

KHIRON LIFE SCIENCES CORP.



Strategic positioning / media and stakeholder relations / partnership development /
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Khiron Life Sciences Corp. is a Canadian integrated medical cannabis company with core operations in Colombia. Khiron is moving quickly to establish a profile among investors in Canada, and to increase awareness within the medical and patient communities in Latin America. A successful communications campaign has been critical to its public listing on the Toronto Stock Exchange, and building the relationships that will see Khiron grow across Latin America.



THE GLOBE AND MAIL

Latin America offers Canada a route to global dominance in medical marijuana

Alvaro Torres is the chief executive officer of Khiron Life Sciences Corp., a Canadian integrated medical cannabis company with core operations in Colombia. Matt Murphy is chief compliance officer at Khiron.

Let's get this out of the way. If you were a fan of the acclaimed Netflix crime drama *Narcos*, you should know it is a fictionalized account of events that transpired in a dark period in Colombia 25 or more years ago. The drug trade in the headlines in Latin America now is more often an entirely different and legitimate kind. It's also attracting Canadian investment and global attention for its progressive and research-based policies.

In Latin America, after Uruguay, the move to legalize medical marijuana really began in one of the region's largest economies, with the first licences issued in Colombia in 2017. In recent months, medical-cannabis legislation has also passed in Chile, Argentina and Peru, with politicians seeing the growing and cultivation of cannabis for medical purposes as a viable alternative to the illegal drug trade of a generation ago, and a defence against the opioid crisis seen across Canada and the United States.

As Canada's new recreational-cannabis laws come into effect later this year, it is fast being recognized as the leader in the sector in Latin America and around the globe with its expertise in market investment, banking, retail, technology, scientific and medical research. Latin America is one of the largest and most dynamic trade regions in the world, attracting significant foreign-investment capital across the region. With a combined population of more than 640 million, it offers a vast strategic alternative to the United States for Canada to deploy its financial capital in the medical-marijuana industry.

So how big is the potential global cannabis market? Given the strong likelihood of a positive medical impact, and the low potential toxicity compared with many prescription drugs, one can estimate that medical cannabis could produce the equivalent revenue of at least two blockbuster drugs, and additional moderate-market-sized drugs. That would provide for an international market of as much as US\$10-billion, perhaps more.

THE WALL STREET JOURNAL

BUSINESS

Wall Street's Marijuana Madness: 'It's Like the Internet in 1997'

Tilray, a startup with just \$20 million in first-half revenue, was briefly worth \$20 billion during a wild ride last week



A worker collects cuttings from a marijuana plant at a Canopy Growth facility in Smiths Falls, Ontario. PHOTO: CHRIS WATTIE/REUTERS

TORONTO—Shannon Soqui just quit his Wall Street job to go after what he thinks is a bigger business: selling marijuana the way Mary Kay Inc. sells cosmetics.

The 51-year-old banker wants to focus on Qind, his San Francisco startup that organizes home parties to sell cannabis products, to get a piece of what he says could sprout into a \$100 billion annual business in the U.S.

"It's like the internet in 1997 or 1998," said Mr. Soqui. "Investment opportunities to create new businesses have never been more compelling."

Entrepreneurs and investors are rushing headlong into the [nascent legal marijuana industry](#), fueling a stock craze reminiscent of the late 1990s dot-com bubble and the recent bitcoin mania. Big companies, [wealthy](#)

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The Washington Post

The Americas

Colombia looks to become the world's supplier of legal pot

By Anthony Faiola March 10 [Email the author](#)



Tens of thousands of Colombians died in the U.S.-backed war on drugs. But after an official about-face on marijuana, Colombia is looking to exchange gun-toting traffickers for corporate backers in a bid to become the Saudi Arabia of legal pot.

The new industry is budding here on the outskirts of Medellin, where Pablo Escobar moved marijuana in the 1970s before becoming the "King of Cocaine." Fifteen years after his death in a last stand with the law, cannabis plants are blooming in the emerald hills beyond the city, this time with the government's blessing.

"You are looking at history," beamed Camilo Ospina, the lab-coat-wearing chief innovation officer for PharmaCielo Colombia Holdings, gesturing like a showman before a sprawling greenhouse of pungent cannabis plants. His company is one of a fast-rising number of corporations seeking to leverage the "made in Colombia" label in a new age of legalization.

"Our advantage is that the Colombian brand already has a mystique," he said. "We want to intensify that, so that the Colombian cannabis you already know — the Punto Rojo, the Colombian Gold — is the cannabis you want to buy."

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