

# EuroLife Brands

12:49 03 Dec 2019

## EuroLife Brands to mull forming stand-alone group for its cannabis data and tech assets

EuroLife Brands Inc (CSE:EURO) (OTCMKTS:EURPF) revealed it is mulling a plan to split away its data analytics business from its re-focused European hemp and CBD operation to enhance shareholder value.

The analytics assets would go into a special purpose entity, named BioScience NewCo, that would be operated as a stand-alone and could ultimately be spun out to shareholders, the company said.

BioScience NewCo would be led by current EuroLife CEO, Shawn Moniz, and would bridge the gap between Cannabis Education, Patient R&D (research and development), and Pharmaceutical R&D partner opportunities within Europe.

READ: EuroLife Brands setting its sights on Swiss cannabis and hemp sector "According to Statista, the worldwide pharmaceutical market generated revenue in excess of US\$1.2 trillion in 2018," noted Moniz.

"With aging population demographics and attitudes towards prevention, and general health and wellness on the rise, the various opportunities afforded within the space are buoyant and poised for continued growth," he said.

"Having invested substantial financial capital alongside thousands of man hours into the development of the Cannabis data analytics platforms, we are of the belief that we have built a solid framework that is ripe for monetization and from which further growth can be built upon."

Last week, the group revealed it was looking to build on its success in Germany to break into the thriving Swiss market, and had set up a due diligence trip to include strategic meetings with leading hemp companies.

"Working alongside our European counterparts in relation to our recently announced plans for German HempCo and the Dresden cultivation facility in devising an integrated and synergetic 2020 EuroLife roadmap, I am pleased to see the continued and dedicated focus from all parties involved as we strive to achieve our stated goals," said Derek Ivany, chairman of EuroLife's advisory board.

"Decoupling the cultivation operation and the associated down-stream business segments, from those of our digital educational technology assets, will provide for greater shareholder value as both verticals will be allowed to thrive in their related yet distinct consumer markets."

"... more singularly focused operations should allow for additional flexibility in pursuing new and tertiary business opportunities for each stand-alone entity," added EuroLife.

In addition to the ongoing operation of the Cannabis.Me cannabis data platforms, BioScience NewCo intends to examine other potential lines of growth. These include:

**Price:** 0.035

**Market Cap:** \$12.23 m

### 1 Year Share Price Graph



### Share Information

**Code:** EURO

**Listing:** CSE

**52 week High Low**  
0.2 0.005

**Sector:** Cannabis

**Website:** eurolifebrands.com

### Company Synopsis:

*EuroLife Brands is a leading global digital CBD marketplace with an exclusive CPG-focused eCommerce platform backed by evidence-based cannabis education and detailed consumer data collected through Cannabis. Me, the Company's data-driven cannabis education platform with users spanning the world.*

action@proactiveinvestors.com

- Funding, formulating and conducting R&D on new and novel biopharmaceutical and nutraceutical therapeutics using cannabinoids and mushrooms;
- Using the robust depository of captured cannabis data analytics to assist pharmaceutical companies in assessment of marketing and product strategy;
- Partnerships and data sharing opportunities with synergistic companies in the cannabis space;
- Licensing and white-labeling opportunities with private and public sector organizations;
- Data capture and analytics services for clinical trial and clinical trial design studies;

It is worth noting that the potential arrangement is subject to, among other things, finalizing the economic benefit analysis, adequate funding, as well as approval by not less than two-thirds of the votes cast at a special meeting of EuroLife shareholders.

Shares fell around 9% in Toronto to C\$0.050.

Contact the author at [giles@proactiveinvestors.com](mailto:giles@proactiveinvestors.com)

Proactive Investors facilitate the largest global investor network across 4 continents in 4 languages. With a team of analysts journalists & professional investors Proactive produce independent coverage on 1000's of companies across every sector for private investors, private client brokers, fund managers and international investor communities.

Contact us +44 (0)207 989 0813 [action@proactiveinvestors.com](mailto:action@proactiveinvestors.com)

#### No investment advice

The Company is a publisher. You understand and agree that no content published on the Site constitutes a recommendation that any particular security, portfolio of securities, transaction, or investment strategy is suitable or advisable for any specific person. You understand that the Content on the Site is provided for information purposes only, and none of the information contained on the Site constitutes an offer, solicitation or recommendation to buy or sell a security. You understand that the Company receives either monetary or securities compensation for our services. We stand to benefit from any volume which any Content on the Site may generate.

You further understand that none of the information providers or their affiliates will advise you personally concerning the nature, potential, advisability, value, suitability or profitability of any particular security, portfolio of securities, transaction, investment, investment strategy, or other matter.

You understand that the Site may contain opinions from time to time with regard to securities mentioned in other products, including Company-related products, and that those opinions may be different from those obtained by using another product related to the Company. You understand and agree that contributors may write about securities in which they or their firms have a position, and that they may trade such securities for their own account. In cases where the position is held at the time of publication and such position is known to the Company, appropriate disclosure is made. However, you understand and agree that at the time of any transaction that you make, one or more contributors may have a position in the securities written about. You understand that price and other data is supplied by sources believed to be reliable, that the calculations herein are made using such data, and that neither such data nor such calculations are guaranteed by these sources, the Company, the information providers or any other person or entity, and may not be complete or accurate.

From time to time, reference may be made in our marketing materials to prior articles and opinions we have published. These references may be selective, may reference only a portion of an article or recommendation, and are likely not to be current. As markets change continuously, previously published information and data may not be current and should not be relied upon.

The Site does not, and is not intended to, provide investment, tax, accounting, legal or insurance advice, and is not and should not be construed as providing any of the foregoing. You should consult an attorney or other relevant professional regarding your specific legal, tax, investment or other needs as tailored to your specific situation.

In exchange for publishing services rendered by the Company on behalf of EuroLife Brands named herein, including the promotion by the Company of EuroLife Brands in any Content on the Site, the Company receives from said issuer annual aggregate cash compensation in the amount up to Twenty Five Thousand dollars (\$25,000).