

SPREADING YOUR
UNIQUE BRAND VALUE
TO THE NORTH AMERICAN,
EUROPEAN AND
SPANISH SPEAKING
CANNABIS, CBD AND HEMP
MARKETS



Freedom Leaf, Inc.

ADVERTISING AND MARKETING SERVICES

The Freedom Leaf creative team can deliver everything from an ad placement to a full marketing strategy aimed at large-scale engagement campaigns and shareable content.

We produce a portfolio of news, print and digital multi-media verticals, websites, and web advertising for the ever-changing emerging cannabis, medical marijuana and industrial hemp industries.





“FREEDOM LEAF ACQUISITIONS POSITION COMPANY TO PROVIDE GLOBAL MEDIA, MANUFACTURING AND DISTRIBUTION SOLUTIONS TO CANNABIS, CBD, HEMP, LEGAL AND MEDICAL CANNIBIS INDUSTRY”

The following acquisitions by Freedom Leaf, Inc. expands the global services and media solutions the company can provide to the brands that desire to reach the European, Latin America, and Spanish-speaking cannabis consumers and businesses.

June 01, 2017 Freedom Leaf, Inc. Acquires The Oldest, Largest and Most Visited Spanish Speaking Cannabis Web Portals in The World

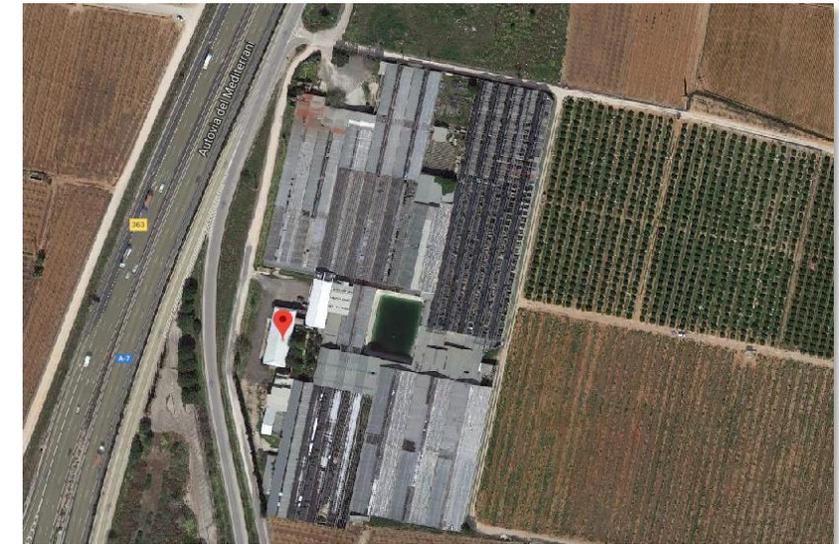
www.LaMarihuana.com Over 1.6 million monthly page visits, 1.2 million Facebook fans, 69,000 Twitter followers 51,000 Instagram followers. [Article Link](#)

June 18, 2018 Freedom Leaf, Inc. Acquires 430,000-square-foot greenhouse complex near Valencia, Spain for €4,100,000 (\$4.75 million) [39°16'46.0"N 0°27'31.1"W](#)

With this acquisition, Freedom Leaf intends to become the largest indoor hemp producer in Europe, where there is a booming market for CBD products. [Article Link](#)



www.LaMarihuana.com



430,000-square-foot greenhouse complex near Valencia, Spain

MISSION STATEMENT

By including only responsible content, we enlighten, educate and entertain. We provide our audience with the information they need to stay on the cutting edge of industry innovations.

Freedom Leaf focuses on the most relevant news, political happenings, cannabis legislation, horticultural advancements, social change, economic trends and medical information .





FREEDOM LEAF GLOBAL STRATEGIES TARGETS ACQUISITIONS TO REDUCE COSTS AND INCREASE REVENUE.

THE DOMESTIC AND INTERNATIONAL ENGLISH AND SPANISH SPEAKING MEDIA COMPANIES ACQUIRED GENERATE CANNABIS CONSUMER AND BUSINESS TRAFFIC THAT ARE DIRECTED TO ECOMMERCE WEBSITES AND RETAIL LOCATIONS.

[Freedom Leaf, Inc.](#), The Marijuana Legalization Company[®], is a group of diversified, international, vertically-integrated hemp businesses concentrating on health, wellness, and education as well as cannabis media companies. Freedom Leaf Inc. is a fully-reporting and audited publicly-traded company under the symbol (OTCQB: [FRLF](#)). Freedom Leaf Inc. has been a leading go-to resource in the cannabis, medical marijuana and industrial hemp industries since 2014, founded by professionals with over 200 years combined experience in marijuana legalization advocacy. FRLF is building a diverse portfolio of valuable businesses through strategic mergers, acquisitions, and acceleration projects across the industry.

FRLF's large portfolio of acquisitions and properties includes: our recently acquired full spectrum hemp oil product line - [Irie CBD](#); our wholly-owned hemp extraction division - [Leafceuticals, Inc.](#); our exclusive health and wellness full spectrum hemp oil brand - [Hempology](#), our just-acquired indoor hemp greenhouse in Valencia, Spain for the cultivation of Hemp; our hemp-based rolling paper company - [Plants to Paper](#); two of the largest Spanish-speaking cannabis web portals in the world - [LaMarihuana.com](#) and [Marihuana-Medicinal.com](#), and of course our flagship publication - [Freedom Leaf Magazine](#).

Utilizing these mergers and acquisitions, Freedom Leaf Inc. is continually building a solid foundation for our vertically-integrated hemp company to maximize both revenue growth, and net profit, which will increase our shareholders value. Our cultivation and extraction divisions allow FRLF to grow and source our own hemp CBD, which allows dramatically lower production costs for our wholly-owned CBD product lines, thereby generating more revenue for each product sold. We formulate and manufacture the majority of our products in our own in-house formulation centers, also greatly reducing our costs and increasing revenue. In addition, our extensive domestic and international media companies ensure we can continuously direct traffic to our many ecommerce sites and nationwide retail locations. Freedom Leaf Inc. also sells licenses to use the Freedom Leaf brand in different countries and states across the globe. We have entered into three license agreements: for Spain and Portugal, for The Netherlands, and for Southern California.



FREEDOM LEAF COMPANY LOCATIONS

1. Freedom Leaf Inc. Las Vegas, NV
2. IRIE CBD Labs Oakland, CA
3. Greenhouse Complex Valencia, Spain
4. Freedom Leaf Magazine New York, NY
5. Accuvape, Temperance, MI
6. Hempology/ Leafceuticals LTD Northern Ireland
7. Plants to Papers



SPANISH LANGUAGE MARKET SIZE



- 20 countries have Spanish as their official language
- 400 million native speakers of Spanish
- Spanish is the third most studied language in the world, after English and French.
- 9 million people around the world speak Spanish as a second language.
- Spain is where the Spanish language originated and 46 million Spanish speakers
- Latin America has 121 million native speakers,
- Mexico has the largest population of Spanish speakers in the world
- Spanish is the official language of Mexico, in addition to many countries in Central and South America.
- Two of the largest Spanish speaking countries in South America are Colombia (about 46 million Spanish speakers) and Argentina (about 41 million Spanish speakers).
- Roughly 60% of the Latin American population speaks Spanish

There are many Spanish speaking countries in the world, as Spanish is the official language of the following 20 countries, as well as Puerto Rico: Argentina, Bolivia, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Equatorial Guinea, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Spain, Uruguay, and Venezuela. Although it's not an official language, Spanish is commonly spoken in the United States, Belize, Andorra and Gibraltar.

Cannabis worldwide

 **181.8 million**
Users according to the UNODC



Source : JAMA/UNODC World Drug Report 2015/WHO Cannabis report 2016

© 

Freedom Leaf provides an excellent advertising platform for world-class companies based on our multiple media properties and expanding readership.

The statistics shows that **74% of** the

The cannabis worldwide population are reading and seeking products and information online.

A GROWING INDUSTRY



CANNABIS INDUSTRY GROWTH IN THE NEWS

California Cannabis Market Expected to Reach \$5.1 Billion Market Value [Article Link](#)

- By 2022, the global cannabis market could be worth as much as \$32 billion.
- The expected growth in the U.S. market value to reach \$23.3 billion.
- The cannabis market in California is expected to exceed \$5.1 billion market value in 2018

Global Medical Cannabis Market 2018-2023 - Market Value is Expected to Reach Approximately US\$ 37 Billion [Article Link](#)

Europe could become the world's largest legal cannabis market [Article Link](#)

Marijuana Business Daily reports, “Europe could become **the world’s largest** legal cannabis market over the next five years if every or most of the continent’s roughly 50 nations introduces legislation and regulations, according to a new report.

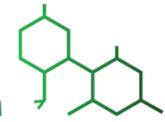
- “The second edition of the European Cannabis Report — produced by London-based advisory group Prohibition Partners — suggests that with 12% of the continent’s 739 million people being either ‘irregular and intensive’ cannabis consumers, Europe’s annual:
- Overall marijuana market will reach €56.2 billion (\$66.8 billion)
- Potential medical marijuana market will hit €35.7 billion (\$42.8 billion)
- Potential recreational market value will reach 20.5 billion (\$24 billion)
- Estimated hemp market will hit €48.9 million (\$57.2 billion).”

FREEDOM LEAF INC

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OTC Markets

 LEAFCEUTICALS

hempOLOGY 
SM



IRIE CBDTM
LIVE · LIFE · IRIE



ACCUVAPE

Freedom Leaf has multiple global media properties, including: our newly renovated [MarijuanaNews.com](https://www.MarijuanaNews.com), the largest Spanish-language cannabis web portal in the world [LaMarihuana.com](https://www.LaMarihuana.com), our Spanish medicine-based educational website [Marihuana-Medicinal.com](https://www.Marihuana-Medicinal.com), and of course our flagship print and digital publication, [Freedom Leaf Magazine](https://www.FreedomLeafMagazine.com).





CUSTOM CONTENT

- Bisnow would produce, and distribute, a piece (or series of pieces) of content sponsored by your Company. Each piece will be distributed in the relevant local Bisnow newsletter, and on Bisnow.com. For an additional \$400, Bisnow can deliver a lead gen report, with the name, company and title of those who clicked on and read your Company's custom content piece.
- A link placement in the local 15 Things You Need to Know Morning Brief, which will lead to your company's piece of custom content
- Bisnow will collaborate with you to identify topics to build content around.
- After each conversation around a topic with a your Company, Bisnow will produce a piece of content and present it to you for approval.
- Upon approval of each piece of content, Bisnow would run it on the Bisnow website, link to it in the local Bisnow Morning Brief (where applicable), and also run it as an article in the local Real Estate Bisnow e-publication.
- Bisnow would also build a Company Blog Page to be hosted on Bisnow's site, and would include every piece of custom sponsored content, along with any other articles or coverage that mention your Company or any of its personnel.
- Your company may re-distribute each piece of content however they would like. This can include, but is not limited to, posting each piece of content on their company website, sending links to each piece of content to their email database, and posting links to each piece of content on various company and individual social media platforms.

APP STATS



iPad: 32.33%
iPhone: 61.99%
Other: 5.67%

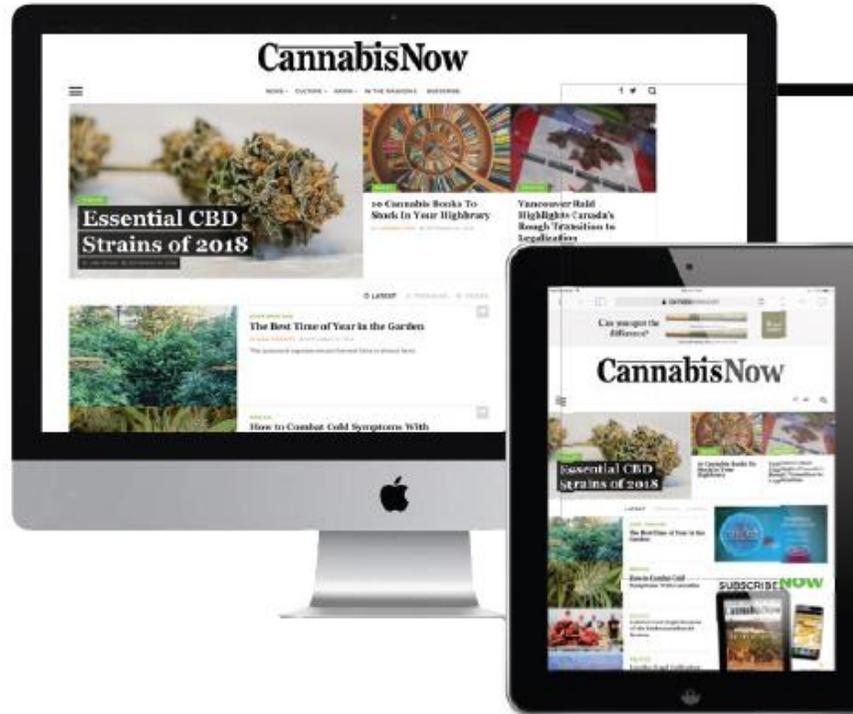
HYPERLINKED AD IMAGES

All print ads are featured complimentary in Cannabis Now's app as hyperlinked images that redirect to your website.

1st cannabis magazine available in iTunes
Also available through Google Play, Kindle Fire



DIGITAL STATS



406,754
AVERAGE MONTHLY PAGE VIEWS

197,288
AVERAGE MONTHLY UNIQUES

.16%
AVERAGE MONTHLY CTR

NEWSLETTER ADVERTISING

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by your Company. Each piece will be distributed in the relevant local Bisnow newsletter, and on Bisnow.com. For an additional \$400, Bisnow can deliver a lead gen report, with the name, company and title of those who clicked on and read your Company's custom content piece.

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EMAIL MARKETING

NOT INTERESTED
STOP SENDING US ALL THESE "HOT" EVENTS

BISNOW
REAL ESTATE AND FINANCE

 **Newmark Grubb
Knight Frank**

As a perk for our friends and clients,
we're excited to offer you 20% off

**BISNOW'S HEALTHCARE
REAL ESTATE SUMMIT**

featuring our own Garth Hogan!

— Orange County, Balboa Bay Resort —

The Event will take place on September 31st, and includes
incredible networking opportunities and all-star panels

GET TICKETS

Just use code NGKFVIP20 at checkout, and we'll see you there!

SPEAKERS



EVENT & TRADE SHOW MEDIA & MARKETING

Media relations and marketing services for trade shows helps event producers and their exhibitors tell the cannabis industry's important news stories and generate new business contacts and sales.



Advertising

- Print Magazine
- Online Websites



Trade Show & Event Services:

- Business Development
- Lead Generation
- Sales



Content Development:

- Articles
- Videos
- Press Release
- Press release distribution
- Online press kits