

A man and a woman are shown from the chest up, smiling and looking towards the right. The man is wearing a dark cap, sunglasses, and a blue and white striped shirt. The woman is wearing a straw hat, sunglasses, and a light-colored top. They appear to be outdoors, possibly on a hike or at a festival.

# Welcome to **Kannaway**

The Natural Choice™  
Lifestyle Business

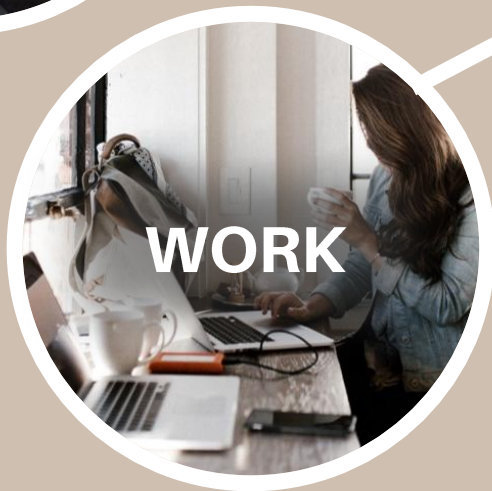
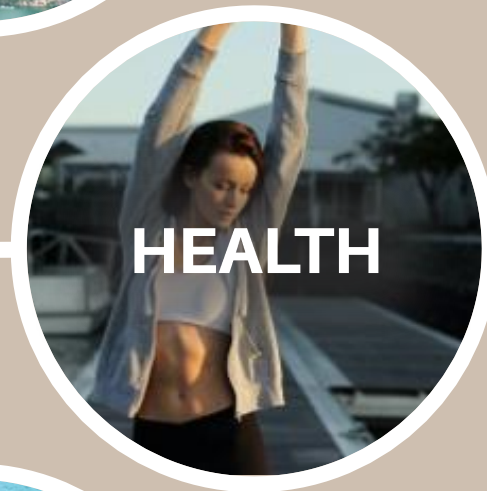
# What is today about?

- **Business-oriented** presentation.
- Brief look at **industries** and **market growth potential**.
- Explain **what we do** and **how we work**.
- Demonstrate **what would be available to you**: income and business development.





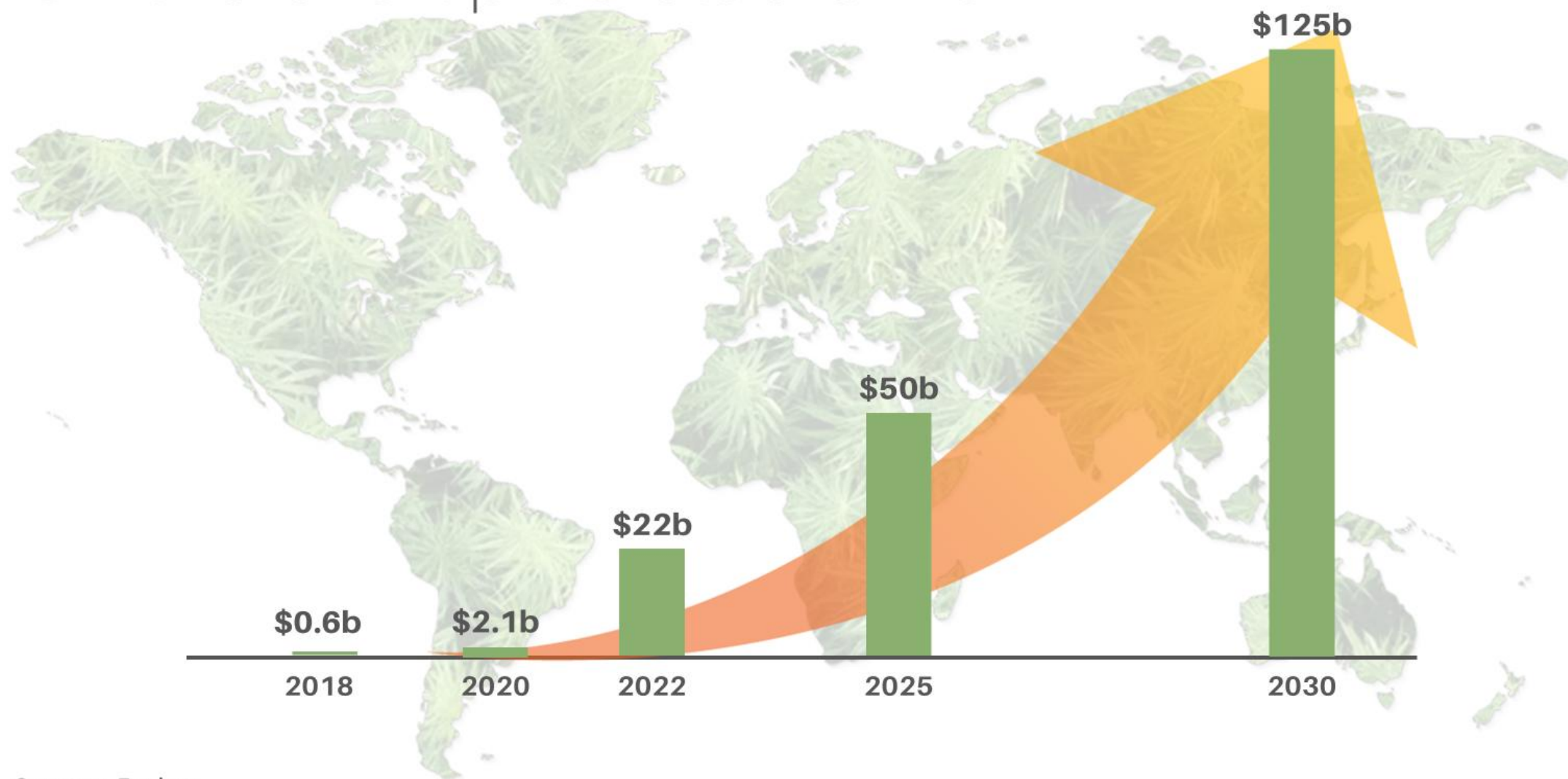
**WHY**  
are  
**YOU**  
here?





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

# Off-the-chart predicted **GROWTH**



Source: Forbes





# HEMP CHANGES the WORLD!

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





**WHY** choose  
**Kannaway**  
as your lifestyle  
company?

# We Are Kannaway:

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



Cannabis Expert  
Dr. Stuart Titus



Changing...  
Minds, Laws & Lives

FORTUNE THE HUFFINGTON POST

YAHOO! FINANCE NBC CBS

abc BUSINESS INSIDER FOX

Forbes marie claire THE Doctors

THE WALL STREET JOURNAL.

K EDUCATION



**The first company  
of its kind,**



**Kannaway is the  
Natural Choice™**

**First** publicly traded hemp company in the US.

**First** company to launch a commercial Cannabinoid product (CBD).

**First** to develop strict quality standards for hemp products, including rigorous triple lab testing.

**First** and only company to address the United Nations, the World Health Organization, the US FDA, the European Parliament and Japan's Ministry of Health about Cannabinoids (*like CBD, CBN, CBG and the many others to come*)

**Kannaway** remains the leader in the industry today!



# 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



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



A close-up photograph of two hands cupped together, holding a mound of dark, rich, moist soil. The background is blurred with soft, out-of-focus light spots.

**SOIL**

An aerial photograph of a large agricultural field with rows of crops. A blue tractor is visible in the distance, working the land. The field is divided into sections of different shades of green and brown.

**PROCESS**

A close-up photograph of a person's hands holding a clear glass test tube. The person is wearing a white lab coat. The background is a blurred green field.

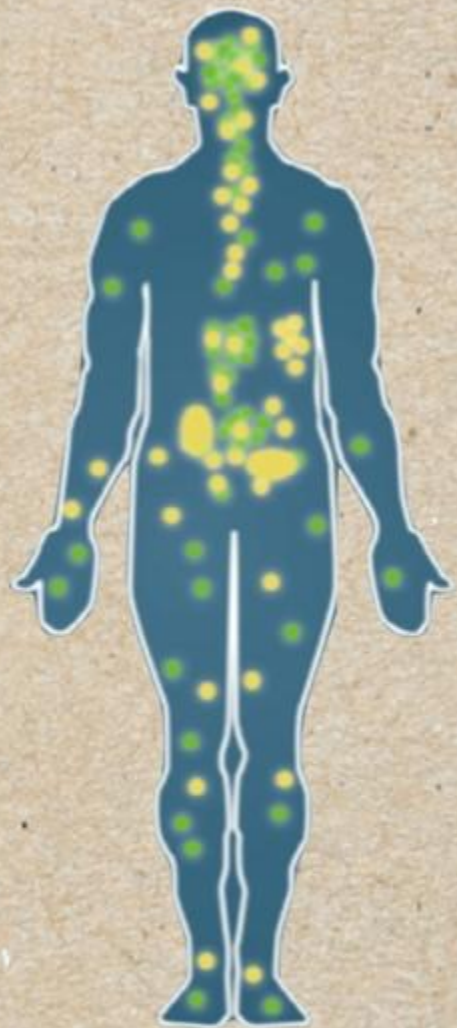
**SAFETY**

A photograph of a person's hands holding a small globe of the Earth. The person is wearing a red shirt. The background is a bright, sunny outdoor scene with green grass and trees.

**EDUCATION**

K KANNAWAY





#### CB1 Receptor

Brain, Central Nervous System,  
and other parts of the body

#### CB2 Receptor

Peripheral organs, cells  
associated with immune system

# WHY CBD?

“Our bodies have an entire regulatory system called the endocannabinoid system (ECS).

In fact, this **endocannabinoid system is the largest, self regulating system within our bodies.**

The ECS uses cannabinoids to transmit certain signals and regulate homeostasis within us - it serves to balance our mood, appetite, sleep and hormone production.”

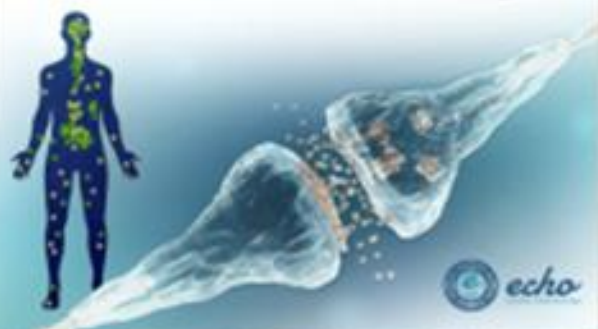


**Dr. Stuart Titus**

Speaker & World Renowned Hemp Expert



What is Clinical  
Endocannabinoid Deficiency?



**CB1 Receptor**

*Brain, central nervous system,  
and other parts of the body*



**CB2 Receptor**

*Peripheral organs and cells  
associated with immune system*

# 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

# A **GLOBAL** opportunity



**Only company** in the hemp industry to offer the opportunity to develop your lifestyle business in over **40 countries** and counting.

- **USA & Mexico**
- **United Kingdom**
- **Europe** (37 countries)
- **South Africa**
- **Japan**



# The **NATURAL CHOICE**<sup>TM</sup>

- **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





**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 1<sup>st</sup> 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



# Our **SIMPLE PROCESS**



# **HOW** do you **GET STARTED?**



- 1. Decide your monthly income goal**
- 2. Choose the appropriate Value Pack to launch your business**
- 3. Enroll and pay the annual fee**



## USA VALUE PACKS



	Rediscover Kannaway				
	STARTER 150 BV	Bundle 350 BV	JUNIOR EXECUTIVE 350 BV	EXECUTIVE 600 BV	TOTAL EXPERIENCE 1,500 BV
Money-back Guarantee	✓	✓	✓	✓	✓
Multiples to sell		✓			✓
Value	\$348.88 <i>31% discount</i>	\$749.99 <i>33% discount</i>	\$768.78 <i>35% discount</i>	\$1369.57 <i>34% discount.</i>	\$2579.08 <i>30% discount.</i>
Your Cost at Wholesale	\$239.95	\$499.95	\$499.95	\$899.95	\$1799.95
DSC	\$50/\$100	\$75/\$150	\$100/\$200	\$170/\$340	\$300/\$600

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



## EU & UK VALUE PACKS



### 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.





# The ultimate lifestyle **BUSINESS PLAN**



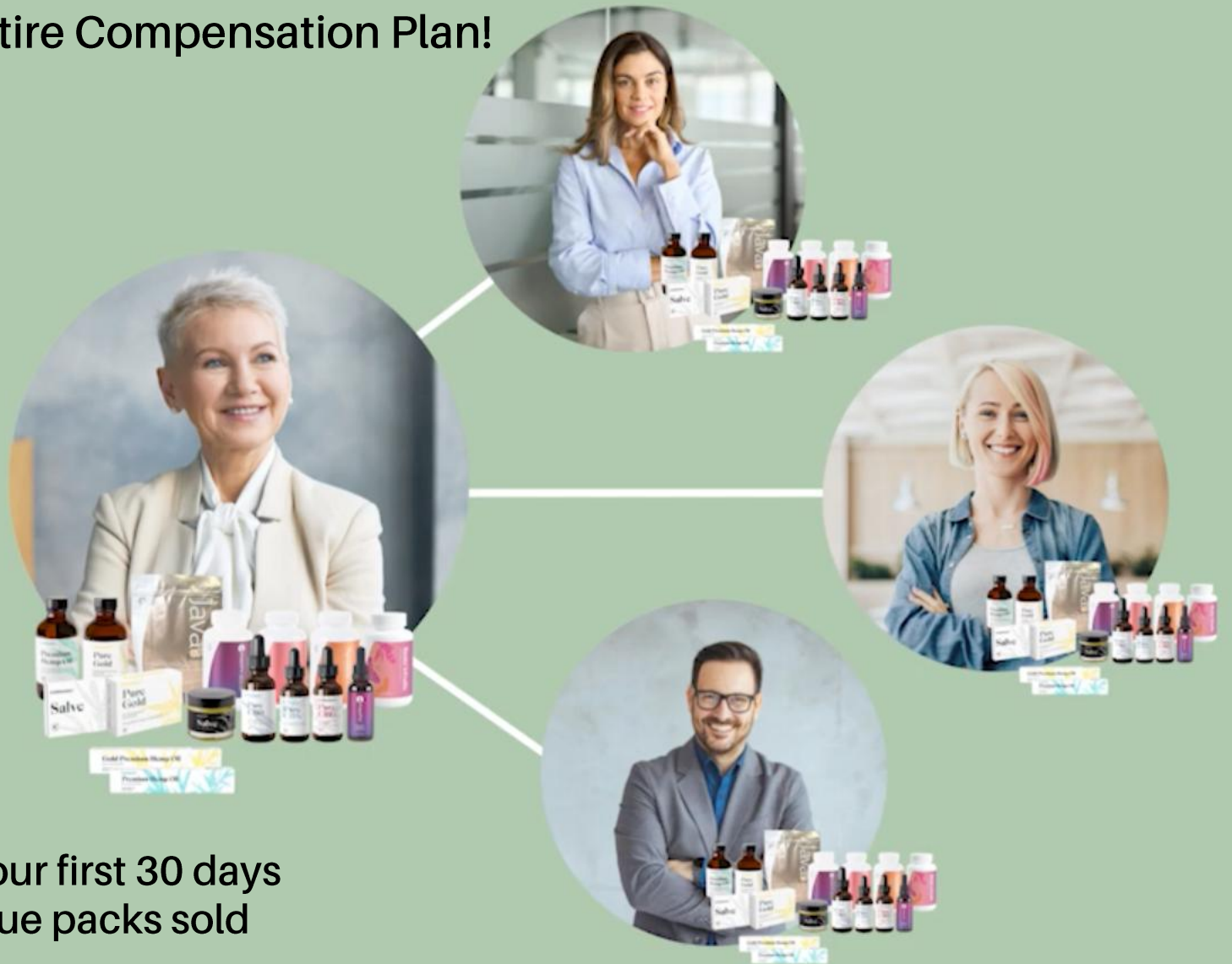
# WAYS TO EARN

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



The Power of Three - It opens the entire Compensation Plan!

# The Power of Three



Enroll 3 BAs with a value pack within your first 30 days  
Earn: Double DSC for 90 days on all value packs sold  
and RAC and MIG!

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



# 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



# Example of RETURN ON INVESTMENT

**YOU** (Jr Executive Value Pack, 350 PV)

350 BV  
\$100

350 BV  
\$100

350 BV  
\$100

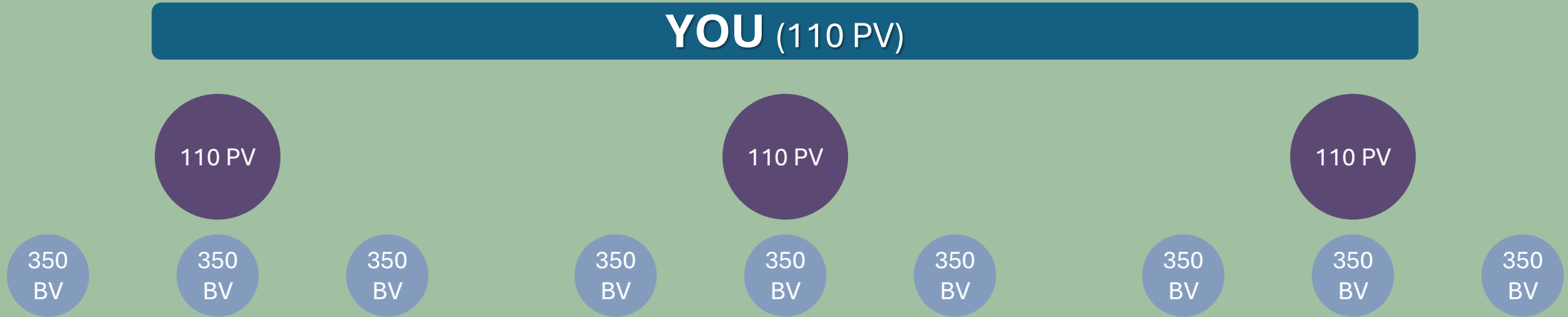
**MONTH 1: You purchase your Jr. Executive Value Pack** and sell three Jr Exec VP within your first 30 days... The Power of 3!

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

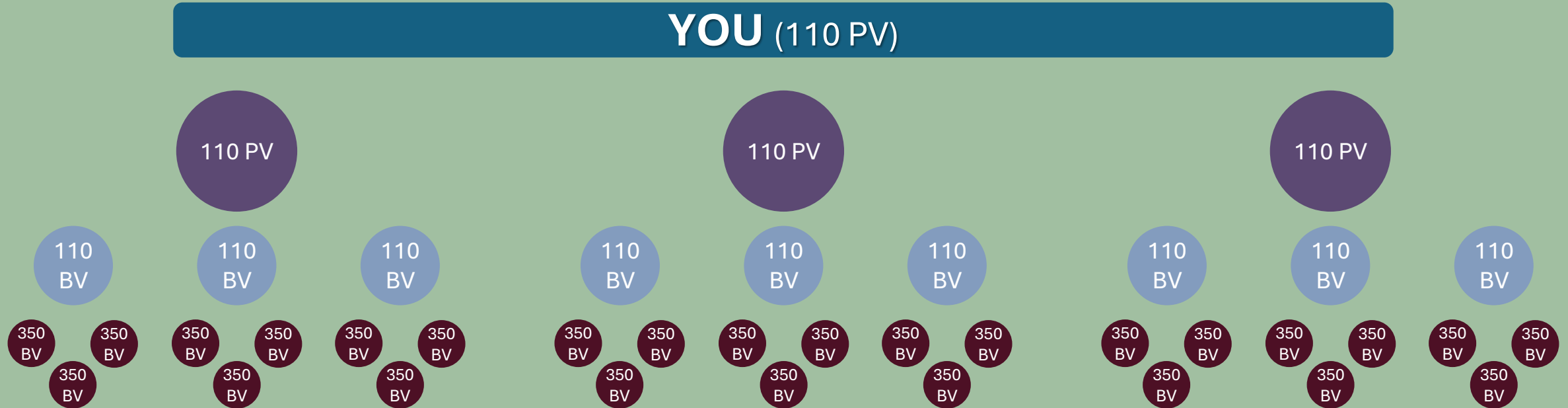


**MONTH 2: Your three team members build their Power of 3** and they each have 110 PV. Your Elite volume is 3480 (3150+330). You are a Senior Director and earn \$400 RAC + \$348 MIG = \$748.

**Total accumulated earnings for Month 1& 2:**

$$\text{\$929} + \text{\$748} = \text{\$1677}$$

# Example of RETURN ON INVESTMENT



**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:**

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



# ROAD TO AREA DIRECTOR



# 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)**



Are you  
**EXCITED**  
?

Invest in a  
**VALUE  
PACK**  
?

Identify  
**3 KEY  
PEOPLE**  
?

# Ready to take the **NEXT STEP?**





# 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.