



Corporate Presentation

November 2021

L+H/G

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An award-winning, leading supplier and retailer of CBD and hemp products in the UK

A trusted brand

- Operating in the UK for over six years
- Comprehensive certification – ISO, Primary Authority, Novel Foods application complete & working towards GMP

Diverse product range

- A pioneer in UK-based, premium, high-quality products
- Over 40 SKUs including oils, edibles, sprays, cosmetics, topicals

Established sales channels

- Owned online presence
- Listed on major online platforms
- High street retailer

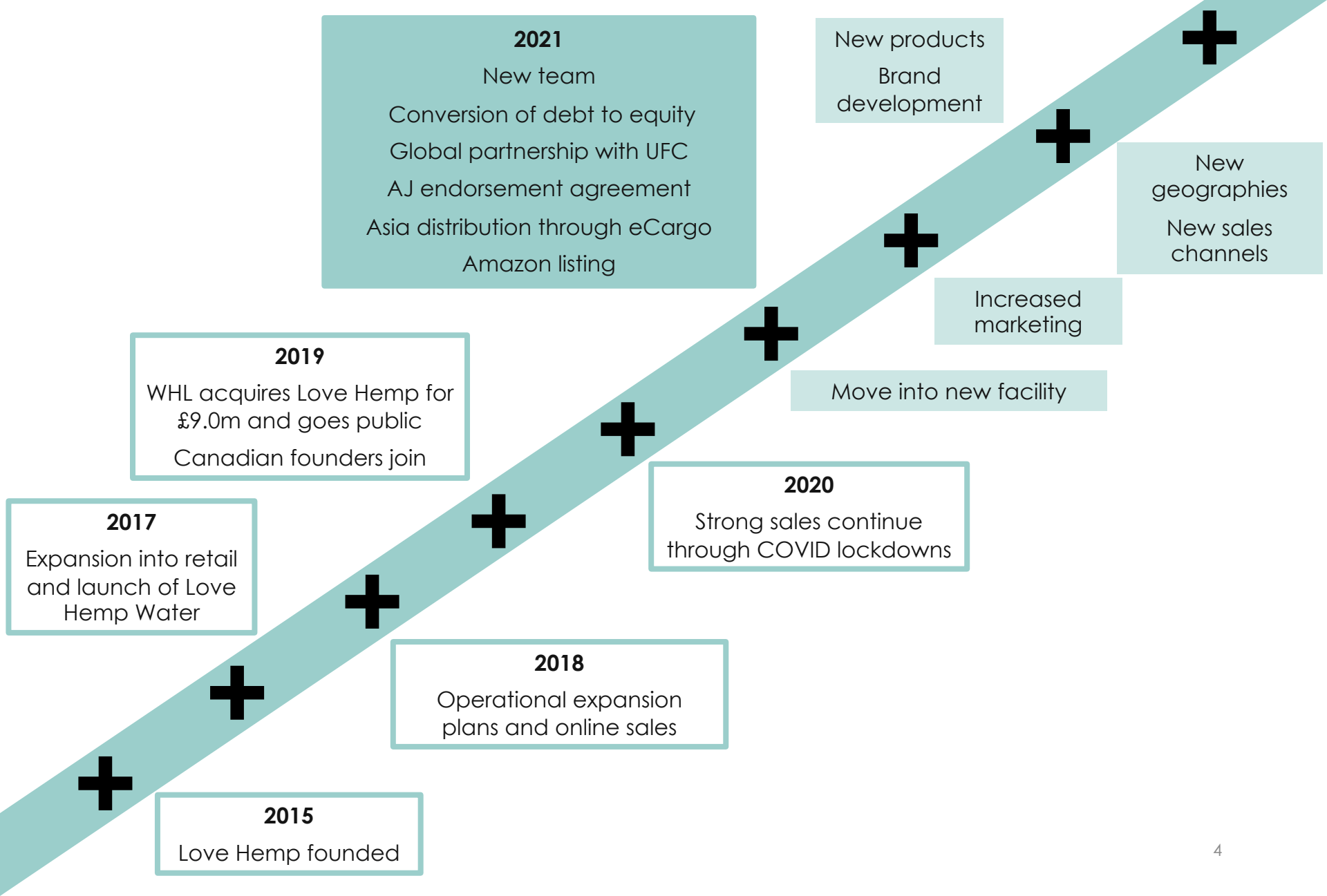
Strong revenue generation

Positioned for growth

- New product development team
- Increased marketing through key partnerships
- New production facility

Global expansion plans





2021

New team
Conversion of debt to equity
Global partnership with UFC
AJ endorsement agreement
Asia distribution through eCargo
Amazon listing

New products
Brand development

New geographies
New sales channels

Increased marketing

Move into new facility

2019

WHL acquires Love Hemp for £9.0m and goes public
Canadian founders join

2020

Strong sales continue through COVID lockdowns

2017

Expansion into retail and launch of Love Hemp Water

2018

Operational expansion plans and online sales

2015

Love Hemp founded

Global over-the-counter CBD market expected to exceed **\$6.7 billion** by **2024**¹

North America	UK	Europe	Asia
<ul style="list-style-type: none"> – 26% of Americans & 16% of Canadians currently use CBD – \$11Bn current market valuation – \$61Bn expected market size by 2027 	<ul style="list-style-type: none"> – 8M UK adults currently buying CBD products – £690M current market valuation – £1Bn estimated CBD sales by 2025 	<ul style="list-style-type: none"> – 16% Europeans using CBD – €8.3Bn CBD sales in 2020 – £13.6Bn estimated CBD sales by 2025 	<ul style="list-style-type: none"> – 85M adults in Asia take CBD-related products – \$322M current market valuation – £1.7Bn estimated market size by 2025

Sources:

- Alphagreen Report (May 2020)
- ACI & CMC Study (2021)
- Prohibition Partners European Cannabis Report 6th edition (April 2021)
- Brightfield Group European CBD Report (April 2020)
- Graphical Research North America Cannabidiol (CBD) Market Forecast 2027
- Prohibition Partners The Asian Cannabis Report (2019)
- Graphical Research Asia Pacific Cannabidiol (CBD) Market Forecast 2027

**Andrew Male – Chairman and Director**

Andrew is an experienced Director and Chief Executive Officer of international public and private investment companies, working with several family offices that seek access to an array of transformational opportunities. He is a former Founder and CEO of a TSX Venture Exchange Top 50 company, ranked 9th. He is an Associate of Columbus Energy Partners, an energy sector incubator. Andrew is also a Director of Global UAV Technologies Ltd., Non-Executive Director of Clarity Gold Corp. and Managing Director of a privately held Corporate Finance and Investment entity.

**Tony Calamita – CEO, Director and Founder**

Co-founder and Managing Director Tony Calamita has been at the forefront of the CBD sector since he founded the company with business partner Tom Rowland in 2015. Like Tom, he has an entrepreneurial background with previous experience in various consumables and FMCG goods. He is a regular industry thought leader and has been interviewed by Sky News, BBC Radio and The Grocer. He was also invited to speak at London Food Tech Week.

**James Ward – Non-Executive Director**

James is an accomplished entrepreneurial accountant who sold his professional services business, Whale Rock, to Capita plc (FTSE100) in 2012. He has significant advisory and transaction experience in both public and private markets. Mr Ward's current portfolio of roles includes acting as Independent Non-Executive Director of Visum Technologies plc, H&P Group Ltd, Corporate Modelling Services Ltd & Stanhope Gate Architecture Ltd. He holds a number of advisory roles to technology companies.

James Martin – Chief Operating Officer

James has over 15 years' experience driving large-scale strategic operational excellence and business transformation programmes across a number of industries, including fast moving consumer goods, technology, pharmaceuticals and healthcare. James has previously worked for companies such as Shell, Vodafone, GlaxoSmithKline, and PwC.

James Mahoney – Chief Financial Officer

James holds a Bachelor of Applied Science (Hons), Master of Accounting and is a qualified Certified Practising Accountant. After starting his career in Australia, James relocated to the UK in 2014. He has since worked with listed companies on the LSE Main Market, AIM and AQSE as well as private companies in the pre-IPO phase. James has particularly focused on companies in mining, resource exploration, technology, biomedical and medicinal cannabis sectors.

Anna Legge – Chief Communications Officer

Anna Legge is a corporate communications and investor relations specialist with a strong background in capital markets. Anna was previously Director of Communications of London and Toronto listed SolGold plc. Prior to that Anna worked at a large international communications agency advising companies such as Mulberry, Centrica, Bunnings and UP Global Sourcing.

Adam Pritchard – Chief Commercial Officer

Having successfully created, established, managed and sold the Pomegreat juice brand during a 10 year period from 2005-2015, I created my own consultancy solely focussed on working with leadership teams of fast growth fmcg brands across the UK and global marketplace. Over the 4yrs working with Love Hemp, I have had a particular focus on rolling the LH brand out from a position of zero UK retail presence to 2000+ stores across both the UK and Europe.

Martin Healy – Chief Growth Officer

Martin brings 15 years' experience from the sports, media and entertainment industries creating and developing international commercial relationships. Martin was previously Head of Advertising Sales and Partnerships at The Walt Disney Group and prior to that, Commercial Director for ESPN in the Middle East.

Ian Munzberger – Chief Partnerships Officer

A multiple business owner, consultant and advisor with over 25 years' experience in the sports and entertainment arena. Having built up an unrivalled global network of trusted partners throughout his career, Ian allows our group unique access to the world of sports and entertainment. With personal connections at all levels - Ian positions our brand with top tier relationships, globally.



Made by us
Product team with scientific advisers



Lab produced
High quality raw CBD



Consistency guaranteed
Double batch testing



ISO certification
Fully certified



Primary Authority
First CBD brand in the UK to obtain



Lara Jane
1 review GB



2 days ago

I love this brand for CBD oil

I love this brand for CBD oil. The peppermint spray is my favourite for calming my mind and body. It's easy to use and fast acting- I'd recommend LoveHemp to anybody and everybody!



23 Kipting
1 review

5 stars a week ago **NEW**

I've used the 3000 mg drops for a couple weeks now and I've noticed the difference already I can't recommend love hemp enough. Both drops and balm are a great product. Does exactly what it says on the tin

Love Hemp >2k Trustpilot & >300 Google reviews with an average score of 4.8 & 4.9



- ~50 SKUs
- Over 20 SKUs available in high street retailers
- Multiple flavours
- Different strengths
- New product development team
- New verticals
- Focused on innovation and technology

Oils

Sprays

Capsules

Cosmetics

Edibles



Over 70 websites

Owned

Major platforms



Growth strategy

Adding new online and high street retailers to network

Driving consumers to owned channels

Increasing visibility online & in store

Increasing number of available products

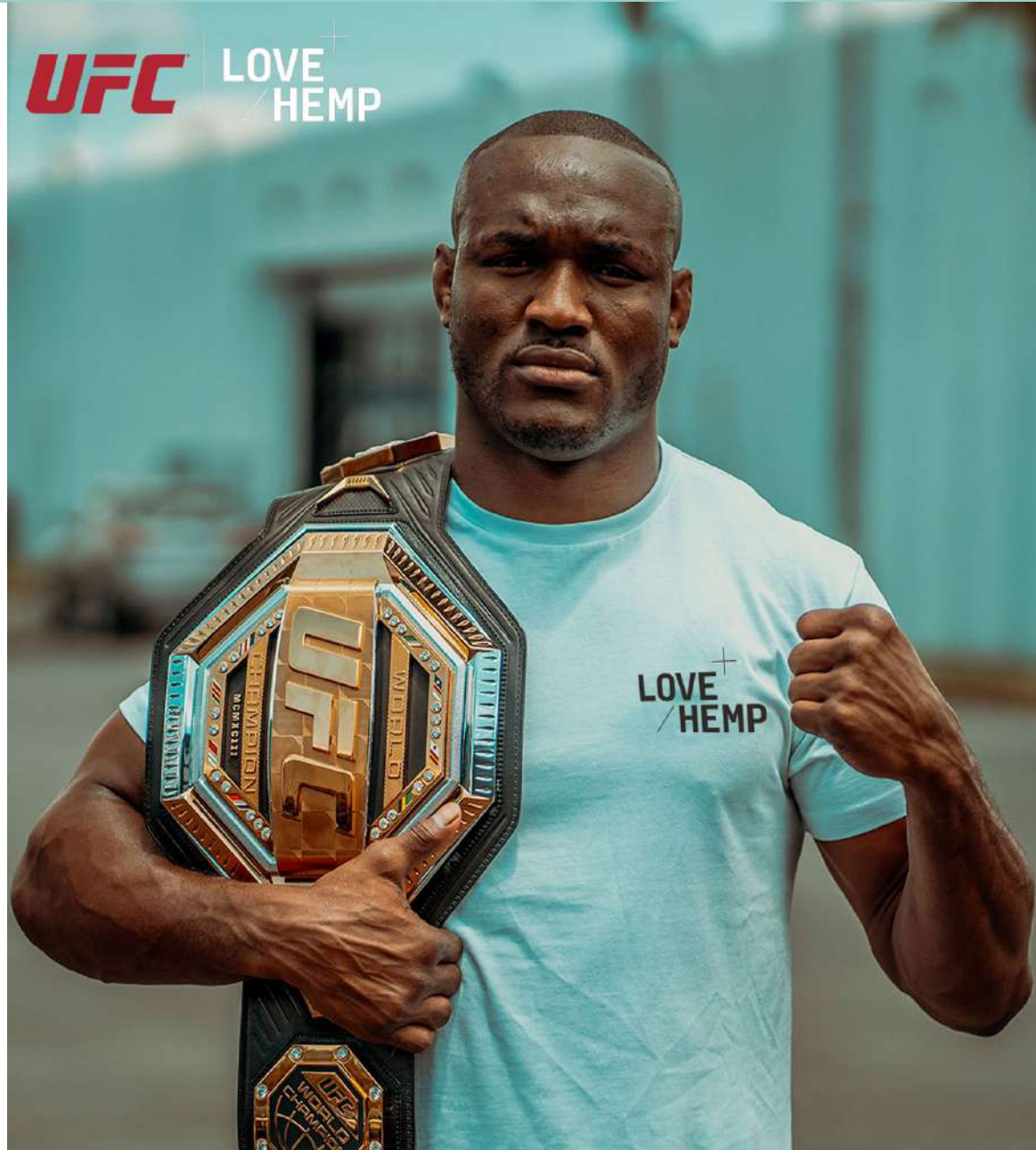
International distribution



Initial launch into the region anchored around both online and offline presences in Hong Kong and South East Asia retail channels Expanding into India and Japan in 2022.

Ready for expansion across the rest of Asia as regulation changes

- **Global sponsorship agreement** signed in March
- **Exclusive**, five-year agreement
- **Fastest growing sport in the world**
 - **625M** fans worldwide
 - **900M** TV households reached worldwide
 - **175+** countries to which UFC events are broadcast
 - **40** languages that UFC events are broadcast
 - **50+** countries represented
 - **160** cities in which UFC has held events
 - **500+** total events around the world
 - **155M+** social media followers
- Our association with the UFC will **drive significant credibility** of our brand and elevate consumer trust
- A **licensed range of UFC products**, powered by LH, creates another point of differentiation from competing CBD brands
- With 55M UFC fans in the US alone it is a **gateway to the US market**





- Three-year endorsement agreement with two-time Heavyweight Champion of the World and Olympic gold medallist, Anthony Joshua
- An ambassador of the Love Hemp brand and a key voice in our mission to promote Love Hemp as a wellness brand
- A key shareholder of Love Hemp via his management company, 258 MGT Limited, through the issuance of shares in lieu of cash compensation
- Collaborate on a licenced range of CBD products for athletes, championing the Company's development in its work to position CBD as an internationally recognised, certified products for athletes

"Love Hemp is a great brand with an amazing vision. The ability of CBD to improve people's everyday lives is undeniable. I have a passion for dynamic British businesses, and for wellness, making Love Hemp a perfect brand for me to endorse and become a shareholder in. My work with Love Hemp will allow me to be involved in the Company's aggressive growth strategy as well as developing my own branded wellness focused CBD products. Everyone should be able to experience and enjoy the many benefits CBD provides. I look forward to working with Love Hemp to achieve this goal." Anthony Joshua, OBE

Channels

- Linear TV
- Video On Demand
- Outdoor
- Press

Regions

- London
- Manchester
- Liverpool
- North East

Target audience

- Anthony Joshua fans
- LH consumers
- Retail locations where products are stocked

Coming soon...



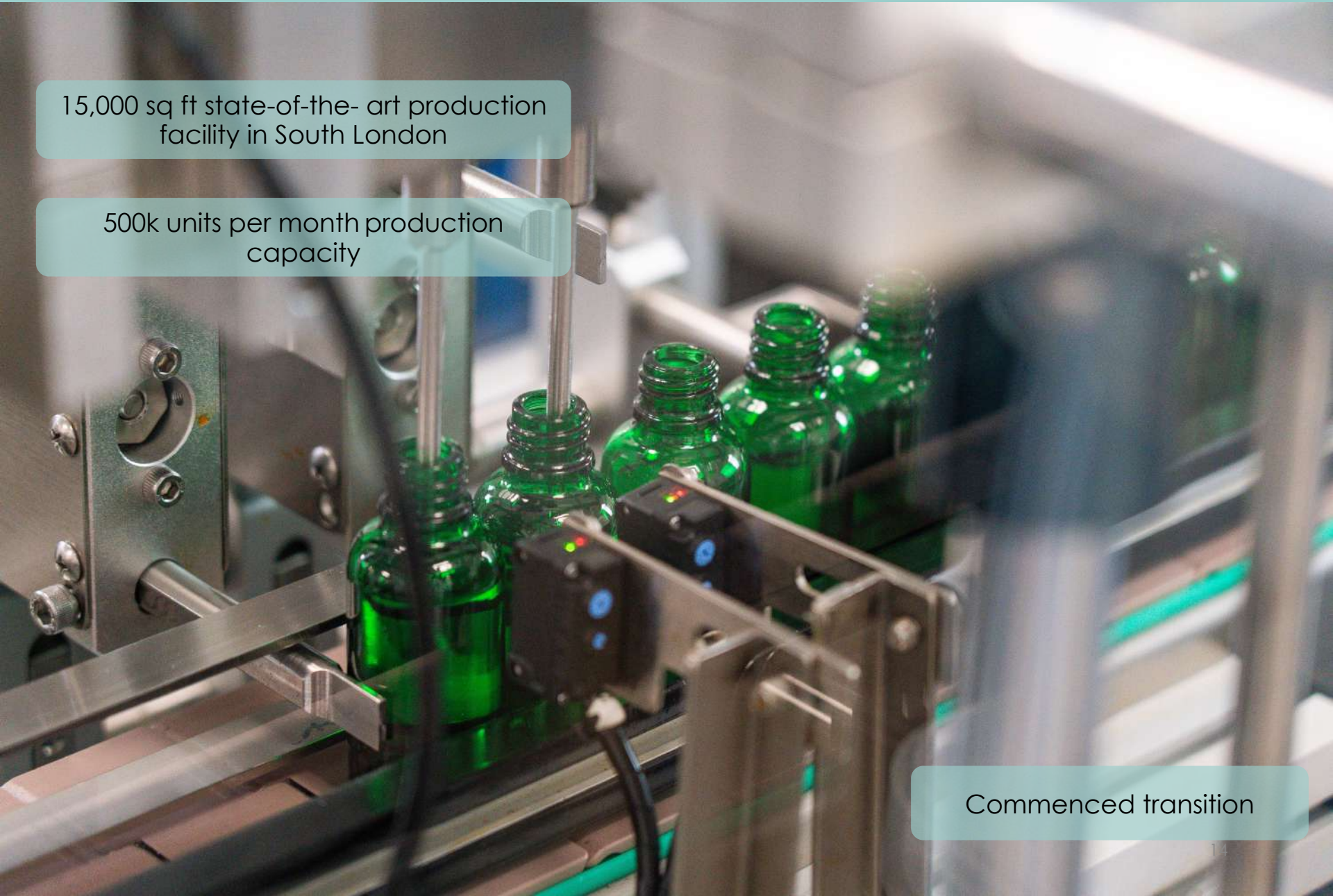
Illustrative concepts only

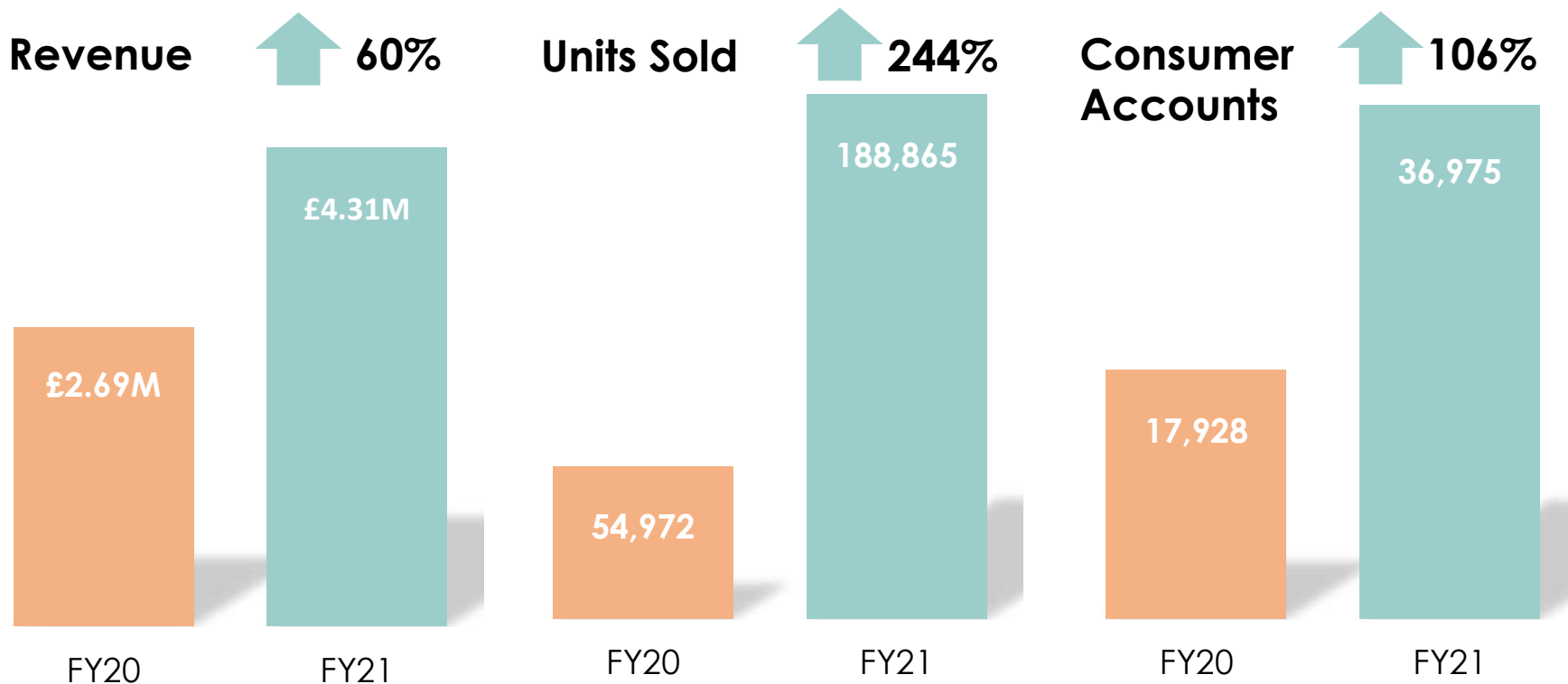




15,000 sq ft state-of-the-art production facility in South London

500k units per month production capacity

Commenced transition





 17% revenue from owned channels
 236% revenue from third party retailers

 49 SKUs

 20 SKUs available in high street retailers



Product development

- Strong focus on R&D for new product development
- Expand white label relationships for the production of products regionally and internationally

New sales channels

- Build on existing sales and distribution network in the UK
- Continue development of local e-commerce and aggressive digital strategy
- Secure global distribution partners

Brand development

- Large scale above the line, national marketing campaign
- Leverage agreements with UFC and Anthony Joshua
- Develop new partnerships to target different demographics

New geographies

- Targeting key territories across Europe, North America, Asia and Australia – reaching upwards of 1.5 billion potential customers

investment highlights

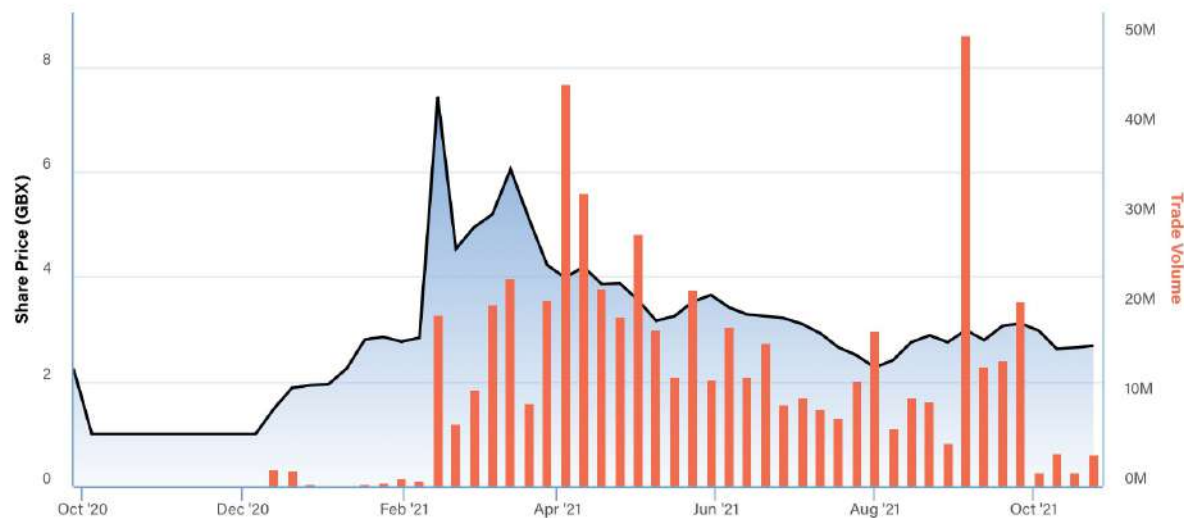
- **Trusted brand** in the UK
- **Broad product** portfolio
- **Established online** presence
- Growing **high street retailer network**
- Rapid **UK growth**
- Key partnership with the **UFC** and **Anthony Joshua**
- **Invested** team
- Securing **top talent**
- Operating in the richest part of the value chain
- Expansion of UK **production facilities**
- Growing **marketing** presence
- Positioned to **grow internationally**



Listing	AQUIS / Nasdaq OTC
Ticker	LIFE
Market Cap	GBP 26M
Debt	0
Total shares	829M
Management holding	~16%

Shareholder	Percentage
Hargreaves Lansdowne	14.76%
Canaccord Genuity Wealth	14.70%
Pershing	9.04%
Interactive Investor	7.68%
JIM	5.91%
Vidacos	4.29%
Bank of America	3.89%

Love Hemp share price performance (LTM)





Advisory board



Dr. Sepe Sehati - Scientific Advisor

Dr. Sehati is a renowned healthcare innovator and Fellow of the Royal Society of Medicine. His innovative approach to problem-solving is fuelled by the application of diverse scientific fields, analytics and neuroscience. This, along with behavioural science and evidence-based principles, has led Dr. Sehati to contribute to various high-profile initiatives, ranging from President Obama's Transition Health Policy and the UK Prime Minister's sustainable development plan.



Dr. Amanda McKinney - Scientific Advisor

Dr. Amanda McKinney is the Associate Dean of Health Sciences at Doane University in Crete. She is also a triple board-certified physician in Obstetrics and Gynaecology, Female Pelvic Medicine and Reconstructive Surgery and Lifestyle Medicine. Dr. McKinney founded the Institute of Human and Planetary Health, which works to improve the health of both human and the planet by harnessing the power of plants grown sustainably. These are then used for both medicine and food, as a way to prevent and reverse disease.



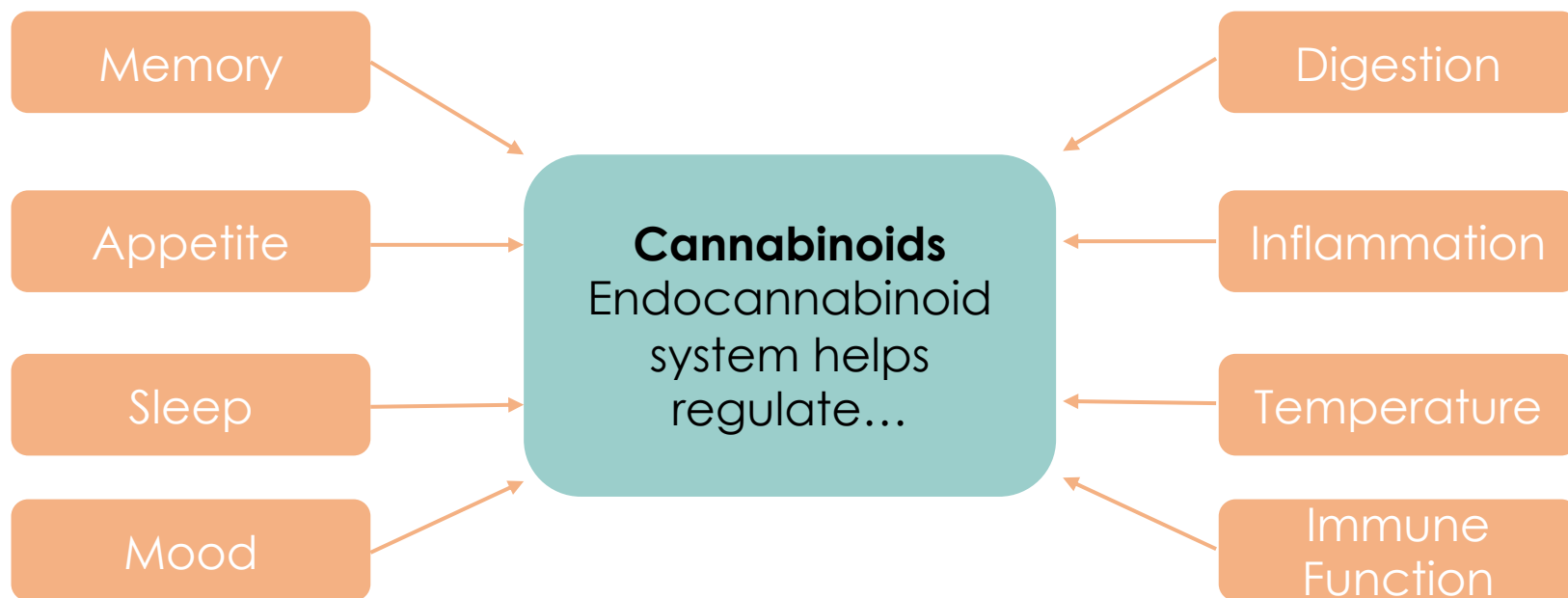
Dr. Andrea Holmes - Scientific Advisor

Dr. Amanda Holmes is an international expert in cannabis chemistry, testing and processing, and co-founder of Precision Plant Molecules in Denver, Colorado; a premier hemp extraction company focused on minor cannabinoids embraced by CBD companies in this emerging market. Dr. Holmes has published articles on cannabis education, extraction methods and niche markets, including the use of CBD for the pet industry and bespoke cannabis-based applications.

CBD is short for cannabidiol, which is one of 113 naturally occurring compounds (cannabinoids) found in hemp, a strain of the cannabis plant

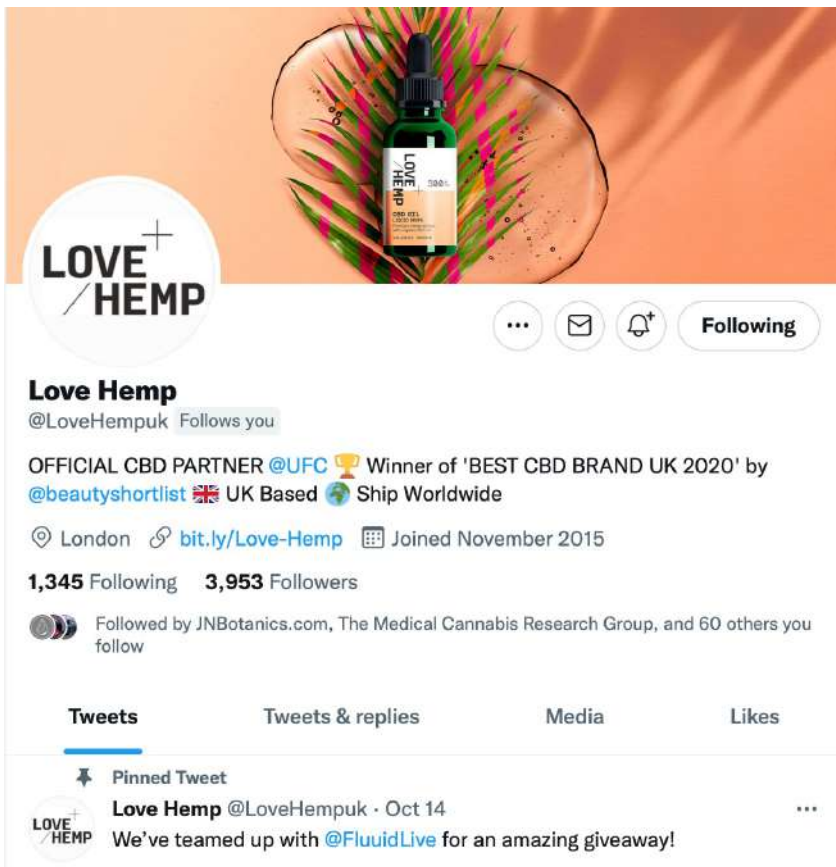
We all have an endocannabinoid system within us, which is a cell-signalling system that targets specific cannabinoids in our bodies

It contains cannabinoid receptors which help to balance the body's essential functions, such as sleep, mood and appetite to support our wellbeing



The most common reasons for CBD use are pain relief, stress management and relaxation

Twitter



LOVE+HEMP

Love Hemp
@LoveHempuk Follows you

OFFICIAL CBD PARTNER @UFC 🏆 Winner of 'BEST CBD BRAND UK 2020' by @beautyshortlist 🇬🇧 UK Based 🌍 Ship Worldwide

📍 London 🔗 bit.ly/Love-Hemp 📅 Joined November 2015

1,345 Following 3,953 Followers

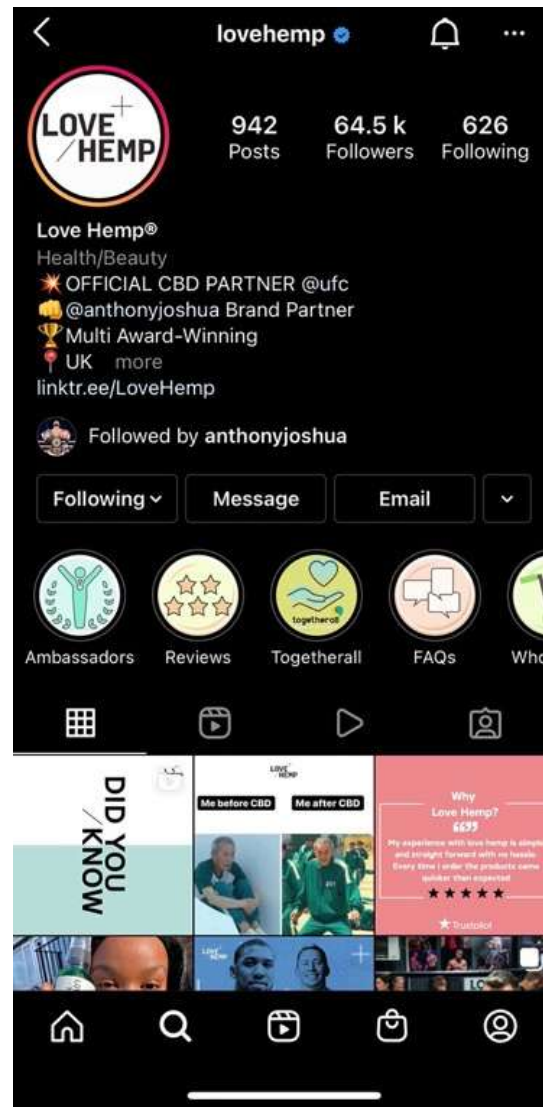
Followed by JNBotanics.com, The Medical Cannabis Research Group, and 60 others you follow

Tweets Tweets & replies Media Likes

Pinned Tweet

Love Hemp @LoveHempuk · Oct 14 ...
We've teamed up with @FluidLive for an amazing giveaway!

Instagram



lovehemp 🌿

LOVE+HEMP 942 Posts 64.5 k Followers 626 Following

Love Hemp®
Health/Beauty
🌟 OFFICIAL CBD PARTNER @ufc
🏆 @anthonyjoshua Brand Partner
🏆 Multi Award-Winning
🇬🇧 UK more
linktr.ee/LoveHemp

Followed by anthonyjoshua

Following Message Email

Ambassadors Reviews Togetherall FAQs Whole

DID YOU KNOW

Me before CBD Me after CBD

Why Love Hemp? 659
My experience with Love Hemp is simple and straight forward with no hassle. Every time I order the products come quicker than expected! ★★★★★
* @tutobici

Evening Standard

Love Hemp sees revenues soar amid growing interest in CBD sector



Amazon UK Continues To On-Board New CBD Players With Love Hemp Next Up

Daily Mail



London CBD firm expands global footprint with new Asia distribution deal



Love Hemp Raises £5m With A London Stock Exchange Flotation In Sight

SportsPro

UFC lands multimillion dollar CBD sponsorship



Anthony Joshua follows David Beckham into CBD world with Love Hemp deal



Anthony Joshua becomes shareholder in CBD firm Love Hemp



Love Hemp Announces Online Mental Health Support with Togetherall

Evening Standard

LOVE HEMP RAISES £2.3M TO FUND GLOBAL MARKETING

CANNABIDIOL brand Love Hemp has secured £2.3 million after a fundraising backed by retail as well as institutional investors.

One of the UK's leading CBD and hemp product suppliers, the London-based firm will use some of the proceeds to support its marketing efforts, including overseas.

Chairman Andrew Male said demand from investors showed the strength of the brand. Last week, he revealed the company's biggest day of sales after 1,400 orders in a 14-hour period generated £86,400.

Love Hemp has reported demand surging in Covid as people have looked for help with anxiety or sleep disorders.

Male added: "This fundraise will help enable the team to pursue a global presence and cultivate exciting partnerships."

GRAZIA

Women'sHealth

marie claire

Forbes

Men'sHealth

Daily Mail

BBC

COSMOPOLITAN

Evening Standard



Andrew Male

Chairman and Director

andrew.male@lovehempgroup.com

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Anna Legge

Chief Communications Officer

anna.legge@lovehempgroup.com