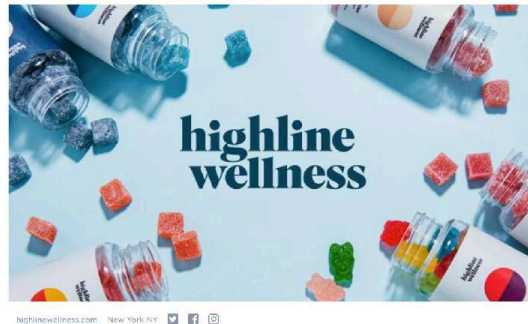


## High quality, direct-to-consumer CBD supplements for everyday problems



### LEAD INVESTOR

#### David Kim

Really thoughtful founder in Chris Roth. Great ideas, with an opportunity to pivot into even bigger markets. Exciting opportunity that I believe has immense potential, and very much looking forward to watching this grow and exceed expectations. I feel the leadership has the skills to take this business to the next level and it is a great time to be part of the story. I support their vision, and expect we will see great results from the team!

Invested \$100,000 this round

## Highlights

- 1 Reached \$15.5M in lifetime revenue and 85K+ customers as of October 2022 since launching in 2019
- 2 Increased sales by more than 3x from 2019 to 2021, reaching \$4.5 million in revenue
- 3 Raised \$3.5M+ from notable investors and founders
- 4 Recurring revenue made up 67% of 2021 sales
- 5 Recurring revenue from 2.5K subscribers w/ 9+ order avg. and a 50% repeat customer rate for non-subs
- 6 4K+ 5-star reviews, 51K Instagram followers, and a reach of 6M+ followers from partnered influencers

## Our Team



#### Christopher Roth Founder/CEO

Responsible for operations, recruitment, strategic partnerships, and public and investor relations. Prev. at Cowen selling cannabis market research to hedge funds. Deal captain on the Tilray IPO, first "pure play" cannabis company listed on Nasdaq.



#### Brendan Rogers Co-founder/CFO

Responsible for accounting, logistics, supply chain, product development, customer behavior analysis, and product design. Prev. at Medidata where he oversaw revenue forecasting and budgeting, bookkeeping, customer retention and LTV strategy.

## Why Highline Wellness?

Our products can improve sleep, reduce inflammation, relieve anxiety and provide mental clarity. We're committed to making the most reliable products from high quality CBD, 100% natural & free of chemicals, for every type of customer.



### Letter From The Founders.

It all started because of a common experience of us, shown along with countless others across the country: **anxiety**.

Having experienced the positive benefits of CBD on our own mental health, we started Highline Wellness because we saw the potential of CBD to solve the problem we were facing: treating mental health and general wellness without prescription drugs - and to share this important discovery with others who were similarly affected or otherwise could benefit. We were frustrated with the consumer experience purchasing CBD products high mark-up, shipping delays, and unreliable results being sold around.

We knew of the principle of about Highline Wellness to the people of New York - a refuge, devoid of stress, tension, and mental clutter. It is a promise, different from any other, a simple elevated product perfectly suited for the complexities of everyday life.

We are excited to continue growing Highline Wellness and are excited for you to join this journey with us!

ANANDA WILSON

## Problem

### The US is facing a mental health crisis

Around 50% of GenZ and Millennial women report being stressed often. CBD products targeting anxiety and lack of sleep are still not classified as generally regarded as safe (GRAS) by the FDA, which has led to an unregulated market lacking high-quality products.



Even with the 2018 Farm Bill legalizing CBD for national distribution, the FDA still has not designated CBD products as GRAS (generally regarded as safe) or laid out a regulatory framework for the broader market.

This has led to an unregulated market lacking high-quality products. 50% of GenZ women and 40% of Millennial women report being stressed all or most of the time.

One of the main causes of declining mental health? Lack of Sleep.

## Solution

Highline Wellness products provide natural, affordable and effective solutions that improve sleep and reduce anxiety. Our products contain only the most effective ingredients and are held to the highest quality control standards in the industry.

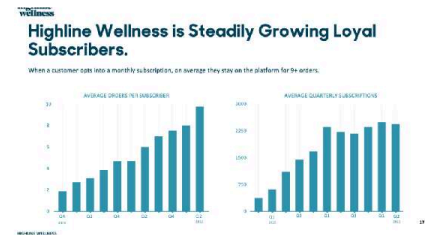
## Product range

Our products include gummies, CBD oil and bathbombs, each of which are specially formulated to address some of today's most common problems.

Despite the FDA not classifying CBD as GRAS (yet!), we have adopted high production standards for our products, so that when CBD becomes regulated, we will already be compliant. This means that our facility is CGMP certified, our products are 100% made from scratch, and each batch is easy for consumers to test.

Customer loyalty is strong, with a 50% returning customer rate for non-subscribers and a recurring revenue from 2.5K subscribers with a 9+ order average. Our products have 5000+ 5 star reviews and have been enjoyed by 84,498 customers so far.





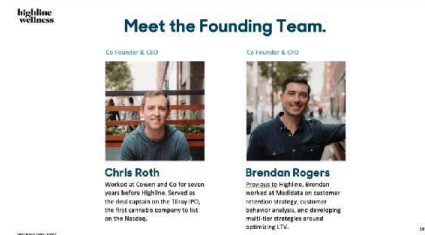
## Future Growth



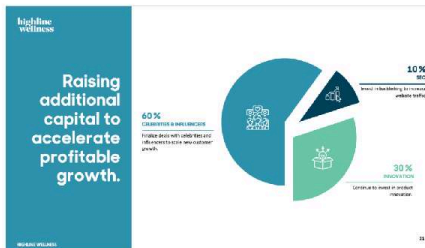
The above slide contains forward projections that aren't guaranteed.

## Team

Our founders and strategic advisors are equipped with the relevant expertise to deliver intelligent and adaptable decisions for Highline Wellness' success.



## What will the funds be used for?



Thank you for your time, we hope you invest in Highline Wellness and become part of our future!

## Downloads

[HW Investor Deck 12.2022.pptx](#)

