

# PATIENT CENTRIC HEALTH & WELLNESS.

EVERGREEN IS SHIFTING THE FOCUS OF HEALTHCARE SQUARELY ON THE NEEDS OF THE PATIENT IN CANADA AND ACROSS THE GLOBE.

Investor Presentation  
May 13, 2019



**EVERGREEN PACIFIC**  
**INSURANCE CORPORATION**

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# INVESTOR HIGHLIGHTS

We are a product developer, insurance brokerage, reinsurer, as well as owner and operator of captive marketing and sales distribution channels. *We focus on health and wellness, in general, with specific vertical expertise in comprehensive pain management.*

- ❑ The Canadian healthcare system for managing pain is narrow and fragmented – Evergreen has met this market need by building the **leading pain management ecosystem in Canada with 100,000 patients in-network and growing**. Evergreen’s unified health and wellness platform addresses the end-to-end needs of consumers.
- ❑ Evergreen’s Insurance division (Markers, Revolution) **captures attractive margins through covering payments for multi-disciplinary treatments and medical cannabis products** on BuyWell Care – coverages that yield significant savings for customers.
- ❑ The pending acquisition of ClinicCo – a leading pain management clinical network in Ontario with positive cash flow and industry leading margins – **vastly expands the Synergy Health Network’s clinical patient base, service scope, and market reach**.
- ❑ **Global spend on pain care and related treatments is expected to grow to US\$197 billion (18.1% 7yr CAGR)**, and with a global easing of medical cannabis regulations, Evergreen is positioned for significant near-term and long-term upside participation. Having signed multiple LOIs with partners in Europe, Latin America, and Asia, Evergreen aims to export the “ecosystem” internationally – **this vast international “greenfield” opportunity provides zero cost optionality for investors**.
- ❑ Based on the proposed \$5/unit offering price (implying C\$211M in Enterprise Value), **Evergreen represents “growth at a reasonable price”** with forward EV/EBITDA multiples in the 2-5x range and EV/Sales multiples in the 0.8-1.5x range (based on management forecasts).

**BY BRINGING THE FOCUS BACK ON THE PATIENT,  
EVERGREEN IS POSITIONING TO BECOME A LEADER IN GLOBAL HEALTHCARE**



*“Chronic pain affects one in every five Canadians, or six million of us. Its many causes include degenerative diseases such as arthritis, car accidents, neuropathic pain disorders and malfunction of the central nervous system. Chronic pain **costs the Canadian economy an estimated \$60-billion a year** in health care and lost wages and taxes. That’s **more than cardiovascular disease, cancer and diabetes combined**, according to Manon Choinière of the University of Montreal, who has been studying chronic pain for 30 years.”*

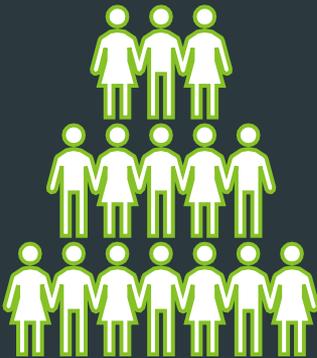
“There’s a chronic pain crisis in Canada, and governments must address it”

Margo Kelly  
The Globe & Mail  
March 29, 2019



# SERVING A GROWING PATIENT BASE

The Synergy Health Network provides comprehensive pain management for ~100,000 patients through its growing network of clinics across Canada. With clinics focused on all types of pain care – chronic/acute, injury/sports, multi-disciplinary – patients can find the treatment they need at Synergy – positioned as the leader in pain management in Canada.



**100K**

PATIENTS  
IN THE  
SYNERGY  
NETWORK  
AND  
GROWING



**16**

PAIN  
MANAGEMENT  
CLINICS  
ACROSS  
CANADA AND  
GROWING



**16,000**

IN-NETWORK  
PATIENTS WITH  
MEDICAL  
CANNABIS  
PRESCRIPTIONS  
TODAY



# AN ECOSYSTEM THAT MEETS NEEDS OF ALL CONSTITUENTS

EVERGREEN'S CAPTIVE MODEL MEETS THE NEEDS OF PARTNERS AND PATIENTS ALIKE – THIS MEANS PATIENTS DON'T NEED TO LEAVE THE ECOSYSTEM TO MEET THEIR HEALTH & WELLNESS NEEDS



Unbiased Info & Education!

Curated Product Selection

Nationwide Clinical Footprint

Proprietary Treatment Model

Affordable Coverage



**HEALTH & WELLNESS CONSUMERS**  
**PAIN CARE PATIENTS**  
**BUYWELL.COM MERCHANTS**  
**PROVIDERS OF MULTI-DISCIPLINARY TREATMENTS**  
**LICENSED PRODUCERS OF MEDICAL CANNABIS**  
**DOCTORS & OTHER MEDICAL PRACTITIONERS**



# CORPORATE HIGHLIGHTS



## Insurance Division

## Clinical Division/Network

## Marketplace Division



- Innovative extended healthcare coverages designed, developed and launched in Canada - October 2018
- Proprietary product pricing methodology – premium calculated based on patient’s prescription
- Educational services, training of medical practitioners supported by Synergy Health Network, globally
- Synergy Health Network represents ~100,000 patients across 16 clinics in BC, AB, ON, and NS
- First of its kind ecommerce marketplace for health and wellness products and services
- Marketplace easily configured for both B2C and B2B sales and distribution of products, services and coverages
- Ancillary revenue streams for channel sales partners



# BUILDING A CAPTIVE PLATFORM

## where patients come from



AHA! is a non-profit association (the International Alternative Health Association) that promotes the health and wellness lifestyle to consumers with membership expected to grow to >100,000 in 2019.



**~100,000 total patients, including ~16,000 medical cannabis patients.**

Fully developed and proprietary diagnostic and treatment model encompassing multi-disciplinary and cannabis based therapies.

### Other Referrals

Including other partner clinics, medical practitioners, wellness centers, labour and veterans groups, motor vehicle accident rehab facilities, and self referrals.

## how patients get treatment



Based in the Greater Toronto Area with two clinics specializing in multi-disciplinary and cannabinoid based treatment.



Leading Ontario based Level II pain management clinical network, with plans to expand into the Maritimes and Alberta.



Based in the Lower Mainland in British Columbia, MCRCI specializes in cannabinoid based treatment for multiple conditions.

## how patients transact



**BuyWell Care:** Dedicated e-commerce storefront featuring the medical cannabis products available to registered patients on BuyWell Care.

**One-stop shop:** When patients are prescribed multi-disciplinary treatment by their Synergy medical practitioner along with medical cannabis treatment, BuyWell Care is the marketplace to meet all of their prescription needs.

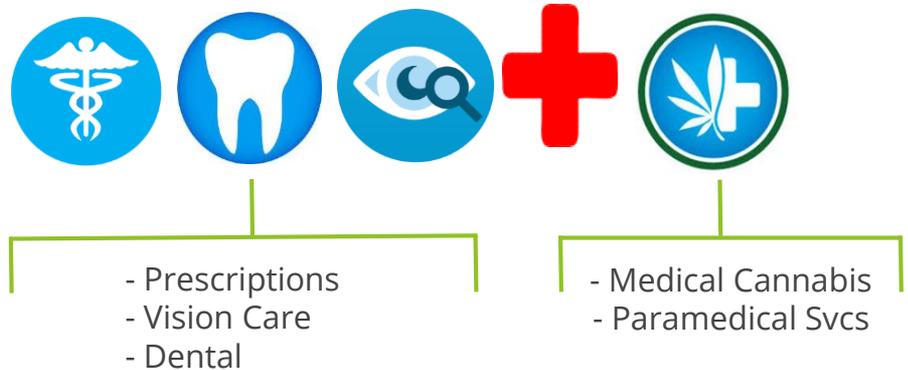
**You're covered:** Patients on BuyWell Care can have the cost of their prescriptions covered by Markers (and save money at the same time).



**PAYMENT & AFFORDABILITY**



# INSURANCE KEY DRIVER OF MEDICAL CANNABIS ADOPTION



*Doing for medical cannabis what insurance did for dental care for the past 50 years*

Think FLEXCARE HEALTH AND DENTAL INSURANCE PLANS

- Extended Healthcare Coverage
- Health Savings Accounts

Think



- Guarantee Issue Coverage
- Association Membership

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# \$1B

OUR GOAL IS TO RAPIDLY SCALE TO OVER 166,000 PAIN CARE PATIENTS  
ACROSS THE GLOBE AND BUILD A \$1B HEALTHCARE PLATFORM

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\* Based on estimated average annual revenue run rate of \$3,000/insured patient valued at 2x revenue.



# GROWING CANADIAN CLINICAL FOOTPRINT

## Western Canada

**PCC:** Planning to expand into Alberta over the next 12 months.

**MCRCI:** Established a partnership to bring ~20,000 active patients in-network in 5 clinics in AB, BC, and NS.

**Nationwide:** Evergreen is completing discussions with a prospective clinical network partner representing over 100 locations across Canada.

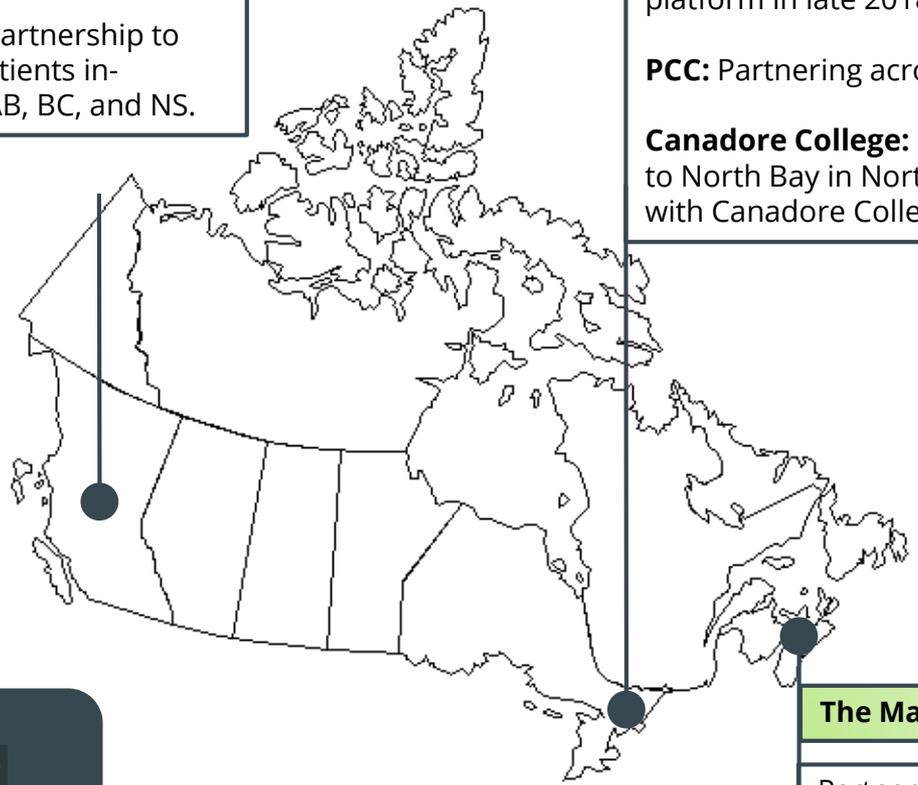
*Total patients in network (including Synergy, PCC, and MCRCI): ~100,000*

## Ontario

**Synergy:** Own/operating two clinics in the Greater Toronto Area; launched insurance platform in late 2018.

**PCC:** Partnering across 8 Ontario locations.

**Canadore College:** Expanding clinical footprint to North Bay in Northern Ontario in partnership with Canadore College.



## The Maritimes

Partnered with PCC at its Level 2 clinic in Halifax, NS.

# INTERNATIONAL EXPANSION HIGHLIGHTS

## South America

Letter of Intent with Anahit International Corp. to roll out BuyWell Ecosystem in Chile, Colombia, and Peru.



## Mexico

Letter of Intent with Anahit International Corp. to roll out the BuyWell Ecosystem to ~28,000 locations (i.e. pharmacies, hospitals, and universities).

## Europe

Letter of Intent with ICC International Cannabis Corp. to roll out BuyWell Ecosystem across Europe (16 countries representing over 40,000 pharmacies...[read more](#)).

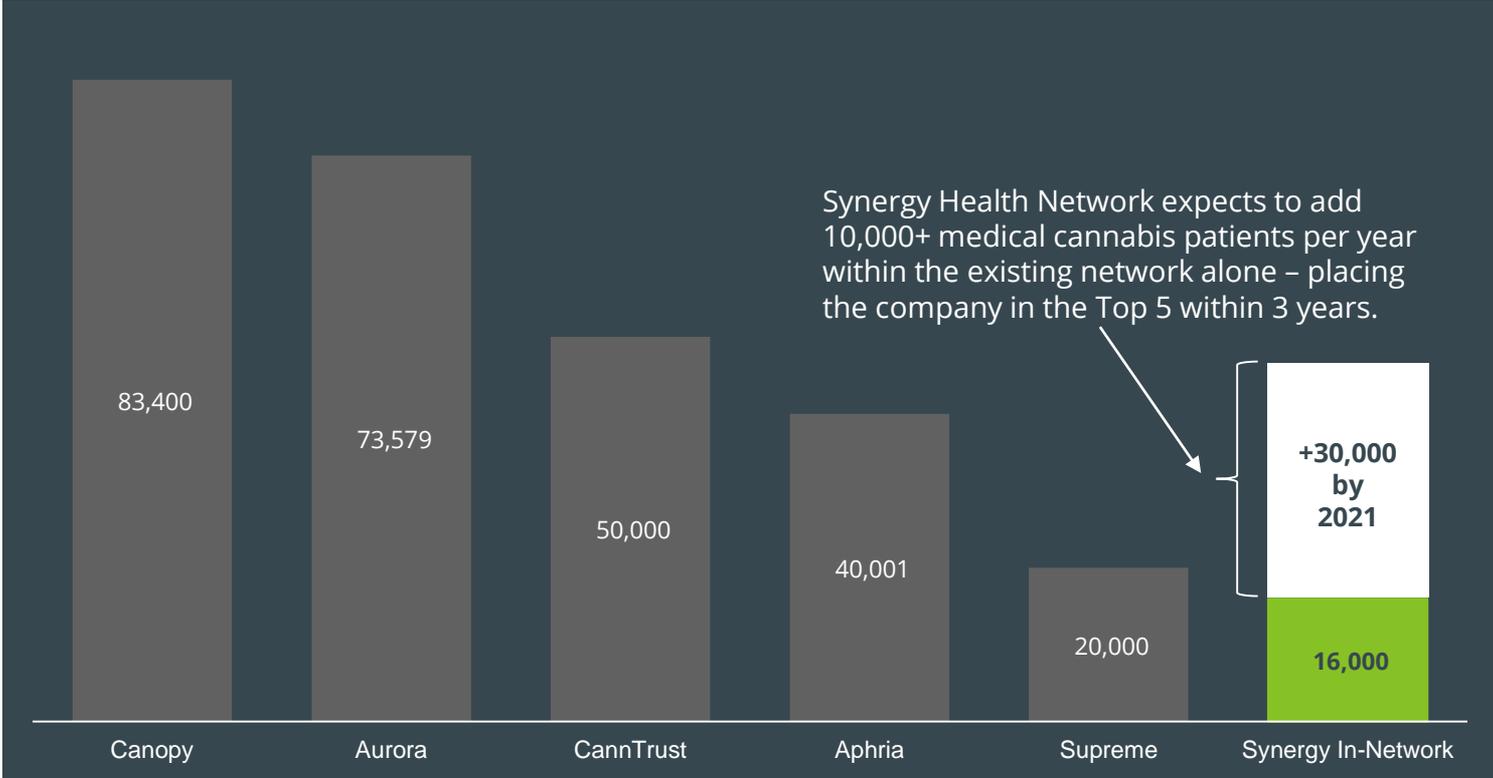


## Asia Pacific

Letter of Intent with Pan Asia Cannabis Enterprise (PACE) in Australia, Cambodia, Indonesia, Malaysia, New Zealand, South Korea, Thailand, and Vietnam.

# LARGE EXISTING MEDICAL CANNABIS PATIENT BASE

*EVERGREEN'S "ECOSYSTEM" REPLACES INEFFICIENT HIGH-COST PATIENT AGGREGATION NETWORKS AND EXISTING ORDER MANAGEMENT SYSTEMS...*



*...THIS MEANS A MORE SEAMLESS EXPERIENCE FOR CUSTOMERS, PATIENTS, AND PLATFORM PARTNERS, INCLUDING LPs, CLINICS, ETC.*

Source: Company reports, Management estimates



## **ROBERT WILSON, CEO AND DIRECTOR, EVERGREEN PACIFIC INSURANCE COMPANY (EPIC)**

Robert Wilson worked in global investment banking and capital markets, as well as management consulting for 20 years before forming his privately-held professional advisory services company in Toronto, Canada. In addition to having served in numerous senior executive management roles, Mr. Wilson has served as director and strategic advisor for public and private companies in countries throughout the Caribbean Basin, the United States, Canada, the United Kingdom, and Southeast Asia. Education: Bachelor of Commerce (Queen's Smith School of Business), M.B.A. (The Wharton School).

## **JOSH GOLD, INDEPENDENT DIRECTOR, EPIC & DIRECTOR, BUYWELL.COM**

Josh Gold serves as a Director of Evergreen Pacific and Founder/Director of BuyWell.com leading online health and wellness marketplace. Josh is also currently the CEO of Vonality.

Josh brings 20 years experience in digital marketing, digital strategy, building online businesses and online commerce. Josh's companies have managed more than half a billion dollars' worth of e-commerce transactions and have served over 100 million-plus users. Josh has led the development of customer facing, e-commerce platforms, loyalty platforms and customer lead generation campaigns for clients such as United Airlines, Singapore Airlines, eBay and more. Josh's companies have been recognized (twice) by Profit Magazine as one of the Top 50-Fastest Growing Company. Josh also sits on the Board of the Princess Margaret Hospital Foundation, one of the top 5 Cancer centers in the world and sits on the board of the Adath Israel Congregation.

# MANAGEMENT, cont'd

## **DR. HANY DEMIAN, INDEPENDENT DIRECTOR, EPIC**

Dr. Demian is the co-founder and CEO of the largest group of pain clinics in Ontario and Nova Scotia. With over 200,000 visits per year and more than 7,000 medical cannabis patients, he has unprecedented access to a wealth of knowledge regarding chronic pain management.

He was the lead physician in a variety of national medical research involving pain management and has been a lecturer in the particular subject for several years. His practice as an emergency physician, with privileges in over 30 hospitals spanning multiple provinces and three countries, offers him a broad perspective on medicine.

Dr. Demian has also been an assessor for the College of Physicians and Surgeons of Ontario where he is called upon to examine other physicians practices to make sure they are up to standard. This has given him first-hand knowledge of the regulatory environment in medicine from multiple vantage points.

He was also one of the pioneers in introducing ultrasound to the emergency department and has demonstrated his findings to a plethora of physicians who institute his teaching in their practices today.

Finally, Dr. Demian combines his business acumen, medical expertise and extensive patient database to bring a unique and insightful perspective to the medical insurance realm.

## **JEFF BOTNIK, COO, EPIC & PRESIDENT, BUYWELL CORP.**

Jeff has run and built several start-up companies in the digital marketing space. Most recently Jeff has built a digital marketing company that went public in 2016 with a current market cap of over \$30 Million. Prior to mPire, Jeff held executive positions with Sears as their Vice President of digital marketing, CX Digital a division of Cyberplex as their Vice President of Business Development and Date.com a senior media buyer.

## **SANJAY JOSHI, GENERAL COUNSEL & INDEPENDENT DIRECTOR, EPIC**

Sanjay Joshi is a Partner at DLA Piper LLP (Toronto, Canada) and practices securities law, principally focused on public and private corporate finance transactions and public company mergers and acquisitions. He has advised on numerous significant Canadian and cross-border financing transactions in various industries and sectors. Along with his corporate finance experience, Sanjay often advises boards and special committees of boards on various and multifaceted matters regarding corporate governance. This includes executive compensation as well as confidential board and special committee matters. Sanjay was an adjunct professor at the Faculty of Law, Queen's University for several years where he taught Advanced Securities Law. Sanjay serves as Corporate Secretary of Evergreen Pacific.

## **DR. IRA PRICE, MEDICAL DIRECTOR, EPIC**

Dr. Ira Price is an Assistant Clinical Professor in the Division of Emergency Medicine through the Department of Internal Medicine at McMaster University. He is a Fellow of the Royal College of Physicians and Surgeons trained in Emergency Medicine, with a Fellowship in Sports Medicine. For the past five years Dr. Price has been a leader in the clinical application of cannabinoids. In 2011, Dr. Price founded Synergy Health Services, the first clinic in Ontario dedicated solely to evaluating patients for the use of Medical Cannabis. Synergy is now leading the way in wellness, providing patients and clients natural alternatives to opioids and other pharmacological therapies. Dr. Price then founded the Medical Cannabis Journal Club of Hamilton; the first accredited Medical Cannabis Journal Club in Ontario.

Dr. Price has strategically partnered his clinics with Evergreen Pacific Insurance Company (EPIC) to further the education, accessibility, and advancement in opioid reduction, and affordable treatment programs for patients. The result is a unique ecosphere including Buywell, and The Alternative Health Association of Canada (AHA!). He is an internationally known lecturer and industry consultant, who has educated countless numbers of physicians and patients on the use of cannabinoids. Dr. Price's medical interests lie in the development of protocols for the clinical application of Cannabinoids and the safety of Cannabis in the public domain.

# MANAGEMENT, cont'd

## **HEATHER GRAY, DIRECTOR OF CLINICAL OPERATIONS, EPIC**

Ms. Gray has been in the medical industry for 15 years, with various roles in patient care and management. Since 2014, her focus has been on the medical cannabis industry, leading the way in patient process, operations, education and infrastructure through the clinical model. Founding and working with some of the first patient aggregators and clinic models, her consistent pursuit for better patient outcomes and maximizing full treatment plans have sparked industry recognition.

Ms. Gray's strategic operational project planning and execution has led to national and international consulting opportunities. Expanding her repertoire into prescription compounds, hemp and cannabis product production, Ms. Gray continues to push forth in opioid reduction and access to alternative health solutions.

## **KLAUS ZABEL, CPA, CA, PRESIDENT, MARKERS INSURANCE**

Klaus has returned to work in the insurance industry after owning and operating several businesses including Jacox Harley Davidson. Prior to this, Klaus owned and operated Marketing Concepts Group, a distributor of insurance and investment products in Canada. He also served previously as EVP & CFO of Federated Insurance Companies of Canada, and VP Finance of Zurich Life Insurance Company of Canada.

## **SWEENY D'SOUZA, MBA, GBA, VICE PRESIDENT RIS**

Sweeny has been with RIS since its inception and takes pride in servicing clients from every sector of the market. She focuses on two aspects to win the trust of her clients: customer service and education. Sweeny has a strong background in business and financial management with experience in consulting, customer service, human resources, and project management. She translates the knowledge she acquired, in her MBA degree and her Group Benefits Associate (GBA) designation, in servicing plans and forging new paths within the industry.



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