



ASX:CPH

The Fast Growing Firm Leading The Second Green Wave

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Three pillars position Creso for a rapid rise

There's little doubt that cannabis is big business right now. But the reality is, it's only going to get bigger as the plant moves further and further into the mainstream.

Forecasts [estimate](#) that the global recreational cannabis industry will be worth almost US\$74 billion by 2027.

Meanwhile, global sales of cannabidiol ("CBD") products derived from the non-psychoactive ingredients in cannabis, [are expected](#) to total US\$24 billion by the same point.

These are **staggering** figures.

But when you also consider the newly-elected Democratic president and Senate in the US, even these numbers begin to look conservative. Many believe the trend for reduced regulation will accelerate at pace in the world's largest cannabis market, with the Left in charge.

Investors kicking themselves for missing out on the first 'green rush' in 2016 are now looking at a rare second chance to get in on the action.

For those who cashed in on cannabis the first time around, this is just another chance to pick off some huge gains.

The key, of course, is to stake your claim in the right companies.

And one stock poised to become a dominant force in this new round of wealth generation is **Creso Pharma Ltd** ([ASX: CPH](#))

As you'll discover here, there are many reasons why **Creso Pharma** presents such an exciting prospect for smart investors looking to ride the second Green Wave.

At the core of the opportunity is the company's unique "three-pillar" strategy that allows it to lead the way in several growing cannabis markets.



First, as we'll explore in more depth shortly, **Creso Pharma** has a well-established, revenue-generating cannabis arm operating in Canada.



Second, over at its European base in Switzerland, the firm is developing, manufacturing, and selling CBD products for humans, using proprietary delivery techniques to address serious flaws in competitor products.



And third, as well as researching and retailing CBD products for humans, **Creso Pharma** has an entire arm set up to cater for pets. It might seem like an unlikely market, but as you'll see, it's growing at speed.

Thanks to these three pillars, **Creso Pharma** has a clear path to success.

And with some of the biggest names in this sector at the helm, huge amounts of shareholder value stand to be made moving forward.

Meeting booming recreational cannabis demand in Canada

Creso Pharma's recreational cannabis arm Mernova Medicinal Inc. is making great headway in the Canadian market.

Based in Nova Scotia, the division is positioned ideally to supply the entire country — where it is already expanding — as well as the US and Europe.

Indeed, with the barriers around recreational cannabis coming down in many American states, and countries worldwide, **Creso Pharma** sits in pole position to meet pent-up demand.

At Mernova's core is a state-of-the-art cultivation facility that stretches out over 24,000 sq. ft. With one eye always on future growth, capacity is already in place to scale up to 200,000 sq. ft when needed.

It's also interesting to note that this particular arm of Creso Pharma's business is managed by two former **Canopy Growth Corp.** ([TSE:WEED](#)) executives—Jack Yu and Isaac Allen.

In case you've not come across the name before, Canopy was a small cannabis startup that rode the last green rush wave and is now worth billions. It was captained at the time by a man called Bruce Linton. Remember his name; we'll be coming back to him shortly.

Under Yu and Allen's leadership, Mernova began selling dried cannabis flower in the retail market in Nova Scotia last year, and has since received retail purchase orders from two other Canadian provinces and territories, [New Brunswick and the Yukon](#). It has also entered the international stage, selling [more than A\\$1 million](#) of its product to **Creso's** partner in Israel, UNIVO Pharmaceuticals.

Most excitingly, however, Mernova was [recently recognised](#) by the Ontario Cannabis Retail Corporation.



**Mernova Medicinal
Inc. Nova Scotia**

This is a big deal.

Ontario is Canada's largest recreational cannabis market by far, making up around 30% of total nationwide sales. Besides opening a vast potential revenue source, entering this province shows just how effective **Creso Pharma** is at building key strategic relationships.

Mernova's strong revenues only look set to continue to increase and diversify even further from here, as well.

The division has also announced plans to launch new Hash and Pre-Roll Joint products into the Canadian recreational market, in Q1, 2021 .

The recreational cannabis pillar of Creso Pharma's business provides a strong and stable foundation, as well as an exciting growth opportunity. But, as we pointed out before, it is only one part of the picture.

To find out more, we must travel to Europe...



Transforming the way CBD products are delivered

At its base in Switzerland, we find that Creso Pharma is much more than just a recreational cannabis company.

Indeed, it's here that the company is developing, manufacturing, and selling cannabis-derived CBD products for the medicinal market.

Its aim is simple: to elevate the CBD market to a whole new level using pharmaceutical rigour.

And it's working.

Not only does **Creso Pharma** have a range of products already being distributed into global markets, but its research and development are driving innovation too.

You see, the cannabis-derived products we're talking about here are more specifically known as CBD nutraceuticals and topicals.

They are derived from the cannabinoids found in cannabis, but they are not psychoactive. They don't contain the tetrahydrocannabinol, or THC, that gets people high.

Instead, CBD nutraceuticals work in conjunction with the body's natural endocannabinoid system to help relieve various symptoms of pain, anxiety, and stress.

It's a booming market, too. In the face of soaring demand for natural products, CBD sales in the US alone are expected to pull in around US\$20 billion by 2024.



But there's a problem...

Most of the current products available on the market have a low 'bioavailability rate'.

In simple terms, it means that because of the way they're consumed—usually orally, through the digestive system—a lot of the good stuff doesn't actually get into the body.

The great news is that the expert team of scientists at **Creso Pharma** have solved this.

They've developed their own **proprietary** and patented ways to deliver CBD nutraceuticals.

In fact, they have developed options for administering them through muscle absorption (topical), through the skin (transdermal), and perhaps most effectively, through absorption in the mouth (buccal) or under the tongue (sublingual).

What is perhaps most exciting is that with its flagship range of cannaQIX CBD products, **Creso Pharma** has produced a simple lozenge people can dissolve in the mouth. Up to 90% of ingredients reach the bloodstream through this delivery method, compared to around 20% with a typical pill, due to its superior bioavailability

Meanwhile, **Creso Pharma** has also developed a new hemp-flour technology that allows it to manufacture hemp-extract free CBD products. This provides a stronger entourage effect from the plant ingredients to the customer, and allows for superior compliance with new regulations.

Investors will be pleased to learn that **Creso Pharma's** products are already being rolled out worldwide.

What's more, sales are growing at pace. Purchase orders are coming in thick and fast, and distribution agreements are being signed in new jurisdictions all the time.

In addition to the EU, agreements to launch **Creso Pharma** CBD products like cannaQIX, have been completed with the UK, South Africa, Brazil, Scandinavia, Australia and New Zealand, and the Iberic markets. A letter of intent has also been signed with a lab in Pakistan to move into that country's market as well.

When **Creso Pharma's** expanding CBD position is combined with its growing recreational cannabis footprint, the firm's future starts to look very bright, especially when you consider the team in the driving seat.

But before we get to that, let's take a closer look at the company's third pillar. It might come as a surprise...

Bioavailability

How effectively Medicine is Absorbed



Unlocking opportunity in an unlikely niche market

As you've already seen, the demand for CBD products is growing.

And it's growing fast.

The industry was valued at over US\$4.5 billion at last check and is forecast to grow at 22.2% annually into 2025.

Every day, more and more people are discovering the benefits of this naturally sourced, hemp-based extract. And **Creso Pharma** is perfectly positioned to take advantage, thanks to the second pillar of its model.

But us humans aren't the only species that benefit from CBD.

Many of our pets do too.

There's a huge gap in the market when it comes to providing relief to anxious, arthritic, and ageing pets, and CBD products offer a novel solution.

In fact, it's predicted that by 2025, 3-5% of all CBD sales in the US will be attributed to products designed for our animal companions.

Creso Pharma spotted this unique opening early on and is now stealing a march on the competition.



Not only has it already established a range of CBD products for pets, once again using its proprietary hemp-flour technology...

It has also recognized that owners will undoubtedly demand the best for their prized pets. And as the market grows, they will soon see that many of the current market offerings just aren't up to scratch.

You see, the vast majority of CBD pet products available on the market today are really just repackaged versions of the same products used for humans.



Creso Pharma understands that this just won't cut it in the future.

For a start, these sorts of products just aren't as effective.

But there's the issue of delivery, too. Many current CBD products for pets come in oil form, which is very difficult to administer.

Creso Pharma has solved all of these problems in one. Its bespoke range of pet-focused products are all specifically designed for animals. They are all entirely natural. And crucially, they have no negative side effects.

What's more, **Creso Pharma** has devised a proprietary way to deliver the CBD.

Its products come in the form of “complementary feeds”. These are essentially granulated formulas that can be dissolved in water, mixed with food, or even fed to an animal by hand.

Sales have already started very positively, with over 4 million doses of **Creso Pharma's** anibidiol range purchased. Meanwhile, anibidiol recently became the first complementary feed product containing CBD, approved for use in Latin America.

Creso Pharma is perfectly positioned to dominate the animal CBD space.

And as this unique market grows, this company is set to become the one of the **biggest winners**.



How Creso Pharma assembled a world-leading team

Now, remember Bruce Linton, the name we mentioned earlier?

He was the founder, former Chairman of the Board, and co-CEO of **Canopy Growth Corp.** ([TSE:WEED](#)) during the first cannabis 'green rush'. During this period, he helped to take the firm from a little-known startup, to a major player with a market cap of roughly US\$15 billion, making fortunes for shareholders in the process.

When it comes to the cannabis industry, he is without a doubt, one of the world's leading experts.

So, it will no doubt further evidence the huge excitement around **Creso Pharma** when you learn he has joined the company as a strategic advisor.

Like many others, Linton sees the true scope here, particularly when it comes to the work the company is doing in Switzerland around the use of CBD to help treat stress and anxiety in animals.

In [one recent interview](#), Linton himself pointed out that when people start going back to work after coronavirus restrictions relax, there will be many anxious pets at home alone, and a lot of owners seeking a solution.

It's an insightful observation, and the kind of foresight that helped Linton grow **Canopy** into the giant it is today.

Having Linton on board is clearly a good sign. But the fact is, even without him, **Creso Pharma** packs an unbelievable punch of proven industry experience.

Just take a look at a handful of the people involved:



Dr Miri Halperin Wernli PhD

CEO & CO FOUNDER

She has over twenty-five years of strategic and operational leadership experience in the pharmaceutical and biomedical industries, and she's currently the President of **MindMed**, a company that itself has a market capitalization of US\$1.2 billion.



Boaz Wachtel

NON EXECUTIVE CHAIRMAN & CO FOUNDER

A well-known cannabis expert who helped initiate and implement the National Medical Cannabis Program in Israel. Not to mention the fact he was also a part of the body (the European Coalition for Just and Effective Drug Policies) that recently drove through the UN's reduction of cannabis to a schedule 1 substance.



Jorge Wernli

COMMERCIAL/MARKET ACCESS DIRECTOR

A sought-after expert in developing access for both well-established pharmaceuticals and brand-new startups into different markets worldwide, from the EU and Latin America to Asia. In fact, he has over thirty years of experience dealing with international governments and building strong, profitable relationships.



Dr. Gian Trepp

COMMERCIAL/MARKETING DIRECTOR

A PhD in molecular biology and the engine in Creso Pharma's new product development. He is a senior pharma marketing executive who has held worldwide leadership positions with global companies in Switzerland and the US.

It's a team that has all the ingredients to succeed. And you can see why people like Bruce Linton are keen to be a part of it.

This is a company with big plans, and if you missed out on **Canopy's** momentous rise last time around, well, **Creso Pharma** could very well be your second shot.

Ready to Roll Out on A Global Scale

Creso Pharma is rolling out on a truly global scale.

With products already being sold into Canada, Europe, Africa, Asia and Australia, the sheer reach that the company has already achieved is a testament to its ambition.

And it's only a matter of time before more people begin to notice.

The fact is, **Creso Pharma** has the connections.

It has routes to revenue.

And it has cash in the bank.

When all is said and done, this story is playing out as we speak, and the team behind **Creso Pharma** are driving things forward at pace.

Leave this much longer and it could easily be **too late**.

As Bruce Linton himself pointed out in a recent interview, **Creso Pharma** is unique as a relatively unknown company on the Australian OTC market.

In reality, a company with this kind of expertise, this kind of infrastructure and this kind of diverse product range would usually attract every man and his dog, if it were being shouted about on Wall Street.

Of course, that might soon happen...

But in the meantime, smart investors have a rare chance to get in on a company that could easily become a dominant force in the cannabis and CBD industries.



Seven simple reasons you should invest in Creso Pharma today

1 With a fully licensed and ready-to-expand cultivation facility in Nova Scotia, **Creso Pharma** can manufacture and sell recreational and medical cannabis in Canada, generating significant revenue.

2 Unlike a lot of competing companies in the CBD space, **Creso Pharma** brings to the table the careful methodology and thorough practices of a pharmaceutical company, and has the prestige of European research on its side.

3 Thanks to the research and development work it has already done on bioavailability, **Creso Pharma** has proven proprietary and patented delivery methods for its CBD products that make them more effective and attractive to consumers.

4 The company is being driven by a hugely experienced team of scientists and cannabis executives who have proven proficiency in the field. These Individuals already have established contacts in the industry, and aims to improve the cannabis market as it enters the mainstream.

5 As the coronavirus pandemic is slowly but surely overcome, and more and more people return to work, there will be a huge increase in the number of anxious pets and worried owners looking for natural ways to alleviate their stress. **Creso Pharma's** CBD products targeted at animals provide an ideal solution.

6 With the Democrats in control of the Senate, a Democratic president in power and the MORE Acts introduction, the trend toward more relaxed regulation around cannabinoids, and cannabis generally, will help contribute to what could be a second 'green rush'.

7 The fact Bruce Linton is on board as a strategic advisor should not be underestimated. Having navigated **Canopy Growth** from a small startup to a US\$15 billion giant, this is a man who has a proven track record of predicting what's going to be the next big thing in cannabis. Following him could be the smartest move you make as an investor.

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