

Investment Highlights

- Well-positioned to build share in large and fast-growing markets
- Two distinct brand offerings to address health supplement and functional food and beverage markets
- Launching OKI and Vida+ product lines in USA, supported by extensive consumer research and testing
- Poised to enter Canadian cannabis beverage market with proven brands
- Entrepreneurial management team with a track record of success in product innovation and marketing



Rise & Restore



Premium line of beverages and clinical products launched in U.S. (US\$14B functional beverage market)

U.S. Hemp-derived CBD market:

\$22B by 2022

Source: The Brightfield Group

What is Active Hemp Extract?

Phivida's products contain hemp extract derived from plants that contain less than 0.3% THC, the cannabis compound that causes psychoactive effects. Which is why products containing active hemp extract can be freely sold in stores and online in the U.S.

Phivida processes the entire hemp plant such that a full spectrum of phytocannabinoids, including Cannabidiol (CBD), terpenes and other valuable compounds are captured.

Consumers are increasingly buying products containing CBD to address health issues such as anxiety, insomnia, pain, depression, immune health, and several others.

vida+ 

**Health & Wellness
in Harmony**

*Professional clinical
grade strength*



Premium, full spectrum hemp oil extracts and capsules (US\$22 billion market by 2022)

Positioned in high growth markets



Functional Beverages (\$14B) ♦ Hemp-Derived CBD Market (\$22B) ♦ Legal Cannabis Market (Canada \$9B)

Management

JIM BAILEY

President & CEO, Director

- Former President of Red Bull Canada
- Significant experience in consumer packaged goods industry with senior roles at iconic brands such as Adidas and Reebok
- Expertise in driving new market share and revenue growth via multi-channel DTC and distribution management strategies

MIKE CORNWELL

Chief Marketing Officer

- Former Chief Marketing Officer Samsung NZ, Microsoft NZ and Director of Marketing at Red Bull Canada
- Specializing in CPG brand equity development, experiential and aspiration/endorsement marketing

DOUG CAMPBELL

Chief Commercial Officer

- Former Director of Sales Red Bull North America
- Accomplished Senior Sales and Distribution Management professional with over 20 years of key account retention and major brand management expertise

CARMELLO MARELLI

Chief Financial Officer

- >25 years of experience in executive financial management for publicly traded companies

Market Facts

As at September 24, 2018

Ticker (CSE/OTCQX)	VIDA/PHVAF
Price	\$1.20
52 week high/low	\$2.20/\$0.58
Market Capitalization	\$72.2M
Average Volume (10 days)	548.11K

Capital Structure

As at June 30, 2018

Issued	
Common shares	60,196,451
Warrants	4,133,713
Share Options	7,935,000
Fully Diluted	72,265,164
Current cash position	
	\$ 14,000,000
Fully diluted cash position	
	\$ 26,209,385