

Corporate Overview



CSE:BUZZ

January 2021



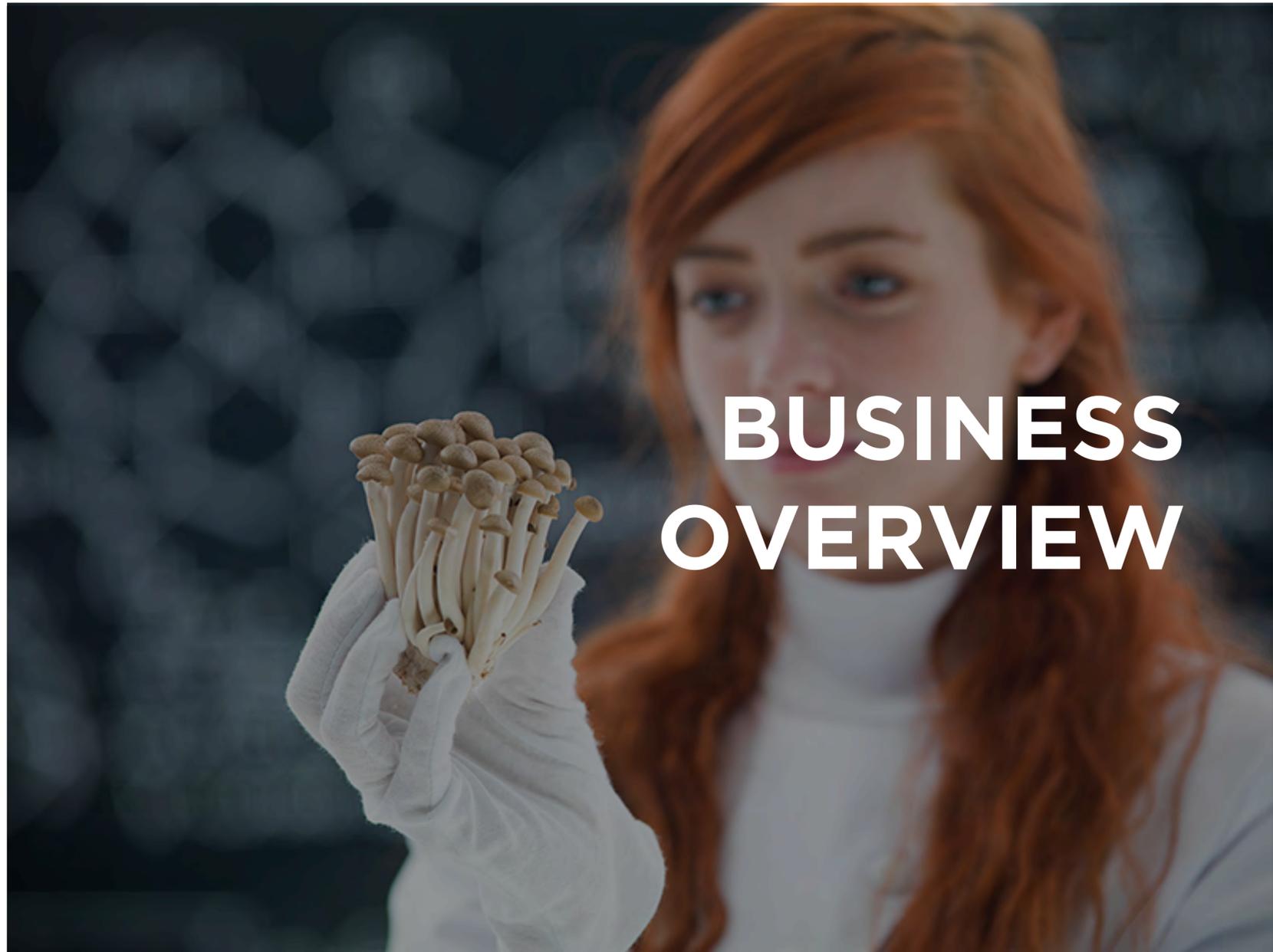
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Retail Psychedelics



Super Smart

PharmaDrug's wholly-owned subsidiary Super Smart is a retail psychedelics company specializing in the sale of psychoactive substances in the Netherlands.

Eurozone Narcotics Distribution



Cannabis

Currently distributing cannabis throughout Germany through an 80% interest in a schedule 1 Narcotics Distribution License.



Other Narcotics

Developing strategies to distribute other narcotics including psychedelics-based pharmaceuticals as they become legal.

RETAIL PSYCHEDELICS OVERVIEW



Super Smart is uniquely positioned to capitalize on the opportunity presented by the burgeoning psychedelics industry through its innovative retail brand concept: *SlimWinkel*.



First psychedelic retail store purchased in Teil, Netherlands and the new Slim Winkel brand launched

Set to launch a unique and innovative e-commerce channel

Opening of a flagship store in Amsterdam in early 2021, followed by opening retail locations in 5 other cities in the Netherlands



WHO ARE WE

We are a growing collection of “smart shops” operating under the name SlimWinkel and owned by a company called Super Smart. We’re purchasing underperforming smart shops in Holland and rebranding them as SlimWinkel emporiums.

Our stores stand apart through their consistent design, open and inviting layout, knowledgeable staff, and high-quality selection. We intend to bring this retail concept to the States as the regulatory and commercial environment evolves. We also operate a consumer-facing website as an Entheogen education and retail outlet.

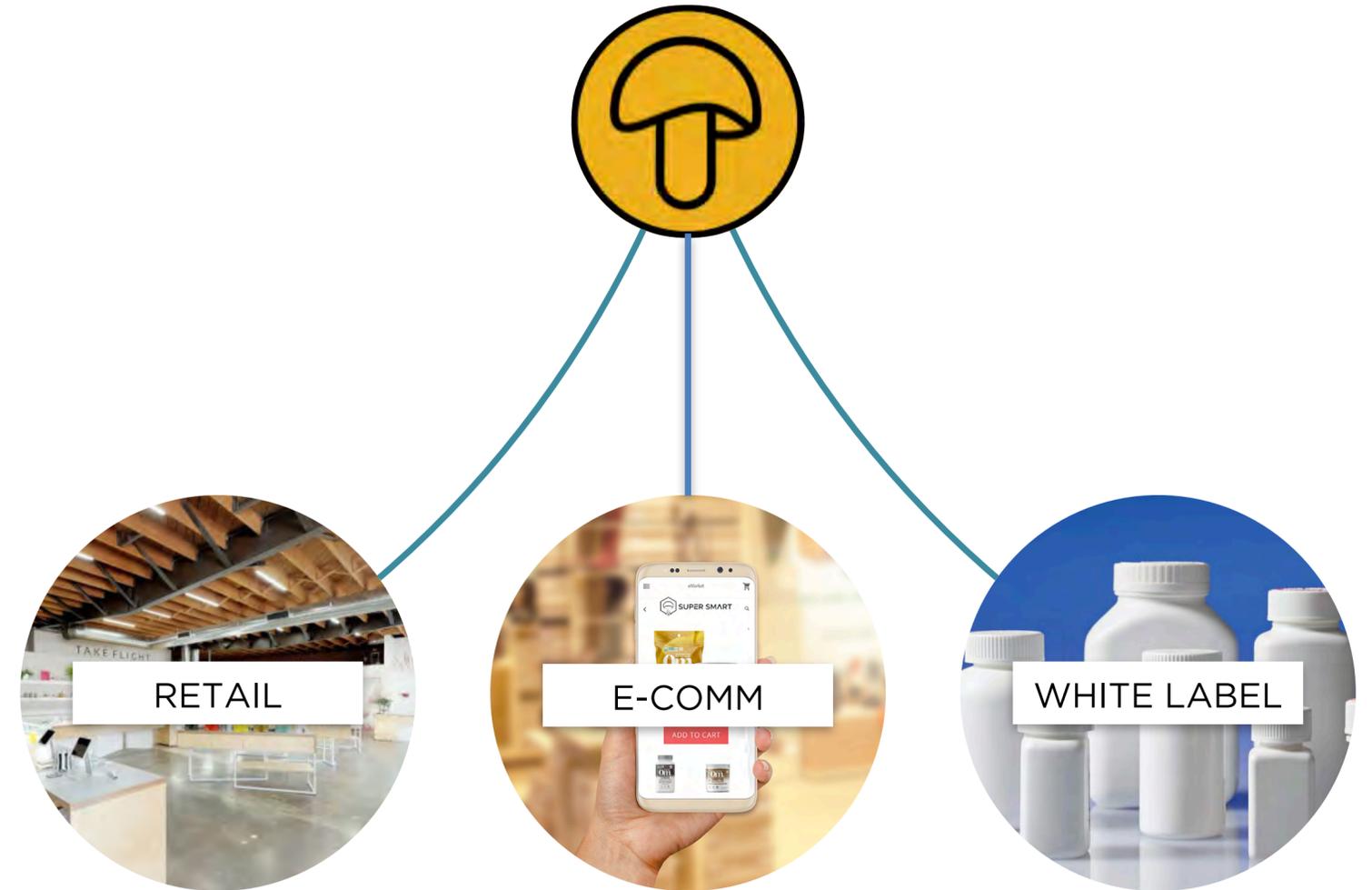
Our goal is to become the “Tesla of Mushrooms” - offering consumers a consistent, high-quality, convenient, and enlightened way to experience a new frontier.



RETAIL PSYCHEDELICS

RETAIL STRATEGY

The SlimWinkel brand and retail concept will be used for physical locations, the e-commerce platform, and white label products.

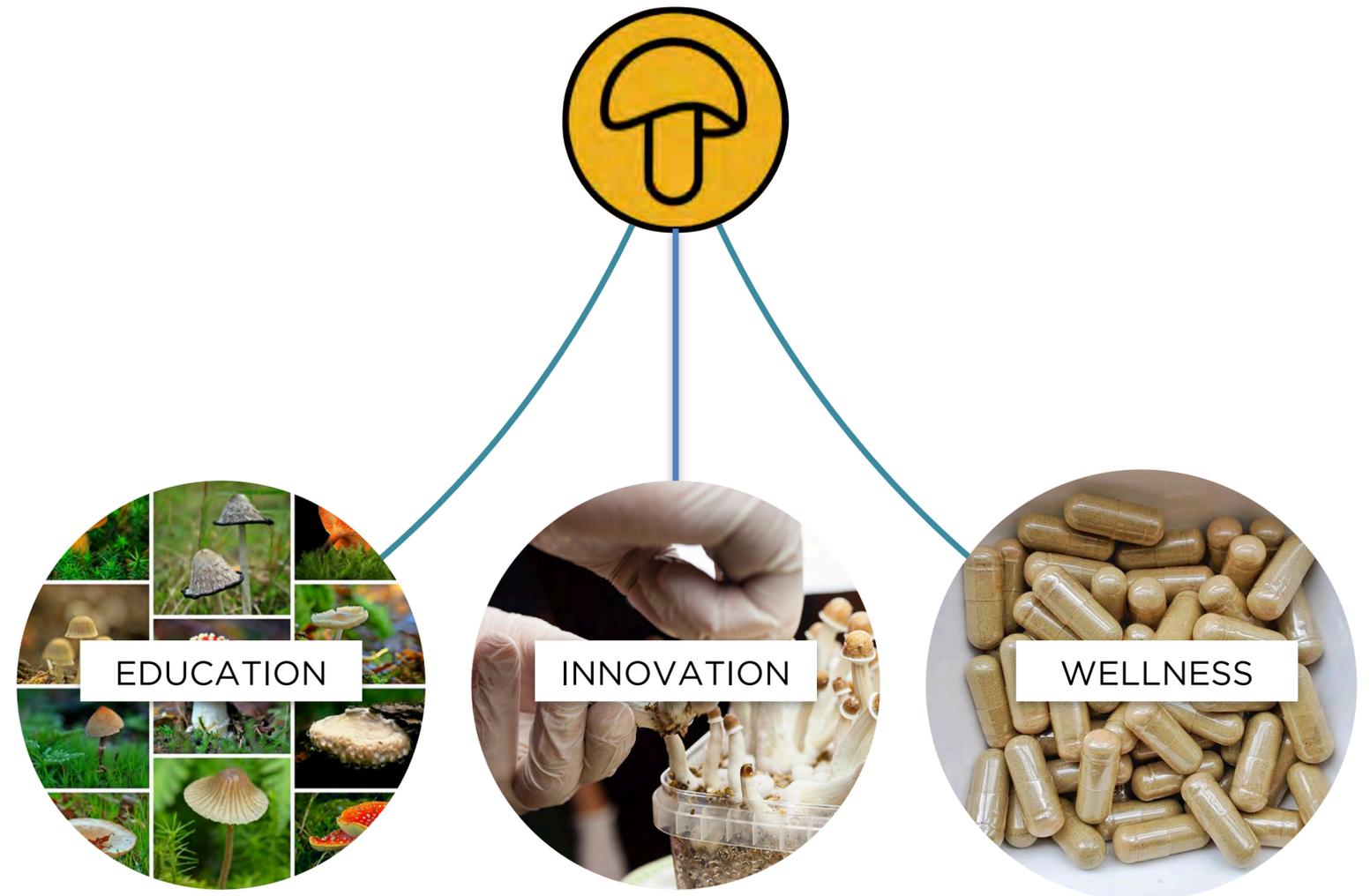




RETAIL PSYCHEDELICS

THOUGHT LEADERSHIP

SlimWinkel is a thought leader, innovator, and influencer in the burgeoning psychedelic space, providing content on how to microdose, which products to use, and bridging the gap between the adult-use, health & wellness, and medical market segments.



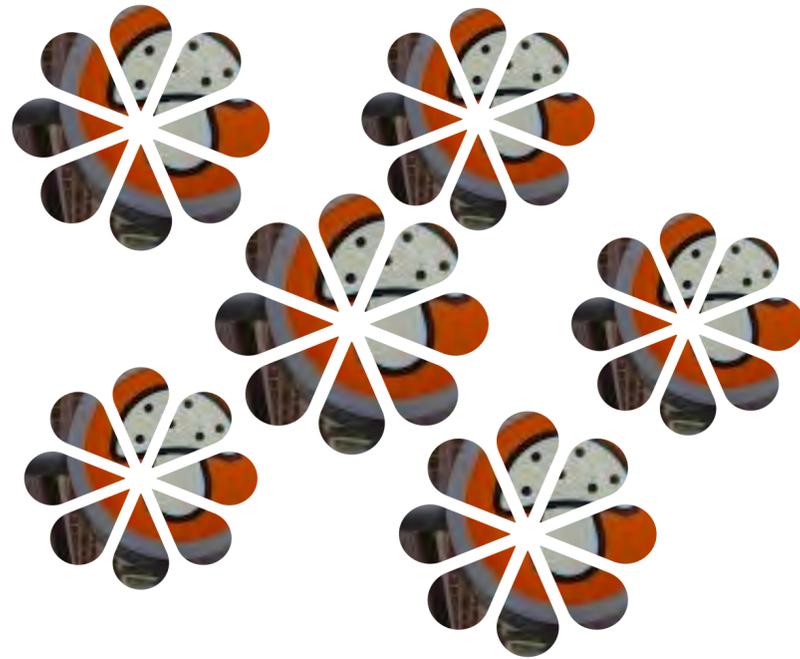


RETAIL PSYCHEDELICS

CURRENT RETAIL OPERATIONS



Acquired first smartshop located in Tiel, Netherlands in Oct 2020



Super Smart has begun developing the organizational structure that enables the company to open several locations and scale up more efficiently



Tiel location is a platform to build out and refine the retail business model for psychedelics



1st month of operations saw a significant increase in volumes as the store added several new products



RETAIL PSYCHEDELICS

E-COMMERCE PLATFORM



SlimWinkel to launch a unique e-commerce platform in early 2021 with a differentiated product line and enhanced brand positioning.

Enables Slim Winkel to capture market share quickly and establish greater brand recognition

The channel will sell psilocybin truffles, functional mushrooms, and other legal wellness plants within the Netherlands

The e-commerce platform will also be available outside of the Netherlands where it will not include psilocybin truffles



RETAIL PSYCHEDELICS

NEW FLAGSHIP & EXPANSION



Super Smart has narrowed its search for a new retail location in Amsterdam. This will serve as the flagship superstore for Slim Winkel's new retail concept



The new flagship store will be a destination spot for tourists and will have an enhanced, differentiated product line for Dutch consumers

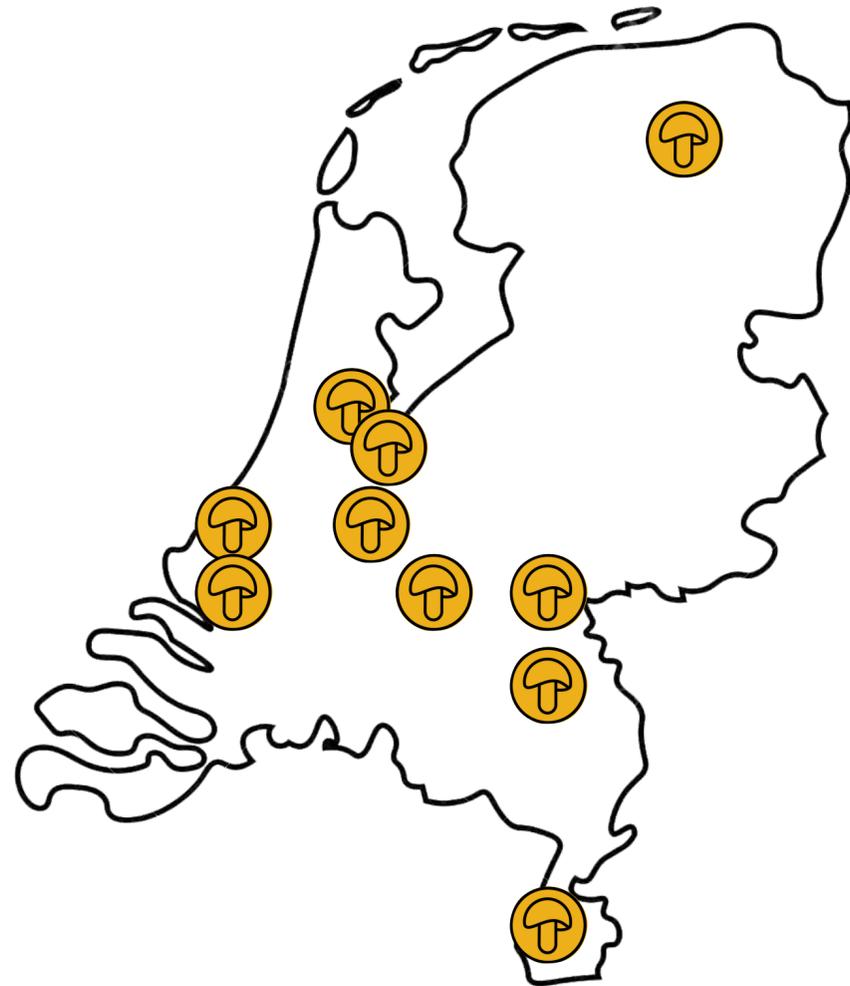


Super Smart has also identified 7 target cities where it intends to establish additional SlimWinkle stores



RETAIL PSYCHEDELICS

NETHERLANDS GROWTH TRAJECTORY



Timing: Retail to start at the end of Q1 2021

Dutch Market Penetration Objective: 10 retail stores across the country within by mid 2022

- Two Tier 1 stores in Amsterdam
- Five Tier 2 stores – The Hague, Maastricht, Rotterdam, Utrecht, and Nijmegen
- Three Tier 3 stores – Groningen, Eindhoven, Tiel



RETAIL PSYCHEDELICS

ROLL-UP STRATEGY



- Super Smart is developing smartshops and deploying disciplined business expertise, retail best practices and consistent branding across multiple locations to capture market share and improve margins in this rapidly growing adult-use and wellness market segments.
- We see significant opportunities to create value with a roll-up strategy:
 - ✓ Economies of scale arising from better purchasing power over vendors and consolidation of overhead expenses to drive higher margins
 - ✓ Lower customer acquisition costs via superior brand awareness and online presence
 - ✓ Better regulatory compliance at a lower cost per store
 - ✓ Scalable to additional European markets as regulations evolve



VALUE PROPOSITION

Management Expertise: Super Smart's President, Harry Resin has been immersed in the Dutch counter culture surrounding entheogenic plants and plant-based medicine for 20+ years. Harry brings the deep industry knowledge and relationships necessary to navigate the Dutch market. His insight and experience are key to Super Smart's ability to secure high-value retail locations, build out retail experiences that resonate with consumers and educate emerging market segments.

Super Smart's Global Expansion Strategy: expand and gain market share within the Netherlands which serves as a testing ground for a psychedelics business model that can be replicated in larger markets such as Brazil and North America.

TRACTION & MILESTONES



Distribution agreement with RLH* to carry iMicrodose Packs in Super Smart retail stores



Acquired its first smartshop in the Town of Tiel



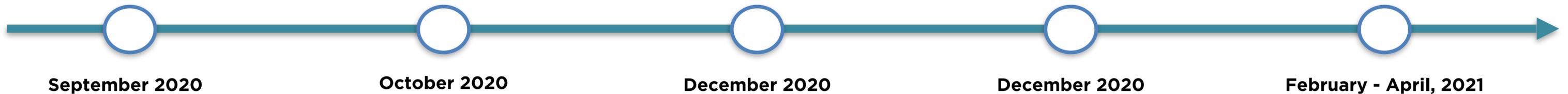
Recently launched the new Slim Winkel brand



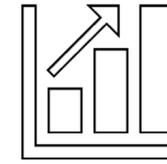
Slim Winkel to launch an innovative online platform



Focused on opening a flagship store in Amsterdam



PHARMACEUTICAL PSYCHEDELICS



Medical psychedelics market ~ U\$100B and growing rapidly



Promising efficacy of psychedelics related to mental & substance abuse disorders



Growing societal awareness and acceptance of mental health disorders and addiction



Accelerated push for innovative treatments using psychedelics

- Germany's Federal Institute of Drugs and Medical Devices (BfArM) recently approved a study on the use of Psilocybin in Treatment-Resistant Depression, further demonstrating the broadening acceptance towards psychedelics.
- If Germany legalizes medical use of psilocybin, PharmaDrug will be able to capitalize on this with its adult use psilocybin operations in the Netherlands, coupled with the German medical cannabis distribution business.
- PharmaDrug holds a Schedule 1 Narcotics Distribution License, enabling the importation of narcotics into Germany. PharmaDrug also holds a Good Manufacturing Practice ("**GMP**") certification, enabling 3rd party manufacturing of narcotics under an in-house brand.

PHARMADRUG

CURRENT GERMAN STRATEGY

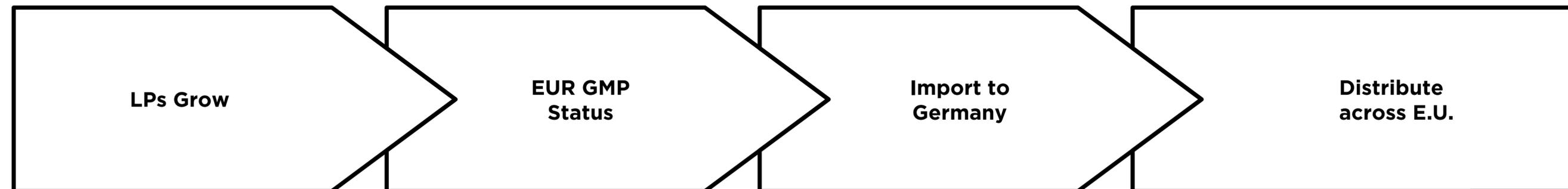
Narcotics Distribution License: GMP cannabis distribution rights

Importing: Bedrocan cannabis from the Netherlands and licensed to import cannabis under our in-house brand with distribution into 300 pharmacies

Capability: to get foreign operators Euro GMP product registration & import into Germany

Growth: 2021 growth strategy:
1) Hire additional salespeople
2) Onboard 1-2 new brands as a wholesaler
3) Add new products outside of cannabis

A Gateway To Europe for Global LPs



CANNABIS IN EUROPE

BY THE NUMBERS

Europe is forecast to have the world's largest legal and medical cannabis markets by 2023.

“In the European Union (EU) and Norway, 23 million people, or nearly 7% of all 15-64 year-olds, used cannabis in the past year; of these, 3.6%, or 12 million, consumed cannabis in the past month”

€123B

**Potential total market value by 2028
(medicinal and recreational cannabis).**

€65B

Estimated value of European recreational market by 2028

€2.3trillion

Total spent on healthcare each year

CANNABIS IN EUROPE

KEY TRENDS & TAKEWAYS

2019 marked a turning point for European cannabis

- ✓ Germany imported **6,714 kg** of medical cannabis in 2019, more than double the total for 2018
- ✓ The German medical market is expected to be **3x** larger than Canada, including higher anticipated pricing through government reimbursement
- ✓ Visibility and public acceptance of cannabis continues to expand as new scientific discoveries increase understanding of potential health benefits
- ✓ New legislation in six countries setting the stage for continued momentum beyond 2020
- ✓ More than **€500m** invested in European cannabis businesses
- ✓ At this pace, Europe will be world's largest legal market by 2023 and, by 2028, have a potential total market value of **€123B**

Opportunities



Size:
EU market estimated to be **USD\$123B** by 2028



Supply:
Insufficient cultivation



Growth:
Or lack thereof... just three grow licenses granted for 2021

MANAGEMENT TEAM



Daniel Cohen, CFA
CEO

Daniel has over 20 years of capital markets experience, most recently spending several years as Head of Sales at Beacon Securities. During this time, Daniel successfully financed and launched multiple public companies.



Harry Resin
President, Super Smart

Harry has worked in the cannabis industry for the last 17 years as a supply chain consultant to coffee-shops in Amsterdam and as a founding member of an original Amsterdam seed company. He has also served as a staff writer for High Times.



Keith Li, CPA
CFO

Keith has over 10 years of experience in public accounting and accounting in the private sector. His specialties include audit and assurance, corporate accounting, financial reporting, and regulatory compliance services.

ADVISORY BOARD

CHAIRMAN



Terry Booth

Advisory Board Chairman

Global cannabis industry pioneer and founder of Aurora Cannabis (TSX-ACB), Mr. Booth will chair Pharmadrug's Advisory Board and help guide the Company's European cannabis and psychedelics strategies.

Uniquely skilled at seizing M&A opportunities (over 30 transactions and acquisitions worth over \$8 billion in the last five years), Mr. Booth brings over 25 years of experience in creating, growing and leading companies in highly regulated industries.

- ✓ Significant capital markets and M&A expertise
- ✓ Deep knowledge of European cannabis markets
- ✓ Prominent investor in the emerging psychedelics space

CAPITALIZATION SUMMARY

Common Shares	242.0M
ITM Warrants & Options	52.1M
\$0.9M Debentures Convertible at \$0.05 ¹	17.4M
Fully Diluted ITM Shares Outstanding	311.6M
Out-of-the-Money Warrants & Options	34.3M
Current Cash Position	\$2.00M
Red Light Holland (CSE:TRIP) Shares	4.25M

All currency amounts in Canadian Dollars

¹ Each debenture is convertible into 1 unit at a conversion price of \$0.05. Each unit consists of one common share and one-half of one common share warrant exercisable at \$0.07.

CONTACT INFORMATION

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