



Slide Deck.

PURESKILLS CBD

APRIL 2022

Helping every
athlete take,
naturally, their
game to the next
level.

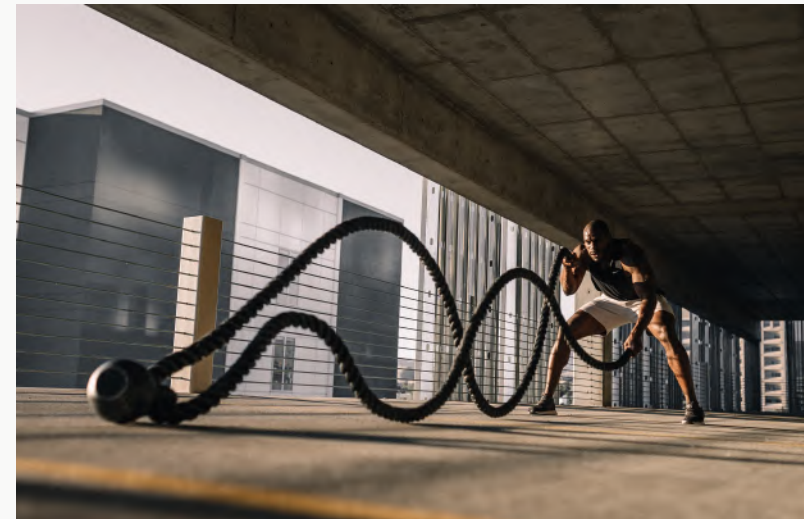
We partnered with Athletes to create an inspirational
movement and 100% natural products to help our
community fight anxiety, insomnia and muscles pain.
Your mental & physical well-being journey starts now,
ready?

Our vision

**On a journey to tackle pain
the most natural way -
offering the Belgian CBD
Market a trusted brand,
more *Transparent & Secure.***



Our value proposition



We do 0,00% THC and 100% natural products.

At Pure Skills, we trust that nature is the best chemist and believe our all-natural products are offering the solutions that today's society is craving.

Our plant cannabinoids are a daily ally for mind, body, and mood to improve athletics performance and wellness for all.

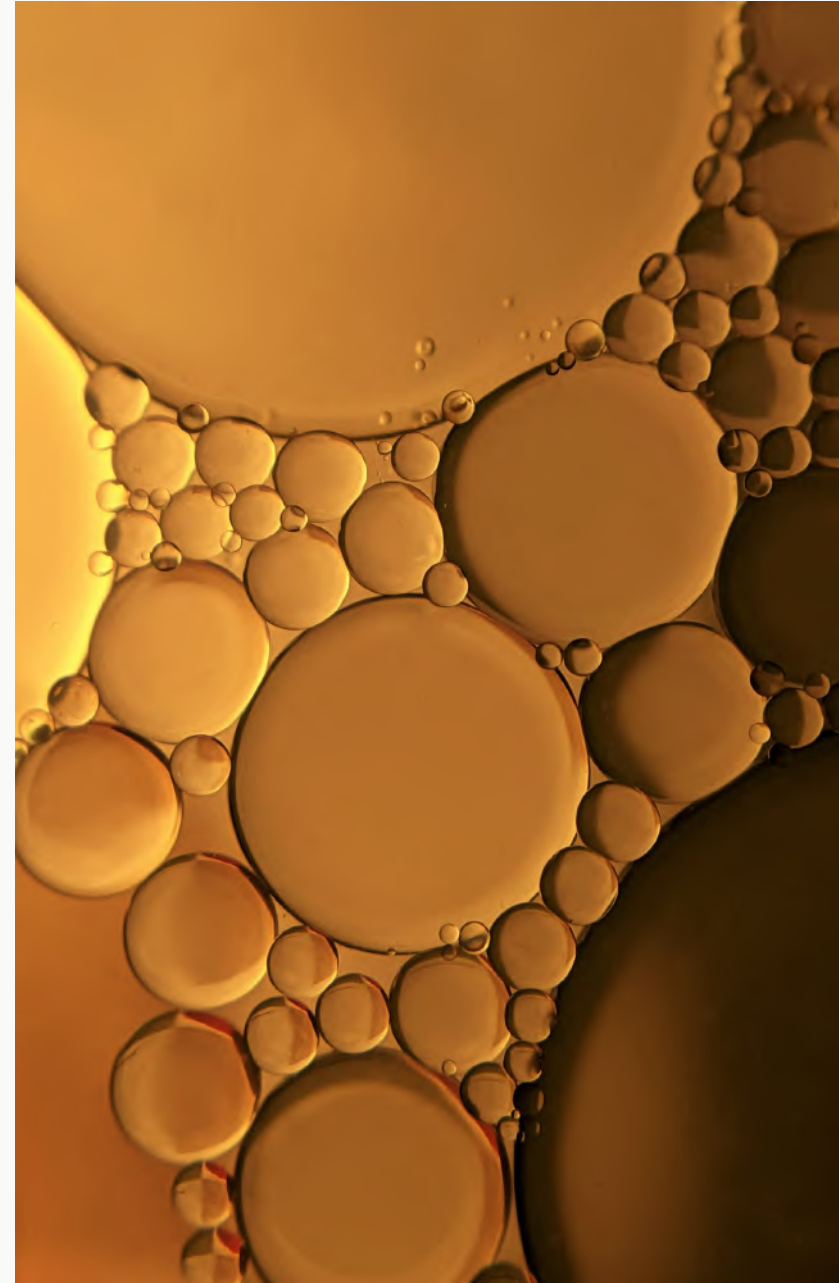
Boosting people's motivation and well-being by providing the support and inspiration of a tight-knit community - one drop of CBD at a time.

Our value proposition



100% Natural

No-GMO
Vegan



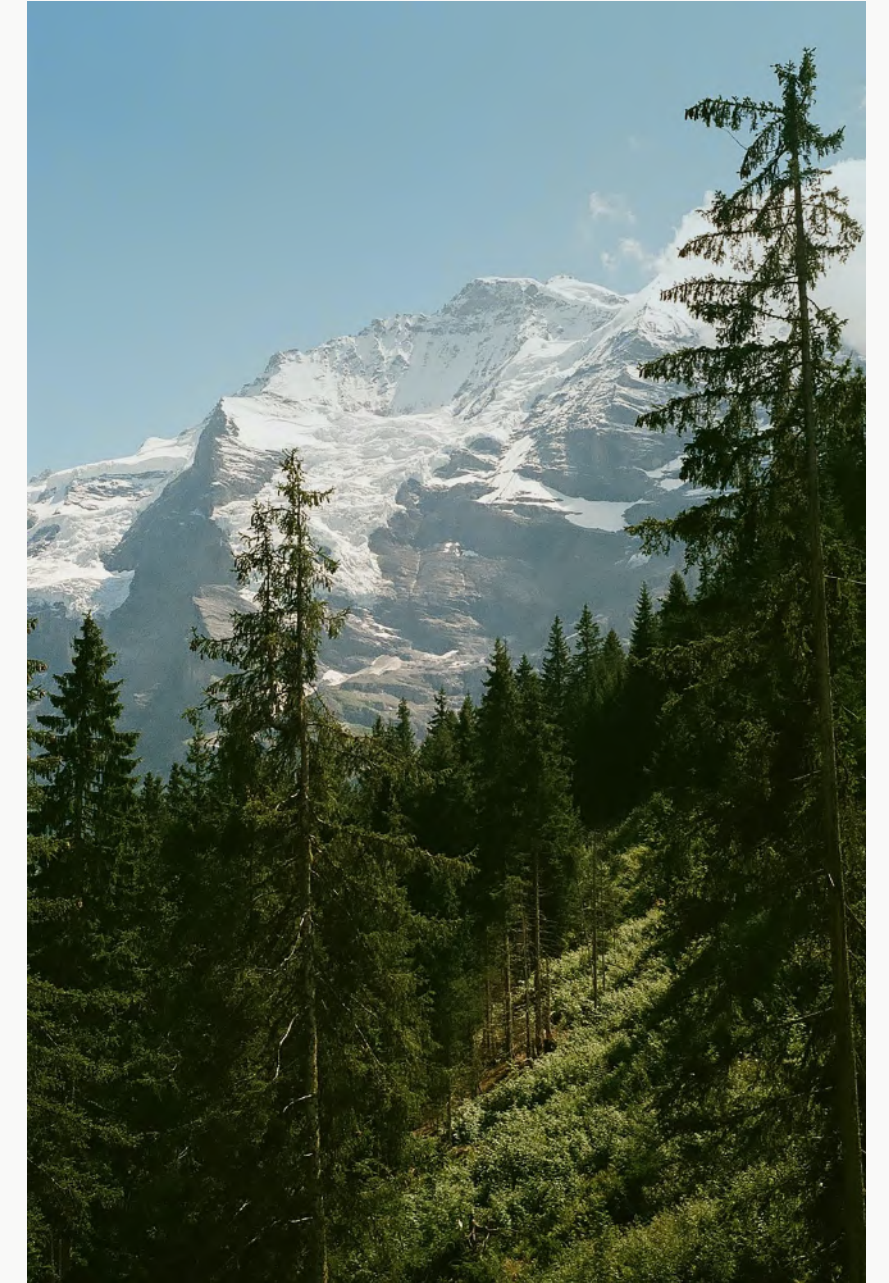
Transparent

Lab 3rd party testing



Secure

0,00% THC
100% Legal



Quality

Laboratory formulation
Belgian & Swiss quality



1/5

Belgian respondents suffer from stress or anxiety.

45% Belgian workers suffer from stress and burn-out.

(ISP)



41%

Belgian sales of benzodiazepines have increased by 41% compared to 2019.



35%

elite athletes suffer from a mental health crisis which may manifest as stress, eating disorders, burnout, or depression and anxiety.

Why it matters?

market is huge + growing like crazy.

1.8b€

TOTAL
CBD INDUSTRY IN
EUROPE

33,5%

COMPOUND ANNUAL
GROWTH RATE



Europe Cannabidiol Market size surpassed **EUR 1.8 billion in 2020** and is estimated to witness over **33.5% Compound Annual Growth Rate from 2021 to 2027.**

The global mental health market was valued at **\$383.31 million in 2020**, and is estimated to reach **\$537.97 million by 2030**, growing at a **CAGR of 33.5%** from 2021 to 2030.

Global Sports Nutrition Market Report 2021: Sports Drink, Supplements, & Foods is Expected to Reach **\$34.5 Billion by 2028.**

Market trends

Trend #1: **Market expansion**

- Due to its healing properties, the demand for cannabidiol (CBD) for health and wellness purposes is high, which is the major factor driving the market.

Trend #2: **Pain context**

- Athletes seek to enhance performance, muscle recovery, and endurance. Non-athletic suffer from anxiety and insomnia. Overwhelm, exhaustion and everyday stressors are the new normal.

Trend #3: **Side effects**

- The return to consuming more naturally is opening up the conversation about the biochemical pathways of non-steroidal drugs but all too frequently pointing to the potentially serious side effects of these drugs.
-



Pure Skills Drops are unparalleled formulas naturally.

We craft products that recover the muscle, engage the mind, enhance performance situations, and because of its unflavored formula - its tastefully integrate into every moment of your day — from your morning protein juice or smoothie to nightly restorative sleep.

- **Journey collection**

Sold Nationwide, in The Netherland, France and Spain. For athletic and non-athletic target group - 0,00% THC.

- **Supreme collection**

Sold Nationwide, in The Netherlands, France and Spain. For athletic and CBD aware-consumers - 0,00% THC



Day
ENERGY & FOCUS



Night
HEALTHY SLEEP CYCLES



Relief
PAIN RELIEF, SPORT
RECOVERY



1500mg

FULL SPRECTRUM



2000mg

FULL SPECTRUM



3000mg

FULL SPECTRUM

Balm

Our **Balm** is an uplifting blend of CBD extract and functional botanicals such as organic arnica and organic sweet almond oil —crafted to provide quick relief through its cooling and warming sensation.

Our balm formula helps alleviate soreness, stiffness and discomfort from localized muscle pain and inflammation, all while smoothing your skin and reducing your time-lapse recovery.

It's the perfect pocket-sized ally for a recovery-on-the-go!

New product - Pre order only





Our process begins in Switzerland, the utmost care is put into cultivating the plants without the use of any pesticides, herbicides or chemical fertilizers.

Our plants are all grown with organic and or biodynamic practices because we believe in only using sustainable and environmentally-conscious farming methods.

We have identified several botanical actives, including accessory cannabinoids, terpenes, flavonoids, vitamins, minerals, omega fatty acids, antioxidants, and other essential nutrients.

0% questionable, 0% THC.

Broad Spectrum & Third-Party Lab Report

We use a CO2 extraction process in order to ensure that our oil contains the cleanest, purest CBD extract possible.

Our CBD oil for sale has been thoroughly tested by an accredited third-party independent lab.

If you wish to check the results: **on demand.**



Thibaut Reinhard, Founder.

“

At PureSkills, we feel that compared to CBD isolate, our Broad-Spectrum is the best CBD quality, as it preserves many beneficial compounds like terpenes and flavonoids and no residual THC.

”



Our packaging

Premium. Design & print in Belgium

Our colour palette gives the brand a positive character that symbolizes the product's promise to improve consumers' conditions.

The functional role of the atmospheres is to serve as identifying code for different product variations.

For every mood, there's a PureSkills.



101 - PACKAGING

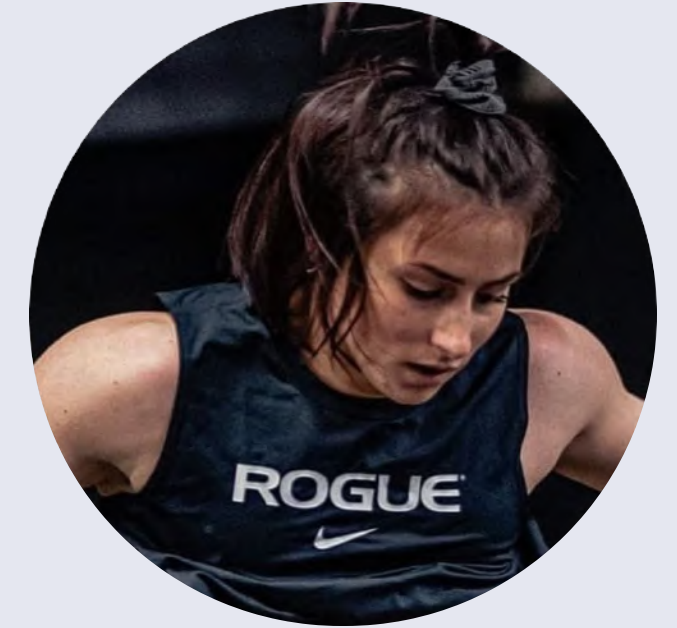
Taking our collection mainstream


+200% Online sales Growth
28,25% Returning client rate
4% Conversion rate
97EUR AOV

Tight-knit community




Elliot Van Strydonck
Olympic Silver Medallist 



Manon Laurent
 Crossfit Level 1
11,3k



Florent Vermeiren
 Personal Trainer 12,6k



Donovan Vegas
22 Pro Fights  Nr 1

Traction

Retail partners

Feeling Light
StreetShop
Crossfit Lavoisier
WodAddict

Strategic Publications:

LeSoir
LN24
Trends

Pitch

Tight-knit community



CrossFit Lavoisier



WodAddict



LN24



LESOIR

Traction

ONLINE SALES GROWTH

+200%

RETURNING RATE

28,25%

CONVERSION RATE

4%

AGE RANGE DEMOGRAPHIC

33% 25–34 yr
21% 35–44 yr

AUDIENCE DEMOGRAPHIC

61% Male
39% Female

MONTHLY VISITORS

550

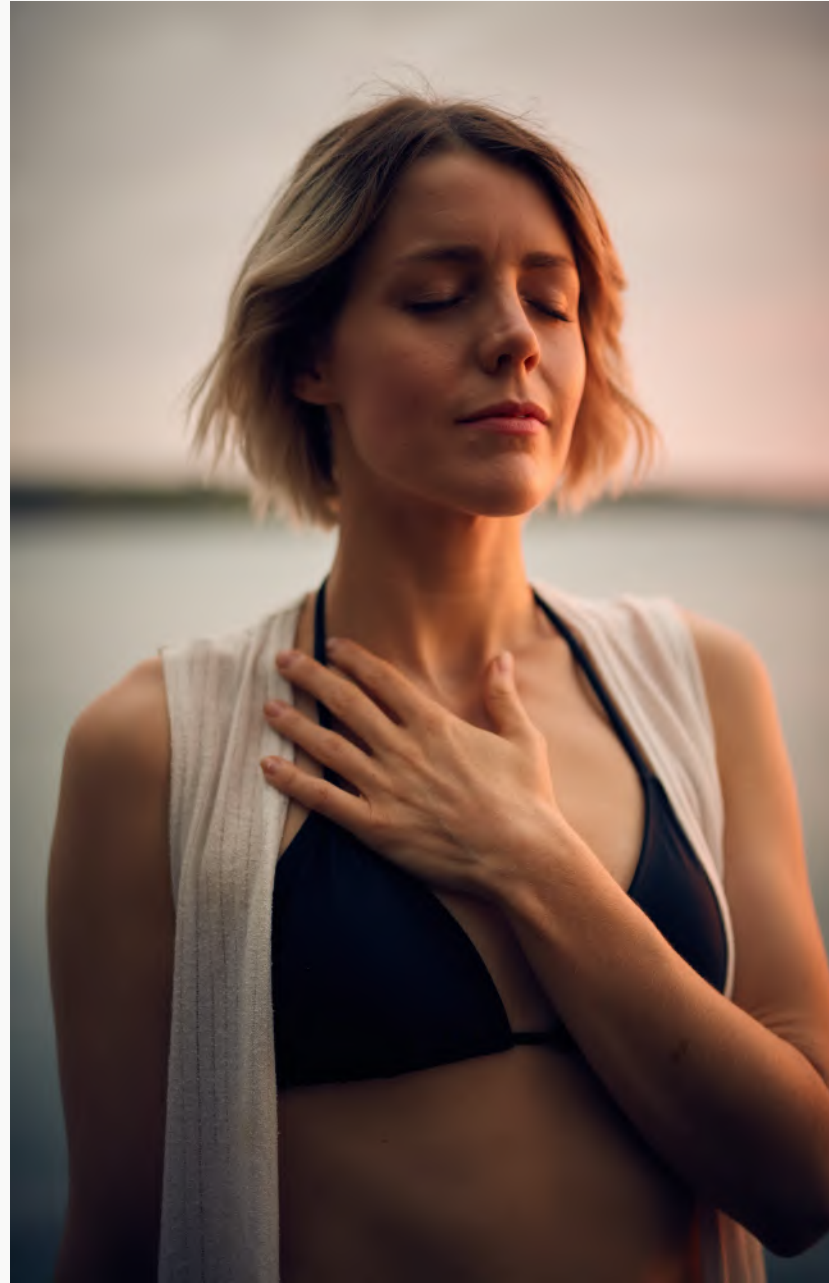
Who are PureSkills customers' ?



The athletic user



**The medical-
alternative user**



The wellness user



**The urban worker
(explorer)**



Ready?

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