RNS Number : 5730R
Pharma C Investments PLC
08 November 2021

08 November 2021

Pharma C Investments Plc

("Pharma C" or the "Company")

Pharma C Invests in Product Earth Expo

Pharma C Investments (AQSE: PCIL), an early-stage investor and venture builder in the medical cannabis industry with a particular focus on ancillary businesses, is pleased to announce that it has completed its first investment in a company called Product Earth Expo UK Limited ("Product Earth").

Product Earth is the UK's leading hemp and CBD trade show and exposition ("expo"). The event showcases cannabis-related businesses from the agricultural, industrial and medicinal, to production, wholesale and retail sectors. Product Earth also offers its customers a bespoke digital marketing service, providing support and expertise in showcasing their companies to a growing audience.

Highlights

- Pharma C is investing £275,000 for 7.5% of the enlarged share capital of Product Earth, valuing Product Earth at £3.68m
- Product Earth held its first event in 2015 and despite the ban on public events in 2020, hosted a successful, profitable event in August 2021 at the National Agricultural Exhibition Centre
- In response to the pandemic, Product Earth built a digital marketing agency for hemp and cannabis-related businesses
- Product Earth is led by entrepreneurs with deep expertise in cannabis, media, and technology
- Product Earth has the ability and scope to expand its events and services into Europe and beyond

Product Earth supported the COP26 fringe event, Beyond the Green, in Glasgow which ran from 5th - 7th November. The event promoted the need to put the use of hemp high up on the climate agenda, due to its potential to decarbonise multiple industries and combat climate change through carbon capture. The event also looked at the medicinal benefits, job creation and health benefits the cannabis plant can provide.

Find out more at www.productearthexpo.com/

Sharon Segal, Chair of Pharma C Investments, said: "This is a major first step for Pharma C. The Board has considered a number of investment opportunities since admission to AQSE in May and we are delighted to welcome Product Earth as our first investee company. This investment exemplifies our focus on the non-plant touching, ancillary sector which support the growth of the medical cannabis industry.

"Product Earth has a special place in the UK cannabis industry as the first medical cannabis, CBD and hemp trade show. Product Earth has also developed digital marketing

capabilities to support clients with broader brand building; its high-quality management team has decades of experience from the likes of Facebook and Yahoo. We look forward to working alongside the Product Earth team to support the business as it builds upon its foundations and looks towards global expansion."

Tom Toumazis, MBE, Chair of Product Earth, said: "Product Earth is entering an exciting chapter as we service a rapidly growing sector in the UK. Hosting an event in 2021 came with its challenges but we still managed to make it a successful and profitable experience. Our digital marketing service is unrivalled within the cannabis industry, and we are proud to be helping exciting and interesting businesses grow.

"I am looking forward to working with Pharma C and utilising the expertise provided by the Board and management team. At Product Earth, we are committed to providing a world-class event for our customers and their clients, as well as expanding our digital marketing service to offer a range of products for a growing audience. Product Earth is also looking at taking its event to more countries around the world, enabling customers, businesses, patients and experts to connect on a global scale."

Related Party Transaction

Gavin Sathianathan, Investment Strategy Director of Pharma C, is a director and shareholder of Product Earth and the investment is therefore a related party transaction in accordance with Rule 4.6 of the AQSE Growth Market Access Rulebook.

Company update

As at 31 October 2021, Pharma C had cash balances of £607,870.

The Directors of Pharma C Investments plc take responsibility for this announcement.

This announcement contains information which, prior to its disclosure, was inside information as stipulated under Regulation 11 of the Market Abuse (Amendment) (EU Exit) Regulations 2019/310 (as amended).

- Ends -

Pharma C Investments	Tel: +44 207 138 3204	
	Sharon Segal, Chair	sharon@pharmacinvestments.com
Novum Securities (AQSE Corporate Adviser)	Tel: +44 207 399 9429	
	David Coffman / Lucy Bowden	
Blytheweigh (Financial PR/IR-London)	Tel: +44 207 138 3204	
	Tim Blythe	tim.blythe@blytheweigh.com
	Megan Ray	megan.ray@blytheweigh.com

About Pharma C Investments

Pharma C Investments is an investment vehicle targeting the legal medicinal cannabis industry globally. The Company is seeking to identify breakout companies within the legal markets with a particular focus on the UK, EU and Israel and will provide capital, strategic insights and operational support. Pharma C is run by cannabis entrepreneurs who

understand the unique challenges of the legal cannabis industry and thus can provide invaluable support and expertise for growing companies.

About Product Earth

Product Earth is the UK's leading hemp and CBD trade show and expo. The event showcases businesses from agricultural, industrial and medicinal, to production, wholesale and retail. The annual event is based outside Coventry at the National Agricultural Exhibition Centre (NAEC), welcoming the emerging hemp and cannabis industry into the fold of mainstream agriculture.

The Company is driven by a team of industry leaders including Tom Toumazis, MBE, Chairman, and Matthew Clifton, Chief Executive Officer. Tom is a renowned portfolio director, investor and adviser, focused on technology, media and the arts, with experience at companies such as ITV, Eurosport and Disney. Matthew Clifton was an early employee of Facebook, working with the Company as Head of Business Product Marketing for EMEA before transitioning into the cannabis sector. Matthew was one of the first six UK employees of Facebook, driving the product marketing division focusing on the small and medium businesses and advertising to grow the businesses through the community.

Due to the impact of Covid-19 related lockdowns, the event industry came to a halt in 2020. In response, Product Earth pivoted business strategy and utilised its Board's expertise in the technology space to provide a digital marketing service for wellness and cannabis-related businesses. This business proved to be an invaluable tool for Product Earth's customers, allowing them to connect with audiences and showcase their innovative and exciting products and services, using the data gathered over the last five years.

Product Earth has the unique opportunity to capitalise on its first mover advantage in the UK. The Company also has the ability and scope to expand its events into Europe and further afield.

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact rns@lseg.com or visit www.rns.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our Privacy Policy.

END

NEXUPGWCGUPGGBM