

MyDx  
Ticker: MYDX



# MyDx

## 2016 Fiscal Year Investor Presentation April 20, 2017

# Forward-Looking Statements

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Statements in this presentation that are not descriptions of historical facts are "forward-looking statements" relating to future events, as that term is defined in Section 27(a) of the Securities Act of 1933, as amended, and Section 21(e) of the Securities Exchange Act of 1934, as amended. Statements may contain certain forward-looking statements pertaining to future anticipated or projected plans, performance and developments, as well as other statements relating to future operations and results. Any statements in this presentation that are not statements of historical fact may be considered to be forward-looking statements. Words such as "may," "will," "expect," "believe," "anticipate," "estimate," "intends," "goal," "objective," "seek," "attempt," or variations of these or similar words, identify forward-looking statements. These forward-looking statements by their nature are estimates of future results only and involve substantial risks and uncertainties, including but not limited to risks associated with the uncertainty of future financial results, additional financing requirements, successful commercialization of the Company's products, development of new products, the impact of competitive products or pricing, technological changes, the uncertainty regarding the laws and regulations governing the use and sale of cannabis, the effect of economic conditions, and other uncertainties detailed from time to time in our reports filed with the Securities and Exchange Commission. Except as required by Federal securities law, the Company does not undertake any obligation to release publicly any revisions to any forward-looking statements.

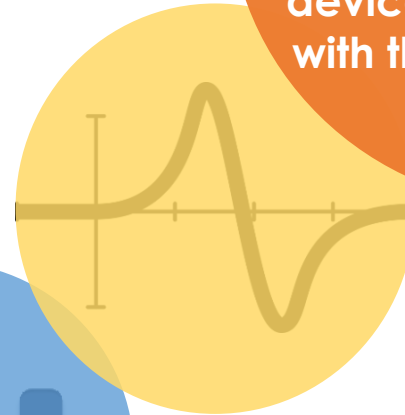
This presentation is for informational purposes only. This presentation does not constitute an offer to sell, or a solicitation to purchase, any securities of the Company.

Please also see risk factors in previous filing to understand the scope of risk associate with this stock.

# About us...



**MyDx is a  
consumer products  
& data analytics  
company focused  
on the cannabis  
industry**



**We develop and deploy  
products and services by  
using the consumer-  
generated data we  
source from our smart  
devices and partnerships  
with third party providers**

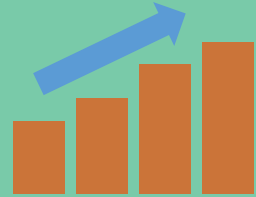


# Key Investment Highlights



## Proven Management Team

High quality entrepreneur team with a successful track record of commercializing products and achieving growth



## Significant Growth & Margin Improvement Opportunities

Multiple low-cost, high return organic growth opportunities exist as well as improvements to the overall cost structure of the business



## Robust Industry Momentum

US states continue to legalize recreational & medical use and Canada is expected to fully legalize marijuana in 2018 leading to a \$50bn+ industry by 2026<sup>1</sup>



## High Barriers to Entry with Downside Protection

Established credibility with high quality collateral, extensive IP portfolio with applications beyond cannabis and a large data repository fully owned by the company.

### Notes:

(1) Sales of legal weed in North America rose by 34% to \$6.9 billion in 2016, according to ArcView Research, and based on estimates from investment firm Cowen & Co., U.S. legal sales could reach \$50 billion by 2026.

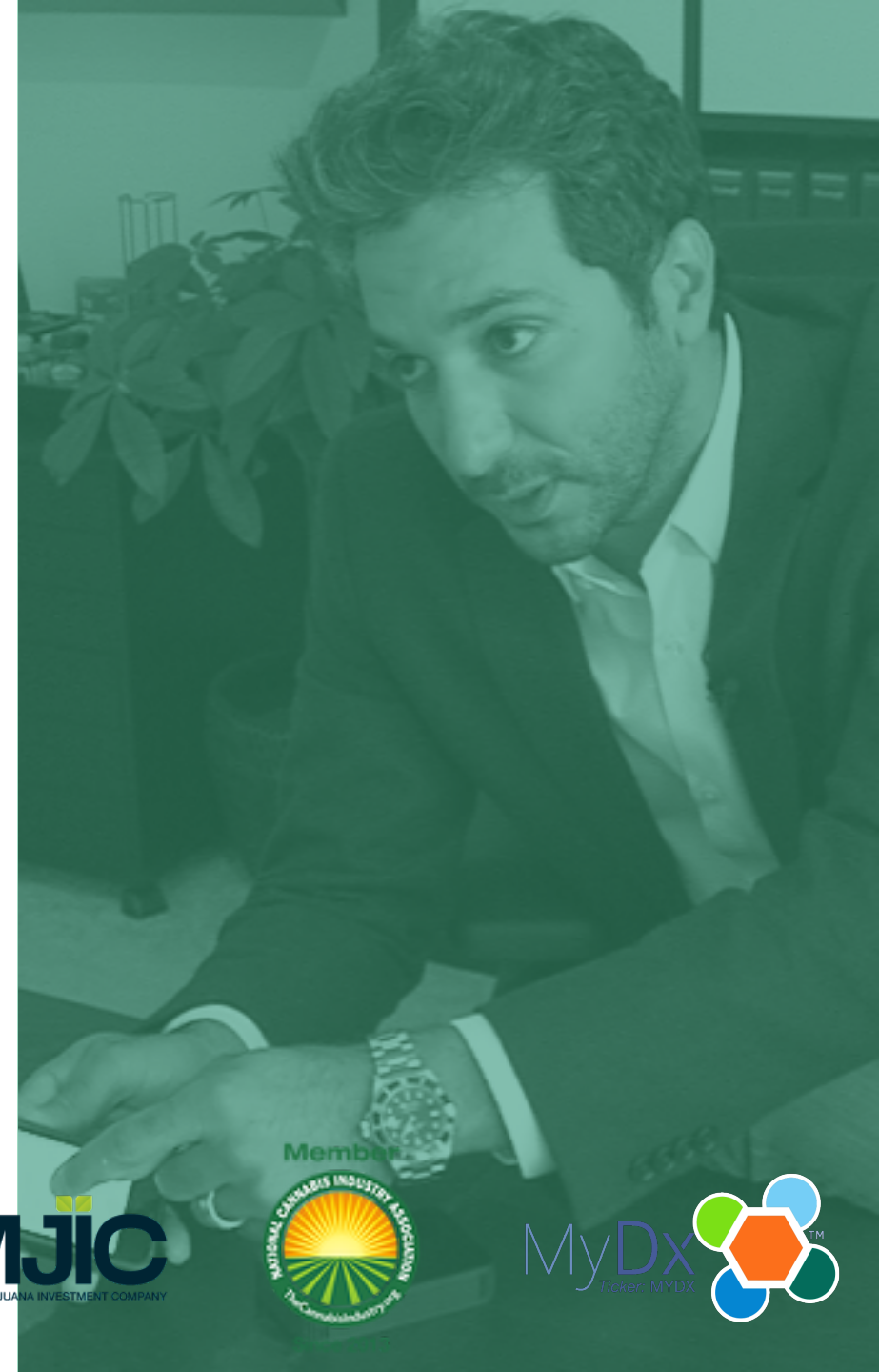


# Chairman & CEO

## Daniel Yazbeck

**Founder**

- **Experienced Executive**
  - Over 15 years of product research, development and commercialization experience
  - Scientist for Pfizer Pharmaceuticals, specializing in Chemical R&D technologies
  - Strategic Product & Market Developer for Panasonic, engineering new products with strategic partners in the consumer electronics & healthcare industries
- **Seasoned asset-backed investor at Yazbeck Investments**
- **M.S. from McGill University**



# MyDx 2016 Year in Review



**Became a Top-Rated  
iPhone App with  
50,000+ Downloads**



**Surpassed 40,000+  
consumer-generated,  
unique data points**



**Sold 2,000+ Units  
primarily by strong  
word of mouth**



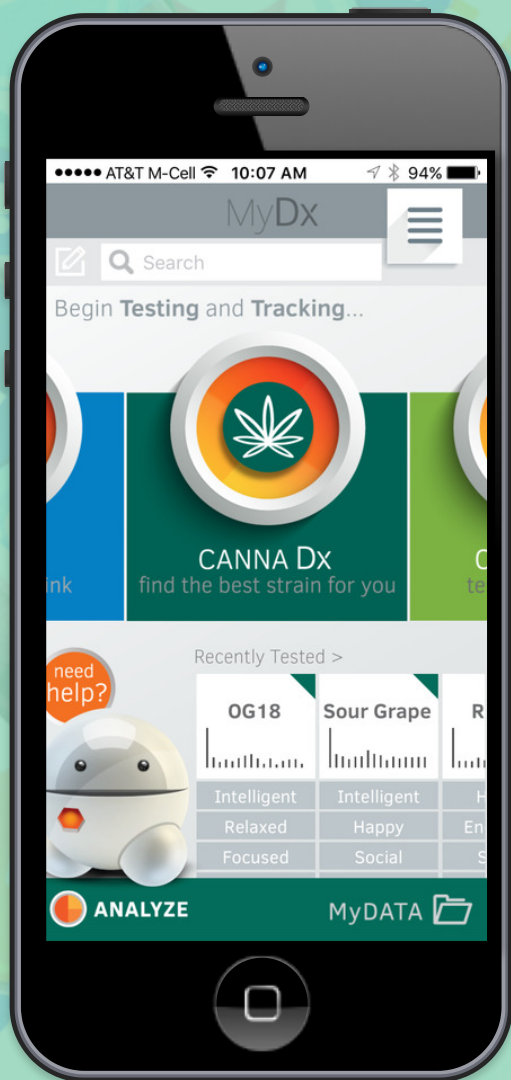
**Launched  
AquaDx and OrganaDx  
Disposable Sensors**



**Became a Top-Traded  
Cannabis Stock:  
\$1 million per day**



**Satisfied \$1.5+ million in  
convertible debt**



# Social Media Campaign

The extent of our marketing has primarily been word of mouth; however, we have been fortunate to be featured on many national publications and networks.

We intend to further exploit social media to raise awareness and to use money we generate to develop a more robust marketing plan.



70,000+ Followers



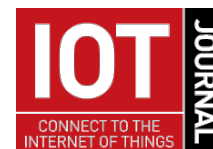
85,000+ Followers



40,000+ Followers



51,000+ App Users



# MyDx Consolidated Non-GAAP Results

## 4<sup>th</sup> Quarter Results

Total Revenue

**\$233k**

+74%

vs. \$134k in 3Q2016



Adjusted EBITDA<sup>1</sup>

**(\$1.0MM)**

+41%

vs. (\$1.7mm) in 3Q2016



## Yearly Results

Total Revenue

**\$808k**

+111%

vs. \$383k in 2015



Adjusted EBITDA<sup>1</sup>

**(\$3.5MM)**

10+%

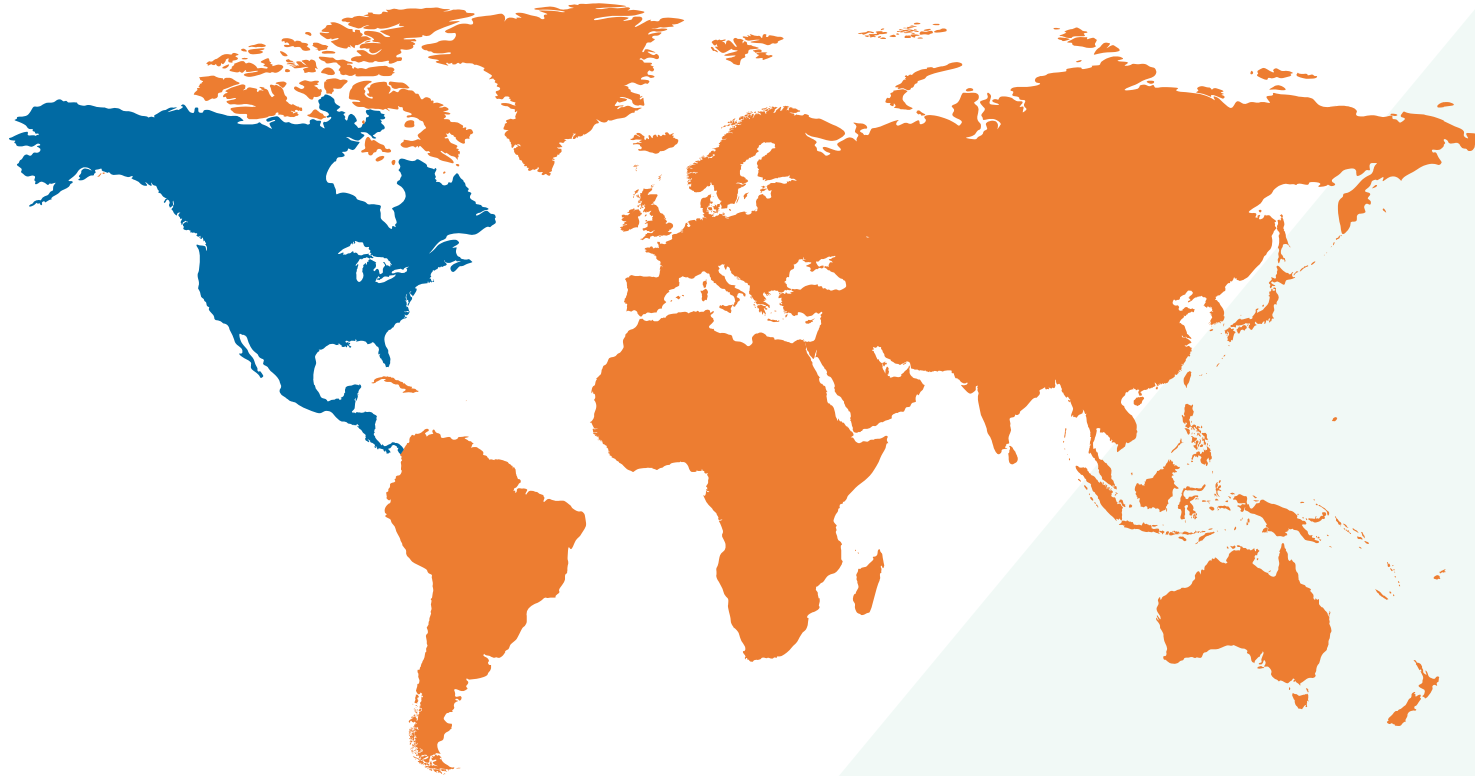
vs. (\$3.9MM) in 2015



Notes: Numbers based on unaudited financials

(1) Calculated by adding back depreciation and amortization, impairment of assets, and stock-related compensation

# 2016 Geographic Breakdown for CannaDx



90%

## North America

California, Canada, Michigan, and Colorado are the top 4 regional markets



10%








## Internationally

Spain, Switzerland, UK and the Netherlands are the top 4 regional markets



Although we sell our products globally, North America will be our target focus for the foreseeable future as states continue to fully legalize marijuana and as Canada fully comes online in 2018.

# MyDx is **Undervalued** Despite Relative Strength

		<i>MassRoots</i>	<b>Winner</b>
<b>Year Founded</b>	2013	2013	
<b>2016 Sales</b>	\$808k	\$702k	
<b>2016 EBITDA<sup>1</sup></b>	(\$3.5mm)	(\$4.7mm)	
<b>Number of Potential Revenue Streams</b>	6	2	
<b>Applications beyond Cannabis Industry</b>	Yes	No	
<b>IP Patent Protection</b>	Yes	No	
<b>2016 Revenue per User</b>	\$16/ User	Less than \$1/ User	
<b>Market Cap<sup>2</sup></b>	~\$20mm	~\$70mm	<i>MassRoots</i>

(1) Calculated by adding back depreciation and amortization, impairment of assets, and stock-related compensation

(2) Approximate as of 4/13/2017 at otcmarkets.com





# Our Team



Robert Vigil

## VP Software Engineering

- Experienced software manager and engineer who created the MyDx App
- Responsible for building and managing the foundational software to support sensory testing devices
- Over 25 years of software development and management experience with his own online companies and with fortune 500 companies
- He has been a lead developer and software manager in the U.S. NAVY, SAIC, Jacobs Laboratories, Boeing and Unidev



Nicholas Hadler

## VP Operations

- Co-Founder
- Responsible for optimizing the company's sales systems and affiliate network, as well as better managing customer service processes and procedures
- Seasoned social media expert on all platforms – integral in establishing MyDx's social media presence
- B.A. Economics from UCSB



Joshua Londono

## Director R&D

- Specialty in data analytics, hardware and software systems
- Served in the US Marine Corps in their Legal Affairs Department
- Has been with MyDx since 2014 supporting product development

# Successful execution of 4 year strategic plan

## Establish Foundation

- ✓ \$210,000 seed funding from Yazbeck Group
- ✓ Secured strategic development partners
- ✓ Established IP portfolio

2013

2014

## Product Developed

- ✓ Crowdfunding launched Jan 2014
- ✓ \$600K Series A Preferred closed April 2014
- ✓ \$2M Convertible Notes closed Sep 2014
- ✓ Developed MyDx Canna Beta Product
- ✓ Manufactured MyDx Canna Beta Product
- ✓ Expanded IP Portfolio

2015

## Product Released

- ✓ Shipped 220 MyDx Beta Pre-Paid Units
- ✓ Series B Preferred (\$4.8M)
- ✓ Completed reverse merger
- ✓ CannaDx product Released
- ✓ OrganaDx preliminary R&D
- ✓ Company reorganization R&D To Sales
- ✓ Reported Revenues for Q315

2016

## Pursue Growth

- ✓ Establish Global Market Footprint
- ✓ Increase exposure to Wall Street
- ✓ Increase Brand recognition
- ✓ Launch Organa/Aqua
- ✓ New Licensing Model



# CannaDx: Industry's First Handheld Cannabis Tester



- ✓ **Cannabis tester** with a mobile app that acts as a **virtual budtender**
- ✓ Analyzes cannabis sample using the **CannaDx Sensor** and provides a **Total Canna Profile™** (TCP), a more complete chemical profile to include THC and the most prevalent cannabinoids and 20+terpenes
- ✓ Enables users to **log their experiences** and tie those back to the exact chemical profile
- ✓ **Provides strain recommendations** based on desired “feeling” or “relief” input and backed by both user feedback and chemical composition

# Power of Data – **BLUE DREAM** is Popular, but What's In it?



## Summary

Blue Dream is a sativa-dominant hybrid originating in California. It crosses a Blueberry Indica with Sativa Haze, which balances full-body relaxation with gentle cerebral invigoration. It delivers swift symptom relief without heavy sedative effects, making it popular as a daytime medicine for patients treating pain, depression, nausea, and other ailments requiring a high THC strain.

## Composition

- 17 – 24% THC
- 0.1 – 0.2% CBD
- 0.0 – 0.1% CBN
- 0.3 – 1.1% Myrcene
- 0.0 – 0.7% Alpha-Pinene
- 0.0 – 0.2% Limonene
- 0.0 – 0.2% Beta-Caryophyllene
- 0.0 – 0.1% Linalool



## Summary

Blue Dream is a Sativa dominant hybrid. The weed provides the body relaxation effect of Indica and uplifting cerebral euphoria, indicative of Sativa strains. Due to high THC level of up to 21%, Blue Dream marijuana delivers long lasting symptom relief without heavy sedation.

Blue Dream marijuana induces happy, uplifted, cerebral euphoria and prolonged pain relief without heavy sedation. Alleviates depression, relieves stress, promotes good pain control.

## Composition

- 13.50 / 22.25% THC
- 0.55 / 3.02% CBD
- 0.51 / 2.66% CBN



## Summary

Blue Dream is a slightly sativa dominant hybrid (60% sativa/40% indica) strain that is a potent cross between the hugely popular Blueberry X Haze strains... Users describe the Blue Dream high as having an immediate onset of an uplifting cerebral head high that leaves you completely motivated and focused with waves of creative energy that hit quickly and hard. This is accompanied by a mellow relaxing body high that leaves you warmed, numb, and completely pain free... Blue Dream is said to be an ideal strain for treating... chronic stress, chronic pain due to injury or illness, mild to moderate cases of depression, and sleep disorders, including insomnia.

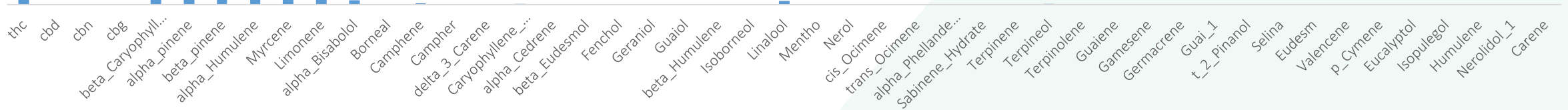
## Composition

- 17 - 24% THC
- 2.0% CBD
- 1.0% CBN

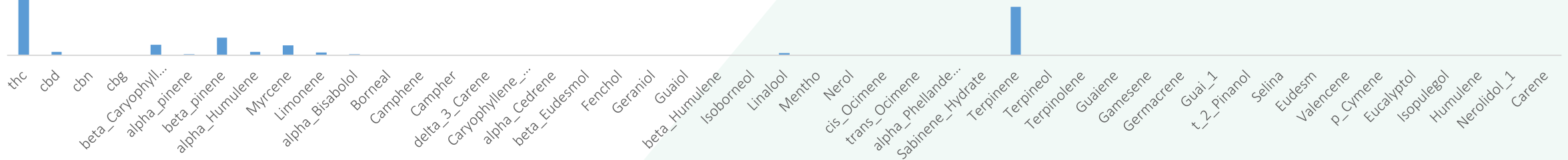
# EVEN SOCIAL NETWORKING SITES CAN'T SEEM TO AGREE...

# Power of Data – *Trust & Verify*<sup>TM</sup> **BLUE DREAM** with MyDx

Blue Dream is associated with a high %THC content, so you know this isn't it.



This profile is similar to *Blue Dream*, but why such the high prevalence of “Terpinene” and what does it do?



This strain more closely matches Leafly's *Blue Dream* Profile.

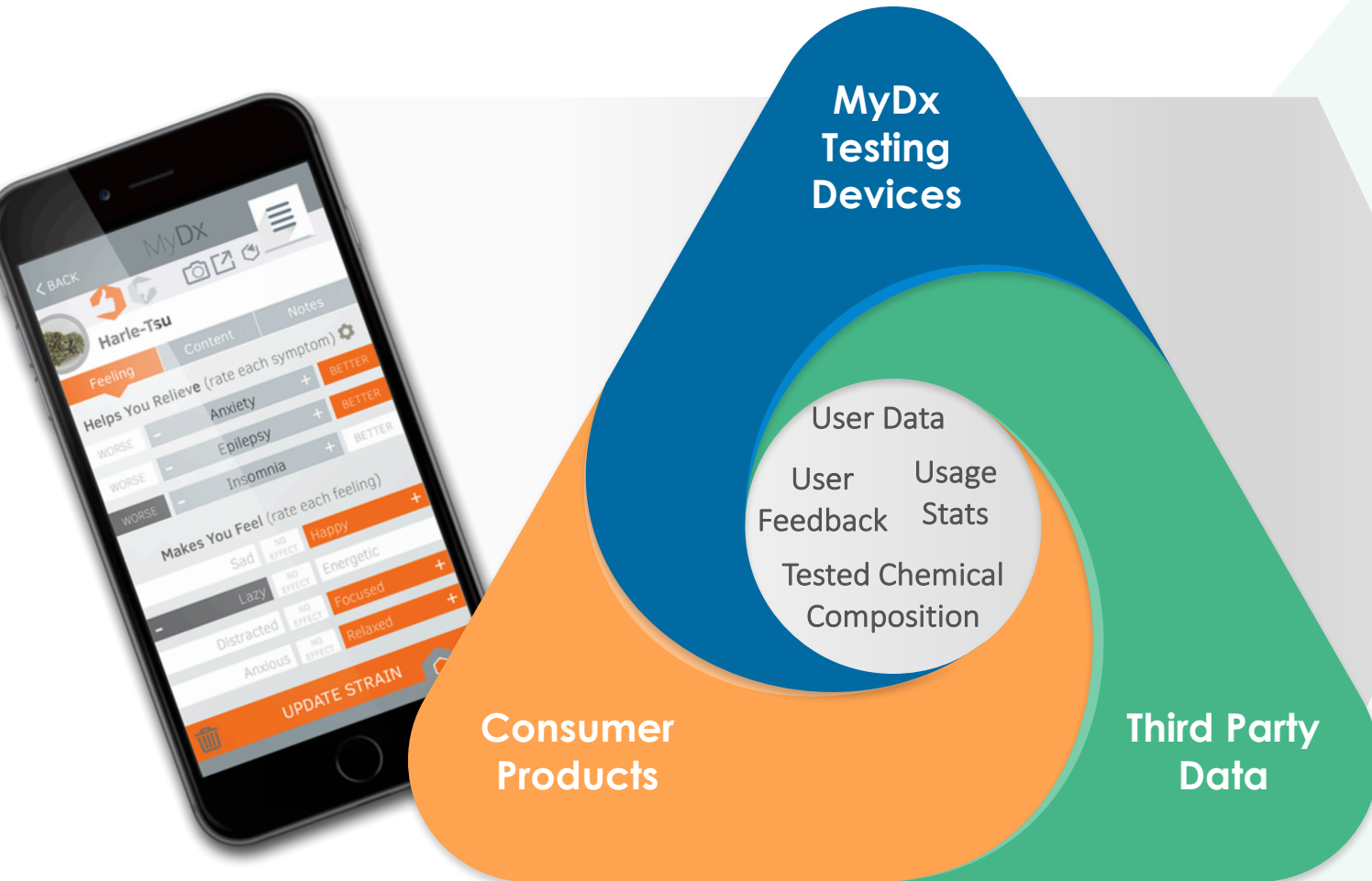


**WHY BOTHER WITH UNCERTAINTY? GET WHAT YOU NEED,  
CONFIRM AND TRACK RESULTS USING MYDX**



# Power of Data – *Analytical Insights and Recommendations*

**Our proprietary algorithm is used to develop key insights into user behavior and chemical profiles**



- ✓ Provides exact chemical compositions for a feeling or relief
- ✓ Predicts how a strain will make you feel or what ailment it will relieve
- ✓ Offers recommendations based on usage, feelings desired or ailments alleviated and adjusts according to personal feedback
- ✓ Behavioral Statistics



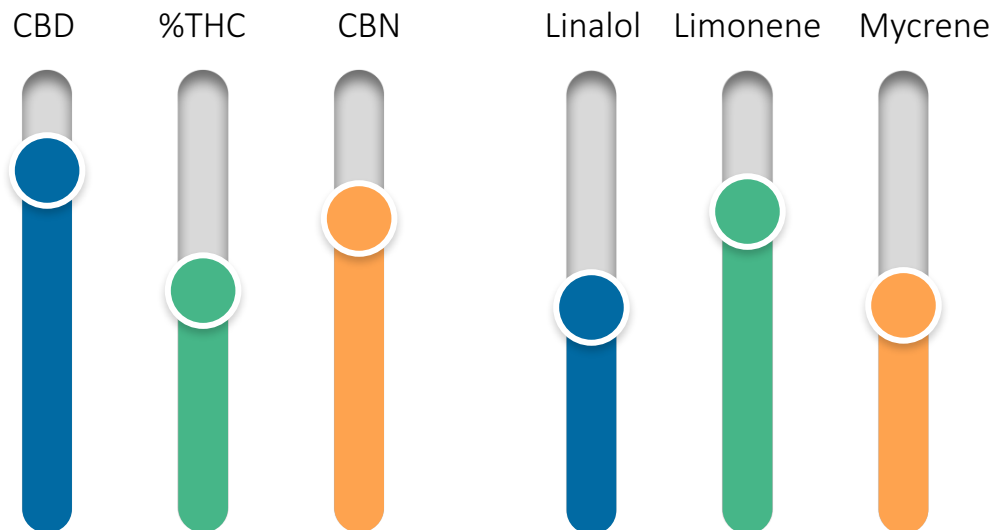
# Power of Data

## *Product Development*

"The ability to gather therapeutic data on a worldwide scale by tracking what people are consuming based on a chemical profile and what ailment it is helping them relieve is a benchmark that I believe will become a gold standard that will change the way we study and formulate drugs in the future"

Daniel Yazbeck, CEO

**With our proprietary data-set, we're be able to license chemical formulations to third party manufactures and/ or develop them ourselves.**



### Cannabinoids

are molecules that target receptors found throughout the body providing relief to an array of symptoms including pain, nausea, and inflammation

### Terpenes

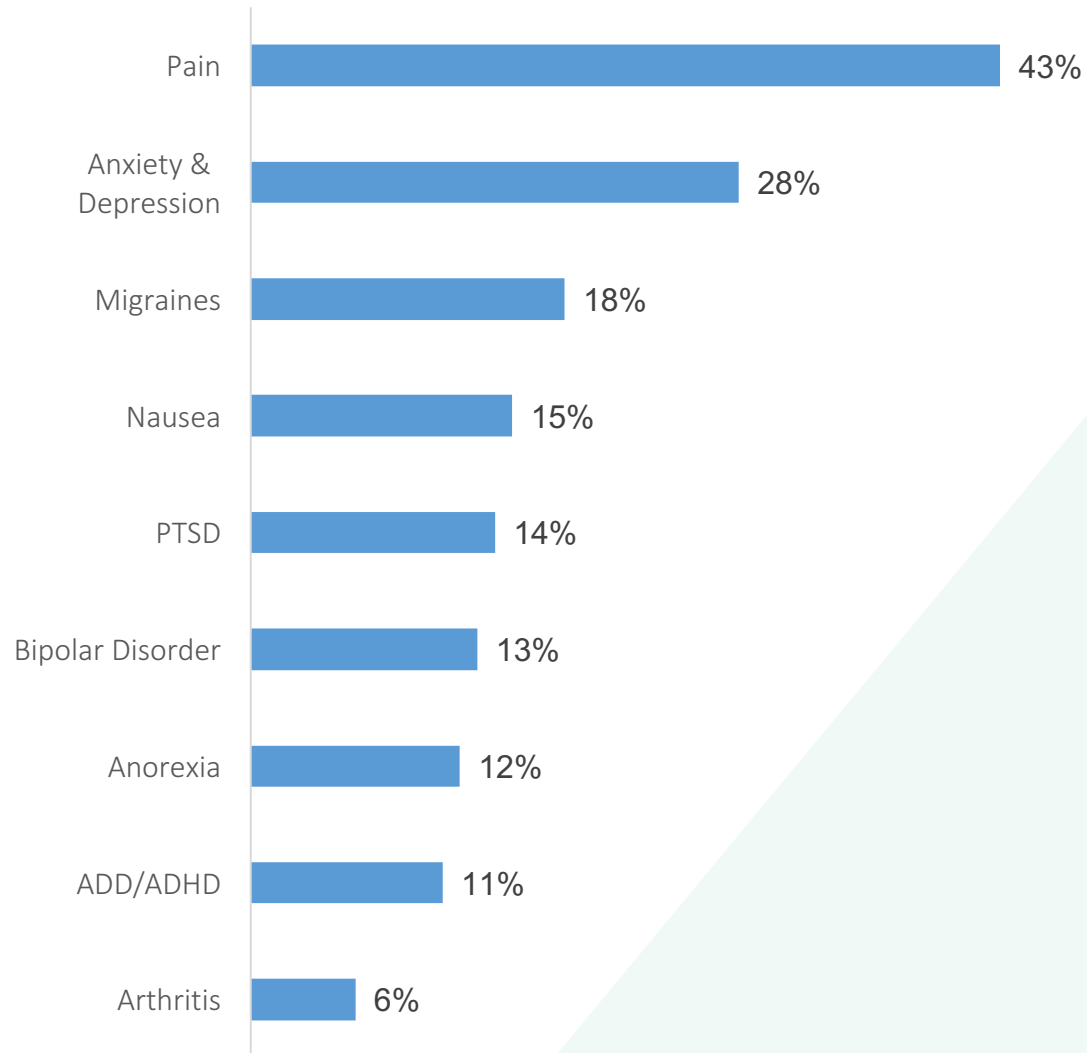
are important to the overall cannabis experience, influencing a strain's taste and smell and compounding the effects of cannabinoids on the body

## Delivery Mechanisms

- Concentrates
- Edibles
- Drinks
- Pills
- Body Oils
- Patches
- Aromas

# Power of Data – *Finding What Works Best!*

## Top 10 Tracked Cannabis Therapies



## Community Engagement

**The more common the use,  
the less community engagement**

**The less common the use,  
the more community engagement**

# Power of Data – Additional Revenue Streams

## Single Product Company



## Multiple Products & Services



Data  
Analytics



Consumer  
Products

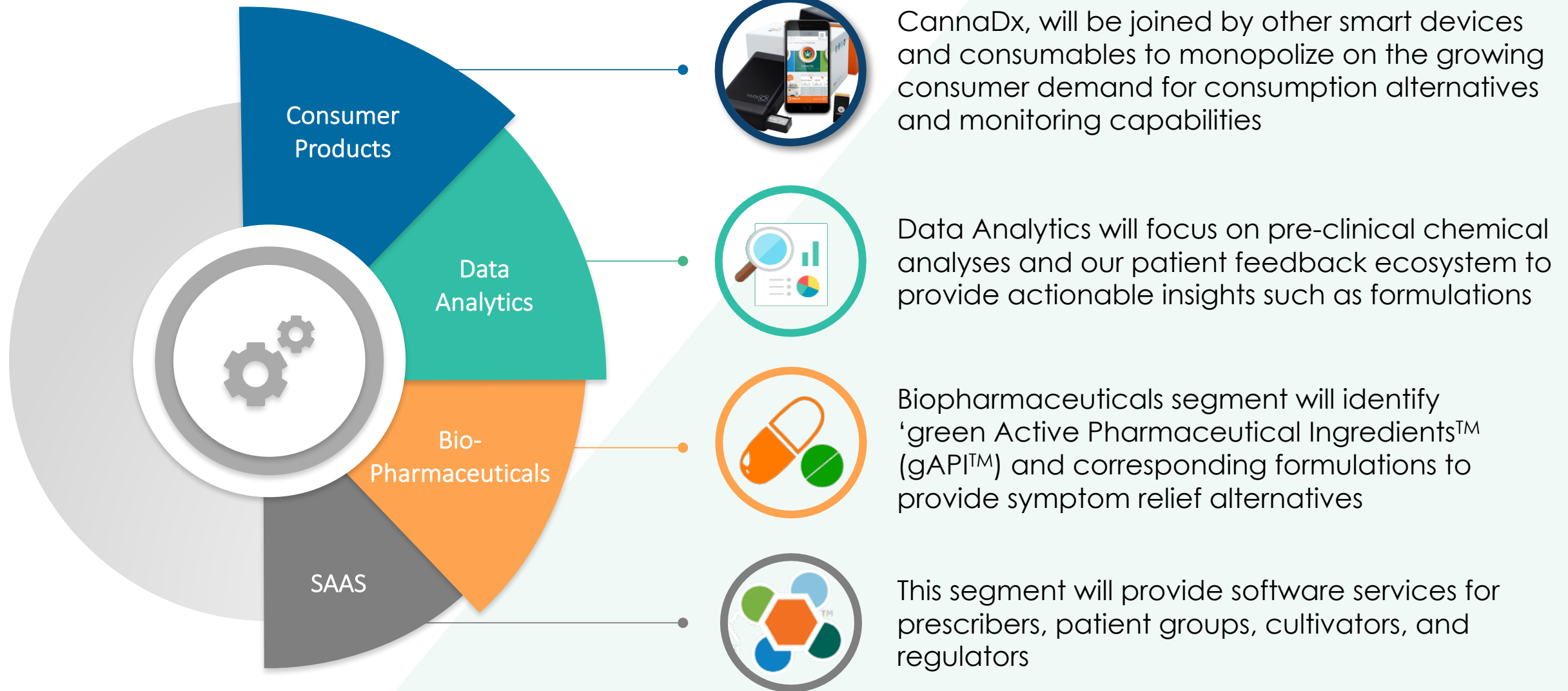


Bio-  
Pharmaceuticals



(SAAS)  
Software as a Service

# The Path Forward – *Re-Focusing Efforts to Support Growth*



# Other Comparable Companies



## Description

The MyDx community has submitted over 40,000 unique data points that will assist in identifying which chemical profiles are treating various ailments and what side effects they are generating. MyDx is now actively analyzing this data and is looking for very specific cannabinoid and terpene ratio that can be used in formulations that help relieve the most commonly tracked ailments by the community.

OWC Pharmaceutical Research Corp. engaged in the business, through its wholly-owned Israeli subsidiary, One Word Cannabis Ltd. ("OWC"), of conducting medical research and clinical trials, in full compliance with all international regulatory protocols, for the development and improvement of strains of non-psychoactive medical cannabis specifically designed for the treatment of several illnesses/medical conditions

AXIM Biotechnologies is an innovative biotechnology company focusing on research, development and production of pharmaceutical, nutraceutical and cosmetic products as well as alternative sources of energy. We prioritize the well-being of our customers while embracing a solid fiscal strategy. We believe to be setting the green standard for cannabinoid bioscience through the discovery and commercialization of new materials and technologies for healthy living, all while respecting the environment.

## Ability to Conduct Clinical Trials?

Yes

Yes

Yes

## Latest Annual Sales<sup>1</sup>

\$808k

\$0

\$49k

## Valuation<sup>1</sup>

~\$20mm

~\$136mm

~\$700mm

Notes:

(1) Otcmarkets.com as of 4/17/2017



# Sensory Technology Applications Beyond Cannabis

MyDx sensors are also applied to testing pesticides in organics, and lead and other toxic chemicals in your drinking water.

The applicability is vast and as the demand for transparency in our consumption habits increases, MyDx is well positioned to offer consumers an affordable and easy way to test what they eat, drink and inhale.



ORGANA Dx

Test what you **EAT** for organic properties



AQUA Dx

Test what you **DRINK** for harmful chemicals



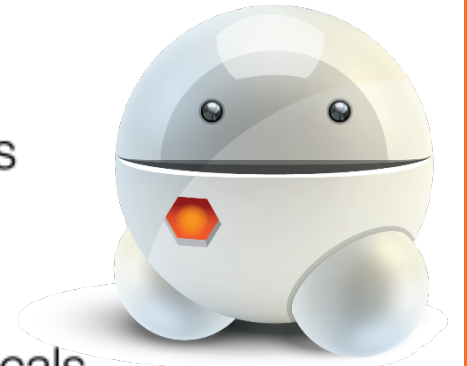
AERO Dx

Test what you **INHALE** for air quality



CANNA Dx

Find a **STRAIN** that works for you





# The Case for OrganaDx – Public Safety & General Welfare

"State marijuana regulators Thursday announced a **recall of a large amount of retail pot grown** and allegedly treated with unapproved pesticides... The recall is the result of an investigation by the state Department of Agriculture, which **confirmed the presence of imidacloprid, one of the most widely used insecticides in the world but not approved for use on marijuana.**" – March 2016

**THE DENVER POST**

"Almost every salesperson at the dispensaries we visited told us their **products were pesticide-free... So [NBC News] had the 44 marijuana products tested** for 16 pesticides at Steep Hill Labs in Berkeley... Steep Hill Labs found 41 out of 44 samples, **93 percent, tested positive for pesticides, at levels high enough that those products would've been banned for sale in some other states** that currently regulate the use of pesticides in marijuana products." Feb 2017



"**Fifty percent of the samples that tested positive for pesticides also contained Myclobutanil**, a fungicide treatment commonly used on California grapes, almonds, and strawberries. When digested, it's harmless. But **when heated, the chemical turns into hydrogen cyanide... someone whose immune system is weakened** — like a cancer patient undergoing chemotherapy or a person infected with HIV — **is much more vulnerable to infection upon inhaling contaminated cannabis.**" – Dec 2016

**BUSINESS  
INSIDER**

"[The Cannabis Safety Institute] revealed that many cannabis products contained pesticides at levels higher than what's typically allowed for edible or smokable products... The paper also found residues for pesticides that aren't allowed on any food crops" -- Aug 2015

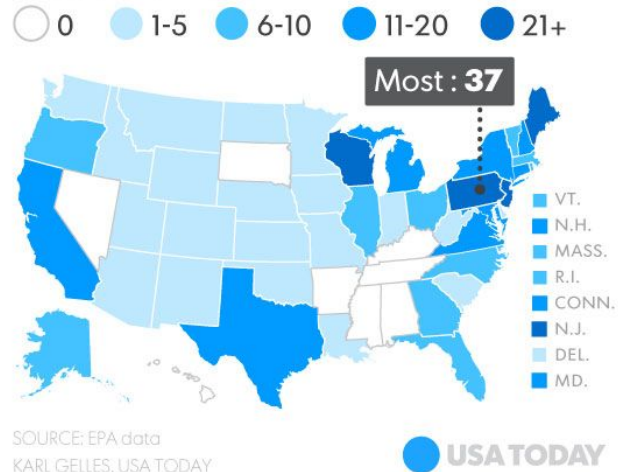
*The Atlantic*

**DON'T CONSUME AT YOUR OWN RISK...  
KNOW WHAT'S IN YOUR CANNABIS (OR FOOD) AND ENSURE YOUR OWN SAFETY**

# The Case for AquaDx – *Public Safety & General Welfare*

## LEAD EXPOSURE IN SCHOOLS, DAYCARES

Number of times water supplied to schools and daycares tested for high levels of lead between 2012-2015.



"It's not simply Flint that has bad water. The Michigan city, which has grabbed headlines recently for its rampant water contamination, is joined in that dubious distinction by another town, much farther south: St. Joseph, La." – Dec 2016



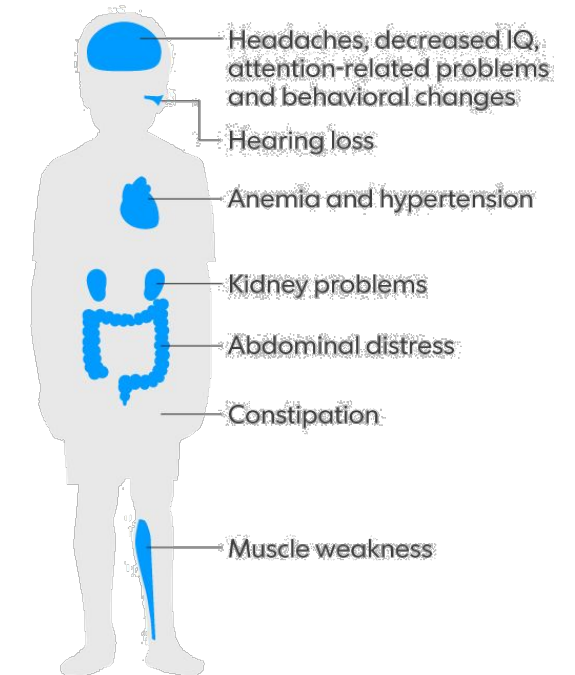
"The full scope of lead contamination in public drinking water may be impossible to determine.... the federal government only requires about one in 10 schools to test for it." *The Washington Post* Feb 2016

"Today at least 4 million households have children living in them that are being exposed to high levels of lead." –Feb 2017



## EFFECTS OF LEAD ON CHILDREN

People ingest low levels of lead daily. Adults absorb relatively small amounts compared to that of children. Some of the health effects associated with lead exposure in children:



SOURCE: National Institutes of Health, Mayo Clinic, Frank Pompa, USA TODAY



**DON'T LEAVE IT TO CHANCE... KEEP YOUR CHILDREN SAFE AND DEMAND CHANGE IF YOUR LOCAL DRINKING WATER ISN'T UP TO STANDARD**

# Financing the Future

**We are actively meeting with institutional investors, private funds and investment bankers to explore financing alternatives and are contemplating the following structures**

## **Retail & Institutional Shareholders**

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### **Equity Raise**

#### **Summary:**

Fixed Price Valuation, so our current shareholder base can buy additional shares into the company in proportion to their existing ownership to participate in the potential upside of the company.

#### **Mix:**

Common Stock and Warrants

## **Long-only Institutional Investors**

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### **Equity Raise**

#### **Summary:**

Fixed Priced Equity Financing from institutional investors and family offices.

#### **Mix:**

Common Stock and Warrants

## **Strategic Partners Minority Stake**

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### **Equity Raise**

#### **Summary:**

Find a reputable strategic partner that will support our growth and help us take advantage of the positive industry dynamics.

#### **Mix:**

Common Stock and Warrants

# Reconciliation from GAAP to Non-GAAP

<b>2016 GAAP Operating Income / (Loss)</b>	<b>(\$4,215,209)</b>
+ Depreciation & Amortization	\$81,055
+ Impairment of Assets	\$13,126
+ Stock-Based Compensation	\$232,271
+ Stock Exchanged for Services	\$366,150
<b>2016 Adjusted EBITDA<sup>1</sup></b>	<b>\$ (3,522,607)</b>

Notes:

(1) Based on unaudited financials



# Q&A



MyDx  
Ticker: MYDX



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