

B GREAT™

**WHY BE ORDINARY WHEN
YOU CAN B GREAT™?**



A HIGHER STANDARD OF EXCELLENCE IN CBD



WHY CBD?

A NEW FRONTIER IN HEALTH AND WELLNESS A HIGHER STANDARD OF EXCELLENCE IN B GREAT

- CBD, or cannabidiol, is a naturally-occurring constituent of hemp
- Cannabinoids interact with the human body's endocannabinoid system to help regulate overall health and wellness
- Preliminary research has begun to demonstrate a wide breadth of health benefits including:
 - pain mitigation
 - anxiety regulation
 - sleeplessness relief
 - anti-inflammatory benefits
 - anti-oxidant properties
- CBD is NOT psychoactive
- CBD is federally legal as long as it doesn't contain more than 0.3% THC
- CBD does not show up on drug tests



OUR SOLUTION

I started B GREAT because I had heard that CBD has wonderful therapeutic benefits, but like many people, I didn't know which products to choose from.

My goal at B GREAT is to provide consumers with superior quality hemp-based products. With thorough transparent records and documentation, consumers know exactly what they're getting: only the best.

I wanted to feel safe entering this unknown space. Now, I want you to have that same level of confidence.

B GREAT, *Barbara*

Barbara Swanson, Founder



B GREAT™ 5-star standard

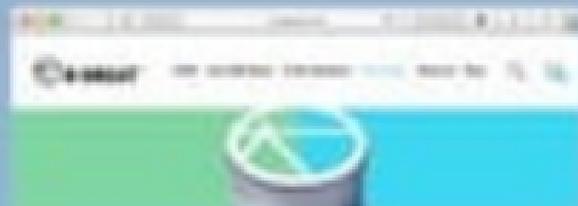
We put our seal on every product to guarantee a higher standard of excellence

- FULL-SPECTRUM WHOLE HEMP
- NON-GMO
- VEGAN
- PESTICIDE-FREE
- KOSHER
- SOURCED FROM HEMP
- GROWN IN THE U.S.
- 3RD-PARTY LAB-TESTED
- ANIMAL CRUELTY-FREE
- RECYCLABLE 



B GREAT holds itself to a higher standard:

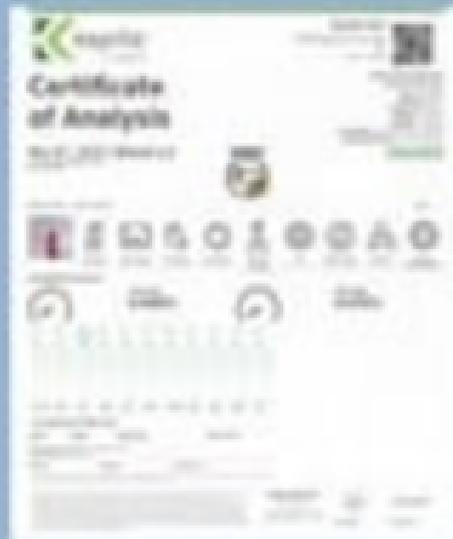
- Our website's **Traceability Tab** allows consumers to see exactly what is in every B GREAT product and the Certificate of Analysis for every product
- Our blog content covers **top-of-mind topics** backed by **links to credible research studies**
- Our **trained customer service call center** provides a "live voice" to answer consumer questions
- Our packaging gives **specific CBD dosages** for each of our products
- We have retained the **best CBD legal team** in the industry to make sure **all brand communication is accurate and legally compliant**



B GREAT. B Transparent.

TOPIC

SEARCH



Why B GREAT? – Brand Video



CLICK TO
WATCH VIDEO

MARKET POTENTIAL

- In 2018, combined hemp and cannabis derived CBD sales jumped to **\$534 million** despite limited distribution and marketing support
- The CBD market is expected to soar to over **\$1 billion** by 2020 and double to almost **\$2 billion** by 2022



Source: New Frontier Data

VALUATIONS OF COMPETITORS ARE HIGH

- Large competitors were valued at 4X+ revenue multiple
- Lord Jones was recently sold for \$300MM
- Many new brands are now entering the CBD space, however few have the marketing expertise or product quality that B GREAT has

VALUATION COMPS					
COMPANY	TTM REVENUE	FY1 REVENUE ⁽¹⁾	FY2 REVENUE ⁽²⁾	MARKET CAP	TTM MULTIPLE
Charlotte's Web ⁽³⁾	\$72.2 MM	\$72.1 MM	\$200 MM	\$247.2 MM	8.1x
Abacus Health Products ⁽⁴⁾	\$15.2 MM	\$19.2 MM	\$72.7 MM	\$27.7 MM	4.2x
Lord Jones ⁽⁵⁾	\$30 MM	\$30 MM		\$300 MM	10x

⁽¹⁾ Based on reported FY2020 revenue and a 20% growth assumption

⁽²⁾ Based on FY2020 revenue and a 20% growth assumption, with FY2021 revenue based on the 2020 revenue and a 20% growth assumption

⁽³⁾ FY2020 revenue as reported in their 2020 10-K

CURRENT FINANCIALS

KEY DRIVERS FOR FORECASTED REVENUE

- Anticipate initial launch of products across 50+ retail locations with an assumed monthly increase in retail locations
- Forecast 10% increase in product sales per month across all retail locations
- Tentative plan to launch a Subscribe & Save model which will provide customers 50% in cost savings by signing up to increase internet sales
- Additionally, new product development underway and scheduled to launch in retail locations by Q4 2020

FORECASTED GROSS REVENUE (2 YR OUTLOOK)



RAISE YOUR STANDARD OF LIVING B GREAT™

A HIGHER STANDARD
OF EXCELLENCE IN CBD



PRODUCTS

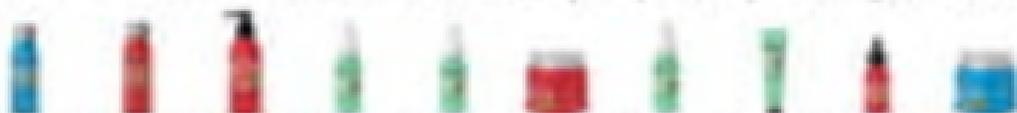
PRODUCT	TYPE	DESCRIPTION	RETAIL PRICE
	Energy Shot	For when you need mental focus and energy, fast	\$1.99
	Anti-Aging Cream	CBD anti-aging cream is designed to hydrate and regenerate the skin. With hyaluronic acid and vitamin C, helps the skin retain moisture to stay supple and soft	\$42.00
	Hemp Lotion	Our Full Spectrum Hemp Lotion provides hydrating properties for soothing relief and skin regeneration	\$41.60
	Lip Balm	Soothe and nourish dry, cracked lips with BCREAT's CBD infused lip balm. Contains hydrating coconut oil, jojoba seed oil, kokum seed butter, and shea butter	\$14.00
	After Shave	Hydrate and nourish your skin after shaving with our shave serum. With calming ingredients like aloe and chamomile, acts fast to prevent any bumps or irritation	\$20.00

PRODUCTS

PRODUCT	TYPE	DESCRIPTION	RETAIL PRICE
	Relax Shot	To calm and relax your mind and spirit	\$1.99
	Hemp Capsules	Our Full Spectrum Hemp Capsules contain 25 mg of full spectrum CBD and fast to aid in the body's natural process of relieving stress and anxiety	\$78.40
	Hemp Oil	Our Full Spectrum Hemp Oil is natural, vegan, USA-grown and contains naturally occurring Phytocannabinoids and terpenes, and it tastes great	\$29.20
	Hemp Cream	Our Full Spectrum Hemp Cream relaxes naturally. Our menthol-infused blend provides a soothing, cooling effect designed to target and ease aches and pains	\$42.00
	Hemp Balm	Our Full Spectrum Hemp Balm contains coconut oil, bees wax, terpenes, and essential oils. It has the capacity of relieving various skin, joint and muscle conditions	\$41.60

CATEGORY DISRUPTING INNOVATION

8 GREAT products are what consumers want and need at a price point they can feel good about.



Product	1	2	3	4	5	6	7	8	9	10
Product 1		•						•		
Product 2		•			•	•				
Product 3			•	•				•		
Product 4	•			•	•			•	•	•
Product 5	•		•	•	•				•	•
Product 6		•			•		•			
Product 7	•	•					•	•		
Product 8	Product 1	Product 2	Product 3	Product 4	Product 5	Product 6	Product 7	Product 8	Product 9	Product 10
Product 9	Product 1	Product 2	Product 3	Product 4	Product 5	Product 6	Product 7	Product 8	Product 9	Product 10

CATEGORY DISRUPTING INNOVATION

B GREAT feels great and tastes great!



Attribute	A GREAT Focus	Top 1000 Brand	Share of Top 1000 Brands
Taste (Strong)	#1	#2	#3
Price	#1	#2	#3
Taste (Weak)	#1	#2	#3
Look	#1	#2	#3
Value	#1	#2	#3

What consumers are saying about B GREAT FOCUS Study

“Love that they use strong and not weak!”
“Caffeine without the jitters!”
“Tastes great. Makes me up!”



Attribute	A GREAT Relax	Top 1000 Brand	Share of Top 1000 Brands
Taste (Strong)	#1	#2	#3
Price	#1	#2	#3
Taste (Weak)	#1	#2	#3
Look	#1	#2	#3
Value	#1	#2	#3

What consumers are saying about B GREAT RELAX Study

“Best night's sleep in a long time.”
“Great taste, easy to drink.”
“Amazing night's sleep.”

Qualtrics Market Research | ©2019 PepsiCo

B GREAT LEVERAGES WORLD CLASS MARKETING AND DESIGN EXPERTS TO DELIVER DRAMATICALLY DIFFERENTIATED BRANDING

Targeted retail pricing is \$5.99 per bottle

Anticipated trade margin is 40%



COMPETTIVE PACKAGING - B GREAT KNOWS BRANDING!



Infinite CBD Web



iStock



Endura



Leaf Jones



Cannula



Charlotte's Web



B GREAT



TerraVida



CBD Daily



El patron



CBD for Life



WE'RE GETTING GREAT PRESS

WingsOver



The Best CBD for Anxiety

Newsweek



New Cannabis Products: Stress, Wile and a Wellness Line

Women's Health



Women Leaders of Cannabis: Conversation with Barbara Goodwin

Yahoo!



New Cannabis Products: Stress, Wile and a Wellness Line

WYZZ



4 CBD-Infused Brands: Absolutely Worth Looking Into

Diabetes



Cannabis Industry: 2020 Predictions

USA TODAY



Pushing Up Their Potentness

AFAR



Find Your CBD with CBD Infused

[CLICK TO VISIT TO OUR PRESS & MEDIA PAGE OF OUR WEBSITE](#)



TEAM

BARBARA GOODSTEIN

CEO

Barbara Goodstein is a highly respected executive and strategic leader who has delivered major brands, new products/services, and hundreds of millions of dollars in revenue and profits in the Financial and Technology segments. Barbara was named one of the Top 25 Women in Finance US Banker's Most Powerful Women Annual Ranking in 2008 and 2009, and is a member of CIOE. She participated in Fortune's Most Powerful Women Summit, 2009-2017.

Barbara is the Chair of the Governance Committee and a member of the board of directors for Rush Bottles, Inc., a leading provider of packaging, supplies, accessories, and branding solutions for the regulated cannabis industry, and the board of Marketing and Design, an asset management company. Barbara also serves on the advisory board of PDI Family Office Exchange, the premier global member network for enterprise families.

ELLEN BRASLAW

Head of Marketing

Ellen is the former Senior Vice President of Marketing for TIGER 21, the premier training organization for investors with average assets of \$100 million. Prior to holding that position, Ellen was editor in-chief and senior vice president of Grandparents.com, where she oversaw editorial strategy and engagement, growing membership and positioning the brand as the #1 Most Shared Brand on Facebook. Ellen was executive editor of Women's Day magazine, the nation's seventh largest publication, she was founding editor and editor in chief of For Me, a young women's lifestyle magazine and also served as a head editor at Glamour.

Ellen is a graduate of Northwestern University's Medill School of Journalism and a National Fellow at the Casey Journalism Center on Children and Families.

RICHARD HARFORD

Board of Advisors- Sales and Operations

Richard was the President U.S. for Nature Delivered, Inc., the rapid growth multinational owner of natural sweet business marketed under the Green brand. Prior to his tenure at Green, Richard was CEO for Sprout Foods, Inc., a \$20m super premium organic youth baby food brand.

Before these entrepreneurial ventures, Richard led sales and the national launch of a new brand into market at World Paper Mills.

Richard held Sales and Marketing leadership roles at Georgia-Pacific Corporation, James River Corporation, and Healy USA, Kentucky. Richard was the former vice President of Sales North America for Georgia-Pacific leading a team of 100 personnel delivering \$2B annually.

MANUFACTURING

- **Registered FDA establishment / Certified GMP facility / TN State Department of Health certified**
- State-of-the-art 125,000 sq. ft facility - Nashville, TN
- 10 filling lines with capabilities to produce 3 Million units per month
- All products manufactured under strict Quality Control procedures and protocols
- Complete traceability. Tamper-evident packaging on all consumables
- Industrial hemp fields in Kentucky and Tennessee as generational farmers continue transitioning to hemp (from tobacco)
 - 62,000 acres approved by KDA & TSA for 2019 (Kentucky Dept of Agriculture & Tennessee Dept of Agriculture)
 - Approximately 220 authorized farmers (some going back 5 family generations)
 - 100 authorized hemp processors
- Proprietary and custom formulations and packaging on all products using patented liposomal CBD technology



MARKETING CHANNEL STRATEGY

GEO-TARGETED ADS surrounding areas where retailers are selling our products (digital, radio)

GEO-TARGETED E-MAILS Email blasts in geographies around specific stores where retailers are selling products

GRASSROOTS SOCIAL MEDIA expansion through organic posts

TARGETED SEM to increase brand awareness and impressions

INFLUENCER MARKETING Leverage investor followers on Facebook, Instagram and Twitter to expand our social presence

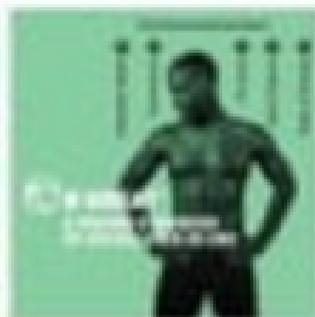
STRENGTHEN SEO through ongoing content creation

SAMPLING to our demographic and "brand personas" at specific regional and local events

PARTNERSHIPS with like-minded brands to expand awareness



B GREAT'S LAUNCH WILL BE SUPPORTED WITH STRATEGICALLY PLACED OUTDOOR, DIGITAL & SOCIAL MEDIA



B GREAT'S COVID19 STRATEGY

Everybody needs CBD. Consumers are looking for ways to calm down. B GREAT is poised to help ease this anxiety

Our inventory is produced, and it is immediately accessible

We have not missed fulfilling any orders

B GREAT has reduced expenses during this unique period in history

While there have been dramatic challenges to the selling process, we have not missed a beat. We are in discussions with retail buyers across the country



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THE PROBLEM

CBD products are *everywhere* and no one knows *whether they are safe to use.*

WE WANT TO FIX THAT.

OUR SOLUTION

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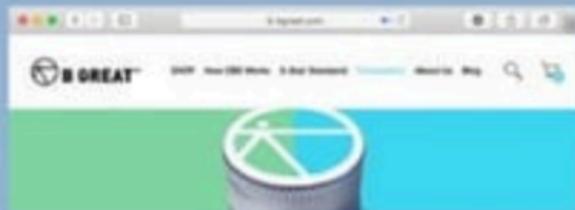
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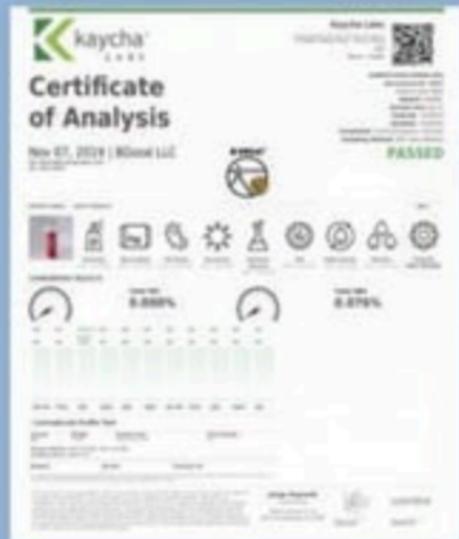


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Lot Number

19295C

Enter



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