relationship between gut flora and our health⁽²⁾

PATENTED DELIVERY

Patented MAKTreK® 3D delivery system backed by scientific studies, and 2-year real-time stability tests ensure product effectiveness



Always Ships Cold + Protected



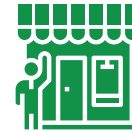
Shelf Stable Validation



Multi-strain Total Gut Health Support

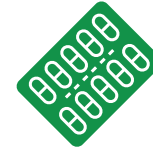


PROBULIN PROBIOTICS: THE GATEWAY TO INCREASED DISTRIBUTION



1. TROJAN HORSE STRATEGY

Probulin allows HempFusion to enter many significant retailers that may not currently carry CBD products. This establishes, develops, and builds relationships



2. MANUFACTURED BY HEMPFUSION WELLNESS INC.

Probulin is manufactured by "HempFusion Wellness Inc." and is signed off on by major retailers as an approved vendor



3. RAPID ACCESS FOR CBD PRODUCTS

Approved vendor status establishes relationships with major retailers and dramatically reduces product onboarding time, allowing for accelerated access for CBD products

UNMATCHED INDUSTRY NETWORK & RELATIONSHIPS

HempFusion has made an investment into hiring an **experienced and proven team** to penetrate these major channels: Big-Box (Food and Drug Mass), Convenience, Natural, and Doctor/Practitioner

COVID-19 has delayed our ability to leverage this network...



DR. JASON MITCHELL, N.D.
CHIEF EXECUTIVE OFFICER

Dr. Mitchell is a naturopathic doctor and has **developed over 300 products** as the Chief Science Officer at **Country Life Vitamins** before its acquisition by **Kikkoman's** in 2006. Jason maintains a substantial retailer rolodex developed over a 20+ year career



JON VISSER
CHIEF REVENUE OFFICER

25+ years experience driving CPG sales in major retail channels (Big Box + Convenience + Club). Directed a national sales team for **Abbott Laboratories**, and has worked with every single large US retailer over his **25+ year career**. Jon is an expert in introducing new innovative products into traditional sales channels. Mr. Visser has the track record, network and product knowledge to **significantly expand HempFusion's distribution**



OLA LESSARD
CHIEF MARKETING OFFICER

Developed significant retailer relationships while at **Barlean's**, one of the most successful supplement brands in America. Additionally, Ms. Lessard is the **President** of the **US Hemp Roundtable** representing HempFusion. Ola has **helped launch over 100+ SKUs**, including 25 CBD SKUs. 25+ years experience branding products to drive sales and build long-term brand loyalty



NANCY ANGELINI
DIRECTOR OF DOCTOR/PRACTITIONER

Ms. Angelini has 25+ years experience as a licensed practitioner, traveling the United States as a lecturer, product manager, and **opening doors to the largest doctor/practitioner networks in America**. Substantial relationships and sales rolodex in the doctor/practitioner channel. Over 1500 natural health and healing lectures completed in the US and abroad

CLEAN CAPITAL STRUCTURE

Shares Outstanding Summary (in Millions, except %)

Shareholder	Securities	% Basic
HF Founders and Strategic Investors	50.5	43.3%
Retail Shareholders	49.2	42.2%
IPO Round	17.0	14.6%
Total Common Shares (Basic)	116.7	100%
Warrants	29.8	
Options	4.9	

Toronto Stock Exchange

Securities	Symbol	Outstanding
Common Shares	CBD.U	116,699,196
Warrants (@ \$1.20)	CBD.WT.V	5,000,000
2019 Warrants (@ \$0.85)	CBD.WT.U	24,163,553

2,750⁽¹⁾

TOTAL SHAREHOLDERS

CASH: \$30.2 Million USD⁽²⁾

NO DEBT



UNPARALLED FINANCIAL TEAM

Management and Board of Directors have a combined 107 years of capital raising and sales experience, securing the companies financial future and success.

DAVE DOHERTY (Director) & DANNY BRODY (CCO)

- **\$630,000,000 raised** for Cannabis and CBD companies in the past 6 years including numerous IPO's
- Deep and established relationships with major brokerage firms and exchanges
- Previous syndicate firms have included; **Canaccord Genuity, P.I Financial Corporation, Industrial Alliance Financial Group, Mackie Research Capital Corporation, Haywood Securities Inc.** and more
- Extensive **retail shareholders database of ~35,000**

DESMOND BALAKRISHNAN (Director)

- Legal counsel on over **\$500,000,000** in financing transactions and over **\$4.3 billion** in mergers and acquisitions; significant board of director experience
- Notable experience; acting as legal counsel for **Aurora** in various acquisitions including; **MedReleaf** for **\$3.2B** and **CanniMed Therapeutics** for **\$1.1B**

BRUCE VALENTINE, Jr., CFO

- Helped grow revenue from over \$100,000,000 to **\$1,000,000,000** while CFO of **Otter Box** (Once ranked as one of the fastest-growing private companies in the US)
- 15 years in financial management, including capital raising, M&A, and executed a **mid-nine-figure acquisition** of a leading competitor in less than 90 days
- **CFO of the Year Award Recipient⁽¹⁾**

GORD FOX (Director)

- **\$75,000,000 raised** for small & mid-cap companies
- Significant M&A experience
- Mr. Fox founded and was the President of **Lytton Capital Inc.**, a limited market dealer
- Extensive leadership experience; current and past CEO positions at **Emblem Corp.** and **White Cedar Pharmacy**
- Mr. Fox represented **Dynacare** through its acquisition by **LabCorp** for **\$480,000,000**

\$2.7+ billion raised/advised

107 years experience in capital markets

mcmillan

PLUS



PROVEN & EXPERIENCED PROFESSIONALS

MANAGEMENT TEAM

DR. JASON MITCHELL, N.D. | CO-FOUNDER, DIRECTOR & CEO

Dr. Jason Mitchell N.D., has over 20+ years of experience in the natural products industry and is a naturopathic doctor certified by ANMCCB. Dr. Mitchell is an expert in supplement formulations. He was responsible for the successful creation and launch of over 300 industry-leading products developed during his 15-year tenure with **Country Life Vitamins**, before its acquisition. Dr. Mitchell was one of three Country Life Executives that led the transition through the acquisition by **Kikkoman**. He is a member of the American naturopathic medical association, the CNHP, and received his doctorate from the Trinity College of Natural Health.

JON VISSER | CHIEF REVENUE OFFICER (CRO)

Mr. Visser has 25+ years of experience in all aspects of sales and marketing and brings a proven track record of consistently driving growth across all major channels. Previously Jon was Sr. VP, Sales at **Navajo Inc.**, a multi-national manufacturer, and distributor of **Piranha® Eyewear**, **Hottips!® Electronics Accessories**, **Pennzoil® Automotive Supplies**, **Salute® Barware**, and is also the largest distributor of Trial & Travel size Health & Beauty products in the USA. While at **Navajo**, Mr. Visser grew annual sales from \$60M to \$128M in less than three years while tripling the \$1M+ yearly revenue-generating customers.

BRUCE VALENTINE, JR. | CHIEF FINANCIAL OFFICER (CFO)

Bruce Valentine's proven track record with high-growth companies stems from his experience and skillset developed from over 15 years in financial management and includes capital raising, M&A, and significant leadership expertise. As CFO at **Otter Products** (once ranked as one of the fastest-growing private companies in the US), Mr. Valentine helped grow revenue from over \$100M to \$1.0B+ and executed a mid-nine-figure acquisition of a leading competitor in less than 90 days. Mr. Valentine was also named **CFO of the Year** in 2013 by the Northern Colorado Business Report.

OLA LESSARD | CHIEF MARKETING OFFICER (CMO)

Ms. Lessard serves as the President of the **US Hemp Roundtable**. Ola is a proven and strategic marketer with 25+ years of experience in creating effective branding strategies. As Vice President of Marketing at **Barleans**, she was responsible for the launch of one of the most successful CBD brands in America with over 25+ SKU's. Ms. Lessard oversaw the company's strategic entry as the first large supplements company into the CBD space, launching nine CBD SKUs in under two years. Ms. Lessard also lead the company's move to develop and launch a full-scale e-commerce site for direct-to-consumer sales, including subscription, affiliate and loyalty programs.

IAN DEQUEIROZ | CO-FOUNDER, DIRECTOR, CHIEF OF BRAND STRATEGY & PARTNERSHIPS

A serial entrepreneur with extensive experience in early-stage cannabis and hemp companies. In 2010, Mr. deQueiroz acquired the first cannabis CO2 extraction company in the US and facilitated the licensing process for companies in numerous major cannabis markets, including; Jamaica, Illinois, New York, Nevada, Washington. Ian was the founder of multiple cannabis companies, including, **Epican Medicinals Ltd.**, one of Jamaica's premier cannabis companies.

NANCY ANGELINI | DIRECTOR OF DOCTOR/PRACTITIONER CHANNEL

25+ years as an active licensed practitioner, traveling the country as a lecturer, product manager, and opening doors to the largest doctor/practitioner networks in America. Ms. Angelini has extensive relationships and a significant sales rolodex within the doctor/practitioner channel. Additionally, Nancy has completed over 1500 natural health and healing lectures in the US and abroad.

DANIEL BRODY | CHIEF CORPORATE OFFICER (CCO)

Mr. Brody is a co-founder and former Vice President of **The Green Organic Dutchman Holdings Ltd.** (TGOD) Mr. Brody and his team have been instrumental in capitalizing and listing world class cannabis companies including **Emblem** (TSX-V:EMC), **TGOD** (TSX:TGOD), and **PLUS Products** (CSE:PLUS). Before entering the Cannabis industry in 2014, Mr. Brody spent seven years at two leading independent Canadian brokerage firms.

PROVEN & EXPERIENCED PROFESSIONALS

DIRECTORS

DESMOND BALAKRISHNAN | INDEPENDENT DIRECTOR

Desmond is one of the top lawyers in Canada practicing in Corporate Finance, Securities, Mergers & Acquisitions, Lending, Private Equity, and Gaming and Entertainment for **McMillan LLP**, where he has been a partner since 2004. Desmond is a co-chair of McMillan's cannabis practice. He has been lead counsel on over **\$500,000,000** in financing transactions, and mergers and acquisitions aggregating over **\$4.3 billion**. Mr. Balakrishnan's experience includes lead counsel for **Aurora** (TSX:ACB) in a multitude of acquisitions, including the most notable, **MedReleaf**, for **\$3.2 billion**, and **CanniMed Therapeutics** for **\$1.1 billion**. He also serves as a director, officer, or general counsel of several resource, finance and gaming firms, including **Northern Dynasty Minerals** (TSX:NDM, NYSE:NAK) and **Great Canadian Gaming** (TSX:GC). Mr. Balakrishnan was counsel for TSX and NASDAQ listed **Organigram** (TSX:OGI). He holds a CLA and BA from Simon Fraser University and a Bachelor of Laws (with Distinction) from the University of Alberta.

DAVID DOHERTY | INDEPENDENT DIRECTOR

David Doherty was an initial financier and former director of **Organigram Holdings Ltd.** (OGI), **Emblem Corp.** (EMC) and **The Green Organic Dutchman Holdings Ltd.** (TSX: TGOD). Additionally, Mr. Doherty was instrumental in the **PLUS Products** (CSE:PLUS) IPO. He advises early-stage companies, provides seed capital, and has significant cannabis and hemp industry expertise. Mr. Doherty has been instrumental in raising **\$630,000,000** for cannabis and hemp companies in the past 6 years. Dave brings 22 years of experience in investment, structure, and finance and spent over 11 years working for a leading independent Canadian brokerage firm and holds a degree from Simon Fraser University, with a minor in Economics and Psychology.

NICK GRAFTON | INDEPENDENT DIRECTOR

Mr. Grafton brings over 14 years of investment, finance, and public market experience to the Company. Mr. Grafton was previously a Portfolio Manager, managing both cannabis and energy portfolios for a Canadian based hedge fund. Before asset management, he worked as an Investment Banker at **Canaccord Genuity Corp.**, where he helped finance and advise small to mid-cap companies. He is a **CFA charter holder** and has a degree from Michigan State University, with a major in Finance.

RICK ANDLINGER | INDEPENDENT DIRECTOR

For the past 20 years, Rick has been the President of Andlinger & Company, Inc., a private investment and management firm with offices in the US, Brussels, and Vienna, which has completed over 100 acquisitions. He has been the director of multiple private and publicly listed companies in the beverage, industrial and environmental services sectors including most recently, Chairman and head of the Executive Committee of **Teawolf**, a botanical extracts and essences company. Rick is also Partner and Chief Investment Officer at **Option3Ventures**, a New York and Washington D.C based cybersecurity investment firm. Mr. Andlinger spent 13 years in investment banking at **Salomon Brothers** and **Smith Barney**, where he was Co-Head of the Global Energy and Power Group. He has an MBA from Stanford and an undergraduate degree from Princeton.

GORD FOX | INDEPENDENT DIRECTOR

Gord has extensive legal experience stemming from his 20-year career specializing in securities law and merchant banking. As a partner in the law firm of **Goodman & Carr**, Gord represented **Dynacare** through **LabCorp's** acquisition for **\$480,000,000**. Mr. Fox founded and was the President of **Lytton Capital Inc.**, a limited market dealer. Additionally, he co-founded and was Co-CEO of **White Cedar Pharmacy**, one of the largest prescribing pharmacy businesses in Ontario. Before its acquisition by **Aleafia Health** in 2019, Mr. Fox was a co-founder and CEO of **Emblem Corp.**, a leading cannabis licensed producer. He was instrumental in the acquisition of **GrowWise Health**, one of the largest medicinal cannabis prescribing clinic networks in Canada, which vastly contributed to the company's success and ultimate acquisition.

SCOTT GREENBURG | INDEPENDENT DIRECTOR

Scott serves as a director for several private companies and is founder of **FarPoint Venture Law**. Scott's clients have included **Starbucks**, **Sambazon**, **Sahale Snacks**, **Theo Chocolates**, **Guayaki Yerba Mate**, **Big Tree Farms**, and **Sur La Table**. Mr. Greenburg is recognized by "Lawdragon 500" Top Lawyers in America and "Best Lawyers in America®"; and named one of "America's Leading Business Lawyers—Corporate/M&A" by Chambers USA, a "Super Lawyer" by Washington Law & Politics, and member of the "League of Justice" by Washington CEO Magazine.

HempFusion®

GET IN TOUCH

FOR MORE INFORMATION

HEMPFUSION INVESTOR RELATIONS

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HempFusion®

S U P P L E M E N T A L I N F O R M A T I O N

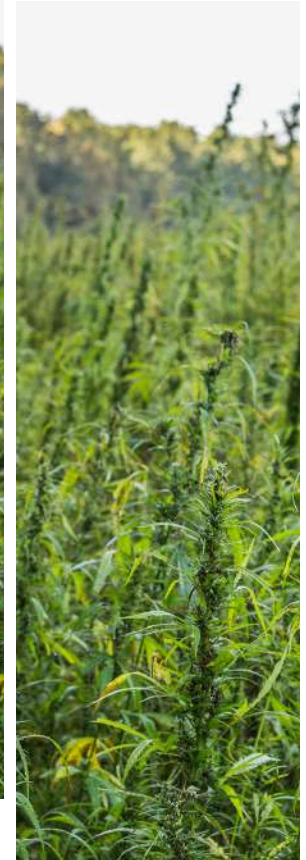
APPENDIX

ESG

ENVIRONMENTAL, SOCIAL AND GOVERNANCE PRACTICES

One of the most powerful trends within both Canadian and global capital markets was an increased focus on Environmental, Social, and Governance (“ESG”) practices.⁽¹⁾

HempFusion is focused on ESG as a core business principal and will continue to support the communities in which we operate, advance R&D, provide non-GMO, certified USDA organic products and more.



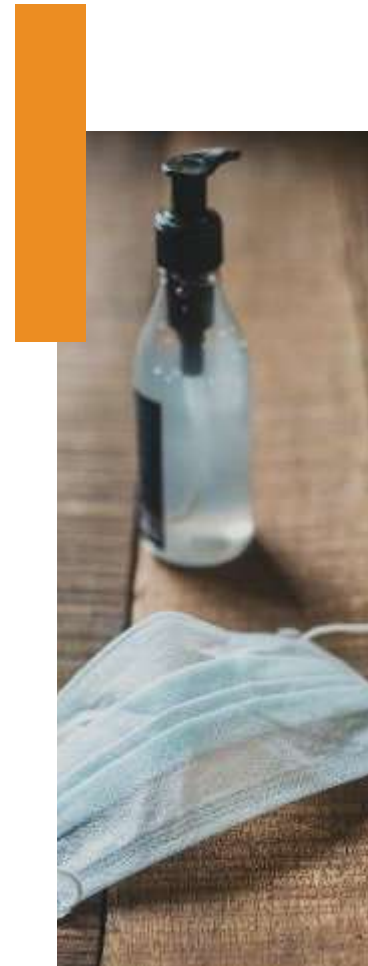
COVID-19

HempFusion has implemented companywide safety protocols with respect to COVID-19 with a focus on employee health and safety as well as the wellbeing of our customers

“COVID has impacted us, and while our headquarters in Colorado and distribution centers in Kansas are not located in headline states, it is still present. While distribution and fulfilment centres remained open, they operated at a reduced capacity. On July 1, we resumed full capacity and expect no further supply chain delays (we anticipate foot traffic in our major retailers to begin to return to normal)

We have efficiently adapted and reinvented the way we do business; by shifting to a virtual office environment (\$50,000 USD monthly overhead reduction) to virtual client and customer conferencing (further reducing travel expenses and other costs), and the effective implementation of multiple project management and enterprise management systems; we have addressed the challenges presented by COVID-19 while dramatically improving organizational efficiency”

— Dr. Jason Mitchell N.D., CEO



ACTIVE SECTOR M&A

CBD

The last 12 months have seen many high profile, accretive acquisitions and investments in the CBD space.



→
\$300 Mil Acquisition
Sep. 2019



→
Up to \$85 Mil Acquisition
May 2020



→
\$73 Mil Acquisition
June 2020



→
\$50 Mil Investment
June 2020 (20% equity stake)



Probiotics

There has also been a significant of M&A activity observed in the probiotics industry.



→
\$290 Mil Acquisition
May 2016



→
\$100 Mil Investment
Sep. 2018





GIVING BACK

CORPORATE SOCIAL RESPONSIBILITY

HempFusion is dedicated to giving back by establishing meaningful partnerships with Foundations

AUTISM HOPE ALLIANCE

OPERATION SURF

JACOB'S HEART

WARRIORS' ASCENT

B-RAD FOUNDATION

HempFusion®

MARKETING & AMBASSADOR PROGRAM

HempFusion is cultivating meaningful relationships with influencers that share the Company's passion for CBD and Health & Wellness. The Company has initiated a social media influencer strategy to increase brand awareness through mutually beneficial relationships across various social channels. The Company plans to dramatically increase the number of micro-influencers in the coming months

FEATURED ATHLETE



Travis Rice, legendary snowboarder and filmmaker, has joined the HempFusion family to share our brand with the action sports world



**Stein
Retzlaff**



**Alana
Spencer**



**Ian
Coble**



**Jillian
Jacobs**



**Adam
Vicarel**



**Rachel
Schneider**



**Travis
Rice**



**Cedar
Wright**



**KC
Deane**



**Erich
Roepke**



**Andy
Stumpf**



**Tyler
Klumper**



**Tess &
Sarah**



**Spencer
Cole**



**Jeremy
Smith**

PANORAMIC HEMP EXTRACT TINCTURES & CAPSULES

MEETING CONSUMER DEMANDS

Tinctures and capsules are the most popular products⁽¹⁾ in the current approximately \$4B US CBD⁽²⁾ market in an industry expected to reach approximately \$16.8B by 2025⁽²⁾

HEMPFUSION'S PANORAMIC HEMP EXTRACT

The Company's CBD products are based on a **proprietary Whole Food Panoramic Full-Spectrum Hemp Complex**

ORGANIC INGREDIENTS

HempFusion exclusively uses DNA verified European Union Registered, Non-GMO, Organic Industrial Hemp in all CBD products.

Certain products incorporate added premium organic ingredients, including ginger, ginseng and more

CONDITION SPECIFIC

Each product targets a specific health need including **sleep, stress** and **energy**



TWIST

TINCTURES

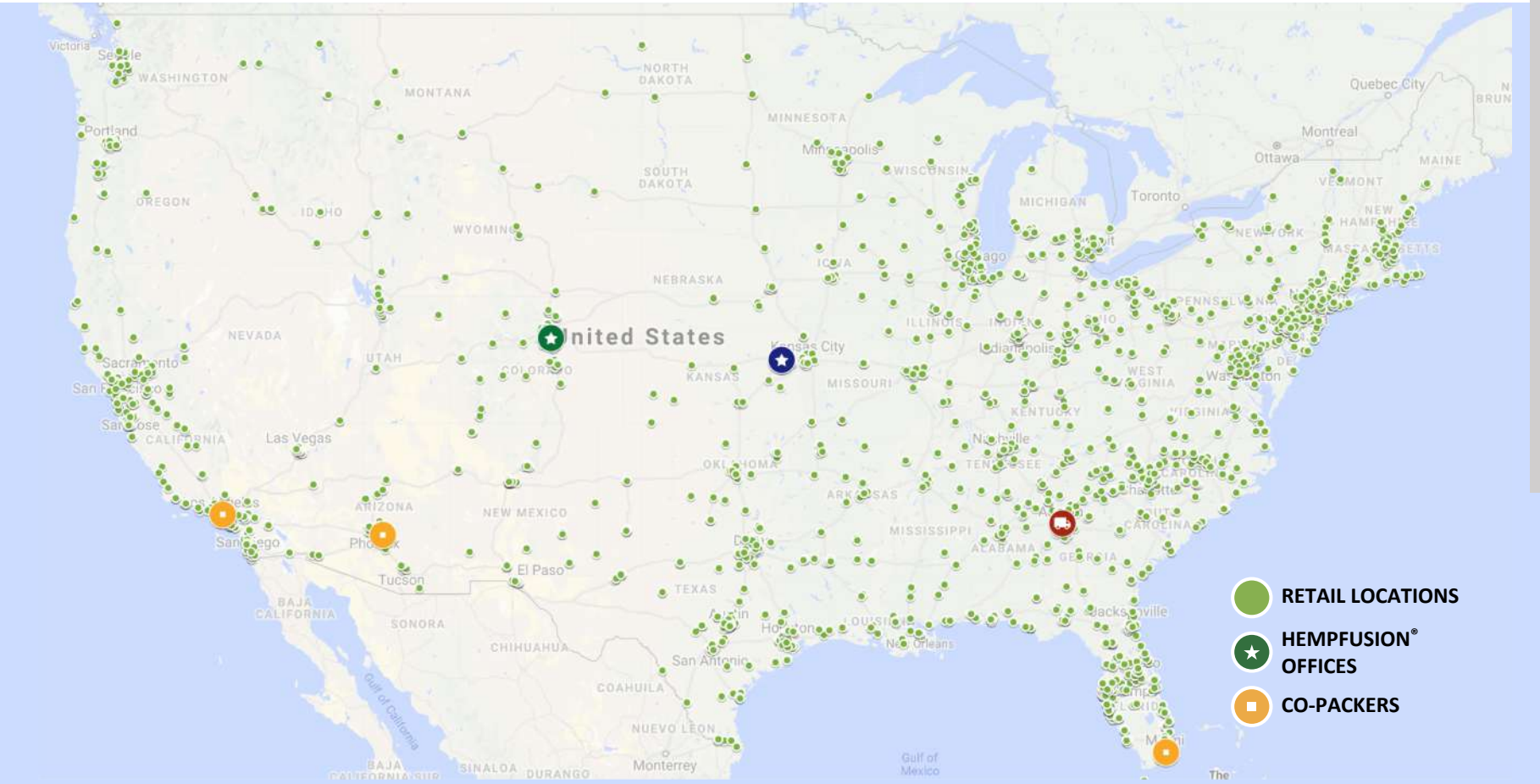


CAPSULES

(1) Cowen. "U.S. CBD Year 2 - Assessing the Puts and Takes of an Emerging Category.", June 12, 2020

(2) Brightfield Group "Navigating Seismic Shifts July 2020 US CBD Report" – July 2020

NATIONAL DISTRIBUTION



+4,000

COMBINED RETAIL
SALES LOCATIONS

6

CO-PACKERS

3

REGIONAL OFFICES

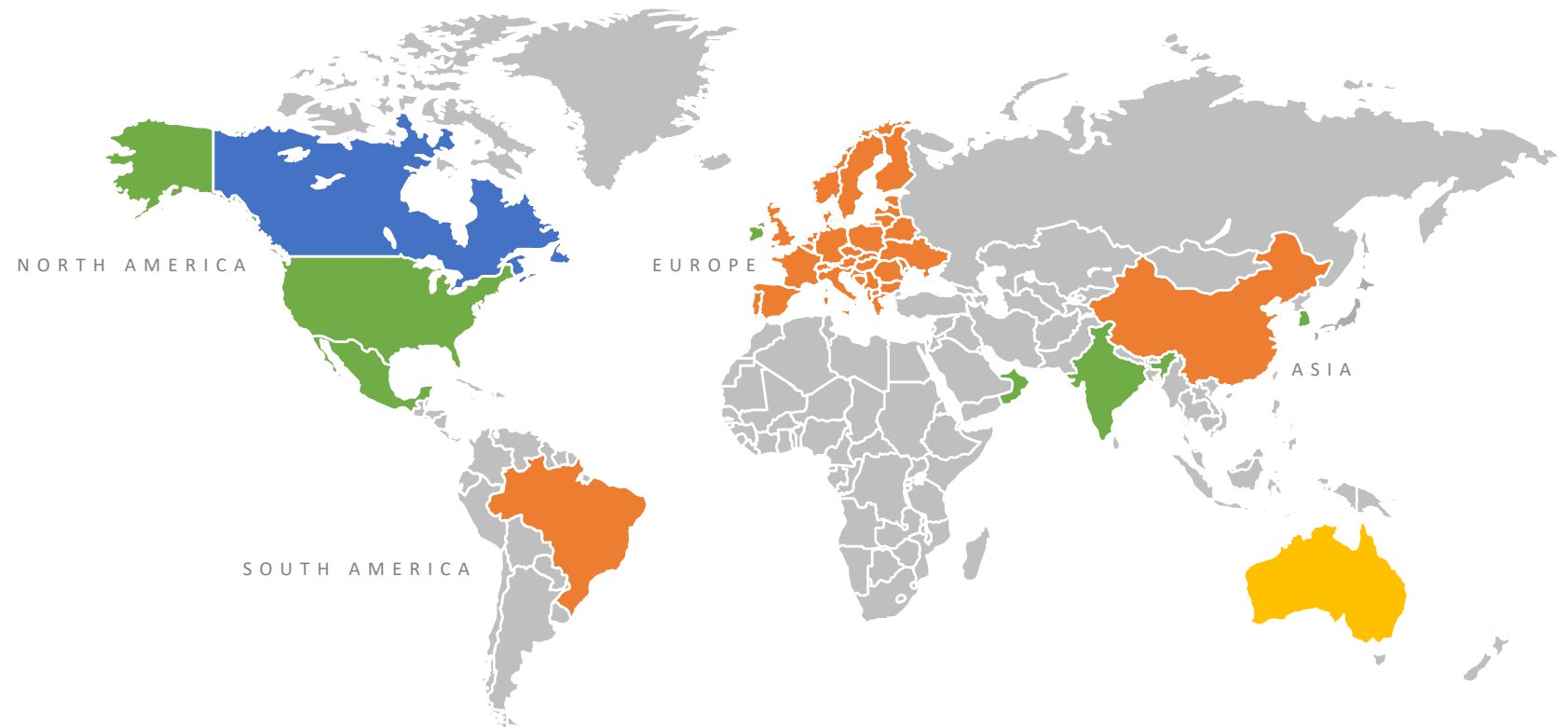
INTERNATIONAL PRESENCE & EXPANSION

IMMEDIATE TERM
EUROPE | BRAZIL

NEAR TERM
CANADA

LONG TERM
AUSTRALIA

SELLING NOW⁽¹⁾



FINANCIAL SUMMARY

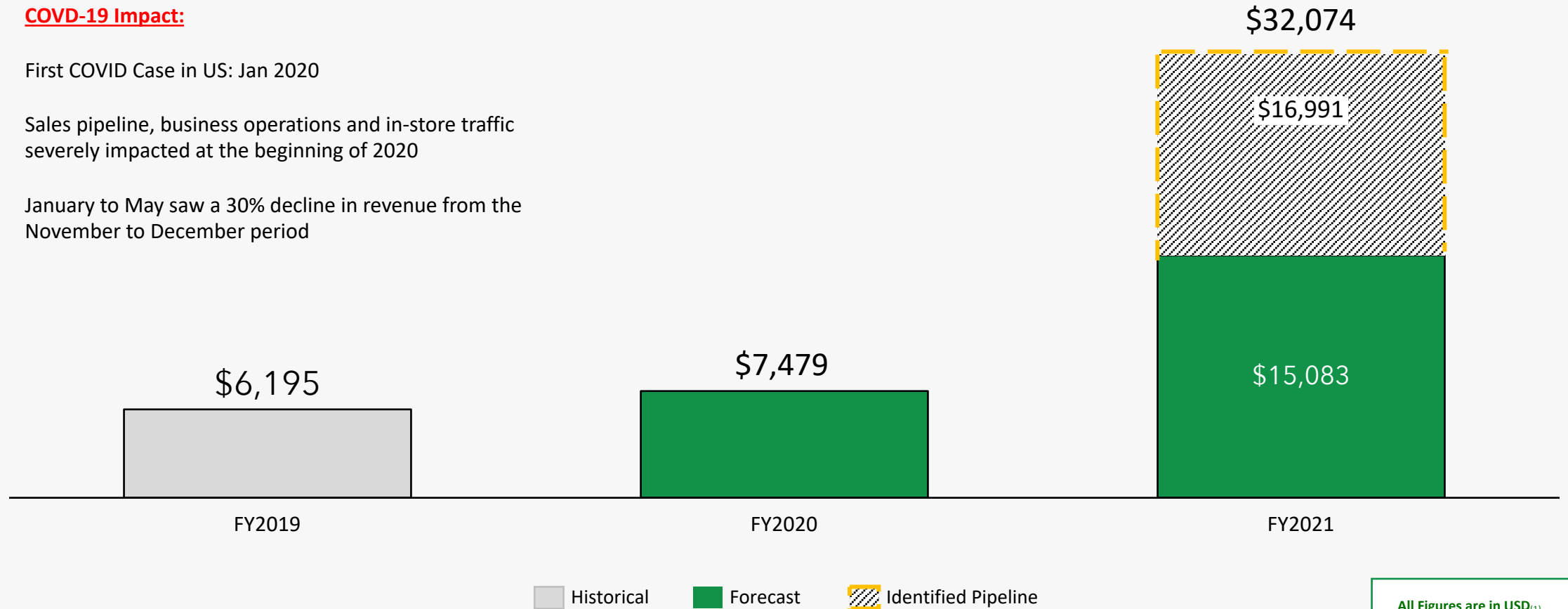
FY2020 REVENUE SUMMARY

COVID-19 Impact:

First COVID Case in US: Jan 2020

Sales pipeline, business operations and in-store traffic severely impacted at the beginning of 2020

January to May saw a 30% decline in revenue from the November to December period



All Figures are in USD⁽¹⁾