



cansativa[®]
GROUP

MEDIA KIT 2024

WE ENABLE CANNABIS

MEDICINAL CANNABIS: FROM PIONEER IN 2017 TO INDUSTRY LEADER.

Cansativa looks back on a special history as the market leader in the young medicinal cannabis industry. Since its founding in spring 2017, Cansativa has steadily grown and today boasts a network of around 40 suppliers and about 2,500 pharmacies. In 2023, the company distributed over 3,000 kilograms of medicinal cannabis to pharmacies across Germany and currently offers over 500 different medicinal cannabis products in its range.

LEADING THE WAY: EXCLUSIVE DISTRIBUTION OF DOMESTICALLY GROWN CANNABIS.

A significant milestone was the acquisition of exclusive distribution rights for cannabis grown in Germany by the Federal Institute for Drugs and Medical Devices (BfArM) in summer 2020. This not only facilitated supply but also contributed to the effective treatment of over 400,000 patients in 2023, of whom 75 percent received pain therapies.

CONNECTING THE WORLD OF CANNABIS

DRIVING INNOVATION THROUGH INTEGRATION: CANSATIVA AS A GLOBAL PLAYER.

Since 2017, Cansativa has established itself as a hub for pharmacies and suppliers globally. The company not only bolsters the wholesale market but also vigorously supports the development of its market partners. As a premier provider of product information and availability data, Cansativa is seamlessly integrated into numerous pharmacy and professional information systems.

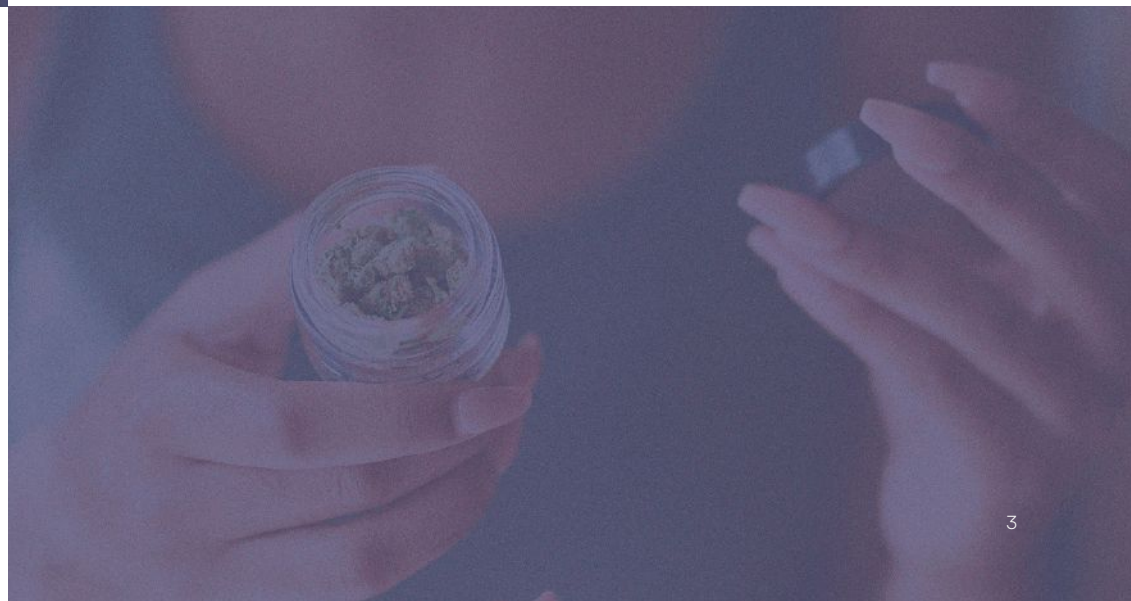
www.cansativa-group.de

BRAND INFLUENCE AND STRATEGIC PARTNERSHIPS.

In 2022, Cansativa expanded its market presence by launching its own brands, AMICI and N!CE. The company also strategically teams up with globally recognized brands such as Peace Natural (Cronos Inc.) and Cookies. Through the years, Cansativa has enhanced its product lineup with robust international supply chains, positioning itself as a key player in the growth of both the European and international markets.

EXCELLENCE THROUGH EXPERTISE.

Cansativa has secured a leadership position in the emerging industry through its in-depth knowledge and expertise. The company actively drives growth within the European and international markets, continuously strengthening its foothold by expanding its international supply networks.



REVOLUTIONIZING THE FUTURE OF MEDICINAL CANNABIS.

Cansativa is committed to fully exploring the largely untapped potential of medicinal cannabis. Our mission is to provide straightforward and secure access to medicinal cannabis and establish ourselves as the leading platform for rapid access to high-quality cannabis products.

TRANSFORMING INTO A BRAND POWERHOUSE THROUGH STRATEGIC SHIFTS.

As a traditional wholesaler, Cansativa has boldly transcended conventional boundaries by transitioning 50% of its business to a brand-centric model, thus becoming a catalyst for the entire industry. This strategic overhaul has not only modified our business processes but has completely reimaged our brand presence.

„We are convinced: The next major industry of the future in Germany is the cannabis industry!“ - Benedikt Sons

Today, Cansativa's distinctive platform strategy commands the market. Our well-established distribution routes ensure efficient market penetration and direct access for patients through our extensive pharmacy network. The growth of Cansativa is driven by strategic foresight and a commitment to sustainability.

FACTS AND FIGURES

- 2023 sales volume **> 3,000 kg**
- Product portfolio **> 500 medicinal cannabis products (SKU)**
- **50 exclusive** cannabis partner pharmacies
- Collaboration with **> 40 international suppliers**
- Approximately **2,500 pharmacies** in Germany
- Market impact **> 25% market share** of distributed cannabis flowers
- 2023 revenue: **17 million euros**
- 2024 mid-year revenue **> 11 million euros**

OUR PARTNERS.

Discover a selection of selected and experienced partners and suppliers, the world's most in-demand cannabis brands, exclusively distributed German cannabis, and high-quality accessories and aids.

AMP

aphria

AURORA

AVAARY
SIGNATURE

bedrocan

Bundesinstitut
für Arzneimittel
und Medizinprodukte

Canify

CANINAMEDICAL[®]
PHARMIA GMBHCANOPY GROWTH
CORPORATION

CanPharma

can
tourage

DEMECAN

FOUR20
PHARMAimc
INTERNATIONAL
MEDICAL CANNABISmediproCan[®]
PHARMIA GMBHNAV CORA[®]
PHARMIA GMBHPHARMCANN
DEUTSCHLAND AGremexian
pharma GmbH

RPK BIOPHARMA

SOMAI
PHARMACEUTICALS

STORZ & BICKEL

TILRAY
MEDICAL

Vayamed

WEECO
PHARMACEUTICALS

+ many more.

THE ONE-STOP SHOP FOR MEDICINAL CANNABIS.

The German cannabis industry already unites numerous players—Cansativa connects them into a strong network. As a „One-Stop-Shop,“ the company offers the largest product portfolio from a single source. Cansativa supplies nearly all available cannabis products from its special assortment, ensuring high quality, full transparency, a broad selection, and supply security. This is attested to by customers from pharmacies, industry, and the public sector.

“Cansativa has the largest product portfolio, the best customer support, and the highest level of service.” - Leading Cannabis Pharmacy

apondium[®]
Cannabis

OUR OWN AND EXCLUSIVE BRANDS.

With AMICI and NICE, Cansativa has established two own brands in the German medicinal cannabis market. The highest product quality, innovative strains, and good availability distinguish both brands. Additionally, Cansativa holds exclusive rights for the distribution of the premium brands Cookies and Peace Naturals.

AMICI

Cookies

NICE

PEACENATURALS[®]
MEDICINAL CANNABIS



INDUSTRY LEADER WITH EXCELLENCE

Average market share of over 25% with
3.000kg of sales volume in 2023.



THE BEST VARIETY OF BRANDS AND PRODUCTS

Continuous product expansion with
500+ SKUs.



CONNECTING SUPPLIERS AND CUSTOMERS

Over 40+ international suppliers and
+2.500 active customers.



EXCLUSIVE CONTRACTS

With a volume of over +10 tons for
domestic supply.



INNOVATIVE TECHNOLOGIES

Industry-leading cannabis platform



LEADING THE WAY FOR THE INDUSTRY

With net sales of
EUR +17 million in 2023

(mid-year revenue > 11 million euros in 2024)

TIMELINE

CANSATIVAS HISTORY - FROM WHOLESALE TO PLATFORM PIONEERS.



MAY 2017

FOUNDATION

The enactment of the „Cannabis as Medicine“ law marks the inception of Cansativa. Founded by Jakob, Benedikt, and Hermann Sons, with Hermann Sons eventually stepping back from operational duties.

SEPTEMBER 2019

IMPORT AND PRODUCTION

The company expanded its operations and moved to a new location in Mörfelden-Walldorf, near Frankfurt Airport. In addition to storage space, the premises in Mörfelden-Walldorf also include a clean room facility for the sorting, processing, and primary packaging of cannabis flowers. What began as a wholesale business developed into the company's own packaging, processing and distribution hub.

MAY 2018

WHOLESALE

Cansativa began its wholesale activities in May 2018, operating from its first premises in Fechenheim, Frankfurt am Main. This early phase laid the groundwork for the company's future endeavors.

AUGUST 2020

FEDERAL RECOGNITION

As the first and only company, Cansativa is authorized to exclusively distribute domestically grown medicinal cannabis by the Federal Institute for Medicines and Medical Devices (BfArM) for exclusive distribution. The contract term extends over four years with a total volume of up to 10.4 tons.

TIMELINE

SINCE JANUARY 2021

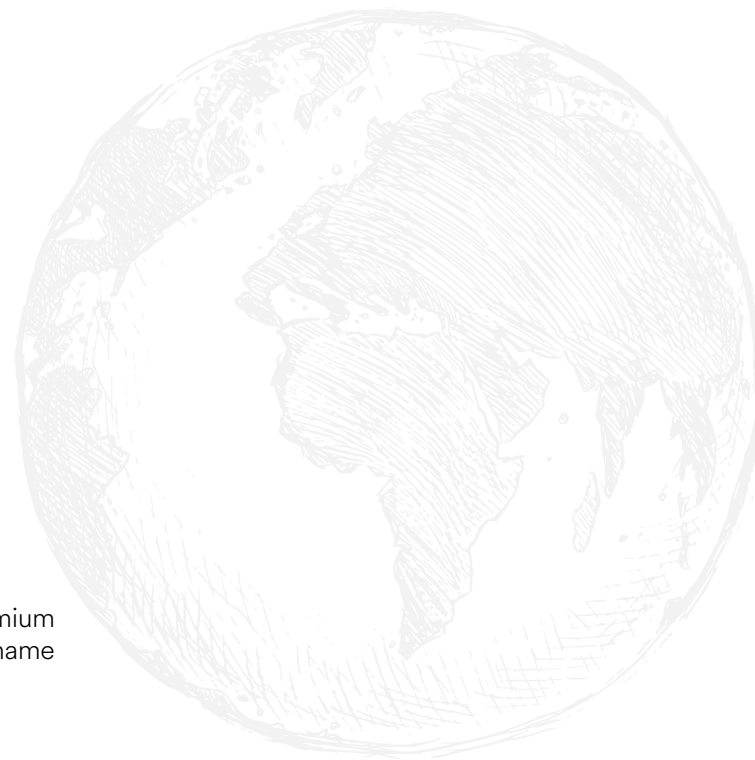
PLATFORM

Cansativa has developed into a central platform for pharmacies and suppliers from all over the world. In addition to its wholesale offering, the company focuses in particular on supporting pharmacies and suppliers to grow in the market. Cansativa is a leading provider of product information and availability data and as such is integrated into numerous pharmacy and specialist information systems.

NOVEMBER 2022

LAUNCH AMICI

Cansativa introduces the first own premium medicinal cannabis brand under the name „AMICI“ to the market.



JULY 2021

GERMAN CANNABIS DEBUT

Commencement of exclusive distribution of domestically cultivated medicinal cannabis.

JANUARY 2023

INTERNATIONALIZATION

Initiation of export activities within the European market.

TIMELINE

JUNI 2023

LAUNCH N!CE

Cansativa expands its in-house product portfolio with N!CE, a value-for-money brand, to better serve patients needs more efficiently.

APRIL 2024

NEW CANNABIS ACT (CANG) COMES INTO EFFECT

The new cannabis legislation enables possession, personal cultivation, and cultivation in cannabis clubs within certain limits. Additionally, medicinal cannabis is removed from the Narcotics Act, simplifying the prescription and dispensing of medicinal cannabis.

NOVEMBER 2023

EXCLUSIVE LAUNCH PEACE NATURALS

The publicly listed global cannabis company, Cronos Group Inc. (Cronos) and Cansativa Group, cooperate on import, marketing and the sales of the Peace Naturals product series. Cansativa imports and distributes Peace Naturals products exclusively.

JUNE 2024

EXCLUSIVE LAUNCH COOKIES

Cansativa partners exclusively with the most globally recognized cannabis brand, Cookies. As the sole licensee for Cookies products in Germany, Cansativa will import a premium selection of cannabis products for the medicinal cannabis market. The products are cultivated and supplied exclusively by RPK Biopharma, a 100% subsidiary of SOMA Group.



As founders, Jakob and Benedikt complement each other with their diverse professional backgrounds. The key to their success lies in the diversity of their talents and perspectives, coupled with a shared commitment to the pioneering spirit and entrepreneurial drive, underpinned by a strong common value system. This enables them to responsibly and future-orientedly tackle the various challenges of the market.

Together with a team of talented, motivated, and visionary colleagues, they pave the way for a robust industry. Together, we aim to pave the path for easy and secure access to cannabis, positioning Germany as a leader in the European cannabis ecosystem.



BENEDIKT SONS

Co-Founder & CEO, Managing Director

Benedikt Sons is Co-Founder & CEO of Cansativa GmbH. He is an industrial engineer and has several years of experience in strategy consulting and industry. Benedikt is responsible for the business management of the company.



JAKOB SONS

Co-Founder, Managing Director

Jakob Sons is co-founder and managing director of Cansativa GmbH. He is a licensed attorney and has several years of experience from his activities for international economic law firms. Jakob is responsible for all regulatory aspects of the business.



ROLAND SCHNELLER

COO, Managing Director

Roland Schneller is COO and managing director of Cansativa GmbH. He is a mechanical engineer and brings extensive experience from top-tier strategy consulting and industry. He is responsible for the operational aspects within the company and ensures the scalability of the business model.

MANAGEMENT TEAM



Alexander Kiefer
Head of Marketing



Christian Kluge
Head of Finance



Christian Püsch
VP Operations & Supply Chain Management



Dr. Isabelle Ermer
Head of People & Organization



Katanja Kurth-Grieser
Head of Legal



Leonhard Eßmann
VP Strategic Sales



Mario Scheliga
Chief Technology Officer



Dr. Richard Böser
VP Quality



Thiago Cäsar
Chief Growth Officer

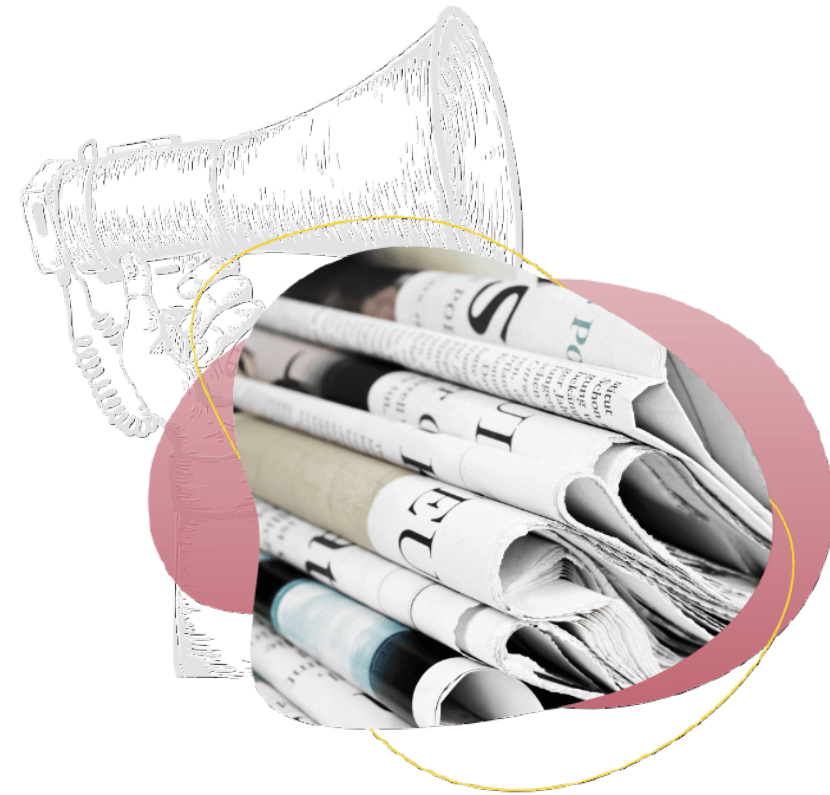


Timm Hocke
Chief Commercial Officer

CANSATIVA IN THE MEDIA.

With in-depth industry expertise and a large pool of specialist knowledge about medicinal cannabis, Cansativa has become a popular point of contact for German print and TV media in recent years. As an industry leader, Cansativa takes an important role in educating and informing about cannabis very seriously and offers media representatives the opportunity to obtain fact-based knowledge directly from the source in an area full of prejudices and stigmas and thus contribute to the social discourse.

Whether it's a TV shoot, interview request, or photo shoot, send your press inquiries by email to: pr@cansativa.de



PRESS VOICES

Cansativa in the national and international press.

Wirtschafts Woche

24. März 2024

Sons still sees advantages in the legalization. The Bundesrat's decision means enormous planning security for Cansativa. „It's not a big leap, but it's an important step in the global trend to destigmatize cannabis.“ (Transl.)

Frankfurter Allgemeine ZEITUNG FÜR DEUTSCHLAND

26. Februar 2024

The cannabis liberalization passed by the Bundestag is also a relief for thousands of pain patients, explain the cannabis entrepreneurs and brothers Jakob and Benedikt Sons. (Transl.)



06. Dezember 2023

The German market leader for medicinal cannabis Cansativa Group (Cansativa) and the listed global cannabis company Cronos Group Inc. (Cronos) have joined forces and this is the result: The medicinal cannabis brand PEACE NATURALS has been back on the German market since November with three cannabis flowers from Cronos' innovative cultivation and growing program. (Transl.)



21. Dezember 2023

As founder and managing director of the Cansativa Group, Jakob Sons is committed to raising awareness about cannabis and providing the drug for therapeutic purposes in Germany. (Transl.)



Juli 2023

In the future, medicinal cannabis will no longer have to be prescribed as a narcotic. This is what the draft bill for the new cannabis legislation from the Federal Ministry of Health envisages. [...] „We assume that there will be many doctors who will then be willing to prescribe cannabis as medicine,“ says Jakob Sons, co-founder and managing director of Cansativa. (Transl.)



18. Oktober 2022

German medical cannabis company Cansativa Group recently published a report that outlines the legal framework within which the German coalition government can operate [...] to consider legalizing cannabis in the country and comply with international obligations. [...] For Sons, Germany mustn't skip the process to reshape and rediscuss international drug policymaking and not just take a quick and easy way to ignore the international frameworks but rather use efforts to start a change process.



29. Februar 2022

Frankfurt-based Cansativa Group recently raised \$15 million in a funding round led by Casa Verde Capital, a cannabis investment firm backed by Snoop Dogg. The Series B funding was more successful than Cansativa's first round, Cansativa co-founder Benedikt Sons said. The company is currently the sole distributor of domestically grown cannabis in Germany.



16. Februar 2022

Cansativa strives to become the operating backbone of cannabis retail and the cannabis industry. Similar to platforms like Amazon, Cansativa takes care of complex processes such as third-party retailer support and fulfillment.



20. August 2020

Start-up becomes the only wholesaler for German cannabis [...] Cultivation, harvesting, processing, and trade are controlled by a state cannabis agency located at the Federal Institute for Drugs and Medical Devices [BfArM]. It has now awarded Cansativa the contract to distribute, store, and deliver the products manufactured by the companies Aurora, Aphria, and Demecan. (Transl.)

HOW TO REACH US:

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