

## Company Info

<b>Company</b>	CannAssist International Corporation, DBA Xceptor
<b>Founded</b>	EST. May 2017
<b>Location</b>	Wilmington, DE
<b>Sector</b>	Pharmaceuticals, Wellness and Personal Care
<b>Products</b>	Xceptol, CiBiDinol, CiBiGinol, CiBiNinol & Broad Spectrum CiBiDinol
<b>CEO &amp; Founder</b>	Mark Palumbo
<b>Services</b>	Custom Complexing rendering oil properties water compatible.
<b>Investments</b>	\$900,000
<b>Use of Funds</b>	Inventory, Marketing & Research

## Markets

North, Central & South America

South Africa

EU

UK

Philippines

## Strategic Customers

Kinetik

Doterra

M.Greengrass

Sovereignty

Transcendence

## Strategic Partners

<b>TAKA USA</b>	OTC Manufacturer
<b>Nectartek</b>	Hemp Processor
<b>Abstrax</b>	Terpene Lab
<b>Cilo Cybin Pharmaceuticals</b>	South African Alternative Medicine Manufacturer and distribution.
<b>Cognoa Group</b>	Philippine MLM Distribution
<b>Jeff Freedman</b>	Sports Public Relations

## Company Vision

Imagine consumers having access to high quality, doctor supported, low side-effect relief options for difficulties from Anxiety to Chronic Pain to Sleep? Every big Pharma synthetic med has side effects. They simply weren't designed by nature so were never meant to remain resident in our body.

## Target Audiences

A large consumer base seeking high performance products.

Critical third-party analysis regarding the attributes of its' CiBiDinol™ product and it's therapeutic applicability.

Physician coordinated usage and feedback.

Capture increasing amounts of market share through product extensions and advancements

The 2018 Farm Bill allowed the Sale of hemp-derived CBD products nationwide. Legislative pathways are emerging for FDA, DEA, USDA and National Board of Pharmacies. Mortality rates from opioid and other prescription drug overdoses are increasing, and alternative based medicines are finding their place among traditional pharmaceuticals – this has coincided with increasing acceptance in the medical community. CannAssist International is built on transparency and integrity in this emerging market.

Year	1	2	3
<b>Sales</b>	\$5,842,650.00	\$10,596,125.00	\$15,737,500.00
<b>COGS</b>	\$1,383,560.00	\$2,431,640.00	\$3,538,140.00
<b>Gross Profit</b>	\$4,459,090.00	\$8,164,485.00	\$12,199,360.00
<b>Operational Expenses</b>	\$2,097,000.00	\$3,252,213.00	\$4,409,374.00
<b>EBITDA</b>	\$2,362,090.00	\$4,912,272.00	\$7,789,986.00

**Consumers AND Doctors are looking for better solutions. Millions suffer from pain, depression, anxiety, insomnia, PTSD, seizures, etc. Traditional Pharmaceuticals have negative side-effects, including addiction. Long term use can cause significant damage to the body and increased mortality.**

## National and international programs

<b>FDA</b>	5 topical pain creams with registered National Drug Codes
<b>NSF (National Science Foundation) Global Recognition.</b>	CiBiDinol™ to be evaluated for safety
<b>National Board of Pharmacies, Solutions</b>	Developing a pathway for commerce in each state's pharmaceutical distribution.

# Company Overview

## Leadership Team

**Mark Palumbo - CEO & Founder** Entrepreneur, Scientist & Executive with over 30 years in healthcare, laboratories, & Manufacturing.

**Marla Palumbo - President** Healthcare professional, sales, & patient advocacy for over 30 years. Registered nurse, patient Care Specialist and General Manager.

**Rahul Dixit M.D. - Medical Director** Doctor of Gastroenterology at Providence St. John's Medical Center in Santa Monica, CA. Double fellowship at the University of Miami in Gastroenterology and Hepatology/Liver Transplant at Johns Hopkins Hospital. Over 20 years of experience with Cannabis/Hemp related products.

**Benjamin Perlstein - VP of Operations** Healthcare/Business Development field for over 25 years. Surgical Technologist, as well as a Clinical Application Specialist & Materials Manager.

**Camron Elizabeth – Managing Director of sales and Marketing** Camron has been immersed in the beauty world for over 25 years. As a professional model, makeup artist, skin consultant, educator, and Sales Director. She has successfully built businesses from the ground up and led sales team to double digit growth.

**Braden Traub - Director of Operations.** Entrepreneur and business owner with nearly 10 years in the health and fitness industry. Tax resolution and legal document preparer, IT/Website infrastructure development and distribution management.

## Contact Information

### Company & Investment Information

Mark Palumbo, CEO  
mark@cannassistinternational.com  
760.990.3091

Xceptor has developed a CBD brand called Xceptol, formulated with their proprietary complexed CBD, CiBiDinol™. CiBiDinol™ addresses inherent issues with the oil-soluble CBD molecule including delivery and bioavailability, and provides the basis for a multi-format product line.

The Company manufactures its' products at facilities in Coppell, Texas. This facility adheres to all federal/state laws regarding production and safety standards. The GMP facility is owned and operated by TakaUSA. The Company contracts with TakaUSA for production and product manufacturing services.

Through the Company's laboratory, it is Management's intent to create and maintain a robust product line. Within this industry there is a strong demand for research to understand hemp/cannabis, its terpenes and other molecules within the plant. The Company's founder along with associated scientists will separate these molecules and re-task them in combinations magnifying their therapeutic activities. The Company's research and development will also focus on studying adjunctive materials to use with the CBD product including (but not limited to) vitamins, antioxidants, sleep aids, and other therapeutic ingredients.

Xceptol products will be marketed through multiple Social media campaigns using celebrities and ex-athletes associated with Freedman Sports Promotional Relations. Xceptol will be sold through our Online Sales platform and Range Me, along with national and international retail & pharmaceutical distributors.

Finished product Distribution Focus		
Range Me	International product sales platform for retailers	Over 7,500 retailers
Cognoa Group	Philippine MLM Distribution	Over 500 distributors
Cilo Cybin Pharmaceuticals	African distribution	New Market
Pharmaceutical distribution (products with an NDC# & assistance from NABP solutions)		
McKesson General	Representing 1/3 of all US prescriptions	Over 41,000 deliveries per day.
AmerisourceBergen	Global Pharmaceutical distributor	Over 150 offices, +4 million products shipped daily, & over 22,000 associates worldwide
Walgreens	Pharmacy	Over 9,200 stores
CVS	Pharmacy	Just under 10,000 stores
Rite Aid	Pharmacy	2,500 stores
Good Neighbor Pharmacies	Pharmacy	4,800 stores
Medicine Shoppe	Pharmacy	1,000 stores
HealthMart	Pharmacy	Over 5,000
Raw Materials (CiBiDinol, CiBiGinol, CiBiNinol, Broad Spectrum CiBiDinol, Terpenes, Essential oils, etc.) in XceptorTech format		
Kinetik	Cosmetic ingredients Distribution	National Distribution
NectarTek	Hemp Supplier	Global Distribution
Abstrax Terpenes	Terpene Supplier	National Distribution

# CannAssist International Corp.

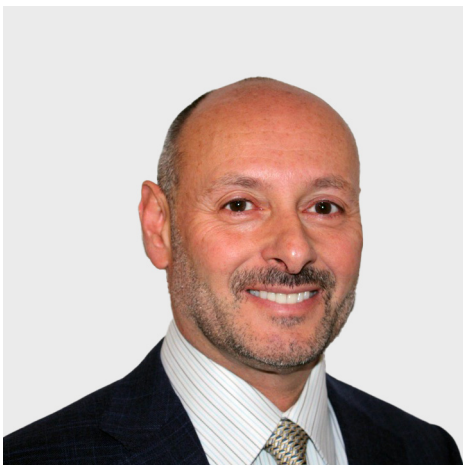
CannAssist International Corp. is a wellness company built upon its proprietary technology CiBiDinol™. CiBiDinol™ is CannAssist’s unique CBD-based delivery system effectively designed to enhance the stability, performance and bioavailability of CBD in health and wellness products. CannAssist uses its proprietary CiBiDinol™ as the basis for its new line of Xceptol Brand Products to be launched August 2020.

CannAssist International was born out of Xceptor Labs. Founded by Mark Palumbo whose personal struggles with chronic pain and disease associated anxiety inspired its birth. From his early experiences studying hemp-based materials, Mark learned the inherent instability and lack of penetration of the oil and the oil soluble cannabinoids. Subsequent research led to the delivery mechanism designed to carry CBD to the places where it can ‘do its thing’. The resulting technology was named CiBiDinol™.

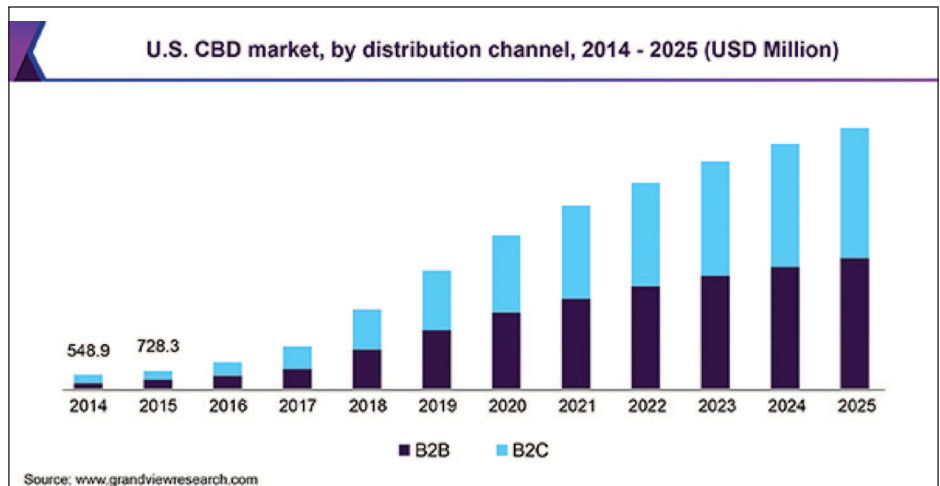
“I have been a chronic pain sufferer for more than 30 years. Three back surgeries, opiates and NSAIDS were used to mitigate

my discomfort”, stated Mr. Palumbo. He added, “my wife had a bout with breast cancer and the attendant anxiety that came with it. Though this came a bit too late to help Marla, products made from this technology removed these medications from my life. I couldn’t help but understand the very many people this could help and proceeded to commercialize process and product towards that end.”

The Company determined that faster, better penetration and greater shelf life for CBD would define this technology. By utilizing independent third-party lab testing it was revealed consumer products made from CiBiDinol™ penetrated the skin 400% greater than CBD in oil carriers alone and 300% greater in the gut. The test results implied that significantly less CBD was needed to achieve targeted endpoints resulting in lower costs and subsequently lower consumer prices for effectively better products. Additionally, CiBiDinol’s™ design, due to its encapsulation characteristics, showed a significant improvement in CBD stability. The testing done to date supports a shelf life of up



Mark Palumbo, Founder



The overall retail market projected to be \$22B by 2023. - Source: Brightfield Group  
 This from a \$263MM market performance in 2017. - Source: New Frontier Data



Xceptol Unscented CBD Pain Cream



to 2 years; this for a material that degrades under normal conditions within 3-4 months.

Founder Mark Palumbo earned a degree in biology and has over 35 years combined experience in Pharmaceuticals and Personal Care. Mr. Palumbo has a broad vision for CannAssist which includes product lines and treatments of his own designs. “Oversight of manufacturing and 3rd party testing of this trademark ingredient pro-

duced consumer products designed to provide clinicians and consumers safe, effective and affordable treatment options to address their personal health and wellness concerns”, stated Mr. Palumbo.

CannAssist has developed direct distribution into the personal care industry for its raw material CiBiDinol™ for brands wishing to use this technology under licensing arrangements for contract manufacturing,

private and white-label projects.

Xceptol, CannAssist’s CBD Brand is on target to market launch in August 2020. Xceptol will introduce an OTC registered topical pain lotion closely followed by drops and capsules. Sales plans for the consumer products include our direct sales, distribution, online sales, marketing, advertising and a high-profile PR roll out including Hollywood Celebrities and professional athletes, social media, influencers, print and online advertising.

CannAssist’s first year sales are projected to reach US\$5MM. “This is based upon current revenue from raw material and test market sales, licensing agreements, international distribution and retail sales of the Xceptol Brand”, stated Mr. Palumbo. He added, “a product pipeline is populated and expanding. Additional products are expected to inspire strong steady sales growth in the years ahead.”

CannAssist’s launch of its Xceptol brand into the retail segment is supported by a consistent high-quality, high-performing product line, experienced large volume OTC certified manufacturing facilities, 3rd party testing and organically achieved early revenue.

[www.xceptol.com](http://www.xceptol.com) ■

*This material contains forward-looking statements. In addition, from time to time, we or our representatives may make forward-looking statements orally or in writing. We base these forward-looking statements on our expectations and projections about future events, which we derive from the information currently available to us. Such forward-looking statements relate to future events or our future performance, including our financial performance and projections; our growth in revenue and earnings; and our business prospects and opportunities. You can identify forward-looking statements by those that are not historical in nature, particularly those that use terminology such as “may,” “should,” “expects,” “anticipates,” “contemplates,” “estimates,” “believes,” “plans,” “projected,” “predicts,” “potential,” or “hopes” or the negative of these or similar terms. In evaluating these forward-looking statements, you should consider various factors, including: our ability to change the direction of the Company; our ability to keep pace with new technology and changing market needs; and the competitive environment of our business. These and other factors may cause our actual results to differ materially from any forward-looking statement. Forward-looking statements are only predictions. The forward-looking events discussed in this document and other statements made from time to time by us or our representatives, may not occur, and actual events and results may differ materially and are subject to risks, uncertainties and assumptions about us. We are not obligated to publicly update or revise any forward-looking statement, whether as a result of uncertainties and assumptions, the forward-looking events discussed in this document and other statements made from time to time by us or our representatives might not occur.*