

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: 92.8M Outstanding (As-converted equivalent)
106.3M 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
- Targeting to produce 250,000 – 350,000 lbs. of hemp FY18
- Operated farms in Colorado and contract farming in Kentucky and Oregon

MANUFACTURING

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

DISTRIBUTION

- Direct to consumer via cwhemp.com E-commerce sales growth of 60%
- Sold through 2,700 retail locations; projected to be 3,000 by year-end 2018
- 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\$

	Q2 2018	FY2017
Revenue	\$17.2	\$40.0
Adjusted EBITDA	\$6.1	\$14.1
Net income	\$3.7	\$7.5
Cash	\$10.8	\$7.1
Working capital	\$14.4	\$8.1
Total assets	\$27.6	\$19.5
Total Liabilities	\$7.7	\$6.8
Shareholder's equity	\$19.8	\$12.6

HEADQUARTERS

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

WEBSITE

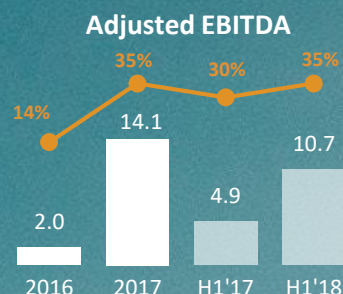
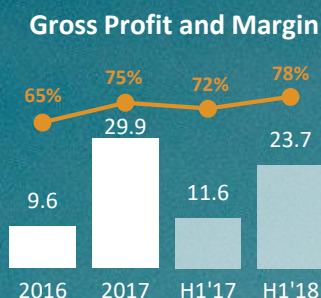
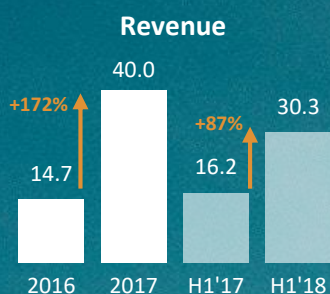
www.cwhemp.com

MANAGEMENT TEAM

Hess Moallem, CEO
Rich Mohr, CFO

INVESTOR RELATIONS

Cory Pala
USA: 720-484-8930
Canada: 416-594-3849
E-mail: IR@cwhemp.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 market-leading product portfolio
- **SCALABLE CULTIVATION AND PRODUCTION** platforms
- **STRONG FINANCIAL PERFORMANCE**
- **EXPERIENCED MANAGEMENT TEAM** to lead growth

GROWTH PLAN

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

