MEDICANCOIN.COM

(MCAN)

WHITEPAPER

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Disclaimer

a. The purpose of this Whitepaper is to present Medican Ltd and the Company’s Crypto Coin namely MCAN Coin to potential Coin holders in connection with the proposed Coin sale and Initial Coin Offering (ICO).

b. The information set forth below may not be exhaustive and does not imply any elements of a contractual relationship.

c. Its sole purpose is to provide relevant and reasonable information to potential Coin Investors/holders in order for them to determine whether to undertake to purchase MCAN Coins.

d. Nothing in this Whitepaper shall be deemed to constitute a prospectus of any sort or a solicitation for investment, nor does it in any way pertain to an offer or a solicitation of an offer to buy any securities in any jurisdiction.

e. This document is not composed in accordance with and is not subject to, laws or regulations of any jurisdiction, which are designed to protect investors.

f. MCAN Coin is a utility Coin. This product is not a digital currency, security, commodity, or any other kind of financial instrument. This has not been registered under the Securities Act, the securities laws of any state of the United States, or the securities laws of any other country, including the securities laws of any jurisdiction in which a potential Coin holder/s is a resident.

g. MCAN Coin is not intended for sale or use in any jurisdiction where these are prohibited.

h. MCAN Coin confers no other rights in any form, including but not limited to any ownership, distribution, redemption, liquidation, proprietary (including all forms of intellectual property), or other financial or legal rights, other than those specifically described in the Whitepaper.

i. All statements contained in this Whitepaper, statements made in press releases or in any place accessible by the public and oral statements that may be made by MCAN Live Platform or their respective directors, executive officers, employees or team’s representatives acting on behalf of MCAN Platform (as the case may be), that are not statements of historical fact, constitute “forward-looking statements”. Some of these statements can be identified by forward-looking terms such as “aim”, “target”, “anticipate”, “believe”, “could”, “estimate”, “expect”, “if”, “intend”, “may”, “plan”, “possible”,
“probable”, “project”, “should”, “would”, “will” or other similar terms. However, these terms are not the exclusive means of identifying forward-looking statements. All statements regarding MCAN Platform’s financial position, business strategies, plans and prospects and the future prospects of the industry which MCAN Platform is in are forward-looking statements. These forward-looking statements, including but not limited to statements as to MCAN Platform on prospects, future plans, other expected industry trends and other matters discussed in this Whitepaper regarding MCAN Platform are matters that are not historical facts, but only predictions.

j. Whitepaper can be modified to provide more detailed information. This English language Whitepaper is the primary official source of information about the MCAN Coin.
EXECUTIVE SUMMARY:

Cannabis production has evolved to be the fastest growing industry in today’s world. Possessing powerful properties to cure various chronic diseases, the medical cannabis industry attributes to 52% of the total cannabis market. This industry will grow to a $140 billion industry by 2027.

The research has proven futile to find a proper cure for chronic diseases. There is no other plant that contains medically active properties as Cannabis. The problem arises due to the fact that there are legal restrictions that belittle the growth of the Cannabis-based therapeutics. The medical Cannabis can be taken in many forms - from inhalation to edibles and tinctures, cannabinoid-rich-lotions, serums, oils, pills, and capsules. Testing and quality controls are an important aspect of the research of medical Cannabis.

The objective is to apply for licenses to produce medical Cannabis and use the portion of funds for support of medical research in this filed. A jaw-dropping fact is that the Medical Cannabis industry is estimated to reach $20-35 billion by 2020.

The company will conduct an ICO. Through these virtual currency Coins that are known as “Medical Cannabis” (MCAN), the company will raise funds for the development of MCAN as a project.

MCAN Background

The research leads the way for genetic research and development of Cannabis plant. The Promoter will operate a cultivation facility and eventually set up few manufacturing facilities of Medical Cannabis. The Cannabis plant is medically re-engineered to aid in the medical upliftment. The pharmaceutical preparations are tested and the outcome is Vapor Pens, Capsules, Injections and Medical sprays. We will extract more CBD than regular strains. To establish the afore-mentioned idea, MCAN came into existence. The Coins will be listed on many prominent exchanges which will enable investors to trade with ease.

MISSION

To eradicate diseases and create well-being for mankind. The establishment plans to establish and expand throughout the world.
Medican Ltd was established in British Virgin Island (BVI) under company number 1463187 on 6th day of February 2008. The purpose is to coordinate rigorous scientific studies to assess the safety of Medical Cannabis and marketing the products.

The Company consists of an excellent team, advanced knowhow on technologies and a robust scientific community. The Company aims to expand the knowledge of Cannabis to reach high standards of research methods.

**CULTIVATION**

The Medical Cannabis market was worth $8.28 billion in 2017 and is expected to grow to $140 billion by 2027. Medical Cannabis is used in the treatment of oncological, neurological and autoimmune conditions. The Medical Cannabis can also be prescribed in the following terms:

- To relieve symptoms of Multiple Sclerosis and muscle spasms.
- To relieve nausea caused by treatment with chemotherapy and Radiotherapy.
- Treatment for Refractory Epilepsy
- To stimulate appetite in patients with HIV.

The establishment wants to conduct a study to understand and determine the value and safety of Cannabis-based medicines in the treatment. It also would like to research the possibilities of Cannabis reducing the reflex in multiple sclerosis and Alzheimer's disease.
The research will help gain new theoretical knowledge and translate experiments to clinical practices. The Company aims to present results at national and international meetings of medical societies that use Medical Cannabis.

**Operational Plan - Investment of funds**

![Figure 1: Overview of stages of production](image)

Creating cost-efficient cultivation is a must for businesses to thrive. The requirements are as follows:

- 20 hectares of farmland and 40,000 square meters of indoor space.
- A minimum of 150 laborers.
- Competent staffs with appropriate skills.
- Personnel Training
- Personal Hygiene
- Security
- Buildings and facilities
- Production and maintenance
- Seeds and labeling material

The cultivation happens in three methods - Outdoor, greenhouse and indoor.

The harvest season for outdoor cultivators is once a year in the fall.
The indoor cultivators can produce year-round generating between 4 and 6 harvests per year.

Greenhouse cultivators are a combination of exploiting natural light and leveraging infrastructure and technology. The harvest can be between 1-4 times a year.

The company will be well equipped with greenhouses that can run year-round. Good cultivation practices will be applied in the cultivation of Cannabis.

**Harvesting**

The conditions maintained will be wet soil or extremely high air humidity.

- Ventilation is essential in the production, transport, and storage.

**Primary Processing**

Primary processing includes washing, cutting before drying, decontamination, freezing, distillation, drying, etc.
Drying

A uniform drying speed of the crops and the prevention of mold growth by appropriate measures will be assured.

GREENHOUSE AND CULTIVATION DESIGN
The Establishment plans on building 2000 greenhouses of 3600 sq ft each.

These combine the latest technology in HVAC, light deprivation, environmental controls, irrigation, insect exclusion, benching systems and hybrid techniques.

**REQUIREMENTS:**

- The biggest advantage is the abundance of natural light coming into the greenhouse.
- CO2 is essential for maximizing the quality and production of Cannabis.
- The Cannabis needs long daylight during the vegetative period and a good blackout for the flowering production.
- Heating and cooling systems are important.

**PROJECT SCOPE**

The Establishment intends to infiltrate into the Medical Cannabis Cultivation market and set up Institute of Medical Cannabis Research.

**CURRENT MARKET**

A new market research study published by Ameri Research estimates the global Cannabis market to be worth $63.5 billion by 2024. Previously valued at $14.3 billion, the global market is expected to grow at an annual growth rate of 21.1% between 2017 and 2024.

The forthcoming years will witness legalization and increase in the usage of Medical Cannabis. In 2017, the Canadian government introduced a bill to legalize recreational Cannabis. Germany passed a law to legalize Cannabis for medical purposes.

**Customers/Users**

Main customers are dispensaries (medical users) and manufacturers of edible products and medical products.
MARKET OVERVIEW

Pain management will remain a priority in the Medical Cannabis industry followed by cancer. For the past 4000 years, Bhang has been actively used in the traditions and customs of the Indian Subcontinent. Bhang is an edible preparation of Cannabis in food and drink. Cannabis edibles are one of the fastest growing categories in the legal weed market.
MEDICINAL PROPERTIES OF Cannabis

Cannabis contains over 480 compounds, 80 of which are only found in Cannabis. These 80 properties are known as cannabinoids. These interact with body receptors inducing effects to nervous system and brain.

Cannabis is a natural pain reliever. The safe ingestion of Cannabis can be a healthier option than medicines.

8 MAJOR CANNABINOIDS IN Cannabis
THC

![THC molecule](image)

THC stands for delta-9-tetrahydrocannabinol and it is the most commonly recognized and abundantly found in Cannabis. It is the reason for the psychoactive effect when consuming Cannabis. This is due to the release of dopamine creating a sense of euphoria. In addition, THC also helps in pain management and inflammation.

CBD

![CBD molecule](image)

Cannabidiol is second most abundant cannabinoid in Cannabis. This has serious implications in medicine and is sought after by medical users. CBD helps in chronic pain, inflammation, migraines, arthritis, spasms, schizophrenia and migraines

CBN

![CBN molecule](image)

Cannabinol or CBN for short is an analgesic that is formed by the breakdown of THC by oxidation. It is mildly psychoactive, however, it is found only in mild quantities in fresh Cannabis plants.

CBG
CBG is Cannabigerol is an active compound that has antibacterial effects, prevalent in many Cannabis strains. CBG has found to cause relaxation due to uptake with GABA (gamma-Amino-butyric acid) that will have larger implications.

THCV

THCV is Tetrahydrocannabivarin is cannabinoid moderating the intensity of the psychoactive effects of THC. Current research says that THCV can be used to treat metabolic disorders.

There are other Compounds in Cannabis like Cannabichromene (CBC), THCA (an acid form of THC) which acts as a pain reliever. In addition, CBDA helps in anti-nausea effects during the treatment of breast cancer.

CURRENT RESEARCH

It is found that Cannabis has many uses in pain management as well as treating other diseases. Some of the diseases are:

➢ HIV/AIDS
➢ Multiple Sclerosis (MS)
➢ Epilepsy
PRICING OF Cannabis

The Cannabis industry witnessed high fluctuations through the year 2016. The price stabilized by the end of 2017 at $1,712. Jonathan Rubin of Cannabis Benchmarks states that the cost of Cannabis is similar to commodities that correlate with the harvest schedule.

FUTURE OF CANNABIS

The legal sales of Cannabis are expected to reach to $140 billion industry by 2027.

➢ The current market at $8.28 Billion is expected to increase by 19% from 2018-2024.
➢ The increase in competition will allow smaller companies to collaborate with larger companies.
➢ The increase in investment will lead to the entry of national players.

Market Statistics

- **$8.28 B**
  Current Market Size of Medical Cannabis

- **$140 B**
  Global Cannabis Industry by 2027

- **52%**
  Global Cannabis sale attributed to Medical Cannabis by 2025

- **60%**
  Compounded Annual Growth Rate (CAGR)

- **19.1%**
  CAGR Growth of Medical Cannabis from 2018-2024

- **90%**
  Current Global cannabis sales attributed to the USA

- **43%**
  By 2021, Global Cannabis Sales in Canada, Europe & other regions
PROCESS TO EXTRACT Cannabis OIL

Solvent extraction

Mixing - Add cannabis to ethanol solution  Agitate Mixture

Filtration - This can done using filter paper

Evaporation - Evaporate Solvent in boiling water bath under steam of nitrogen bath

Carrier Oil extraction

Mixing - Add cannabis to ethanol solution  Agitate Mixture

Filtration - This can done using filter paper

Evaporation - Evaporate Solvent in boiling water bath under steam of nitrogen bath

Super or Subcritical Carbon Dioxide Extraction
Light Hydrocarbon Extraction (Redesign Required)

Compound Extraction using Super-critical CO2

Liquid CO2 storage tank → Compressor → Heating → Extractor --->Extract → Condensator

MCAN PRODUCTS FROM Cannabis

MCAN intends to manufacture consumable products using Cannabis.

1. Vapor Pens

The highest quality legal Cannabinoid extracts with pharmaceutical grade coconut oil (refined for inhalation) is used for the production of the gold blend formula.
2. Capsule and Pills

3. Medical Sprays

4. the company Teas

By the end of 2018, the Cannabis tea named “SIP BY SIP” will be launched to provide easy and fast relief for the users. The tea will consist 5mg CBD and 0.5mg THC per serving.
5. ChewCann

The THC infused gum will provide pain relief to patients under chemotherapy and to those suffering from AIDS. The gum will also help in the treatment of pain associated with MS.

FINANCIAL PROJECTIONS

Apart from listing the Coin in crypto currency exchanges, The Company also plan to launch IPO (Initial Public Offering) on an international stock exchange such as - London stock exchange (LSE) OR NASDAQ or maybe others stock exchanges.
The company is forecasting the market capitalization to be around €500 million. The calculation is derived from the company’s EBITDA and Net Income (NI)

The figures in the third operating year will be:

➢ EBITDA in year 3 - €100M
➢ Net Income (Profit after Tax) - €52.5 Million

The company will go public with the calculations based on the following:

➢ EBITDA x 5 = €100 million x 5 = €500.0 Million
➢ Net Income (NI) with P/E 10 times = €52.5 million x 10 = €525.50 million

INITIAL COIN OFFERING - MCAN Coins

During the initial coin offering (ICO), the company will issue virtual currency Coins called Medical Cannabis (MCAN) on the blockchain. The company offers a platform for all types of investors contrary to the traditional venture funding that attracts only the elite class. The ICO invites participants from different regions and also incentivize them to promote the company products via affiliate commissions. Coins provide liquidity as they can be traded on various exchanges post-ICO.

ICO

The Coin contract will be published in June 2018 and the link will be published on the Coin Sale website.

COIN

The Coin holders can use the MCAN Coin to pay for services and products of the company at a discount rate.

Medical Cannabis Coins are not Proof-of-Asset Coins and are not a security under any circumstances. There is no promise of profit or any future value, and the Coins are solely used as a right of access and use of platform services. Medical Cannabis Coins do not constitute a currency
equivalent as they are not issued by any government or central issuer, nor do they represent any relationship or rights to the ownership of the protocol.

**COIN TECHNOLOGY**

MCAN coin was developed with the motive of providing a fair trading opportunity and garner financial security to create a change in the world. MCAN coin offers a different initial currency distribution and aims for in-depth community engagement.

Some of the advantages of the coin are:

- **Escalating utilities**

MCAN coin has been carefully designed to possess the best features and configuration parameters for maximum utility. The following functionalities of MCAN coin maximize benefits.

  ➢ Fast: Rapid transactions and confirmations with 2.5 minute block times
  ➢ Cheap: Low spending with less fees
  ➢ Scalable: Support and fast blocks provide ample transaction bandwidth
  ➢ Future-proof: Lightning network support provides instant transactions and future scalability

- **Full release**

The coin will be released to all participants simultaneously. This resolves the issue of biased experience.

- **Protection**

To prevent fraudulent activities, MCAN coin generates transaction signatures. In addition, the coin addresses a different Base58 prefix byte, so that the addresses start with the product name. This prevents user confusion. While the transaction signature changes mean, the network will not validate any transaction sent on the incorrect network, the differing prefix byte and (associated UI validation) will prevent a user trying to create such a transaction.
- **Transparent maintenance of funds:**

MCAN coin uses a special block reward defined in the consensus parameters ensuring that the exact maintenance fund amount is rewarded to a vanity address publicly visible and hard coded into the source.

**ICO KEY DATES**

ICO

31st of Aug 2018 (00:00 GMT) – 23 March 2019 (23:59 GMT)

<table>
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<tr>
<th>Purchase:</th>
<th>1 MCAN Coin sold at 0.48 Euro (rate as of 4\textsuperscript{th} March 2019) (Rate may change as per market demand)</th>
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<tr>
<td>Coins Available for Sale:</td>
<td>5,000,000,000 MCAN (Five Billion)</td>
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<tr>
<td>Min Cap in Coins:</td>
<td>25,00,00,000 MCAN (Two Hundred and Fifty Million)</td>
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<table>
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<tr>
<th>Coin Price:</th>
<th>€0.48</th>
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<tr>
<td>Ticker Symbol:</td>
<td>MCAN</td>
</tr>
<tr>
<td>Minimum Purchase Per Person:</td>
<td>€ 50 (=104 MCAN)</td>
</tr>
<tr>
<td><strong>Total number of Coins</strong></td>
<td>5,000,000,000 MCAN</td>
</tr>
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</tr>
<tr>
<td><strong>Maximum Purchase Per Subscription:</strong></td>
<td>100,000,000 MCAN</td>
</tr>
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<td><strong>Fundraising Goal:</strong></td>
<td>€500,000,000</td>
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<td><strong>Main Sale:</strong></td>
<td>5,000,000,000 MCAN</td>
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<td><strong>Accepted Fiat Currencies:</strong></td>
<td>EUR (€), USD (US$), GBP (£), YEN (¥), CHF,</td>
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<td><strong>Accepted Crypto currencies:</strong></td>
<td>BTC, ETH, XRP, BCH,</td>
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<td><strong>Accepted Nationalities:</strong></td>
<td>Every Nationality, except United States of America, residents of a country where American embargoes and sanctions are in force, namely Iran, North Korea, Syria, Sudan, or Cuba. More information in the Terms of Coin</td>
</tr>
</tbody>
</table>
Sale and all countries that crypto currency buy and sale are prohibited.

When the coin distribution ends officially, the sale and purchase agreement on the MCAN Coins entered into between the Coin subscribers and the Coin distributor will become legally valid and binding. After this, no additional Coins will be distributed. There will be no further Coins created after the hard cap is reached and the total amount of 5,000,000,000 MCAN will not be exceeded.

**FUND ALLOCATION**

1. Research and development allocated for 20%
2. Manufacturing and production facilities 35%
3. Marketing & acquisition 25%
4. Licences, regulation, Compliance & legal cost 10%
5. Land, Greenhouse & and cultivation systems 5%
6. Security system 5%

**HOW TO BUY MCAN Coins**

Users can buy MCAN Coins with Crypto currencies or Fiat Currencies.

**Option 1 : With Cryptocurrencies**

The Users can choose to send ETH, BTC, XRP or BCH to purchase MCAN.

MCAN will present the user’s personal address to send the Coins. After the coin is sent to the wallet, the users can see the number of Coins in the balance. There will be a confirmation email.
Option 2: With Fiat Currencies

Users can choose to buy Coins using wire transfers to a designated bank account. This transaction of money from the bank account can be made from any part of the world.

When wiring of money is carried out the bank account details with personal reference code will be presented. We at MCAN ensure the highest levels of security in the transactional process.

After the deposit has been confirmed and MCAN has validated the payment, the user will see the corresponding number of Coins in the balance. The confirmation email will be sent in both processes.

To receive MCAN Coins within seven days of the Coin sale, the user has to enter the address of

**ROAD MAP**

**1st Half, 2018**
- Project Conceptualization Started
- Corporation with various blockchain specialist, advisors to form strategic alliance
- Form Strategic Alliance with other Medical Cannabis Research and Cultivation companies.

**2nd Half, 2018**
- ICO - Pre-Sale & Institutional Sale
- Pre- ICO 10% & ICO 50% of the coins will be distributed to research
- Form strategic alliance with R&D departments in Universities in the area
- To finalize discussions with Governmental figures

**1st Half, 2020**
- Strategic Alliance with companies to produce MCAN Products
- Planning of establishment of pharmaceutical manufacturing facilities

**2nd Half, 2020**
• Adding more and the very best Consultants, Doctors and Scientists.
• Medical Cannabis harvest
• All Production of MCAN Products Begins

2021

• Aggressive expansion to 13 new countries
• Expansion to new verticals, concrete plans set and teams ready to expand to 13 countries in 2 years.

2021

• IPO (Initial Public Offering in major Global Exchanges)
• NASDAQ, London Stock Exchange (LSE).
• Further expansion & Global dominance
• Aggressive marketing in current markets to 8 more new countries in 2 years.
• Expansion of Manufacturing Facilities in few countries, blockchain era continues
TEAM BEHIND THE VISION

Chandra Sekar : Chairman

Over 40 years of experiences in Business

Chairman & Founder of Medical Cannabis (MCAN)

Chairman & Founder of Medican Ltd

An Investment Holding Company

Turn Over US$ 65.0 Million in the year 2017

With the merging of Medical Cannabis (MCAN) business will have

Turn Over around Euro 300 Million after the third year of Operation

Chairman & Founder of Barmag Machinery (Luxembourg) Ltd

An electricity and transmission line Contractor Company

EPC company for Combine cycle Power Plant (Coal & Gas)

Turn Over US$ 110.0 Million in the year 2017

Chairman & Co-Founder of real estate & property management company

Chairman & Founder of wealth management company

Industrial Engineer by training and studied Business Management
Janusz Andrzej Skopowski: Chief Executive Officer (C.E.O)

Date and place of birth: 18 November 1966, Poland
Education: M.Sc. Engineer, M.Sc. Economics
Place of residence: Warsaw

The sole shareholder of Fundusz 12Victoria sp.z o. o. SKA which supports innovative technological solutions. He was awarded a title of a fire safety engineer. He is an expert on forensic science in terms of determining causes of fire. He is also a graduate of the University of Economics in Poznań where he graduated from post-graduate studies at the Faculty of Management, the major of Management and Finance, the specialisation: Business Development Strategy. He commenced his business activity with launching the Indonesian industrial group POLYSINDO – TEXMACO into the Polish market. As a representative of TEXMACO, he was an author of trilateral agreement with all trade unions of the textile factories ELANA SA, which constituted the basis for privatization of the company based in Toruń. For over 20 years, Janusz Skopowski has been successfully focusing on investment activities. Fundusz 12Victoria, where he is the sole shareholder, includes in its portfolio the assets of a few dozen or so Polish companies, among others:

- Agtes S. A. whose activity consists in conducting analyses and auditor projects in respect of institutional safety, protection of classified and business information, designing and implementing system and technical solutions in the area of facilities protection, tele-IT safety, and supplies for the army, border guards, customs authorities and other authorities related to the national security.

- 01Cybreraton S.A. – a distributor of technical, investment and design solutions of the small renewable energy market, with a specific emphasis on the projects in the segments of small wind and solar power plants designated for households. The company supports the development of new technologies through financing projects and participation in the process of obtaining and commercialization of patent protection. It deals with the performance of big photovoltaic installations, production of biomass in its own location in Barcin near Bydgoszcz.

- Boruta - Zachem SA. - a manufacturing company which operates in the chemical sector whose activity is focused on the manufacture of dyes, pigments and bio-based surfactants used in chemical and cosmetic sectors. It is a leader in developing innovative biochemical solutions. The company conducts research in its own laboratories and possesses the latest manufacturing technologies.

- JedwabPolski Sp. z o. o. is a leading manufacturer of a brand haberdashery made in 100% of top quality natural silk. For dozens of years, the unique collections offered by the Company and made of manually painted textiles and knitted materials have been highly recognised and admired by Polish and foreign clients. The manufacture profile is dynamically growing.
• Biomass Energy Project S. A. operates globally as a manufacturer and seller of energy plant seedlings. The Company’s activity consists in the manufacture, processing and sale of biomass, preparation of land for cultivation and establishing plantation for external entities, lease of specialist machinery, trainings and research on new variations of energy plants, as well as the production of electrical energy. Its offer also includes biotechnological services, i.e. laboratory plant replication or seedling production on a great scale.

• He has acquired a long-term experience on capital markets. Since 2014, he has been cooperating with the International Foreign Exchange in London, which he has introduced into the Polish market.

• For years already, it is a member of the Polish Business Club, i.e. the organisation which gathers business and scientific authorities in Poland.

Fundusz 12Victoria is an activity charity supporter. They assist among other things: The Clinic of Children Surgery and Transplantation of Organs, the Children’s Memorial Health Institute, the Medical Foundation Pro Senioreof the Polish Medical Doctors who Died and Were Murdered during the 2nd World War. Janusz Skopowski personally provided financial assistance for diagnostic back-up facilities for early detection of cancers with children. Janusz Skopowski is a founder of the Franciscan cross for the garrison church of Saint Agnes in Cracow. He supports the Society for Supporting Persons with Autism and their Families and the Special Educational and Training Centre for Blind Children ofLouisa Braille in Bydgoszcz.
Robert Jankowski: Chief Operating Officer (C.O.O)

EDUCATION

2017 - now
Warsaw School of Economics
MBA

1989 - 1995
School of Physical Education in Wrocław
Masters in Physical Education
Teaching and Training Department

1985 – 1989
Copernicus High School in ŚródaŚląska
higher level mathematics and physics class

EMPLOYMENT

01.2015 – now
Pamapol Inc.
Chairman of the Board, Responsibility for sales

- Organisational changes in Pamapol’s partnerships
- Development of 2016, 2017, 2018 business plan for the group
- Implementation of new marketing strategy
- Improvement of group’s financial results in 2015 and 2016, 2017, 2018
- Costs optimisation
- Increase in market share in individual categories
- Introduction of new products to the market in individual categories
- Financial reorganisation of the whole group
- Implementation of organisational and process changes in the whole group
- Issue of new shares, 100% allocated in the market

03.2013 – 01.2015
Pamapol Inc.
Vice-chairman of the Board for Sales

- Responsibility for sales channels: TT, MT, Export; budget of 450 million PLN
- Management of TM department
- Management of a team of 90 people
- Increase in margins and profits from sales channels
- Refreshing of product portfolio (new packaging)
- Planning of goals for sales channels
- Introduction of new products
- Development of marketing strategy for channels and categories
- Responsibility for margin and profit levels; P&L for client, department
- Employee development; setting career progress pathways for subordinates
- Introduction of new branded products to discount shops
- Optimisation and renegotiation in PL segment
- Introduction of new products and packaging in PL
• Bringing over new clients and sales channels

Achievements
• Sales increase
• Increase in market shares in DG by 6%
• Increase in per cent margin by 4%
• Decrease in costs of sales department through process and human resources optimisation
• Centralisation of sales for all of group’s partnerships (Kwidzyn, Pamapol, Mitmar)
• Implementation of sales processes in all of group’s partnerships

08.2011 – 2013 Strauss Café Poland
Sales Director
• Responsibility for two sales channels: TT and MT; budget of 400 million PLN
• Management of TM department
• Management of a team of 100 people
• Stabilisation of margins and profits in both sales channels
• Optimisation of TB and reward system
• Goal planning for both channels
• Introduction of new products; development of marketing strategy and TM for MK, Pedros, Fort
• Responsibility for margin and profit levels P&L for client, department
• Employee development; setting career progress pathways for subordinates
• Development and implementation of marketing policy
• Close cooperation with all departments; special projects: private labels, event actions, dedicated products

Achievements:
• Sales increase versus Y ago by 10% for the whole company
• Increase in market share for MK
• Increase in per cent margin by decreasing promotional activities costs by 2%

02.2010 – 08.2011 Hortex Holding Inc.
Sales Director channels (TT)
• Responsibility for two sales channels: juices and frozen food in TT; budget of 350 million PLN
• Management of a team of 200 people
• Development of sales budget and strategy for 2010
• Changing trade agreements in TT
• Optimisation of TB and reward system
• Goal planning for individual clients and regions
• Introduction of new products in juices and frozen food
• Responsibility for margin and profit levels P&L for client, department
• Employee development
• Management of internal trainings and sales trainings
• Development of TM actions and promotional plans for TT in juices and frozen food section
• Implementation of marketing policy

Achievements:

• **Maintaining sales level versus Y ago despite drop in juices market**
• **Reaching highest market share in TT channel in the history of the firm:** 22.7% in juice section and 59% in frozen food section
• **Increase in numerical distribution**
• **Increase in frozen food volume sales by 10% versus Y ago**
• **Reorganisation and optimisation of TT department, decreasing employment by 25% without sales volume loss**
• **Development of alternative sales channels**
• **Special actions for individual clients in TT channel** (Polomarket, Leclerc, EKO, Dino, Piotr I Paweł, Marcop, Mokpol, DC)
• **Opening new distributors in frozen foods section**

02.2008 – 02.2010

**Victoria Holding Inc.**
Development Director

• Introduction of new trade agreement in sales department
• Development of sales department
• Development of own sales network
• Entering new sales channels
• Introduction of new business methods
• Development of the department
• Use of external distribution
• Achieving position of leader in the market
• Introduction of mobile sales project
• Setting of margin goals for individual channels

09.2006 – 01.2008

**Gellwe Sp. z.o.o.**
Sales Director

• Responsibility for two sales channels: MT and TT
• Trade negotiations in MT
• Development of sales strategy and budget for years 2007 and 2008
• Change in trade agreements

**Achievements:**

• **Net sales 270 million PLN 150 index vs Y ago**
• Net profit 30 million PLN 250 index vs Y ago
• Achievement of leader position in the Energy Drink category – Tiger
• Increase in numerical distribution by 45% vs Y ago for Tiger (AC Nielsen)
• Increase in Gellwe sales 120 index vs Y ago (for the first time in 3 years, stopping the negative trend in sales)
• Development of alternative sales channels

01.2006 – 09.2006  
**Gellwe Sp. z.o.o.**
National Key Account Director
• Management of KAM department (5 KAM, 22 KSR)
• Development of categories and clients
• Responsibility for 150 million PLN yearly budget
• KAM and PH KAM employee development
• Responsibility for financial results of the department

01.2005 – 01.2006  
**Carlsberg Polska**
Senior Key Account Development Manager
• Introduction of “SieciPolskie” project
• Management and development of key clients in TT “SieciPolskie”
• Management of 120 million PLN sales budget
• Negotiation of trade terms and conditions with “SieciPolskie” clients
• Management of “SieciPolskie” team of 7 people
• Achieving leader position in the category for the clients of “SieciPolskie”

02.2003 – 01.2005  
**Carlsberg Polska**
Key Account Manager
• Management and development of clients (JMD, Kaufland, Abold, PKN, Metro)
• Management of 200 million PLN sales budget
• Responsibility for financial results of the department

03.2002 – 03.2003  
**Reckitt Benckiser Poland Inc.**
Key Account Manager
• Management of key clients (Carrefour, Minimal, Leclerc)
• Cooperation with global key accounts
• Management of sales budget (31 million PLN) and marketing budget (2.4 million PLN)

02.2001 – 03.2002  
**Reckitt Benckiser Poland Inc.**
Regional Key Account Manager, South Region
• Management of the biggest region in Poland
• Sales budget management (88 million PLN) and marketing budget management (2.2 million PLN)
• Cooperation with District Managers and PH

District Manager, Lower Silesia

05.1996 – 09.1998  Reckitt Benckiser Poland Inc.
Key Account Sales Representative

Sales representative, merchandiser

07.1994 - 05.1995  Work in USA

09.1990 – 06.1994  Primary School Physical Education Teacher

TRAINING COURSES

Sales Management
Trade Management, Shenk Institute
Psychology of Sales for Advanced Sales, Shenk Institute
Employee performance appraisal, Shenk Institute
Professional Recruitment, Kalkstein
Time management, Kalkstein
Firm Strategy Management, Kalkstein
Crisis Management, Mercuri International
Key Account Managements, Mercuri International
Store Wars, Swedish Management Group Poland

SKILLS

English, good level
German, good level

INTERESTS

sport, economics, history
Arkadiusz Frukacz: Chief Financial Officer (C.F.O)

PROFESSIONAL PROFILE

- A manager with many years of experience in management
- MBA, Prince 2, BSC, PEP and other certificate
- A manager with a vision and will of victory
- A sales director managing the chain of national sellers in mobile and partner structures and own agencies
- By relying on goal orientation and effective transfer of strategies to operating activities, I achieve the highest selling results
- Realisation is an ability, which I expect from myself and my associates
- The values that I share are: integrity, loyalty, business ethics
- Professional experience in the field of insurance, banking, finance, renewable energy sources, pharmaceutical.
- Taking part in engaging and exciting projects, which enable using one’s experience and the increase competences in an inspiring environment based on a developed organisational culture.

PROFESSIONAL GOAL

- Implementing Strategic Goals: the ability of short and long-term planning referring to a project and strategy implementation.
- An ability to perform tasks under time pressure and at the same time being goal and result oriented. Independence, creativity and the efficiency of taken strategic decisions. Close cooperation with other departments with the aim of optimising profits.
- Implementing Sales Targets: sales management, implementing sales plans in terms of quality, quantity and range, market analysis from the point of maximising sales and using the potential of individual distribution chains. Effective cooperation with external structures, optimisation of product portfolio – achieving sales results which exceed planned targets.
- Change Management: ability to manage change and quickly react to altering business and legal environment, implementing strategies of change in: the field of key operation, distribution channels, clients’ profiles, product offer.
- Recruitment and Development: ability to create teams and sales divisions, performing recruitment processes, coaching and control of sales force so as to achieve the best sales effect.
- Cooperating with Key Company Clients and Partners: developed interpersonal skills, used to building effective relations with key clients and partners, market observation skills, analysis and recommendation of the best trade decisions, preparation and presentation of the commercial offer, leading negotiations which result in a systematic development of clients’ and partners’ portfolio.
New products and services: managing the implementation of new solutions, services and products.

Red Pharma Laboratories Central Europe East Sp. z o.o. (the branch of Pharmacy)
Warsaw, Poland, September 2016 – present
BUSINESS DEVELOPMENT DIRECTOR / MANAGING DIRECTOR

My professional obligations are:

- managing key projects implemented by the company (B2B cooperation with partners from Czech, Slovakia, Bulgaria, Romania, Hungary);
- building a stable distribution network on Central European East markets;
- creating and implementing sales strategies depending on the specific requirements of each market;
- recruiting key company employees – sale structure/ country managers / exclusive distributors in each region;
- establishing and implementing company standards, processes and regulations;
- responsibility for the company sales and financial results;
- introducing the brands to the local markets;
- market monitoring and working on market positioning of our products;
- build and maintenance of strong business relations with Business Partners and providing the highest level of service;
- giving support, advice to the own team and to the Business Partners;
- overseeing sales activities and promotions in appointed markets (implemented by distributors);
- close cooperation with local wholesalers, pharmacy chain and marketing, logistics, production departments in the head office.

greenNet Doradcy Sp. z o.o. (the branch of Renewable Energy Sources – financial and technical consulting)
Warsaw, Poland, January 2013 – October 2016.
MANAGING DIRECTOR

My professional obligations included:

- managing key projects implemented by the company (i.e. designing, financing and building photovoltaic power plants) - the function of the President of the Management Board in special purpose vehicles;
- building and maintaining relations with key business partners of the company (including Banks, subsidising bodies, technical branch partners);
- supervising the implementation of sales projects for the company partners relating to financing and building photovoltaic installations for a purpose retail client;
- managing individual departments in the company’s head office including: subsidy department, sales support department, and the national, regional mobile sales structure: **200 consultants and 4 regional managers**;
- creating and implementing company standards, processes and regulations
- Responsibility for the company’s sales results.

**Achievements:**
- 2013 - **189 %** of plan realisation in BOŚ Bank S.A. project concerning the acquisition of a retail client – nearly **2000 clients** won in 6 months;
- 2014 – gaining the **subsidy** of over **10 million** for the company clients;
- 2015 - successful implementation of one of the first in Poland photovoltaic plants with 1 MW capacity.

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Money Expert S.A. (the branch of Finance Consulting / Banking/ Insurance)
Warsaw, Poland, March 2007 – December 2012.

**SALES DIRECTOR**

**My obligations included:**
- managing three distribution channels: stationary, mobile and partner structure. Altogether nearly **900 consultants and 60 managers**;
- recruiting key company employees – sale structure managing directors, regional directors;
- creating company sales structure;
- establishing and implementing company standards, processes and regulations
- responsibility for the company sales results;
- reporting directly to the Management Board.

**Achievements:**
- 2007 – implementing new company business model, resulting in the competitive advantage of the following period;
- 2008 – establishment of **new sales structures** as a new product diversification and complement of the primary distribution channel;
- 2010 – the most dynamic increase in sales according to the Finance Consulting Association of Companies, 113%, as compared 2009 to 2010;
- 2011 – exceeding the disbursement of 1,2 billion mortgage loans as compared to 140 million disbursed in 2007.

**Goldenegg Sp. z o.o. (the branch of Finance Consulting / Banking/ Insurance)**  

**SALES SUPPORT AND BANKING PRODUCTS DIRECTOR**

**My obligations included:**
- responsibility for results / matrix structure with Sales Director;
- creating work standards;
- substantive support of sales chain;
- providing training, coaching;
- recruitment of Department Directors;
- crisis management as a substitute in a given region;
- reporting to the Management Board.

**Achievements:**
- recruiting 7 new department directors (from the overall number of 10);
- increase in sales results over 200% as compared to the previous year

**Xelion. Pekao S.A. (the branch of Finance Consulting / Banking)**  

**REGIONAL DIRECTOR**
A closed-term project. The diagnosis of the possibility to reactivate a local department in Łódź.

**mBank. BRE Bank S.A. (Banking branch)**  

**REGIONAL SALES MANAGER / FINANCE CENTRE DIRECTOR**

**My obligations included:**
- creating from scratch Bank structures in reality;
- sales management of all business lines: bank accounts, credit cards, mortgage loans, cash loans;
- testing projects implemented by the Bank Head Office;
- reporting to the Sales Director.

**Achievements:**
- personal selling of the bank’s primary products – mortgage loan, loan, card;
- managing the Bank’s first in Poland Finance Centre, first mKiosk budget realisation of individual product lines as the highest in Poland for several times (from 115% to 242%);
- the only in Poland manager of all Bank sales channels and product lines (finance centre, mKiosk – mortgage loans, bank accounts, credit cards).

**Amplico AIG Life S.A. (Insurance branch)**  
**INSURANCE AGENT/ TEAM LEADER/ AGENCY DIRECTOR**  
Achievements:  
- member of the Leader’s Club (excellent sales results – own sales);  
- the fastest established individual department in Poland.

**OVB Allfinanz. (Insurance branch – German structures)**  
**FINANCE CONSULTANT/STRUCTURE MANAGER/ REGIONAL MANAGER**  
Achievements:  
- excellent sales results – own sales;  
- structure of nearly 200 immediate associates – Polish branch /Łódź.

**EDUCATION**  
2005 - 2007  
**EXECUTIVE MBA,**  
Robert H. Smith School of Business University of Maryland  
1993 - 1998  
**THE UNIVERSITY OF LODZ**  
Degree course: Economy

**TRAINING**  
2018 **CERTYFIKAT - PERSONAL EFFICIENCY PROGRAM (PEP ®)**  
2011 - 2012 **CERTYFIKAT - PRINCE 2** Altkom.

2008 – 2012 **MANAGER’S ACADEMY**  
- Certificates and internal trainings accomplished during a 5 years’ training project from the EU grants performed by Greń Communications and Maroney Group for Money Expert S.A.

2007 **BALANCE SCORECARD (BSC)** Robert Kaplan.  
2002 - 2005 **MBANK COMPANY TRAINING:**  
- Managing Bank Agency;  
- Security Policy;
- Client Service Techniques in a Bank Agency;
- Client’s Typology;
- Personality Profiles;
- Investment Strategies;
- Product Trainings;

2000- 2002

**SALES MANAGEMENT** Brian Tracy College

**MODERN SALES MANAGER** Brian Tracy College

**PROCEDURES AND INSTRUMENTS** Brian Tracy College

1998-2000

**Implementation scheme for managers:**
- Prospecting;
- Recruitment;
- Team Management;
- Solving Employee Conflicts;
- Planning, Targets;
- Sales Strategies.

**Other:** some all days company training on management, selling and trade negotiation techniques as well as product/technology-oriented trainings. Krool, STS, Fokus, Indus.

**SKILLS**

- **English** – fluent
- **German/Russian** – basic
- Advanced computer skills – **MS Office package**
- **B-category driving licence**

**INTERESTS**

Genealogy, combat sports, water motorsports, travels

We have Consultants, Doctors and Scientists with broad experience in the biggest European Health Systems which were/are responsible for Clinical Trial Design and Conduction according to GCP-ICH guidelines, development of in vitro and in vivo diseases models.

We also have access to a world-class team of scientists, unique Cannabis species, advanced technologies and a robust scientific community.