



21 June – 23 June 2019



NR. 1 TRADE SHOW FOR GERMAN CANNABIS MARKET & BEACH FESTIVAL

Mary Jane Berlin is Europe's fastest growing Cannabis Expo with more than 250 international exhibitors, 25,000 visitors and 30,000 products to test & buy. 2019 the trend product CBD is widely represented – from CBD oil, CBD liquids, CBD gummy bears to CBD dog treats and more. Mary Jane Berlin is not only an exhibition but also a festival.

Pharma  Hemp®

Launch of new products: MIKKA and CBD water!

Interest in all our ranges especially in NPDs Mikka, OHC and Dr. Kent

We have already received wholesaler's enquiries!



GERMAN MARKET RESEARCH

Total population: 82.690.000 (Berlin: 4.386.551)

Consumer Behaviour: The German economy is the 4th economy in the world, and contributes to over 20% of the European Union's GDP. With its over 82 millions inhabitants, the country is the biggest consumer market in Europe, in size as well as in spending power. German consumers enjoy a high standard of living, and optimize more and more their resources. They have a low level of loyalty and buy discounted products as much as branded products according to the opportunities. Price and quality are important factors. The Germans are more and more aware of the environmental impact of the products they buy and lay their interest in "sustainable" or "green" products. German consumers are used to buying from catalogs and are more and more prone to buy on the internet. Almost 90% of the population is connected to internet, and online purchases are constantly on the rise. These helped the consumer be more money savvy, since products and alternatives are available with one click. The trend is to search for products online before proceeding to the purchase in a shop.

Consumer Profile and Purchasing Power: With a GDP per capita of EUR 40.800 (in purchasing power parity) (31st in the world), German consumers enjoy a high spending power. The population is aging, and the average age is of 47,1 years. Consumers over 50 years of age constitute the biggest high buying power group, with 50% of the buying power per capita. This results in a very high demand for products related to this part of the population (health, entertainment, etc.). The German consumer shows a high tendency to compare prices and use discounted shops. He is very sensible to promotions and does not hesitate to diversify the points of sale to enjoy attractive prices. The selection criteria are very strict according to the type of goods he wishes to buy. For long term consumer goods, the criteria are security and quality, prestige, comfort, convenience, and price. For everyday items, the only defining factor is the price. When it comes to professional goods, the obsession with security entails purchase criteria focused on quality, reliability, supplier service and after-sales service. The price is not a defining factor for this type of products.

EXHIBITORS







POTENTIAL CUSTOMER LIST

Date	Forename	Surname	Job Title	Company	Country	Website
21.06.2019	Angelo	Desiante	/	Crystal S.r.l.	Italy	www.crystalweed.it
21.06.2019	Tom	/	/	Multi I		
21.06.2019	Jan	Kerkel	CEO	AVITAS AGRAR	Germany	www.avitas-agrar.com
21.06.2019	Jonas	Adomaitis	CEO	UAB MODULINUS	Lithuania	www.modulinus.com
21.06.2019	Algis	Atkočiūnas	Direktorius	Panavėžio Aruodas	Lithuania	www.paneveziouaruodas.lt
21.06.2019	Olaf	Tinzmann	Area Salesmanager	Swiss PharmaCan AG	Switzerland	www.swisspharmacan.ch
21.06.2019	Mays	Asefi	Vertriebsleiter Bayern	Onkel Marly's	Germany	/
21.06.2019	/	/	/	CBD TECH PLUG	/	/
21.06.2019	Nicola	Dimitrov	/	ABSOLUT+ Ltd	Bulgaria	/
21.06.2019	/	/	/	LIQUID KINGS	Germany	/
21.06.2019	/	Mosel	/	First Choice Merchandise	Germany	/
21.06.2019	Sharon	Mamistavlov	CEO	CANNA PHARM SUPERIOR KOSHER HANDELS GmbH	Austria	/
21.06.2019	Martin	Krainz	Business Development Manager	NSF Erdmann Analytics GmbH	Germany	www.nsfinternational.de
21.06.2019	Sebastian	Schwarz	Director CBD Products	Sanity Group	/	www.sanitygroup.com
21.06.2019	M.	Milojevic	CEO	HEALTHYTRIBE	Germany	/
21.06.2019	Lars	Orlamunde	/	Cannabis Health AG	Switzerland	/
21.06.2019	Tamai	Christophe	/	CANNA THEQUE	Luxembourg	www.cannatheque.lu
21.06.2019	Jacob	Denis	CEO	1Aimport.de	Germany	www.shop.1aimport.de
21.06.2019	Thomas	Dudbridge	Principal	Calfund Capital Partners LLC	UK	/
21.06.2019				VALIANT MEDICAL	UK	valiantmedical.co.uk
21.06.2019	Alan	Angel	/	Vaperite	South Africa	www.vaperite.co.za
21.06.2019	Jahn M.	Weidner	CEO	ORGANIC	Germany	www.organic-cbe.de
21.06.2019	Shane	Starling	Senior Editor / Journalist	William Reed Business Media SAS	France	stardustkomms.com
21.06.2019	Tilman	Ronnepner	Managing Director	auxilto GmbH	Germany	www.auxilto.com
21.06.2019	Thomas A.	Issa	Director	OTC International	UK	/
21.06.2019	Alexander A	Landau	Director	OTC International	UK	/
21.06.2019	Dr. Sebastian	Schmidt	Apotheker	Hofmann & Sommer GmbH und Co. KG	Germany	www.hofmannundsommer.de
21.06.2019	Oded	Abbou	Founder & CEO	Beyond Perform OU	Poland	/
21.06.2019	Ira	Simeonidis	CEO	THE HALL OF CBD	Germany	www.thehallofcbd.com
21.06.2019	Nir	Geva	Business Development Manager	Target Marketing	Israel	/
21.06.2019	Alla	Rulkova	Marketing & Foreign Trade	Florencia trade	Italy	/
21.06.2019	Jimi	Ochsenknecht	CEO	Ox group GbmH	Germany	/
21.06.2019	Kadir	Yilmaz	CMO	Ox group GbmH	Germany	/
21.06.2019	Thomas	Fischer	Head of sales	Ox group GbmH	Germany	/
21.06.2019	Gerald	von Tschirnhaus	CEO	gras.de	Germany	gras.de
21.06.2019	/	/	/	FOUR20PHARMA GmbH	Germany	/
21.06.2019	Ruslan	Dedishov	Technical Sales Professional	MARKES international	Germany	www.markes.com
21.06.2019	Marcin	Ustymowicz	dyrektor	GROW PHARMA	Poland	www.growpharma.pl
21.06.2019	Phil	Marberth	Co-founder	CBD STAR	Germany	www.cbd-star.de
21.06.2019	Peter	Gorbing	/	Kanaturia	Spain	www.kanaturia.com
21.06.2019	Thorge	Debus	Business Development Manager	MEGA VENTURES	Germany	www.mega-ventures.com
21.06.2019	Tommy	Prendergast	Event manager	HEMP & CBD EXPO	UK	www.hempandcbdexpo.com
21.06.2019	/	/	/	Strukturpartner pro GmbH	Germany	www.strukturpartnerpro.de
21.06.2019	/	/	/	/	US	/
21.06.2019	Heiko	Bohmer	/	/	Germany	/
21.06.2019	Krešimir	Veličić	Managing director	KRITERIJ d.o.o.	Croatia	www.igrow.com.hr
21.06.2019	Niclas	Werner	Field Sales	InnoSteam GmbH	Germany	www.innosteam.eu
21.06.2019	Mario	Obradovic	/	BLACK ORIGIN	Switzerland	www.blackorigin.ch
21.06.2019	Lars	Bollerup		Green Crop Farming Group	Denmark	greenfarmingghana.com
21.06.2019	Tony	Brock	Managing Director North America	BIER-COMPANY GBR	Germany	www.turn-beer.com
21.06.2019	B. Carolina	Perilla-Sturmer	Manager	COLCONA	Germany	www.turn.de

Date	Forename	Surname	Job Title	Company	Country	Website
22.06.2019	Nour	Channa	/	/	/	/
22.06.2019	Laurent	Zaffran	/	Nabis Holdings	Kanada	www.nabisholdings.com
22.06.2019	Miguel	Guttentag	/	Guttentag Solution GmbH	Švica	www.cbd-test.ch
22.06.2019	/	/	/	Wutal Sports Nutrition	Nemčija	www.wutal-sports.de
22.06.2019	Damian	Eder	Co-Founder/ CEO	Monophases	Italija	
22.06.2019	Heike	Winkler	/	Beauty Event Kosmetik und Nagelstudio	Nemčija	
22.06.2019	/	/	/	Green Star	Nemčija	www.greenstarshop.de
22.06.2019	Vane	Malinkov	Marketing Manager	Canna store	Makedonija	www.cannastore.com
22.06.2019	Elena	/	/	/		
22.06.2019	Tigran	Oganian		Solution Systems	Nemčija	
22.06.2019	Kenneth	Shein	Group CEO	Prime Hemp Science & Industry	Italija	www.xes-solutions.com
22.06.2019	Farida	Hussain	Director, International Business Development	Kushco Holdings	US/ Kalifornija	www.kushco.com
22.06.2019	Myung-Hi	Sonserai Lee	CEO	Green cross essential therapeutics LLC. GCET-USA	US	www.gcet.us
22.06.2019	Zaakiyah	Virmani	Director	CBD4UK	UK	
22.06.2019	Sal	Noble	CEO	London CBD Group	UK	www.londoncbdgroup.com
22.06.2019	Paul	Raggett	Sales Director	London CBD Group	UK	www.londoncbdgroup.com
22.06.2019	Dr. Manfred	Schmidt	General Manager	Sativia natural products	Nemčija	www.sativia-natural.com
22.06.2019	/	/	/	Benedid Hemp	Španija	
22.06.2019	/	/	/	/	Bolgarija	
22.06.2019	/	/	/	Grow Island	Avstrija	www.growisland.at
22.06.2019	Derek	Kent	Voorzitter	Stichting Koop voor Hoop (?)	Nizozemska	
22.06.2019	Constantine	Makarov	International Sales Representative	Ombar Chocolate enlightenment (Mood F	UK	www.ombar.co.uk
23.06.2019	/	/	/	420 QUEENZ	Germany	shop.420queenz.com
23.06.2019	Almiir	Saraflić	/	/	/	/
23.06.2019	/	/	/	Pegasus head & growshop	Germany	www.pegasus-unleashed.com
23.06.2019	/	/	/	GROW ISLAND	Austria	www.growisland.at
23.06.2019	/	/	/	WumWam BARVINOK Handels - und Wirtschaftsberatungs GmbH HEADACHE		www.wumeam.com
23.06.2019	/	/	/	Rauchwarenzubehorsystemhaus	Germany	www.headache.at
23.06.2019	Nemanja	Brkljača	Project Manager	EUROIJADA	Serbia	www.euroijada.com
23.06.2019	/	/	/	Corsair World GmbH	Germany	www.corsair-world.com
23.06.2019	Fabio	/	/	GianTec Srl	Italy	/
23.06.2019	Robert	Salinger	CEO	Cultiphil GmbH		www.cultiphil.de
23.06.2019	Philipp	Berger	CEO	grow in AG	Germany	www.growin.de
23.06.2019	Pellegrino	Cucciniello	Industrial designer	ALQEMIST	/	www.thealqemist.com
23.06.2019	Lutz	Petrowsky	Geschäftsführer	Pellegrino Cucciniello	Italy	/
23.06.2019	Nima	Haghighi	Co-founder	Mister Cannabis GmbH	Germany	www.mistercannabis.de
23.06.2019	Kristina	Veljovic	Sales supervisor	Harman Boys UG	Germany	harmanboys.de
/	Ramon	van Wanrooij	Chief Purchasing & logistics	SNAIL	Slovenia	www.snailpapers.com
/	Javier	Ruano Zarzuela	CEO	Grasscity.com	Netherlands	www.grasscity.com
/	Ermal	Krasniqi	Sales manager	medicalSeeds co.	Spain	medicalseeds.net
/	Idan	Rasmussen	CEO	PRIOCAN	Germany	www.priocan.eu
/	Michael	Pompl	CEO	Sports& Development SLU	Andora	www.sportsanddevelopment.com
/	Michael	Pompl	Geschäftsführer	POMPL direkt e.K.	Germany	www.pompl-direkt.de
/	Oliver	Gothé	Managing Director	FAIR SQUARED GmbH	Germany	www.fairsquared.info
/	Mateusz	Dukowicz	Head of production	CANNextra	Poland	www.cannextra.eu
/	Michal	Otipka	/	GROW CITY CZ	Czech Republic	www.growcity.cz
/	Raid	Nakdali	/	VaporizerSteam.com	Poland	www.vaporizersteam.com
/	/	/	/	Amsterdam CBD Center	Netherlands	www.amsterdamcbdcenter.com
/	Sylwia	Cains	/	Hemp Spider	Poland	/
/	Doris	Kraus	Head of Marketing & Sales	HANF EXPO	Austria	www.hanfexpo.com
/	Magdalena	Reithmayr	Marketing & Sales	HANF EXPO	Austria	www.hanfexpo.com
/	Joanna	Render	/	/	Germany	chromosome.de
/	Mario	Pelloni	/	CEM Srl	Italy	www.canapaexpo.com
/	Ilaria	Laghi	/	CEM Srl	Italy	www.canapaexpo.com
/	Jacek	/	/	HEMP FAIR	Poland	www.hemp-fair.pl
/	Marco	Russo	CEO	420HEMP FEST	Italy	www.420hempfest.com
/	/	/	/	GIOAT EVENTS Srl	Italy	www.indicasativa.it
/	Matthieu	Lambert	Geschäftsführer	Cannafair GmbH	Germany	www.cannafair.nrw
/	Perry	Ottmuller	Anzeigenleitung Redaktion und Fotos	FRESH	Germany	www.freshguide.berlin
/	Fabrizio	Dentini	/	Discover Publisher BV	Netherlands	www.softsecrets.com
/	Daisy	Bots	/	Discover Publisher BV	Netherlands	www.softsecrets.com

PRODUCT RETAIL SALES REPORT

CBD DROPS

Total number of products: 41 pcs

PharmaHemp® CBD Drops 5% Olive oil 10 ml	7/40
PharmaHemp® CBD Drops 10% Olive oil 10 ml	2/40
PharmaHemp® CBD Drops 15% Olive oil 10 ml	8/50
PharmaHemp® CBD Drops 5% Hemp seed oil 10 ml	7/10
PharmaHemp® CBD Drops 10% Hemp seed oil 10 ml	5/10
PharmaHemp® CBD Drops 15% Hemp seed oil 10 ml	2/10
PharmaHemp® CBD Drops 5% with Curcumin and Black Pepper Extract 10ml	1/10
PharmaHemp® Premium black CBD Drops 6,6% 10 ml	2/20
PharmaHemp® Premium black CBD Drops 12% 10 ml	2/40
PharmaHemp® Premium black CBD Drops 24% 10 ml	5/40

CBD BALM

Total number of pieces sold: 12 pcs

PharmaHemp® CBD Balm 1% 30 ml	5/11
PharmaHemp® CBD Balm 2% 30 ml	2/10
PharmaHemp® CBD Balm 3% 30 ml	5/15

CBD GOLDEN AMBER PASTE Total number of pieces sold: 9 pcs

PharmaHemp® CBD Golden Amber Paste 20% 5 ml	2/10
PharmaHemp® CBD Golden Amber Paste 30% 5 ml	2/10
PharmaHemp® CBD Golden Amber Paste 40% 5 ml	5/10

ISOLATES

Total number of pieces sold: 1 pc

PharmaHemp® CBD Crystals 1 g	1/10
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CBD E-LIQUID

Total number of pieces sold: 2 pcs

	Cannabis	Apple	Blueberry	Citrus	Mango	Peach	Peppermint	Strawberry	Tobacco	Vanilla
1%	0/10	0/5	0/5	0/5	0/5	0/5	0/5	0/5	0/5	0/5
3%	0/10	0/5	0/5	0/5	0/5	0/5	0/5	0/5	0/5	0/5
5%	0/10	0/5	0/5	2/5	0/5	0/5	0/5	0/5	0/5	0/5

PREMIUM BLACK CBD E-LIQUID Total number of pieces sold: 4 pcs

	Cannabis	Cherry	Apple	Melon	Lime	Menthol	P. Colada	Strawberry	Tiramisu	Vanilla
1%	1/10	0/5	0/5	0/5	0/5	0/5	0/5	0/5	0/0	0/5
3%	0/5	0/5	0/5	0/5	0/5	0/5	0/5	0/5	0/10	1/5
5%	1/5	0/5	1/5	0/5	0/5	0/5	0/5	0/5	0/0	0/0

DR. KENT PRODUCTS Total number of pieces sold: 29 pcs

Dr. Kent GLUCOSAMINE CREAM with CBD 100 ml 550 mg of CBD	14/30
Dr. Kent SPORTS GEL with CBD 100 ml 550 mg of CBD	11/30
Dr. Kent CREAM FOR TIRED LEGS with CBD 100 ml 550 mg of CBD	4/30

CBD ELIXIR PRODUCTS Total number of pieces sold: 15 pcs

CBD Elixir TOOTHPASTE	12/12
CBD Elixir MOUTHWASH	3/15
CBD Elixir WIPES HEMORRHOIDS	0/10

MIKKA Total number of pieces sold: 27 pcs

MIKKA Skin Structure facial cream	11/20
MIKKA Eye Recover serum	11/20
MIKKA Glossy Lip Recover Neutral	5/20

FINANCIAL RETAIL SALES REPORT

CASH PAYMENTS

Total: 2.336,40 €

21.6.2019	606,92 €
22.6.2019	1.324,86 €
23.6.2019	404,62 €

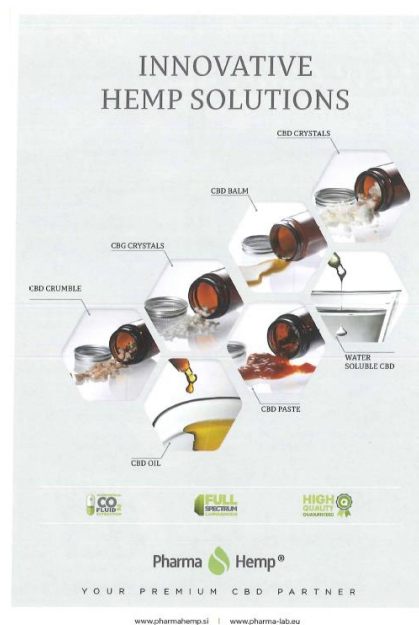
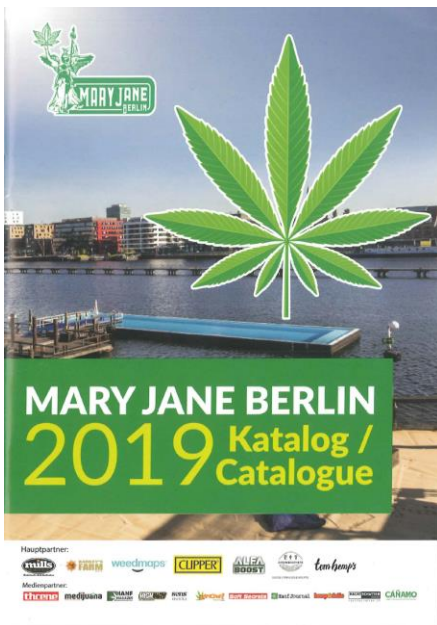
CREDIT CARD PAYMENTS

Total: 2.282,28 €

2.11.2018	511,91 €
3.11.2018	981,80 €
4.11.2018	788,57 €

ALL PAYMENTS

Total: 4.618,68 €



COST BREAKDOWN REPORT

BASIC COSTS

Total: 6.480 €

Sponsorship	Lanyards (27,32% discount)	2.900 €
Stand (No.112)	18 m ²	3.330 €
Electric power supply 3kW	1	250 €

ADDITIONAL EXPENSES

Total: 7.276 €

Furniture - expo	2 Bar Table, 8 Bar Chairs, 1 waste bin, 1 clothes hanger	218 €
Shipping of Goods	Intereuropa: Ljubljana – Hannover ; DHL: Ljubljana - Berlin	300 €
Furniture EasyDisplay	Build up and break down, including transport rental: structure 600 x250 cm of 4 counters with glass top and branding, rental foldable flyer holder in 1x A4 and 1x A5, rental 1 carpet rental 82 inch. TV	4.512 €
Print EasyDisplay	Print on 195g/m ² , print front and neutral for back. (10% discount)	1.242 €
1-page advert in the expo magazine	1	590 €
Banner E8 - outside banner	1 (40% discount)	414 €

Note: The stand was organized and delivered by Easydisplay. Because of the late arrival of Easy Display the stand on the day of build-up was not finished - it was postponed to the morning of the next day. There was just one man for the build-up of the stand. Television was correctly installed the next day. There were some other issues such as damaged canvas, counters came without keys and some of the furniture items were not delivered.

Total: 13.756 €

MARKETING OPPORTUNITIES

Media in Which to Advertise

Press: National or regional impact according to the newspaper chosen. (Allgemeine Zeitung, Bild Zeitung (in German), Frankfurter Allgemeine Zeitung)

Mail: Advertising in letter boxes comprises mostly of discounters and supermarket sales. It allows to reach a maximum of consumers, but is often considered junk mail. Be aware that these will most likely be rejected.

In Transportation Venues: It is possible to advertise on 4x3 billboards, on tramways, taxis, huge canvasses on buildings. A large part of mobile consumers is thus reached. (Ströer Out-of-Home, Media AG, Wall AG (in German), aww Aussenwerbung GmbH, DSM Zeit und Werbung GmbH, blowUP media GmbH)

Web: Is in great expansion. About 88% of German national is connected to the Internet. In 2016, they spent an average of over 2 hours a day surfing the net. Internet advertising revenue is on the increase and benefits from the decrease in printed advertising. (Youtube, Facebook, 1&1 Mail & Media GmbH)

E-COMMERCE

Internet access: With a population of 82 million, Germany is the largest country in Europe and benefits from a strong and stable economic environment. In 2017, revenues in B2C e-commerce recorded a 39% growth in Germany. Internet access is widespread in the country with 89% of the population using the internet (World Bank, 2016). The number of smartphone users in Germany was about 55 million in 2017. Google is the leading search engine in Germany, both on mobile and desktop devices, with Bing and Yahoo the other key players.

E-commerce market: E-commerce is developing at a steady pace in Germany. According to German e-commerce association Bevh, the market's total revenue in 2017 reached EUR 58,5 billion and EUR 65,1 billion in 2018. The two biggest online stores in Germany are American giant Amazon and German founded Otto. Berlin-based online clothing store Zalando comes in third place. These three actors dominate the e-commerce market in Germany. A few other stores are smaller: Notebooksbilliger, Cyberport, Bonprix, among others. In 2017, consumers bought more frequently and spent more on

average than the previous year. 79% of internet users in Germany are considered online shoppers, which is a higher share than ever before. In Germany, 10% of online sales are made with smartphones. The country is the third most active market worldwide in terms of import and export e-commerce, behind the USA and the UK. In Europe, Germany ranks third for B2C online turnover, after the United Kingdom and France. Cross-borders online sales made by Germans come mainly from the USA, the UK and China, and lower prices are among the main reasons to shop from foreign websites.

E-commerce sales and customers: Trust and security are crucial values in Germany. Traditionally, at least for durable goods, Germans will prioritize quality, trust and comfort over price. Thus, a German buyer will preferably visit a store where they can touch and try the product instead of a website. For everyday goods, Germans tend to be very concerned with the price and will often seek discounts. For this type of goods, e-commerce represents an opportunity in Germany. Out of the 72 million persons using internet in Germany, more than 70% make purchases online. The profile of the average buyer is a person between 30 and 40 years old living in an urban area. Even if there are still differences in consumption habits between the western and eastern parts of Germany, e-commerce tends to overpass them. Online purchases in Germany are mostly made in clothing and footwear, books, DVDs and CDs, home electronics and cosmetics. Even though computers are the most popular device when it comes to shopping online, mobile commerce is growing steadily in Germany. Smartphones are increasingly popular, with the mobile share of retail e-commerce sales amounting to 38%, making Germany one of the m-commerce leaders in Europe. Most of online purchases are made by credit cards or online payment services such as Paypal and e-wallets. However, as mentioned above, trust being very important in Germany, some buyers might be reluctant to use this method of payment and will then prefer paying after the purchase through invoice.

Social media: At least 75% of internet users in Germany have an account on a social media platform and use it frequently. Facebook is by far the most popular social media in Germany, with about 32 million users (38% of the population). Instagram accounts for 9 million active users, according to the company, and is popular with people aged between 14 and 29, but isn't used much by older demographics. So far, Twitter's use has been limited in Germany, with 5,7 million people using it in the country. The German language is made of long words and is very descriptive while Twitter only offers a limited number of characters to communicate. Google+, LinkedIn and Youtube are present in the country as well but there are also homegrown social media platforms, like Xing (the German version of LinkedIn) and StudyVZ (a students' network). It is also important to note that almost 80% of Germans say they use WhatsApp for daily communication.

CONCLUSION

- ✓ Very good feedback on our stand.
- ✓ Big interest in Mikka, CBD Elixir and Dr. Kent products; wholesale (brand and private label) and retail.
- ✓ There were some interests in body lotion and shampoo.
- ✓ There was also interest in Hygienic Wipes for Haemorrhoids care, but everybody was shocked by the price which is too high.
- ✓ Regarding CBD Elixir Toothpaste the fact that it contains fluoride was not in favor of the product for several customers.
- ✓ However, our main assortment (drops, pastes, balms) still remains most demanded, mostly as a private label.
- ✓ Journalist Shane Starling interviewed Dr. Marjeta Česen about regulations in the field of products from industrial cannabis. The interview will be published shortly at [Nutraingredients.com](https://www.nutraingredients.com).
- ✓ 2nd day of the expo there was a little alarmed about the inspection visit. All products should be labeled with German translation, both on primary and secondary packaging. Many exhibitors started to move their products from their stands, but after a couple of hours, everything returned to normal.
- ✓ CBD water was accepted as an interesting product, but clients were interested more in water soluble emulsion itself as in a final product.
- ✓ **PharmaHemp team at Mary Jane Berlin:** CEO Andrej Sušnik, Dr Marjeta Česen, Tjaša Škrabe, Jernej Bolka, Maša Prinčič, Lucija Majhen.

PHOTOGALLERY

