

JUVA LIFE™

LEADING THE CHARGE IN THE MEDICAL CANNABIS REVOLUTION

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for the future**

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A CANNABIS COMPANY FOR THE FUTURE

If you feel like you missed out on the so-called 'green rush' of 2016, don't worry.

Sure, the industry has cooled since rocketing a few years ago, but now things are heating up again in a big way.

Today, we are sitting at the beginnings of a medical cannabis revolution.

And this space isn't just growing; it's exploding. Forecasts [suggest](#) the market could be worth a staggering \$82.19 billion by 2027. That's an annual growth rate of over 20%.

You might wonder why. But when you start to investigate, the trend here is obvious.

I'll admit, I was skeptical at first.

JUSTIN LO

MD Pain Clinic Director



Where the use of medical cannabis seemed strange or even forbidden a decade ago, more and more people are using it today as if it were the norm.

The demand for therapeutics derived from plants like marijuana has never been higher, and it's one of the reasons states across America are pushing for more relaxed regulation.

The way things are going, it won't be too long before medical cannabis is as readily available as Advil... and just as widely used.

Indeed, the real 'green rush' is just looking to get started. So, the question is: *how can you best position yourself to take advantage?*

The answer is simple: Juva Life Inc (CSE:JUVA).

As this report will show you, the California-based firm is a cannabis play like no other.

You see, **Juva Life** is the brainchild of Doug Chloupek. And for the uninitiated, Chloupek is as close to a legend as you'll get in this still very young industry.

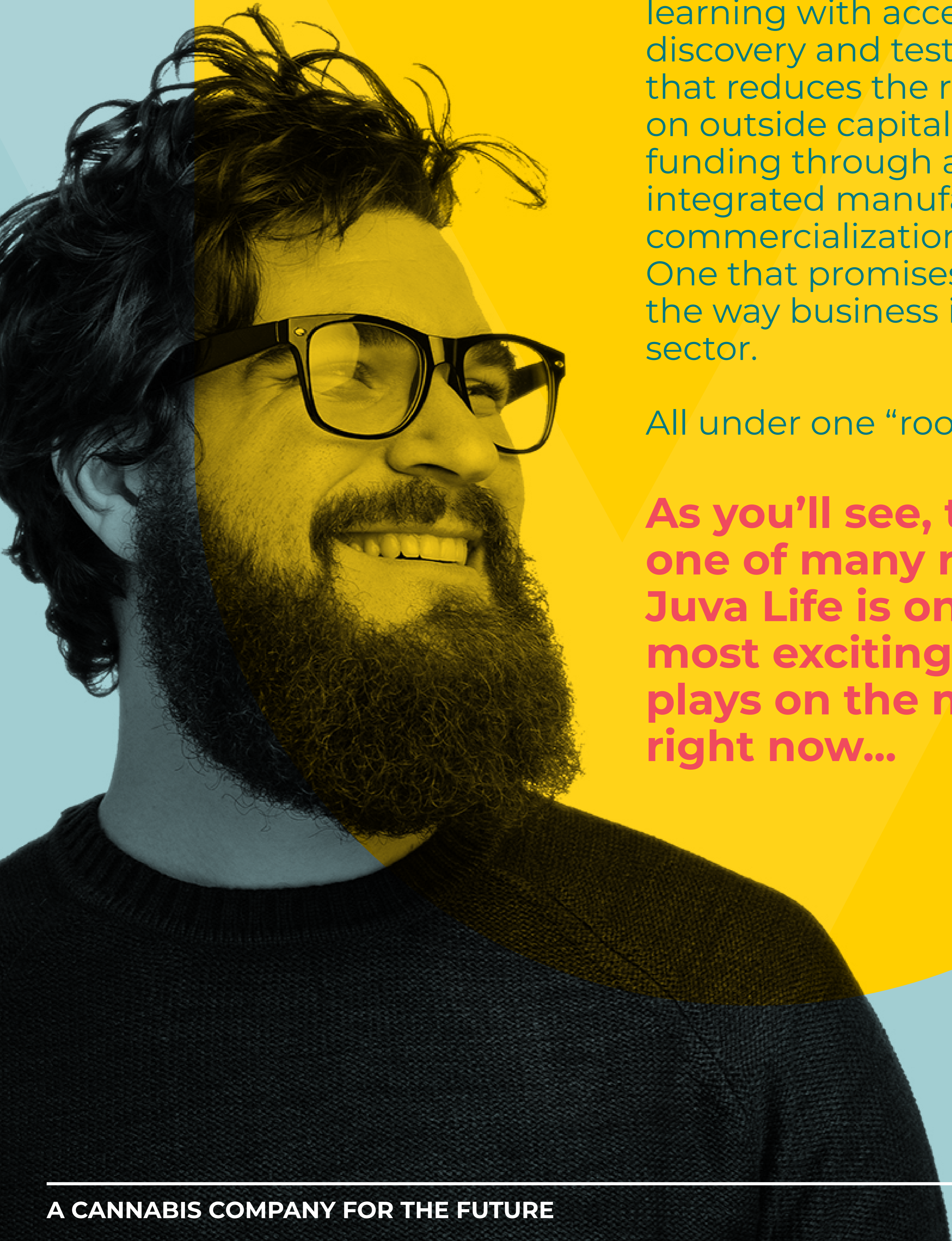
Back in 2016, his work in co-founding BAS Research led to it being granted the [first-ever license](#) for the manufacture and research of medical cannabis.

Five years later, he is breaking new ground once again with **Juva Life**.

But this time, smart investors have the chance to get in early, before the huge potential of his latest venture is fully realized.

- > Indeed, you'll learn just why this is such an exciting opportunity in this report.
- > You'll read about the ground-breaking work the highly-respected team of scientists behind the scenes are doing to help advance our understanding of why medical cannabis works...
- > You'll read about the smart new approach to R&D Juva Life is taking to unlock the value of cannabis at a fraction of the cost, time and risk of traditional drug development processes.
- > And you'll read about the licence the company just received for a brand-new cultivation facility in Stockton, California, with the potential to produce approximately 6,000 pounds of high-quality cannabis flower a year.

This story is playing out as we write, and there couldn't be a better time to uncover it for yourself.



Indeed, let us be clear: **Juva Life** isn't a regular cannabis player.

It's a therapeutics company for the future.

Chloupek understands that **Juva Life** must support its ground-breaking R&D work from the ground up to preserve and grow shareholder value. This is why he has created a new business model.

One that combines the advantages of transactional learning with accelerating discovery and testing. One that reduces the reliance on outside capital by self-funding through a vertically integrated manufacturing and commercialization enterprise. One that promises to change the way business is done in this sector.

All under one "roof."

As you'll see, this is just one of many reasons Juva Life is one of the most exciting cannabis plays on the market right now...

THE MEDICAL CANNABIS REVOLUTION

The face of the cannabis market is changing.

For the longest time, all eyes were on the retail space. Advocates long anticipated the rapid decriminalization we saw in the second half of the 2010 in US and Canada.

And they weren't the only ones left smiling. The first listed companies to enter the legal sector made both themselves and their investors huge sums of money.

But boom quickly turned to bust.

The sector was saturated by firms rushing to cash in, and supply eventually outstripped demand.

Stuck with a huge excess of product, the vast majority of these fly-by-night entrants inevitably fell off a cliff. The firms that did boast the business savvy needed to ride out the crash and continue to rule the roost to this day.

But now the initial recreational boom has tempered, a new and even more enormous opportunity is presenting itself in **medical cannabis**.

Thanks to a growing body of peer-reviewed science, it has never been clearer that cannabis contains valuable compounds with medicinal properties. Indications being pursued include seizure, analgesia and glucose control – just to name a few.

And the timing could hardly be better.

With health systems being challenged worldwide, the search is on for new products. Patients want treatments that put them in control of their wellbeing, products that help them to understand what

makes—and keeps—they healthy. Meanwhile, clinicians are on the lookout for new approaches that are both safe and effective and evidenced-based.

Cannabis has the potential to check each of these boxes.

That's why states across America are pushing for more relaxed regulations. It's why the medical cannabis market is forecast to be worth a staggering \$82.2 billion by 2027.

And it's why first-movers with a unique and leading approach like Juva Life are positioned to thrive.

BREAKING DOWN BARRIERS TO RESEARCH

Someone who knows the extraordinary therapeutic potential of cannabis better than anyone is Doug Chloupek.

You see, the founder and CEO of **Juva Life** is a true visionary in the legal marijuana space.

He was a [leading voice](#) in the tireless fight for decriminalization in California. He has founded multiple successful businesses across many cannabis verticals and operated two of California's most successful dispensaries.

He even established the Citizens Coalition for Patient Care and is a founding member of the California Cannabis Industry Association.

But one thing has always stayed the same for Chloupek throughout this long and decorated career.

A desire to deliver to patients cannabis products that work.

Chloupek has seen how medical marijuana can offer life-changing relief thousands of times over.

A quick chat with many customers who use his products on any given day will tell him that.

But he has also recognized a critical problem.

Knowledge.

While it is “*clear*” that cannabis works, the tools have not been readily available to understand why. To deliver to consumers evidenced-based products developed, akin to those used in pharmaceutical R&D, has been the Holy Grail. Until now.

THE NOVEL PATHWAY POSITIONING JUVA AS A BIG PHARMA TAKE-OUT TARGET

Juva Life has identified a way of advancing medical cannabis research much faster than the traditional drug development pathways, that de-risks research and development at a fraction of the cost. It's a platform that uses the highest quality product available while maintaining the highest standards of safety, efficacy, and clinical and regulatory best practice.

Sound too good to be true?

Perhaps. **But this is the reality.**

Chloupek has built a business model that advantages itself of the current regulatory structure of cannabis, generates revenue, and learns. By controlling two lynchpins of this model- commercialization and human-subject learning, **Juva Life** generates revenue to offset R&D expense and gains real-world data at a fraction of the cost of traditional drug development.

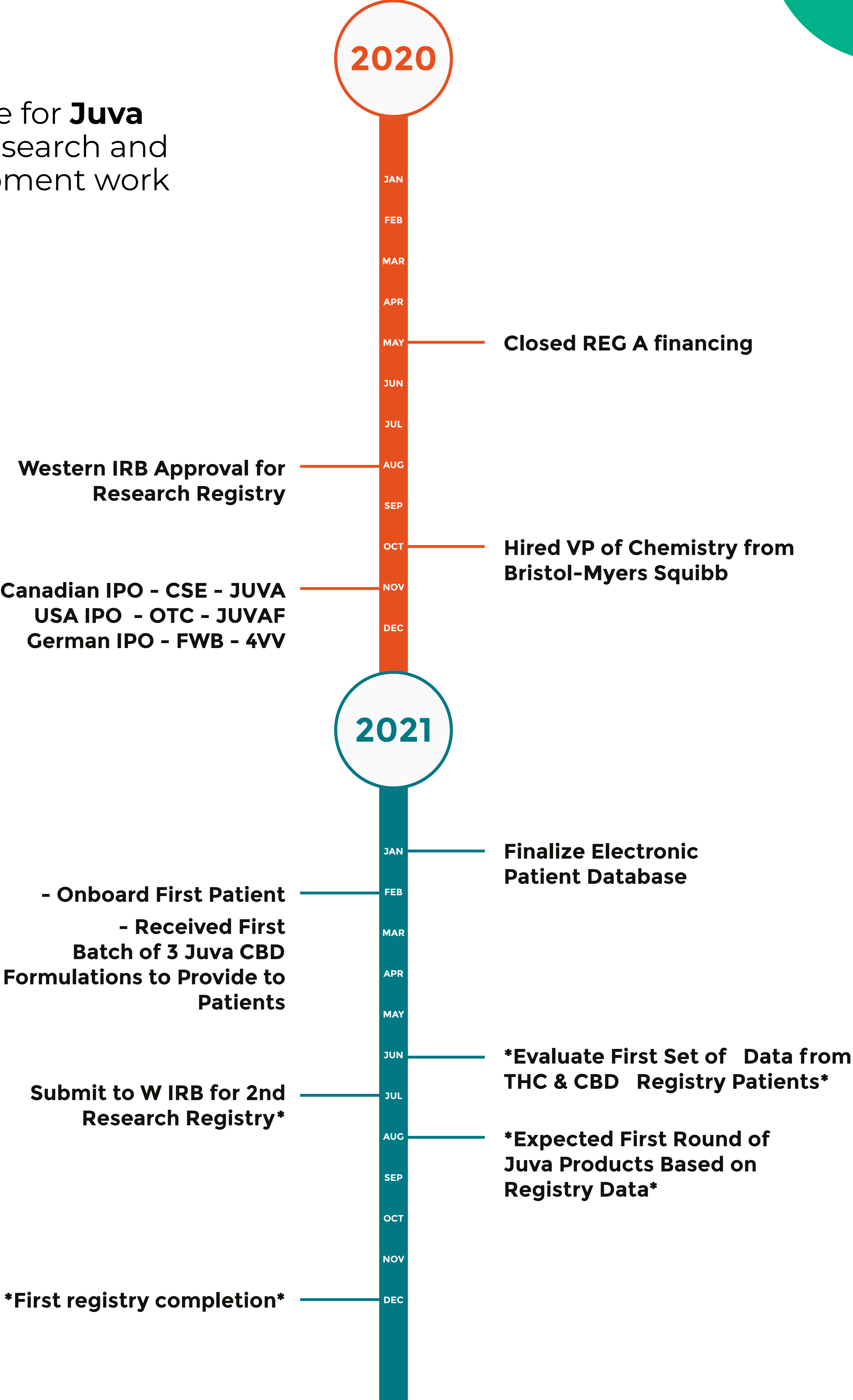
These factors lead to business optionality. Products can be sold in retail, generating revenue, licensed to consumer companies who are eager for evidence based non-addictive analgesics, and pharma companies searching for new medical entities to fill their drug pipelines.

Juva Life's ultimate goal here is to disambiguate the mode of action of cannabis bioactives to develop a portfolio of products broadly targeting inflammation.



CORPORATE TIMELINE

Timeline for **Juva Life's** research and development work



AN EXPERT TEAM HARNESSING MARIJUANA'S THERAPEUTIC POTENTIAL

Juva Life has scoped out a way of revolutionizing medical cannabis.

But doing this – and, in turn, accessing the huge financial returns on offer – requires the highest possible standards of research and scientific expertise.

This isn't easy to come by – after all, the cannabis sector has only recently begun to move away from society's fringes.

However, Chloupek's legacy and influence have allowed **Juva Life** to overcome this potential hurdle with ease, recruiting a leadership line-up suited perfectly to this ambitious mission.

Key to Chloupek's plan is the assembling of a team of experienced individuals. Leading the science advisory board is **Guy Miller**, MD, PhD, who holds a PhD in chemistry. He is joined by industry veteran **Sanjeev Gangwar**, PhD, who holds over 40 patents in the pharmaceutical sciences. Rounding out the team is **Rakesh Patel**, MD, a board-certified oncologist with significant clinical science and translational medicine expertise.

FUNDING LONG-TERM GROWTH WITH VERTICAL INTEGRATION

There are three key ingredients in the creation of ground-breaking medical cannabis formulations.

You need a **clear path to market**. You need **scientific and clinical expertise**. And you need **money**.

We have already seen that **Juva Life** has well-and-truly covered the first two - a clear pathway to market and scientific & clinical expertise.

So that brings us on to the third: *money*.

Research and product development are not cheap activities. The cash needed could be far beyond the realms of a smaller company like **Juva Life**.

But Chloupek once again has an ace up his sleeve.

You see, **Juva Life** is not just an R&D play. The firm is constructing an entire, vertically-integrated cannabis operation.

Thanks to his years of experience, Chloupek has learned that when it comes to cracking California's recreational market, control

is everything. Whether it's a cannabis cultivator reliant on others to sell its product...

A cannabis retailer limited by the products currently available through distribution...

The bottom line is, reliance on a third-party in any part of the cannabis supply chain sacrifices margin and – frankly – increases the chances of failure.

This is why Chloupek has harnessed the key relationships, licenses, and expertise amassed through his career to provide everything from cannabis manufacture and cultivation to distribution, retail, and delivery at **Juva Life**.

The result?

An end-to-end cannabis operation and distribution network covering the entire San Francisco Bay Area in California – America's largest legal cannabis market.

The implication?

A steady and powerful stream of revenues allowing **Juva Life** to grow and fund its formulation development.

The five divisions in Juva Life's end-to-end retail cannabis operation



Creating **Juva Life's** in-house brands and white label products for other licensed retail and medical companies.



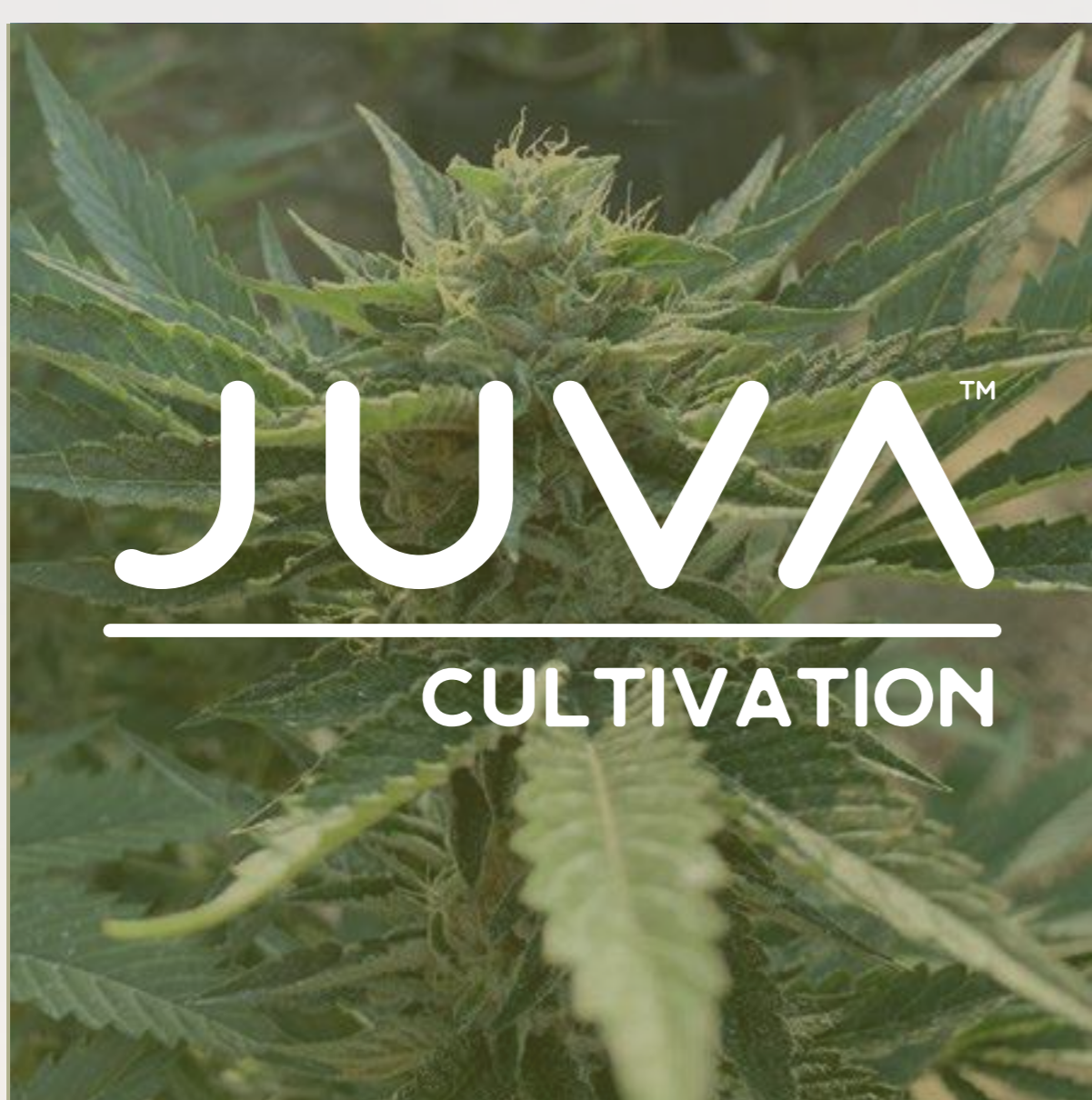
Serving the San Francisco Bay Area and other cities within California with a network of brick-and-mortar stores.



Distributing **Juva Life's** in-house brands as well as products from other licensed cannabis companies directly to dispensaries.



Delivering the best, most-trusted, lab-tested cannabis products to the San Francisco Bay Area and the Central Valley through a cannabis delivery company network.



Producing high-quality cannabis for **Juva Life's** proprietary lines of top-shelf flower and manufactured products.

Cultivating, processing, and packaging white-labelled cannabis lines for other licensed California companies.

CASHED-UP AND PUSHING FORWARD – JUVA LIFE'S ROAD TO RICHES

To be clear, Juva Life's self-funded growth strategy is no pipedream. In fact, its locked, loaded, and ready to go.

The firm began delivering cannabis directly to a market of around 1.67 million potential consumers from its operation in Redwood City, California, in February last year. Excitingly, it has experienced double-digit growth every month since operations kicked off.

Meanwhile, it has just been granted a licence for the cultivation of medical cannabis at its huge new 30,000 sq ft facility in Stockton, California. With the first harvest now in motion, and the capacity to produce approximately 6,000 pounds of high-quality cannabis flower annually once all five growing rooms are live, this opens up a steady and reliable stream of strong revenues.

Thirdly, and perhaps most importantly, Juva Life has begun constructing its Hayward facilities. This will act as the firm's central hub, offering large-scale cultivation, a flagship retail store, a delivery hub for the entire San Francisco Bay Area, and white labelling services for new brands.



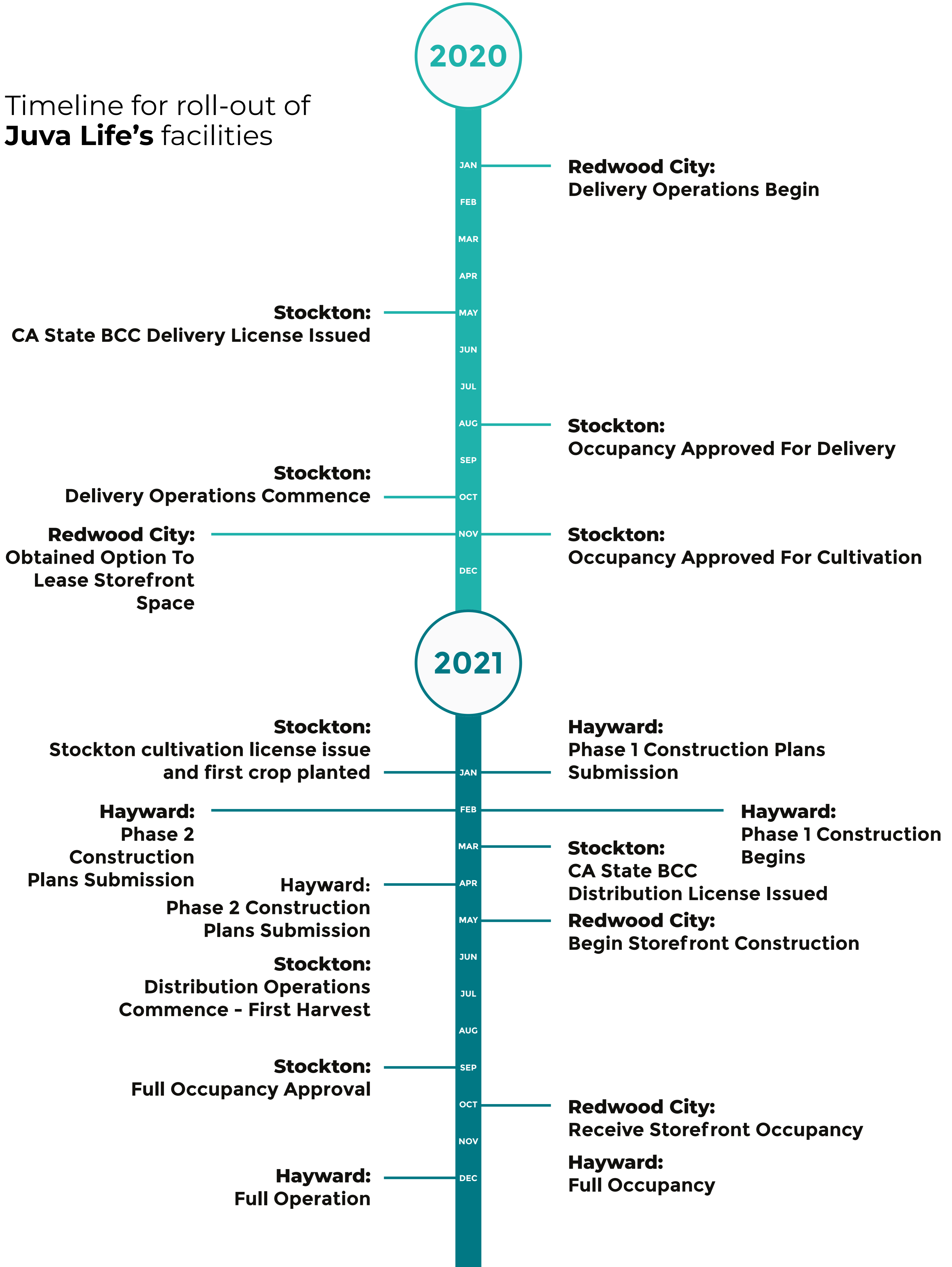


Chloupek expects the company's Hayward lab to be constructed, licenced, and phase 1 operational by the end of Q2 2021, kick-starting its product R&D activities. The rest of the facilities here are on track to go live in full before year-end.

Meanwhile, the firm recently obtained the option to lease a high-visibility retail location in Redwood City. Also, it plans to bring the final two of five growing spaces at Stockton live in the first quarter of the year.

FACILITIES TIMELINE

Timeline for roll-out of **Juva Life's** facilities



Bottom line is, Juva Life is rapidly realizing its goal of becoming a cannabis company for the future.

So, what does this mean?

It means it has assembled a unique, vertically-integrated Californian cannabis operation established by some of the industry's most experienced and successful minds...

It means it is already rolling out a growing range of services primed to begin to generate significant revenues...

And it means it is funded to revolutionize the medical cannabis world with one-of-a-kind formulations that make it an ideal Big Pharma take-out target.

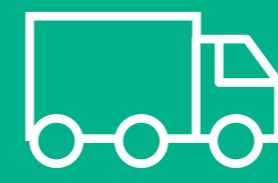
Most importantly, it means Juva Life offers early investors the chance to make returns as it grows and leads the way in an exploding market supporting millions worldwide.



TEN REASONS TO ADD JUVA LIFE TO YOUR PORTFOLIO TODAY



Leading position in the exploding medical cannabis market, forecast to be worth **\$82.2 billion** by 2027.



Vertical integration ensures entire retail supply chain control, **maximizing margins** and avoiding disruption.



Developing evidence-based, **highly effective**, and natural medical cannabis formulations attractive to pharma companies, patients, and doctors.



Recently awarded **license** to kick-off US\$18 million-a-year cultivation facility and rolling out more revenue-generating services over the near-term.



Positioned to become an attractive **Big Pharma take-out** as it develops its portfolio of products.



Unique cannabis product development pathway is **quicker** and **cheaper** than the traditional FDA route..



Founded and led by **Doug Chloupek**, a veteran of legal cannabis and long-time patient advocate.



Significant revenues from cannabis operations in California – one of the world's largest markets will help to fund R&D.



Operated by a **well-respected team** of scientists and clinical experts unrivalled in their ability to harness marijuana's therapeutic qualities.



Increased revenues help to fund its **revolutionization** of the medical cannabis market.

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