

INVESTOR PRESENTATION

ECS Botanics Holdings Ltd



Australia's fastest growing medicinal
cannabis & hemp business

ASX : ECS



ECS is a large scale cultivator and manufacturer
of white label medicinal cannabis products and
own brand hemp wellness and food products

SEPTEMBER 2021

ECS Botanics Value Proposition.

**Largest producer of
Medicinal Cannabis in
Australia.**



13 acres
licensed production area



290 acres
wholly owned facilities in
Tasmania and Victoria



Asset light
methodology

01 From Farm to Pharma
One of only two ASX listed GMP
licensed producing Medicinal
Cannabis Cultivators. 600m²
pharmaceutical facility

**02 Strictly B2B Business Model
for Medicinal Cannabis**
Provides multiple pathways to local
and export markets driving strong
sales growth

03 Specialist Cultivator
Producer of a range of
strains of premium dried
flower and biomass

04 Diversification
Markets, Product Lines
and Cultivation Sites

05 Low cost
Outdoor cultivation at >50%
lower production and capital
costs. Customers can compete
with sizeable black market

06 Sustainable
Organic and regenerative farming
practices with substantially lower
carbon footprint than peer group

07 Shareholder Value
ECS is significantly undervalued
versus other industry players

08 Bench Strength
High calibre leadership team with 50%
gender diversity across the business.



Our 5 Year Journey.

Success achieved
over last

2 years



What will success look
like in next

3 years?

Largest Cultivator of Medicinal Cannabis
in Australia across two sites

Lowest Cost producer of Medicinal
Cannabis in Australia

Most sustainably produced Medicinal
Cannabis in Australia

One of a handful of GMP certified
Medicinal Cannabis manufacturing
facilities in Australia

Producing >10,000kg of Medicinal Cannabis annually

Recognised for best Australian dried flower

Brand leader in hemp wellness

In house genetics providing best results for patient and grower

Revenues >\$35M p.a.

Materially profitable

Producing CBD isolate at scale

Carbon neutral

Corporate Overview And Key Metrics.



Shares on issue

862.98m^(*)



Share price

\$0.036⁽¹⁾



Area licensed for
cultivation

13 acres



Customers

20+



Market cap

\$32.07m⁽¹⁾



FY21 Revenue

\$1.26m



Gender Diversity

50%

⁽¹⁾Share price of \$0.036 (as at 1st Sept 2021).
*20.7m options 8c strike , expiry 11/02/2022.
Performance rights 131.25m

ECS Botanics is a Green Investment Opportunity.



ECS's sun grown cannabis is green

96x

less energy than indoor grows¹

54x

less energy than Greenhouse grown product¹

18x

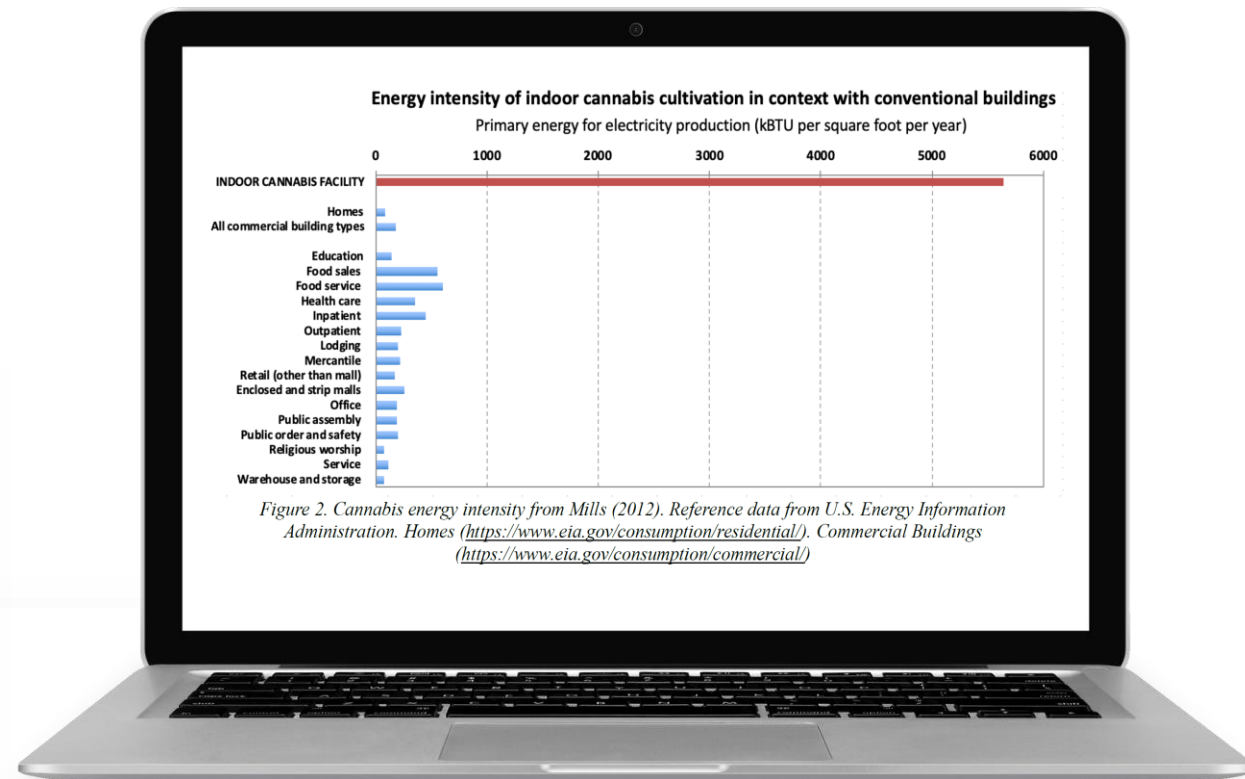
less water than an indoor grow²

Solar Energy

Focussed on sustainability ECS uses Solar Energy for processing

Additional Crop Cycles

ECS uses protective cropping and blackout to achieve Additional Crop Cycles achieved by greenhouses



Black Market heritage has led to Cannabis being grown indoors

Indoor and Greenhouse grown cannabis is extraordinarily energy intensive.

Most Australian producers currently grow indoors

Outdoor grown cannabis meets the same medicinal quality standards as indoor or greenhouse grown product

1. A New Frontier Data energy report in 2018

2. Energy Use by the Indoor Cannabis Industry Inconvenient Truths for Producers, Consumers, and Policymakers :Evan Mills, Ph.D.andScott Zeramby

Medicinal Cannabis – Strong Demand In Our Key Markets.



Australasia

Medicinal Cannabis Expenditure predicted to rise from \$100 million in 2020 to \$2.1b by 2028⁽¹⁾



The legal European cannabis market

is forecast to grow with a compound annual growth rate (CAGR) of 67.4% to reach AUD\$5.9bn by 2025 ⁽³⁾

By 2024, the UK medicinal cannabis market is predicted to be worth nearly US\$1.3 billion, servicing nearly 340,000 active patients.⁽²⁾

“

UK CBD market the worlds second largest behind the US, now spending more on CBD than Vitamin B & C combined⁽⁵⁾

⁽¹⁾Prohibition Partners, The Oceania Cannabis Report & Fresh Leaf Analytics Q3 2021 report

⁽²⁾Prohibition Partners, The UK Cannabis Report

⁽³⁾The European Cannabis Report: 6th Edition)

⁽⁴⁾Association of Cannabinoid Industry (ACI) – UK

⁽⁵⁾Paul Birch, co-founder ACI

Established Facilities Underpinning Operations.

Two complimentary sites
operating synergistically



Low cost GACP
Cannabis material sent
for GMP Manufacturing



Established Facilities Underpinning Operations.

Multiple licences from Office of Drug Control and Therapeutic Goods Administration



Cultivation & Manufacturing Site (GMP)



7 acres of high security facility on 170 acres farm



R&D in progress to identify best chemovars



Located on Murray River



Protected cropping and outdoor grow



Victoria



Established Facilities Underpinning Operations.

Semi protected cropping and outdoor grow operations – significant capacity to scale



Large scale cultivation & processing Hub (GACP)



6 acre secure area on 120 acre farm



CBD and hemp focus



Low security requirement

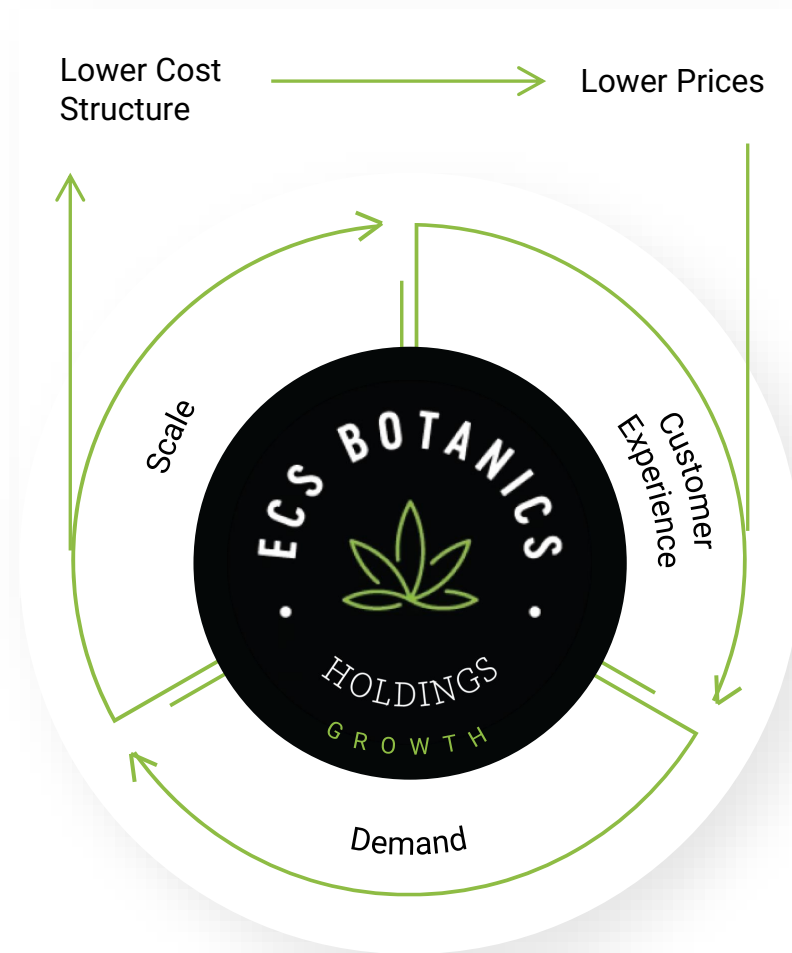


ODC Licenced facility



Tasmania >

Medicinal Cannabis - The Flywheel Effect.



Momentum building

Foundation

All required licenses in place, followed by GMP certification and successful first harvest.

Customer Focus

Successfully transitioned from biomass to dried flower to meet shift in market demand and introduced terpene wellness range

Drives Demand

Demand being accelerated by recently appointed sales leaders in Australia and Europe capturing and converting leads. Overlap in wellness and pharmaceutical in EU provides larger offering

Building Scale

Expand operations with new enclosures and Tasmania coming on-line meet growing dried flower and CBD demand.

Low Cost

Further reduce cost through genetic research and economies of scale allowing Australian customers to compete with sizeable black market

Market Centric

Support large global customer demand through long term annuity contracts driven by over-the-counter CBD, innovative new final dose forms and patient led genetic development

Further Expansion

Use available land on both sites for additional cultivation and construction of more protective cropping enclosures

“Many saying the best flower they have used. These are patients who have tried many of the competitors as well. **Well done.**”

Doctor Jim's feedback
on ECS first batch of flower

ECS Food & Wellness.



Opportunity

The overlap in wellness and pharmaceutical in EU provides larger offering

Quality

Product range is manufactured from 100% Tasmanian cannabis sativa hemp seed oil

Omega 3's

Hemp seed oil an environmentally friendly and ecologically sustainable source

Presence

Coles and Woolworths
Four distribution agreements for wellness range

Value

Transitioning and simplifying the business to focus on higher value wellness products

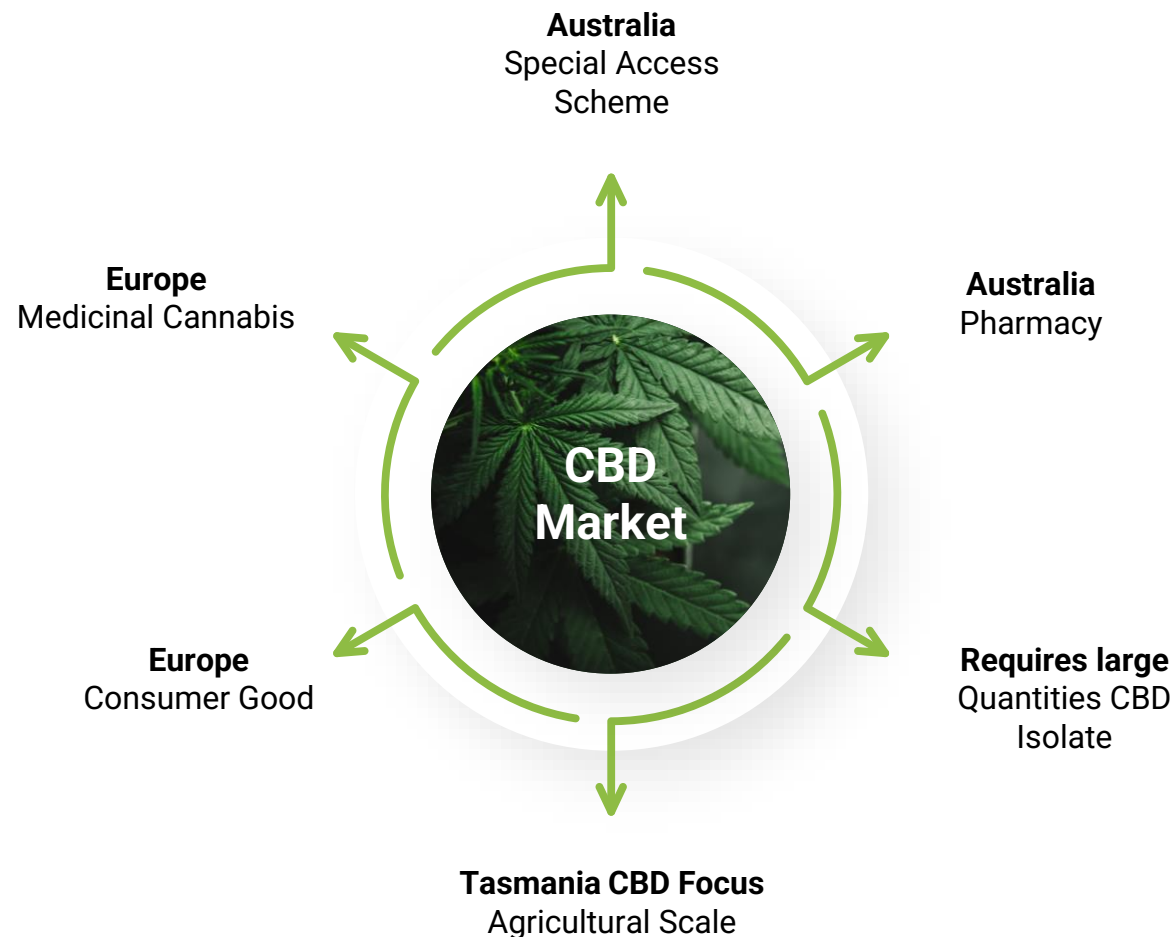
CBD Wellness – Growing Through Deregulation.

The overlap in wellness and pharmaceutical in EU provides larger offering

By 2024, the UK Medicinal Cannabis market is predicted to be worth nearly US\$1.3 billion, servicing nearly 340,000 active patients

UK CBD market the worlds second largest behind the US, now spending more on CBD than Vitamin B & C combined”

Market to be majority supplied by CBD isolate. Tasmanian project forecasted to be major raw material production hub to meet growing demand



CBD
used in

Medicinal
Cannabis

Consumer
Goods

Cosmetics

Food and
Beverage

Outlook – Building Upon Local Sales And Strong Pathway Internationally.

First customers ordering in excess of initial forecasts

International contracts signed

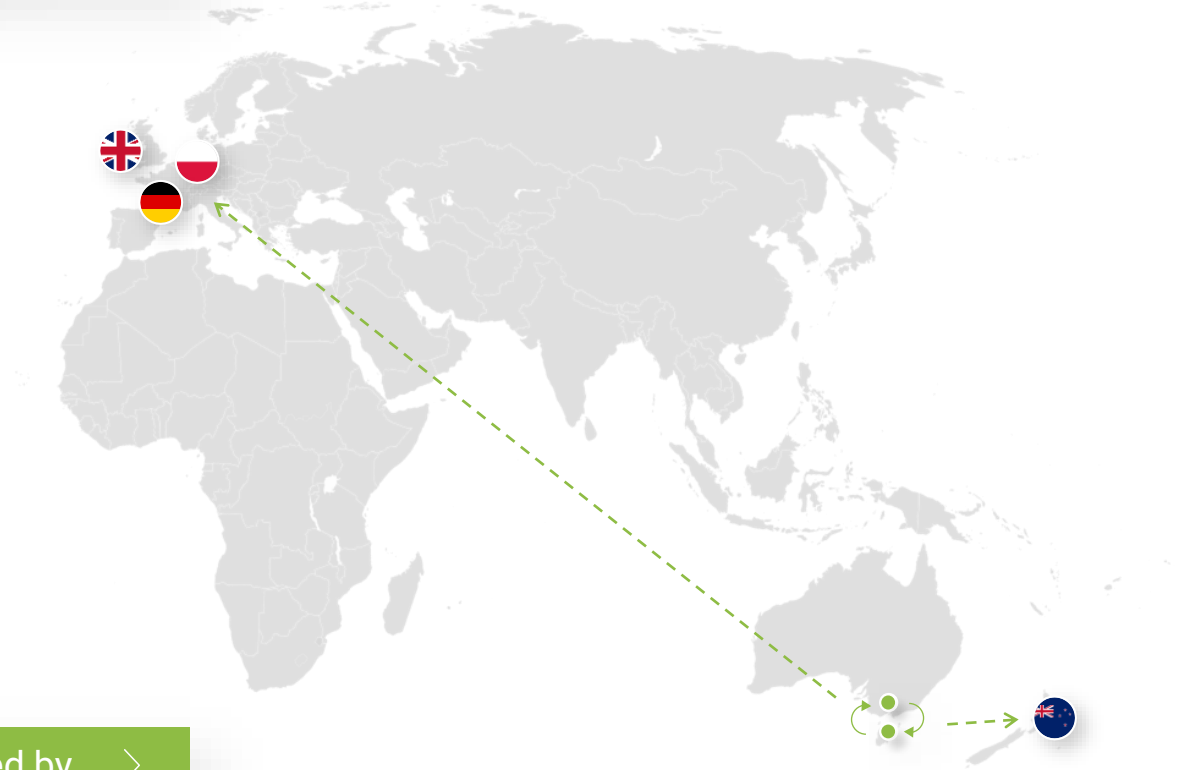
Customers spot buying

Order book for dried flower exceeding current capacity

Meeting demand through specialised cultivation strategy
– premium dry flower for inhalation and low cost
biomass for extraction into oil products

Projecting >4T harvest FY 2022 (over next 10 months)

Contracts >



Supported by >

01

New markets

02

Deregulation

03

Production
capacity and
advanced plant
genetics

04

New product
supply
opportunities
ie isolates

05

Demand for
white labelled
products

Rapid Growth Since Listing.

Sept – Dec 2021

- Large annuity contracts converted
- Commissioning 6 new protected cropping enclosures
- Maiden Tasmanian planting

Jul 2021

- Industry leaders appointed to support growth
- First shipments of dried flower and oils
- \$4.5m European supply agreement

Apr 2021

- Maiden commercial medicinal cannabis shipment dispatched
- Major Tasmanian expansion plans announced

Feb 2021

- \$500,000 European supply agreement

Dec 2020

- TGA announce over the counter CBD

May 2020

- GMP (Release for supply)

Dec 2019

- Cultivation licence granted for medicinal cannabis facility
- Hemp seed oil on shelf in Woolworths

2018

- ECS Botanics and Murray Meds incorporated



Aug 2021

- Hemp seed to be ranged in Coles nationwide
- \$1.75m New Zealand supply agreement

May 2021

- GMP (primary packaging)
- Terpene Blends range launched

Mar 2021

- First sales
- 2 X \$750,000 supply agreements executed

Jan 2021

- First harvest
- Murray Meds acquisition announced

Aug 2020

- Tasmanian expansion plans

Jan 2020

- Murray Meds facility licenced

Jan 2019

- Murray Meds land purchased

Defined Plan To Scale Up Operations To Meet Demand.

ECS quality exceeds expectations and is comparable to high cost indoor grow

ECS have received predominantly “buy” enquiries from Europe. EU leader will drive further demand through active selling

Australian sales will increase as pending regulatory changes requiring GMP manufactured medicinal cannabis

CBD sales expected to generate exponential growth as OTC product trials complete

Large addressable market as B2B model ensures multiple channels to market

Australia is becoming the pathway to Europe for high quality and regulated cannabis pharmaceuticals

Strategic investment and foundation allows annual capacity increase to meet demand – scalable model

Horizon 1 (actual)

- Largest harvest of Medicinal Cannabis in Australia
- GMP certification
- Key contracts executed
- Producing oils for local and European clients
- Attracted market leading talent from competitors
- Australian companies spot buying

Horizon 2

- Expanded harvest Victoria
- First planting and harvest Tasmania
- Increased customer base
- European strategy implemented
- 200% increase dry flower production
- Accelerating Revenue and moving to profitability
- GMP for formulation, new final dose forms and bespoke genetics to meet patient needs
- Chemovar and Phenotype development delivering higher yields

Horizon 3

- Economies of Scale growth through industrial scale cultivation, margin growth, and in house manufacturing
- Profits
- Strong market share in Europe and Australia
- Large scale isolate production for Australian OTC Pharmacy and Europe (medicinal, food & beverage)
- Global leadership position with long term off takes with key global pharmaceutical and wellness companies
- 100% in house research and development into plant genetics and breeding program

PROFIT

TIME

Building Partnerships.

Medicinal Cannabis



Koyi



CRONOS

CANN
GROUP LIMITED

MediCann
CLINICS



mgc pharma

PharmOut

 **Cannim**

DOCTOR LED
CANNABIS CARE
Heyday

 **Releaf**
Clinics and Dispensaries


MediPharm Labs

Food & Wellness



GLOBAL
— BY NATURE —

Woolworths 

PROVEX

GO
VITA

 **anandafood**
100% AUSSIE HEMP

 **FOREST**
SUPER FOODS

COMPLETE
HEALTH
PRODUCTS

EDEN
est. 1999

Green Valley Grains
GREEN VALLEY GRAINS

coles

 **RENER**
HEALTH PRODUCTS
Leading the Natural Health Industry in WA

Board Of Directors

Board Of Directors



Alexander Keach
Managing Director



David McCredie OBE
Non-Executive Chairman



Michael Nitsche
Non-Executive Director



Jeremy King
Non-Executive Director



Nan-Maree Schoerie
Executive Director

Highly Skilled Executive Management Team.



Blaise Bratter
Business Development
Manager, Oceania



Michael Clark
Head of EU Operations



Nicola Cranley
Finance Manager



Alexander Keach
Managing Director



Paul Hanrahan
Farm Manager (TAS)



Jason Hine
GM, Wellness &
Commercial Operations



Angela Macquire
GM, Medicinal Cannabis
Operations



Nan-Maree Schoerie
EGM Medicinal Cannabis



Nikita Soukhov
Farm Manager (VIC)



Our Values.



Patient Outcomes

Our aim is to provide the very best Australian grown medicinal cannabis products to end users. We take enormous pride in our quality, affordable and naturally grown products



Sustainability

We operate with a low carbon footprint . We practice organic and regenerative farming practices and use renewable energy sources



Diversity

Our best-in-class team are committed to the inclusion of all. Our approach is to bring in people with a diverse range of skills, values, backgrounds and experiences

Disclaimer

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