



**INSIDE**

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Welcome to Cannabis Stocks  
Let's talk about POT

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All you need to know about  
cannabis investments

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Let's work for you

JANUARY 2022

# POTSTOCK INVESTMENT WITH UPWARD FINANCE

BRIEF INSIGHT



# WELCOME TO CANNABIS STOCK

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Upward Finance Team are happy to have you in our community and cannot wait to have you on board!!!

"We pride ourselves in delivering a technology that you won't find anywhere else. We are enabling "smaller" investors to finally get involved in the online money trends and have real success."

Through the development of our fully automated trading software and a record low price in maintenance, we've consistently delivered out-standing results. And we are committed to continuing to do so far into the future. It is finally possible to get involved in these highly complex and highly profitable markets, without any expertise of your own.

The financial world continually evolves, embracing innovation and complexity and absorbing the new regulation. As the pace of change increases, we work to help clients overcome the challenges and benefit from the opportunities.

The list of new products and new regulations keeps growing - from segregated collateral arrangements, to increasingly complex structured repos, to the implementation of the many strands of the European Markets Infrastructure Regulation - and our role is to help you integrate these successfully into your existing business streams and to maximize their potential for you.




Upward Finance company covers all types of asset classes – fixed income, TOI's, bonds, derivatives, inflation, equity, real estate and commodities (precious and base metals, energy, weather and carbon emissions) – and, in addition to OTC derivatives, we advise on lucrative market research and investment.

We have been active in asset management industry for 10 years, giving our dedicated team of traders and managers true depth of experience. Our flexibility and knowledge of this area means that we can meet your needs – however demanding, complex and time-critical.

No industry is more inventive – or more highly regulated – than the financial services industry. So a good asset management company in this field needs to be quick thinking. Our financial services team is equipped to provide advice in this fast-changing and fluid market.

Our knowledge of the financial sector is both broad and deep: as well as broad because our clients come from a range of financial services industries, encompassing investment management, insurance and pensions, real estate and retirement, as well as new services such as trading platforms, crowd funding enablers, e-money and payment services.

With regulators now focused on outcomes-based regulation, and with traditionally separate markets and products lines converging and overlapping, it is vital for traders and managers to have this breadth and depth of understanding. On the contentious side, we act for investors looking for financial services advice.

A decorative graphic in the bottom right corner of the page, consisting of a grid of colorful squares in shades of purple, blue, green, and yellow, arranged in a pattern that recedes into the distance.

# LET'S TALK ABOUT POT

Before investing in any company, it's a good idea to understand the basics of the business in which the company operates. For marijuana stocks, that means first learning about the marijuana, or cannabis, plant itself.

There are two primary chemicals in the cannabis plant, known as cannabinoids, that investors should especially know about. Delta-9 tetrahydrocannabinol (THC) is the primary psychoactive ingredient in marijuana. Cannabidiol (CBD) is another important cannabinoid that has been found to possess therapeutic benefits.

These two ingredients have been at the forefront of a battle over marijuana. The United States, along with many other countries around the world, prohibit the use of marijuana at the federal level, primarily because of the mind-altering effects and potentially addictive attributes of THC. However, the potential therapeutic benefits of CBD have led 30 U.S. states and countries, including Canada and Germany, to legalize medical marijuana. In addition, nine U.S. states and the District of Columbia also now allow the legal recreational use of marijuana. Canada's recreational cannabis market is scheduled to open on Oct. 17, 2018.

Although marijuana legalization is still somewhat controversial, public support for legalization in the U.S. and other countries has continued to increase. For example, a recent survey from the Center for American Progress, a progressive public policy research and advocacy group, found that 68% of Americans support legalizing marijuana -- a record high level of support. Forty percent of respondents strongly support legalization of the drug.

The spread of marijuana legalization has created a blossoming industry. Businesses have popped up to service every part of the growing industry, from cultivating and growing cannabis (or providing services to the growers), to distribution and retail marketing, and even to biotech development of cannabinoid-based prescription drugs.



# ALL YOU NEED TO KNOW ABOUT POT INVESTMENTS

You've no doubt seen firsthand the impressive growth in public support for marijuana, as evidenced by the growing number of states that have legalized the drug for medical or recreational purposes. You've probably heard about the enormous gains marijuana stocks have generated over the past couple of years. You might also be aware of predictions about how large the marijuana industry could become, including a recent projection that the U.S. marijuana market could reach \$22 billion by 2022. If all of these developments have you contemplating the idea of investing in marijuana stocks, you're not alone. Increasing numbers of investors have bought shares of marijuana stocks in anticipation of making huge returns. But should you invest in marijuana stocks? Here's what you need to know to make an informed decision.

Many companies in the cannabis industry have opted to "go public," making their shares available for purchase on public stock markets, to raise cash to fuel additional growth. This growth potential is the most compelling reason to consider investing in marijuana stocks. Canada's vote to legalize recreational marijuana has lent significant investor attention to Canadian marijuana stocks. Arcview Market Research and BDS Analytics project that Canadian marijuana sales will jump from around \$600 million last year to \$5.4 billion by 2022. That's a compound annual growth rate of more than 55%.

Germany legalized medical marijuana in 2017. The country's cannabis market could approach \$1.6 billion by 2022, according to Arcview and BDS Analytics, up from only around \$9 million last year. This projected growth makes Germany not only the biggest international marijuana market outside of North America but also the fastest-growing marijuana market in the world. But the biggest prize of all is still the United States. Even with the rapid expansion of marijuana markets in Canada, Germany, and elsewhere, the U.S. still is likely to account for close to three-quarters of total cannabis revenue four years from now.

Overall, there is a possibility that the global marijuana market will more than triple from 2018 to the end of 2022. There will probably be several big winners from this sizzling growth. Investors who accurately pick those winners should be set for some fantastic returns over the next few years.

# INVESTING IN POT STOCKS

This is an industry that has a lot of expectations as we speak and When this industry is fully ramped up -- mind you, this will take a few years -- it's expected to generate upwards of \$5 billion in added annual sales. This comes atop what growers were already bringing in via medical weed sales and exports to foreign countries. This long-awaited legalization is what's been responsible for sending pot stocks through the roof for years.

Since the beginning of 2016, nearly all marijuana stocks are substantially higher, with some even sporting four-digit percentage gains through this past weekend. The following five marijuana stocks, listed in ascending order, are hands-down the industry's top performers in that time span.

But before we jump right in, please note that because some of these companies have uplisted to more reputable exchanges, prior over-the-counter-listed historical data may not be available. In such instances, share-price change data on the Canadian exchanges may be used, and will be noted below

1. Namaste Technologies: Up 6,750%

However, more than doubling up the second-best performer since the beginning of 2016 is small-cap Namaste Technologies (NASDAQOTH:NXTTF). Having finished 2015 at just \$0.02 per share, Namaste has since gained a brisk 6,750% as its telemedicine app and vaporizer business has grown in size. Without question, the most exciting aspect of Namaste Technologies is its online portal NamasteMD, which was launched earlier this year. Since its launch, NamasteMD has already attracted more than 17,000 patients. Most important, these patients can be kept within the Namaste universe thanks to its wholly owned grow farm CannMart. Being able to lean on its high-margin telemedicine app and internalize its growing costs may result in above-average margins and certainly a unique business model.

Investors are likely also pleased with Namaste's international presence. Its e-commerce platform has over 30 websites in more than 20 countries, diversifying its revenue stream. For example, it saw 364% sales growth in Canada during the fourth quarter, but also 261% sales growth in Germany and 188% in Brazil.



## 2. Cronos Group: Up 3,313% (on the Canadian exchange)

Among the big boys, no marijuana stock has performed better than Cronos Group (NASDAQ:CRON), which, according to its Canadian-listed shares, are up better than 3,300% since the beginning of 2016.

Cronos Group has likely found support from investors, given that it's on track to be a top-10 producer, once running on all cylinders. In July, the company announced a joint venture with a number of investors to create Cronos GrowCo. When fully up and running, this joint venture will span 850,000 square feet and yield about 70,000 kilograms a year. Combined with its existing grow facilities and brands, Cronos should be capable of approximately 140,000 kilograms of peak annual output. Cronos Group also turned heads in early September when it announced a partnership with privately held Gingko Bioworks. The duo will work to extract cannabinoids from the cannabis plant and produce these cannabinoids on a commercial scale. In other words, Cronos Group is moving beyond just dried flower, which is a high-margin (and smart) move.

Given Cronos' late start to its joint venture greenhouse expansion, it's possible the company could miss out on some lucrative long-term supply deals. Then again, shareholders over the past 34 months aren't complaining.

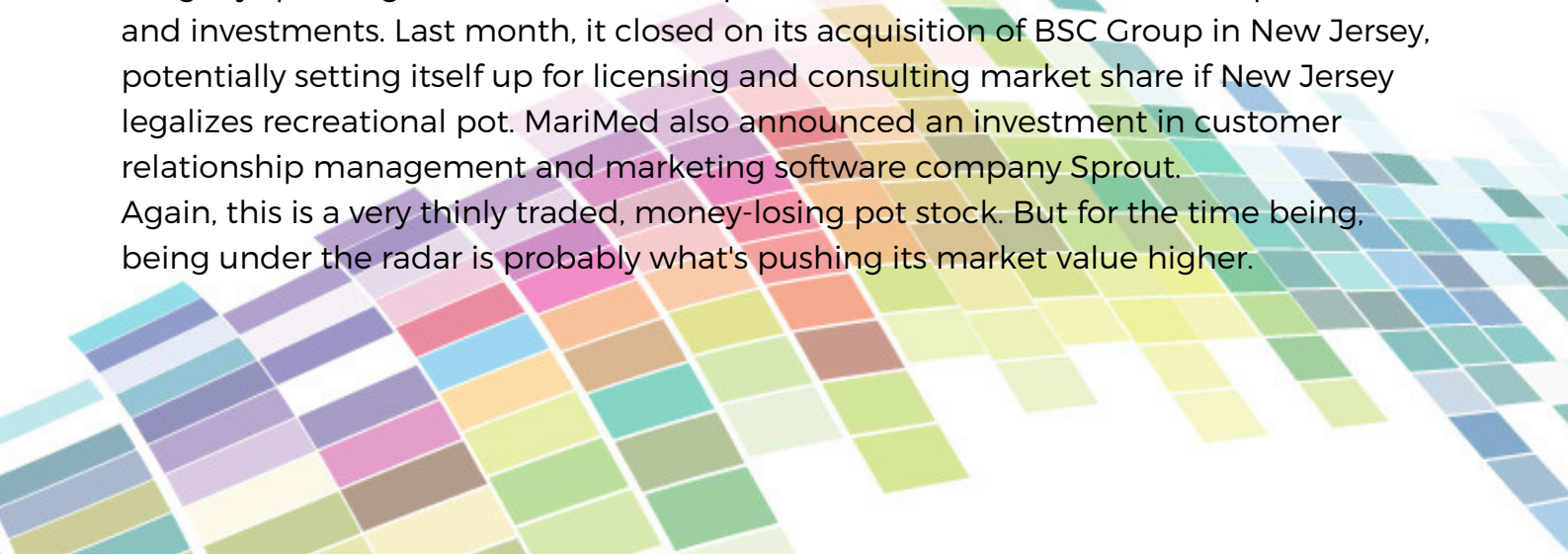
Although recurring profits are still elusive, and may remain so for some time as Namaste builds out its core infrastructure, long-term investors are sitting pretty.

## 3. MariMed: Up 3,093%

Perhaps one of the more surprising names you'll find on this list is Massachusetts-based cannabis consulting and grow-facility operator MariMed (NASDAQOTH:MRMD). It's come a long way from its \$0.15 share price at the end of 2015, and now sits nearly 3,100% higher. Unlike Aurora Cannabis and Canopy Growth, which both trade on the iconic NYSE, MariMed shares are listed on the over-the-counter (OTC) exchange. Though the OTC exchange has made strides to improve reporting standards in recent years, volume and institutional interest still tend to be considerably lower. This lack of volume has made MariMed exceptionally volatile over the years and, in recent months, may be at least partially responsible for its surging share price.

Tangibly speaking, investors should be pleased with MariMed's recent acquisitions and investments. Last month, it closed on its acquisition of BSC Group in New Jersey, potentially setting itself up for licensing and consulting market share if New Jersey legalizes recreational pot. MariMed also announced an investment in customer relationship management and marketing software company Sprout.

Again, this is a very thinly traded, money-losing pot stock. But for the time being, being under the radar is probably what's pushing its market value higher.



4. Canopy Growth Corp.: Up 2,602% (on the Canadian exchange)

Speaking of showing up for investors, Canopy Growth Corp. (NYSE:CGC) has kicked butt and taken names since the beginning of 2016. The first Canadian marijuana stock to list on the NYSE has seen its shares rise by a brisk 2,602% in roughly 34 months, according to its Canadian-listed shares. Canopy Growth is probably going to slide in behind Aurora Cannabis as the nation's second-largest producer. It has 5.6 million square feet of capacity -- 2.7 million of which is already licensed for cultivation by Health Canada -- which should give it roughly 500,000 kilograms of annual yield when fully ramped up.

What allows Canopy to really stand out are its sales channels, brands, and partnerships, which are light-years ahead of Aurora Cannabis. Canopy Growth's Tweed brand is arguably the most recognizable throughout Canada, and Constellation Brands' \$4 billion investment in Canopy Growth Corp. gives it a 37% stake in the company. More than just a partnership, the maker of Modelo and Corona beer has a vested interest in Canopy's long-term success. All told, it's not surprising to see this company performing as well as it is.

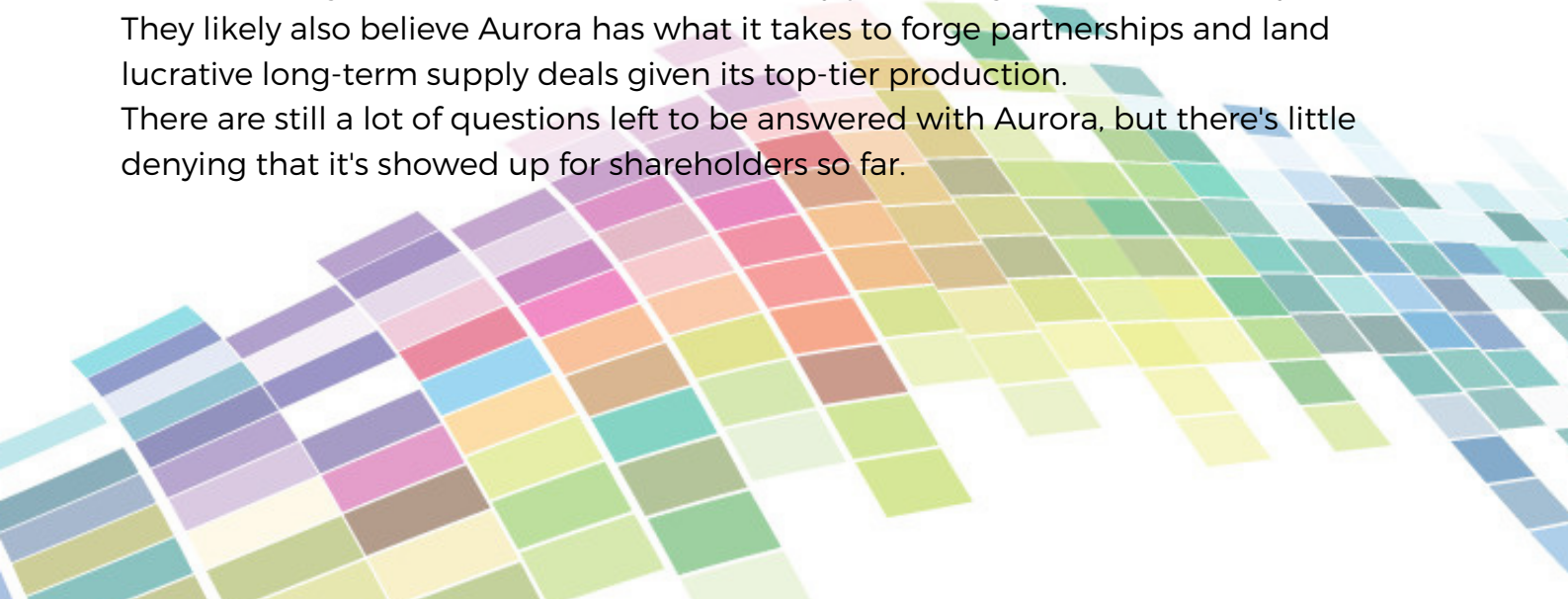
5. Aurora Cannabis: Up 1,571%

Although it's a company I might rail on for its acquisition binges and subsequent ballooning of its outstanding share count, grower Aurora Cannabis (NYSE:ACB) has done well for itself and shareholders with a 1,571% gain since 2016 began.

Aurora Cannabis, which recently uplisted to the New York Stock Exchange (NYSE), looks to have the inside track to the peak production crown. Already on pace for more than 570,000 kilograms of annual production, the company's acquisition of ICC Labs in South America will bring 92,000 square feet of existing production and 1.1 million square feet of developing production under its wing. In short, 600,000-plus kilograms seems very reasonable when operating on all cylinders.

With production figures this large, investors are confident that Aurora will be able to take advantage of economies of scale, thereby producing cannabis at a very low cost. They likely also believe Aurora has what it takes to forge partnerships and land lucrative long-term supply deals given its top-tier production.

There are still a lot of questions left to be answered with Aurora, but there's little denying that it's showed up for shareholders so far.





# WHY CHOOSE US?

We are committed to making investors addicted with our systems. the crux of the program is to keep investors coming back for more and we can only do that by satisfying them impeccably.

We have an extensive experience with finance and its dynamics and we have come with pot stocks to better satisfy our clients. There are several reasons to work with us and they include:

- ★ 24/7 customer service:
- ★ 8/10 win ratio
- ★ Inter-investor relationships
- ★ Diverse means of transaction
- ★ Total anonymity
- ★ Best ROI
- ★ Timely payout

# EXPECTED INVESTMENT RETURNS

**7 - 15%**

**WEEKLY PROFITS**



# WE ARE HAPPY TO

*Have You !!!*

We believe in service and transparency. We are committed to making investors addicted with our systems and coming back for more

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*for more information about the program.*

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