

Q&A with John-David Belfontaine, President and CEO of Phivida Holdings Inc. specializing in CBD (Cannabidiol) Hemp Oil Extract Infused Functional Foods, Natural Health Products and Clinical Grade Products for Healthcare Practitioners and their Patients



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CEOCFO: Mr. Belfontaine, would you tell us the philosophy behind Phivida Holdings?

Mr. Belfontaine: Phivida (pronounced “fii-vee-daa”) embodies a return to whole-plant medicine. We specialize in CBD (Cannabidiol) Hemp oil extract infused functional foods and natural health products. Phivida is a response to a global paradigm shift –in which families around the world are beginning to return to their roots through an ancient tradition of preventative health through plant-based medicine - as opposed to pharmaceutical products. Our philosophy embraces this new culture of prevention.

CEOCFO: What are you targeting and how have you decided what to look at?

Mr. Belfontaine: Phivida has two main product lines. Phivida Enhanced produces CBD-infused clinical grade products for health care practitioners and the patients they serve. Phivida Nutrition produces functional foods and beverages -- specifically CBD-infused juices, teas, nutritional shakes, and so on. These products serve professional athletes, active professionals and everyday families who are looking for CBD-infused foods and supplements that are THC-free, offering all the medicine, with none of the side-effects using a preventative health approach.

CEOCFO: Why do the products work?

Mr. Belfontaine: All mammals have an endo-cannabinoid system located. This system has two main receptors are found on the surface of synapse (or the face of each nerve ending) located across the central nervous system throughout the body. These two receptors absorb cannabinoids that are produced naturally in your body, called “endogenous cannabinoids” – which “endo” meaning “inside”. These cannabinoids are naturally produced and highest in a nursing mother’s milk with an evolutionary purpose to reduce inflammation and pain. Endogenous cannabinoids fit directly into the receptors, like a lock and key, and turn-off pain and inflammation in the body like a light switch, but they also modulate physiological processes such as mood, sleep, appetite, inflammation, and other key major physiological processes in the body. I encourage people to join our Phivida YouTube channel and pull-up the Visualization of the Endocannabinoid system (ECS), done by the University of Toronto Faculty of Medicine, for a more accurate visual depiction of how the ECS works. Its technical but accurate.

CEOCFO: Is there general consensus among the medical community or the advanced thinking medical community of how this works?

Mr. Belfontaine: We encourage people to do their own research into the science. Visit www.pubmed.gov. This website publishes all clinical trials at major medical research centres around the world. Visit pubmed.gov and search

“Cannabinoid”, you will see thousands of clinical trials on a range of different diseases - from chronic pain and inflammation to terminal forms of brain cancer.

More importantly there are two major recent global shifts in sentiment among the global scientific community as it pertains to use and efficacy of cannabinoids in clinical therapies.

First, the World Anti-Doping Agency (WADA), which regulates the accepted programs for supplements and drugs for athletes around the world, removed Cannabidiol from hemp, allowing Phivida to be legal for use by competitive athletes for the first time in the history of competitive sports. That was huge, because WADA oversees Olympic athletes and FIFA – the single largest sports organization in world. They also advocate for policy through the players associations in the; NFL, the NHL and the MLS, the MLB and other major sports leagues.

CEO CFO: Why did they make this decision?

Mr. Belfontaine: I believe that WADA completed an independent analysis on the safety and the efficacy of the CBD and whether or not this provided an unfair advantage to athletes and they felt that this product was both safe and was eligible for use in competitive sports. We have to see this in context; WADA is the strictest form of regulatory body for supplements and pharmaceuticals and different drugs for athletes in the world. In fact, they are so strict that they ban most cough medicines. A famous Canadian Olympic athlete lost her gold medal because she had taken cough medicine. It's a major issue. Contrast that with their stance on Phivida's CBD-Hemp Oil and their negative stance on marijuana derived cannabinoids. That is an incredible shift in acceptance -globally.

“The greatest gift ever given to an ambitious generation is to inherit a broken world because it provides entrepreneurs with a chance to earn their success with hard work, while being an instrument for positive change. I am grateful for the opportunity and encourage others to join the effort. Thank you for your continued support.”- John-David Belfontaine

The second major shift in scientific community's sentiment is the World Health Organization report in late 2017. The report states that “CBD is safe, nontoxic and non-psychoactive (i.e. does not get you “high” like THC), and is in fact medicinal. We are talking global level shift and the medical community's acceptance of CBD. This is not governmental policy -- it is medical community and scientific community coming together and confirming that CBD is approval by the major medical and sports regulators, worldwide.

This is a global shift towards across-the-board acceptance of CBD as a medicinal product, from the top minds in the scientific and medical communities. That is where the status of the industry is today. Phivida is perfectly positioned to serve patients, practitioners, athletes and active families around the world.

CEO CFO: Would you tell us about the range of products you have today?

Mr. Belfontaine: Phivida offers two main categories of CBD infusions.

Phivida Enhanced offers clinical grade CBD-infused products for practitioners and patients sold as “**Vida+**” - REG, MAX and PRO.

Vida+ CBD-infused pills offer a clinical grade potency with a special blend of muscle, bone and joint formulations.

Vida+ CBD infused drops, are also clinical grade, in professional format, offering 650 milligrams to 2650 mg.

We continue to innovative the Vida+ line of clinical CBD products and are exploring line extensions into encapsulated tinctures, hard-caps and topical products, including pain creams and salves.

Phivida Nutrition offers a CBD-infused functional foods and beverages for preventative health and optimized daily performance which use special plant-based vitamins, minerals and nutrients from Ayurveda herbalism.

Our first blends are a special recipe of CBD-infused Iced Tea targeting GI (gut health)

Our CBD infused Iced Teas use Indian organic premium loose-leaf teas which we naturally brew ourselves – and are used by herbalist as a digestive aid. To the brewed tea we add a special blend of vitamins and minerals derived from plants that also help to reduce gastrointestinal issues, increase digestion, reduce inflammation in the gut, and is a perfect

first flush for your system – preparing the body for the rest of our food and beverage products. Good gut health makes for better overall health and system modulation – its great place to start.

Our second line is CBD-infused vitamin juice and each juice has a different function and flavor and a special mix of Ayurvedic based supplements and nutraceuticals targeting; Mind, Body and Soul.

Phivida's "Focus" is an orange-grapefruit Vitamin Juice blend designed to increase cognition, memory and mental alertness. Perfect for a morning boost, or before competition.

Phivida's "Protect" is a CBD-infused Vitamin Juice that has a special blend of CBD-infused nutraceuticals to boost our immune systems which is great for a busy work day, or during training.

Phivida "Relax" is a cranberry-pomegranate blend with a special blend to reduce stress, anxiety and to promote good REM sleep, and it is a mood stabilizer, when we need to decompress after work or sport.

Phivida Juices also come in a 2.5oz CBD infused Vitamin Shots - for athletes and professionals on the go.

We are excited about NEW **Phivida Sport** line of CBD-infused vegan protein products, with a special blend of plant-based supplements for muscle, bone and joints protection and repair. We use MSM, chondroitin, glucosamine and collagen with CBD.

We are not just a CBD company; we are a functional food and natural health products company that uses CBD as our feature ingredient. We celebrate a return to whole plant medicine through CBD infusions.

CEOCFO: How are you reaching the professional community and the general public?

Mr. Belfontaine: We have a two-pronged strategy to target both patient and practitioner - on one side of the coin - and active professionals and professional athletes on the other side.

Phivida Enhanced services practitioners and patients through our Phivida Families community program. Phivida Families takes a three-pronged approach to serve the professional division; Education, Research and Sponsorship. The Phivida Clinical Advisory Team consists of doctors and researchers and that sponsor universities to educate their colleagues in medical research centers around the world to give them the accurate scientific technical data to apply CBD in their clinical practice. Phivida Families is designed to educate, empower and equip clinicians with tools they need to better serve their patients.

Phivida Nutrition is a celebration of "Vida" and a culture of enjoying life and nature and being active with our families and communities. In this we are focused on sport endorsement and events. Our two-pronged approach takes the Red Bull model of lifestyle brand building; aspiration and experience.

Firstly, we are thrilled to have added Ms. Malia Manuel as Phivida's Lead Ambassador. Ms. Manuel is the youngest woman to every win a gold medal in World Surfing League competition and is a positive role model for young people around the world who dare to dream the impossible. Malia was introduced to us by our default agency; Superheroes Management, led by Mr. Jaimeson Keegan, former Sports Marketing Director at Redbull. Were thrilled to have Malia lead the Phivida Team and we are recruiting more athletes and talent for our roster.

Secondly, among the many talented members on our management, our incumbent Chief Executive Officer is Mr. Jim Bailey, former CEO of Redbull Canada, and our current Chief Marketing Officer, Mike Cornwell is the former CMO of Redbull Canada. Together, Jim, Mike and Keegan built the alternative beverage category in Canada - from zero to over \$250 million in sales. Brand ambassadors and active lifestyle consumer branding catapulted the brand and we are leveraging that success and strategic approach for the consumer side of the business.

CEOCFO: How do your offerings stand out among the products that seem to be everywhere all the time?

Mr. Belfontaine: I think the shift at the WHO and WADA has changed attitudes on CBD forever. It has also shifted interest and active engagement into our category where we see practitioners entering into the marketplace looking for validated scientific data. We are here to provide that data. I believe that the category will continue to evolve and I believe that the most credible companies in the category will continue to invest and advance in the science. We do not make health claims on Cannabidiol, the FDA prohibits it. However, interestingly enough, the Department of Health in the United

States, which regulates the FDA, submitted a patent application in 1996 for cannabinoids which clearly stated that cannabinoids are a potential “*neural protectant, antioxidant, and anti-inflammatory.*” Between pubmed.gov and the WHO endorsement, the WADA endorsement and the fact that the Department of Health has applied for a patent to confirm the medicinal value of CBD, we recognize those facts, and we share that information with others that are looking for valid scientific data. We ask practitioners to do their own research, or contact our Phivida Families team to book a workshop. Patients should speak to their health care practitioners before making any changes to their diet or other medical related decisions.

CEOCFO: *Would you tell us about your agreement with Namaste?*

Mr. Belfontaine: In January we signed a Global Digital Reseller-Supply Agreement with Namaste Technologies Inc. (“Namaste”) (CSE:N), (FRANKFURT: M5BQ), (OTCMKTS:NXTTF). We like Namaste’s global reach and we look to them to help us develop our online DSD distribution. We are excited about the opportunity to work with them. They have developed a global audience seeking out product from the cannabinoid-based sector both from the recreational adult use which we do not service, as well as the medicinal side which we are assertively pursuing. We are happy to have a partner to help boost our online sales in different places in the world -- specifically Germany and Australia.

CEOCFO: *Why pay attention to Phivida and what might people miss when they first look at the company?*

Mr. Belfontaine: It all starts with the people. Phivida is a company with a management team that is more similar to a multinational blue-chip company. We have the former CMO and CEO of Redbull on our team, former senior vice president of Proctor & Gamble, and current senior vice president of the Business Development Bank of Canada and a partner at one of the most prestigious law firms in the country Gowlings WLG.

I am in the humble service of our board and our incredibly supportive shareholders by providing; energy, enthusiasm and entrepreneurialism and an unwavering passion to build the Phivida brand and to help families, like my own, to live a healthier and more balanced life. I am extremely proud to lead the operation side of the business, as President and Chairman, under the sound guidance of executive and board of world class professionals with proven success, and a dedication to building long term shareholder value, while making a positive change in the world. The soul of the company is the passion we share for health and wellness -- we all have personal stories that have brought us to Phivida and that inspires us and motivates us, every day.

Phivida brings professional quality standards to this nascent, yet burgeoning industry. We only manufacture using the very highest quality of certified organic ingredients at GMP Certified manufacturing facilities. We have a quality assurance control department including our VP of Regulation and Research and our VP of Operations who assures every ingredient, every package and product is safe and is the appropriate amount of consistency and effectively packaged without defect. We are bringing a new level of professionalism to the industry through a high level of quality assurance. I believe that our philosophy is unique by incorporating other nutraceuticals with CBD. We are enhancing and boosting the efficacy of CBD on major sectors so we provide a more ground and holistic approach to preventative health and treatment of inflammation-based diseases.

From a corporate standpoint, Phivida is well capitalized with a solid equity structure and an expert management team. We completed its initial public offering and has now continued to capitalize through the exercise of Warrant and Options. We are fully diluted at 55 million shares outstanding and over \$12 million cash in the bank, which is a unique story for a junior capital market company. It is a well-structured story for pre-commercial brand and certainly the best structure for a company in our sector, which is publicly traded and significantly under-valued versus market comparables. We recognize the success of companies like Isodiol International which provides a horizon for Phivida. I think that VIDA is a unique story as well, and continue to be significantly undervalued.

