



**4C LABS**

**Medical cannabis  
made simple**

TEASER DECK  
SPRING 2023

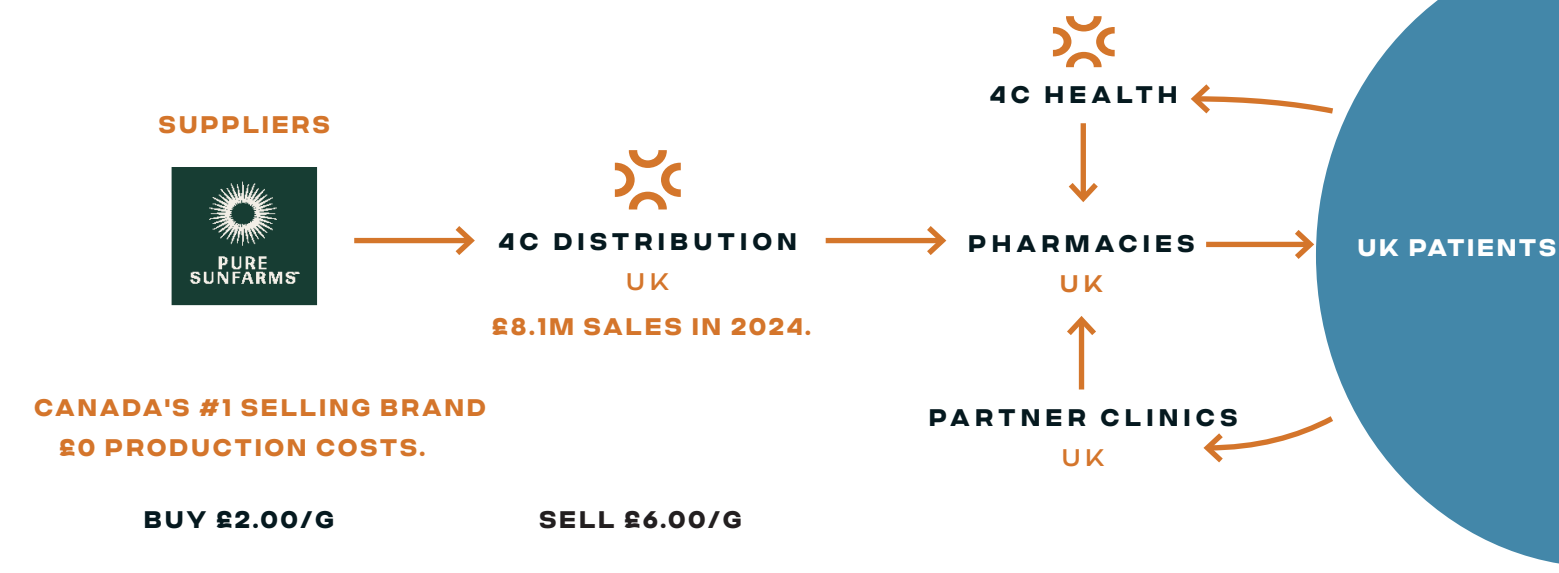
# Executive Summary

- Medical Cannabis is legal in the UK.
- Illicit cannabis market valued at £2.6B in UK.
- Crystal Ball: UK growth will mirror medical markets like Florida (£665M market).
- 2024 UK market £126M. 4C LABS Rev. £8.1M.
- Model: Import low cost, high quality products to UK & distribute to pharmacies.
- 4C has a new exclusive contract with Pure Sun Farms. Canada's #1 flower brand.
- PSF products have superior quality & will be sold for up to 40% less.
- 4C has contracts in process with 3 additional top 6 Canadian suppliers to fill out product line.
- UK production cannot compete with 5\* higher energy costs compared to Canada.
- 4C has relationships with 5 clinic / pharmacies representing 1500 patients for launch date.
- A patient consumes £1356 in product a year wholesale. 1000 patients add £1.35M to revenue.
- 4C LABS product launch & first revenue Q3 2023.
- Low cost, turn key operation.
- 4C possesses all required licenses.
- Significant pricing power.
- High EU GMP barriers to competition.
- EIS Registered
- Active leaders in industry & patient organizations.
- Experienced management.



CONFIDENTIAL – NO

**MODEL: IMPORT & DISTRIBUTE HIGH QUALITY LOW COST BRANDS UNDER EXCLUSIVE CONTRACT TO UK PHARMACIES**



**THE UK ILLICIT MARKET**

**1.6M UK adults** – have used cannabis in the past week.

**ILLICIT MARKET NEGATIVES:**

- EXPENSIVE**
- POOR QUALITY PRODUCTS**
- ILLEGAL**
- POOR CUSTOMER SERVICE**

SUCCESS IN THE UK REQUIRES THE SAME STRATEGY AS ANY OTHER MARKET: BEAT THE ILLICIT MARKET ON PRICE & QUALITY .

**The UK illicit market is worth \$3.2B per year.**

**Assumptions**

	MARKET PATIENTS <sup>1</sup>		FLOWER & OIL	
	MARKET CAPTURE		NEW PATIENTS PER YEAR	ACCUMULATED PATIENTS
2023	45,000	5.5%	2,500	2,500
2024	87,000	9.8%	5,000	7,500
2025	169,000	8.9%	7,500	15,000
2026	274,000	9.1%	10,000	25,000
2027	344,000	10.2%	11,000	35,000

25,000 PATIENTS PRODUCES £28M IN GROSS REVENUE.

ADDING 5000 PATIENTS IN 2024 RESULTS IN £8.2M IN GROSS REVENUE.

	2023	2024	2025	2026	2027
Revenue	£1,026,054	£8,199,550	£15,954,592	£28,144,925	£35,998,475
EBITDA	(£986,239)	£1,748,418	£5,696,535	£11,727,258	£13,289,862

**CAPITAL INVESTMENT £2.8M**

**The UK market will grow exponentially over the coming years. 4C LABS is well positioned to take significant UK market share.**

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# 4C LABS

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