



**CS MEDICA
at
ØU - Life Science Conference**

23 October 2022



CS MEDICA

WE ARE

A pioneer in cannabis OTC products, with a **vision is to become a leading company in the cannabis medical treatment industry.**

WE CREATE

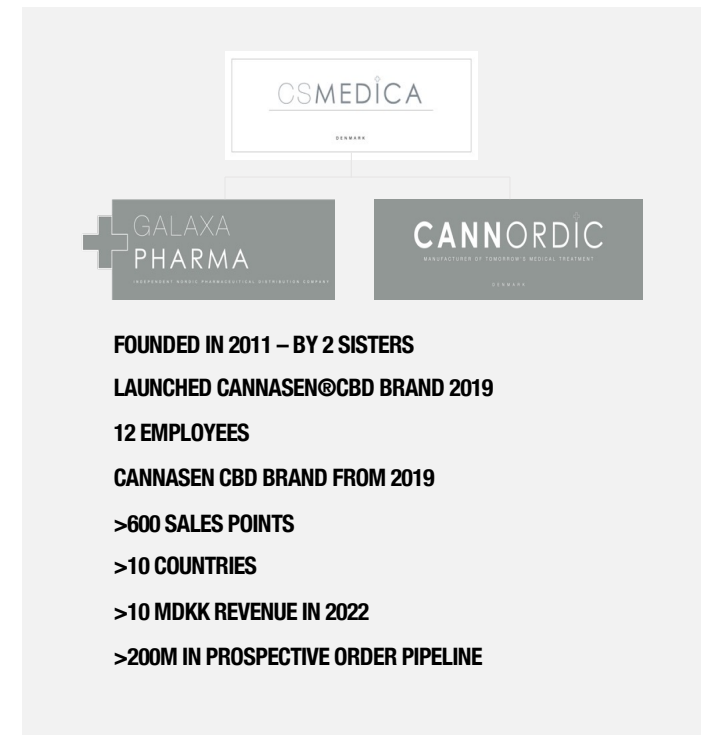
With a scientific approach based on biochemistry and decades of experience within the global medical industry, **we use modern technology to separate and research different compounds found in the cannabis plant** to prevent and fight autoimmune diseases in effective and safe ways.

WE BELIEVE

We can **help change millions of people with autoimmune and stress-related diseases with an easier every day and improved life quality** with our products.

WE AIM

To be the **most trusted company and partner within the cannabinoid segment** – by delivering the products and concepts, with high efficacy, and no side effects, to people across the globe with autoimmune & stress-related illnesses.





THE MEDTECH DEFINITION

PART OF THE PHARMACEUTICAL INDUSTRY

The medical technology industry—often referred to as MedTech—comprises companies that Research & Develop, Manufacture, and Distribute the technologies, devices, equipment, diagnostic tests, and health information systems that are transforming health care through earlier disease detection, less-invasive procedures, and more effective treatments. MedTech is part of the pharmaceutical industry.

Life-changing CBD medical technologies allow millions of people to live longer, healthier, and more productive lives. The research and innovation to develop these cutting-edge CBD technologies allow CS Medica to continue leading in CBD medical advancements. From autoimmune to stress therapies, CS Medica changes healthcare for the benefit of patients and healthcare providers.

Our purpose is to create technologies & products that help improve the quality of life & reduce time spent in hospitals or in discomfort.

EUROPEAN LIFESTARS AWARDS
HOSTED BY
LATHAM
LATHAM WATKINS

MEDTECH OF THE YEAR

	CS Medica	Nordic	5
	Cutiss	DACH	5
	Ethimedix	DACH	5
	Genetika+	Mediterranean	5
	gMendel	Nordic	5
	iStar Medical	Benelux	7
	Medical MicroInstruments (MMI)	Mediterranean	8
	Onera Health	Benelux	5
	Owstone Medical	UK&Ireland	5
	QuantuMDx	UK&Ireland	6

London
Nov 2022

MEDTECH + GROWTH PHASES

	STAGE I RESEARCH	STAGE II INTERMEDIATE PHASE	STAGE III	STAGE IV INDUSTRIALIZATION	STAGE V
STAGE-GATED MODEL	BASIC RESEARCH	INVENTION	EARLY DEVELOPMENT	PRODUCT DEVELOPMENT	MARKET APPROVAL & LAUNCH
STARTUP	INITIATION	FORMULATION	CONCEPT TO PROTOTYPE; PRE-CLINICAL	PROTOTYPE: CLINICAL TO PRODUCT: PRE- APPROVAL	PRODUCT LAUNCH
	OPPORTUNITY	CONCEPT	DESIGN DEVELOPMENT	VERIFICATION	POST-MARKET ASSESSMENT
	CLINICAL NEED	FEASIBILITY	DEVELOPMENT OF PRODUCT, INCL REGULATION & PRODUCT- SPECIFIC STRATEGIES	VALIDATION	PAYING CUSTOMERS
	FRAMEWORK CONDITIONS	BUSINESS DEVELOPMENT	MEDICAL ADVISORY BOARD OR CONSULTANTS		
	OWN CAPITAL/ STARTUP CAPITAL	IDENTIFY MEDTECH VENTURE CAPITAL		FINANCING OF ALL DEVELOPMENT & APPROVAL STAGES	FINANCING BOOST OF G2MARKET & MARKETING
ACCESS TO DEVICE REGULATORY INFORMATION & CLINICAL EXPERTISE SUPPORT THROUGHOUT					

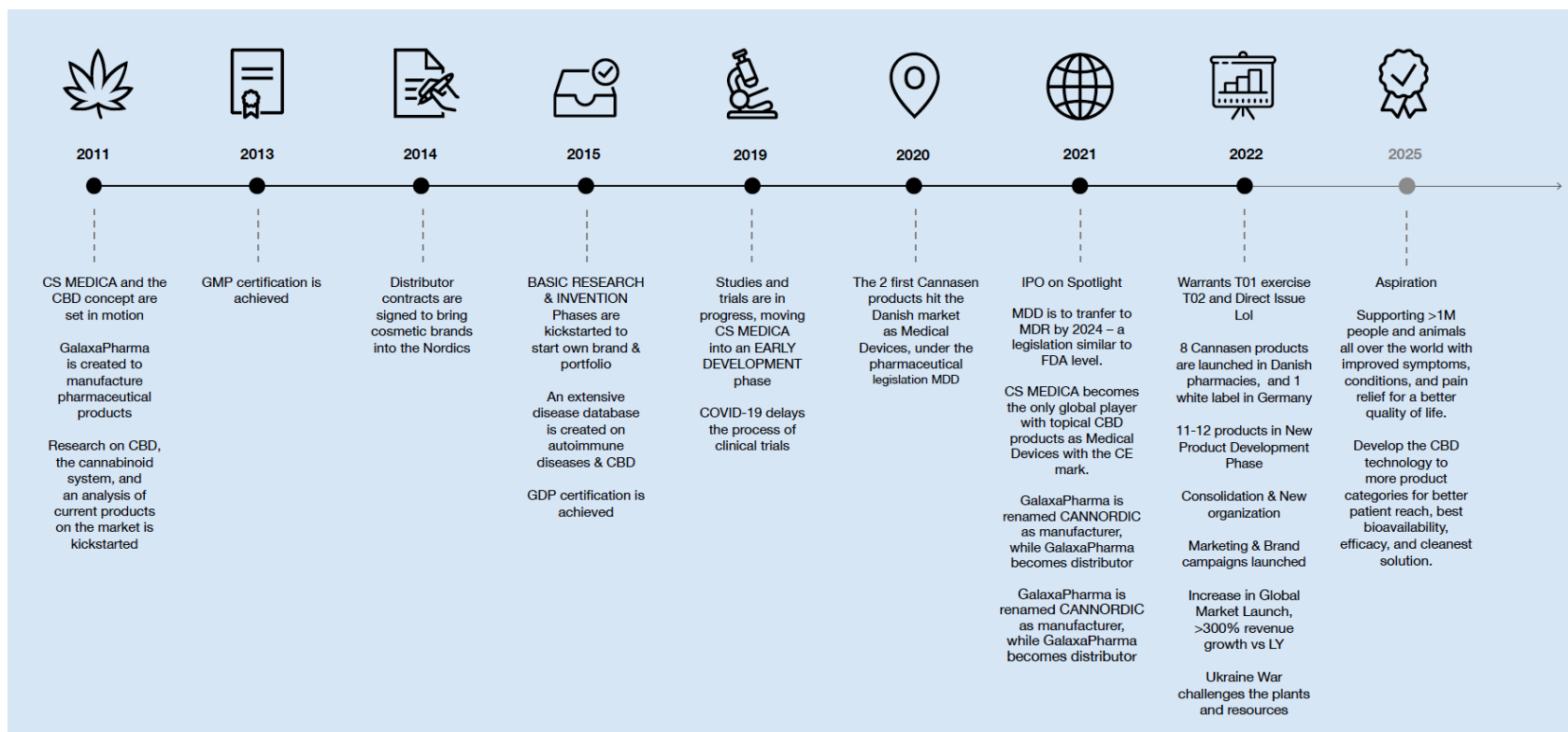
As a MedTech we are working at Stages III, IV & V (with 21 products in scope, 9 launched):

- New Product Development and Technologies
- Product Developing, verifying, and validating, securing patents
- Optimizing processes and trials, moving from MDD to MDR
- Launched finished products for brand build, post-market assessment, and revenue stream



OUR JOURNEY

To become a leading provider of life-changing treatments for patients living with autoimmune, stress-related diseases and pain.



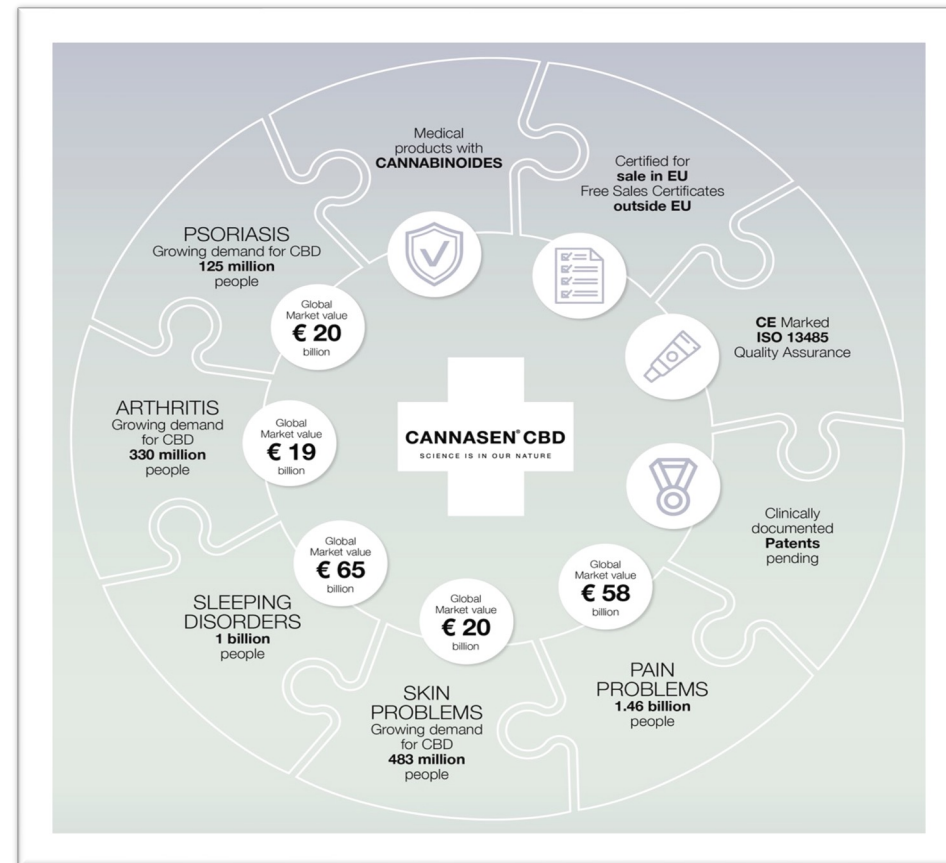


MARKET POTENTIAL



Covering the needs of pain, stress, and autoimmune disease management.

- Based on the **unique therapeutic properties of cannabinoids** from the cannabis plant.
- A **diversified portfolio** of wide market coverage.
- **Increasing demand for solutions** to stress and immune system-related conditions.
- Answers the need for pain management, especially for the aging population.



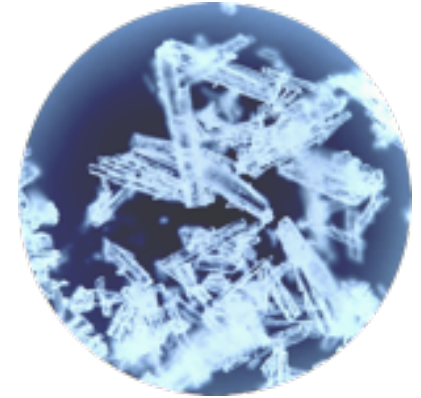
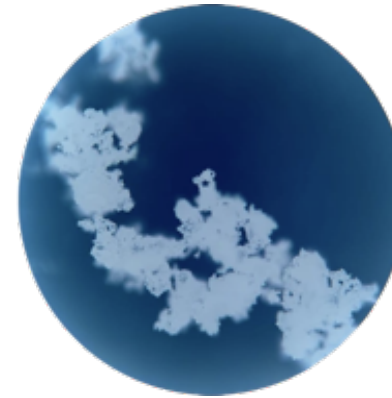


OUR CANNABINOID TECHNOLOGY



Unique Findings & Study Patent Pending

- **CBD Isolate** Pilot Study
- Discovery in the **Natural Cannabinoid CBD's activity in the body**
- **Unique technology** as the foundation for formulas
- High **Bioavailability**



TOPICAL/ TRANSDERMAL CBD

BIOAVAILABILITY ~
45%



Does not enter the bloodstream. The bioavailability is higher as the liver's first pass effect is avoided, therefore there is **no medicinal interaction**

NASAL CBD

BIOAVAILABILITY ~
34-46%



Enters the bloodstream. The bioavailability is higher as the liver's first pass effect is avoided, therefore there is **no medicinal interaction**

ORAL CBD

BIOAVAILABILITY ~
6-19%



Enters the bloodstream. The bioavailability is lower due to the first pass effect in the liver, therefore there is **medicinal interaction**



BEING THE FIRST-MOVER

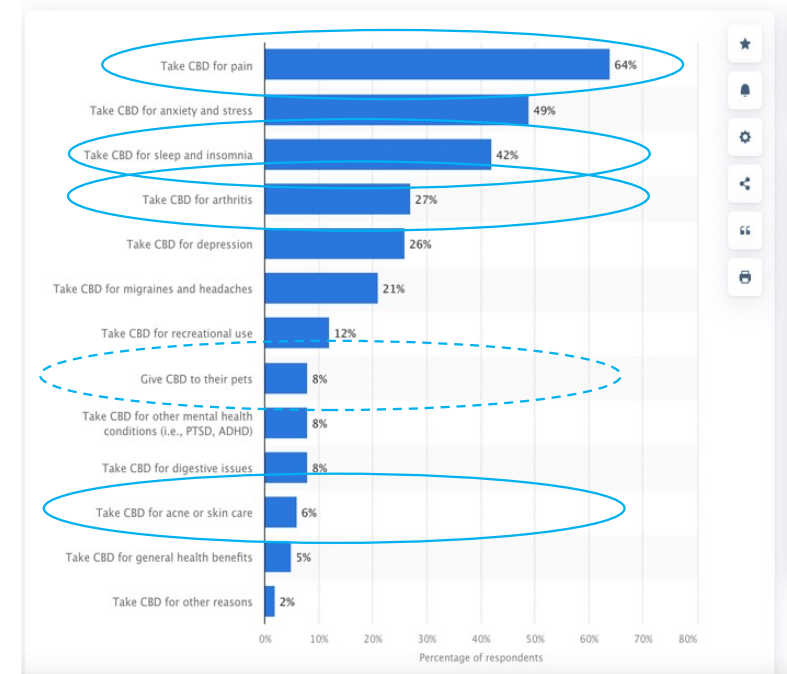
Medical Device products
Currently the only company working with OTC Cannabis products under the pharmaceutical legislation.

- Solutions **matching market needs for autoimmune and stress-related disorders**, incl. animal treatment
- **Clinically proven effective** CBD products without any adverse events
- No known side effects
- **Above 90% natural ingredients**
- Few ingredients in formulas



Health, Pharma & Medtech › Pharmaceutical Products & Market

Leading reasons why U.S. adults use cannabidiol as of 2020





THE LAUNCHED PORTFOLIO



Skin disorders
We focus on alternative treatments, without any fatal side effects, of psoriasis, eczema and wounds. Conditions that can cause serious physical and social discomfort for many patients around the world.



Musculoskeletal disorders
We offer alternative treatment, without any fatal side effects to people living with reduced mobility and pain in their everyday life.



Respiratory disorders
We offer new treatments for respiratory disorders like Allergy and insomnia, without any fatal side effects. We improve the lives of people's living with allergy. Allergy which is considered a pandemic among young people.



Dermaceuticals
We offer new innovative treatments for hair and skin, without any fatal side effects. We improve people's lives, who are losing their hair and have tendency of rosacea.



CS MEDICA WAY
Driving change to defeat autoimmune diseases and stress related disorders
CBD Healing



PROOF OF CONCEPT

The Clinical Trials & Pre-Clinical studies for medical devices Registration ahead of competition

- Pre-clinical trials final
- Post-clinical trials are partly final
- **Registered as one of the only OTC Medical Devices** under MDD – transferring to MDR 2024 according to plan

PRECLINICAL STUDY
INVITRO TEST EFFICACY

PRODUCTS	Planned	Performed	Final report
CANNASEN® CBD ARTHRITIS GEL	X	X	X
CANNASEN® CBD PSORIASIS GEL	X	X	X
CANNASEN® CBD PAIN PATCH	X	X	X
CANNASEN® CBD WOUND GEL	X	X	X
CANNASEN® CBD PROTECTIVE NASAL GEL	X	X	X
CANNASEN® CBD NASAL SPRAY NIGHT	X	X	X

ACADEMIC CLINICAL STUDY
TO EVALUATE PENETRATION AND PERMEATION ON SKIN.

PRODUCTS	Planned	Approved by medical agency	Ongoing	Final report
CANNASEN® CBD ARTHRITIS GEL	X	X		X
CANNASEN® CBD PSORIASIS GEL	X	X		X
CANNASEN® CBD PAIN PATCH	X	X		X
CANNASEN® CBD PROTECTIVE NASAL GEL	X			

ONGOING CLINICAL TRIALS
SAFETY & EFFICACY

PRODUCTS	Planned	Approved by medical agency	Phase III	Intermediate report	Performed final report	MDD Classification	MDR Classification
CANNASEN® CBD ARTHRITIS GEL NGA-01: ART GEL VS PLACEBO	X	X	X	X	X	Class I	Class IIa
CANNASEN® CBD PSORIASIS GEL NGP-01: PSOR GEL VS PLACEBO	X	X	X	X	X	Class I	Class I
CANNASEN® CBD PROTECTIVE NASAL GEL NGPG-01: PROTECTIVE NASAL GEL VS PLACEBO	X	X	X			Class I	Class IIa
CANNASEN® CBD PAIN PATCH NGPP-01: PAIN PATCH VS PLACEBO	X	X	X			Class I	Class I
CANNASEN® CBD WOUND GEL NGW-01: WOUND GEL VS PLACEBO	X	X				Class I	Class IIa
CANNASEN® CBD NASAL SPRAY NIGHT NGS-01: NASAL SPRAY NIGHT VS PLACEBO	X	X	X			Class I	Class IIa



THE PIPELINE OF NPDs

With a unique CBD technology, we can reach several new segments in our mission to deliver safe, effective, and more natural alternative solutions to patients worldwide.

- New trials and tests
- Co-creation with partners

Product Registration	Disease indications	I	II	III	IV
Medical device Veterinary	Hotspot Gel - Dogs	■	■		Q3 2023
	Muck Gel - Horses	■	■		Q3 2023
	Pain Patch - Horses	■	■		Q3 2023
	Pain Gel – Dogs & Horses	■	■		Q3 2023
Medical Device	Eyelash Enhancer	■			Q2 2024
Food for special medical purpose/food sup.	Arthritis	■	■	■	Q2 2023
	Psoriasis	■	■	■	Q3 2023
	Hair regrowth	■	■	■	Q3 2023
Cosmetic	Skincare line	■			Q2 2023
	Anti-Hair loss Shampoo	■	■		Q2 2023
	Anti-Hair loss Mask	■	■		Q2 2023
Medicine	Psoriasis Shampoo	■			Q4 2023
	Inhalator – CBD	■			
	Inhalator – CBD + THC	■			
	Inhalator – CBD + Other Cannabinoid	■			

I: Formulation - II: Final Formulation - III: Lab. tests, invitro, invivo test & clinical studies - IV: Market launch



BUSINESS PLAN 2023



2023				
	Q1	Q2	Q3	Q4
NPDS	WOUND GEL COVID LOZENGES ANTI HAIR LOSS HAIRCARE	VET	INHALER TREATMENT LINE SKIN CARE LINE	
TRIALS	PSOR VS PLACEBO FOR PSOR HAIRCARE CIM UPDATE/GREENLIGHT	PUBLISH MIN 2 TRIALS ON SCIENCE PLATFORMS	SKIN CARE LINE	
PATENTS	DK PATENT TO PCT LANDING			
MARKETS	REST OF EU THE UK EMEA PARTNER ID FOR US	US MARKET INCL AMAZON CHINA & INDIA AUSTRALIA & NZ SOUTH KOREA JAPAN CANADA	BRAZIL MEXICO SOUTH AFRICA	
CHANNELS	AMAZON FR, IT, UK, ES			
PRODUCT MRK	NEW PACKAGING NEW IFUS			
BRAND MRK	BRAND AWARENESS & TRAFFIC REFRAMED EQUITY STORY & COMMUNICATION STRATEGY	BRAND PLAYBOOKS	AWARENESS & SOCIAL COMMERCE	
FUNDING	NEW FUNDING	MAIN MARKET		

BUSINESS MODEL



<p>KEY PARTNERS</p> <ul style="list-style-type: none"> • Suppliers • Manufacturers • Logistics • Distributors & wholesalers • Tech partners • Freelancers & agencies • Investors 	<p>KEY ACTIVITIES</p> <ul style="list-style-type: none"> • Acquisition build • Optimizing and expanding our market reach • Grow brand awareness • Drive trials results to market • Ensure legislation • Grow consumer pool by stimulating consumption • Educate 	<p>VALUE PROPOSITION</p> <p>POSITIONING: To bring change and relief to every patient with autoimmune and stress-related disorders with the therapeutic values of cannabinoids.</p> <p>DtC:</p> <ul style="list-style-type: none"> • Relief and smoother everyday • Natural, cleaner solutions • THE alternative • Community feel 	<p>CUSTOMER RELATIONSHIPS</p> <ul style="list-style-type: none"> • Guided Sales • Reviews & Influencers • Affiliates • Ecommerce • Partnerships • Social Commerce & Ecommerce with Education • Marketing Campaigns 	<p>CUSTOMER SEGMENTS</p> <p>MACRO: CONDITIONS: Autoimmune, Pain, Arthritis, Sports Injuries, Psoriasis, Dry Skin, Hair Loss, Stress, Sleep & Breathing Challenged</p> <p>GEO-DEMOGRAPHIC: Age, Gender, Urban Vs Rural, Lifestyle, Occupation, Etc</p>
<p>KEY RESOURCES</p> <ul style="list-style-type: none"> • Good Culture & Values • Skilled Passionate People • R&D And Legislation • Patents • Brand • Customer Base • Retail Network • Fulfillment Network 	<ul style="list-style-type: none"> • Value Delivery IT Assets (Subscription, PIM, CIM) • Disease Database • Influencers • Partners 	<p>BitB:</p> <ul style="list-style-type: none"> • First-mover Advantage • Most Trusted Partner • CBD Benefits in OTC Products • Unique Range For Autoimmune Diseases, Stress & Pain+ • Marketing Services • Own Brands <p>Investors:</p> <ul style="list-style-type: none"> • Act on ESG 	<p>CHANNELS</p> <ul style="list-style-type: none"> • Ecommerce • Amazon • Pharmacies & stores • Professionals & Affiliates • Social Commerce • Marketing channels • Distributors & Wholesalers • White/Private Labels 	<p>BEHAVIORAL: Level Of Loyalty, Offers Used, Benefits Delivered, Frequency, Recommendations Etc)</p> <p>PREFERRED FUTURE</p> <p>→ MICRO: Personalized offers & Community</p> <p>→ Digital Audience defined based on data</p>
<p>COST STRUCTURE</p> <ul style="list-style-type: none"> • Cost Of Goods: % • Costs Of Sale: % • Marketing: % I GB: % • R&D: % • Technology & Content: % • Fulfillment: % 	<p>PRICE MODEL</p> <ul style="list-style-type: none"> • DtC Pricing • Subscription Pricing • Distribution Pricing • Wholesale Pricing • White/ Private Label Pricing 	<p>REVENUE STREAMS</p> <p>DtC Ecommerce: €</p> <p>Subscription: €</p> <p>Amazon: €</p> <p>Online Stores: €</p> <p>Pharmacies: €</p> <p>Other: €</p>	<p>Physical Stores: €</p> <p>Distributors: €</p> <p>Wholesalers: €</p> <p>Marketing Services: €</p> <p>White/Private labels: €</p> <p>Third-Party brands: €</p>	





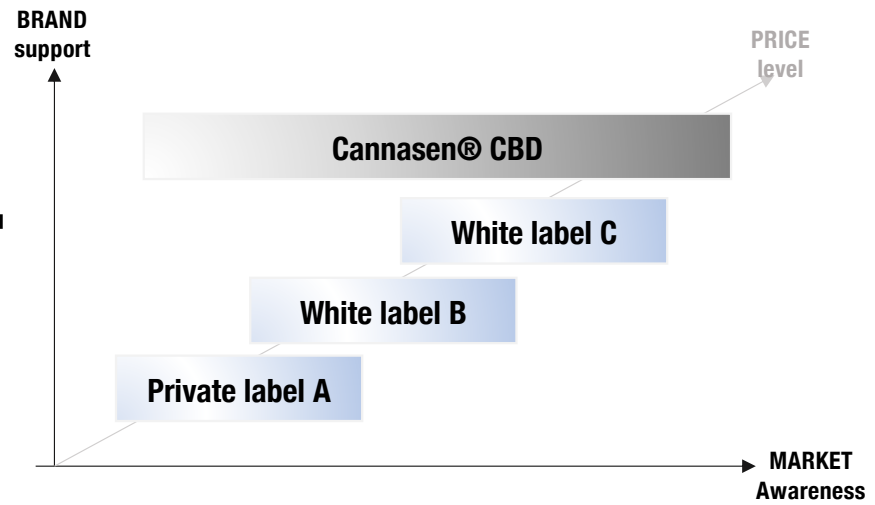
PRODUCT STRATEGY



**Growing Market Awareness as First Movers
while Volume helps fund further Brand Investment**



+





PRODUCT COMPETITIVE MAPPING - EX



Clinically proven effective for
Arthritis & Pain relief



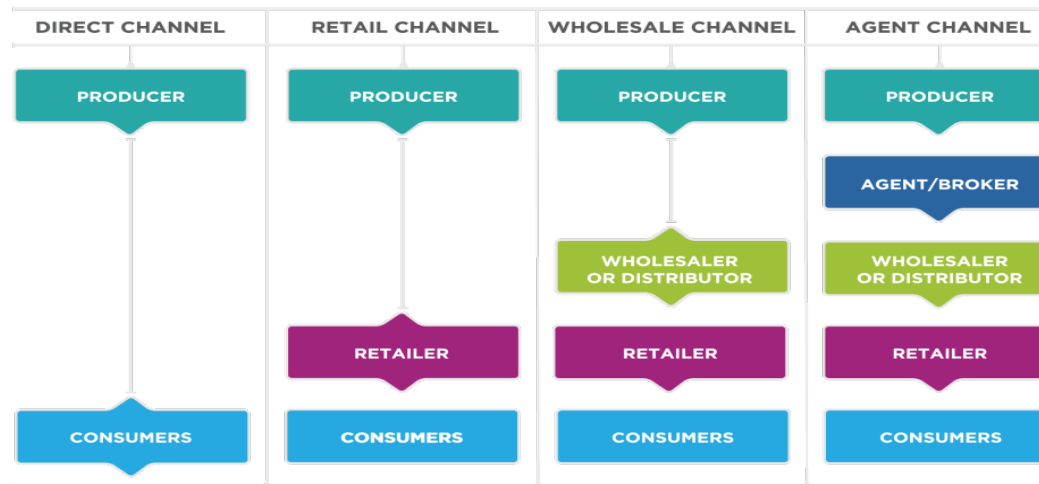
BRAND NAME	VISUAL	PRICE	CBD	THC	MEDICAL DEVICE	FOR SALE IN PHARMACIES	TEST AND TRIALS FOR SAFETY AND EFFICACY
DR KEERLIAN PAIN RELIEF		70 USD/ 60ML/ 180MG CBD	Full spectrum-Not purified, with traces of THC and other cannabinoids	Traces	NO	NO	ND
CANNARAY CBD MUSCLE BALM		56USD/ 60ml/ 250MG CBD	Isolate	Traces	NO	NO	ND
CIBDOL CBD HEATING BALM		13USD/ 26g/ 52MG CBD	Isolate	NO	NO	NO	ND
CBD LONG TERM ACTION RECOVERY CREAM		45 USD/ 30ML/ 200MG CBD	Isolate	NO	NO	NO	ND
CBD Quick Action Recovery Gel		36 USD/ 30ML/ 200 MG CBD	Isolate	NO	NO	NO	ND
CANNASEN CBD Arthritis Gel		43 USD/ 50ML/ 500 mg	Isolate	NO	Yes	Yes	Yes



G2M STRATEGY



Dual Distribution with marketing support or at fee



MARKETING STRATEGY

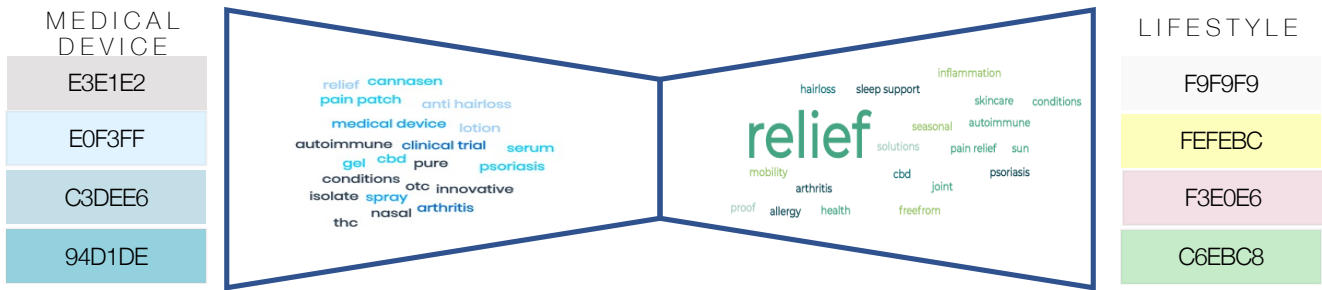
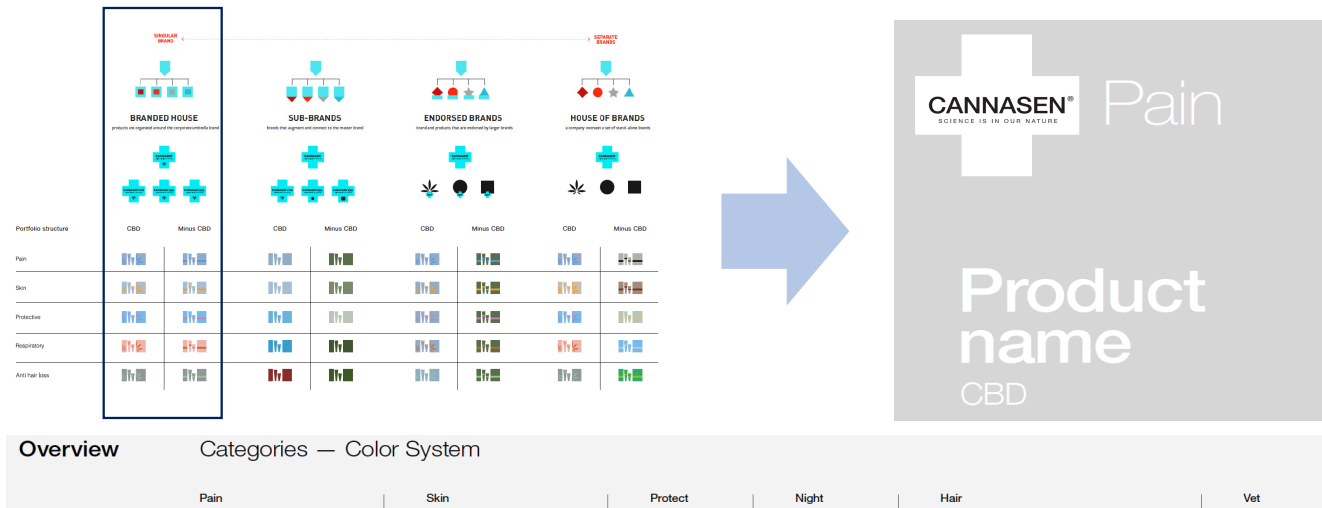
You can't use an old map to explore a new world.
Albert Einstein

Business Objectives	Marketing Priorities	Marketing Goals	Marketing Strategy	Key Actions	Dependencies and Risks
<p><i>Grow double-digit Growth CAGR</i></p> <p><i>100 new partners and 5M customers by 2025</i></p>	<p><i>Brand Awareness</i></p> <p><i>Relevance</i></p> <p><i>Traffic & CR</i></p> <p><i>Social Influence</i></p> <p><i>Build & Education</i></p>	<p><i>Increase reach & acquisition</i></p> <p><i>Grow frequency & CLV</i></p> <p><i>Build partnerships with data</i></p>	<p><i>Personalized Self-Care Community</i></p> <p><i>Brand Activism & Cross-Generation</i></p> <p><i>Lead generation</i></p>	<p><i>Aggressive Acquisition</i></p> <p><i>Content-driven</i></p> <p><i>Social presence</i></p> <p><i>Data-driven</i></p>	<p><i>Production & Fulfillment</i></p> <p><i>Legislation</i></p> <p><i>Spend /Funding</i></p> <p><i>Channel Mess</i></p>
<p><i>BEST brand driven by science, innovation, nature - and customers</i></p>					





BRAND STRATEGY





BRAND IDENTITY & GUIDELINE



SCIENCE IS IN OUR NATURE

An outside in mindset of solutions & benefits, combined with science & nature

Contents

1 - Who We Are	2 - What We Say	3 - How We Look	4 - How We Execute
1.1 Introduction	2.1 Introduction	3.1 Design Drivers	4.1 Design Examples
1.2 Goals	2.2 Tone-of-voice	3.2 Logo	4.2 Text Examples
1.3 Brand Drivers		3.3 Graphic Elements	
		3.4 Typography	
		3.5 Colors	
		3.6 Image Style	
		3.8 Infographics & Icons	
		3.9 Motion Concept	

2.0 Brand Drivers

Recover your body's natural balance

2.0 Infographics - Product Mechanics

Discover product use instructions...
 1. Carefully read and understand...
 2. Apply the product...
 3. Repeat the process...
 4. For best results...
 5. Avoid...
 6. If you experience...
 7. Contact your healthcare provider...
 8. Do not use...
 9. Keep out of reach...
 10. Store at room temperature...

2.0 Tone-of-voice

Discover the tone of voice...
 1. Empathetic...
 2. Informative...
 3. Supportive...
 4. Encouraging...
 5. Professional...
 6. Clear...
 7. Concise...
 8. Warm...
 9. Trustworthy...
 10. Authentic...

Relief, Mobility, Aid

Confidence, Happy, Joy, Free

Solution, Quality of Life, Choice

Inclusive, Honest, No filters

Local

Me, you, us, community

2.0 Design Drivers

Premium Exclusivity Confidence

Balanced Human Real

Economic Inclusivity Happiness

Relief & Balance

Medical & Pharma

Real & Scandinavian

Minimum ————— CANNASEN ————— Maximum

2.0 Social Media - Instagram

Discover product use instructions...
 1. Carefully read and understand...
 2. Apply the product...
 3. Repeat the process...
 4. For best results...
 5. Avoid...
 6. If you experience...
 7. Contact your healthcare provider...
 8. Do not use...
 9. Keep out of reach...
 10. Store at room temperature...

Psoriasis Awareness Month

Only old people get Arthritis

Today is World Arthritis Day

3.6 Image Style

Discover the image style...
 1. Clean...
 2. Minimalist...
 3. Professional...
 4. Warm...
 5. Trustworthy...
 6. Authentic...
 7. High quality...
 8. Consistent...
 9. Clear...
 10. Concise...

PEOPLE & LIFESTYLE






SCIENCE & INGREDIENTS

NATURE & BALANCE

PRODUCT & APPLICATION

SALES STRATEGY

Accelerating business growth with the right partners
 - Faster, Smarter

Specific	Measurable	Achievable	Relevant	Timely
				
<p><i>Approach with market insights</i></p> <p><i>GTM with the right partners</i></p> <p><i>CRM & Data-driven</i></p>	<p><i>Lead to Opportunity</i> <i>Conversion Rate</i></p> <p><i>Sales by Lead Source</i></p> <p><i>New vs. Returning Customer Sales</i></p> <p><i>CAC</i></p> <p><i>CLTV</i></p>	<p><i>Integrated w/ marketing :</i></p> <p><i>Market + GTM model</i></p> <p><i>Awareness</i></p> <p><i>Lead generation</i></p> <p><i>Lead nurturing</i></p> <p><i>Lead qualification</i></p> <p><i>Discovery & Alignment</i></p> <p><i>Contract signing</i></p> <p><i>Registrations</i></p> <p><i>CRM relationship</i></p>	<p><i>Deliver first-mover market advantages to the right partners</i></p> <p><i>Build data insights on market, legislation, consumers, and keywords to support partners in GTM</i></p> <p><i>Provide playbooks for brand support or cost</i></p>	<p><i>Eliminate time-consuming data entry</i></p> <p><i>Sprint registration process with insights & experts</i></p> <p><i>Minimize lead time for contract & invoice</i></p>

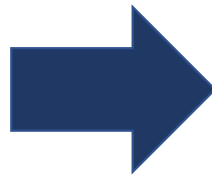




SALES STRATEGY

Focused Pipeline

- ASIA
- AFRICA
- NORTH AMERICA
- SOUTH AMERICA
- EUROPE
- OCEANIA

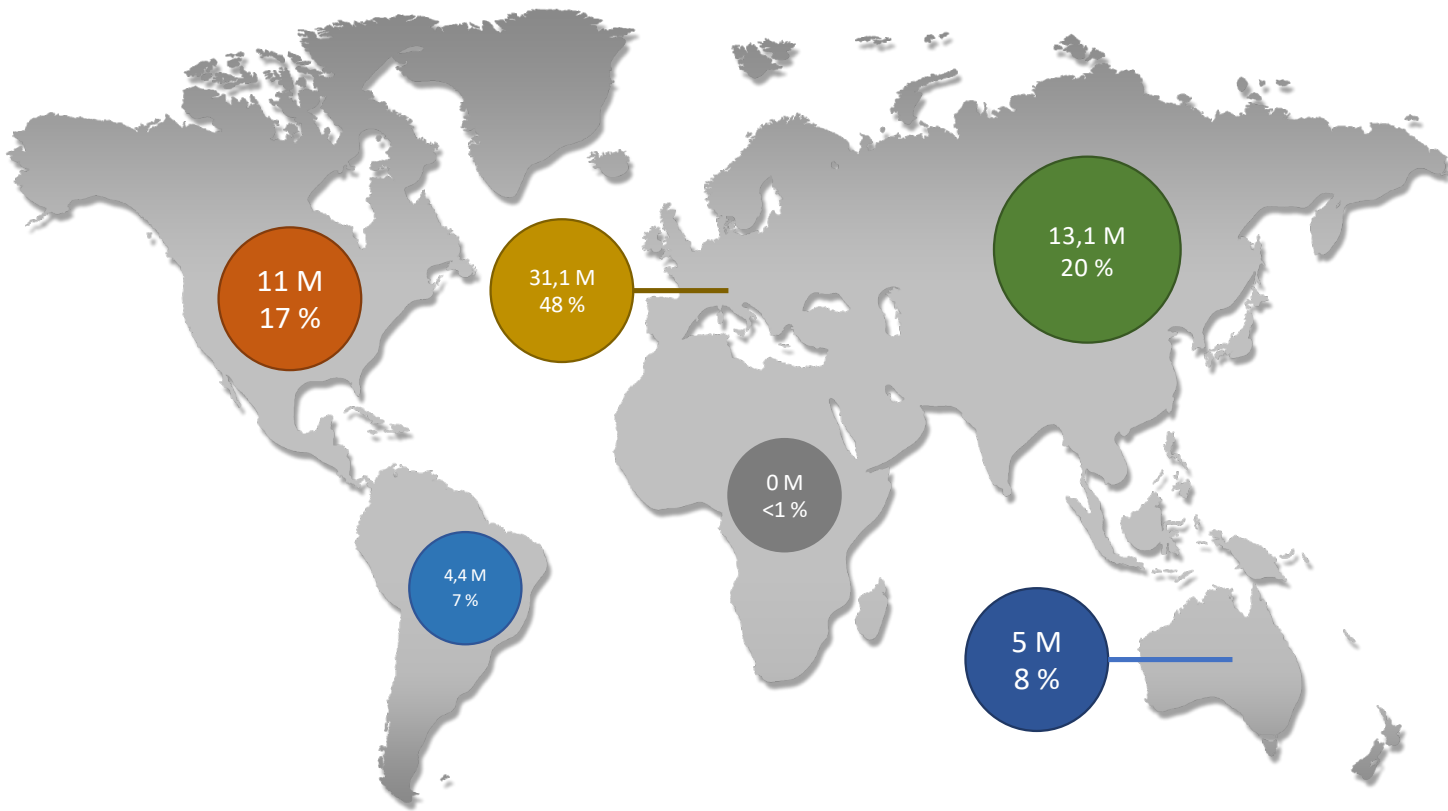


Individual
strategies
&
Distribution
plans





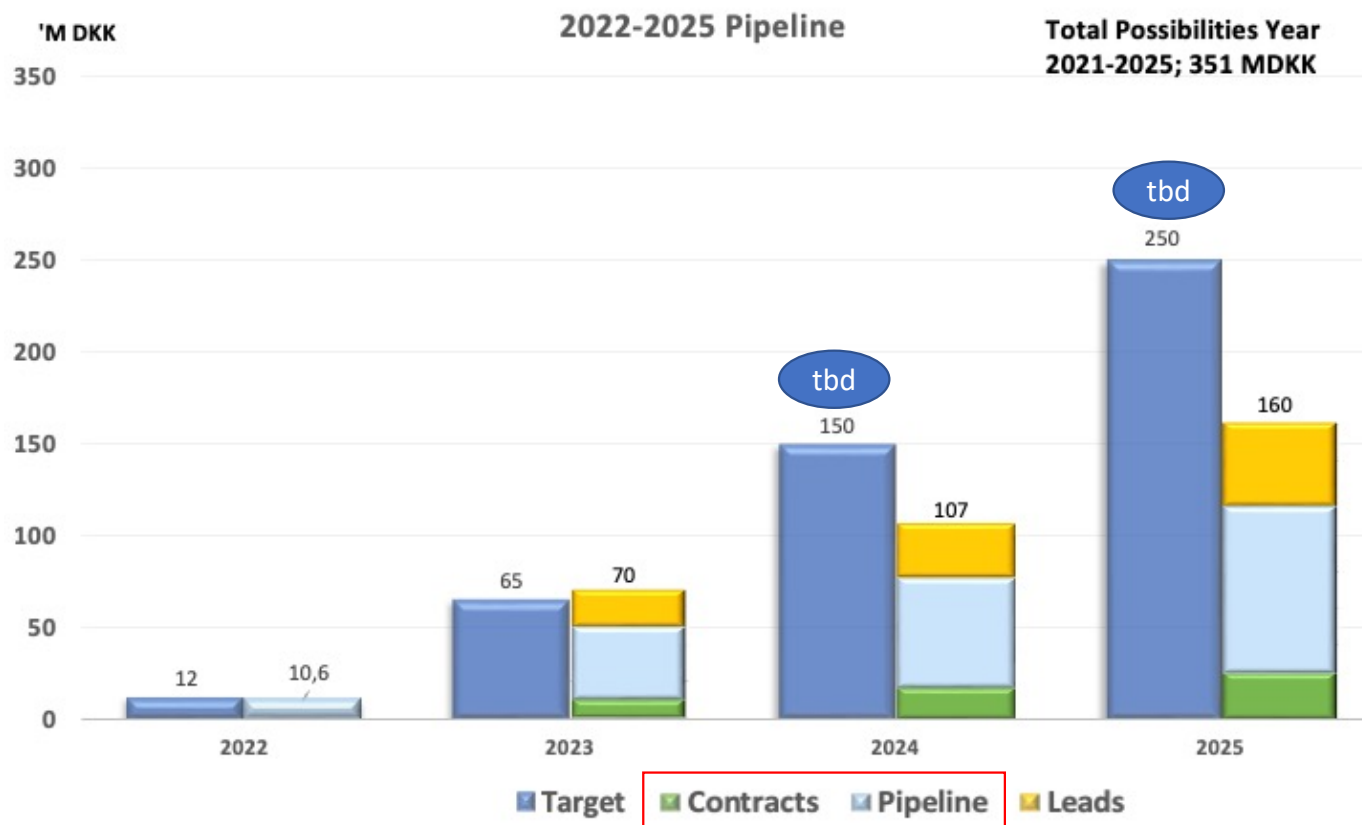
2023 FORECAST PROJECTION





LONG TERM PIPELINE

A three-year forecast based on qualified leads





THE TEAM



**A PASSIONATE, DIVERSE TEAM
BELIEVES IN OUR PURPOSE**

A MANAGEMENT TEAM MED COMPLEMENTARY SKILLS

Biochemistry & Medical
Industry knowhow

Finance, Administration
& Funding expertise

Growth, Transformation
& Marketing expertise

Sales and Business
Development expertise



Lone Henriksen
CEO/PARTNER



Gitte Lund Henriksen
CFO/PARTNER



Heidi Ahlefeldt-
Laurvig
CGO & CMO



Mikkel Nielsen
INTERNATIONAL SALES DIRECTOR



WHY INVEST IN CS MEDICA

A DANISH-BASED MEDTECH GROWTH COMPANY

Harnessing medical cannabis and cannabinoid technology within pain relief and wellbeing.

A UNIQUE CBD TECHNOLOGY

To utilize on a broad range of segments and solutions.

READY TO CAPITALIZE FURTHER AND FASTER ON FIRST MOVER ADVANTAGES

With a specialized team, unique CBD technology & finished products we match a huge market potential and needs.



UNIQUE
PRODUCTS



COMPETITIVE
ADVANTAGE



LEGISLATION
WINDOW



BOOMING
MARKET



THANK YOU!

LONE HENRIKSEN

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HEIDI AHLEFELDT-LAURVIG

<https://www.linkedin.com/in/heidi-ahlefeldt-laurvig>