

BRAND [UNCOVER]

PORTFOLIO



CHARLOTTE'S WEB™
STANLEY BROTHERS



AGENDA

- Charlotte's Web Company Overview
- CBD Landscape & Consumer
- Distribution Considerations
- Recommendation
- Discuss Next Steps



CHARLOTTE'S WEB: WHO WE ARE

THE WORLD'S MOST TRUSTED HEMP EXTRACT™



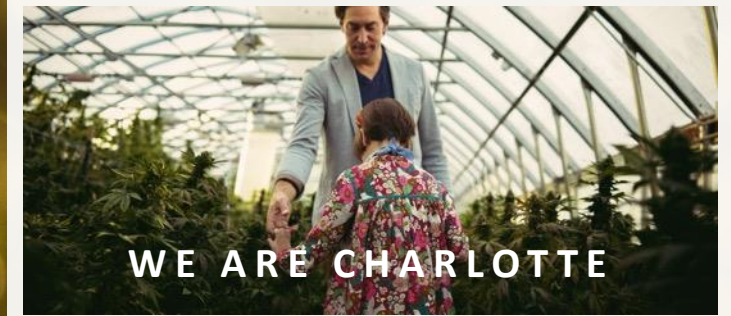
WE ARE FAMILY

Our founders, The Stanley Brothers, spent more than a decade serving the health of others. It started by giving away their product to the people who could benefit from it. First to a few, and then to many.



WE ARE QUALITY

We manage every step of the process from Seed to Shelf to ensure the highest standard of quality. Rigorous testing is done on soil, water, and hemp. All products are tested by an accredited third-party lab before hitting the shelf.



WE ARE CHARLOTTE

Our first customer was our most influential. Paige Figi came to us in 2012 looking for a non-psychoactive high CBD, low THC product for her daughter Charlotte and got a lot more in return. We don't say that we changed Charlotte's life, she changed ours.

CHARLOTTE'S WEB DIDN'T START AS A COMPANY...

IT STARTED AS A MISSION



Charlotte remains our true north. She drives our passion and dedication to the best hemp extracts for product quality, safety, and consistency. Her story inspires millions more as they embark on their own wellness journeys.



THE WORLD'S MOST TRUSTED HEMP EXTRACT™



CORPORATE & SOCIAL RESPONSIBILITY



REGULATORY LEADERSHIP



R&D AND SCIENCE DIVISION



#1 CBD BRAND IN AWARENESS, LOYALTY & TRUST¹

¹Brightfield, 2023

SEED TO SHELF TRACEABILITY

FULL QUALITY OVERSIGHT & CONTROL



THE HIGHEST QUALITY STANDARDS IN THE INDUSTRY



USDA ORGANIC
CERTIFIED*



B-CORPORATION
CERTIFIED



USA GROWN HEMP



NON-GMO



ACCREDITED THIRD PARTY
LAB QUALITY TESTED



PROPRIETARY
GENETICS



100% NSF cGMP
AUDIT SCORE

OUR BUSINESS IS ROOTED IN PLANT-BASED WELLNESS



THE WORLD'S MOST TRUSTED HEMP EXTRACT™

CONSISTENCY IN SUPPLY CHAIN & GENETICS

- Full ingredient traceability and transparency
- Hemp grown on 100% US family farms
- World-class plant breeding program
- Seven hemp patents

TESTING AND QUALITY STANDARDS

- Rigorously tested for quality
- COA available for every batch
- cGMP compliant facilities
- NASC Certified Pet Products



CORPORATE & SOCIAL RESPONSIBILITY

GIVING BACK

- In 2020, Charlotte's Web donated \$1M+ of product to people in need through Realm of Caring, Adaptive Training Foundation, and Freedom Service Dogs of America
- Annually donate 2+% of revenue financially and through product donations
- Corporate day of service and paid employee volunteer hours

B CORP CERTIFICATION

- Charlotte's Web is a Certified B Corp affirming our dedication to our planet and the people that inhabit it



R&D/SCIENCE DIVISION

ADVANCING SCIENCE THROUGH RESEARCH

- Collaborations with institutions such as Harvard/Maclean, John Hopkins, Cornell
- Product development through scientific and clinical data-driven approach
- Scientific collaboration researching hemp CBD efficacy with Harvard Medical School's Dr. Staci Gruber, Ph.D. as lead investigator
- Comprehensive metabolite study on Charlotte's Web hemp extracts
- Human interventional placebo controlled clinical studies
- Study with ValidCare finding no correlation between CBD consumption and liver toxicity



REGULATORY LEADERSHIP

FDA REGULATION AS DIETARY SUPPLEMENT:

- Active in research studies to support FDA's interest in science-based data
- Positive ValidCare liver safety study results

LEGISLATIVE SOLUTION:

- Working on federal legislation, H.R. 1629, with bi-partisan support
- Working with state legislators for responsible regulation

RESPONSIBLE MARKETING PRACTICES:

- Comply with state-by-state packaging requirements
- Comply with FDA and labeling requirements for dietary supplements



#1 CBD BRAND

#1 in Unaided Awareness*

#1 in Aided Awareness*

#1 in Brand Loyalty*

#1 in Trustworthiness*

#1 CBD Brand in the U.S.**

#1 CBD Gummy Brand in Natural Channel**

#1 CBD Brand in Food, Drug, and Mass**

#1 CBD Brand in Pet**

*Brightfield, 2023

**SPINS, L52 Weeks, February 2023

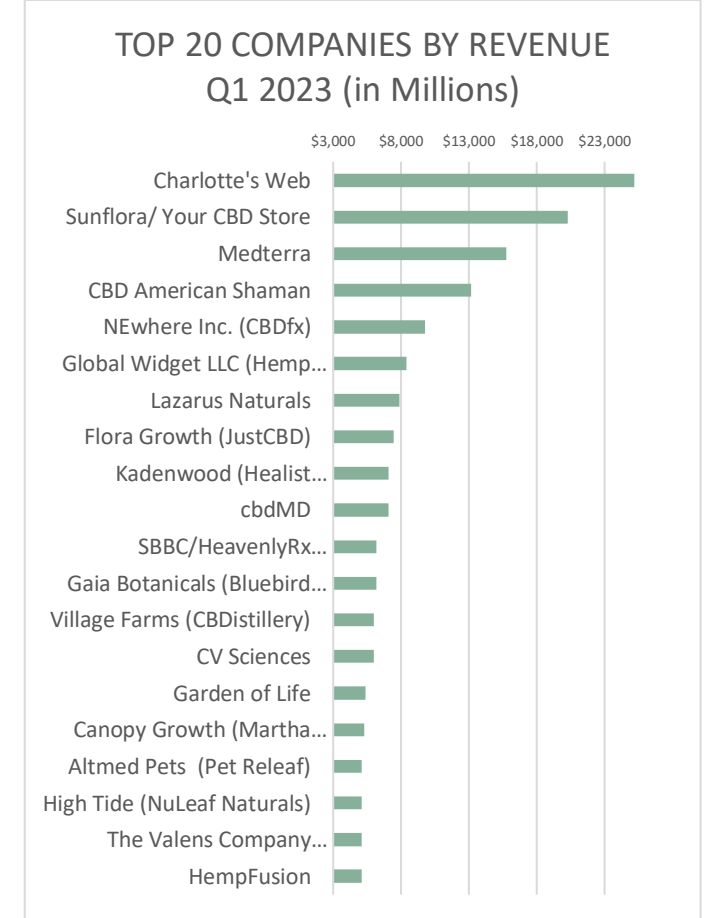
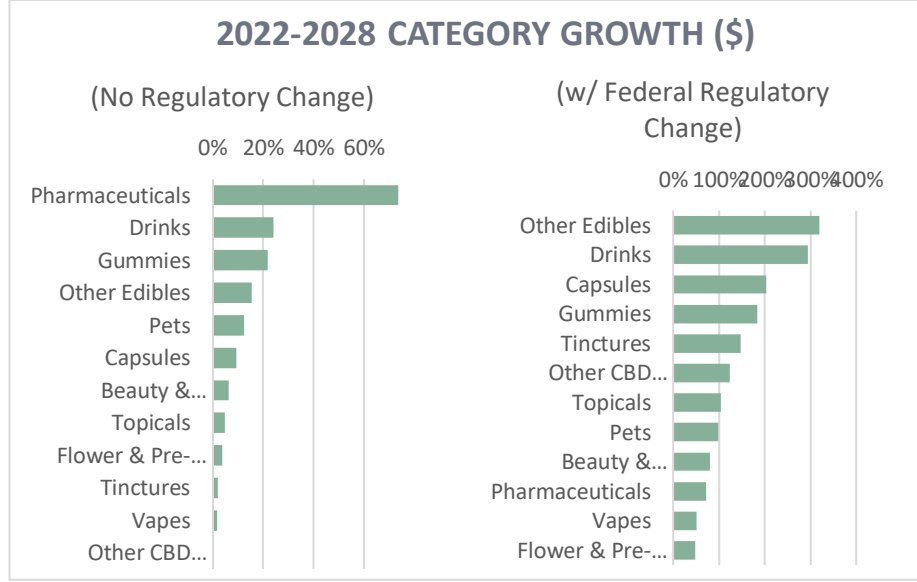


CBD IS A \$4.4B CATEGORY WITH EXTREME FRAGMENTATION:

CBD CATEGORY OVERVIEW

- Charlotte's Web is the Market Leader
- Federal Regulation Unlocks Growth & Brand Consolidation via Quality & Safety Standards

LANDSCAPE FORECAST

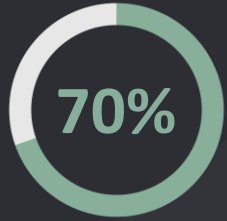


Did You Know?

- Charlotte's Web Leads CBD Market Share with ~3%
- Top 10 Brands Represent ~12.5% of Market
- Topicals Growth Projection +5% w/o Regulation, +100% with Regulation

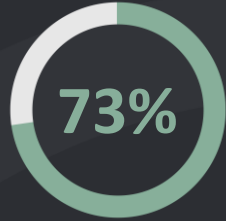
HIGHEST AWARENESS, CONSIDERATION, PURCHASE AND LOYALTY OF ANY BRAND

TOP CW CONSUMER SENTIMENTS:



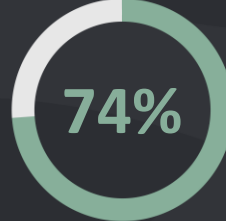
HELPS CONDITION

70% Attribute CW with Helping their Condition



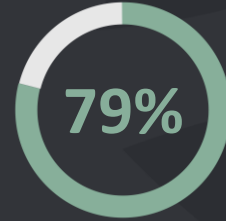
RELIABLE

73% Describe CW as a Reliable Brand



TRUSTWORTHY

74% Describe CW as a Trustworthy Brand



HIGH QUALITY

79% Attribute High Quality with CW Brand



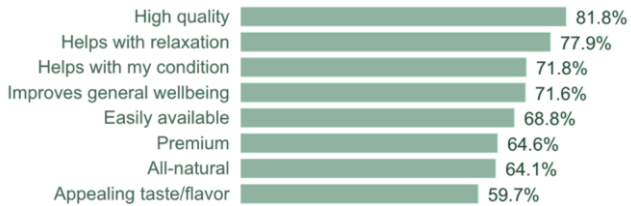
CUSTOMER
LOYALTY



PURCHASE
INTENT

~ 2X THE NEXT BRAND IN LOYALTY RATINGS

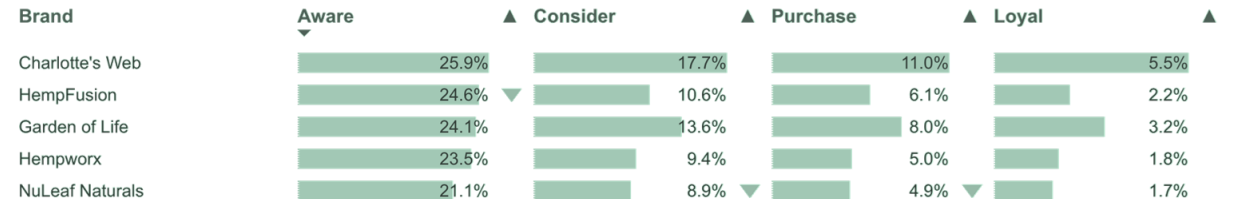
Top Brand Attributes *i*



Top Brand Descriptors *i*



Brand



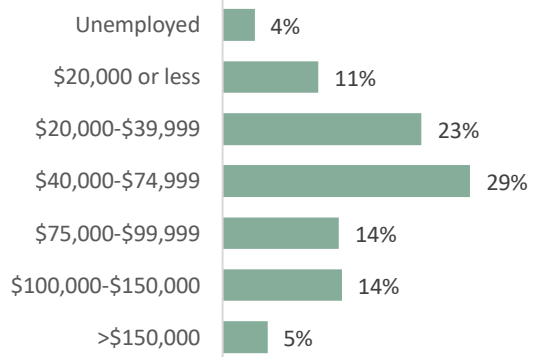


THE CBD CONSUMER DEMOGRAPHIC ALIGNS WITH THE CONVENTIONAL SHOPPER

THE CBD CONSUMER

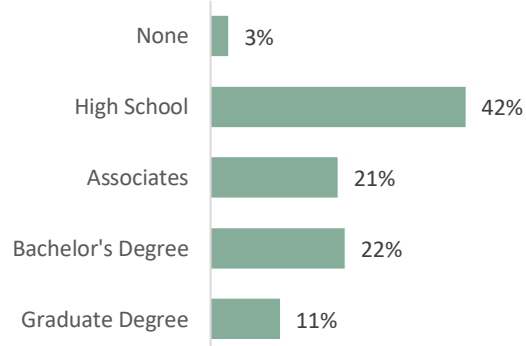
DEMOGRAPHICS Q2 2023

Income



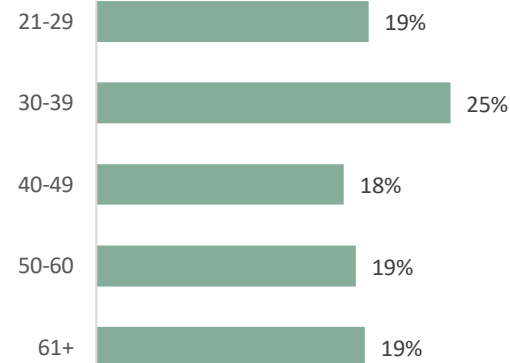
**+38% MAKE
UNDER \$40,000**

Education Level*



**66% HAVE AN ASSOC
DEGREE OR LESS**

Age



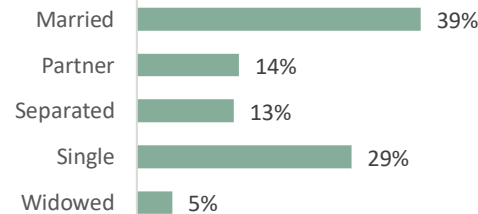
**47% BETWEEN
24-44 YEARS OLD**

Gender



Nearly 50/50

Marital Status*



**62% have
Children In or
Outside of
Home**

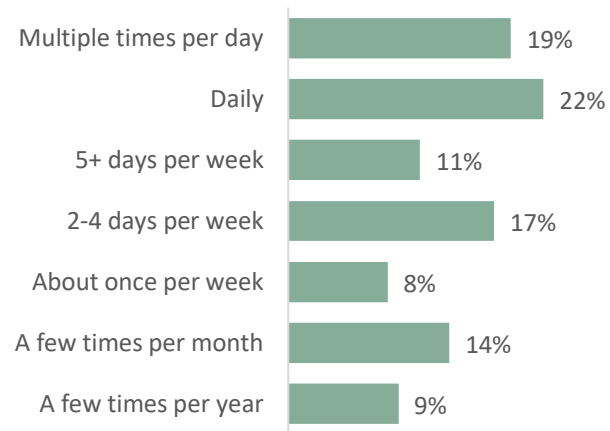


DID YOU KNOW?

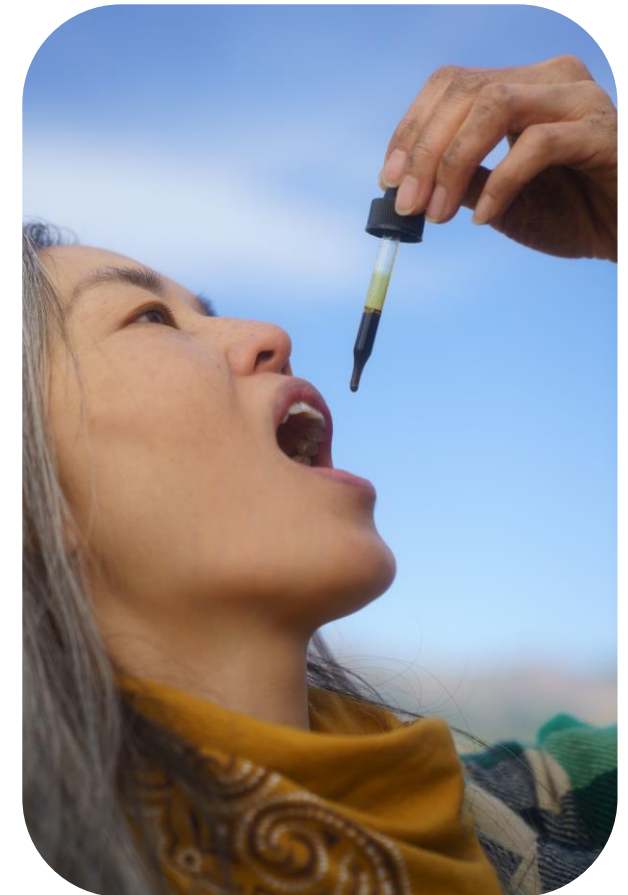
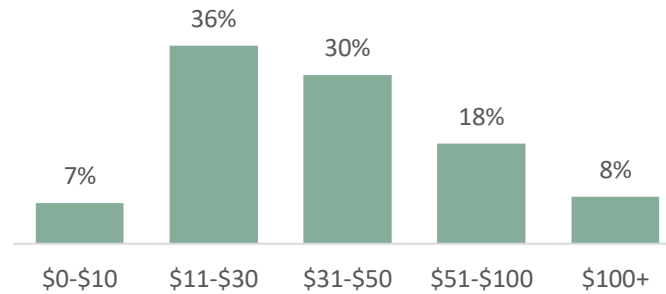
- CBD Consumers Skew Below US Avg HH Income
- Even Age Distribution Among CBD Users
- Users Skew Only Slightly More Female in Gender



CBD Usage

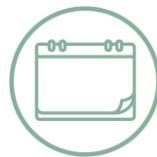


Avg. Spend per CBD Product



SPEND

56% Spend \$31 or More Per Product



MONTHLY SPEND

Average \$118 A Month in CBD Spend



USE FREQUENCY

40% Use CBD At Least Daily



BUYER INTEREST

25% Interested in Therapeutic Topicals

56% Interested in Gummies

29% Interested in Tinctures/Oil



TOP CBD CATEGORY NEED STATES REMAIN SLEEP, RELAXATION AND PHYSICAL RELIEF

CBD CATEGORY OVERVIEW

DEMO UNIQUE NEED STATES

CHARLOTTE'S WEB™
STANLEY BROTHERS

TOP NEED STATES AMONG BOOMERS/GEN X

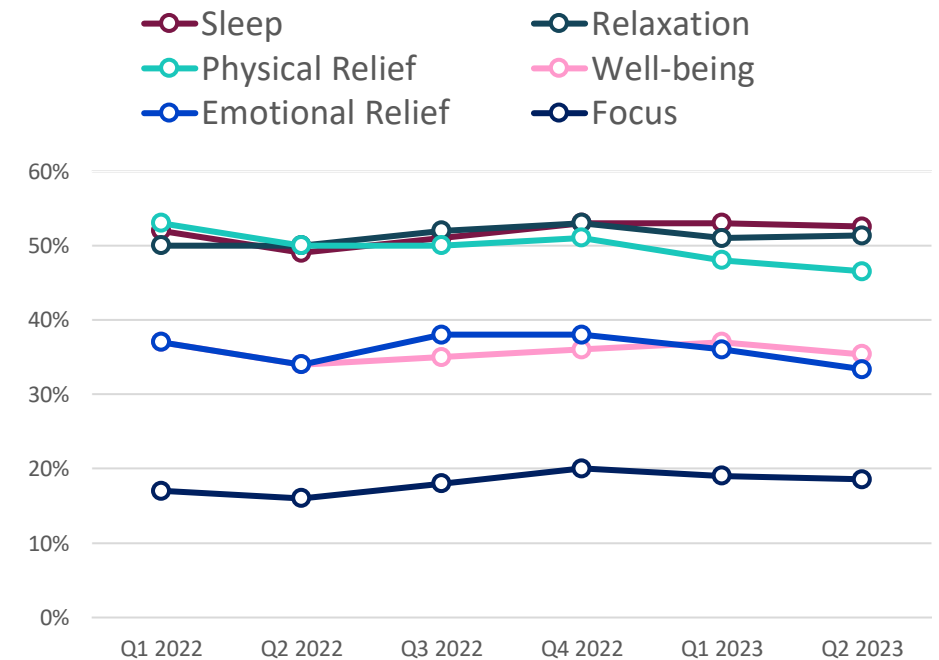
- Digestive Health
- ✓ General Well Being
- ✓ Relaxation
- ✓ Sleep
- ✓ Immunity
- ✓ Pain

ReCreate™

TOP NEED STATES AMONG MILLENNIAL/GEN Z

- ✓ General Well Being
- ✓ Focus
- ✓ Energy
- ✓ Exercise
- ✓ Sleep
- ✓ Relaxation

TOP CBD DESIRED EFFECTS





INNOVATION ROADMAP

PORTFOLIO INNOVATION DRIVEN BY CONSUMER DEMAND

MARKETING

2024-2025 INNOVATION



CHARLOTTE'S WEB™
STANLEY BROTHERS

ReCreate™

Demo / Consumer	<ul style="list-style-type: none"> • Therapeutic (+Acute Pain) Support for Specific Needs • Gen X / Boomer Target 	<ul style="list-style-type: none"> • Enhance & Support Active Lifestyle • Gen Z / Millennial Target
Optimize Our Existing Portfolio	<ul style="list-style-type: none"> • Harmonize & Rebrand Topical Portfolio all under CW (CW Medic) • Expand Sleep portfolio beyond Melatonin 	<ul style="list-style-type: none"> • Evaluate market launch performance in 2H 2023
Continue to Innovate in Top Need States by Demo / Brand	<ul style="list-style-type: none"> • Digestive Health • Joint Health • Pain Topicals 	<ul style="list-style-type: none"> • Energy • Focus

Future Demand Being Driven by New Forms & Formulations:

- Sprays
- Powders
- Minor Cannabinoids
- Botanical (non-CBD) products



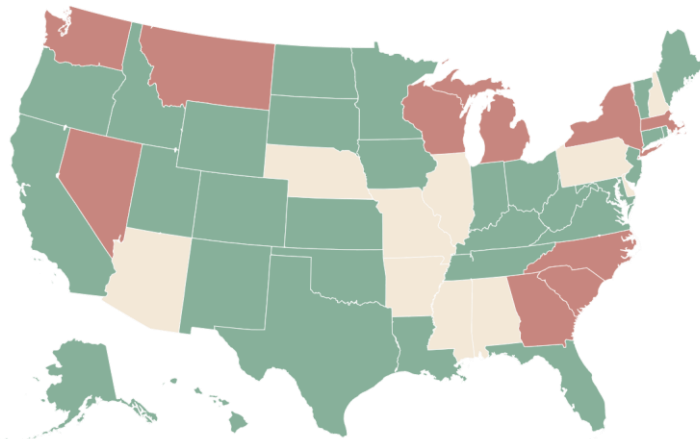
LOW REGULATORY RISK, HIGH REVENUE OPPORTUNITY FOR TOPICAL BUSINESS

- Regulatory risk is determined by state legislation as of July 2023

REGULATORY ENVIRONMENT

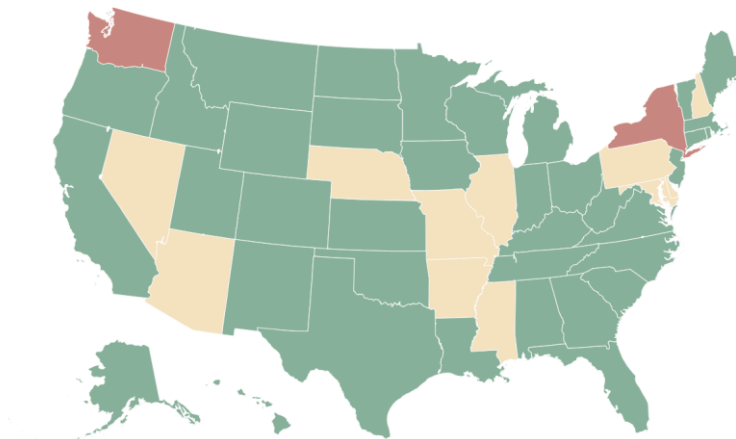
2023

INGESTIBLES REGULATORY INSIGHT



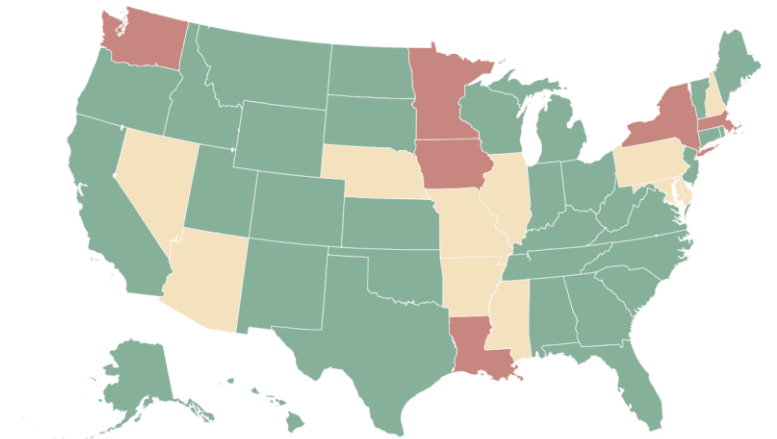
Medium Risk Low Risk High Risk

COSMETIC TOPICALS REGULATORY INSIGHT



Low Risk Medium Risk High Risk

MEDICATED TOPICALS REGULATORY INSIGHT



Low Risk Medium Risk High Risk

Low Risk: Some age restrictions, child resistant packaging, under specified THC amounts

Medium Risk: State requirements are unclear

High Risk: Not allowed, various reasons



CHARLOTTE'S WEB™
STANLEY BROTHERS

FULL-SPECTRUM AND BROAD-SPECTRUM OPTIONS,
MADE WITH PROPRIETARY HEMP EXTRACT



INGESTIBLES



TOPICALS



PET



CBD MEDIC™
Revolutionary. SAFE.™

Joining
Charlotte's Web
Brand Family
in 2024



PAIN RELIEF TOPICALS WITH ACTIVE LEVELS
OF OTC INGREDIENTS, BLENDED WITH CBD

ReCreate™



ORGANIC BROAD-SPECTRUM CBD COMBINED
WITH FUNCTIONAL BOTANICALS

OFFICIAL CBD OF

MAJOR LEAGUE BASEBALL®
™/©2023 MLB



CHARLOTTE'S WEB TOPICAL PRODUCT PORTFOLIO OVERVIEW



CREAM

NEW FORMULATION! WITH ALOE VERA, COCONUT OIL, OAT EXTRACT AND SEA BUCKTHORN OIL TO NOURISH AND MOISTURIZE THE SKIN AND SUPPORT OVERALL SKIN HEALTH.



BALM

DESIGNED TO ADDRESS SPECIFIC SPOTS ON THE BODY..
NEW AND IMPROVED FORMULA FEATURING MENTHOL, PEPPERMINT OIL, TURMERIC OIL AND GINGER OIL



BALM STICK

DESIGNED TO ADDRESS LARGE AREAS ON THE BODY IN A NEW FORM TO TARGET AREAS MORE SPECIFICALLY.
NEW AND IMPROVED FORMULA FEATURING MENTHOL, PEPPERMINT OIL, TURMERIC OIL AND GINGER OIL



COOLING GEL

FOR A DEEPER SOOTHING APPLICATION -
WITH MENTHOL AND ARNICA



ROLL-ON

FORMULATED WITH BOTANICALS - PEPPERMINT AND LAVENDER - TO CALM AND CENTER MIND AND BODY



NON TOXIC

CRUELTY FREE

BPA FREE



PARTNERSHIP OPPORTUNITIES

SPA & GYM
SERVICES

BUSINESS
MEETINGS

WEDDING
PACKAGES

LOCAL SPORTS
TEAMS





IN-STORE & DIGITAL ACTIVATION TO DRIVE SALES



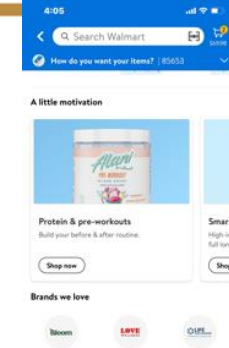
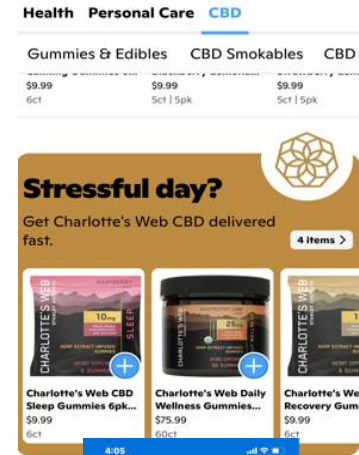
ASSOCIATE EDUCATION

Brand Brochures (Customer Service & Rx), Expert Voice - Digital Education Modules, FAQs at Pharmacy



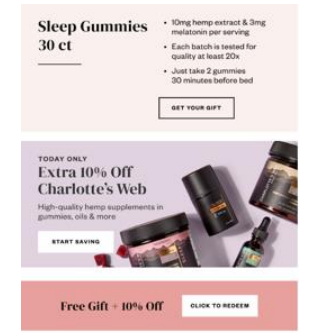
MERCHANDISING & EDUCATION

QR Codes, Demos, Aisle Interrupters, Brand Identifiers



DIGITAL ADVERTISING

Email, App features, Paid & Organic Social Media, Brand Pages, PPC (Google, Bing)



WINNING STRATEGY



Right Product:
#1 performing item in market,
beginner friendly method



Right Count: Trial size to
attract new consumers



Right consumer:
Conscious consumer



Support:
Need State focus
Educational Tools
Consumer Sampling
Display Options



Consumer "Need State" Advertising



THE KEY TO VACATION MODE



Helping Make Time Zone Adjustment a Breeze

Helping Reduce Travel-Related Stress*

Supporting a Good Night's Sleep*

FIND CHARLOTTE'S WEB IN
OUR RETAIL SHOP

HOW DOES CBD HELP ME?



Support a sense
of calm for focus*



Recovery from
exercise-induced
inflammation*



Manage everyday
stress*



Maintain healthy
sleep cycles*



* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



CHARLOTTE'S WEB
STANLEY BROTHERS



EDUCATION TOOLS

FIND YOUR CBD SWEET SPOT

YOUR BODY IS DIFFERENT. AND YOUR CBD SWEET SPOT IS TOO. FIND YOURS WITH THIS



STARTING & 85 MOUTHWAY

BY 17 mg

STARTING TO FEEL THE EFFECTS OF CBD

STARTING TO FEEL THE EFFECTS OF CBD

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HOW TO USE

Start with a low dose of CBD (10 mg) and gradually increase the dose until you feel the effects of CBD.

Take CBD consistently every day to experience the full benefits of CBD.

Be patient. It may take a few days to feel the effects of CBD.

Keep a journal to track your progress and adjust your dose accordingly.

Consult your healthcare provider if you are taking any medications.

Remember, CBD is not a magic pill. It's a natural product that can help you feel better.

Charlotte's Web is committed to providing high-quality CBD products.

For more information, visit our website at www.charlottesweb.com.

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TRACK YOUR PROGRESS

Start by logging your dose and how you feel.

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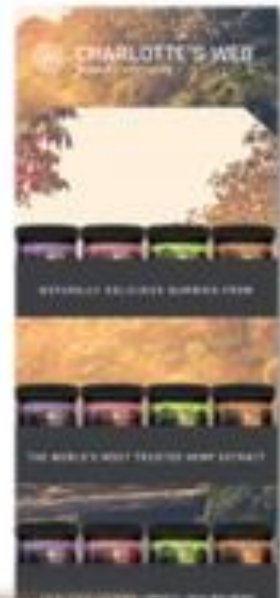
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PRINT & DIGITAL MATERIALS



DISPLAY OPTIONS





APPENDIX



CHARLOTTE'S WEB MEDIA PLANKS

MEDIA PLANKS GROUNDED IN TRUSTED HEALTH VOICES

PRINT/DIGITAL



- **National Print** partner to expand awareness
- **Custom article series** developed with trusted health voices
- **Digital media** across trusted health websites

PODCASTS



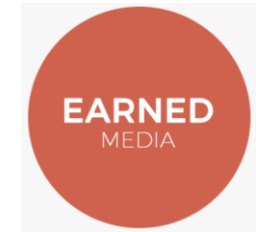
- **Need-state, holistic health and demo-targeted** podcasts
- **Vanity URLs** to direct listeners to unique site experiences while filling the remarketing pool

SOCIAL



- **CBD educational series** and sequential messaging
- **AMAs on forums like Reddit** hosted by licensed health professionals
- Extended reach across **influencers via affiliate program** and shopping sites

EARNED MEDIA



- **First mover leveraging FDA moves and regulation**
- **Driving thought leadership via** proprietary expertise and research



RECREATE MEDIA PLANKS

MEDIA SNEAK PEAK

2024

MEDIA PLANKS GROUNDED IN GEN Z / MILLENNIAL LIFESTYLE LOCATIONS

PRINT/DIGITAL



TARGETED STREAMING CONTENT



CONTEXTUAL DIGITAL



INFLUENCER



- **National Print** partner to generate buzz and awareness for new launches
- **Interactive rich media banners and videos**
- gamified to engage
- Digital media with a **mobile-first focus**

- **CTV, Streaming Radio, and Social** segmented by need state, holistic health interests + demo
- Package with onsite experiential and event activation

- **Contextual** paid placements and high engagement social communities by need state
- **Content alignment** through native ads + inventory selection

- **Partnering with influencers** within key lifestyle intersects to drive new users
- Partner with Sponsorships & Social on influencer-to-affiliate handshakes



CONSUMER
REVIEWS

CHARLOTTE'S WEB
TOPICALS



BALMS



4.6 Stars out of 130 Reviews

JO-ANNE S. ON 7 JUL 2023

Sharing with my family and friends.

I purchase as gifts and share a lot of your products. Good Products and great results need to be shared 😊

PATRICE B. ON 16 APR 2023

Smooth in every way

The balm stick has such a pleasant minty scent. The balm rolls on smooth and easy, and then I like to massage it in. This has become one of my favorite products too.



CREAM



4.5 Stars out of 264 Reviews

JOY B. ON 16 JUL 2023

Moisturizing CBD

This product is new for me. It is thick, creamy, and smooth. Love the way my skin feels after applying.

AMY H. ON 08 FEB 2023

Effective product

Love this lotion/cream. My hands and fingers thank you for this product. I have tried many lotions and balms but nothing helps me but CW.



COOLING GEL



4.8 Stars out of 85 Reviews

KRISTEN W. ON 6 JUL 2023

Amazing!

This gel works amazingly!! Goes on smooth and though you feel the cooling effect, it's not an intense feeling.

NORMA L. ON 16 APR 2022

All your products have exceeded

All your products have exceeded our expectations, they are exceptional



CONSUMER
REVIEWS

CHARLOTTE'S WEB
TOPICALS



SLEEP GUMMIES



4.6 Stars out of 130 Reviews

JO-ANNE S. ON 7 JUL 2023

Sharing with my family and friends.

I purchase as gifts and share a lot of your products. Good Products and great results need to be shared 😊

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CALM GUMMIES



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DAILY WELLNESS



4.8 Stars out of 85 Reviews

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Amazing!

This gel works amazingly!! Goes on smooth and though you feel the cooling effect, it's not an intense feeling.

NORMA L. ON 16 APR 2022

All your products have exceeded

All your products have exceeded our expectations, they are exceptional



Q&A

DISCUSS NEXT STEPS

WHAT IS HEMP?

Both hemp and marijuana have cannabinoids, including CBD, but one significant difference makes hemp legal to ship to all 50 states.

HEMP

**0.3%
OR LESS
T H C**



MARIJUANA

**15-20%
ON AVERAGE
T H C**

CANNABIS SATIVA

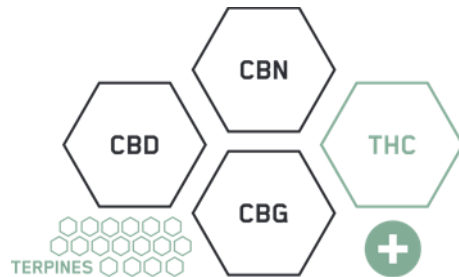
WHAT IS CBD?

CBD, or cannabidiol, is a phytocannabinoid found primarily in the flowers and leaves of the hemp plant.

- Works with other cannabinoids, terpenes, flavonoids, phytosterols, fatty acids and other beneficial compounds to **create the Entourage Effect.**
- Consumers using both **Full Spectrum and Broad Spectrum Hemp Extracts** experience the benefits of the Entourage Effect.
- CBD interacts with the **Endocannabinoid System (ECS)**, which helps to maintain homeostasis in the body.

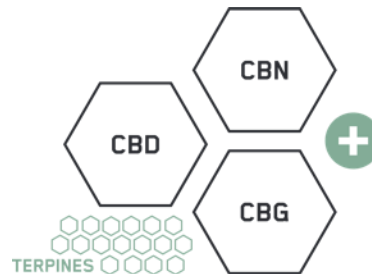
FULL SPECTRUM HEMP EXTRACT

All Phytochemicals Naturally Found; Contains an Array of Cannabinoids & Terpenes



BROAD SPECTRUM HEMP EXTRACT

Most of the Plant Compounds are Intact, aside from THC



CBD ISOLATE

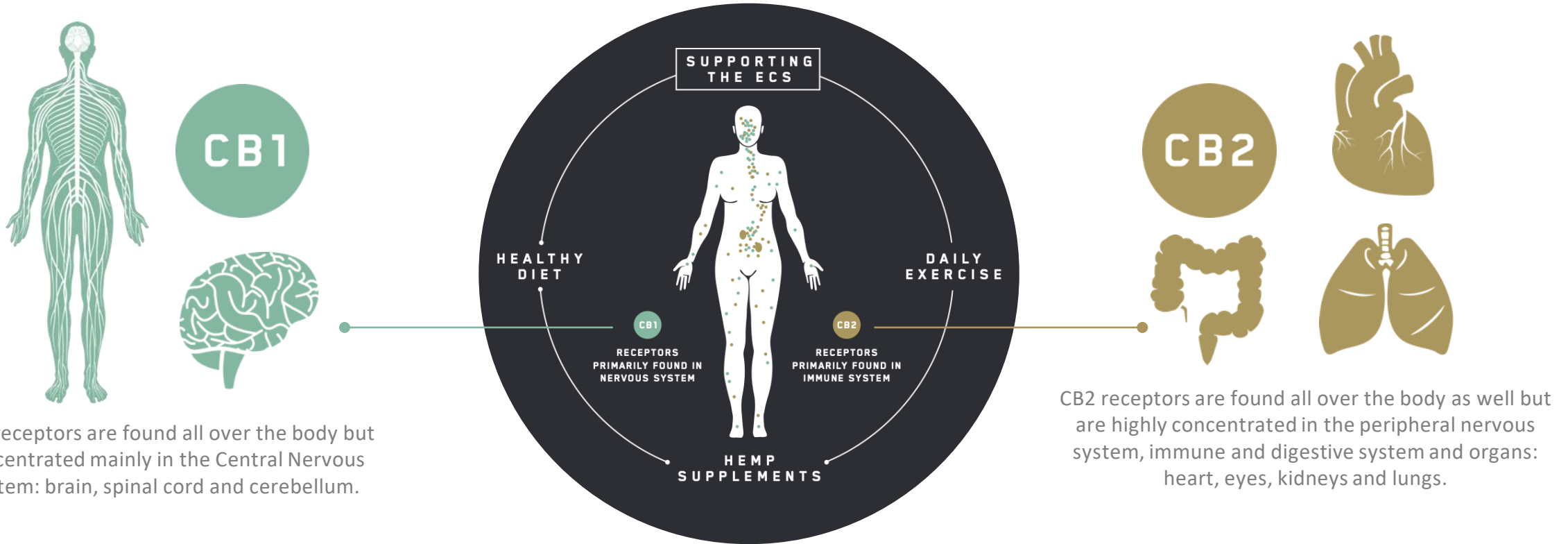
Only CBD and no other Hemp Compounds





HOW CBD IMPACTS THE ENDOCANNABINOID SYSTEM

A vast and vital receptor system within human and animal bodies, called the **Endocannabinoid System (ECS)** is responsible for supporting and maintaining healthy balance, or homeostasis. It acts as a "Master Switchboard."

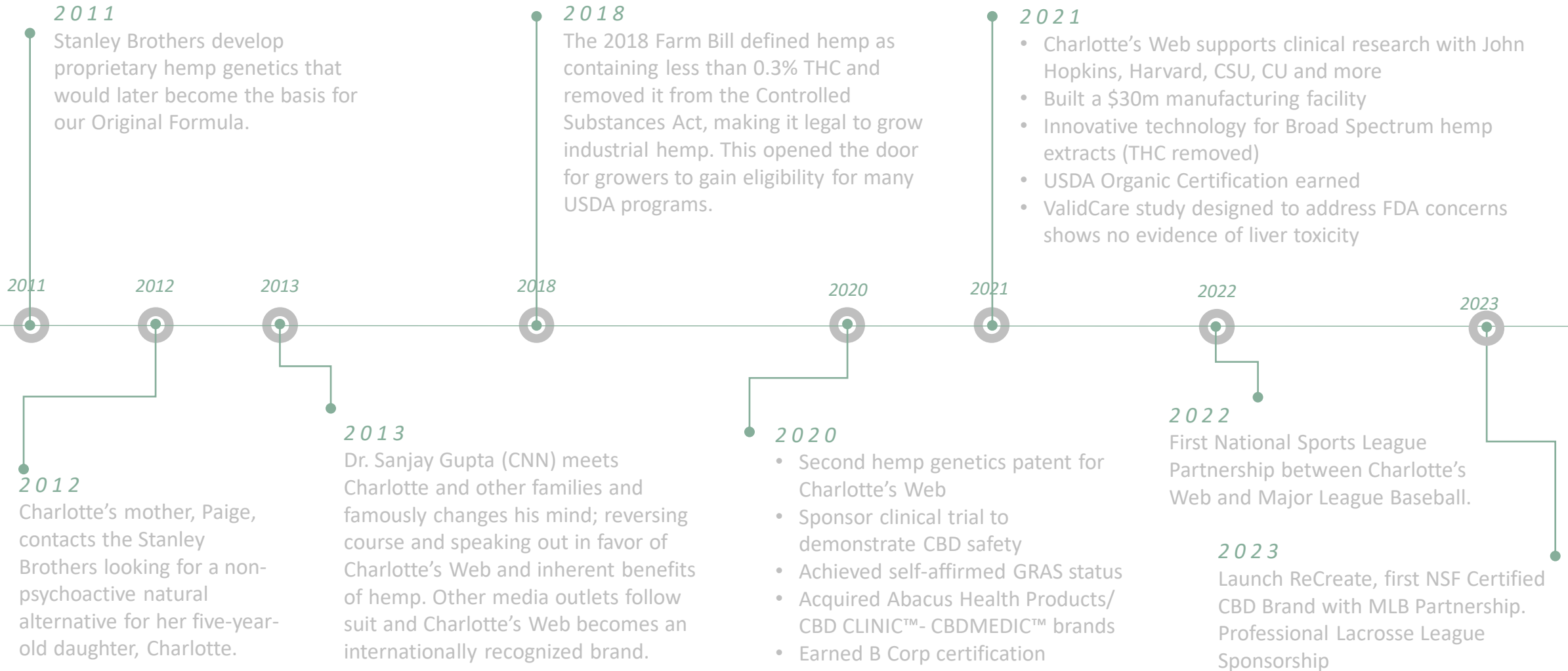


THE ECS CONSISTS OF CB1 AND CB2 RECEPTORS

Just like our bodies have Vitamin D Receptors, we have a system to absorb and process cannabinoids for overall wellness and health.



GROWING CHARLOTTE'S WEB INTO THE MARKET LEADER





TRACEABILITY FROM SEED

Charlotte's Web, Inc.
11811 Upland St. Unit 11
Broomfield, CO 80020
720-441-1078

SEED LOT #:
WG-TR-1AS1UN-19

Industrial Hemp Seed
Krauche is a Patent-Pending Variety. Packaged for the 2020 growing season.

Variety: CW1AS1	Pure Seed: 99%
Harvest Date: NDV 2019	Hard/Dormant Seed: 0%
Origin: COLORADO	Inert Matter: <6-1%
Hemp Reg#: 77835	Other Crop: 0%
Date Tested: JAN 2020	Weed Seed: 0%
Germination: 89%	Noxious: 0%

Bag Net Weight: 3951g

HD00002736
Bin Code

351
Lot No.

CW1AS1-CNRR-3S-19
IHPR/MOU # 74215

Charlotte's Web
2020 Harvest Lots
Industrial Hemp

ID on Map	Lot Number	ID on Map	Lot Number
1	LIN-ORGT-1-20	5	CW1AS1-ORGT-2-20
2	WHT-ORGT-1-20	6	LIN-ORGT-2-20
3	KIR-ORGT-1-20	7	KIR-ORGT-2-20
4	CW1AS1-ORGT-1-20	8	CW1AS1-ORGT-3-20

Note: North side of field is used for R & D Only. No production hemp on North Side.

Gillett 2019
Sections are Numbered West to East (1-17)

Plot Color	RM Lot Numbers	Field Sections	Variety	Hemp Reg #	Notes
Red	CW1AS1-ORGT-1-19	1, 2, 3, 4	CW1AS1	77837	7.5 Acres – Organic – Direct Seed
Green	CW1AS1-ORGT-2-19	5, 6, 7, 8	CW1AS1	77837	8.1 Acres – Organic – Direct Seed
Blue	CW1AS1-ORGT-3-19	9, 10, 11, 12	CW1AS1	77837	8.2 Acres – Organic – Direct Seed
Purple	CW1AS1-ORGT-4-19	13, 14, 15, 16, 17	CW1AS1	77837	8.5 Acres – Organic – Direct Seed

Essex 2

AC4-OREF-5-19
AC5-OREF-6-19
AC6-OREF-7-19

Essex 3

White Barn North Field
F02B01-OREF-2-19
F02B01-OREF-3-19
Essex Farm Fields
Rainbow Barn
F02B01-OREF-1-19

Essex 4

F02B01-OREF-4-19
KIR-OREF-5-19
Strawberry Hill



LOUISVILLE OPERATIONS FULFILLMENT & PRODUCTION TERMINAL



136,000 SF = Almost 3 Football Fields in Length



Warehouse

48,600 SF



Production

65,800 SF



Offices & Labs

21,600 SF

- Enormous cGMP Certified Facility
- Expandable to \$1B Capacity with Minimal CAPEX
- Bringing Additional Categories in-house, reducing Co-Man Dependency
- OTIF L4 Weeks – 97.82% OT, 99.27% IF





COMPETITIVE DIFFERENTIATION

10 Years in the Making, Prepared for the Future



1. Vertical Integration

- **Full ingredient traceability and transparency**
- Hemp grown on 100% US family farms
- World-class plant breeding program
- Seven hemp patents

2. Science & Safety

- **FDA approved GMP facilities**
- NSF Certified Dietary Supplements
- NASC certified pet products
- OTC topical products with FDA monograph
- **Extensive testing: from soil to oil, seed to shelf**

3. Production Capacity

- Enormous cGMP Certified Facility
- **Expandable to \$1B capacity with minimal CapEx**
- Reducing co-man dependency

4. #1 Products & Market Share

- #1 brand metrics
- #1 Retail share
- #1 ecommerce share
- **Only NSF Certified for Sport® in partnership with MLB**



THANK YOU