cannumo



FASTEST GROWING **FMCG**
BRAND IN BALTIC STATES

2024 Q2 PITCHDECK

ALL INFORMATION IN THIS PITCHDECK IS FULLY CONFIDENTIAL. CAN BE SHARED WITH WRITTEN CONSENT FROM CANNUMO TEAM ONLY.



















We are a medtech startup reinventing FMCG categories.



















EXECUTIVE SUMMARY ✦ EXECUTIVE SUMMARY ✦ EXECUTIVE SUMMARY ✦

Cannumo is a pioneering MedTech startup and the fastest growing FMCG brand in the Baltic States.

In just 6 months we have revolutionised FMCG brand marketing and became a superstar in the local industry.

We specialise in creating best in the world food & supplement products, bridging the gap between top-tier product quality and innovative brand strategies.

- Over 200k generated revenue
- Over 50 retail stores in just 5 months
- Supplying biggest Baltic companies with our products (B2B)
- Working with biggest clinics in Europe
- Active in Lithuania, soon in UK and Norway
- Most well-known scientists, Olympians, influencers - we work with all

Cannumo is about harmony between **Body, Mind and Soul**. They state that the whole Universe is within us and **I really do believe that.** There hasn't been a brand like Cannumo in recent years that connected products and lifestyle in such a way, hence the **awareness** they have.



DIANA ZAGAINOVA

Olympian, Europe U23 Gold medalist,
will participate in this year Olympics

E-Commerce:

- Global Market Size: The global e-commerce market size was valued at approximately $15.7 trillion in 2022 and is projected to reach $63.8 trillion by 2032, growing at a compound annual growth rate (CAGR) of 15.3%.
- The Baltics and Nordic boast a tech-savvy population, high internet penetration, and a growing entrepreneurial ecosystem, making them fertile ground for D2C innovation.

Longevity Sector:

- Anti-Aging Market: The global anti-aging market, including products and services aimed at extending lifespan and improving quality of life, is expected to grow from $58.5 billion in 2020 to $88.6 billion by 2026, at a CAGR of 7.2%.

Health & Wellness:

- Market Value: The global health and wellness market, including fitness equipment, nutrition, and wellness services, is expected to grow from $4.24 trillion in 2022 to $10.21 trillion by 2032, at a CAGR of 9.9%.
- Fitness and Nutrition: The global fitness and nutrition market is growing rapidly, with a significant increase in consumer spending on personal health, organic foods, and fitness-related activities. This sector is projected to grow at a CAGR of 7.8% from 2023 to 2028.

FMCG:

- FMCG Market size was valued at USD 107.46 Billion in 2022 and is poised to grow from USD 111.39 Billion in 2023 to USD 148.51 Billion by 2031, at a CAGR of 3.66% during the forecast period (2024-2031).

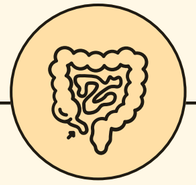
Introducing Goodie by Cannumo - **the first ambient dosing shots** in Europe with the highest volume of naturally occurring probiotics in the market.

500ml = 30 x shots more than any comptetitor



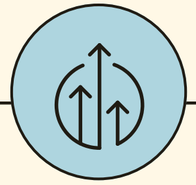
cann umo

CHALLENGES ✦ CHALLENGES ✦ CHALLENGES ✦ CHALLENGES ✦



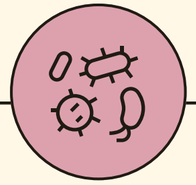
Social

Chronic diseases like obesity, heart disease, and diabetes are on the rise in Europe and the UK. Research suggests a strong link between the gut microbiome (the trillions of bacteria in your gut) and overall health.



Market

Studies suggest a rise in people using natural treatments alongside conventional medicine. However, food companies are struggling to keep live health-beneficial bacteria stable at room temperature.



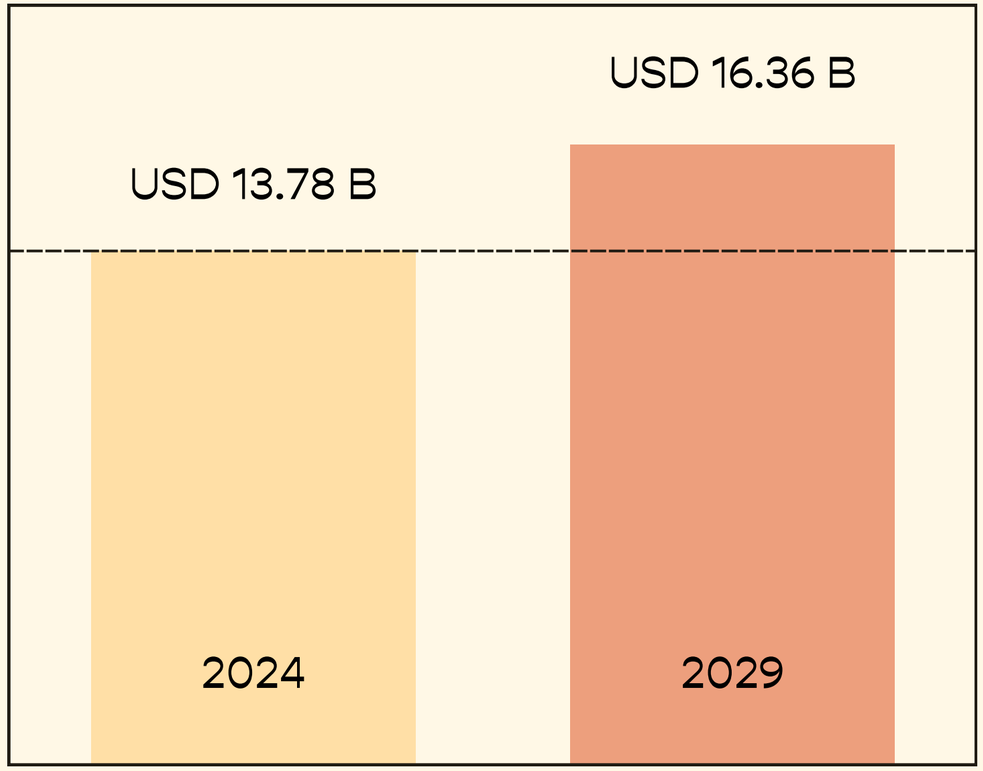
Product

Current probiotic products in the market have very low amount of good bacteria and they don’t taste good.

The Europe Probiotics Market size is estimated at USD 13.78 billion in 2024, and is expected to reach USD 16.36 billion by 2029, growing at a CAGR of 3.49% during the forecast period (2024-2029)
(Source: Mordor Intelligence)

European consumers are increasingly becoming aware of their health which is anticipated to propel the demand for digestive health supplements, especially probiotics.

Many consumers are now accepting the role of digestive health in maintaining weight, energy levels, and overall physical health, which will likely boost the demand for probiotics over the years.



Europe Probiotics Market.

Market size in USD Billion. CAGR 3.49%



HIGHLY CONCENTRATED

- Billions of lacto & bifido bacteria
- 90+ different good bacteria cultures
  (the highest count in the world)

ALL NATURAL

- No added sugar
- 10% of fresh berries inside

PLANET FRIENDLY

- No fridge needed
- 30 shots per bottle

BLACKCURRANT

is known to have vitamin C, A, B1 (tiamin), B2 (riboflavin), B6, Pantothenic acid (B5), Calcium, Iron, Manganese, Calcium, Zinc





CHOKEBERRY

is known to have vitamin C, B1 (tiamin), B2 (riboflavin), B6, B3 (niacin), B5 (pantothenic acid), E, B9, K, Potassium, Calcium, Magnium, Iron, Zinc

SEA BUCKTHORN

is known to have vitamin C, E, B group vitamins (B1, B2, B6), K, Provitamin A (karotenoids), Calcium, Magnium, Zinc





RYE MALT

is known to have soluble fiber, Protein, Iron, Magnesium



VS

Us	Them
90+ different good bacteria cultures (9 times more good bacteria cultures than in any competitor in the world)	<10 strains
Ambient	Fridge needed
Naturally ocurring good bacteria - >10 000 000 000	Naturally ocurring good bacteria - <500 000 000
Mainstream & Marketable	Unfamiliar, no social presence



CANNUMO LIFESTYLE SUPERHEROES

CANNUMO LIFESTYLE SUPERHEROES



Ambassador

334k
followers

@stonkusmantas

Mantas Stonkus

One of the biggest influencers and household names in Lithuania. Has two biggest YouTube channels in our region.



Ambassador

139k
followers

@ogversion

Dominykas “OG Version” Ježerys

The biggest hiphop/rap artist in Lithuania. Cannumo co-founder.



Ambassador

463k
followers

@karolinameschino

Karolina Meschino

The biggest influencer in Baltic States, TV host.



Ambassador

24k
followers

@viktorija_macijauskiene

Viktorija Macijauskienė

- Institute for Integrative nutrition, NY, US
- Hormone health, Institute for Integrative nutrition, NY, US
- Gut health, Institute for Integrative nutrition, NY, US
- Toxicity and detoxification, Institute for Integrative nutrition, NY, US
- Integrative Health Practitioner Level 1, Boston,US
- Integrative Health Practitioner Level 2, Boston, US
- Dnalife® Certification courses and trainings
- Membership at Institute for Functional medicine (IFM)



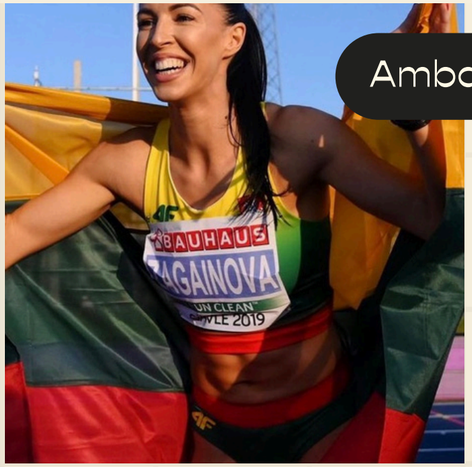
Ambassador

34.6k
followers

@goda_ra

Goda Randakevičiūtė

Dr at Aesthetic medicine.
Owner at Estetinis Grožis.



Ambassador

19.9k
followers

@zagainovaa_diana

Diana Zagainova

Olympian triple jumper - Europian U23 Champion.



Dr. Indrė Aleknavičienė (finalising partnership)

PhD in Biochemistry, MSc and BSc in molecule biology.

Dr. Arvydas Rimkevičius

PhD in Experimental and clinical medicine.



OUR B2B STRATEGY IS DEVIDED INTO **3 DIFFERENT FUNNELS:**

1

We offer Goodie to companies that care about the **health of their employees**, f.e. they buy Goodie and place it in office kitchen, as a way to improve their health. Same goes with HoReCa and similar sectors.

2

We offer Goodie to companies **as a gift for their employees** during special occasions, holidays, as an onboarding package, etc.

3

We offer companies to buy Goodie and **to join our partner program**, where we showcase them using our social media presence. With the power of our ambasadors, influencers we help them get noticed by our audience, which no other brands are doing.

OUR CURRENT BUYERS:*

MOTIEKA
Top law firm

PACAI
No. 1 Hotel in Lithuania

ZeroSum
Top investment firm

Nortal
Leader in B2G sector

ELINTA CHARGE
Leading electronic manufactorer

United Transline
Vehical transportation

teyllo
Health & Wellness marketplace in Europe

* GOODIE sold on a constant basis (per 2-3 weeks)

IN TALKS WITH:

HOSTINGER
Worldwide IT solution provider

TELE2
Telecommunications provider

tesonet
Lithuanian Unicorn group

NUMAI
Rent2Buy company

WORKLAND YOUR OFFICE
Leading coworkin space

OUTOF OFFICE
Coworking space

SEB
Biggest bank

ZALGIRIO ARENA
Biggest Arena in Baltics

Swedbank
One of the largest banks

[redacted]

UNDISCLOSED
COMPANY

Word-confirmation of buying
1 400 Goodies as business Christmas gifts
(revenue to be generated - ±€40 000, from
which **€20 000 will be profit**).



cann umo × Delfi.tv

In talks to have a 12-part series called **“MIND. BODY. SOUL”**. It will be shown on TV with articles and advertisement for each episode. It will launch during the **Q4 which is the most important time in e-commerce (BFCM + Christmas season).**

Delfi is the biggest news outlet in Baltic states. They generate over 500 000 unique visitors each day. Their audience averages from **35 to 65 y.o.**, which is an audience that we are keen to reach.

We really liked the presentation of Goodie during our morning office meet. Everyone enjoyed the tasting and how Mykolas talked about importance of microbioma. **We are ordering Goodie constantly to our offices!**



IEVA MYLYTĖ

People & Culture Manager at
Motieka & Audzevičius

Private **health clinics**

CURRENT PARTNER: P9 is our current partner who consistently sellS Goodie. Joint marketing campaigns and promotions. Customers are particularly satisfied with the products offered in the clinic.

FINALISING PARTNERSHIP: Affidea has 8 clinics in Lithuania (356 total in Europe and UK). We will do a pilot partnership where every Affidea doctor will recommend Goodie with a personalised discount code to each patient. We will do a lot of video content, editorials and much more with their doctors which will help shape trustworthiness of Cannumo.

In Lithuania alone they do over 600 000 yearly examinations. If we take a pessimistic 3% conversion, this guarantees us additional 18 000 orders, which, calculated by lowest possible order value (22 euros + 3.99 for shipping), amounts to 396 000 euros of additional yearly revenue.

If pilot goes succesful, we will do the same exact funnel on every Affidea clinic in the world, who do over 20M examinations yearly.

Sport clubs

Positioning of the Goodie product and mushroom tinctures in sports clubs, offering discounts for Cannumo products for each member.

Joint marketing campaigns with athletes and influencers on how our products impact those who do sports and how they can help.

CONFIRMING

gym+

Biggest chain of Gyms

IN TALKS WITH

LEMON GYM

Second biggest chain of Gyms

impuls

Leading chain of Gyms

cann umo

COMPREHENSIVE MARKETING STRATEGY ✦ COMPREHENSIVE MARKETING STR

1

OBJECTIVE

Achieve balanced sales through a multi-channel approach integrating PPC, email marketing, and influencer collaborations.

2

CHANNELS

PPC Campaigns: Meta/Instagram and Google Search (high-intent keywords and remarketing).

Email Marketing: Generates 40% of total revenue via personalized and targeted campaigns.

Influencer Collaborations: Utilize micro-influencers, macro-influencers, and dedicated ambassadors to drive traffic and engagement.

3

STRATEGY

PPC: Targeted ads to capture high-intent traffic and re-engage previous visitors.

Email: Regular newsletters and personalized offers to drive consistent revenue.

Influencers: Engage influencers at various levels to create authentic content and drive high-converting traffic.

4

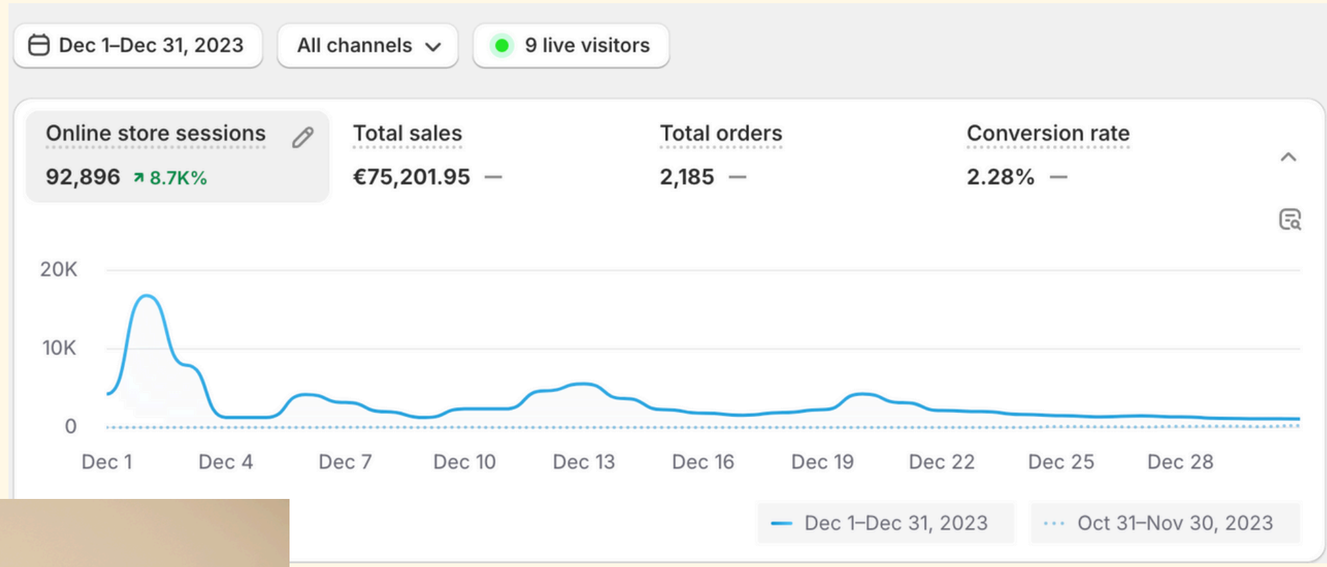
IMPACT

Balanced and sustainable sales growth. Enhanced customer engagement and retention. Increased brand visibility and credibility.

CASE STUDY ✦ CASE STUDY ✦ CASE STUDY ✦ CASE STUDY ✦







STRONG OPENING IN LITHUANIA

Skyrocketed sales by partnering with the biggest influencer in Lithuania, Karolina Meschino, resulting in a **significant boost in traffic and conversions.**

Strong performance across multiple campaigns with a high Return on Ad Spend (ROAS).

Average ROAS — 3.11

Average Cost per Purchase — €9.26

Total Amount Spent — €9,373.49

Total Purchases Conversion Value — €29,132.19

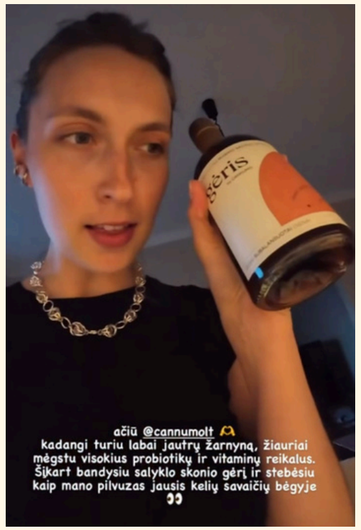
The campaigns demonstrate efficient use of ad spend to generate significant revenue. The high average **ROAS of 3.11** indicates that for every euro spent on advertising, the return is more than threefold, showcasing the effectiveness of the Meta ads strategy.
The cost per purchase remains **competitive at €9.26**, ensuring a profitable margin. The **total conversion value of €29,132.19 from €9,373.49 spent** reflects a well-optimized advertising approach resulting in a **steady flow of constant sales** with Meta ads.







Campaign		Purchase ROAS (return on ad spend)	Cost per purchase	Amount spent	Purchases conversion value ↓
[Makrii] Laikinos		4.38 [2]	€6.81 [2]	€2,334.58	€10,218.74 [2]
Sales		2.16	€12.08	€4,396.29	€9,502.34
[Makrii] Gėris		2.89 [2]	€11.46 [2]	€2,051.95	€5,924.23 [2]
atc-dyn-tofu		5.90 [2]	€4.69 [2]	€590.67	€3,486.88 [2]
Results from 4 campaigns ⓘ		**3.11** Average	**€9.26** Per Action	**€9,373.49** Total spent	**€29,132.19** Total





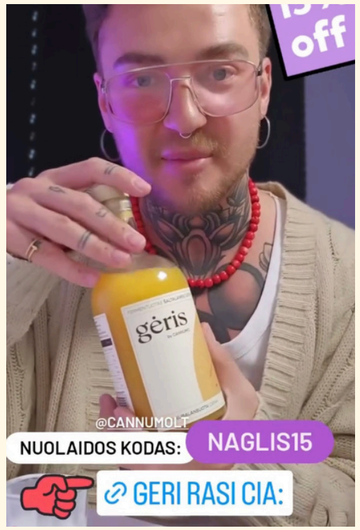
5-50k followers

MICRO-INFLUENCER

Strategy: Send free products for authentic reviews, provide discount codes, and commission on sales.

Impact: Low-cost, high-converting traffic and genuine endorsements.





50-300k followers

MACRO-INFLUENCERS

Strategy: Paid partnerships for stories/reels, discount codes, and sales commission.

Impact: Significant traffic surge and enhanced brand visibility.

AMBASSADORS PROGRAM ✦ AMBASSADORS PROGRAM ✦ AMBASSADOR

STRATEGY

Official Partnerships: Sign contracts with niche influencers in various fields (beauticians, mindfulness experts, athletes, skincare experts, doctors, etc.).

Introduction Video: Flashy, elaborate videos where ambassadors introduce themselves.

Monthly Collaborations: Include stories, reels, email campaigns, and dedicated landing pages.

Value Creation: Collaborate on products and campaigns to create value and a carefully tailored customer acquisition funnel.

Boosted Campaigns: Once influencers post their stories, we boost them with Meta ads of ambassador-created videos to drive traffic to dedicated landing pages, supported by email campaigns announcing the collaboration or new digital products.

IMPACT

Customized Content: Tailored campaigns and content to increase AOV and customer engagement.

Strong Influence: Leverage their established credibility and influence within their niche.





INFLUENCER CHALLENGES LAUNCH

INFLUENCER CHALLENGES LAUNCH

Types of challenges

- Sleep Improvement
- Energy Boost
- Immunity Shield
- Relaxation

Engagement tools

Physical Calendars: Track and share progress.
Bundles: Goodie and mushroom tinctures tailored to each challenge.





CURRENT TESTING

Various offers, bundles and funnels to optimize for Black Friday, Christmas, New Year's, and other major sales events.

GOAL

Identify best practices, offers, and funnels that drive maximum engagement and conversion.



STRATEGY

Adapting Best Practices: Implement successful strategies, offers, and funnels from Lithuania.

Rapid Growth: Leverage proven methods to quickly establish and expand in the UK market.

IMPACT

Efficient market entry and accelerated growth.

Enhanced brand presence and increased sales in the new market.



CONCLUSION

A balanced, multi-channel marketing strategy leveraging PPC, email marketing, and influencer collaborations, supported by rigorous testing and adaptation for major sales events, to drive sustainable growth and prepare for rapid expansion into the UK market.

Not convinced?

Here is a video how an **NBA player** is trying Goodie:



DOESN'T PLAY?
CLICK HERE

Our technology

CANNUMO has a whole team of scientists and product development experts who are creating our revolutionary probiotic drinks.

We have a contract with the manufacturer that products can be created only for us from day one. We are in control of manufacturing and are participating in every step of the creation process.

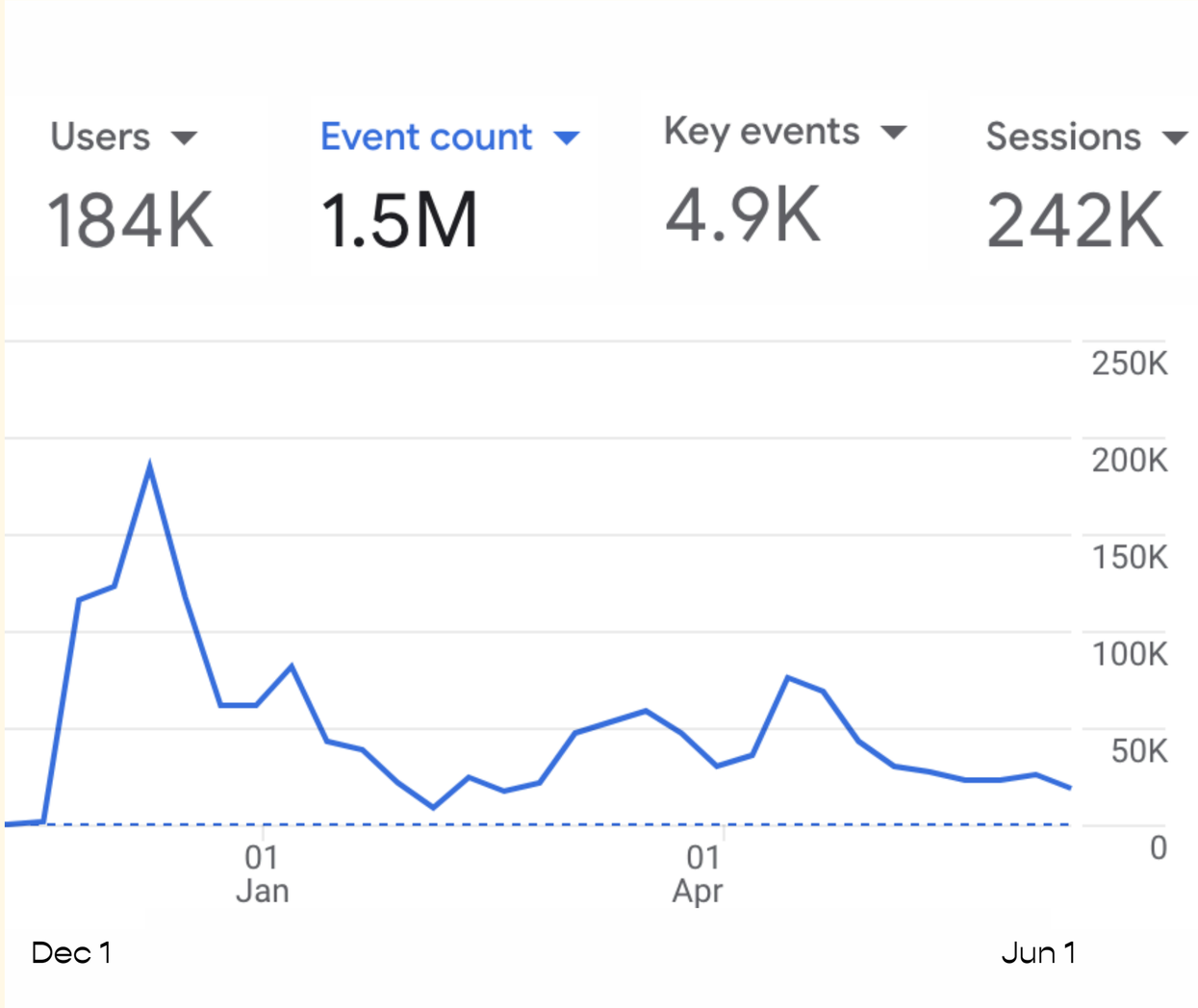


Our journey (ONLINE)

2023.12.01 - the day CANNUMO e-shop has officially launched with its revolutionary probiotic drink “Goodie”. One of the biggest product launches in Baltic States in the past decade.

In the last 6 months, we have seen over 180,000 unique users, averaging nearly 1,000 users per day. During this period, we processed over 6,000 orders, with an average of 2.18 products per order.

CANNUMO is one of the fastest-growing brands in Europe, with its awareness continually expanding as it reaches new audiences.



Our sales (IN DETAILS)

Our performance metrics reflect a robust commitment to customer satisfaction and loyalty. With an **average of 2.18 units per order** and a commendable **25% customer return rate**, it's clear that customers not only find value in our products but also trust us for repeat purchases.

Our **average order value (AOV) of 41 EUR** indicates that customers are willing to spend on multiple items per transaction, underscoring their satisfaction with both product quality and pricing.

Achieving a perfect **100% customer satisfaction rating** further validates our dedication to providing an exceptional customer experience.

Return customers	25%
Average order value (EUR)	41
Units per order	2.18
Customer satisfaction	100%

E-commerce MARKETPLACES

Listing our Liquid Probiotics on leading marketplaces presents an unparalleled **opportunity to reach a vast audience** of health-conscious consumers.

With similar products achieving monthly revenues exceeding 100,000 GBP, the marketplace environment promises substantial growth potential.

By leveraging the visibility and credibility of established platforms, we can effectively showcase the unique benefits of our liquid formulation — superior absorption, enhanced effectiveness, and convenient usage.

Product Name	Brand	Price	Monthly Units Sold	Daily Units Sold	Monthly Revenue
Bio-Kult Everyday M... B004SGO4DG	Bio-Kult	£32.50	14,261	381	£463,483
Bio Cultures Comple... B092Q8SGPT	maxmedix	£24.99	6,637	200	£165,859
Wellgard Vitaflora Pr... B07YM33HZX	Wellgard	£18.94	7,380	243	£139,777
Symprove Mango an... AD B0086VZ3G6	Symprove	£79.98	1,714	67	£137,086
Optibac Probiotics E... B004WYUUKA	OptiBac	£12.99	6,810	239	£88,462
60 Billion CFU Probi... B095SVGNQK	Nutravita	£18.99	4,564	164	£86,670
Probiotics 400 Billio... B0B61GX41G	n2 natural nutri...	£29.95	2,892	91	£86,615
Bettervits Probiotic ... AD B09W7K2Y6L	Bettervits	£34.99	2,202	76	£77,048
Optibac Probiotics f... B07S19MV95	OptiBac	£19.00	3,900	141	£74,100

Festive Season

As the festive seasons approach, we've noticed a delightful trend: our products are not just health essentials but also ideal gifts.

With consumer behaviour in mind, we expect a significant sales increase—up to **300% in November** and an impressive **500% in December.**

This surge underscores the appeal of our product as a thoughtful and practical choice for gifts during the holiday season.



Our growth forecast

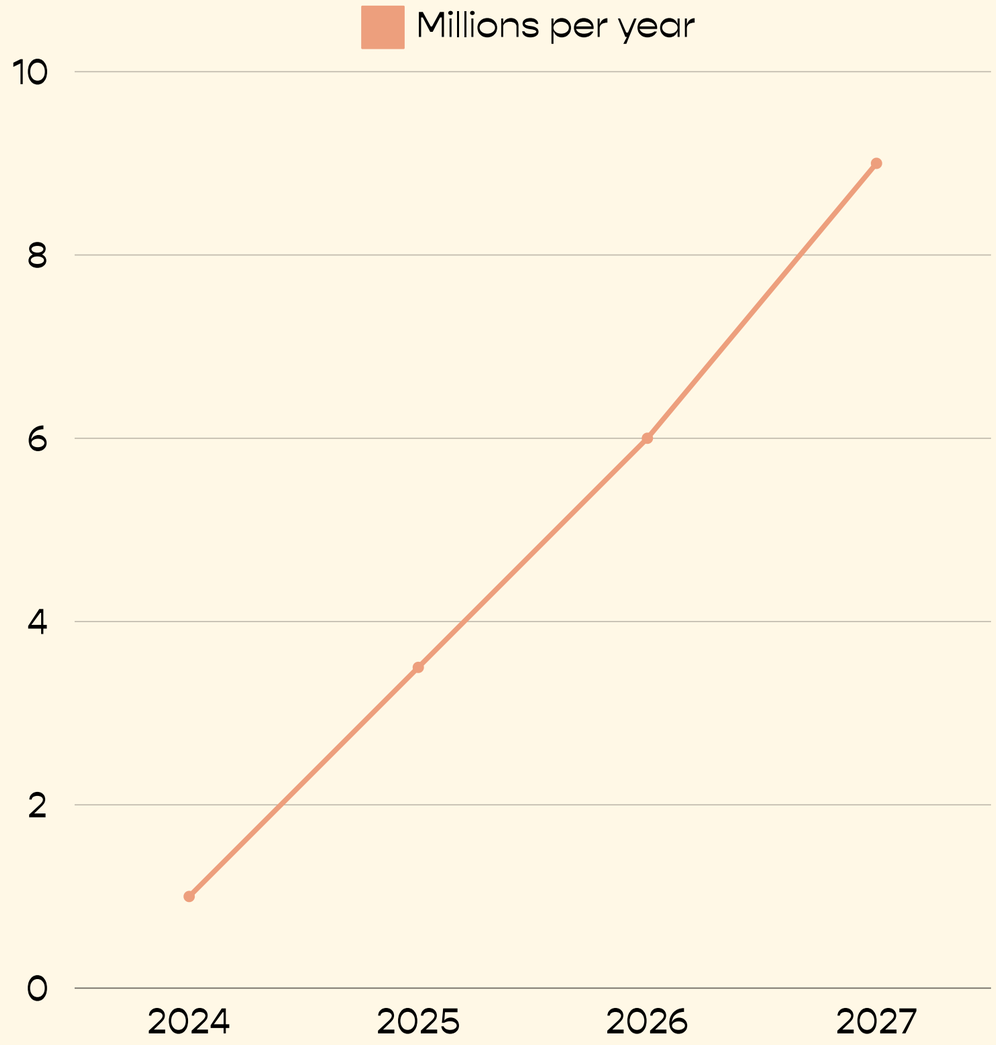
Expanding our offerings across retail, online platforms, and various marketplaces, we anticipate robust growth in the coming years:

2024 ——— 1.44M gross sales, 17.8% net

2025 ——— 4.40M gross sales, 21.6% net

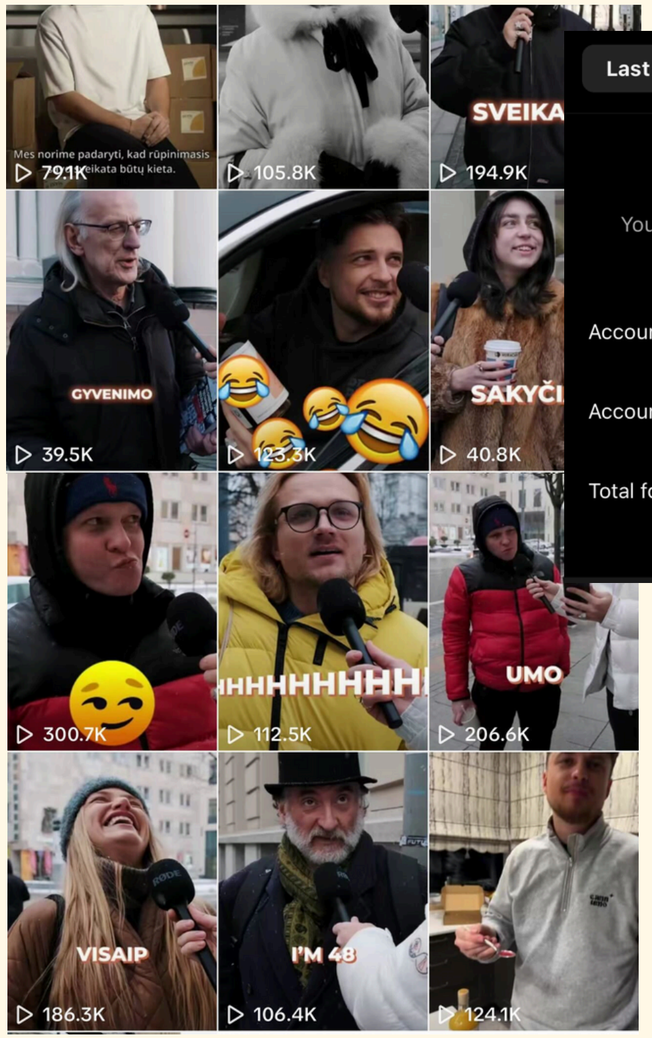
2026 ——— 7.55M gross sales, 28.2% net

2027 ——— 15.54M gross sales, 35.4% net



Our journey (SOCIAL MEDIA)

- One of the biggest Instagram & TikTok business channels in Baltic States, in only 5 months (>200k views on almost all uploads).
- Over 3.5 million Instagram “Reels” views.
- Worked with 100+ influencers (niche and awareness). We have 8 ambassadors that are the biggest names in Lithuania right now who promote our products daily.
- We have a lot of athletes (gold-medalist Olympians, UFC fighters, a WBA world boxing champion) who are using our products daily and share them on social media.







CURRENT

2023.12.05 - First retail network “Livin” - biggest natural, eco products market network in Baltic States. 14 stores in LT and 7 stores in LV. Generally, it takes 4-6 months to be selected, in this case they asked us to sell “Goodie” only 5 days after launch. Goodie is a top product in Livin (and stores that are selling natural, eco products).

Current stores Goodie is in:

- Livin (14 stores + online)
- Biržų duona (14 stores)
- Bottlery (7 stores)
- 6 HoReCa
- P9 clinic
- Žalias žingsnis



UPCOMING IN < 3 MONTHS

- Maxima (launch in September, 154 stores)
- Rimi (confirmed pilot deal, 54 stores)
- IKI (finalising launch, >100 stores)
- Mangų Mangas (confirmed, 2 stores + online)
- Livin Latvia (confirmed, 7 stores launch)
- Lidl (in talks)
- Huracan Coffee (testing new product range, 7 stores)
- Vynoteka (finalising launch, 116 stores in LT, 17 in LV)
- Assorti (in talks, 2 stores)
- Gourmet Panorama (in talks, foodhall)
- TravelRetail (Heinemann Duty Free) (in talks, Vilnius airport)
- + 30 other standalone retail businesses

UNITED KINGDOM



WHOLESALE:

- CLF
- SUMA
- Essential Trading
- Goodness foods,
- Wholefoods Wholesale

IN TALKS WITH:

- Bodykind
- Victoria health
- Planet Organic
- Wholefoods Market
- Selfridges
- Harvey Nicholls
- Boots
- Superdrug
- Sainsburies
- Booths
- Partridges
- Harrods
- Fortnum & Mason
- Waitrose
- Ocado
- Revital
- Ethical superstore
- WellEasy
- Food for Thought

1130 Independent stores have been emailed and are now on the regular email list. This helps drive awareness for when we are in wholesalers.

Received interest for Affiliates (mainly wellness and yoga centres/studios).

A lot of direct positive response, right now we are in talks.
Meeting with Bodykind, looking to launch in Q4.

We were accepted into Thyme, Creoate, Shelf Now and Ankerstore.

Biggest wholesaler in the world SUMA and Essential with CLF have received samples, they really like and believe in the product, arrangements have started. (accepted us within 1 week, usually it takes several months).

Samples sent out to 13 big buyers (chains like Whole foods, Sainsbury and similar).

Received interest from Harvey Nicholls, they want to have our product in their assortment (first Lithuanian product in history of Harvey Nicholls).

Victoria Health have shown interest and are reviewing the range.

NORWAY



Confirmed first retail store + online store launch in NO. Sending first pallet (432 bottles in July).

OTHER DISTRIBUTION CHANNELS

- RIG Distribution DE
- SPAR Malta
- Alimentum Food DK
- +6 others

WHAT'S NEXT? ✦ WHAT'S NEXT? ✦ WHAT'S NEXT? ✦ WHAT'S NEXT? ✦

2024 Q4

- UK market launch
- Norway market launch
- BFCM & Christmas season
- Amazon launch (in UK)
- New product launch (probiotic-caffeine innovation with a big partner)

2025 Q1 & Q2

- >15 new markets
- >20 chains
- Lifestyle product section
- 5 new products (health and wellness, longevity)
- 10 new current SKU variations Cannumo and sports team partnerships
- Digital product innovations

Core TEAM ✦ Core TEAM ✦ Core TEAM ✦ Core TEAM ✦ Core TEAM



MYKOLAS KARPIČIUS

CEO

By being only 24 years old, Mykolas is a founder and/or investor in startups that have raised over 20M. 7 years of experience working in C-level positions leading various teams. Raised over 50M for different startups. CMO experience working at the biggest lead generation company in Europe. Spent over 4M on ads (online & offline). 5 years of experience working in B2B/B2C sales (companies that have 150M+ in yearly revenue).



DOMINYKAS “OG VERSION” JEŽERYS

INFLUENCER GROWTH

Dominykas "Og Version" Ježerys Platinum and diamond album artist, sold-outing every show.

Responsible for selected influencer growth in markets.



VYTAUTAS SABALIAUSKAS

MANUFACTURING

15+ years background in managing complex IT products in stages from idea to launch.

Experienced in leading and supervising teams (from startups +15 mln. EUR in funding to telco and IT companies in the Nordic region).

& 15+ MOST PROFESSIONAL SPECIALISTS IN MARKETING, DESIGN, SUPPLY CHAIN AND PRODUCT DEVELOPMENT.

cann umo

Growth TEAM ✦ Growth TEAM ✦ Growth TEAM ✦ Growth TEAM ✦ Growt



EGLE ELENA PETRENKO

EUROPE GROWTH

Accomplished business developer and multilingual sales leader with 15+ years in international FMCG sales, specialising in Health & Organic markets. knowledge of brands, manufacturers, products, categories and trends. An extensive qualification, experience background and proven track record in FMCG marketing and sales are gained throughout years while working with companies like Windmill Organics, Auga Group, Aurora Cannabis. Sold over 100M worth of products to retail markets.



ARŪNAS MATAČIUS

RETAIL & PRODUCT GROWTH

13 years in FMCG, primarily organic. Winner of 40+ international awards for innovation and design. First to place Lithuanian products in Selfridges, Whole foods, MUJI Japan, and more. Participated in UK acceleration programs with Marks & Spencer investment. Connected with European retail channels like Waitrose and Sainsbury's. Experience in crowdfunding and VC funding. Regular exhibitor at natural/organic trade shows.



DAVE CHRISTIE

UK RETAIL

Dave has over 20 years of experience working with various FMCG brands and putting them on shelves in biggest UK retail shelves (Whole Foods, Sainsbury, Asda, Booths, M&S and many more). Dave has very good connections with various wholesalers as well like SUMA. One of the most respected product placer in UK.

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Few of hundreds of REVIEWS ✦ Few of hundreds of REVIEWS ✦ Few of hundred

Laura ✦✦✦✦✦

I really liked it, and it suited me well. I often have stomach issues when I overeat or eat something wrong, to the point where I couldn't go without medication, but drinking GOODIE, it's as if the problems never existed. I was very pleasantly surprised to find that GOODIE is truly that good!

Ingrida F. ✦✦✦✦✦

I really like the product. I'm already on my 6th bottle of CANNUMO. I used to consume digestive tablets by the handful. Since starting CANNUMO, everything has normalized. You just need to figure out how to use it. For me, it works best before sleep.

S.B. ✦✦✦✦✦

I tried the sea buckthorn flavored GĖRIS. It helped with digestion; I definitely felt the effect. I will certainly order more.

Adute J. ✦✦✦✦✦

I've been involved in alternative medicine for many years, so this is very close to my heart. I'm buying for the second time, and I will definitely buy again, for both my mother and a friend, because I can acknowledge that these are some of the best and most effective probiotics.

Karolina P. ✦✦✦✦✦

Cannumo, thank you for GĖRIS managing my stomach and skin issues - my skin has become more clearer, and my stomach is not as upset <3

Vaiva ✦✦✦✦✦

I can't believe it, but I really felt the difference - my stomach bloats much less, and because of that, I feel better! The flavor is intense. When I got it, I had food poisoning. This drink sorted out the problem perfectly.



+ Over 300 authentic REVIEWS from real people

✦



First year (2022) revenue ——— $250M
Second year (2023) revenue ——— $1.2B

HOW? Using the same marketing funnels as we are using, just on a bigger scale.

PROBLEM: Lack of innovative products; Their product doesn't help you with your overall health.



CULTURE POP
(probiotic drink)
Series B - $21M



Poppi
(prebiotic soda)
Last raise - $11M



Athletic Greens
(powder supplement)
Last raise - $115M
Valuation - $1.2B

...and many more



The Good bug
(probiotic fiber)
Last raise - $3.5M

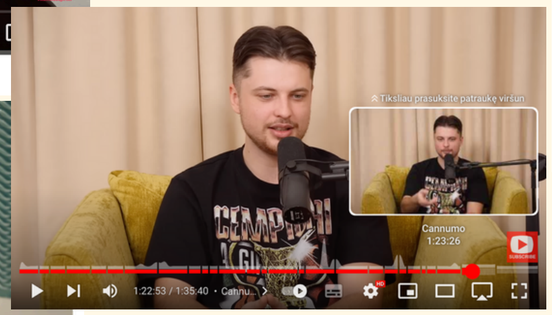
CANNUMO IN MEDIA ✦ CANNUMO IN MEDIA ✦ CANNUMO IN MEDIA ✦ CA



Kaip priimti savo kūną, pinigai poroje ir maudymukų mados | Nusirenk



„Kitokie pasikalbėjimai“ su Mantu Stonkumi





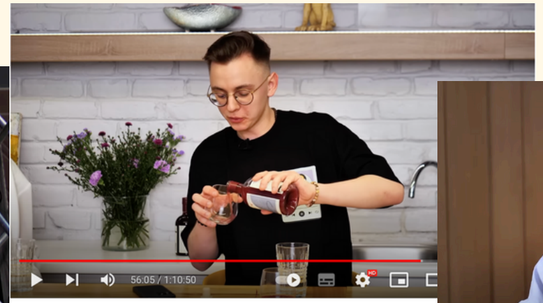
Lyties atskleidimo šventė, Hermes ir steikai šunims, atostogų mados | Nusirenk iki pusės #28



Lyties ats



„Kitokie pasikalbėjimai“ su Mantu Stonkumi



Fetišo vakarėliai, mados pasaulio užkulisiai ir sveikatos recepta
iki pusės #24



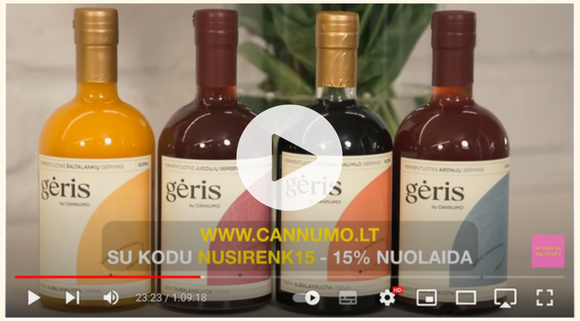
olandas Mackevičius | Rygoj mes jau buvom #5

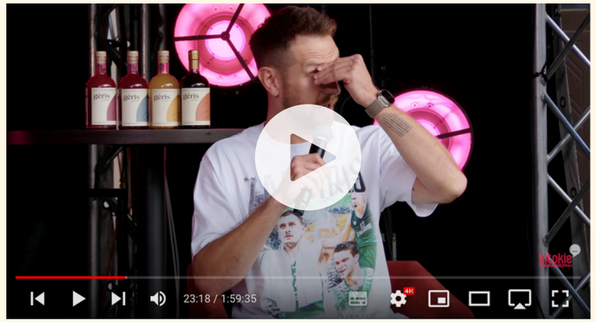
sių metų startuolių „Cannumo“ pa
mos agentūrą „Panama Agency“

MĖS ISTORIJOS

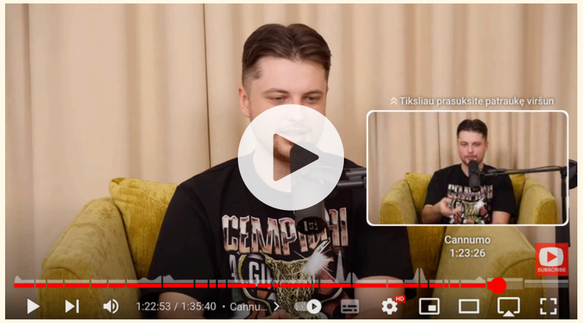
uodžio mėnesio pradžioje socialinius tinklus sm
tų startuolis „Cannumo“. Sprendžiant iš auditor
3 metų pabaigos startuolis, pasirodęs rinkoje ko
nęs vartotojus ir puikiai išpildęs jų lūkesčius.

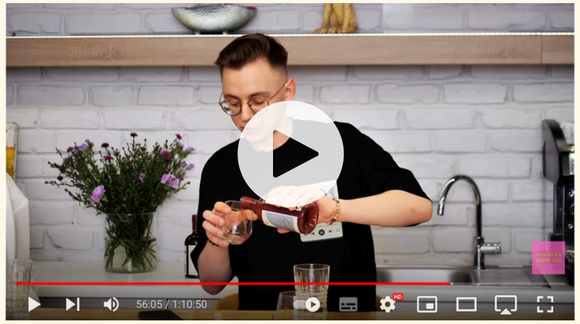
CANNUMO IN MEDIA ✦ CANNUMO IN MEDIA ✦ CANNUMO IN MEDIA ✦ CA

















Atlikėjas OG Version ir verslininkas M.Karpičius sukūrė startuolį: prekiaus ir grybų eliksyrais

Vienas didžiausių metų startuolių „Cannumo“ pasirinko ne didžiausią reklamos agentūrą „Panama Agency“. Ir ne veltui?

LRYTAS.LT > VERSLAS > SĖKMĖS ISTORIJOS

Jau praėjusių metų gruodžio mėnesio pradžioje socialinius tinklus smarkiai sudrebino sveikatingumo produktų startuolis „Cannumo“. Sprendžiant iš auditorijos reakcijų, tai ir gero, didžiausias 2023 metų pabaigos startuolis, pasirodęs rinkoje kone visai netik tačiau iš karto sudominęs vartotojus ir puikiai išpildęs jų lūkesčius.

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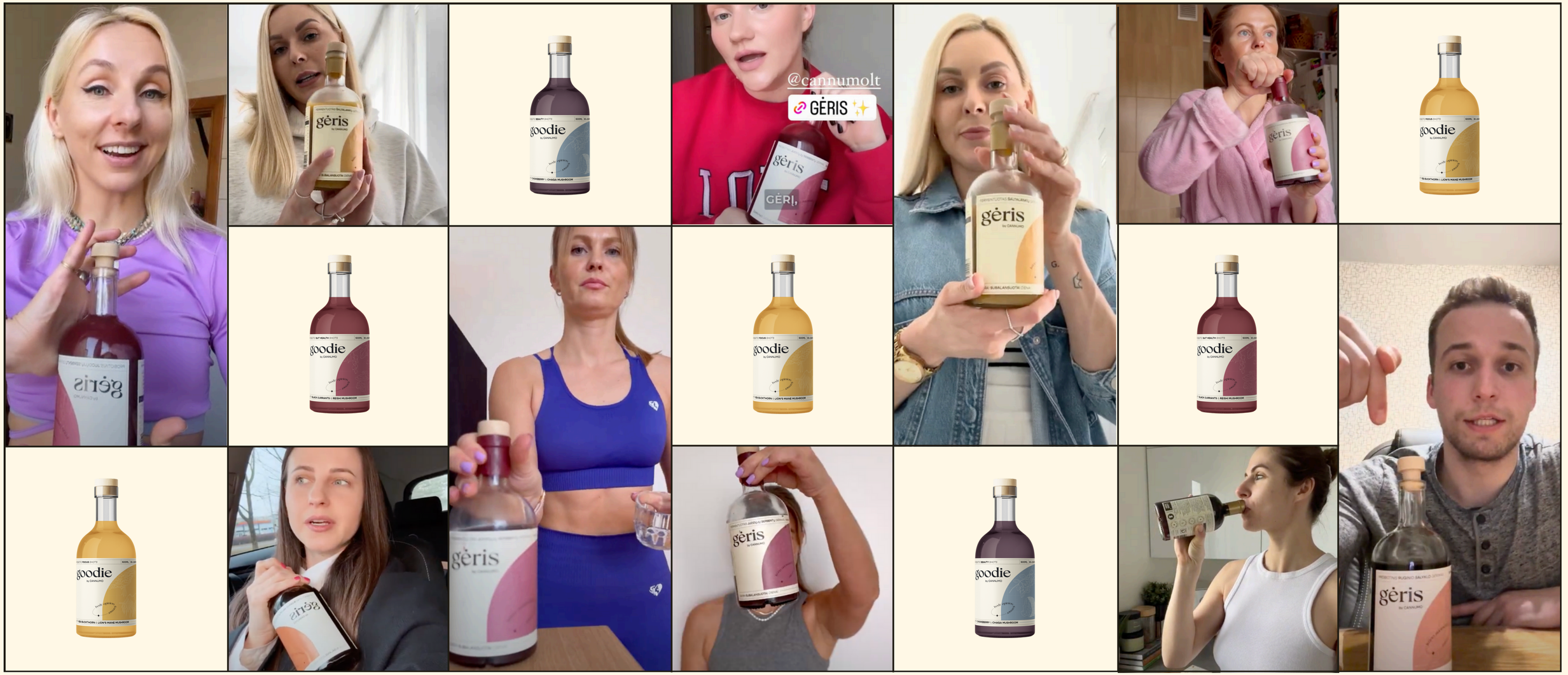
PEOPLE ♥ GOODIE ✦ PEOPLE ♥ GOODIE ✦ PEOPLE ♥ GOODIE ✦ PEO



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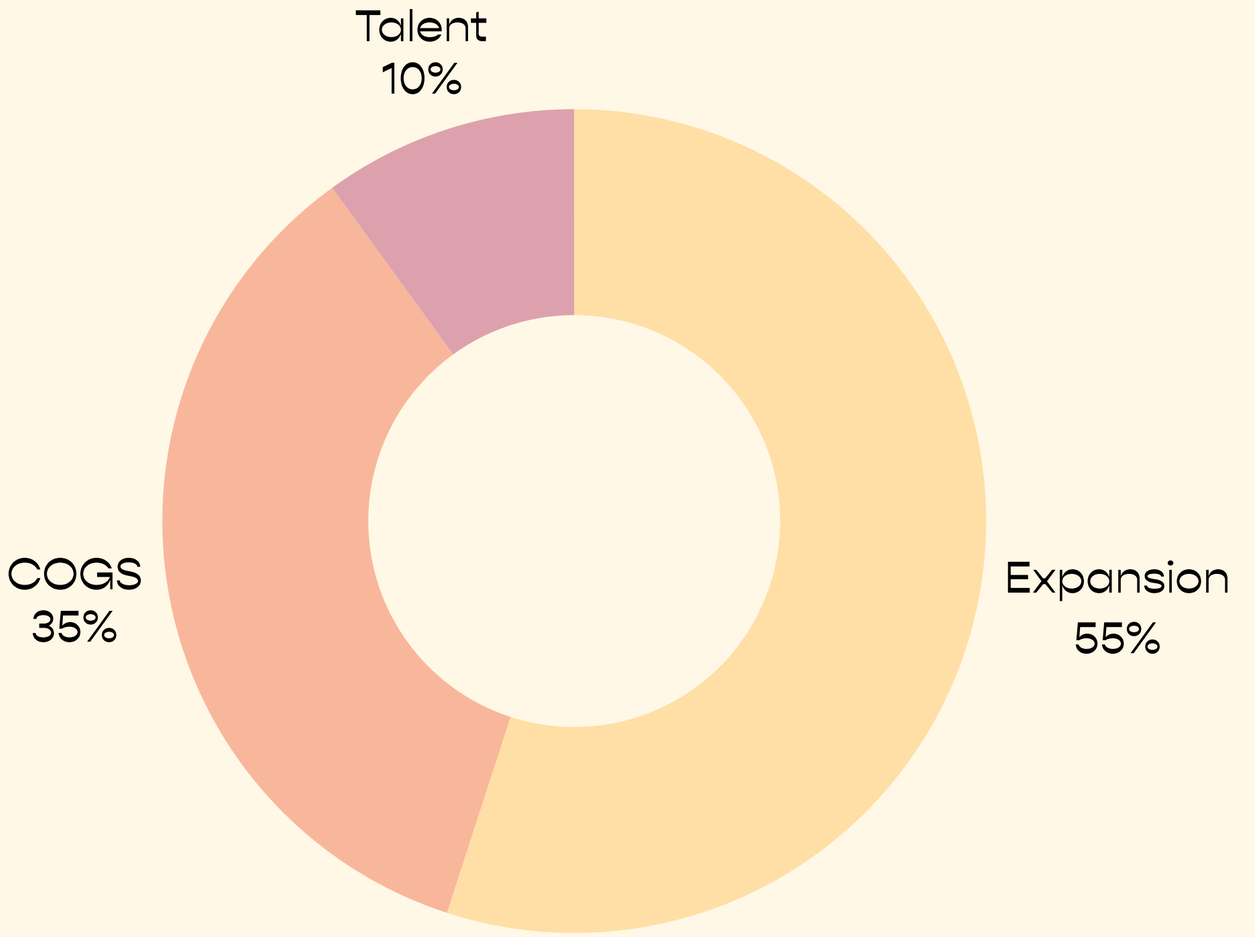
JOIN US ✦ JOIN US ✦ JOIN US ✦ JOIN US ✦ JOIN US ✦ JOIN US ✦ JOIN

Join the fastest growing FMCG brand

Help us finance expansion to UK & Nordic countries:

- Instrument: **Convertible note**
- Runway: **±12 mo**
- Size: **€600K (min), €900K (max)**
- Investment deadline: **10.2024**



Į sveikatą!

[Lithuanian saying]

Common toast used when drinking in company. Literally - **“to health”.**



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Want to be part of revolution?



LET'S GET IN TOUCH and we will
send you **free samples:**

Mykolas Karpičius +370 625 24989 mykolas@cannumo.lt