

CHARLOTTE'S WEB

STANLEY BROTHERS



CRAFTED IN NATURE. PERFECTED BY SCIENCE. TRUSTED BY FAMILIES.

FOUNDED: 2013, based in Boulder, Colorado

FISCAL YEAR END: December 31

CSE : CWEB **OTCQX:** CWBHF

SHARES: 93.3M Outstanding (As-converted equivalent)
106.6M Fully Diluted

Charlotte's Web is a **market leader** in the production and distribution of innovative **hemp-based, CBD wellness products.**



Vertically integrated business model ensures high-quality, consistency and efficacy

CULTIVATION

- 300 acres of outdoor cultivation planted in 2018
- 675,000 lbs. of hemp FY18
- Operating farms in Colorado and contract farming in Kentucky and Oregon

MANUFACTURING

- 40,000 sq. ft. cGMP certified manufacturing and R&D facility
- New 135,000 sq. ft. facility underway
- Rigid quality management

DISTRIBUTION

- 60% of sales are direct to consumer via CharlottesWeb.com
- Sold through 4,000 retail locations
- 3 National brand retail grocery and drugstore chains
- Expanding distribution channels to national grocery, drug, pet and natural specialty retailers

CHARLOTTE'S WEB IS THE #1 BRAND IN THE HEMP-DERIVED CBD MARKET

FINANCIAL SNAPSHOT

All figures shown in millions US\$

	FY2018	FY2017
Revenue	\$69.5.2	\$40.0
Adjusted EBITDA	\$21.1	\$14.1
Net income	\$11.8	\$7.5
Cash	\$73.4	\$7.1
Working capital	\$93.8	\$8.1
Total assets	\$139.1	\$19.5
Total Liabilities	\$17.6	\$6.8
Shareholder's equity	\$121.5	\$12.6

HEADQUARTERS

Charlotte's Web Holdings, Inc.
2425 55th St. Suite 200
Boulder, CO 80301

WEBSITE

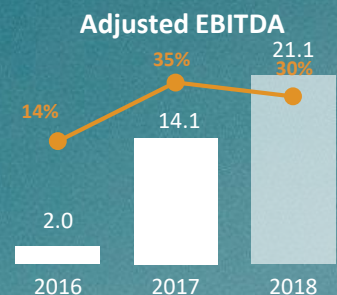
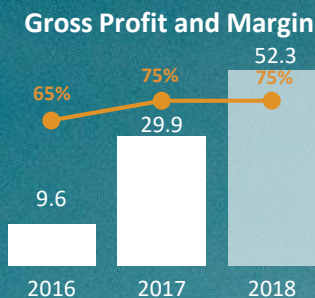
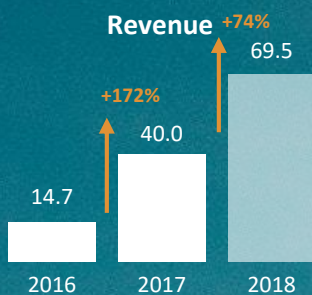
www.CharlottesWeb.com

MANAGEMENT TEAM

Hess Moallem, CEO
Rich Mohr, CFO

INVESTOR RELATIONS

Cory Pala
USA: 720-484-8930
Canada: 416-594-3849
E-mail: IR@CharlottesWeb.com



BRAND POWER

PRODUCT QUALITY

FINANCIAL STRENGTH

INVESTMENT HIGHLIGHTS

- **LEADING MARKET POSITION** in a rapidly growing segment
- **ESTABLISHED AND TRUSTED** Charlotte's Web Brand
- **POSITIVE INDUSTRY TRENDS** support continued growth
- **CONTINUED INNOVATION** to expand leading product portfolio
- **SCALABLE CULTIVATION AND PRODUCTION** platforms
- **STRONG FINANCIAL PERFORMANCE**
- **EXPERIENCED MANAGEMENT TEAM** to lead growth

675,000

GROWTH PLAN

- Building brand awareness
- Growth of existing products
- Introduction of new, differentiated products
- International expansion
- Improved distribution
- Acquisition of strategic complementary companies

