

CANNABIS AND SMOKING ARE ON A COLLISION COURSE

Since legal cannabis began, the broadest range of product options and the most expert customer service have centered on smokables. But carcinogens and lung damage should not be the price of entry for the benefits of cannabis. The vast majority of cannabis consumers don't want to "get high"; they want to use cannabis to address specific conditions. As legalization expands, more and more consumers want non-smokable, socially sound, discreet formats.



SOLVING THE PROBLEM WITH EDIBLES OPENS UP A WHOLE NEW WORLD

Our company is pioneering ways to deliver NON-SMOKABLE controlled doses of cannabis and plant medicines in safe, discreet and user-friendly formats that enable cannabis to become a wellness tool and a performance-enhancing "supplement."

1 PRODUCTS THAT TASTE GREAT

2 DELIVER SPECIFIC EFFECTS

3 ACTIVATE IN RECORD TIME



MEET FUNCTIONAL CANNABIS

The existing cannabis market was designed for stoners.

There is a vast untapped segment of people who are interested in health and wellness, but have yet to discover cannabis as a crucial tool in their self-care routine.

1906 straddles the cannabis market and the overall health and wellness market by creating finely tuned formulas that enhance the most important parts of high-functioning adults' lives - sleep, sex, energy, cognitive focus, relaxation, and mood.



FUTURE CONSUMERS ARE AT OUR DOOR

New consumers want what we're making, according to an extensive survey we commissioned with the Harris Poll.

72% ARE WOMEN

33% ARE BOOMERS

54% DO NOT CURRENTLY
USE CANNABIS

63% ARE INTERESTED
IN PRODUCTS



1906 EXPERIENCES TO ENHANCE AND OPTIMIZE YOUR DAY AND NIGHT

LOVE

LOVE
To optimize your mood, start with a good dose of love. Love is the greatest source of health, vitality, and well-being. It's the most powerful force in the universe. It's the key to a long and healthy life.



WELL

WELL
High functioning is not just a buzzword. It's a state of mind. It's a state of being. It's a state of health. It's a state of well-being. It's a state of love.



RELAXATION

RELAXATION
It's getting a little hard to relax. It's getting a little hard to unwind. It's getting a little hard to chill. It's getting a little hard to relax. It's getting a little hard to relax.



BLISS

BLISS
It's a good feeling. It's a good feeling.



SLEEP

SLEEP
It's a good feeling. It's a good feeling.



WELLNESS

WELLNESS
It's a good feeling. It's a good feeling.



WE ARE DISCIPLINED AND FOCUSED ABOUT HOW WE GROW

We are currently building manufacturing facilities in Illinois, Massachusetts and Michigan with our strategic partner, Axcel.

We are pursuing a vertically integrated license in New Jersey and have secured local approvals for our Jersey City facility.

We have chosen these states for highly strategic reasons including population demographics, geographic reach, and regulatory climates.



MARKET SIZE ESTIMATES (2020)



UNPRECEDENTED TECHNOLOGY + FACILITIES

INDUSTRIAL-SCALE R&D AND MANUFACTURING OPERATIONS

- "Even our standards are High" ethos
- Growth in contract manufacturing opportunity
- Global sourcing of plant medicines
- Early 2020, we are expanding to Massachusetts, Illinois, Michigan and Ohio, markets primed for low-dose brands like 1906

COSMOPOLITAN Bloomberg

POPSUGAR. HIGHTIMES

Forbes PENTHOUSE

TRENDSHUNTER VOGUE

.Mic BUSINESS INSIDER

Bloomberg Businessweek ROOSTER EATER

The Daily Meal goop

DISRUPTION IS EVERYTHING

Our marketing strategy is based on disrupting the category with a unique brand proposition: Functional Cannabis for high-functioning adults. This means experiences designed to help people enhance their days and nights, combining cutting-edge technology and long-proven adaptogens, herbs and cannabis.

Our marketing pillars are:

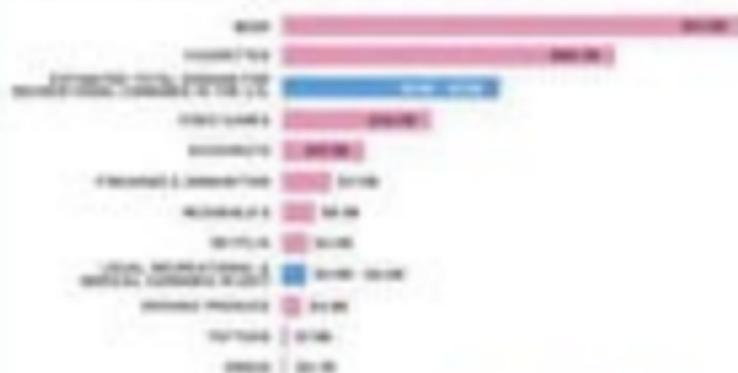
- Influencer engagement
- PR / Media
- Social / Influencers
- Experiential

Dominating share of voice through features in some of the most notable media outlets in the country, including CNN, Vanity Fair, Business Insider, and Vogue, we've been recognized by mainstream media as "one of the most innovative new brands in the cannabis sector."

1906 HAS CREATED A BRAND AT THE LEADING EDGE OF THE FUTURE CANNABIS INDUSTRY

- Adult use is legal in 17 states and medical cannabis is legal in 37 states, 67% of Americans support legalization.
- The cannabis market is experiencing 40% year over year growth and is expected to grow to \$10 billion.

Annual U.S. Cannabis Sales vs. Other Industries (\$'Bn)



U.S. Legal Cannabis Revenue Projections



Source: Marijuana Business Daily, The Business of Cannabis, 2018-2021. Revenue and Profitability Projections are based on assumptions of 10% annual growth.



CANNABIS AND SMOKING ARE ON A COLLISION COURSE

Since legal cannabis began, the broadest range of product options and the most expert customer service have centered on smokables. But carcinogens and lung damage should not be the price of entry for the benefits of cannabis. The vast majority of cannabis consumers don't want to "get high"; they want to use cannabis to address specific conditions. As legalization expands, more and more consumers want non-smokable, socially dosed, discreet formats.



EDIBLES ARE THE FUTURE

But edibles have been highly problematic. The edibles category is cluttered with cheaply made, unpredictable, bad-tasting product. Most edibles don't offer specific therapeutic effects and they take far too long to activate. (It's no coincidence that so many people have nightmare stories about edibles.)

Consumers need healthier, more effective options to meet their increasingly specific needs.



SOLVING THE PROBLEM WITH EDIBLES OPENS UP A WHOLE NEW WORLD

Our company is pioneering ways to deliver NON-SMOKABLE controlled doses of cannabis and plant medicines in safe, discreet and user-friendly formats that enable cannabis to become a wellness tool and a performance-enhancing "supplement."

1 PRODUCTS THAT TASTE GREAT

2 DELIVER SPECIFIC EFFECTS

3 ACTIVATE IN RECORD TIME



MEET FUNCTIONAL CANNABIS

The existing cannabis market was designed for stoners.

There is a vast untapped segment of people who are interested in health and wellness, but have yet to discover cannabis as a crucial tool in their self-care routine.

1906 straddles the cannabis market and the overall health and wellness market by creating finely tuned formulas that enhance the most important parts of high-functioning adults' lives – sleep, sex, energy, cognitive focus, relaxation, and mood.



FUTURE CONSUMERS ARE AT OUR DOOR

New consumers want what we're making, according to an extensive survey we commissioned with the Harris Poll.

72% ARE WOMEN

33% ARE BOOMERS

54% DO NOT CURRENTLY
USE CANNABIS

63% ARE INTERESTED
IN EDIBLES



FUNCTIONAL CANNABIS IS BECOMING MAINSTREAM

A recent survey tells us that the vast majority of adults (3 out of 4) are interested in using cannabis as medicine. Modern life asks a lot of us, and right now, many people turn to pharmaceuticals and alcohol for help. The majority of people would prefer a plant-based alternative, and cannabis is very promising. Even among people who already use cannabis, most cannabis consumers are actually using cannabis to treat pain, anxiety, or sleep problems, rather than “get high.”

ANTIDEPRESSANT USE HAS
SURGED 65%
IN THE LAST 15 YEARS

70% OF WOMEN
EXPERIENCE ANXIETY
EVERY MONTH

EACH NIGHT,
30-40 MILLION ADULTS
HAVE TROUBLE SLEEPING

75% OF PEOPLE
ARE INTERESTED IN
CANNABIS AS MEDICINE