



Executive Summary

Company Overview – Chinese Investors.com, Inc. (CIIX-OTCQB)

Stock Price (Apr 21, 2017)	\$1.09	FY	May 31
Market Cap (\$ Mln)	\$8.4	Shares Outstanding	7.7 Mln
Enterprise Value (\$ Mln)	\$6.9	Avg Volume (3 Mths)	143,080

CIIX is undergoing a huge transformation. CIIX was founded in 1999 (went public in January 2012) and is headquartered in San Gabriel, CA. Traditionally the company has offered a range of consulting services, information products and web-based tools for investor education, including real time market commentary, analysis and education to the Chinese investor via the company's website, www.chinesefn.com.

The legacy financial media business is expected to remain and continue to do well, but management, after recognizing the out sized potential of the nascent U.S. cannabis industry started to lay the groundwork to capitalize on the growing demand of Cannabidiol-based (CBD) nutrition and health products. This demand when coupled with the company's intimate knowledge and penetration of the native Chinese speaker in the U.S. and abroad, makes for an enormous and niche opportunity.

By the end of 2016, CIIX begun implementing its plans for a new website, mobile application and online distribution of CBD oils for the booming global Medical Marijuana industry. Recently CIIX launched the first CBD health products online store in the Chinese language and established and registered XiBiDi Biotechnology Co., LTD., in the Pudong free-trade area in Shanghai, providing an opportunity to reach a customer base of 1.4 billion people. Note that the Chinese characters "XiBiDi" is homophonic to "CBD" in English. XiBiDi Technology will focus on the online/offline sales of health products, including hemp-derived CBD, as well as hemp-based food and beverages. XiBiDi technology will also be the operation of CIIX's recently launched online store, www.chineseCBDoil.com, which will primarily focus on selling, where-legal, hemp-based CBD nutrient and health products to Chinese speaking customers worldwide, through the online retail process.

CIIX also launched the world's first Chinese-language mobile cannabis navigation app. This "Yelp" style social media mobile app will contain a database of marijuana dispensaries and cannabis strains, a platform to review and discuss various cannabis products, and maps showing the locations of medical and recreational cannabis dispensaries. In addition, the mobile app will offer cannabis business summary reports of Los Angeles and other large cities, so that users can easily get the best recommendations for local marijuana products. This app has already been approved for download by the Apple store.

CIIX is also in preparations to open a retail store based in the predominantly Chinese community of San Gabriel, CA. In addition to retail and direct sales, the company will focus on the legal import of hemp-based (but not CBD oil products) health products in China and the export of hemp food and beverages to the United States, Canada and Europe.

CIIX will continue to focus on investment on both the R&D and distribution of CBD medicine and health products. **CIIX's mission is to become the leading Chinese Medicine Marijuana publicly traded company.**

Key Highlights:

- Financial Media Company for Chinese audience
- Transforming company to leverage growth of the nascent and growing global medical marijuana industry
- First CBD health products online store in the Chinese language
- Mobile navigation app for medical marijuana industry – Chinese language

Benefits of CBD OIL:

- Relieves pain and inflammation
- Has antipsychotic effects
- Reduces anxiety
- Helps to fight cancer
- Relieves nausea
- May treat seizures and other neurological disorders
- Lowers incidence of diabetes
- Promotes cardiovascular health

Source: www.draxe.com

The company is in the process of combining Chinese herbs with CBD oil to make an even more effective product.

Industry Analysis

Market is Large – According to the CBD Report published by *The Hemp Business Journal*, Cannabidiol is one of the fastest growing market categories in the U.S. hemp and legal marijuana industries. In 2015, the **CBD industry** grew from a nearly invisible market a few years ago to \$202 million in consumer sales, and it further expected to grow to \$2.1 billion in consumer sales **by 2020E, representing an underlying CAGR of about 80.0%.**

Regulations make market complex – While marijuana use is illegal in China, the growing of industrial hemp is legal. However, in the United States, the Drug Enforcement Agency (DEA) considers it illegal and yet remains available online and in retail stores around the country. Meanwhile, CBD laws vary from state to state and while the DEA considers it illegal under federal law, CBD products remain available. In the 28 states, where medical marijuana is legal, CBD products are covered by those same medical marijuana protections. In recent years 16 states have passed CBD – only laws.

Comparable Analysis

At Consilium Global Research (CGR) we believe that a comparable analysis is essential to a thorough analysis of a company, as a way of perspective. We believe that CIIX is firstly a financial media company serving native Chinese speakers in the U.S. and abroad. Recently the company has seized on an opportunity to leverage and expand on that ever growing customer base and has created a growth driver for years to come, the global cannabis market.

Although each is a little different, we believe the comps chosen are fair representation of the market and CIIX's potential. A snapshot on each cannabis comp we chose: **CBIS:** together with its subsidiaries, develops, produces and commercializes phytocannabinoid-based pharmaceutical products primarily in the U.S. **GWPH:** is a developer for plant-derived cannabinoid therapeutics that has successfully developed the world's first prescription medicine made from the cannabis plant, Sativex (nabiximols), for the treatment of spasticity due to multiple

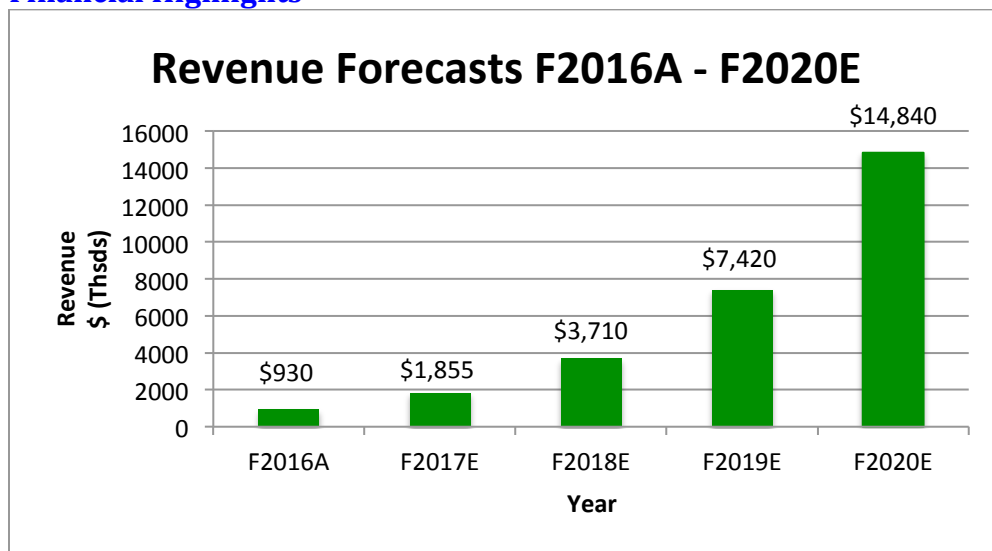
sclerosis. **INSY**: a specialty pharmaceutical company, which is also developing Cannabidiol Oral Solution, a synthetic cannabidiol for childhood catastrophic epilepsy syndromes; and other product candidates, including other dronabinol line extensions and sublingual spray product candidates. **MJNA**: an investment holding company that operates in the medical marijuana and industrial hemp markets. **ZYNE**: specialty pharmaceutical company, which focuses on developing and commercializing proprietary synthetic cannabinoid therapeutics formulated for transdermal delivery. A snapshot of the financial media comp we chose: **TST**: a digital financial media company, which provides business and financial news, investing ideas, and analysis to personal and institutional investors worldwide.

Company	Ticker	Price (4/21/17)	Market Cap (Mlns)	Sales 2016A (000's)
ChineseInvestors.com, Inc.	CIIX	\$1.09	\$8.4	\$903
Cannabis				
Cannabis Science, Inc.	CBIS	\$0.08	\$188.5	\$44.3*
GW Pharmaceuticals plc	GWPH	\$114.76	\$2,910	\$13,399
Insys Therapeutics Inc.	INSY	\$10.21	\$734.7	\$242,275
Medical Marijuana, Inc.	MJNA	\$0.13	\$328.1	\$9,215*
Zynerba Pharmaceuticals Inc.	ZYNE	\$23.20	\$306.6	\$278.9
Financial Media				
TheStreet, Inc.	TST	\$0.77	\$27.4	\$63,499.5

Source: Consilium Global Research; All currency USD\$, unless otherwise indicated

*=Has Yet to report Full Year Results

Financial Highlights



Source: Consilium Global Research

We forecast CIIX's revenue to grow at a CAGR of nearly **100%**, growing better than the underlying market (**80.0% CAGR**). We believe this is achievable given management's execution ability. As such, we believe these forecasts can easily prove conservative.

SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> ➤ Seasoned, proven and entrepreneurial management team with vision and ability to execute ➤ First Mover on many fronts ➤ Well engrained with native Chinese speakers in U.S. and abroad 	<ul style="list-style-type: none"> ➤ Nascent market means it will take a lot to stand out ➤ Financials – may have to continue to raise \$ to keep growing to compete ➤ Enough and appropriate resources to figure out ever evolving legality of market (U.S. and abroad)

Opportunities	Threats
<ul style="list-style-type: none"> ➤ Strategic international expansion ➤ Chinese demand and population ➤ Large addressable market ➤ Growing demand and acceptance ➤ Successful leverage of legal cannabis market will growth drive for CIIX for years to come 	<ul style="list-style-type: none"> ➤ Execution ➤ No brand leaders ➤ Nascent market means lots of entrants into market ➤ International and Federal laws

Update – Press Releases

03/23/17 ChineseInvestors.com, Inc. (CIIX) Set to Open California Retail Store, Launches XiBiDi Biotechnology in China

03/22/17 Mixed Marijuana Messages from Trump Administration Make Diversification Imperative

03/20/17 CIIX Establishes XiBiDi Biotechnology Co., Ltd. in Shanghai Free-Trade Zone

03/16/17 CIIX Helping Treat Patients with Amyotrophic Lateral Sclerosis

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