



#1 CBD BRAND OF INDEPENDENT PHARMACIES



## WHY ANANDA PROFESSIONAL CBD?



FDA-Authorized  
Research



Retail + Digital  
Support



Staff + Customer  
Education



Live CE Training  
Events



# CLINICAL RESEARCH

for improved patient outcomes

## Driven by **Science**

Ananda Professional has invested **\$40 million in clinical research** to advance the clinical evidence of hemp extract



**THE FIRST CLINICIAN  
WITH A DOCTORATE IN  
CANNABINOID SCIENCE**

**ALEX CAPANO**  
DNP, CRNP, FNP-BC  
CHIEF SCIENCE OFFICER

### CURRENT CLINICAL RESEARCH PROGRAMS

| Study Focus          | Research Institution                    | Patient Population               | Location             | Type / Phase             | Status  |
|----------------------|---|----------------------------------|----------------------|--------------------------|---|
| Opioid Reduction     | Murphy Clinic                           | Chronic opioid                   | Louisville, KY       | Prospective cohort study | Complete - published 2019 in Journal of Postgraduate Medicine                         |
| Pain (neuropathic)   | Lankenau Institute for Medical Research | Breast, colon and ovarian cancer | Philadelphia, PA     | Phase 2                  | Enrollment underway (FDA authorized - IND) ClinicalTrials.gov Identifier: NCT04398446 |
| Sleep and Anxiety    | Eastern Virginia Medical School         | Dementia                         | Norfolk, VA          | Phase 2                  | Enrollment underway (FDA authorized - IND) ClinicalTrials.gov Identifier: NCT04436081 |
| Sleep*               | Southern Cross University               | Healthy Population               | Australia (4 sites)  | Phase 2b                 | Enrollment underway   |
| Pain (endometriosis) | University of Newcastle                 | Endometriosis                    | Newcastle, Australia | Avatar study             | Scheduled completion: 3Q22  |
| Addiction**          | University of Colorado                  | Alcohol use disorder             | Boulder, CO          | Phase 2                  | Enrollment underway (FDA authorized - IND) ClinicalTrials.gov Identifier: NCT04873453 |
| Cognitive Decline**  | University of Colorado                  | Adults, no dementia              | Boulder, CO          | Phase 2                  | Pending FDA authorization - IND (expected 1Q22)                                       |

\* Study to support Australian TGA S3 application

\*\* Not funded by Ecofibre, but Ecofibre product used for study and input to study design.



# EDUCATIONAL TOOLS

to help your team and customers understand hemp and CBD



## ANANDA UNIVERSITY CERTIFICATION

### Online, self-paced curriculum

Courses are 3 - 5 minutes

### The first-step for new CBD retailers

- Hemp + Cannabis 101
- The endocannabinoid system
- Comparing CBD brands
- Quality control
- Product + clinical FAQ

Pharmacy teams who complete Ananda University  
**INCREASE CBD SALES BY 2.4x**

### Exclusive resources for Ananda Professional partners

An ever-expanding repository of  
marketing tools and clinical information  
to help grow your CBD business

- Patient education tools and business development
- Plug-and-play marketing templates
- Current clinical studies and FAQ
- Clinical training videos



## ANANDAMINE LEARNING KNOWLEDGE BASE

### CBD360 + CBD180

Live and virtual CE events

Provides continuing education for  
pharmacists, physicians and technicians

- Learn about the latest clinical research
- Business development talks on legality, marketing and team training for selling CBD products

Pharmacy teams who complete Ananda University,  
participate in coaching and attend CBD360  
**INCREASE CBD SALES BY 12x**



## LIVE CE TRAINING EVENTS

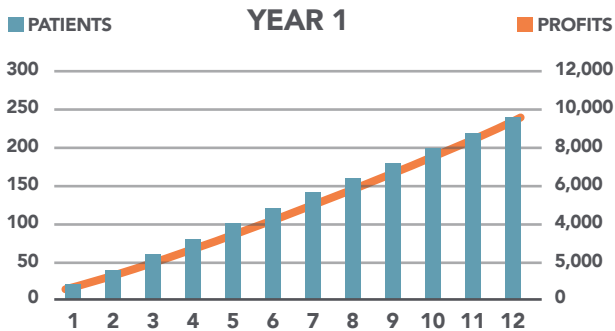


# COMMERCIAL SUPPORT

to generate \$55,000 in annual profit

Every Ananda Professional retailer receives tools and resources to turn CBD into a viable profit center. Through our signature coaching and training programs, your team is armed with the knowledge and confidence to recommend CBD.

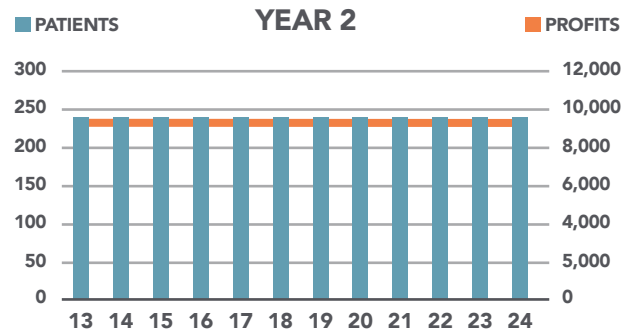
## STORE PROFITABILITY: ONE PATIENT START A DAY + \$55,000 PROFIT



ASSUMPTIONS:  
1. One patient per day is started in Year 1

## + \$100,000 PROFIT

**\$35**  
AVERAGE  
PROFIT PER  
PATIENT  
PER MONTH



ASSUMPTIONS:  
1. No new patients added in Year 2



## EXPERIENCED, DEDICATED ACCOUNT EXECUTIVES



Focused on providing tools and ideas for your success



Providing a foundational knowledge of hemp and CBD for your team

**5.3x**  
MORE SALES

Pharmacy teams who complete Ananda University and work with their Account Executive



# RETAIL SUPPORT

to help educate your customers at point of sale

## NEW INTERACTIVE KIOSK

Increase sales and improve patient outcomes with education

Helping your staff and customers understand CBD is vitally important. With the Ananda Professional Kiosk and Video App, you can easily educate your community on the benefits of hemp and how to select the best product(s) for their needs.

Built with a lockable iPad display and product shelving, the kiosk stand creates an eye-catching CBD shopping destination. The iPad-based app provides access to exclusive educational content designed to address common concerns from patients.

The app also has a built in-shopping cart where your customers can purchase Ananda Professional products using your referral code and the products will be shipped directly to their homes.



ALSO AVAILABLE  
COUNTERTOP IPAD DISPLAY



## TOPICS COVERED

- FAQ
- DOSING
- PRODUCT FORMULATIONS
- SYSTEMS & HEALTH CONDITIONS
- ENDOCANNABINOID SYSTEM



# DIGITAL SUPPORT

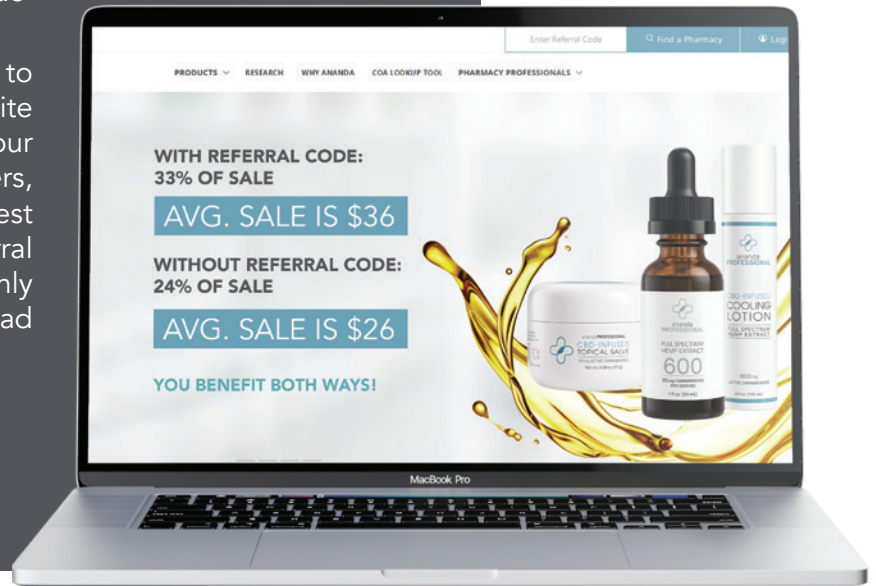
e-commerce website & social media

## NEW E-COMMERCE EXPERIENCE POWERED BY ANANDA

build passive income through your referral code

Ananda Professional now allows consumers to purchase product directly from our website AnandaProfessional.com while maintaining our commitment to our retailers. For all online orders, we will provide a referral rebate to the nearest retailer that has signed up for the referral program. Payments are sent out on a monthly basis with a full report of customer lead information.

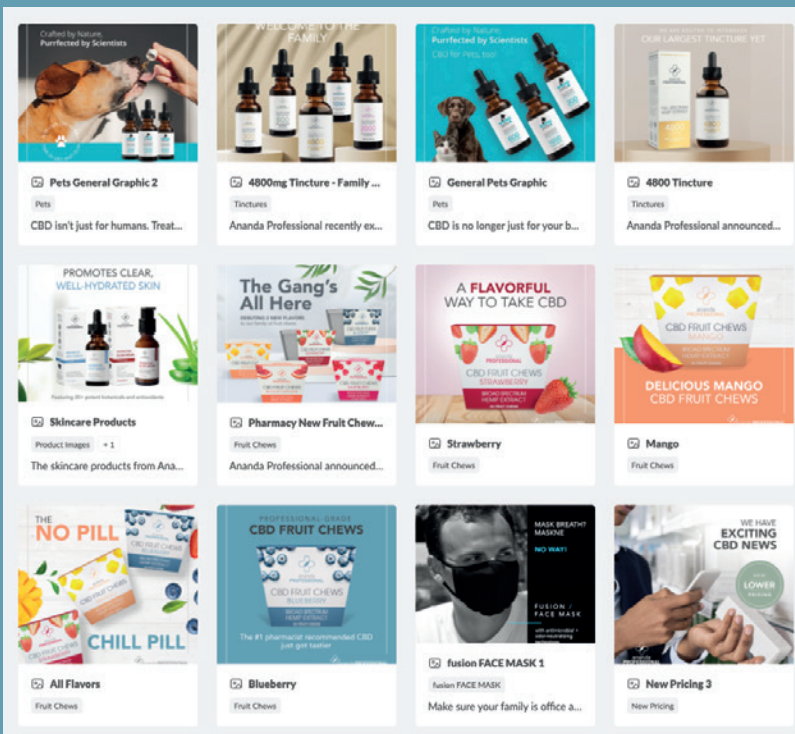
 [anandaprofessional.com](https://anandaprofessional.com)



## SOCIAL SUPPORT TO ENGAGE YOUR LOCAL COMMUNITY

**Social Content** - We strive to provide you with fresh and engaging content for all products we offer. We will continue to roll out new posts throughout the year. Stay in touch with your Account Executive or sign up for the newsletter to see when new content is released.

**Full Service Social Media** - We now offer fully managed social media support through our online marketing portal. Ask your Account Executive for more information.





# THE FARM-TO-PHARMACY ANANDA DIFFERENCE



SEED GENETICS



HEMP FARMING



EXTRACTION



GOLDEN OIL



MANUFACTURING



PHARMACY

## COMMITMENT TO PRODUCT SAFETY, QUALITY + TRANSPARENCY

Before arriving to your pharmacy, every product must pass 30+ analytical tests. Additionally, third-party, ISO-certified labs test all finished products for potency, residual solvents, pesticides, mycotoxins, and heavy metals. The batch-specific results are easily accessed by a QR code on the label so both you and your patients can trust exactly what's in the bottle.



The only hemp company  
to operate a Platinum LEED  
Certified manufacturing facility



ananda **PROFESSIONAL**

#1 CBD BRAND OF INDEPENDENT PHARMACIES

### INGESTIBLES

Tinctures | Softgels | Fruit Chews



### TOPICALS

Salve | Cooling Lotion | Roll-on



### WOMEN'S HEALTH

Endo Cream | Flora Gel | Intimate Oil



### TEXTILES

Socks | Masks | Gaiters



### PETS

Tinctures

