

CSE: STKT



# ADVANCED INFUSION FOR PRE-ROLLS

FINALLY, AN INNOVATION THAT TAKES THE FASTEST-GROWING CANNABIS SEGMENT TO A NEW LEVEL.



Corporate Presentation  
February 2024



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Certain information included in this presentation contains forward-looking information within the meaning of applicable securities laws. This information includes, but is not limited to, statements made in *Business Overview and Strategy*, *Results from Operations*, *Debt Profile*, and other statements concerning the Company's objectives, its strategies to achieve those objectives, as well as statements with respect to management's beliefs, plans, estimates and intentions, and similar statements concerning anticipated future events, results, circumstances, performance or expectations that are not historical facts. Forward-looking information generally can be identified by the use of forward-looking terminology such as "outlook", "objective", "may", "will", "would", "expect", "intend", "estimate", "anticipate", "believe", "should", "plan", "continue", or similar expressions suggesting future outcomes or events or the negative thereof. Such forward-looking information reflects management's beliefs and is based on information currently available. All forward-looking information in this MD&A is qualified by the following cautionary statements.

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**Unless otherwise noted, all amounts stated in this presentation are in U.S. dollars.**

## — The Fastest-growing Segment in Cannabis



**StickIt** is designed and formulated to provide the infusion of intense levels of cannabinoids for pre-rolls.

- Infused pre-rolls are the fastest-growing segment of the global market
- Current methods of infusion do not perform well
  - Poor burning
  - Clogging
  - No products for infusing 'consumer-made' joints

**StickIt's** patented product is in demand from:

- Cannabis consumers, as an easy and effective way to infuse the pre-roll of their choice
- Pre-roll producers, as an easy and effective way to infuse their existing products

*Easy to insert and very discrete. Leaving no particles and minimum ash.*



# — Infused Stick Technology

- **StickIt** offers Extra-C sticks, cannabinoid-infused inserts for cigarettes, for an easy cannabis smoking experience.
- The technology allows for diverse aromas and CBD/THC contents, with color-coding for distinct identification and attractive presentation.
- Extra-C sticks, resembling toothpicks, are derived from a proprietary production process that enables them to burn evenly with cigarettes, reducing residue.
- Available with various natural flavors, aromas, and cannabinoid concentrations of CBD – THC, HHC, and CBG. The sticks' colors indicate their specific characteristics for consumer preference.
- **StickIt's** precise dosing options cater to a wide range of effects, including pain-killing, energizing, focus, sleep improvement, etc., and can be tailored to meet local preferences and regulations.





# Global Market

According to [www.statista.com](http://www.statista.com), the global cannabis market size is estimated at



Projected to reach

(\*CAGR 14.6%)



\*Compound Annual Growth Rate

## Drivers for growth



Medical use



Recreational use

- Global cannabis use is growing, significantly influenced by advocacy for legalization in various regions.
- The U.S. trend towards medical and recreational legalization is mirrored internationally, with countries like Australia, Germany, Colombia, Israel, Uruguay, and soon Luxembourg, adjusting their laws. Additionally, CBD from hemp is legal in Europe.
- Asia is also embracing cannabis reforms, with South Korea legalizing medical use, Japan allowing research, and Cambodia and Laos exploring legalization.
- Canada's Cannabis Act of 2018 established a comprehensive legal structure for medical and adult-use cannabis, encompassing its production, distribution, sale, and possession nationwide.



# Proprietary Protection Around the Globe



Country	Patent Application Number	Date	Status
USA	US11,582,996 B2	21/02/2023	Granted
*Brazil	BR 1120210014560	25/07/2023	RFE filed. Awaiting First Office Action
Canada	CA 3107730	30/07/2023	Granted
Israel	IL 280409	30/09/2023	Granted
Europe	P22361EPPC	09/05/2023	Granted

\*Medical Purposes



## — Our Innovative Company

- **StickIt** is a technology company that invented and manufactures innovative products (“devices”) that can contain varying quantities of CBD/THC for recreational and medical cannabis users.
- **StickIt** utilizes its production facility in Northern Israel to produce all the devices, without the cannabis.
- **StickIt’s** operating model is to establish joint ventures/licensees (“partners”) in countries around the world who will establish a production facility in which they will add the cannabis content to the “sticks” and “straws” that are produced and supplied by **StickIt**.
- **StickIt** provides the partners with the know-how required to manufacture the finished product and the partners create their own marketing materials and delivery mechanisms. Partners pay a setup fee by investing the funds necessary to set up the local production facility and receive exclusive rights to produce and market **StickIt** products through distributors or direct sales in their designated territory.
- Following the initial set-up costs the ownership of the joint venture shall be 50% **StickIt** and 50% partner of net profits.
- The manufacturing process of adding the CBD/THC with locally grown cannabis is efficient and economical.





## — Our Unique Assets

- Founded on October 2, 2019, in Israel, **StickIt** specializes in technologically advanced smoking accessories, particularly the innovative Extra-C CBD sticks that transform standard pre-rolls into potent, infused versions with a rigid toothpick-like applicator, also used to discreetly enhance cigarettes with cannabis.
- The principal assets of **StickIt** are various patents and patent pending applications with respect to plant extracts and therapeutic compounds in smoking utensils.
- The main manufacturing facilities of **StickIt** are currently located in:
  - Dalton, Northern Israel
  - Barcelona, Spain
  - San Diego, California, USA
  - Calgary, Alberta, Canada





## — Canadian Operations

**StickIt** devices are being manufactured and will be sold in Canada by Ripco Processing Inc. located in Calgary, Alberta. Ripco is a team of experienced cannabis pioneers focusing on unique, desirable products for the market.

Ripco has established unique sales channels directly to medical patients and provincial retailers nationwide, and into Australia.

Importantly for **StickIt**, Ripco provides essential research facilities and expertise for **StickIt** product development. A number of exciting new patentable products have been developed and will be announced and released in the second quarter of 2024.

Ripco begins sales of **StickIt** in March, 2024 and has received substantial purchase orders.



## — Current Joint Venture & Distribution Agreements

- At the end of 2021, **StickIt** approached the commercialization stage with a soft launch of its flagship Extra-C sticks in Europe. Subsequently, **StickIt** appointed distributors of its products in 20 European countries.
- In 2022, **StickIt** formed **StickIt** USA, Inc. in Delaware with Hempacco, focusing on manufacturing and selling hemp smokables, including Extra-C sticks, in the USA and Mexico, utilizing Hempacco's licenses. Hempacco is a leader in the production of herb and hemp cigarettes.
- **StickIt** secured an exclusive deal to market and distribute Hempacco's hemp products in Israel and Canada and non-exclusively in Europe for an initial term of five years, with a five-year renewal option.



# — Share Structure (as of February 2024)

<b>Shares Issued &amp; Outstanding</b>	<b>126,244,733</b>
<b>Warrants</b>	<b>N/A</b>
<b>Stock Options</b>	<b>N/A</b>
<b>Fully Diluted</b>	<b>126,244,733</b>
<b>Market Cap</b>	<b>\$24M</b>
<b>*Insider Ownership</b>	<b>67%</b>

\*Asher Holzer and Eli Ben Haroosh (founders)







## — Management & Directors



**Asher Holzer, Ph.D., M.Sc. | Founder and Director**

Mr. Holzer has more than 30 years of experience in the management of both private and public corporations in the medical device and biotech industries. His expertise covers a wide range of activities, including product development, clinical studies, regulatory affairs, and marketing. Asher founded several successful biotech companies and served as Chairman and President. These included InspireMD (NYSE MKT: NSPR), a medical device company that improves the treatment of patients undergoing heart stenting, and UroGen Pharma (NASDAQ: URGN), focusing on developing therapies for urological pathologies. Asher was part of the management team of Biosense, which was acquired by Johnson & Johnson in 1997 and became the worldwide market leader in developing and marketing products for diagnosing and treating cardiac arrhythmias. He holds a Ph.D. in Applied Physics and an M.Sc. in Material Science from Hebrew University in Jerusalem, Israel. He holds several granted and pending patents, mainly in the fields of interventional cardiology and urology.



**Eli Ben Haroosh | President, CEO and Director**

Mr. Ben Haroosh is a seasoned executive. Before joining **Stickit**, he served as President of Vonetize PLC, a cannabis cultivation company in Colorado, USA, listed on the Tel-Aviv Stock Exchange. In the previous seven years, he served as VP and CEO of Premier – Dead Sea and was responsible for sales in 74 countries, generating tens of millions of dollars a year. Eli currently serves as the director of several companies and is the president of Mariana Inc. and Zero Candida. He holds a degree in business management from Ben Gurion University of the Negev.

## — Management & Directors



### **Sophie Galper-Komet, MBA, BA | CFO, Corporate Secretary and Director**

Ms. Galper-Komet is an experienced executive and currently a funder of Wisdom Star, a boutique consultancy that provides C-level executive corporate services to corporate clients and qualified investors in a wide variety of industries. Prior to that, she served as Chief Operating Officer of a private real estate investment company. With more than 20 years of experience working in different capital markets and private equity sectors, her expertise in developing diverse funding solutions for corporate issuers includes initial public offerings, bond offerings, M&A, and private equity transactions. Ms. Galper-Komet has served as a director of numerous public companies and financial institutions and as a chair of several board committees. Sophie holds an MBA in Finance and Accounting and a BA in Economics and Psychology from Tel Aviv University.



### **Shawn Ripley | Chief Technology Officer**

Mr. Ripley is an experienced science and cannabis entrepreneur with more than 35 years of success in business. He studied Molecular Biology at the University of Calgary. At AGAT Laboratories, now Canada's largest commercial lab, Shawn was Vice President of Chemistry and initiated the Environmental Division of the lab. During this tenure, Mr. Ripley also served as a city council-appointed member of the high-profile Calgary Planning Commission. He began his focus on cannabis markets in 2013 as part of the founding team of Sundial Growers (SNDL), which was a publicly listed company on the Nasdaq with a valuation of over \$1.5B. He has since been involved with a number of successful start-ups in the space and is currently launching Ripco, taking StickIt and other unique products to market.



## — Management & Directors



### **Steven Glaser, MBA | Independent Director**

Steven Glaser is a financial service executive with a diverse background in corporate finance, communications, and governance for private and public companies. He currently works with several small capitalization companies in addition to private equity and investment advisory firms and has assisted many companies with their go-public strategies. His open-management style and strong interpersonal skills foster trust and integrity in business and personal relationships.

Steven spent the last four years working in corporate finance, with his first two years as a Vice President of Corporate Finance with Brant Securities and the last two as Vice President of Investment Banking with Euro Pacific Canada. From 2008 to 2011, Steven was a Managing Partner at Deacon & Company, a boutique merchant banking investment firm focused on assisting late-stage private and early-stage public companies with strategic planning and capital raising. Before that, Steven was Vice President of Corporate Affairs at Azure Dynamics Corporation. He spent seven years with Azure, responsible for the company's corporate governance, its domestic and international stock exchange listings, as well as the build-out of the company's Investor Relations division, which consisted of an international institution and retail shareholder base. Steven holds a Bachelor of Administrative Studies degree and an MBA in finance.



### **Orit Berger, CPA, MBA | Independent Director**

With more than 20 years of financial experience in various sectors, Orit brings a vast range of expertise in financial management, business operations, and strategic planning to enhance the financial and business growth of the organization. During the past 10 years, Orit served as a CFO and co-founded two private companies in the technology field. She holds a Chartered Professional Accountant (CPA) from Israel Auditor's Council, and a Master of Business Administration (MBA).



## — Why INVEST in StickIt NOW?

1. **StickIt** is developing innovative and exciting products (devices) for the fast-growing cannabis industry
2. **StickIt's** first patented product *Extra-C CBD Sticks* – provides the infusion of intense cannabinoids for pre-rolls
  - Already patented for sale in 4 countries: USA, Canada, Israel & Europe
  - Pipeline of exceptional new products includes *sticks and straws* that allow for cannabis infusion into any beverage
3. **StickIt** manufactures devices and the partners add locally grown cannabis content for recreational and medical cannabis users
4. Production facilities are located in northern Israel, Barcelona, Calgary, and San Diego
5. **StickIt** has already signed several deals with local/international suppliers/points of sale in Thailand, the UK, Austria, and Poland



***Substantial  
Purchase  
Orders in  
hand!***



— For more information, please contact:

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