

# Investor Presentation



MJ Venture Partners, Inc. | [mjvp.com](https://mjvp.com) | January 2020



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# WHO WE ARE. WHAT WE'VE DONE. WHERE WE ARE GOING...

We are a **profitable** company, on track to **generate** over **\$16 Million** in **revenues** in 2020.

We have achieved **double digit, year-over-year growth** for 6 of the last 7 years!

We are one of the **most dominant brands**, with the most *loyal lifestyle community*, in **cannabis**.

We have “**cult like**” customers supporting our **brands** because we **guarantee our products**.

We have **distribution** in over **2,500+ stores** *and* have a strong **direct to consumer** model.

## Now we are **EXPANDING...**

We have a **proven, profitable footprint** in the **Northeast** and are **expanding West**.

We are **updating** our **products** while **diversifying** and **expanding** our offerings.

We are positioned to **go public** and **list** on **NASDAQ**, **expanding** our access to **capital**.

We **built** our **Leadership Team** to **execute** on our **mission** and generate **BIG** results.

We are **MJ Venture Partners**, join us!



# **INVESTOR PRESENTATION GOAL:**

**The purpose of this deck is to get you interested in our business & speak with us.**



# PURPOSE

**“To create the most recognized cannabis lifestyle brands.”**

The Kind Pen®







# MISSION

**We build cannabis lifestyle brands to enhance consumer experiences. Our job is to unify science, safety, and vision with our design and marketing to create innovative products and well-known trustworthy cannabis brands.**



# VISION



**We imagine a world with true cannabis freedom; easily accessible, widely accepted and free from economic, political, and social judgement while protected by local, state and federal laws. We bring enthusiasm, energy and hope to cannabis by creating extraordinary positive experiences for consumers through trustworthy lifestyle brands.**

**We will play a prominent role in destigmatizing and defining the modern cannabis industry through positive lifestyles of responsible consumers, let's change the conversation... together!**





# INTRO: ANCILLARY CANNABIS BUSINESS



The cannabis industry is broken up into 2 primary groups; companies that touch the plant and companies that do not touch the plant. Plant touching companies tend to be businesses most people are familiar with when they think of the cannabis industry such as dispensaries, cultivation and extraction businesses.

The majority of companies that do not touch the plant (non-plant touching) were established to support companies that do touch the plant. These non-plant touching companies are commonly referred to in the industry as “ancillary cannabis companies.”





# WE DON'T TOUCH THE PLANT

**Most ancillary cannabis companies are set up to support the plant touching businesses. Many of the popular ancillary cannabis companies are b2b (business to business) and some examples include ag-tech, legal professionals, and seed-to-sale tracking technologies. Ancillary cannabis companies are no different than ancillary businesses in other industries that support end products such as textiles producers are ancillary to fashion brands.**

**We maximize revenue opportunities by using our industry knowledge to help serve the most underserved ancillary market segment, the consumer. MJVP was established as a b2c (business to consumer) company to support and enhance cannabis consumer experiences.**



# WHY WE DON'T TOUCH THE PLANT

There are **pros** and **cons** to working with either group but MJVP has elected to stay within the **non-plant touching** group. Many industry trends suggest the largest growth sector in cannabis will be the non-plant touching ancillary sub-sector. To participate in the largest growth sector, MJVP wants to operate in the **federally legal cannabis industry** and stay in our lane of b2c ancillary cannabis for the following reasons:

- ✓ MJVP consolidates operations and can cross state lines.
- ✓ The ability to list on a national stock exchange.
- ✓ We are subject to less risk and compliance.
- ✓ Better access to banking, investment capital, and insurance.
- ✓ Less competition, more opportunities.
- ✓ Better tax benefits.
- ✓ First mover advantage.





Over time, the secondary and tertiary non-plant touching industry segments could outperform the primary plant-touching cannabis industry. Many analysts have stated that ancillary cannabis investments are more attractive than plant-touching investments. A fantastic White Paper published by KEY Investment Partners in Q4 2019 titled “[Investing in the Ancillary Cannabis Sector: Characteristics of Market-Leading Companies](#)” makes a strong case for long term value in the ancillary non-plant touching industry segment.





# ABOUT MJVP



**mjvp** IS A NATIONAL LEADER IN THE DESIGN, SOURCING, MARKETING  
& DISTRIBUTION OF A FULL RANGE OF **CANNABIS LIFESTYLE PRODUCTS.**



Our diversified holdings are represented in an **expanding** number of **categories, brands, products, and markets** throughout the modern cannabis industry in four high-value categories; **“Non-Plant Touching” Ancillary Cannabis, CBD, Lifestyle, and Accessories.**

01

## **“Non-Plant Touching” Ancillary Cannabis**

Kind Kannabis offers a full line of cannabis products that includes smokable flower and cartridges. MJVP maintains its non-plant touching status by operating through licensing agreements with legal cannabis license holdings.

02

## **CBD – Consumer Packaged Goods**

MJVP is developing and creating product-driven CBD brands known as CPG's (Consumer Packaged Goods). CBD products include tinctures, smokable hemp flowers, gummies, topicals, cartridges and a full line of pet CBD products.

03

## **Lifestyle**

Our lifestyle branding creates a positive emotional connection between our products and our customers leading to a personalized ongoing relationship with our brands. We develop and launch event concepts through Events Division and publish niche lifestyle media through MOTA group.

04

## **Accessories**

The Kind Pen is one of the most recognized brands in cannabis. For over 7 years The Kind Pen has been a staple in the cannabis community and now is planning on significant growth through market and product expansion. We enjoy an unbreakable bond with a devoted consumer base.

THE  
**KINDPEN™**  
PERSONAL VAPORIZER



# BRANDING

**MJVP is focused on acquiring and developing market-proven regional brands as well as creating new brands to meet the needs of modern cannabis consumers nationwide. Our brands, which includes **The Kind Pen**, is one of the most recognized lifestyle consumer brands amongst the most loyal lifestyle community in cannabis.**







**Establishing itself as one of the top cannabis accessories brands over the last 7 years, **The Kind Pen** continues to increase its position in the market through innovation and expanded product offerings while executing on its well-defined business model.**

**We feel with our first mover advantage, our unique and responsible product offerings, innovative approach to lifestyle branding, national reach and multichannel distribution creates a deep-rooted connection to the modern cannabis industry which helps our brands connect with consumers.**



# WE ARE ALL ABOUT THE CANNABIS CONSUMER

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**Everything we do is to benefit cannabis consumers, our customers, through the modern cannabis industry in four high-value categories; “non-plant touching” ancillary cannabis, CBD, lifestyle, and accessories.**



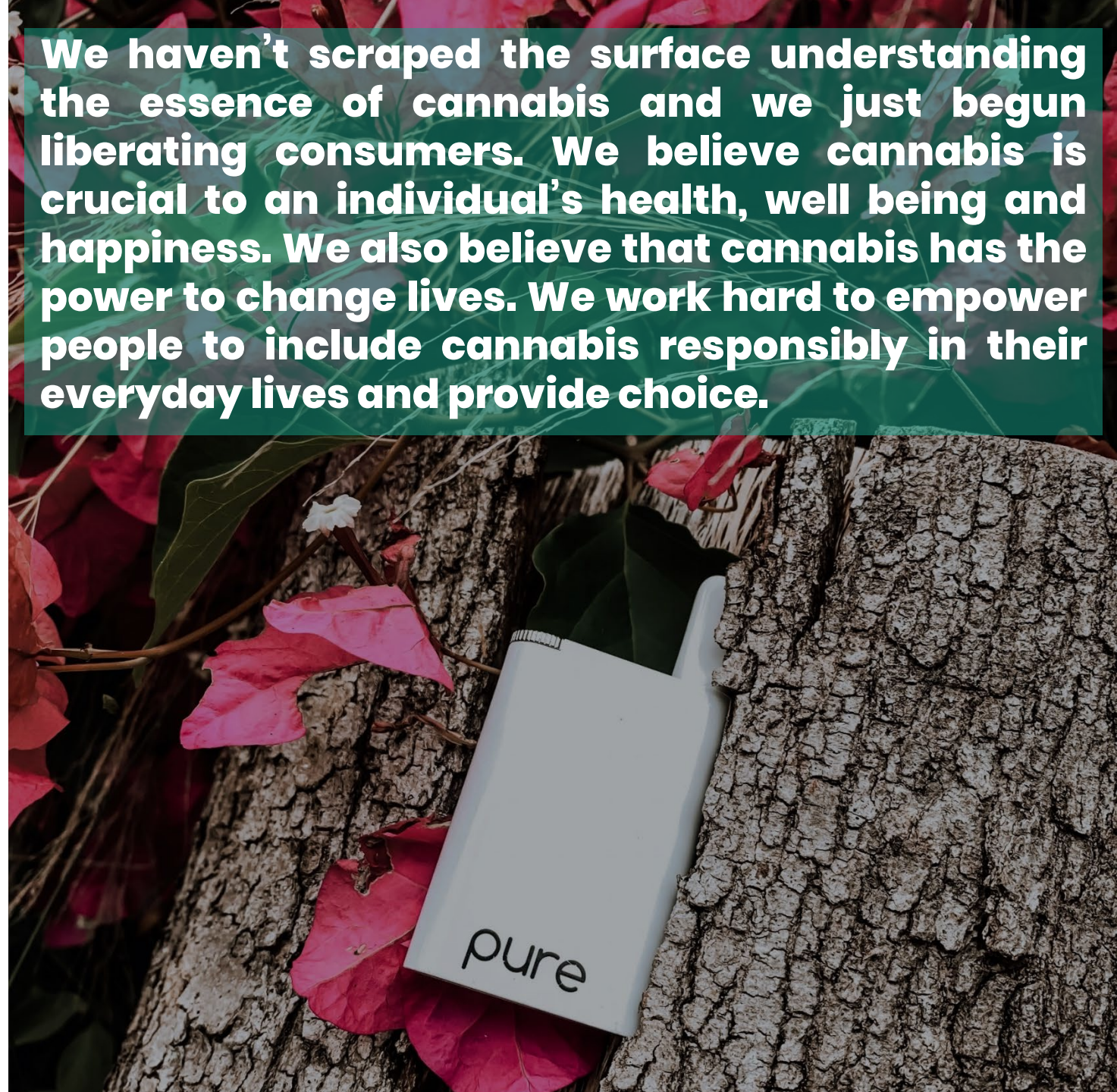


# LIBERATING CANNABIS CONSUMERS + CHANGING LIVES

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We haven't scraped the surface understanding the essence of cannabis and we just begun liberating consumers. We believe cannabis is crucial to an individual's health, well being and happiness. We also believe that cannabis has the power to change lives. We work hard to empower people to include cannabis responsibly in their everyday lives and provide choice.







# **EVOLVING WITH THE CANNABIS CONSUMERS**

**Cannabis consumers are becoming more sophisticated and evolving faster than most brands can keep up. Consumers demand better quality products, new and safer ways to consumer, new experiences and more importantly, choice. We aspire to evolve with them and provide real-time reliable solutions. Our purpose is to create the most recognized cannabis lifestyle brands. Our mission is to build cannabis lifestyle brands to enhance the consumer experience.**

**Our job is to combine vision, science, and safety with our design and marketing to create safe and responsible products and well-known cannabis brands. To achieve this, we focus on our mission and each day we work to develop, source and market trustworthy cannabis products, create innovative experiences and offering extraordinary customer service.**





# INNOVATION + CHOICE

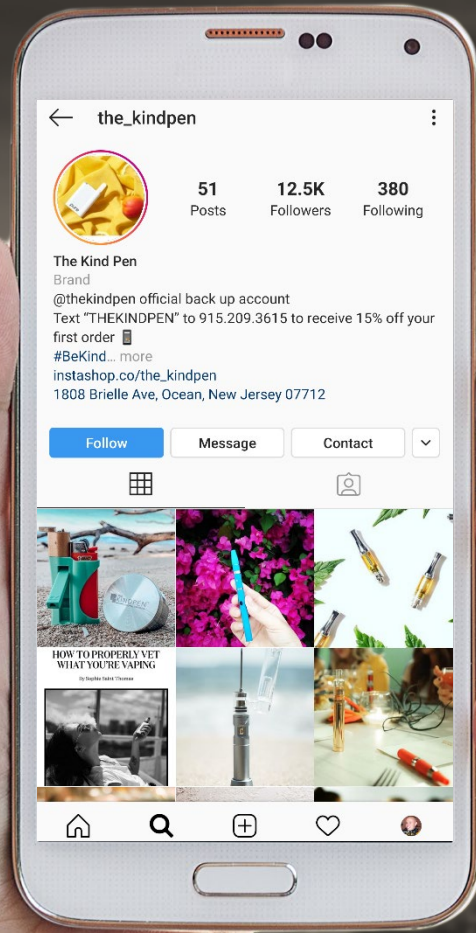
**We are continually innovating and diversifying our portfolio of brands to provide consumers with more choice. We complement these brands through a combination of revolutionary new products, smart acquisitions, and innovative partnerships. Our commitment to promoting safe, responsible and sustainable alternatives to consume cannabis products is baked into our culture. Our leadership provides our core brands with the marketing and investment support necessary to strengthen our brands' position in the market, expand distribution, increase product/brand offerings and frequently enhance the consumer experience. We partner with distributors and retailers by offering the most competitive pricing without sacrificing quality.**

A photograph of two MJV-branded vaporizers on a dark wooden surface. In the foreground, a black "The Kind Pen" is standing upright with its clear glass mouthpiece tilted upwards. The mouthpiece has a small blue light at the top. In the background, a silver "Storm" vaporizer lies horizontally. To the right, a white ceramic cup and a small white dish are partially visible. The background is softly blurred, showing some greenery.

**#beKIND**



# CANNABIS LEGALIZATION!



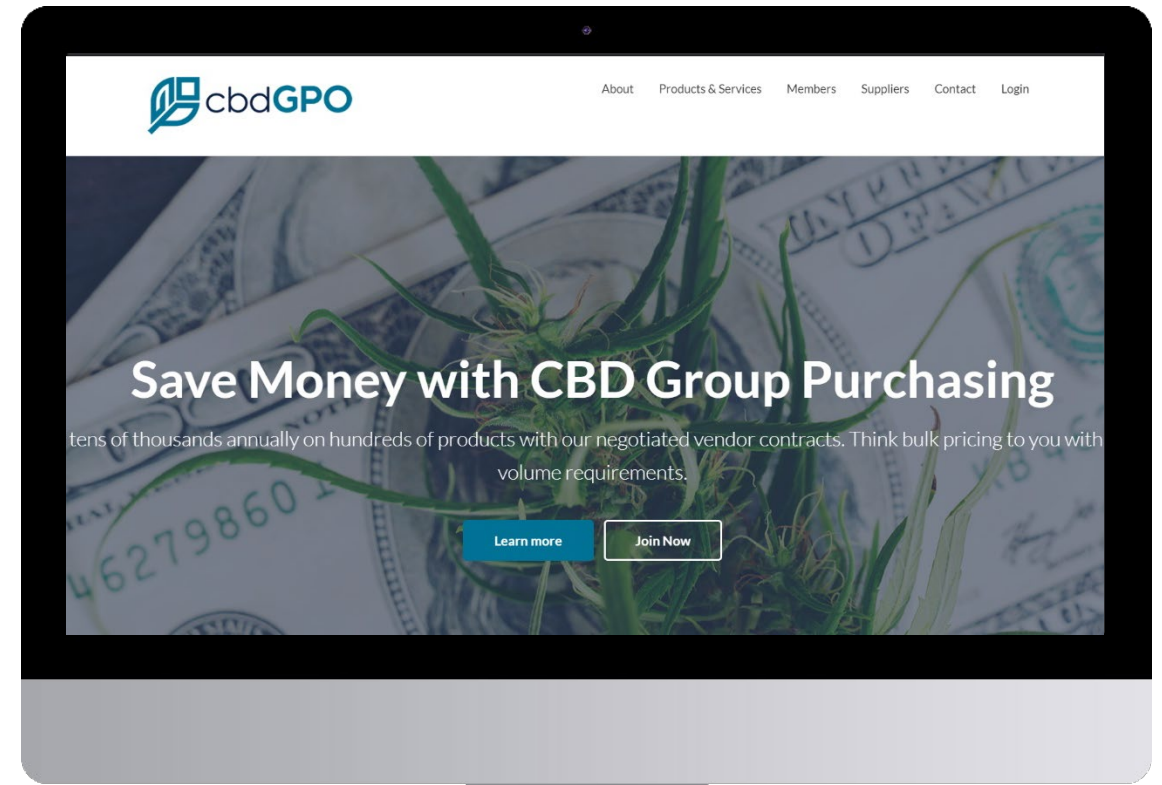
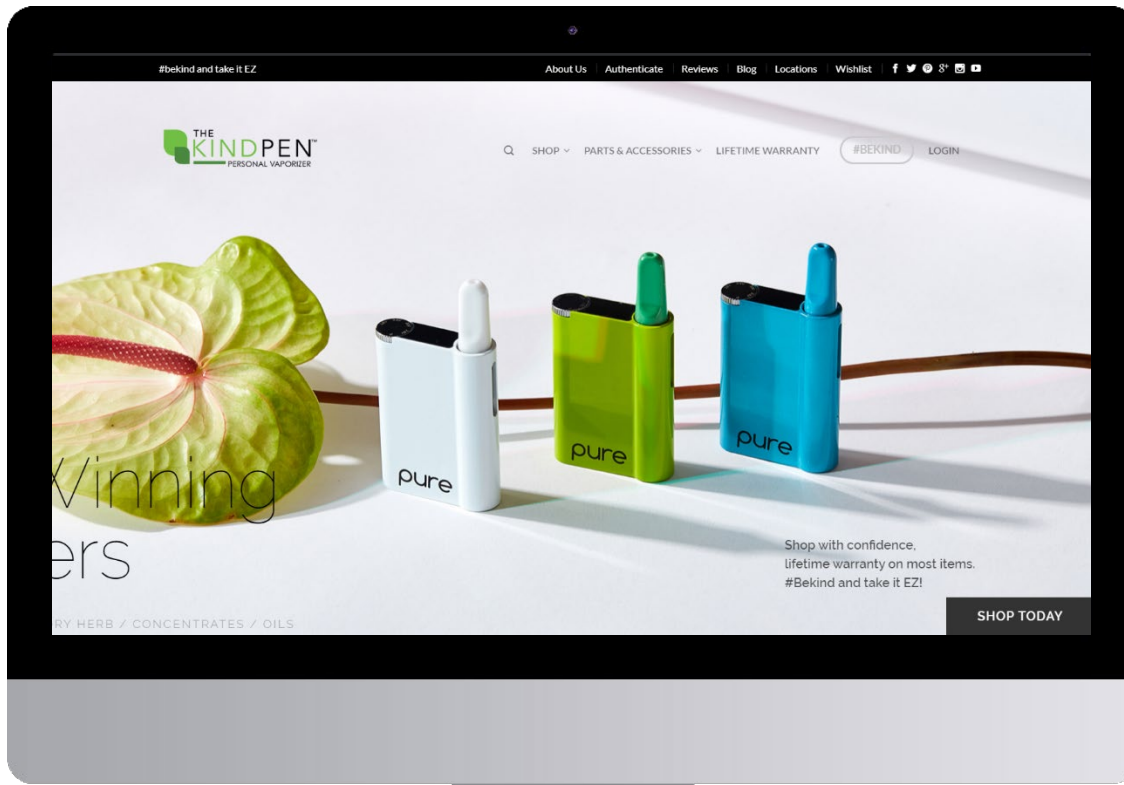
As more states and countries **legalize cannabis**, the larger role cannabis plays in people's lives. We feel we are well-positioned in an incredible industry, at the right time! We capitalize on growth opportunities in cannabis and continue to push the limit on exciting products and experiences while engaging in new and inspiring lifestyle brands intended to drive passion for our brands.





# b2c + b2b

In addition to our **b2c** business model, our **b2b** industry segment holdings support mission-critical aspects of successful CBD companies including sourcing raw materials, white labeling, and packaging and supply solutions. **cbdGPO** – the **CBD Group Purchasing Organization** – is a buying group created to help CBD companies such as wholesalers, manufacturers, and labs realize savings and efficiencies by aggregating purchasing volume and using that leverage to negotiate discounts with manufacturers, distributors, and other vendors.







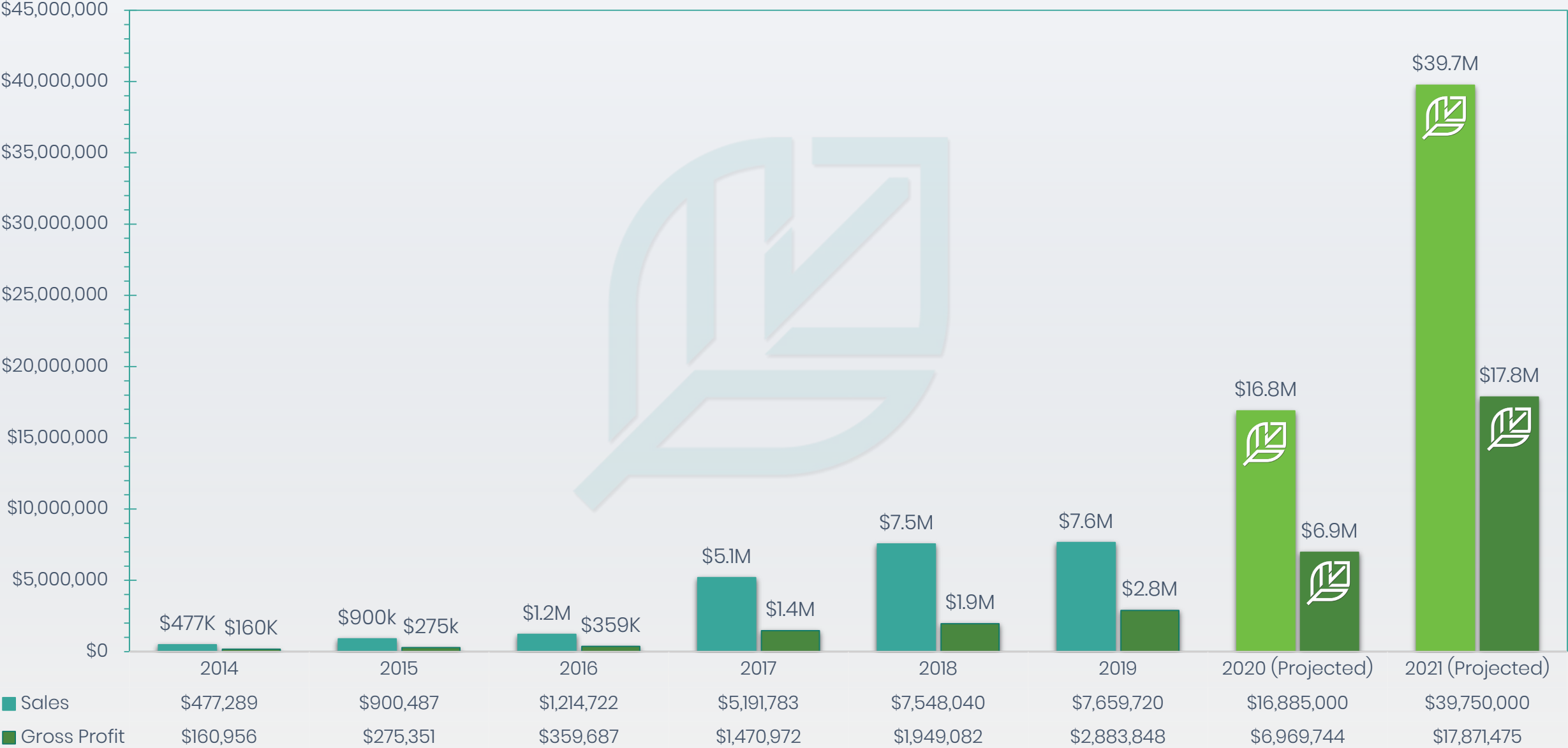
# BUSINESS HIGHLIGHTS

**The Kind Pen:  
Current Operations + Projections.**





# OPERATIONS + PROJECTIONS





# INDUSTRY COMPS – PUBLIC COMPANIES Page 1

Market Cap as of 12/17



<b>Name:</b>	MJ Venture Partners	
<b>Symbol:</b>	MJVP (Reserved by NASDAQ)	
<b>Market Cap:</b>	\$56.0MM	
	2019e	2020e
<b>TTM Rev:</b>	\$7,659,520	\$16,885,000
<b>TTM COGS:</b>	\$4,775,672	\$9,915,256
<b>TTM Gross Profit</b>	\$2,883,848	\$6,969,744
<b>TTM Gross %</b>	37.65%	41.28%
<b>Net Income:</b>	\$720,000	\$100,000
<b>Price / Sales</b>	7.31	3.32
<b>Cash:</b>	\$36,750	\$250,000

<b>Name:</b>	Charlotte's Web	
<b>Symbol:</b>	CWBHF	
<b>Market Cap:</b>	\$320,453,272	
	2017	2018
<b>TTM Rev:</b>	\$40,000,000	\$69,500,000
<b>TTM COGS:</b>	\$10,060,000	\$17,200,000
<b>TTM Gross Profit</b>	\$29,940,000	\$52,300,000
<b>TTM Gross %</b>	74.85%	75.25%
<b>Net Income:</b>	\$7,475,000	\$11,808,000
<b>Price / Sales</b>	8.01	4.61
<b>Cash:</b>	\$5,700,000	\$73,100,000

<b>Name:</b>	Harvest Health	
<b>Symbol:</b>	HRVSF	
<b>Market Cap:</b>	\$217,269,827	
	2017	2018
<b>TTM Rev:</b>	\$22,825,000	\$46,955,000
<b>TTM COGS:</b>	\$8,912,000	\$20,003,000
<b>TTM Gross Profit</b>	\$13,913,000	\$26,952,000
<b>TTM Gross %</b>	60.96%	57.40%
<b>Net Income:</b>	\$3,591,000	\$67,465,000
<b>Price / Sales</b>	9.52	4.63
<b>Cash:</b>	\$1,099,000	\$170,883,000

<b>Name:</b>	Grow Generation	
<b>Symbol:</b>	GRWG	
<b>Market Cap:</b>	\$158,220,561	
	2017	2018
<b>TTM Rev:</b>	\$14,363,000	\$29,000,000
<b>TTM COGS:</b>	\$11,094,000	\$22,556,000
<b>TTM Gross Profit</b>	\$3,269,000	\$6,444,000
<b>TTM Gross %</b>	22.76%	22.22%
<b>Net Income:</b>	\$2,542,000	\$5,073,000
<b>Price / Sales</b>	11.02	5.46
<b>Cash:</b>	\$1,160,000	\$14,200,000

<b>Name:</b>	MedMen	
<b>Symbol:</b>	MMNFF	
<b>Market Cap:</b>	\$152,629,134	
	2017	2018
<b>TTM Rev:</b>	\$2,670,000	\$39,780,000
<b>TTM COGS:</b>	\$1,800,000	\$25,930,000
<b>TTM Gross Profit</b>	\$868,000	\$13,850,000
<b>TTM Gross %</b>	32.51%	34.82%
<b>Net Income:</b>	\$15,400,000	\$66,650,000
<b>Price / Sales</b>	57.16	3.84
<b>Cash:</b>	\$1,400,000	\$33,000,000

<b>Name:</b>	Liberty Health Sciences	
<b>Symbol:</b>	LHSIF	
<b>Market Cap:</b>	\$150,546,717	
	2017	2018
<b>TTM Rev:</b>	\$0	\$13,614,000
<b>TTM COGS:</b>	\$0	\$2,999,000
<b>TTM Gross Profit</b>	\$0	\$10,615,000
<b>TTM Gross %</b>	0.00%	77.97%
<b>Net Income:</b>	\$697,000	\$16,927,000
<b>Price / Sales</b>	-	11.06
<b>Cash:</b>	\$1,208,000	\$10,092,000

<b>Name:</b>	Planet 13	
<b>Symbol:</b>	PLNHF	
<b>Market Cap:</b>	\$135,528,309	
	2017	2018
<b>TTM Rev:</b>	\$11,594,000	\$23,086,000
<b>TTM COGS:</b>	\$6,951,000	\$12,233,000
<b>TTM Gross Profit</b>	\$4,643,000	\$10,852,000
<b>TTM Gross %</b>	40.05%	47.01%
<b>Net Income:</b>	\$602,000	\$10,723,000
<b>Price / Sales</b>	11.69	5.87
<b>Cash:</b>	\$138,000	\$18,500,000

<b>Name:</b>	MariMed	
<b>Symbol:</b>	MRMD	
<b>Market Cap:</b>	\$116,808,862	
	2017	2018
<b>TTM Rev:</b>	\$6,067,000	\$11,851,000
<b>TTM COGS:</b>	\$2,192,000	\$4,041,000
<b>TTM Gross Profit</b>	\$3,875,000	\$7,810,000
<b>TTM Gross %</b>	63.87%	65.90%
<b>Net Income:</b>	\$1,194,000	\$13,604,000
<b>Price / Sales</b>	19.25	9.86
<b>Cash:</b>	\$0	\$102,000

<b>Name:</b>	CV Sciences	
<b>Symbol:</b>	CVSI	
<b>Market Cap:</b>	\$105,857,966	
	2017	2018
<b>TTM Rev:</b>	\$20,679,000	\$48,244,000
<b>TTM COGS:</b>	\$6,190,000	\$14,366,000
<b>TTM Gross Profit</b>	\$14,489,000	\$33,878,000
<b>TTM Gross %</b>	70.07%	70.22%
<b>Net Income:</b>	\$4,897,000	\$10,001,000
<b>Price / Sales</b>	5.12	2.19
<b>Cash:</b>	\$2,048,000	\$9,017,000

<b>Name:</b>	Medical MJ	
<b>Symbol:</b>	MJNA	
<b>Market Cap:</b>	\$87,120,195	
	2017	2018
<b>TTM Rev:</b>	\$26,522,000	\$59,825,000
<b>TTM COGS:</b>	\$8,113,000	\$19,485,000
<b>TTM Gross Profit</b>	\$18,409,000	\$40,339,000
<b>TTM Gross %</b>	69.41%	67.43%
<b>Net Income:</b>	\$142,198,000	\$202,630,000
<b>Price / Sales</b>	3.28	1.46
<b>Cash:</b>	\$875,000	\$4,290,000



# INDUSTRY COMPS – PUBLIC COMPANIES Page 2

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<b>TTM Gross %</b>	37.65%	41.28%
<b>Net Income:</b>	\$720,000	\$100,000
<b>Price / Sales</b>	7.31	3.32
<b>Cash:</b>	\$36,750	\$250,000

<b>Name:</b>	CBDmd	
<b>Symbol:</b>	YCBD	
<b>Market Cap:</b>	\$79,834,625	
	2017	2018
<b>TTM Rev:</b>	\$4,470,000	\$8,420,000
<b>TTM COGS:</b>	\$1,360,000	\$2,670,000
<b>TTM Gross Profit</b>	\$3,110,000	\$5,740,000
<b>TTM Gross %</b>	69.57%	68.17%
<b>Net Income:</b>	\$1,740,000	\$412,000
<b>Price / Sales</b>	17.86	9.48
<b>Cash:</b>	\$284,000	\$4,250,000

<b>Name:</b>	American Hemp	
<b>Symbol:</b>	AMHV	
<b>Market Cap:</b>	\$58,825,788	
	2017	2018
<b>TTM Rev:</b>	\$0	\$2,134,000
<b>TTM COGS:</b>	\$0	\$987,000
<b>TTM Gross Profit</b>	\$0	\$1,147,000
<b>TTM Gross %</b>	0.00%	53.75%
<b>Net Income:</b>	\$0	\$555,000
<b>Price / Sales</b>	-	27.57
<b>Cash:</b>	\$261,000	\$48,000

<b>Name:</b>	Abacus Health Products	
<b>Symbol:</b>	ABAHF	
<b>Market Cap:</b>	\$53,919,913	
	2017	2018
<b>TTM Rev:</b>	\$2,575,000	\$8,537,000
<b>TTM COGS:</b>	\$1,248,000	\$3,483,000
<b>TTM Gross Profit</b>	\$1,327,000	\$5,054,000
<b>TTM Gross %</b>	51.53%	59.20%
<b>Net Income:</b>	\$524,000	\$378,000
<b>Price / Sales</b>	20.94	6.32
<b>Cash:</b>	\$345,000	\$3,814,000

<b>Name:</b>	Veritas Farms	
<b>Symbol:</b>	VFRMD	
<b>Market Cap:</b>	\$46,372,892	
	2017	2018
<b>TTM Rev:</b>	\$1,110,000	\$2,080,000
<b>TTM COGS:</b>	\$923,000	\$1,200,000
<b>TTM Gross Profit</b>	\$191,000	\$876,000
<b>TTM Gross %</b>	17.21%	42.12%
<b>Net Income:</b>	\$2,540,000	\$3,840,000
<b>Price / Sales</b>	41.78	22.29
<b>Cash:</b>	\$27,000	\$15,000,000

<b>Name:</b>	Greenlane	
<b>Symbol:</b>	GNLN	
<b>Market Cap:</b>	\$29,096,438	
	2017	2018
<b>TTM Rev:</b>	\$88,260,000	\$178,934,000
<b>TTM COGS:</b>	\$67,690,000	\$143,199,000
<b>TTM Gross Profit</b>	\$20,570,000	\$35,735,000
<b>TTM Gross %</b>	23.31%	19.97%
<b>Net Income:</b>	\$2,290,000	\$5,887,000
<b>Price / Sales</b>	0.33	0.16
<b>Cash:</b>	\$2,010,000	\$7,100,000

<b>Name:</b>	CLS Holdings	
<b>Symbol:</b>	CLSH	
<b>Market Cap:</b>	\$28,697,661.00	
	2017	2018
<b>TTM Rev:</b>	\$0	\$8,459,000
<b>TTM COGS:</b>	\$0	\$4,836,000
<b>TTM Gross Profit</b>	\$0	\$3,623,000
<b>TTM Gross %</b>	0.00%	42.83%
<b>Net Income:</b>	\$9,577,000	\$27,619,000
<b>Price / Sales</b>	-	3.39
<b>Cash:</b>	\$52,000	\$10,525,000

<b>Name:</b>	High Tide	
<b>Symbol:</b>	HITIF	
<b>Market Cap:</b>	\$27,467,165	
	2017	2018
<b>TTM Rev:</b>	\$7,626,000	\$6,481,000
<b>TTM COGS:</b>	\$4,100,000	\$4,293,000
<b>TTM Gross Profit</b>	\$3,526,000	\$2,187,000
<b>TTM Gross %</b>	46.24%	33.74%
<b>Net Income:</b>	\$229,000	\$3,451,000
<b>Price / Sales</b>	3.60	4.24
<b>Cash:</b>	\$80,000	\$6,240,000

<b>Name:</b>	General Cannabis	
<b>Symbol:</b>	CANN	
<b>Market Cap:</b>	\$24,685,925	
	2017	2018
<b>TTM Rev:</b>	\$3,522,000	\$4,618,000
<b>TTM COGS:</b>	\$2,785,000	\$3,738,000
<b>TTM Gross Profit</b>	\$737,000	\$880,000
<b>TTM Gross %</b>	20.93%	19.06%
<b>Net Income:</b>	\$8,220,000	\$16,973,000
<b>Price / Sales</b>	7.01	5.35
<b>Cash:</b>	\$5,036,000	\$7,957,000

<b>Name:</b>	Nutritional High	
<b>Symbol:</b>	SPLIF	
<b>Market Cap:</b>	\$10,656,046	
	2017	2018
<b>TTM Rev:</b>	\$527,000	\$4,468,000
<b>TTM COGS:</b>	-	\$3,879,000
<b>TTM Gross Profit</b>	\$527,000	\$588,000
<b>TTM Gross %</b>	100.00%	13.16%
<b>Net Income:</b>	\$4,003,000	\$7,454,000
<b>Price / Sales</b>	20.22	2.38
<b>Cash:</b>	\$755,000	\$602,000

# OUR ALL-STAR TEAM



**Brett**  
Chairman + CEO



**Jason**  
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MJ Venture Partners, Inc.  
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