



Helping Build Cannabis Businesses Through Better Patient Outcomes

December 2018

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# FORWARD LOOKING STATEMENTS

This Presentation (together with any supplements and any other information that may be furnished to prospective investors by **Global Cannabis Applications Corp. (“Global Cannabis” or “Global Cannabis Applications”)** contains “forward-looking statements” or “forward-looking information” within the meaning of applicable securities laws (collectively “Forward-looking Information”).

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Forward-looking Information is generally identifiable by the use of the words:

**“believes”, “may”, “plans”, “will”, “anticipates”, “intends”, “budgets”, “could”, “estimates”, “expects”, “forecasts”, “projects”** and similar expressions, and the negatives of such expressions.

Forward-looking Information in this Presentation includes, but is not limited to, statements concerning economic trends, the size of the market, the timing and scope of Global Cannabis Applications capital expenditures, the anticipated use of proceeds, financial forecasts, and the proposed ownership allocation.

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Global Cannabis Applications has based this Forward-looking Information on factors and assumptions about future events and financial trends that it believes may affect its financial condition, results of operations, business strategy and financial needs, including the ability of Global Cannabis Applications to generate cash flow from operations and obtain necessary financing on acceptable terms, general economic, financial market, regulatory and political conditions in which Global Cannabis Applications operates, consumer interest in Global Cannabis Applications products, competitions, anticipated costs, government regulation of Global Cannabis Applications activities and products and in areas of taxation and environmental protection, the timely receipt of any required regulatory approvals, and Global Cannabis Applications ability to obtain qualified staff, equipment and services in a timely and cost efficient manner.

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While Global Cannabis Applications considers these assumptions to be reasonable, these assumptions are inherently subject to significant uncertainties and contingencies. Additionally, there are known and unknown risk factors which could cause Global Cannabis Applications actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking information contained herein. Known risk factors include, among others, regulatory risks, the lack of a public market for the securities of Global Cannabis Applications, the limited operating history and financial track record of Global Cannabis Applications and the uncertainty as to revenues, reliance on key personnel, product liability, unfavorable publicity, management of growth and the difficulty in forecasting.

# CORPORATE SUMMARY

## VISION

The Citizen Green Platform to become the first global medical cannabis patient data and retail marketing ecosystem.

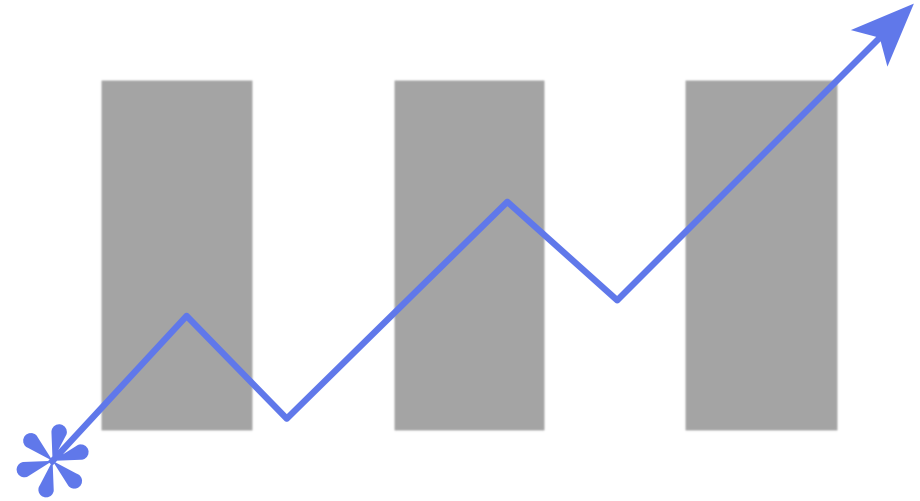
## MISSION

To leverage advanced Artificial Intelligence, big data management and Blockchain technologies to deliver an end to end marketing solution for the cannabis health sciences industry that:

- Gathers and analyses patient, product and efficacy data
- Creates a value driven ecosystem that benefits patients, doctors, dispensaries, licensed producers and regulators
- Enables the global expansion of data based medical cannabis marketing

CORPORATE	INFORMATION
Head office	<b>Vancouver, BC</b>
Satellite offices	<b>Israel, Lithuania, Australia,</b>
CSE	<b>APP</b>
FSE	<b>2FA</b>
OTCQB	<b>FUAPF</b>
Shares issued	<b>92,591,379</b>
Warrants & Options	<b>45,430,484</b>
Total Outstanding (fully diluted)	<b>121,081,479</b>
Recent price	<b>\$0.20</b>
Market capitalization	<b>\$18,000,000</b>
Average daily volume (3 mons)	<b>464,224</b>

# INVESTMENT HIGHLIGHTS



- Huge and growing market opportunity
  - multi-billion-dollar market phenomenon,
  - eventual US federal legalization of medical cannabis
  - multiple jurisdictions around the world are moving towards legalizing medical cannabis including the UK, the EU, Australia, Chile, Colombia, Czech Republic, Germany, Israel, Mexico, and multiple U.S. states.
- First integrated product and patient data solution
- Platform and technology development completed
- Go to market stage

- A secure and decentralized big data platform built on the blockchain to collect, analyze and monetize quality trusted data
- A unique rewards focused cryptocurrency economy
- State of the art Artificial Intelligence module that provides product/patient matching and data analysis
- Experienced management team and advisors with successful track records and expertise in cannabis, token economies, and relevant technologies



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# MANAGEMENT & DIRECTORS

## BRAD MOORE

### CEO & Director

20 years of practical business leadership experience with Fortune 500 companies. Strong background with internet-based start-up corporations. Proven track record restructuring and developing early-stage businesses. Holds an MBA from Royal Roads University.

## ALEXANDER HELMEL

### CFO & Director

12 years of experience in the Canadian capital markets. Over 20 years within the Information Technology sector. Specializes in developing corporate growth strategies, building senior management teams, and developing corporate assets. Intimate knowledge of internal control strategies and corporate governance guidelines. BSc (Mathematics), Certified Information Systems Auditor (CISA) 2006.

## EYAL MARGALIT

### CTO

Over 20 years of experience in building technology companies. Founded and led two companies which accomplished significant exits. Vast experience in all aspects of technology development management and the translation of tech to business. Strong understanding of the medical cannabis space with a focus on R&D.

## HANAN GELBENDORF

### CMO

Over 20 years of global marketing experience, in agency setting as well as in corporate America. Vast experience and proven record of delivering results for early stage businesses and established F500 companies. Specializes in Leading all the aspects and processes of marketing. Holds an MBA from the Smeal College of Management at Penn State University.

## ALON TZIPORY

### COO

Alon is the Founder of J7 Capital, the first blockchain Mortgage Backed Fund, a Founder of Bridgez Blockchain Financial Technologies and built many blockchain and cryptocurrency ventures, from operation, financial and business standpoint. Alon holds a Bachelor Degree in Computer Science and M.Sc.. in Tech Management & Finance from New York University, Polytechnic.

## JEFFREY HAYZLETT

### Director

Chairman of C-Suite Network, home of the world's most trusted network of C-Suite leaders, and a notable media personality. CEO of The Hayzlett Group. TV & Radio host, Bloomberg Television & CBS Radio. Global CMO at Eastman Kodak.

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# TEAM & ADVISORS

## ANASTASIJA PLONIKOVA

COO GCAC Europe

Has worked for the EU institutions and international companies. Advises national and the EU officials on cryptocurrency and blockchain regulatory adoption and use cases. Assisted in the different ICO fundraising campaigns and business development.

## MONIKA KRIUNAITE

CEO GCAC Europe

Monika is an expert in Blockchain regulations and compliance and establishing regulated financial institutions in the EU. Monika has a strong background in investment banking for both fiat and cryptocurrency.

## BLAISE BRATTER

Strategic Relationships Manager

Joined GCAC to head the business development efforts in the global medical cannabis ecosystem. Also serves as the GM of Medical Cannabis Counsel of Australia.

## SCOTT WALKER

Senior Mgmt. Consultant

Co-founder of Cannabis Canada Association, has over 25 years of experience as a lobbyist, contractor and consultant. Joined GCAC as special advisor.

## ADOLFO GONZALES

Medical Cannabis Advocate

Sought after practitioner, author and advocate of medical cannabis. Created the Cann Help Deck from ten plus years of data aggregated from medical cannabis users.

## DR. JONATHAN GRUNFELD

Neuro-Oncology Expert

Dr. Jonathan Grunfeld is considered as one of the leading neurologists in Israel. He has decades of experience in oncological and pain management treatments.

## ANTANAS GUOGA

Cryptocurrency Expert

"Tony G", is a poker player, entrepreneur, politician and an expert in cryptocurrencies and blockchain. He is currently Lithuania's member of the European Parliament and a cryptocurrency special advisor to Bankera.

## KIM OISHI

Capital Markets Advisor

Over 20 years of experience in financing and advising growth companies. Founder and President of Grand Rock Capital Inc., a company that invests in growth companies and provides investor relations, corporate finance, business development, M&A services.

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# GLOBAL OPPORTUNITY, GLOBAL CHALLENGES

- Situation: currently there are 15,000+ medical cannabis retailers in countries across the globe & 30 U.S. states, growing to over 27,000 retail locations with \$31.4 billion of sales by 2021.
- Challenge 1: limited understanding regarding the efficacy of cannabis at the molecular and product level.
- Challenge 2: there is no 'doctors desktop reference guide' for cannabis retailers and medical professionals.
- Challenge 3: everyday millions of patients are given advice affecting their health based on non-clinical information and product marketing brochures.



**The Answer: Citizen Green's innovative technology provides better patient outcomes resulting in more medical cannabis sales, customer loyalty, business growth and sharing of med canna data at a global level.**

# GCAC BUSINESS MODEL

- Revenue is generated from retailers-dispensaries, medical clinics and licensed producers (LP)
- Average monthly recurring revenue per retailer is \$2,250
- SaaS margins are substantial, which gives us the ability to spend heavily on marketing
- Dispensary value proposition: increased sales and profits per patient, customer loyalty program, patient marketing and promotions, inventory management based on patients' outcome data, access to global retailer and patient data and reports,
- Value driven ecosystem benefits every player: patients, doctors, dispensaries, licensed producers and regulators
- Citizen Green Coin (CGC) utility coin drives value ecosystem increasing the value of GCAC as the number of participants grows and the volume of CGC transactions increases
- Long term value is created through the terabytes of patient, outcomes, and product information we gather and manipulate

## Value Drivers & Participants

- **Medical Retailers:** Dispensaries, pharmacies and online retailer. Global market with near term focus on California and Latin American markets
- **Patients:** Millions of mainstream patients are being introduced to medical cannabis and cannabis wellness solutions for the first time via retailers and are looking for trusted guidance
- **LPs:** AI driven product and patient outcome analysis improves products plus direct marketing channel to dispensaries and patients
- **Medical Cannabis Research :** Expedite years of clinical research with AI infused patient generated data.
- **Doctors and Patient Networks:** Improving patient outcomes through knowledge and aggregated experiences.
- **Insurance Companies:** Improve patient outcomes while reducing treatment cost and gain access to invaluable symptomatic data.
- **Strategic Partnerships:** access to dispensaries and product sales

# GO TO MARKET STRATEGY

Multi-faceted approach of both Partnerships & Direct Sales for maximum market penetration

- Channel and resale partners with networks of 1000's of retailers across 4 continents.
- Direct retail sales to med canna retailers in SaaS model and direct enterprise sales to LPs, Tech Partners in North America



**CITIZEN GREEN  
COMMUNITY**

## CHANNEL PARTNERSHIPS:

- Dispensaries
- Doctors and Clinics Networks
- LPs
- Product manufactures
- Tech Partners (POS)

## DIRECT SALES:

- Dispensaries
- Pharmacies
- LPs
- Tech Partners (POS)



# BUSINESS DEVELOPMENT PIPELINE



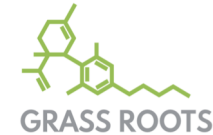
LP Channel Partner, Macedonia

Large arge scale-GNP quality cannabis grower provides access to 1000s of European retailers.  
**STATUS: PENDING 30< DAYS**

## CANNACT

Cannabis Retail Services, Channel Partner, California

As a technology and services vendor for dozens of dispensaries in California,  
**STATUS: SIGNED**



LPS. Channel Partner, Chile

Medical cannabis services provider working with doctors networks and direct patients.  
**STATUS: SIGNED**



LPS. Channel Partner, Canada

Canadian based, vertically integrated company focused on innovation in and for the pharmaceutical cannabis industry  
**STATUS: PENDING 30< DAYS**



## DOCTORS CHOICE SERVICES

Medical Cannabis Product Manufacturer

California based personalized patient care products working with over 2000 patients and doctors.  
**STATUS: PENDING 15< DAYS**



LPS. Channel Partner, Colombia

Global exporter of Hemp Biomass, CBD Oil with and without THC and Full Spectrum CBD Oil, operations based in USA and Columbia  
**STATUS: PENDING 30< DAYS**

## THESE PARTNERS WILL BE SELLING CITIZEN GREEN TO 1400+ MED CANNA BUSINESSES

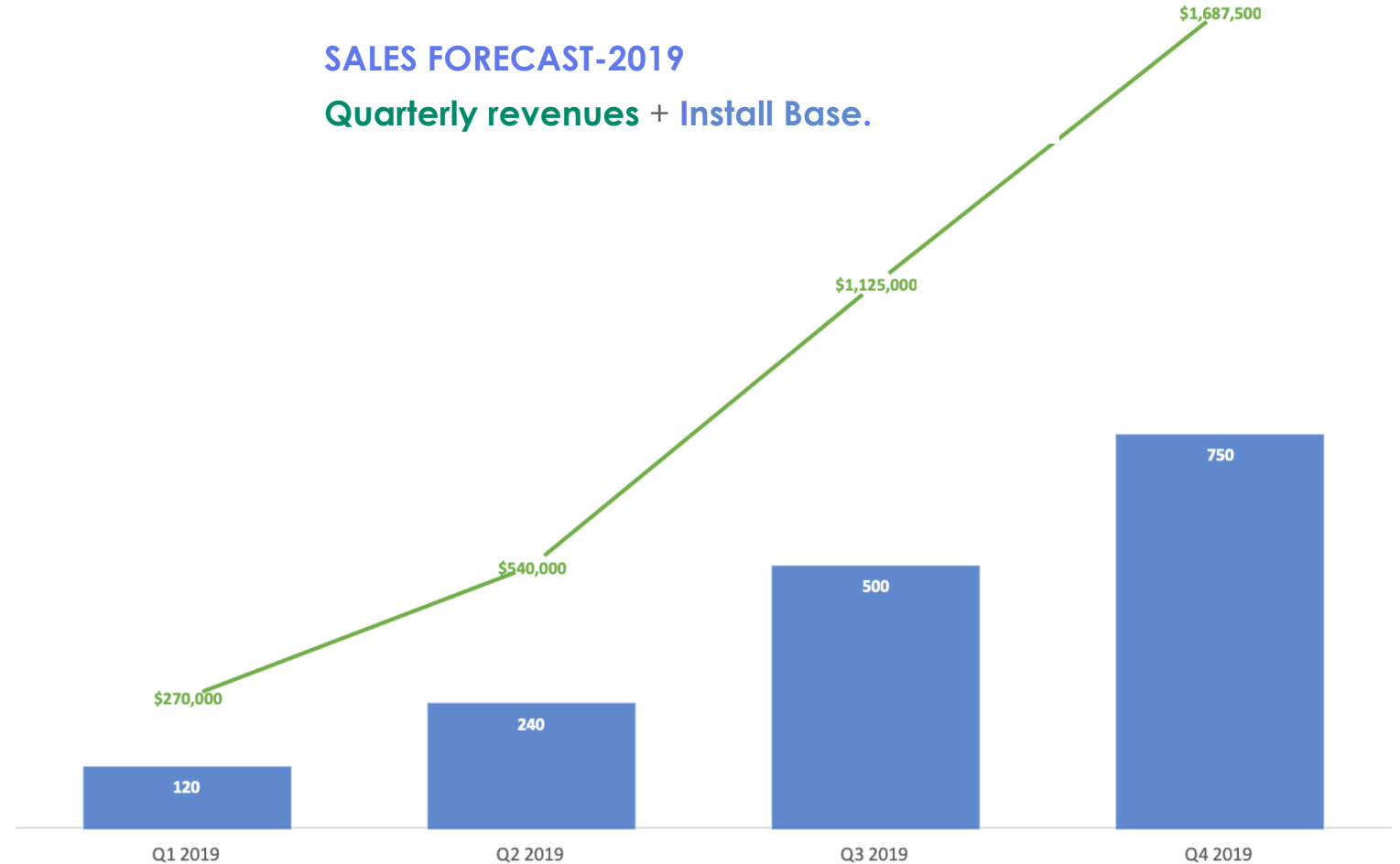
# DIRECT SALES PIPELINE

## Overview-

- Focus on North American
- Digital marketing to 3000+ retailers
- Dedicated inside sales team
- California based enterprise sales
- Sales cycle length: 90 days
- Launched November 15<sup>th</sup>
- Average MRR Per Customer: \$2,250

## Key Dates:

1. Q2 2019 - \$1,000,000 MRR
2. Q1 2020 - 750 installations
3. 2021 – Annual revenue: \$39M+



# Marketing and Sales Milestones

**Citizen Green  
Community  
Launch**



4Q 2018

**First  
Partnerships  
Signed**



4Q 2018

**Direct Sales  
Closes**



Q1 2019

**Sales in 4  
Continents**



3Q 2019

**750 Signed  
Retailers**



4Q 2019

**\$3.3M+ MRR**



1Q 2021

\* regulator has a right to ask for extra time to evaluate.



# PARTNERSHIPS





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Citizen Green Community:  
Connecting the Medical Cannabis  
World for Better Patient Outcomes

# TECHNOLOGY CREATING A BETTER MEDICAL CANNABIS JOURNEY

## Citizen Green Technologies Features:



**INTEGRATED APPLICATIONS**  
Connecting retailers and users



**MACHINE LEARNING**  
Predictive insights for better prescriptions



**BLOCKCHAIN**  
Trusted, anonymous and commerce driven environment



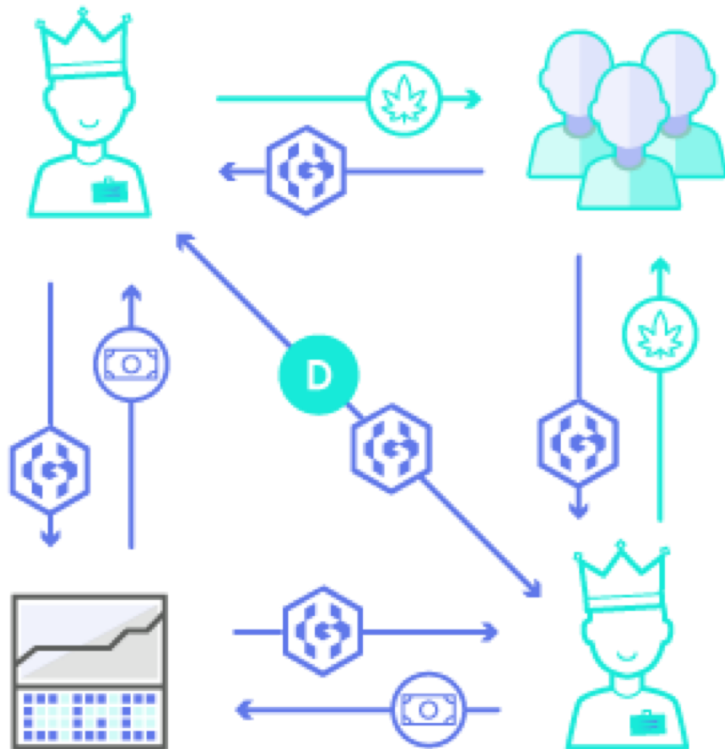
## Citizen Green Technologies Benefits:

- Motivated patients with incentive to share
- Better outcomes drive more retail sales
- Improved consumer experiences
- Crypto driven rewards to drive economy
- A global marketplace to exchange data



## CITIZEN GREEN COMMUNITY

The world's first fully integrated medical  
cannabis economy.



### Components:



#### **Prescriptii Patient-Care Solution**

An integrated retail & patient solution which generates product recommendations, tracks user treatment progress, and optimizes the retail business (marketing and inventory management).



#### **Citizen Green Onward Rewards**

A loyalty program powered by the Citizen Green Coin (CGC) cryptocurrency where patients/users earn CGCs through providing data insights and retailers use CGC to increase customer acquisition, retention and product sales.



#### **Citizen Green MarketPlace**

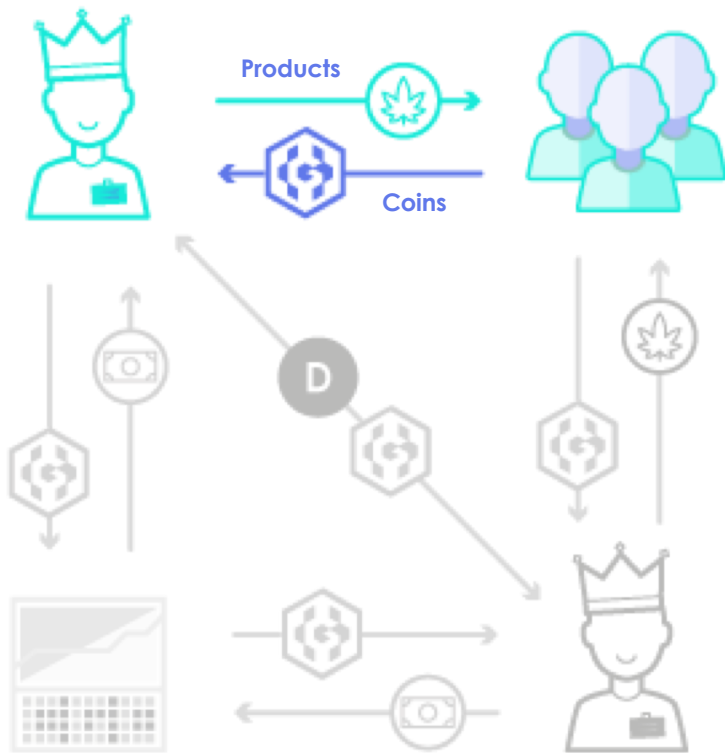
A global marketplace for medical cannabis businesses to buy & sell medical cannabis data driven business and market intelligence insights using the CGC.

### Members include :

- Patients
- Dispensaries
- Pharmaceuticals
- Licensed Producers
- Healthcare
- Research
- Product Producers
- Regulators

# PRESCRIPTII PATIENT-CARE SOLUTION

Retailers use the Prescriptii Patient Care Solution to collect customer information, track customer experiences and provide product recommendations.



## Features:

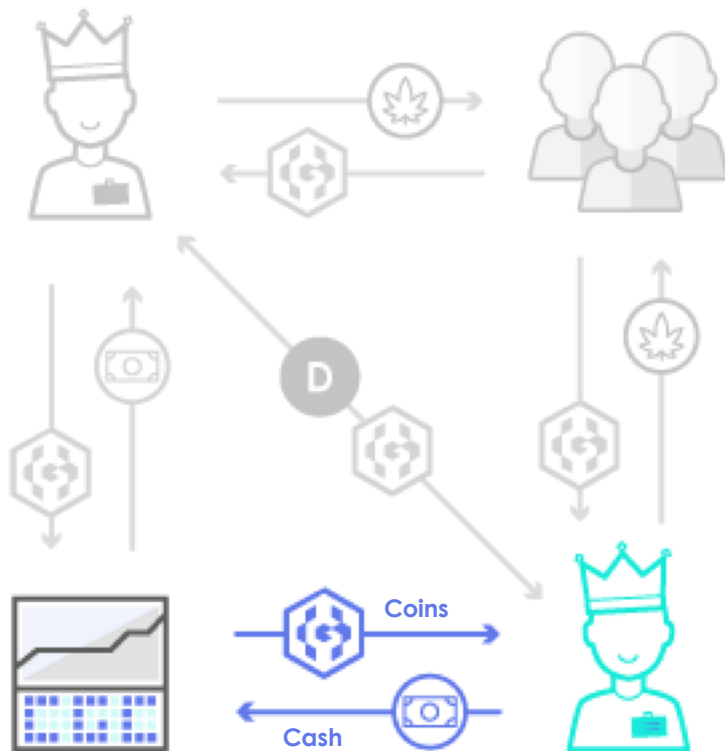
- Symptom to product correlation
- End user usage monitoring
- Dynamic profiling of users
- Inventory-tailored customer product recommendations
- Analytics on efficacy and consumer behaviour
- Citizen Green Onward Rewards
- Secure eWallet for Cryptocurrency

## Benefits:

- Better patient outcomes
- Accurate decision making
- Real time bio feedback
- Product recommendations according to changes of user profiles over time
- Customer retention/loyalty
- Increased profitability with predictive analytics

# CITIZEN GREEN TOKENIZED REWARDS

A cryptocurrency based loyalty reward program for the medical cannabis eco-system.



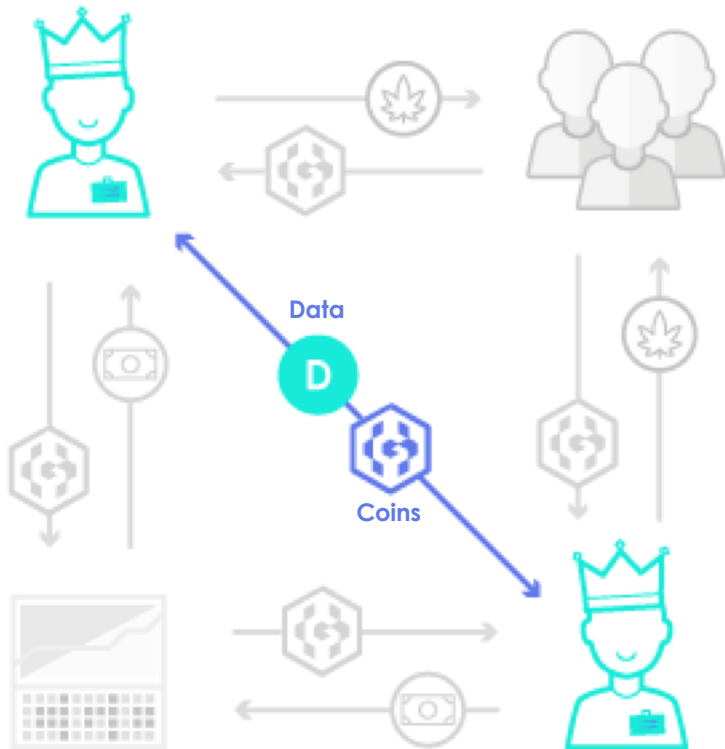
**The Citizen Green Utility Token is a proprietary digital currency technology used to power Citizen Green Onward Rewards, a loyalty rewards program similar to Airmiles & Aeroplan:**

- Patients earn tokens for outcome and satisfaction input and redeem tokens for dispensary products
- Retailers earn tokens by providing patient and sales data to non-competitive participants
- All members can buy Tokens from the CG Exchange
- Retailers can use tokens to purchase AI enhanced data insights on the CG MarketPlace

**CG Tokens drive consumer loyalty, increases retail product sales and reduces operational costs**

# CITIZEN GREEN MARKETPLACE

Facilitates buying and selling of data between retail businesses using Citizen Green Coins in a blockchain environment.



## Key Participants:

- Dispensaries
- Licensed Producers
- Research
- Product Producers

## Transactions:

- Retailers sell data insights to non-competing community members
- Data insights purchased help new market entrants to grow their business faster and more profitably
- Citizen Green Coins earned are used to further drive retailers' loyalty rewards program
- Product producers, regulators and researchers can use AI enhanced data insights to enhance product understanding and development

# CITIZEN GREEN COMMUNITY MEMBERSHIP LEVELS

Retailers can gain access to wider machine learning insight reports and larger cryptocurrency allocations through the paid membership options

Freemium	Premium Data	Premium Currency
Free	Access fee*	Fee includes CGC package*
In-store platform	✓	✓
Limited patient insights on your products	Full access to insights on dashboard	Full access to insights on dashboard
Product recommendations based on inventory	✓	✓
Receive CGC from patients	✓	✓
Purchase CGC for loyalty-rewards program	✓	Free
Access to MarketPlace	✓	✓
-	-	Discounts on data access fee
-	-	Assistance from GCAC on structuring loyalty-rewards program

\*varying depending on associated users

## Membership Levels:

### Freemium

Designed to ensure best optimal patient care on a 1-1 basis with limited reports.

### Premium Data

Best optimal patient care on a 1-1 basis, per ailment and product insights with multiple reports.

### Premium Currency

Same offering as Premium Data bundled with the Onward Rewards Program and CGCs based on number of users.

## Benefits:

- Improved relationship with patients
- Access to global data insights
- Optimize marketing and inventory management
- Customer retention/loyalty
- Increased profitability with predictive analytics





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Through Better Patient Outcomes

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