



Innovating CBD Products since 2018

Investment Teaser

M&M Innovation have navigated some of the most treacherous times for start ups and now the rewards are in sight. Now is the right time to invest into the challenger CBD company who's Body and Mind Botanicals brand which is the thorn in the sides of other CBD brands and aims to take more of the market share over the next 3 years. We are able to do this because we grow our main ingredient, hemp and manufacture our own products. We aim to push the competitors out of the market by beating them on product quality and price. Our unique patent pending Hemp Tea remains a firm customer favourite, whilst we have added vegan capsules to our range last year which have proven to be very popular.



Status:

500+ Independent stores, Plant Organic, CLF, Tree of Life, stable ecommerce sales, bulk ingredient sales growth

And just this October we have launched into Ocado



Coming Soon:

Ever popular, award winning Organic Hemp Tea set for Holland & Barrett: 300 stores in 2022, 700+ stores in 2023, Tesco and/or Sainsburys in 2023.



Brand diversification: Body and Mind Botanicals was created as a versatile engine for our unique CBD products, with a plan that we would branch out to explore what other botanicals could supplement our growth. We have recently launched our 7 Mix Mushroom capsules which are becoming more and more popular as consumers learn about the benefits of adaptogens. We have also just released our new organic and vegan protein powder which has a host of benefits crucial to body performance. Our international trademarks are in place in 2023 we will cautiously expand into the right markets for example Germany and the USA.



The CBD Market:

Keeping a focus on the UK CBD industry which is showing great strength despite regulation enforcement slowing down progress. The UK CBD industry alone is valued at almost \$800m in 2021 which is a 120% increase since 2019. Once the Novel Food regulation process is completed, the industry as a whole, for those that are approved, is expected to see even greater growth. Body and Mind Botanicals are so uniquely positioned as the only formally approved and confirmed Non-Novel CBD manufacture, not only do we have the opportunity to continue the growth of the brand but we are receiving more and more enquiries for white labelling and bulk sales. For those companies who do not get approved, we provide a way forward for them to continue with their CBD brand.

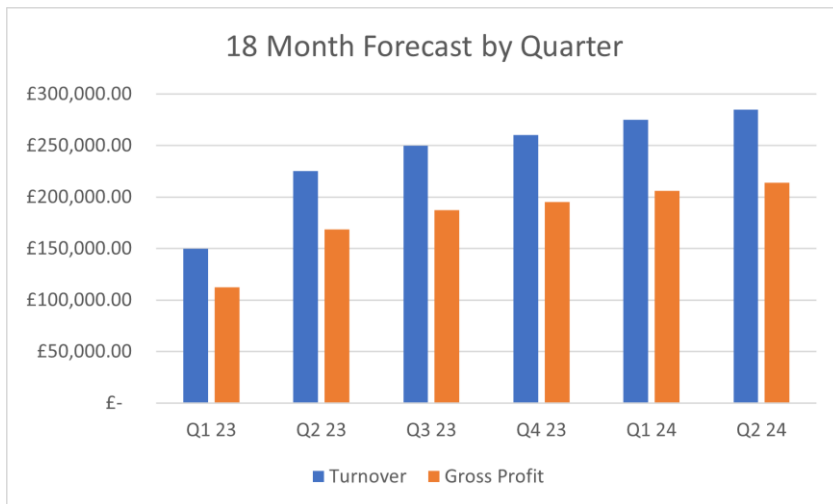
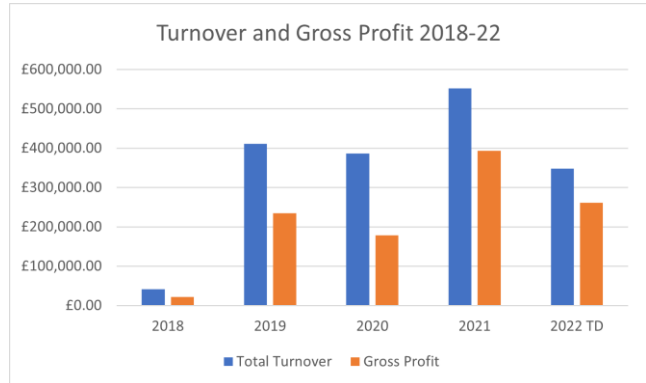
Whilst never losing focus on the UK market, having successfully navigated all Brexit import and export complications we are well positioned for growth across the EU. The EU market size in 2020 was recorded as \$1.9b and is estimated to see a 33.5% CAGR from 2021 – 2027. Germany is one of the largest CBD markets in Europe and it is where we are currently pursuing opportunities.

Acknowledgments:

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Financials:

The last 4 years of sales and profit as shown below have been stable with a high gross profit of an average of 75%, according to published results this is significantly better than 95% other CBD companies. We have built a loyal following of customers who know and trust our products work as advised.



Our forecast for growth with the addition of Ocado, Holland and Barrett and Tesco/Sainsburys in 2023-24 will give Body and Mind Botanical the next step for customer availability and the key to succeeding within these new retailers will be in store advertisement, backed up with strong social and online influence backed marketing.

Investment Plan:

The raised through investment will be used primarily in 3 ways:

- Marketing
 - On platform using Ocado's platform we plan to convert many new customers to our CBD products
 - In store with Holland and Barrett converting existing CBD customers our better quality, natural product.
- Expansion
 - With growth of sales there comes growth of production, expansion of our existing production facility and improved equipment maybe required and this will be planned for and executed when required
- New Markets
 - International markets for CBD are as strong or even stronger than the UK, most of which are lacking an organic CBD brand. Cautiously expanding to Germany and/or the USA could be very lucrative with a unique brand and range of products.

Shares are for sale at £4.00 per share with a minimum investment of £10,000 and we are pre-approved for the EIS. To receive the full investment deck and to register your interest please visit

<https://bodyandmindbotanicals.com/invest>

Any investment carries a risk of your capital and there is no guarantee on return.