



Mag^{TC}Med

INDUSTRIES

Management Presentation
April 2021

Forward-Looking Statements

General

Unless otherwise indicated or the context otherwise requires, all references in this presentation to "MagicMed", the "Company," "we," "our," "ours," "us" or similar terms refer to MagicMed Industries Inc., together with its subsidiaries. All references to "\$", "C\$", "dollars" are to Canadian dollars. All references to "US\$" are to United States dollars.

Capitalized terms used herein that are not otherwise defined have the meanings ascribed to such terms in the preliminary prospectus.

Any graphs, tables or other information demonstrating our historical performance or that of any other entity contained in this presentation are intended only to illustrate past performance and are not necessarily indicative of our or such entities' future performance. The information contained in this presentation is accurate only as of the date of this presentation or the date indicated. No securities regulatory authority has expressed an opinion about the securities described herein and it is an offence to claim otherwise.

Cautionary Note Regarding Forward-Looking Information

This presentation contains "forward-looking information" for purposes of applicable Canadian securities laws ("forward-looking statements"). Forward-looking statements are neither historical facts nor assurances of future performance. Instead, they are based on our current beliefs, expectations or assumptions regarding the future of our business, future plans and strategies, our operational results and other future conditions. Forward-looking statements can be identified by words such as "anticipate", "believe", "estimate", "expect", "intend", "may", "plan", "predict", "project", "seek", "target", "potential", "will", "would", "could", "should", "continue", "contemplate" and other similar expressions, although not all forward-looking statements contain these identifying words. These forward-looking statements include all matters that are not historical facts, and include statements regarding our intentions, beliefs or current expectations concerning, among other things, our financial performance, financial condition, liquidity, prospects, growth, strategies and the industry in which we operate. Although we base the forward-looking statements contained in this presentation on assumptions that we believe are reasonable, we caution you that actual results and developments (including our financial performance, financial condition and liquidity, and the development of the industry in which we operate) may differ materially from those made in or suggested by the forward-looking statements contained in this presentation. Despite a careful process to prepare and review the forward-looking statements, there can be no assurance that the underlying opinions, estimates, and assumptions will prove to be correct.

By their nature, forward-looking statements involve risks and uncertainties because they relate to events and depend on circumstances that may or may not occur in the future. Forward-looking information involves known and unknown risks and uncertainties, many of which are beyond our control, which could cause actual results to differ materially from those that are disclosed in or implied by such forward-looking information. These risks and uncertainties include, but are not limited to, those described in greater detail under "Risk Factors" in the preliminary prospectus. If any of these risks materialize, or if any of the above assumptions underlying forward-looking statements prove incorrect, actual results and developments may differ materially from those made in or suggested by the forward-looking statements contained in this presentation. Given these risks and uncertainties, you are cautioned not to place undue reliance on these forward-looking statements. Any forward-looking statement that we make in this presentation speaks only as of the date of this presentation, and, except as required by law, we undertake no obligation to update any forward-looking statements or to publicly announce the results of any revisions to any of those statements to reflect future events or developments. Comparisons of results for current and any prior periods are not intended to express any future trends or indications of future performance, unless specifically expressed as such, and should only be viewed as historical data.

Forward-Looking Statements

Trademarks

This presentation includes certain trademarks, which are protected under applicable intellectual property laws and are the property of MagicMed. Solely for convenience, our trademarks referred to in this presentation may appear without the ® or ™ symbol, but such references are not intended to indicate, in any way, that we will not assert our rights to these trademarks to the fullest extent under applicable law. All other trademarks used in this presentation are the property of their respective owners.

Cautionary Note Regarding United States Securities Laws

This presentation does not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of the securities of MagicMed in any jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of such jurisdiction. The securities of MagicMed have not been and will not be registered under the United States Securities Act of 1933, as amended (the "U.S. Securities Act"), or any state securities laws and may not be offered or sold within the United States or to, or for the account or benefit of, "U.S. persons," as such term is defined in Regulation S under the U.S. Securities Act, unless an exemption from such registration is available.

IN MAKING AN INVESTMENT DECISION, INVESTORS MUST RELY ON THEIR OWN EXAMINATION OF THE COMPANY AND THE TERMS OF THE OFFERING, INCLUDING THE MERITS AND RISKS INVOLVED. THE SECURITIES OF THE COMPANY HAVE NOT BEEN APPROVED OR DISAPPROVED BY THE SECURITIES AND EXCHANGE COMMISSION OR BY ANY STATE SECURITIES COMMISSION OR REGULATORY AUTHORITY, NOR HAVE ANY OF THE FOREGOING AUTHORITIES PASSED ON THE ACCURACY OR ADEQUACY OF THIS PRESENTATION. ANY REPRESENTATION TO THE CONTRARY IS A CRIMINAL OFFENSE.

Readers should be aware that the acquisition, holding or disposition of the securities described herein may have tax consequences both in Canada and the United States. The tax consequences of the acquisition, holding or disposition of such securities for investors who are resident in, or citizens of, the United States are not described herein. Consequently, any prospective investor is advised to consult their own tax advisors regarding the application of federal income tax laws to their particular circumstances, as well as any state, provincial, local, foreign and other tax consequences of investing in the securities described herein and acquiring, holding or disposing of such securities. Investing in the securities described herein involves risks. An investment in the securities is suitable only for investors who fully understand, and are capable of bearing, the risks of such investment. Prospective investors should review and consider carefully the information disclosed in the offering documents, including the "Risk Factors" described in the preliminary prospectus.



Underserved Mental Health Market

/ Large market potential for an underserved patient base

US\$250+
Billion

spent on mental health
treatments in North
America each year, with many
North Americans claiming to
have unmet mental health care
needs ²

1/5

In any given year, 1 in 5 people in
Canada will personally
experience a mental health
problem or illness ¹

50%

Only about half of Canadians
experiencing a major
depressive episode receive
“potentially adequate care” ¹

Classic psychedelics are being studied as
potential treatments for an array of mental
health indications, however, big
pharmaceutical companies **have yet to enter
the psychedelics sector** likely due to
adverse side effects and a lack of patentability

1. “Mental Illness and Addiction: Facts and Statistics” (CAMH, 2021)

2. “Strengthening the Case for Investing in Canada’s Mental Health System” (Mental Health Commission of Canada, 2017)

Psychedelics: New Paradigm in Mental Health

/ Large potential to capitalize on a massive underserved market

Psychedelics could play a significant role in the future treatment of neurological and mental health indications.

Classic psychedelics are already being tested in a clinical setting and coupled with therapy, they have shown promising results ².

Addiction  \$42 Billion ¹

Attention Deficit
Hyperactivity
Disorder (ADHD)  \$9.1 Billion ¹

Anxiety  \$4.5 Billion ¹

Depression  \$4 Billion ¹

In-Clinic

- Classic psychedelics administered
- One on one treatment with trained professionals
- Single treatment session can take hours
- Adverse side effects such as “bad trips”
- Not accessible for majority of patients

Out-Patient

- Derivatized molecules designed from classic psychedelics
- Accessible to a larger patient population
- Treatment of a wider range of mental health indications
- Specifically designed to be more effective in targeting mental health indications
- Extensive research & development, pre-clinical and clinical trials for efficacy
- Potential enhanced safety profile
- Potential daily use applicability
- Potential to be more effective than treatments currently on the market
- Out-patient use

Beyond those listed above, there **remains a host of medical indications** that are currently underserved

1. According to IQVIA's 2020 global annual sales report and addiction review, the annual global drug sales and treatment market for Addiction, Anxiety, Depression and ADHD are approximately \$59 billion alone. Figures are in USD. ^a IQVIA Global Annual Sales Report (IQVIA, 2020); Opioid Addiction (Azadfar M, Huecker MR, Leaming JM, 2020)

2. Research by Johns Hopkins, UC Berkley, Imperial College, Heffter Research Institute, University of Toronto, and University of British Columbia have been investigating the benefits of therapy using psychedelics.



UNIVERSITY OF
CALGARY



State of the Art Science

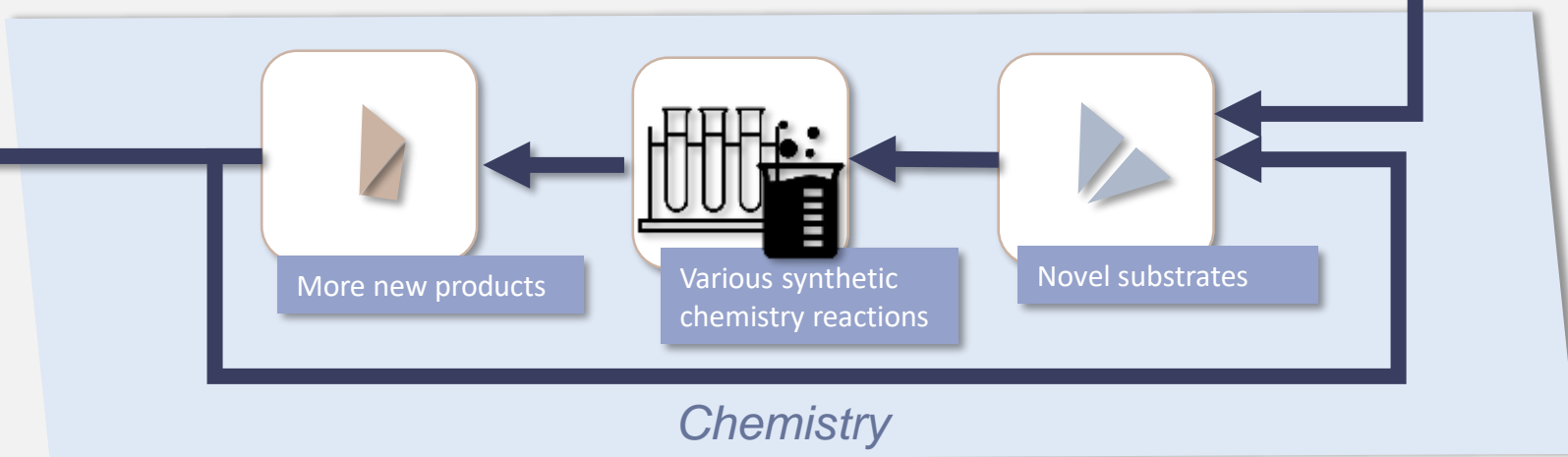
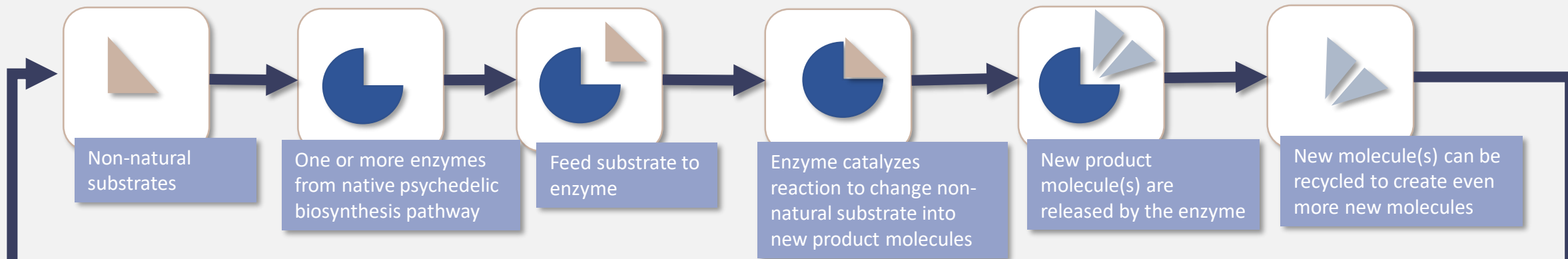
/ World-Leading Research and Development Facilities

MagicMed
Industries
operates from
**State-of-the-
Art** research and
development
facilities located
at the
**University
of Calgary**



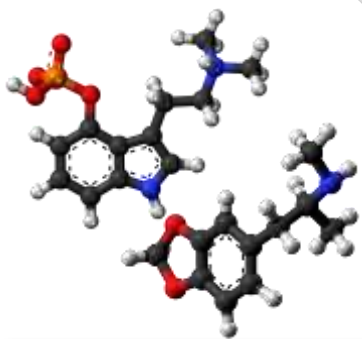
Synthesizing New Drug Candidates

Synthetic Biology



The Psybrary™

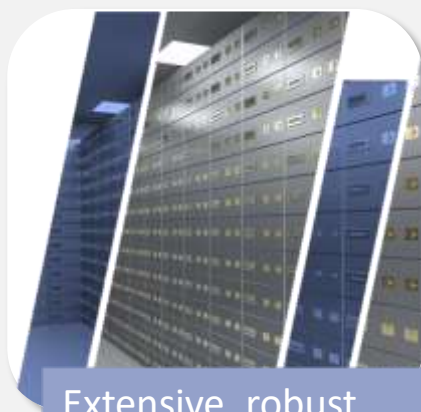
/ A portfolio of patented psychedelic derivatives



Designed to be a key provider of novel drug candidates for the biotechnology and pharmaceutical industries



Combining synthetic biology and chemistry enables the largest, most diverse portfolio of psychedelic derivatives possible



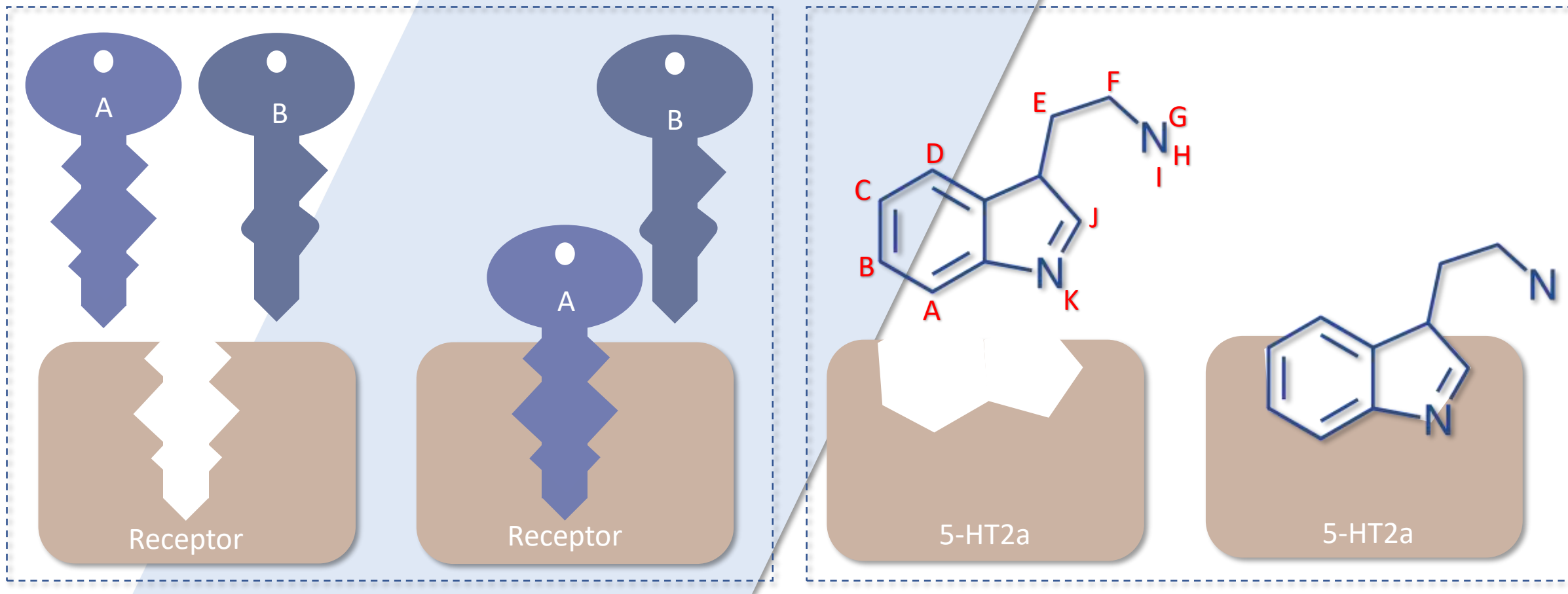
Extensive, robust patenting covers compositions, manufacturing, and uses for millions of possible drug candidates



The Psybrary™ is expected to **contain hundreds of millions of psychedelic derivatives** based on the structures of Psilocybin, DMT, LSD, Mescaline, Ibogaine and MDMA

The Psybrary™: “A Collection of Keys”

/ Drug molecules bind to the disease-related receptor like a key in a lock



Psybrary™: Unparalleled Depth

/ Expanding the Psybrary™ portfolios

| Psybrary™ Portfolio | Classic Molecule | Target Patent Filings | Derivative Molecules Protected | Synthesized / Target |
|---------------------|------------------|-----------------------|--------------------------------|----------------------|
| | Psilocybin & DMT | 13 Filed Patents | 125 Million | 200+/1,000 |
| | Mescaline/MDMA | 0/8 Patents* | 100 Million* | 0/1,000 |
| | Ibogaine | 0/5 Patents* | >1 Million* | 0/50 |
| | LSD | 0/5 Patents* | >1 Million* | 0/100 |

The Right Key for Each Indication



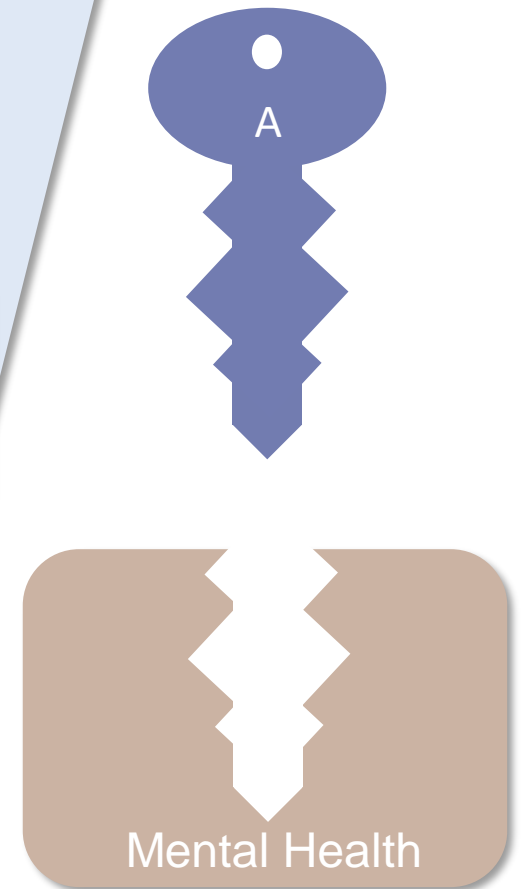
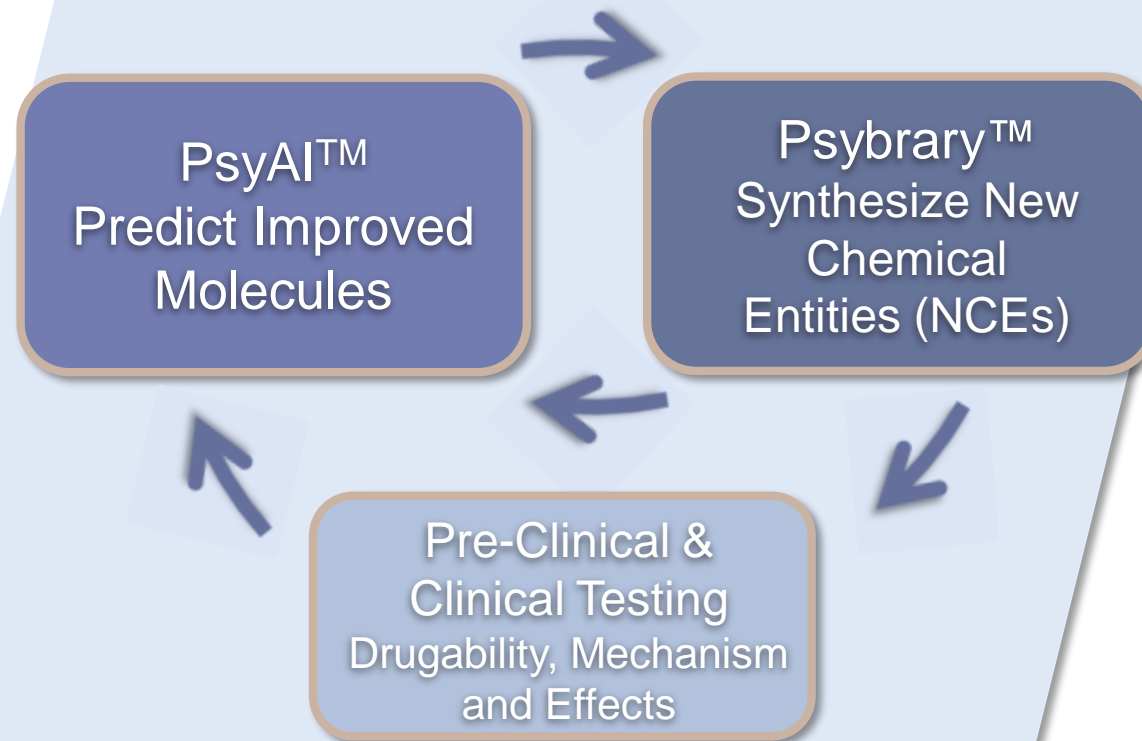
* These figures represent the Company's targets.

PsyAI™: Expected to Accelerate Screening

/ Testing and improving the Psybrary™

Psybrary™ molecules are analyzed with state-of-the-art approaches to realize improved safety profiles and enhanced efficacy

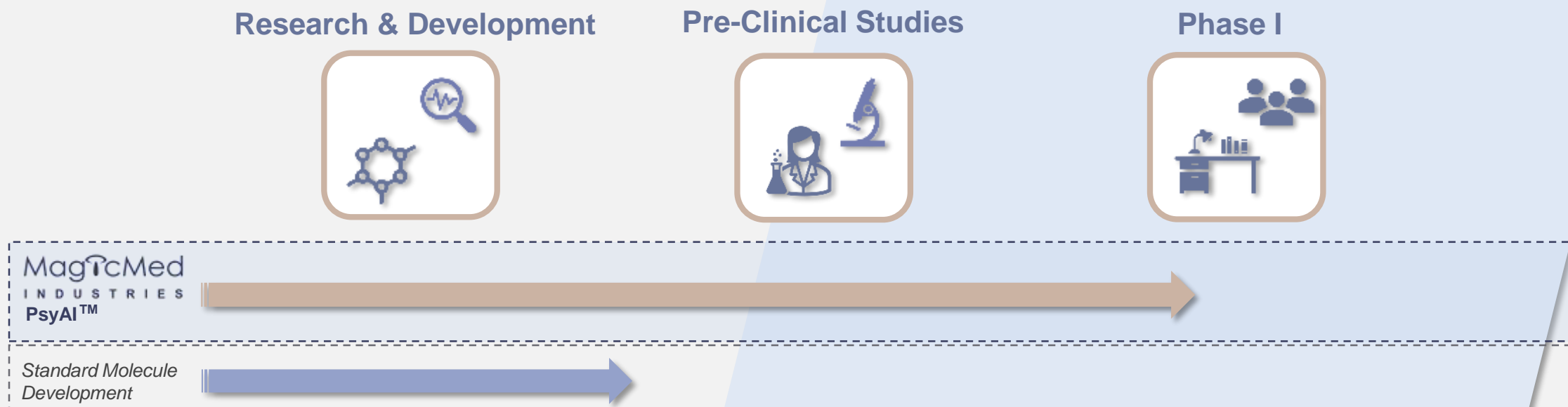
Testing generates new data leveraged to improve future iterations of the Psybrary™



A Key for Every Lock
A Drug for Every Condition

PsyAI™: Expected to Accelerate Drug Screening

/ PsyAI™ is expected to expedite R&D and the Pre-Clinical Timeline



PsyAI™ is expected to significantly **reduce the amount of laboratory testing** required to characterize new drug candidates and determine pharmacologic properties. This, in turn, is expected to significantly **accelerate drug development testing** and add value to the drug candidate*.

The Target Revenue Model ¹

/ MagicMed intends to de-risk its operations by generating revenue at various stages of the drug development cycle

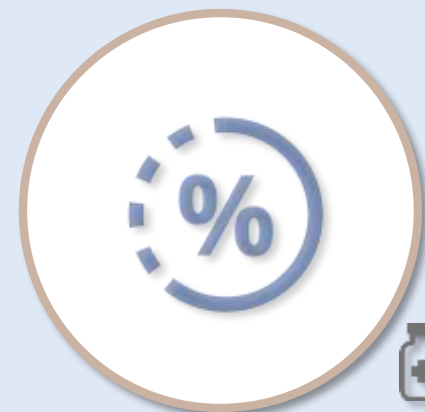
Research & Overhead Costs



Milestone Payments



Royalties



Pharmaceutical and biotechnology partner companies pay MagicMed to develop proprietary psychedelic derivatives of interest that they then license from the Psybrary™

As the partners advance new derivatives through preclinical and clinical testing, milestone payments are made to MagicMed as significant milestones are met

Once a new derivative receives approval to be marketed, the partner pays a royalty to MagicMed throughout the life of the product

1. Set forth above is MagicMed's target revenue generating model; while the Company is in discussions with a number of potential partners, no definitive agreements have been executed at this stage.

MagicMed Target Partners

/ MagicMed partners will be able to search, test and further tailor candidates contained in the Psybrary™ and then license them for clinical development and marketing

MagicMed Industries



Psybrary™
PsyAI™

Biotechnology Partners



Research & Development
Partnership & Licensing

Pharmaceutical Partners



Research & Development
Partnership & Licensing

Experienced Management Team



Dr. Joseph Tucker

Chief Executive Officer, President & Chairman

Dr. Joseph Tucker has 20 years experience building publicly traded biotechnology companies. Dr. Tucker was previously Executive Chairman and Chief Operating Officer of Willow Biosciences (TSX: WLLW), Chief Executive Officer and President of Stem Cell Therapeutics (TSX: SSS) prior to its acquisition by Trillium Therapeutics (NASDAQ, TSX: TRIL), and Vice President at ResVerlogix (TSX: RVX). Earlier in his career Dr. Tucker was a healthcare analyst with two investment banks. Dr. Tucker received his Ph.D in Biochemistry and Molecular Biology from the University of Calgary.



Dr. Jillian Hagel

Chief Technology Officer & Director

Dr. Jillian Hagel has extensive experience in the biotechnology industry with a focus on the coordination of scientific teams and patent filings. Dr. Hagel previously held management roles at a Canadian-publicly traded entity focused on optimizing manufacturing of active pharmaceutical ingredients from plants. Dr. Hagel received her Ph.D in Biochemistry (Specialized Plant Metabolism) from the University of Calgary.



Dr. Peter Facchini

Chief Scientific Officer

Dr. Peter Facchini is an experienced Chief Scientific Officer of publicly traded and private biotechnology companies and has been a Professor of Plant Biochemistry at the University of Calgary since 1995. As a recognized leader in the development of new molecular derivatives, Dr. Facchini is the Canada Research Chair in Plant Metabolic Processes Biotechnology and has published more than 160 scientific papers and holds 40 patents in the field. Dr. Facchini received a Ph.D from the University of Toronto and conducted postdoctoral research at the University of Kentucky and the Université de Montréal.

Board of Directors



Dr. Brad Thompson

Dr. Thompson is an experienced biotechnology company founder and executive with 40 years experience. Since November 2016 he has been acting as the Chief Executive Officer of Kickshaw Ventures Ltd., and since November 2017, he has been acting as the Chief Executive Officer and Chief Science Officer of Wyvern Pharmaceuticals Inc. He previously served as founding CEO of Oncolytics Biotech (NASDAQ: ONCY, TSX: ONC) from 1999 to 2016, and SYNSORB Biotech (NASDAQ: SYBB, TSX: SYB) from 1994 to 1999. He has served as Chairman, Director, and Audit Committee member for a number of public and private company boards and industry groups including Chairman and Chairman Emeritus of BIOTECCanada. He received his Ph.D. from the University of Western Ontario in the Department of Microbiology and Immunology in 1981.



Henri Sant-Cassia

Mr. Sant-Cassia has more than a decade of experience in the plant medicine field and has been a serial entrepreneur since his early 20s. Since 2019 he has been a founding partner at The Conscious Fund, an active venture fund in the psychedelic medicine space. The US\$60M fund has backed 11 of the leading companies in the sector, spanning drug discovery, clinics, addiction, AI, and media, and has incubated 9 projects including The Psychedelic Medicine Association. His work has created over US\$200M in company valuations within the psychedelic market. He holds a degree in law from University College London.



Michael Flach

Mr. Flach acts as a strategic and trusted advisor to both start-up and established businesses in technology, pharmaceutical, telecommunication and resource sectors. From 2014 – 2019, Mr. Flach was Corporate Secretary for Epimeron, a biotechnology company, that, together with BioCan Technologies Inc., was acquired by Makena Resources Inc. by way of a plan of arrangement in April 2019, after which Makena Resources Inc. changed its name to Willow Biosciences Inc. (TSX: WLLW). Since 2017, he has served as Vice President, Legal and General Counsel for PTW Energy Services and has been a principal at Greenfields Law since 2014. He received his LLB from the University of British Columbia in 2005.

*Dr. Joseph
Tucker*

Chairman

Dr. Jillian Hagel

Director

Corporate Growth Targets ¹

/ MagicMed intends to be a key supplier of psychedelic derivative drug candidates



1. Set forth above are MagicMed's target objectives; however, there is no guarantee they will be achieved in the timeline set forth, or at all.

Thank You

For more information please contact:
ir@magicmedindustries.com

magicmedindustries.com

In accordance with Section 13.7(4) of National Instrument 41-101 – General Prospectus Requirements, all of the information relating to MagicMed's comparables and any disclosure relating to the comparables, which is contained in the presentation to be provided to potential investors, has been removed from this template version for purposes of its filing on the System for Electronic Document Analysis and Retrieval (SEDAR).