INVESTOR WEBINAR

ECS Botanics Holdings Ltd

A large-scale organic cultivator and manufacturer of GMP medicinal cannabis products

ASX : ECS

28 MAY 2024

ECS Botanics

Investment Highlights

- ✓ Successful Australian Medicinal Cannabis Cultivator and Manufacturer based in NW Victoria
- ✓ Rapidly growing global market ~$80b; ECS addressable market ~$8-10b
- ✓ Secured contracts with leading global cannabis companies such as Curaleaf, Illios Sante' and Tilray
- ✓ Profitable with a track record of strategy execution
- ✓ Experienced leadership team

Strategic Plan for further Value Creation

- Margin expansion through own brand, retail strategy
- Establishment of global strategic partnerships

The ECS Advantage

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01
Cost

ECS has a cost advantage with fit for purpose protective cropping enclosures and production controllers, relatively low energy costs and a culture of fiscal discipline

02
Quality

The Company has demonstrated its ability to meet global euGMP standards and produce dried flower desired by leading global cannabis companies

03
Sustainable

ECS deploys organic, regenerative practices using solar energy along with community engagement and a diverse workforce

04
Australian

Australian patients and doctors are seeking Australian sourced products

Very few commercial scale Australian cultivators

Large and Growing Addressable Market

A Large and Growing Market

Globally the legal cannabis market is $60b and growing.

Rescheduling in the USA will drive more investment in medical research

Decriminalisation whilst retaining Medical channel in Germany is ideally suited for medical market

ECS' target market is Medical ANZ and Europe, estimated to be $8-10b

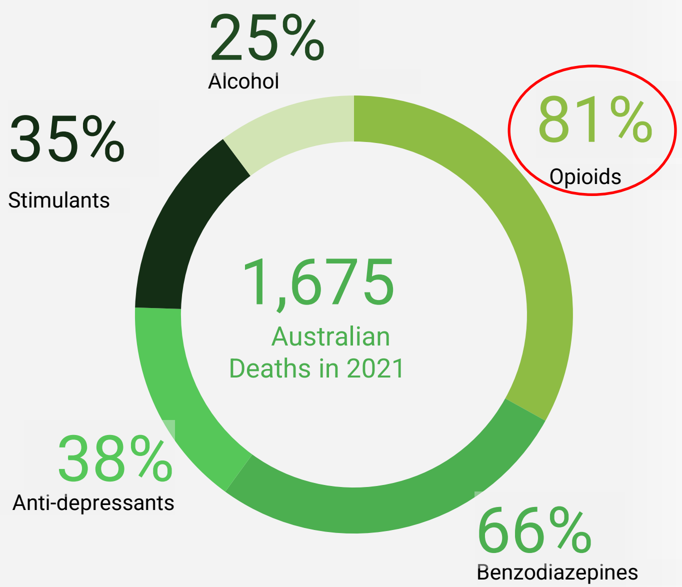
Doctors and Patients seeking Australian grown products

Growth is being driven by patients and self medication black market users seeking legal alternatives

Driving laws being challenged with potential to substantially increase THC use

Public acceptance and positive feedback bringing medicinal cannabis into mainstream including paediatric, juvenile and palliative care

Drug types most involved in poly-substance deaths from 2017–21



Pennington Institute Australia's Annual Overdose Report 2023

Strategic Roadmap Summary

Delivering on a Clear Strategy to Drive Value.

2018-2020 → 2021-2023 → 2024-2026 → 2027-2029

2018-2020: Developing Capability and Confidence

- ✓ Established in 2018
- ✓ ODC Licenced in 2019
- ✓ TGA Licenced in 2020
- ✓ First Cultivation 2020

2021-2023: Focused, Expanding and Growing Revenue

- ✓ Acquired Murray Meds
- ✓ Exporting to NZ and UK
- ✓ Focussed Victoria operations
- ✓ Organic certification
- ✓ Added 12 Greenhouses
- ✓ Positive EBITDA
- ✓ >A$50m in sales contracts
- ✓ Established an expert team
- ✓ >4 tonnes production

2024-2026: Drive Profitability, Innovation and Expansion

- Add 9 more greenhouses and light/heating for all year growing capability
- Scale to >13 tonnes production in line with licensed capacity
- Scale exports into existing and new markets to be >30% of Revenue
- Launch and build Avani B2C brand
- Leverage IP with VESIsorb® and Genetics through Avani brand
- Vertically integrated manufacturer of Oils, Capsule, Vapes and Pastilles
- Largest Australian exporter of flower

2027-2029: Leading Australian Medicinal Cannabis Company and largest exporter

- Exporting to Asia and North America
- Exports >60% of Revenues
- Avani recognised as the leading brand in multiple markets
- ARTG listing for Avani Rapid medicinal cannabis capsules
- Carbon Neutral
- Organic Investment in expansion
- Most profitable Australian Cannabis Company

ECS strategy
Leveraging our advantage

Quality dried flower

- Next generation ECS genetics are getting great reviews
- Construction of new Protective Cropping Enclosures essential to meet demand driven primary by export
- New genetics from some of the world's best breeders have been sourced and are being trialled this winter
- Ilios Santé forecasting high volumes of ECS flower following regulatory changes in Germany and site visit in May

Mango Passion
A soothing, earthy aroma lays the foundation for a comforting and grounding experience. Notes of deep forest freshness intermingle with a subtle zest
THC 24%
TOTAL TERPENE CONTENT 2.0%

Key Lime Pie
This strain offers a balanced experience with the creamy, sweet notes and a citrusy, uplifting effects of Super Silver Haze.
The buds are vibrant, displaying shades of green with hints of silver, coated in a frosty layer of trichomes.
THC: 23%
TOTAL TERPENE CONTENT: 2.2%

ECS strategy
Retail Expansion

- ECS secured its first B2C medicinal cannabis contract under the 'RAP' brand with a minimum annual value of $380,000
- Launched soft gel caps
- Attracted some of the most successful and experienced medical cannabis sales professionals
- B2C model based on selling the advantages of ECS products to prescribers/general practitioners
- Additional 4 headcount including new GM Commercial and GM Supply Chain & Customer Service
- Our Australian B2B channels will benefit from new genetics, quality Australian product and new product lines

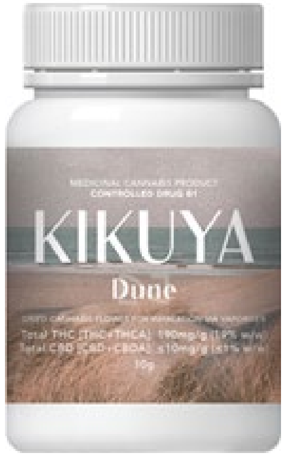
Average 17 years in Pharmaceutical sales
All have a minimum 4 years' experience in Medicinal Cannabis

The ECS Advantage

QualityProduct Range

ECS Botanics expands product range.

- Oils
- Dried Flower
- Vapes
- Gummies
- Soft Gel Capsules
- VESIsorb®



A NOVEL SELF-EMULSIFYING DRUG DELIVERY SYSTEM (SEDDS) BASED ON VESISORB® FORMULATION TECHNOLOGY IMPROVING ORAL BIOAVAILABILITY OF CANNABIDIOL

GMP Licence

- GMP licence has been expanded to include packaging, release for supply and storage of new product lines

Expansion

- Outdoor expansion delivers record crop exceeding 6 tonnes
- New propagation and genetics room completed
- Heating and lighting being added to 6 PCE's for winter grow (4 completed)
- 9 New PCE's ordered, construction begins in June

Questions & Answers

MAY 2024 WEBINAR

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