



phivida
Holdings Inc.



Health & Wellness, in Harmony



Professional Grade, Wholesale
Whole Plant Hemp Oil Extract



Blending the Best of Nature
Iced Tea, Vitamin Juice & Shakes



Experience the Freedom
Tinctures & Vitamin Shots





Professional Grade, Wholesale Whole Plant Hemp Oil Extracts

Water Soluble - Any Beverage Format, Up to 400% + Bioavailable

Wholesale Hemp Oil Extract

- Made from 100% certified organic hemp stalk
- Co2 Extracted, QA/C Standards, Lab Tested
- Pharmaceutical Grade, cGMP Made
- Full-Spectrum, Custom Formulations

Hemp Oil Extracts

- Cold or Hot Filtered
- 10 - 99.9% Potency
- Water Soluble
- Nanoencapsulated
- Microencapsulated



Health & Wellness, in Harmony

phivida.com

A Winning Line-Up

- Sweet Iced Tea
- Fruit Smoothies
- Vitamin Shots
- Vida+ Tinctures

The Phivida Family of Products

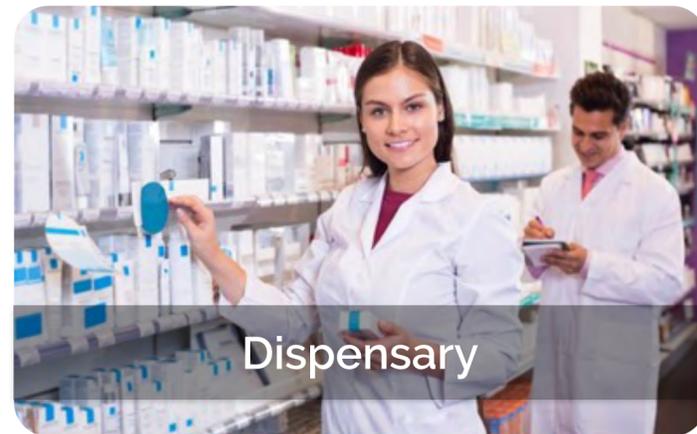
Infused Functional Beverages & Tinctures



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Key Channels



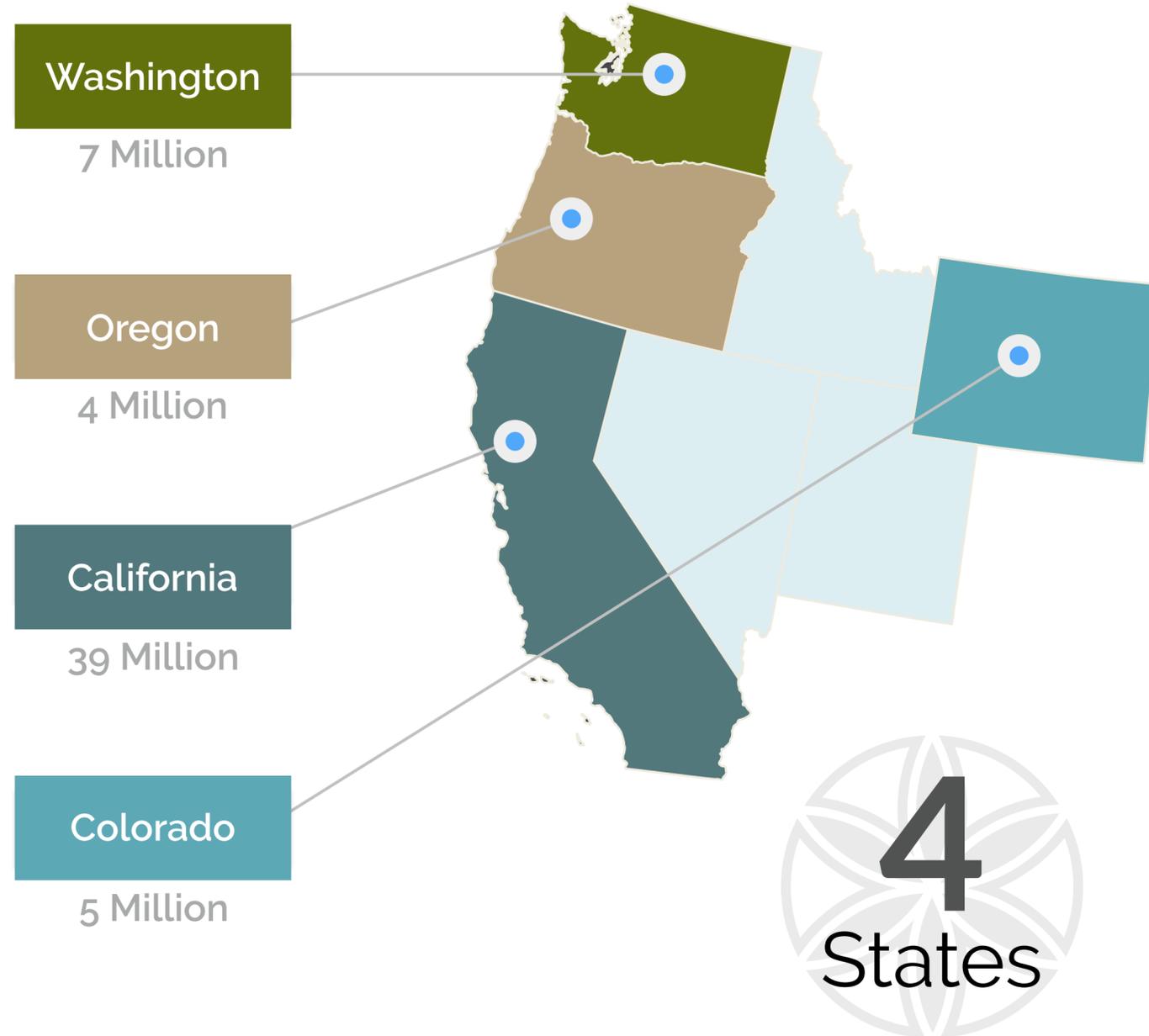
5
Channels

Core Segments

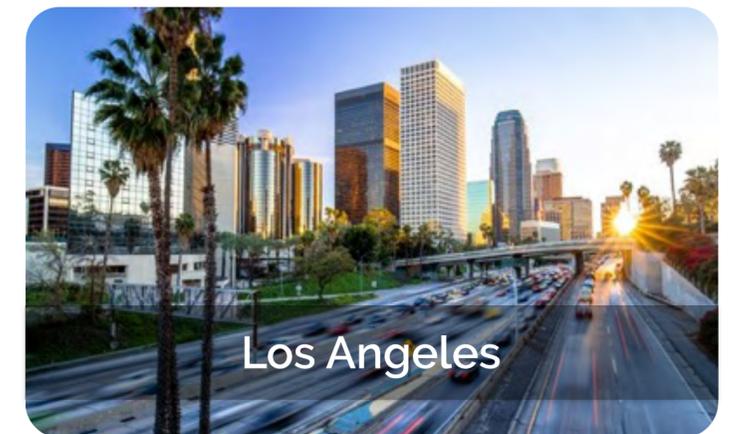
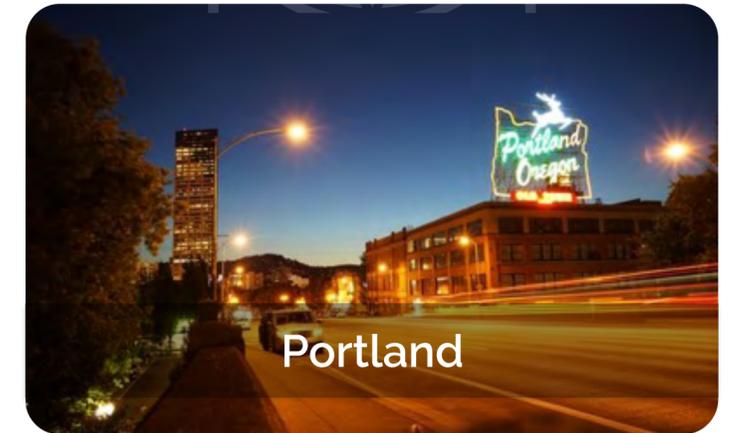


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Segments

Distribution - States



Target CMAs - Cities



Distribution Model

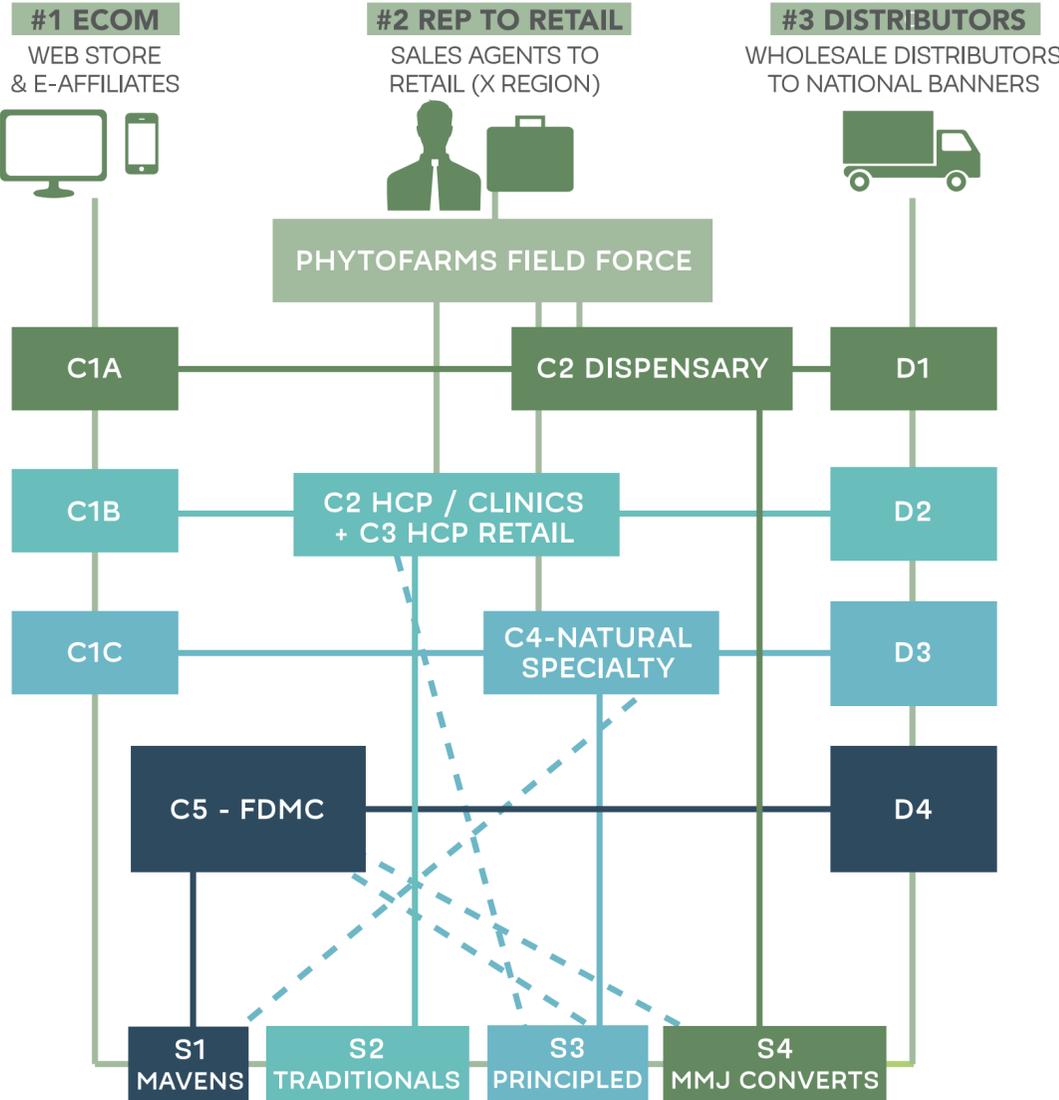
A Three-Pronged Approach

- (1) Ecom – Online sales/marketing
- (2) Rep to Retail – direct to stores
- (3) Distributors – national banners



MARKET SHARE BY CHANNEL

	E-COM AFFILIATE	DISPENSARY	INTEGRATED HEALTH	NATURAL/SPECIALTY	MASS FOOD /PHARMA	AVERAGE
FY1	6.00%	2.40%	2.20%	2.40%	0.00%	2.6%
FY2	9.20%	3.30%	3.50%	3.20%	1.15%	4.1%
FY3	11.00%	5.20%	5.00%	4.70%	2.20%	5.6%



LEGEND

- PRIMARY CONSUMER
- - - - SECONDARY CONSUMER
- DISTRIBUTION MODEL
- C1 - DISPENSARIES
- C2 - ND CLINICS
- C3 - ND RETAIL
- C5 - MASS MARKET

Market Overview

Learn more at:

<https://www.bloomberg.com/news/articles/2016-09-12/cannabis-industry-to-expand-to-50-billion-by-2026-analysts-say>



Wholesale = \$2B USD

\$50B USA Cannabis = 20% Medicinal (\$10B) = 20% Hemp Oil (\$2B)



Organic Bev = \$400B USD

Functional Food Bev on Trend
+200% Growth (2005-2015).



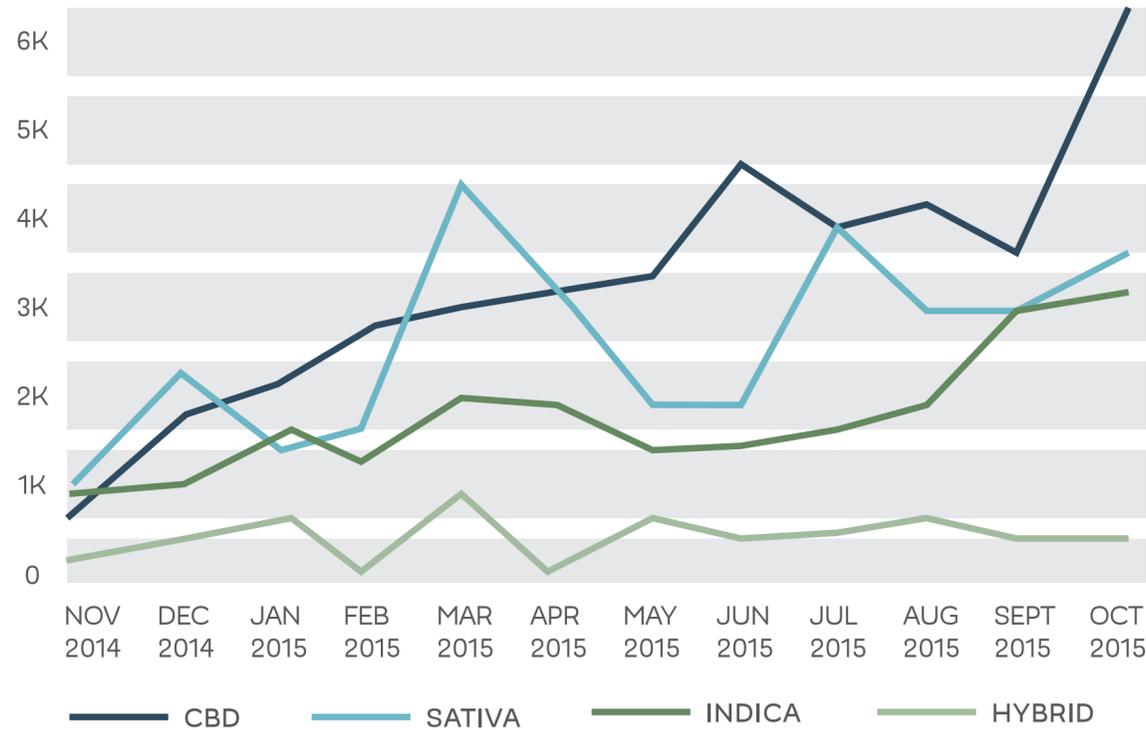
Therapeutics = \$400B USD

CBD studied to treat ALL Top Therapeutic Categories.



CBD Growth

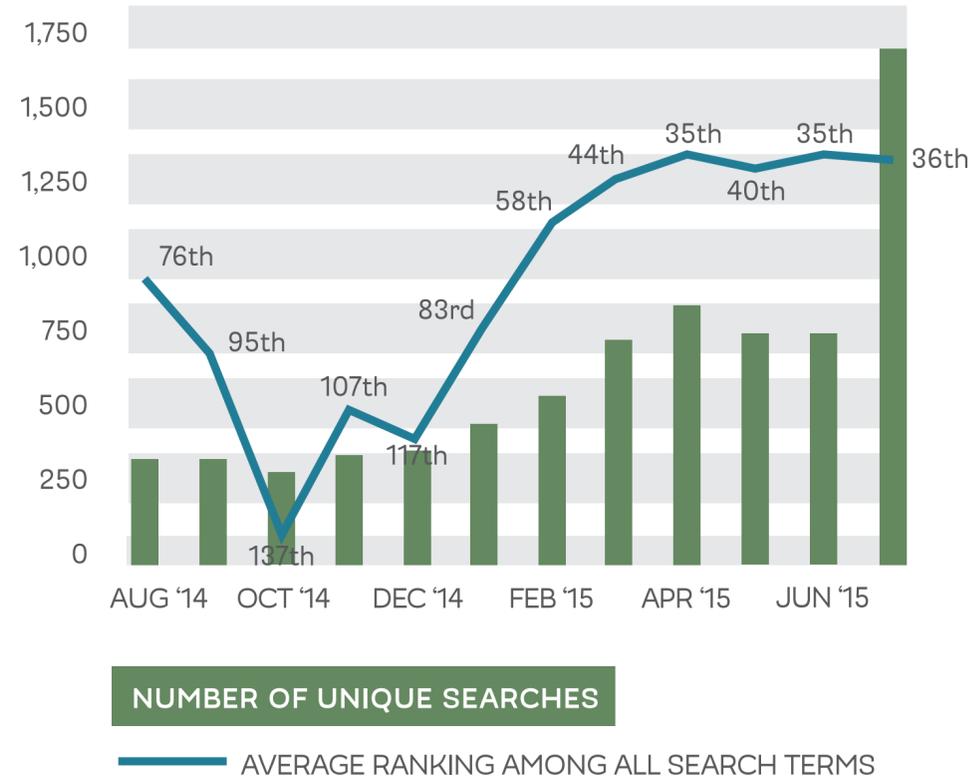
July 2015, Leafly recorded 1,770 unique searches for "CBD", a 521% increase from August 2014. CBD is now one of the top 50 search terms



SOURCE: LEAFLY

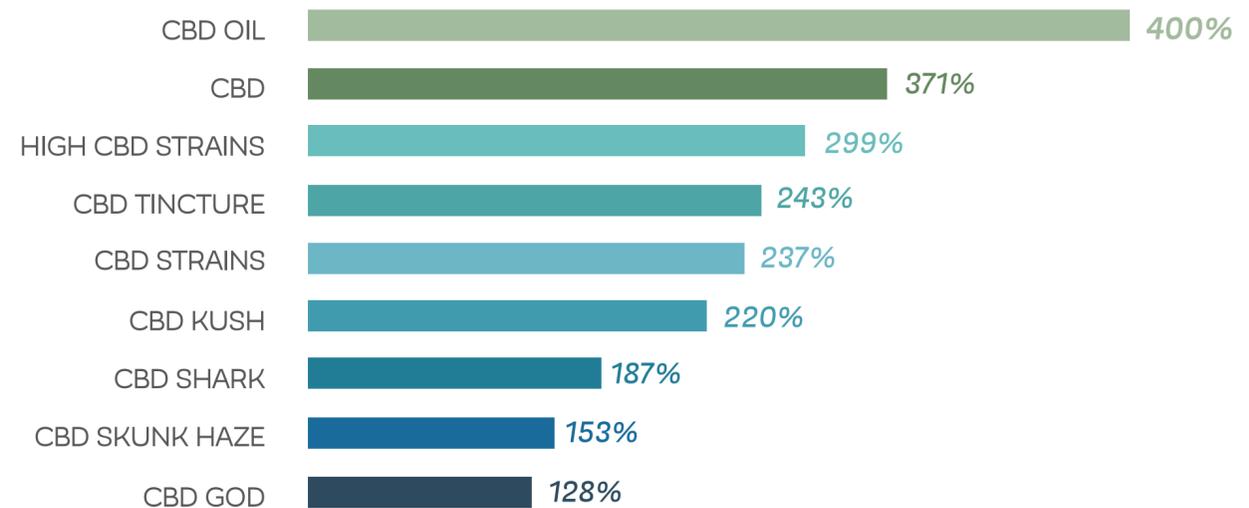
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July 2015, Leafly User Searches for CBD : Aug 2014 - July 2015



SOURCE: LEAFLY

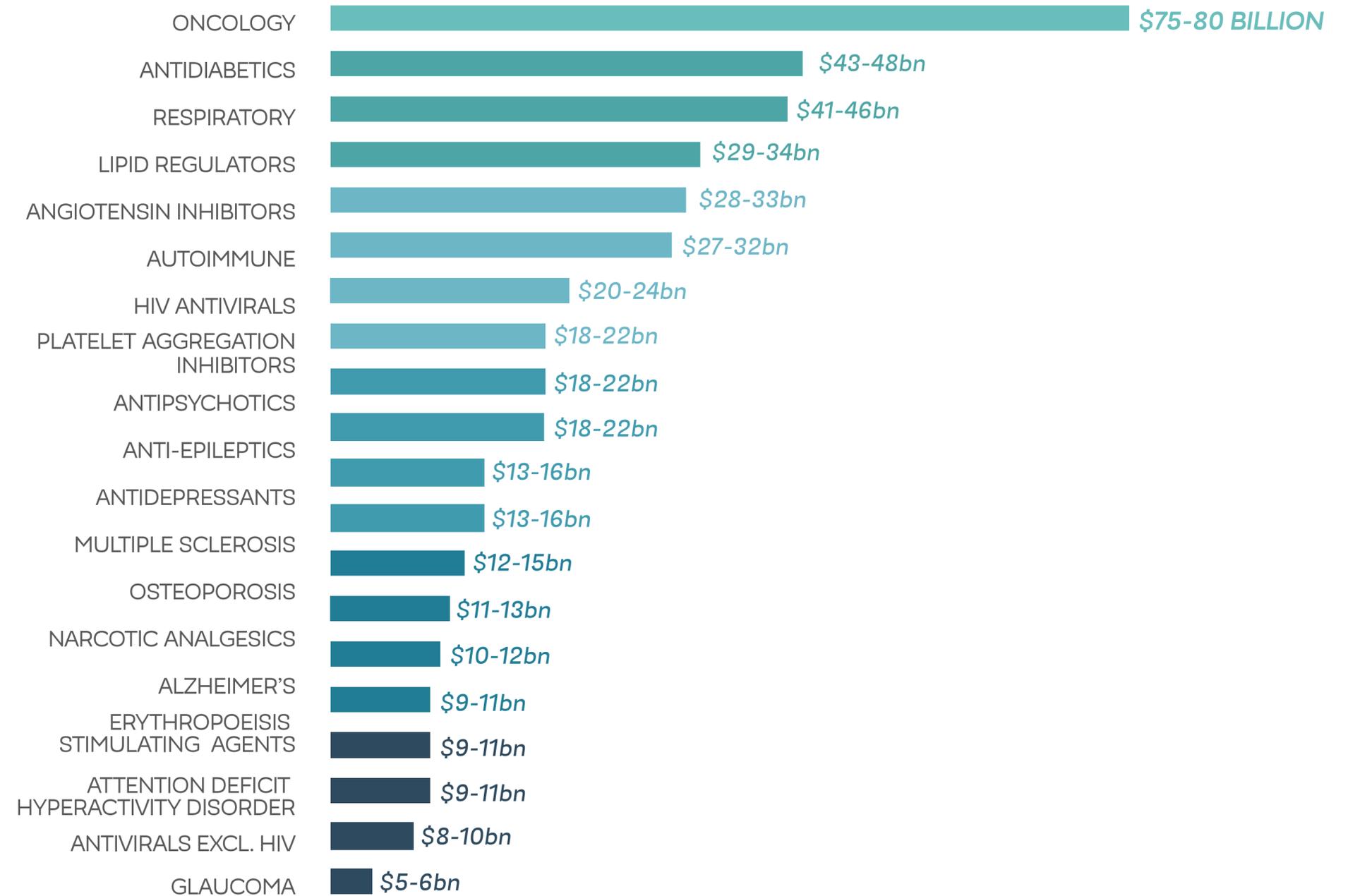
Fastest Growing CBD Search Terms – Oct 2014 – Oct 2015



SOURCE: LEAFLY

Clinical Trends

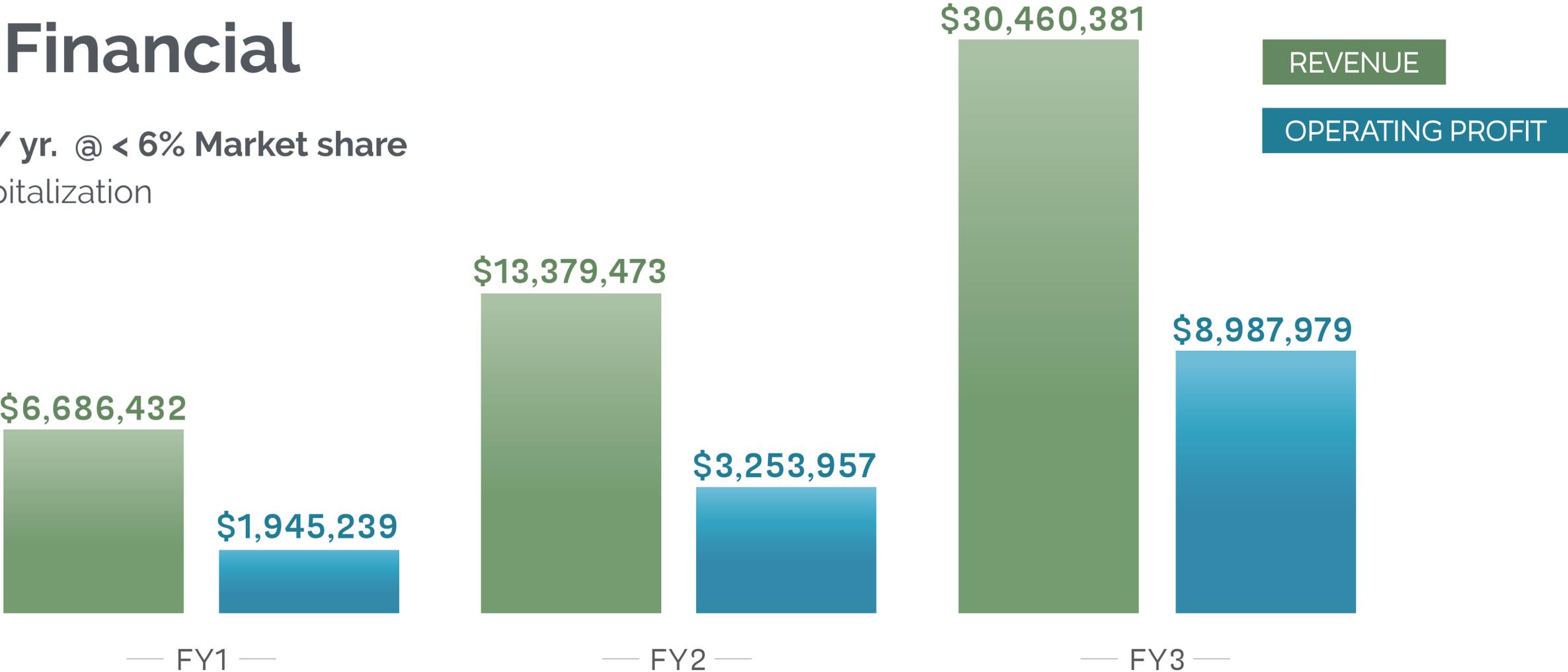
Studied to Treat ALL of the Top 20 Global Therapeutic Categories



SOURCE: IMS INSTITUTE FOR HEALTHCARE INFORMATICS; THERAPY FORECASTER, MAY 2011

Proforma Financial

Target: \$30M USD / yr. @ < 6% Market share
 Projections Post-Capitalization



	FY1	FY2	FY3
Revenue	\$6,686,432	\$13,379,473	\$30,460,381
Net Income	\$1,945,239	\$3,253,957	\$8,987,979
New Equity Investment	\$3,500,000	\$5,000,000	\$0
Cash from Operations	\$1,294,170	\$4,172,711	\$11,014,191
Earnings	\$1,847,977	\$3,026,180	\$8,089,181
Return on Sales	29.1%	24.3%	29.5%

Development Projects

Consumer Brands, Captive Supply, New IP **\$3.5M USD**

- 1. CPG PRODUCTS** Manufacture-Market 15 Custom Infusion Formulas \$2M
- 2. EXTRACTION LAB** Co2 Extraction Lab (with up to 1000 acres of certified organic hemp) \$1M
- 3. ADMINISTRATION** General administration, including legal, accounting, corporate services \$450k
- 4. CLINICAL TRIAL** Cannabinoid Solubility, +400% Enhanced Bioavailability \$50k



Capital Structure



Three Wholly Owned Subsidiaries



	Issued and Outstanding	Shares Issued	Totals
PHI	Common Shares	26,884,951	26,884,951
	Warrants*	2,877,700	\$314,195
	Share Options	3,500,000	\$700,000
	Fully Diluted	-	33,262,651

Key Highlights

Highlights	Advantages
<p>Expert Management and Advisory Board Proven Success in CPG / FFNHP ie. P&G, Nestle, Seagram's, Labatt's, Molson, Sodexo, Vega, Dole, etc.</p>	<p>Powerful Anti-Inflammatory, Anti Oxidant THC Free - Non-Psychotropic / Strictly Medicinal</p>
<p>\$30M/ yr. Multiple Revenue Streams FY3 Revenue Projections (est.) On <5% Market share in: Four States, Five Channels + Bulk</p>	<p>Premium Quality - QA/C Safety Standards Family Safe (children, elderly, mental health, etc.)</p>
<p>New Brand/CPG Portfolio-2017 Launch 15 Custom Formulated Hemp Oil Infusions Doctor Formulated, 100% Owned IP/Brand, Strong Distribution</p>	<p>Scalable Growth, Captive. Large Farms - Lower Capex/Opex on Greater Production</p>
<p>Multi-Market Approach (5 Channels, 4 Segments, 4 States) On Trend (Nutraceutical vs. Pharmaceutical) \$15B Medicinal Cannabis, \$400B Organic Functional Food/Bev, \$400B Therapeutics (USA market estimates)</p>	<p>\$15B Medicinal Cannabis \$400B Organic Functional Food/ Bev \$400B Clinical Therapeutic Market</p>
<p>Vertically Integrated, Global Supply Chain Partnered with largest Organic Hemp Farms in EU Higher Output/Yield/Lower Opex = Scalable Growth</p>	<p>Former Management from Proctor and Gamble, Nestle, Molson, Sodexo, Vega, Dole, etc.</p>
<p>All the Medicine, None of the Side Effects Hemp Oil - Rich in Phytocannabinoids, with <0% THC</p>	<p>On <5% Market share in: Four States, Five Channels + Bulk</p>
<p>Professional Standards EU Organic Hemp, QA-C/Safety Tested, cGMP Made</p>	<p>Custom Formulas, 100% Owned New Brand, MultiMedia Marketing</p>



Management Team

Mr. John-David Belfontaine | Chief Executive Officer



- +15 years corporate development, management, corporate finance, public relations, marketing
- Specializing in new brand development, customer loyalty, channel strategy, affiliate / distributor management
- National Marketing Campaigns for Fortune 500 CPG companies (Nestle, L'Oreal, Molson, Reckitt Benkiser), Founder Prime Wire Inc. (P/IR for TSX companies, Marketing Mgr. Sodexo Canada, (PepsiCo, Starbucks, etc.)
- Former Retail Wealth Product Manager, Empire Life Financial (TSX.ELF), B.A (hons), McMaster, Gov. and Lieu. Generals/Sean Kells Awards, IFC and CSC

Mr. Carmelo Marrelli, CPA, CA, CGA | Chief Financial Officer



- +25 years of experience in executive financial management for publicly traded companies
- Principal of Marrelli Support Services Inc., a firm that delivers accounting and regulatory compliance services to listed companies on the Toronto Stock Exchange (TSX), TSX Venture Exchange (TSX-V) and the Canadian Securities Exchange (CSE), Chartered Professional Accountant (CPA, CA, CGA) and a member of the Institute of Chartered Secretaries

Mr. George Kovalyov, CA | Vice President Finance, Director



- Experienced financial controller, public companies audits and financial statements to GAAP and IFRS
- +10 with companies in various industries ranging from private companies to junior start up companies
- Chartered Accountant designation through the Institute of Chartered Accountant British Columbia
- Bachelor of Business Administration, Diploma in Accounting – Kwantlen University
- Founder and President of GVK Group Chartered Accountant



Management Team

Bill Ciprick | Independent Director



- Senior VP of Business Development Bank of Canada (BDC)
- +24 years experience, former SVP Procter & Gamble Healthcare, SMART Technologies
- Specializing in Sales, Operations, Marketing for NHP Manufacturing and Distribution

Mr. James Bailey | Independent Director



- +15 years of experience specializing marketing and distribution for Fortune 500 CPG companies
- Former Vice President of Red Bull GmbH, CEO of Redbull Canada

Mr. Peter Simeon, LLB | Independent Director



- +10 year practice is focused on corporate finance, mergers and acquisitions, and structured products
- Current Partner of Gowling WLG Law, extensive experience in corporate commercial and securities law
- BA Queens University, Law Degree at York University, Osgoode Hall Law School



Management Team

Dr. Joost Luecker, PhD | VP Research & Regulation



- PhD, Botany - Plant Sciences (2002), Master of Agriculture (1997): Wageningen University, Netherlands
- +12 years postdoctoral research experience in Biochemistry, Phytochemistry, and trained in traditional and molecular plant breeding and crop protection, Co-owner of Patents in DNA encoding 1st Author in Peer Reviewed journals – Plant Journal, Plant Physiology, BMC Genomics , Phytochemistry, etc.
- Co-Author in several Peer Reviewed journals, book chapters, and presenter at scientific conferences
- Expert Reviewer for BMC Plant Biology, BMC Bioinformatics, Molecular Plant, Journal of Proteome Research, Phytochemistry, Plant Biology, etc.
- Quality Assurance Professional for regulated medicinal cannabis in Canada (GPP, GMP, HACCP, MMPR)

Dr. Brian Martin, ND | Vice President of Clinical Products



- +20 years in Clinical Optimal Aging Medicine, natural health products innovations and formulation
- Former President of the College of Naturopathic Physicians of British Columbia (1995 - 2005)
- National College of Naturopathic Medicine Portland, Oregon Naturopathic Doctorate Degree (ND)
- Anti-Aging Medicine, Stem Cell Fellowship from American Academy of Anti-Aging Medicine (A4M)
- Trained in the safe use of Bio-Identical Hormones including HGH, Board-certified in Chelation
- University of Alberta with a Bachelor of Science Degree (BSc) in Biology and Chemistry
- Founder and owner of Enerchanges™ Clinic - Optimal Aging and Metabolic Weight loss

Mr. Kyle Johnston | Vice President of Digital Marketing



- +10 years in the public markets, operating numerous financial media companies
- 250+ publicly traded companies with media relations, digital marketing and media sales
- Former CEO of Vantage Wire (acquired by Equities.com) and Chief Revenue Officer



Advisory Team

Mr. John D. Silverman | Corporate Advisor

- +40 years of experience in strategic planning, implementation, and operations for the beverage sector
- Former CEO of Seagram's International Division, Former Executive Vice President and Chief Operating Officer, Grupo Empresarial Bavaria, Strategic Advisor John Labatt's (focus: merger and acquisitions)
- Responsible for reorganizing and restructuring GEB – the company grew to US\$2B, annually sales and EBIDTA increased from US\$277 M in 2000 to US\$ 900M in 2005. GEB was sold to SAB/Miller in Oct 2005 for \$ 7.8 billion
- Vice Chairman, Board of Trustees, New York Cornell Hospital, MBA in Marketing from Cornell University

Mr. Chris Hoffmeister | Beverage Advisor



- +17 years of strategic brand marketing, distribution strategy and sales leadership in the wine and spirits industry
- Current Vice President at Select Wines and former General Manager at Mark Anthony Wine Merchants
- Former Principal at Sierra Systems, specializing in Change Management and Business Re-engineering
- BAH Economics, Queen's University, Kingston Ontario

Mr. Michael Boulton, MBA | Nutraceutical Advisor



- Former President of Truostar Health, current Senior Director – Media/IT at The Shopping Channel
- Former VP of Technology at at Travelzest and Moxy Media/Tsavo Media, BA Carleton University, MBA from MIT

Looking Forward

This corporate update contains “forward-looking statements”, “forward-looking information” and “future-oriented financial information” (collectively herein referred to as “**forward looking statements**” within the meaning of applicable securities laws. Phivida Holdings Inc. (the “**Company**”) is providing cautionary statements identifying important factors that could cause the Company’s actual results to differ materially and significantly from those projected in these forward-looking statements, including information regarding the Company’s revenue; profit margins; and proposed share structure. The words “anticipate”, “expect”, “believe”, “attempt”, “may”, “could”, “should”, “ensure”, “estimate”, “plan”, “project”, “strategy”, “intend”, “outlook”, “strive”, “forecast”, “likely”, “probably” or other similar words are used to identify forward-looking information. Such statements represent the Company’s internal projections, estimates, expectations, beliefs, plans, objectives, assumptions, intentions or statements about future events or performance. These statements are only predictions and involve known and unknown risks, uncertainties and other factors that may cause actual results or events to differ materially from those anticipated in such forward-looking statements. Although the Company believes that the expectations reflected in the forward-looking statements are reasonable, no assurance can be given that these expectations will prove to be correct and such forward-looking statements should not be unduly relied upon. Many factors could cause the Company’s actual results to differ materially from those expressed or implied in any forward-looking statements made by, or on behalf of, the Company. Such forward-looking information may relate to, without limitation: the future activities and performance of the Company; the value of the Company’s common shares; the technological development of the Company; estimates relating to the amount of funds available to the Company; volatile securities markets; and the manner in which such funds will be used. Additional factors that could cause actual results to differ from the Company’s expectations include, but are not limited to: the Company’s ability to launch its products in an efficient manner; competition; legal requirements and limitations and the possibility that the law relating to the Company’s business could change in a manner that materially adversely affects the Company’s business; the Company’s ability to enter into advantageous agreements and business relationships; the Company’s ability to attract customers for its products; general economic conditions and those economic conditions specific to the hemp and cannabinoid industry; the Company’s ability to innovate and improve monetization; the growth of the market for hemp and cannabinoid products; the Company’s ability to reach a broad consumer base; the Company’s ability to expand to different cities nationally and internationally; geopolitical events such as war, threat of war or terrorist activities; as well as any specific risk factors discussed in this presentation.

This does not constitute an offer to sell or the solicitation of an offer to buy any securities of the Company in any jurisdiction in which such offer or solicitation would be unlawful prior to registration or qualification under the securities laws of any such jurisdiction.

These statements have not been evaluated by the FDA and are not intended to diagnose, treat or cure any disease. Always check with your physician before starting a new dietary supplement or nutrition program. *Cannabidiol (CBD) is a natural constituent of hemp oil.

We seek safe harbour.

phivida

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