



THE HIGHBRID LAB

INVESTOR PRESENTATION - JUNE 2021

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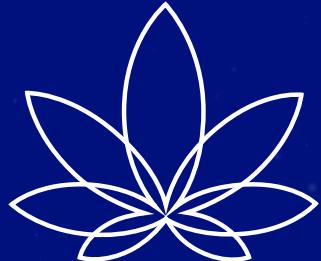


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CRESO
PHARMA

X



RED LIGHT HOLLAND

=



THE HIGHBRID LAB

CRESO PHARMA and **RED LIGHT HOLLAND** merge to introduce **THE HIGHBRID LAB**, a leading global psychedelics x cannabis company, specializing in recreational products, applied science, technology and innovation



CRESO
PHARMA



MERNOVA
life sciences inc.



CRESO
TOPICALS



CRESO
THERAPEUTICS



CRESO
NUTRACEUTICALS



CRESO
ANIMAL HEALTH



THE HIGHBRID LAB



RED LIGHT HOLLAND



Wisdom
Truffle



MERA
Life Sciences Inc



RLH Merch



THE HIGHBRID LAB'S VALUE PROPOSITION



Balanced portfolio of high growth market pursuits

Allowing aggressive pursuit of high growth markets while also focusing on near-term cash flows



Opportunity to scale recreational THC offering

The HighBrid Lab will target growth in Canada and seek to enter US market



Market leader in recreational psilocybin

Leader in this space with continued market expansion efforts ongoing



Well capitalized entity with complementary management capabilities and product offerings



Enhanced distribution of European CBD offering and intention to expand into the US market



Investments in applied science supporting long-term psychedelic opportunities

Utilizing pending acquisitions of Halucenex and Mera Life Sciences

TRANSACTION TERMS



Structure	<ul style="list-style-type: none">Share-for-share combination, which takes the form of a reverse acquisition by way of statutory schemes of arrangement under the <i>Corporations Act 2001</i>Creso Pharma shareholders to receive 0.395 shares of Red Light Holland for each Creso Pharma share they own, Creso Pharma listed optionholders to receive 0.257 shares of Red Light Holland for each Creso Pharma listed option they own, Red Light Holland shareholders to continue to hold their shares and other Red Light Holland securitiesPro forma ownership of approximately 57% for Creso Pharma shareholders and 43% for Red Light Holland shareholders on a basic basis
Board of Directors	<ul style="list-style-type: none">3 current Red Light Holland directors and 3 current Creso Pharma directorsBruce Linton expected to join as non-executive Chairman
Management	<ul style="list-style-type: none">Todd Shapiro: CEO, other management roles described in subsequent slides
Name / Ticker / Location	<ul style="list-style-type: none">Combined company to be named The HighBrid Lab, with existing Red Light Holland and Creso Pharma brands remainingTicker: CSE:TRIP, FRA:4Yx, OTCPink:TRUFF
Conditions / Timing	<ul style="list-style-type: none">Subject to customary closing conditions, including regulatory and shareholder approvals, as well as court approval of the schemes of arrangement

HIGH GROWTH MARKET PURSUITS



Short term cash flow

Long term cash flow



Recreational THC

Expand existing sales in Canada through Mernova

Expects to enter US THC via acquisitions

Introduce Red Light Holland branded THC products in US and Canada

CBD Products

Enhance European distribution of Creso Pharma's CBD products through SR Wholesale

Develop and action US market entry strategy for Creso Pharma's CBD products

Collaborate on new product development

THC Canada 2026 TAM: C\$9 billion (19% CAGR)

THC US 2025 TAM: US\$41 billion (16% CAGR)

CBD US 2028 TAM: US\$13 billion (21% CAGR)

CBD Europe 2027 TAM: US\$26 billion (45% CAGR)

Recreational Psychedelics

Red Light Holland is a leader in this space – focus on growing the brand globally

Maintain responsible use, educational and technological approach to this vertical

Carefully assess new markets as they open with objective to deploy a first mover strategy

Applied Science / Psychedelics

Pending acquisitions of Halucenex and Mera Life Sciences expected to provide strong platform for applied science

Creso Pharma's Switzerland based team has over 100 years of pharmaceutical industry expertise

Consider retreat style revenue generation opportunities in Caribbean

PSYCH North America 2027 TAM: US\$6.8 billion



GLOBAL OPERATIONS

Pro Forma Market Cap⁽¹⁾:
C\$347 million



CANADA

Public Listing (CSE)
Mernova cannabis operations
Pending acquisition of Halucenex
Happy Caps Mushroom Farm



USA

Oregon psilocybin JV
Desired entry into US THC and CBD
Radix Motion

LATIN AMERICA / CARIBBEAN

Pending named patient psilocybin and
CBD pilot sales (Brazil)
Pending acquisition of Mera
Life Sciences
CBD animal health registration
(Uruguay)

Pro Forma Cash Balance⁽²⁾:
A\$48 million



EUROPE

Netherlands magic truffles sales
SR Wholesale distribution network
CBD nutraceuticals, cosmetics, and animal
health products in several countries

ASIA-PACIFIC

CBD therapeutics (Australia / NZ)
CBD nutraceuticals and cosmetics
agreements in Pakistan and the Philippines



SOUTH AFRICA

CBD nutraceuticals

(1) Implied based on exchange ratio and closing prices as of June 15, 2021

(2) Unaudited



ANTICIPATED MANAGEMENT TEAM



TODD SHAPIRO
Director & CEO



HANS DERIX
President



SARAH HASHKES
CTIO



WILLIAM LAY
EVP & CSO



TO BE FILLED
VP Sales and Marketing



TO BE FILLED
CFO



TO BE FILLED
COO



CRESO SWISS TEAM
100 YEARS OF
PHARMACEUTICAL
EXPERIENCE



ANTICIPATED BOARD OF DIRECTORS



BRUCE LINTON*
Non-Executive Chair

- Former Founder, Chairman & co-CEO of Canopy Growth Corporation

RED LIGHT HOLLAND NOMINEES



TODD SHAPIRO
Director & CEO

- Marketing entrepreneur with 20 years of experience
- Previously top-rated radio show host, moved from mainstream media to build Red Light Holland



BRAD LAMB
Director

- One of Toronto's top condominium brokers, having been involved in the sale of over 29,000 properties for \$8 billion +, also completed 19 developments



ANN BARNES
Director

- Has previously served as General Counsel for several private and public companies, including Manulife Financial, Cott Corporation, TSN, and Insight Sports
- THC and CBD experience

CRESO PHARMA NOMINEES



ADAM BLUMENTHAL
Director

- 15 years of experience in investment banking and corporate finance, has successfully brought to market medical cannabis companies in Israel, Canada, Switzerland and Australia



BOAZ WACHTEL
Director

- Leading medical cannabis expert, previously Co-Founder and managing director of Phytotech Medical, Australia's first public cannabis company



JAMES ELLINGFORD
Director

- Previously served as President of an internationally publicly listed billion-dollar business headquartered in Switzerland and the US

RECREATIONAL THC

- Creso Pharma's 24,000 sq. ft. Mernova Cannabis operation in Canada has received Craft Designation from the Ontario Cannabis Store and is scalable to 200,000 sq. ft.
 - Strong efforts to increase share in the growing Canadian market will be made
- CSE listing allows entry into US THC, a key strategic priority for The HighBrid Lab
- The HighBrid Lab will introduce Red Light Holland branded THC products to build brand equity
 - THC microdosing opportunities will also be explored

THC  Canada 2026 TAM: C\$9 billion (19% CAGR)

THC  US 2025 TAM: US\$41 billion (16% CAGR)



CBD PRODUCTS

- Creso Pharma has spent 5 years developing high-quality, Swiss manufactured CBD products for animals and humans
- The HighBrid Lab expects to pair these products with Red Light Holland's European distribution company, SR Wholesale, for increased penetration
- Planned entry into the US CBD market is also a key strategic priority
- Where permissible, aggressive e-commerce initiatives to be implemented
- New product development with collaboration between Red Light Holland and Creso Pharma for potential products such as CBD functional mushrooms



Europe 2026 TAM: **US\$26 billion (45% CAGR)**



US 2028 TAM: **US\$13 billion (21% CAGR)**

Source: Graphical Research

Note: TAM = Total Addressable Market



RECREATIONAL PSYCHEDELICS

- Red Light Holland is a market leader in recreational psychedelics
- Operates a custom built farm in the Netherlands capable of producing 10,000 Kg of truffles annually
- Highly responsible approach including education, technology and telecounseling
- Small but meaningful regulatory shifts beginning to occur; The HighBrid Lab will carefully monitor these shifts with objective to be a first mover in new markets



APPLIED SCIENCE

- Pending acquisitions of Halucenex and Mera Life Sciences will provide The HighBrid Lab a full set of applied science capabilities
- Creso Pharma's Swiss team has deep pharmaceutical backgrounds which will benefit research efforts
- Potential for retreat style opportunities in the Caribbean for near-term revenue generation
- Research will be used to further calibrate the iMicrodose app, where permissible



North America 2027 TAM: **US\$6.8 billion**





POLITICS

Connecticut Governor Tells Lawmakers To Pass Marijuana Legalization Bill In Special Session Next Week



Published 5 days ago on June 11, 2021

By Kyle Jaeger



POLITICS

A bill legalizing marijuana cleared the Connecticut House of Representatives on Wednesday; the measure could receive final approval in the Senate on Thursday

Note: Screenshots and not intended to imply endorsement of The HighBrid Lab or its products.

Amazon Now Supports Federal Cannabis Legalization



Will Yakowicz
Forbes Staff
Vices



POLITICS

Nevada Bill To Legalize Marijuana Consumption Lounges Heads To Governor's Desk



Published 2 weeks ago on June 1, 2021
By Kyle Jaeger



africanews.



Morocco joins growing list of African countries to legalize cannabis

By Michael Oduor

Last updated: 27/05/2021



Note: Screenshots and not intended to imply endorsement of The HighBrid Lab or its products.

Silicon Valley Is Micro-Dosing 'Magic Mushrooms' To Boost Their Careers



Jack Kelly Senior Contributor @
Careers

I write actionable interview, career and salary advice.



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03:35

Powered by Trinity Audio



Mike Tyson Takes Handful Of Magic Mushrooms On Logan Paul's Podcast

By COREY ATAD. 31 Dec 2020 9:57 AM



Celebrities are drinking mushroom tea and smoking copious amounts of weed on Dave Chapelle's Ohio farm

"We're in a cornfield in a pandemic. What have you got to lose?"

The GrowthOp

Oct 06, 2020 • Last Updated October 6, 2020 • 2 minute read



RollingStone

/ MUSIC NEWS

OCTOBER 22, 2020 1:08PM EDT

Lizzo's Interview With David Letterman: 5 Things We Learned

Pop star talks Prince, Black Lives Matter, magic mushrooms, and naming her flute Blue Ivy

CLAIRE SHAFFER



Psychedelics

Kristen Bell opens up about using psilocybin to manage her depression

"There's a lot of different routes to feeling better."

The GrowthOp

May 19, 2021 • Last Updated May 22, 2021 • 2 minute read



Chelsea Handler takes mushrooms before appearance on The Tonight Show with Jimmy Fallon

"Microdosing mushrooms is a game-changer, and psilocybin is good for everybody. It puts you in a good mood, it keeps you upbeat, and makes you appreciate nature."

The GrowthOp

Mar 24, 2021 • Last Updated March 27, 2021 • 2 minute read



BRANDING



Todd Shapiro ✓
@iamToddyTickles



The Future of Psychedelics
Livestreaming on May 31st at 3PM EST

WATCH LIVE ON

Todd Shapiro
Co-Founder, CEO & Director

Sarah Hashkes
Chief Technology & Innovation Officer

Graham Pechenik
Legal & IP Advisor

Wisdom Truffle
Voiced by Lauren Barnes

 RED LIGHT RADIO

COMBINED FOLLOWERS
+ 4,850,000 Twitter
+ 3,300,000 Instagram



THE HIGHBRID LAB





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Authority

This announcement has been authorised for release by the Board of Creso Pharma Limited.