

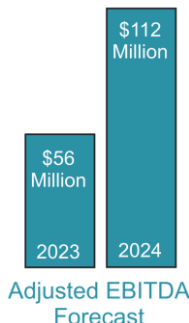


# Entering the Psychedelic Space with a Brand Known by 100 Million People

## SUMMARY

CSE: IWIN FRA: 97X OTC: IWINF

- ✓ Mega-brand known by over 80% of North American households.
- ✓ Anomalously profitable for 28 consecutive years.
- ✓ Coca-Cola first-mover opportunity to be the dominant brand at the patient interface level in the disruptive psychedelic mental health sector.
- ✓ Plans to have largest footprint of psychedelic mental health clinics across the globe in relatively short order due to the planned velocity of the rollup play.



- ✓ Top brand owners in the psychedelic pharmaceutical sector include the makers of Spravato (Johnson & Johnson) and COMPASS Pathways. To get their products to end-users, they will rely on the largest brands at the clinic-owning patient interface in the supply chain. Irwin Naturals is the front-runner in the footrace to become the world's largest chain of psychedelic mental health clinics. **2023 forecast at nearly 5x the projected \$12MM profits in 2021. Profits for 2024 are projected to be over 9x that of 2021.** In addition, the Irwin brand is being leveraged to become the world's first household name in cannabis CPG products – the first mover at the household name level brand-owning space.

## THE BRAND

Founded in 1994, the 90%+ management owned Irwin Naturals brand is a household name. Risk is spread across hundreds of products distributed in more than 100,000 retail locations, such as Costco, Walmart and Whole Foods. Irwin Naturals is not just a famous brand. It also has a high consumer appreciation score, averaging about 4.6 on a 5-star ranking system (Trust Pilot and Amazon).



## THE MISSION

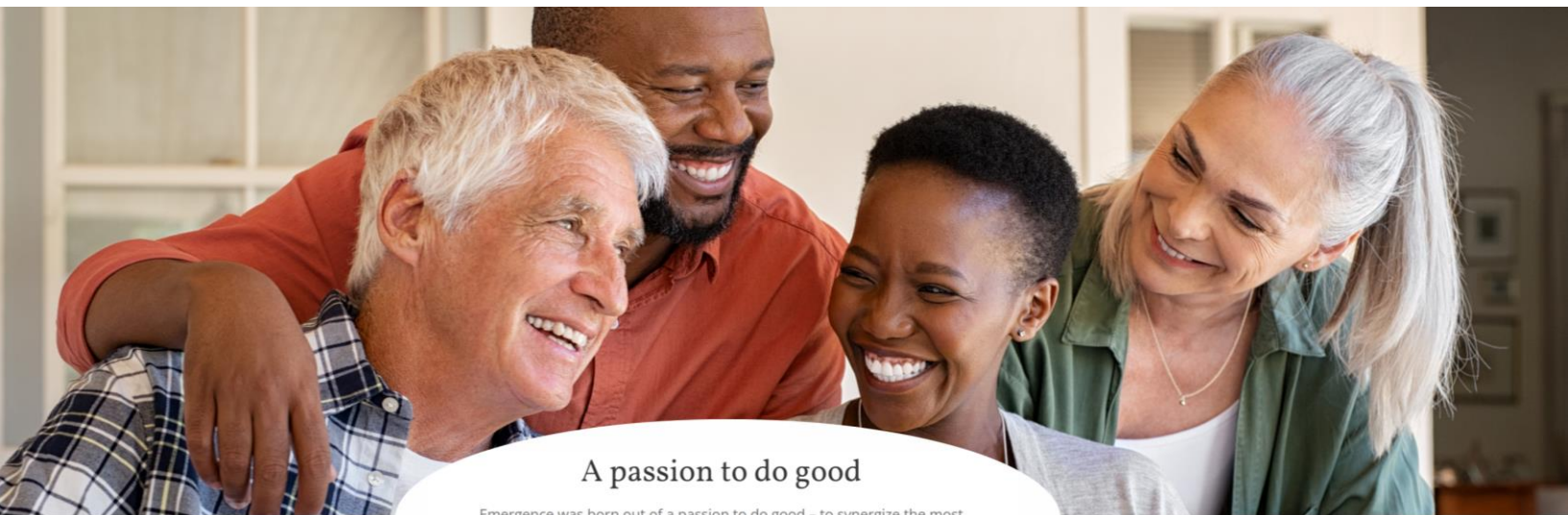
**To heal the world with plant medicine.** To be a mass market scale solution to the crushing mental health crisis, patient pricing accessibility is crucial. The same can be said about price accessibility for the company's general nutraceutical and cannabis business. Irwin's model is to leverage the nearly cult-brand loyalty of its consumers so that less advertising is needed than less popular competitors. When less can be spent on advertising, cash is freed up to invest in higher cost of goods and services. This means more bang-for-the-buck or value to consumers and patients. For our mission, it also means more people at various income levels can experience healing.

## CANNABIS & NUTRACEUTICALS

- ✓ The company is one of the world's largest sellers of CBD to the mass market and is a leader in categories such as weight loss, immune support and sexual health.
- ✓ THC legalization is now supported by a full 91% of the US population. There are no household name brands in the cannabis space yet – other than Irwin Naturals.
- ✓ See March 1<sup>st</sup>, 2022 press release titled [Irwin Naturals Announces Intention to File Draft Registration Statement](#).
- ✓ Its famous brand will be used in a non-plant touching licensing model across the US and Canada. For example, *Power to Sleep* is one of the company's top-selling products. Soon, cannabis consumers will find *Power to Sleep with THC* on their dispensary shelves.
- ✓ Brands dominate in alcohol, tobacco and all CPG categories, including cannabis. Accordingly, there is a significant Coca-Cola first mover advantage for the first household name to enter the cannabis space.

# PSYCHEDELIC MENTAL HEALTH

- ✓ 25% of adults have a diagnosable mental disorder.
- ✓ The World Health Organization pegs it as the largest economic burden facing humanity – projected to cost over \$6 trillion by 2030.
- ✓ Conventional treatments are not solving the crisis.
- ✓ Recently, a large number of clinical studies have proven psychedelics to be a profoundly effective treatment for a wide array of mental health disorders.
- ✓ A disruptive sea change is occurring in this mega-sector of medicine because the psychedelic renaissance is the only viable solution to the mental health crisis.
- ✓ The supply chain consists of four business types. The first are the producers of raw materials.
- ✓ The second type are manufacturers that assemble raw materials into packaged goods, such as Spravato for the brand owner Johnson & Johnson.
- ✓ The third category are companies such as J&J, COMPASS Pathways, Cybin and Atai. They own the drug brands and choose which companies in the first two categories participate in the supply chain.
- ✓ The ultimate controllers of the industry are the clinic brands at the end-user interface, where the patients exist. Pharmaceutical brand owners must go through clinic brands – the companies that employ medical doctors. Irwin Naturals is poised to be the world's first and largest household brand of psychedelic mental health clinics acting as the gateway between big pharmaceutical companies and patients.
- ✓ The value-add when a rollup is done by a household name brand is two-fold. First, national advertising for new patient acquisitions is much less expensive than local advertising. Also, advertising a famous brand requires fewer gross impressions per person in a campaign than a non-famous brand. Second, economies of scale and centralized best practices drive down clinic operating costs. At an early stage, the company plans to engage with pharma companies, such as J&J, as well as major payors, such as Anthem and the Veterans Administration.



## A passion to do good

Emergence was born out of a passion to do good – to synergize the most revolutionary breakthroughs to be more effective than any treatment approach to date. To heal the nation en masse at a lower cost than the older less effective treatments. Without a solution, our country and our world is going under – drowning. **Emergence** is now at hand.



### KETAMINE

The FDA has approved it in nasal delivery form as a treatment for depression. Thousands of doctors legally use it as an *off-label* drug to treat many other mental diseases as well as chronic pain.



### TRANSCRANIAL MAGNETIC STIMULATION

While effective for various mental health disorders, most TMS research has focused on depression.



### STELLATE GANGLIA BLOCK

Various clinical trials and case studies show SGB can treat psychiatric disorders involving dysregulation of the sympathetic nervous system.



### HOLOTROPIC BREATHWORK

Psychiatrist Stanislav Grof developed the holotropic breathwork technique to simulate a psychedelic effect in the brain.



### GROUP THERAPY INTEGRATION

At many of our locations, we invite all our patients to participate in group therapy integration sessions that provide four benefits. It helps integrate the deep realizations and breakthroughs achieved in our treatments.

For more information: Marc Lakmaaker, [MarcL@IrwinNaturals.com](mailto:MarcL@IrwinNaturals.com)

## **Forward-Looking Information**

This document contains forward-looking statements that reflect the current views and/or expectations of management of the Company with respect to performance, business and future events. Forward-looking statements can often be identified by words such as "may", "will", "would", "could", "should", "believes", "estimates", "projects", "potential", "expects", "plans", "intends", "anticipates", "targeted", "continues", "forecasts", "designed", "goal", or the negative of those words or other similar or comparable words. Forward-looking statements are based on the then-current expectations, beliefs, assumptions, estimates and forecasts about the business and the industry and markets in which the Company operates. Forward-looking statements in this document include forecasts related to the Company's 2023 and 2024 EBITDA projections. The Company does not undertake any obligation to release publicly any revisions for updating any voluntary forward-looking statements, except as required by applicable securities law.