

Creso Pharma US Roadshow

ASX: CPH
OTC: COPHF
FRA: 1X8

April 2022



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Company overview

Business description

- Founded in 2016 and ASX listed on 20 October 2016, trading under ASX code CPH
- Revenue generating licensed cannabis producer in Canada with CBD R&D and marketing division in Switzerland
- Only ASX-listed company with 100% ownership over a Canadian Licensed Producer and an established clinical psychedelic life sciences business
- Innovative, Swiss-made hemp CBD product portfolio across four categories and global distribution agreements in place
- Pending acquisition of Sierra Sage Herbs to provide access to US CBD market for Swiss product portfolio
- Canopy Growth Co-Founder Bruce Linton (who grew Canopy to a peak market cap of C\$28 billion) non-executive director of Creso board

Financial snapshot

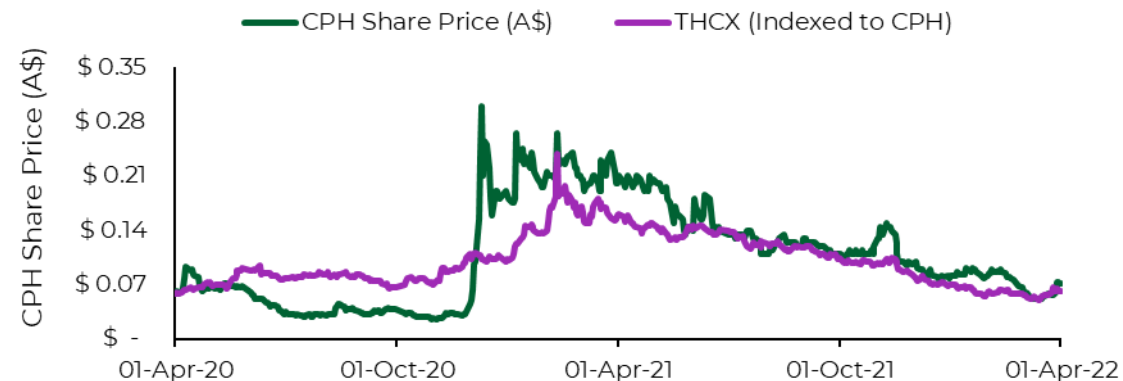
	AUD
Share Price	\$0.072
52-wk High	\$0.18
52-wk Low	\$0.05
Shares on Issue	1.296Bn
Market Capitalisation	\$93.3m
Total Debt Outstanding	Nil
Cash ²	\$7.18m
Enterprise Value	\$86.1m

Source: S&P Capital IQ

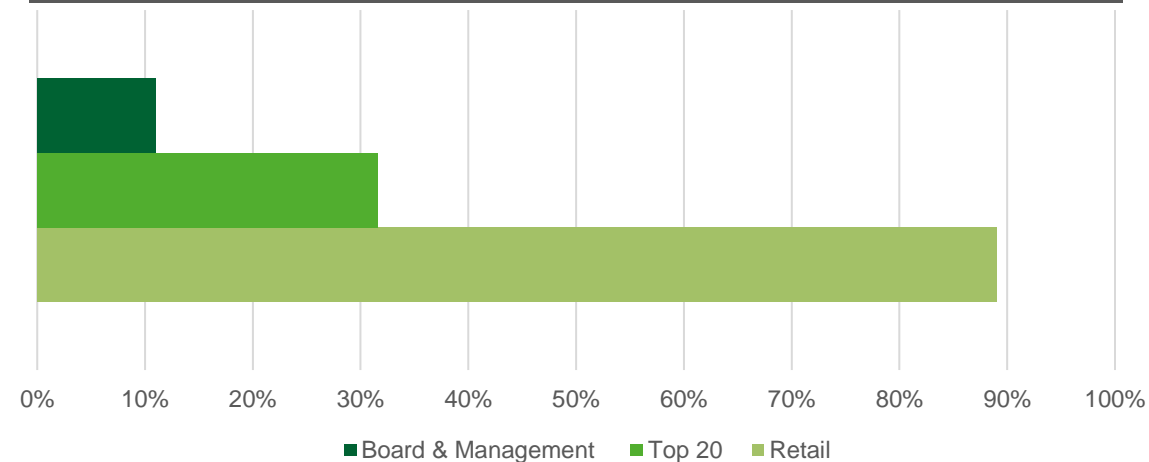
1 As at 31 Dec 2021

2 As per FY21 Annual Report

Share performance vs cannabis index

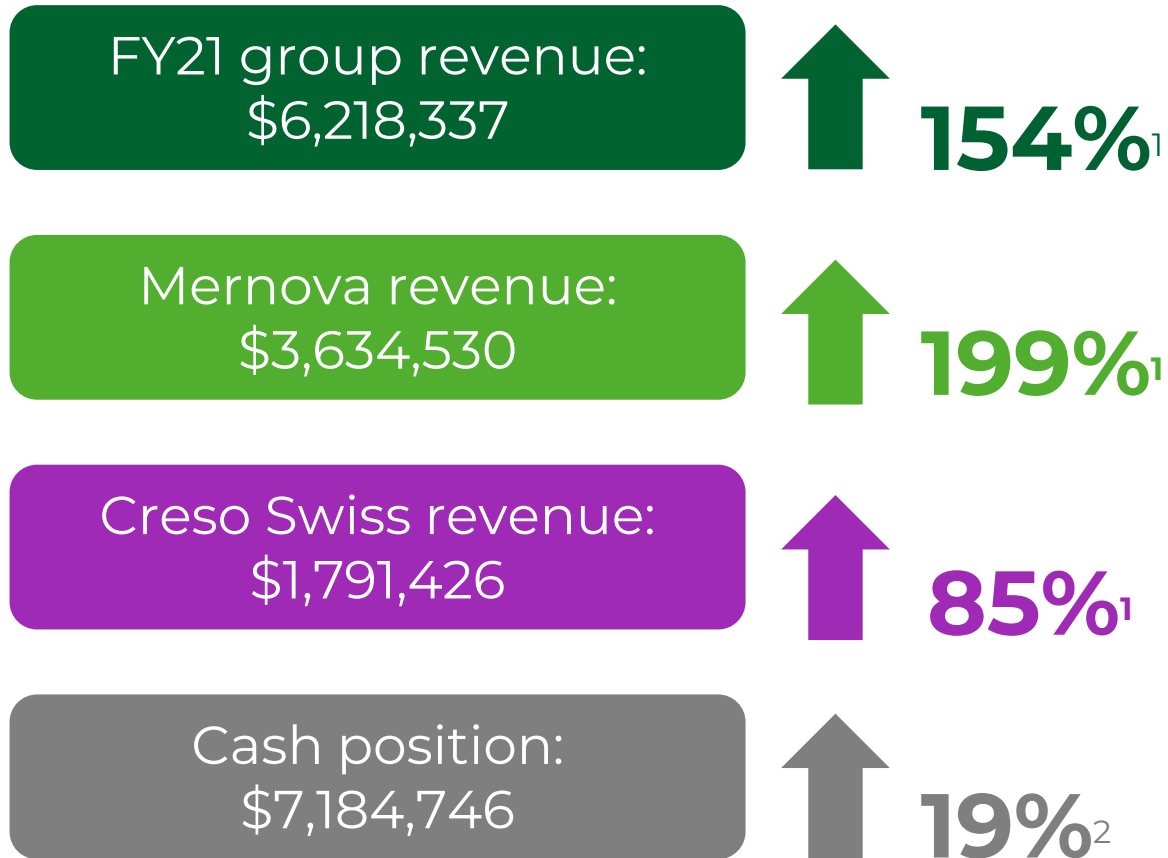


Ownership structure¹

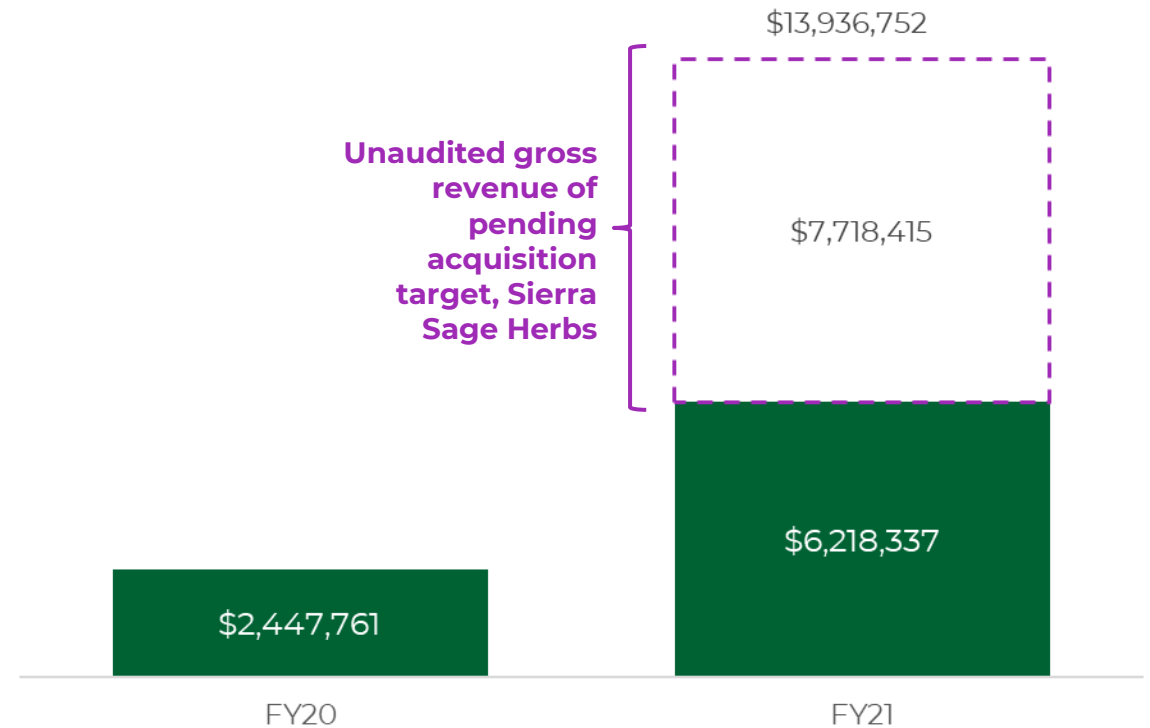


Financial overview

FY2021 results overview – A\$ mm unless otherwise noted



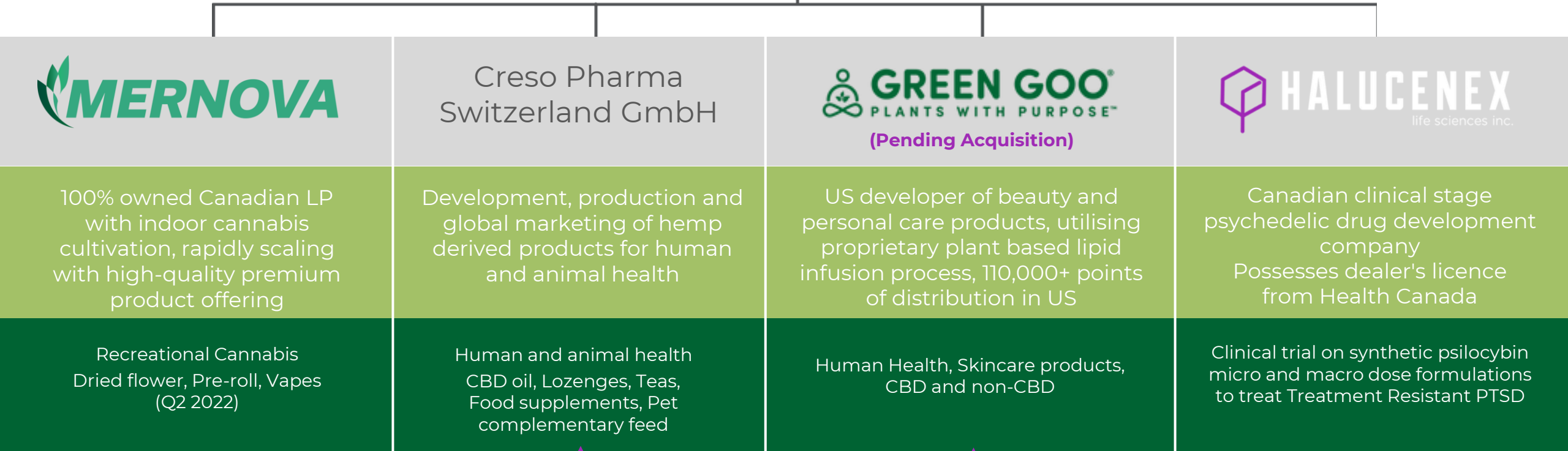
CPH Group Revenue Growth



¹ Compared to FY2020

² As at 31/12/2021

To develop and market functional, plant based products that better the lives of humans and animals



Acquisition of Green Goo to accelerate introduction of Swiss products into US



Combined Board and Management



William Lay

CEO & Managing Director

Former investment banker and previously led or supported >C\$5 billion of M&A deals as Associate Director at Canopy Growth



James Ellingford

Chairman

Ex President of an international publicly listed billion-dollar business with its headquarters in Geneva, Switzerland and New York, USA



Bruce Linton

Non-executive Director

Co-founder and former Chairman of Canopy Growth Corporation, world-leader in cannabis and psychedelics



Adam Blumenthal

Co-Founder, Non-exec Director

Investment banking and corporate finance expert, deep exposure to Australian and international markets



Boaz Wachtel

Co-founder & Director

Leading Medical cannabis expert, co-founder and former MD of Phytotech Medical Australia's first publicly traded medical cannabis company



Micheline MacKay

Executive Director

Managing Director at Mernova, 22 years of experience in regulatory environments



Chris Grundy

CFO

Career CFO with over 30 years experience in life sciences sector



Miri Halperin Wernli

Strategic Advisor

Executive President and board member of MindMed, 30 years experience in biopharmaceutical industry



Jorge Wernli

Commercial Director – Creso Pharma Switzerland

30 years of experience in Big Pharma, including Novartis, Wyeth, Vifor



Bill Fleming

Managing Director Halucenex

founded and served as CEO of several entrepreneurial companies, and has developed corporate strategies for family-owned businesses to multi-national companies



Brett Ayers

Managing Director impACTIVE

Founded impACTIVE in 2019 after running Canadian ops for Arizona-based CBD company, Urbal Activ



Creso Pharma to Pursue NASDAQ & ASX Dual listing

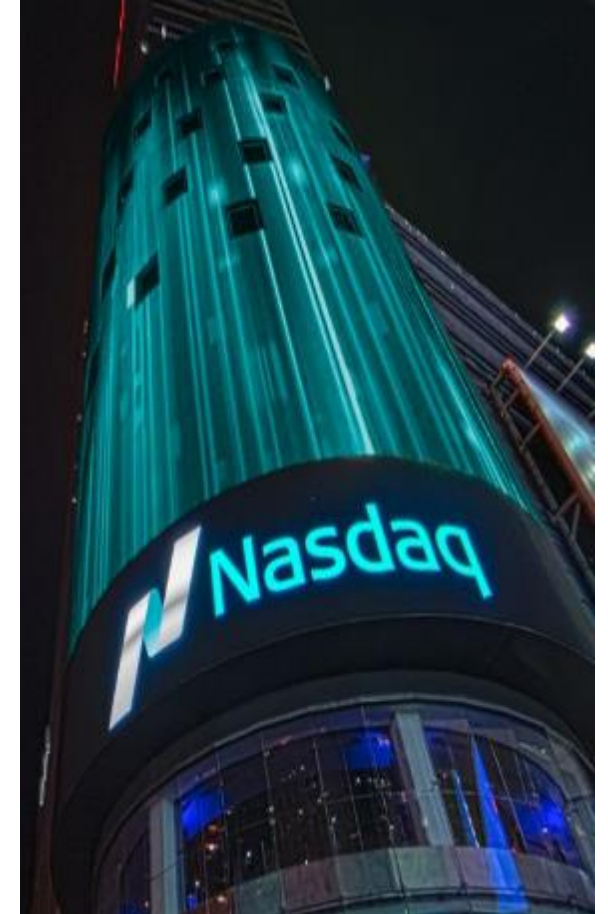
NASDAQ listing provides vehicle into North American opportunities

Dual listing expected to unlock additional value for shareholders

- NASDAQ listing provides access to deeper pool of North American retail and institutional investors
- Targeting NASDAQ listing during CY2022
- May allow potential revaluation of Creso Pharma in comparison to North American peers in the cannabis and psychedelic sectors
- Favourable regulatory changes in the US cannabis and psychedelic industry will potentially provide an ideal operating landscape to pursue strategic growth opportunities

EAS Advisors mandated to expedite NASDAQ listing process

- EAS Advisors has participated in over US\$6.5Bn in successful transactions
- EAS founded by Edward Sugar, ex MD of Jefferies, who has vast experience in dual listings including cannabis & Psychedelic industry



Dual Listed Cannabis / Psychedelic Companies

Company name	Stock Code	Stock exchange	Market cap ¹
Incannex Healthcare	IHL	ASX / NASDAQ	\$647m AUD
Canopy Growth	CGC	TSX / NASDAQ	\$3.17Bn USD
MindMed	MNMD	NEO / NASDAQ	\$510m USD
Tilray Inc	TLRY	TSX / NASDAQ	\$4.0Bn USD
Creso Pharma	CPH	ASX	\$93m AUD

¹ Market cap as at 29/03/2022

Mernova Medicinal Inc.



Mernova Overview

100% owned revenue-generating Canadian LP

Highlights

- 24,000 sq. ft. facility purpose built to Health Canada GPP standard, scalable to 200,000 sq. ft.
- License to cultivate, process, and sell cannabis to provincial and territorial markets, and for medical purposes
- Mernova's Ritual Green and Ritual Sticks products are available for sale in Nova Scotia, the Yukon, New Brunswick, Saskatchewan and Ontario
- Mernova preparing to launch new handheld vaporizer product to be sold under the Ritual Gold brand
- Investments in new infrastructure leading to increased yields, driving down cost per gram
- 199% increase in revenues (FY21 A\$3,634,530) compared to the previous corresponding period (FY20 A\$1,214,843)



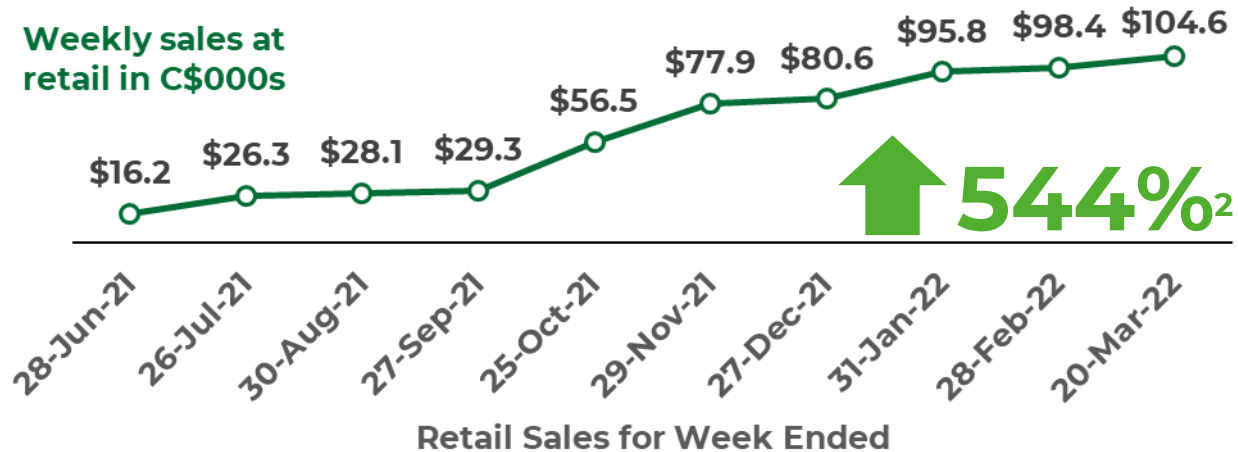
Mernova Medicinal Inc.
Nova Scotia



Sales Trajectory – Nova Scotia

100% owned revenue-generating Canadian LP

Nova Scotia Sales Approach to be Exported to New Markets



Market Share Figures³

All Categories

5.3%

Dried Flower & Pre-Roll Only

8.2%

3.5g Dried Flower & Pre-Roll Only

15.4%

Sales growth driven by industry leading cannabis quality, and bespoke sales approach involving 50+ product knowledge (“PK”) sessions with budtenders at individual dispensaries over the last year



Monkey Berries



Black Mamba



Lemon Haze



Mac 1



Source: Nova Scotia Liquor Corporation

¹ Compared to 2021 average prior to any upgrades.

² March 2022 vs. June 2021.

³ For week ended March 20, 2022.



Ongoing Infrastructure Improvements

100% owned revenue-generating Canadian LP

Infrastructure Investments Driving Up Yields and Reducing per Gram COGS (Black Mamba Strain Sample)

2021 Average Yield
– 14 Batches:
22.9 Kg

New nutrition + irrigation
upgrades (all rooms)

Average Yield
– Next 3 Batches:
27.3 Kg (+19%)

New lighting (2/10 rooms, remainder
to be installed in due course)

Yield – 1st
Harvested Batch:
35.9 Kg (+56%)¹



Grow room with new lighting

Source: Nova Scotia Liquor Corporation

¹ Compared to 2021 average prior to any upgrades.

² March 2022 vs. June 2021.

Product suite

Diverse product range sold across various Canadian provinces

Ritual Green

- Industry leading craft cannabis, THC % and terpene profiles at **top end of entire Canadian recreational market**
- Hydroponically grown indoors, hang-dried, hand trimmed and cured



Black Mamba



Lemon Haze

Dried Flower produced by Mernova

Ritual Sticks

- Pre-rolled joints made from the same high-quality cannabis that is sold as dry flower under the Ritual green brand
- Product range continuously evolving with new formats and combinations



Ritual Sticks product packaging and branding images

Ritual Gold

- Vape product sales to commence in Q2 2022
- Lemon Haze biomass has been shipped to contract manufacturer to create 1g vape cartridges
- Vapes will leverage native terpene profile of lemon haze flower with no added flavours

Ritual Gold



Creso Pharma Switzerland



Creso Pharma Switzerland Overview

Hemp derived products for human and animal health

GMP development and manufacturing standards

- Development and production of hemp based products in innovative delivery systems in GMP certified facilities in Switzerland (“Swiss Made” Label)
- International rights for numerous unique and proprietary innovative delivery technologies which enhance the bioavailability and adsorption of cannabinoids

Human Health CBD Division

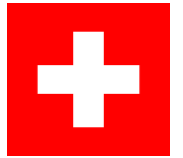
- Products include hemp based CBD food supplements, CBD oil, CBD tea, and CBD topical gels for muscle recovery
- Over 3,000 international points of sale in Switzerland, Europe and South Africa
- Pending acquisition of Sierra Sage Herbs (SSH) which currently has over 110,000 points of distribution across the US including major retailers such as CVS, Walgreens, Walmart, Amazon, Target

Animal Health CBD Division

- Products include anibidiol for pets, hemp flour products for swines and equines
- Sold across Switzerland and key markets in Europe, and expansion to new markets including Poland, Uruguay, and further LATAM countries

Revenue generating

- Human Health CBD division achieved revenues of \$756,635 in FY21 (85% increase on pcp)
- Acquisition of SSH to accelerate entry into US market
- Animal Health CBD division achieved revenues of A\$1,034,527 in FY21 (75% increase on pcp)

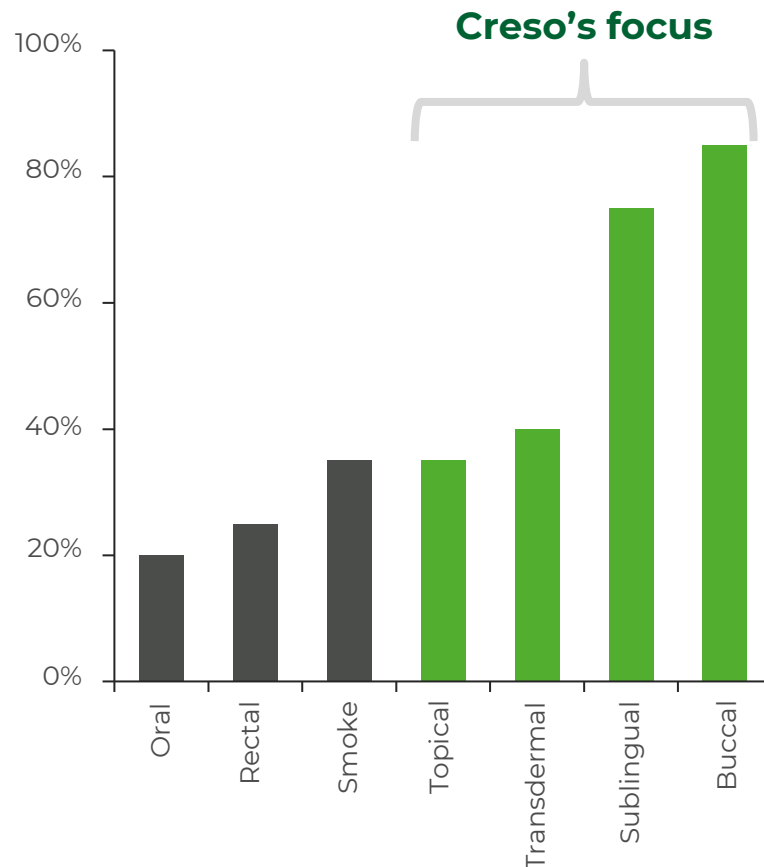


Innovative product delivery systems

Extensive product research and development with a focus on innovative methods of delivery

Bioavailability¹

How effectively medicine is absorbed



World Class Human and Animal Products

Creso Pharma Switzerland develops best in class intellectual property for human and animal products

Buccal

(Absorbed in mouth)



Topical

(muscular absorption)



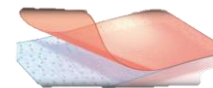
Buccal

(Absorbed in mouth)



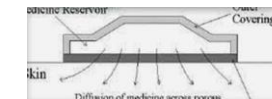
Sublingual

(Under the tongue)



Transdermal

(skin time release)



¹ Creso Pharma, Newmeyer MN, et al Clin. Chem. 2016 (<https://www.ncbi.nlm.nih.gov/pubmed/27899456/>), <https://shopatbloom.com/maryland/cannabis-bioavailability-whats-effective-method/>, <https://medium.com/@ericgeisterfer/the-bioavailability-of-medical-marijuana-6d05b712baa0>

Established products and branding

Creso Pharma Switzerland Key Products

cannaQIX® 50, 25, 10

cannaQIX® products focus on supporting and optimizing human health through CBD based supplements enriched with vitamins in an innovative lozenge format

- THC free
- Produced in a certified GMP compliant facility and with “Swiss Made” Label
- Targets chronic pain, stress reduction and support of cognitive and psychological functions in humans
- Formulated in an innovative delivery system maximizing absorption



anibidiol®, anibidiol® EQUI, SWINE

anibidiol® products focus on improving animal health through CBD based animal feed products

- GAP compliant, THC free
- Produced in a certified GMP compliant facility and with “Swiss Made” Label
- Targets stress management and the strengthening of the immune system
- Formulated in a pet specific innovative delivery system



cannaDOL®

cannaDOL® is a CBD-based functional topical with essential oils

- THC free
- Produced in a certified GMP compliant facility and with “Swiss Made” Label
- Addresses the analgesic need in sports-related muscle injuries, arthritis and osteoarthritis
- Available in over 2,500 retailers in Switzerland



Green Goo

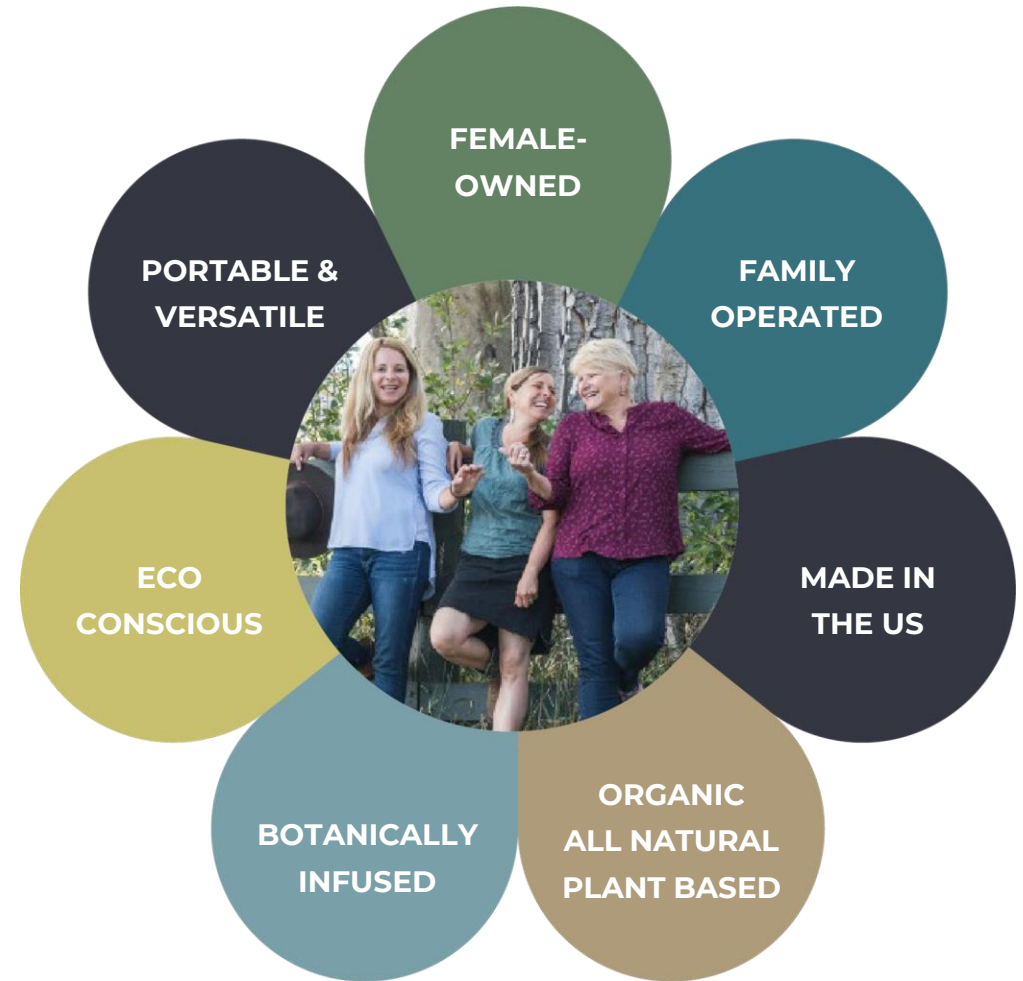
Pending Completion of Acquisition
(Expected May 2022)



Green Goo

A true family business success story built on strong ideals

- 2008** As a hobby, Scott family begins experimenting with various herbs, drying them out on old screen doors to infuse into oils for personal use
- 2009** Scott family begins to label products and give them to friends and family, with significant acclaim and starts to sell them at local farmers markets
- 2012** Family begins traveling to markets and festivals to sell the products; Green Goo as a commercial venture is born
- 2014** Family rented small warehouse and began production at home
- 2015** Green Goo develops first food, mass, drug relationships
- 2017** Reaches 25k points of distribution
- 2019** Introduction of Good Goo CBD range
- 2020** Green Goo reaches US\$8M in gross sales
- 2022** Q1 Green Goo reaches 110k points of distribution



Green Goo's current product portfolio

Diverse range of CBD and non-CBD products

SIERRA SAGE HERBS

❌ GREEN GOO®
(non-CBD)

✅ GREEN GOO®
(CBD)



Beauty & personal care/first aid



Sexual wellness products



CBD products



Green Goo's Manufacturing and Distribution

Green Goo's Manufacturing Partners and Distribution Network Provide Competitive Advantage



Proprietary daily lipid infusion process



Raw material sourced only from certified **SSH approved vendors**



Dedicated production line to finished goods, versatile across product line



Raw materials sourced by **manufacturing partner**



FDA approved facility operating under GMP
Further certifications



Shipments to all channels of distribution: brick & mortar, Marketplaces, DTC

145,000

customers

Customer lifetime value: **US\$290**
Customer acquisition cost: **US\$25**
Average order value: **US\$45**

200+

influencer & ambassador relationships

1,000,000 views on TikTok
Strong affiliate program

110,000+

points of distribution



Green Goo's Distribution Network (Cont'd)

Green Goo's established US distribution and sales footprint

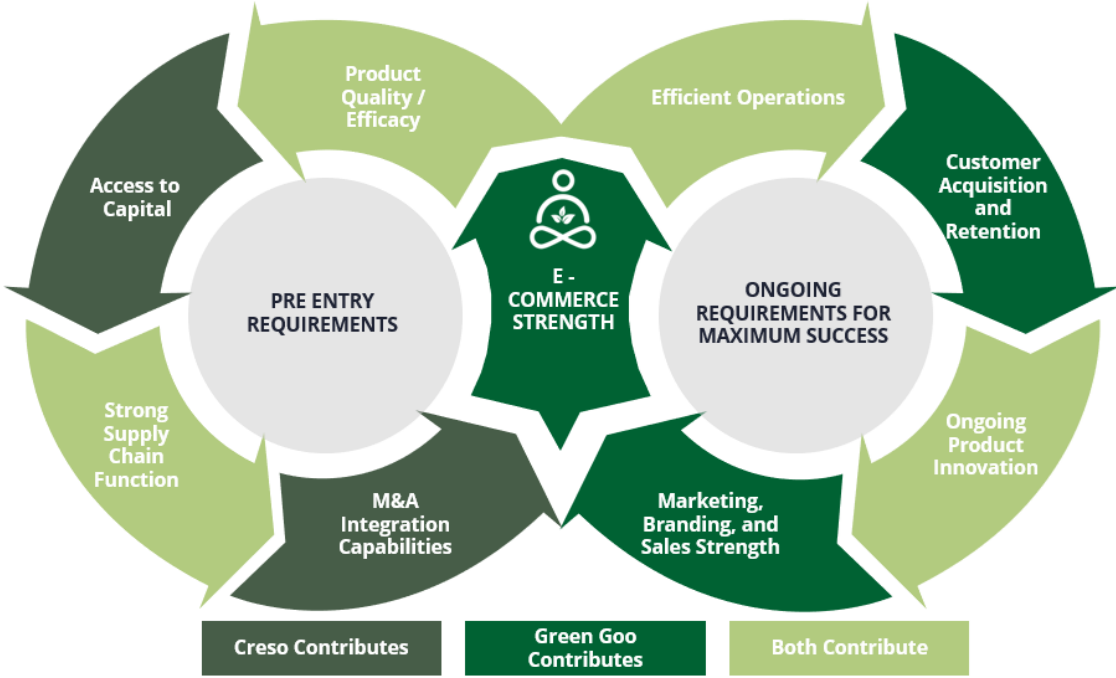
- Green Goo products are currently sold in over 110,000 points of distribution across the US
- Products are currently sold in major retailers such as CVS, Walgreens, Walmart, Target, Albertsons, Whole Foods, and Safeway amongst others
- Extensive online presence through ecommerce channels currently reaching over 150,000 direct to customer relationships in America and international markets
- Since announcement of the transaction Creso Pharma and SSH senior management teams have held numerous meetings to accelerate market penetration of both companies' products
- Acquisition maidens Creso Pharma's entry into the US, providing access to the worlds largest and fastest growing CBD market with an expected value of US\$12Bn¹ by 2026

Some of Green Goo's stockists:

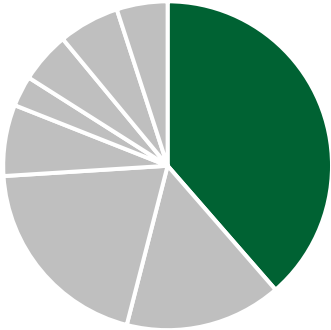


Key to success: US CBD

Creso / Sierra Sage Combination to Accelerate US Market Penetration

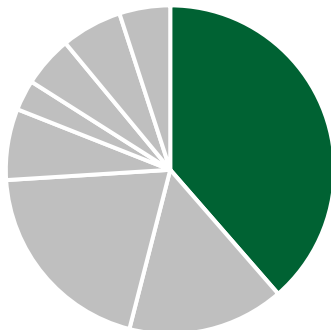


2021 CBD Sales by Channel¹



E-Commerce 38.6%

2026 CBD Sales by Channel¹



E-Commerce 40.3%

Large and quickly growing market: **US\$12bn** by **2026**
 #1 thing that matters to consumers **desired effects¹**
 (i.e. product quality)



¹ Brightfield Group



Green Goo leadership team

Experienced leadership team



Jodi Scott
CEO/Co-Founder

Primarily responsible for the strategic direction and execution of SSH. Years of experience working with disadvantaged patients seeking medical and therapeutic care



Kathy Scott
VP Compliance/Co-Founder

Focused on Regulation and compliance, Web design and video content creation, Years of experience in operating her own company



Jennifer Scott
VP Product Development/Co-Founder

Specializes in product development and formulation, Studied the art of making medicinal body care product, Certified Herbalist



Kelly Hoyt
VP Strategic Operations

Responsible for overseeing operations, Fortune 500 background worked at IBM and other multinational companies



Shea Martin
VP Public Relations

Responsible for Public Relations, 18+ years in public relations including managing A list celebrities



Chris Sparks
VP Supply Chain

Responsible for overseeing supply chain and manufacturing processes



Brooke Dang
VP Finance

Responsible for overseeing and implementing global finance, 20+ years working in finance, Extensive knowledge in the cannabis space (Medical Marijuana Inc.)



Michelle Douglas
Sr. Director, Global Sales and Marketing

Responsible for overseeing Brand Marketing & Digital, 15+ years in sales and marketing from Fortune 500 (Pepsico) to pioneered start ups (Canopy Growth)



Erin Bovard
Director, US Sales

Responsible for overseeing US sales, 11+ years in sales most recently Charlottes Web Natural division



impACTIVE

IMPACTIVE Overview

By athletes for athletes

ImpACTIVE

- Founded by current and former athletes who share a passion for sport with the mission to provide high-performance athletes the best hemp-derived CBD products and redefine their recovery routine in a quick, safe, and natural way
- impACTIVE products provide cannabis relief to help athletes reduce muscle and joint inflammation without the heavy use of narcotics or prescription pharmaceuticals

Founders

- Brett Ayers (Co-Founder & CEO) – Investment professional and former hockey player
- Kevin Tansey (Co-Founder & Chief Brand Officer) – Current professional hockey player

Ambassadors

- Kevin Tansey
- Mark Fraser
- Matthew Barnaby
- Nathaniel Behar
- Colton Saucerman
- Nicholas Boulay
- Additional ambassadors expected prior to launch



Brett Ayers



Kevin Tansey



Green Goo to accelerate impACTIVE

Short term synergies between both companies to be realised

GREEN GOO® benefits impACTIVE by:

- ✓ Improved manufacturing relationship with lower MOQs and shorter lead times
- ✓ Ability to plug into Green Goo's retail and D2C relationships
- ✓ Ability to leverage Green Goo's marketing expertise
- ✓ Ability to pursue brand ambassadors across both brands

- ✓ Expected sales to commence in Q2 2022



Halucenex Life Sciences inc.



Halucenex Life Sciences inc.

Company overview



Halucenex is a life sciences development company with a focus on researching novel psychedelic compounds

Halucenex operates a 6,000 square foot medical facility, with 6 treatment rooms and a secure laboratory dedicated to performing psychedelic-assisted psychotherapy and clinical research.

The facility is strategically located on a 160,000 sq ft lot adjacent to The Hants Community Hospital in Windsor, Nova Scotia, and which specialises in the treatment of mental health conditions.

Fully Licensed to commence clinical trials

- Halucenex is one of only four public Canadian companies to hold a Dealer's License (Numinus (TSXV:NUMI), Filament Health Corp (FH.NE) & Optimi Health (CSE:OPTI))
- Halucenex will have a 10kg allowable possession of psilocybin under the Dealer's License
- **Halucenex to imminently commence a Phase 2 trial on the safety and efficacy of psilocybin as a treatment for treatment-resistant post traumatic stress disorder**



Halucenex Laboratory Setup



Halucenex 2021 Achievements

Halucenex well positioned to be a global leader in psychedelic medicines

Licenses Held

- Health Canada Controlled Drug and Substances Dealer's License for following activities: possession, production, assembly, sale/provision, transportation and delivery
- Relates to the following substances: GHB Harmaline, Ketamine, LSD, Mescaline, DMT, N-METHYL, 3-4 METHYLENEDIOXYPHETAMINE, Phencyclidine, Psilocybin, Salvia Divinorum, Salvinorin A

- May '21** ○ Secured 22.3g GMP grade synthetic psilocybin
- Aug '21** ○ Secured controlled Drug and Substances Dealer's License from Health Canada
- Aug '21** ○ Commissions supercritical CO2 extraction system on site
- Sep '21** ○ Enters into research agreement with Acadia University to develop soft gel delivery based nano emulsion technology
- Nov '21** ○ Completed USP 61 and USP 62 testing requirements with favorable results
- Dec '21** ○ Received license amendment allowing for manufacturing of synthetic and botanical psilocybin and other psychedelic compounds
- Jan '22** ○ Clinical Trial Application lodged with Health Canada
- Jan '22** ○ Registers as potential supplier under Health Canada's Special Access Program (subsequently approved)
- Feb '22** ○ Receives no objections letter from Health Canada on clinical trial

Halucenex's Long-term strategy



Clinical trials - Clinical trials will focus on the treatment of anxiety and other mental health challenges such as depression and PTSD



Developing IP for a formulation of synthetic psilocybin - Natural psilocybin is less compatible in clinical settings due to inconsistency of potency and therefore dosage, producing synthetic psilocybin in-house will replace third-party supply agreements and potentially allow Halucenex to supply to other distributors and practitioners



Delivery methods - Halucenex plans to develop products across a range of delivery methods such as psilocybin-infused capsules and tinctures



Agile business plan - Fast track to commercialisation via the Veterans market will deliver cash flow early, while maintaining a flexible business plan will allow the company to adapt to the changing regulatory environment



\$6.3b¹

Estimated market for
psychedelics medicines



5%²

Of Adults suffer from
depression globally



1 in 4³

Americans are affected by
mental health disorders



14.5%⁴

CAGR of psychedelic
medicine market

1 Estimated market size by 2026

2 Institute of Health Metrics and Evaluation, Global Health Data Exchange.

3 John Hopkins Medicine Mental Health Disorder Statistics.

4 Research and Markets



Cannabis innovation in the science of life – for people and pets

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