



## **PSYCHED WELLNES**

**CSE:PSYC OTCQB:PSYCF FRANKFURT:5U9**

**July 2021**



# FORWARD LOOKING STATEMENTS

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Although we believe that the assumptions underlying these statements are reasonable, they may prove to be incorrect. Given these risks, uncertainties, and assumptions, you should not place undue reliance on these forward-looking statements. 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**PSYCHED WELLNESS LTD.**

# At a Glance:



**Psyched Wellness Ltd.** is a Canadian-based Life Sciences company focused on the research and development of a legal psychedelic mushroom called Amanita Muscaria.

Psyched Wellness led by a strong team including experts in all key streams for an R&D public company and is currently engaged in Pre-Clinical Trials of AME-1, its proprietary extract of Muscimol. The company has identified a path to market and is on track to commence commercialization of AME-1 derived products for the first half of 2022.

Amanita Muscaria has never been classified as a scheduled drug in North America and is considered a “food” and principally regulated under the Federal Drug Act and the Consumer Packaging and Labelling Act in Canada and the Federal Food, Drug, and Cosmetic Act and The Nutrition Labeling and Education Act in the U.S.

When micro-dosed, Amanita Muscaria has anecdotally been shown to soothe the body, ease physical distress and help with sleeping.



# Investment Highlights:

1. First mover advantage as the only public company studying Amanita Muscaria
2. Expedited path to market/revenue as a food supplement via the FDA as a New Dietary Ingredient and Health Canada as a Natural Health Product Number
3. Management supported by top tier board and advisory board
4. Global market opportunity as Amanita Muscaria is not a restricted mushroom
5. Attractive valuation relative to peers
6. Growing market for natural & wellness products

# AMANITA MUSCARIA

## FACTS VS. FICTION



- Amanita Muscaria is commonly referred to as, the fly agaric.
- Amanita Muscaria typifies the iconic image of psychogenic and hallucinogenic-inducing mushrooms both in legend and in literature.
- Mislabeled as poisonous = opportunity for those willing to do the work.
- Amanita Muscaria has been consumed by cultures worldwide for its psychedelic effects after being parboiled to reduce the potency of its major intoxicating constituents.
- The major compounds, ibotenic acid and muscimol are water-soluble, heat-stable alkaloids.
- The psychogenic properties of the plant are due to ibotenic acid and muscimol, a more potent decarboxylated version of ibotenic acid.

# PRODUCT DEVELOPMENT - 2020 ACHIEVEMENTS

Q1 2020

- Market assessment and business planning efforts
- Initiated R&D on the use of Amanita Muscaria as a functional mushroom supplement



Q2 2020

- Complete white paper and toxicology report on Amanita Muscaria
- Commence R&D for the extraction process and method.



Q3 2020

- Complete R&D for the extraction process and method.
- Complete GAP analysis and Path to Market for the Amanita Muscaria Extract
- Complete SDS writing
- Commence preparation of NDIN dossier

Q4 2020

- Complete writing extraction's specifications
- Complete pre-clinical Acute oral toxicity
- Complete pre-clinical Dose range finding studies
- Commence pre-clinical 90 days study
- Commence Accelerated Stability tests
- Commence Master File submission
- Meet / Greet with FDA



# PRODUCT DEVELOPMENT ROLLOUT - 2021

Q1 2021

- Engaged in Pre-Clinical studies with CRO partner
- Determine Maximum Tolerated Dose (MTD)
- Commence 14 day oral toxicity study
- File Trademark application for Amanita Muscaria extract, AME-1
- File provisional patents on processes and protocols
- Complete an academic research on Muscimol and identify key mental and physical health issues that could benefit from AME-1

Q2 2021

- Complete 14 day oral toxicity study
- Complete Pre-Clinical Dose range finding studies
- Commence Pre-Clinical 90 days oral toxicity study
- Hire an agency to build the Company's marketing and branding strategy
- Sign a long term supply agreement for a steady supply of raw material
- Initiate a study on AME-1 for gut health.

Q3 2021

- Commence Clinical trials on the company's formulation for sleep
- Pre-Clinical Neurobehavioral studies
- Pre-Clinical Conditioned Place Preference Test
- File provisional patents surrounding the scientific work and findings of the company

Q4 2021

- Complete Pre-Clinical 90 days oral toxicity study
- Pre-submission meeting with the FDA
- File a GRASS application
- Initiate a marketing campaign in the US for the Company's first products.
- Confirm first major retailer listings for 2022



# PRODUCT DEVELOPMENT & MARKETING ROLLOUT - 2022

Q1 2022

- Launch a new website (desktop and mobile)
- Launch additional social media platforms and community outreach.
- The FDA approves Psyched Wellness's AME-1 as a NDI
- Introducing the AME-1 to opinion leaders and key decision makers
- Sign with a 3PL (3<sup>rd</sup> party logistics) partner

Q2 2022

- Host a digital summit to introduce the world to Psyched-Wellness's product(s)
- Health Canada approves Psyched Wellness's AME-1 as a NHP
- Begin sales of the Company's Flagship product - Amanita Muscaria Extract in the USA.

Q3 2022

- Begin sales of the Company's Flagship product - Amanita Muscaria Extract in Canada.
- Commence R&D on Psyched Wellness's sleep aid tea - AME-1
- Commence R&D on Psyched Wellness's sleep aid slow release capsule - AME-1
- Engage with distributors around the world to create international supply agreements

Q4 2022

- Complete R&D on Psyched Wellness's sleep aid tea - AME-1
- Complete R&D on Psyched Wellness's sleep aid slow release capsule - AME-1
- Begin sales of Tea & Capsules in the US & Canada



# 2021 - Action Plan

## Food Supplements Industry

Psyched Wellness will finalize its R&D process and will start sales of its first flagship Amani Muscaria tincture in the USA as a New Dietary Ingredient (NDI) and will apply to sell it in Canada as a Natural Health Product (NHP).

This will be the first psychedelic food supplement that to be sold without any prescription.

The company, and it's respected scientific advisory board, believes that the active compound, muscimol and our unique extraction process, AME-1 has great potential in helping people suffering from depression, anxiety, addictions and more.

Led by Prof. David Nutt, the team has commenced R&D to further explore these opportunities with the goal of positioning Psyched as a major player in the Pharmaceutical industry.



# MANAGEMENT TEAM



**Jeff Stevens**  
CEO & Director

Mr. Stevens has 20+ years of capital markets experience and has been an officer and director with several public companies.

He has taken three companies public via reverse takeover, built teams and structured multiple M&A transactions while building successful businesses.



**David Shisel**  
COO

Mr. Shisel is an entrepreneur specializing in the medical cannabis industry in Israel and Europe since 2017.

He's held senior positions with multiple companies in regulated industries with a focus on R&D and product formulation.



**Keith Li**  
CFO

Mr. Li is a CPA, CA with 10+ years experience in financial reporting.

Mr. Li holds Chief Financial Officer positions with several public companies including Quinsam Capital LTD., Harborside Inc. and Pharmadrug Inc.



# BOARD OF DIRECTORS



**Michael Nederhoff**  
Chairman

Currently acts as President of JUUL Labs in Canada overseeing Canadian operations including product launches, organizational structure and P&L responsibility.

Previously served as GM for CytoSport, Inc. overseeing the Canadian launch of Muscle Milk and was one of the first 10 employees at Red Bull Canada where he held senior sales roles for 8+ years.



**Terry Booth**  
Director

Global cannabis industry pioneer and founder of Aurora Cannabis (TSX-ACB).

An entrepreneur and business leader, Terry has served as President/CEO of 6 other highly successful businesses, including several of Canada's top 50 fastest-growing companies.



**Professor David Nutt**  
Director

David Nutt is a psychiatrist and the Edmond J. Safra Professor of Neuropsychopharmacology in the Division of Brain Science, Imperial College London. He was previously President of the, European Brain Council, British Association of Psychopharmacology, British Neuroscience Association and European College of Neuropsychopharmacology.

Professor Nutt currently sits as the Chair of the Scientific Advisory Board for COMPASS Pathways and Chair of the Scientific Advisory Board for AWAKN Life Sciences. He is also a member of the Medical Advisory Board of Opiant and sits on the board of Lundbeck Institute Campus.

# BOARD OF DIRECTORS



**Nick Kadysh**  
Director

Head of Corporate Affairs at UUL Labs Canada. Formerly served as Government Affairs & Public Leader at GE Healthcare and Director of Public Affairs for Red Bull Canada. Following a career as a political advisor, Nick specializes in managing regulatory risk for companies in the food and drug industry.



**Janeen Stodulski**  
Director

MA graduate of Brock University, Janeen received her CPA designation in 1999 and her MBA from Queen's University in 2002, In-Depth taxation with CPA Canada, 2018. She has more than 30 years of diverse tax, financial, and business consulting experience that she brings to the table. Her various accounting and technology background allows her to provide outside-the-box strategies and solutions for clients. With love for technology, she focuses on end-to-end solutions for clients encompassing cloud technology and solutions for all aspects of your business. She can help provide technology solutions or offer end-to-end outsourcing for some or all your accounting needs.



**Amanda Galbraith**  
Director

Amanda Galbraith is one of Canada's foremost crisis communications and public affairs experts. Ms. Galbraith is currently a Principal at Navigator, Canada's leading high stakes public affairs firm, where she provides strategic counsel to private, public, and not for profit organizations, including those in the health, pharmaceutical, retail, finance and technology sectors. Over the past twenty years, Ms. Galbraith has held senior communications roles with the Prime Minister of Canada and Mayor of Toronto and has also worked as a journalist. A regular media contributor, Ms. Galbraith is also the host of Free For All Friday, a weekly national radio show in the iHeartRadio talk network.



# ADVISORY BOARD



**Dr. Dawn DeCunha**  
Advisor

Dr. Dawn DeCunha is a clinical psychologist, with an active practice in Toronto, Canada. She is a graduate of the prestigious post-graduate program in Psychedelic Research and Therapy, at the California Institute of Integral Studies.

Her training in psychedelic research and therapy is recognized by Health Canada, the FDA as well as the European Medicines Agency as highly specialized training in novel pharmaceutical treatment protocols for Phase 11b clinical trials with scheduled drugs. Dr. DeCunha is currently the Lead Therapist for Phase 2 clinical trials investigating Treatment Resistant Depression and Psilocybin at CAMH in Toronto.



**Dr. Andrew Kohler**  
Advisor

Dr. Kohler is the founder and owner of Callingwood Crossing Medical Center, which he has built over the years through a series of acquisitions. He is actively involved raising money for Edmonton based health and education initiatives and also works part time teaching medical students as a Clinical Professor of Medicine from the University of Alberta School of Medicine and Dentistry.

Mr. Kohler participated in various pharmaceutical trials and studies. Mr. Kohler is an associate clinical professor of medicine at the University of Alberta.



**Brian Tancowny**  
Advisor

Mr. Brian Tancowny has over 25 years of experience in Research and Development with government, academic, and private sector partners. He has built and managed diverse research portfolios in animal and human health supplements, personal care products, and medical therapeutics.

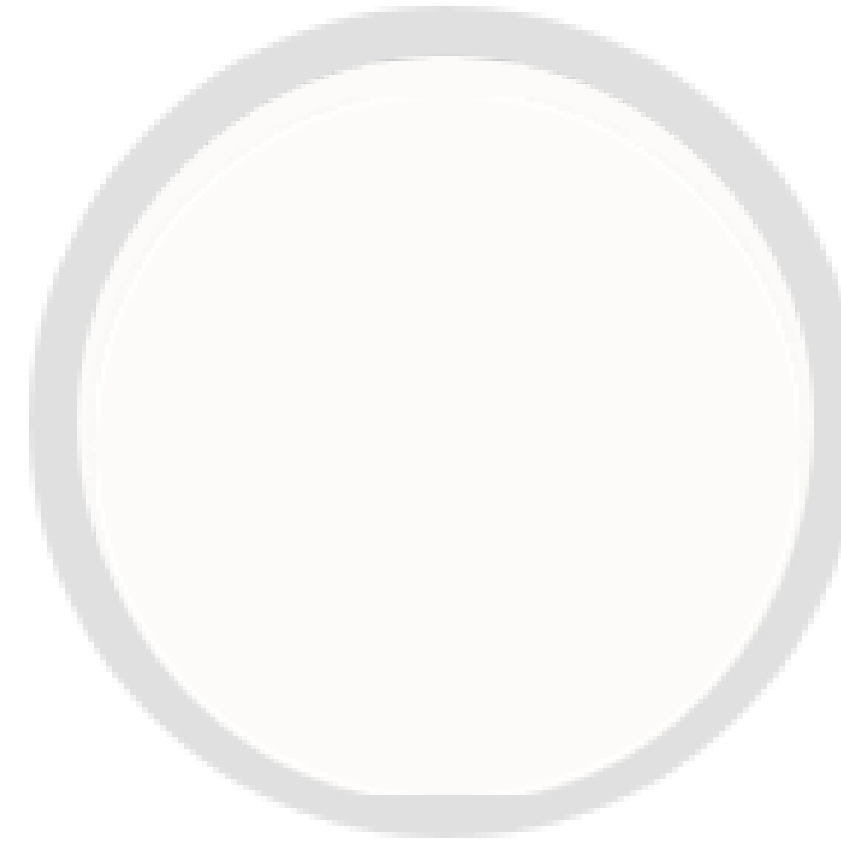
He has led diverse research teams in creating new and innovative research projects that have bridged private and government collaborators with a particular focus on end-stage development and product marketing. Mr. Tancowny is presently a quality-assurance manager with an in-depth understanding of the challenges of operational issues in start-up companies to regulatory procedures and policies.

# ADVISORY BOARD



**Kevin Feeney**  
Advisor

Kevin Feeney, PhD, JD, is a cultural anthropologist and lawyer currently working as a Program Director and Instructor in Interdisciplinary Studies – Social Sciences at Central Washington University. His primary research interests include examining legal and regulatory issues surrounding the religious and cultural use of psychoactive substances, with an emphasis on peyote and ayahuasca, and exploring modern and traditional uses of Amanita muscaria, with a specific focus on medicinal use and preparation practices.



**Aaron Slater**  
Advisor

Aaron Slater has over twenty-five years of experience in Corporate Finance, M&A and Merchant Banking. He has been involved in over US\$8 billion in transactions including a number of buy-out deals in Latin America, USA and Canada following from which he continues to maintain his involvement through being a director or shareholder. Currently, Aaron is a shareholder and executive director of one of the largest organic farms in Latina America. Aaron has worked with various High Net Worth Individuals, Family Offices and Hedge Funds to provide them a private equity capability that includes deal sourcing, structuring, investment oversight and managing liquidity events. These efforts have resulted in numerous successful investments with a specific focus on agriculture, natural resources and sustainability.



# CAPITAL STRUCTURE

## Currently Issued and Outstanding

Common Shares <sup>1</sup>	<b>129,649,495</b>
Finders Warrants	<b>24,806,365</b>
Options	<b>10,900,000</b>

## Fully Diluted Issued and Outstanding

**165,355,860**

Psyched announced a bought deal financing on January 22, 2021. The deal was upsized from \$3M to \$5.5M dollars plus the over-allotment of \$1.1M. When the deal closes, it will add 21,300,000 common shares at \$0.31 and 21,300,000 warrants at \$0.43.

# CONTACT

## PSYCHED WELLNESS LTD.

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### **Jeff Stevens**

CEO & Director

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