



iCAN: Israel-Cannabis
Progress & Investment Opportunity Update
September 2017

Progress Update

CannaTech- [CannaTech UK](#) has received world-class speaker commitments and ticket and sponsorship sales have been outstanding for the October event. We expect to sell out our 400+ person venue and have had numerous major press inquiries. In fact, we have already received pre-event coverage from [The Telegraph](#) and [Marijuana.com](#).

Ci Therapeutics – CiT commenced pre-clinical/animal testing on our ican.sleep formulation. We have also begun testing ican.sleep with a licensed, FDA-approved device. We continue to develop and explore pipelines for international production and distribution with a launch planned for mid-2018. We believe that cannabis should not be combusted, and that a standard dose is necessary. We are providing the benefit of inhalation, for those who don't want to smoke. ***It is clear to us that ican.sleep will change the way we inhale cannabis.***

Steep Hill Israel Technologies - With the recent announcement by the [Israeli Finance & Health Ministries that the export of medical cannabis has been approved](#), iCAN and Steep Hill are racing forward to establish Steep Hill Israel Technologies. We have an opportunity to allow Israel's expert growers to provide world class flowers, extracts and Cannaceutical products to the world. We must however guarantee the quality of every product and every batch. Steep Hill verification will be key in establishing a global network of independent labs, certifying the quality to the highest global standards.

EndoCRO - [EndoCRO](#) booked its first revenue generating project with a publically traded company in Australia. This contract has the potential to turn into a larger deal (seven figures), and we are currently fielding additional inquiries for our services.

Current Investment Opportunity

We have opened a financing round of \$1m and have over 60% committed. We are currently raising on a Convertible Loan Agreement (CLA) with a 20% discount to the next round with a floor of \$10m and a cap of \$15m. The loan pays 6% interest converted into equity. **We believe we are uniquely positioned to build on the success of the brands we have built and the partnerships we have in place to bring cutting edge products to market on a global scale.**

Should you have interest in learning more about this financing round, please be in touch.

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More About iCAN

iCAN: Israel-Cannabis is a leading Israeli developer of cannabis based formulations, clinical trials and cannabis testing. iCAN is committed to accelerate Israel's CannaTechnology industry, capitalizing on Israeli innovation and a leading cannabis regulatory environment to bring best in class products to market. iCAN is powered by CannaTech, the premier international cannabis summit held annually in Tel Aviv and for the first time outside of Israel in October 2017 in London.

iCAN's four synergistic arms:

- CannaTech
- CI Therapeutics
- Steep Hill Labs Israel
- EndoCRO



CannaTech: The International Summit for Cannabis Innovation

In 2015, [CannaTech](#) began as a free cocktail evening with a handful of presenters in front of less than 100 Israelis. iCAN subsequently saw the opportunity to acquire, invest and scale the brand. [In 2016](#), now under iCAN's ownership, CannaTech became a 3-day international summit with over 400 attendees (50% international), gaining extensive global media attention from leading publishers including [Reuters](#), [Foreign Policy](#), [BBC](#), [The Jerusalem Post](#), [MerryJane](#) and [GeekTime](#). This annual international conference showcases the latest scientific research, cannabis technologies, investment opportunities and trends. Industry leaders from around the world meet at CannaTech, the global platform for connecting global cannabis businesses.

[In 2017](#), CannaTech hosted over 900 attendees and again received international media attention from numerous publications including [Forbes](#), [The Washington Post](#), [The Guardian](#) and [JPost](#).

In October 2017, CannaTech takes the show on the road to London and in early 2018 to Sydney before returning home to Tel Aviv for the flagship event in March 2018.

CannaTech has established itself as the premier cannabis conference, and iCAN subsequently created a strong revenue base for sponsorship and ticket sales as well as a global media platform.



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Ci therapeutics

Along with our partners at CannRx, iCAN is developing the world's first inhaled pre-combusted medical cannabis formulation and delivery system for precise dosing of our proprietary formulations.

Ci Therapeutics brings together the patented CannTrap technology from CannRx which combusts, captures and stabilizes raw materials producing smoke in liquid form, or "liquid smoke". This technology is combined with an FDA approved, hand-held Nebulizer. This platform will deliver multiple formulations including sleep, pain and anxiety. iCAN's first product, iCAN.sleep, is set to launch in mid-2018.



Steep Hill Labs - Israel

Steep Hill Labs is the global leader in cannabis testing and analytics. In March, 2017, iCAN and Steep Hill agreed to create Steep Hill Israel. This joint venture will become the global standard for the cannabis testing industry. As Israel is moving forward with export of cannabis products, all materials for export will require extensive lab testing, setting up an ideal environment for Steep Hill Labs – Israel. Steep Hill offers a global network that can navigate the different requirements in each territory which is essential to iCAN's global rollout of products.



EndoCRO

[EndoCRO](#) is a contract & clinical research organization dedicated to the study of cannabis medicine. Capitalizing on Israel's leading regulatory environment, EndoCRO is able to offer top level clinical research services that has significantly less regulatory challenges than other locales. In July 2017 EndoCRO launched and in August 2017 EndoCRO contracted its first client – an Australian publicly traded company.