

Cannabis Beverages Global Market

M Chart of the Week



\$1.9 Billion U.S. Hemp-Based Product Sales by Category in 2022e

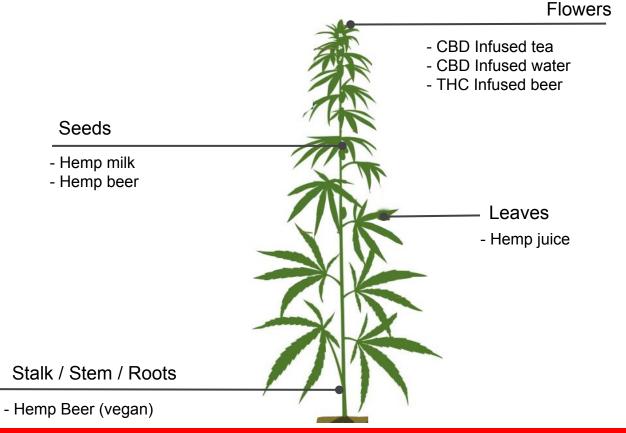
Annual U.S. Cannabis Sales Vs. Other Industries & Goods



Sources: 2018 hemp industry fact book, mjbizdaily | 2016 state of hemp, HBJ | Annual marijuana business factbook, mjbizdaily

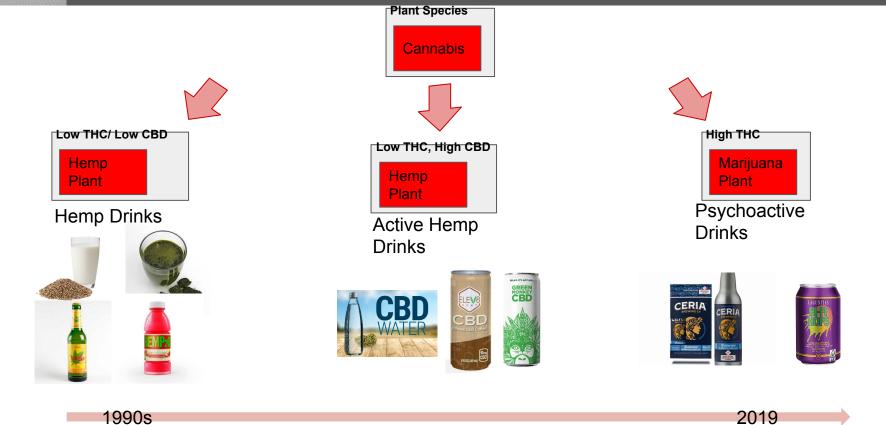


Cannabis Plant Parts for Beverages



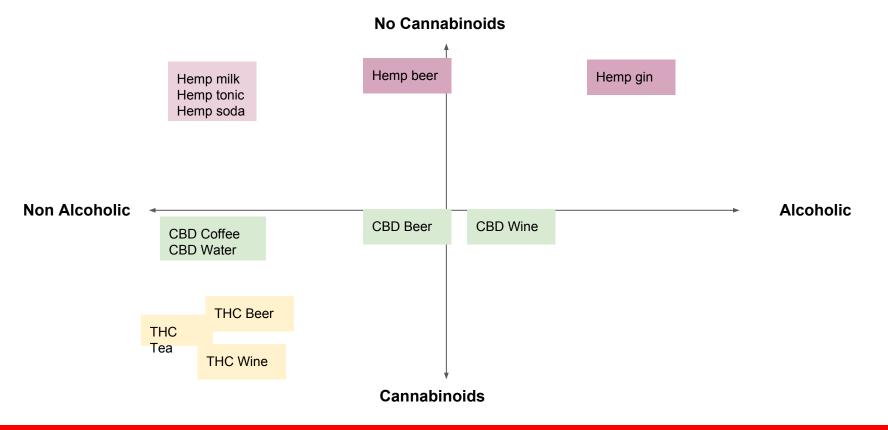


Cannabis Beverages Market Evolution





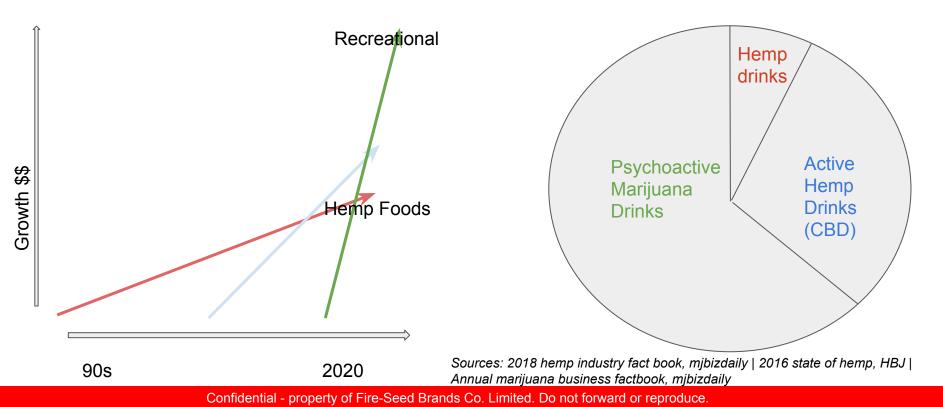
Cannabis Beverage Type Map





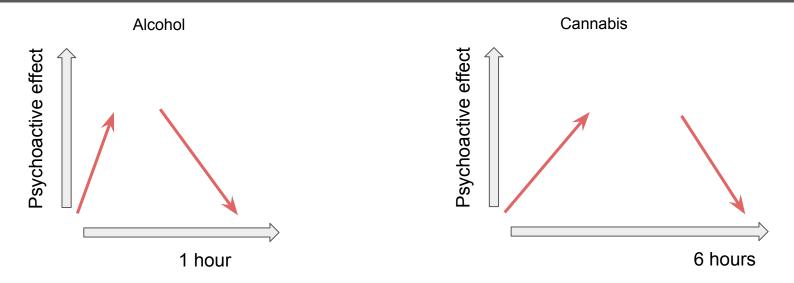
Cannabis Product Market Segments

Active Hemp (cbd) and Psychoactive (thc) drinks overtaking traditional hemp drinks due to changing regulations and awareness





Alcohol versus Cannabis

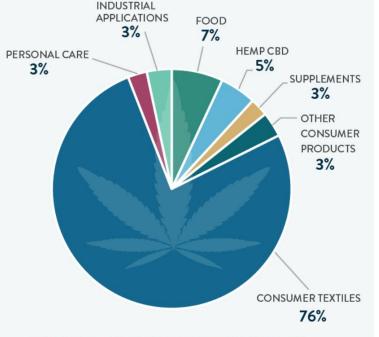


Technical solutions

- Nano encapsulation / emulsification to increase onset
- CBD can help to increase offset
- Correct balance of cannabinoids to produce a more 'social high' similar to alcohol



China - biggest supplier of hemp



CHINA'S \$1.1 BILLION (USD) HEMP MARKET BY PRODUCT CATEGORY 2017

Sources: 2018 hemp industry fact book, mjbizdaily | 2016 state of hemp, HBJ | Annual marijuana business factbook, mjbizdaily

Market Overview

- 1.4B ppl
- Largest supply world
- Top 5 beverages consumed are:
 - red wine, rice wine (Chinese baijiu), beer, whiskey, white wine

Regulatory Overview

- Hemp is legal as a food
- CBD is not legal yet
- THC is not legal yet

Emerging Trends in Beverages

- Consumption per capita increasing
- Chinese consumer palate is maturing (e.g., craft beer)
- Pride in domestic brands emerging
- Trends towards health (low sugar, organic)



Fireseed Brands is building a platform to market in China for hemp consumer products today, cannabis tomorrow

China Hemp Beverage Platform

