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CRESO

PHARMA

## SECOND CHANCE FOR GREEN RUSH INVESTORS

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## The Fast Growing Firm Blazing The Trail In This \$16 Trillion Industry

ASX:CPH

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## THE POTENTIAL TO REVOLUTIONIZE MENTAL HEALTH TREATMENT

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### TRANSFORMING THE DELIVERY OF CBD PRODUCTS



## Joining the world's top scientists in revolutionizing mental health treatment

This Ancient Aztec ritual has finally been revived, and it's taking over as one of the biggest stories in the biotech

That's great news for the more than 100 million people worldwide struggling with treatment-resistant depression...

Which refers to depression that hasn't responded to at least two other forms of treatment (like antidepressants or therapy).

#### industry today.

Some of the top medical institutions in the world have been studying this unique chemical, including Johns Hopkins University, Yale, Stanford, UCLA, NYU, and Imperial College London.

That's because psilocybin has been shown in studies to be up to four times more effective than typical antidepressants. In fact, psilocybin is showing such great potential that one researcher from Imperial College London noted, "We treated people who'd been suffering for 30 years, and they're getting better with a single dose... So that tells us this drug is doing something profound."





But on top of the benefits many have reported for depression, top researchers are also testing psilocybin as a treatment for a whole slew of other conditions.

JOINING THE WORLD'S TOP SCIENTISTS IN REVOLUTIONIZING MENTAL HEALTH TREATMENT

That includes everything from anxiety and post-traumatic stress disorder (**PTSD**) to obsessive-compulsive disorder (**OCD**) and substance use

issues.

And while this could soon revolutionize the field of mental health, there are still only a small number of public companies giving investors exposure to this fast-moving opportunity.

**Creso Pharma** just added their name to that short list with their acquisition of **Halucenex**.

Halucenex is jumping into this growing industry by tackling it from three unique angles.

And as they move ahead with each, it could pay massive dividends for Creso Pharma.



## The next surging wave could pay off big for Creso Pharma

Creso could soon revolutionize mental health treatment with Halucenex's plan to dive into psychedelic-assisted psychotherapy.

Halucenex is partnering

They're already beginning to enroll for their critical Phase 2 clinical trials.

up with True North and **Everest Clinical Research to** investigate the incredible effects patients experience while participating in psychedelic-assisted psychotherapy.

In these trials, patients would take either microdoses or a larger dose of a psychedelic like psilocybin over 2 to 3 sessions lasting up to as long as 10 hours.

The trials have the potential to be an absolute game-changer for veterans suffering from longstanding trauma issues.

But it could span far wider than that because of a recent change. After a massive number of inquiries from non-veterans interested in participating, Creso has just chosen to include nonveterans in the study as well.

And this is just one of the ways

This would all take place in their Controlled Substances Laboratory or 1 of their 18 treatment rooms, located at their 6,000 square foot medical facilities.

Creso will be pioneering this field of psilocybin through their work with Halucenex.







#### THE NEXT SURGING WAVE COULD PAY OFF BIG FOR **CRESO PHARMA**

Halucenex is also developing their own proprietary synthetic psilocybin, which could both help safeguard their business and drive revenue in the longerterm.

This development would



allow them to supply their own formulation without any interruption, and they'd never have to worry about the common issues that often arise with supply chains from competitors.

Plus, this is significant for clinical trials in Canada, as Health Canada only approves trials for companies with access to synthetic psilocybin, to ensure they have consistent dosage and purity in formulations.

If results are positive, the implications for this groundbreaking treatment could be huge.

Finally, as the last piece of their major investment in this industry, Halucenex is doing the important work of studying interactions between synthetic and natural psilocybin.

Halucenex has already established strategic affiliations with the Veterans Affairs of Canada, aiming to help support the huge population of veterans struggling with these conditions throughout the country.

Since it's still early days in this exciting field, there is much to learn about the most effective ways to use this breakthrough treatment.







#### THE NEXT SURGING WAVE COULD PAY OFF BIG FOR CRESO PHARMA

As Halucenex paves the way ahead, this can

help make sure these treatments are used in the most effective ways possible to maximize the benefits.

With millions of people suffering from treatmentresistant mental health issues worldwide, this could give hope to potentially millions of This is just the latest of Creso Pharma's bold moves, helping them make waves and catch investors' attention through their work with this breakthrough treatment.

But this isn't the only way they're seeing a major resurgence in promising

## people in the coming months and years.

### treatments.







## 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 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.

#### mainstream.

Global sales of cannabidiol ("CBD") products, derived from the non-psychoactive ingredients in cannabis, are expected to total US\$24 billion by 2027.

And forecasts suggest that the recreational cannabis industry could be even bigger, estimating it could be worth almost US\$74 billion by that time.

These are staggering figures. But when you also consider For those who cashed in on cannabis the first time around, this is another chance to double down and 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.

the newly-elected Democratic president and Senate in the US, even these numbers begin to look conservative.







#### **THREE PILLARS POSITION CRESO FOR A RAPID RISE**

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 "threepillar" strategy that allows it to lead the way in several growing cannabis markets.



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

#### 2.

Second, 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.

3.

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

|--|

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.

# 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

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

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. 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.







#### TRANSFORMING THE WAY CBD PRODUCTS ARE DELIVERED

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...

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).

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.

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.

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.





#### **TRANSFORMING THE** WAY CBD PRODUCTS ARE DELIVERED

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.

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

Meanwhile, Creso Pharma has also developed a new hempflour 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.

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.

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.

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







# 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%

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.

#### 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.



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.





#### UNLOCKING OPPORTUNITY IN AN UNLIKELY NICHE MARKET

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

Its products come in the form of "complementary feeds".

#### 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 petfocused products are all 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.

Plus, Creso just signed a non-binding letter of intent (LOI) with a major distributor in the United States,

specifically designed for animals.

**CERES Natural Remedies.** 

They are all entirely natural. And crucially, they have no negative side effects.







#### UNLOCKING OPPORTUNITY IN AN UNLIKELY NICHE MARKET

They're a subsidiary company of the largest independent cannabis company in Vermont, High Fidelity.

And with 3 primary locations in Vermont and Massachusetts, they This provides Creso with a huge opportunity.

Because this agreement with CERES is not exclusive, this could just be the beginning.

also boast a massive distribution network of 50,000 partners around the country.

That includes grocery stores, colleges and universities, natural grocers, and medicinal and recreational cannabis dispensaries.

CERES will aim to drive \$5 million in sales over the next two years, subject

If they continue to sign similar agreements with other distributors in this market...

It could be transformative for their balance sheet and quickly make them the go-to name in CBD products for pets and humans alike.

> As they've already penetrated the markets across Europe and Latin America, this gives them a perfect opportunity to break into the massive U.S. market with a well-established partner.

to federal legalization of CBD.

## 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.

But they've also discovered a way to pave the way in the biggest cannabis market of all.



## Meeting booming recreational cannabis demand in Canada Creso Pharma's recreational cannabis arm Mernova Medicinal Inc. is making great headway in

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.

#### 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. 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.

#### At Mernova's core is a state-ofthe-art cultivation facility that stretches out over 24,000 sq. ft.

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.





### MEETING BOOMING RECREATIONAL CANNABIS DEMAND IN CANADA

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'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

#### 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. 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.

And this three-pillar approach could soon make them a household name thanks to the experience and expertise of their all-steam leadership team.





# How Creso Pharma assembled a world-leading team



#### As we mentioned earlier, Bruce Linton is one of

When it comes to these two booming industries, 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.

the biggest names in the industry, both for cannabis and psilocybin.

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. 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.

But while he originally made his name as a pioneer in the cannabis industry, he's continuing that success in the psychedelics industry as the Director of MindMed, another massively successful company studying psilocybin.

**CRESO PHARMA** 

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



HOW CRESO PHARMA **ASSEMBLED A WORLD-**LEADING TEAM

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.







#### HOW CRESO PHARMA ASSEMBLED A WORLD-LEADING TEAM

#### Jorge Wernli COMMERCIAL/MARKET ACCESS DIRECTOR

<image>

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.

The fact is, Creso Pharma has the connections.

#### It has routes to revenue.

And it has cash in the

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

#### 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.

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

And that all lines up with **Creso's plans to begin their** work with HeteroGeneity, LLC to enter the enormous **United States markets for** their potential psilocybin treatment.

But that could all change after their inclusion in the OTC markets in the United States. This change has the potential to open them up to a whole new slew of investors all across North America.

HeteroGeneity is a leading **US** consultancy organization which has helped several small biotech companies lock down important New Drug **Approval applications with** the FDA.



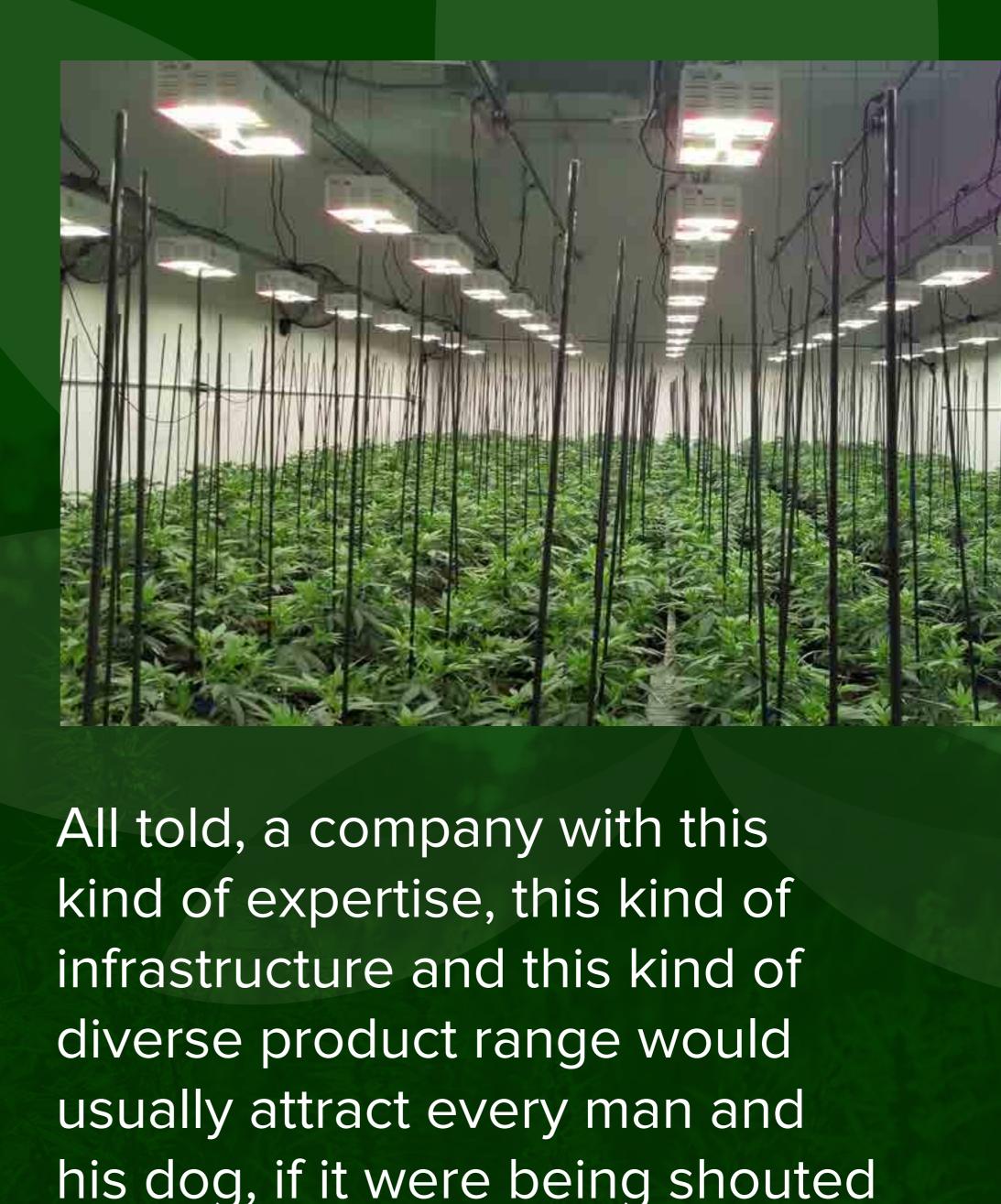




### READY TO ROLL OUT ON A GLOBAL SCALE

Their work together is expected to pave a path toward approval covering many of the critical steps that have tripped up other small biotech players in the past.

That includes everything from



manufacturing and formulation to ensuring essential data is compiled correctly and all ingredients are following regulatory guidelines.

Plus, they'll assist Creso with licensing discussions with large pharma companies ahead of their important Phase 2 trials, which should help give them a serious advantage over competitors.

Of course, that might soon happen...

about on Wall Street.

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

Research is showing that psilocybin could soon provide a revolution in the \$16 trillion mental health industry. Some of the most well-respected institutions in the world, including Johns Hopkins, Yale, Stanford, UCLA, NYU, and Imperial College London are putting their top scientists into researching this potential breakthrough.

2 With Creso

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

Pharma's acquisition of Halucenex, they've now joined the elite group of private companies providing investors with exposure to this exciting new area of the biotech sector.

As the coronavirus pandemic is slowly but surely overcome, and more

them more effective and attractive to consumers.

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.

**CRESO PHARMA** 

3



#### SEVEN SIMPLE REASONS YOU SHOULD INVEST IN CRESO PHARMA TODAY

5

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.

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

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.





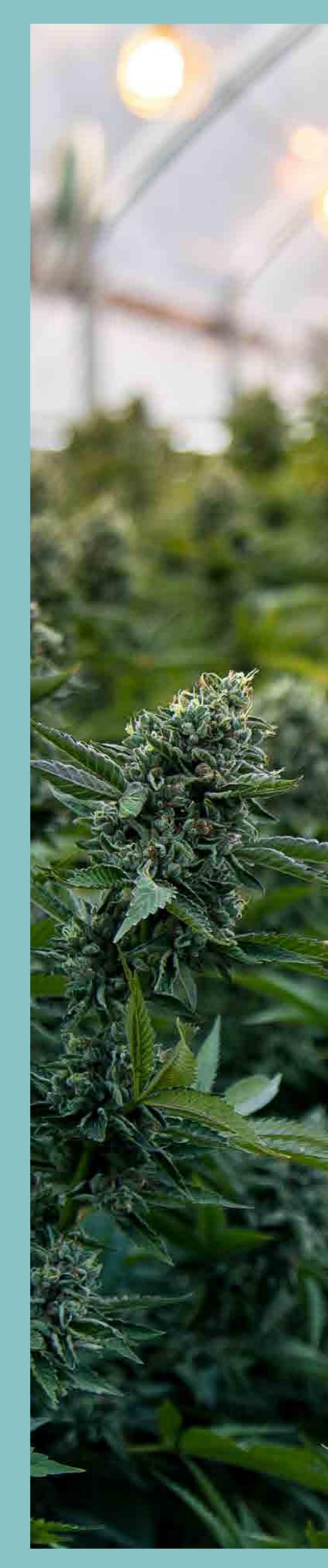




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