cbdMD™

THE INDUSTRY'S LEADER IN BROAD SPECTRUM CBD PRODUCTS

July 1, 2021

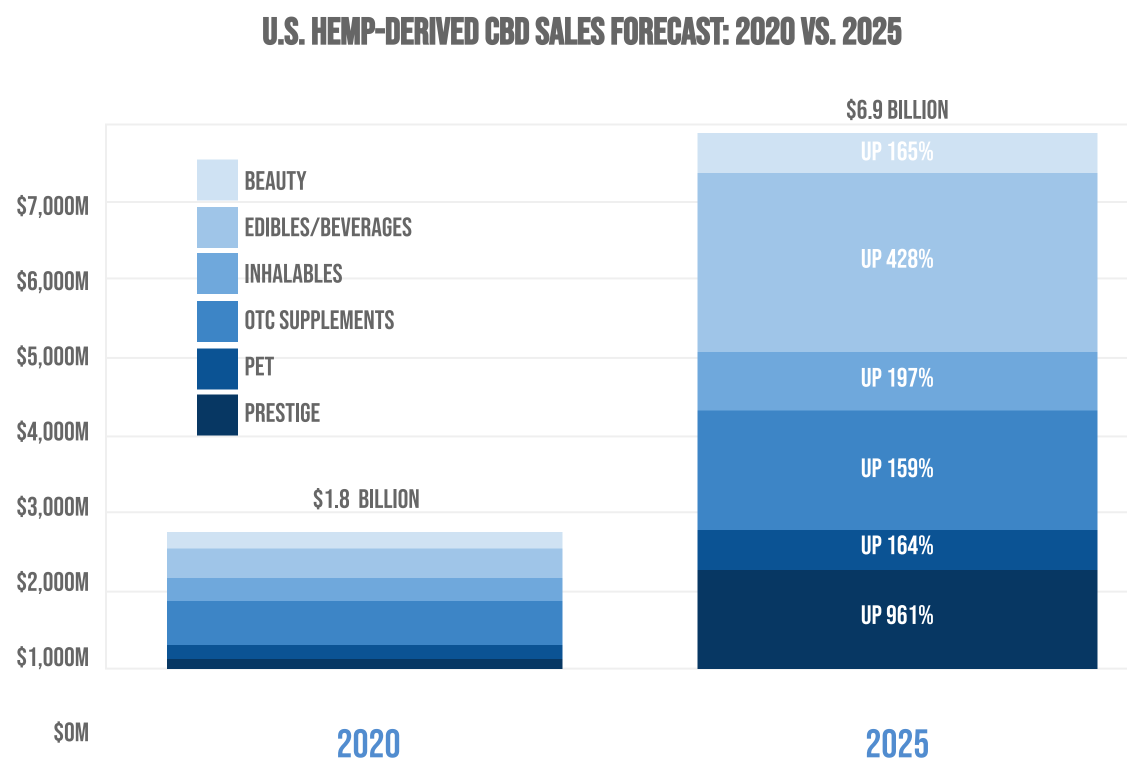
cbdMD.com

SAFE HARBOR STATEMENT

This presentation contains certain forward-looking statements that are based upon current expectations and involve certain risks and uncertainties within the meaning of the U.S. Private Securities Litigation Reform Act of 1995. Such forward-looking statements can be identified by the use of words such as ''should,'' ''may,'' ''intends,'' ''anticipates,'' ''believes,'' ''estimates,'' ''projects,'' ''forecasts,'' ''expects,'' ''plans,'' and ''proposes.'' These forward-looking statements are not guarantees of future performance and are subject to risks, uncertainties, and other factors, some of which are beyond our control and difficult to predict and could cause actual results to differ materially from those expressed or forecasted in the forward-looking statements. You are urged to carefully review and consider any cautionary statements and other disclosures, including the statements made under the heading "Risk Factors" in cbdMD, Inc.'s Annual Report on Form 10-K for the fiscal year ended September 30, 2020, as filed with the Securities and Exchange Commission (the "SEC"), on December 22, 2020, and our other filings with the SEC. cbdMD, Inc. does not undertake any duty to update any forward-looking statements except as may be required by law. The information which appears on our websites and our social media platforms, including, but not limited to, Instagram and Facebook, is not part of this presentation.

MARKET FORECASTS

CBD DEMAND COULD DRIVE INDUSTRY SALES TO $6.9 BILLION BY 2025



Source: Hemp Industry Daily Oct 26th, 2020

INVESTMENT HIGHLIGHTS

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1. Leader in high quality, broad spectrum CBD
2. Extensive and unique portfolio of trusted products
3. Category-leading, multi-channel media strategy including sports sponsorships as well as athlete and influencer endorsements
4. Highly respected in-house R&D enabling strong product development
5. Large growth opportunity across brands and channels
6. Financial profile with strong historical growth
7. Highly recognized management team with unique vision

CBDMD AT A GLANCE

SNAPSHOT

- **Founded:** 2015
- **Ticker:** YCBD, YCBDpA (NYSE American)
- **HQ:** Charlotte, NC
- **LTM Q2 FY21 Net Sales:** $46.4M (+25% YoY; FYE 09/30)
- **LTM Q2 FY21 Gross Margin:** 65%
- **Employees:** 180 (as of 6/21/2021)

BUSINESS OVERVIEW

- We believe we are the industry leader in producing broad spectrum CBD products
  - We own and operate the nationally-recognized cbdMD, cbdMD Botanicals and Paw CBD brands
  - With the addition of terpenes, we believe we have created a far more enhanced CBD product
- Products are distributed through our e-commerce sites, third party e-commerce sites, select distributors, marketing partners and brick and mortar retailers

PRODUCT PORTFOLIO

cbdMD

Tinctures, gummies, topicals, capsules, bath bombs, bath salts, sleep aids

100+ SKUs

Paw CBD

Tinctures, chews, topicals

40+ SKUs

cbdMD Botanicals

Oils, serums, toners, moisturizers, masks, exfoliants, body lotions

15 SKUs

CBDMD MILESTONES

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CURE BASED DEVELOPMENT FOUNDED

2017

CURE BASED DEVELOPMENT, CREATOR & FOUNDER OF NATIONAL CBD DAY

2018

CURE BASED DEVELOPMENT: CBD EDITOR'S CHOICE - ENTREPRENEUR MAGAZINE

2018

FARM BILL
SECURING OUR FUTURE

FARM BILL 2018

2018

LEVEL BRANDS ACQUIRES CURE BASED DEVELOPMENT, CREATING CBDMD, INC.

2018

CREATOR & FOUNDER OF NATIONAL CBD MONTH

2019

FIRST CBD COMPANY IN THE PGA TOUR

2019

FIRST CBD COMPANY TO SPONSOR A MAJOR SPORTS LEAGUE

2019

YCBD

TICKER CHANGE TO YCBD NYSE AMERICAN

2019

BUBBA WATSON PARTNERSHIP

2019

NATIONAL PET CBD MONTH
2020
paw cbd

CREATOR & FOUNDER OF PET CBD MONTH

2019

PET BUSINESS INDUSTRY RECOGNITION AWARD: DOG CALMING AIDS - CBD CATEGORY

2019

CBDMD MILESTONES

PAW CBD WEBSITE LAUNCH

2020

PRODUCT OF THE YEAR WINNER: CBD SLEEP AID & CBD TOPICAL

2020

FIRST NATIONAL CABLE TV COMMERCIAL: "CONQUER THE DAY"

2020

DOG CALMING PRODUCT OF THE YEAR AWARD: PET INDEPENDENT INNOVATION AWARDS

2020

INTERNATIONAL (UK) DTC WEBSITE LAUNCH

2021

FIRST CBD COMPANY TO ADVERTISE IN PUPPY BOWL

2021

PRODUCT OF THE YEAR WINNER: CBDMD GUMMIES, PAW CBD HARD CHEWS

2021

FIRST PAW CBD NATIONAL CABLE TV COMMERCIAL

2021

PATRICK REED PARTNERSHIP

2021

NOBULL CROSSFIT GAMES PARTNERSHIP

2021

PRODUCT LINES

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paw cbd™

cbdMD™
BOTANICALS

CBD PRODUCT OF THE YEAR WINNERS

WINNER:
CBD Topical
Survey of 40,000 people by Kantar

WINNER:
CBD Sleep Aid
Survey of 40,000 people by Kantar

WINNER:
CBD Ingestible
Survey of 40,000 people by Kantar

WINNER:
CBD Pet
Survey of 40,000 people by Kantar

MANUFACTURING PROCESS

CHARLOTTE, NC FACILITY

- **Operations:** Manufacturing & Quality Documentation, Warehouse & Distribution and Management, Customer Care, Legal & Regulatory
- **Size:** 15,000 sq. ft., 80,000 sq. ft. and 40,000 sq. ft. respectively
- **Produces:** Tinctures, Softgels and Capsules
- **Manufacturing Capabilities:** 4,500 Tinctures, 55,000 softgels and 1,800 bottles per shift

KEY MANUFACTURING PARTNERS

- **Certifications:** GMP, NSF, USHA, NAS, ISO 9001 Full Design
- **Third Party Contract Manufacturing**: Our partners operate from FDA-registered facilities which are independently GMP certified
- **Supply Chain**: Depth across critical areas of the supply chain ensures resiliency and limits the potential for unforeseen disruption. Cannabinoid ingredients are supplier tested through third-party ISO certified labs and re-tested internally through an independent, ISO accredited, third-party lab before entering the production process

STRATEGIC MARKETING AND BRANDING CAMPAIGN - ATHLETES

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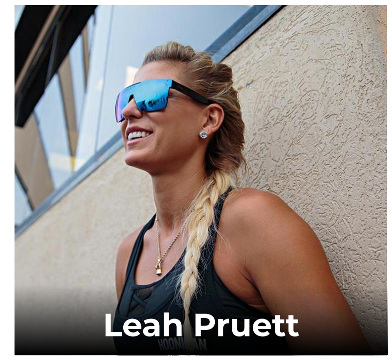
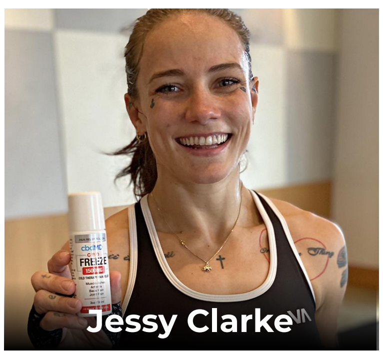
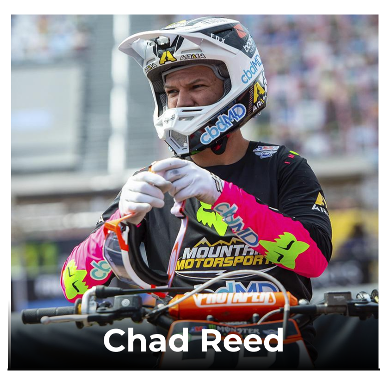
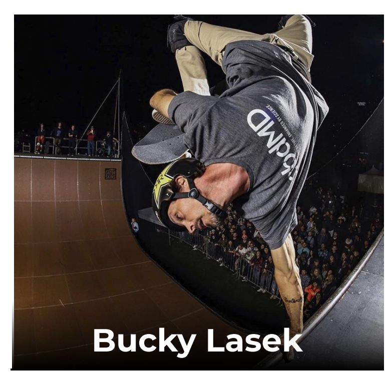
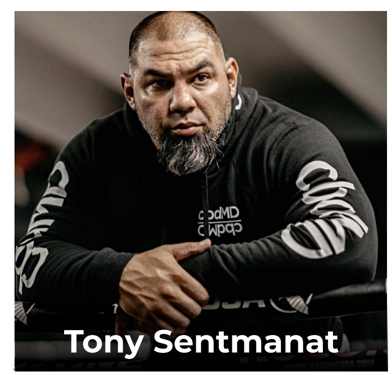
Team cbdMD™











STRATEGIC MARKETING AND BRANDING CAMPAIGN - PARTNERS

BELLATOR MMA™

Official CBD Partner of

NOBULL

CrossFit®

GAMES

2021

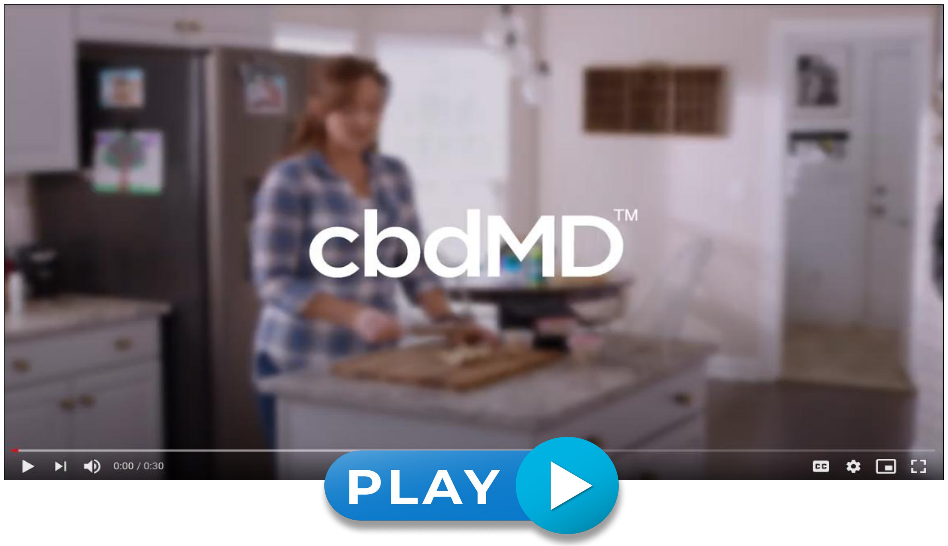
OFFICIAL CBD PARTNER OF

MONSTER ENERGY

AMA SUPERCROSS

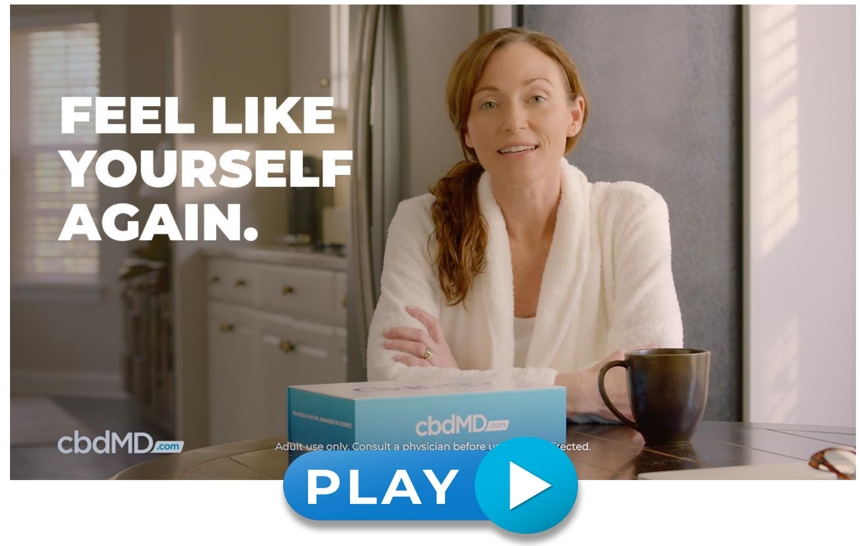
FIM World Championship

TELEVISION ADVERTISING



Conquer the Day

Debuting nationwide during the week of August 31, 2020, cbdMD’s first 30-second commercial was broadcasted across multiple national cable networks. cbdMD’s foray into television complements the brand’s category-leading, multi-channel media approach, which also includes sport sponsorship, social media, digital advertising, podcasts, and athlete endorsement.



Feel Like Yourself Again

Debuting on April 1, 2021, cbdMD's follow-up "Feel Like Yourself Again" National TV Ad focuses on the trustworthy nature of our products, in both :15 and :30 formats. Broadcast across multiple national cable networks, both linear and OTT, this spot complements the category-leading, multi-channel media approach which continues to include sports sponsorships, social media, digital advertising, podcasts, and athlete endorsements.

GROWTH STRATEGIES

PRODUCT INNOVATION CONTINUES TO DRIVE GROWTH

Product Extensions

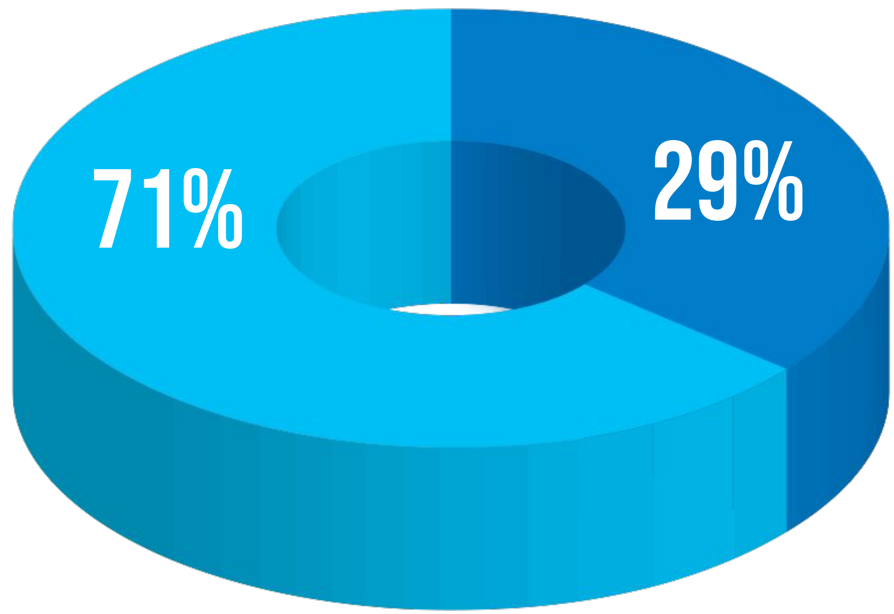
- Devote resources to ongoing R&D processes to expand product offering to meet evolving consumer demand
- Manufacturing partnerships allow for remarkable agility in creating new formulations, doses and packaging

Food & Beverage

- Launch of drink mix should set cbdMD apart from its competitors, many of whom lack an offering in this category
- A proper FDA regulatory framework should provide significant tailwinds to CBD in the packaged F&V space

DIVERSE SALES PORTFOLIO

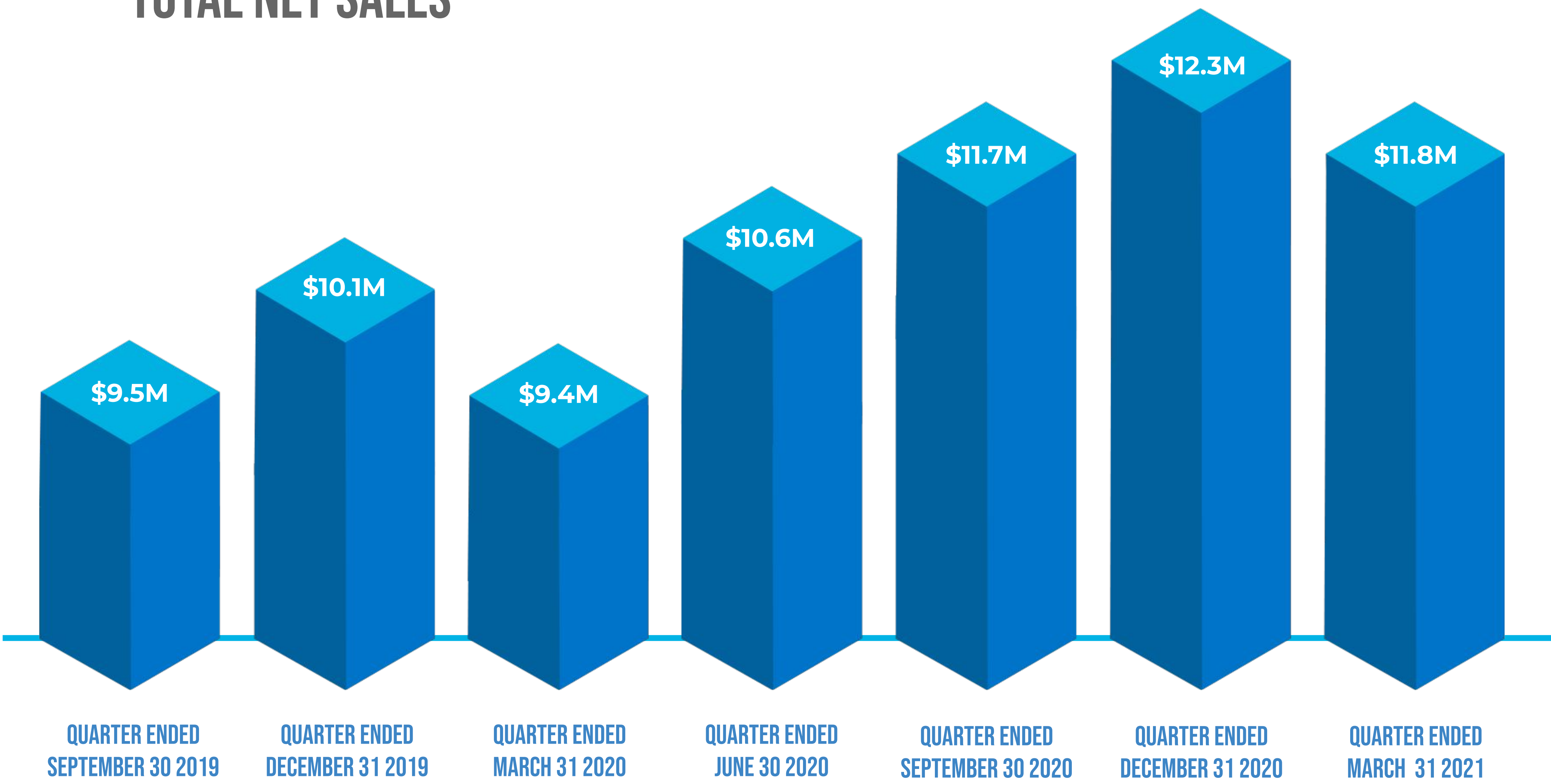
E-COMMERCE SALES ACCOUNT FOR 71% OF OVERALL NET SALES*



*Fiscal Quarter ended March 31, 2021

FINANCIAL PERFORMANCE

TOTAL NET SALES



BALANCE SHEET INFORMATION

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ALL FIGURES SHOW IN MILLIONS, US$	MARCH 31, 2021
CASH	$23.7
WORKING CAPITAL	$27.9
TOTAL ASSETS	$121.1
TOTAL LIABILITIES *	$35.2
SHAREHOLDER'S EQUITY	$85.9

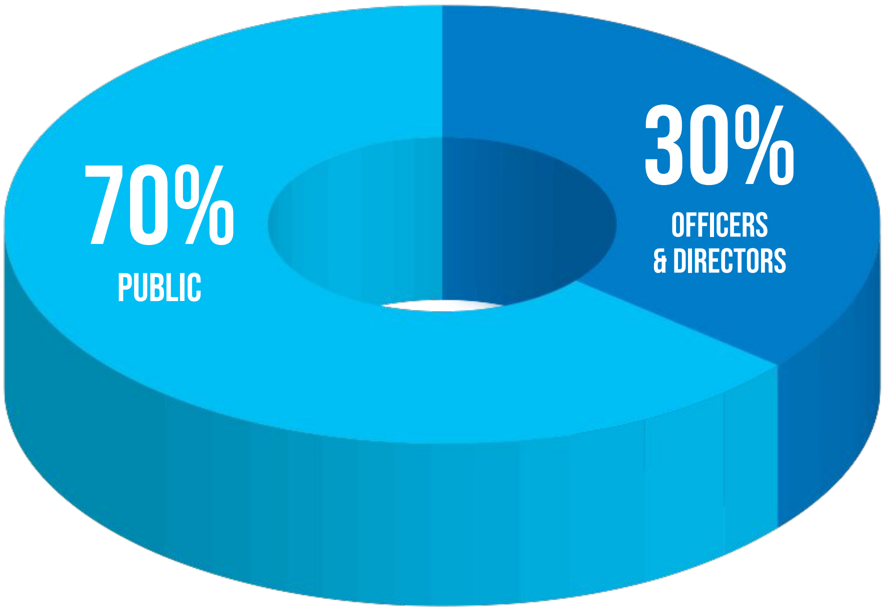
* *Includes $22,300,000 non-cash contingent liability related to earn-out rights, as well as $1.5 million PPP loan, which was forgiven in May 2021.*

KEY METRICS

Common Stock	YCBD
8.0% Series Cumulative Convertible Preferred Stock	YCBDpA
Exchange	NYSE American
Recent Common Price[1]	$2.88
Recent Preferred Price[1]	$8.65
Common Shares Outstanding[1,2]	56,967,565
Preferred Shares Outstanding[1]	2,800,000
Market Cap[1]	$181M
FY End	Sept. 30

SHARE OWNERSHIP

COMMON STOCK [1]



[1] as of 6/21/2021.

[2] Excludes:

- 4,667,600 Shares of common stock issuable upon conversion of 2,800,000 shares of 8.0% Series A Cumulative Convertible Preferred Stock.
- up to 6,211,410 in potential earn-out shares.
- 2,815,000 shares of common stock issuable upon the exercise of outstanding options with a weighted average exercise price of $4.51.
- 825,000 shares of common stock issuable upon unvested restricted stock awards.
- 658,611 shares of common stock issuable upon the exercise of outstanding warrants with a weighted average exercise price of $5.48
- 3,068,105 shares reserved for future issuances under our equity compensation plans.

POWERFUL BRAND BUILDING & EXECUTIVE TEAM

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LEADERSHIP TEAM

MARTIN A. SUMICHRAST
co-CEO
& Chairman of the Board

SCOTT COFFMAN
co-CEO, President
& Board Member

RONAN KENNEDY
Chief Financial Officer

BOARD OF DIRECTORS

BAKARI SELLERS
Attorney, political analyst CNN, former member South Carolina House of Representatives

WILLIAM F. RAINES III
Current President of DataTech Global, LLC.

PETER J. GHILONI
Former Chief Executive of Swisher International, Inc.

SIM FARAR
Managing Member JDF Investment Company LLC

SCOTT G. STEPHEN
Current Chief Growth Officer of Guaranteed Rate Mortgage, Inc.

FOR MORE INFORMATION

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