



INTRODUCTION

The use of cannabidiol (CBD)-rich hemp-based nutraceuticals is increasing in dogs and cats for disorders related to anxiety, seizures, cancer and pain. Studies have shown that hemp-based CBD appears to be safe in healthy populations of dogs and cats.

More and more pet owners are using or considering CBD products for their pets, despite hazy legal status. Fact that 11% of dog owners and 8% cat owners have used CBD supplements or treats for their pets in 2019 in USA, shows a great potential in Pet industry. This trend seems to be the case in Europe as well.

NEW INGREDIENT: Cannabidiol (CBD) – the main cannabinoid found in industrial hemp (Cannabis sativa)

CBD a non-psychoactive counterpart is the primary cannabinoid in industrial Hemp (Cannabis sativa). Scientific research has shown that cannabis can benefit pets, since they also have an endocannabinoid system. Animals make endocannabinoids in their body like humans do. These special receptors work with physiological issues in their bodies. Cannabinoid (CBD) oil can activate this system and may be used to support Pets well-being, without toxic side effects.

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pet owners
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considering
CBD**



Earth's Goodies™ - Slice of Life

BRAND AND ITS PRODUCTS

Mediglobe d.o.o. that runs and operates Earth's Goodies brand and its products is affiliated company to Iris d.o.o. and is dedicated to innovation and new product development & implementing products into the market. In a partnership with one of the leading CBD producers in Europe, we are bringing only the best what Hemp and CBD can offer for Pets, under the name Earth's Goodies.

Earth's Goodies is a brainchild of Tanja Kozuh. Bringing to life products with natural active ingredients, backed by science in order to deliver the best nourishment for Pets and improving their quality of life, has always been her passion. She has been in Pet industry for almost 15 years; navigating and implementing novelties into the market with great care and a lot of enthusiasm. All those years of experience and dedication to well-being of Pets, Tanja with help of company's CEO Mr. Matjaž Šket put into creating Hemp & CBD based products - that are among the fastest growing trends in Pet Industry.

Earth's Goodies offers a complete cannabinoid and terpene line of products called goCBD. Designed specifically for pets, addressing their health issues and utterly made from high quality ingredients. All our products are formulated to meet pets' specific needs and are perfectly safe to use alongside any medications, other supplements, or with any special diets.



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Earth's Goodies PROMISE

Every choice we make and every step we take stand for a greater good of all living creatures. We have Earth and its natural treasures' well-being always in mind; from selecting and sourcing natural, high quality ingredients powered and backed by science to Earth friendly, sustainable packaging.

For every amazing way that pets bring joy to our lives, our top-notch products are the healthiest way to give back and see an even brighter sparkle in their eyes.

“Give your pet a Slice of Life to support its health and well-being.”

PET SPECIALISTS IN HEMP & CBD SECTOR

One of the advantages of Earth's Goodies team is their wealth of knowledge on the Industry. The pet food market is changing rapidly, and so is the CBD sector. You have plenty CBD products on the market entering from Human CBD sector; just adding a line for Pets without any background in Pet nutrition and dietetic aspect.

How to address and cover pets' specific needs; with all the food and ingredient intolerance nowadays this is crucial. Deeply understanding Pet parents and their needs, that is a very important factor as well. People are very conscious about what they eat, what their children eat and exactly the same goes for Pets. They read labels and we do everything to satisfy that humanization aspect with high quality and species appropriate ingredients – in our products there is no space for any kind of “junk”. Only healthy and beneficial for their furry kids. Those uncompromising qualities have differentiated our Earth's Goodies brand from all other Pet CBD products on the market from day one.



PROUD AND LOOKING AHEAD

Earth's Goodies was successfully launched internationally in May 2019 at the Zoomark exhibition in Bologna. This launch resulted in an excellent number of enquiries from 26 different countries. At the moment we are dealing with 10 different countries; with distributors and retailers alone. The only issue that we are facing with right now is the hazy legal status of CBD, blocking some distributors & retailers from certain EU countries to sell CBD products. Before entering any new country, we need to study and navigate its regulations and status on CBD carefully.

**Earth's Goodies
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We have just started, so no stopping for us. We are extremely ambitious, with lots of plans and ideas that are already in the pipeline for new products. Our goal is to develop a full range of ultra premium hemp based products for Pets – and due to hazy legal status of CBD, we are giving more focus on a hemp plant as a raw material at this moment.

In the meantime CBD status in EU will come around, and we hope we will hit the shelves in Pet stores across the EU at the time.

EARTH'S GOODIES

goCBD line of products:

goCBD DROPS



1. Canine goCBD DROPS 10ml (use in dogs)
2. Veterinary Booster goCBD DROPS 10ml (for small animals)
3. Feline goCBD DROPS 10 ml (use in cats)

Official Launch @ ZOOMARK Bologna (may, 2019)

Sustainability

PACKAGING: SUSTAINABLE & EARTH FRIENDLY

- ✓ **Natural & recyclable**
- ✓ **Optimization storage wise**
- ✓ **MULTIFUNCTIONAL PACKAGING - reusable**

Not only to stand out, but also having environmental aspect in mind, we decided for a **100% paper tube box**. Due to CBD sensitivity to sunlight **with our packaging, we offer a solution** to the problem; based on our research, consumer will simply throw away a normal paper box after its first opening. An issue of sunlight exposure occurs. With our paper tube box, consumer tend to **keep the outer packaging until the product is used**. Third positive factor of our packaging; **re-using the paper tube box to store goCBD treats** in it.

Material utilization

Maximal bioavailability due to sophisticated supercritical CO2 extraction of CBD, which uses high pressures and low temperatures (precisely extract and protect the phytochemicals). 100% natural product. Vegan. THC free.

Please see attached pdf. file for more specific details.

goCBD TREATS for dogs, 50g (two flavors: duck or lamb)

Official Launch @ ZOOMARK Bologna (may, 20019)



INNOVATIVE
ingredient in a form
of meaty treats

CBD is heat sensitive ingredient, and we managed to find a proper production technique to integrate CBD into a meaty treat. Our know-how production procedure allows us to have CBD as ingredient intact and fully bioavailable to the body while intake per os.

Material utilization

Maximal bioavailability due to sophisticated supercritical CO2 extraction of CBD, which uses high pressures and low temperatures (precisely extract and protect the phytochemicals).

HIGH MEAT CONTENT (79%)

GRAIN FREE

Infused CBD extract

Easy of use

Highly palatable meaty treats are easy to administer. With CBD intake, you'll reward your dog.

Cost saving

CBD extract intake in a form of treats - kill two birds with one stone. For many pet owners, functional treats provide more value for the money than indulgent treats or health supplements alone.

Please see attached pdf. file for more specific details.



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