

The background is a solid dark green color. In the top-left and bottom-right corners, there are stylized, light green line drawings of cannabis leaves, showing serrated edges and prominent veins.

DISCOVER THE KANNAWAY OPPORTUNITY

What is today about?

- We are co-creating a **values-based community** that is rewarding to belong to
- Brief look at **industries** and **market growth potential**.
- Learn about **our company, our world class products and the science of cannabinoids**
- Explain **what we do** and **how we work**.
- Demonstrate **what would be available to you**: income and business development.



LIFESTYLE



**MISSION &
PURPOSE**



**FINANCIAL
FREEDOM**



HEALTH



WORK



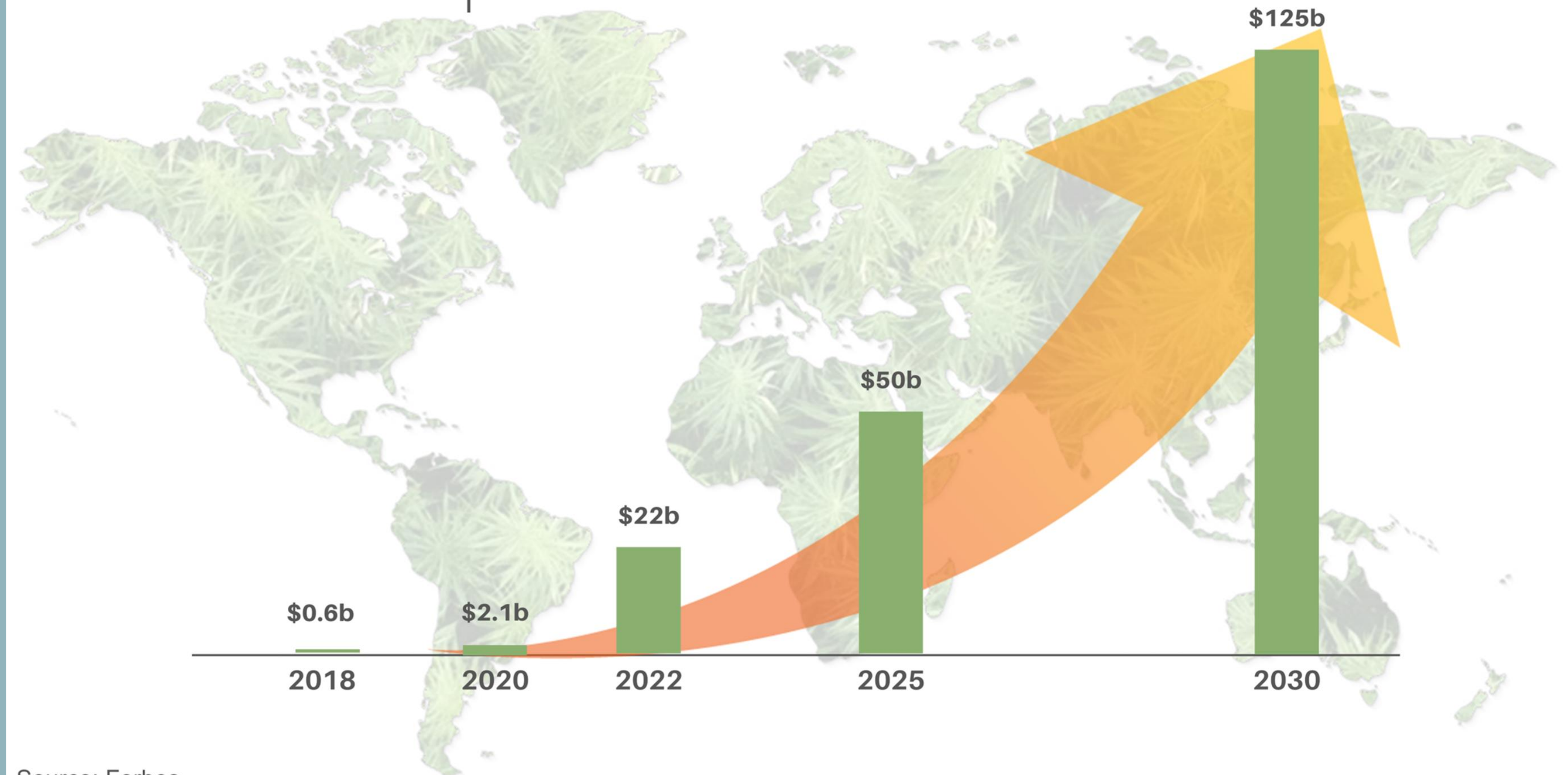
SUCCESS

WHY
are
YOU
here?



WHY get
involved in the
**HEMP &
CANNABINOID
INDUSTRY?**

Off-the-chart predicted **GROWTH**



Source: Forbes

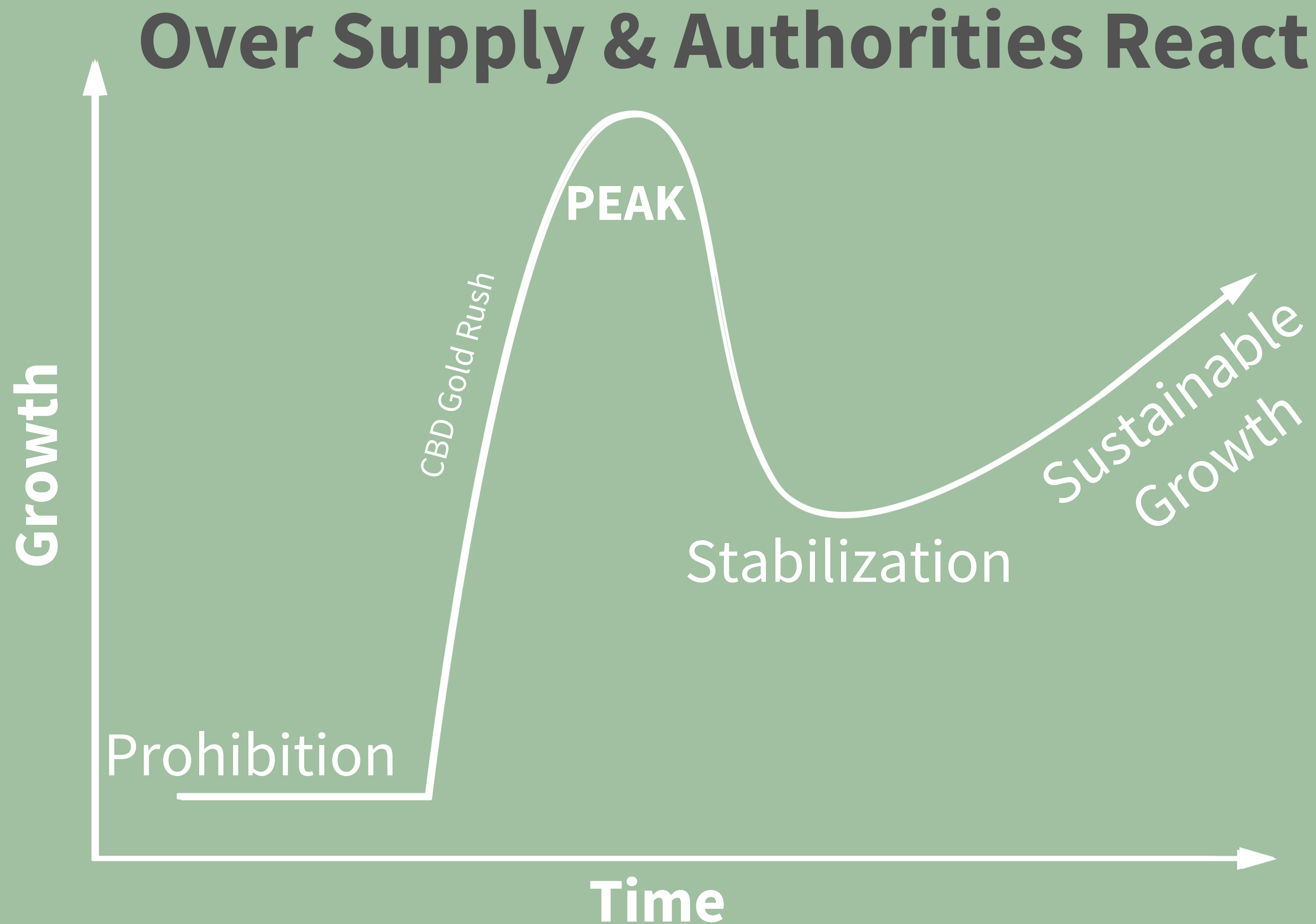
The initial cannabis and Hemp Gold Rush of 2019-2021 has given way to steady growth. With significant expansion projected over the next decade, the industry is poised for exciting developments.

Hemp Gold Rush Of 2019-2021

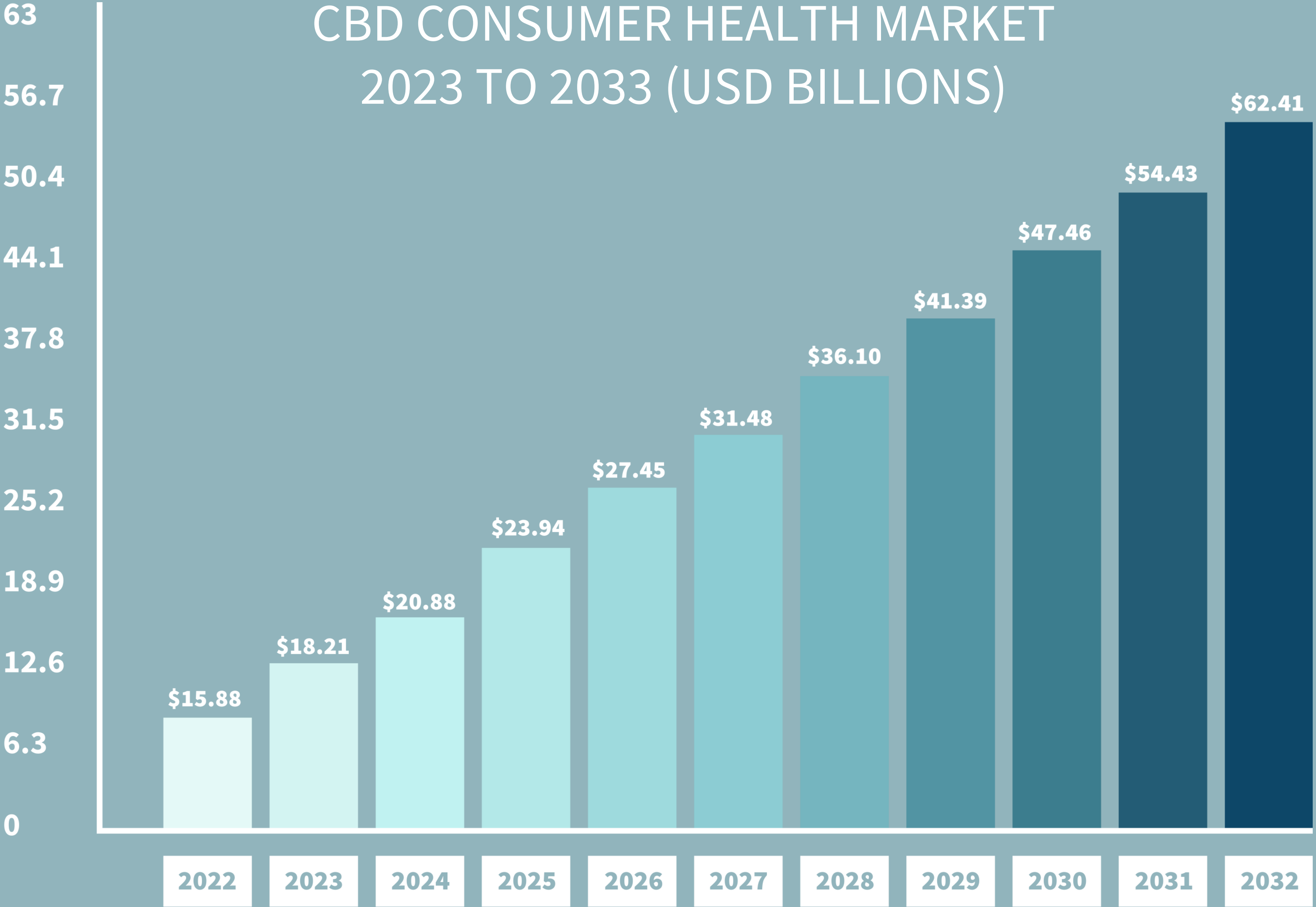
We were the First.

We are the Best.

We're still here and
poised to become
the Biggest.



CBD CONSUMER HEALTH MARKET
2023 TO 2033 (USD BILLIONS)





HEALTH, SUSTAINABILITY,
COMMUNITY & BUSINESS



HEMP CHANGES the WORLD!

 **KANNAWAY®**
The World's Premier Hemp & Wellness Company





KNOW THE DIFFERENCE

HEMP

- Tall and lengthy (can grow up to 3-6 meters high)
- High concentration of CBD (non-intoxicating)
- Numerous practical applications for industrial use
- Around the world, it is grown mostly for fibre and textiles

MARIJUANA

- Short and bushy (can grow about waist high)
- High concentration of THC (intoxicating)
- Grown for psychoactive intoxicating effect
- No industrial application

HISTORY OF HEMP

2737 B.C.



The Chinese Emperor Shen Hung recorded the first medicinal use of hemp, a plant previously known only for fibers and textiles.

1850



Hemp is grown by most major farms and is a staple of agriculture. It is also listed in the US Official Drug Reference Manual as a legitimate treatment for a wide range of ailments.

1937



The Passage of the Marijuana Tax Act of 1937 ended the farming and use of all cannabis plants, including hemp, across the US, and eventually throughout most of the world.

THE WAR AGAINST CANNABIS

For over 80 years, the world has been deprived of one of the most ubiquitous and beneficial plants in the global food chain. Whether consumed directly or not, cannabinoids were present in nearly all diets around the world. We are only now learning the long and short-term impacts on our health and wellness.

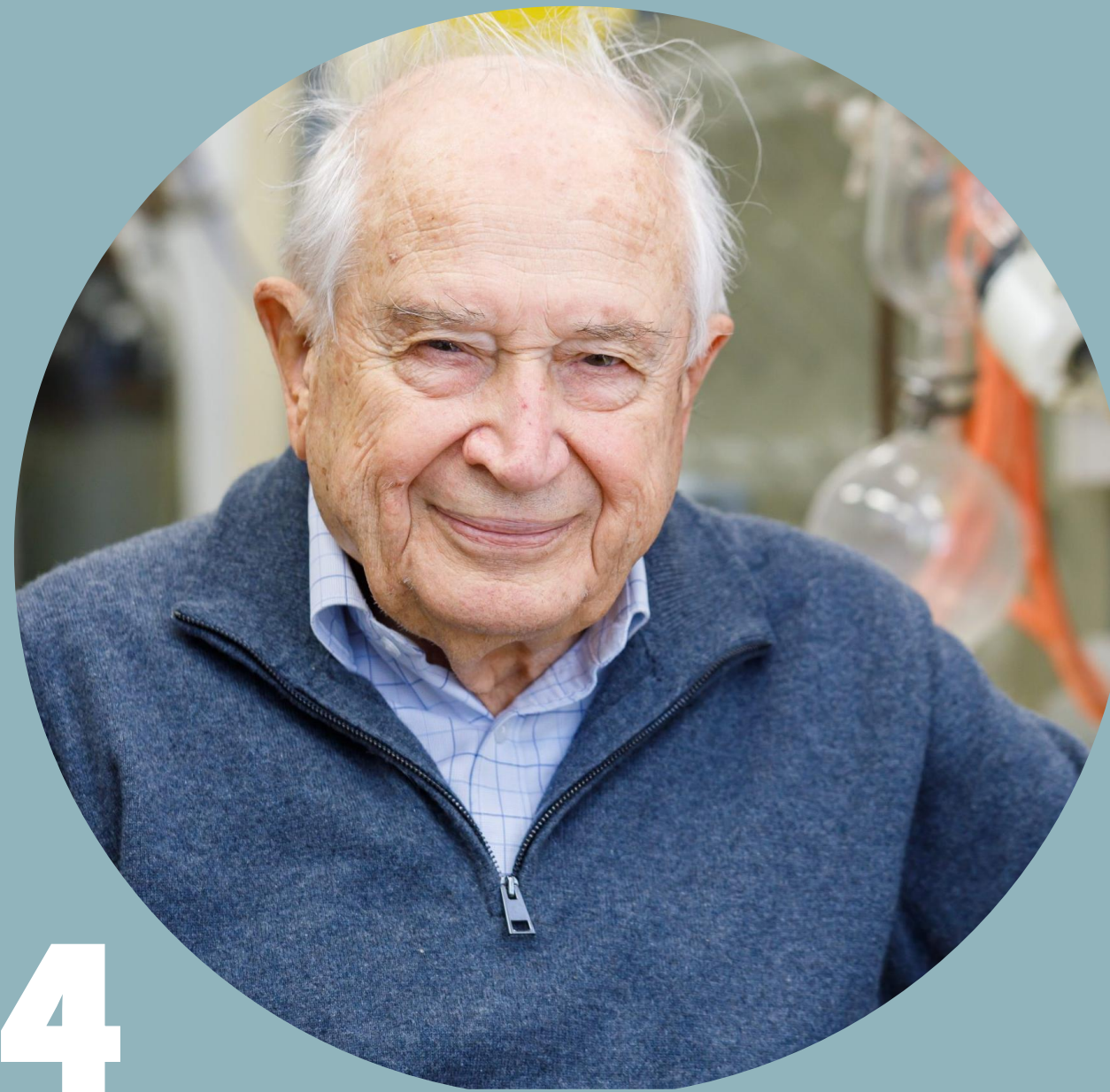
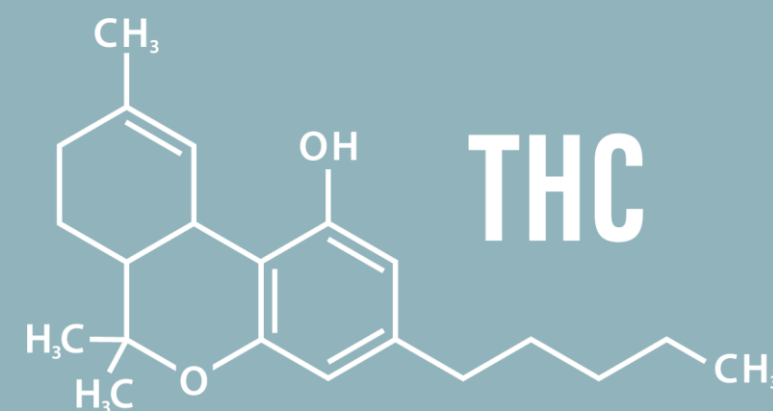
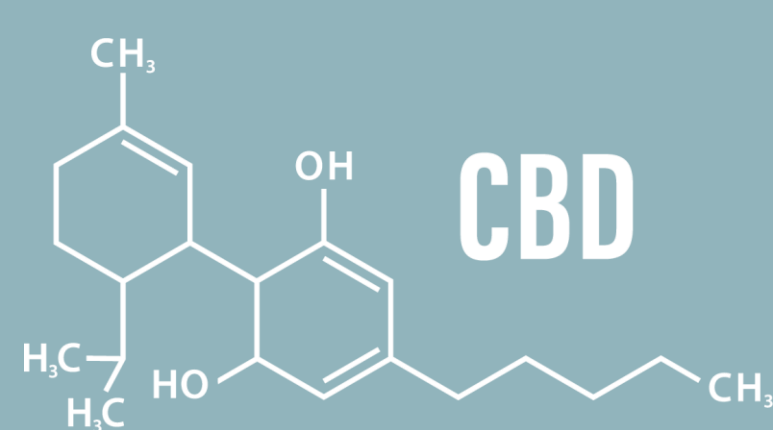
2012



Kannaway brings hemp and CBD products back into the US and other global markets – becoming the first to launch commercial CBD products.

1963-1964

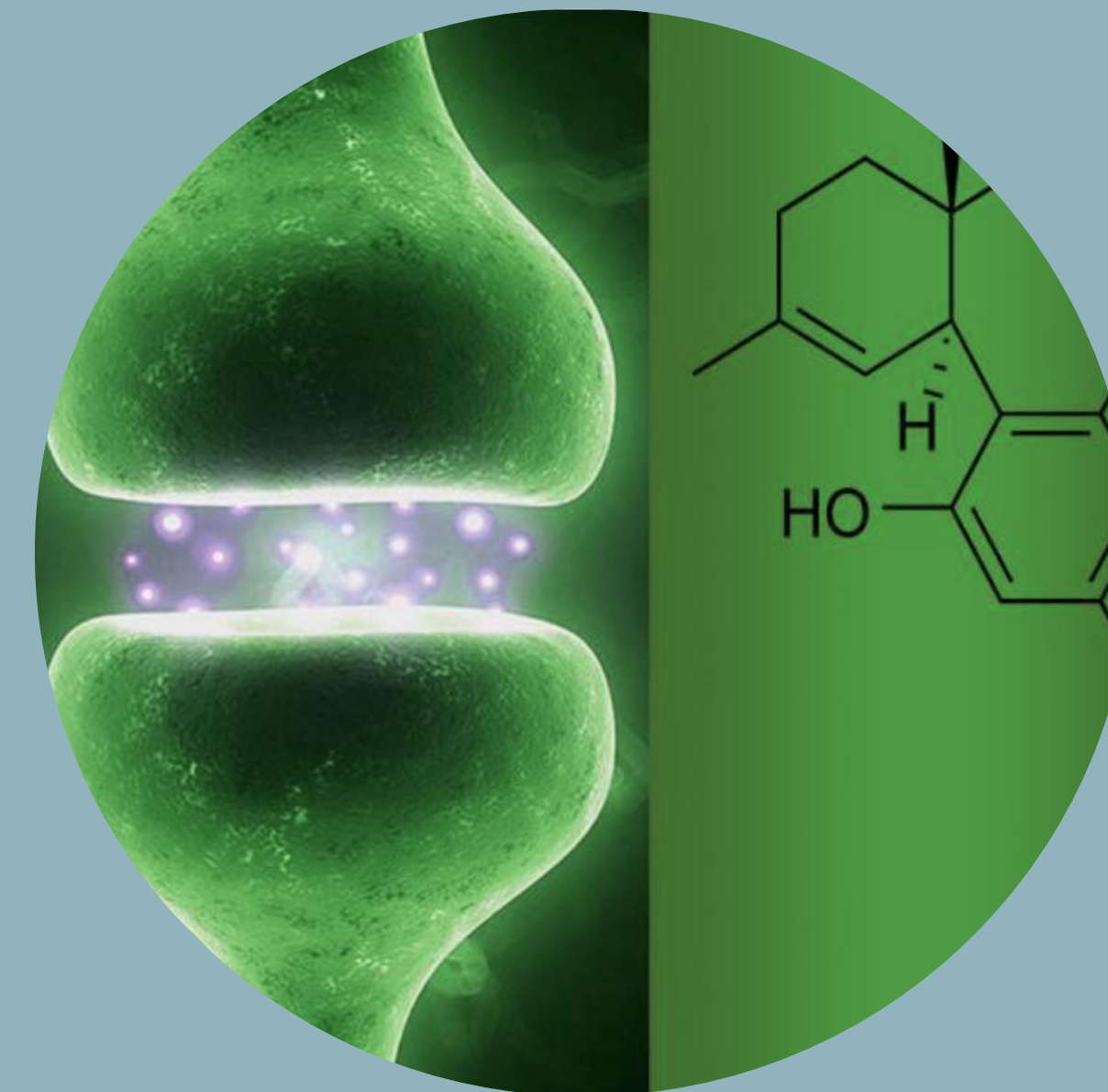
Dr Raphael Mechoulam isolates the molecules of CBD and THC for the very first time.



1992

Dr Mechoulam makes one of the most important scientific discoveries of the 20th century:

The Endo-Cannabinoid System (ECS)



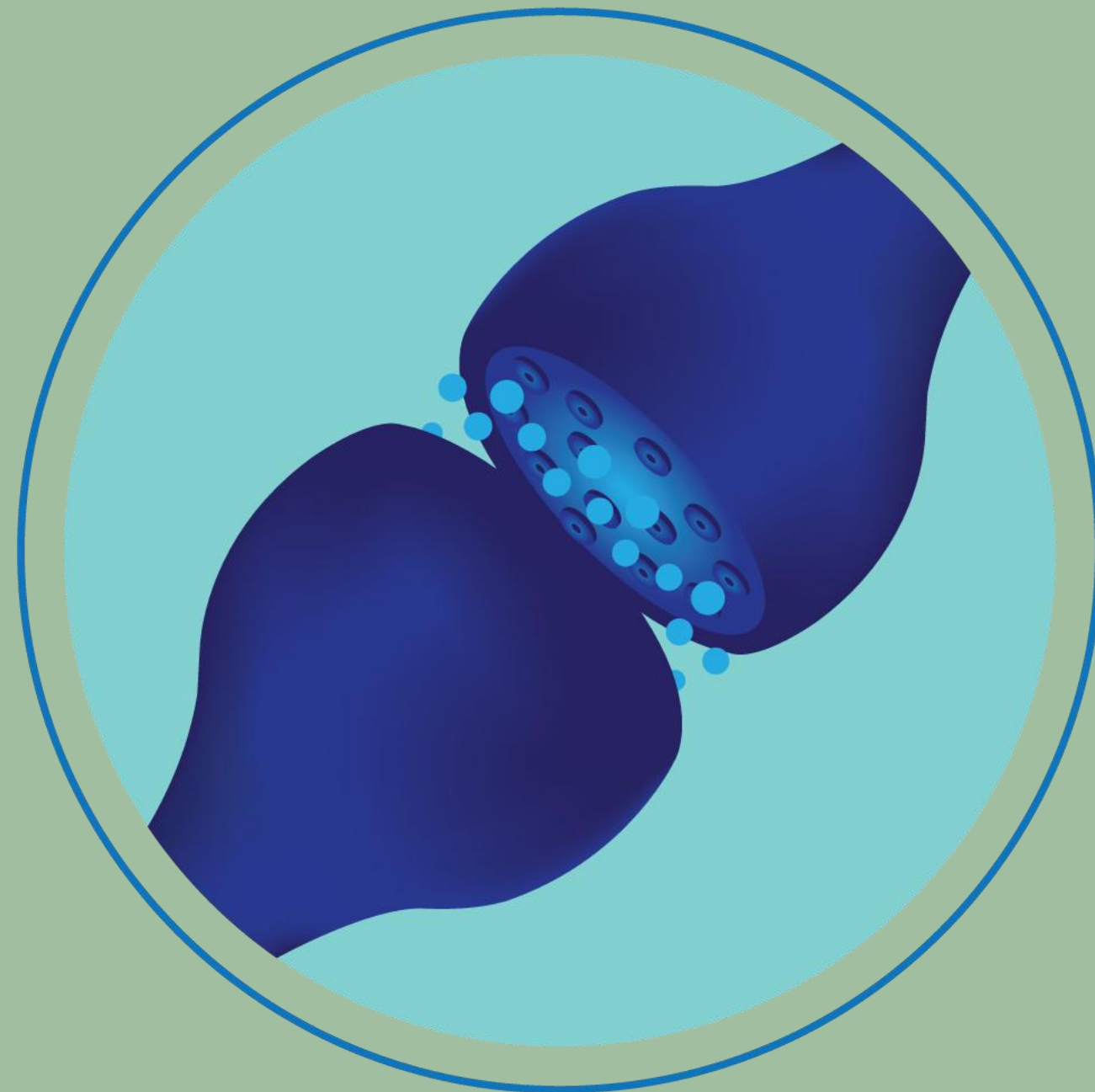
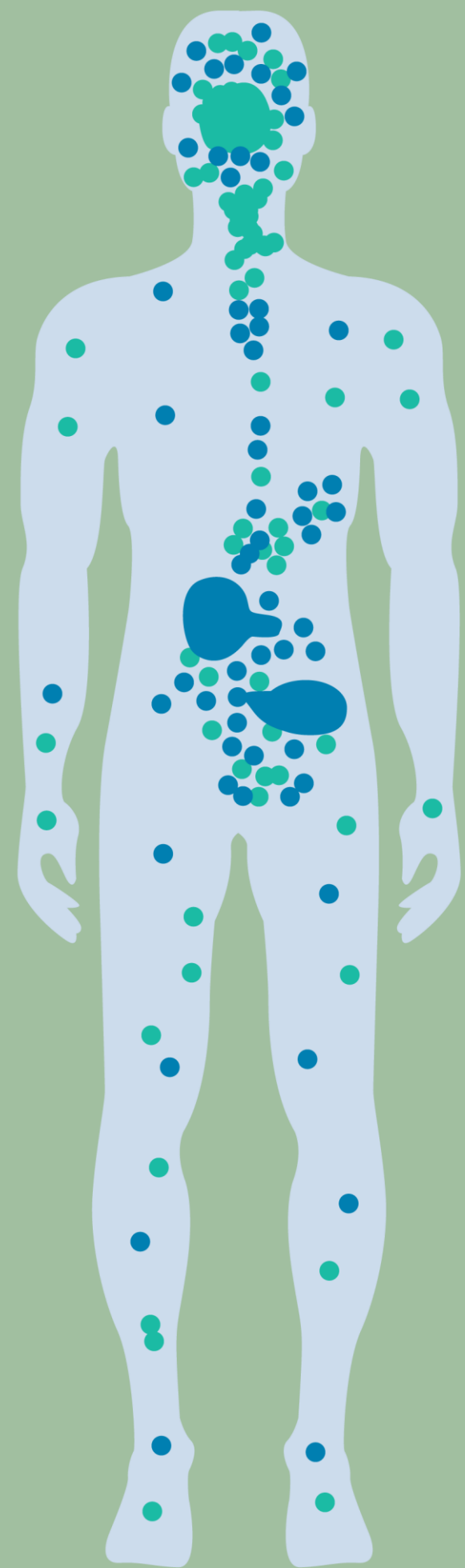
“The discovery of the Endo-Cannabinoid System is THE most important medical scientific discovery ever and will save more lives than the discovery and application of sterile surgical techniques.”

Dr. David Allen



Cardiac Surgeon and member of the
international Cannabis Research Society



CANNABINOIDS AND THE ECS

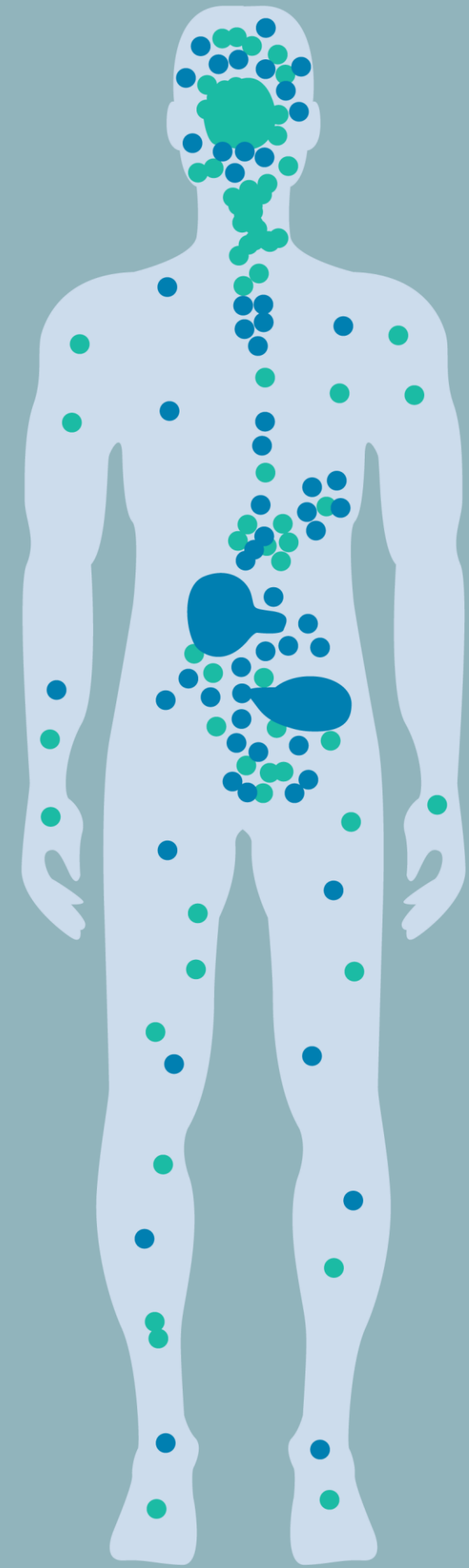


- Our bodies have an entire regulatory system called the Endocannabinoid System (ECS).
- It's the largest self-regulating system within our bodies.
- It uses cannabinoids to transmit certain signals and regulate homeostasis within us.
- Serves to balance our mood, appetite, sleep and hormone production.

 CB 1 Receptor
 CB 2 Receptor

THE PROBLEM



Clinical Endocannabinoid Deficiency (CED)



“Researchers believe that the underlying cause of many ailments, particularly those related to the immune system and inflammation, could be a disorder referred to as clinical endocannabinoid deficiency.”

- Dr. Ethan Russo



-  CB 1 Receptor
-  CB 2 Receptor

THE SOLUTION

Supplementing our own endo-cannabinoids with phyto-cannabinoids, extracted from plants like hemp.



US006630507B1

(12) **United States Patent**
Hampson et al.

(10) **Patent No.:** **US 6,630,507 B1**
(45) **Date of Patent:** **Oct. 7, 2003**

(54) **CANNABINOIDS AS ANTIOXIDANTS AND
NEUROPROTECTANTS**

(75) **Inventors:** **Aidan J. Hampson**, Irvine, CA (US);
Julius Axelrod, Rockville, MD (US);
Maurizio Grimaldi, Bethesda, MD
(US)

(73) **Assignee:** **The United States of America as
represented by the Department of
Health and Human Services,**
Washington, DC (US)

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We Are Kannaway:

- True industry pioneers
- Innovation leaders
- Regulatory champions
- **Setting the quality standards**
- **Established in 40 countries**



Cannabis Expert
Dr. Stuart Titus

THE WORLD'S PREMIER HEMP & WELLNESS COMPANY

2009

2010

2011

2012

2013

2014

2015

2016

First publicity-
traded cannabis
company in the US

The first to
establish a
global CBD
pipeline

First company to
launch a
commercial CBD
products and sell
across state lines

First company to
develop strict
quality standards
for lab testing.

First company to
license famous
NIH government
patent-
Cannabinoids as
antioxidants and
neuroprotectants

First direct
selling company
in cannabis
industry

First company to
introduce legal
CBD products to
Brazil

THE WORLD'S PREMIER HEMP & WELLNESS COMPANY

2017

First company to
legally register a CBD-
based nutritional
supplement

2018

First direct selling
company to offer
CBD products in
Europe

First company to
bring legal CBD
products to
Mexico

First company to
launch a legal
CBD drug in
Paraguay

2019

First company to have
products listed in the
Prescribers Digital
Reference (PDR)

First company to
address United
Nations and WHO
about CBD

2022

First direct selling
company to offer a
CBN product

First direct
selling company
to offer a CBG
product in
Europe

THE WORLD'S PREMIER HEMP & WELLNESS COMPANY

2021

Established partnerships with top hemp industry organizations in Japan, strengthening our global presence.

Collaborated with the Por Grace Foundation to provide critical support for special needs children, underscoring our commitment to corporate social responsibility.

Received BSCG Certified Drug-Free Approval for our Pure Gold CBD, assuring customers of its safety and purity.

2022

Held our 2022 Elite Retreat in Thailand to celebrate the entrepreneurial achievements of our top performers.

Launched a host of new wellness and nutrition products, including weight loss, superfruit, and detox products, to meet the diverse needs of our customers.

2023

Consolidated our corporate offices, manufacturing, production, warehousing, and fulfillment into a new Headquarters, streamlining our operations and enhancing efficiency.

Renewed our focus on international markets in Latin America and Europe.

THE WORLD'S PREMIER HEMP & WELLNESS COMPANY

2024

Launched on-the-ground sales in Japan, marking an important step in our international expansion and solidifying our Asian market footprint.

Marking a significant milestone, we celebrated our 10th anniversary of pioneering the Hemp Wellness movement worldwide.

2025

We proudly sponsored the Hemp For Humanity Event in Tokyo, Japan, uniting some of the foremost voices in the international hemp movement and further igniting global excitement about the possibilities of hemp.

Launched P³ Pure Plant Power in Europe, our latest and most advanced CBD offering. This product, also recognized as Active³ in the Japanese market, represents a significant step in our CBD innovation.

We Pioneered the Hemp Industry that *We All Know Today*.



- 1st Publicly-traded hemp company in the US
- 1st to launch CBD products
- 1st to develop strict quality standards for lab testing
- 1st Direct Selling company in the hemp industry
- 1st Direct Selling hemp company in Europe, Japan and Mexico
- 1st company to address the United Nations, the WHO, the US FDA, the European Parliament, Japan's Ministry of Health about CBD
- 1st and only CBD product listed in the USA Prescribers Digital Reference



Kannaway's Comprehensive Hemp & Wellness Suite

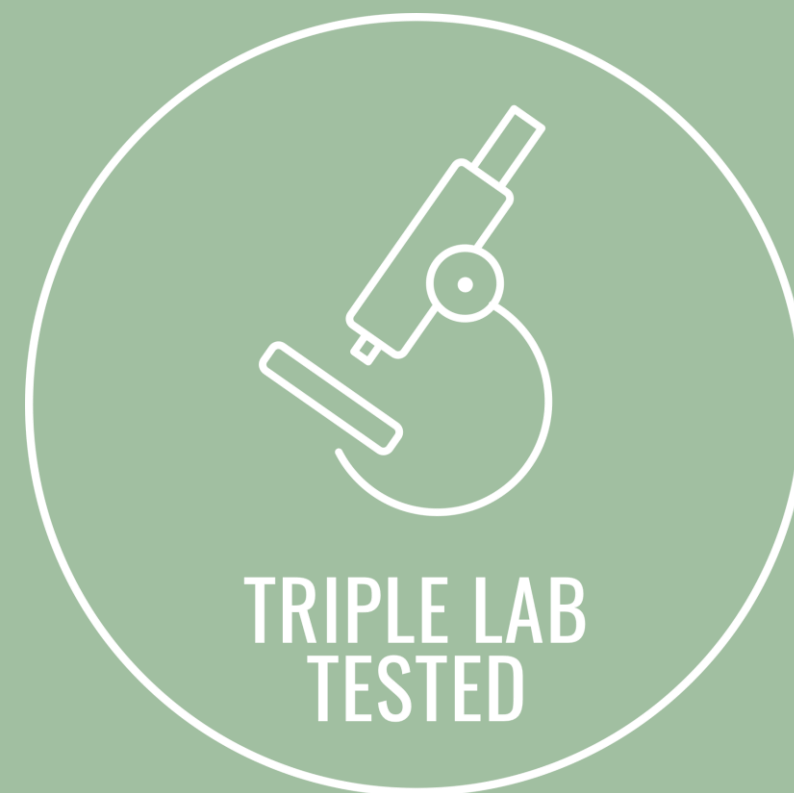


Kannaway is the best choice for world-class, certified organic, non-GMO hemp and wellness products.

TRIPLE LAB TESTED

When it comes to quality, we leave nothing to chance. Our ingredients are sourced from the finest hemp farms in the world. We inspect each batch of our hemp oil at three different points in the cultivation process through our stringent Triple Lab Tested standard.

1. INITIAL TESTING OF THE HEMP BIOMASS AFTER HARVEST
2. SECONDARY TESTING BY AN ACCREDITED LAB AFTER EXTRACTION
3. FINAL LAB TESTING OF FINISHED GOODS WITH PUBLISHED COAS





PRESCRIBERS
DIGITAL REFERENCE

PDR by
ConnectiveRx

KANNAWAY Pure Gold

Broad Spectrum • THC Non-detectable

The only CBD product listed in the Prescriber's Digital Reference, a resource used by medical professionals!

PURE GOLD 1000mg CBD

- Gold formula
- 1000 mg CBD / 120 ml
- **33 servings per bottle**
- Mixed with MCT Oil (medium chain triglyceride or coconut oil)

 **KANNAWAY**[®]
The World's Premier Hemp & Wellness Company



KANNAWAY P³ Pure Plant Power

- Kannaway's most potent and advanced formula
- The ultimate defense against inflammation
- A neuroprotective advantage using Myrcene and Terpenes to enhance CBD delivery
- Boosting immune health with key synergistic vitamins D3, E, K2-supporting bone health, skin protection and immunity
- Key Ingredients: Hemp extract with 3000 mg CBD, Sea buckthorn, Chili extract, Piperine, Ginger, Turmeric, Rosehip, Vitamin D3, E, and K2, Myrcene, and Myrrh

NEW



KANNAWAY Sleep³ (Superior Sleep Support)

Raw Organic Hemp Extract 1000mg CBD (Cannabidiol): Known for its calming effects, which help reduce anxiety and promote a more relaxed state for better sleep. It also contains essential fatty acids and other phytonutrients that support overall well-being.

CBN (Cannabinol) 500mg: A cannabinoid specifically recognized for its sedative effects, making it a key ingredient for promoting relaxation and supporting a more restful night's sleep.

Poppy Seed: The oil from poppy seeds, rich in essential fatty acids, contributes to relaxation and overall well-being, creating a more conducive state for sleep.

Walnut Oil: High in omega-3 and omega-6 fatty acids, walnut oil supports overall health, which contributes to better sleep by promoting a balanced state within the body.

Chamomile & Lavender: These botanicals are widely recognized for their calming and relaxing properties, making them effective in reducing anxiety and promoting a more peaceful and restful sleep.



KANNAWAY Hemp+ Applicator

Active Applicator – 3600 mg

Gold Standard Broad Spectrum Hemp Oil with Vitamins D & E

Benefits of Hemp+ Oral Applicator Active

Stay energised and active

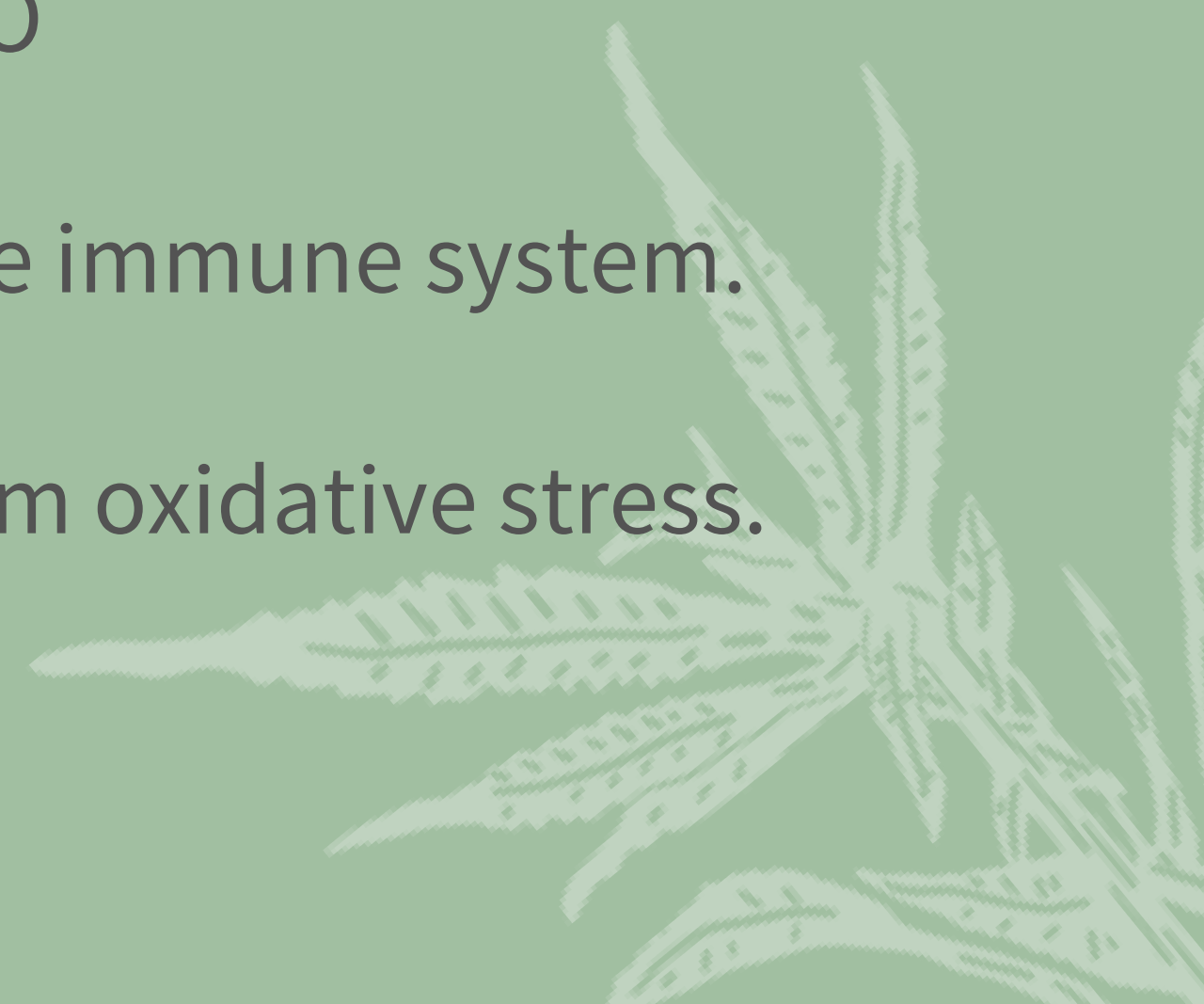
No herbicides or pesticides and non-GMO

Benefits of Vitamin D

Contributes to the normal function of the immune system.

Benefits of Vitamin E

Contributes to the protection of cells from oxidative stress.





KANNAWAY Green Hemp Oil

- Combines nutritious organic hemp seed oil with our raw hemp oil kept in its natural state
- 500 mg of CBD
- Place and hold a serving under your tongue for 60-90 seconds for fast natural balancing benefits
- Can also be added to a morning cup of coffee, smoothie, or any other prepared food or beverage



KANNAWAY Premium CBG

CBG-rich Natural Extract • THC Non-detectable

- 500mg CBG + 200mg CBD
- CBG is known as the “mother cannabinoid” from which all other cannabinoids originate
- Many use CBG for uplifting mood & reducing anxiety/stress
- Supports better focus





KANNAWAY

Salve • 500 mg CBD

- Cannabinoid receptors exist in the skin surface as well as in muscle and soft tissues of the body
- Spot specific relief for the “Musculo-skeletal discomfort”
- Many have also used for open wounds
- Combined with Asian herbal formula for skin absorption and penetration of product



KANNAWAY Advanced Skincare

Hemp + Vitamin C Ester Moisturizer
Hemp + Dragons Blood Serum
Hemp + Provitamin B5 Cleanser





KANNAWAY Pain Relief Cooling Roll-On

600 mg of CBD + 300mg CBG

- Soothes Soreness, Reduces Inflammation, and Promotes Healing
- Key Ingredients:
- CBD & CBG: These powerhouse cannabinoids work together to reduce inflammation and promote overall well-being.
- Arnica: A well-known natural remedy, Arnica helps to minimize pain and swelling
- Menthol: This cooling ingredient provides a refreshing sensation that helps to numb discomfort
- Special Herbal Blend: Our unique blend of botanical extracts enhances the effectiveness of the formula, promoting faster healing and a return to pain-free movement



KANNAWAY Hydro Luxe Body Cream

- 1000 mg CBD
- Infused with premium CBD Isolate, Jojoba, and Almond, Kannaway's Hydro Luxe Body Cream is a luxurious body cream that intensely hydrates and smooths dry skin
- This all-natural formula with a refreshing cucumber melon aroma absorbs quickly for a non-greasy, velvety soft finish, leaving your skin nourished and softly radiant



MUSCADINE – The Superior Antioxidant

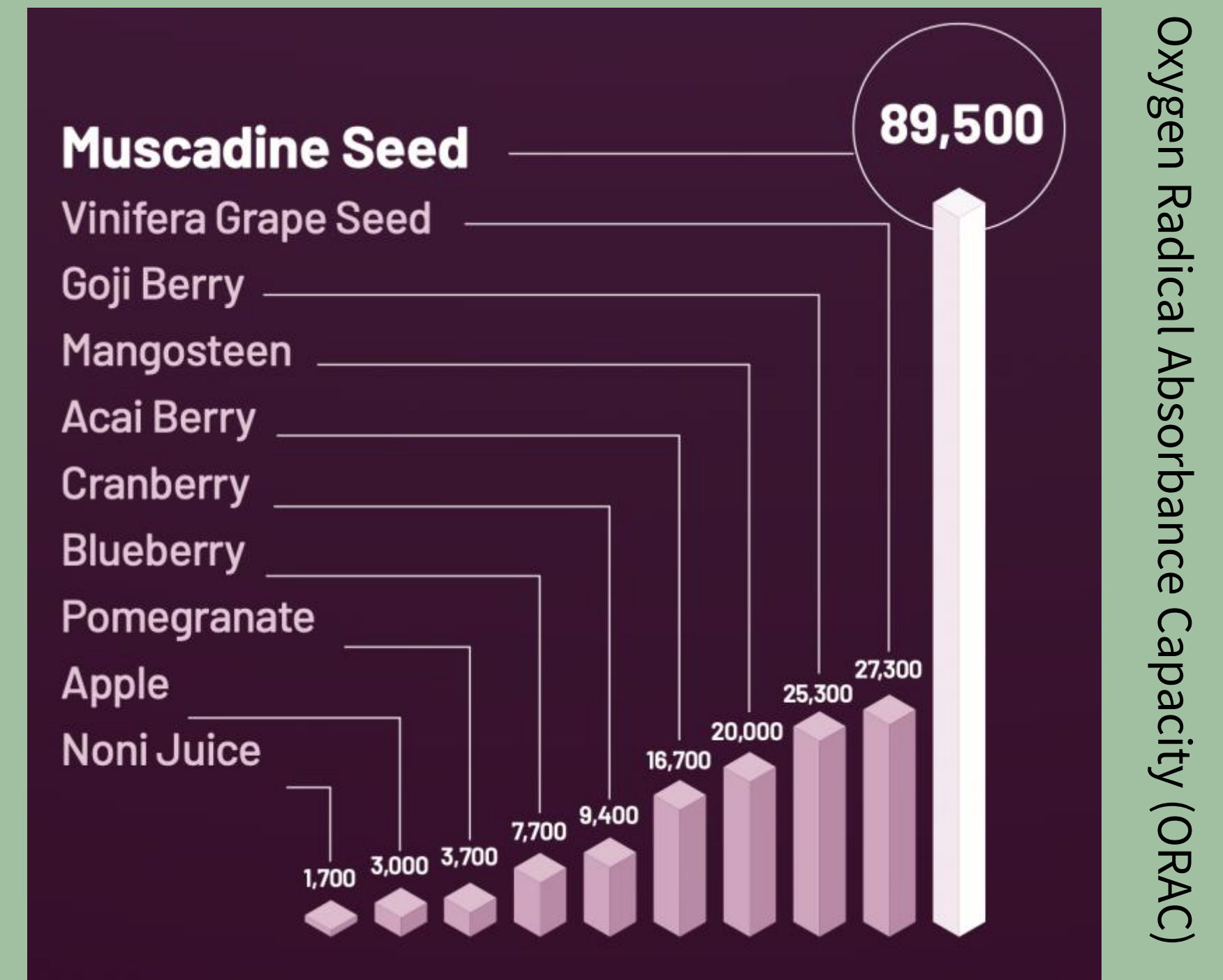


- With two more chromosomes than wine grapes, Muscadines have a remarkable natural immunity
- Grows naturally in the Southwestern U.S.
- Farmed with no pesticides or herbicides

Health benefits include:

- Reduce Oxidative Stress*
- Revitalize Energy Levels*
- Boost Cardiovascular Health*
- Increase Blood Flow*
- Improve Brain Function*
- Support Immunize System*
- Promote Joint Health*
- Support Sexual Health*

Over \$21 Million in Clinical Studies



Oxygen Radical Absorbance Capacity (ORAC) is a measure of a substance's ability to neutralize Free Radicals for the purpose of comparison to other tested substances.

ORAC ratings vary from batch to batch. All ORAC ratings are measured by Brunswick Laboratories and are expressed as micromole TE per 100 grams.



*These statements have not been evaluated by the FDA. Kannaway products are not intended to diagnose, treat, cure, or prevent any disease.

Kannaway offers a Dynamic Lifestyle Business Model

- Life changing premium hemp products
- An Industry of the future
- Word-of-mouth recommendation
- Network of trained & motivated Brand Ambassadors
- An E-Commerce International opportunity
- Mentorship and Support to fuel your personal growth throughout your entrepreneurial journey



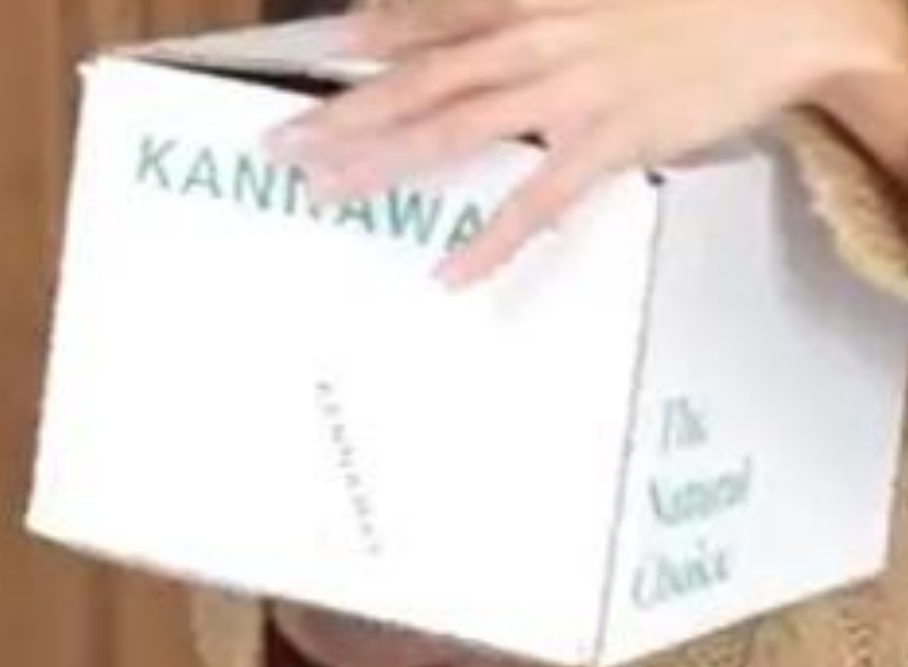
WHAT
do we
DO?



1

USE

the products and
feed your own
endocannabinoid
system



2

SHARE the products & earn

Share the **benefits**
with others

Point towards **education**
and **research**

Develop a
handful of loyal
regular customers

- Utilize educational tools and research
- Earn 23% margin on retail
- Direct Sales Commission (DSC) on first orders
- Up to 85% margin on bulk packs with regular customers
- Customers can get free products and earn rewards

3



Build a **TEAM** & Expand

Share the **lifestyle business** with others

Use a **simple process**

Identify **3 key people**

- **Power of Three!** Enroll 3 Brand Ambassadors in your 1st 30 days and ***double your Direct Sales Commission for 90 days!***
- Then repeat/duplicate the same process with your team
- This is how we develop channels of distribution and start leveraging our time and effort to create multiple sources of income.
- The higher the volume (BV) passing through your distribution channels, the higher the income.



4

COACH your TEAM to

- Use the products
- Achieve Double Direct Sales Commission (DSC)
- Qualify for Rank Advancement Commissions (RAC)
- Qualify for Minimum Income Guarantees (MIG)
- Qualify for travel incentives

DUPLICATE THE PROCESS AND GROW YOUR COMMISSIONS:

- Rank up and earn rank advancement commissions
- Unique Minimum Income Guarantee (MIG)
- Exciting travel incentives
- Support your growing team to succeed – your total revenue goes up and your own commissions



THE PROCESS

1. Use the Products
2. Talk to People
3. Follow Up
4. Invite to an Event

WHAT NOW?

1. Customer

- Choose from the world's leading cannabis products.
- Get updates from the CBD community.
- The possibility of becoming a regular customer, which gives you discounts on the price of products and the possibility of free deliveries.



2. Brand Ambassador

- Eligibility for earning commissions, reward trips, incentives, and much more!
- Personal Kannaway ecommerce website
- Wholesale pricing on Kannaway products



HOW DO YOU GET STARTED?



1. Decide your monthly income goal
2. Choose the appropriate Value Pack to launch your business
3. Enroll as a Brand Ambassador



STARTER

150 BV



JR. EXECUTIVE

350 BV



EXECUTIVE

700 BV



TOTAL EXPERIENCE

1,500 BV

Money-back
Guarantee



Multiples to resell



Value

€318
37% discount

€704
36% discount

€1,439
37% discount.

€2,872
37% discount.

Your Cost at
Wholesale

€199.99

€449.99

€ 899.99

€ 1,799.99

DSC

€30/€60

€75/€150

€150/€300

€300/€600

*Earn double DSC by enrolling 3 value packs within your first 30 days



WAYS TO EARN

- Retail Sales
- Direct Sales Commissions
- Team Override Commissions
- Rank Advancement Bonuses
- Minimum Income Guarantee

THE POWER OF THREE

75 €



Example with Jr. Executive Value Pack:

You choose the Jr. Exec Value Pack when you enroll in Kannaway and then you introduce three others and they duplicate what you did and purchase a Jr Exec Value Pack. Your DSC is 225Euro.

THE POWER OF THREE

FAST START DOUBLE DSC

450 €



Example with Jr. Executive Value Pack:

You enrolled three new BAs within your first 30 days of enrollment so your DSC was doubled to 450 Euro and you have a return on your initial investment of your Jr. Value Pack.

Compensation Plan

Minimum Income Guarantee (MIG) & Rank Advancement Commissions (RAC)

A career that fits all ambitions, from \$100/month to \$1million/year – RAC, Retail Margin Commissions, Direct Sales Commissions (DSC) and Value Pack Direct Sales Commissions (VPDSC) are Paid on top of MIG



BV 1,000
MIG \$100-\$300
RAC \$100-\$200



BV 3,000
MIG \$300-\$500
RAC \$200-\$400



BV 5,000
MIG \$500-\$1,000
RAC \$250-\$500



BV 10,000
MIG \$1,000-\$1,500
RAC \$750



BV 15,000
MIG \$1,500-\$3,000
RAC \$1,250-\$2,500



BV 30,000
MIG \$3,000-\$4,500
RAC \$1,750



BV 45,000
MIG \$4,500-\$6,000
RAC \$2,500-\$5,000

Compensation Plan

Minimum Income Guarantee (MIG) & Rank Advancement Commissions (RAC)

A career that fits all ambitions, from \$100/month to \$1million/year – RAC, Retail Margin Commissions, Direct Sales Commissions (DSC) and Value Pack Direct Sales Commissions (VPDSC) are Paid on top of MIG



BV 60,000
MIG \$6,000-\$10,000
RAC \$3,000



BV 100,000
MIG \$10,000-\$13,500
RAC \$3,750-\$7,000



BV 135,000
MIG \$13,500-\$24,000
RAC \$5,000-\$10,000



BV 240,000
MIG \$24,000-\$40,000
RAC \$24,000



BV 400,000
MIG \$40,000-\$60,000
RAC \$40,000



BV 700,000
MIG \$70,000
RAC \$70,000



BV 1,000,000
MIG \$83,300
RAC \$100,000

ROAD TO AREA DIRECTOR



Example of RETURN ON INVESTMENT

YOU

Jr Executive Value Pack 350 PV

350 BV
\$100

350 BV
\$100

350 BV
\$100

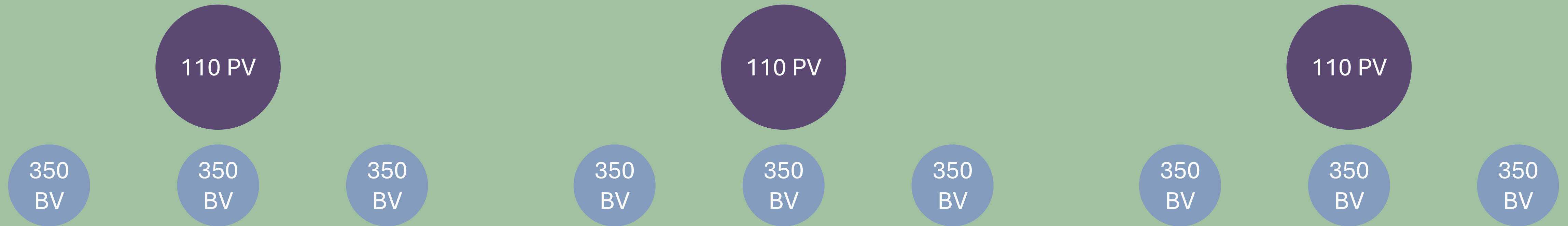
MONTH 1: You purchase your Jr. Executive Value Pack and sell three Jr Exec VP within your first 30 days... The Power of 3!

Your Elite volume is 1290 and you are now a Director and Fast Start Qualified, so you earn a double **DSC of \$600!** You will also earn Director **RAC of \$200** and **MIG of \$129**

Your Total Income for your first month is \$929 with the investment of \$499.99
PROFIT: \$429 and AMAZING PRODUCTS TO USE, SELL AND SHARE!!

Example of RETURN ON INVESTMENT

YOU 110 PV

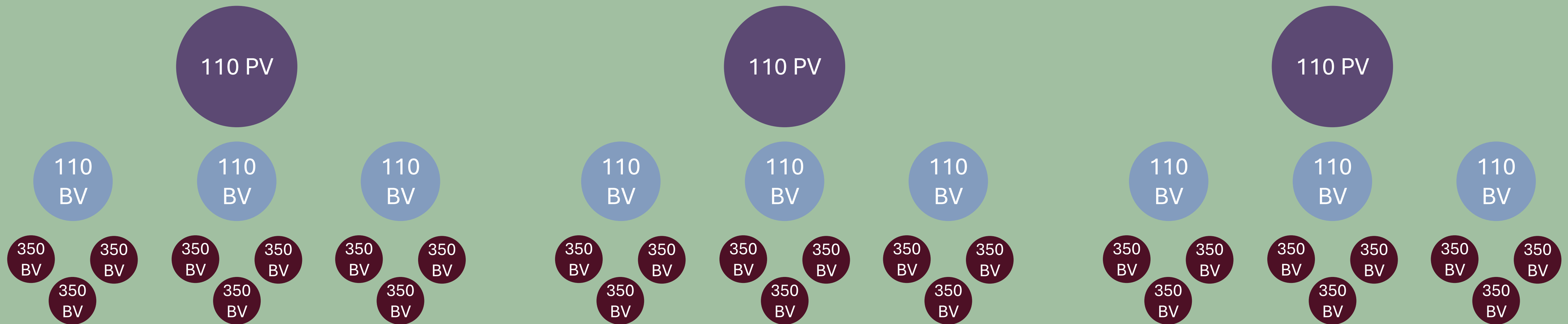


MONTH 2: Your three team members build their Power of 3 and they each have 110 PV. Your Elite volume is 3480 (3150+330). You are a Senior Director and earn **\$400** RAC + **\$348** MIG = **\$748**.

Total accumulated earnings for Month 1& 2:
\$929 + \$748 = \$1677

Example of RETURN ON INVESTMENT

YOU 110 PV



MONTH 3: Your team duplicates and they all enroll their 3.

Your Elite Volume is 10770 BV and you have achieved 10K Rank, earning Exec Dir RAC of **\$500** plus 10K RAC of **\$750** plus MIG **\$1077** for a total earnings month 3 of approx. **\$2327**.

Total accumulated earnings for Month 1, 2 & 3:

$$\mathbf{\$929 + \$748 + \$2327 = \$4004}$$

Your First 90-120 Days



Schedule, your first Virtual Presentation with your candidates within the first week



Double DSC = *Double Direct Sales Commission for 90 days* (Within first 30 days)



Director Rank = \$200 RAC (within 30 days) + \$100 - \$300 MIG



Senior Director Rank = \$400 RAC (within 60 days) + \$300 - \$499 MIG



Executive Director Rank = \$500 RAC (within 90 days) + \$500 - \$1000 MIG



10K Club Rank = \$750 RAC + \$1000 - \$1500 MIG



Area Director Rank = \$2500 RAC (within 120 days) + \$1500 - \$2999 MIG

Total Bonus Money Available = \$4,350

**Plus Direct Sales Commissions & Minimum Income Guarantee
(Total earnings approx. \$6,400-9,400)**

JOIN THE ENTREPRENEURIAL REVOLUTION

Build a business that drives positive global change

Forbes

CBS

THE
WALL STREET
JOURNAL

abc

FORTUNE

NBC

DIRECT
SELLING
NEWS

USA TODAY

KANNAWAY PROVIDES:

- **Low cost** to get started
- **Website** and **e-commerce** provided
- **Operations, customer support, shipping** and **logistics** all provided
- **Training & Leadership** Development
 - **International** opportunity
 - **Exclusive** trips and events

 **KANNAWAY®**
The World's Premier Hemp & Wellness Company

Exclusive Regional Retreats & Global Elite Retreats



KANNAWAY® Success Checklist

- ☐ Received first order
- ☐ Started using the products
- ☐ Installed and tried the Kannaway app
- ☐ Selected first people to contact
- ☐ Invited 5 people to launch party / first meeting
- ☐ Watched product training videos
- ☐ Reviewed Compensation Plan Training
- ☐ Completed first products sales
- ☐ Onboarded first team member
- ☐ Activated Double DSC
- ☐ Learned the 7 Steps Process

Scan or photograph your completed check list and email it to **success@kannaway.com** to claim a free gift!

ID _____

Signature _____



Access Training
Videos Here!

KANNAWAY® Seven Steps to Success



VISUALIZE YOUR OBJECTIVES

Make your goals clear, detailed, and concrete. Review them often.
Develop a visual representation of the organization you're going to build to MATCH your income goals.



WORK YOUR DATABASE

Your name list or database is the lifeblood of your business. Ensure everyone you interact with is added to your main database. Regularly add new contacts, track your activities, and leverage tags for better organization.



INITIATE CONVERSATIONS

Say hello! There are endless ways to connect and see if someone's interested in learning more about our products or opportunity. Just get started!



SHARE KANNAWAY

Use videos, documents, your own stories, and samples to share the products and opportunity. Let people experience Kannaway products firsthand and then invite them to a presentation.



FOLLOW-UP & BUILD RELATIONSHIPS

The average time from initial contact to enrolment is 70 days, so leverage assets to keep in touch. Follow up with customers, as they can be a great source of new contacts.



ONBOARD TEAM MEMBERS REGULARLY & CORRECTLY

Set your new team members up for success! Within 48 hours, walk them through the Success Checklist and schedule their Launch Party. **Enjoy doing this often!**



KEEP GROWING & DUPLICATE

Your business growth journey is a path of personal and professional development. Keep learning, attend trainings and events, and as you grow, mentor and coach others.

Are you
EXCITED
?

Invest in a
**VALUE
PACK**
?

Identify
**3 KEY
PEOPLE**
?

Ready to take the **NEXT STEP?**



A young woman with long, wavy brown hair is running through a field of bright yellow flowers. She is wearing a white, sleeveless, button-down dress and is smiling broadly at the camera. Her hair is blowing in the wind, and her arms are outstretched. The background is a soft-focus field of yellow flowers under bright, natural light.

REDISCOVER
KANNAWAY®

Thank You!



Please follow up with the person who invited you within 24 hours to Get Started or answer any questions you may have about our people, products, or compensation plan.