



# WHY MEDTERRA



## **Proprietary Extraction Method**

Allows us to set the industry standard with regard to scalability and wholesale pricing.



## **Licensed for Sales in all 50 States**

Licensed through the Kentucky Department of Agriculture's Industrial Hemp Pilot research program which holds us to strict standards.



## **99% CBD Isolate with 0% THC**

Through our plan selection and harvesting process, our CBD is guaranteed to be free of THC.



## **Scalable Distribution**

Due to the size of our farm and our proprietary extraction method, we can fulfill any size orders our clients request.



## **Full Traceability from Seed to Sale**

Full seed to sale product life tracking is required by law. we verify That our CBD is grown and processed in accordance with Kentucky Department of Agriculture standards.



## **Lead Legal Council on Staff**

Jonathan Miller, esq., is our in-house Legal Council who also wrote the language in the Farm Bill, positioning us well for strict compliance.



## PARTNERED WITH HEMP INDUSTRY LEADERS

Medterra has been independently verified by Frost Brown Todd (FBT) to be in compliance with existing hemp laws established by Section 7606 of the 2014 Agricultural Act.



“Specifically, we have verified that Medterra acquires CBD from industrial hemp plants grown by a licensed participant of Kentucky Industrial Hemp Research Pilot Program”



FOCUSED ON COMPLIANCE



U.S. Hemp  
Roundtable



# U.S. HEMP ROUNDTABLE



Launched in early 2017, the U.S. Hemp Roundtable is a coalition of dozens of hemp companies – representing every link of the product chain, from seed to sale – and all of the industry’s major national grassroots organizations.

In order ensure the long term viability of the industry – the Roundtable’s mission includes:

-  Focused lobbying efforts in state capitols to fully legalize hemp and popular hemp-derived products like cannabidiol (CBD)
-  Facilitating information exchange with law enforcement and federal agency officials
-  Continued long-term legislative advocacy on other major policy issues, remaining vigilant against potential attempts of rival industries to halt hemp’s progress
-  Coordination with the U.S. Hemp Authority, whose certification program promotes high standards, best practices and self-regulation, providing confidence to consumers that hemp products are safe and to law enforcement that they are legal



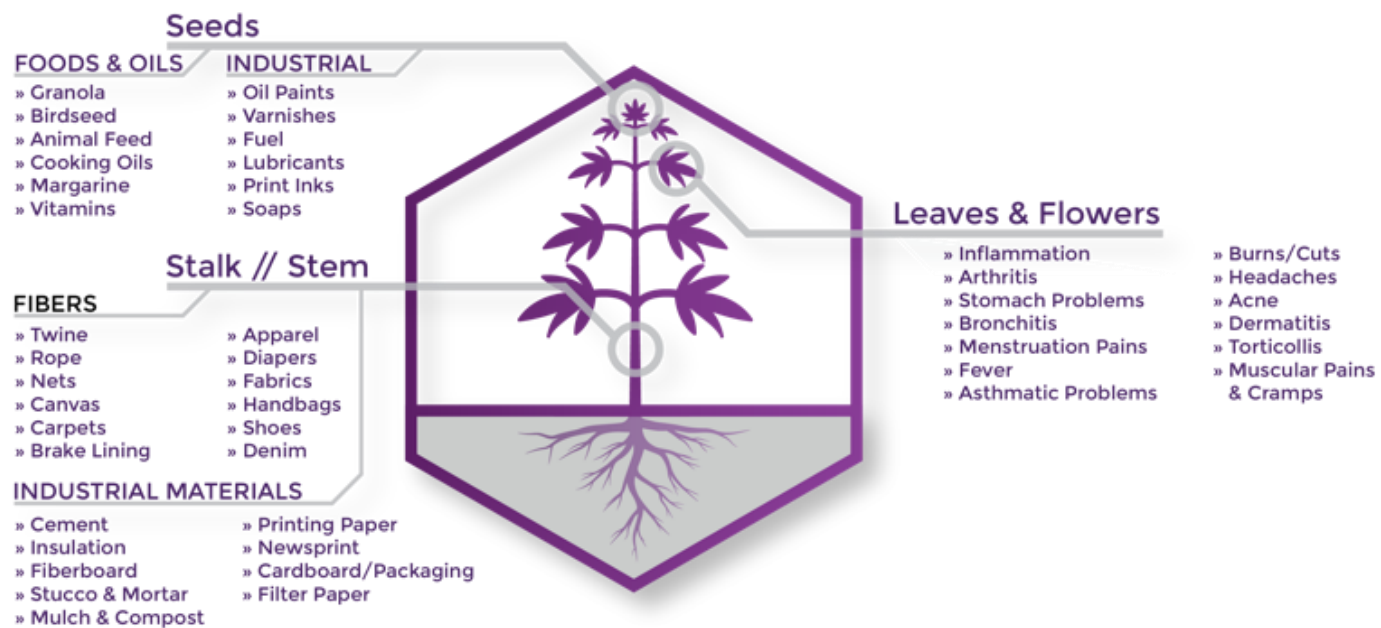
# HEMP IS HERE.

The U.S. Hemp Authority™ Certification Program is our industry's initiative to provide high standards, best practices and self-regulation, giving confidence to consumers and law enforcement that hemp products are safe and legal. In an effort funded by the U.S. Hemp Roundtable and joined by organizations such as the Hemp Industries Association - industry leading firms, top-tier testing laboratories, and quality assessors developed comprehensive guidance for growers and processors of hemp.

Meeting the stringent self-regulatory standards of the U.S. Hemp Authority™, and passing a third-party audit, participants will be licensed to use the Certified Seal of the U.S. Hemp Authority™ on their products beginning early 2019.



## HEMP is a variety of cannabis sativa with very low THC (<0.3%)



WHAT IS HEMP?



## Cannabidiol (CBD) is one of the primary cannabinoids found in hemp

It is one of nature's strongest anti-inflammatory agents and is currently being studied for treating a variety of symptoms including those of Parkinson's, arthritis, epilepsy and many other autoimmune diseases.

CBD interacts with the body through the Endocannabinoid System (ECS) - a biological system composed of endocannabinoids that are neurotransmitters that bind to cannabinoid receptors in the mammalian brain and body.

These cannabinoid receptors play a pivotal role in physiological processes such as mood, memory and pain.



WHAT IS HEMP?



# The Endocannabinoid System



## What is the ECS?

Our ECS consists of numerous cannabinoid CBD receptors that are endogenous to the human brain & play a pivotal role in physiological process such as mood, memory, pain and appetite.



## How does it work?

Cannabinoids link together with the ECS receptors, which allow neurological messages to be passed along more easily.



## Where is it located?

Our two main ECS receptors, CB1 & CB2, can be found within our brain, nervous system, as well as other organs and tissues.



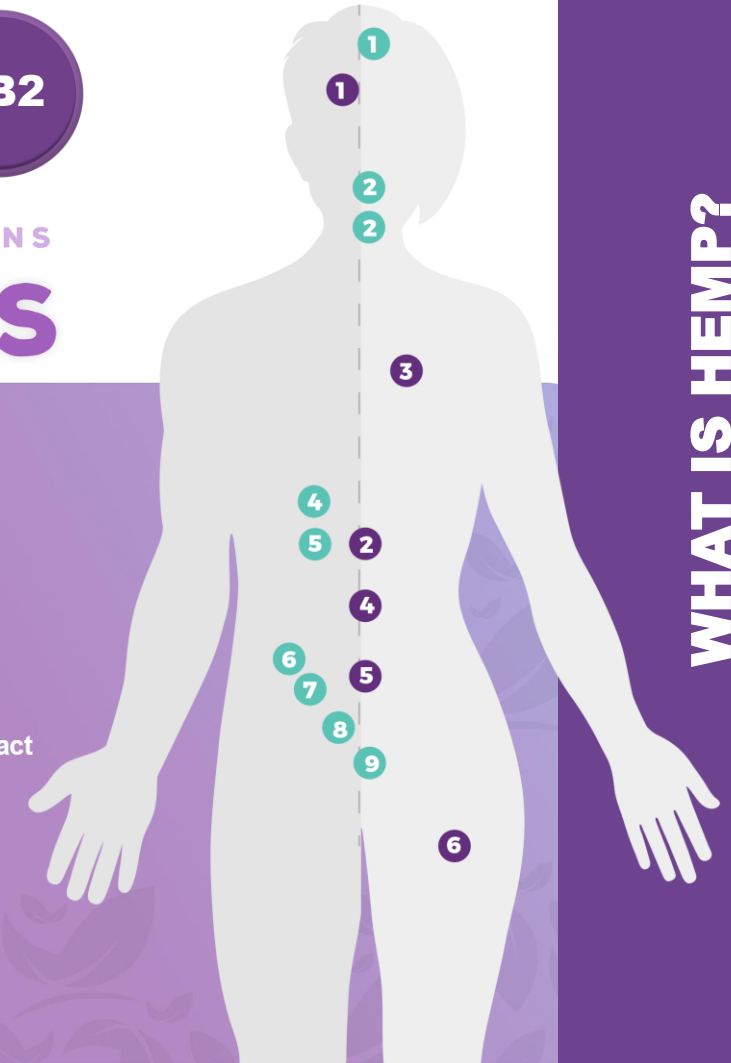
## CBD CONCENTRATIONS RECEPTORS

CB1 RECEPTORS

- 1 Brain
- 2 Thyroid
- 3 Upper airways
- 4 Liver
- 5 Adrenals
- 6 Ovaries
- 7 Uterus
- 8 Prostate
- 9 Testes

CB2 RECEPTORS

- 1 Eye
- 2 Stomach
- 3 Heart
- 4 Pancreas
- 5 Digestive Tract
- 6 Bone



WHAT IS HEMP?





# CBD isolate, full-spectrum CBD and broad-spectrum CBD.



## **CBD Isolate**

CBD isolate is 99.9% pure CBD. During the CBD isolate extraction process, everything contained in the plant matter is removed, including traces of THC, terpenes, waxes, oils, chlorophyll and more. What you are left with is pure CBD.

## **Full-Spectrum CBD**

Full-spectrum CBD contains everything the plant contains. Full-spectrum CBD is full of all the terpenes, cannabinoids, flavanoids and fatty acids found in hemp, all of which have therapeutic value of their own and help create what's known as the entourage effect\*.



## **Broad-Spectrum CBD**

Broad-spectrum CBD is a little bit of both. Broad-spectrum is full-spectrum CBD without any THC. It offers all the entourage benefits associated with full-spectrum CBD, without any chances of THC being ingested into the body.

\* The Entourage Effect is the results (the effect) produced from the synergistic interaction of the cannabinoids, flavonoids, terpenes, and fatty acids naturally found in cannabis. The Entourage Effect refers to the beneficial effect of all these compounds working together as opposed to just one or two of these compounds working in isolation.

## SUSTAINABLE ACCESS TO HIGH QUALITY RAW MATERIAL

- ✎ Exclusive agreement with Kentucky-based farm to grow and extract 99%+ CBD isolate.
- ✎ 1000+ acres of hemp currently under cultivation with dedicated sections for Medterra.
- ✎ Organically grown | Non-GMO | Zero THC
- ✎ Participation in the Hemp Pilot Program ensures quality control including mandatory third-party testing.
- ✎ To date, Medterra has invested \$1M with GenCanna to secure exclusive rights and industry best pricing.



SUPPLY CHAIN



## Full traceability throughout the entire CBD supply chain ensures each batch meets Medterra's standards for quality and consistency.

With worldwide distribution, Medterra has developed a robust, scalable supply chain to meet growing demand with dedication to quality.



### USA GROWN

Medterra works directly with farmers in Kentucky to grow Medterra-dedicated hemp.



### CLEAN EXTRACTION

With CO2 extraction, Medterra eliminates the risk of residual solvents and contaminants.



### GMP MANUFACTURING

Working with only GMP factories, Medterra exceeds requirements for all manufactured products.



### LAB TESTED

Each Medterra batch is tested at bulk formulation and the finished product stage to confirm purity and 0% THC.



### CUSTOMER SERVICE

Medterra employs a fully dedicated in-house customer service team to answer CBD and product questions.

QUALITY THAT SCALES





# PRODUCT PORTFOLIO







## MEDTERRA TINCTURES WITH MCT OIL

Our most popular product, **Medterra's MedOil CBD Tinctures** are made with our 99%+ CBD and MCT oil in strengths of 500mg, 1000mg, and 3000mg. Each bottle contains 30 servings. Our CBD oil can be taken day or night and is best ingested by placing your dosage of choice under your tongue for 30-45 seconds.

**Bottle Size: 1 fl oz (30ml)**  
**Servings per Container: 30**  
**Serving Size: 1ml**



  
**ONE FULL  
DROPPER  
FOR THE:**

**3000mg tincture:**  
100mg of CBD

**1000mg tincture:**  
33.3mg of CBD

**500mg tincture:**  
16.6mg of CBD

## MEDTERRA GEL CAPSULES

Medterra's CBD Gel Capsules combine our 99%+ CBD with MCT oil in an encapsulated form to provide a quick and convenient consumption. Our gel capsules are available in strengths of 25mg or 50mg in a 30-count bottle. Travel friendly and quick to take, these are perfect for on-the-go when you need them. Our CBD gel capsules can be taken morning or night for fast and easy relief.

**Gel Capsules  
per Bottle: 30**





## MEDTERRA TOPICAL COOLING CREAMS

A powerful combination of CBD and certified organic ingredients, **Medterra's CBD Topical Cream** provides a rapid cooling feeling, perfect for muscles and joints. Containing 100ml of CBD cream in a 3.4 fl oz pump bottle, our CBD cream provides long-lasting relief for a significant amount of applications in a natural formula.

**Bottle Size: 3.4 fl oz**



## MEDTERRA TOPICAL COOLING CREAMS

A powerful combination of CBD and certified organic ingredients, **Mediterra's CBD Topical Cream** provides a rapid cooling feeling, perfect for muscles and joints. Containing 50ml of CBD cream in a 1.7fl oz pump bottle, our CBD cream provides long-lasting relief for a significant amount of applications in a natural formula.

**Bottle Size: 1.7 fl oz**







## MEDTERRA SLEEP TABLETS

Medterra's Dissolvable Sleep Tablets combine 25mg of CBD with 10mg of melatonin to provide a restful night's sleep. Simply place under your tongue before bedtime and allow the tablet to fully dissolve before swallowing. Each tablet is conveniently scored to allow the user to consume half (1/2) of the sleep tablet if they are sensitive to melatonin. Our sleep tablets contain natural spearmint flavoring.

**Tablets per Bottle: 30**



**NEW!**

## MEDTERRA GOOD MORNING CAPSULES

Start your day off right with **Mediterra's CBD Good Morning Soft Gels.**

Our proprietary blend combines an energizing boost of caffeine, B6, and B12 with 25mg CBD, L-Tyrosine, and L-Theanine to give you mental clarity throughout your day.

**Gel Capsules per Bottle: 60**



[WWW.MEDTERRACBD.COM](http://WWW.MEDTERRACBD.COM)

**MEDTERRA**  
CBD



**NEW!**

## MEDTERRA MONTHLY WELLNESS CAPSULES

Medterra's **Monthly Wellness** supplement is specifically designed for women to help ease the discomforts of your period. Combining 25mg of pure CBD with Valerian Root, Cramp Bark, and other natural ingredients, we have taken the best Mother Nature has to offer. With Medterra, your week just got easier.

**Gel Capsules per Bottle: 60**



[WWW.MEDTERRACBD.COM](http://WWW.MEDTERRACBD.COM)

**MEDTERRA**  
CBD



MEDTERRA LINE EXTENSIONS



COMING  
SOON!

## MEDTERRA CBD+ BROAD SPECTRUM

With Medterra CBD+, you will receive the benefit of CBD combined with the other beneficial compounds found naturally in hemp. Using a proprietary extraction process, Medterra has created the first full spectrum CBD product without THC.

**Tincture Bottle Size: 1 fl oz (30ml)**  
**Servings per Container: 30**  
**Serving Size: 1ml**



WWW.MEDTERRACBD.COM

**MEDTERRA**  
CBD

COMING  
SOON!

## MEDTERRA PET

Medterra's CBD Pet Tinctures are perfect for your furry friend! In strengths of 300mg and 750mg and chicken and beef flavors, your pet will look forward to their CBD treat at every meal! Serve directly from the tincture or mix with wet or dry food depending on your pet's preference.

**Tincture Bottle Size: 1 fl oz (30ml)**



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MEDTERRA  
CBD

# PET CARE

PET PARENTS ARE A RETAILER'S MOST VALUABLE SHOPPERS



Higher  
shopper  
spending  
than most  
categories

**\$245**

Spend per  
household  
ranks 2nd  
(our of 125  
categories)

**68%**

Of US  
households  
own a pet

**1** **OUT OF** **5**



Shopping trips made by Pet owners  
include a Pet purchase

US **\$\$\$**  
consumers  
spent

**69** **BILLION**

on pets in  
**2017**

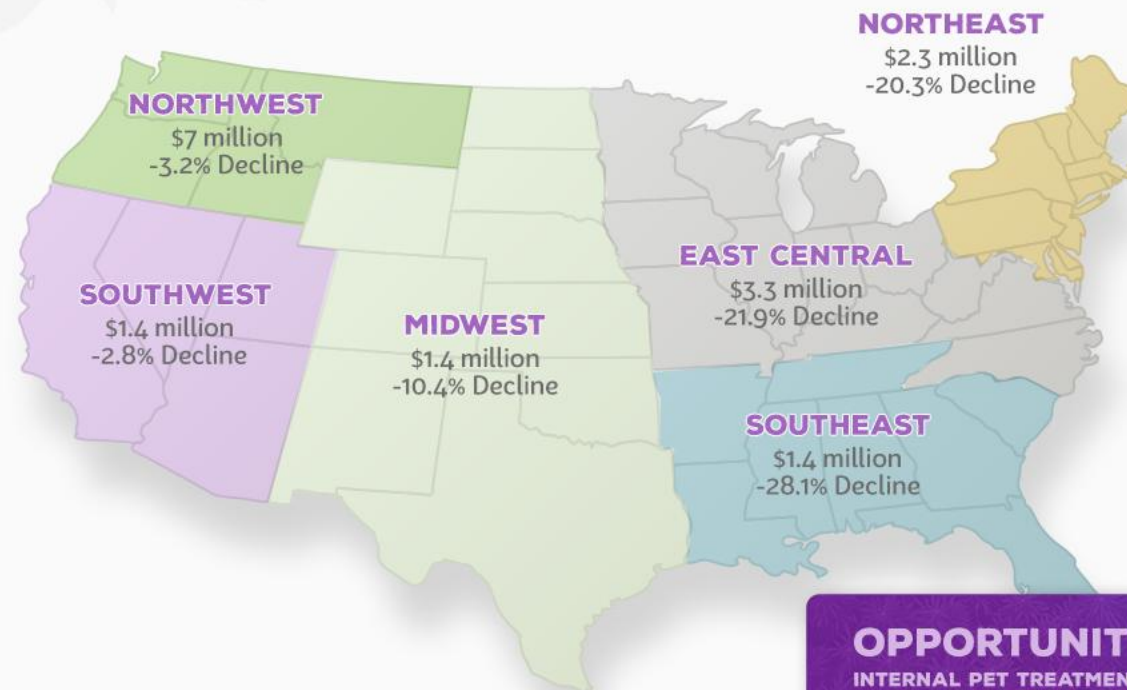




# INTERNAL PET TREATMENTS

## REGIONAL OVERVIEW

- The Southwest and Northwest regions are experiencing the greatest increase in sales
- East Central accounts for 31% of the category sales
- The category is selling better than expected in the East Central, Midwest and Northwest divisions



**OPPORTUNITY:**  
INTERNAL PET TREATMENTS ARE IN A MAJOR DECLINE IN EVERY REGION IN THE US






## INTERNAL PET TREATMENTS

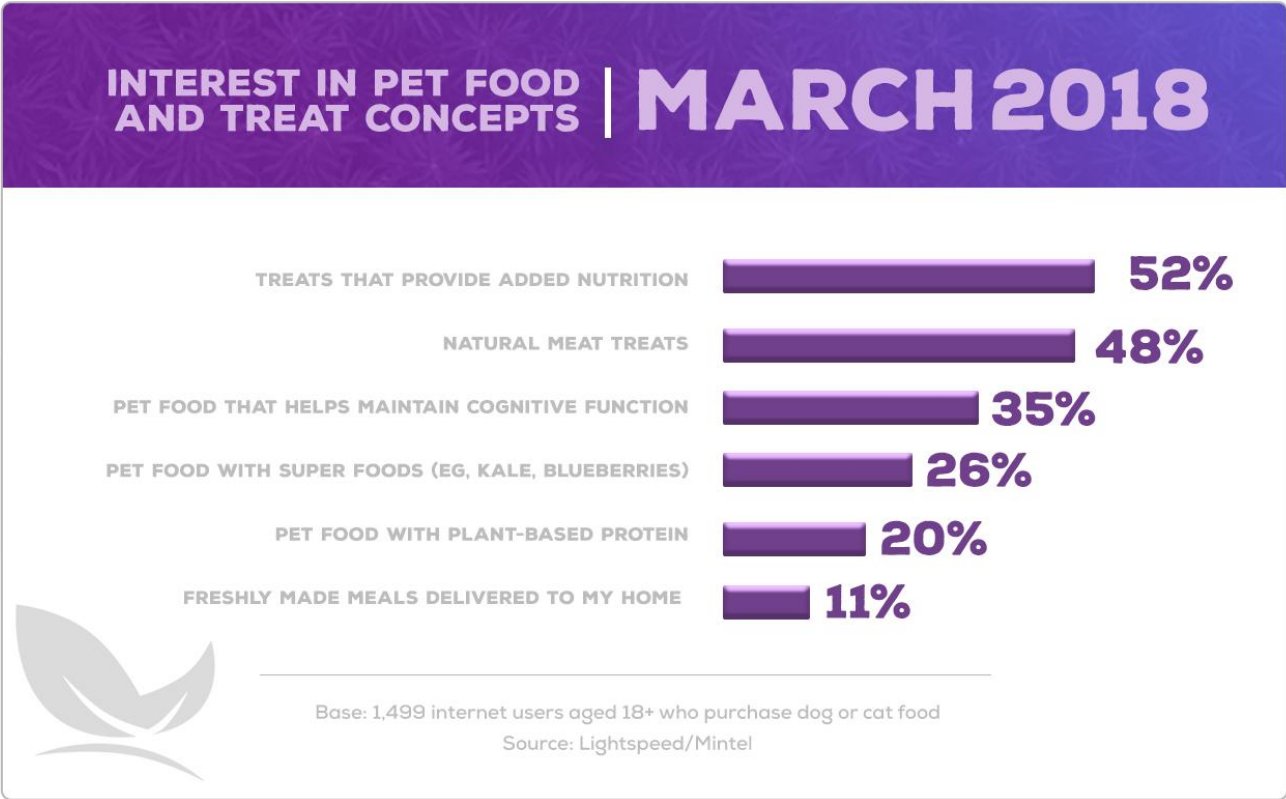
### REGION OVERVIEW - 26 WEEKS ENDING 2018-12-29

REGION	DOLLARS	DOLLARS LY	\$ CHANGE	\$ % CHG	%SHARE	REGION ACVM	% SHARE	OVER / UNDER
Total US Grocery	\$10,398,727	\$12,658,314	-\$2,259,587	↓ -17.9%	100.0%	\$240,359	100.0%	
East Central	\$3,252,610	\$4,162,841	-\$910,230	↓ -21.9%	31.3%	\$67,097	27.9%	3.4%
Northeast	\$2,268,621	\$2,848,089	-\$579,468	↓ -20.3%	21.8%	\$55,329	23.0%	-1.2%
Southwest	\$1,423,286	\$1,463,723	-\$40,437	↓ -2.8%	13.7%	\$36,860	15.3%	-1.6%
Southeast	\$1,397,659	\$1,942,884	-\$545,226	↓ -28.1%	13.4%	\$39,356	16.4%	-2.9%
Midwest	\$1,406,054	\$1,569,049	-\$162,996	↓ -10.4%	13.5%	\$29,112	12.1%	1.4%
Northwest	\$650,498	\$671,728	-\$21,230	↓ -3.2%	6.3%	\$12,640	5.3%	1.0%



## Healthy treats draw strong interest

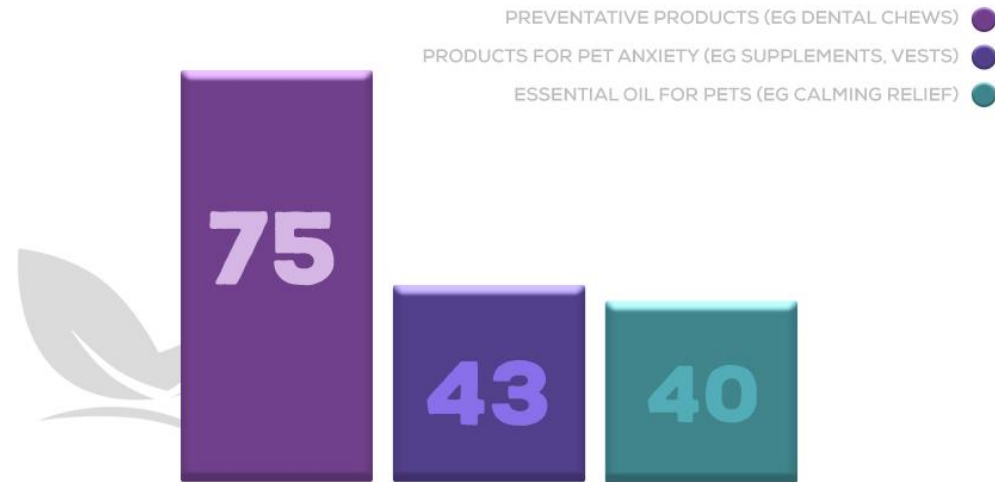
-  Pet owners are interested in healthy treats, including treats that provide added nutrition and those made from natural meats.
-  Treat marketing that focuses around “better-for-them” treats could help to encourage more treating by making owners feel good about the treats they give their pets.
-  Over 1 in 4 consumers are interested in pet food with super foods, which aligns closely with trends in human food.



## Looking beyond pet food to supplements

- Many owners are also looking for better for pets products.
- Pet food companies should consider looking beyond food and treats and capture the new wave of products that appeal to pet owners, supplements.
- Nearly three quarters of pet owners are interested in preventative products.
- About an equal amount of consumers are interested in products for pet anxiety and essential oils for pets.









### US: INTEREST IN PET PRODUCT INNOVATION 2018



Base: 1,689 internet users aged 18+ who own a pet

Source: Lightspeed/Mintel



BRAND ATTRIBUTES	MEDITERRA	CW HEMP	CV SCIENCES	GREEN ROADS
Price per mg	\$.05/mg	\$.10/mg	\$. 14/mg	\$.12/mg
THC-Free				
Single Source Farm				
USA-Grown				
MCT Oil-Based				

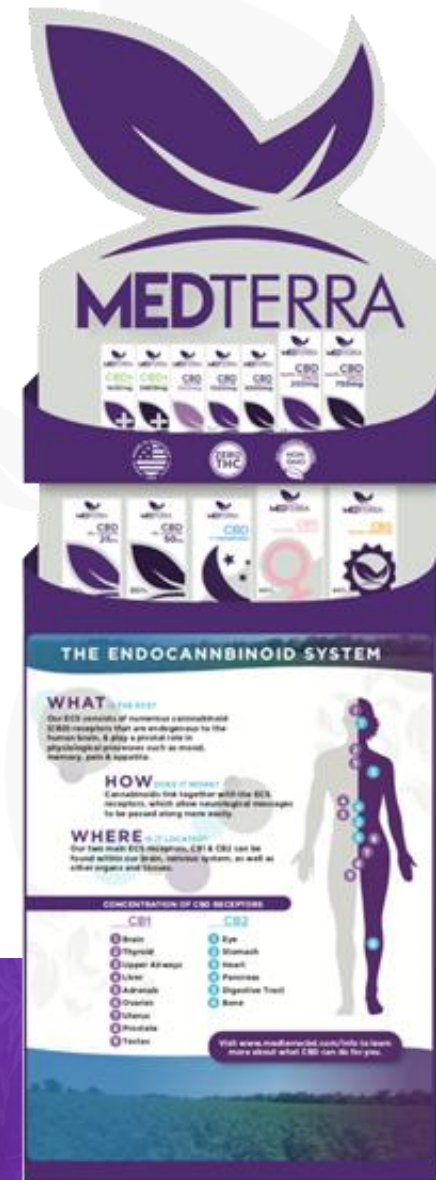
## COMPETITIVE PRODUCTS





# MEDTERRA ON YOUR SHELF

- Full CBD product line enables customers to have a variety of CBD options without carrying multiple brands.
- Quality that you and the consumer can trust.
- Zero THC guaranteed and verified by third-party testing.
- Ability to create custom display shelving and marketing materials to help consumers feel comfortable about purchasing.



ON THE SHELF



WWW.MEDTERRACBD.COM



MEDTERRA  
CBD



### **Personalized Training**

Medterra will provide dedicated training to staff to ensure comfort and understanding of all products.



### **Investing in Success**

Medterra aims to work with select partners & support the marketing and advertising efforts to maximize success.



### **National TV Rollout (\$1M Budget)**

Medterra is currently in production of a national TV advertising campaign with Sweatpants Media & Feld Entertainment.



### **Display & Marketing**

Medterra will support retailers by providing display cases and marketing materials as needed.





# CONSUMER CONNECTION

## Strategic Partnerships

With strategic partnerships in the professional sports world, Medterra is reaching new demographics and raising global awareness of CBD's capabilities.

## National Media Presence

CBD is going mainstream, and Medterra is here to usher a new era in for hemp. Several national media campaigns are already underway with a national TV rollout in development on approved platforms with Feld Entertainment and IMG.

## Innovative Products



Going beyond traditional CBD products, Medterra is fusing other powerful ingredients with its natural CBD oil to enhance effectiveness and bring additional value to its consumers.





# MEDTERRA ATHLETES & AMBASSADORS







 **Koa Smith**  
 @koasmith  
 **162k followers**  
 Professional surfer









 **Justin Williams**  
 @juswilliamz  
 **17.9k followers**  
 Cyclist  
 • 2018-2019 US National Champ  
 • 10x US National Champ  
 • 2x BZ Cross Country Champion







 **Cory Williams**  
 @nationsnumber1beast  
 **25.8k followers**  
 Cyclist



 **Aaron Pico**  
 @aaronpicousa  
 **152k followers**  
 Bellator MMA Competitor  
 • 2016 U.S. Olympic Trials Senior Men Freestyle 2nd Place  
 • 2008 Desert Showdown Champ



 **Dianna Dahlgren**  
 @diannadahlgren  
 **17.9k followers**  
 IFBB Pro Athlete





**BECOME CBD  
EXPERTS  
WITH MEDTERRA**



- 🌿 Personalized training for retailers and employees.
- 🌿 Offers opportunity for employees of all levels to get basic CBD knowledge, as well as Medterra specific knowledge.
- 🌿 25 min interactive training with quick quiz at the end. If you pass the quiz, then you'll receive a one-time discount code for Medterra product.

**MEDTERRA UNIVERSITY**



# INDUSTRY LEADERS



## Partnered with Hemp Industry Leaders

Medterra partners with Ashish R. Talati from Amin Talati & Upadhye's to provide counsel on matters of regulatory compliance. Ashish leads FDA practice and is one of the industry's foremost experts on FDA regulatory matters, Generally Recognized as Safe (GRAS) requirements and New Dietary Ingredients (NDI).



AMIN  
TALATI  
UPADHYE



INDUSTRY LEADERS







— We look forward  
**TO HEARING  
FROM YOU**

**ANDRES GIRALDO**

PRESIDENT LATAM // NORTH AMERICA

409 594 9221

[www.medterraced.com](http://www.medterraced.com)

[andres@medterraced.com](mailto:andres@medterraced.com)

**JORGE GIRALDO**

SVP LATAM // NORTH AMERICA

469 951 5642

[www.medterraced.com](http://www.medterraced.com)

[jorge@medterraced.com](mailto:jorge@medterraced.com)



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