



**Organic Plant-Based Broad Spectrum and Isolated CBD Products For Targeted Therapeutic Applications  
Driven by Science**

# A NEW APPROACH

- We're focused on replacing chemical therapeutics with plant-based products
- Our products are derived from organic plants grown on a farm, not mixed in a lab
- Example: Our nonalcoholic CBD (cannabidiol) Pinot noir beverage is grown for us, infused with CBD from our farm
- Efficacy with less side effects, natural alternatives
- Our products and formulations are based on published science-based trials and research

# ADDRESSING THE FOLLOWING MARKETS

- The global sleep aid market was estimated at \$175 Billion in 2020
  - (Market Data Forecast, published April 2021)
- Joint pain and bone pain markets are expected to reach -\$41 Billion by 2026
  - (Persistence Market Research, June 2018)
- Gut health and repair, probiotic market-\$65 Billion by 2023
  - (Global Market Insights, 2020)
- The Global Beauty/Skin Product market reached \$380 Billion in 2019
  - (Allied Market Research, Feb 2021)

# FINANCIAL PROJECTIONS

Simply Sonoma Projections	Year one	Year two	Year three	Year four	Year five
CBD Probiotics	\$250,000	\$1,000,000	\$2,000,000	\$3,000,000	\$4,000,000
CBD Sleep Products	\$500,000	\$1,000,000	\$1,500,000	\$2,000,000	\$2,500,000
CBD Inflammation	\$750,000	\$1,250,000	\$2,000,000	\$3,000,000	\$4,000,000
CBD Beauty/Skin	\$1,000,000	\$2,000,000	\$3,000,000	\$4,000,000	\$5,000,000
Gross Revenue	\$2,500,000	\$5,250,000	\$8,500,000	\$12,000,000	\$15,500,000
Expenses	\$1,000,000.0	\$2,100,000.0	\$3,400,000.0	\$4,800,000.0	\$6,200,000.0
EBIDTA	\$1,500,000.0	\$3,150,000.0	\$5,100,000.0	\$7,200,000.0	\$9,300,000.0

# WE'RE A DIFFERENT KIND OF NATURAL COMPANY

- Seed to sale, we own/contract the organic grow, extraction, product formulations
- Proprietary strain of medicinal hemp (Simply Sonoma), perfected amount of CBD, cannabinoids
- Organically grown in Sonoma County wine country
- Environmentally focused, completely solar powered operations, minimal carbon footprint
- Nationally available organic CBD products, our own proprietary formulations
- Developing products since 2017, based on scientific research and data, several ready to launch

# THREE TIERS OF PRODUCTS

- 1. Organic CBD- pure organic CBD formulations for consumer medicinal applications
- 2. Organic whole plant extracts of CBD/cannabinoids- adding that whole plant synergistic/entourage effect and giving a dose response for a variety of diseases.
- 3. Organic extracts paired with traditional over-the-counter (“OTC”) functionality (ex. OTC sleep aids)- all the benefits of traditional OTC products, but the bulk product is organic, plant derived, just a more natural healthy product for your body, minimizing the synthetic chemical components and adverse affects.

# SLEEP AID EXAMPLE

All current sleep aids disrupt normal sleep brain patterns (REM, etc.) resulting in abnormal sleep

1. Benzodiazapines (Xanax, Lorazepam)
  2. Antihistamines
  3. Hypnotics (prescription sleeping pills)
- CBD/cannabinoids have efficacy and DO NOT disrupt the normal sleep cycle, no hangover, no cognitive hit the next morning

# DELIVERY TECHNOLOGIES MAKE A DIFFERENCE

DEPENDING ON THE APPLICATION, DELIVERY CAN BE VIA:

- Teas
- Pills
- Inhalers
- Skin patches
- Gummies
- Tabs
- Sublingual sprays
- Tinctures
- Vaporizing
- Smoking
- Topicals
- Juices

# THE TEAM

- Margaret C. Caracciolo, CEO
- Margaret has spent most of her career in Biotechnology, in the area of clinical research and financials. She has worked for several notable biotechnology companies in Silicon Valley including Heartport, an innovator of heart therapies. She spent time at Aviron, supporting the development of the innovative Flumist product (nasal flu inoculation), and Genitope, which created personal gene therapies. More recently, Margaret has spent the last 10 years co-managing the family's farm/vineyard and growing wine business in Sonoma County. This includes creating wines, beauty products, and medicinal products from the farm's organic gardens. At Simply Sonoma, Margaret is focused on the orchestration, identification and development of the company's product portfolio, and markets nationally.

# THE TEAM

- Angela E. Miller Vice President of Operations
- Angela has extensive experience in cross line-of-business, global project management and analysis from inception to post go-live. Angela spent more than 20 years working in IT, between Oracle Corp and Sun Microsystems, Inc., where she obtained experience in global products, team building, trouble shooting and customer relations/satisfaction. Prior career highlights include 7 years with Schwinn Cycling & Fitness, performing a range of responsibilities in the Fitness Division from project management to marketing and public relations. She also has numerous years of experience in people management, training and coaching, where she developed a proven track record of leadership. Ms. Miller has responsibility for Simply Sonoma's product operations and logistics, as well as investor relations and communications.

# THE TEAM

- Paul J. Caracciolo Chief Science Officer
- After completing a degree in Earth Sciences, and Masters course work at the University of Colorado in Biochemistry, Paul started his career in Biotechnology, developing human biopharmaceuticals for a company that was acquired by Amgen. Paul's efforts supported the development of multiple commercial Biotech products with sales of billions of dollars (including autoimmune products for arthritis and inflammation). Paul held the position of Chief Technology Officer for Aviron, the company that invented Flumist (the nasal flu inoculation). Paul has spent his entire career in healthcare, and has held Chief Technology Officer positions at numerous hospital and clinic systems, such as Dignity Health's 42 hospitals, Duke University Health System, and Stanford's hospitals and clinics.