



VITALIBIS™

LD Microcap Presentation

OTCQB: VCBD

June 4, 2019

www.vitalibis.com

Legal Disclaimer

DISCLAIMER: This Presentation contains forward-looking statements and forward-looking information. Often, but not always, forward-looking statements can be identified by the use of words or phrases or state that certain actions, events or results “may”, “could”, “would”, “might” or “will” be taken, occur or be achieved. Forward-looking statements involve known and unknown words such as “plans”, “expects” or “does not expect”, “is expected”, “estimates”, “intends”, “anticipates” or “does not anticipate”, or “believes”, or variations of such words and risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements and information. Examples of such statements include: (A) the financial forecast of the Company; (B) the intention or plans to grow the business and operations of the Company; (C) anticipated timing for the formulation and availability of the Company’s products to market and expected sale prices; (D) expected growth in the number of users of .3% THC or lower CBD oil, CBD related products and hemp-based products anticipated in North America; and (E) the expansion of the Company’s business into other revenue streams. Actual results and developments are likely to differ, and may differ materially, from those expressed or implied by the forward-looking statements contained in this Presentation. Such forward-looking statements are based on a number of assumptions which may prove to be incorrect, including, but not limited to: the ability of the Company to obtain necessary financing; the ability to remain a public company; the ability to satisfy the requirements of a stock exchange; the economy generally; consumer interest in the products of the Company; competition; and anticipated and unanticipated costs. These forward-looking statements should not be relied upon as representing the Company’s views as of any date subsequent to the date of this Presentation. Although the Company has attempted to identify important factors that could cause actual actions, events or results to differ materially from those described in forward-looking statements, there may be other factors that cause actions, events or results not to be as anticipated, estimated or intended. There can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on forward-looking statements. The forward-looking statements and information contained in this Presentation are expressly qualified in their entirety by this Notice and Disclaimer. The forward-looking statements and information included in this Presentation are made as of the date of this Presentation and the Company assumes no obligation to update such forward-looking statements to reflect new information, subsequent events or otherwise, unless required by applicable securities legislation.

Vitalibis is a wellness brand with a CBD backbone in an immature industry.

- **Products:** premium, safe full spectrum oil
- **Strategy:** one brand, multi-channel strategy
- **Management Team:** deep experience as operators and can scale businesses
- **Technology:** built the most robust ecommerce / influencer technology platform in the CBD industry
- **Vertical Integration:** to control our premium quality and supply chain
- **Uplist:** OTCQB company with plans to up-list to a major exchange

OTCQB: V CBD (as of 5/31/19)

Common Stock Price	\$.65
Market Capitalization	\$20M
Shares Outstanding	\$30.8M
Float	4.5M
Management Ownership	74%

Steve Raack, CEO



1994

2006

2019

BS, Electrical Engineering



MBA



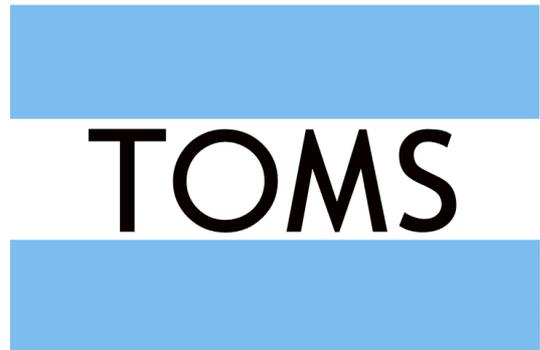
BEAUTYCOUNTER

COO – reported to Founder; scaled to 75+ employees; closed TPG Growth as largest investor; grew sales over 1,500% in last 2 years; \$100MM in sales in 3 ½ years

Our Inspiration



Our Vision: Become an Iconic Brand



Great Products

Excellent Branding

Robust Customer Care

Authentic Social Mission

Engaged Community

Strong Customer Lifetime Value

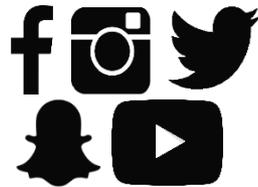
Our Strategy: One Brand, Multi-Channel

**Macro / Micro /
Nano Influencers**

**Retail / Infomercials /
DRTV**

**Wholesale / Pro-
Program**

**Water Soluble
Powder**



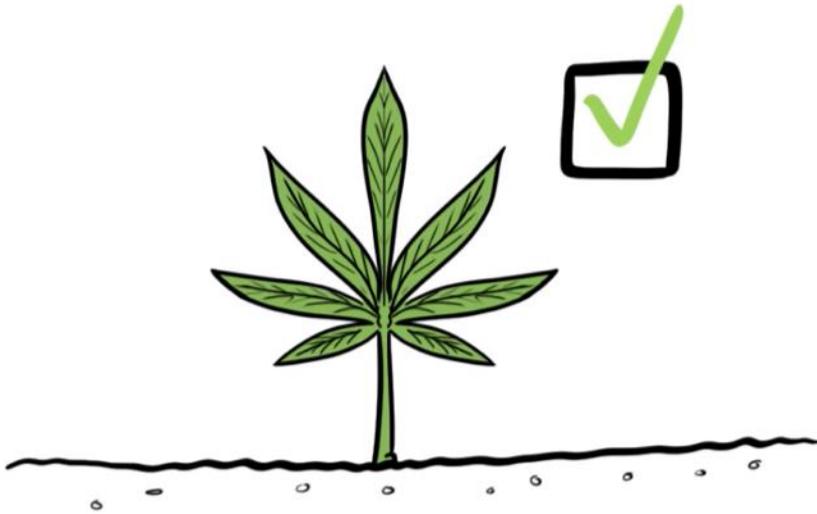
Social Media



Digital Tools

**Customer Relationship
Management (CRM), Artificial
Intelligence (AI) and Analytics**

Our Difference



GROWTH



EXTRACTION

1) Premium Industrial Hemp Strains for Robust Profile

- Cannabinoids, terpenes, fatty acids, etc.

2) Patent Pending Extractions (no industrial solvents or CO2)

- Spent 18-months setting up supply chain

Our Difference

99% of the Current Market

Vitalibis Premium, Craft Oils



CBD
Isolate



CO2
500mg



Water
Soluble
500mg



Vitalibis
Signature
300



Vitalibis
Signature
600



Vitalibis
Signature
900

We DO NOT buy commoditized, white label products
We own our formula IP – we NEVER use brokers

Our Products

SAFETY is a top priority.

We screen all of our ingredients using a detailed process using published research and third party databases. No synthetics ingredients.

QUALITY is never compromised.

We conduct thorough independent, third party lab testing and hold our contract manufacturers to very high standards. All contract manufacturers must be GMP certified.

FORMULA OWNERSHIP is essential.

We develop and own all of our product formulas. While most brands private label products from large fillers, we develop all of our own products.

Our B2C Products

Signature 300

Full Spectrum Hemp Oil

- Hemp Extract (300mg CBD+)
- Organic MCT



Signature 600

Full Spectrum Hemp Oil

- Hemp Extract (600mg CBD+)
- Organic MCT



Signature 900

Full Spectrum Hemp Oil

- Hemp Extract (900mg CBD+)
- Organic MCT
- Chinese Herbs



Our B2C Products

Certified Organic Daily Wellness Caps

Proprietary Super-Food Blend

- Organic Hemp Protein
- Organic Barley Grass Juice
- Organic Wheat Grass Whole
- Organic Acai
- Organic Spirulina
- Organic Acerola Extract
- Organic Matcha Tea
- Organic Fennel Seed
- Organic Rhodiola Rosea Root
- Organic Lemon (Fruit)
- Organic Holy Basil



Soothing Body Cream

Key Ingredients

- Wintergreen Oil
- Cinnamomum Camphora (Camphor) Bark Oil
- Menthol
- Full Spectrum Hemp Oil
- Cold Processed Manufacturing

Our B2C Products – Pipeline



3-SKU “Anti-Aging” Collection with naturally occurring CBD and other amazing ingredients.

Branding for design purposes only. Not final branding or marketing copy.

IN DEVELOPMENT / TESTING

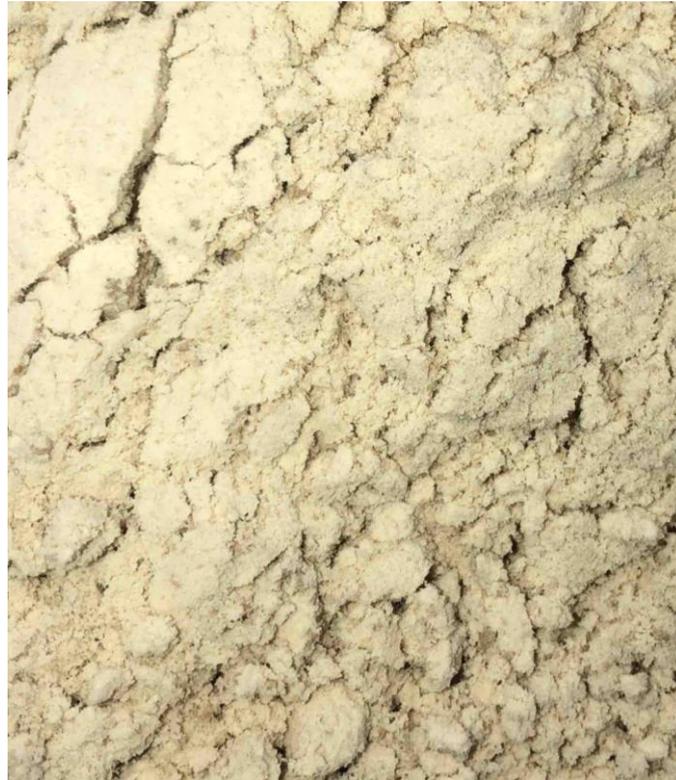
- **Skincare with CBD**
 - Premium face oil
 - Hydrating lotion
 - Soothing salve
- **Body Care / Hair Care without CBD**
 - Shampoo, Conditioner, Body Wash, Body Lotion, Body Scrub
- **Nutrition without CBD**
 - Eye Wellness
 - Cognitive Wellness
 - Stress / Adrenal Wellness
 - Gut Wellness / Probiotic

Our B2B Product

Full Spectrum Water Soluble CBD+ Powder

- Full Spectrum Hemp Extract
- Organic MCT from Coconut Oil
- Organic Gum Arabic
- Organic Inulin

Perfect for introducing CBD into protein shakes, coffee mixes, etc.



Our Ambassador Program

We integrated the best aspects of...

- **eCommerce**
- **Influencer / Affiliate Marketing**
- **Social Selling**

One time \$20 enrollment fee:

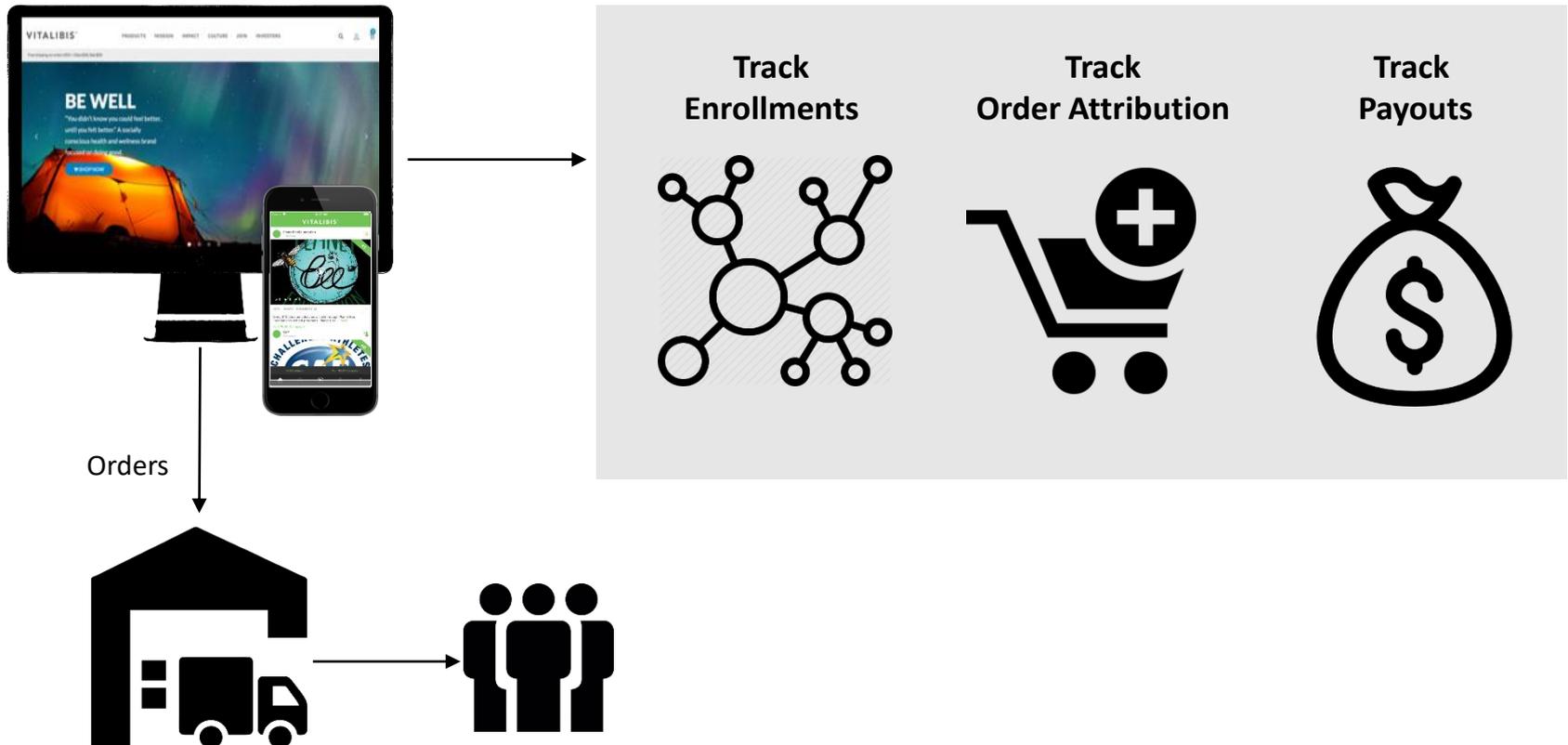
- 20% savings on products
- Free shipping on \$50+ orders
- Ability to earn 45% commissions



Our Technology

We have SaaS Enabled our Influencer Platform

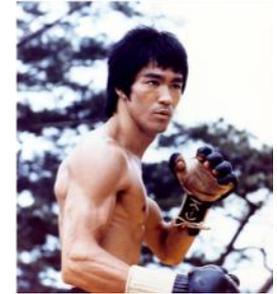
- Platform can integrate with any eCommerce shopping technologies
- Platform includes a Magento plug-in



Our Strategic Alliances

BRUCE LEE FAMILY COLLABORATION

Vitalibis will launch a Signature 900+ Hemp / CBD oil which includes specific ingredients authentic to Bruce Lee's training regimen. **25MM followers on Social Media**



"I believe in the wellness opportunities of hemp products and in Vitalibis we have found a quality partner that shares our standards and beliefs. My father was an elite athlete who used many modalities to promote wellness and recovery. I believe wholeheartedly in this health alliance with Vitalibis and I believe he would too."

Shannon Lee
Chairperson of Bruce Lee Beverage
and Daughter of Bruce Lee

AROMATICS INTERNATIONAL

Vitalibis has launched 5 premium essential oils from Aromatics International under a **Curated Products** section of the website. Vitalibis will continue to identify and align with high-quality wellness products to provide to customers and Vitalibis Ambassadors.



Our Strategic Alliances

DUSTY BAKER

Strategic Advisor and Founding Ambassador

“I am honored to have been asked by Steve and Tom Raack to join the advisory board at Vitalibis and excited to champion their wellness products as a Founding Ambassador. Since I ended my 19-year MLB playing career, I have dealt with numerous playing injuries, cancer, a stroke and all the other hurdles of getting older. After trying their products for over a year, I am convinced that there is something very special at Vitalibis. In fact, I have never sponsored a wellness product in my career or life until today. I am very thankful for not only the Vitalibis products but the team behind the products too.”

Dusty Baker
Legendary Major League Baseball
Player and Manager



Our Strategic Alliances

ERIC C. WRIGHT

Founding Ambassador

“Vitalibis’ hemp-based wellness products have made a significant difference in my quality of life, helping me overcome aches and pains from my days in the NFL. As an avid user of their products, partnering with Vitalibis as a Founding Ambassador was a natural fit. It’s an honor to work with the Vitalibis team and I look forward to sharing my incredible personal experience with their hemp-based wellness products with my network.”

Eric Wright
4-Time Super Bowl Champion



Our Social Mission



Air



Land



Water



People

Focused on Personal and Environmental Wellness

When customers purchase from their unique SHOP link, Vitalibis will give 20% of those attributed product sales to the non-profit's general fund to further their respective missions.

Additionally, we are currently working on becoming a certified **B-Corporation** like Patagonia, Seventh Generation, etc.



\$10 Educates
A Student



Supporting Legislation
To Stop the Fin Trade



\$1 = 1 Tree Planted



Supporting Challenged
Athletes Across the US



#BetterPlanet



Financial Snapshot

- Revenues in Q1 2019 primarily derived from soft-launch of first Vitalibis products
- **Gross margins expected to improve to ~80%** as sales mix shifts from lower-margin CBD powder to high-margin consumer products
- **Strategic discussions underway** to strengthen balance sheet
- Cash used in operations totaled \$286 thousand in Q1 2019 as a result of the Company's capital-light, low-overhead operating model

(USD \$ in Thousands)	Q1 2019
Revenues	\$140
Gross Margin	37%
Net Cash Used in Operating Activities	\$286

(USD \$ in Thousands)	Mar. 31, 2019	Dec. 31, 2018
Cash & Cash Equivalents	\$61	\$172
Prepaid Expenses	\$59	\$61
Inventory	\$154	\$189
Notes Payable	\$192	\$11



Growth Strategies

Grow B2B Sales

- Create alliances with key wholesalers
- Align with industry raw material buyers
- Continue to build on medical professional alliances

Grow B2C Sales

- Launch Signature 900 with Bruce Lee Collaboration
- Leverage authentic influencers connected to Dusty Baker / Eric Wright
- Launch Anti-Aging Skincare line
- Increase digital influencer engagement
- Scale Ambassador Program

Go Vertical

- Acquire hemp farm to control premium quality
- Cultivate our own premium strains of hemp (indoor and outdoor)
- Acquire premium, safe extraction machines

Solidify our premium, safe market position, increase our margins and control quality / capacity

Contact Info

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Vitalibis, CEO

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Chris Tyson

Investor Relations

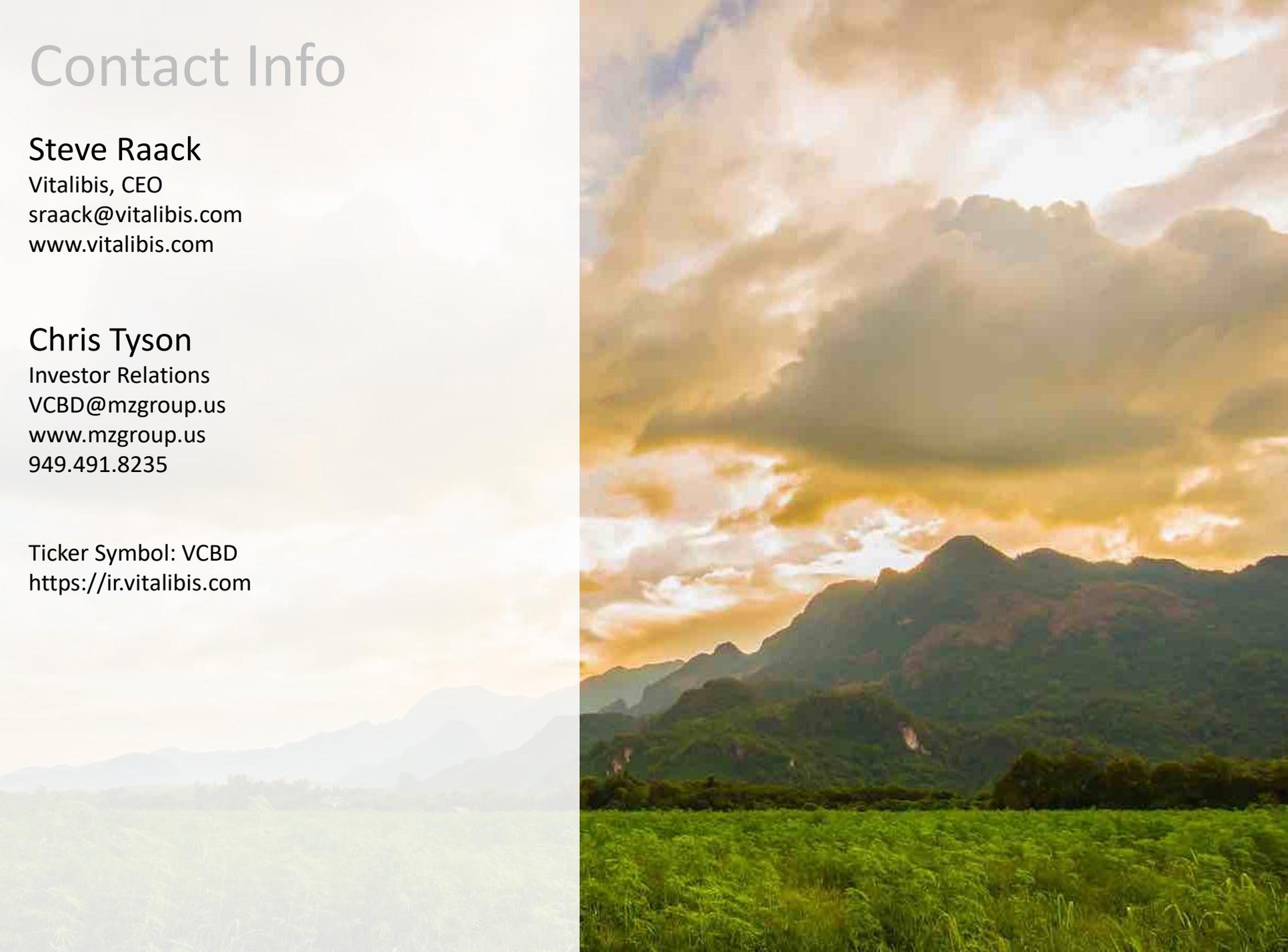
VCBD@mzgroup.us

www.mzgroup.us

949.491.8235

Ticker Symbol: VCBD

<https://ir.vitalibis.com>



Management Team



Steve Raack – CEO

Steve is a performance driven senior executive with deep experience scaling companies and achieving results. Prior to Vitalibis, Steve helped grow Beautycounter from an idea to over \$100+ Million in sales in approximately 3 1/2 years, raising tens of millions of dollars from investors such as TPG Growth. As the COO of Beautycounter, Steve led strategy, business development, product development, customer service, technology, distribution and organizational improvement. His career experience spans a variety of industry leading companies such as NASA, Andersen Consulting, EDS, Sony Pictures Entertainment, Herbalife, Arbonne and Beautycounter.



Thomas Raack – CFO & Investor Relations

Tom has 20+ years of financial, executive and strategic management experience with both private and public companies. Prior to joining Vitalibis he was Managing Partner at Genesis Capital Group. While at Genesis, Tom consulted for publicly traded companies handling mergers and acquisitions, venture capital transactions, public offerings and financings, joint ventures, strategic alliances and distribution agreements. Previous experience included Director of Investor Relations for a NASDAQ listed medical products company.



Kevin Lucier – Head of Technology

Kevin is a senior technology executive with over 30 years of experience. He's worked for companies such as Toyota, Riddell, Herbalife, Beautycounter and Sugarfina. Kevin's experience spans both large, multi-national corporations and start-ups, and is an expert in the area of scaling sustainable technologies. He is very comfortable building talent, delivering on commitments and managing offshore development. Kevin has held several CTO / Head of Technology positions and has deep experience in developing eCommerce, mobile, CRM, digital media and social selling solutions.



Greg Chambers – Head of Product Development & Operations

Greg has over 28 years of business management / executive leadership with extensive experience in skin care, hair care, color cosmetics and consumer products. He's worked as a Senior Director at Dial/Henkel corporation, VP Operations at Microsoft, Global VP of Supply Chain at Arbonne International and CEO of Gordon Laboratories. Greg is considered by his peers an expert in personal care product development / innovation, supply chain / operations and contract manufacturing.

Board of Advisors



Dave Wentz

Dave helped found publicly traded USANA Health Sciences, Inc. in 1992, and was instrumental in leading it to \$1 billion in sales while serving over 1/2 million families. At USANA, Dave played many roles, including: VP of Strategic Development, Executive Vice President, President and CEO. USANA Health Sciences, Inc. develops and manufactures nutritional, personal care and weight-management products. In January 2009, Dave was named by Forbes.com as one of “America’s Powerful CEOs 40 and Under”. His focus on providing an exceptional workplace for employees worldwide led to Outside magazine naming USANA to its “Best Places to Work” list seven times.



Oran Arazi-Gamliel

With over 20 years in general management and C-suite positions in the global wellness and direct selling arenas, Arazi-Gamliel has operated in the North America, Australia, Japan, UK, Russia and Israel markets. During his tenure Arazi-Gamliel was responsible for building from scratch, as well as restructuring, numerous direct selling operations. In his latest executive position, Arazi-Gamliel served as Chief Global Officer and Head of M&A of Rodan + Fields, a prestige dermatology-inspired skincare brand that grew to over \$1.5B in 2017 and became the number 1 skin-care brand in North America. In this position, Arazi-Gamliel was instrumental in creating key field behavioural programs and the global market entry strategies.



Stacy Brovitz

Stacy started his career at JP Morgan Chase where he was one of the leaders in the development of the bank’s asset securitization business in the late 1980’s. Stacy served as Chief Operating Officer for Dormont Manufacturing Company, the leading manufacturer of stainless steel gas appliance connectors, for 16 years where he successfully managed the company through a period of rapid growth and eventual sale to a strategic buyer. He then served as SVP Global Operations for Herbalife Nutrition where he led the development of the company’s manufacturing and supply chain strategic plan. Stacy then served as CEO of Bacharach, Inc., a manufacturer of gas leak detection instruments, where he managed the successful turnaround of the company. Most recently, Stacy has been an investor in and advisor to several startups, an active trader in the capital markets and serves on the boards of several charities.



Dusty Baker

Dusty is a highly respected major league baseball player and manager. He began his major league baseball career as an outfielder for the Braves in 1968. Dusty also played for the Los Angeles Dodgers, the San Francisco Giants and the Oakland Athletics. Dusty has held Manager positions with the San Francisco Giants, Chicago Cubs, Cincinnati Reds and the Washington Capitals. Dusty has enjoyed many accolades throughout his career: 2x All Star (1981, 1982), World Series champion (1981), NLCS MVP (1977), Gold Glove (1981) and 3x NL Manager of the Year (1993, 1997, 2000). Additionally, Baker is an accomplished businessman, owning Baker Family Wines and Baker Energy Team which services the cannabis cultivation industry.

Scientific Advisory Board



Dr. Steven Zodkoy

Dr. Zodkoy is a board-certified chiropractor, nutritionist, kinesiologist and industry thought-leader who, for over twenty years, has specialized in treating patients who have been deemed "untreatable" through a standard course of treatment. Dr. Zodkoy attended Rutgers University and received his bachelor's degree and Doctor of Chiropractic degree from Los Angeles College of Chiropractic at the age of twenty-four. Dr. Zodkoy is the author of the Amazon best-seller [Misdiagnosed: The Adrenal Fatigue Link](#), which examines how adrenal fatigue has been linked to many health conditions and the best methods to diagnose and treat these conditions. Additionally, Dr. Zodkoy works with veterans on issues such as opioid dependency and PTSD, through the Resiliency Program.

Dr. Zodkoy is our the first member appointed to our Scientific Advisory Board. We continue to look to expand our team.