

2014 - When it all began





BRA HOLDING

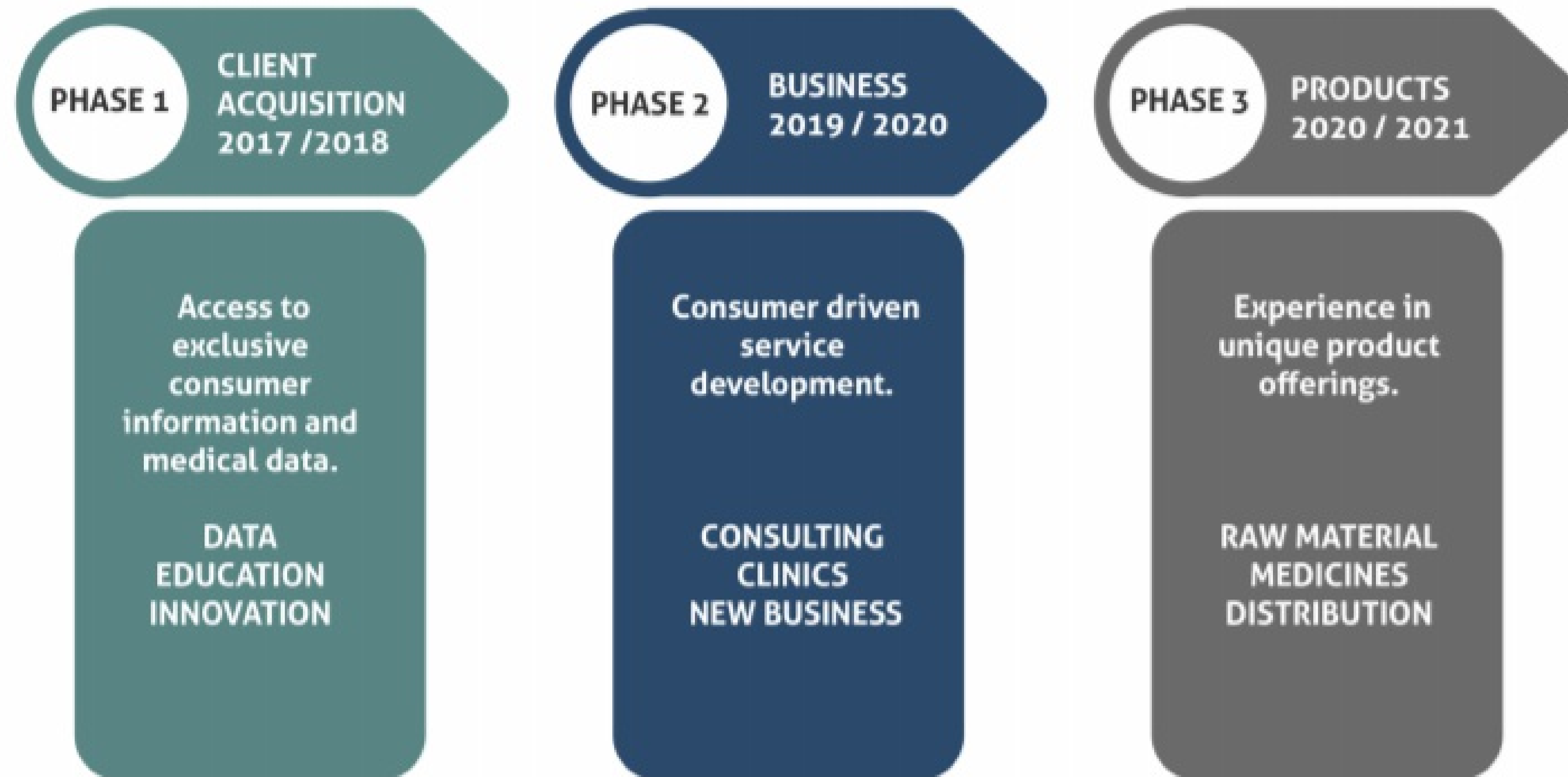


BRA
HOLDING

WHO WE ARE

BRA HOLDING is a Brazilian company founded in 2017 to create a business portfolio for the medical cannabis sector.

Contemplate three phases of our growth strategy, with the flexibility to keep pace with regional threats, generating the right decision making and strategic positioning in the market.



Brand Strategies

BRA
HOLDING

BRA HOLDING's brand strategy is evolving, reflecting the growth and expansion the company has experienced since its inception. The companies act as cells by building a vertical structure in the medical cannabis market in Brazil. Innovation, Production, Medical and Social / Regulatory Cell.





THE GREEN HUB

Technology & Innovation for Global Cannabis

THE GREEN HUB

WHO WE ARE

We are a platform specializing in INNOVATION AND TECHNOLOGY entirely focused on the MEDICAL CANNABIS sector. Our goal is to be the premier hub for research, education, and networking between innovative entrepreneurs, the corporate sector, academia, government, and investors. We want to attract talented people and companies engaged in the different spheres of the global cannabis ecosystem as a business gateway.

WHAT WE DO

We have 3 business models: Venture Builder, Startup Acceleration and Corporate Consulting.

We introduced ourselves to the market in 2017 through a partnership with the US market data company of global cannabis to New Frontier Data and we launched the Medicinal Cannabis Report in Brazil - Overview 2018, this has given us a lot of visibility and our report projections for the Brazilian market remain the main reference in the country.

In 2018 we started our first acceleration cycle with two own startups, validating the acceleration program we developed. This work led to the raising of investment for The Green Hub and the two accelerated startups.

In 2019 we consolidated a joint venture with 4H Tecnologia em Saúde, a company that specializes in innovation and software development for the health sector. Our goal is to be inserted and explore the innovation ecosystem in the health area, bringing the medicinal cannabis theme to the center of the debates.

For 2020 we will have our first call of startups, we seek startups with differentiated solutions and teams having as points of interest Biotech, Agro-tech, and Digital. We will also hold a design thinking event focused on the medical cannabis market to foster and develop market solutions.

THE GREEN HUB

OUR MEMBERS

4H Health Technology

A spin-off from PUC-Rio's Software Engineering Laboratory (LES), 4H's mission is to develop innovative solutions to promote healthcare. The company aims to assist in building tools to shape the digital assisted revolution in the field of health. These technologies will help you manage resources and people more efficiently, improve the security of patient health information and keep people away from hospitals.

Represented by:



ALEX LUCENA

Serial Digital Entrepreneur was a partner and founder of EduWeb and Affero Lab. Partner of 4H Tecnologia em Saúde, linked to the Software Engineering Laboratory (LES) of PUC-Rio. Graduated in Marketing with a Master in International Business from Nova Southeastern University, Fort Lauderdale, USA. Mentor of numerous Startups and Consultant of several projects of education and corporate innovation in the Health area, with special emphasis on the programs of Perinatal and Rede D'Or. He consulted in 2018 on the construction of the educational platform for Prana Group, at that time representative of CW Hemp in Brazil.



MARCELO DE VITA - Co-Founder

Co-Founder of BRA HOLDING participated in the creation and development process of medical cannabis startups THE GREEN HUB, CEC, and ANELLA. Graduated in business administration in Boston, Massachusetts. With over 20 years of experience in the commercial, new business and marketing areas at multinational companies such as Leggett & Platt and RTC Industries. Currently, as Business Development at The Green Hub, he has served as CEC's CEO, speaker, and reference on cannabis industry market, data, and business topics.

The Green Hub



Problem



Despite the MEDICAL CANNABIS industry regulatory advances throughout Latin America, licensing requirements vary from country to country, making investments and building a “scaling machine” for companies more challenging.

In Brazil, the region's largest potential market, the only access to MEDICAL CANNABIS also occurs through an import authorization individualized by ANVISA.

Opportunity

Latin America is a strategic center for the medical cannabis trade, and Brazil has the largest concentration of potential consumers in the region.

There is a lot of space to be explored in the domestic market, thus creating the possibility to strategically position pioneering projects (First Mover) throughout the chain, from solutions that are already legally exploitable to the pursuit of new technologies in various segments such as agrotech, health tech, edutech, data, and biotech.

Main Focus

**Educate and Inform future market leaders interested in the
Medical Cannabis industry by promoting responsible,
transparent and effective market practices learned from
Cannabis Global's mature sectors.**



WHO WE ARE

We are a medical platform and we take care of the entire journey of patients on medical cannabis treatment, we follow the patient experience giving all the necessary support.

We seek to be the main reference and multiplier for access to cannabinoid medicine, promoting quality of life and longevity for patients through good practices and knowledge generation.

WHAT WE DO

We empower the medical market through an educational platform, consolidate access with appointments and prescriptions at our clinics, and support patients through a support program that ranges from access to medication to adherence to treatment as prescribed by the physician.

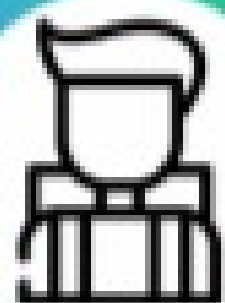
HISTORY

In 2018 we went through The Green Hub's acceleration program, where we developed face-to-face courses for physicians with topics such as History of Medicinal Cannabis, Endocannabinoid System and Clinical Applications in different types of diseases. Through a partnership with the American company MM411, we launched two courses online MedPro with 12 modules for doctors and Medicinal Cannabis 101 for patients. We have so far had over 300 enrollments in our courses both offline and online. Our clinical model was validated in our offices in the cities of Santo André and São Paulo, centralizing the services in our medical director, we had more than 400 services between 2018 and 2019

By 2020 we will launch the CEC SYSTEM that is under development to automate the entire patient journey, and with this, we will begin the expansion plan for different cities throughout Brazil.

EDUCATION

COURSES
CONTENT
TELE HEALTH



CLINICAL CARE

MEDICAL
APPOINTMENT
MEDICAL
CONSULTATION
PRESCRIPTION



PATIENT SUPPORT

ACCESS TO
MEDICATION
INITIAL TREATMENT
TREATMENT
MONITORING





WHO WE ARE

With the approach of regulating the cultivation of cannabis in Brazil for medicinal purposes, we have built a platform that will be a reference in the production, manufacture and distribution of medicinal cannabis. We have developed a drug registration process with ANVISA for commercialization in the national territory.

WHAT WE DO

Mapping and acquisition of sheds or farms for cultivation, application of licenses for production and distribution of medicinal cannabis in Brazil and registration of medicines.

HISTORY

Anvisa is in the process of improving regulation with Public Consultations 654/2019 and 655/2019, which technical and administrative requirements for the registration of cannabis-based medicines and the cultivation of cannabis by pharmaceutical companies solely for medicinal purposes.

We understand this is the right time to position and invest, because when released, we may submit license requests for the activities in question.

Without ANVISA's disclosure, we are confident that the special committees in progress in the House of Representatives and the Federal Senate will succeed in 2020 with legislation favorable to the cultivation and registration of medicines in Brazil.

We are selecting international companies that can technically aggregate in the areas of cultivation and production of cannabis medicines, the goal is to explore the Brazilian market in a possible partnership.



MATO GROSSO

500 hectares of land



SÃO PAULO

190.000 M2





ICM BRASIL

INSTITUTO CANNABIS MEDICINAL

POLICY & REGULATION

TAXATION

COMPLIANCE

LAB TESTING

DATA/REPORTING

CULTIVATION

EXTRACTION & PROCESSING

CONSUMER EDUCATION



CANNABIS
MARKET
FOUNDATION





WHO WE ARE

ICM Brazil is an organization founded by BRA HOLDING that seeks social development through MEDICAL CANNABIS. We are a network of MeDICAL Cannabis specialists; our goal is to assist in advancing an industry with socially equal access.

WHAT WE DO

Through information, opinions, criticism from society and lessons learned in other countries, we transform knowledge into innovative regulatory practices. Our agents seek the improvement of professional and institutional practices in the areas of Business, Education, Health and Social.

HISTORY

In 2016 we created ANECCAN - National Association for Cannabis Derivatives Studies and Trade, since then we have mapped and monitored governments and agencies of countries with different MEDICAL CANNABIS legislations and made connections with recognized industry leaders deemed essential to any regulation of the medical cannabis market.

In 2019 we decided to transform ANECCAN into ICM Brazil, with the goal of innovating in the way it contributes to the government and legislators. We are developing a platform of interaction with transparency mechanism where the collected data should be used by the Public Administration to construct the legislation in Brazil



Our Partners

ICM BRASIL needs the support of relevant organizations based on collaborative efforts to build something with great impact.

Institutional support is consolidated through financial support to enable the services of strategic suppliers and co-branding on our website and online and offline marketing actions.

Supporters will have participation and access to all data and projects developed.



— NEW FRONTIER DATA —

ENGAGEMENTS

O V E R V I E W

MARKET DATA

Medical market assessment, including current and potential medical and CBD market sizes, patient/consumer numbers and including consumer projections and patient behavior.

Analysis of wholesale and retail sales data to determine the size of the total and current addressable market size of the market, with additional analysis of current demand and production capacity of wholesale and retail distribution channels.

Review of the regulatory environment to help better understand the regulations governing product forms and distribution.

In addition to this information, New Frontier Data will leverage our years of cannabis-related demand modeling globally to develop comprehensive current market estimates and predictive growth forecasts for the respective medical CBD and cannabis markets in Brazil.

ABOUT NEW FRONTIER DATA

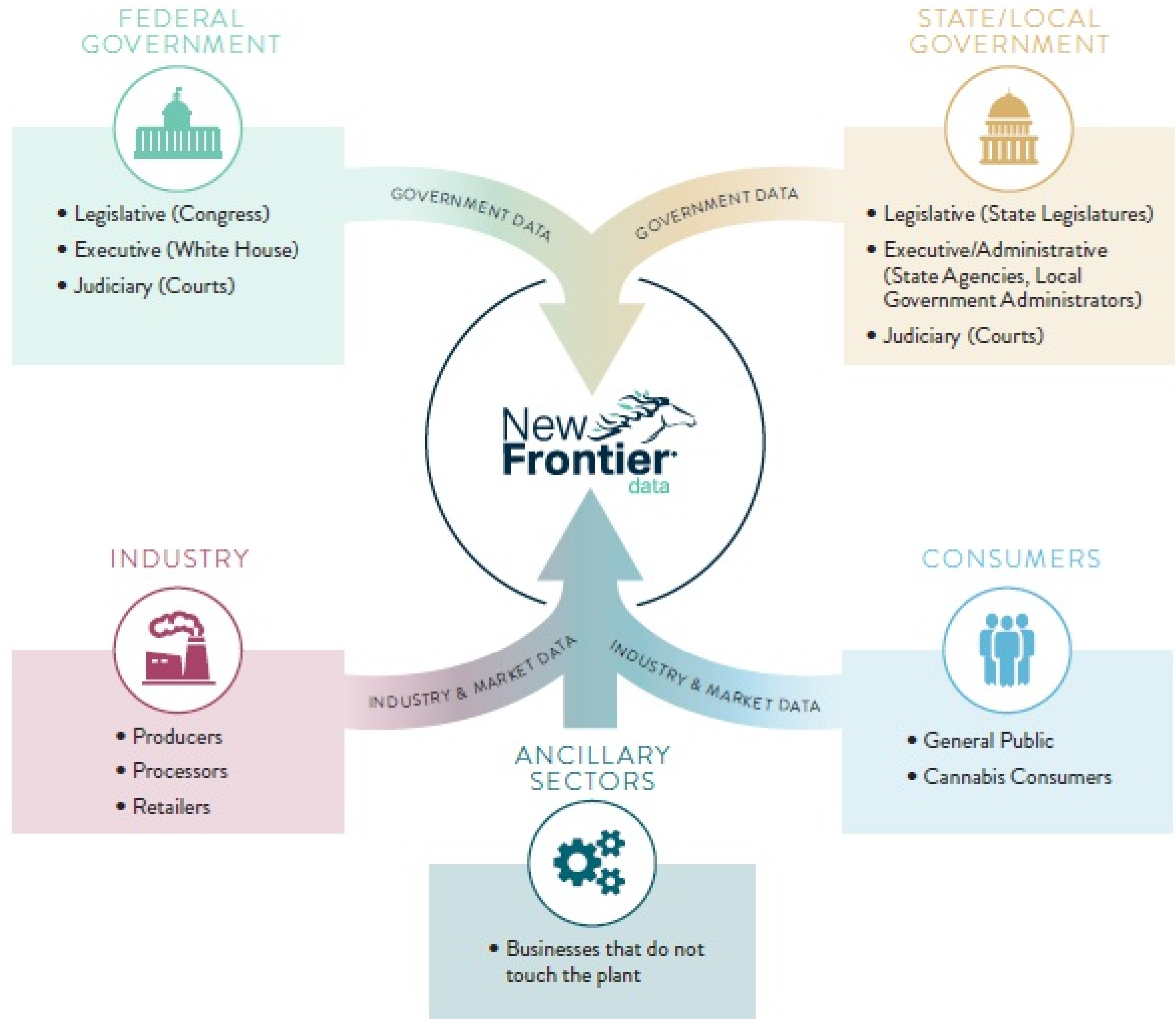
NEW FRONTIER DATA is an independent, technology-driven analytics company specializing in the global cannabis industry. It offers vetted data, actionable business intelligence and risk management solutions for investors, operators, researchers and policy-makers. New Frontier Data's reports and data have been cited in over 80 countries around the world to inform industry leaders. Founded in 2014, New Frontier Data is headquartered in Washington, D.C. with additional offices in Denver, CO, and London, UK.

New Frontier Data does not take a position on the merits of cannabis legalization. Rather, its mission and mandate are to inform cannabis-related policy and business decisions through rigorous, issue-neutral and comprehensive analysis of the legal cannabis industry worldwide.

For more information about New Frontier Data, please visit: NewFrontierData.com.

5 DIMENSIONAL BUSINESS MODEL

Data across all five dimensions is critical to clearly understand and successfully navigate the complex cannabis market.





Clarivate Analytics is a global leader in providing trusted insights and analytics to accelerate the pace of innovation. Our vision is to improve the way the world creates, protects and advances innovation.

To achieve this, we deliver critical data, information, workflow solutions and deep domain expertise to innovators everywhere. We are a trusted, indispensable global partner to our customers, including universities, nonprofits, funding organizations, publishers, corporations, government organizations and law firms.

We offer solutions that drive the entire lifecycle of innovation:

- Scientific and academic research
- Patent intelligence and compliance standards
- Pharmaceutical and biotech intelligence
- Trademark, domain and brand protection.

MEDICAL DATA

Technology Synopsis Report Content: Patents + Scientific Literature Patents: Search and analyze CBD documents related to globally found destinations.

Scientific literature: Research and analysis of bibliometric information from non-patent literature documents as scientific articles dealing with the theme of CBD, related to the therapeutic targets to be defined in the scope meeting.

Regulatory

Structure of a general diagnosis, including identification of critical themes and objectives, stakeholder mapping and analysis of the policy landscape.

Support for the implementation of the Action Plan, by articulating the qualitative and quantitative means for action including content suggestions and meeting support and follow-up.

Strategic Diagnosis presenting an analysis of the political and economic conjuncture, as well as the main public and private political actors involved in the topics of interest of ICM BRASIL. This is a central element of the Strategy.

Follow-up and monitoring of legislative proposals in the National Congress, relevant rules issued and published by the bodies responsible for the topics, digital monitoring of data, information, events, themes, and activities involving, directly or indirectly, possible, measurable and relevant political, legislative, regulatory and reputational risks that could impact the interests of ICM BRASIL.



MEDICAL CANNABIS

IN

BRAZIL

2018 OVERVIEW



IN PARTNERSHIP WITH:

THE GREEN HUB



**RELATÓRIO
REGIONAL**
SOBRE
CANNABIS
NA AMÉRICA LATINA
PANORAMA DO SETOR EM 2019

Patrocinado por:

thebusinessyear



OnixCann
BRASIL

Value

Corporate

Facilitate Corporate and Sector Innovation programs by introducing innovation and/or improvements in the productive or social environment that result in new products, processes or services in the medical cannabis industry, as well as the operationalization of the strategy in different contexts.

Support organizations to access new markets, increase their revenues, make new partnerships with different ecosystem actors such as Academy, Government, and Startups; and acquire new knowledge to increase the brand's value.

Startups

Connect health startups with the medical cannabis industry to adapt their solutions to this new market.

Work closely with startups to help improve their solutions and prepare them to enter the market.

Offer collaborative spaces in Rio de Janeiro and Sao Paulo and an acceleration program, featuring specialized multidisciplinary mentoring and financial investments by Startup in cycles per specified period.



2014

Justice allows the family of Brazilian Anny Fischer, who suffers from rare syndrome, to import medical marijuana oil from the United States, and Anvisa now receives similar requests.
Federal Medical Council authorizes doctors to prescribe cannabidiol for children with epilepsy who have not been successful in other treatments

2015

Anvisa removes cannabidiol from the banned list and simplifies rules for its importation

2016

After court decision, Anvisa authorizes prescription and importation of drugs with THC
Families get habeas corpus to grow and extract marijuana oil for their own medical use

2017

Anvisa approves first cannabis drug

2019

Anvisa puts in public consultation proposal for Cannabis cultivation for research and production of medicines and another with rules for registration and post-registration of these products.

2020

???



From 2015 to 2018 there was a 300% growth in the number of prescriptions, even with the market having many restrictions.



Agriculture

According to data provided by the Ministry of Agriculture, Livestock and Supply (MAPA), Brazilian agribusiness is responsible for generating about 23% of national GDP.

According to MAPA's Agribusiness Projections report, grain production in Brazil is expected to increase by up to 24% by 2027.

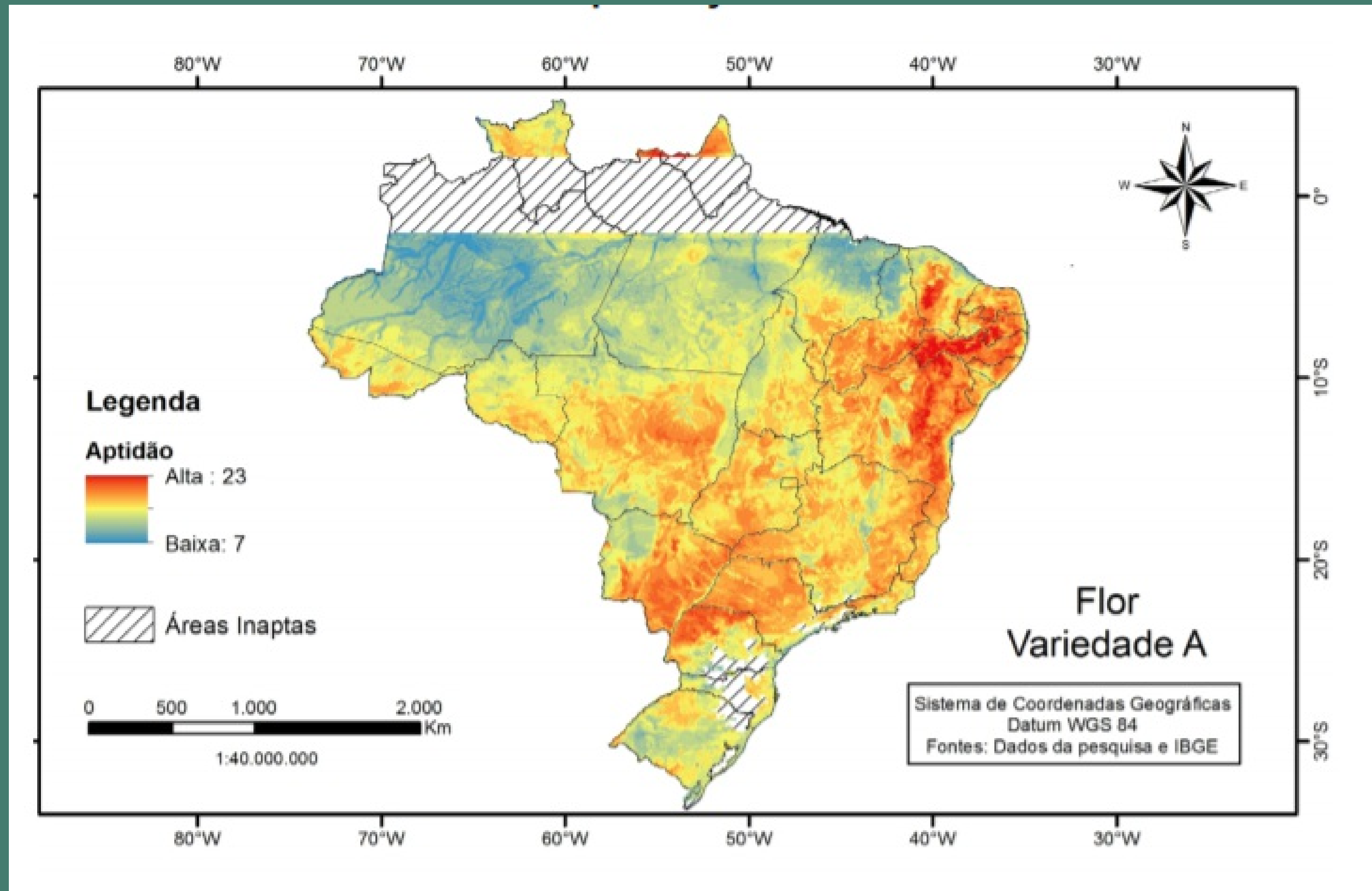
The Brazilian Tree Industry reported 14% and 2.2% growth in pulp and paper exports. Brazilian agribusiness exports accounted for approximately 46% of Brazil's total exports between 2015 and 2016.

Due to its high productivity, which can reach 12 tons of pulp per hectare, as well as its rusticity, which reduces the final cost of the product, Cannabis is becoming an option for the pulp and paper industry worldwide.

According to the Ministry of Agriculture, Livestock and Supply (MAPA), Brazilian consumption of cotton, the main raw material for the textile industry, should reach 2 million tons by 2022, requiring a planted area of 967 thousand hectares to supply this demand. added to exports.

In addition to an alternative for pulp and paper production, Cannabis is a great choice as a source of raw material for the textile industry, especially for the quality and high productivity of its fibers, which can be up to 3 times higher than cotton.

Agroclimatic aptitude for unprotected Cannabis cultivation in Brazil: commercial flower production





Obrigado!

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Thank you!

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