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PSC Group Intro Deck

June 2021

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About Us

PSC Group
Grow With Us



PSC Group

CBD Hemp-Based Products & Brands



Vision

Transforming the Overall Well-Being
of People Around the World

Mission

Becoming a Global Leader in the
Cannabis & Hemp Industries

PSC Group

Overview of US and Global Activity – Leading the Trend



2016-2017



Founded by
Nir Pelter
(Pelter Winery)



Investor
Guy Sella (Dec.)
(SolarEdge)

Established agricultural infrastructure in Ma'ale Gamla (Medical Cannabis in ISR)

2018

Seed Round

Private investors, led by:
Assaf Danziger (CEO, NovoCure)
Aharon Levy (AL Industries)



Acquisitions & Assets



Potent- Founded in 2014
Entry into the U.S. hemp market and CBD industry
PSC's agricultural and hemp growing division



RxCBD- Founded in 2014
Specializes in the production and marketing of CBD products for Pets

2019

Agriculture

Comprehensive agricultural platform: Breeding, Growing, Extracting, Post-Processing



Certified strain by the Colorado Department of Agriculture (B-11)

Production:

Seed-To-Market Model implementation
Full Supply Chain

Product Dev:

Multi-verticals
A/B MKT testing
Establishing final portfolio

In-house Brand:

Rebrand RxCBD pet brand into Tempo & Tails

2020

Sales

Recruiting returning clients in the US (B2B2C)

Production & Manufacture

On-demand yearly production
Optimizing supply chain through strategic partners (MPs)

Product Dev:

Expanding product portfolio

Israel & Global Expansion:

Establishing strategic partnerships & clients
Implementing Seed-to-Market Model with strategic local partners

2021

EU Expansion

Expanding our market reach with NGH partnership to manufacture and distribute in Europe

Evi-nature

Evidence-based herbal treatments and *nutraceuticals*
Brand & Lab

US Growth

Expanding pipeline and increasing volumes (400%)
Strategic M&A's – brand & distribution growth

Product Dev:

In-house consumer brands to lead product innovation

Israel:

Ready with manufacturing, and distribution of medical cannabis and CBD products in Israel.
Awaiting regulatory developments.

PSC Group

Strategic Track Record



FUNDRAISING

2 Rounds

Total of \$12.5M



GLOBAL REACH

3 Global Markets

US | EUR | ISR

Successful M&A
Strategy



PORTFOLIO

Over 350 SKU's

Over 175 Formulations



AGRICULTURE

7 Full Growing Seasons

25 Ton Extracted Biomass

1 Ton of CBD Oil Annually



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Why Us?



POWER-GROUP



Management Strategy

Start-up - Traditional Industry

Team:
Diversified, Know-How

Pioneers:
Bottom up Growth

Network:
M&As, Partners & Clients

R&D:
Genetics, Formulations, Data

BUSINESS MODEL



Private Label

Cash Flow

Market Trends

Strategic Clients:
Developing Partner

Target:
MSB > Big Corp
Long term deals



Brand Lab

High-End Boutique Brands

Diversified Portfolio

Focus on F&B, Evidence
Based Natural Products

Target:
United Portfolio
Spin-off

FINANCIAL EDGE



Risk Management

Low Burn Rate

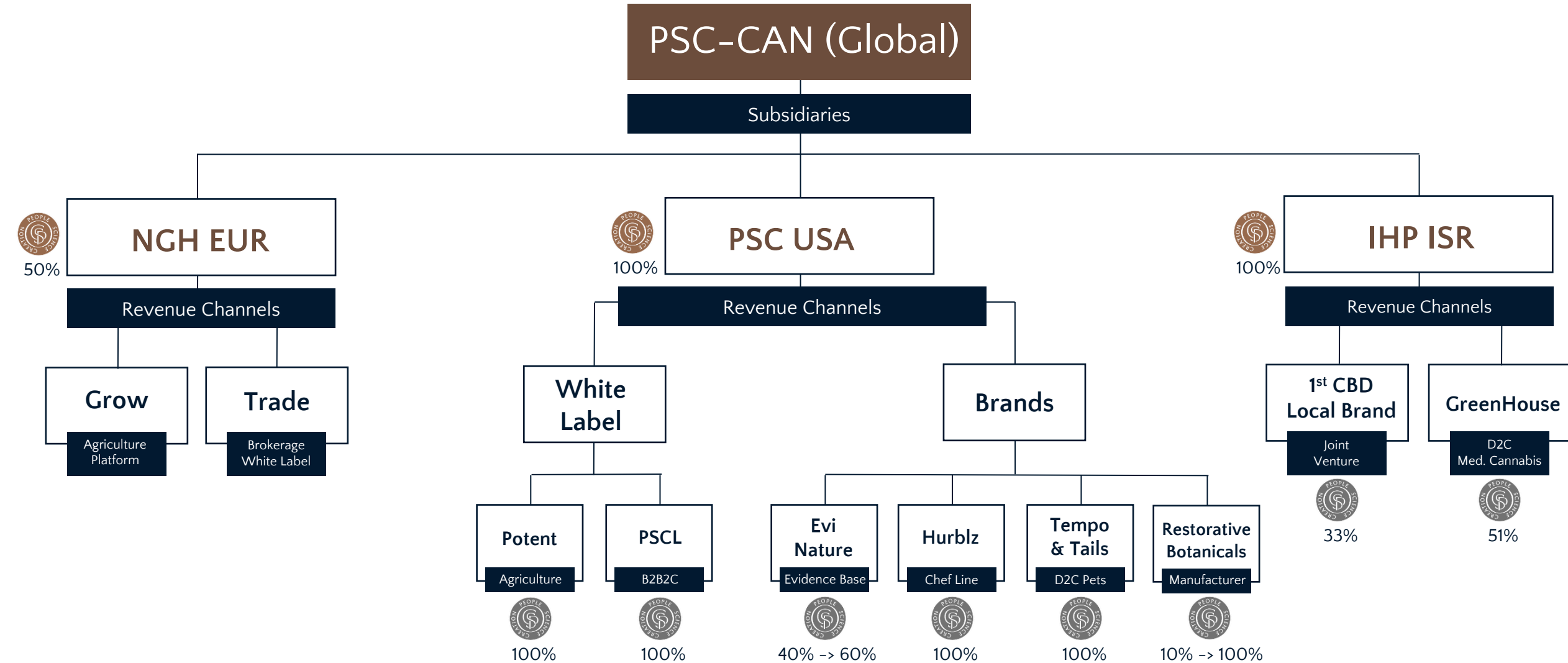
Expertise - DD for M&A Deals

Expanded Portfolio & Global
Markets

Entering Growth Stage

Positive > Cash Flow, EBITDA
In 12 Months

Group Structure



Leading Team

Nir Pelter **Founder and CEO PSC Group & US**

- 20+ years of entrepreneurship in Agritech, real-estate and hospitality, in Israel and abroad
- Owner and CEO of Pelter Winery and Pelter Winery Holdings. A leading Israeli boutique winery
- Former IAF F-15 pilot and Officer, deputy squadron commander



Asaf Danziger **Board Member & Lead Investor**

- CEO Novocure, innovative treatments to some of the most aggressive forms of cancer
- Former CEO, Cybro Medical
- B.Sc. Material Engineering, Ben Gurion University



Yoel Grinboim **Global Board Advisor & Israel Chairman**

- CEO of NeoLife Ltd
- CEO of NeoPharm Group Business Development
- Co-CEO of Aroma Life Ltd
- Colonel (Res.), Commander of Communications and Electronics Command, Home Front Command



Tomer Moldovan **Co-founder & VP Biz Dev**

- Founder of Potent, PSC's Agri division
- Colorado hemp pioneer with 7+ years experience in the hemp industry and market
- 10+ years of agricultural and operations management, business development and sales
- VP Operations at MishMish Clothing
- BA Communications and Humanities and graduate environmental Studies, Tel Aviv University



Daniel Orni **Israel CEO & Global Sales**

- Experienced M&A and business development executive in the Israeli capital and FinTech markets
- Former director of business development and sales, Silver.net Financial System
- Manager and head of online brokerage unit, IBI Capital, one of the largest independent investment firms in Israel
- BA Economics, Management, MBA, The Academic College Tel Aviv



Danny Isserles **US CEO**

- CEO of Temi USA Inc. (world's first, truly intelligent, mobile, personal robot)
- CEO & Founder of DIP (Commercial/Marketing Video production)
- Marketing & PR Manager at TZIPORELA LTD.



Eli Bar-On **Group CFO**

- 10+years experience in entrepreneurial finance, specializing in business growth, internet and startup industries, IPO advisement
- Formerly at ListoryApp, Vi, Outbrain, Matomy Media Group



Mika Sharon **Head of F&B, Head Chef**

- Head Chef, in charge of the F&B division
- A world-renowned chef focused on CBD applications
- Graduate of the French International Culinary Institute in New York
- 25 years of experience in F&B, hospitality and restaurants in Israel and overseas: Mika Restaurant, Odeon, Cafe Libra





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Hemp Applications & CBD Consumer Products

A Global Trend

Hemp

The Future of Forward-Thinking
Nutrition and Wellness Brands, Focusing
on Lifestyle

Hemp Super-Plant

A variety of the cannabis plant with a high concentration of CBD molecules and very low levels of THC (the psychoactive compound found in Marijuana). Hemp has over 2,500 known applications across industries, markets and categories

CBD

Is primarily produced from the plant's flowers. It has been known to have a multitude of positive and therapeutic effects on both humans and animals. Used in the wellness, F&B, skincare, beauty, lifestyle and medical worlds.

Regulation

Legalized In the US (2018 farm bill) and in over 50 countries across the globe.

CBD

A Rich History of Known Uses
and Benefits

Medical Benefits & Uses

Pain relief, anxiety, stress, epilepsy, sleeping disorders, arthritis, inflammation, skin disorders, infections, neurological maladies

Mega Consumer Trend

Both recreational and medical uses have increased exponentially in a variety of consumer categories over the past few years, backed by research and regulatory changes

Sold in Various Industry Sectors

F&B, Supplements, Personal Hygiene, Beauty & Cosmetics, Pets

A Global Trend

Global CBD Sales to Reach US\$24B in 2025

- 2018 Farm Bill made hemp derived CBD federally legal in the US. Prior to 2018, it was legal under independent state programs and licenses
- Very high growth rates (+100%) in online interest and searches (Google Trends), pre and post COVID
- PSC operates at 80% of the Market's Verticals:
 - Tinctures & Pets
 - Edibles
 - Topicals
 - Capsules

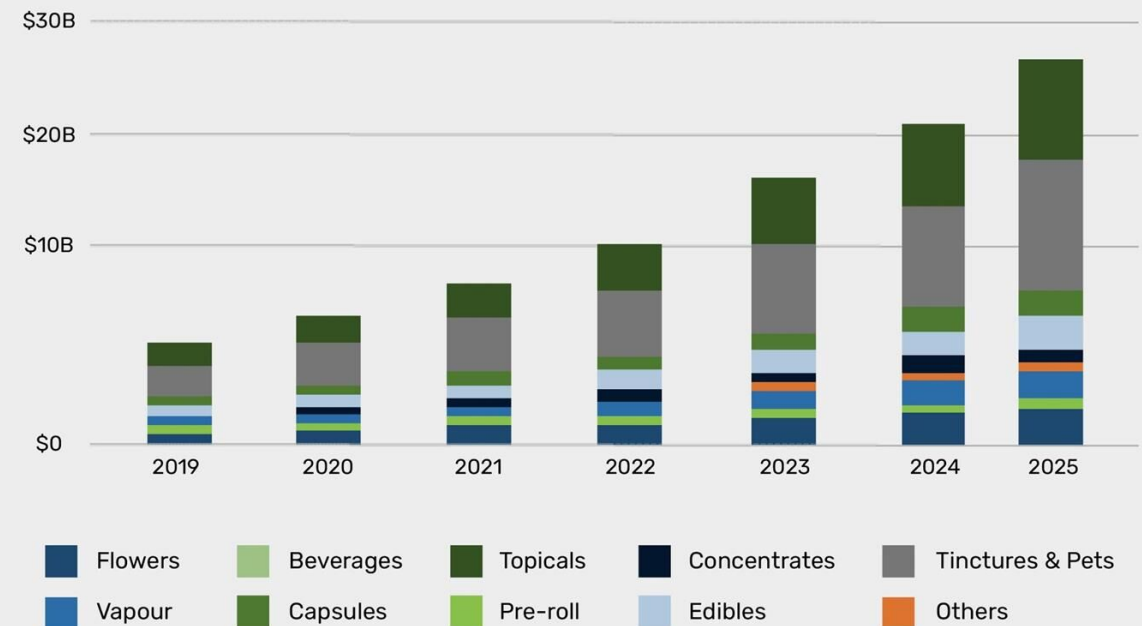
Sources: Brightfield Group, New Frontier Data, Hemp Industry Daily, BDS Analytics, Bloomberg, Gallup

CBD in the US: 2020

Tens of Millions use CBD products daily in the US and elsewhere



Global CBD Sales to Reach \$24B in 2021





PSC Holdings US

An Innovative Israeli-American Agri-Tech Company

Our Solution: Seed-to-Market

Full Control of the Value Chain:
Genetics > Agriculture > Extraction

1. Genetics

Colorado hemp fields
R&D farm
and extraction facility

2. Tech

Implementing Israeli
AgriTech knowhow
resulting in consistent,
potent, high quality yields

3. Farming

Collaborating with an extensive
network of farmers in various
US states

4. Validation

Following strict environmental,
governmental and scientific
protocols. Possessing various
official certifications and a
stringent transparency policy

5. Supply

Unlimited and on-demand
annual extraction capability,
development of formulations
and products, brand building

6. Certified

Research, genetics and
development of 120 hemp
strains, 2 registered hemp
strain seeds in Colorado

Extraction Certification



Compliances



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Food Innovation Lab Partnership



Our Food Lab Partners are located at the Rutgers University Food Innovation Center in NJ develops and incorporates new food technologies, specializing in a proprietary technology – flavorceuticals – blending flavor profiles with active ingredients (CBD, Nutraceuticals and Botanical extracts) in a liquid mass form ready for use in F&B products.

Together, we develop innovative active ingredient infused formulations expanding our product portfolio, as well as pursue mass-market opportunities utilizing FSI's broad professional network to present cutting-edge products.

OUR EDGE:

- Incorporating new food technologies for solubility and bioavailability
- Proprietary technology – Flavorceuticals
- Optimization of product efficacy
- Micro-freshening technologies to extend product shelf life and freshness
- Access to Mass-market decision makers





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PSC Holdings US

Revenue Channels

Our Products

White Label: B2B2C Business Model



With over 350 SKU's developed, PSC USA specializes in various CBD infused product sectors.
Our team of experts innovate to meet customer needs and generate market growth

OUR EDGE

- 2 Years of Seed-to-Product experience
- Growing pipeline
- Full control of the supply chain guaranteeing consistency and premium quality
- **Food innovation** in collaboration with FSI – Rutgers University, NJ

WELLNESS

PSC's flavored whole hemp extract & Soft gels



FOOD & BEVERAGE

Crafted by Chef MIKA SHARON



BEAUTY & TOPICALS

Body, Face & Topical Treatment



PETS

Treats, oils & functional products

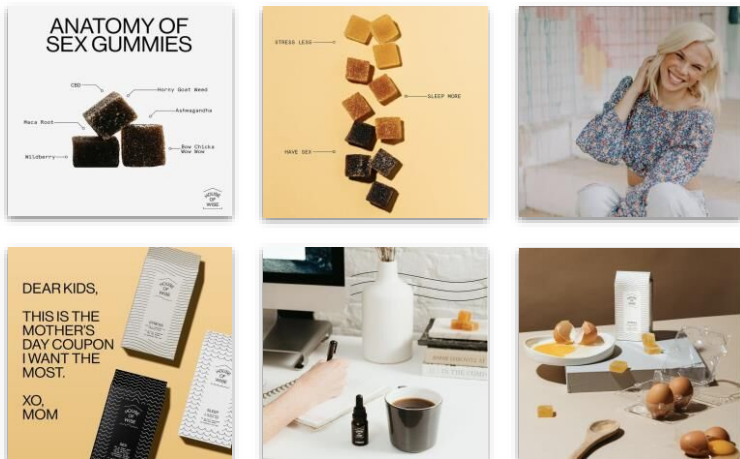


White Label Success Stories



HOUSE OF WISE

- Led by **Amanda Goetz** the brand has grown rapidly in less than 12 months.
- PO quantities have **increased x10** in Q1-Q2 2021
- Innovative product pipeline - in manufacturing,
- Affiliate program with over **300 sellers**.
- Organically growing social presence



MUZE

- Co-Brand by PSC and Carolina Pozo
- Consciously sourced Ecuadorian Chocolate with CBD
- Commenced sale May '21
- **10 NYC store placements within first week**
- Proceeds invested in
- Ecuadorian communities



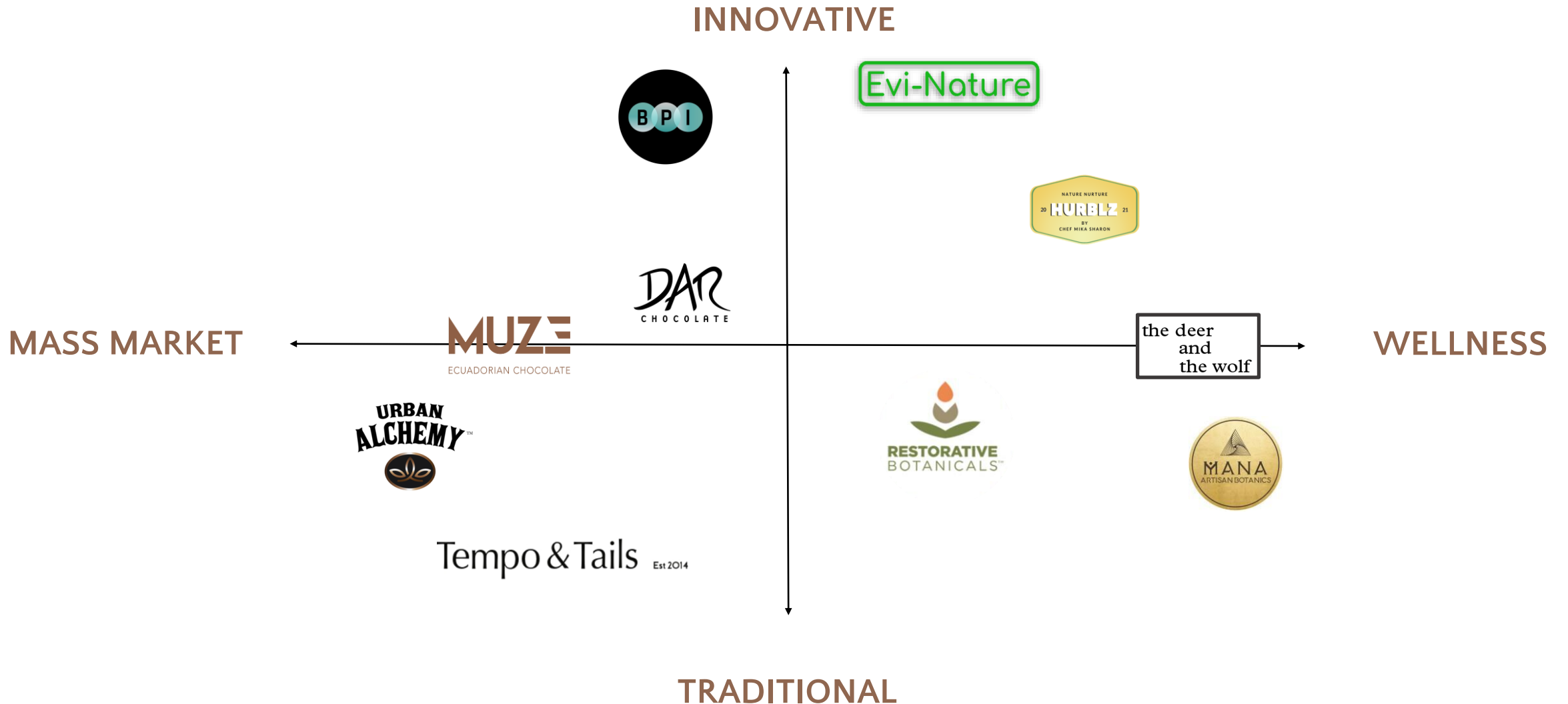
Brands Portfolio

Revenue Channels

* Including potential future M&As

Brand Portfolio

Diversified Niche, Communities, and value propositions



In-House Brands: Tempo & Tails

D2C Pet Online Store



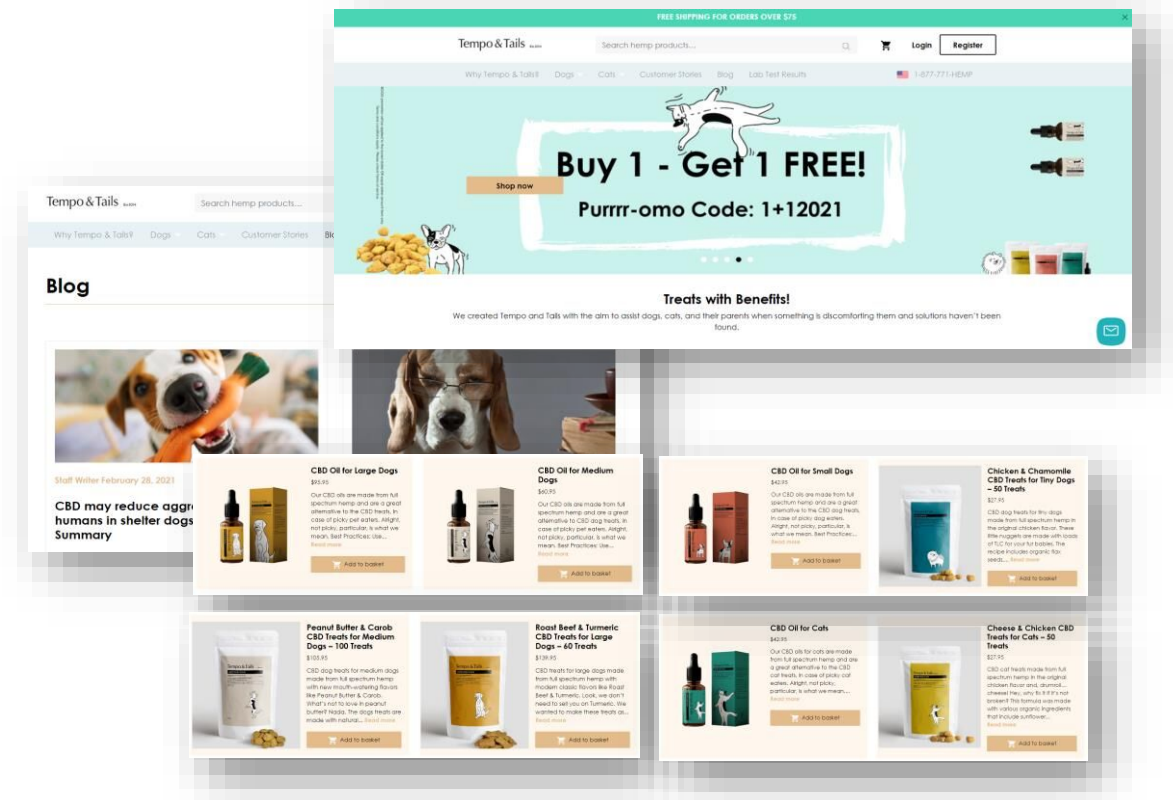
CBD is highly beneficial for both humans and animals.
Partnering with a group of Vets and Animal Specialists, we are working to introduce evidence based CBD treatments for canines, building on in-house market and scientific knowledge.

THE OPPORTUNITY

U.S Pet supplement market size: 675 Mil.

Investment: 300K for 100% (2018)

Status: Re-Launch (Marketing): Sep 2021



In-House Brands: Hurbalz

Chef Line for Foodies



After 5 years of R&D and execution of over 50 recipes for various labels, our CBD infused F&B line is getting a brand of its own.
Led by Chef Mika Sharon, Hurbalz will shortly start selling **Spices, Sauces, Condiments and more**, enabling any home or professional Chef to create and host multi-sensorial gatherings with unmatched flavors, textures, creativity and efficacy.

OUR EDGE

- In-house food innovation capabilities
- Existing portfolio of market-tested and perfected products
- CBDinners - Experiential marketing multi-sensorial events led by Mika & Renowned chefs

Launch: Q3 2021



In-House Brands: The Deer and The Wolf

D2C and Select Retail



OUR EDGE

- Organic wellness brand driven by passions for environmentalism, holistic nutrition, and active lifestyles.
- Regenerative agriculture, farm-based product innovation, and practical self-care routines.
- Crafting premium, gender-neutral health, performance, and skincare products.

the deer
and
the wolf



Margot Masinter Co-Founder & CEO

- Entrepreneur, Organic Farmer, Artist, Athlete
- Bachelor Degrees in GIS, environmental studies, and studio art from Middlebury College
- Founded Doodle Farms in 2017, an urban farm in Dallas before expanding her business into the hemp industry in Colorado in 2019. Rebranded to The Deer and The Wolf in Spring 2021.
- Diverse experiences managing agriculture projects and leading grow operations for organic farms in numerous urban and rural spaces (local food hub, beekeeping, native plant nurseries, permaculture operations, hydroponics)



Restorative Botanicals

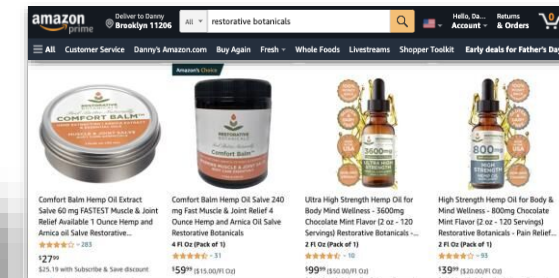
U.S cGMP Manufacturing and Distribution Partnership



Restorative Botanicals is an established Colorado CBD product manufacturer and brand (est 2016) maintaining robust online sales and a strong network of wholesale distribution. Tied with a CLA and an option for a full buyout, PSC and Restorative Botanicals have partnered to benefit from each company's strengths – PSC will drive growth towards RB's VWL/PL manufacturing while supporting technical upgrades and capabilities. PSC will shortly be moving its extraction operation into RB's facility, creating a frictionless manufacturing process and increasing its raw material supply towards RB's needs. PSC and RB have merged product offerings in joint catalogues to increase the probability of sales, and geographical reach on the distribution end.

OUR EDGE:

- Full control of seamless Manufacturing in one facility
- Portfolio and Distribution Collaboration with established partner
- Partnership in Cash-flow positive business
- Retail opportunity



In-House Brands: Evi-Nature

Revolutionizing Self-Care with Evidence Based Nutraceuticals



Evi-Nature will develop gold-standard evidence-based nutraceuticals for unmet medical needs.
Launching ground-breaking nutraceuticals for gastrointestinal and dermatology disorders

THE MISSION

Deliver healthier care for a fraction of the cost, Evi-Nature is enhancing its ecommerce and holistic care by fully guiding consumers during treatment. The engaging platform is built to aggregate data improving diagnosis, treatments and products

OUR VALUE PROPOSITION

- **Natural IBD treatment for 25 times less the price than existing biologic treatments**
- **Accompanied personal care - treatment tracking and optimization by experts**
- **Proven and optimized natural products through clinical trials**

Evi-Nature

- **IBD - First product U.S launch Q4 2021**



BREAKTHROUGH NATURAL IBD TREATMENT

Based on their international clinical trial using a unique curcumin formulation to treat inflammatory bowel disease patients, Evi-Nature is advancing this and additional evidence-based herbal formulations to improve care of patients with irritable bowel syndrome and inflammatory bowel disease



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Global expansion

EU & Israel Markets

EU Market

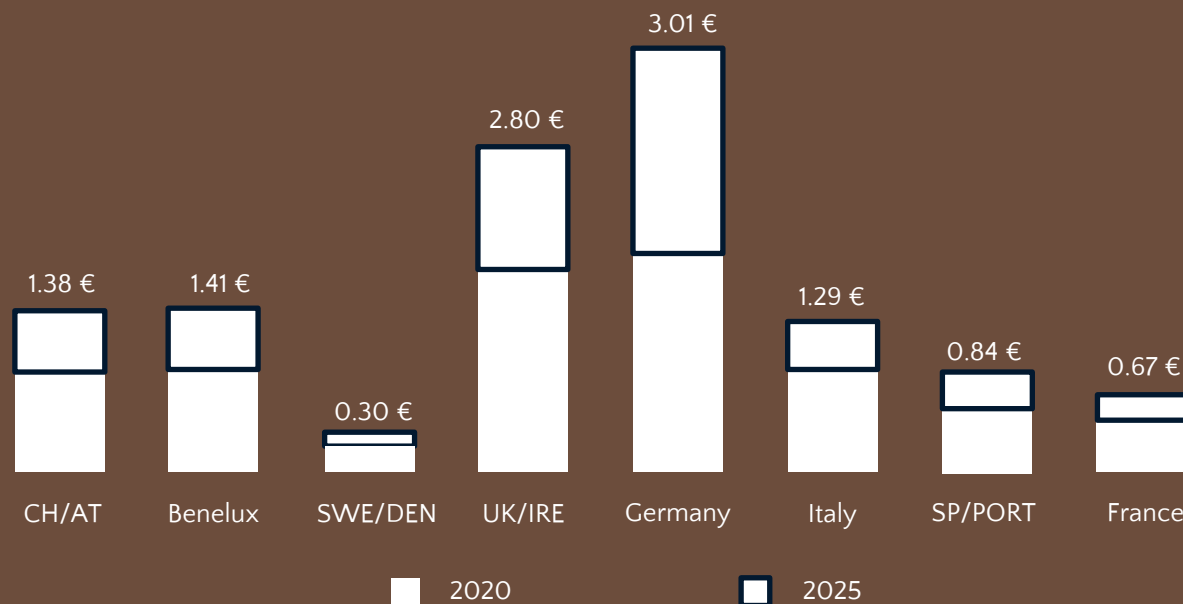
CBD Sales to Reach €17.57B in 2025

- Top EU Market: Germany & UK
- Dev. Market:
 - Greece
 - Cyprus
 - Czech Republic
 - Croatia
 - Bulgaria
 - Hungary
 - Slovenia
 - Lithuania
 - Ukraine
- Widespread availability of CBD products to be found in pharmacies across the EU
- Most CBD consumers purchase online

Estimated annual expenses per capita on CBD products among adults in the EU in 2020



EU CBD Sales in 2020 & 2025 Forecast



NGH: Leap-to-Shelf Quality Supplier

Positioning Across the Value Chain



NGH is PSC's European partner, owning a network of resources, formulations and production processes. Building a significant footprint in the EU and maintaining strong connections to the Israeli cannabis tech ecosystem

LEADING TEAM

Gal Farchi
Co-Founder & CEO

- Entrepreneur. Founded and managed two successful businesses
- Co-owner of Hemp farm in Central Greece
- Former Head of Operations in China for an Israeli gaming company
- BA in Economics from Haifa University, MA from the University of Sydney

Nitzan Levinson
Co-founder & CSO

- Graduate of the Hebrew University of Jerusalem, Agronomy and Plant Science
- Senior advisor to Israeli companies in the field of medical cannabis: Hiliz, Sadé Group
- Owner of a hemp farmland in Greece

Shlomi Guttentag
COO

- 10 years in Marketing, Production, Operations, and Project Management for International Ventures.
- Business Development Manager, EVTec Electronics.
- Project Manager, Worldwide Publishing Solutions (China).

OUR VALUE PROPOSITION

- A trustful **'Market Enabler'** for various stakeholders: retailers, brands, distributors. Accelerating the time-to-shelf for a wide range of hemp/cannabis products and supplements
- Source for **top quality, regulated**, and trustful hemp & cannabis supplements and products for EU consumers.





IHP (PSC Israel)

The Only Local CBD & Medical Cannabis Company

Timing

Israel CBD Analysis



Expected revenue forecast (minimum)	\$300M
Expected revenue forecast (maximum)	\$475M
Expect growth in the workplace	~8,000
Increase in GNP	~59 Per Capita

Together with the Manufacturer's Association of Israel, Deloitte estimates that legalizing CBD in Israel will have an immediate positive financial impact and create a new significant market.

**Projecting Israeli CBD market value between 1-1.5 billion NIS before 2025
(\$300-\$450 million)**

CBD: Penetration Strategy

Brands & White Label Business Models



STAGE I: Pre-Regulation

Strategic pipeline – top local corporates
Offering them a unique Turn key solution as a CBD Design Partner
Long term product development (R&D) Services
Immediate high-volume market positioning
Regulation compatibility

STAGE II: Regulations Approval

Sales from day 1 !
Using fast imports, inventory preparation and distribution agreements
Utilizing full value chain in the US

STAGE III: Local Grow & Manufacture

Local agriculture HEMP platform – strategic agreements with local farmers
Manufacturers' clients – Unique value proposition:
PSC's R&D package, including implementing Formulas' Kit in local facilities



A Local Power Group Partnership

Building Israel's First Local CBD Brand



A JV between PSC and two well-established Israeli companies is in its closing stages of creating the leading local CBD brand. The partnership brings together a prominent cannabis group and a large distributor of health and wellness products, together with PSC

With each member bringing expertise, experience, and assets – the new brand will benefit and draw upon the combined strengths:

CBD EXPERTISE

IHP supply raw materials, hemp extracts, CBD infused products, and product development capabilities.



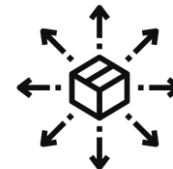
MEDICAL CANNABIS

Leading Israeli cannabis company: regulation, clinical experience, manufacturing ,distribution



MARKETING & BRANDING

Prominent market leader of health and wellness Brands: marketing, distribution, access to retailers



DISTRIBUTION

Top Leader in sales and distribution of consumer brands.



Medical Cannabis: Penetration Strategy

Short Time-to-Market



STAGE I: Online Rx (Creating a community)

- Exclusive Collaboration with a leading Medical pharmacy in TLV
- Unique digital platform – Online Medical Cannabis Pharmacy
- Directly to patient's doorstep, therapeutic personalization via data, strengthening engagement with patients for ongoing support, affiliations to leading communities of top cannabis firms in Israel

STAGE II: Genetics & Brands (Creating unique micro brand)

- Future M&A – Genetic bank of unique cannabis strains
- Efficient Grow & Commercial Business deals with Local farms – indoor Small Batches
- Premium Genetics blends for Smart and tailored treatment

STAGE III: Retail (Growth & Expansion)

- Acquisition of regulatory licensed pharmacy – offline and online channels
- Utilization of digital assets and big data Knowledge, patient community
- Increasing margin by shortening the value chain





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Summary

PSC's Next Step

PSC Group Going Public



Milestones

- Successful round and M&As
- Brands Launch (US)
- CBD FDA Regulation (US)
- CBD Regulation (Israel)

EXIT Strategy

- TASE UP (Israel)
- Full IPO – Israel & US

Our Edge

PSC Group Going Public

- Team
- Pioneers
- Global
- Diversified
- Vertically Integrated





THANK YOU

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