



SAFE SUPPLY

Investor Presentation

CSE: SPLY

September 2023

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SAFE SUPPLY

Our Company



Led by the people who pioneered the cannabis and psychedelics industries, Safe Supply is the world's first company investing in the burgeoning safe supply ecosystem and the third wave of drug policy reform.

Our mission is simple:

- to save lives, build a better world and help bring a responsible end to the drug war.

Our Thesis

→ The War on Drugs is coming to an end.

It has to. Just look at the numbers.

COST OF THE DRUG WAR:

**\$1
trillion
dollars+**

EFFECT:

Cannabis, Psychedelics
and Cocaine Use is at
**all-time
highs.**

OVERDOSES:

108K
opioid related
deaths in 2021 in
the US alone



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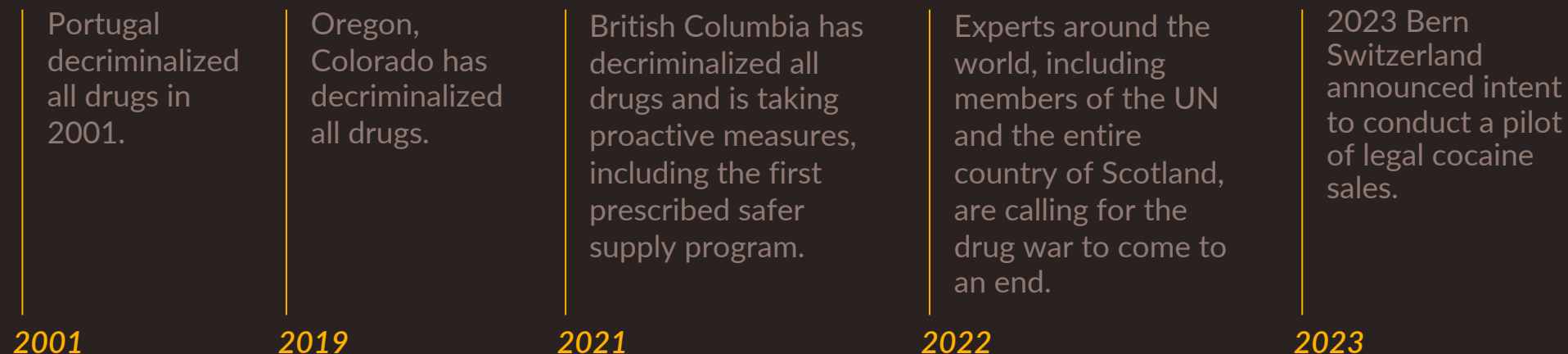




The Third Wave of Reform

It started with cannabis, then psychedelics.

Now the third wave of drug reform is here.



\$360 Billion+

→ total addressable market





SAFE SUPPLY

Our Model



Incubate and Invest Across the Value Chain

Our strategy is to invest in and incubate companies across the safe supply ecosystem to create a tightly woven fabric of synergies that generate short-term revenues to Safe Supply while also maximizing value accretion as our investee companies grow

As more jurisdictions move to decriminalize and legalize different psychoactive compounds, new opportunities will emerge.



Production

As reform programs move forward, governments will need trusted sources of the different compounds to distribute to the programs.



Import/Export

Production of certain materials already occurs legally, such as the production of the coca plant in Peru. We will invest in companies importing / exporting such materials.



Science & Innovation

Schedule 1-3 compounds such as cannabis, psychedelics and others have been a source of many new medicines for approval and this trend will continue as other drugs are descheduled.



Education & Information

Governments are investing heavily in educating people and communities in how to safely prepare to safely rediscover this powerful compounds



Clinics and Distribution

The emerging market for psychoactive compounds will need new distribution pathways and clinical infrastructure to be delivered.



Therapeutic Applications

Many new applications in energy drinks, functional foods, pharmaceutical and nutraceutical are expected to emerge.



Testing & Analytics

Ensuring testing and analytical purity will be essential for new programs to operate effectively.

Our Team

→ Pioneers across the drug reform ecosystem.



**Bill
Panagiotakopoulos**

Chairman, CEO



**David
Bhungara**

CFO



**Setti
Coscarella**

VP, Corporate Development



PHILIP MORRIS
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Our Board & Advisors

→ Supported by some of the brightest minds in the world.

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Bill Panagiotakapolous



Setti Coscarella



Frank Salvati



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Dr. Obaji James

Board of Advisors



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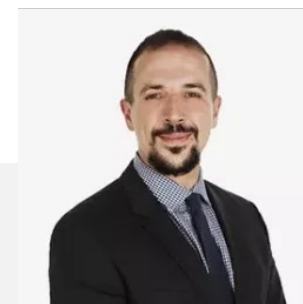
Aaron Sonshine



Michael Astone



Tenzin Khangsar



Dr. Roger Ferreira



Ronnie Jaegermann



SAFE SUPPLY

Our Advantage



First mover by first movers.

Our team is made up of first movers in earlier drug reform investment opportunities, and we are a first mover in the third wave of drug reform.

First Mover in Third Wave of Decriminalization

Safe Supply is one of the first companies actively deploying capital into the third wave of drug reform, specifically on ending the fentanyl crisis and emerging opportunities for the coca plant.

Government Relationships

As we have been working as with governments and regulatory bodies around the world in the drug reform movement, we work closely with policy and decision-makers in government.

Extensive Capital Markets Experience

All members of the leadership team have executive level experience leading public companies and have collectively raised and deployed \$3.5B+ in capital and have created \$10B+ in shareholder value across their respective companies.

Access to Opportunities

Our team has been active in investing in drug reform for over a decade, giving us unparalleled access to investment opportunities and strategies.



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Our Portfolio



**Hearts, Minds,
Capital & Synergies**

The Safe Supply ecosystem brings together the people, know-how, capital and partnerships

Foundational Investments

CannaLabs: Licensed by Health Canada, that will be conducting cutting-edge research on MDMA, cocaine, DMT, ketamine and other psychoactive compounds that will be foundational to the development of the safe supply ecosystem. It can also conduct analytics and testing for any compounds manufactured in Canada or imported that will support safe supply programs in Canada.

Safe Supply Licensing Co.: In the late-stage application process for a dealers' license pursuant to the CDSA to be able to import and test controlled substances to connect investee companies to a federal license for Schedule 1- 3 compounds.

More Investments Coming Soon

The leadership team has developed a proprietary pipeline of early-stage companies that have strong management teams and well-designed business strategies that will play a pivotal role in the burgeoning safe supply ecosystem. The company expects to execute on many of these opportunities over the next 6 – 12 months.



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Landscape



→ Safe Supply in British Columbia

The Canadian Province of British Columbia has become the most progressive jurisdiction in the world bringing an end to the drug war.

Initiatives include:

- Investing over \$1B in 2023 to combat the toxic drug supply
- Overdose prevention and supervised consumption sites
- Drug-checking services
- Prescribed safer supply

This is creating a

\$3.2B

per year opportunity in British Columbia for safely supplied cocaine.

Renewed Interest in the Coca Plant

The coca plant (excluding cocaine) is experiencing renewed interest from both the nutraceutical and pharmaceutical industries.

Therapeutic applications of coca leaf include:

- Energy
- Digestion
- High in protein and vitamins
- Weight loss
- Carbohydrate metabolism
- Pain management

Addressable markets (per year):

\$50B

energy drinks

\$275B

functional foods

\$382B

pharmaceuticals

Responding to the Fentanyl Overdose Crisis

- 1.22M Americans have died from the opioid epidemic in the last decade.
- 74K Americans died from fentanyl-related overdoses in 2022
- While fentanyl test strips were once considered “drug paraphernalia” and illegal in the US, they are now legal in a majority of US states

Globally, the fentanyl test strip market is expected to grow to

\$12.64B per year by 2030 and **\$6.77B**

per year by 2027 in the US alone.

Legalization & Rescheduling in Australia, Colorado, Oregon and Europe

- In 2023, Bern, Switzerland announced an intention to conduct a pilot program to legalize the sale of cocaine.
- In 2023, the State of Oregon created the first legal market for psilocybin services, with an estimated market size of \$1B per year.
- In 2023, Australia rescheduled psilocybin and MDMA permitting their use for the treatment of certain mental health conditions, with an estimated market size of \$2B per year.
- In 2025, the State of Colorado will create the first legal market for plant-based psychedelics.
- The FDA is expected to approve the use of MDMA-assisted therapy for the treatment of PTSD in 2024.

States including New York, California, Hawaii, Connecticut and others are exploring creating legal markets as well,

creating a global

\$12B per year market.

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US & Canada


Canadian province experiments with decriminalising hard drugs

31 January



More states allow fentanyl test strip tool to prevent overdoses

By Andy Miller, Kaiser Health News
Published 7:12 AM EDT, Wed May 4, 2022



See how heroin users test drug for the presence of fentanyl!

Colorado Voters Pass Proposition to Allow Regulated Use of Psychedelic Mushrooms

Wednesday, November 16, 2022

On November 8, 2022, voters in Colorado passed a ballot initiative to decriminalize possession of and legalize limited use of psychedelic mushrooms and other plant- and fungi-derived psychedelic drugs by those 21 years of age or older. The passage makes Colorado, which was one of the first states to legalize recreational marijuana, the second state to allow the use of psychedelics behind Oregon.

Buried deep – the medical benefits of an ancient herbal plant

22 January 2021

Prejudice against drugs can impact and deter scientific research

The passage of Proposition 122 could increase employers concerns with employees working under the influence of these drugs. Thus, the

We are on the crest of a turning medical cannabis wave, but the same reform is lacking for substances such as coca, a plant well-regarded for its medical benefits in South America.

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Oregon Just Decriminalized All Drugs – Here's Why Voters Passed This Groundbreaking Reform

Possessing heroin, cocaine, methamphetamine and other drugs for personal use is no longer a criminal offense in Oregon.

By The Conversation | Dec. 10, 2020, at 11:07 a.m.



Aviva Direct Auto Insurance
Get an online auto quote in 3 minutes. We'll start the timer.

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Federal funding for fentanyl will save lives

By Regina LaBelle, Tom Coderre and Rochelle Walensky | May 4, 2021



A heroin user adds a test strip to a mixing container to check for the presence of fentanyl. If the strip turns pinkish or brown.

THE NATIONAL LAW REVIEW

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67 NEW ARTICLES

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Federal funding for fentanyl will save lives

By Regina LaBelle, Tom Coderre and Rochelle Walensky | May 4, 2021



A heroin user adds a test strip to a mixing container to check for the presence of fentanyl. If the strip turns pinkish or brown.

opposite of addiction is connection. Covid-19, however, has ons. For Americans with substance use disorder, connections care at a serious breaking point.

Australia begins world-first psychedelic therapy

Scientists grow whole model of human embryo

Attack on busy Ukraine market kills 17 people

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Our Philosophy



EVERYONE SHOULD HAVE
THE ABILITY TO
PARTICIPATE.



Successfully shifting such an entrenched policy is going to require buy-in from many stakeholders. And the best way to get support is to enable all people to invest in the outcome.

Because Safe Supply is a publicly traded company on the Canadian Securities Exchange, anyone with a brokerage account will be able to invest in unique private opportunities that would not otherwise be available.

We are democratizing access to investing in ending the war on drugs.



SAFE SUPPLY

Investment Highlights



Safe Supply presents the smartest way to invest in the emerging safe supply ecosystem and the third wave of drug reform.

Portfolio of Diversified Assets

Diversification inherently reduces investment risk. By holding a varied range of assets within the safe supply sector, investors are better positioned against potential downturns in any single asset, enhancing stability and consistent growth potential.

Early Entry into a Burgeoning Sector

Investors will benefit from the company's first-mover advantage, capitalizing on opportunities before they become mainstream and potentially generating higher returns.

World-Class Team

Our seasoned team brings expertise, experience, and a proven track record. Investors can be assured that the company's strategies and operations are being steered by industry veterans.

Unique Model with High-Velocity Deployment into Investments

A quick turnaround time in investment deployment maximizes the time assets are working to generate returns. This approach ensures investors' capital is always optimally employed, potentially leading to higher yields in shorter durations.



SAFE SUPPLY

Investment Highlights



Safe Supply presents the smartest way to invest in the emerging safe supply ecosystem and the third wave of drug reform.

Strategic Positioning Post Decriminalization

Regulatory changes, such as decriminalization, often unlock vast market potentials. Investing in a company poised to capitalize on these changes allows investors to ride the upward momentum, tapping into newly accessible revenue streams.

‘Strategic’ Financial Model

With the majority of capital being diligently funneled into high-potential deals, investors can expect enhanced returns. The model’s efficiency ensures that capital is not lying dormant but is actively seeking and capitalizing on profitable ventures.

Streaming Model Ensuring Diversified Exposure

The streaming model guarantees that investments are spread across the value chain of the safe supply sector. This ensures that investors are not overexposed to any single segment, providing both safety and multiple growth avenues.

Commitment to Innovation and Evolution

The safe supply sector, especially post-decriminalization, is ripe for innovation. A company committed to staying ahead of the curve ensures that investors are always part of the next big breakthrough, leading to sustained growth and profitability.



Contact

—> **Bill Panagiotakapolous**

Chief Executive Officer

bill@safesupplystreaming.com