



INTRODUCING

Bud Love™

THE PREMIUM HERBAL+ MIXER
THAT ***MAKES BUD BETTER***

**BUD LOVE IS THE WORLD'S FIRST *MIXER FOR CANNABIS*.
LIKE THE MIXER IN A COCKTAIL.**

DRIVEN BY LARGE CONSUMER TRENDS

MIXOLOGY IS TRANSFORMING INDUSTRIES, FROM PREMIUM SPIRITS TO FUSION FOODS.

IT'S DRIVEN BY TOP CURRENT CONSUMER TRENDS OF PERSONALIZATION, CONTROL AND VARIETY.



Mixology

The mixology revolution drove 12% growth in spirits in 2021⁽¹⁾; beer and wine flattened⁽²⁾.

Personalization

70% of consumers⁽³⁾ frustrated when they don't find personalization.

In control

Consumers want information and options to make them feel in control⁽⁴⁾.

New experiences

In today's world, consumers are hungry for new experiences⁽⁴⁾.

Same, only better

Consumers looking for little ways to upgrade daily rituals⁽⁴⁾.

(1) 2022 Distilled Spirits Council of the US report; (2) 2021 IWSR Drinks Market Analysis; (3) 2021 McKinsey & Company report; (4) 2022 Mintel Global Consumer Trends Report.

AS CANNABIS USERS WANT MORE

CANNABIS USERS ARE HAPPY WITH THEIR FLOWER, BUT WANT MORE PERSONALIZATION, CONTROL AND VARIETY⁽¹⁾.



(1) Brighfield Group focus group study of US cannabis consumers, April & May 2022.

Controlled high

Prefer a less intense high sometimes, and more control.

Mix it up

Are bored and would like to try new things.

Less harsh

Want something that doesn't hurt their throat or cause coughing.

No anxiety

Wish to avoid unwanted cannabis side-effects (paranoia, anxiety).

SAY HELLO TO BUD LOVE

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LEGAL) MIXER FOR CANNABIS,
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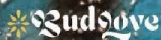
Bud love is revolutionizing
cannabis use with a category-
defining product that
satisfies unmet consumer
needs.

BUD LOVE MAKES BUD
BETTER.

Bud Love Premium Herbal+
Mixers are made from
marshmallow leaf, an
ancient medicinal herb; the
mother cannabinoid, **CBG**;
and rich natural flavors,
including **terpenes**.



Cannabis, THC
& nicotine free.



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BUD LOVE IS CANNABIS MIXOLOGY

LIKE A COCKTAIL MIXER, BUD LOVE WON'T GIVE YOU A BUZZ ALONE, BUT WHEN MIXED WITH CANNABIS, IT COMPLEMENTS IT - BRINGING OUT ITS BEST QUALITIES AND MODERATING UNDESIRE SIDE-EFFECTS.

Bud Love meets consumers' needs:

- ✓ Customization
- ✓ Control
- ✓ New & different
- ✓ Less harsh
- ✓ Less unwanted side-effects



CUSTOM BUZZ

Choose a flavor. Then find the Bud Love to cannabis ratio for just the right buzz.



MORE HAPPY

Contains CBG & terpenes for a more relaxed, mellow and worry-free feeling.



SILKY SMOOTH

Includes marshmallow leaf to sooth the throat and reduce coughing.



BUD LONGER

Add Bud Love, use less bud, but keep the buzz. Make precious flower go further.

CUSTOMERS LOVE BUD LOVE

Two blind studies during April & May 2022 found that:



8 OUT OF 10

Tokers preferred
Bud Love

Blind Study 1

Most participants were frequent smokers.
Day 1: 100% cannabis pre-roll (0.5g).
Day 2: 50:50 Bud Love:cannabis pre-roll (0.5g).
Cannabis was low terp, 24% THC.



9 OUT OF 10

Anxious Smokers
preferred Bud Love

Blind Study 2

All participants experience frequent anxiety with cannabis.
Day 1: 50:50 Bud Love:cannabis pre-roll (0.5g).
Day 2: 50:50 marshmallow leaf:cannabis pre-roll (0.5g).
Cannabis was low terp, 24% THC. Marshmallow leaf was dried and ground.



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Budtenders would
recommend Bud Love



Watch the full video at:
budlove.com/blindstudies

BUD LOVERS GET VOCAL

"[I like] how well it burns and the smell is super tasty"

"It was an awesome smoking experience. I don't think I will be smoking a joint without it going forward."


"I've seen a lot of 'new things' most I don't like, but I find this product exciting and effective"

"I love this idea and I think that this is an amazing product that will appeal to everyone"

"I truly love this product"

"Very calm and relaxing"

"Felt a bit more high than I expected to"

"Since I tried the Sativa my  brain is thinking of all the creative ways to use"

"Zero paranoia with full relaxation"

"Felt more mentally balanced and a little more body effect"

"The smell/flavor was amazing!"

"Clear minded vs wandering mind"

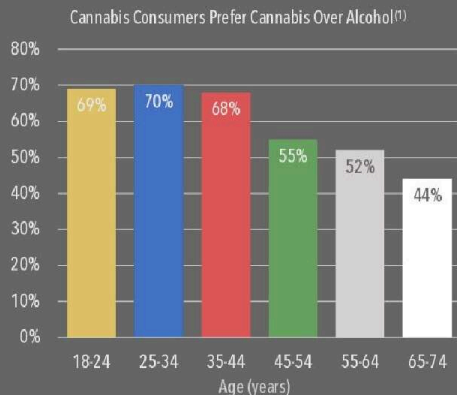
"Really enjoyed the product. Smoking cannabis that's too strong is no longer enjoyable for me. This is an elegant solution"

"Was not harsh, super smooth!"

"Helps make harsh weed a lot smoother and I still get just as high but without the anxiety"

A VAST MARKET WAITING FOR BUD LOVE

**CANNABIS MARKET IS VAST, AND
RIPE FOR BUD LOVE MIXOLOGY.**



(1) BDSA; (2) New Frontier Data

Bud Love taps global cannabis market of >\$400 bn

Regulated global cannabis sales were \$30.6bn in 2021, expected to more than double by 2026⁽¹⁾.

Unregulated global cannabis market estimated at \$393bn in 2020⁽²⁾.

Flower rules supreme; Bud Love blends with it

Flower and pre-rolls are >50% of US cannabis sales⁽¹⁾.

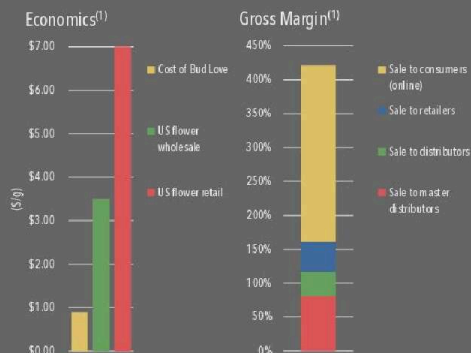
83% of cannabis consumers use flower⁽²⁾.

Cannabis to outpace alcohol; Bud Love is the mixer

Value of US consumption of cannabis already exceeds that of spirits and matches beer⁽²⁾.

A COMPELLING BUSINESS PROPOSITION

BUD LOVE REACHES THE ENTIRE CANNABIS MARKET WITHOUT ANY OF THE CANNABIS "ISSUES".



(1) Current Company estimates. May vary over time.

Appeals to all cannabis smokers

Global cannabis market >\$400bn.

Can be sold everywhere

Cannabis, THC & nicotine free.

Can be sold in most states & internationally; retail and online.

Scalable & defensible

Scalable, proprietary manufacturing process.

Patent-pending formulation & use; trade secrets.

Compelling economics

Expected gross margin of 75-400%⁽¹⁾ depending on sales channel.

QUICK PATH TO MARKET

BUD LOVE CAN BE SOLD⁽¹⁾ THROUGH DISPENSARIES, SMOKE SHOPS, CONVENIENCE STORES AND ONLINE; AND THROUGH PARTNERSHIPS WITH PRE-ROLL BRANDS.

- *US roll-out and e-commerce started September 2022.*
- *Multi-sided marketing strategy creating buzz and educating consumers on Bud Love.*
- *Robust pipeline for rapid revenue growth.*
- *Scalable US production.*

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STRONG LEADERSHIP TEAM

DECADES OF EXPERIENCE INNOVATING AT THE INTERSECTION OF TECHNOLOGY & BUSINESS.



ROY LIPSKI
CEO

- Entrepreneur with >25 yrs. experience building companies, including IPOs and acquisitions.
- Grew small start-up into \$500 million company.
- Ran public company for close to 10 yrs.



SHUCHI SARKAR
MARKETING

- Previous Global Head of Marketing for HP's digital printing business.
- Multiple industry awards including EFFIEs, Cannes Lions, Innovative Marketer by Economic Times, WIM Digital Marketer.



ANDREW FALCONER
SALES & BD

- Senior sales & BD positions in cannabis for >8 yrs including at Pharmacann, Trucenta, Bellrock Brands, Silverpeak Farms and Americanna.
- Opened up multiple new states for Mary's Medicinals.



ALASTAIR JAMES
OPERATIONS

- Breadth of experience from start-ups to large multinationals.
- COO/Managing Director at UniCredit.
- Cambridge University undergraduate; Columbia MBA.



DAN HAWKSLEY
FINANCE

- Experienced CFO with accountancy and science background.
- Formerly CFO of GAM's systematic hedge fund business.
- 5 yrs at Deloitte.

BECOME A PART



OF THE CANNABIS MIXER REVOLUTION



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INVEST IN BUD LOVE TODAY

BUD LOVE IS **BLAZING THE WAY** FOR A NEW PRODUCT CATEGORY: CANNABIS MIXERS; SATISFYING UNMET CONSUMER NEEDS AND TRANSFORMING CANNABIS USE.



- Like cocktail mixers growing the spirits market, herbal mixers will expand the cannabis market.
- Bud Love is the **world's first, and legal**, mixer for cannabis.
- Rooted in top consumer and cannabis trends, Bud Love meets large unmet needs.
- Huge global addressable market **>\$400bn**.
- Blind studies confirm product-market fit.
- Early-mover advantage and defensible competitive position.
- Management team with decades of relevant experience.

THANK YOU

LEARN MORE



ROY LIPSKI
CEO

roy.lipski@budlove.com



 **Bud Love™**



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BETTER**

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Mix it up

Are bored and would like to try new things.

Less harsh

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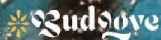
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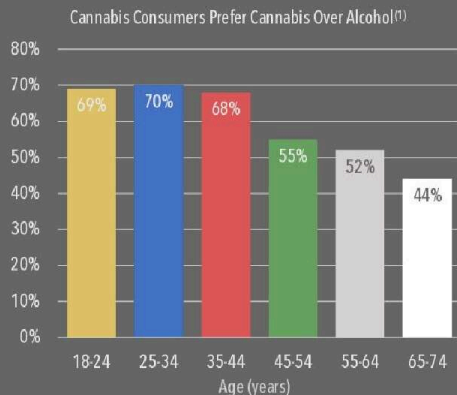
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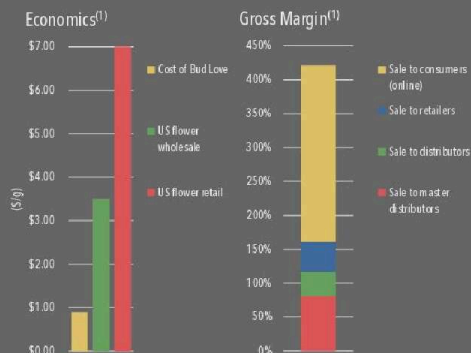
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**VISIT OUR CAMPAIGN
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wefunder.com/budlove

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