



Let's Toke Business



The Commerce of Cannabis

Ted Ohashi MBA, CFA

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Week Ended November 4, 2022

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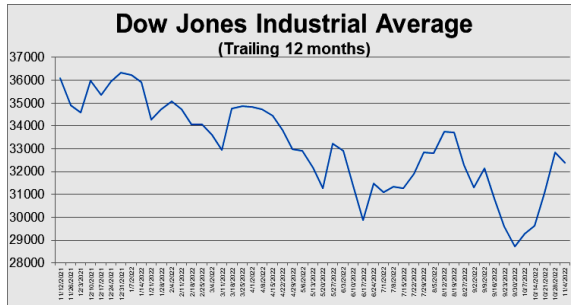
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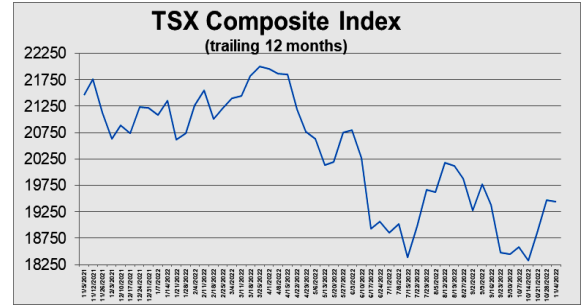
Stock Market Review & Outlook

LTB MARIJUANA INDEX: 1wk -0.4% 1 mo -4.9% 3 mo -15.7% 6 mo -31.2% 1 yr -55.2%

In four weeks of gains leading up to the U.S. midterms next week, the Dow Jones Average was up +12.1% while the Toronto Stock Exchange Index added +5.6%, riding on the Dow's coattails.



As I reported earlier, my conclusion is the market is not telling us about the U.S. economy that has indicated further interest rate in-

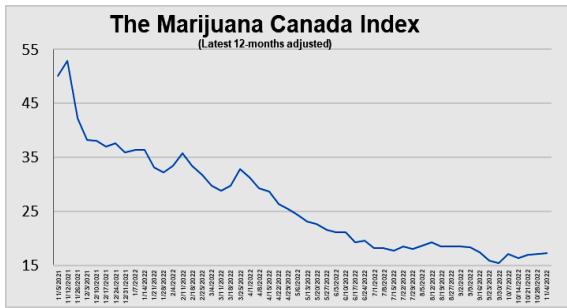


creases on the horizon. I think investors are telling us they are tired of the last two years of President Biden's management of the economy, and they foresee a significant change coming in the Tuesday midterms. The markets paused last week and I wouldn't expect fireworks on Monday. I explain in greater detail below why there is every reason to expect the Democrats to be swamped. They have brought us to the point of having President Biden and his record low approval ratings as head of the government, followed by Vice President Kamala Harris who's approval rating is much lower than Biden's and Nancy Pelosi third in line. The Democrats will get their slap on the wrist next week but they must react by changing this lineup for 2024.

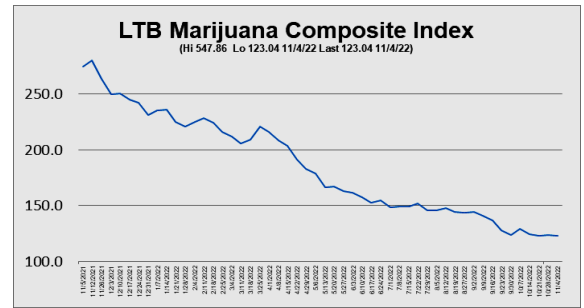
Taking a bit of a back seat to the interest rate news last week was the October employment report. As often happens, the numbers did not provide absolute support for either side. Here are some highlights:

- The U.S. added 261,000 jobs in October.
-

The Canadian cannabis stocks continue to show some strength being dragged along by the U.S. group. I don't think Canopy Growth's recent announcement of speeding up its entry into

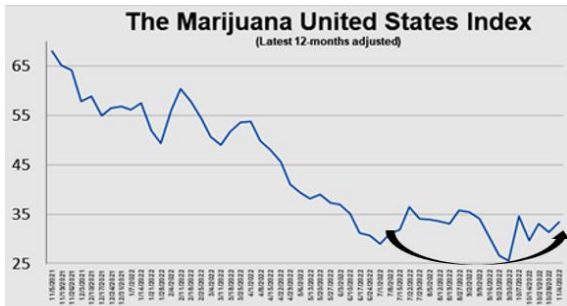


the U.S. market has anything to do with it. If anything, CGC simply drew attention to the fact that a speedy entry into the U.S.

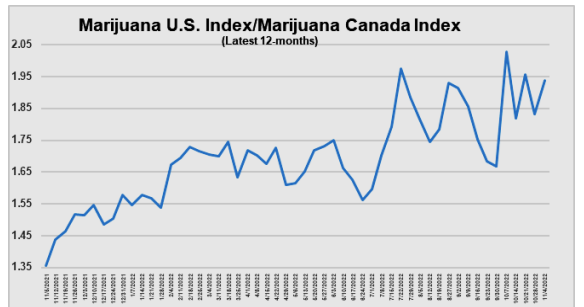


for them means at least a year or more. If the election prompts a rapid but smaller step toward legalization in the U.S., the U.S. cannabis sector will take off too quickly for CGC's plan. Still the cannabis group has been in a five-year bear market so there are values out there. Next week's election results should go a long way to clearing the air over this group.

The American cannabis sector is well positioned to benefit from the upcoming election. I have long called it a win-win for the group and I still see it that way. At this unique point in time, the Democrats



stand to lose the cannabis legalization issue to the Republicans. If the Democrats remain in charge of congress for another two



years, I think the group of Charles Schumer, Cory Booker and Ron Wyden will be re-energized and they will make a stab at passing a version of their Cannabis Administration and Opportunity Act (CAOA) while Schumer will continue to block other acts until they are convinced CAO A will not pass or it is amended to a more sensible position. If the Republicans win, I think they might move to pass SAFE Banking quickly and make an attempt to pass the States Reform Act over two years. The Republican response that I see will be more attractive for the U.S. cannabis stocks, in my opinion.

Conclusion: the conversation last week and the analysis next week is more likely to focus on the markets than individual stocks. One exception is **Lexaria Bioscience** ([NASDAQ: LEXX](#)) ([NASDAQ: LEXXW](#)) that reported independent review board approval has been received for NIC-H22-1, a 36-person human pharmacokinetic randomized, double blinded, cross-over oral nicotine study. I have spoken frequently about how important hypertension is but we shouldn't forget that nicotine is a massive market as well. **Khiron Life Sciences'** ([TSXV: KHRN](#)) ([OTCQX: KHRNF](#)) ([TSXV: KHRN-WT.V](#)) ([Frankfurt: A2JMZC](#)) will report later this month and provide an update on where they stand relative to attaining cash flow neutrality. **Jushi Holdings Inc.** ([CSE: JUSH](#)) ([OTCQX JUSHF](#)) remains my pick of the U.S. multistate operators and I am giving consideration to raising my expectations for this stock.

Kiaro Holdings Corp. ([TSXV: KO](#)) has had a change in ownership and management and I will soon try to make contact to consider their plans. **1933 Industries** ([CSE: TGIF](#)) ([OTCQX: TGIFF](#)) will be involved strongly if the cannabis group rallies after the election. **IM Cannabis Corp.** ([CSE: IMCC](#)) ([NASDAQ: IMCC](#)) continues to be a laggard and I continue to follow **Speakeasy Cannabis Club** ([CSE: EASY](#)) though its court issues.

If you would benefit from additional input on timing your buys and sells, subscribe to the Cannabis Report by InvestorsHub. For a monthly subscription, ([Ctrl-Click here](#)) For a discount on an annual subscription ([Ctrl-Click here](#)).

Question of the Week

Thank you for sending in your questions and I hope you will keep them coming. It's your questions that keep this feature interesting and useful. Send your questions to: ltbletter@gmail.com Include your initials or a pen name we can use along with your city and country of residence. Questions will be edited for clarity and brevity.

The objective of the 'Question of the Week' feature is to allow readers to ask questions about investing. Things you are wondering about and not what I think you're thinking about.

"Do you have an update on **Khiron Life Sciences**' ([TSXV: KHRN](#)) ([OTCQX: KHRNF](#)) ([TSXV: KHRN-WT.V](#)) ([Frankfurt: A2JMZC](#))? I have been expecting them to be cash flow neutral in the third quarter and cash flow positive in the fourth quarter. Have they been able to finance their Colombian government receivables? Has Alvaro Torres been too optimistic expanding into Peru and Brazil when they are tight on cash and net cash flow? If tax loss selling enters the market, the stock and warrants might get hammered."

L.M., Whister, B.C., Canada

A few points. First, I think for some time we have been expecting cash flow neutrality in the fourth quarter. If pressed to name a month, it was November/December. In terms of expansion, it is a difficult issue for a company with more opportunities than money to fund them. I sometimes wish they had been more aggressive over the years. But KHRN has taken a measured approach to balance growth with financial responsibility.

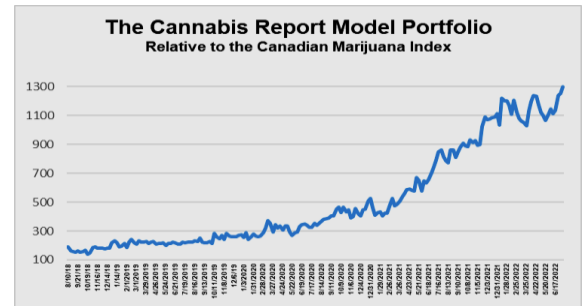
In terms of how the company is doing, I think the keys have been incorporating Pharmadrug in Germany and the new Zerenia™ clinic in Brazil. As I mentioned the new left-wing government in Colombia has been going through a process of meeting with all major companies which includes KHRN. The company will be reporting third quarter results on November 28, 2022 and will hold their quarterly conference call on November 29, 2022. Stay tuned.

The Cannabis Report Model Portfolio

Here's the bottom line as far as I'm concerned and it shows up in the model portfolio which is down in value in such a difficult market for cannabis stocks. The Cannabis Report Model Portfolio is structured

and monitored to be as close to an actual portfolio as possible. Rules are in place so that changes to the portfolio are first sent to the administrator who posts the changes on the Internet to subscribers. Each change with my reasons is reported in writing to subscribers before the market opening on the same day the trade is made.

The chart to the right shows this portfolio plotted relative to the MJ Canadian Marijuana Index. By rising to the right, this chart shows the portfolio has consistently outperformed the MJCMI, good markets and bad. The portfolio is benefitting from diversification as different holdings deliver at different times. The two largest holdings are **Khiron Life Sciences** ([TSXV: KHRN](#)) ([OTCQX: KHRNF](#)) ([TSXV: KHRN-WT.V](#)) ([Frankfurt: A2JMZC](#)) and **Lexaria Bioscience** ([NASDAQ: LEXX](#)) ([NASDAQ: LEXXW](#)). The two smallest positions are **Speakeasy Cannabis Club** ([CSE: EASY](#)) that is now in court seeking protection from creditors, and **IM Cannabis Corp.** ([CSE: IMCC](#)) ([NASDAQ: IMCC](#)), **Kiara Holdings Corp.** ([TSXV: KO](#)) has undergone a major overhaul of ownership and senior management. **Jushi Holdings Inc.** ([CSE: JUSH](#)) ([OTCQX JUSHF](#)) remains on path toward their revenue and income guidance numbers and **1933 Industries** ([CSE: TGIF](#)) ([OTCQB: TGIF](#)) is, in my view, a turned around company. Cash is around 30%.



If you believe as I do that legal medical and recreational cannabis are here to stay and the industry will continue to grow much faster than the economy as a whole, I recommend you subscribe to the model portfolio report. ([click here to subscribe](#))

Special Report

Get ready to see the Democrats blown away in the midterms

If you thought last week was full of action with the Federal Open Market Committee (FOMC) meeting, the subsequent increase in the Fed Funds rate and the release of October 2022 employment numbers, next week will make all of that seem like nothing. In the week coming up, on Tuesday, we have the first midterm elections of the Biden administration and on Thursday, the October Consumer Price Index report.

I think the U.S. political situation is very important in these elections and because the “mainstream” press is so obviously biased for the Democrats, the picture that is evolving is extremely misleading, in my opinion. Here are some points I would like to make:

- (a) In the 19 midterm elections since the end of World War II (1945)
 1. The President’s party has lost House seats 17 times or 90% of the time..
 2. On average, the President’s party has lost 26 House seats.
 3. This would give control of the House from the Democrats to the Republicans.

(b) In the 19 midterm elections since 1945:

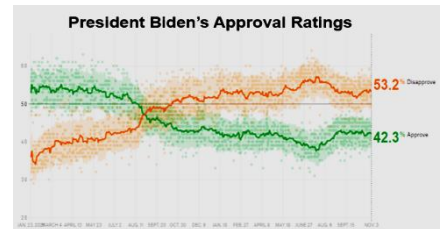
1. The President's party has lost or tied in the Senate 13 times or 68% of the time.
2. On average, the President's party has lost 4 Senate seats.
3. This would give control of the Senate from the Democrats to the Republicans.

(c) In the 19 midterm elections since 1945.

1. The House and Senate have moved for the same party 16 times or 84% of the time.
2. The House and Senate have moved against the same party 3 times or 16% of the time.

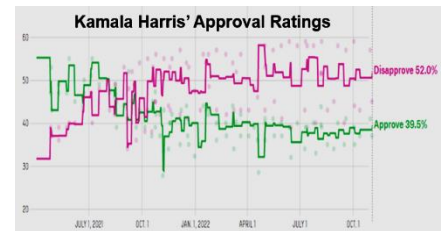
(d) Of the 13 previous Presidents since 1945:

1. Biden's FiveThirtyEight approval rating of 42.3% is the lower than all but one.
2. Only President Trump was lower at 42.2% but only 0.01% lower.



(e) Vice President Kamala Harris:

1. Harris' approval rating of 38.4% is much lower than Biden's.
2. Harris' net approval of -15.3% is much lower than Biden's -10.9%.



(f) Nancy Pelosi's RealClearPolitics approval rating of 35.3% is even lower than Harris's. FiveThirtyEight does not have an approval rating for Pelosi.

This information suggests to me that the U.S. mainstream media has biased their reporting to make it appear the race is much closer than it really is. Biden's low approval ratings explain why many Democratic candidates do not want President Biden campaigning for them. It is not lost on me that no one is asking Vice President Harris, with even lower approval ratings, to campaign with them either.

As a result, it is inconceivable to me the Democrats will do better than average in these midterms. As a reminder, the average change at midterm elections is the President's party losing 26 House and 4 Senate seats. If the Democrats lose House seats, as even Democrats will admit is going to happen, there is an 84% chance they will lose Senate seats as well. I don't know if the results will constitute a landslide, but I think it will clearly be at least a red-wave.

I think the biased reporting will have less of an impact than it did four years ago. One major reason is the most biased news networks have suffered massive declines in viewership. CNN prime time numbers are down -27% and CNN+ that was touted as "...one of the most significant developments in the history of CNN....," was closed after one month due to a lack of subscribers. CNN viewers in the all-

important 25 – 54 year old demographic were down 69% at one point. The number of MSNBC prime time viewers is down -23% in the same time frame while Fox News viewership is up +1%. The average total audience was down -68%.

CNN and MSNBC are left-leaning supporters of the Democratic Party while Fox News is seen as a right-wing supporter of the Republican party. It may be significant that the left-leaning, Democrat supporting stations lost sizeable market share while Fox News more or less held its own.

But the biggest clue about what is to come on November 8th is seeing the rats desert President Biden's sinking ship. Remember, these comments are from media sources that have been openly supportive of President Biden and the Democrats>

- CNN reported Biden's 40% approval rating as an incumbent President is the second worst and the worst approval rating for a first term incumbent President in nearly 50 years. In that time, no President this bad has won more than 200 seats in the House.
- CNN also fact-checked Biden and concluded since October 24th:
 1. "Biden's midterms message includes false and misleading claims"
 2. "White House deletes misleading tweet about Social Security"
 3. "Biden falsely claims the most common gas price was over \$5 when he took office"
 4. "Biden falsely claims he got student debt forgiveness passed by Congress"
- The New York Times, another tried and true Democratic supporter, said "President Biden and his administration have told it in recent months, America has the fastest-growing economy in the world, his student debt forgiveness program passed Congress by a vote or two, and Social Security benefits became more generous thanks to his leadership. None of that was accurate."
- In the same article, the Times went on to say "As the midterm elections near, President Biden has increasingly made exaggerations or misstatements about his influence on the U.S. economy and his policy record."
- The Times also criticized Biden taking credit for raising social security payments for seniors saying "However, the benefit was an automatic cost-of-living increase spurred on by record inflation and not from Biden's goodwill."
- The Times also corrected Biden's claim in September when he said gas prices were averaging below \$1.99 per gallon in 41 states and the District of Columbia. Prices were actually \$1.00 per gallon higher.
- This week after Biden told Americans hit by soaring food prices to eat no-frills breakfast cereals, specifically not Kellogg's Raisin Bran, the Times said "Needless to say, *eat generic raisin bran* is not exactly a poll-tested, winning message."

- The Washington Post (Wapo), another pro-Democratic party newspaper, said of Biden's speech in Florida "The delivery was often halting and at times confusing...and at the end, he thanked the crowd, some of whom had left during his remarks, for being 'a very patient audience, especially standing there all this time.'"
- Wapo also noted Biden was speaking in Florida where Democrats aren't competitive while former Democratic President Barack Obama spoke in the critical state of Nevada. It further listed the rest of Biden's speaking schedule that passes mainly through states that Democrats are not worried about ending up "...with an election eve rally in Maryland, a heavily blue state that has no races that Democrats are concerned about."
- Finally, in a Wapo op-ed, George Will wrote an article pleading "For the good of the country, Biden and Harris should bow out of the 2024 election."
- OpenSecrets, a research group, concludes that 10 wealthy donors contributed \$540 million to this year's elections and 62% of these mega-donations went to Republicans, a complete reversal of previous recent elections when Democrats were favoured. Of these top ten donors, three are supporters of the Democrats while seven support Republicans.

Conclusion: there is clearly every sign to me that the Democrats will lose both the House and the Senate next week and I am a fairly impartial observer being a Canadian citizen. I think such an outcome will be positive for the stock markets on the simple basis that from an investment point of view, anything would be better than the past two years. I also think it will be positive for the cannabis sector. First, Majority Senate Leader Charles Schumer blocked several attempts by a Democrat controlled House to pass pro-cannabis legislation. A Republican controlled Congress will have a much stronger business sense than the previous Democrats. I mean you only have to compare the unpassable Cannabis Administration and Opportunity Act put forward by Democrats Schumer, Booker and Wyden that proposes a maximum excise tax on cannabis of 25% and the States Reform Act put forward by Republican Nancy Mace that proposes a 3% excise tax and is a much easier bi-partisan bill to get the necessary votes in Congress. There may be more Democrats supporting the marijuana movement but with two years of complete control of the White House and Congress, the Democrats did nothing. How could the Republicans be worse?

Marijuana Matters

John Hickenlooper is a Democratic Senator from Colorado and a well-known supporter of the marijuana movement. As if to prove how far people will go in naming pieces of legislation, Hickenlooper plans to introduce the *Preparing Regulators Effectively for a Post-Prohibition Adult Use Regulated Environment PREPARE Act*. The PREPARE Act would direct the attorney general to develop a regulatory framework for marijuana immediately upon legalization of cannabis at the federal level. The goal is to come up with an honest, fair and publicly transparent process at the federal level using lessons learned by the states where cannabis is legal. Hickenlooper's bill is a Senate companion to a House bill submitted by Republican Congressman Dave Joyce in the House of Representatives.

When cannabis was legalized in Colorado in November 2021, then-governor Hickenlooper created an Amendment 64 Task Force to provide him with a set of recommendations in creating the regulations needed. The concept is a similar type of committee to help federal lawmakers at the appropriate time.

This is an interesting development because it shows there is still an appetite to progress the usage of cannabis for health and recreational purposes although it seems there is not much pressure for such a bill until the federal government moves to legalize. This is probably more likely to happen if the Democrats are successful in next week's midterm election although I believe a Republican congress will do more in their next two years than the Democrats did in their last two years.

Cannabis Quickies

Lexaria Bioscience ([NASDAQ: LEXX](#)) ([NASDAQ: LEXXW](#)) reports it has received **Independent Review Board Approval for its upcoming human oral nicotine study NIC-H22-1**. This is a 36-person human pharmacokinetic randomized, double blinded, cross-over study conducted in current cigarette smokers. Each person will visit the laboratory to be dosed three times over a period of weeks. During each visit only one oral nicotine pouch will be administered and evaluated: either DehydraTECH-nicotine; On! brand manufactured by Altria; or Zyn brand manufactured by Swedish Match. Zyn and On! are leading nicotine pouch products.

Predetermined questionnaires for subjective evaluation will be used for each oral nicotine pouch, and blood samples will be taken a total of 8 times per visit to conduct objective evaluations related to quantity of nicotine in blood at various time points, and more. Vital signs such as temperature, blood pressure, heart rate and respiratory rate will also be collected. Subjective evaluations related to throat burn, user experience, gastrointestinal experience and more will be conducted.

Lexaria hopes to evidence that processing purified nicotine with DehydraTECH leads to better oral-tissue absorption and reduced negative experiences compared to currently sold brands.

The oral nicotine pouch category is one of the fastest growing segments of the nicotine industry due in part to its reduced risk health outcomes as noted by the Food and Drug Administration (FDA). This delivery method which avoids harmful lung outcomes experienced by smokers or vapers, involves absorption primarily through the buccal tissues of the mouth, of purified nicotine that has been separated from most other harmful compounds in the tobacco leaf. The global market for the oral nicotine pouch category was US\$2.33 billion in 2020 and is growing at a compound annual growth rate (CAGR) of 30.7%. As reported on March 8, 2022, LEXX received its first ever patent granted to use DehydraTECH to more efficiently deliver nicotine through buccal tissue absorption. Similar patent filings have been made in the USA and the EU and LEXX believes those potential patent awards could support significant competitive advantages in the nicotine pouch category as well as other oral nicotine product formats.

Conclusion: the announcement the LEXX will proceed with its NIC-H22-1 human nicotine study is important. The major international tobacco companies are all searching for alternative, non-combus-



tible methods for delivering nicotine. If LEXX can establish using DehydraTECH is a more effective method for this objective com-



pared to the leading brands of a white pouch product, it will have a significant application to pursue. What I find equally important is it establishes DehydraTECH has many applications and LEXX is in a position to benefit from each of them. DehydraTECH is on the verge of starting tests with potential leading ultimately to FDA approval of a hypertension application which is a huge market.

We can nicotine to the list as well as non-steroidal, anti-inflammatory drugs (NSAIDs), vitamins, phosphodiesterase inhibitors (Viagra, Cialis, etc.), estrogen, testosterone and other drugs and formulations. This is the long-term potential that excites me.

In the next 6 – 12 months, hypertension is likely to be the primary driver of LEXX's valuation. But in the medium to long term, there are a handful or more very sizeable opportunities ahead, any of which could be a company maker. In any case, I believe in the next 2 – 4 months, LEXX's New Drug Application will be ready to submit to the FDA and this will justify moving the stock to a new valuation level. So you want to own the stock now to not miss this timely opportunity. But that's not the only reason to own LEXX as there are potentially far more major opportunities ahead.

Applications Watch

Health Canada issued three licenses this week for an adjusted total number of licenses of 924. This week, licenses were issued to 9454-1901 Quebec of Quebec for micro-cultivation, Cultures therapeutiques Grail of Quebec for micro-cultivation and Gayonica of Quebec for processing. Over 40 public companies are LPs or own an interest in one or more LPs. For a complete list of LPs and related information, Ctrl-Click [\(here\)](#)

Selected Archived Articles

Where are we in the current stock market cycle? August 5, 2022.

As we spend more following the market together, the difficulties will become clear. At this time, for example, two out of the three major U.S. indexes have declined more than the somewhat arbitrary -20% that defines a bear market and one has not. For example, the Standard and Poor's 500 has fallen -24.5% from its recent high to low, the NASDAQ Composite is down -34.8% on the same basis but the Dow Jones Industrial Average is down -19.8%. This means the S&P 500 and the NASDAQ have clearly met the -20%

traditional bear market level but the Dow Jones has not. This probably doesn't matter but it would make life simpler if the Dow had simply dropped another 5% or so.

Figure 1 below left lays out the hypothetical model for a complete stock market cycle I have developed. It is broken into three parts: The Dynamic Phase of a Bull Market, the Trading Phase of a Bull Market and

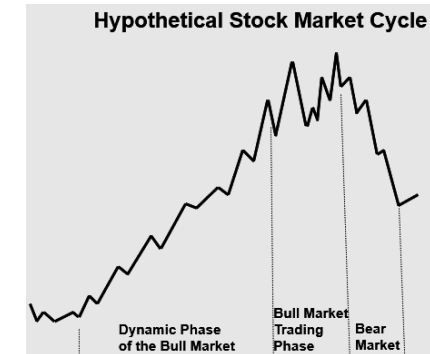


Figure 2

the Bear Market. The illustration below right shows the cycle in its three parts a little more clearly. This is not a predictive model, that is, we are not trying to forecast where the market is going. Over the years, it has been established that market forecasting does not add value to the portfolio management process. In this approach, I try to identify

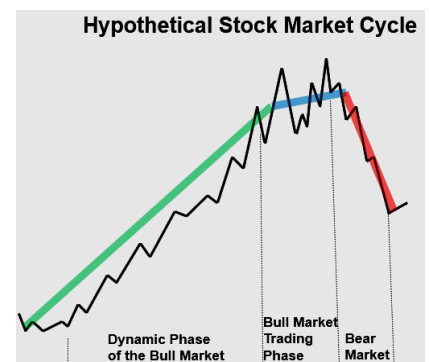


Figure 1

the phase we are in. Since each leg has

some duration, if we identify the stage we are in, we can set up portfolios for what is to come. The most difficult part is the transition points where we are moving from one phase to the next. That is where we are now.

As illustrated in Figure 2 above, a Bull Market is made up of the Dynamic Phase and the Trading Phase in which the market is generally rising whereas the Bear Market stands alone. The average Bull Market lasts around 33 months or 2.7 years. Of this total, the Dynamic Phase traditionally lasts longer than the Trading Phase. The average bear market lasts approximately 9.5 months or 0.8 years. As a result, the complete stock market cycle runs an average of about 42.5 months or 3.5 years. On a rule of thumb basis, a typical stock market cycle is said to be 4 years long made up of a 3 year Bull Market and a 1 year Bear Market. The Bull Market represents a little over 75% of a full cycle with the Bear market lasting a little less than 25% of the full cycle. As a result, investors often describe the stock market as three steps forward and one step back.

Another variable is the average Bull Market rises over +110% while the typical Bear Market declines around -36%. This relationship of Bull Markets reaching higher new highs and Bear Markets falling to higher new lows has been true for almost all of the past 100 years. That is why a long-term stock index chart such as the Dow Jones Industrials and the Standard and Poor's 500 has always risen over time.

The economy can also help us identify the phase of the market. But this is not as easy as it might seem for reasons that are under discussion at present. Here are some of the issues:

- The current issue is the U.S. economy has recorded two successive quarters of a real decline in Gross Domestic Product (GDP). In rule of thumb terms, this is a recession. But we know the economy is weak but perhaps not weak enough to qualify as a recession. The National Bureau of Economic Research (NBER) will define a recession although that information may not be available for six months to a year.

- The next question is whether the Federal Reserve will be able to engineer a soft landing for the economy which means slowing down the economy enough to bring down inflation without putting it into a recession. All economists agree this is a tricky proposition and the likelihood is they will not. This indicates that either we are in a recession or there is probably one coming.
- Stagflation is a portmanteau made up of combining “stagnation” with “inflation” attributed to British politician Ian Macleod, in 1965. Stagflation is an economy marked by slow growth and high inflation. Most definitions also include high unemployment. In the history of economics leading up to the 1960s and 1970s, stagflation was considered an economic impossibility.
- Subsequent study suggests stagflation is the product of government policy errors and external shocks. The current economy combines high inflation with a slow growing economy but lacks high unemployment. Here are a couple of events that have created what we have now.
 - Perhaps the most egregious error in judgement from the White House was the \$1.9 trillion covid relief package that was highly and excessively inflationary. You can add to that the recent \$740 billion “Inflation Reduction Act” that I think will prove to be anything but.
 - The Biden White House is opposed to fossil fuels-based energy and the President has taken early and strong steps to stop pipelines and oil and gas exploration and replace them with renewable wind and solar energy. However, if you shut down oil and gas and sit back and wait for wind and solar to fill in the gap, you will create a problem. This has put Biden in the awkward position of having to ask countries such as Venezuela and Saudi Arabia to increase production which he now seems to realize as the Inflation Reduction Act contains provisions to enable the petroleum industry to begin exploring on federal government lands again.
 - I guess we will have to wait to see what happens with unemployment as we move ahead. However, current unemployment is down to pre-COVID levels and those unemployment rates were the lowest in twenty years previous. Current rising interest rates certainly tends to point toward rising unemployment ahead.
 - In terms of external shocks, numero uno would have to be the coronavirus. This was an unprecedented threat to the health of the world. There are 588.1 million confirmed COVID cases and 6.4 million deaths around the world. That is a large number that probably grossly understates the actual number of infections that some estimates place at over 50% of the population. The economic impact of the pandemic was a major external factor.
- The Russian attack on Ukraine is another outside factor that is impacting the U.S. economy. However, I believe the lesson to be learned is to not abandon self-sufficiency with respect to your own energy needs. I am concerned this will be a long and cold winter in Europe, a condition that the U.S. is setting itself up for in the future.
- Economist Paul Samuelson once quipped, “The market has predicted nine of the past five recessions.” His point was that not every bull market is marked by a recession. In fact, over the past 100 years, two

out of three bear markets have featured a recession while one out of three has not. Therefore, it is also possible and perhaps likely that this time we will not see a recession ahead.

What characteristics predominate in each of the stock market cycle's different phases? The main difference is in the volatility and size of corrections in stock prices both up and down during each phase. In the Dynamic Phase of a Bull Market, stock prices are generally rising strongly. Because the Dynamic Phase is the longest of the three phases, there may be more corrections but they tend to be small; typically in the 3% to 5% range as shown in Figure 3.

As the cycle transitions from the Dynamic Phase to the Trading Phase, the volatility increases. In fact, this is the defining characteristic of a Trading Phase compared to the Dynamic Phase. In the Trading Phase, the corrections become much larger; generally, in the 5% to 10% range.



Figure 3



Finally, as we move into the Bear Market, the pattern changes again and becomes almost the direct opposite of the Dynamic Phase of the Bull Market. In other words, in a Bear Market stock prices tend to decline relentlessly with very minor and occasional rallies of 3% to 5%. A sign of the end of a bear market is an unexpected disaster such as a high-profile bankruptcy and investor capitulation, that is, a market that ignores good news.

Figure 4 shows a chart of the Dow Jones Average since the COVID bear market low of March 2020. It shows my interpretation of the Dynamic and Trading Phases followed by the Bear market shown in red. I think we are in the Bear Market phase of the cycle so the next challenge is to determine when we have come out of this phase and into the next Dynamic Phase. At this time, I think it is too easy to simply transition into the Dynamic Phase from here. It might be we will have a double bottom to the bear market. It has hit a low and rallied and may hit another low before we move on. This makes sense if we also assume the economy recovers in the third quarter and falls into a clear recession in 2023 as many economists expect. But for the time being, it is best to watch and see what happens next.

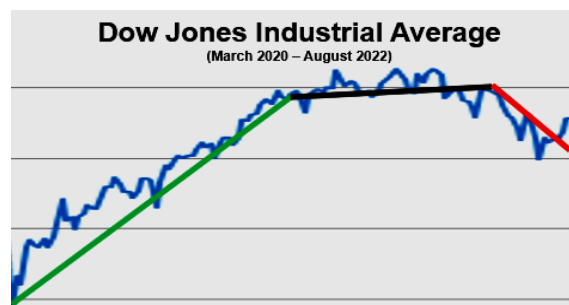


Figure 4

Figure 5 shows where I think the blue chip stocks are today based on my stock market cycle paradigm. I have moved the oval further down the bear market from last time to reflect the fact that two out of three

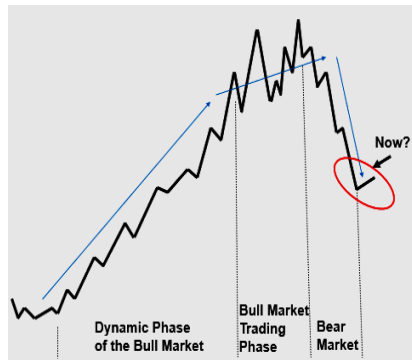


Figure 5

of the major Wall Street Indexes have now closed below -20% and rebounded somewhat. Based on the economic data, however, I think weakness will be drawn out. After two lackluster quarters, the third quarter could be better. After that, however, I would not be surprised to see the economy moved into an uncontested recession and the market make a double bottom. If this happens, we will be looking at stagflation that is very difficult to deal with because if you raise interest rates to fight inflation, the economy will suffer even more. On the other hand, if you reduce interest rates to stimulate the economy, you will also be promoting higher inflation.

If the current bear market is over, it would prove to be one of the mildest bear markets in the past 75 years. It is also worth noting five of the six bear markets listed happened over 50 years ago so the more

recent experience has been Bear Markets in the -30% to -40% range. The three most recent bear markets were: the tech stock crash of 2000 to 2002, a decline of -45%, the financial crisis of 2007 to 2009, a decline of -52% and the COVID pandemic crash of 2019 to 2020, a drop of -35%.

Worst		Best	
Nov 1931-Jun 1932	-61.8%	Jun 1948-Jun 1949	-20.6%
Mar 1937-Mar 1938	-54.5%	Aug 1956-Oct 1957	-21.6%
Oct 2007-Nov 2008	-51.9%	Feb 1966-Nov 1966	-22.2%

The major indexes have bunched up at their lows since we last reviewed the markets. These indexes have already bounced off their recent lows. The important question now is whether the recent recovery is a bear market rally or the start of a new Dynamic Phase. Bearing in mind that the model is one of identifying and not forecasting, at this point we have to simply wait it out for a period of time. Experience tells me it is better to continue with the existing conclusion than it is to adopt a new one. At this time, it means I would remain with the Bear Market and stay cautious rather than jump to the conclusion we are in a new Dynamic Phase. This is the discipline: until you can identify being in a different phase of the cycle, stick to the one you are in.



Figure 6

Conclusion: this market cycle model is not a predictive tool. It is based on the idea that each of the three phases tends to last for an extended period of time so the sooner you can identify what phase you are in, the more you can adjust your portfolio management strategy to suit market conditions. The characteristic to watch for now is whether the next correction makes a higher or lower low. A lower low will confirm we are still in a Bear Market. A higher low will indicate a change in trend from down to up.

Special Report: May 2, 2022

Khiron Life Sciences Shareholder Conference Call

Khiron Life Sciences ([TSXV: KHRN](#)) ([OTCQX: KHRNF](#)) ([TSXV: KHRN-WT.V](#)) ([Frankfurt: A2JMZC](#))

had their conference call recently to review fiscal 2021 annual and fourth quarter results. As usual, it made me realize once again what an amazing job Alvaro Torres and his team have done and are doing. This is my summary of a one-hour call. I have identified some added observations that confirm KHRN's success added at the end. Enjoy!

Alvaro Torres, CEO, Khiron Life Sciences:

The results for 2022 so far begin to show how unique and strong we are. We are growing in each market we are in. We have a unique way of capturing and retaining patients in Latin America and Europe. We have very high margins.

2021 Milestones:

- Revenue was \$12.8 million up 60% in 2021
- \$4.6 million in cannabis revenue or 36% of total 2021 revenue
- 79% growth rate over past five quarters.
- It appears medical cannabis revenue will exceed health services revenue in 2022
- Gross margins from the medical cannabis revenue stream of over 73% for the year
- Colombian gross margins of 85% and European gross margins of 55%.
- Gross margins in the health services division increased to 20.5% In 2021.
- Gross profits reached \$4.9 million, up 230% YoY
- Europe now accounts for over 30% of our cannabis sales
- Europe will be an increasingly important driver of our growth in 2022
- These overall results were accomplished under very difficult circumstances
- We are looking at revenue of \$4.5 million in Q1 2022.
- In March we exceeded \$1 million in cannabis sales worldwide which is just getting started
- We had 140,000 patient interactions in 2021, an increase of over 40%.
- In the first quarter of 2022, patient interactions were already at 41,000
- In March and April we were running around 16,000 per month
- Directors and Officers Insurance costs will decline from \$2.2 million to \$350,000 in 2022.

- In 2021, general and administrative expenses declined 15% YoY
- We do not need a cultivation license and operation in Uruguay. We export from Colombia
- Similarly, we stopped selling the Kuida wellness line so we took a write-off there as well
- Expect to be cash neutral by the end of the current fiscal year (December 2022) due to expense reductions and high margins.

We are selling medical cannabis in Colombia, Peru, the U.K., Germany and Brazil and have high expectations that we will be selling in Mexico very soon. We are just completing construction of our first clinic in Rio de Janeiro, Brazil. We have shown we can grow during very difficult circumstances. Our brand is one of the leaders in Latin America and the U.K. Our revenue stream is made up of:

1. **Health services:** we offer medical services to people with chronic pain, mental pain, sleep disorders and other health conditions. This is a funnel that enables us to introduce sales of high margin medical cannabis products.
2. **Medical cannabis:** focus is on educating doctors, producing and sourcing high quality medical cannabis products and creating brand loyalty. In Q1 of 2022, medical cannabis sales exceeded the revenue to our health services division and represented 55% of sales.

In 2022, we expect leading markets to be Colombia and the U.K. and total sales of medical cannabis to exceed revenue from health services.

Medical insurance coverage is an important factor and we operate in two countries that have health plans covering medical cannabis: Colombia and Germany. In 2021, we sold 52,000 oil-based cannabis units and over 68% of those were covered by insurance. Today, over 80% of units sold are covered by insurance. Also in 2021, 60% of all patients with medical cannabis were returning patients and in March 2022, 75% were returning patients. The key toward building sustainable growth is having a brand and returning patients because they see the value of using medical cannabis. Also, the cost of retaining a patient is less than acquiring a new one. We have strong patient flow and high conversion rates to medical cannabis and we're just getting started. This is also helping us develop a lot of data that we are now taking to other countries and regions to help us there. With the right data and product mix, doctors are assured we can help them treat their patients.

Peru accounts for around 5% of medical cannabis sales but it is even more important because it is the first country where we have been able to register a finished CBD medical cannabis product and very soon we will have our first registered THC medical cannabis product. Our next step is to export those products for sale throughout the rest of Latin America. We are also working on being able to import high THC product into Peru. All of this will become increasingly important in the second half of 2022.

In Mexico, we have always had a major opportunity and we are about to realize on this potential. We have already been educating doctors and medical professionals, so we have people who are ready to prescribe.

We have made a partnership with Teleton that has 24 clinics and 600,000 patients. We have to deal with regulatory matters in Mexico that are out of our control but we are ready to get started.

Franziska (Franzi) Katterbach, President Khiron Europe:

Khiron entered the European market in 2019 with a strategy combining our clinics and a high quality and agile supply chain allowing us to make an impact on the European cannabis market as well as diversifying our revenue stream and providing more growth opportunities. In 2021, we made an important contribution to Khiron's operating results. In the fourth quarter of 2021, we were 40% of Khiron's medical cannabis revenues and in 2022 we will continue to grow. We have an understanding of medical cannabis based on our knowledge gained in Latin America plus the incredible amount of historical evidence from our clinics that we add to every day combined with our strong local team.

2021 was a challenging year for everyone but we were able to build a presence in the U.K. and Germany that are two of the largest markets in Europe. Our Khiron 20/1 flower (18% – 22% THC and <1% CBD by weight) is the most prescribed in the U.K. and our Khiron 114 is the most popular CBD dominant flower in the German market. We can take advantage of this momentum to increase our market share and expand our medical sales with additional flower and extracts.

Germany has a progressive medical cannabis law that includes coverage by statutory health insurance and is undoubtedly the largest and most mature cannabis market in Europe. But the true potential for cannabis patients remains untapped and that is opportunity for us. In 2021, we launched Khiron 114 that enjoyed great popularity among prescribers and patients and that allowed us to positively influence the discussion in the German public on the topic of medical cannabis. We also have a strong focus on constantly educating medical prescribers on our product. This will continue in 2022.

Khiron has a comparatively long history in the U.K. market that we entered in 2019 as a founding member and exclusive Latin American supplier for Project 2021. As we have in Germany, Khiron has a focus on educating doctors and we continue to build out our medical training for health care professionals using our fully digital education platform – Khiron Academy. We opened the first Zerenia™ clinic there in November 2021 which was a major milestone. With the popularity of our Khiron 20/1 product and our growing team of experts there, the outlook remains very positive.

Question: Margins: Answer Torres: We made some changes with our auditors on the way we record our revenue in certain regions as principals and not agents which had an impact. But in the first quarter of 2022, our Latin America gross margin was 85% and our European gross margin was between 55% and 65%. We are currently negotiating with suppliers on price and we are not seeing any price decreases in our top line sales.

Question: Patients/Retention: Answer Torres: Our patient interactions will always have a slight seasonal effect because in the fourth quarter a lot of people are on holiday. In the first quarter of 2022, we had 41,000 patient interactions but in March and April we were already running around 16,000 per month. Our patient interactions will grow with new clinics and the expansion of the number of services for patients in the clinics. As these figures show we are already seeing this happen. It is always cheaper for us to be

able to retain a patient than get a new one but our cost of attracting a new patient is also declining as we make it easier for the patients to get to our clinics. Also, as more insurance companies are available to our patients in the 2nd and 3rd quarters, I think we will see that number continue to grow.

Question: Costs: Answer Torres: one of the big issues was our Directors and Officers insurance costs that were around \$2.2 million last year where we have been able to negotiate a much better rate of around \$350,000 this year. Also, we did have some sales and marketing expenses for the Kuida line which we have stopped, at least for now.

Question: Europe – U.K. or Germany: Answer Katterbach: Germany was our largest European market in 2021 but by the fourth quarter we could see a trend developing with the U.K. picking up. In the fourth quarter I would say the clinic opening and the popularity of our high THC flower drove sales. I would describe our position in the U.K. as dominant. In Germany we are seeing a pickup in health insurance reimbursements which is a good sign. It means our internal group educating doctors is starting to have an effect. This should continue in 2022 and beyond. For the year, I think we will probably see a close to 50/50 sales relationship continue.

Question: Growth vs Capital: Answer Torres: We are not looking at much more capex in Colombia because we have just had a couple of major openings. The other thing we are working on is to shorten the 90-day period it takes to get reimbursements from the insurance companies in Colombia. We are also looking for ways to fund our working capital needs without creating dilution. The more we can point out to finance companies that we are an international operator and not just a small, Colombian company, the better our chances. If we are able to make an agreement, it will help us greatly.

Question: How long to reach potential in Germany: Answer Katterbach: Cannabis is not self-selling. Sales depend on educating the doctors and this takes some time and money. We see the results every day. Looking at the pharmacies and the insurance reimbursements, there is constant growth. The key is to “own” the doctors with our training and our data. Once you do that, you end up with a very loyal prescriber base. We are currently around 100,000 patients in Germany and the potential is in the millions if you project from the experience with the number of medical cannabis users in a legalized jurisdiction like Canada.

Question: Other countries in Europe: Answer Katterbach: There are other open markets that we are watching very closely like Poland or Czechoslovakia. There is also France which launched a trial over the next couple of years. Italy could be interesting. For Khiron, we first look at revenue potential. For example, the French pilot project requires the dispensation of cannabis for free so this is not a fit for us at this time. Another market with great potential is the United States. They have an unusual model because you can cultivate medical cannabis but you can’t sell it. However, they are looking at changing their regulatory framework.

Question: Sales guidance: Answer Torres: We are looking at \$22 to \$28 million of revenue this year driven mostly by cannabis sales in Colombia, Germany and the U.K. with Mexico projected to make a top

line contribution in November. We are seeing growth continue so there is nothing exceptional that has to happen to achieve these levels. We are very comfortable with that kind of top line expectation.

Katterbach added the coalition government in Germany has already said they plan to legalize adult use cannabis. We don't know how and when this is going to happen but it would be a major opportunity for us. We have the product and we have the supply chain so this could be very important for Khiron.

Here are a couple of questions I asked Alvaro Torres after the conference call.

Can your cash last until you break even? We face the challenge of continuous growth and to have the working capital that is required. In Colombia and Germany, most of our sales are covered by government health insurance and it takes 90 – 120 days to get reimbursed. We have to be able to reduce that time or finance our receivables for that period of time. I've been working on this for three months or so and it is taking time to get it done. We are actually creating our own problem because of our high growth. If our sales through government health plans in Colombia and Germany double, the amount we have to finance for 90 days or more also doubles.

How is the clinic in Brazil coming along? We have to coordinate getting our product into Brazil when the clinic opens. Right now we can meet the sales guidance from Colombia, the U.K. and Germany. So the Zerenia™ clinic in Rio is under construction and we will try to time the completion for when we are able to have the product ready.

But we are in such a unique position. We have the number one selling brand of medical cannabis in Colombia where we have a really, really dominant market share. We have the top selling brand in the U.K. Who would have thought that we would ever be in this position? And we are in a very good place in Germany. So that is our real focus right now because these markets produce revenue and a high gross margin. That is why it is so important to get that cash flow in.

In this quarter, sales in Europe will exceed sales in Latin America which is unbelievable if you were looking ahead from 2 – 3 years ago. Of course, things will swing back in 2023 when we expect to be operating in Mexico and Brazil but no one is doing what we are doing.

We are like all investors and shareholders. I am disappointed in the stock and the financial markets. But Khiron is not the stock and the stock is not Khiron. Cannabis is not going to go away any time soon. The Colombian people want more medical cannabis. The German people want more medical cannabis and so do the people in the United Kingdom. We are a small company based in Colombia that has been able to dominate these three markets and we will keep doing it. Every day we sell more medical cannabis than the day before. Nobody else can make such a claim. No one can do what we are doing the way we are doing it. When we publish our first quarter report, everyone will see our growth continued and this is still early days for the industry so the growth will keep going. Our challenge is getting our receivables turned into cash faster. Don't forget we have no debt. We don't owe anyone, anything.

Conclusion: For the umpteenth time in a row, **Khiron Life Sciences** ([TSXV: KHRN](#)) ([OTCQX: KHRNF](#)) ([TSXV: KHRN-WT.V](#)) ([Frankfurt: A2JMZC](#)) Chief Executive Officer Alvaro Torres explained how the

company is able to execute its business plan over and over. Franzi Katterbach expressed it in a slightly different way when she said, "Medical cannabis isn't self-selling." Time after time, both Torres and Katterbach reiterated how important it was to educate doctors or prescribers to be successful in selling medical cannabis. With their evidence-based model, KHRN continues to demonstrate high rates of sales growth coupled with high gross margin on medical cannabis sales.

The markets have always had a problem fairly reflecting KHRN's achievements, in my opinion. However, I see the major reduction in D&O insurance costs as a third party upgrading and re-evaluation of KHRN and its business. Travellers Insurance says, "Directors and Officers (D&O) liability insurance protects your organization's directors and officers from personal financial loss that may result from allegations and lawsuits of wrongful acts or mismanagement carried out in their appointed capacity. Wrongful acts may include....misrepresentation to shareholders, creditors and others...."

Many small cap companies cannot attract qualified Directors or Officers without such protection. Clearly, the liability insurance companies have sharply upgraded their view of Khiron; their business and risks. I suggest the markets will be next.

KHRN also makes the more difficult decisions. During the pandemic, KHRN moved their Kuida line of CBD infused skin products to the back burner. Now they have turned off the heat. Kuida will still be there but for the foreseeable future they will not be spending any money on the project. In addition, they no longer need their cultivation license and assets in Uruguay because they can outsource product. KHRN has taken steps to clean up the balance sheet by writing off items related to the above.

Torres also provided sales guidance for fiscal 2022 of between \$22 - \$28 million assuming business as usual in existing markets and revenue from Mexico starting in November. The number is not a great revelation. If first quarter sales are approximately \$4.5 million, that's \$18 million annualized without any growth. Annual sales of \$22 million is a growth of 22% in the final three quarters and \$28 million is growth of 55% over the balance of the year. These targets are comfortably in range.

What is important to me is that up until now, management has not considered it prudent to provide revenue guidance and now they do. This means in management's eyes the revenue streams are large enough, strong enough and assured enough to make a revenue projection. Again, this is another indication of how KHRN's business is changing and becoming more sustainable and, therefore, more predictable. They are not generating one-off sales. Their revenue stream has become reproduceable with a 75% patient retention rate. To me, this is an important sign of positive growth in the business.

With a market cap of \$31 million based on Yahoo Finance, KHRN looks very undervalued trading at around 1.1 to 1.4 times a conservative estimate of 2022 sales.

As an analyst/investment advisor/portfolio manager for many years, in my eyes **Khiron Life Sciences** ([TSXV: KHRN](#)) ([OTCQX: KHRNF](#)) ([TSXV: KHRN-WT.V](#)) ([Frankfurt: A2JMZC](#)) is a large cap company



in small cap clothing. They have a well thought out business plan that is working. They have a data base that is a valuable intellectual property that is cur-



rently adding 16,000 patient interactions per month and growing. They have substantial growth potential in the markets they are in and they expect to add Mexico later this year with other new markets available if they choose. Management is telling us in an indirect manner that their business has matured to the point where they can issue sales guidance for investors. Their Directors and Officers insurer has made a major upgrade in their assessment of certain risks involving KHRN leading to a substantial reduction in insurance premiums this year. The market assessment will catch on eventually and when it does, in my view the results will be spectacularly rewarding. The beating handed out by the markets last week carried KHRN to price levels that make current prices seem like an extremely attractive buying opportunity.

Alvaro Torres has put together an excellent team to carry out the plan they have developed over time. KHRN is a stock you can buy for your grandchildren and they will thank you.

Khiron Life Sciences ([TSXV: KHRN](#)) ([OTCQX: KHRNF](#)) ([TSXV: KHRN-WT.V](#)) ([Frankfurt: A2JMZC](#))

announced it has formed a partnership with Fundación Teletón, the world's largest non-profit organization for children with physical disabilities, cancer and autism. In Mexico, Teletón has 22 Rehabilitation Centers, 1 Autism Center and 1 Children's Hospital for Cancer and has treated 454,000 people since 1999. According to a March 9, 2021 article by Emilia Acevedo in Winter 2021 Digital Print – Sana Sana titled 'Fundación Teletón: A Makeshift Mexican Hero During COVID,' "Fundación Teletón has been a national hero in Mexico and a source of pride for Mexican society, earning recognition from many Latin American countries since its foundation in 1997."

The partnership between Khiron Life Sciences and Fundación Teletón includes:

- Establishment of Khiron's Zerenia™ medical cannabis clinics within Teletón's network in Mexico.
- Distribution of Khiron's medical cannabis products in Teletón's pharmacies.
- Training of Teletón's Health Care Practitioners on delivery of medical cannabis.

The news was well received and when you read and appreciate the backstory, you will understand why KHRN is able to accomplish things beyond the reach of most other cannabis companies.

To put those times into perspective, cannabis had been illegal in Mexico since 1920 but personal possession of small amounts was decriminalized in 2009 and low THC cannabis was legalized for medical

purposes in 2017. This was back when the recently minted cannabis stocks were still soaring high. Licensed producers such as Canopy Growth, Aphria and Aurora Cannabis were drowning in cash. Mexico was touted as the next big thing in cannabis with a population over three times as large as Canada that made it prospectively the largest cannabis market in the world.

As a result, when KHRN announced the appointment of Mr. Vicente Fox, former President of Mexico, as a director on July 17, 2018, it was a real feather in their cap. President Fox was an internationally recognized cannabis advocate and the word on the street was there had been other major cannabis companies recruiting him. Three months later, on October 31, 2018 when the Supreme Court of Mexico declared the prohibition of cannabis was unconstitutional and ordered the Congress of Mexico to formally legalize cannabis within 90 days, it appeared there were no hurdles left.

Then we learned lessons about the Mexican government as they missed the Supreme Court deadline several times with the court extending its deadline each time. As 2018 turned into 2019 that became 2020 and eventually 2021, the Chamber of Deputies, effectively the lower house of the Mexican government, passed a bill legalizing adult use marijuana on March 10, 2021 but when it was not voted on by the Senate (upper house), the Supreme Court legalized adult use cannabis on June 28, 2021.

Early on as these delays continued, KHRN remained interested in Mexico and President Fox stayed committed to KHRN but everyone realized there might be a delay. KHRN maintained an interest in Mexico but focussed on other regions and we now know. However, with the Mexican Supreme Court action, in July 2021, KHRN CEO Alvaro Torres travelled to Mexico and held several days of meetings with the largest hospitals in Mexico City. Torres and the team still had to do the work but President Fox made introductions at the highest levels to people that Torres refers to as “the decision makers.” In fact, Fundación Teletón was their first meeting of that week.

Since that time, KHRN’s Mexico team has been working quietly but steadily with the people at Teletón. Of course, it helped that KHRN had their proprietary data to show how much cannabis had benefitted patients in Colombia and how. But it should be no surprise that it was also very important to Teletón to be sure they weren’t going to be embarrassed by this entry into the emerging medical cannabis field and partnership with KHRN. The cherry on top was the statement by Arturo Pichardo, Corporate Medical Director of Teletón who said, “Teletón and Khiron's Zerenia™ clinic network complement each other perfectly with our strong patient focus, as we share the same values about our common mission. This partnership is good news for patients with various medical conditions throughout Mexico.” As a result, when the partnership was announced, KHRN’s stature in Mexico was immediately and dramatically elevated and that can only lead to additional acquisitions/agreements to come.

As Torres said in our earlier interview, KHRN is still waiting for a license to import their medical cannabis products into Mexico. When that happens, KHRN will probably be the first or at least one of the first granted the necessary approvals. In the meantime, they will have been busy educating doctors. It shouldn’t be overlooked that the press release reminded everyone, “Khiron has also partnered with Mexico's top university Tecnológico de Monterrey to provide medical cannabis training to doctors across the

country, based on Khiron's education programs and real-world evidence from its Zerenia™ clinics across Latin America.”

Summary: I have spoken to CEO Alvaro Torres and been in touch with Board Chair Chris Naprawa and I could sense their excitement. Of course, I am also very optimistic about the partnership with Fundación Teletón that has 24 centres in Mexico compared to the 16 clinics currently operated by KHRN globally. If by the end of 2023, KHRN has added a Zerenia™ clinic associated with each Teletón centre, that will not only keep KHRN extremely busy in Latin America, it could also mean half of KHRN's Zerenia™ clinics will be in Mexico in some 21 months. This probably won't happen, not because Mexico this growth wasn't accomplished in Mexico but because KHRN plans to open a Zerenia™ clinic in Brazil next month which has a population over 60% larger again than Mexico.

The growth potential of Brazil is also exciting.

As I think about what KHRN has accomplished in Mexico, I feel confident in saying no one else could have done it as well in that timeframe. Not only that I don't think anyone else can do it starting today. No one else has the intellectual property in the form of real-world data on cannabis. No one else has the ability to educate doctors on prescribing cannabis. Finally, no one else has the team of people with the leadership abilities of Alvaro Torres supported by senior management including Chris Naprawa and Juan Diego Alvarez, to name a couple and a strong team with boots on the ground to work with.

If I look back over the previous two years and see what KHRN has accomplished in Mexico from a medical cannabis perspective, I think their accomplishments over the next two years will be just as impressive because I understand KHRN plans to expand rapidly in Mexico. Even without taking into account Brazil that is coming up next, Mexico converts KHRN's hold on Latin America into a stranglehold. And at the same time as Torres told us in the previous interview, things are going extremely well in Europe.

Conclusion: the news on Mexico appears to have gained some traction with investors as both the stock price and the warrants moved strongly higher as shown and not only held but continued to build on those gains. Perhaps it is because Mexico is one of the largest Latin American markets. If that is so, you will be interested to know that the first Zerenia™ clinic is expected to open in Brazil next month. By population, Brazil is the largest addressable market in Latin America with a 60% larger population than Mexico. On the other hand, it might be because KHRN Director Vicente Fox is a former President of Mexico and has played in active role in KHRN's activities there.

Although it is difficult to match being a former country President, let's not forget Dr. Eduardo Faveret has been the Medical Director for KHRN in Brazil since July 2021. In 2013, Dr. Faveret was one of the first Brazilian physicians to prescribe medical cannabis and has treated over 3,000 patients since.

Dr. Faveret's introduction said he "...will lead patient prescriptions, physician outreach and education, and data-driven product development for Khiron in Brazil, leveraging relationships and deep medical cannabis expertise developed throughout 30-year career." In discussions with KHRN CEO Torres, I know the company is will positioned to expand Zerenia™ clinics in key cities following the addition of Dr. Faveret and initial sales in Brazil in July 2021.

This means in the very near term, **Khiron** ([TSXV: KHRN](#)) ([OTCQX: KHRNF](#)) ([TSXV: KHRN-WT.V](#)) will



be expanding its Colombian base into two of the largest markets in LatAm, that is, Mexico and Brazil. In addition, the Company is enjoying



strong growth in Europe in the U.K. and German markets. I think the financial markets are about to give KHRN the respect that has been lacking for several years and shareholders will be the winner. I believe a reappraisal of KHRN is just getting started so it's not too late to establish a new position or to add to existing holdings.

April 1, 2022: How might the market value Lexaria Bioscience ([NASDAQ: LEXX](#)) ([NASDAQ: LEXXW](#))? I think I can give you some guidance toward an answer to your question.

I will do this by explaining the FDA drug approval process, indicate where LEXX is on that timeline and what its prospective valuations might be.

A company seeking FDA approval to sell a new prescription drug must complete a five-step process: discovery/development, preclinical research, clinical research, FDA review and FDA post-market safety monitoring.

1. Discovery and development:

- (a) Discovery: there are many ways a new drug is discovered. There may be thousands of compounds that are potential candidates but only a small number are promising and warrant further study.
- (b) Development: the promising compounds are experimented on to gather information about:
 - How it is absorbed, distributed, metabolized, and excreted.
 - Its potential benefits and mechanisms of action.
 - The best dosage and delivery such as orally or by injection.
 - Side effects or adverse events that is often referred to as toxicity.
 - How it affects different groups of people such as by gender, race, or ethnicity.
 - How it interacts with other drugs and treatments.
 - Its effectiveness as compared with similar drugs.

2. Preclinical Research

- Before testing a drug on people, researchers must find out whether it has the potential to cause serious harm, also called toxicity. The two types of preclinical research are In Vitro, that is, tests done with molecules sometimes referred to as test-tube experiments, and In Vivo which is in living biological entities such as animals or humans.
- FDA requires researchers to use good laboratory practices (GLP) as defined.
- Usually, preclinical studies are not very large but these studies must provide detailed information on dosing and toxicity levels.
- Researchers review their findings and decide whether the drug should be tested on people.
- Drug developers, or sponsors, must submit an Investigational New Drug (IND) application to FDA before beginning clinical research. In the IND application, developers must include: animal study data and toxicity data, manufacturing information, clinical protocols for studies to be conducted, data from any prior human research and Information about the investigator.

3. Clinical Research

- Clinical research refers to studies or trials done on people.
- Developers design the clinical study starting the Investigational New Drug Process (IND) that involves each of the different Clinical Research Phases.
- Phase 1: The first stage in clinical trials. The main goal of phase 1 is to establish the new drug's side effects as well as its metabolic and pharmacologic action. Researchers perform detailed research and analysis on various aspects of the drug, including the body's response to it, the method of absorption, how it is metabolized and excreted, and safe dosage levels. A Phase 1 study is frequently done with 20 – 100 healthy volunteers over several months to establish safety and dosage. Approximately 70% of cases move to Phase 2.
- Phase 2: the focus of this phase is drug effectiveness, that is, does the drug actually work in treating a disease or condition. These trials typically involve hundreds of patients who have the disease or condition. Testing is done over several months to test the efficacy and side effects. Approximately 33% of drugs advance to Phase 3.
- Phase 3: These trials are used to obtain additional information about the new drug's effectiveness and safety to assess the benefit versus risk of the therapy and to use this information in the drug's labeling, if it is approved by the FDA. These trials are large-scale studies involving 300 to 3,000 or more volunteers who have the disease or condition in various locations over a period of 1 to 4 years. Some 25% to 30% of tested medications make it through this final stage of testing.
- Phase 4: Several thousand volunteers with the disease/condition to test for safety and efficacy.

4. FDA Drug Review

- If a drug developer has evidence from its early tests and preclinical and clinical research that a drug is safe and effective for its intended use, an application to market the drug can be filed.
- The FDA review team thoroughly examines all submitted data on the drug and makes a decision to approve or not to approve it.
- **New Drug Application (NDA)** tells the full story of a drug. Its purpose is to demonstrate that a drug is safe and effective for its intended use in the population studied. A drug developer must include everything about a drug—from preclinical data to Phase 3 trial data. Developers must include reports on all studies, data, and analyses. Along with clinical results, developers must include:

- Proposed labeling
- Safety updates
- Drug abuse information
- Patent information
- Any data from studies that may have been conducted outside the United States
- Institutional review board compliance information
- Directions for use

- Once the FDA receives an NDA, the review team decides if it is complete. If it is not complete, the review team can refuse to file the NDA. If it is complete, the review team has 6 to 10 months to decide whether to approve the drug.
- In cases where FDA determines a drug has been shown to be safe and effective for its intended use, it is then necessary to work with the applicant to develop and refine prescribing information. This is referred to as “labeling” that accurately and objectively describes the basis for approval and how best to use the drug.
- Around 80% of drugs that reach the NDA stage are approved.

5. FDA Post-Market Drug Safety Monitoring

- The true picture of a product’s safety evolves over the months and years that make up a product’s lifetime in the marketplace. FDA reviews reports of problems with prescription and over-the-counter drugs, and can decide to add cautions to the dosage or usage information, as well as other measures for more serious issues.

How does a public company’s shares respond?

A successful example of a company going through this process is GW Pharmaceuticals. From start to finish, the GW Pharma story took over ten years but if you consider the investment value went from \$0 to \$7.6 billion that Jazz Pharmaceuticals paid for it, it was well worthwhile.

Where does **Lexaria Bioscience** ([NASDAQ: LEXX](#)) ([NASDAQ: LEXXW](#)) sit on this timeline? Here are the steps in the FDA approval process above (1) discovery/development (2) preclinical research (3) clinical research (4) FDA review and (5) FDA post-market safety monitoring.

LEXX is looking at several ways to commercialize its DehydraTECH™ technology. One is to use the technology in an application that does not require FDA approval. This could be the case for a cannabis infused edible or for an alternative to smoking, for example. Another is to interest other companies into using the LEXX technology in applications that do not require additional FDA approval. For example, the owner of a drug that is already FDA approved that delivers improved bioavailability or speed of delivery into the bloodstream using DehydraTECH™ without creating a new molecular entity (NME) might be able to receive an extension of its FDA granted exclusive period which would be very valuable. A third might be to interest companies into using DehydraTECH™ to pursue a new FDA drug approval.

The most exciting opportunity for LEXX right now is in the application of DehydraTECH™ with cannabis and its impact on hypertension and possibly heart disease. In this case, LEXX is preparing to advance an FDA application to Phase 1/Phase 2. Today, LEXX has not entered the FDA process but I am confident that LEXX believes they have the information to substantially complete Phase 1 and as Bunka said in his recent interview with me, they are proceeding with all the analysis that would be required for Phase 2 of an FDA registered clinical study. The next step is to assure themselves that their findings are conclusively positive for this stage and then to make a New Drug Application (NDA) with the FDA. At this time, I believe LEXX will pass off the FDA approval process to a larger company with the scientific and medical people needed to follow through.

According to a report by Biomedtracker titled ([Clinical Development Success Rates 2006-2015](#)) “Once a drug reaches the NDA stage, the probability of it receiving FDA approval and being marketed in the U.S. exceeds 80%.”

LEXX is intends to take hypertension development further into the FDA approval process on its own account because the indications that have been shown to date from the combination of CBD and DehydraTECH™ are unique and promising and hypertension is a huge market. In addition, the further into the process they can advance the potential drug, the easier it will be to interest a much larger company into developing it and the more it would be worth.

For an investor the question is what will it be worth at each step along the way?

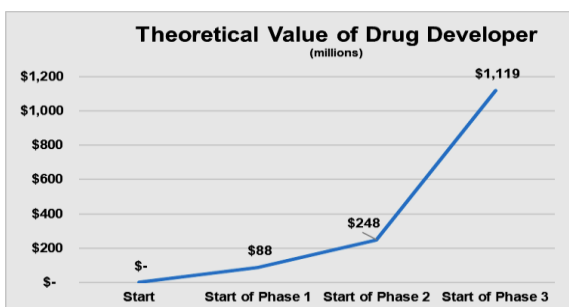
To help us in this case, I will refer to an article by 2019 Bay Bridge Bilo, LLC entitled ([How to calculate the value of drugs and biotech companies](#)) and their drug valuation calculator. It is important to remember this calculation provides an approximate estimate of the values involved. In FDA drug approval there are so many variables that the projection can easily be off by 100% or more. Of course, in statistical analysis such as this errors will tend to offset each other as well.

It is important to also bear in mind as this article says, in other industries investment value is often driven by revenue and profit growth. In drug development, value is driven by de-risking that is accomplished by science and clinical experiments. “The more rigorous the experiment, the more value is created if the experiment is successful.”

This report goes on to say that risk is often ‘binary,’ that is, value is linked to risk reduction that is accomplished through experimentation and study. As a result, a company’s value can change substantially when data from a successful experiment is released. Because experiments are often blinded, information from a study must be withheld from volunteer/participants so as to avoid influencing the outcome. As a result, all the information tends to be released at the end of the experiment. To quote from this report, “So big swings in value can happen literally overnight.”

Finally, drugs really gain value at around Phase 2. This report states that venture capitalists prefer to fund companies that develop their own drugs rather than generate new hits or targets. LEXX has been generating hits but it makes more sense in their case because all of the hits are generated from their proprietary and multi-patented technology DehydraTECH™ at the base.

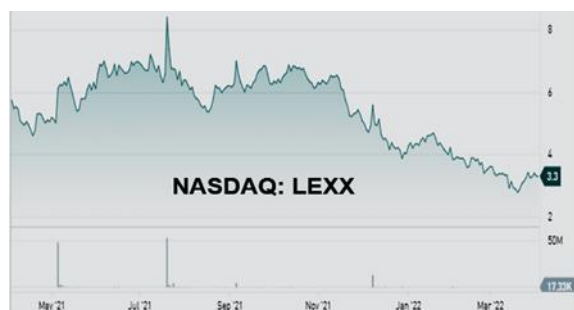
With hypertension, however, LEXX is replicating an FDA Phase 1 and Phase 2 in a non-FDA setting. This is part of the de-risking process described above. Each bit of scientific data collected de-risks the development and increases the value to LEXX. As Bunka has said, in the non-FDA setting they are currently in, LEXX is trying to minimize the risk by the time they apply for a New Drug Application (NDA) with the FDA and are positioned to embark on the three-phase process. Depending on what happens between now and then will determine how LEXX proceeds.



Here are the values indicated by the Drug Valuation Calculator on a theoretical case:

Value at start of program - \$ 0
Value at start of Phase 1 - \$ 88,000,000
Value at start of Phase 2 - \$ 248,000,000
Value at start of Phase 3 - \$1,119,000,000

Conclusion: The market cap of **Lexaria Bioscience** ([NASDAQ: LEXX](#)) ([NASDAQ: LEXXW](#)) is currently around \$20 million. What this valuation indicates is if LEXX is able to attain a milestone such as a New



Drug Application for hypertension that is essentially the start of Phase 1, the return to investors is substantial. But I warn against simply dividing \$88 million



by \$20 million and projecting a 4.4 times return or if they get to the end of an FDA Phase 1 and the start of a Phase 2 that the potential is \$248 million divided by \$20 is a 12.4 times return. But I do advocate a less precise, generalized conclusion that when it comes to hypertension, the potential returns are enormous and LEXX has the potential to achieve somewhere between a value at the start of a program which I think they have already achieved to possibly a start of Phase 2 position which I think is attainable.

I think the **Khiron Life Sciences** ([TSXV: KHRN](#)) ([OTCQX: KHRNF](#)) ([TSXV: KHRN-WT.V](#)) ([Frankfurt: A2JMZC](#)) recent announcement elevates the Company to an entirely new level in terms of investment potential. The announcement is that effective January 1, 2022, high and low THC medical cannabis to its list of mandated covered medications for every health insurance provider in the country. It resulted from the Colombian government including all concentrations and pharmaceutical forms of THC and CBD as part of adding 654 medical procedures and 564 medicines to the list. The inclusion of medical cannabis is the result of many, many months of hard work on the part of KHRN people with the insurance companies and the government.

Here are some things to think about:

- Colombia is a country of over 50 million people. For comparative purposes, Canada has a population of under 40 million. Of course, Canada is a developed country and member of the G7 and is the ninth largest economy in the world. Colombia, on the other hand, is a developing country that ranks near the top of the list of its peers. So you can't make a one-on-one comparison but you can be very successful being in a dominant role in Colombia and Latin America and if you can transfer the intellectual property from Colombia and Latin America to Europe as KHRN is in the process of doing, so much the better.

- Based on IMS Quintiles, Colombia has some 6 million potential medical cannabis patients and now 97% of them are covered by health insurance. Last year, KHRN had 16,000 patients and wrote 52,000 medical cannabis prescriptions of which 60% were insured making KHRN the unchallenged leader in medical cannabis in Colombia, in my opinion.

- The benefits of this development for KHRN include:

1. It makes medical cannabis treatment immediately more affordable for virtually all Colombians.
2. It helps to break down any remaining stigmas toward cannabis as an authentic medicine.
3. It continues to add to the credibility of KHRN's business plan, that is, the medical clinic approach.

➤ The average salary in Colombia is around US \$1,200 per month or US \$14,400 per year. Here are a couple of things to consider:

1. The average medical cannabis patient spends around US \$55 to US \$60 per month. Having health insurance coverage makes a significant difference for the average Colombian when it comes to ability to pay for cannabis treatment.

2. From a financial point of view, KHRN has raised equity mainly in Canadian dollars through the Toronto Stock Exchange Venture Exchange. This means all of their operating costs, including salaries are also very low in Canadian dollars. This is a natural currency hedge and works well.

○ Colombia is not one of the largest opportunities in Latin America. For example, two markets that KHRN will likely enter in 2022 are Mexico (population almost 130 million) and Brazil (population over 210 million). There is also the potential for Europe where KHRN already has a presence. The U.K., where KHRN opened their first European clinic, has a population of 67 million and Germany has 83 million people and universal health insurance coverage.

○ In Colombia and Latin America, there is no one approaching the medical cannabis market in the same way as KHRN. Opening and staffing clinics, educating doctors, the 50,000 points of data to analyse to help them improve what medical cannabis product has provided the best results for a particular ailment and branding the medical cannabis products are all significant barriers to entry that grow stronger with each passing day. Each development such as covering medical cannabis under the Colombian health insurance companies cements the approach Khiron has developed.

○ Khiron started in Colombia and it is the country in which they are furthest advanced. But the clinic model is being expanded in Latin America and Europe. The first European clinic located in the U.K. is now gaining traction.

○ Using the average numbers of patients spending CA\$75 per month of medical cannabis in 2021, Colombia represents a CA\$4.5 billion market opportunity. Based on population, the other markets listed above have up to 10X the potential of Colombia.

○ High quality cannabis is obviously important to the proof of Khiron's medical cannabis clinics concept in the same way that coffee beans are important to Starbucks and tobacco quality is important to Philip Morris. But in most agricultural industries, the farmer is the low man on the totem pole. That will be true for cannabis cultivators in my opinion. From Day One, KHRN Chief Executive Alvaro Torres told me that instead of being a seller of coffee beans for \$4 a pound, his goal is to be like a seller of coffee for \$4 a cup. That is how he is positioning KHRN in the cannabis industry – not as a cultivator but a seller of value added, higher margin branded medical products.

○ This week's questioner, D. F., makes the additional point of the potential for legalization of adult use cannabis in Germany. Here are a couple of points:

1. Medical cannabis is already legal in Germany and it is covered under their national health care plan. Adult use cannabis is of interest to KHRN but not in the near term when their focus is expected to remain on their clinical model for medical cannabis.

2. In Canada, cannabis was legalized on October 17, 2018. Germany will have the benefit of learning from those coming before but legalization doesn't happen overnight. It takes time to write the legislation and to balance the interests of all parties. Canada is over three years into it and we are still working out issues.

Conclusion: I believe this is a milestone outcome for **Khiron Life Sciences** ([TSXV: KHRN](#)) ([OTCQX: KHRNF](#)) ([TSXV: KHRN-WT.V](#)) ([Frankfurt: A2JMZC](#)). In recent years, management has been criticized



regularly, unfairly in my opinion. KHRN was almost verbally abused when they equity financed in February 2019. But when COVID hit later in



the year, KHRN was one of few small cap cannabis companies that was able to continue its growth while competitors struggled to keep their doors open. When KHRN started a program to educate doctors on the benefits of prescribing medical cannabis, one analyst went so far as to say it would never make money when the point of it was to educate doctors. Now that the important role of doctors in the prescription of medical cannabis is clear, it is evident that KHRN has always been one or two steps ahead of the pack.

I think this latest development is important for many reasons:

➤ At a time the markets are emphasizing revenue and margins, covering medical cannabis through the Colombian health insurance plans should accelerate revenue growth because:

1. A Colombian citizen's personal financial circumstance is no longer a factor in the decision to receive medical cannabis treatment. This will produce improved health care for the population. By the way, I believe in the medium term, the government will also be a financial beneficiary as medical cannabis often replaces other conventional forms of treatment that are far more costly.
2. Colombia is now one of the largest, fully insured medical cannabis markets in the world and KHRN is well positioned to service the market with the dominant distribution network staffed by fully trained and experienced medical professionals.
3. There is virtually no competition for KHRN in Colombia and Latin America. KHRN is the market leader in medical cannabis and whoever is in second place is not even close. Their advantage grows daily. ➤ At the same time, KHRN has expansion plans utilizing their strategy of opening clinics:

1. In Colombia with additional clinics
2. In Latin America including Mexico and Brazil.

3. In the U.K. and Germany

➤ As KHRN becomes established in Latin America, it strengthens their foothold in Europe and grows its revenues and margins, the door to finding a strategic partner or takeover offer increases in probability. Although this might not be a preferred route, any such arrangement should be very profitable for investors.

I believe KHRN shares are edging toward a breakout and investors should not delay buying.

One of the reasons I am so enthusiastic about the prospects for Lexaria Bioscience ([NASDAQ: LEXX](#)) ([NASDAQ: LEXXW](#)) is they are conducting a wide range of tests of its DehydraTECH™ technology. In the six years or so that I have been following LEXX, DehydraTECH™ has proven to be a very robust technology and has consistently returned positive results. In the past year, with LEXX listed on the NASDAQ, we have seen the market respond with some vigor to positive results from testing. However, as the market assessed the incremental increase in market cap with each result, it was not able to accumulate that value over time. As a result, since the NASDAQ listing, the shares have been up until the stock price dropped during tax loss selling at year end.

Looking ahead, I think as each prospective application is supported by more data, the market will place a cumulative valuation on the shares. In addition, we shouldn't ignore the possibility of a significant breakthrough result that might come at any time.

Here is a summary of the tests completed in 2021 and scheduled for 2022.

2021/2022 Study Program

HYPER-A21-1 - Rodent study completed (n=10) demonstrating significant enhancement in CBD delivery using DehydraTECH - Up to 2,178% more CBD delivered into bloodstream and up to 1,737% more CBD delivered into brain tissue.

- **HYPER-A21-2** - Rodent study completed (n=10) demonstrating strongest CBD absorption results ever recorded using DehydraTECH - New formulation delivers up to 2,708% more CBD into bloodstream

- **HYPER-H21-1** – Human clinical study (n=24) evidencing a rapid and sustained drop in blood pressure with DehydraTECH-CBD and excellent tolerability

- **HYPER-H21-2** - Human clinical study (n=16) Hypoxic Pulmonary Vasoconstriction study; evidences up to a remarkable 23% decrease in blood pressure with patented DehydraTECH-CBD relative to placebo and confirms DehydraTECH-CBD reduces arterial stiffness

- **VIRAL-C21-3** - In vitro screening assay completed using a primate cell line, VERO-E6, determined remdesivir and ebastine processed with DehydraTECH were effective at inhibiting the COVID-19 SARSCoV-2 virus

- **VIRAL-A20-2** - Rodent study completed (n=40) DehydraTECH enables up to three-fold increase in oral delivery of antiviral drugs, Remdesivir and Ebastine

○ **VIRAL-MC21-1** - Successfully confirmed Lexaria's molecular characterization study objectives, demonstrating DehydraTECH processing and formulation technology does not create a covalently bonded new molecular entity (NME) and that each drug tested remained stable and did not undergo change in chemical structure. These findings are strongly supportive of accelerated regulatory filings such as the 505(b)(2) pathway permitted by the Food and Drug Administration (FDA) and other international regulators ➤ **VIRAL-A20-3** - Rodent PK study completed (n=20) demonstrating significant enhancement in antiviral drug delivery using DehydraTECH-enabled Colchicine. Possible benefits for treating SARS-CoV-

2/COVID-19 and mRNA vaccine side effects

○ **NIC-A21-1** - DehydraTECH-oral nicotine delivery peaked in bloodstream 10x to 20x faster than controls and peak levels achieved were up to 10x higher than controls

The following studies are part of approximately 12 applied R&D programs planned for 2022 (tentative start dates are included):

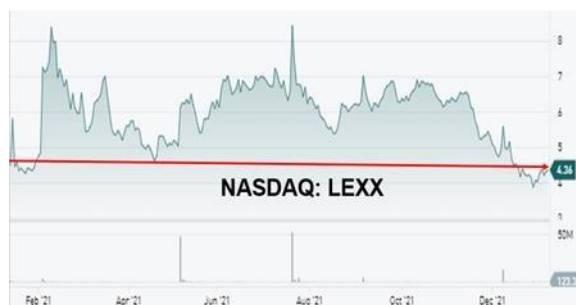
HOR-A22-1: April 2022. This PK study will evaluate the ability of DehydraTECH to enhance the delivery characteristics of estrogen. [Estrogen](#) helps to control the menstrual cycle but also controls cholesterol and protects bone health. The hormone replacement market is estimated at [\\$46.5 billion in 2027](#).

○ **DEM-A22-1:** July 2022. This efficacy study will evaluate DehydraTECH-CBD with and without nicotine for the potential treatment of dementia. Alzheimer's disease is the most common form of dementia and accounts for at least 60% of all cases, and nicotine is already showing promising results related to [Alzheimer's treatment](#). An estimated 55 million people worldwide are currently affected by dementia, [with 78 million expected](#) to be living with some form of dementia by 2030. The dementia drug treatment market is estimated at [\\$19.6 billion in 2026](#).

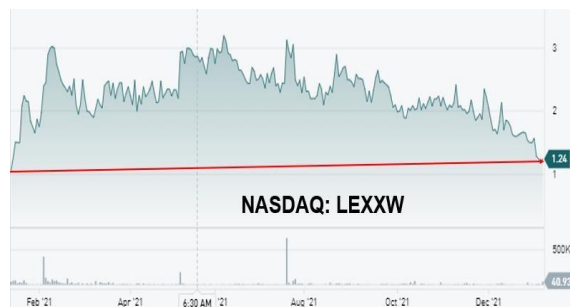
○ **RHEUM-A22-1:** October 2022. This efficacy study will focus on the ability of DehydraTECH-CBD to potentially affect treatment of rheumatoid disease. Given CBD's postulated [efficacy related to inflammation](#), Lexaria will explore a possible role for CBD in this [area of investigation](#). Rheumatic diseases are autoimmune and inflammatory diseases that cause the immune system to attack joints, bones, muscles and organs. There are over [100 rheumatic diseases](#) including Fibromyalgia, Lupus, Osteoarthritis, Rheumatoid Arthritis and more. The Rheumatoid Arthritis therapeutics market alone is expected to be over [\\$30 billion per year by 2025](#).

○ **DIAB-A22-1:** November, 2022. This efficacy study will explore the ability of DehydraTECH-CBD to potentially affect treatment of diabetes. Diabetes prevents the body from making enough insulin, resulting in abnormal blood sugar levels. Diabetes is the [7th largest cause of death](#) in the US and there is currently no cure. Investigation of CBD related to diabetes is in early stages, though there are some [areas of ongoing investigation](#). CBD has shown some ability to [reduce the incidence of diabetes in mice](#). The prescription drug market used to treat diabetes is expected to be a [\\$77.9 billion global market in 2024](#).

Conclusion: with a patented technology that improves the way active pharmaceutical ingredients enter the bloodstream and its listing on the NASDAQ early this year, **Lexaria Bioscience** ([NASDAQ: LEXX](#),



[LEXXW](#)) has successfully disassociated itself from the cannabis industry. Thus, while the cannabis group is down sharply since February



2021, LEXX has been able to maintain its value in that time frame. Of course, cannabinoids remain important to LEXX but now as an active pharmaceutical ingredient. To give you a sense of the breadth of areas being investigated, consider the following list: dementia (Alzheimer's), diabetes, heart disease, hormone replacement, hypertension, Lupus, oral nicotine, Osteoarthritis, and rheumatoid diseases (Fibromyalgia, Rheumatoid Arthritis). The work is fully funded through all of 2022 and the first half of 2023. As a result, I believe LEXX and LEXXW holders will have several event related positive moves in the market in 2022. I suggest every growth portfolio should earn LEXX and/or LEXXW.

This week I spoke with Chris Bunka, Chief Executive Officer of **Lexaria Bioscience** ([CSE: LXX](#))

([NASDAQ: LEXX](#)) ([NASDAQ: LEXXW](#)). This was my first extended conversation with Bunka since the Company was listed on the NASDAQ exchange. There are three points I suggest you watch for in the interview:



1. LEXX never was a cannabis company. But it is clear

today, LEXX is a biotech business and their current work exploring DehydraTECH™ technology to treat hypertension is important and exciting.

2. LEXX has only traded on the NASDAQ for some nine

weeks but overall liquidity has increased significantly and trading and ownership of Lexaria by American investors has risen dramatically.

3. The combination of potentially positive results from hy-

pertension testing that should start flowing before the end of Q2 with many new American investor eyes on the prize could result in astronomical returns for investors.

After you've read the interview, I'm sure you will be as excited as I am about the prospects for LEXX and LEXXW over the balance of the year and starting soon.

Ohashi: Tell me about the change in your business philosophy from a year ago.

Bunka: I think what has changed the most is our ability to carry out our business. We still do not want to become a drug manufacturing company. We want to hand off our technology to Fortune 500-type companies to run with. We know that the more evidence we are able to supply to regulators, corporate partners or even our public shareholders, lowers the risk and improves the chances of getting a positive start toward a business relationship. This means we must engage in lots of laboratory work, extensive animal studies testing primarily for toxicity and other adverse effects and smaller, early stage human laboratory studies. I'm talking 20 – 30 people in size.

Ohashi: That all takes money....?

Bunka: Yes, it was the financing we did in January 2021 that enables us, for the first time in our history, to do several projects at one time. If you think back, our previous human study was in May 2018 and that was the last time we had the money to do it. Now we have three human studies starting in the next 30 – 90 days. It's really unprecedented for us to be able to do this amount of work in a short period of time. That will prospectively give us the kind of data we need but were often lacking. When we knock on the door of a giant pharmaceutical company and say we want to work with them on hypertension, they say, show us your clinical data, what are your toxicology results and efficacy? This is the type of information and more we need it we are going to have a meaningful conversation with them. Otherwise, in almost all cases, they are going to say come back with this information and we'll talk.

In the old days, it would have taken us two or three years to be able to afford to gather this data. Now we have five studies for hypertension underway. By May and June we should have all the animal data and by September, October and December we should have the human data. That means, assuming the findings are good, we can have this data much sooner with a significantly higher level of confidence that we'll need to be able to start a meaningful relationship. We feel we've cut 2 -3 years off our development time because we have the money to do this work. Finally, because of the relationships we've built with universities and laboratories around the world, these human tests that might cost on average \$2.5 million each in Canada we are doing for roughly one-tenth of that cost.

Our philosophy remains to spend as little as we can to gather as much data as we can to meet the minimum thresholds to work with Fortune 500 pharma.

Ohashi: Now let's move ahead a step. Assume it's later this year or early 2022 and you have a positive from someone. Is it the royalty model you're still after?

Bunka: For the most part. There is one area we have been thinking about and we don't have an answer ourselves and that is the hypertension market. If we think back to the 2018 human study we did, we were surprised to find we dropped blood pressure by around 5% with a 90 milligram dose of the DehydraTECH™ CBD. In the medical and pharmaceutical markets there are a couple of dozen hypertension products and almost all of them produce a 10% - 20% reduction in blood pressure and most of them are in the lower end of that range. In the three human studies coming up, we are dosing at 300 milligrams in two and 450 milligrams in the third. The 5% reduction we got in 2018 was basically just something that happened. Now

we are upping the dosage by three to five times and we are looking to attain that 10% threshold. If we got 15%, we'd be ecstatic.

Consider that GW Pharma received FDA approval for their generic CBD treatment for seizures in children. Anyone can look up the data that is available and they were dosing 1,000 to 1,200 to as much 1,400 milligrams per day in children. Even at those levels there were no serious adverse side effects reported. Put another way, GW Pharma were dosing a dozen times more than our 2018 study and three or four times stronger than our studies for this year and we already know from GW Pharma's data, there were no serious side effects.

Hypertension is a \$28 billion market in four classes, one of which is 'vasodilator' that covers CBD so it fits that way. Equally as important, in our 2018 study, CBD alone did not reduce blood pressure. It was only CBD plus DehydraTECH™ that produced this result. We also know all of the other approved medications have serious side effects and from other people's work and anecdotally from the millions of people around the world that have been using CBD, there may be no side effects. Finally, in the European Union and Australia we are already patented and in the U.S. patent pending to use CBD/DehydraTECH™ to treat heart disease. In the U.S. there are 3 or 4 hypertension drugs that each sell \$1 - \$3 billion a year. If all this comes together, as speculative as it may be, the response even before we consider a partner, might give us a path to competing in this market that might mean we will want to keep it ourselves.

Ohashi: We can use GW Pharama as a very rough gauge of the potential here. GW Pharma's potential market for treating two rare forms of epilepsy, Lennox-Gastaut syndrome and Dravet syndrome is only around \$1 billion in total and that supported a takeover offer of \$7.2 billion. In your case, the hypertension market is a \$28 billion market and you are at a \$35 million market cap. That means a 200X increase in LEXX to get to the same market cap and 28X more to adjust for the difference in size of the hypertension market....

Bunka: Let's start with all the acknowledgements. Recognize that GW Pharma broke new ground, they have FDA approval, they expect to generate \$500 million in sales this year and they have all the intellectual property and experience gained in the process. All of that and more is perfectly understood and puts them three years ahead of where we might hope to be and maybe never will be. We expect to get our animal trials data back in May and June and the final results from our human trials data in September, October and December with preliminary data from the human trials three months before that schedule. Assuming it indicates a 10% to 15% reduction in blood pressure which I think is at least possible, then your arithmetic shows the upside is astronomical and some of that could be reflected in our stock price in the near future.

Ohashi: I don't want to get off track but do you have any comment on the British American Tobacco (BAT) investment in Organigram since you've been working with BAT as well?

Bunka: Nothing factual about the Organigram. I mean they touch the plant which we don't in that sense and for the same \$220 million BAT could have bought us five or six times over. That kind of transaction would be impossible with us and it isn't what we are expecting. In terms of our relationship with BAT, the

work is proceeding but it has been really slowed down by COVID. The U.K. got hit harder than many regions and there have been times when their scientists haven't even been able to get into their labs. So the work is ongoing and we are in regular communication with them but that's about all I can report at this time.

Ohashi: I'd like to talk about the stock and trading since the NASDAQ listing. I've observed what seems like a turnover in the stock because there seem to be days of buying regardless of what the market is doing and some consecutive days of selling even though the cannabis group might be strong. What have you seen?

Bunka: I've noticed a few things I can share and I know some things that I must keep confidential. For example, in the process of making the application to list on NASDAQ, preparing certain filings to the Securities and Exchange Commission (SEC) and in dealing with the investment bankers, Lexaria had to acquire shareholder lists to gather the information we were asked to provide. Also I have had conversations with various investors and investor groups since then. There's a lot I can't disclose due to confidentiality but there are certainly some things I can share.

First and most obvious, the liquidity has improved by an order of magnitude. In the U.S. we are trading 20 – 40 times more value on the NASDAQ than we were on the OTC. Liquidity in Canada has stayed about the same. When we did the NASDAQ listing and relating financing, some people were unhappy about the dilution. I'm still the largest shareholder and I didn't like it either. But one of the things the increase in liquidity facilitated was it enabled anyone who wanted to sell, to sell without overly depressing the market.

Second I have observations along the lines you mentioned. I always upset people when I say this but Lexaria is not a cannabis company. Certainly we are connected to the cannabis industry but in the same way that most people would say GW Pharma is not a cannabis company, neither is Lexaria. The message we will continue to deliver is Lexaria is a biotech company or perhaps a tech company. We're not a pharmaceutical company because we don't manufacture drugs. We're not a cannabis company because we don't grow and sell the plant. GW Pharma is not a cannabis company even though its only product is derived from the cannabis plant and we work with other molecules such as nicotine as well.

The American investment audience is far more receptive to this message. This is a fact. Since we've listed on NASDAQ, the number of Canadian shareholders and the amount of stock they own is roughly unchanged. At the same time, the number of American shareholders and the amount of stock they own has skyrocketed. For most of the previous two or three years, we were 45% owned by Canadians, 45% owned by Americans and maybe 10% internationally. Today, Canadian ownership of Lexaria has dropped to maybe 25% to 35%, international ownership is about the same but ownership by U.S. investors is up to around 65% or a bit more.

In total our number of shareholders has increased. I am sure I recall when you dropped by last summer, I stated this was a strategic goal of pursuing a NASDAQ listing. We wanted to nurture a new investment audience of American investors.

Third, since listing on NASDAQ the investment capacity of our investors and the people I am talking to now as compared to 6 – 12 months ago is much greater. They are simply much larger investors. As a general observation I can say I am now talking to and Lexaria is receiving investment from individual American investors that are buying the equivalent of 1,000 Canadian shareholders. It is a profoundly different audience that is beginning to acknowledge us than ever before.

Ohashi: Are you making any headway with institutional investors?

Bunka: Absolutely. Our offering coincident with up-listing to the NASDAQ was almost exclusively institutional. I would say 90% was institutional. On my call log, I would say I am now speaking to approximately one institution a day, certainly three or four a week. Interesting to note, many of the institutions that participated in that January 2021 offering have sold some or all of their position, they are very pleased and I heard from one of them recently who said they were more than willing to participate in our next offering. This has happened more than once and each time I thank them for their interest but tell them quite clearly we are not interested in issuing more equity at anywhere near current levels. We are well funded for the next two years and I have no plans to raise even \$1 at the current market cap.

Ohashi: At what point might you be open to taking in more money?

Bunka: I would say at a market cap of \$100 million at the soonest. As our market cap is currently around \$35 million give or take, that's roughly a triple from here.

The data is justifying our decision to go for a NASDAQ listing. We have tapped into a new investor audience; we have completed for us a significant capital raise; we have attracted new shareholders; and so on. Remember we have only been on the NASDAQ for nine weeks! What we have seen is the institutions came in and provided around 90% of the capital we raised in January as part of our listing on NASDAQ process. These institutions have been taking profits and are very pleased. The new American retail investors have been able to buy up all that stock and the supply is running dry. All the while our share price has risen +50% or so since our funding. So we're feeling very good about our decision to do this.

Ohashi: From my point of view, combining the NASDAQ listing and the capital raise, if you can produce some positive results from your animal and human trials on hypertension and deliver those findings to this new, American investor audience, the impact on your market cap could be astronomical.

Bunka: I couldn't agree more. All the evidence I've seen, some of which I discussed with you today, points to this. If we deliver positive results from our trials over the next few months and communicate that to our new American investing audience, I believe there is reason for optimism with respect to our market valuation moving forward.

Let me add one final point. In May 2020 we did a small financing with around 50% institutional participation that also participated in the January 2021 funding. In conversation with some of those institutional investors, they say Lexaria is one of the few companies that they have invested in over the past two years who has done what they said they were going to do.

Ohashi: Here's what I like. When we look back at Lexaria with the benefit of time, say in five years, we will see the NASDAQ listing was a key element in your success. It will be much easier for people to recognize what an important step this was being able to look back rather than by looking ahead..

Bunka: I agree. In fact, I can tell you that had we not been able to do that financing in January 2021, we'd be out of money right now. We would have still been on that treadmill of doing small equity offerings one after the other that didn't really give us a chance to break out operationally. As you have seen from the numbers we discussed earlier, our shareholder base wasn't really growing. We were able to maintain it but it was stagnating. Looking back at 2020 from an operating point of view, the only thing I regret is we didn't do this two years earlier.

Ohashi: thank you for the time. I think the numbers you shared with us on the changes taking place in your shareholder base will be of interest to my readers. It really paves the way for good things to happen in terms of expanding your market cap in 2021 and beyond.

Bunka: given what I have been able to share with you and with the support of information that must remain confidential, I can tell you if the changes we have seen after nine weeks had happened over the course of 2021, I would have been very pleased. Let me close by saying that in our prospectus, we allocated funds for marketing and investor relations for 2021 and to date we have only spent 5% of that. Our "news" season is going to be May to December 2021 so we will have the ability to really get that message out at that time. I'm very happy with what we have done after just two months and, when our news cycle starts and we ramp up our publicity campaign, I would add that I think the best is yet to come.

Conclusion: Lexaria Bioscience ([CSE: LXX](#)) ([NASDAQ: LEXX](#)) ([NASDAQ: LEXXW](#)) is one of the first companies I started to follow when I decided to get involved in the cannabis space. My first report on Lexaria was September 2016. It was one of my first big winners going from around \$.35 per share to the \$3.00 per share mark. Reviewing those initial reports on LEXX, we knew it was more of a technology company and that its applications went well beyond cannabis to include non-steroidal anti-inflammatory drugs (NSAIDs), nicotine and vitamins that were all industries much larger than cannabis.

Nearly five years later, here I am making that point for a second time around. Learning that the combination of CBD and DehydraTECH™ had an impact on blood pressure was a little serendipitous but so was the discovery of quinine as an anti-malarial and penicillin as an anti-bacterial. If you think of the millions of lives saved by quinine and penicillin, a drug that would treat hypertension without serious side effects would produce a medical benefit of a similar nature. I don't know if the LEXX formulation will work but I do know we're not operating totally in the dark. It has already worked once. Also we don't have long to wait because we should start seeing evidence from the animal and human trials starting in around three months and indications from the human trials starting in the next six months.

I have worked with Chris Bunka, CEO, actively over these past five years and he is a major reason I am attracted to this company. His ability to pull off the NASDAQ listing and associated financing is a testament to his abilities. I think there is a chance that we will be looking back five years from now and saying this was the turning point for LEXX on its way to becoming a multi-billion dollar market cap biotech company.

What is most exciting is that we could be saying something similar in five months. Is it risky? Of course it is. It must be to offer such potential. But I see it as a measured risk. A level that is acceptable to an aggressive growth investor.

All the pieces are in place. The effect of the combination of CBD and DehydraTECH™ on blood pressure was a somewhat unexpected finding in a human trial almost three years ago. The positive effect on blood pressure was only found with the combination of CBD and DehydraTECH™ and not from CBD alone.



LEXX holds patents on CBD and DehydraTECH™ for the treatment of heart disease in Australia and Europe and a patent pending in the U.S. The al-



ready completed NASDAQ listing gives LEXX access to a much larger group of investors that are more receptive to technological investments. There is evidence this group is already getting positioned in LEXX common stock and warrants. The next round of trials on animals and humans is starting. Funding is not an issue. In this case, I think positive results from the laboratory will translate immediately into superior returns from owning the stock and/or warrants. It's not bye-bye time. It's buy-buy time.

February 4, 2021: I spoke to **Alvaro Torres, a founder and Chief Executive Officer of Khiron Life Sciences** ([TSXV: KHRN](#)) ([OTCQX: KHRNF](#)) ([TSXV: KHRN-WT.V](#)). I was after a general update on the company but a particular part of my discussion captured my interest. I want to focus a bit on Khiron's near term plans in Latin America. It happens there is a very recent newsletter that provides an excellent update on KHRN's operations. To subscribe for the letter and receive the letter ([ctrl-click here](#)) To register for Khiron's upcoming Investor Day on February 17, 2021 ([ctrl-click here](#))



I am pleased to report that assuming KHRN is able to complete its plans for the next twelve to eighteen months, I think they will:

1. Have verified a business model for medical cannabis that will be unassailable in Latin America.
2. Their business will be protected by a business moat made up of strategically located clinics throughout Latin America.
3. It will be a model that can be used in other international markets.

Here is the timeline of Khiron's entry into using clinics to serve patients in Latin America:

October 24, 2018: KHRN acquires ILANS clinic in Bogota, Colombia with 100,000 patients

January 14, 2020: Opens Zerenia branded clinic in Bogota, Colombia

March 31, 2020: Enters agreement with Tecnologico de Monterrey to educate doctors in an accredited diploma granting program.

July 27, 2020: Announces a total of 1,000 medical cannabis prescriptions written.

November 27, 2020: Announces plans to initiate its Zerenia medical clinic strategy in Mexico.

November 30, 2020: Announces a total of 5,600 medical cannabis prescriptions written

December 1, 2020: Opens Regional Zerenia clinic in Medellin, Colombia.

December 7, 2020: Colombia extends national health coverage to include medical cannabis

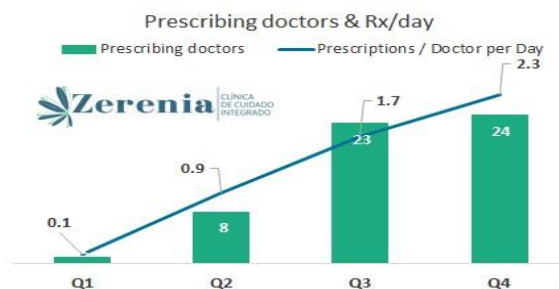
December 31, 2020: Announces a total of 7,300 medical cannabis prescriptions written

Throughout this time, KHRN management was actively building Intellectual Property pertaining to the operation of clinics. In addition, it was educating Latin American doctors in the field of medical cannabis. The software for record keeping and information flow has been developed including a telemedicine application and more recently working directly with Colombian insurance companies to ensure they are up to speed. I spoke to Torres during this time and reported to you how impressed I was with the necessary but sometimes tedious work being done behind the scenes. Investors are impatient. It all took time and resources but I agree it was worthwhile. In addition, KHRN was able to move forward at a time when many other cannabis companies lacked the capital and, in the past year, worked through the effects of the COVID-19 pandemic. Now we are starting to see the rewards for this labour.

Here are a couple of graphs that reveal what makes up KHRN's growth potential. The chart below left plots the number of prescriptions that are written for each clinic appointment while the chart below right



shows the growth in the number of doctors KHRN has writing prescriptions and the number of prescriptions per day each doctor is writing. As long as



these numbers continue to increase, the growth in revenue will continue at a very high pace. Doctors today are writing medical cannabis prescriptions at three to four times the rate as nine months ago. We now know KHRN wrote 7,300 prescriptions in Latin America in 2020 with an 82% sequential growth rate in the fourth quarter of 2020 bringing the total number of prescriptions to nearly 10,000. There was a 50% compound monthly growth rate in medical cannabis prescriptions written between April and December 2020 and that continued through January 2021 and is continuing still.

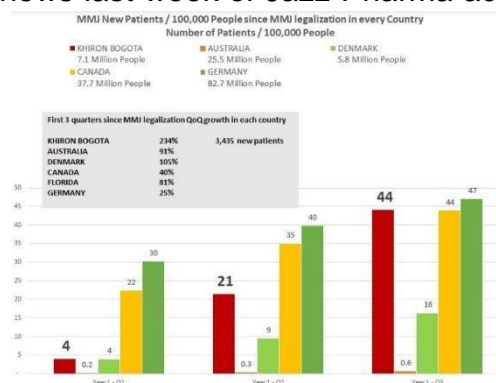
There is strong evidence of recurring patients that represented 41% of paid prescriptions in December 2020. In addition, 95% of patients receive prescriptions by home delivery. Customer satisfaction score is 9.3/10.

The way to ensure a strong growth rate and build a competitive moat is to expand the number of clinics and that is what KHRN is now ready to do. The Regional Clinic in Medellin has proven successful. Eight out of ten consultations resulted in a medical cannabis prescription. They can produce 80% gross margins that means a payback of less than six months. So this will be the clinical model of the future especially since KHRN doctors are writing 90% of the medical cannabis business.

A Regional Clinic is built to house a receptionist with one or two doctors with required patient rooms. The clinics cost approximately CA \$20,000 each and require less than a month to construct. Management concludes that making Zerenia clinics more accessible for patients will increase patient flow. At this time 10 Regional Clinics are planned for Colombia in 2021.

What is really exciting is the potential to grow outside of Colombia. Mexico is a market 5X larger than Colombia. Planning is actively underway and includes bringing doctors to the main Zerenia clinic in Bogota for a month of education and training before they return to Mexico to begin seeing patients. Although management is not ready to make an announcement at this time, I have the impression that the planning is well progressed. Brazil is another large component of Latin America that is compassionate care driven and is a medical cannabis market estimated to be larger than Mexico.

The news last week of Jazz Pharma acquiring GW Pharma moves medical cannabis in the mainstream



of health care. It is interesting to note Khiron sells a formulation that is very similar GW Pharma's Epidiolex in Colombia. In addition, KHRN is the only company in the region with its own real world patient characterization data that has allowed health insurance coverage in Colombia giving it the Colombian equivalent of GW Pharma and Epidiolex in the U.S. After nine months in the market commercializing CBD and THC formulations, Khiron has demonstrated excellent progress in patient growth relative to other international markets, collecting data and establishing their business model is working well as the chart to the left shows.

Conclusion: I have been a long term supporter of Alvaro Torres and his management team. Although their methodology is detailed and meticulous, I am confident it has been for the best and the potential rewards are just around the corner. I believe the next twelve months will provide further proof of concept. In 2021, I look for KHRN to expand their clinics starting aggressively in Colombia and entering the Mexican market and possibly Brazil. I believe this is an approach that will resonate with the investment community and I expect KHRN shares to begin to better reflect the value that has been built over the past few years.



January 28, 2021: Michael Perlman is Executive Vice President, Investor Relations and Treasury, Jushi Holdings Inc. (CSE: JUSH) (OTCQB: JUSHF). Perlman is my contact that



I speak to on a regular basis with questions and for updates. JUSH has been very active in the past couple of months so I took advantage of Michael reaching out to me to provide an update. In the course of the discussion, I gained some insights into the company that I had not emphasized before. Rather than review the factual developments that have been reported here already, I thought it would be useful to discuss these insights as they are very meaningful for investors.

(a) **It seems many companies including Jushi are raising a lot of money at current levels.** “Our philosophy is you want to raise capital when the markets are strong, before you need the money and you see there will be several opportunities to deploy the capital. We targeted early January and we worked hard, including New Year’s eve and New Year’s day, to make that happen.

There are lots of things happening in our markets including Pennsylvania and Virginia that we think means our business will be moving forward rapidly in 2021 and we need to be ready. For example, Virginia is moving ahead much faster than most people think. There are a couple of bills including one that puts selling flower on the table that we think will come forward this year making it a 2022 or early 2023 event. So we need to get ready for adult use cannabis in some of the states where we are currently operating. There are also merger and acquisition opportunities out there such as the ones we recently announced in California. These did not have a large cash component but we would like to potentially get to ten stores in California in the reasonably near future. As we move toward that target, cultivation will come into play. It’s not a priority today but we expect to get there. A priority for us right now is Illinois where we have four stores currently and we can see further vertical integration as an opportunity. When you get into M&A activities, it helps to have a strong balance sheet. We’ve looked at Maryland and Massachusetts where we haven’t moved yet but if the right opportunity came along, we would do something. Right now we have \$130 million on the balance sheet so we’ve put ourselves in a good position to bid on assets.”

This brings to mind your need for good people to go along with growth in physical assets. “We put a lot of emphasis on this. What we are seeing now is an extension of what’s been happening all along. We are now talking to more outstanding people in good positions in other industries willing to move into cannabis because the future looks very positive and secure. These are people we couldn’t have recruited two years ago that now have a much higher level of comfort with the cannabis industry. We have hired and are hiring very talented people who ran large non-cannabis retail networks. Jushi is going from 16 to 32 stores fairly quickly. Probably 10 – 12 stores this year. We need to ensure we have good people to manage and operate the rollout and we’re doing that.”

(b) **You’re moving more aggressively into California.** “We’ve been following California for three years and up to and including last year, we felt our capital was better deployed in Pennsylvania, Illinois and Virginia. But California has a lot going for it: a large affluent population, positive regulatory attitudes, limited dispensary licenses in some areas, and so on. We know where we want to be and it isn’t San Francisco and Los Angeles where you are competing with everyone including the black market. We’re

going to pick and choose. Santa Barbara (one of three) has an affluent population that doesn't buy as much from the illegal suppliers. Grover Beach (one of four) where all the surrounding counties prohibit the sale of cannabis. We see an opportunity for a delivery business. In Palm Springs we got the first dispensary you pass when you leave the airport. You can't miss it. The previous owner wasn't maximizing the opportunity. They opened fewer hours per day, didn't have a consumption room and let the facility get run down. In this case it was a location motivated decision.

Another reason we are looking at California is the competitive environment. California can be a difficult market but it is also where a lot trends start and we want to be a part of that. Wherever you operate it is going to be more competitive than Pennsylvania, Illinois or Virginia where if you open a store, people will come. We know these markets aren't going to be this way forever. So we also want to employ best practices from California into our current markets."

Expansion potential into new geographical regions. "This is certainly possible. I mentioned Maryland and Massachusetts earlier. If regulatory change happens in New Jersey I can see us moving there. We don't have anything to announce but hypothetically, we are certainly open to opportunities in different regions of the country. We are looking at "bolt on" acquisitions such as adding dispensaries to our existing network and we are looking at more impactful transactions as well. I mean something in Pennsylvania that expands our vertical integration could be very impactful. Right now we are approaching it from the point of view of the acquirer. We are looking to take over other operators. But if we found the right partner and considered it a fit, we could be a merger partner or the acquiree, if you will. Looking ahead, we think the space might be ripe for consolidation so you need to find the right dance partner. I mean we're speaking very hypothetically of course. It could be one of the larger operators looking to add a mid-tier firm to get even larger but I'm more talking about two mid-tier companies wanting to become a large operator."

Anything I didn't ask about that you would like to add? "One of the things we think is important and perhaps a little under-appreciated is how much our decisions are based on data. We are doing a lot of work behind the scenes trying to understand the impact of brand and customer experience on customer behaviour and what goes into their purchasing decisions. Then we take that information and convert it into store design and traffic flow. There's a lot work we are doing to learn what our online customers want as distinct from our in-store shoppers. We also do market research on the region, on our brands and outlets, customer surveys, and so on. This is all intellectual property that helps us with store design and merchandising. In our online business, we can see how it improves our conversion rates, our Google Analytics ratings and so on. All the things we're doing on the back end where our team is doing a really great job. We can tell by the response that we are succeeding at looking at what the consumer wants and doing a good job at providing it. We increased our top line guidance from \$28 to \$30 million to \$30 to \$33 million for the fourth quarter so our growth pattern continues strongly."

Conclusion: this interview crystallized the idea that although Jushi does things by the numbers, it isn't just a numbers game. It isn't only about opening or acquiring dispensaries as fast as possible. It also involves gathering and analysing the data so each store is better off under the Jushi umbrella. It gives me confidence that the next 1, 3 or 5 years is not waiting for the mistakes of the past to catch up with you. It

means moving forward. There are subtle changes being made regularly that ensures the sum of the parts is getting bigger and better. This is important to a long term investor.

Last October, one of our readers participated in the entire Jushi Analysts Day presentation and emailed to say how impressed he was with the executive team, the support they offered for their forecasts, a business plan that covered how they would succeed state by state, their ability to communicate and their willingness to answer each question in detail. This reader concluded that Jushi with a then market cap of \$0.3 billion compared to other multistate operators (MSOs) with market caps of \$3 - \$5 billion meant there was a lot of upside. The conclusion was that Jushi was a “real gem.”



Jushi has moved up and on any given day recently, its market cap was around \$1.0 billion. But the other MSOs haven't been sitting still either so their market cap range is now \$4.5 to \$9.0 billion. Jushi has made up some ground in the recent past with its superior performance but there is still ample upside for

Jushi that remains a “real gem.”

IM Cannabis Corp ([CSE: IMCC](#)) Update following the acquisition of Trichome Financial. January 5, 2021



IMCC is a diversified medical cannabis company operating out of Israel, Germany and with the acquisition of Trichome Financial (CSE: TFC), Canada. I interviewed Oren Shuster, Director and Chief Executive Officer of IMCC to discuss the acquisition and other points of interest to IMCC shareholders.

Conclusion: I think because IMCC shares responded negatively to the announcement while TFC stock went up smartly in price, investors concluded the acquisition was unfavourable for IMCC. I believe that is incorrect. As I said last week, the price action of both stocks on the announcement resulted from the outperformance of IMCC stock since signing of a letter of intent with TFC. IMCC is moving aggressively to enter the Canadian market because it sees an opportunity in an over supplied market that is going through the painful steps of correcting past mistakes. TFC is a strategic acquisition that provides IMCC with the “boots on the ground” to carry out an well considered plan to buy undervalued assets that are being dumped by owners with a three month outlook instead of a three year outlook. As regular readers know, I am a contrarian that believes in the idea that it is often better to move against the crowd than with it. In the time I have known Oren he has indicated his plans and he has done everything he promised although it may be taking a little longer to complete due to events beyond his control. Nevertheless, I have every confidence he will accomplish his plans for Canada as well and I think we will be well rewarded for participating in and supporting his efforts.

Instead of the question and answer format I have used in the past, I am simply going to summarize Oren

Shuster's comments:

"My background is technology and I established a business in November 1990. I ran the business very tight. I didn't raise a lot of money. I used the money in the business. The technology market crashed in April 2000. It was a very difficult situation back then. In the beginning of 2001, I made my first acquisition because I thought the time was right. Everyone else was panicking and leaving the industry. It was one of the best things I have ever done. In 2008 when the markets were crashing, I bought two more companies. It was a similar time. Everyone was in a panic. No one wanted to invest. They wanted to get liquidity. I think this time is very similar. Up until now, cannabis companies raised a lot of money and spent a lot of money and now a lot of them are struggling. They are closing plants. They are getting rid of employees. But in two years, I think people will look back and say this was a great time to be buying assets. Sometimes it pays to do the opposite of what everyone else is doing."

"When we signed the Letter of Intent, we set a ratio between the share prices of **IM Cannabis Corp** ([CSE: IMCC](#)) and Trichome Financial (CSE: TFC). We didn't set a price. What happened between when we signed the LOI and closed the deal is IMCC shares went up more than TFC so the TFC stock got a bump up in price when we announced the deal. But as I will explain, as the largest shareholder of IMCC, I'm not worried about the short term. My goal is to make IMCC one of the largest cannabis companies in the world excluding the U.S. in 2 – 3 years and TFC will help us get there. As I will explain, I need people I trust in Canada and that is very important."

"This is a strategic acquisition. This is not like many of the deals you see in Canada right now. We are not doing this to save money. We are doing this to make money. So will be doing more acquisitions in the future because I have very ambitious goals for the future. The next acquisitions we make will make the analysts happier because they will see the synergies and cost savings and so on. As I said, I want to make IMCC one of the largest cannabis companies in the world outside of the U.S."

"Israel is having another wave of infections and the government is moving to more restrictive lockdowns but things are more normal than they were in the spring of 2020. Our vaccination program is going very well. Over 1 million people have been vaccinated now and as soon as we get more vaccine, the country could be fully vaccinated in two months. So it is difficult, of course, but we are getting by."

"You (Ted) and I talked about this casually some time ago and you said as a contrarian, it would be a good move but maybe not fully understood right away. So let me give you my thinking from ICC's point of view. Right now if you look globally, you have the United States that is the largest market but cannabis isn't fully legal at the federal level. Then you have Canada that is the largest legal market and after that Germany and Israel. We have a very good position in the two largest international markets – Germany and Israel. For us, we have a well-established position in these two markets. We are in a solid position so our growth is only limited by the demand for product, that is, the market growth."

"In looking for new markets, I looked at the European Union but I concluded it was premature. I don't want to be in a market just to say I am there."

1. I concluded the biggest opportunity right now is Canada. That market is over-crowded, At the same time, many companies have wasted their effort in Canada and now they are struggling. But the market is growing and 40% is still in the black market so the opportunity is there. With all the closures, the supply and demand will come into balance and the black market will continue to shrink, perhaps almost disappear.
2. Most of the companies built their facilities with the wrong cost structure and that will be very difficult to change. You have to close facilities and fire people. You have to restructure the balance sheets and the equity position.
3. People that built the company can't do the restructuring. It takes a different mentality to make the changes that are necessary. So the industry is going through that process but it is very difficult. Right now everybody's doing that and they are at different stages. Once this process is completed, supply and demand will be back in balance and things will turn around and start to go up again.
4. IMCC has been totally in the medical cannabis market. We deal with pharmacies and physicians. The recreational market is totally different. Again, it's a totally different mentality. So when markets go to recreational cannabis, I want to be ready. I want to have the products. The people. The experience for that market. Also, in Israel, we have a good climate to grow outdoors. It makes better sense given our environment. But recreational users believe indoor grown product is better so we need experience with that.
5. Finally, I happen to believe 2021 is going to be very similar to 2020 from a COVID point of view. I think travel is going to be restricted. I am in Israel so if we are going to expand in Canada, I need good people on the ground there. I need people who I trust can do the job. I need a team that can do the mergers and acquisitions in Canada and do the restructuring."

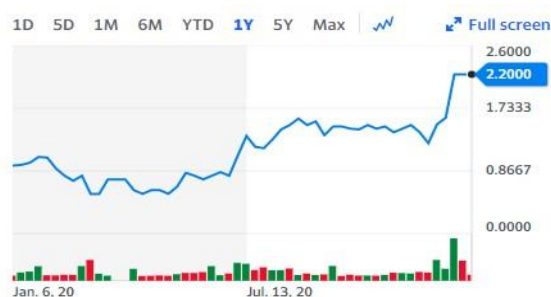
"I have known Trichome Financial and their people for quite some time. I watched them acquire James E. Wagner Cultivation, a Licensed Producer that had gone bankrupt, and turn them around. I talked to other companies as potential acquisitions but because of the COVID related difficulties, I was comfortable with TFC. I wanted to push aggressively during COVID because no one else is expecting it. I think if we move now, after COVID when other people wake up, IMCC will be in a totally different position. We expect to finish our up-listing to the NASDAQ in the first quarter of 2021 and we still have \$10 million in the bank. With the TFC acquisition, we assume \$10 million in debt that I think we will retire in 18 months. I think this is a perfect time to be moving aggressively into the Canadian market. In the Canadian market we need volume. So TFC is our starting point but it is very important because it gives me the team that can do what I want. Now we will be moving ahead to expand further into the Canadian market."

"I am doing this because my goal is to be one of the largest cannabis companies in the world in 2 – 3 years. I think we can do this without attracting too much attention to ourselves. We have a plan and we will get there if we continue to do the work. This is not a money saving acquisition. I am looking for medium to long term growth."

"As an update to our current operations:

1. In Germany we are working to educate the doctors which is very challenging with COVID. The doctors have to prescribe your brand for their patients so that is what we are working toward. But Germany is suffering very much from COVID so they are in lockdown. As a result, our progress in German has been slower than anticipated but I think we will growth pick up nicely say in the middle of 2021 or the third quarter. Germany is still the largest cannabis market in Europe so we don't have to worry about it. But COVID was outside our control and that has slowed us down.
2. In Israel, the medical market is growing so the only question is how quickly. The recreational market is coming but I think that is beyond 2021. We learned recently, the Israeli government wants to increase exports of cannabis but again I don't expect that to have a big impact on 2021.
3. It is these conditions around the world that create the opportunity I want to take advantage of by making acquisitions and growing in Canada."

Comment: In Shuster's context, the TFC acquisition is the first step in a longer term plan on the part of IMCC to establish a strong presence in the Canadian market. It happens that last week I outlined some reasons we should begin looking at the Canadian cannabis market as a place to invest after a couple of years of staying away from the group. In addition, IMCC is proceeding with its up-listing to the NASDAQ exchange and those investors should find this strategy very appealing. IMCC through TFC will be approaching acquisitions using a "hands on" approach, finding and identifying undervalued assets and turning them around much as happened with James E. Wagner Cultivation, a bankrupt Licensed Producer. Also I inferred during our conversation, IMCC intends to move quickly. There are cannabis assets out there that can be acquired at great prices but this is a condition that may not last long. So I think we will see IMCC strike while the iron is hot. I suggest investors that have not taken a position in IMCC yet should do the same.



November 2020: I spoke to Chris Bunka, Chief Executive Officer of Lexaria. The most important message in the Press Release ([see news release here](#)) was in the heading, "**Asset Sale in Preparation for US National Securities Exchange Listing.**" In other words, given the U.S. Federal Government regulations relating to cannabis and the application of those laws by the senior exchanges, there were certain aspects of LXP's technology that put them in conflict with listing requirements. The transaction described in this Press Release removes this conflict and paves the way

for LXP's up-listing.

This step was necessary for the up-listing to a national U.S. exchange. But as LXP management analysed the situation and how to work around the conflict, they began to realize THC wasn't a contributor to the bottom line at this time. On the other hand, right now CBD powder sales are growing 1,000% per

annum. In any case, from the perspective of LXR's broader strategy, it is not so much what it wants to do but what it's allowed to do.

Once it was determined what had to be done and how it was going to be done, LXR quietly put the transaction out to a competitive process. It started over four months ago and they received expressions of interest and inquiries from companies large and small. This was trimmed down to a short list sometimes by bidders dropping out and other times by LXR declining proposals. Through this process, Hill Street Beverages ([TSXV: BEER](#)) emerged successful. It probably helped that LXR knew Hill Street and Hill Street knew LXR and was familiar with the technology. In the end, it appears BEER wanted and needed the technology more than the others. LXR is very satisfied with the outcome.

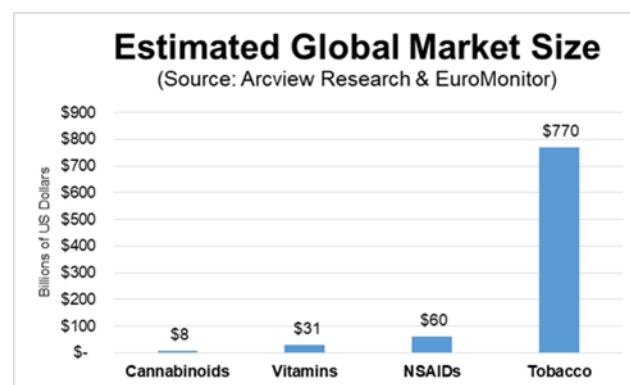
In this transaction, Lexaria is selling a license for the global rights to DehydraTECH™ for non-pharmaceutical applications of the THC molecule. LXR retains ownership of the technology and all the Intellectual Property associated with it. Lexaria also retains the pharmaceutical cannabis applications of the technology. In other words, everything to do with CBD stays with Lexaria. Also there are well over 100 studies worldwide with THC as a pharmaceutical and LXR will retain those rights as well when they are developed. LXR's general objective at this time is to move into the pharmaceutical space and this transaction is also consistent with that goal. The nutraceutical and medicinal cannabis applications are shared.

Hill Street is taking a ten year license on CBD for which it will pay LXR a royalty. This means:

1. LXR has a \$2 million note at 10% so it receives \$200,000 a year in interest until the debt is paid,
2. On the nutraceutical and medicinal side, LXR pays nothing until the entire purchase price in shares and the note is paid after which it will pay a royalty to Hill Street.
3. Hill Street pays LXR royalties on the use of CBD applications.
4. Finally, LXR will be a major shareholder in Hill Street. The exact percentage cannot be calculated at this time but it will probably be in the range of 15%. If Hill Street is successful, LXR participates in that success.

Hill Street has strengths in branding and marketing that LXR has witnessed. Hill Street were relatively late entrants into the industry and didn't ever get the investment banking support they needed and that has impeded their progress. But they stayed with it and this transaction should be really empowering. Hill Street has ideas for new products taking advantage of the agreement and is expected to move ahead strongly.

To provide some further perspective, here is a chart LXP produced a few years ago that I have reproduced from time to time. The chart shows the relative size of the markets in which DehydraTECH™ may have applications. In addition, there might be another bar or two to add to the chart today. (See (f) below). In that time, the numbers have changed somewhat. Depending on what sources you use, for example, cannabinoids might be close to the size of the vitamin market plus or minus at this time. The nicotine market is still likely substantially larger than the rest. (See a brief comment on that below). What LXP is “selling” is a part of the cannabinoid market. They are not abandoning the cannabis market as they retain a substantial part of it.



From LXP’s point of view, on the pharmaceutical side, the potential for CBD as a treatment for hypertension is one exciting example. This is a \$24 billion market. The vasodilator market is 25% of the hypertension market and currently every FDA approved drug has serious side effects. So a CBD vasodilator product could have enormous potential. In addition, consider that Moderna that is in the news as the other potential supplier of a COVID-19 vaccine along with Pfizer, at the time of writing has not developed an FDA approved drug, has been turned down by the FDA on some applications and trades at a market cap of \$36.5 billion! This is the potential LXP is working to tap into.

This transaction represents one of the first and certainly the single largest obstacle that LXP had to overcome in the senior exchange listing process. It goes without saying LXP also needs a \$4.00 stock price for the NASDAQ and somewhat less for the American. Chris Bunka, CEO, is the largest shareholder so he understands the issues related to a rollback. But this is not an effort to get the stock price up to stay listed where you already are. LXP is doing this to accommodate an up-listing and the market should accept this event as a positive development. This will allow LXP to be accessible to around 90% of the investment capital that currently cannot invest in the company and it will also mean LXP can be traded on the Robinhood exchange. These advantages will more than offset any perceived issues relating to the rollback, in my estimation.

The remaining issues prior to up-listing are relatively routine:

- i. Some small changes in the Board of Directors committee structures
- ii. A prospectus completed, which is underway, and accepted by the Securities and Exchange Commission (SEC)
- iii. Final approval of the exchange LXP applies to which is an ongoing process

If it wasn’t for U.S. Thanksgiving and Christmas coming up in the remaining six weeks of the calendar year, the change would probably have been completed in 2020 and still might be but short of something totally unexpected, Bunka believes it will certainly be completed in January 2021.

Conclusion: If I consider the stock price, I look forward a couple of months. Early in 2021, LXRP should be listed on a senior U.S. stock exchange. It will have a fraction of the 90 million shares that are currently outstanding and it will have cash in the bank as a result of a financing coincident with the up-listing and the support of one or more strong investment bankers. U.S. institutional investors, family office investors and investment funds will see an early stage pharmaceutical company with considerable upside potential and, for the first time, will have an opportunity to invest. Given this potential, I expect LXRP to be trading at much higher than the equivalent of the US \$.20 per share it trades at today.

