



**The
People's
Plant.**™



AUSMEDICANN PTY LTD TRADING AS THE PEOPLE'S PLANT CO

CROWD-SOURCED FUNDING OFFER DOCUMENT

DATED 18TH MARCH, 2025

**OFFER OF FULLY-PAID ORDINARY SHARES IN
AUSMEDICANN PTY LTD TRADING AS THE PEOPLE'S PLANT CO AT
\$1 PER SHARE TO RAISE A MAXIMUM OF \$1,500,000.**

This crowd-sourced funding (**CSF**) offer document relates to the Offer of fully-paid ordinary shares in Ausmedicann Pty Ltd. This Offer is made under the CSF regime in Part 6D.3A of the **Corporations Act** 2001 (Corporations Act).

Issuer: Ausmedicann Pty Ltd ACN 632 788 133

Intermediary: Birchal Financial Services Pty Ltd
ACN 621 812 646 AFSL 502618

Always consider the general CSF risk warning and offer document before investing.



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SECTION 1: RISK WARNING

Crowd-sourced funding is risky. Issuers using this facility include new or rapidly growing ventures. Investment in these types of ventures is speculative and carries high risks.

You may lose your entire investment, and you should be in a position to bear this risk without undue hardship.

Even if the company is successful, the value of your investment and any return on the investment could be reduced if the company issues more shares.

Your investment is unlikely to be liquid. This means you are unlikely to be able to sell your shares quickly or at all if you need the money or decide that this investment is not right for you.

Even though you have remedies for misleading statements in the offer document or misconduct by the company, you may have difficulty recovering your money.

There are rules for handling your money. However, if your money is handled inappropriately or the person operating the platform on which this offer is published becomes insolvent, you may have difficulty recovering your money.

Ask questions, read all information given carefully, and seek independent financial advice before committing yourself to any investment.





**The
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SECTION 2: INFORMATION ABOUT THE COMPANY

LETTER FROM THE FOUNDER

Cannabis with a Conscience

I am incredibly excited to welcome you back to The People's Plant™ as we open the doors once again for ethical investment in our mission. This is your opportunity to be part of something truly different and meaningful—“Cannabis with a Conscience.” At The People's Plant™, we are committed to doing things the right way: growing premium, natural, medicinal cannabis with a responsible environmental footprint, all while maintaining a streamlined cost of production.

We expect to enter commercial production in 2026, with an annual capacity of up to 9.5 tonnes (9.5 million grams). We've already secured high-level wholesale off-take agreements, with current wholesale market prices around \$2–\$3 per gram.

We are building momentum. With our insect exclusion barrier completed and our greenhouse nursery construction now finished, we're shifting our focus to building the commercial post-harvest facilities needed to process 9.5 tonnes of dried medicinal cannabis per year. This is a pivotal moment in our journey, and we are thrilled to have you with us as we take the next steps towards full-scale commercialisation.

Leading the Way in Sustainability

People worldwide are waking up to the urgency of minimising our environmental impact, and Australia has a unique opportunity to lead the charge. In today's world, the need to act responsibly and sustainably is undeniable. Every decision we make as consumers—from the products we buy to the companies we support—has a direct impact on the planet. The question we must ask ourselves is simple: *Are we part of the solution or part of the problem?*

The global cannabis industry is fraught with inefficiencies and environmental costs. Many imported products are grown exclusively indoors that rely heavily on energy-intensive systems to maintain optimal growing conditions^{1,2,3}. When comparing this to the environmental impact of outdoor cannabis production results show that outdoor cultivation “can be 50 times less carbon-emitting than indoor production”³. To make matters worse, these products are often transported halfway across the world, further contributing to unnecessary carbon emissions. At The People's Plant™, we're taking a stand against this unsustainable model. Our cultivation methods align with the three pillars of sustainability⁴ - reducing environmental harm while ensuring cost efficiency and social responsibility—a win-win for patients and the planet.

Ethical Cannabis for a Better Future

Beyond the environmental impact, we must also consider the human cost of production. As global cannabis markets expand, the risk of “sweatshop cannabis” becomes increasingly real. Low-cost production in third-world countries often comes at the expense of fair wages, safe working conditions, and human dignity⁵. By choosing to produce locally in Australia, The People's Plant™ ensures that every worker is treated ethically, with respect and fair remuneration.

Everything we do at The People's Plant™ is viewed through the lens of sustainable responsibility⁴—to the planet, to the people who work with us, and to the patients who rely on us.

Join Us in Growing a Better Tomorrow

The People's Plant™ stands as a beacon for what is possible when innovation meets conscience. With your support, we can lead Australia towards a sustainable and ethical medicinal cannabis industry—an industry that prioritises environmental stewardship, patient care, and local job creation.

By investing in The People's Plant™, you're not just supporting a business; you're championing a movement. Together, we can reduce reliance on imported products, create Aussie jobs, and revolutionise the medicinal cannabis market in Australia and beyond. Most importantly, you'll be helping to build a future that prioritises sustainability and humanity, offering meaningful returns for generations to come.

The future is bright if we choose to make it so. Join us in growing a better tomorrow—ethically, sustainably, and consciously.

Thank you for your continued support. Together, we are building something truly special.

Ben Risby-Jones

CO-FOUNDER & MANAGING DIRECTOR

Cannabis – by the people, for the people

- <https://www.sciencedirect.com/science/article/abs/pii/S0301421512002285?via%3Dihub>
The carbon footprint of indoor Cannabis production
- <https://www.nature.com/articles/s41893-021-00691-w>
The greenhouse gas emissions of indoor cannabis production in the United States
- <https://pubmed.ncbi.nlm.nih.gov/39027629/>
Environmental Impact of Outdoor Cannabis Production
- <https://link.springer.com/article/10.1007/s11625-018-0627-5>
Three pillars of sustainability: in search of conceptual origins
- https://www.ethicaltrade.org/sites/default/files/shared_resources/living-wages-in-global-supply-chains.pdf Living Wages In Global Supply Chains

2.1 COMPANY DETAILS

This offer of shares is made by Ausmedicann Pty Ltd ACN 632788133 (**Company**).

Company name

Ausmedicann Pty Ltd trading as
The People's Plant™ Co

ACN

632 788 133

Date of incorporation

08/04/2019

Registered office

Ground Floor, 1 Eugarie Street,
Noosa Heads, QLD 4567

Principal place of business

Ground Floor, 1 Eugarie Street,
Noosa Heads, QLD 4567

Directors

Benjamin Peter Risby-Jones, Managing Director
Timothy Joseph Hennessy, Director
Rebecca Maree Risby-Jones, Director

Company secretary

Benjamin Peter Risby-Jones

Website

ausmedicann.com.au
thepeoplesplant.co



2.2 OUR BUSINESS

2.2.1 ABOUT THE COMPANY: ACHEIVEMENTS SINCE OUR LAST INVESTMENT OFFER

In this short timeframe we have made significant progress delivering on our commitments. Here's a breakdown of how we've used the funds raised and how we intend to maintain the momentum to transition our business from R&D to commercialisation.

The funds from this crowdfunding campaign will drive a crucial step toward full-scale commercialisation. These funds will be used to develop our post-harvest facilities, enabling us to process up to 9.5 tons of premium medicinal cannabis annually, taking us one massive step closer to our mission to deliver affordable, Australian-grown medicinal cannabis to those who need it most. **Let's grow something better—together.**

STRATEGIC FOCUS:
**STAGE 1
COMMERCIAL
CULTIVATION SITE**

OBJECTIVE FROM LAST INVESTMENT OFFER:
COMPLETE THE CONSTRUCTION OF OUR STATE-OF-THE-ART GREENHOUSE & PROTECTED CROPPING AREA



NOV 2024

We commenced and completed the earthworks to prepare the 4,000m² site for our expanded commercial grow footprint, ensuring scalability options for future production.



DEC 2024

Installation of the protected cropping infrastructure was underway, marking a key milestone in our journey toward full-scale cultivation.



JAN 2025

Kicked off the installation of our greenhouse, bringing our commercial cultivation space to life. We also poured the 300m² concrete slab, solidifying the foundation for operations.



FEB 2025

We successfully completed the project—one step closer to commercial production.

STRATEGIC FOCUS:
**B2B
PARTNERSHIPS**

OBJECTIVE FROM LAST INVESTMENT OFFER:
SECURE STRATEGIC PARTNERSHIPS



FORGED STRATEGIC PARTNERSHIPS

Established relationships with two well-known US cannabis companies and conducted site visits to leading solventless extraction facilities. These visits provided firsthand insights into the commercialisation of fresh-frozen live rosin extraction, reinforcing our plans to set a new standard in premium cannabis concentrates.

STRATEGIC FOCUS:
**COMMUNITY
AND INVESTOR
ENGAGEMENT**

OBJECTIVE FROM LAST INVESTMENT OFFER:
**STRENGTHEN COMMUNITY CONNECTIONS
AND BUILD INVESTOR REWARDS**



**LAUNCHED INVESTOR
REWARDS PROGRAM**

Including merchandise and exclusive investor updates.

STRATEGIC FOCUS:
**FUTURE GROWTH
& EXPANSION**

OBJECTIVE FROM LAST INVESTMENT OFFER:
APPLIED FOR TWO GOVERNMENT GRANTS



SUCCESSFULLY APPLIED FOR TWO GRANTS

In December applied for two matching grants - One with AusIndustry and another with the South East Queensland Innovation Fund (SEQIF), each offering up to \$5 million. These grants will support scaling operations, expanding cultivation capacity, and implementing solventless extraction technology, accelerating our path to commercialisation.

CONSTRUCTION OF OUR STATE-OF-THE-ART GREENHOUSE & PROTECTED CROPPING AREA



CONSTRUCTION OF OUR STATE-OF-THE-ART GREENHOUSE & PROTECTED CROPPING AREA



ABOUT THE COMPANY (CONTINUED)

At The People's Plant™, we set out to do things the right way. From the very beginning, we prioritised research and development, dedicating over five years to perfecting our approach before deciding to commercialise. This commitment to preparation and innovation sets us apart in an industry often driven by haste. Many early entrants imported expertise and cultivation methods from abroad, failing to account for Australia's unique climate—its challenges and its advantages.

As cannabis matures as an agricultural crop, it is expected to align with the principles of traditional agriculture. Crops should be grown in regions where natural conditions support optimal growth, without the need for energy-intensive interventions, reducing environmental impacts. Indoor cultivation—once valued for its ability to grow in unsuitable climates and maintain secrecy—will become less relevant as global attitudes and regulations evolve. A mature industry has the potential to prioritise quality, efficiency and environmental responsibility.

A Climate-Optimised Approach

At The People's Plant™, we've positioned ourselves for long-term success by aligning our operations with Australia's natural advantages. Located in a "Goldilocks" region close, but not too close to the equator, we can flower cannabis year-round. Our winters provide ideal conditions for producing premium-quality flowers, while our summers are

perfectly suited for cultivating large, juicy flowers for concentrates. This climate-optimised approach reduces the need for artificial environmental controls, minimising costs, and environmental impact.

A Vision for Sustainability and Efficiency

We believe the future of cannabis lies in environmental and cost efficiencies. From the start, we have studied mature cannabis markets and cross-referenced them with traditional agricultural practices to ensure our methods are both innovative and sustainable. While much of the market has yet to consider the environmental impact of cannabis cultivation, we aim to lead the way in making this a primary consideration for producers and consumers alike.

Cannabis with a Conscience

Our mission is to inspire a shift in how cannabis is grown, marketed, and consumed. By prioritising sustainability, transparency, and responsibility, we are working to ensure that environmental impact becomes a key factor in every cannabis-related decision.

Join us in championing a new standard for the industry. Together, we can create a movement towards Cannabis with a Conscience—for the planet, for the people, and for the future.



2.2.2 THE JOURNEY SO FAR

2019

Ausmedicann company incorporated.



2019

Conducted a research tour in the USA, visiting farms in Humboldt and the Emerald triangle.



2020

Founders purchased a fit-for purpose 64-hectare property. Refer to Section 2.5.5 for details.



2020

Granted a Medicinal Cannabis Cultivation and Production Licence for 27 tonnes of high-THC and CBD cannabis annually.



2021

Established the Opti-Grow™ Cultivation Method.



2021

Bred the first generation of proprietary elite genetics.



2022

Partnered with a TGA-GMP certified manufacturer for warehousing, distribution, and market access.



2022

Received the 2021-22 R&D Tax Incentive from the Australian Government.



2023

Attended MJBizCon in Las Vegas, the largest annual cannabis conference in North America.



2019

Submitted Medicinal Cannabis licence application to the Australian Office of Drug Control (ODC).



2019

Attended MJBizCon in Las Vegas, the largest annual cannabis conference in North America.



2020

Established relationship with Noosa Shire Council, gaining project support.



2020

Initiated elite genetic breeding program



2021

Began building a team focused on Integrated Pest Management (IPM) and organic principles.



2021

Received the 2020-21 R&D Tax Incentive from the Australian Government.



2022

Represented at the International Cannabis Business Conference in Berlin, Germany.



2023

Registered The People's Plant™ Co as a business name for our brand.

2023

Received the 2022-23 R&D Tax Incentive from the Australian Government.



2024

Completed the require power upgrade with automatic fail safe generator.



2024

Received the 2023-24 R&D Tax Incentive from the Australian Government.



2024

Launched a Crowd-Sourced Funding (CSF) campaign to drive commercialisation and expand stakeholder involvement.



2024

Initiated new collaborations with industry leaders for export opportunities and white-label product development.



2024/2025

Presented at Nou Frontiers Thailand (2024), UIC, and ACC Cannabis Cultivators Training Day (2025), where Emily curated programs, ran panel discussions & shared insights on sustainable production & regulations, strengthening industry leadership & our position both domestically and globally.



2025

Finalised the construction of critical infrastructure, including greenhouse & insect exclusion netting, paving the way for full-scale commercial operations.



2025

Delivered on promises made during the 2024 CSF campaign, providing updates, virtual tours, & rewards through the Trailblazer investor program.



2025

Engaged with the local community through educational programs, tours, & partnerships, reinforcing the brand's commitment to accessibility and sustainability.



2023

License variation approved by the Office of Drug Control.



2024

Established offtake agreements (LOI) and confirmed volumes.



2024

Developed a relationship with Rua Bioscience for genetic collaboration.



2024

Recommended by local council, submitted a proposal for the SE QLD Innovation Economy Fund (SEQIEF), a matched grant of up to \$5 million.



2024

Began and advanced construction on critical infrastructure, including insect exclusion netting and a greenhouse for vegetative growth.



2024

Implemented an investor rewards program with exclusive benefits to build long-term relationships with stakeholders.



2025

Exploring export opportunities with North American international partners, solidifying a presence in the global medicinal cannabis market.



2025

Deepened genetic collaboration with Rua Bioscience.



2025

Conducted advanced trials on cultivation techniques, genetics, & post-harvest innovations, building intellectual property & solidifying leadership in the Australian cannabis sector.



**The
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2.2.3 OUR PRODUCTS

The People's Plant™ was founded to deliver the highest quality medicinal cannabis flowers, crafted with care from our extensive and diverse genetic library of strains.

We're revolutionising access to medicinal cannabis in Australia by combining cutting-edge cultivation and solventless extraction techniques with our mission to make organic, high-quality products affordable and accessible to all.

At The People's Plant™, sustainability isn't just a buzzword—it's the backbone of everything we do. From cultivation to extraction, our Australian-grown approach prioritises environmental responsibility, harnessing natural sunlight and minimising inputs to reduce our carbon footprint. By keeping production local, we ensure our products are crafted in a socially responsible and ethically conscious manner.

We have mastered multiple cultivation disciplines, including indoor cultivation, organic living soil, organic hydroponics, and conventional hydroponics. However, our true passion lies in sustainable, organic, sun-kissed cannabis cultivation—the way nature intended. This versatility allows us to adapt to market demands and consistently deliver high-quality cannabis products at scale, offering a range of price points to meet diverse consumer needs.

Our license for a gold-standard, solventless extraction method creates premium products such as fresh frozen live rosin, bubble hash, and diamonds. These pure and unadulterated extracts can be infused into edibles, vape cartridges, beverages, and topicals. By preserving the plant's therapeutic compounds without the use of harmful solvents, this extraction process ensures a superior product that remains true to nature.

This holistic approach enables The People's Plant™ to produce premium Australian-grown cannabis products that are environmentally sustainable, socially responsible, economically viable, and, most importantly, accessible and affordable for those who need them most.



2.2.4 OUR INNOVATIONS

INNOVATION OVERVIEW

AUSMEDICANN HAS PIONEERED INNOVATIVE METHODS IN BOTH CULTIVATION AND EXTRACTION TO BRING THE PEOPLE'S PLANT™ TO MARKET.



CULTIVATION INNOVATION

We have developed a unique growing process called Opti-Grow™ with flowers that are finished by nature. This method optimises plant growth, producing over 26 outdoor harvests annually while reducing costs.

We are committed to producing locally grown, sustainable medicinal cannabis, kissed by the sun, the way nature intended.



EXTRACTION INNOVATION

Our new solventless extraction technology, approved by Australian regulators, gently preserves the plant's therapeutic compounds without the use of harmful solvents. This method enhances the quality and efficacy of our medicinal cannabis, making it ideal for both domestic and export markets.

AFTER 6 YEARS OF RESEARCH AND OVER 190 TRIAL CROPS, WE'VE STABILISED 10 COMMERCIALY VIABLE STRAINS ON OUR 65-HECTARE SUNSHINE COAST FARM. OUR EFFORTS HAVE ATTRACTED MAJOR AUSSIE AND NZ OFFTAKE PARTNERS, WITH SIGNED LETTERS-OF-INTENT TO PURCHASE OUR AUSTRALIAN GROWN CANNABIS.

2.2.5 INDUSTRY OVERVIEW: THE FUTURE OF CANNABIS ISN'T CORPORATE—IT'S COMMUNITY-POWERED

AUSTRALIAN CANNABIS INDUSTRY

The Australian cannabis industry is poised for significant growth, with the market projected to reach AU\$1.5 billion by 2024¹. Since the legalisation of medicinal cannabis in 2016, over 800,000 patient approvals have been recorded by the TGA², with patients spending between \$50 and \$1,000 monthly³. Medical cannabis market sales data shows that the volume of products being sold to patients has continued to grow rapidly. Sales data provided by companies to the TGA indicate the total number of units sold in H1 2024 reached 2.87 million, up considerably from the 1.68 million units sold in H2 2023⁵. This expansion is driven by liberalised regulations, Telehealth, the rising popularity of medicinal cannabis, increased public awareness, and better education for prescribers

CULTIVATION IN AUSTRALIA

Despite this growth, cannabis cultivation in Australia is still in its early stages, with limited local production leading to a heavy reliance on imports. In 2023, cannabis imports surged by 69%, while domestic production grew by just 7%⁴. The cultivation process is heavily regulated, overseen by the Australian Office of Drug Control (ODC), and requires strict adherence to quality control measures. This reliance on imports underscores the need to expand local cultivation to reduce supply chain vulnerabilities and meet growing demand all while reducing the carbon footprint of cannabis production.

FOREIGN OWNERSHIP AND MARKET DYNAMICS

The Australian cannabis industry features significant foreign ownership, with many companies receiving substantial international investment. While this influx of capital and expertise has accelerated development, it raises concerns about the benefits being retained within Australia and the sustainability of production. Based in the Noosa hinterland, our grass roots approach supports local production and local communities. Together we are breaking big pharma's grip and putting health back in Australians' hands. With over 600 new shareholders joining us in our last CSF raise, we're more inspired than ever to deliver on our mission to empower communities and disrupt the status quo - Cannabis, by the people, for the people

COST TO CONSUMERS

Medicinal cannabis remains expensive for many Australian patients, driven by the high costs of indoor cultivation, stringent regulations, and reliance on imports. Despite an increase in domestic producers, prices have not decreased significantly, leaving patients with substantial out-of-pocket expenses, as medicinal cannabis is often not covered by insurance or government subsidies. We're transforming access to medicinal cannabis in Australia—combining cutting-edge cultivation with a mission to make natural, high-quality products affordable with The People's Plant™ production methodology set to disrupt big pharma with grassroots pride.

THE PEOPLE'S PLANT™: A NEW APPROACH

The People's Plant™ is positioned to address these challenges with a unique growing methodology that combines indoor and outdoor cultivation. This approach allows for high-quality medicinal cannabis production at lower costs, reducing reliance on imports and making cannabis more affordable for consumers. By focusing on sustainability and innovation, The People's Plant™ aims to establish itself as a leader in the Australian and global markets through grass roots, environmentally and socially conscious cannabis production. We are on a mission to make medicinal cannabis more accessible, consistent, and affordable for Australians in need. We want The People's Plant™ to be Australia's most loved and trusted cannabis brand.

The Australian cannabis industry is at a critical juncture, with the potential for significant growth but also facing challenges related to limited local cultivation, foreign ownership, and high consumer costs.

Companies like The People's Plant™ are well-positioned to overcome these obstacles through innovative cultivation methods and a commitment to sustainability. Expanding domestic cultivation and ensuring affordability will be key to the industry's long-term success as Australia solidifies its role as a global leader in medicinal cannabis. The People's Plant™ are committed to putting health back in Australians' hands.

1. <https://www.investingnews.com/australia-cannabis-forecast>

2. <https://www.penington.org.au/wp-content/uploads/2023/12/Cannabis-in-Australia-2023-Report.pdf>

3. <https://freshleafanalytics.com.au/report-h2-2021/>

4. <https://www.cannabiz.com.au/imports-soar-local-production-stalls-as-data-highlights-industry-agitation/>

5. <https://www.penington.org.au/wp-content/uploads/2024/11/Penington-Institute-Cannabis-in-Australia-2024.pdf>

2.3 BUSINESS AND REVENUE MODEL

We are a licensed Medicinal Cannabis cultivation company with the capacity to deliver high quality, Australian-grown, environmentally and socially conscious cannabis products. The People's Plant™ is the name of our brand that proposes to provide cannabis products available for patient access through prescription.

We have a two-staged approach to entering the market, firstly we aim to focus on B2B sales – supplying wholesale flower and solventless extracted concentrates to other companies in the market for white labelling. Secondly, we aim to also present our own product line through The Peoples Plant™ for medicinal cannabis patients to access through pharmacies.

Our ambition has the potential to quickly adapt to market trends due to our extensive research. We have the capacity to cultivate in four different methodologies

1. Living soil organic - outdoor
2. Hydroponic with organic inputs - outdoor
3. Hydroponic with approved medicinal cannabis fertilisers - outdoor
4. Indoor conventional hydroponic.

These different methods have different price points to meet the market demand.

We are also licensed to do solventless extraction onsite - this produces the following derivative

products – bubble hash, rosin, fresh frozen rosin, live rosin, concentrates such as - butter, jam, diamonds, sauce.

We anticipate that our sales will be made up of approximately half flower and half derivatives -concentrates, vape carts, gummies, beverages, topicals. We have relationships with established companies that we have secured Letters-of-Intent for offtake. The demand for our product has already superseded our stage one cultivation capacity.

Our main points of difference includes local Australian grown cannabis, and sustainable production methods that utilise our unique ability to blend indoor and outdoor cultivation together - utilising the best of both worlds, with the major windfall being a very low cost of production. Backed by strong community support, we're reshaping the medicinal cannabis market with eco-friendly practices and a mission-driven team. We're not just another business; we're a movement for better health and better outcomes for Australians.



Note: The company operates and conducts its business activities under the business name "The People's Plant™" this name reflects the brand and public-facing identity of the company, while the holding company remains Ausmedicann Pty Ltd.

2.4 BUSINESS STRATEGY

We are transitioning from our current Research and Development (R&D) phase to full-scale Stage 1 commercialisation. Over the past six years, we have refined efficient growing methodologies, developed unique genetics, and forged strong partnerships with leading global breeders. With access to ample land, reliable power, abundant water, and year-round sunshine, we have built a solid foundation for success.

Funds have been strategically allocated to critical infrastructure projects, including the construction of a greenhouse for vegetative growth and an insect exclusion barrier for outdoor flowering. Together, these growing areas form the backbone of our Stage 1 commercial cultivation area, which has already been established. The next phase involves building a state-of-the-art post-harvest facility, equipped with four purpose-built drying rooms and three indoor growing rooms. Initially, these rooms will support flowering operations, but in the future, they will transition into expansive “Mother Rooms” capable of managing hundreds of strains simultaneously.

Additionally, we have plans to construct a processing area outfitted with trimming and bucking machinery for flower products, as well as a solventless extraction room featuring commercial-scale bubble hash equipment. Plans for future developments include establishing a laboratory for rosin pressing and testing and implementing advanced security measures to safeguard the entire facility.

We have pioneered a cultivation methodology that truly sets us apart—one that leverages Australia’s natural resources to reduce our environmental footprint while keeping costs low. By combining the best of indoor and outdoor growing techniques, we have developed a hybrid perpetual harvest model that is not only highly efficient but also aligns perfectly with our mission: to provide a high-quality, affordable, and environmentally responsible organic product.





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Cannabis for the People



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2.5 THE PEOPLE'S PLANT™ TEAM

The People's Plant was founded by three dedicated family members, each bringing unique strengths to drive the company forward. Ben, as Managing Director, oversees daily operations and guides the company's vision. Rebecca plays a vital role in shaping strategic initiatives and defining the company's direction, while Tim ensures strict compliance with regulations and governance standards. Together, their combined leadership is the cornerstone of the company's success. Supporting the founders is a highly skilled strategic team, whose deep expertise complements the founders' vision. Operating as a lean start-up in a rapidly expanding industry, this team is instrumental in executing the company's mission with efficiency and precision.

2.5.1 DIRECTORS



BENJAMIN (BEN) PETER RISBY-JONES
CO-FOUNDER & MANAGING DIRECTOR

DESCRIPTION OF DUTIES

The People's Plant™ Managing Director serves as the central figure responsible for leading the company towards success, ensuring strategic direction, fostering partnerships, driving innovation, and maintaining a productive and motivated team.

SKILLS AND EXPERIENCE

- Bachelor's in Natural Medicine with over 30 years of experience specialising in Medical Herbalism, Formulations, and Cultivation.
- Membership in the Australian Traditional Medical Society.
- Experienced in product development, distribution network establishment, and international workshop leadership.
- Utilises combined practical and theoretical knowledge to drive business strategy and global market expansion with a holistic approach.
- Owner of a Drug and Rehabilitation facility.

Ben is a shareholder through an associated party. Ben receives an annual remuneration of \$75,000 + Superannuation + accommodation on-site as his full-time role as Managing Director. It is considered that the remuneration paid to Ben is below market rates for a role of this kind.



REBECCA MAREE RISBY-JONES
CO-FOUNDER & DIRECTOR

DESCRIPTION OF DUTIES

The People's Plant™ Director plays a crucial role in aligning the business with its vision and mission, ensuring smooth operation of all administrative functions. They oversee regulatory compliance at federal, state, and local levels, while also managing key HR and logistics responsibilities. Their leadership ensures the company operates efficiently, supporting its growth and success.

SKILLS AND EXPERIENCE

- Experienced in international academic administration, including program management and global standards compliance.
- Skilled in board governance, strategic planning, and partnership building.
- Proficient in navigating regulations, mitigating risks, and promoting operational efficiency.
- Demonstrated leadership in fostering innovation and driving change.
- Experience in corporate communications, regulatory compliance, marketing, and human resource management.

Rebecca is a shareholder through an associated party.

THE PEOPLE'S PLANT™ TEAM

2.5.1 DIRECTORS (CONTINUED)



TIMOTHY (TIM) JOSEPH HENNESSY
CO-FOUNDER & DIRECTOR

DESCRIPTION OF DUTIES

The People's Plant™ Chair is a crucial leadership role, particularly in corporate governance, strategy, and oversight. The Chair's duties are often distinct from day-to-day operations, focusing more on guiding the company's direction and ensuring accountability. Our Chair provides critical leadership in governance, strategy, and oversight, ensuring that the company operates with integrity, adheres to regulatory requirements, and stays on course toward long-term goals.

SKILLS AND EXPERIENCE

- Experienced Company Director, Managing Director, and Board Chair.
- Over 30 years leading Active Apparel Group as Founder and Managing Director.
- Skilled in corporate governance, marketing, sales, strategic planning, logistics, and finance.
- Member of the Australian Institute of Company Directors and The Executive Connection.
- Proven ability in starting, scaling, and selling businesses.
- Successful track record in launching, expanding, and divesting businesses.

Tim is a shareholder through an associated party.

2.5.2 OUR TEAM/ADVISORS



EMILY MICHELLE RIGBY
HEAD OF OPERATIONS

DESCRIPTION OF DUTIES

The People's Plant™ Head of Operations is responsible for overseeing the day-to-day operations of the business, ensuring that the company's production, supply chain, and overall operational processes run smoothly and efficiently. This role is crucial in maintaining product quality, regulatory compliance, and operational excellence in a highly regulated and competitive industry. Our Head of Operations manages the operational backbone of the company, ensuring that production, compliance, logistics, and supply chain processes are efficient, compliant, and aligned with the company's strategic goals.

SKILLS AND EXPERIENCE

- Proven experience in a senior operational role.
- Strong leadership, communication, and decision-making skills.
- Ability to manage complex projects and multitask effectively.
- In-depth understanding of business functions and best practices.
- Strategic thinker with a deep understanding of business operations.
- Thrives in a dynamic environment and is skilled at leading teams to achieve ambitious goals.
- Able to balance big-picture vision with hands-on management.

2.6.2 details Emily's ESOP arrangement.

THE PEOPLE'S PLANT™ TEAM

2.5.2 OUR TEAM/ADVISORS (CONTINUED)



DR MATTHEW HAYES
CANNABIS GENETICIST ADVISOR

DESCRIPTION OF DUTIES

The People's Plant™ Cannabis Geneticist Advisor provides expert guidance on the genetic development of cannabis strains to optimise their therapeutic properties, ensure consistency, and improve cultivation efficiency. This role is vital for advancing the company's product offerings by creating strains that meet specific medical needs, enhancing yield, and ensuring compliance with regulations. Our advisor plays a critical role in advancing the company's strain development efforts, ensuring that the genetics of the plants are optimised for therapeutic use, sustainability, and compliance. Their expertise helps the company create high-quality, consistent, and innovative products that meet patient needs and regulatory requirements.

SKILLS AND EXPERIENCE

- Breeding & IP specialist focused on producing and protecting elite cannabis genetics.
- Accredited by IP Australia for Plant Breeders Rights allowing for breeding and commercialisation of novel cultivars.
- 15+ year career in R&D of high-value and tightly regulated crops, digital phenomics and plant trait expert, and specialist in controlled environment production and R&D.



MATTHEW LAWSON
CHIEF FINANCIAL OFFICER

DESCRIPTION OF DUTIES

The People's Plant™ CFO (Chief Financial Officer) provides and delivers strategic financial guidance. This role is crucial in ensuring financial stability, sustainability, and regulatory compliance. The CFO's responsibilities include navigating the financial challenges inherent in our industry, including capital management, regulatory considerations, and market fluctuations. By leveraging their expertise, the CFO assists in shaping the company's financial strategy, manages risks, and maximizes profitability, all while guiding the company through the complexities of the evolving financial landscape.

SKILLS AND EXPERIENCE

- With over 30 years of experience in CFO and CEO roles, I excel in driving organisational growth and fostering innovative cultures.
- expertise spanning strategic planning, financial management, and team motivation, consistently delivering impactful results.
- Established Lawson Financial with a dedication to assisting businesses in overcoming challenges and achieving success.
- Extensive professional journey is marked by a commitment to leadership excellence and social impact. Co-founded and championed the growth of Youngcare, a notable initiative dedicated to raising funds-over \$100M- to provide care and accommodation for young Australians with high care needs.



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2.5.5 OTHER RELATED PARTIES

AMC Sustainable Horticulture Pty Ltd (ACN 637 252 549) ATF AMC Unit Trust.

- AMC is a related party of the Company. AMC is 100% owned by associated entities of the three directors of the Company, Rebecca, Ben and Tim, who are also each a director of AMC.
- AMC Unit Trust owns the property on which Ausmedicann Pty Ltd operates the business. A lease on an arm's length basis exists between the AMC Unit Trust and Ausmedicann Pty Ltd, formulated on an external rental valuation (dated 8th September, 2023).
- AMC Unit Trust provided a loan to Ausmedicann Pty Ltd to assist with the establishment and growth of the business. A loan agreement on an arm's length basis exists between the AMC Unit Trust and Ausmedicann Pty Ltd.



2.6 CAPITAL STRUCTURE

2.6.1 ISSUED CAPITAL (BEFORE AND AFTER THE OFFER)

As of the date of this Offer Document, "Ausmedicann Pty Ltd" has 22,811,442 Ordinary Shares on issue. The majority of these shares are held by the Company's board of directors.

Table 1 below sets out the issued capital of the Company before the Offer.

TABLE 1

SHAREHOLDER	CLASS OF SHARES	NUMBER OF SHARES	ALLOCATED OPTIONS
DREAM CATCHER RETREAT PTY LTD ATF: GAIA RETREAT CENTRE BUSINESS TRUST	ORD	5,200,000 (22.8%)	
TIMOTHY JOSEPH HENNESSY ATF HENNESSY INVESTMENT TRUST	ORD	5,200,000 (22.8%)	
HENNESSY SUPERANNUATION PTY LTD ATF HENNESSY FAMILY SUPER FUND	ORD	1,121,601 (5%)	
REBECCA MAREE RISBY-JONES ATF RISBY-JONES FAMILY TRUST	ORD	6,321,601 (27.7%)	
SHAREHOLDERS HOLDING <5%	ORD	4,968,240 (21.7%)	
ALLOCATED OPTIONS			500,000 (100%)
TOTAL		22,811,442 (100%)	500,000 (100%)

Table 2 below sets out the issued capital of the Company following the Offer on a fully diluted basis (i.e. presuming all options are exercised).

TABLE 2

SHAREHOLDER	MINIMUM SUBSCRIPTION	MAXIMUM SUBSCRIPTION
Existing Ordinary Shares	22,811,442 (97%)	22,811,442 (92%)
Allocated Options	500,000 (2%)	500,000 (2%)
Crowdfund Shares	150,000 (1%)	1,500,000 (6%)
TOTAL SHARES	23,461,442 (100%)	24,811,442 (100%)

2.6.2 RIGHTS AND LIABILITIES ASSOCIATED WITH SECURITIES

RIGHTS AND LIABILITIES ASSOCIATED WITH SECURITIES

As of the date of this Offer, the only class of shares issued by the Company consists of ordinary shares. Below is a summary of the rights and liabilities associated with these securities. For further details, a copy of the Company's Constitution is available for review on the Intermediary's Platform.

ORDINARY SHARES:

The rights and liabilities attached to the ordinary shares are outlined in the Company's Constitution, including key provisions.

- All ordinary shares have the same voting rights and the same rights to receive dividends.
- Restrictions on the sale or transfer of shares, including drag and tag rights and exit provisions.
- The Company has the power to refuse a transfer of shares to a third party

The shares offered under this Offer are ordinary shares. A more detailed description of the rights and liabilities associated with the ordinary shares is set out in Section 3.3 below.

PENDING SHAREHOLDER ARRANGEMENTS:

The Company has appointed Emily Rigby as Ausmedicann's Head of Operations. As part of her remuneration package, the company intends to grant her options to ordinary shares, which are anticipated to be issued on the following terms:

1. 150,000 options to ordinary shares exercisable from the commencement of her employment.
2. 150,000 options to ordinary shares exercisable from the completion of the first twelve months of employment.
3. 150,000 options to ordinary shares exercisable from the completion of the second twelve months of employment.
4. 50,000 options to ordinary shares exercisable from the completion of the third twelve months of employment.

SHAREHOLDERS AGREEMENT:

Other than the Constitution, there is no shareholders agreement or other agreement between the existing shareholders of the Company.



2.6.3 SOURCES OF FINANCING, INCLUDING DEBT FINANCING AND OTHER FINANCING

To date, the business has been financed through a combination of equity, founders' loans, debt funding and grants.

1. EQUITY:

The business has successfully raised approximately \$3,317,105 from investors.

2. RELATED PARTY LOAN:

The founding shareholders have provided a total of \$861,000 in loans to the company. The details of these loans are as follows:

Lending Entity: AMC Sustainable Horticulture Pty Ltd ATF AMC Unit Trust

Description: Working Capital and to Fund Business Expansion.

Principal amount borrowed: \$861,000

Amount outstanding: \$861,000

Interest: 10.5% per annum.

Repayment date: At the discretion of the Company.

Security: Nil

This related party loan will not be repaid with the funds raised under the Offer.

3. DEBT FUNDING

Lending Entity: Matt Lawson

Description: Working capital facility

Principal amount borrowed: \$120,000

Amount outstanding: \$120,000

Interest: 8.5% per annum

Repayment date: No specified date. At the discretion of the Company.

Security: Nil

Please note the following loan movements post those reported in the Balance Sheet as at 30th June 2024:

- Loan / Debt Reduction of (\$178,500)- Following the payout of a loan with Radium Capital. Note: this liability was included in "Trade and Other Payables" account on the Balance Sheet at the 30 June, 2024.
- Loan / Debt Reduction of (\$102,802)- Following the payout of a loan from Doxy Pty. Ltd. Note: this liability was included in "Loans External" account on the Balance Sheet at the 30 June, 2024.
- Loan / Debt Increase of \$120,000 - Following the receipt of an external loan from Matthew Lawson. Note: this is a new commitment post 30 June, 2024.
- Net Loan / Debt Movements = (\$161,302) Net reduction in Debt post 30th June 2024.

4. GRANTS

The business has received funding via the AusIndustry administered ATO Research and Development Tax Program, as per the details below:

- FY22 R&D Tax Credit received = \$247,816
- FY23 R&D Tax Credit received = \$317,187
- FY24 R&D Tax Credit received = \$317,221

Additionally in FY23 the business received a \$70,114 Queensland Government Grant provided under their QRIDA program, as per the payments below:

- Payment #1 received on 9th Aug_22 - \$15,000.
- Payment #2 received on 19th Sept_22 - \$26,300.50
- Payment #3 received on 30th June_23 - \$28,813.82

Total Payments via QRIDA program in FY23 = \$70,114.32

2.7 KEY RISKS FACING THE BUSINESS

An investment in the Company should be seen as high-risk and speculative. A description of the main risks that may impact the Company's business is below. Investors should read this section carefully before deciding to apply for shares under the Offer. There are also other, more general risks associated with the Company (for example, risks relating to general economic conditions or the inability to sell quickly or easily your shares).

CASH FLOW RISK: The Company's operating activities involve a series of cash inflows and outflows. Although the Company seeks to manage its cash flow efficiently, there is a risk that the Company may not have sufficient cash or working capital, at times, to fund both its operations and its expansion plans. This could affect the Company's profitability, prospects, and its ability to meet its business objectives.

REGULATORY RISK: The Company has received a Medicinal Cannabis Licence for Cultivation and Production. Our commercialisation depends on obtaining a permit from the Office of Drug Control (ODC). There will be a permit inspection once construction is complete and an opportunity to remedy deficiencies if required is provided. There is no guarantee that the ODC will meet our timelines for such approvals.

FUNDING RISK: The Company is in the process of raising capital to fund its operations and growth. There is a risk that the Company may not be able to secure sufficient funding as required. If the Company fails to raise the necessary capital on acceptable terms, or at all, it may have a material adverse effect on the Company's business operations, financial condition, and prospects. This could include the

need to significantly reduce operating expenses, delay or abandon strategic initiatives and expansion plans, or cease operations entirely.

The Company is in the process of raising funds to achieve its strategic business objectives and to cover its projected operating expenses. The Company may not raise all the required funding and therefore not achieve all of its business objectives. The Company may also need to raise additional funds in the future from investors or third parties. There is no assurance that the Company will be able to obtain additional rounds of funding on substantially the same terms as outlined in this Offer Document or at all. The Company's value may be materially affected if the required additional funding is not available.

COMPETITION RISK: The Company operates in a highly regulated market, with several known competitors both domestically and internationally and high barriers to entry that could give rise to new and unknown competitors. There is a risk that existing competitors as well as new competitors, will have greater access to capital, economies of scale, resources and distribution compared to the Company. If the Company is unable to successfully compete with existing and/or new competitors, this would have a negative impact on the revenue, profitability, and future prospects of the business.

INSOLVENCY RISK: The Company is not yet profitable. The Company is seeking to obtain further funding to achieve its objectives. There is no guarantee that funding will be available on favourable terms or that the Company will receive any level of funding at all.

KEY PERSON RISK: As an early-stage business, the Company is susceptible to the loss of key team members as they are considered critical to the continued success of the Company. If a key team member was lost, due to illness for example, this could affect the Company's ability to continue its operations or achieve its business objectives.

STARTUP RISK The Company is a pre-revenue startup and will build the business with the funds raised through this crowd-sourced funding offer. As an early-stage business, the Company is subject to all of the risks associated with early-stage companies, including uncertainty around the volume and origin of revenue streams, size and existence of repeat customers, and risks associated with evolving technology. In particular, the Company is not yet profitable and is yet to generate revenue through certain anticipated revenue streams. The commercial success of the business will depend on many factors including the Company's ability to attract and retain quality staff and loyal customers.



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2.8 FINANCIAL INFORMATION

2.8.1 BALANCE SHEET

	AS AT 30 JUNE 2024	AS AT 30 JUNE 2023
Assets		
Current Assets		
Cash & cash equivalents	138,249	51,912
Other receivables	368,854	317,222
Total Current Assets	507,103	369,134
Non-current Assets		
Property, plant & equipment (WDV)	71,433	13,064
Deferred capital raising costs	67,850	0
Intangibles	3,291	2,150
Total Non-current Assets	142,574	15,214
Total Assets	649,678	384,348
Liabilities		
Current Liabilities		
Trade & other payables	192,658	150,739
Employee entitlements	13,087	12,112
GST	(15,097)	5,972
Total Current Liabilities	190,647	168,823

Non-current Liabilities		
Loans (related party)	861,000	1,744,983
Loans (external)	102,802	111,728
Total Non-current Liabilities	963,802	1,856,711
Total Liabilities	1,154,450	2,025,533
Net Assets	(504,772)	(1,641,185)
Equity		
Current Year Earnings	(483,587)	(923,190)
Retained Earnings	(2,356,305)	(1,433,116)
Share Capital	2,335,120	715,120
Total Equity	(504,772)	(1,641,185)

2.8.2 PROFIT AND LOSS STATEMENT

	FOR THE YEAR ENDED 30 JUNE 2024	FOR THE YEAR ENDED 30 JUNE 2023
Revenue		
R&D Tax Incentive	317,221	317,187
Government Grants	0	70,114
Fuel tax credits	1,169	855
Insurance Proceeds	0	19,196
Interest Reversal (Associate Loans)	244,372	0
Total Income	562,762	407,353
Expenses		
Admin. and general expenses	5,021	6,682
Depreciation & amortisation (tax basis)	42,836	218,020
Contractors	81,953	138,106
Employment expense	374,191	308,641
Insurance, licences and subscriptions	48,119	37,129
Interest & finance costs	107,418	171,914
Marketing	1,993	34,650
Motor vehicle	11,708	10,405
Professional fees	38,368	30,482
Rent & property maintenance	286,515	345,889
Travel, training & conference	48,227	28,623
Total Expenses	1,046,349	1,330,542
Profit/(loss) before income tax	(483,587)	(923,190)
Income tax	0	0
Profit/(loss) after income tax	(483,587)	(923,190)

2.8.3 CASH FLOW STATEMENT

	FOR THE YEAR ENDED 30 JUNE 2024	FOR THE YEAR ENDED 30 JUNE 2023
Operating Activities		
Payments to suppliers and employees	(940,881)	(1,039,975)
Cash receipts from other operating activities	343,559	475,717
Net Cash Flows from Operating Activities	(597,322)	(564,258)
Investing Activities		
Payment for property, plant and equipment	(167,622)	(209,061)
Other cash items from investing activities	(62,228)	(61,232)
Net Cash Flows from Investing Activities	(229,850)	(270,293)
Financing Activities		
Proceeds from short-term loans	28,030	(46,699)
Proceeds from related party loans	(734,521)	180,514
Issue of shares	1,620,000	715,000
Net Cash Flows from Financing Activities	913,509	848,815
Net Cash Flows	86,337	14,264
Cash and Cash Equivalents		
Net change in cash for period	86,337	14,264
Cash and cash equivalents at end of period	138,249	51,912

2.8.4 STATEMENT OF CHANGES IN EQUITY

	ISSUED CAPITAL	RETAINED PROFITS	TOTAL EQUITY
30 June 2023			
Balance as at 1st July 2022	120	(1,433,116)	(1,432,996)
Profit after income tax expense for the year		(923,190)	(923,190)
Shares Issued During the Year	715,000	(2,356,305)	(1,641,185)
Balance at 30 June 2023	715,120	(2,356,305)	(1,641,185)
30 June 2024			
Balance as at 1st July 2023	715,120	(2,356,305)	(1,641,185)
Profit after income tax expense for the year		(483,587)	(483,587)
Shares Issued During the Year	1,620,000		1,620,000
Balance at 30 June 2024	2,335,120	(2,839,892)	(504,772)



2.8.5 MANAGEMENT COMMENTS ON HISTORICAL PERFORMANCE AND OUTLOOK

FINANCIAL PERFORMANCE UPDATE FOR FY2024

PROFIT AND LOSS REVIEW (HISTORICAL) 30TH JUNE 2024

In FY2024, the Company made tremendous progress, driving forward key business objectives while maintaining careful oversight of expenses. The Company's focus on innovation continues to pay off, with the ATO Research and Development (R&D) Tax Rebate once again contributing significantly to our income, underscoring our dedication to growth and advancing the business.

The R&D Tax Rebate has enabled us to make substantial advancements in cultivation management, plant genetics, breeding, and post-harvest methods, positioning us at the cutting edge of the industry.

- **R&D Tax Incentive and Other Income:** The Company reported total income of \$562,762 for FY2024, including \$317,221 from the R&D Tax Incentive, in line with FY2023 (\$317,187).
- **Total Income:** Increased to \$562,762 in FY2024, up from \$407,353 in FY2023, driven by interest reversals from associate loans and other key sources.
- **Total Expenses:** Reduced by 21% from \$1,330,542 in FY2023 to \$1,046,349 in FY2024, reflecting a more efficient operation and careful cost management. Despite cost reductions, we strategically invested in our team through targeted training, ensuring we continue to build the skills needed for future growth.
- **Profit/(Loss) After Income Tax:** The Company made significant progress by cutting the loss nearly in half, reducing it to \$(483,587) in FY2024, compared to \$(923,190) in FY2023—a strong indicator of improving financial health.

PROFIT AND LOSS REVIEW (POST) 30 JUNE, 2024

Commentary for 2025 Financial Year to Date (1st July 2024 – 31st January 2025):

During this period, the business strategically expanded the team to support business growth and to deliver capital expenditure projects, resulting in wage expenses of \$234,000. Approximately \$75,000 of these wage costs were related to the greenhouse and netting construction project. Additionally, the company incurred costs associated with the first equity crowd fund raise including \$88,000 in fees to Birchal. During this period the business also incurred \$59,000 in public relations costs and spent \$56,000 on marketing and community engagement activities. These investments have strengthened the company's market presence and operational capabilities. Other P&L line items have remained consistent with the prior period.

Note:

- Wages referenced above relate to the Employment Expense category in the Profit and Loss.
- The other costs referenced above relate to the "Marketing" Expense category in the Profit and Loss.

BALANCE SHEET REVIEW: 30TH JUNE 2024

FY2024 saw a strengthening of the Company’s financial foundation, marked by asset growth, reduced liabilities, and improved equity—all paving the way for future success. Our greatest asset expansion came from the growth of intellectual property, particularly in cultivation techniques, genetics, and post-harvest innovations, which will position us strongly when we commercialise.

- **Total Assets:** Grew an impressive 69% to \$649,678 (up from \$384,348 in FY2023), thanks to higher cash balances, receivables from the R&D Tax Offset, and investments in property, equipment, and intangibles.
- **Total Liabilities:** Fell significantly by 43%, to \$1,154,450 (down from \$2,025,533 in FY2023), largely due to the conversion of shareholder loans into equity, enhancing financial stability.

BALANCE SHEET REVIEW (POST) 30 JUNE, 2024

Commentary for 2025 Financial Year to Date (1st July 2024 – 31st January 2025):

As part of the business’s planned infrastructure development, \$201,000 was invested in the construction of the greenhouse and netting structure (Plus the \$75,000 wage costs mentioned in the Profit and Loss notes). Additionally in line with the business’s commitment to security and compliance, the company also allocated \$23,000 towards a security system for the farm. These strategic investments lay a strong foundation for future growth and operational efficiency. Following our Crowdfunding campaign completed on 3 October, 2024 equity increased by \$981,985 from the 30th June, 2024 balance.

Note:

- The Greenhouse and Netting Structure costs relate to the “Property, plant and equipment (WDV)” account in the Balance Sheet.
- The Security costs relate to the “Property, plant and equipment (WDV)” account in the Balance Sheet.

- The total of the “Property, plant and equipment (WDV)” investment has increased to \$883,000 as reflected in the Balance Sheet as at 31 January, 2025.
- Equity relating to Crowdfunding equity holders is \$981,985 as reflected in the Balance Sheet as at 31 January, 2025.

CASH FLOW: 30TH JUNE 2024

- **Operating Cash Flow:** Net cash outflow from operations remained stable at \$(597,322) in FY2024, compared to \$(564,258) in FY2023, reflecting tighter control of expenses and more efficient management.
- **Investing Activities:** We continued to invest in the future, with property and equipment investments totalling \$(167,622) and total cash outflows from investing at \$(229,850) in FY2024.
- **Net Cash Position:** Our cash balance saw a healthy increase to \$138,249 in FY2024 (up from \$51,912 in FY2023), providing improved liquidity and flexibility for future opportunities. This increase came alongside major advancements in cultivation, genetics, post-harvest methods, and the development of our team’s capabilities, setting us up for continued growth and success

CASH FLOW REVIEW (POST) 30 JUNE, 2024

Commentary for 2025 Financial Year to Date (1st July 2024 – 31st January 2025):

During the current financial year, the business has remained highly focused on executing its planned capital expenditure program, which is progressing on schedule. Additionally, we have made strategic investments in brand awareness, education, and communication. Furthermore, we have strengthened our team and expanded our operations to support continued business growth.

Additional Comments:

Operating Cash Flow: Net cash outflow from operations was (\$875,203) for the period 1st July 2024 to 31st January 2025.

Investing Activities: We continue to invest in the future, with property and equipment investments for the period totalling (\$279,986). Including an investment of \$212,577 relating to the new Greenhouse.

Net Cash Position: Our cash balance at 31st January 2025 was \$244,919.

Assumed Production & Market Price (2026 Onward)

Total Annual Production Capacity:	<ul style="list-style-type: none"> • Dried Flower: 9.5 tonnes (9,500,000 grams) • Fresh-Frozen Live Rosin (API): 465,000 litres • Bubble Hash: 570,000 kg <p>We can split our output between any of the three options</p>
Current Market Prices (2025):	<ul style="list-style-type: none"> • Wholesale Flower: \$2–\$3 per gram • Retail Flower: \$7–\$15 per gram • Wholesale Fresh-Frozen Live Rosin (Active Pharmaceutical Ingredient): \$25,000 per litre
Flexible Processing Capabilities	<ul style="list-style-type: none"> • Market-Responsive Production: We can supply premium-quality dried flower directly to our B2B off-take partners, or convert it into Fresh-Frozen Live Rosin, the highest-value extract, adapting quickly to market trends and demand • Optimised Value Chain: Our flexible business model enables us to seamlessly pivot between wholesale flower, retail opportunities, and premium extract production, maximising returns and efficiently meeting market needs.

Projected production depends on funding, construction timelines, and permit approval. Delays may impact schedule.



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SECTION 3: INFORMATION ABOUT THE OFFER

3.1 TERMS OF THE OFFER

The Company is offering up to 1,500,000 shares at an issue price of \$1 per share to raise up to \$1,500,000. The key terms and conditions of the Offer are set out below.

TERM	DETAILS
Shares	Fully-paid ordinary shares
Price	\$1 per share
Minimum Subscription	\$150,000
Maximum Subscription	\$1,500,000
Opening date	18 March, 2025
Closing date	27 March, 2025

A description of the rights associated with the shares is set out in Section 3.3.

To participate in the Offer, you must submit a completed application form together with the application money via the Intermediary's platform. The Intermediary's website provides instructions on how to apply for shares under the Offer at www.birchal.com.

The Intermediary must close the Offer early in certain circumstances. For example, if the Maximum Subscription is reached, the Offer must be closed. If the Minimum Subscription is not reached or the Offer is closed but not completed, you will be refunded your application money.

Retail investors may withdraw their application during the Cooling-off Period. Further information on investor cooling-off rights can be found in Section 4 of this CSF offer document.

The Offer is not underwritten and there is no guarantee that these funds will be raised.

3.2 USE OF FUNDS

The table below sets out the intended use of funds raised under this Offer based on the minimum and maximum subscription amounts.

INTENDED USE	MINIMUM SUBSCRIPTION	MAXIMUM SUBSCRIPTION
Irrigation System	\$107,640	\$398,000
Structural Works	-	\$375,000
Internal Building Construction & Partitioning	-	\$476,500
Working capital provisions	\$26,910	\$133,800
Offer costs	\$15,450	\$116,700
Total	\$150,000	\$1,500,000

The provision for Working Capital within the Use of Funds, includes operational expenditure, stock related costs, team member remuneration costs, ongoing research and development expenditure and business costs as determined by management. Please refer to the additional supporting information below.

As part of the Working Capital provision outlined above the following business expenditure will be incurred / payments made to Related Parties:

Property lease payment

Please refer to the related party lease arrangement in section 2.5.5. Rent of \$16,277 monthly will be paid to AMC Unit Trust.

Salaries of Related Parties:

- Ben Risby-Jones - Salary of \$85,000 + Superannuation (This salary amount will be the same in MIN and MAX funds raised)
- Bodhi Risby-Jones - Salary of \$65,000+ Superannuation (This salary amount will be the same in MIN and MAX funds raised)
- Note that the above-mentioned salaries will remain consistent irrespective of the level of funds raised in this crowd fund campaign
- Bodhi Risby-Jones is the son of Ben Risby-Jones, and his job title is “Social Media and Property Coordinator”

The Offer Costs includes the Intermediary’s fees under the hosting agreement between the company and the Intermediary. These fees are up to 7.5% of all funds raised by the Company through the Birchal Financial Services Pty. Ltd. (Intermediary), plus \$4,200 for administration and setup costs.

We expect that the Maximum Subscription amount will be sufficient to meet the Company’s short-term objectives over the next 6-18 months.

If this CSF Offer is unsuccessful, or if only the Minimum Subscription amount is raised, the Company will require further funding to be able to carry out our intended activities over the next 6-18 months. In such circumstances, the Company may consider alternative sources of funding, such as undertaking a further CSF offer under the CSF regime or other debt or equity funding. Until additional funding is obtained, we would scale back or pause intended objectives and continue to focus our cash resources on cannabis genetic development.

Other than as specified above, no other payments from the funds raised will be paid (directly or indirectly) to related parties, controlling shareholders, or any other persons involved in promoting or marketing the Offer.

3.3 RIGHTS ASSOCIATED WITH THE SHARES

Immediately after issue, the shares under this Offer will be fully-paid ordinary shares. There will be no liability on the part of shareholders and the shares will rank equally with the shares currently on issue. The rights associated with the shares are set out in the Company's constitution. These rights are described below. A copy of the constitution is available on the Intermediary's platform.

3.3.1 VOTING RIGHTS

Each shareholder has one vote on a show of hands and, on a poll, one vote for each share held.

3.3.2 DIVIDENDS

All shareholders have a right to receive any dividends declared and paid by the Company. The directors have a discretion and may resolve to pay dividends, subject to their obligations under the Corporations Act (for example, they cannot pay dividends unless the Company's assets are sufficiently in excess of its liabilities immediately before the dividend is declared and where it may materially prejudice the Company's ability to pay its creditors).

3.3.3 GENERAL MEETINGS AND NOTICES

Directors have the power to call meetings of all shareholders or meetings of only those shareholders who hold a particular class of shares. Shareholders who hold at least 5% of the votes which may be cast at a general meeting of the Company have the power to call and hold a meeting themselves or to require the directors to call and hold a meeting.

3.3.4 ELECTION AND REMOVAL OF DIRECTORS

Shareholders may vote to elect and remove directors at a general meeting by way of majority decision.

3.3.5 WINDING-UP

If the Company is wound up and there are any assets left over after all the Company's debts have been paid, the surplus is distributed to shareholders after secured and unsecured creditors of the Company. Holders of fully-paid ordinary voting shares rank [ahead/behind] other classes of shares (if any).

3.3.6 RESTRICTIONS ON SALE AND TRANSFER

Drag along and tag along rights:

The Constitution contains drag and tag-along rights, as follows:

- Drag rights - If Shareholders who together hold at least 50% of the shares on issue propose to sell all of their shares to a third party, they can 'drag' the remaining shareholders to sell their shares on the same terms. The pre-emptive rights process needs to be undertaken in order for the drag along to be triggered.
- Tag rights - If Shareholders who together hold 50% or more of the shares on issue propose to sell their shares to a third party under one transaction (or series of transactions) the remaining shareholders may also 'tag'-along and sell their shares on the same terms.

If the Company has no CSF shareholders and is regulated under Chapter 6 of the Corporations Act, the Constitution contains a mechanism to 'turn off' the drag along and tag along provisions (as these provisions cannot functionally apply if the Company is regulated by Chapter 6 of the Corporations Act).

Pre-emptive rights on transfer:

If a Shareholder provides a notice to transfer its shares, the Company must first offer each Founder Shareholder the right to purchase those shares.

Escrow arrangements in an IPO:

If an IPO is approved under the Constitution, each shareholder agrees to enter into any required escrow arrangements as may be required by law, the rules of the relevant stock exchange, or as may be recommended by the relevant financial adviser to enable the success of the IPO.

Discretion to refuse to register a transfer of shares:

The directors may in their absolute discretion and without assigning any reason decline to register, or prevent registration of, a transfer of shares.

On-sale restrictions under the Corporations Act:

Shares acquired under the Offer may not be on-sold within 12 months of their issue without a prospectus or other disclosure document, unless an exemption under section 708 of the Corporations Act 2001 (Cth) applies (e.g. sales to sophisticated or professional investors) or unless ASIC gives relief from the requirement to provide such prospectus or other disclosure document.

3.3.7 PRE-EMPTIVE RIGHTS / ANTI-DILUTION ON ISSUE OF SHARES

There are no pre-emptive rights or anti-dilution on the issue of shares.

3.3.8 AMENDMENTS TO THE CONSTITUTION

To vary the Constitution or adopt a new constitution, the Company must pass a special resolution at a general meeting. At least 75% of the voting members of the Company must vote in favour of the resolution for it to pass.

3.4 WHAT CAN I DO WITH MY SHARES?

Shares in the Company are considered illiquid as they cannot easily be transferred or sold.

However, there are numerous possible circumstances that may create an opportunity for shareholders to exit their investment in the Company.

These include:

- A trade purchase of the Company
- A listing on a registered stock exchange (eg the ASX)
- A private equity investment in the Company
- A share buy-back by the Company

There is no guarantee that any of the exit options will eventuate

3.5 DETAILS OF PREVIOUS CSF OFFERS

On 18 September, 2024 the Company made a CSF Offer on the Intermediary's platform.

Under that CSF Offer, the Company offered up to 2,000,000 ordinary shares at a \$1 share price. The CSF Offer was successfully completed and \$981,985 was raised.

Under that CSF Offer, the directors of the Company were Ben Risby-Jones, Tim Hennessy and Rebecca Risby-Jones.



The People's Plant.™



SECTION 4: INFORMATION ABOUT INVESTOR RIGHTS

4.1 COOLING-OFF RIGHTS

If you are a retail investor, you have the right to withdraw your application under this Offer and to be repaid your application money. If you wish to withdraw your application for any reason (including if you change your mind about investing in the Company), you must do so within five business days of making your application (Cooling-off Period).

You must withdraw your application via the Intermediary's platform. You will be able to withdraw your application within the Cooling-off Period by following the link and the instructions within your portfolio on the Intermediary's platform.

After your withdrawal has been processed, the Intermediary will refund the application money to your nominated account as soon as practicable.

4.2 COMMUNICATION FACILITY FOR THE OFFER

You can ask questions about the Offer on the communication facility available on the Intermediary's platform. You can also use the communication facility to communicate with other investors, with

the Company and with the Intermediary about this Offer.

You will be able to post comments and questions about the Offer and see the posts of other investors on the communication facility. The Company and/or the Intermediary will also be able to respond to questions and comments posted by investors.

Officers, employees or agents of the Company, and related parties or associates of the Company or the Intermediary, may participate in the facility and must clearly disclose their relationship to the Company and/or Intermediary when making posts on the facility.

Any comments made in good faith on the communication facility are not subject to the advertising restrictions in the Corporations Act.

4.3 PROPRIETARY COMPANY CORPORATE GOVERNANCE OBLIGATIONS

4.3.1 ANNUAL REPORT

As a CSF company, Ausmedicann is required to prepare and lodge annual audited financial and

directors reports with ASIC (within four months of the financial year end). The Company has a 30 June year end and its financial reports must be lodged by 31 October each year.

Our financial reports are currently not required to be audited as we are a small proprietary company. This means that the Company's financial reports will not be subject to auditor oversight and, therefore, there will be no independent assurance of the Company's financial statements. However, the directors are still required to ensure that the financial statements give a true and fair view of the Company's financial position and performance and that the financial statements comply with the accounting standards.

We may be required to have our financial reports audited in the future if we raise more than \$3 million from CSF offers (including this current offer and any future offers) or otherwise become a large proprietary company.

4.3.2 DISTRIBUTION OF ANNUAL REPORT

The Company is not required to notify shareholders in writing of the options to receive or access the annual report. Shareholders will not be able to elect to receive a copy of the annual report by way of email or post. However, shareholders can access the annual report on the Company's share registry website at the following address www.cakeequity.com (free of charge) or can purchase the report from ASIC.

4.3.3 RELATED PARTY TRANSACTIONS

If we successfully complete this Offer, the rules on related party transactions in Chapter 2E of the Corporations Act will apply to the Company (for so long as we continue to have CSF shareholders). This means that the Company is required to obtain shareholder approval before giving financial benefits to related parties of the company (e.g. directors and their spouses, children or parents), subject to certain exceptions (such as reasonable remuneration provided to directors).

4.3.4 TAKEOVERS

If we successfully complete this Offer and have more than 50 shareholders, the takeover rules in the Corporations Act will only apply to the Company in a very limited way. If someone wants to buy more than 20% of the voting shares in the Company, they will be able to do so without complying with the takeover rules. This means a person may be able to get control of the Company without making a formal takeover bid to all shareholders or without seeking shareholder approval.

Shareholders will not have the benefit of the full protections under the takeover rules, which means you may not have the right to vote on or participate in a change of control of the company. However, the general principles of ensuring shareholders have sufficient information and time to consider a change of control, and all have a reasonable and equal opportunity to participate in any benefits, will apply to the Company. In addition, the Takeovers Panel has jurisdiction to hear disputes relating to control of the Company.

4.4 COMPANY UPDATES

The Company will provide regular updates to investors on the Company's website at the following address www.thepeoplesplant.co, via the Company's share registry website at the following address www.cakeequity.com and via the Intermediary's platform



GLOSSARY

Company means Ausmedicann Pty Ltd (ACN 632788133) trading as The People's Plant™ Co

The People's Plant means The People's Plant™ Co

Cooling-off Period means the period ending five business days after an application is made under this Offer, during which a retail investor has a right to withdraw their application and be repaid their application money

CSF means crowd-sourced funding under Part 6D.3A of the Corporations Act

Intermediary means Birchal Financial Services Pty Ltd ACN 621 812 646 AFSL 502618

Maximum Subscription means the amount specified in this CSF offer document as the maximum amount sought to be raised by the Offer. The Maximum Subscription is subject to rounding based on the share price of the Offer.

Minimum Subscription means the amount specified in this CSF offer document as the minimum amount sought to be raised by the Offer. The Minimum Subscription is subject to rounding based on the share price of the Offer.

Offer means an offer of fully-paid ordinary shares by the Company under this CSF offer document

Retail investor has the meaning given to the term “retail client” under the Corporations Act





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for the People.



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