



# Rooted by Research, Strengthened by Knowledge

February 2017



# LOOKING- FORWARD STATEMENTS

This Document includes forward-looking statements within the meaning of certain securities laws, including the “safe harbour” provisions of the Securities Act (Ontario) and other provincial securities law in Canada. These forward-looking statements include, among others, statements with respect to our objectives, goals and strategies to achieve those objectives and goals, as well as statements with respect to our beliefs, plans, objectives, expectations, anticipations, estimates and intentions. The words “may”, “will”, “could”, “should”, “would”, “suspect”, “outlook”, “believe”, “plan”, “anticipate”, “estimate”, “expect”, “intend”, “forecast”, “objective” and “continue” (or the negative thereof), and words and expressions of similar import, are intended to identify forward-looking statements. By their very nature, forward-looking statements involve inherent risks and uncertainties, both general and specific, which give rise to the possibility that predictions, forecasts, projections and other forward-looking statements will not be achieved. Certain material factors or assumptions are applied in making forward-looking statements and actual results may differ materially from those expressed or implied in such statements. The Company strongly cautions readers not to place undue reliance on these statements, as a number of important factors, many of which are beyond our control, could cause the Company’s actual results to differ materially from the beliefs, plans, objectives, expectations, anticipations, estimates and intentions expressed in such forward-looking statements. These factors include, but are not limited to: general economic conditions; pending and proposed legislative or regulatory developments in Canada including the impact of changes in laws, regulations and the enforcement thereof; reliance on funding models in Canada; operational and infrastructure risks including possible equipment failure and performance of information technology systems; intensifying competition resulting from established competitors and new entrants in the businesses in which the Company operates; insurance coverage of sufficient scope to satisfy any liability claims; fluctuations in total patients and customers; technological change and obsolescence; loss of services of key senior management personnel; privacy laws; structural subordination of common shares; leverage and restrictive covenants; fluctuations in cash timing and amount of capital expenditures; tax-related risks; unpredictability and volatility of the price of the Company’s securities; dilution; and future sales of the Company’s securities. The foregoing list of important factors that may affect future results is not exhaustive. When reviewing the Company’s forward-looking statements, investors and others should carefully consider the foregoing factors and other uncertainties and potential events. Except as required by Canadian securities law, the Company does not undertake to update any forward-looking statements, whether written or oral, that may be made from time to time by the Company or on the Company’s behalf. Such statements speak only as of the date made. The forward-looking statements contained in this Document should not be relied upon as representing the view of the Company or its management as of any date subsequent to the date of this Document. Neither the Company nor its management is under any obligation, and neither undertakes, to update any of this information at any particular time. Neither the Company nor its management assumes any obligation to update or revise forward looking statements should circumstances or estimates or opinions changes. None of the Company or its affiliated or related partnerships and corporations or their respective directors, officers, partners, employees, agents or representatives makes any representation or warranty as to the accuracy or completeness of the Document or any statements, estimates or projections, and none will assume any liability for any representations (express or implied) contained in, or for any omissions from, the Document, or for any other written or oral communications transmitted to prospective investors in the course of their evaluation of the Company and its business. An investor will only be entitled to rely on those representations and warranties contained in the definitive agreement or agreements which constitute the financing. Use of this Document is restricted to parties to whom the Company delivers the Document and the recipient and its representatives shall keep confidential all information contained herein or otherwise provided in connection with the proposed financing which is not already public or which is not subsequently made public, and will use the Document only for the purpose set forth above. In addition, each recipient will not copy, reproduce or distribute the Document in whole or in part to others, at any time, without the prior express written consent of the Company.

# THE GROWTH OPPORTUNITY

\$45 Million  
Market  
Cap

A  
Committed  
Passionate  
Team

- Expertise Across All Verticals
- Competitive Advantages (Research, Expansion, Distribution)
- Connection to the Remedy

A  
Cultivation  
& Sales  
License

- Affirmation Letter Received
- Facility Completed
- Client Acquisition Strategy
- International Distribution Channels

A  
Foundation  
Built on  
Research

- Dedicated R&D team
- Collaborations with academic institutions
- Cannabis IP integration with clinical research

# MANAGEMENT & DIRECTORS

## **Roger Ferreira Ph.D.**

*Chief Executive Officer, Director*

*Dr. Ferreira received his PhD in neuroimmunology, with a focus on how brain inflammation can be curbed, especially relevant to the neural harm that occurs with neurodegenerative disease, and stroke. Roger has authored several peer-reviewed publications, and has presented his work at international conferences. His area of research is particularly relevant to medical marihuana, as there is evidence that cannabinoids can limit certain inflammation in the brain, an exciting area of research that will reveal how marihuana may affect symptoms of disease.*

## **Bill Panagiotakopoulos**

*Chief Operating Officer, Director*

*Mr. Panagiotakopoulos has spent 14 years in the Real estate development industry as the Owner and CEO Cardinal Group's land development division. He has built a career drafting, presenting, and negotiating government contracts. Further, Mr. Panagiotakopoulos has also spent five years as President and CEO of Hamilton Solar, developing renewable energy projects for the Ontario Power Authority. He has built Ontario's first large scale Elevated Solar Tracking array on commercial land. Mr. Panagiotakopoulos expertise in managing specialized development projects has allowed for cost effective project advancement.*

## **Bojan Krasic B.COMM, MIM**

*Chief Financial Officer, Director*

*Mr. Krasic, an investment banking professional, began his career with Thomas Weisel Partners and later joined Stifel Nicolaus Canada gaining experience in finance structuring, providing valuations, exchange listings and various M&A transactions. Mr. Krasic has been instrumental in raising capital, and developing security and record keeping protocols as Beleave's CFO. He holds an honours degree from the University of Toronto in Finance and Economics, and a Masters Degree in Investment Management with a specialization in Capital Markets from John Molson School of Business.*

## **Andrew T. Wnek CA, CPA, B.COMM, MBA**

*Senior Financial Executive, Director*

*Mr. Wnek has held senior executive roles with Canadian Tire Corporation including Senior Vice President, Finance and Administration and Chief Information Officer in a twenty one year career. Most recently was the National CFO for several health not for profits. Has served on several Boards including as Finance Chair on the Royal Conservatory of Music Board and as Audit Committee Chair for Momentum, a technology service provider. Married with three children, has volunteered extensively.*

## **Chris Murphy B.A. (Hons.), M.A., LL.B. (Hons.)**

*Distribution and Operations, Director*

*Mr. Murphy is a Toronto-based regulatory and criminal lawyer. He sits on the board of one of Canada's largest distributors of fresh produce. Mr. Murphy brings experience in food safety, greenhouse operations and IT systems that track product from seed to sale. He is a former special constable with the Royal Canadian Mounted Police, a judicial law clerk, civil litigator, and drug prosecutor with the Department of Justice Canada. He is a graduate of the Directors Education Program at the University of Toronto's Rotman School of Management.*

## **Gordon R. Harvey**

*Government Relations Officer, Director*

*Mr. Harvey is President of Forty-Two Capital Partners Ltd. and Capex Investment Limited. He brings almost three decades of experience in the financial services industry with experience in Capital Markets, Insurance and Real Estate Financing. Forty-Two Capital Partners arranges mortgage loans in Ontario. Capex Investment provides similar services through its international subsidiary and with its partners is currently developing a luxury hotel property in the Indian Ocean. Since March of this year, Mr. Harvey has been acting on behalf of Beleave with their communication and outreach to Governments at the Municipal, Provincial, and National level.*



# TEAM HIGHLIGHTS

## **Dana Gidlow L.Col, Retired**

*Head of Veteran Affairs and Community Outreach*

*Mr. Gidlow joined the Reserve Army and took his commission after obtaining the rank of Sergeant. In 1974 he joined the Toronto Police Service and retired after a full and varied career. In 1999 he volunteered for an international posting with the United Nations in Kosovo. He served in multiple capacities in the Reserve Army, retiring at the rank of Lieutenant Colonel. He is currently the President of the Toronto Police Military Veteran's Association and is actively engaged in the welfare of Veterans. He is a passionate advocate of the well-being of Military Veterans and First Responders.*

## **David Naranjit Ph.D**

*Development of Proprietary Extract Formulations*

*Dr. Naranjit's work is in the field of analytical chemistry, particularly in atomic spectroscopy and chromatography. He is a faculty member in the Department of Chemistry and Biology, Ryerson University. Based on David Naranjit's expertise in analytical chemistry applications and research, he provides expert counsel to the company regarding its on-going research programs and standard practices. These include the development of analytical techniques used to characterize cannabis products, advising on quality assurance practices and strategies, and advising on the development of cannabis delivery products.*

## **Andrew Steane**

*Electronic Personal Health Record Technology*

*With nearly 25 years in the software industry, Mr. Steane brings extensive experience leveraging sales channels to enter new markets, increase profitability and meet revenue goals for both start-up companies and global organizations including Microsoft, AOL, and SAP. Mr. Steane has consistently demonstrated an ability to identify opportunities for organizational improvement and delivered execution plans to meet that opportunity on a local, regional and global scale across multi-functional teams including sales, operations, partner recruitment, legal, and human resources.*

## **Justin Kosalka MSc**

*Development of Proprietary Extract Formulations*

*Mr. Kosalka has been trained and is experienced in materials, synthetic and analytical chemistry. He has had the privilege of presenting his work at various conferences including the 96th Canadian Chemistry Conference (Quebec City, Quebec, 2013). His research interests include the development of novel analytical techniques and green chemistry. His primary objective will be quality assurance and will be responsible for evaluating products, ensuring that Health Canada requirements surrounding medical marihuana are not only met but exceeded and that all products are of the highest quality.*

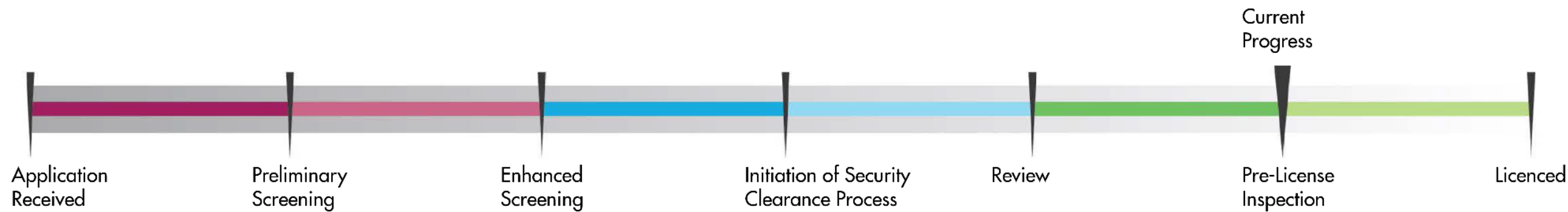
## **Paul Evanov**

*Marketing and Advertising*

*Mr. Evanov is a seasoned broadcasting executive with over 20 years experience in the radio and broadcasting industry. Mr. Evanov currently holds the title of Executive Vice President and Program Director at Evanov Radio Group, a company he was instrumental in building to Canada's largest independent radio broadcaster. Evanov Radio currently has 18 radio stations across Canada with approximately 2.7 million weekly listeners. Mr. Evanov was inducted to the Humber College Radio Hall of Fame in 2014 just two years after his father was inducted into the Canadian Music and Broadcast Hall of Fame. Mr. Evanov will assist Beleave in marketing and advertising initiatives*

# LICENSING PROCESS

- Received Affirmation Letter from Health Canada
- Facility completed (ready to grow)
- Hospital grade antimicrobial production areas
- 4 rooms capable of producing 550,000 grams annually in a quality controlled environment





# HAMILTON FACILITY

- Current facility is 14,500 square feet of production space, office space, vault, security monitoring, data storage, and full IT integration
- Exceeding audit requirements set forth by Health Canada
- Endorsed by the City of Hamilton Planning & Economic Development Department
- Will produce 550,000 grams of marihuana per year upon grant of license
- Production can commence immediately upon licencing





# HAMILTON FACILITY EXPANSION

- 70,000 sq ft initial hybrid greenhouse expansion planned at current site
- Industry partners providing cost effective scaling
- Low cost capability to increase production as demand necessitates
- Expansion significantly drops per gram cost
- Current indoor project would eventually become processing facility





# RESEARCH & DEVELOPMENT

## Development of Proprietary Cannabis-based Extracts

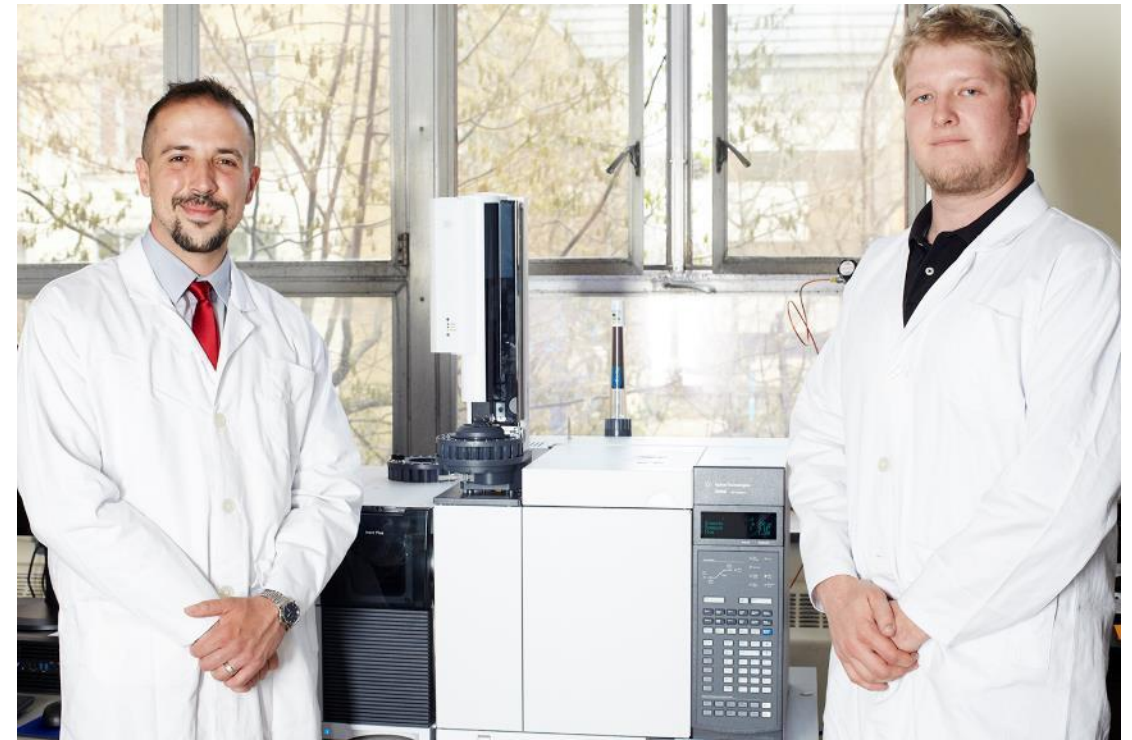
Development of pharma-grade cannabis extracts using state-of-the-art extraction and analytical techniques/equipment

## Electronic Personal Health Record (ePHR)

*Provides communication channel between patient and physician to allow for better treatment management and oversight*

## Dose Regulation Vaporizer Technology

*Usage-tracking component provides patient data on cannabis usage that can be correlated with health/wellness outcomes*





# INTELLECTUAL PROPERTY DEVELOPMENT

## Developing An Intellectual Property Portfolio

- Standardized cannabis strains
- Cannabinoid/terpene drug development
- Ancillary products/technologies for drug delivery and usage-tracking

## Cannabis-based Extracts, A Unique Process

- Optimization of extractions techniques scalable to large-scale industrial oil production
- IP will translate into pharmaceutical-grade extracts with unique drug profiles
- QA practices applied to evaluate composition and safety for future clinical investigation



# CLIENT ACQUISITION STRATEGY



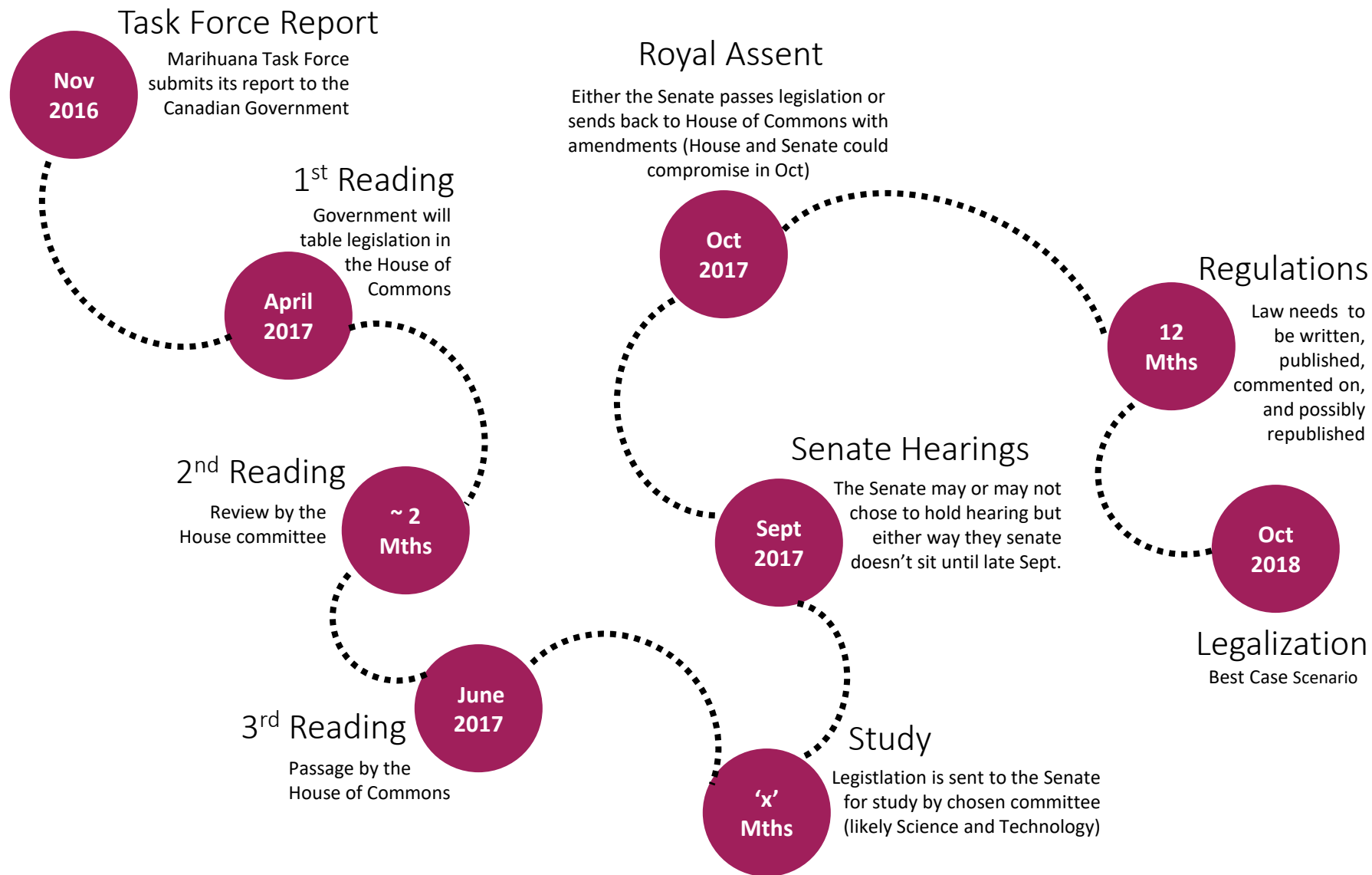
- Built on company research to become academic industry leader
- Creating brand recognition and comfort level
- Tremendous community outreach spear-headed by Former Lt Colonel Dana Gidlow to reach patients including military veterans and first responders
- Capitalize on massive educational campaigns through Evanov Radio Group, reaching 2.7 million weekly listeners across 18 radio stations Canada-wide





# PATH TO LEGALIZATION

Economic  
outlook:  
October  
2018





## PLANNING FOR LEGALIZATION



- Expansion ➤ Additional planned expansion beyond 70,000 for medical market planned (Economic/Political Timeframe)
- Distribution ➤ Ability to leverage Chris Murphy's already established distribution channels throughout North America
- Exposure ➤ Interest and relationships already being laid for jurisdictions with favourable trade laws (i.e. Europe)



## KEY TAKEAWAYS

- Received affirmation letter from Health Canada
- Dedicated team of executives, directors and advisors, all of whom are committed to the long term success of the company
- Completed facility and infrastructure necessary to start cultivation immediately after license approval
- Fully funded through licensing, focus on minimal shareholder dilution
- Very tight share structure with 56% insider ownership
- Once licenced hope to trade in line of peer group (Supreme Pharmaceuticals, Emblem Corp, and The Biomed)
- Long term economic outlook on industry with view to scale and vertically integrate



# CAPITALIZATION

- Publicly traded on the Canadian Securities Exchange under symbol “BE”

Shares Outstanding	25.7 million
Share Price (Feb 6)	C \$1.72
Market Capitalization	C \$44.2
Warrants and Options	8.5 million
Fully Diluted	34.2 million



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## APPENDIX - PRODUCT VARIETIES

- Our focus will be on 5 strains (out of our 11 strains) which will fall under 4 categories

THC / CBD %	Beleave Strains
20-25% THC < 1% CBD	Northern Lights Chem 4 OG G-13 Granddaddy Purple
10-15% THC < 1% CBD	AK-47 Blueberry Headband Lavender Critical Mass
< 1% THC 10% CBD	CBD God
10-15% THC 10% CBD	Pre '98 Bubba