



Cellular Goods

Feel better. Look better. Function better.



Formulated with pure, lab-made cannabinoids.
cellular-goods.com



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The market opportunity for cannabinoids is strong

£1bn by 2025*



\$47bn by 2028**



Source:

*Centre for Medicinal Cannabis, 2019

**Vantage Market Research, February 2022

Who we are and why we exist

We are a premium wellness company. We exist in order to bring clarity and authority to the world of wellness and we do this through science-backed and efficacy-led products based on lab-made cannabinoids. We empower our customers to feel, look and function better.



Non Psychoactive



High Performance



Cruelty Free



Pure Cannabinoids



Vegan



Eco Friendly

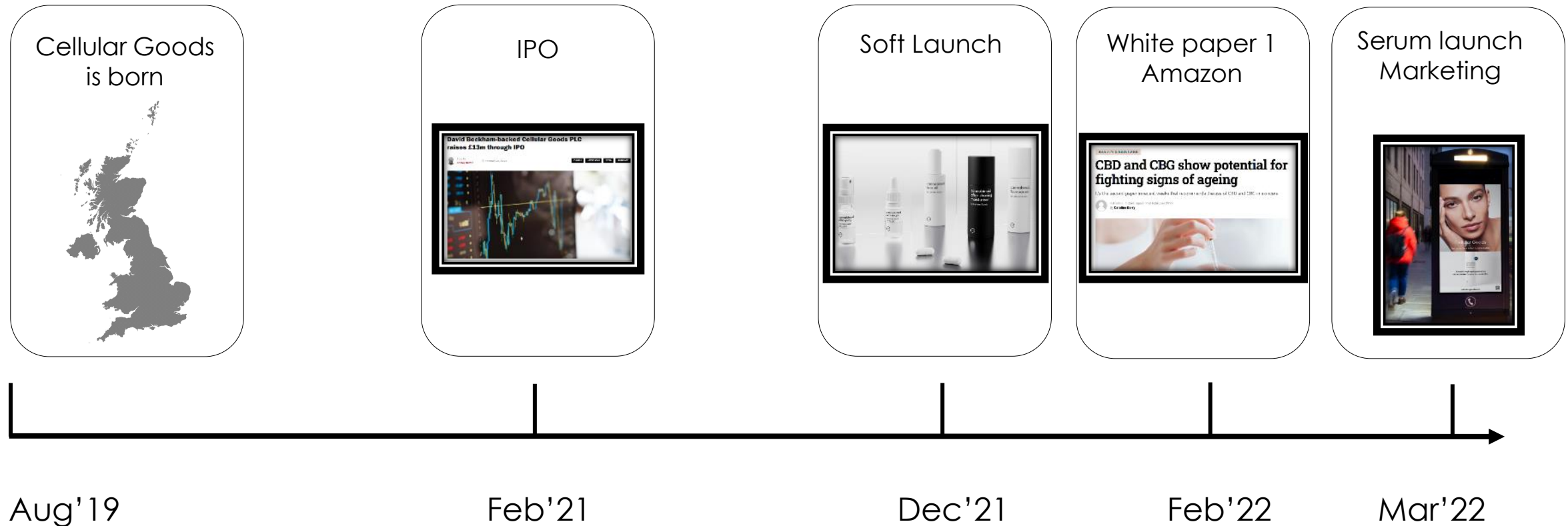


Cellular Goods offer is differentiated vs the market



	Cellular Goods	The Market
POSITIONING	Wellness	Health or Beauty
CANNABINOIDS ORIGIN	Lab-made yet natural (bio-synthesis)	Plant
QUALITY	Consistent	Inconsistent (only 38% within 10% of the claimed amount of CBD)
CLAIMS	Science-backed	Lifestyle
ENVIRONMENTAL FOOTPRINT	Planet-friendly	Significant carbon footprint

Good progress since the IPO: introduced 6 products, expanded sales channels, launched scientific credentials, and started marketing



Product landed well with consumers



Cellular Goods

Reviews 36 • Excellent



4.7 ⓘ

✓ VERIFIED COMPANY



Sarah B

3 reviews GB



22 Jan 2022

The face oil is fab

The face oil is fab, have noticed a real difference in my skin, looks and feel more radiant and youthful, will buy again but hoping maybe their will be some offers or discounts available to repurchase.

Useful 1 Share



Investment in science is paying out: Cellular is unique in the UK with CBG, a novel cannabinoid that rivals the leading anti-ageing ingredients.

- White paper 'Cannabinoids for the Prevention of Aging' went live in February proving the business case for cannabinoids use in Skincare. [Opportunity to tap into \\$47.8 bn Global anti-ageing market.](#)
- We invested significantly in research and development to date and will continue to do this in order to further cannabinoids understanding

BEAUTY & SKINCARE

CBD and CBG show potential for fighting signs of ageing

It's the second paper in recent weeks that recommends the use of CBD and CBG in skincare



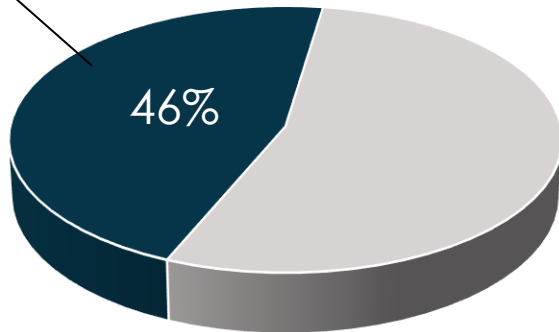
Published 5 days ago on 2nd February 2022
By **Caroline Barry**



Marketing investment drove strong visibility for Cellular Goods

Share of voice, Q1 2022

Cellular Goods

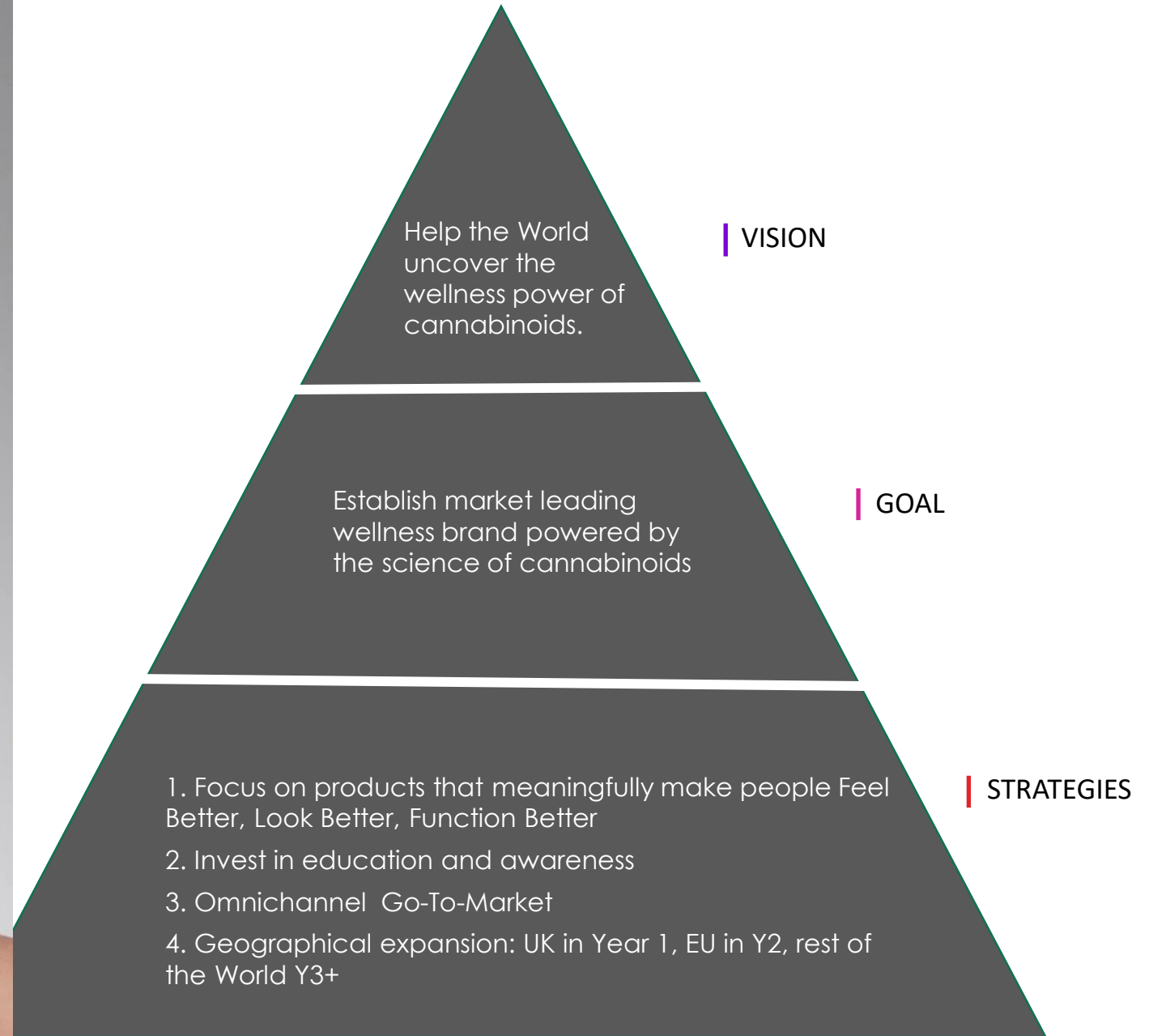


*Source: Ad Intel, 2022





What's next: 5-year strategy





Our Innovation Plan is strong, aligned with consumer needs and provides competitive cadence.

	2021	2022				2023			
	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
FEEL BETTER: Supplements - led	Oral Spray Oral Drops Capsules	Gifting				New formats and occasions			
LOOK BETTER: Skin-led	Face Oil After Shaving Moisturiser	Serum	Travel Sizes & Samples	Line extension	Gifting	Line extension		Line extension	Gifting
FUNCTION BETTER: Recovery - led						Recovery range launch		Line extension	Gifting

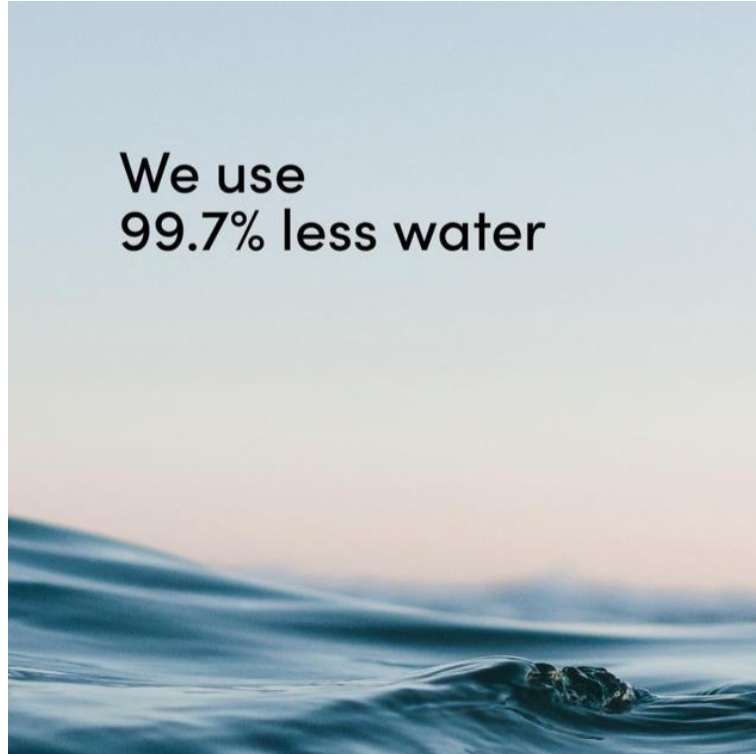


Our second white paper furthers Cellular image as industry future forward player by making the case for lab-made vs plant-grown cannabinoids

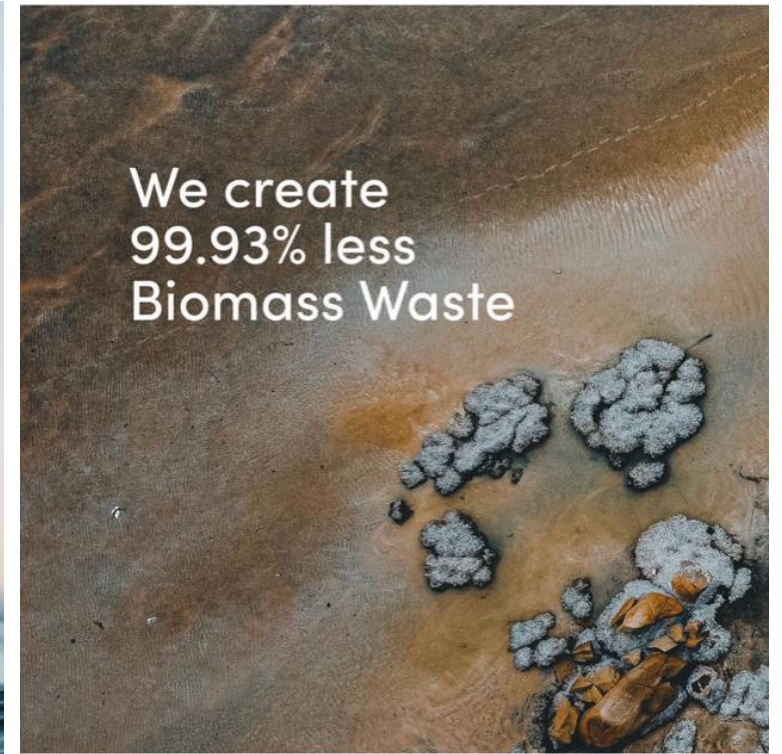
We generate
97.73% less
CO₂ Emissions



We use
99.7% less water

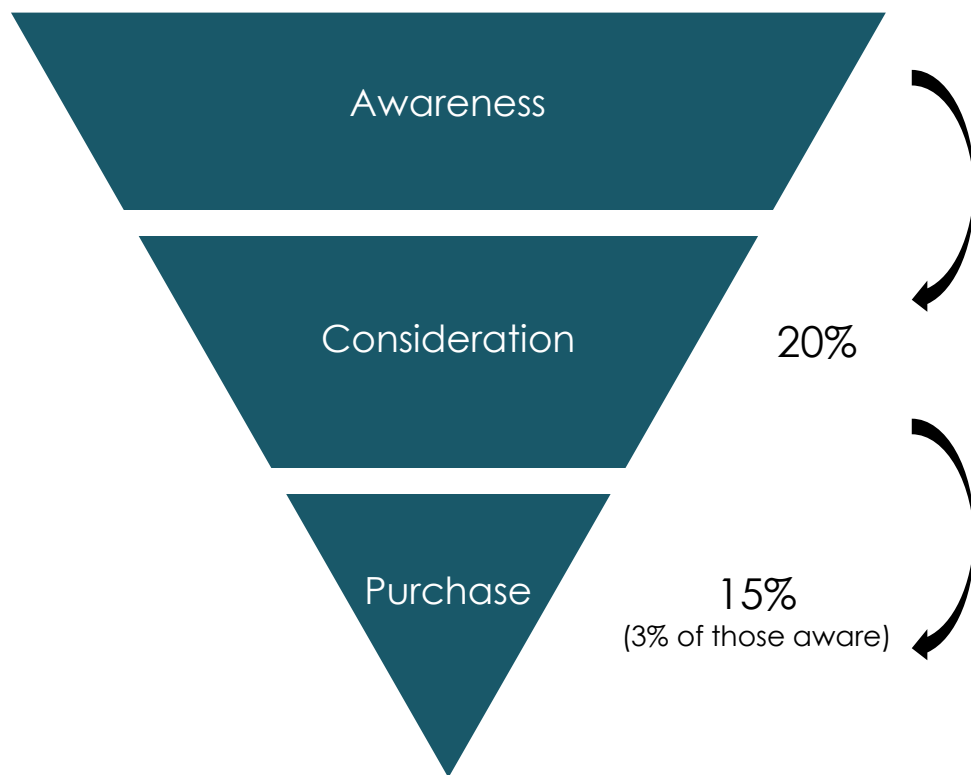


We create
99.93% less
Biomass Waste



We will continue to invest in marketing

Consumer Purchase Funnel



*Source: YouGov, beauty and cosmetic brands



We will pursue distribution opportunities



In Summary: the market opportunity remains strong and Cellular Goods is well placed to take advantage of it

- 6 million people in the UK have tried CBD, 1.2 million use CBD products regularly.
- No signs of saturation: UK market has doubled year-on-year for the past 3 years and is expected to be worth almost £1bn a year by 2025.
- Yet no brand leader emerged yet.



Cellular Goods opportunity

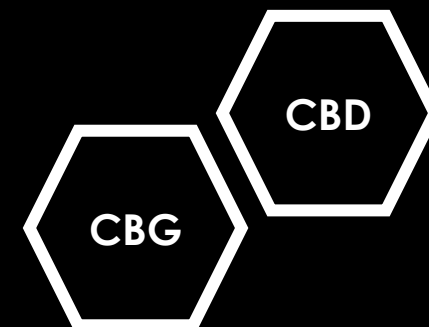




INNOVATION UPDATE

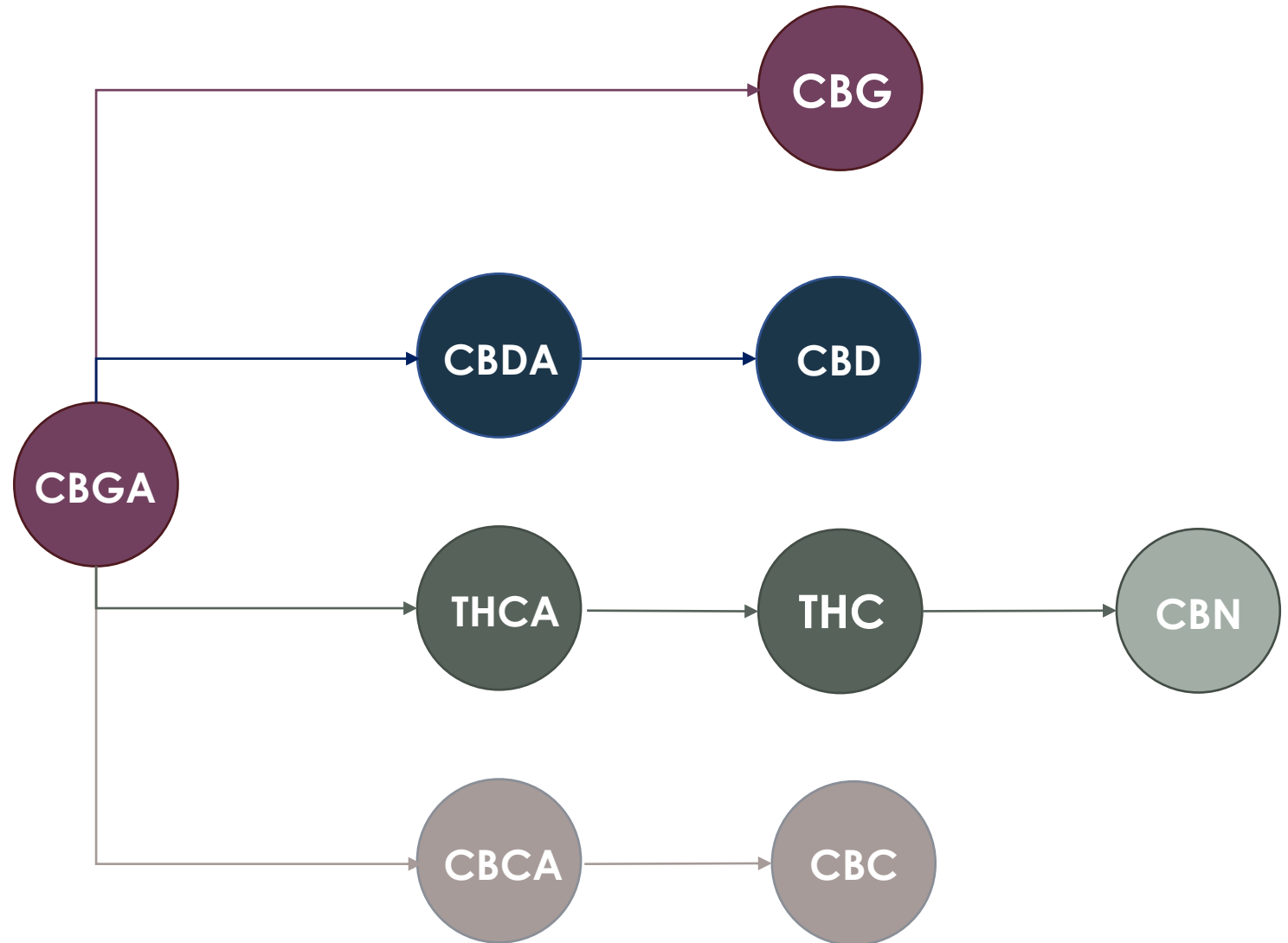
Investing in the future of
cannabinoid consumer products

April 27th, 2022



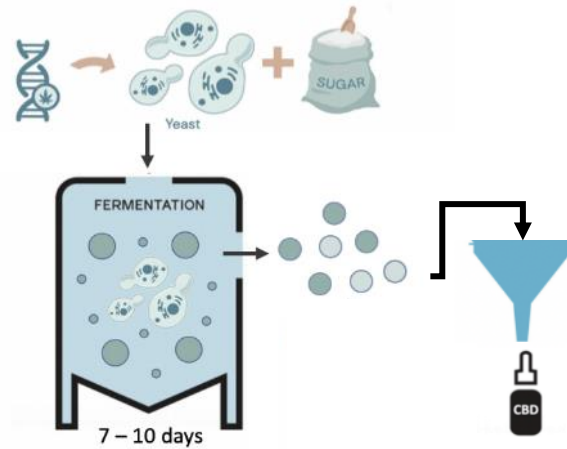
Cannabinoids 101

Unlocking nature's most powerful ingredients



Insight #1) A sustainable cannabinoid future

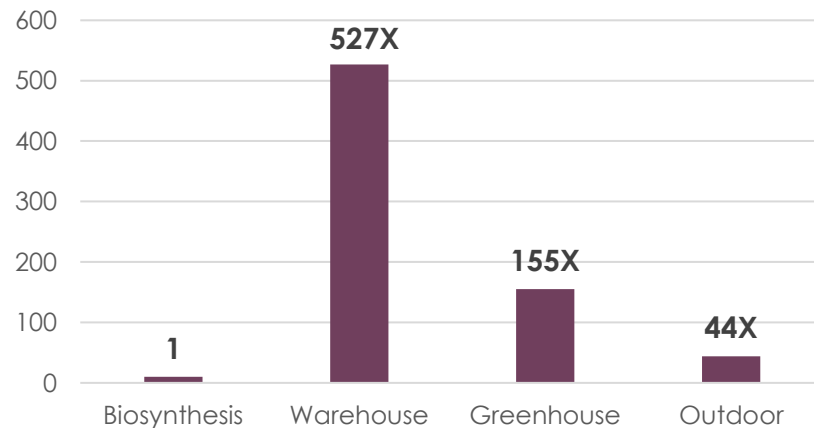
Repurposing well-established technology as a superior method of cannabinoid production



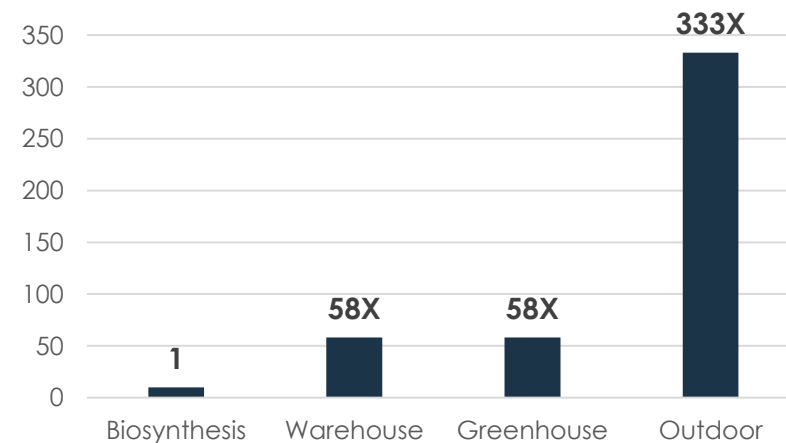
BIOSYNTHESIS (FERMENTATION)

- ✓ Scalable
- ✓ Clean
- ✓ Consistent
- ✓ Sustainable
- ✓ Access to minor cannabinoids
- ✓ Rapid manufacturing process

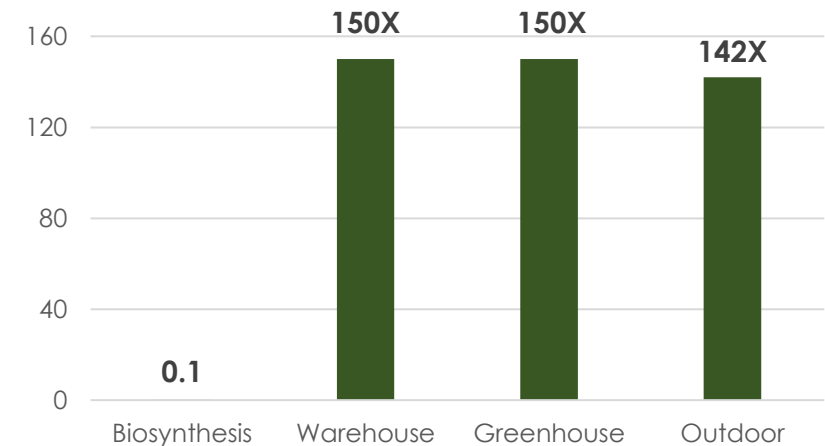
Relative CO₂ emissions per kilogram CBD produced *



Relative water requirements per kilogram CBD produced *



Kilograms biomass per kilogram CBD produced *

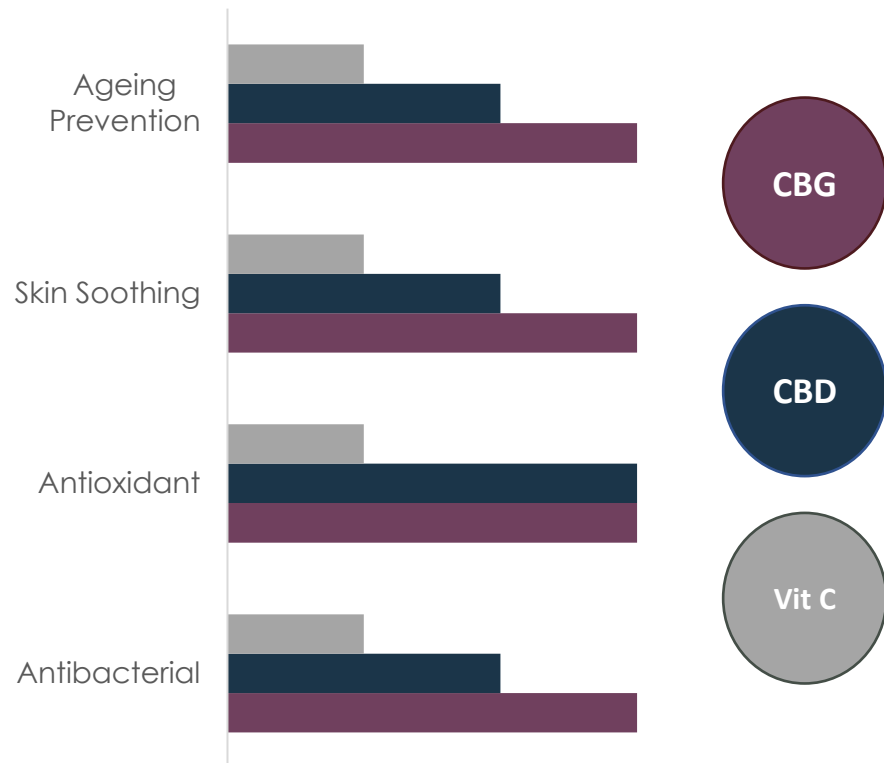


*Source: Environmental performance comparison - Willow Biosciences Corporate Presentation March 2022

Insight #2) Skincare is the new frontier

Leveraging proprietary research to provide new benefits

New Research: CBG and CBD protect against the aging effects of UV and inflammation



New Claims: Clinical testing confirming age-prevention, soothing and anti-blemish properties of CBG



Insight #3) CBD for recovery is just the beginning

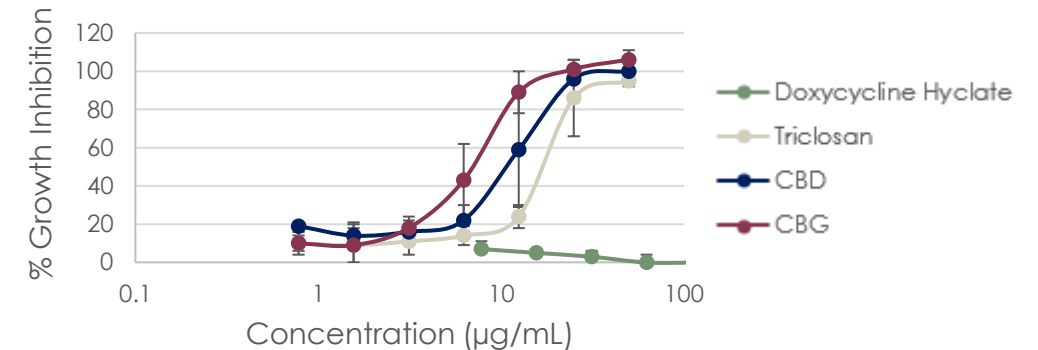
Leveraging proprietary research to provide new benefits

CBGA and CBG inhibit COX-2 equivalent to ibuprofen

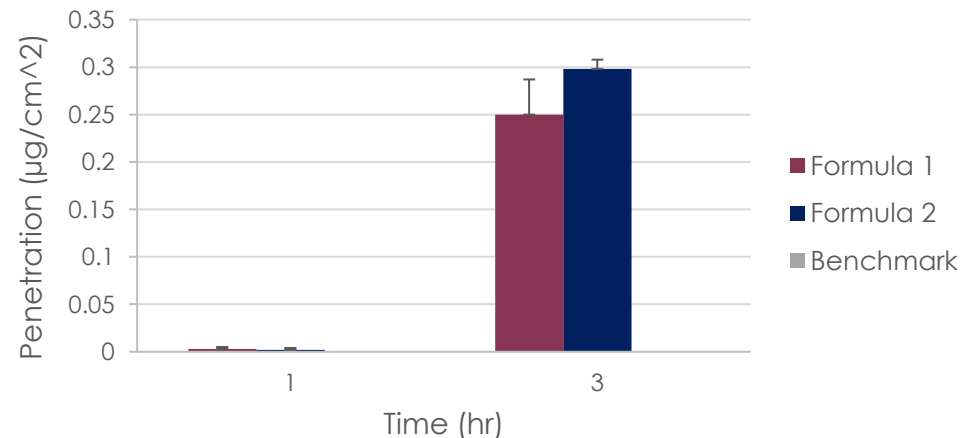
Test Material	IC ₅₀ (μM)	Maximum Inhibition (%)
Diclofenac (positive control)	0.036	98 ± 3
Ibuprofen (from literature)	370	-
CBG	583	61 ± 16
CBGA	340	80 ± 10
CBD	> 1000	0
CBDA	> 1000	27 ± 24

CBG and CBD inhibit the growth of odor-causing bacteria

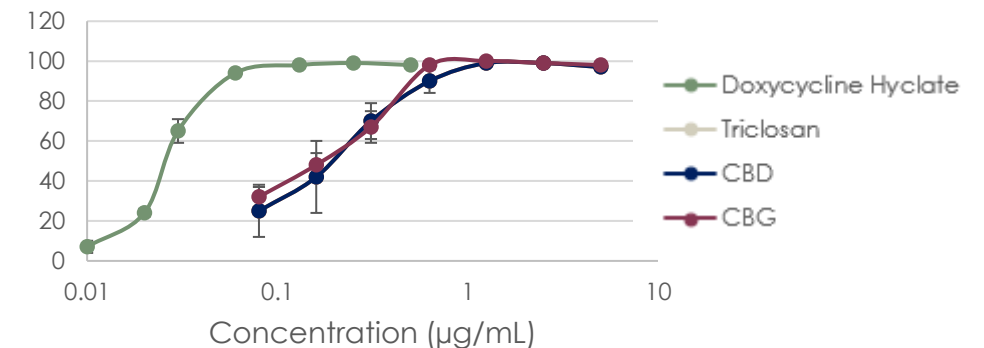
Antibacterial Activity for *A. octavius* (ATCC 700431)



Skin permeation assessments for CBD formulas



Antibacterial Activity for *C. striatum* (ATCC 6940)





THANK YOU