

Beyond Tobacco™

Taat Lifestyle & Wellness Ltd. is an early-stage life sciences company

that is focused on hemp-based cigarette replacement products that have been demonstrated to aid in improving health, quality of life, and overall wellness. Its subsidiary, Taat Herb Co., manufactures and sells Beyond Tobacco™ cigarettes.

Taat's Beyond Tobacco™ cigarette is truly the first of its kind and first to market. Taat provides a smoking experience that mimics a traditional tobacco cigarette without the harmful effects. Taat Beyond Tobacco™ cigarettes reproduce the burn, the draw, and the flavor of tobacco, providing the first ever replacement to help reduce tobacco cigarette intake. Finally, there is a better-for-you cigarette option without the tobacco and nicotine that actually tastes like the real thing.

Enhanced with CBD, a non-psychoactive derivative of hemp, Taat Beyond Tobacco™ cigarettes provide benefits that include mitigation of tobacco withdrawals and reduction of tobacco dependency.

Taking on the Tobacco Market

With an expert-led go-to-market strategy, Taat's objective is to position itself as a disruptor to the US \$888B global tobacco industry and capitalize on the growing worldwide demand for better-for-you alternatives to traditional cigarettes.

The Difference

-  Tastes and smokes as well or better than traditional cigarettes
-  Better-for-you alternative to tobacco + 50mg CBD
-  Enhanced taste and smoking experience relative to tobacco
-  Faster delivery (within one minute) of CBD than pills, creams & tinctures
-  Smoking cessation tool
-  Get cannabis benefits without the 'high': Effects of high yielding CBD is Non-Psychoactive



Executive Management:

Joe Deighan
Founder & CEO Taat Herb Co.

Ryan Kruger
Special Advisor Taat Herb Co.

Haider Rizvi
CFO Taat Herb Co.

Mike James
General Manager TAAT Herb Co.

Canadian Head Office:

Taat Lifestyle & Wellness
2630 – 1075 West Georgia St
Vancouver, B.C. V6E 3C9

Taat Production Facility

Taat Herb Co.
4730 W Post Rd. Ste 155
Las Vegas, Nevada 89118

Capital Structure

(as of June 22, 2020)

Trading Symbol (CSE):	TAAT
Shares Outstanding (non-diluted):	52,019,000
Shares Outstanding (fully-diluted):	66,690,700

Marketed with Limited Regulations

The United States Farm Bill was signed into law on December 20, 2018, effectively removing hemp from the controlled substances list, and making hemp, along with derivative products, federally legal in the United States. 41 states allow for the cultivation of hemp for commercial purposes and you can now legally purchase and consume Taat Beyond Tobacco Hemp cigarettes in 45 states.



Market Opportunity

Smokable Hemp

- Year-over-year growth rate, over 500% from 2017 to 2018.
- Unlike tobacco or marijuana products, hemp has limited regulations or testing requirements.
- Smokable hemp is being sold in states that do not allow medical marijuana.

Menthol Cigarettes

- Global Menthol cigarette market size was \$80.0 billion in 2018.
- Menthol's comprise up to 35% of the total cigarette market in the United States.
- Canada & the UK have banned flavored tobacco; some US states are also beginning to ban its sale.
- Retailers are concerned about losing those revenue generating products.
- There are presently no FDA restrictions on the sale of menthol flavored hemp cigarettes.

Tobacco, Vape and CBD Markets

- The global tobacco market is expected to reach \$1.08 trillion by 2027.
- Cigarette market expected to reach \$934.5 billion by 2026.
- Cigarette & tobacco manufacturing industry will be \$47.7 billion in the US by the end of 2020.
- The collective market for CBD sales will surpass \$20 billion in the United States by 2024.

Sales Channels & Market Accessibility

Hemp cigarettes are currently early in the consumer adoption stage, providing Taat the opportunity to compete freely based on brand, service and quality.

Retail

- Hemp cigarettes can be sold across all mainstream tobacco distribution channels.
- Cigarettes represent almost 30% of all in-store sales of convenience stores, however these sales have been declining and store owners are looking to new products to replace lost revenue. Taat Beyond Tobacco™ cigarettes are an ideal alternative to tobacco in multiple distribution and retail channels.

Online

- Taat will create an online presence and additional distribution through an eCommerce function on the Company's website taatusa.com.
- Taat will also sell its products on the world's largest marketplace, Amazon.



Corporate Highlights

Taking on the US \$888B global tobacco market

First revenues in January of 2020 and purchase orders continue to build

Experienced, world class management team

Strong retail and distribution relationships

Participates in a rapidly growing market

Beyond Tobacco cigarettes can be sold across all mainstream tobacco distribution channels.

Operates in a market with limited regulations

For More Information
please contact: investor@taatusa.com