

[349] PANAXIA - MANUFACTURING OF PHARMACEUTICAL CANNABIS PRODUCTS

Dadi Segal, CEO, Panaxia Pharmaceutical Industries, Lod, Israel

- **Investment Rational**

Panaxia is a manufacturer of pharmaceutical cannabis products, we have been doing this for the last 9 years. We believe that the properties in regard to safety, efficacy and evidence should not be any different for cannabis based pharmaceuticals than any medication that is on the shelf.

- **Business Strategy**

We believe that by offering pharmaceutical cannabis products we can reach a much larger audience of patients who would not be using cannabis otherwise. We sell in Israel and in the US and soon also in Canada and Europe. In Israel we are the most dominant company in the market, producing 9 out of the existing 10 brands in Israel.

- **Core Technology**

We offer specific combinations of cannabinoids for each indication. As oppose to the “one size fits all” cannabis solution we chose only those cannabinoids relevant for a specific indication. By manufacturing the products in GMP approved, validated conditions we can ensure consistency of the products between batches and meaningful clinical trials.

- **Product Profile/Pipeline**

We currently have more than 30 products on the market with dosage forms such as tablets, inhalers, suppositories and creams. We target more than 15 indications such as pain, nausea, epilepsy but also less common for cannabis such as anxiety and Parkinson’s disease. We invest significantly in R&D and we have 7 IPs protecting our products.

- **What's Next?**

The company is now targeting the European market. Because this market is highly regulated by the European health authorities, there is less competition than in the North American markets As a pharmaceutical company Panaxia is in the best position to capture significant share of the European market.